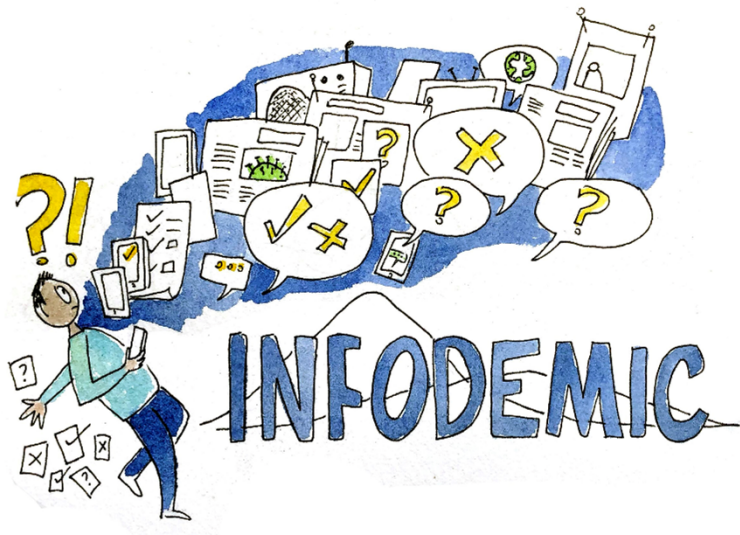


WHO webinar on infodemic management framework
7-8 April 2020, 14-17h Geneva time



#infodemicCOVID19

Q&A, polls and ideation

Slido.com or Slido app

Event code: **#infodemic**

Passcode: **April2020**

Meeting documents

- See resource links in slido event
- **bit.ly/infodemicconsultation**

Idea submission via slido



Ideas: #1 Scan and verify evidence

Examples:

- Scan available information
- Review and verify evidence and information (fact-checking)
- Counter misinformation



Ideas: #3 Amplify the reach of messages

Examples:

- Identify new channels of amplification
- Reach out and listen to the concerns of sectors/audiences
- Provide targeted advice for action
- Define best channels of amplification



Ideas: #2 Explain the science

Examples:

- Interpret available information
- Reformat so different audiences can understand



