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infodemic  
MANAGEMENT



World Health  
Organization



# Infodemic Management News Flash

Friday, 11 December 2020 | Issue #6


## Feature Artwork

Throughout the COVID-19 pandemic, [Sam Bradd](#) has been a partner


with WHO to help illustrate the nuances of the infodemic that spreads alongside the virus. Through his drawings, he gives us a more concrete view of the problems and solutions that infodemic managers like you are tasked to address.

In honor of [WHO's 3rd Virtual Global Infodemic Conference](#), which closes today with a LIVE action-packed lineup of cross-disciplinary stakeholders, we're featuring Sam's illustrations above and below, which were designed just for the occasion.


We look forward to you joining the event which begins TODAY at 08h EST / 14h CET / 20h ICT. [Register to attend](#) and please join us in live-posting meaningful moments from the conference across your Facebook, Twitter, LinkedIn and other social channels with **#societyVSinfodemic**.



3RD VIRTUAL GLOBAL WHO  
INFODEMIC MANAGEMENT  
CONFERENCE



World Health  
Organization



WHO Leading Global Conversation on Infodemic Management

Launch of Infodemic Management Call for Action!  
20+ Events with Partners in 6 tracks to engage with different parts of Society

Whole-of-Society  
Plenary (Dec 11)

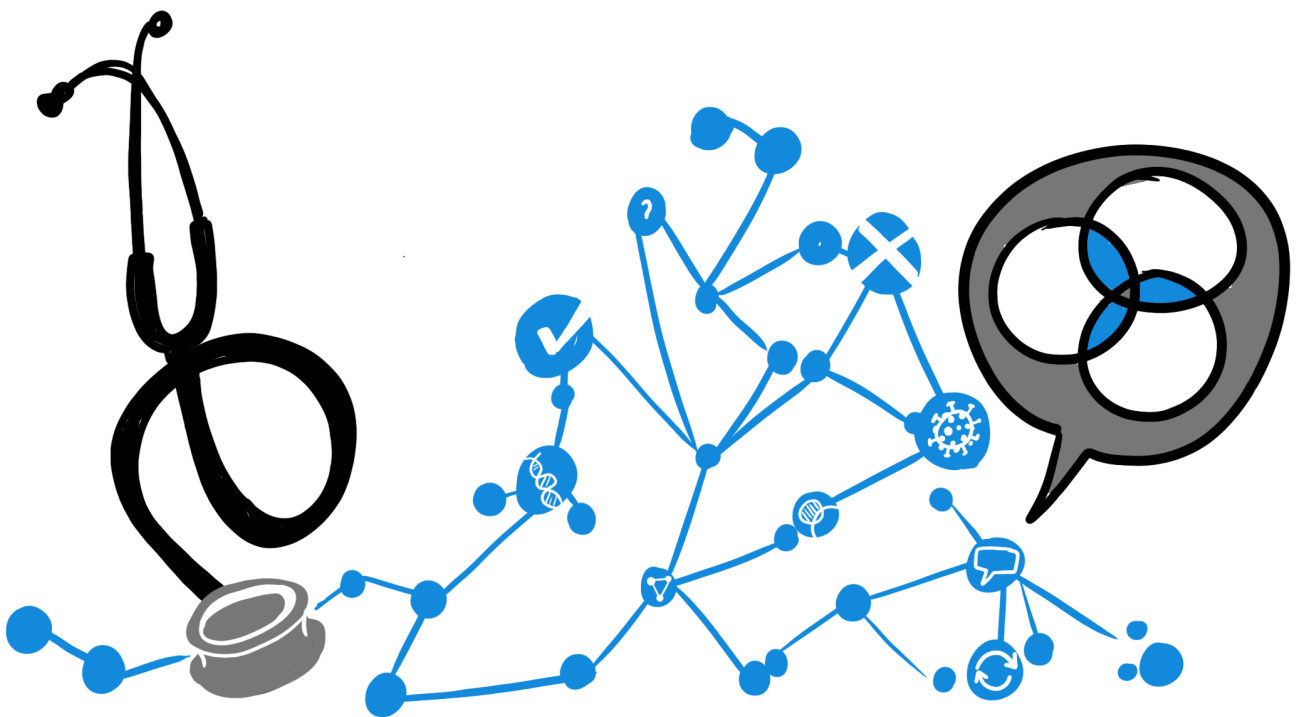
October		November						December								
20	29	4	19	20	21	22	23	24	30	2	3	4	7	8	9	11
<div>Science</div> <div>Oct 29: Communication During Health Crises - Translating Sciences to Policy and Manage the Infodemic</div>				<div>Digital Health &amp; Tech</div> <div>Nov 21: Misinformation in Medicine Summit</div>		<div>Science</div> <div>Nov 20: Science and its role in responding to the infodemic</div>		<div>Media &amp; Journalism</div> <div>Nov 23: Into the Future: Getting science right for future health crises</div>	<div>Civil Society Organizations</div> <div>Nov 30: Stopping the Infodemic from Within – A Community-Led Response (1)</div>	<div>Media &amp; Journalism</div> <div>Dec 2: Infodemics &amp; the Media – learning from the past</div>	<div>Civil Society Organizations</div> <div>Dec 7: Stopping the Infodemic from Within – A Community-Led Response (2)</div>		<div>Digital Health &amp; Tech</div> <div>Dec 9: Harnessing Tech, Digital and Social Media Platforms to Inform, Educate and Save Lives -- COVID and Beyond (Digital Health Forum)</div>			
<div>UN and Multilateral Organizations</div> <div>Oct. 20, Nov 4 and Nov 19: UN interagency dialogue on disinformation and transparency (3 meetings)</div>				<div>Science</div> <div>Nov 20: Science and its role in responding to the infodemic</div>		<div>Media &amp; Journalism</div> <div>Nov 23: Into the Future: Getting science right for future health crises</div>	<div>Media &amp; Journalism</div> <div>Nov 24: Countering Misinformation: how you can make a difference</div>	<div>UN and Multilateral Organizations</div> <div>Nov 30: A multilateral response to misinformation and data transparency –challenges and solutions</div>	<div>Health Authorities</div> <div>Dec 3: Promoting integration of infodemic management response</div>		<div>Science</div> <div>Dec 7: Science and the response to the COVID-19 Infodemic</div>		<div>Health Authorities</div> <div>Dec 4: Health authorities and innovative collaborations across society to combat the infodemic</div>	<div>Media &amp; Journalism</div> <div>Dec 9: Infodemics &amp; the Media – preparing for the future</div>	<div>Digital Health &amp; Tech</div> <div>Dec 8: EuroPCom2020 Time for Communica[c]tion – Digital Idea lab session</div>	

