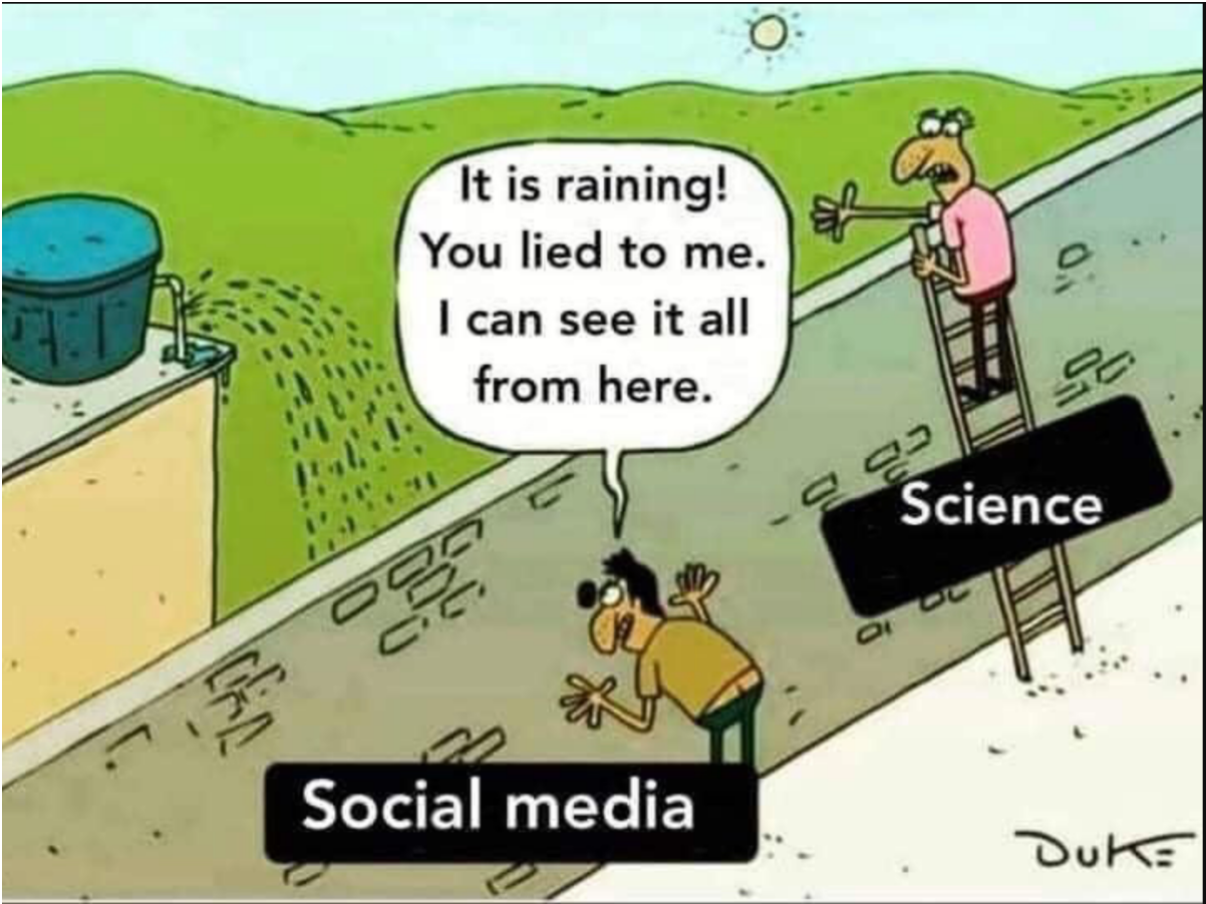


[View this email in your browser](#)

infodemic
MANAGEMENT



World Health
Organization



Infodemic Management News Flash

Thursday, 29 April 2021 | Issue #15

Feature Artwork

Hmm.... ever feel like you're only hearing part of the story? Or trying to put together a puzzle with only a few pieces? While advances in digital technology are great to connect us more quickly than ever before, there's a risk in getting our news mainly from social media when there's little transparency about how content is being amplified and echoing around those social bubbles. Trickier still when that "information" is a muddled mix of opinions and evidence.