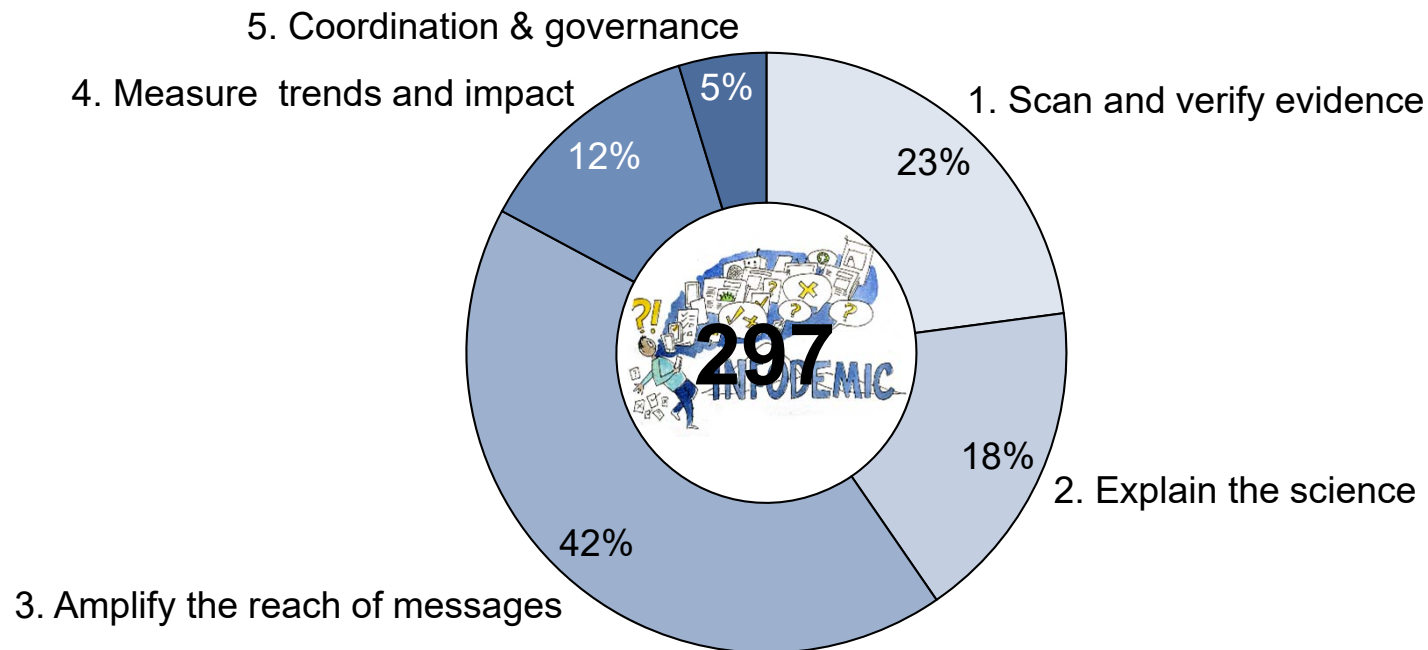
Ideas: #4 Measure trends and impact

Examples:

- Describe the infodemic, including:
 - Surrogate measures for public health behaviours
 - Public engagement
 - Public sentiment
- Measure changes in digital discourse
- Relate changes to policy to analyze impact
- Inform interventions at global/ national/local levels

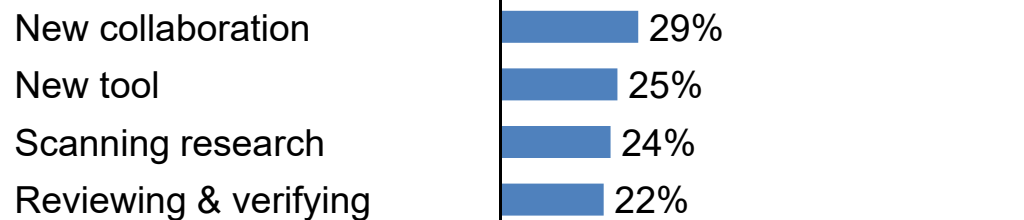
“5th bucket” for ideas not fitting anywhere else:  Plenary meeting (Q&A, polls)

Almost 300 ideas were entered yesterday!

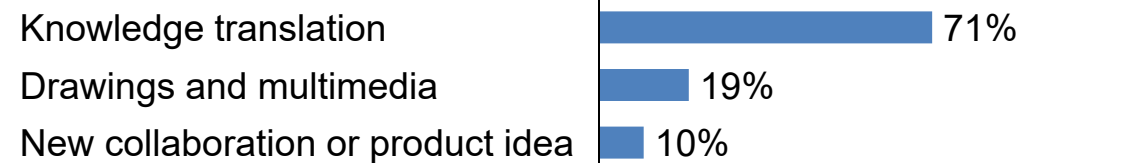


Identifying evidence: scan, review and verify evidence and information

1. Identify evidence



2. Simplify



1. Identifying evidence: scan, review and verify evidence and information

Category	Global actions (for WHO)	Country actions (for Member State)	Global actions for other actors and sectors
Scanning the research and making evidence available	WHO official website to publish the weekly most relevant fake news		
Reviewing and verifying evidence	WHO to translate information for opinion leaders, social media influencers to use correct information from scientific societies and from official data.		Engage fact-checking organizations to disseminate verified information.
Pitching a software/ tool/ platform			Organizations with artificial intelligence power to analyze the vast amount of data that is being generated daily in the literature.
Pitching a collaboration or way of working		Member States to design priority messages for the general public and share them systematically through multiple channels, covering different demographics.	