# WHO's 3rd Virtual Global Infodemic Management Conference Full Event List

With our six-week conference coming to a close, we want to make sure you have access to some of the key discussions that took place, so you can hear how different stakeholder groups are tackling infodemic challenges. We are proud to share that this conference hosted:

- 6 tracks
- 21 events
- 290+ panelists
- 5,600+ participants

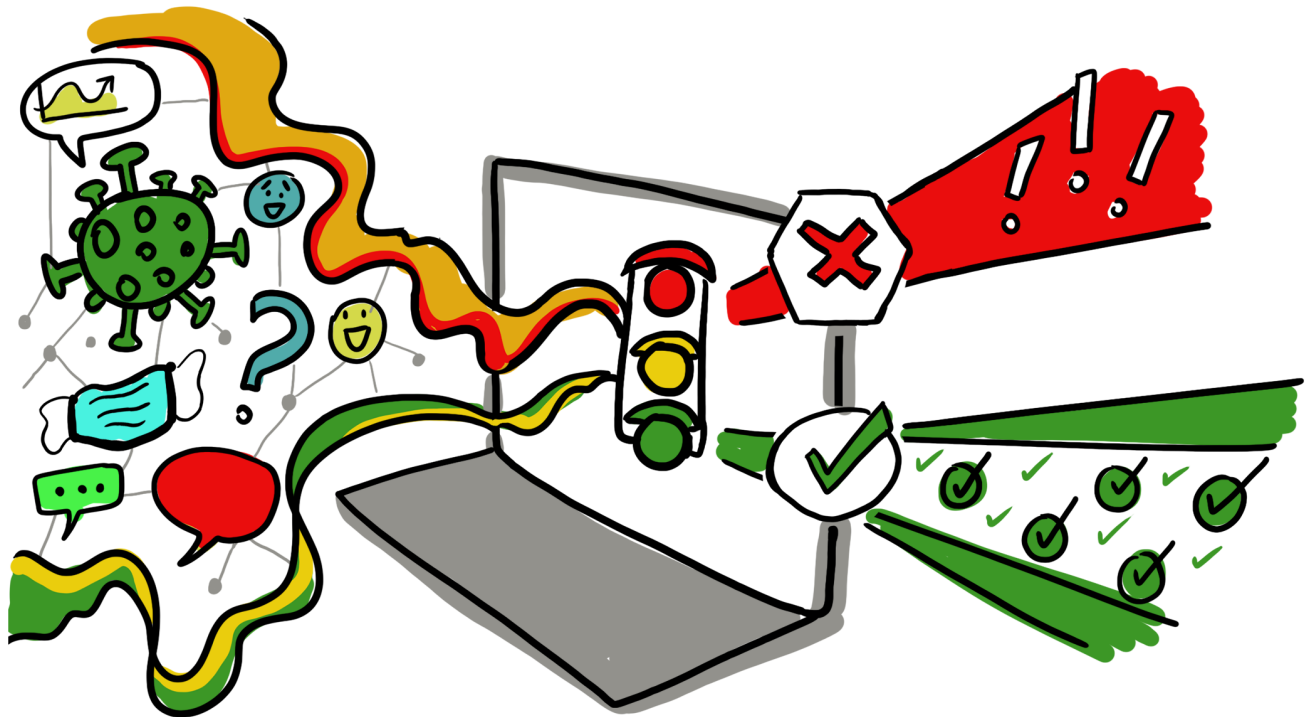
## Country Health Authorities Track



- [3 December 2020:](#) Promoting integration of infodemic management response
- [4 December 2020:](#) Health authorities and innovative collaborations across society to combat the infodemic
- [Digital Poster Walk:](#) Going virtual didn't stop us from a poster walk. Professionals from various backgrounds submitted posters showing their contributions to infodemic management. Check them out!
- [Analysis of a WHO Survey of COVID-19 Factcheckers:](#) This survey performed a landscape analysis of factchecking of health information and

assessed the needs and potential to engage factcheckers in collaborations

## Tech Track



- **21 November 2020:** What Solutions do Digital Technologies and Platforms Bring in Responding to Misinformation During the Pandemic? (Misinformation in Medicine Summit, DataLeads) (recording not available)
- **22 November 2020:** Asia Pacific for Medical Informatics Conference (APAMI) (recording not available)
- [24 November 2020:](#) Strategic dialogue with 12 Women Leaders in digital transformation of the health sector. Here's [a clip](#) from the discussion. (PAHO & IDB)
- [8 December 2020:](#) EuroPCom2020 Time for Communication – Digital Idea lab session. [Register](#) to get the panel recording (EuroPCom2020)
- **9 December 2020:** Harnessing Tech, Digital and Social Media Platforms to Inform, Educate and Save Lives -- COVID and Beyond (Global Digital Health Forum 2020) (recording not available)

