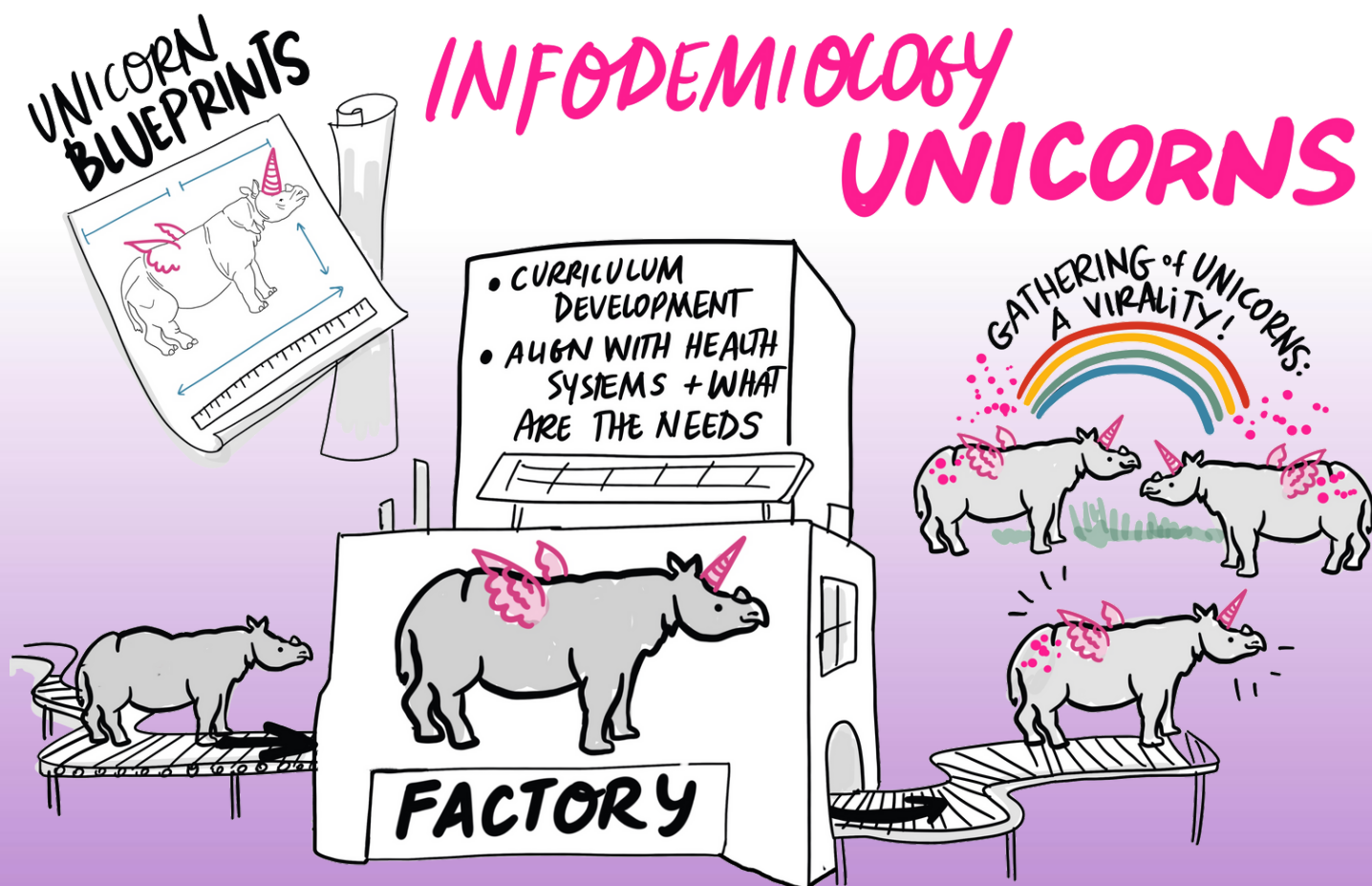


## 3rd WHO INFODEMIC MANAGER TRAINING

Co-led with US CDC and supported by UNICEF and RCCE collective service





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## OVERVIEW

Building on the experience of previous two trainings and of more than 500 graduates across 120 countries since November 2020, WHO hosted their 3rd global training on Infodemic Management. The training has been designed to fulfill the needs of future infodemic managers, but also of the managers of infodemic managers. It emphasises the competencies described in the new workforce response to infodemic management.

## SCHEDULE

There were eight live sessions over a four-week period.  
The sessions lasted roughly three hours.

Session Dates:

Tuesday, November 16th, Thursday, November 18th,  
Tuesday, November 23rd, Friday, November 26th, Tuesday, November 30th, Thursday,  
December 2nd, Monday, December 6th, Thursday, December 9th

Two cohorts:

Cohort A live sessions were hosted in English on Zoom at 09:00 CET  
Cohort B live sessions were hosted in English on Zoom at 16:00 CET

## THE LEARNING PORTAL

Every live session was paired with a course in the Infodemic Manager Training. Participants received a unique invitation from the system to create their own login to access all course materials and live lectures. The live sessions ran on Zoom in our Infodemic Manager Training Recurring Zoom Meeting.

All of the recorded material, readings, and other resources were stored on the LMS.

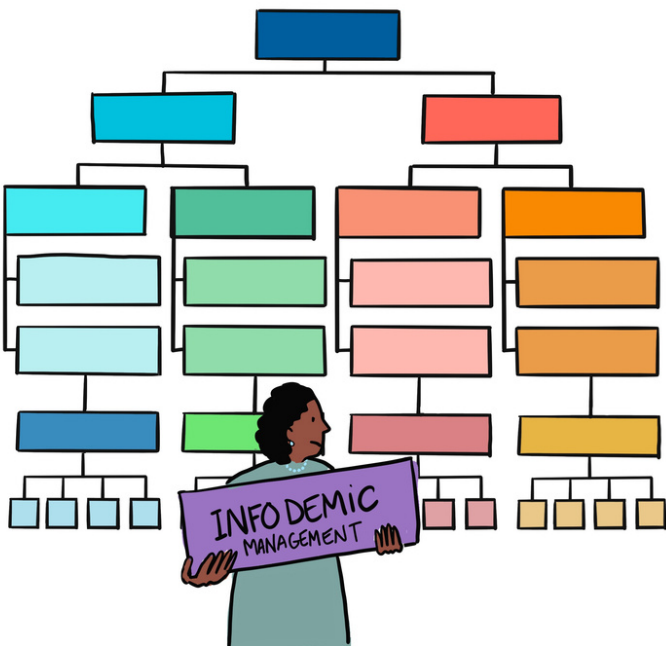
## OTHER PLATFORMS TO SUPPORT YOUR LEARNING