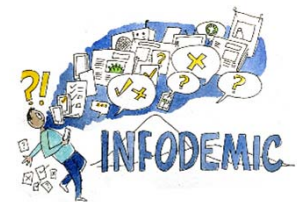
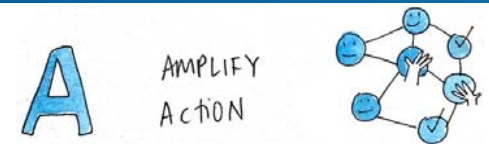
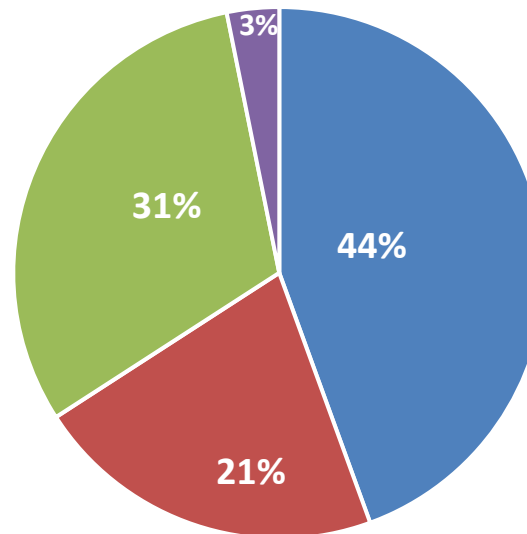
Topic 2: Simplify knowledge: Interpret and explain what is known

Overarching theme	Selected global actions (for WHO)	Selected country actions (for Member State)	Selected global actions for other actors and sectors
Knowledge Translation <ul style="list-style-type: none"> Global governance approaches for effective communication Principles of 'making the info understandable' Factors influencing effectiveness of communication 	<ul style="list-style-type: none"> Overarching strategy for addressing mis/disinfo in this pandemic across all communication platforms Foster a platform that brings together best practice on communication 	<ul style="list-style-type: none"> Consider the principles of 'making the info understandable' in national communication 	<ul style="list-style-type: none"> Repository/ databases for all infographics and materials for easy access NGO collaboration framework National multi-disciplinary research networks
Drawings and multimedia	<ul style="list-style-type: none"> Use of multimedia platforms if context appropriate otherwise use other channels to disseminate info Use animated video capsules that create empathy with target audiences Create infographic with disease progression from the day of the viral exposure until the acute respiratory stage 		
Collaborations and products idea	<ul style="list-style-type: none"> Compile a list of global product ideas and disseminate 	<ul style="list-style-type: none"> Compile a list of national product ideas 	<ul style="list-style-type: none"> Reach out to global and national policy makers to explore collaborations

Category 3: Amplify Action

- Total of 126 ideas
- Broken down into 4 categories

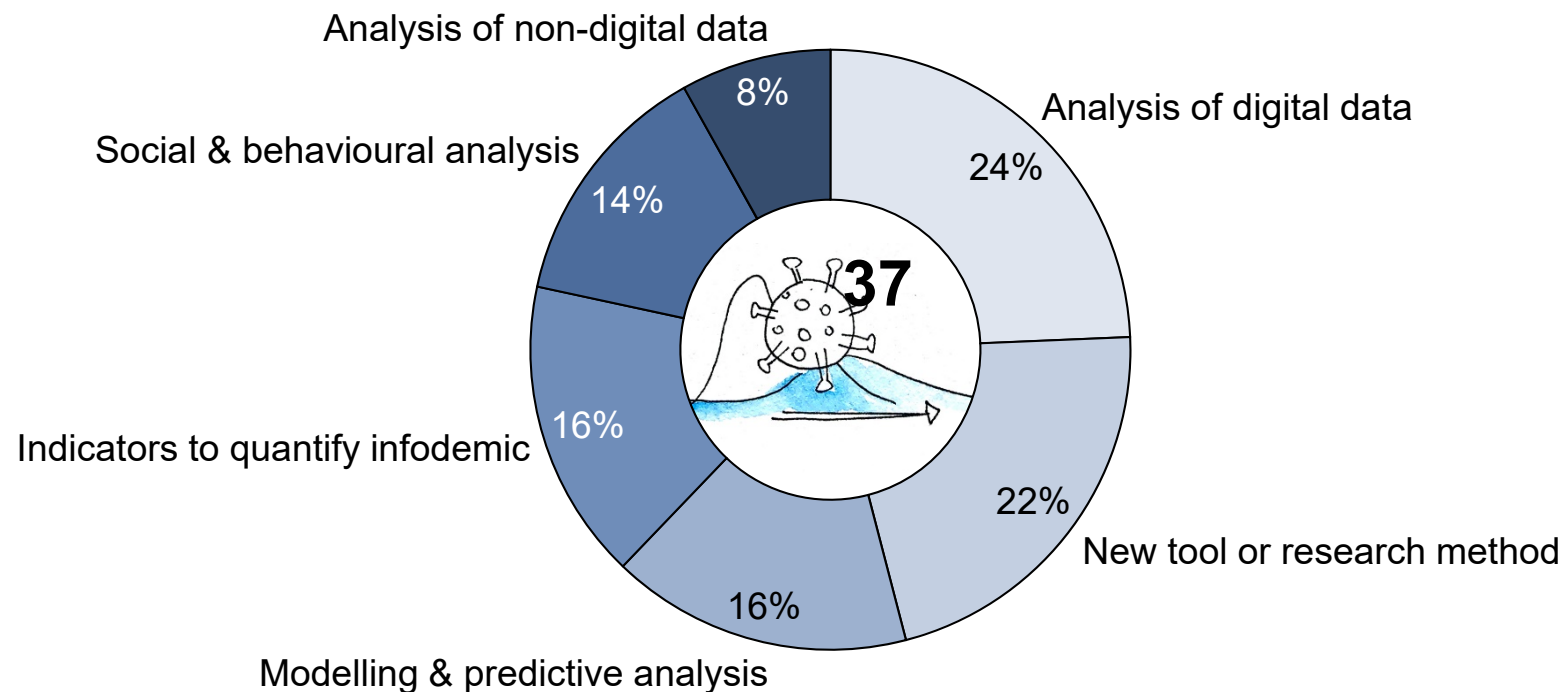
- Collaboration or way of working
- Engaging amplifier of society/influencer
- Software/tool/platform
- Management and coordination