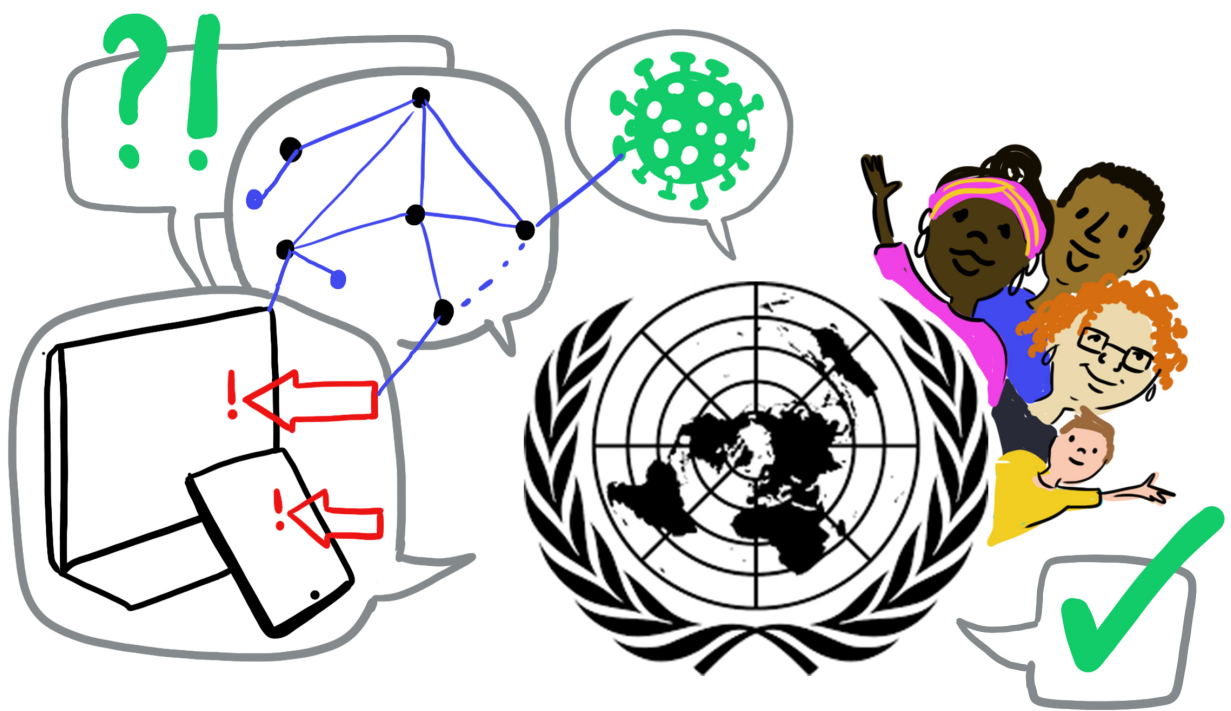


## Science Track



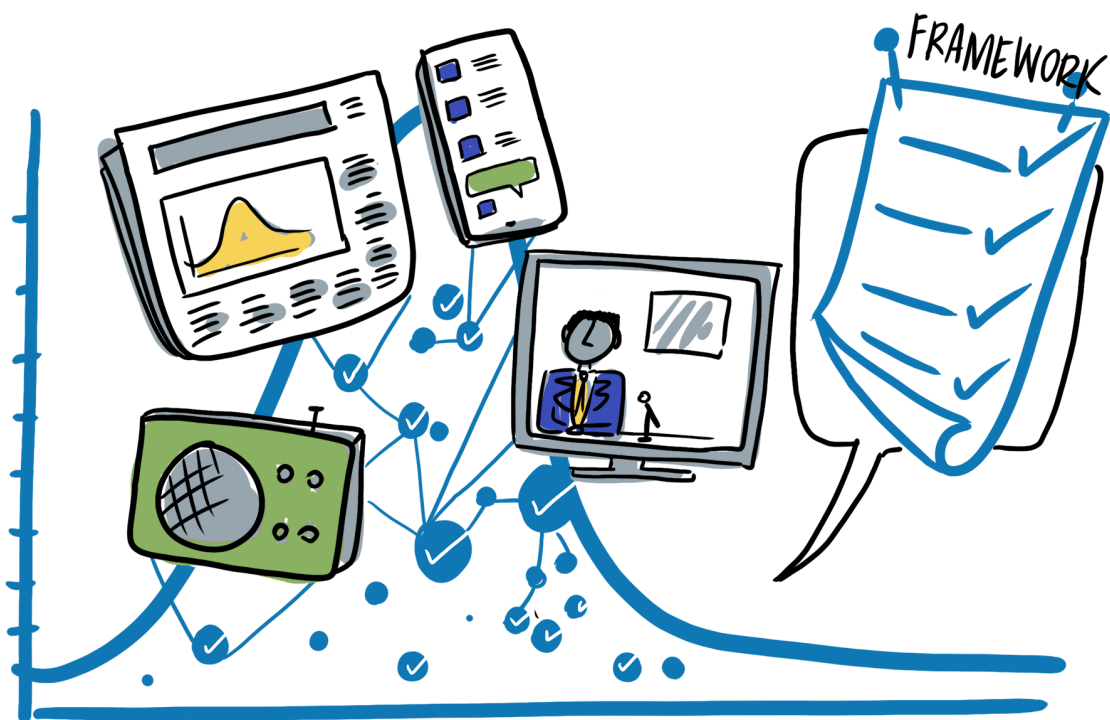
- [29 October 2020](#): Communication During Health Crises - Translating Sciences to Policy and Managing the Infodemic (Prince Mahidol Award Conference 2021, PMAC 2021)
- [20 November 2020](#): Science and its role in responding to the infodemic (Misinformation in Medicine Summit, DataLeads)
- **3 December 2020**: Role of Infodemic Management in COVID-19 Pandemic (Council of Public Health Physicians of Canada) (recording not available)
- **7 December 2020**: How Science has Driven the Response to COVID-19 (recording not available)