1. LinkedIn: Please join the group by visiting:  
<https://www.linkedin.com/groups/13859481/>
2. WhatsApp: Participants were placed into smaller WhatsApp groups for a parallel learning experience which ran during the course.
3. Slido: We used Slido for participant interaction
4. Email: for technical questions, please email [IMTraining@romelaproductions.com](mailto:IMTraining@romelaproductions.com)

## ASSESSMENT

**To receive a certificate of participation at the end of the course, trainees were expected to:**

- be present in 80% of sessions (7 out of 8 sessions). Participation can be live in each session, or by watching the recorded sessions in the Learning Management System.
- actively participate in group work on WhatsApp, managing an infodemic response simulation in the fantasy land of “Wishdom”
- All participants were distributed into virtual groups to communicate via WhatsApp
- Two coaches per group helped each group to solve challenges in the fantasy country of Wishdom
- As the training progressed, the group needed to assess and respond to a variety of events in Wishdom, and prepare a final intervention/strategy pitch to manage the infodemic
- The group pitch is part of final assessment of participants and was delivered live in class in final session.



**To receive a certificate of training at the end of the course, and therefore become a candidate for the WHO roster of infodemic managers, trainees were expected to:**

- fulfill both requirements for the certificate of participation
- satisfactorily pass three quizzes at end of weeks 1,2, and 3
- during week 4 before the last day of class, submit a max 4 minute video reflection on how you would respond to three questions.



# The Kingdom of Great Wisdrom

THE KINGDOM AT A GLANCE

## A MIX OF LIVE SESSIONS AND PRACTICE THANKS TO A SIMULATION EXERCISE

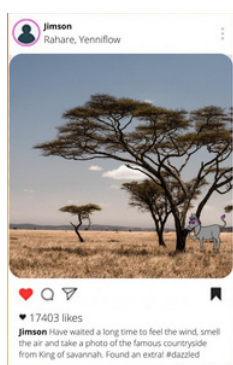
For 4 weeks, the participants were supported to reflect on the lessons learned since the start of the pandemic and on infodemic management strategies, tools and data sources available to date and needed in the future. The training was designed to fulfill the needs of future infodemic managers, but also of the managers of infodemic managers.

Thanks to 24 hours of live class sessions involving 35 lecturers along four weeks, the trainees learned about:

- the emerging topics in infodemic management
- strategy development
- and policy implications in infodemic management.



In parallel they practiced their newly acquired skills in a simulation exercise. In groups, they were virtually deployed in a prosperous fantasy country on the coast of the Narwhale Ocean, called the Kingdom of Great Wisdrom. Wisdrom has experienced a change in Ministry of Health leadership amidst growing pandemic fatigue and stagnating COVID-19 vaccine coverage and an infodemic that is running rampant.



# ACKNOWLEDGEMENTS

The 3rd WHO infodemic manager training took place between 16 November and 9 December 2021. The training was codirected by Tina Purnat, Team Lead for Infodemic Management, High Impact Events Preparedness, Global Infectious Hazards Preparedness, World Health Organization (WHO) and Elisabeth Wilhelm, Infodemic Workstream Coordinator, Global Immunization Division, US Centers for Disease Control and Prevention (US CDC), and managed by Catherine Bertrand-Ferrandis (WHO). Their work was directed by the WHO COVID-19 Infodemic Management Pillar Lead, Tim Nguyen, unit head for High Impact Events Preparedness Unit, and Sylvie Briand, who is Director of the WHO Department of Global Infectious Hazard Preparedness.

WHO is grateful for the work and contributions of experts from all over the world who participated as expert lecturers and trainers, facilitators and chairs in the global conference:

Neetu Abad, US CDC | Surani Abeysekera, UNICEF | Joseph Aylett-Bullock, UN Global Pulse | Carl Bergstrom, University of Washington | Supriya Bezbaruah, WHO | Peter Benjamin, HealthEnabled | Lucie Bucci, CPHA | Neville Calleja, MoH Malta | Timothy Caulfield, University of Alberta | Howard Chiou, US CDC | Sergio Chechini, WHO AFRO | Chris Czerniak, WHO | Mina Dennert, #IamhereInternational | Joan Donovan, Harvard University | Melinda Frost, WHO | Nicole Grable, Mercy Corps | Sarah Hess, WHO | Cherstyn Hurley, PHE | Santi Indra Astuti, MAFINDO | Neil Johnson, George Washington University | Ibrahima Sory Kaba, WHO | Carlon Kirton, Trinidad and Tobago Health Authority | Jessica Kolis, US CDC | Aybuke Koyuncu, Global Epidemiology Fellow, US CDC | Caroline Muhwezi, UNICEF | Atul Nakassi, Physician & Policy Advisor | Olsin O'Connell, UCC | Andy Pattison, WHO | Kevin Parent, Ottawa Public Health | Dimitri Prybylski, US CDC | Richard Quartarone, US CDC | Walter Quattrocio, Università di Roma | Milena Schmidt, TalkWalker | Anton Schneider, USAID | Terri Senft, Macquarie University, Australia | Paul Sengeh, FOCUS1000 | Angus Thompson, UNICEF | Chris Voegeli, US CDC | Becky White Curtin University, REACH Health Promotion Innovations | Maike Winters, Karolinska Institutet | Amy Wright, Media Measurement

Core organizing team: Catherine Bertrand-Ferrandis, Tina Purnat, Elisabeth Wilhelm, Brian Yau, and Romela Productions.

Special thanks to the mentors who coached the trainees in the 3.5-week-long simulation exercise: Altug Akin | Emilia Alduvín | Catherine Bertrand-Ferrandis | Sonia Boender | Neville Calleja | Jennifer Cole | Libby Ducharme | Francesco Gesualdo | Beste Gulgun | Nicole Grable | Noha Hassan | Elodie Ho Kabir Isa Ado | Santi Indra Astuti | Atsuyoshi Ishizumi | Natalie LaHood | Ramona Ludolph | Ousmane Ly | Nagwa Kamis | Jessica Kolis | Stefan Mandić-Rajčević | Debora Miranda | Nadine Müller | Chinyere Nwonye | Eunice Omanga | Antonio Parrilla | Millie Phiri | Rafaela Rosario | Diane Rubino | Terri Senft | Hendrina Shikalepo | Aurelie Skrobik | Isip Tan | Iris Thiele | Sandra Varaidzo Machiri | Becky White | Brian Yau

WHO Colleagues in the WHO Information Network for Epidemics (EPI-WIN): Zerthun Alemu Belay | Supriya Bezbaruah | André Buell | Sophie Crozet-Fourneyron | Christine Czerniak | Petros Gikonyo | Melinda Frost | Sarah Hess | Vicky Houssiere | Jaya Lamichhane | Jianfang Liu | Alexandra Leigh McPherdran | Ramona Ludolph | Tim Nguyen | Samira Ashraf Rahmatullah | Shiva Raju | Romana Rauf | Katherine Sheridan | Sally Smith | Judith Van Holten | Becky White | Brian Yau

WHO training illustrations were done by Sam Bradd and Trilce Garcia Cosavalente. The final design of this document is the work of Romela Productions.