Category 3: Amplify Action

Category	Global actions (for WHO)	Country actions (for Member State)	Global actions for other actors and sectors
Collaboration/ways of working	Ensure communications are translated and adapted for communities' needs, especially marginalized communities	Find ways to diffuse information to communities.	All actors to take a community-based approach and work across
Engaging amplifiers	Make use of key influencers to amplify messages, e.g. community health workers, ambassadors, etc.	Strengthen engagement with civil society/community leaders	Engage young people in the fight against misinformation
Software/tool/platform	Collaborate with companies to amplify key messages.	Use software to translate materials into local languages	Leverage technology to amplify messages and reach audiences that might be left out.
Management & coordination	WHO to take a leadership role in managing the infodemic	Coordinate across agencies within govt	Work with national governments and international organizations to coordinate response

37 ideas were entered on quantifying the infodemic



Topic 4: Quantify

Category	Global actions (for WHO)	Country actions (for Member State)	Global actions for other actors and sectors
Analysis of digital data	Dashboard on infodemic monitoring	Local web-based models	Repositories of misinformation to track patterns & trends
New tool or research method	Help form research agenda to fill gaps in research		<ul style="list-style-type: none"> - Research on incentives - Comp sciences for behavioural analysis
Modelling & predictive analysis			<ul style="list-style-type: none"> - Use social network science - Model vulnerability & misinformation aspects
Indicators to quantify infodemic	Set up working group to define indicators Develop meta-data standards		
Social & behavioural analysis	Protocols evidence-based approaches to behavioral dimension of public health	Use mobile surveys to measure adherence	
Analysis of non-digital data		Country-level dipstick surveys & community level analysis	



14 ideas were entered on coordination and governance

Ethics around handling misinformation

Taskforces

7%

7%

14

Framework, principles
& guidelines 29%

57% Promote integration & collaboration

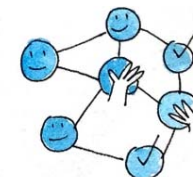
Coordination and governance

Category	Global actions (for WHO)	Country actions (for Member State)	Global actions for other actors and sectors
Promote integration & collaboration	Build network of collaborating centers Platform for best practices	Set up collaborations including private sector, civil society and government	- Integrated information systems (ie at EU level) - International platforms to communicate evidence-based responses
Framework, principles & guidelines	-Develop guidelines on remote risk communication - Framework of principles & strategy for infodemic response		
Taskforces		Set up task forces for (dis)information management and datascience in epidemic	
Ethics around handling misinformation	Guidance on what is acceptable in misinformation management		

Highlights of Slido Comments

A

AMPLIFY
ACTION



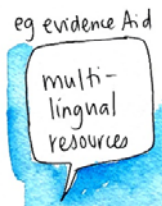
Overarching strategy

“Can this consultation lead to an **overarching strategy for addressing mis/disinfo in this pandemic across all communication platforms** (digital, mass media, community-based, person to person) to support coordination and help all organisations see what they can do?”



