

# Communicating science during health emergencies

Rethinking communication:  
Storytelling in the age of  
misinformation &  
disinformation

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 **13:00 – 16:00 CET**



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infodemic  
MANAGEMENT





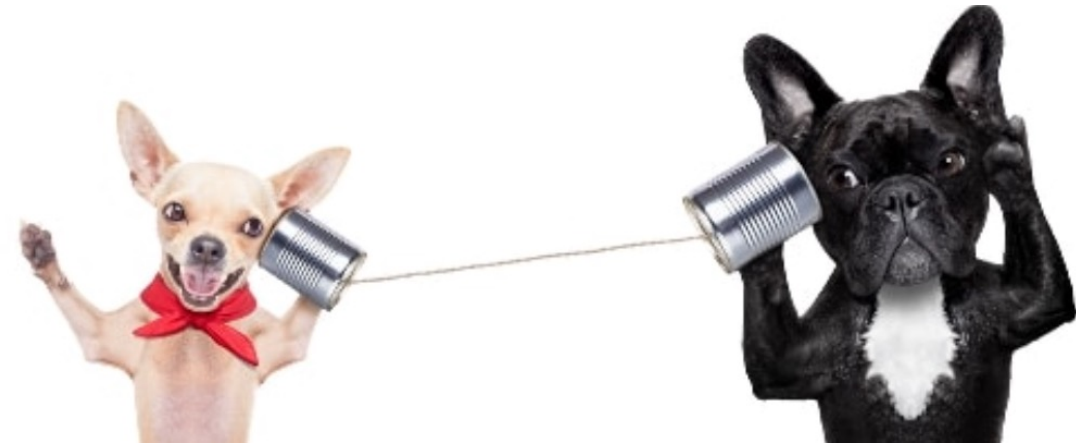
**“When the roots of a tree begin to decay, they spread death to the branches,”- African Proverb**



# Rethinking Communication: Storytelling in the age of misinformation & Disinformation



- Health communication strives to communicate science in ways that resonate with audiences and gives them action steps or things they can do to improve their health and well being or prevent disease.
- Content, Audience, Channel is key.
- Credible sources, diligent research, fact-checking is just as important.
- Trusted media outlets, thought leaders, community champions are crucial.
- Debunking myths; culture considerations.
- Visuals, imagery, Cartoons, animations, syndicating content to resonate with demographics
- Debates, focus groups, expert interviews.





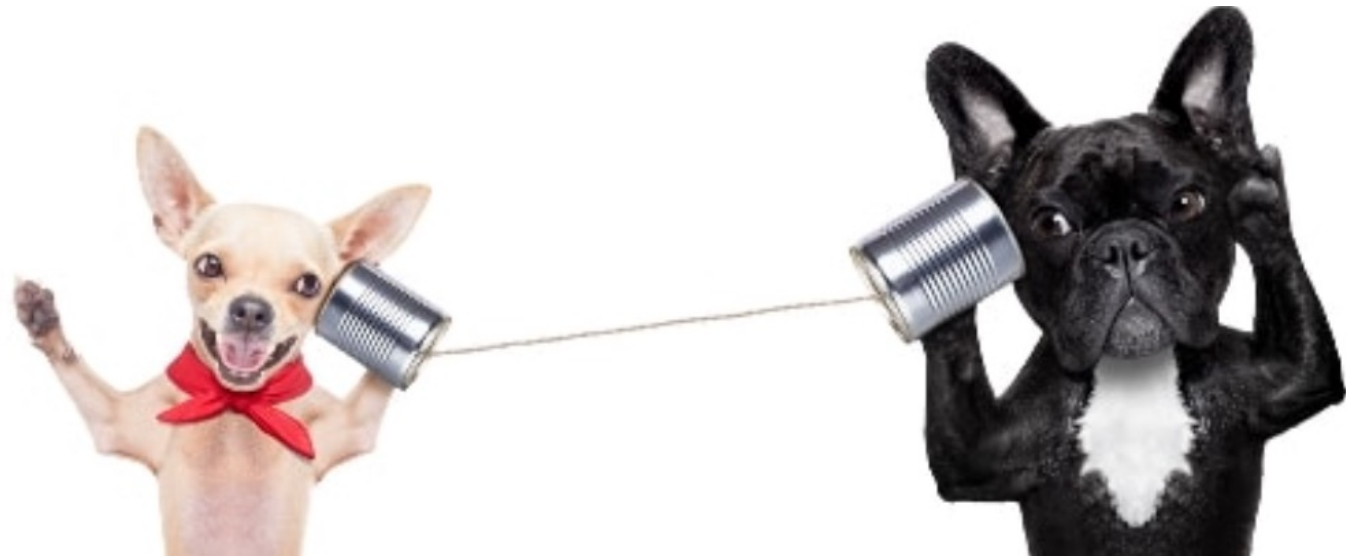
# Barriers to Information Dissemination



# How to make Communication Effective in for a distracted & Overloaded Audience;

The 7Cs of communication include:

- Clear
- Coincise
- Concrete
- Correct
- Coherent
- Complete
- Courteous



# How Amref is tackling Misinformation/Disinformation



- Launch of the Health Journalism Course in our International University.
- Training of over 100,000 CHWs at the community level to educate societies and families (door to door) on ways to protect themselves during this pandemic
- Launch of the Africa COVID-19 Information Centre
- Development of IEC materials in braille to cater for persons visually impaired
- #AskDaktari segment for digital communication
- Research studies to counter disinformation
- Journalist webinars and round tables to debunk/demystify various health topical issues.



# How Amref is tackling Misinformation/ Disinformation



- Set up an Amref hotline and a speaker bureau for easier access to health experts
- Partnerships with Twitter to immediately reach out and address any mental health emergencies or cases
- Launch of Africa Dialogues webinar series in collaboration with Dalberg to inform, empower and educated various stakeholders regarding the pandemic
- Launched of a number of online campaigns that have informed offline initiatives.






## Areas of Improvement/ Recommendation

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- Collaborate.
- Educate & Empower.
- Diversity & Inclusion.
- Prioritize health and science reporting in the Newsroom
- More Public- Private Engagements and Alignments

A chalkboard with the phrase "We can do better!" written in white chalk. The text is written in a casual, slightly slanted font. The background of the slide is a blurred image of the chalkboard.

A rectangular chalkboard with a dark surface and a light brown wooden frame. The words "Thank You" are written in white chalk, centered on the board. The word "Thank" is on the top line and "You" is on the bottom line.

Thank  
You