## WHAT IS INFODEMIC MANAGEMENT AND WHAT HAVE WE LEARNED DURING COVID-19 RESPONSE

### Welcome Addresses

Sylvie Briand and Tim Nguyen - WHO [youtu.be/RQUzALdn\\_rk](https://youtu.be/RQUzALdn_rk)

### What is the infodemic and how IM has intensified with the COVID crisis and what we have learned about Infodemic Management in Public Health

Tina Purnat - WHO & Elisabeth Wilhelm - US CDC [youtu.be/8aH3m8TRQwQ](https://youtu.be/8aH3m8TRQwQ)

### Infodemic management at 10,000m

Neville Calleja - MoH Malta [youtu.be/4FTOLMsW4qk](https://youtu.be/4FTOLMsW4qk)

### Get Deployed and Get Useful for Infodemic Managers and Managers of Infodemic Managers

Tina Purnat - WHO & Elisabeth Wilhelm - US CDC [youtu.be/TfkilgVynac](https://youtu.be/TfkilgVynac)

### Introduction to Wisdrom + Conclusion of session, next steps

Tina Purnat - WHO & Elisabeth Wilhelm - US CDC [youtu.be/dGgT-z-Fimg](https://youtu.be/dGgT-z-Fimg)





SESSION 2 - THURSDAY 18 NOVEMBER 2021

## USING SOCIAL LISTENING TO UNDERSTAND QUESTIONS, CONCERNS, NARRATIVES AND MISINFORMATION, AND INTEGRATED ANALYSIS TO GENERATE RECOMMENDATIONS FOR HEALTH PROGRAMS AND COMMUNICATIONS

### Recap of the previous session, housekeeping, learning objectives

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC

### Measuring the iceberg: Utilize social listening tools and methods to collect data (online and offline)

Surani Abeysekera, UNICEF [youtu.be/LNjHWzaOpeY](https://youtu.be/LNjHWzaOpeY)

### WHO Early warning AI-supported social listening system, EARS

Chris Czerniak, WHO [youtu.be/ERQapfOFgl4](https://youtu.be/ERQapfOFgl4)

### Integrated analysis of the iceberg: Classify and analyze data to provide insights, the case example of ivermectin use in the US

Jessica Kolis & Chris Voegeli, US CDC [youtu.be/1zMuG1h5XvU](https://youtu.be/1zMuG1h5XvU)

### Key takeaways, conclusion of session, next steps

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC [youtu.be/OKH1JQYlftQ](https://youtu.be/OKH1JQYlftQ)



**Recap of previous session, housekeeping - learning objectives**

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC

**Building public health communications systems, credible and accurate information that are worthy of trust**

Cherstyn Hurley, PHE [youtu.be/xKIDJvb9saI](https://youtu.be/xKIDJvb9saI)

**Information equity and access (delivering high quality information is useless if it only reaches some people)**

Supriya BEZBARUAH, WHO [youtu.be/N7qsL6Tdlq4](https://youtu.be/N7qsL6Tdlq4)

**The 6 principles of crisis and risk communication**

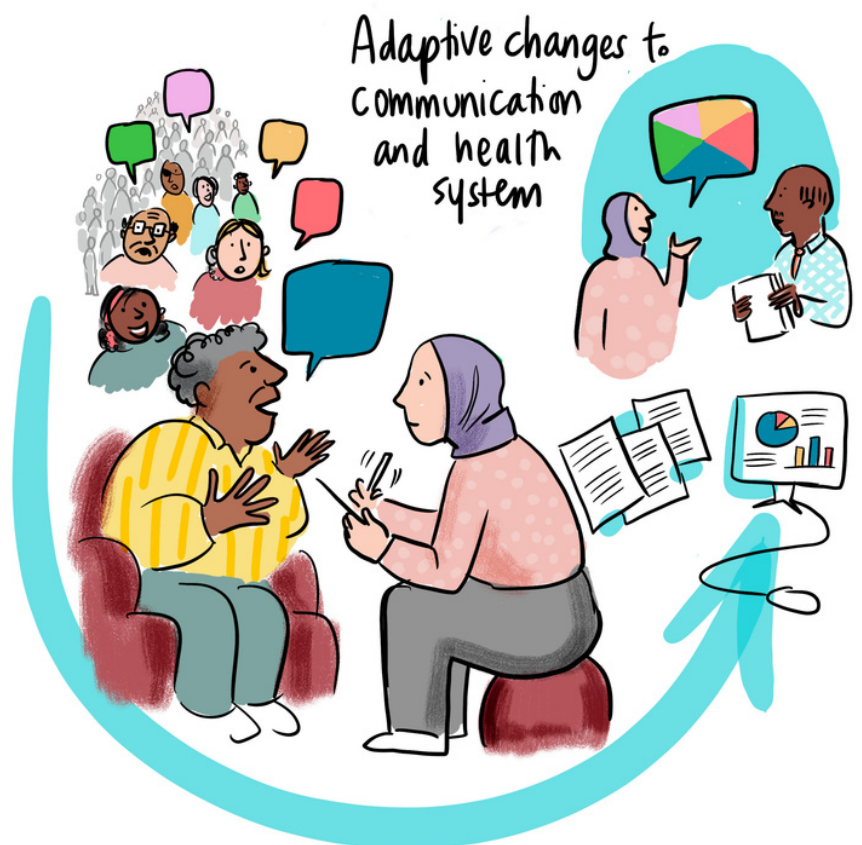
Richard Quartarone, US CDC [youtu.be/-arN8-sAYXc](https://youtu.be/-arN8-sAYXc)

**Brainstorm: 5 communications failures that kill operational success**

Richard quartarone, US CDC [youtu.be/-arN8-sAYXc](https://youtu.be/-arN8-sAYXc)

**Key Takeaways, conclusion of session, next steps**

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC [youtu.be/pFTm-Q\\_o\\_w0](https://youtu.be/pFTm-Q_o_w0)