Incentives

“We need research to understand how different actors profit from misinformation: what are the incentives in form of financial business models and political or strategic gains.”



“Gamify” COVID-19 Messages

“Develop a COVID-19 game. There are now more than 2.5 billion gamers across the world, that is quite an audience.”

Reaching Populations without Internet Access

“We also need to **consider populations that do not have access to social media or the internet**. Perhaps sending verified messages, both sms and IVR, in their local languages. Also, having active toll-free call center in the rural areas with the support of governments.”



Evidence-based approach behavioural measures

“Evidence-based approaches on the effectiveness of the behavioral dimension of public health measures are needed. We should develop protocols similar to those for standard public health interventions”



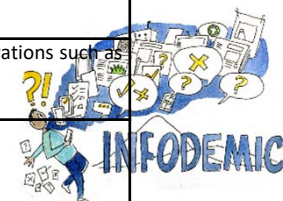
Appendix

Highlighted ideas identifying evidence: scan, review and verify evidence and information

Categories	Highlighted ideas
Scanning the research and making evidence available	Develop tools for ranking the provenance and credibility of scientific sources.
Reviewing and verifying evidence	As much as it is important to identify the correct evidence, it is equally important to know what are the populations' main concerns.
Pitching a software/ tool/ platform	Using the artificial intelligence power of some organizations to analyze the vast amount of data that is being generated daily in the literature.
Pitching a collaboration or way of working	Replicate techniques used to fight against vaccine hesitancy to tackle the very roots of fake news.

Topic 2: Simplify knowledge: Interpret and explain what is known

Overarching themes	Sub-themes	Categories
Knowledge Translation	Global governance approaches for effective communication (Global Action)	<ul style="list-style-type: none"> Global governance strategies (overarching global strategy & other frameworks) Global tools and platforms Research partnerships
	Principles of 'making the info understandable' (Global and National Action)	<ul style="list-style-type: none"> Clear, concise and simple messages (and find a way to communicate complex information as well) Communicating the 'why' and 'how' not only the 'what' Contextualising and tailoring information and approaches Empower individuals and communities Ensure transparent communication and explain the value judgements behind recommendations Keep track of unknowns and communicate status of knowledge in these areas Literacy for basic public health principles Rapid communication Use behavioural science
	Factors influencing effectiveness of communication (Global and National Action)	<ul style="list-style-type: none"> Authoritative voices to dismiss rumors and factcheck and use of amplifiers The burdensome task to rapidly filter and check information Infodemic management takes resources Delay in managing criticism when different opinions on evidence Social-economic and political determinants are not considered
Drawings and multimedia	(Global and National Action)	<ul style="list-style-type: none"> Use of multimedia platforms (first create infographics, use social media and chat platforms, engage with innovations such as VR) Use of influencers (<i>not included in statistics – more appropriate for Room3</i>)
Collaborations and products idea		<ul style="list-style-type: none"> VR research project on dementia and alzheimer Informed Health Choices project Curation of abstracts on open access platforms Online courses Network of practitioners Virtual Journal Clubs



Topic 2: Simplify knowledge: Interpret and explain what is known

- Highlighted quotes and ideas from the forum:

“Advice should be informed **by contexts and by what people can actually do.**”

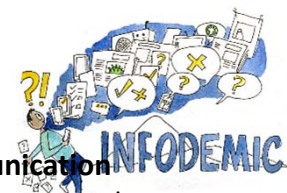
“Instead of the individual specifics of what can/should be done, can we also seek to **educate** the audience? ...we **teach people to *understand*** ...**Teach them why**”

“**Fact checkers** to speak to government leaders **daily** re Covid-19 ‘facts’ AND ‘myths’. Leaders to post on social media and update journalists DAILY on the info received.”