But there are things we can do to expand our perspective and build our immunity to misinformation. We can channel our inner scientist and practice our critical thinking skills to parse the good information from misleading messages. And as infodemic managers we can help others do this too!

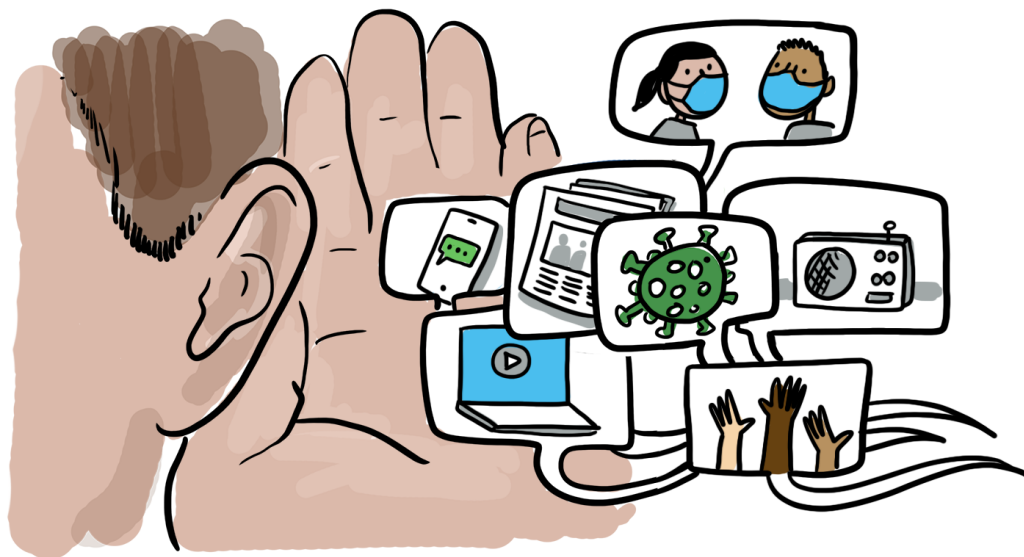
It all starts with listening more widely to what people are saying to better understand the bigger picture before deciding how to respond. For building out your social listening toolkit, [register now for our May conference](#) to get the latest tips on social listening for public health.

Nurturing science literacy and better communicating science will also help folks access the best available information to make more informed decisions about how to protect themselves and each other. So remember to [send us your innovative concepts of how to communicate science during the COVID-19 pandemic](#) before 24 May.

We're also growing our global community of infodemic managers, so share the [call for applicants for our next infodemic manager training](#) in June widely with your networks. Applications are flying in and spaces are limited, so take a few minutes to get your application in today.

Credit: Illustration by DUKE edited by unknown

Feature Content



Secure your space at the 4th WHO Virtual Infodemic Management Conference: Advances in Social Listening for Public Health

First session 4 May, 2021 (Virtual)

In the [last issue](#), we announced the details about our upcoming conference on the hot topic of social listening. We know that listening to public comments can make it possible to detect an emerging health threat much sooner, and better tailor a public health response to meet changing needs of communities.

WHO is proud to partner with US CDC for this conference, which is bringing together experts from different areas of research and practice to exchange lessons learned for advancing approaches in digital social listening for public health.

Mark your calendars and #RegisterNow:

- Session 1 - 4 May: Case studies applying social listening for public health
- Session 2 - 11 May: Tools and techniques for listening to communities to strengthen public health
- Session 3 - 12 May: Challenges and opportunities to advance social listening in public health

[Click here for more details on the planned agenda and to secure your spot for the sessions.](#)

Opportunities for Action



The poster is for the 'VaxCheck Virtual Town Hall Series'. At the top, it features logos for 'Google News Initiative', 'dataLEADS', and 'FIRST DRAFT'. The main title 'VaxCheck' is in a red box, followed by 'VIRTUAL TOWN HALL SERIES' in large blue letters. Below this, the date 'MAY 1, 2021' is in red, and the time 'TIME: 10:00 AM to 1:00 PM' is in blue. To the right, it lists '30 TRAINING WORKSHOPS ACROSS 30 STATES AND UNION TERRITORIES COVERING:' followed by a bulleted list: '✓ Mis-and Disinformation About Vaccines', '✓ Understanding Vaccine Misinformation', '✓ Vaccine Misinfo - Narratives and Data Deficits', '✓ Monitoring Social Media Conversations', and '✓ Keywords and Search Queries'. Below the list, it says 'HOSTED BY: Press Club of India, New Delhi'. At the bottom, a dark blue banner contains the text 'REGISTER NOW: <http://bit.ly/TownhallRegistration>' and the hashtag '#VAXCHECK'.