**Recap of previous session, housekeeping - learning objectives**

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC

**Designing your way out of the infodemic**

Howard Chiou, US CDC

**The infodemic manager's intervention toolbox**

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC [youtu.be/CkaaD5tfbSo](https://youtu.be/CkaaD5tfbSo)

**Case examples**

**Case example 1:** Learning from Communities with Nicole Grable

[youtu.be/SR82Xc4HVjM](https://youtu.be/SR82Xc4HVjM)

**Case example 2:** The power of Whatsapp groups with Oisin O'Connell

[youtu.be/DQJGz3RE2YU](https://youtu.be/DQJGz3RE2YU)

**Case example 3:** Radio Dramas with Paul Sengeh Maïke Winters

[youtu.be/xYBVdNmXqHY](https://youtu.be/xYBVdNmXqHY)

**Discussion of case examples, conclusion of session, next steps**

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC

**Recap of previous session, housekeeping - learning objectives**

**Africa Infodemic Response Alliance intervention lab**

Sergio Chechini, WHO AFRO [youtu.be/-voOtChaF\\_E](https://youtu.be/-voOtChaF_E)

**Pot-hole filling: how do you build a system and a network to overcome process, system or behavioral potholes/challenges on the road to health**

Lucie Bucci, CPHA [youtu.be/ROv19FyGTo4](https://youtu.be/ROv19FyGTo4)

**How is the Caribbean tackling the COVID-19 infodemic? Examples from countries who faced simultaneous challenges, and used different solutions.**

Carlton Kirton, Trinidad and Tobago Health Authority [youtu.be/3H\\_NafhuSQQ](https://youtu.be/3H_NafhuSQQ)

**Key Takeaways, conclusion of session, next steps**

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC [youtu.be/SeTRkr5dJao](https://youtu.be/SeTRkr5dJao)

## SESSION 6 - THURSDAY 2 DECEMBER 2021

### PROMOTING AND SUPPORTING RESILIENCE, HEALTHY BEHAVIOURS AND COMMUNITY ENGAGEMENT

#### Recap of previous session, housekeeping - learning objectives

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC

#### Engaging amplifying partners and networks to co-develop and disseminate guidance during emergencies,

Sarah Hess, WHO [youtu.be/2ss5scs0mso](https://youtu.be/2ss5scs0mso)

#### #thisisourshot (a network of health care professionals in US that actively push against misinformation online)

Atul Nakassi, Physician & Policy Advisor [youtu.be/HxRaBMLCTGY](https://youtu.be/HxRaBMLCTGY)

#### MAFINDO: testing infodemic interventions to increase resilience in specific communities in Indonesia

Santi Indra Astuti [youtu.be/KPXcuc\\_nlFA](https://youtu.be/KPXcuc_nlFA)

#### [#iamhereinternational](#)

Mina Dennert [youtu.be/n\\_JYZv2CsEw](https://youtu.be/n_JYZv2CsEw)

#### Key Takeaways, conclusion of session, next steps

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC [youtu.be/z1GIS2hZdpc](https://youtu.be/z1GIS2hZdpc)

## SESSION 7 - MONDAY 6 DECEMBER 2021

### SIMULATION EXERCISE CONCLUSION - REPORT BACK TO THE MINISTER OF HEALTH

#### Group presentation and discussion with the Minister of Health

Neville Calleja, MOH Malta

#### Discussion, conclusion of session, next steps

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC

## SESSION 8 - THURSDAY 9 DECEMBER 2021

### STRENGTHENING PREPAREDNESS PLANNING, POLICY AND SYSTEMS & IM STRATEGY

#### Reflections on Wisdom, plenary discussion, next steps

Tina Purnat, WHO & Elisabeth Wilhelm, US CDC

#### Anti Infodemic Virtual Centers of America

Dr. Miguel Betancourt [youtu.be/6s8aigIVxT8](https://youtu.be/6s8aigIVxT8)

# OPTIONAL AT HOME LECTURES

## SESSION 1

### Public health and epidemiology in the context of infodemic response

Dimitri Prybylski, US CDC [youtu.be/UJ673go8U4s](https://youtu.be/UJ673go8U4s)

### A tale of two pandemics: Applying what we've learned from combating HIV stigma , discrimination and misinformation in responding to the COVID-19 pandemic

Dimitri Prybylski, US CDC [youtu.be/UHSpkYe9Nk](https://youtu.be/UHSpkYe9Nk)

## SESSION 2

### Using CrowdTangle to answer Research questions

Becky White Curtin University, REACH Health Promotion Innovations [youtu.be/aK7FADzJK3Q](https://youtu.be/aK7FADzJK3Q).

### A global conversation: COVID-19 infodemic intelligence

Amy Wright, Media Measurement [youtu.be/yeeYQGDd490](https://youtu.be/yeeYQGDd490)

### Talkwalker presents: free tools for an infodemic

Milena Schmidt, TalkWalker [youtu.be/Bikqot7wfFo](https://youtu.be/Bikqot7wfFo)

### Revealing the detailed machinery of Covid-19 and vaccine online misinformation

Neil Johnson, George Washington University [youtu.be/LqwTdZ1Vhvg](https://youtu.be/LqwTdZ1Vhvg)

### Social network analysis

Walter Quattrociocchi, Università di Roma [youtu.be/bWjQEXEUylk](https://youtu.be/bWjQEXEUylk)

### Debunking: The facts and relying on assumptions about backfire effect

Timothy Caulfield, University of Alberta [youtu.be/jKavIEtWxxk](https://youtu.be/jKavIEtWxxk)

## SESSION 3

### Mitigating medical misinformation during an infodemic

Joan Donovan, Harvard University, Technologies and Social Change Project [youtu.be/pTmssOi3600](https://youtu.be/pTmssOi3600)

### What have we learned from how misinformation affects human behaviour

Aybuke Koyuncu, Global Epidemiology Fellow, CDC [youtu.be/2rVKmXnsAHc](https://youtu.be/2rVKmXnsAHc)

### Behavioral science, cognition, & infodemic interventions

Neetu Abad, US CDC [youtu.be/MSXVyNQc-JE](https://youtu.be/MSXVyNQc-JE)

### U-Report

Caroline Muhwezi, UNICEF [youtu.be/9LBgZdxPqEQ](https://youtu.be/9LBgZdxPqEQ)

### The Misinformation Field Guide

Angus Thomson UNICEF [youtu.be/zXHS1Hpw6vM](https://youtu.be/zXHS1Hpw6vM)