## UN & Multilaterals Track



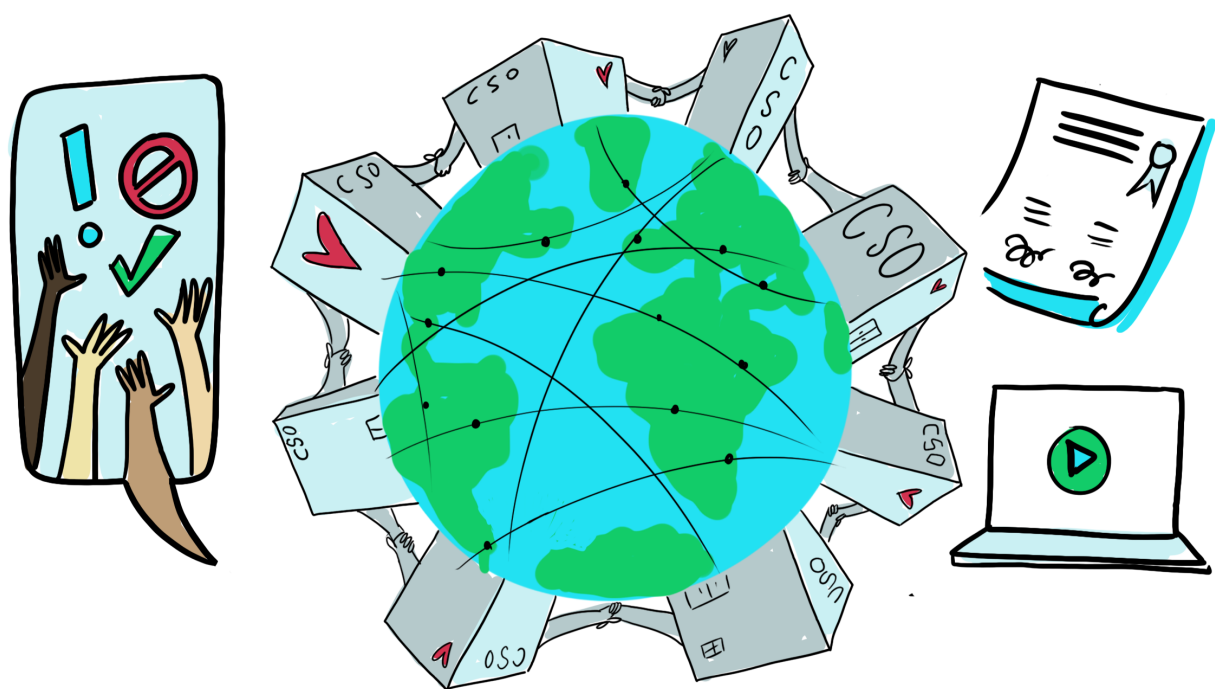
- Series of internal UN agency dialogues on misinformation and transparency (UNESCO & WHO) (recording not available)
- [30 November 2020](#): A multilateral response to misinformation and data transparency – challenges and solutions. Here's a [follow-up article](#) about what's in store for infodemic management in 2021 written by Tina Purnat from WHO

## Media & Journalism Track



- [23 November 2020](#): Into the Future: Getting science right for future health crises (World Editors Forum and the World Association of News Publishers, WAN-IFRA, Science in the Newsroom Global Summit 2020)
- [24 November 2020](#): Countering Misinformation: how you can make a difference (World Editors Forum and the World Association of News Publishers, WAN-IFRA, Science in the Newsroom Global Summit 2020)
- [2 December 2020](#): The Challenge: Infodemics & the Media – learning from the past
- **9 December 2020**: The Solution: Infodemics & the Media – preparing for the future (recording not available)

## NGO & Civil Society Track



- **30 November 2020**: Stopping the Infodemic from Within - A Community-Led Response (Part 1) (recording not available)
- **9 December 2020**: Civil society meeting on misinformation related to noncommunicable diseases and risk factors (WHO EURO) (recording not available)
- **7 December 2020**: Stopping the Infodemic from Within - A Community-

Led Response (Part 2) (recording not available)

- **Statement from Civil Society:** Activists and advocates representing various interests came together around a common purpose--to halt the spread of the COVID-19 infodemic

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## Opportunities for Action



### Apply for a job at one of these orgs.

Time to dust off your resume! A number of prestigious organizations have posted jobs that allow you to put your infodemic management skills to work. See below:

- Skoll Foundation: [Pandemics Senior Fellow](#)
- The Royal Institution: [Director of Science Engagement](#)
- TED Conferences: [TEDx Content Intern](#)
- WHO: [Senior National Technical Officer \(SSA\)](#)
- WHO: [Technical Officer, Risk Communications & Community Engagement](#)
- IFRC: [Senior Community Engagement & Accountability Officer](#)
- Province of Utrecht, The Netherlands: [Postdoc using factchecks to](#)



[combat misleading graphs](#)

- University of East Anglia: [PhD Studentship in Gamification to Identify Misinformation](#)
- USAID Networks for Peace: [Virtual HCD Workshop Co-Facilitator](#)



## Put the kibosh on misinformation with a GIF.

With so much misinformation flying around social media, it's difficult to come up with witty, informative responses all the time. Now you can intervene with one of these punchy [GIFs](#) developed by WHO infodemic management trainees and partners.

# VERIFIED

online course  
on media literacy

SIGN UP



**Take an online media literacy course.**

This [course on media literacy](#) will help you evaluate the information flows in your daily life and equip you with skills you can use to recognize disinformation and propaganda.



**Listen to the WHO infodemic manager trainees talk about infodemic challenges in their countries.**

The WHO infodemic managers have grown a new set of skills and are identifying challenges they can help tackle in the world around them. [Hear what they have to say.](#)



GOV.UK

If you're a UK citizen, keep up-to-date on guidance about your COVID-19 vaccination programme.

[Here](#) you can find plenty of guidance, posters and trainings to help with preparation for COVID-19 vaccine rollout.

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## Upcoming Events



[15 December 2020](#)

WHO and the CyberPeace Institute are joining forces to shed light on the nefarious practices in cyberspace that are endangering human life by documenting their real-life impacts.

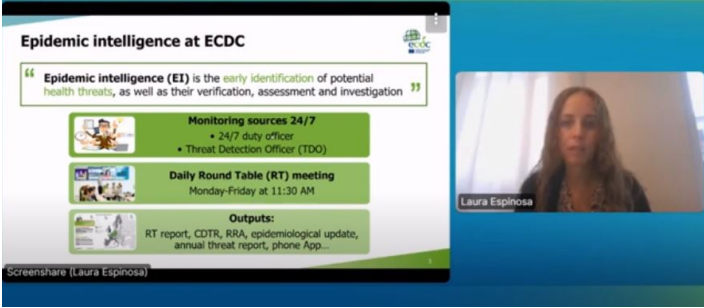
[Register to attend.](#)

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## Recent Events

[10 December 2020](#)

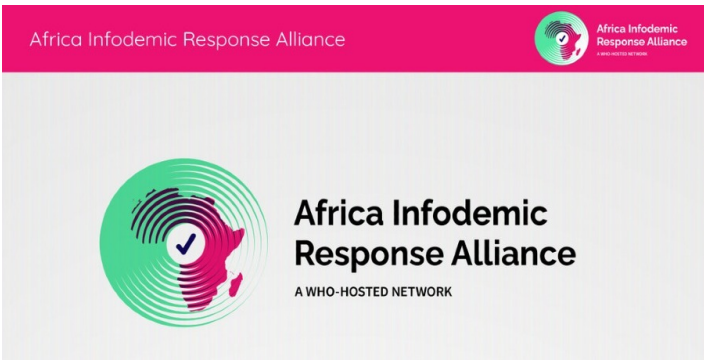




In this video by ECDC, you will learn how using their tool "Epi tweetr" social media can be monitored for early detection of public health threats as part of epidemic intelligence activities.

### 10 December 2020

DW Akademie interviewed Dr. Sylvie Briand, Director, Global Infectious Hazards Preparedness, WHO, about protecting not just health, but society as a whole from the harm of infodemics.