“A **virtual reality environment** that would help individuals understand how the virus finds its way into the human body and takes it over and how the recovery processes happen. “

“Forming **real-time, on-the-ground, multi-disciplinary research partnerships.**”

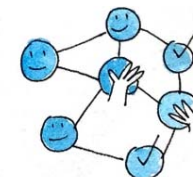
“Can this consultation lead to an **overarching strategy for addressing mis/disinfo in this pandemic across all communication platforms** (digital, mass media, community-based, person to person) to support coordination and help all organisations see what they can do?”



Highlights of Slido Comments: Room 3

A

AMPLIFY
ACTION



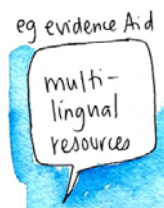
Mobilizing Community Health Workers

“Community Health Workers are the **first line of health care** in many low-resource settings. They could be mobilized with the correct information, graphics and narratives to share within the community to help mitigate rumors in the community.”



Using Local Languages

“We have to **translate the messages into different languages** because there are communities who are more comfortable with using languages other than the country's ‘official language(s)’. This can help us reach out to more people.”



“Gamify” COVID-19 Messages

“Develop a COVID-19 game. There are now more than 2.5 billion gamers across the world, that is quite an audience.”

Reaching Populations without Internet Access

“We also need to **consider populations that do not have access to social media or the internet**. Perhaps sending verified messages, both sms and IVR, in their local languages. Also, having active toll-free call center in the rural areas with the support of governments.”



Appeal Both to the Heart and the Head

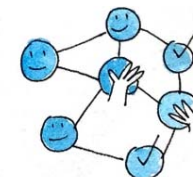
“Integrate credibility, facts, and emotional stories. **Facts are strengthened by appealing to the heart** and backed up by credible people. Each target audience can have different credible resources/people and more appropriate emotional stories.”



Highlights of Slido Comments: Room 4

A

AMPLIFY
ACTION



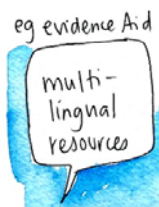
Dashboard infodemic monitoring

“Set up an online dashboard on infodemic monitoring with access to data and analysis.”



Incentives

“We need research to understand how different actors profit from misinformation: what are the incentives in form of financial business models and political or strategic gains.”



Evidence-based approach behavioural measures

“Evidence-based approaches on the effectiveness of the behavioral dimension of public health measures are needed. We should develop protocols similar to those for standard public health interventions”

Modelling effects of misinformation

“We can address the infodemic in a systematic way by modeling and measuring audience vulnerability, salience of messages, reach of disseminators and behavioural flexibility.”



Research on triggering good information waves

“We can develop techniques for triggering good information waves on top of or even to replace misinformation waves.”

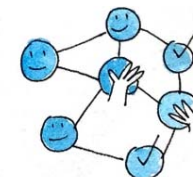
“We need more data from platforms & researchers to identify when a meme has hit critical mass impact (e.g., on mainstream media) so we can discourage amplification before that moment.”



Highlights of Slido Comments: Room 5

A

AMPLIFY
ACTION



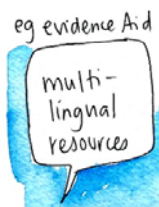
Overarching strategy

“Can this consultation lead to an overarching strategy for **addressing mis/disinfo in this pandemic across all communication platforms** (digital, mass media, community-based, person to person) to support coordination and help all organisations see what they can do?”



Framework infodemic response

“WHO and partners need to maintain a framework of principles for **making infodemic management a part of epidemic response**. Build capacity, shared open tools, and collaborations that involve all sectors in global, national, and community response.”



Ethics of misinformation management

“Countries around the world have widely variable information ethics. WHO has an important role to play in defining what is acceptable and unacceptable when comes to misinformation management. For example, some leaders have used 'fake news' as an excuse to jai political opponents. **#GoodGovernance.**”



Collaboration NGOs

“There is a definitive need to collaborate between NGO's so we dont repeat efforts and **don't re-discover the wheel** every time. We need better collaboration frameworks for this.”