### Risk communication and community engagement

Melinda Frost, WHO [youtu.be/88UB389A2HA](https://youtu.be/88UB389A2HA)

### Ethics for researching & planning management interventions in infodemics

Terri Senft, Professor, Macquarie University, Australia [youtu.be/IIWC-zPOJM](https://youtu.be/IIWC-zPOJM)



# OPTIONAL AT HOME LECTURES

## SESSION 4

### Online surveys and A/B testing

Joseph Aylett-Bullock, UN Global Pulse [youtu.be/Pyb4\\_uDzFz4](https://youtu.be/Pyb4_uDzFz4)

### Engaging with faith communities during health emergencies

Sarah Hess, WHO EPI-WIN [youtu.be/8oekBhE9jd0](https://youtu.be/8oekBhE9jd0)

### Social marketing and design techniques

Anton Schneider, US AID [youtu.be/JzJgjUwTuc](https://youtu.be/JzJgjUwTuc)

### Fighting the Infodemic

Neil Johnson, University of Washington - [youtu.be/yrJJ2hvyB00](https://youtu.be/yrJJ2hvyB00)

## SESSION 5

### Working with media, journalists and tech industry in message dissemination

Andy Pattison, WHO [youtu.be/TUrDbg2FP1Y](https://youtu.be/TUrDbg2FP1Y)

### Lessons in communication using humour and authenticity

Kevin Parent, Social Media Lead, Ottawa Public Health [youtu.be/dmYhNm8dErM](https://youtu.be/dmYhNm8dErM)

### Social Listening in South Africa

Peter Benjamin, GAVI - [youtu.be/INndzc8Ae3g](https://youtu.be/INndzc8Ae3g)



# SPEAKERS AND TRAINERS



## Surani Abeysekera

Surani is a communication practitioner with 20 years' experience in Development Communication with the UN and a further 5 years' experience in the field of advertising with two of the largest advertising agencies in the world. She has worked in UNICEF offices in Sri Lanka,

the Pacific based in Fiji, Bangladesh, Nigeria, Ghana, Somalia and now in Kenya, and briefly in Indonesia with FAO in 2008. She is currently managing several large scale C4D interventions which employ multi strategy, multi-channel approaches including being the technical lead for the National COVID-19 Risk Communication response. She has several years of experience of working on health and immunisation related SBCC initiatives, including supporting other sectors such as child protection, WASH, Nutrition and Education over the years. Leading the launch of several new vaccines including HPV, supporting Polio and other routine immunisation efforts has given her an immense amount of experience in the area of health related behaviour change interventions. She is also now leading some of the discussions related to COVAX introduction with extensive work on infodemic management. The current Community Engagement and Social and Behaviour Change support provided by her and the team span programmatic interventions across all sectors with our work being used as the anchor for convergence across sectors. Some of the interesting initiatives she has recently worked on include a national level campaign to address violence against children, very interesting and innovative work around infodemics, using research to support the COVID response, and recently a very exciting campaign to bring children back to school after the school closure due to COVID. Whilst in the Ghana office she also spearhead a very successful intervention using entertainment education and youth participation to promote Cholera and Ebola prevention.



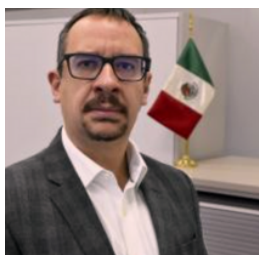
## Catherine Bertrand-Ferrandis

Catherine leads and supports teams and projects with enthusiasm and pragmatism to create impactful communication strategies that benefit public health, in a "One Health" spirit. Empathy and listening guide me in developing inspiring forms of communication for all audiences.

Her atypical background has led me to develop many skills with a common thread: to enable everyone, whatever their background, to better understand scientific data, public health policies and many other subjects that have an impact on our daily lives.

Trained as a veterinarian, then as a journalist, she has been in charge of communications for the World Organisation for Animal Health (OIE) for 7 years. She is now supporting worldwide teams as a consultant in risk and strategic communication, in the public and private sector, from local to international level, including the World Health Organization (WHO). She is a unicorn trained in the first IM training in November 2020, and she has been supporting the WHO Infodemic Management Team since June 2020 for all trainings related questions.

## SPEAKERS AND TRAINERS CONTINUED



### **Dr. Miguel Betancourt**

Dr. Miguel Betancourt-Cravioto M.D., M.Sc., Dr.PH. is Director of Global Solutions at the Carlos Slim Foundation, where he coordinates the international projects on vaccinology, genomics and neglected tropical diseases. He is a pediatrician and has a Master's Degree in Health Policy, Planning and Financing,

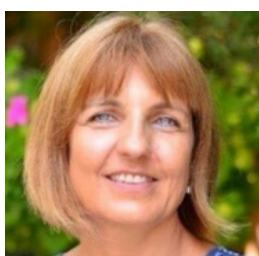
and a Doctorate in Public Health from the London School of Hygiene and Tropical Medicine. He worked for over a decade at the Ministry of Health of Mexico where he occupied managerial positions in epidemiological surveillance, immunizations, and public health emergencies and disasters. Dr. Betancourt-Cravioto is fellow of the National Researchers System of Mexico and has lectured on epidemiology, health policy and public health. He is an author of scientific papers and book chapters on NTDs, public health emergencies, dengue and vaccinology.



### **Supriya Bezbaruah**

Dr Supriya Bezbaruah has more than 15 years' experience in health and science policy-advocacy and risk communication and currently leads on Risk Communication and Community Engagement for Public Health Emergencies at the World Health Organization Regional Office for South-East Asia.

Infodemics is a passion as much as a job for her, and the multi-disciplinary aspect to this area appeals to her. She knows something about the importance of learning from different disciplines, having worn different hats herself: she began her career as a scientist, with a PhD in Cell Biology from University College London, before moving into science and health related policy and communication. She has worked as staff for WHO in risk communication and other areas for over 11 years.



### **Sylvie Briand**

Dr Sylvie Briand (MD, MPH, PhD) is the director of the Global Infectious Hazard Preparedness (GIH), WHO Emergency Preparedness (WPE) at the World Health Organization (WHO/WHE), HQ Geneva The Department of Global Infectious Hazard Preparedness (GIH) advances global efforts to prevent and control

existing and emerging infectious diseases by increasing access to evidence-based interventions; fostering impactful innovation; and leveraging technical, operational and strategic partnerships. The scope of GIH includes COVID-19 but also other dangerous pathogens such as pandemic influenza, plague, Nipah virus, smallpox and other pox viruses and arboviruses (Zika, and Chikungunya). Since 2001, Dr Briand has been actively involved in the detection, preparedness and response to global threats, leading the scientific and strategic component of the WHO response (avian and pandemic influenza, Ebola, Zika, Plague, yellow fever, cholera, MERS).