Google News Initiative | dataLEADS | FIRST DRAFT

VaxCheck

VIRTUAL TOWN HALL SERIES

MAY 1, 2021

TIME: 10:00 AM to 1:00 PM

30 TRAINING WORKSHOPS ACROSS 30 STATES AND UNION TERRITORIES COVERING:

- ✓ Mis-and Disinformation About Vaccines
- ✓ Understanding Vaccine Misinformation
- ✓ Vaccine Misinfo - Narratives and Data Deficits
- ✓ Monitoring Social Media Conversations
- ✓ Keywords and Search Queries

HOSTED BY:
Press Club of India,
New Delhi

REGISTER NOW: <http://bit.ly/TownhallRegistration> #VAXCHECK

Join the special fact-checking Town Hall series in India

Google News Initiative, in partnership with [DataLEADS](#), is launching a special fact-checking Town Hall series, between 1 May to 8 June to help journalists, media students, bloggers, healthcare professionals and community workers to identify and combat vaccine related misinformation, false claims and hoaxes.

The training series of 30 online workshops will be conducted across 30 Indian states and union territories in more than seven languages where participants will be sensitized to identify accuracy of vaccine related content and information.

The curriculum for this training series is developed by First Draft as part of its Vaccine Insights flexible learning course. Google News Initiative India Training Network has translated and adapted the curriculum to include regional examples. The aim of the training series is to equip media practitioners, public health communication specialists, policy makers and community organizations with the tools and strategies to uncover, understand and address the spread of false information to help ensure universal access to credible health information.

[Register for the Town Hall series in your state.](#)

Submit your application for a fellowship with Consumer Reports' Digital Lab

Consumer Reports (CR) is an independent non-profit organization that integrates lab research, investigative journalism, legislative advocacy, grassroots mobilization and more.

See their open call for paid, non-resident fellows to address consumer harms in the digital world. This 10 month fellowship provides a stipend, the ability to leverage CR's physical labs and testing architecture, and an opportunity to work with their reporters, advocates, and contributor community.

The Fellowship can support research and innovation projects you've already got underway, or kickstart new projects. For interested applicants who don't have a specific project proposal, CR can help scope a research collaboration based on your interests and experience.

Deadline for applications is 7 May 2021. [Find full submission guidance here.](#)



Submit your innovative concepts to communicate science during the COVID-19 pandemic to be published as a case study on WHO website

As part of the WHO global ad hoc conference on communicating science during health emergencies (taking place from 7 to 25 June 2021), the World Health Organization Information Network for Epidemics (WHO EPI-WIN) calls for the submission of innovative examples on how to communicate science to different audiences during the COVID-19 pandemic.

In particular, WHO seeks submissions on the following three tracks:

- **Science communication by researchers:** Innovative projects on COVID-19 led by researchers to translate science into policy action and/or make science more accessible to the public.
- **Science and the media:** Innovative ways of journalists, broadcasters or publishers to explain the science behind COVID-19 and related pandemic response measures to their audience.
- **From science to action:** Innovative projects by youth initiatives, teachers, health workforce or other civil society representatives to help make the science and measures related to COVID-19 better understandable and relevant to the public.

All selected submissions will be included in the good practice compilation and published as a case study on the WHO EPI-WIN website. Up to 4 outstanding contributions will further be invited to give a presentation during the public closing session of the conference on 25 June 2021.

Deadline for submissions is 24 May 2021. [Find full submission guidance here.](#)



**UNHCR
Innovation
Service**

Submit your joint funding proposal with a UNHCR country team to tackle a specific digital inclusion challenge with UNHCR Innovation Service

UNHCR Innovation Service announced the continuation of its Digital Inclusion Call for Proposals that provides targeted financial support to country operations interested in tackling specific challenges relating to digital inclusion this year, particularly those which will ensure refugees have access to digital technology and connectivity, and UNHCR engagement with these communities through such channels will happen in a way that is accountable to them, accessible to different groups, and facilitates meaningful participation in humanitarian action.