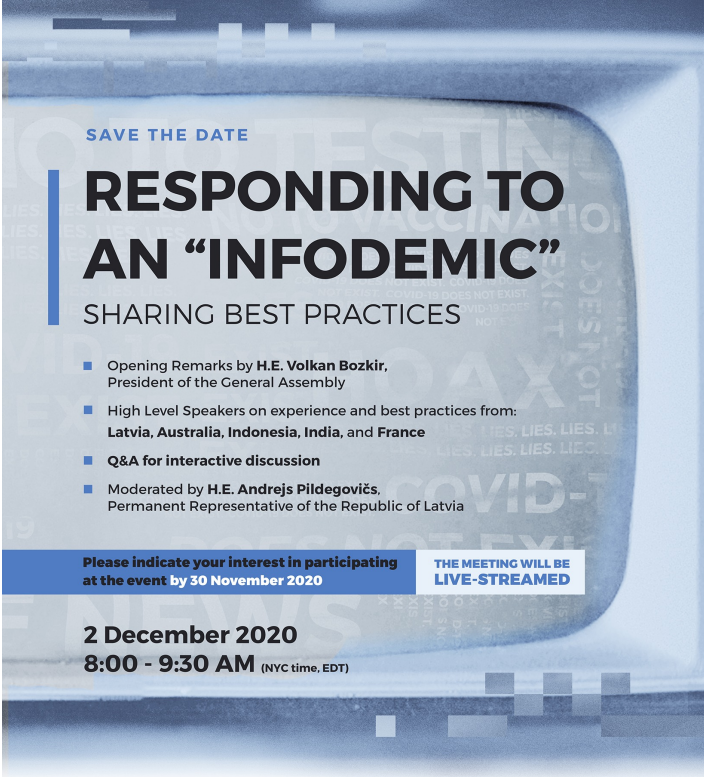
### 3 December 2020

WHO and partners launched a new alliance, the Africa Infodemic Response Alliance (AIRA), to coordinate actions and pool resources in combating misinformation around the COVID-19 pandemic and other health emergencies in Africa.

### 2 December 2020

As a side event to the UN General Assembly meeting, Member States met to discuss their experiences countering the harmful effects of the infodemic and shared best practices for combatting it.





1 December 2020

The Parliamentary Assembly of the Council of Europe held a virtual hearing that brought together EU regulators, WHO officials and ethical authorities charged with deciding on priority groups, as well as academics who have studied public attitudes toward vaccines.

What We're Reading



Tackling misinformation: What researchers could do with social media data

9 December 2020

Harvard's paper highlights 15 opinions from researchers and describes research that could



hypothetically be conducted if social media data were more readily available. As scientists, findings are only as good as the dataset at our disposal, and with the current misinformation crisis, it is urgent that we have access to real-world data where misinformation is wreaking the most havoc.

### [Infodemic: The other face of epidemics \(COVID-19\)](#)

4 December 2020

Dr. Sylvie Briand, Director, Global Infectious Hazards Preparedness Department at the [World Health Organization](#), explains how COVID-19 is accompanied by an infodemic

### [250 recommendations on how to stop “infodemics”](#)

12 November 2020

Based on more than 100 contributions from international experts, this report offers 250 recommendations on how to rein in a phenomenon that threatens democracies and human rights, including the right to health.

### [When a story contradicts: correcting health misinformation on social media through different message formats and mechanisms](#)

6 November 2020



## Health Information Science and Systems

The study examines the effects of message format (narrative vs. nonnarrative) and correction mechanism (social vs. algorithmic correction) in correcting e-cigarette related misinformation on social media.

### [How can social media analytics assist authorities in pandemic-related policy decisions? Insights from Australian states and territories](#)

15 October 2020

Due to COVID-19, various countries introduced lockdowns and limited citizen movements. These restrictions triggered an increased use of digital technologies and platforms by the public. This provides an opportunity for the authorities to capture public perceptions on COVID-19 from social media channels to make informed decisions. The use of social media analytics during pandemics for decision-making, however, is an understudied area of research. Thus, this study aims to generate insights into how social media analytics can assist authorities in pandemic-related policy decisions.

## [The pharmacist's active role in combating COVID-19 medication misinformation](#)

4 November 2020

Pharmacists listen to and dispel medication misinformation daily. Because of their accessibility, pharmacists have the opportunity during pharmacist-patient interactions to begin a dialogue with their patients and provide critical education to improve patient safety and public health.

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## Fun With Numbers

# 23,634

According to a [recent study](#), that's the number of unique publications on COVID-19 that were indexed between January 1 and June 30, 2020. Publications include research articles, letters, editorials, notes and reviews. And the top three countries ranked by volume of published papers: USA, China and Italy. With all of this literature to read, we're going to need to become robots.

## 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](mailto:infodemicmanagement@who.int)**. Thanks for joining us on this journey.



Our mailing address is: [infodemicmanagement@who.int](mailto:infodemicmanagement@who.int)

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