Before joining WHO, Dr Briand worked as public health project director for different global health agencies in various geographic regions.

## SPEAKERS AND TRAINERS CONTINUED



### Lucie Marisa Bucci

Lucie Marisa Bucci is the Senior Manager of Immunize Canada. Since joining Immunize Canada in 2010, she has been an active collaborator in the Canadian Immunization Conference (CIC), and a liaison member to the Canadian Nurses Coalition on Immunization (CNCI) and the National Advisory Committee on

Immunization (NACI). More recently, she is a member of the Elimination of Cervical Cancer in Canada and the WHO's Vaccine Safety Network (VSN) advisory committees. She is an advisor to the CPHA on immunization, and is a leader in national public and professional education campaigns on immunization. She holds a Master's degree in public policy and her expertise is in public health policy, ethics, and law. Prior to joining Immunize Canada, she was a research associate at the Centre de recherche en droit public at l'Université de Montréal and the Centre for Genomics and Policy at McGill University's and Genome Québec's Innovation Centre



### Neville Calleja

Dr Neville Calleja qualified as a medical doctor in 1999 and proceeded to study Medical Statistics and Public Health after his medical training. He qualified as a specialist in public health medicine in 2006 and was awarded Membership of the Faculty of Public Health in the UK in 2011. In 2013, Neville completed his

PhD studies on the statistical correction of misclassification of disease status between self-reported and examined health surveys. He has been employed at the Directorate for Health Information and Statistics within the Ministry responsible for Health since 2001, taking on its helm in 2007, and also served as Acting Chief Medical Officer during 2014. DHIR is responsible for the collation of national health statistics on behalf of the National Statistics Office. Since 2007, the Directorate took on a research role, conducting a series of epidemiological surveys on a national scale, including two Health Interview Surveys, a survey on Elderly Needs Assessment, and a Sexual Health survey – the main data sources for health inequality analyses in Malta. Dr Calleja has 18 years of experience lecturing medical statistics, epidemiology and public health to all health care professionals, together with ethical and scientific review of projects at local and international level. He has been part of the Senior Advisory and the Transitioning Strategy groups of the Malta COVID-19 Response team since the beginning of the epidemic here in Malta early in March.



### Sergio Cecchini

Sergio Cecchini is currently the WHO Infodemic Management Officer coordinating the Africa Infodemic Response Alliance and its content-hub Viral Facts Africa. Mr Cecchini has over 20 years of experience in the international aid sector, covering senior management positions for Médecins Sans

Frontière/Doctors Without Borders (MSF) both at head-quarter and field level. Mr Cecchini directed the Communication and Fundraising Department of the MSF Operational Center in Brussels, composed of up to 60 people of six different nationalities, managing significant budgets and ensuring an annual growth from private funds of +7%.

## SPEAKERS AND TRAINERS CONTINUED



### Howard Chiou

LCDR Howard Chiou, MD, PhD is a U.S. Public Health Service physician and medical officer at the U.S. Centers for Disease Control and Prevention (CDC). He is currently assigned to the Demand for Immunization Team in the Global Immunization Division as a resident in the CDC Preventive Medicine Residency,

and previously assigned to the CDC One Health Office. He was deployed as lead for the Behavior Change Unit on the CDC COVID-19 Community Interventions and Critical Populations Task Force, and, as an officer in the CDC Epidemic Intelligence Service, led the Innovation Team within the COVID-19 response at the Los Angeles County Department of Public Health. Before joining CDC, Howard's prior research focused on culture change in hospitals, and served as visiting faculty at Stanford University applying positive deviance methods to intensive care units before completing a transitional residency at Santa Clara Valley Medical Center. Howard is a graduate of the MD-PhD program in anthropology at Emory University, where he also currently serves as adjunct faculty in anthropology, and holds an MA in Anthropological Sciences and a BS in Human Biology from Stanford University.



### Christine Czerniak

Christine Czerniak, PhD, Technical Officer for Infodemic Management at the World Health Organization. Christine is working to advance the science of infodemiology, and innovate new tools and techniques for infodemic managers to better understand and biotechnology companies, and non-governmental organizations on issues relating to global health, food security, equality, and other development goals



### Mina Dennert

Mina Dennert is a Swedish journalist, social media expert and the founder of I Am Here International, which aims at countering disinformation and hateful content online. She especially works on supporting journalists, politicians and discriminated communities against online hate and misinformation campaigns that limit their freedom of speech and pushes them to self-censor. Her movement currently counts more than 150.000 people all over the world.



### Nicole Grable

Nicole is a behavioral designer, marketing strategist and business management professional with more than 18 years of experience working in both public and private sectors. Her work spans international markets including Africa and Asia. While her skills are transferable across humanitarian, development and global health areas, her focus has been on COVID-19 and COVID-19 vaccines, family

planning, HIV, noncommunicable diseases, WASH, nutrition, and emergency preparedness. She blends her private sector experience in global brand marketing / management and corporate sales with behavioral science and theory to design context-specific behavioral strategies to suit the needs of the audience (government, program, community, user).



## SPEAKERS AND TRAINERS CONTINUED



### **Sarah Hess**

Sarah Hess is a public health expert skilled in Global Public Health, Global Health Policy, Health Emergency Preparedness, Infectious Diseases, Community Engagement, and Communication. She has been serving with the World Health Organization (WHO) since 2014 as a Technical Officer in the HIV

and Hepatitis Department and since 2018 with the Health Emergencies Programme on High Impact Events Preparedness. Sarah works in the “Infodemic Management” pillar of the COVID-19 response, leading work on partnerships and community empowerment.



### **Cherstyn Hurley, PHE**

Cherstyn Hurley is the immunisation publications manager for the Immunisation and counter measures department of Public Health England. She is a WHO trained Infodemic manager which a specialist interest in public health communications which enable childrens and young peoples’ and adult health

literacy and reach underserved communities. She is also a member of the Vaccine Safety Network advisory committee and committed to providing high quality vaccination information both on and offline. She works in digital, print, video and offline solutions to create public health training, advice and guidance. She works to co-produce Risk Communication and Community Engagement (RCCE) resources to support the national immunisation programmes and leads on the COVID-19 vaccination programme resources. Twitter handle @Chersvacc



### **Santi Indra Astuti**

Join a community-based organization, MAFINDO (Masyarakat Anti Fitnah Indonesia) since 2016, helping to establish programs dedicated for community engagement and research to support fact-checking related activities. Also, teaching in the Faculty of Communication Science of Bandung Islamic University

(UNISBA) since 1998 for media studies and media literacy. Co-founder Jaringan Pegiat Literasi Digital Indonesia (JAPELIDI, or Indonesia Digital Literacy Activist Network) which hosted more than 200 members from universities and organizations (2017). Today, as part of the RCCE team covering West Java Province, she’s involved in daily activities on building strategies and designing intervention messagesfor public communication purposes supporting behavioral change.