The purpose of this call for proposals is to provide space for exploration of a broad spectrum of challenges while providing opportunities for country operations to make progress along identified priority areas.

Calls are open for proposals under these themes:

- Community-led online misinformation and rumour management
- Community-led connectivity solutions
- Enabling safe access to digital spaces
- Digital inclusion of persons living with a disability

Applications will be reviewed intermittently across 2021. [Find more details and submit your proposal here.](#)



Submit your youth-led local solutions to the pandemic recovery for funding with the Global Youth Mobilization

Youth-led solutions to the pandemic recovery are at the heart of the Global Youth Mobilization. It is essential that structures are put in place to harness the surge of youth-led activism, creative solutions, passion and commitment seen since the start of the pandemic. The Global Youth Mobilization are investing more than \$2 million in young people: in their ideas, their innovations and their futures. Supported by the world's largest global youth organizations, World Health Organization, and United Nations Foundation, Global Youth Mobilization aims to address the negative impact of the pandemic on young people and support them to build back better.

This is a unique and world-first open call to all young people, regardless of background or location, to submit their solutions to the health and societal COVID-19 challenges facing young people and their communities today.

The Global Youth Mobilization invites individual young people, informal groups and youth-led grassroots organizations to submit their ideas and solutions to COVID-19 response for the opportunity to receive direct funding to implement their idea. A small number of these local solutions will also be selected for upscaling and replication through an accelerator program.

[Find more details and submit your idea here.](#)



THE GLASS ROOM

「LOOKING INTO YOUR ONLINE LIFE」

Explore The Misinformation Edition of The Glass Room

What happens when we increasingly rely on social media and the web for nearly all our information? What information do we see, and what do we miss? How do we know if a picture or a tweet is genuine or truthful? And what can we do if we can't be sure?

Tactical Tech's newest edition of The Glass Room Community Edition explores misinformation in all its forms.

The exhibition can be hosted as an [in-person pop-up exhibition](#) or can be visited [online](#).

[Click here to explore The Glass Room.](#)

Job Opportunities

- **WHO:** [Academic Writers/ Researchers with backgrounds and knowledge of digital, artificial intelligence, chatbots, gaming for good, communications, public health misinformation, mHealth and digital behaviour change](#) (Remote or Geneva, Switzerland)
- **WHO Angola Country Office:** [World Health Organization's Health Emergencies Programme Infodemic Management Assistant](#) (Luanda, Angola)

- **WHO Regional Office for the Western Pacific:** [Risk Communication and Community Engagement Consultant](#) (Kuala Lumpur, Malaysia)
- **WHO Regional Office for the Western Pacific:** [Consultant for Communications Measurement, Evaluation and Learning \(MEL\)](#) (Remote)
- **IFRC:** [Delegate, Inter-agency Information Management](#) (Dakar, Senegal)
- **African Field Epidemiology Network:** [Regional Event-based Surveillance Analysts](#) (*Multiple roles per Africa CDC Regional Collaborating Centres*) (Libreville, Gabon; Nairobi, Kenya; Lusaka, Zambia; Addis, Ababa, and Abuja, Nigeria)
- **SpeakUp Africa:** [Communication Officer](#) (Dakar, Senegal)
- **Association Bernard Gregory:** [PhD Position: Natural language counter-argumentation to fight online disinformation](#) (Nice, Provence-Alpes-Côte d'Azur)

Upcoming Events



28 April 2021

Join the public launch of **[INFODEMIC: Global Conversations on Science and Misinformation](#)**, a documentary series for broadcast on Link TV and PBS and streaming on Link TV and YouTube produced by the Aspen Institute Science & Society Program and Robyn Lane Productions.

This six-part documentary series showcases top science experts from around the world—Japan, China, Philippines, India, Saudi Arabia, Sudan, Germany, Italy, France, Brazil, and the United States—diving deeply into the costs of science misappropriation and denialism and offering solutions to the challenges science faces globally. Created completely under lockdown, the series a wide range of topics from climate change to governments ignoring science to busting the myths of pseudoscience and conspiracy theories.

The live public launch event features a moderated conversation with the series' executive producers and a group of international science experts from the series. All streaming episodes will be made available on 2 May at Link TV and on YouTube from 3 May.