## SPEAKERS AND TRAINERS CONTINUED



### **Carlon Kirton**

Ms. Carlon Kirton is the Communications Manager at the Caribbean Public Health Agency - CARPHA, since April, 2013. Ms. Kirton has worked in the field of Marketing and Communications for more than 20 years in both the public health and private financial services sectors. Over the last ten years, Ms. Kirton

has been instrumental in the development, management and implementation of communication and health promotion programmes at the national and regional levels; addressing public health problems, such as communicable and non-communicable diseases, affecting the Caribbean region.

Ms. Kirton received her Bachelor of Arts Degree in Journalism (cum laude) from Howard University, Washington DC. She is the holder of a Master's degree in Business Administration and a Master of Education in Health Promotion (with honours) from the University of the West Indies.

Ms. Kirton participated in the first-ever WHO Infodemic Management Training and is the proud holder of a Certificate of Training for Infodemic Managers. She has also received a place on the WHO Emergencies Programme (WHE) Global External Roster for Emergencies.



### **Jessica Kolis**

Jessica Kolis is a public health professional with over 10 years of experience in health education and communication. Jess holds a Bachelor of Science in Molecular and Cell Biology with a minor in Urban and Community Studies and a Master of Public Health in Community Health Education. She worked in the

higher education sector for over 5 years working as a health educator leading a large-scale peer health education program at the University of Alabama and communications manager overseeing and leading health and well-being efforts for both departments and the campus as a whole at the Georgia Institute of Technology. She has worked for over 4 years as a contractor and now fulltime employee at the U.S. Centers of Disease Control and Prevention (CDC) as a health communication specialist. At CDC, Jess first worked at the National Center for Immunization and Respiratory Diseases (NCIRD) in the Division of Bacterial Disease working on projects ranging from advanced molecular detection to outbreaks of bacterial meningitis on college campuses to Legionnaires' disease related to the Flint water crisis and then managed social media efforts for the flu division. She currently works in the Global Immunization Division on the Demand for Immunization team (DIT). She spent the last year and a half deployed on the COVID-19 response working on the social media team, seasonal flu vaccine campaign and as the social media lead for the vaccine task force. Her final deployment was as the co-lead for the Vaccine Confidence Insights Unit working to synthesize and triangulate media monitoring, social listening, direct inquiries, web metrics and more to provide recommendation for actions to CDC, federal partners, and state and local jurisdictions to improve confidence in COVID-19 vaccines. She has now returned to work with DIT to support demand generation for vaccines globally and infodemiology.

## SPEAKERS AND TRAINERS CONTINUED



### **Dr. Atul Nakassi**

Atul originally hails from Iowa, born and raised amongst cows and cornfields. During this time, he led the movement to triple the youth vote helping catalyze Obama's historic victory during the 2008 Iowa Caucuses. His leadership was recognized by the Wall Street Journal, Good Morning America, ABC World News,

NPR, and BBC. Afterward, Atul attended Johns Hopkins School of Medicine for his medical degree and Harvard Kennedy School of Government for his policy degree, where he was named a Fellow at the Center for Public Leadership. Thereafter, he completed his internal medicine training at Ronald Reagan UCLA Medical Center and now serves as a primary care physician for the underserved communities of Watts/Compton at a government-run public clinic. During the pandemic, he also served as a frontline physician in the LA COVID Surge Hospital resurrected by the Governor. Dr. Nakhasi also advises the Office of Government Affairs and Policy for the LA County Department of Health Services, the nation's second largest public health system, and he is co-founder of #ThisIsOurShot, the leading vaccine-trust movement by frontline healthcare workers in the United States.



### **Tim Nguyen**

Mr Tim Nguyen is the Head of Unit for High Impact Events in the Global Infectious Hazard Preparedness Department of the WHO Health Emergencies Programme (WHE). His team manages (i) the WHO Information Network for Epidemics (EPI-WIN), a platform to unite the work on managing disease

infodemics during emergencies, and (ii) the strategic global governance of pharmaceutical interventions including pandemic influenza and smallpox vaccine as well as influenza antivirals. In the COVID-19 pandemic response, he comanages the "Managing Infodemic" pillar. He joined WHO in 2006 initially working as a Technical Officer in the Yellow Fever Programme which managed an initiative funded by the GAVI Alliance to provide 40 million doses of vaccine to most at risk populations in low resource settings.

In 2008, he joined WHO's Global Influenza Programme and took part in the global response work to the first influenza pandemic of the 21st century. In 2011, he was the founding member of WHO's Global Hepatitis Programme and project manager for the development of the first WHO treatment guideline for HCV. From 2014-2017, he was the Unit leader for Knowledge Management, Evidence and Research for Policy-Making at the WHO Regional Office for Europe based in Copenhagen, Denmark. There, he established the scientific journal Public Health Panorama and was responsible for the development of the WHO/Europe resolution and action plan for evidence-informed policy-making. Before joining WHO, he worked as management consultant in the pharmaceutical industry.

## SPEAKERS AND TRAINERS CONTINUED



### **Oisín O'Connell**

Dr Oisín O'Connell, MD, FRCPI is a respiratory consultant and interventional pulmonologist working in the Bon Secours Hospital, Cork, Ireland. He is an Honorary Senior Medical Lecturer at University College Cork, Ireland and assistant professor of medicine in UCD. Dr O'Connell undertook a research

doctorate on innate immune responses to respiratory pathogens before going on to subspecialise in critical care, lung transplantation and interventional pulmonology in North America. He has 35 peer-reviewed publications relating to these fields and 3 book chapters. He subsequently returned to Ireland as the National Medical Director for Heart and Lung Transplantation at the Mater Misericordiae University Hospital and Vice President of the Irish Hospital Consultants Association. At the start of the Covid pandemic, Dr. O'Connell set up an Irish National Covid Whatsapp group with cross-party senior political support including their prime minister and minister for health, the Irish national media, over 100 front line medical consultants and doctors, along with the clinical leads for the major information technology platforms to facilitate rapid sharing of information as the pandemic evolved.



### **Dimitri PRYBYLSKI**

Dimitri Prybylski is an epidemiologist and Team Lead of the Demand for Immunization team in the Integrated Systems Branch of the Global Immunization Division at the US Centers for Disease Control and Prevention (CDC) in Atlanta. Recently he has served as the Africa Regional Advisor on CDC's

COVID-19 International Task Force and has also been deployed as the Epidemiology team lead on the Ebola epidemic response in Sierra Leone. Dimitri also was the Team Lead for CDC's HIV Key Populations Surveillance Team and has over three decades of applied public health experience in over 30 countries. His main technical areas of focus are in surveillance and biobehavioral epidemiological research with a strong interest in multidisciplinary areas such as data triangulation, integrated analysis and the emerging field of Infodemiology. Dimitri holds a Ph.D. in Epidemiology from the University of Maryland School of Medicine, an MPH in International Health and Epidemiology from the Johns Hopkins School of Hygiene and Public Health and a B.S. from the University of Michigan in Biology and Anthropology.

## SPEAKERS AND TRAINERS CONTINUED



### **Tina Purnat**

Tina Purnat is a Technical Officer for Digital Health Technologies in Department of Digital Health and Innovation at WHO. She works on frameworks for assessment and evaluation of AI and other digital health technologies in health, health information exchange and interoperability, and related aspects of health

data governance for sharing, research and use in policy-making. As part of the WHO COVID-19 response, she works in WHO infodemic response, establishing collaborations to develop tools, methods and insights for evidencebased interventions to promote resilience to health misinformation and bring about behavior change, and to curb the harmful effects of mis- and disinformation affecting communities and individuals.

Tina has worked at the intersection of health research, analysis and policy-making with an emphasis on health information analysis and health information systems. She left basic science research in 2007 to join the European Centre for Disease Prevention and Control, where she led data collection, capacity building, and reporting of data on notifiable infectious diseases in the EU. She later worked at WHO and University of Munich as an analyst and clinical data manager in clinical trials and implementation research studies in LMICs. Between 2015-2019, she was Unit Leader for Health Informatics and Information Systems, and 2016-2018 acting Unit Leader and Programme Manager for Health Information, Monitoring and Analysis at WHO Regional Office for Europe. There, she led the European Health Information Gateway; capacity-building courses in health information and evidence-informed policymaking; and integration and strengthening of health information systems. She was managing editor of the European Health Report 2018, which outlined the vision for improved use of evidence, research and health information to inform policy-making in the WHO European Region.



### **Richard Quartarone**

Richard Quartarone has more than 10 years of experience in communication, public health, and emergency preparedness. Prior to joining CDC, he was Deputy Director for Georgia's Hospital Community Preparedness Program and Director of the Georgia Division of Public Health's Public Health Liaison Program



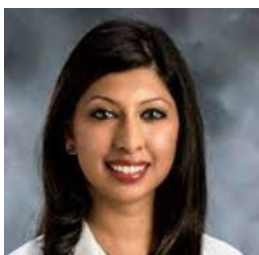
## SPEAKERS AND TRAINERS CONTINUED



### Paul Sengeh

The Director of Research and Evaluation at FOCUS 1000, Paul has over 30 years working experience (6 years in government as a teacher, 9 years working a Primary Health Care monitoring and Evaluation officer for GTZ- a bilateral German Organization, and 14 years as a National Staff in UNICEF Freetown as the Planning, Monitoring and Evaluation Specialist). His academic and

professional qualifications are in the areas of statistics and education. He has expertise in social sector programme planning, monitoring and evaluation with extensive facilitation, coaching and mentoring skills.



### Dr. Asha Shajahan

Dr. Shajahan is dedicated to educating physicians on improving community health through the understanding of social determinants and cultural dexterity. Her passion for homeless and vulnerable populations led her to start a Street Medicine curriculum for the Beaumont family medicine residences and to

design the first elective available for all Beaumont residents in social equity focusing on unconscious bias, environmental health, minority health, drug addiction, refugee health, and human trafficking.



### Chris Voegeli

Chris Voegeli, PhD, MPH is a behavioral scientist in the Division of HIV/AIDS Prevention at the Centers for Disease Control and Prevention where he evaluates mass media campaigns to address the HIV epidemic. Before coming to Atlanta, Chris worked at Denver Public Health where he led the National

Evaluation Center (NEC) and his responsibilities included coordinating a multi-site evaluation, development of an online national learning management system, and evaluation technical support for the CDC's National Network of STD Clinical Prevention Training Centers (NNPTC). Christopher also served as the evaluator for Denver Public Health's Division of STD and HIV Prevention and Control where he was tasked with creating, administering, analyzing, and reporting on the evaluations of the trainings, capacity building, and programs of the division. He comes to us with over a decade of evaluation experience working with community-based organizations, local and state government, and university programs.

In addition to being president of AaEA, Chris is also the chair of the AEA Government Evaluation Topical Interest Group.

## SPEAKERS AND TRAINERS CONTINUED



### Elisabeth Wilhelm

Elisabeth Wilhelm is a Health Communications Specialist in the Global Immunization Division at the US Centers for Disease Control and Prevention on the interdisciplinary Demand for Immunization Team on supporting vaccine demand and uptake in low and middle-income countries with a focus on

infodemic management, risk communication and community engagement, strategy development and implementation science. She stood up and led the Vaccine Confidence and Demand Team on the US domestic COVID-19 Vaccine Task Force and has fostered the development of a robust vaccine confidence and demand strategy for US CDC domestically and globally, including the creation of the Insights Unit, US CDC's first infodemic management team in January 2021. In collaboration with WHO, UNICEF and Ministry of Health partners, she has served as advisor, trainer, facilitator, independent monitor and lead for vaccine safety communication, vaccine demand, vaccine-related event and crisis communication projects across half a dozen countries and regions since 2016 and contributed to STOP training, the Global Vaccine Safety Blueprint. Elisabeth believes in the power of leaning in to listen, understand and improve how health services are delivered to communities everywhere to build back better, more responsive health systems within the time of COVID-19. She also believes in the international language of animated GIFs. Elisabeth holds an MA in Communications from Johns Hopkins University.



### Maike Winters

Maike works with Karolinska Institutet | KI · Department of Global Public Health Doctor of Philosophy. In her research, she combines her background in journalism and communication with global health and epidemiology. Her research focusses on the role of risk communication and misinformation in

infectious disease outbreaks - for instance the Ebola outbreak in Sierra Leone and the COVID-19 pandemic. Apart from her work at KI, she is the Chief Ignorance Hunter at the Gapminder Foundation. She helps to develop and test new fact questions around global trends, hunting topics where chimpanzees outsmart humans.

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