[Click here for more details about the episodes and register for the public launch event.](#)



2 May 2021

The Rockefeller Foundation has built a reputation as a trailblazer convening unlikely partnerships and sparking innovations for transformative change.

Throughout the pandemic, social media has been an important tool in

communicating public health messages. Communicators have had to rethink their strategy and how to share these messages with their audiences in a motivating and realistic way, all while dealing with potential backlash, disinformation rampant on platforms, and the need for real-time engagement with followers. The Ottawa Public Health Twitter recently went “viral” for their approach: use humor, sincerity, and human connection to educate and inform their citizens.

Join The Rockefeller Foundation and Kevin Parent, Social Media Lead with Ottawa Public Health to hear how he and his team communicate about public health in an authentic and humorous way, build trust with an online audience when it comes to public health topics and support staff who are dealing with social media and disinformation.

[Register to attend.](#)



[16 May 2021](#)

The Science Gallery Bengaluru, part of the Global Science Galley Network pioneered by Trinity College Dublin, is organising CONTAGION, an online exhibition that explores the transmission of emotions, behaviours and diseases.

CONTAGION'S public lecture series offers talks about cutting-edge research, historical responses to contagion, and pressing issues in today’s world to give the audience insights into how contagion is studied, mapped and understood in a host of ways.

The information ecosystem can be perplexing and complicated. As the infodemic spreads, it is important to address the confusion that can stem from misleading news. Join Muhammad Radwan of [The Glass Room](#), a Tactical Tech project, in this online workshop entitled 'Information... It's Complicated' where you will dive deeply into the definitions of misinformation and disinformation; using real world examples to explore the difference between the two.

[Register to attend.](#)



17 May 2021

As part of the 2021 European Public Health Week with theme "Joining forces for healthier populations" WHO's Christine Czerniak, Melinda Frost and Sarah Hess will be delivering a webinar entitled 'Infodemic management: From listening to public health action' on the first day of the conference.

Join this webinar to hear an introduction on infodemic management, learn about social listening, why it is important, how it is done and how it informs the COVID-19 response as well as the role played by trusted influencers in the pandemic response.

European Public Health Week (EUPHW) is an initiative of The European Public

Health Association, an umbrella organisation for public health associations and institutes in Europe.

[Register to attend.](#)



[19 May 2021](#)

VaxInLive Symposia are international scientific and multidisciplinary meetings to foster exchanges between all actors of the vaccinology chain and also the open place to meet LIVE students and alumni.

For its 6th edition, the University of Lyon are organizing a virtual e-VaxInLive 2021 with a junior and senior scientific board.

Join the 19 May programme to hear WHO EPI-WIN Infodemic Management team, Professor Sara Rubinelli from University of Lucerne and Dr Cherstyn Hurley of Public Health England. Join to hear about infodemic management and a competency framework of key skills for budding infodemic managers, including an overview of training opportunities and real-life application of infodemiology to increase vaccine uptake.

[Register to attend the 19 May e-Symposium.](#)



7 - 25 June 2021

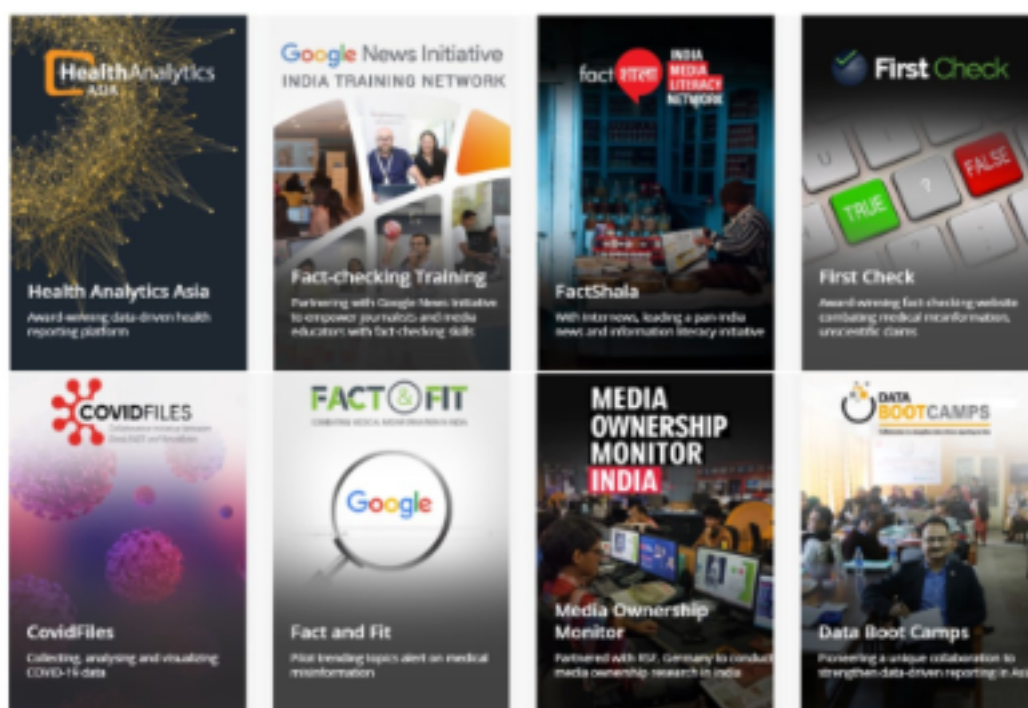
Just announced! WHO invites you to the global ad hoc conference on communicating science during health emergencies

WHO is convening representatives of the multidisciplinary science communication community from 7 to 25 June to map and address the challenges encountered during the COVID-19 pandemic.

The global conference aims to facilitate the exchange of experiences and lessons learned, while identifying and collating good practice examples of innovative science communication during the pandemic to inform the development of a set of principles for effective science communication during public health emergencies.

[Click here for more details on the planned agenda and to register for the public opening and closing panels.](#)

Recent Events



28 April 2021

DataLEADS is a digital media organization based in New Delhi, India which runs and manages Health Analytics Asia – a pioneering digital platform that bring journalists, fact-checkers and doctors together from across Asia to strengthen health reporting and fact-checking. DataLEADS' work has earned it global recognition, including the prestigious British Medical Journal Award, the IFCN/Facebook Journalism Project Award and YouTube Award for Journalism.

Watch the EPI-WIN webinar 'Promoting access to creditble health information' to learn how a team of journalists, fact-checkers and doctors in Asia are collaborating to counter misinformation and build resilience to the COVID-19 infodemic.

[Watch the recording here.](#)

**COUNTERING THE INFODEMIC:
FIGHTING FAKE NEWS DURING
COVID-19**

skoll

15 April 2021

COVID-19 has been fueled by an “infodemic” of misinformation, rumors, and misleading news that have undermined public trust in the response. Rampant conspiracy theories and misinformation have become a huge problem for governments as they roll-out testing, tracing, and vaccination programmes. At the same time, businesses, civil society organizations, and international organizations are finding creative ways to debunk myths, disseminate validated information, and rebuild trust.

[The Skoll Foundation](#) hosted a webinar during the Skoll World Forum Session on the topic of ‘Countering the infodemic: fighting misleading news during COVID-19’ to explore how social innovators of all kinds can partner with governments to counter the infodemic around COVID-19 and develop new solutions- online and offline for this evolving challenge.

[Watch the recording here.](#)



15 April 2021

As COVID-19 vaccination programs are rolled out throughout Africa, so too are rumours and deliberate attempts to misinform the public about the nature of COVID-19, the safety of vaccines, and best ways to protect ourselves from the virus. Journalists not only need to counter misleading information with accurate coverage of the pandemic; they also are challenged to do it in a way that prevents putting a spotlight on misinformation in the process while amplifying helpful information.

In this Media Dialogue, Halim AbdAllah of the WHO Regional Office for Africa discusses the circulation of COVID-19 misinformation in the East Africa region, how it has affected levels of vaccine hesitancy in the region, and the role

journalists can play in mitigating the spread of rumours and misinformation campaigns now at play. Halim also introduces a new resource, [Viral Facts Africa](#), a web resource provided by a network of trusted public health institutions and fact checkers working to make scientific, fact-based health information highly visual, vibrant, and shareable on social media. Watch for Internews’ Pandemic Media Mentor’s advice to journalists and other content creators who are grappling with the sheer volume of COVID-19 information and the parallel track of misinformation.

[Watch the recording here.](#)



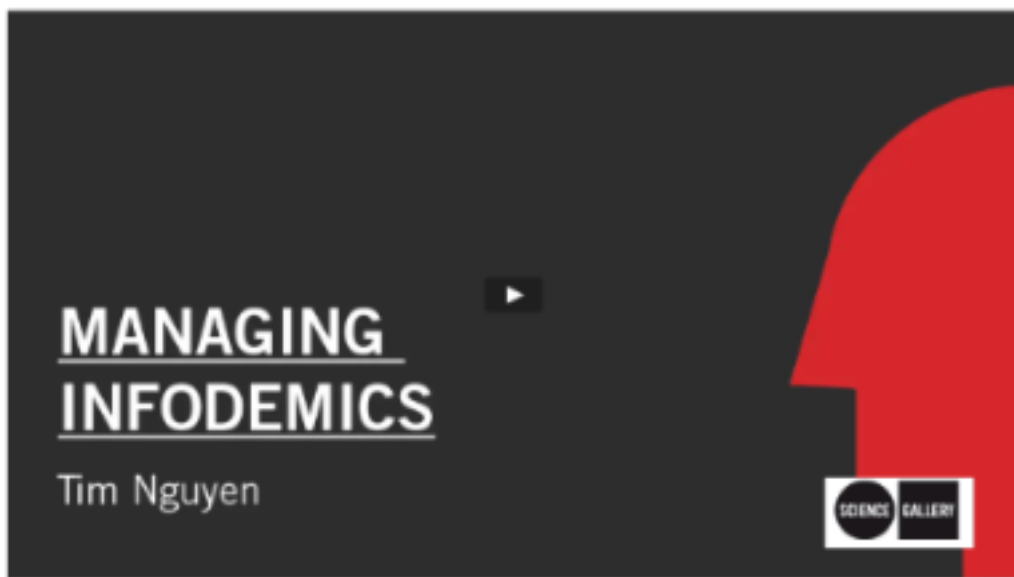
14 April 2021

We all know that certain events like the pandemic, elections, natural disasters can affect the information environment so that it becomes harder to manage misinformation. More collaboration, consideration of proportionality and global consistency is needed in order to effectively respond to these events.

Full Fact has been working with governments, civil society and internet companies to develop a Framework for Information Incidents, to enable better collaboration among organisations tackling the infodemic. Full Fact's webinar on “How can we prepare for the next misinformation crisis?” with a panel including WHO’s Christine Czerniak explored what doing better looks like including the need for public data from digital platforms to be shared freely with UN agencies, health authorities, researchers, journalists, and community watchdog groups. Other key points included the need for transparency on how content is being amplified, de-amplified, or taken down, and the need to boost investment in science literacy, digital literacy, media literacy, and health literacy

worldwide.

[Watch the recording.](#)



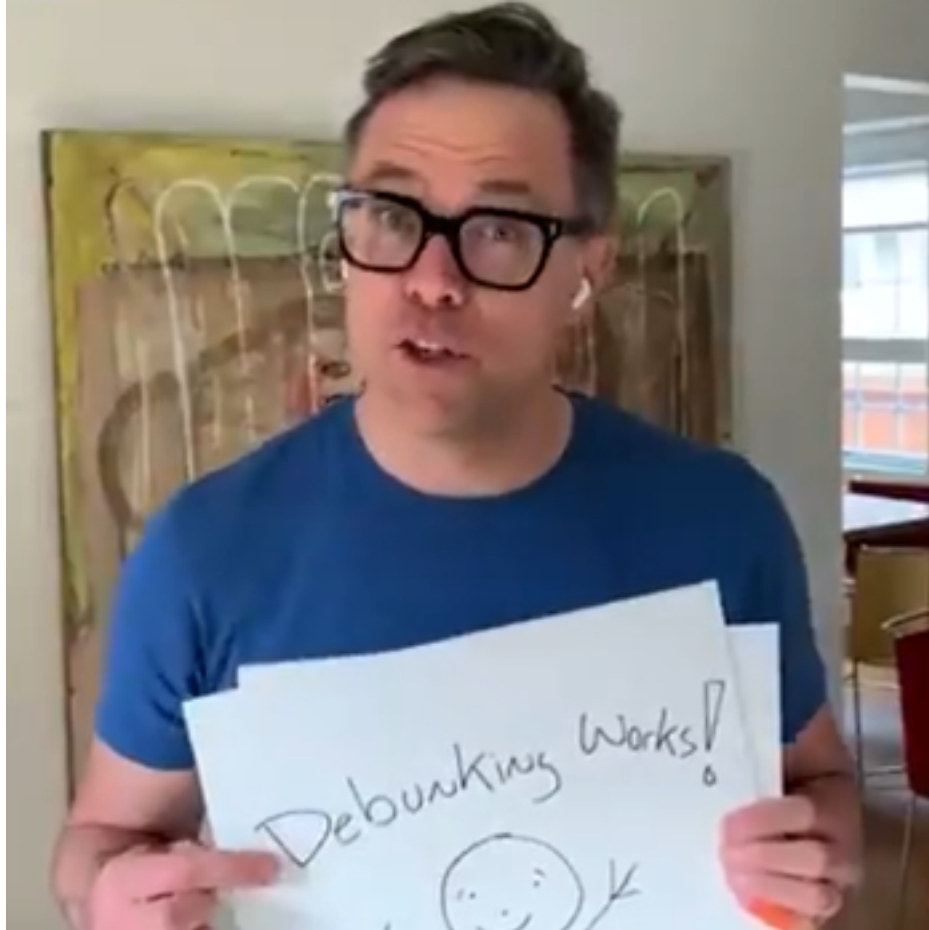
[14 December 2020](#)

The spread of COVID-19 around the world has been accompanied by a deluge of misinformation. At a time when reliable and scientific evidence is crucial for public health, misleading news, misinformation, and rumours seem to be spreading faster than facts.

Hear Tim Nguyen of the WHO Health Emergencies Programme explain the infodemic, its impact and introduce the [public research agenda](#) at a CONTAGION webinar entitled ‘Managing infodemics.’ Tim highlights three immediate impacts of the 'tsunami of information': citing that it can harm, undermine public health response when people don't adopt the recommended behaviour of public health authorities and fuel mistrust towards the science, healthcare workers and health authorities, which in the end undermines social cohesiveness.

[Watch the recording.](#)

Noteworthy Multimedia



Professor Tim Caulfield of [#ScienceUpFirst](#) gives the low-down for tackling misinformation for WHO World Immunization Week.

[Watch his 30 second clip here.](#)

What We're Reading



[*Dear Pandemic: Nurses as key partners in fighting the COVID-19 infodemic*](#)

20 April 2021

[Beliefs in Conspiracy Theories and Misinformation About COVID-19: Comparative Perspectives on the Role of](#)



[Anxiety, Depression and Exposure to and Trust in Information Sources](#)

16 April 2021

[Special issue on Science and Misinformation](#)

13 April 2021

Scroll down the page to Section:

Arthur M. Sackler Colloquium on Advancing the Science and Practice of Science Communication: Misinformation about Science in the Public Sphere

[Determinants of infodemics during disease outbreaks: A systematic review](#)

29 March 2021

[Using narrative evidence to convey health information on social media: The case of COVID-19](#)

15 March 2021

[Digital public health surveillance: a systematic scoping review](#)

3 March 2021

[Critical observations on and suggested ways forward for healthcare communication](#)

ScienceDirect



[during COVID-19: pEACH position paper](#)

February 2021



[Mapping the landscape of artificial intelligence applications against COVID-19](#)

November 2020



[The COVID-19 social media infodemic](#)

6 October 2020



About the News Flash

An infodemic is an overabundance of information—some accurate, some not—that spreads alongside a disease outbreak. Infodemics are nothing new, but in the digital age, they spread in real time and create a breeding ground for uncertainty.

Uncertainty fuels skepticism and distrust, which is perfect environment for fear, anxiety, finger-pointing, stigma, violent aggression and dismissal of proven public health measures. To manage an infodemic, we need to understand what contributes to it. So that's why we're sending you these updates. In each issue of the WHO's Infodemic Management News Flash we'll share the latest work happening at the global level, as well as highlight some of the challenges and solutions with infodemics in local contexts. We'll also provide you with a few takeaways to help you be an effective infodemic manager in your daily life.

If you have a tip on infodemic management or an idea for a future News Flash, email us at infodemicmanagement@who.int. Thanks for joining us on this journey.



Our mailing address is: infodemicmanagement@who.int

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).