World Health Organization

Provisional programme

Day 1 Tuesday, 7 April 2020, 14:00–17:00 Geneva time. Plenary.

13:50–14:00	Warm-up slido.com poll
14:00–14:10	**Introduction** Welcome *by Dr Sylvie Briand*, Director, Infectious Hazard Management, WHO; Lead of infodemic management pillar for COVID-19 response
14:10–15:50	**Session 1: Managing infodemics – what is the new phenomenon?** *Moderator: Tim Nguyen, Rapporteur: Mark Nunn* • Multi-faceted and multi-sectoral discussion of the COVID-19 infodemic • Challenges, impact, and approaches to infodemic management 1. Towards a WHO framework for infodemic management – *Tim Nguyen, World Health Organization* 2. Policy-makers' information needs when responding to an infodemic - *Viroj Tangcharoensathien, Ministry of Public Health, Thailand* 3. AFP digital verification service – *Yana Dlugy, AFP Digital Verification, France* 4. Challenges and current experience in informing infodemic management – *Ève Dubé, Institut national de santé publique du Québec, Canada* 5. Connecting people with authoritative health information on Facebook– *Athas Nikolakakos and Praveen Raja, Facebook, USA* 6. Infodemiology: A Publishers' view (but also as scientist!) - *Gunther Eysenbach, JMIR Publications, Canada* 7. Infodemiology: the socio-behavioral dimension – *Pier Luigi Sacco, IULM University, Italy* 8. European Disinfo Lab resources for tackling misinformation about COVID-19 – *Alexandre Alaphilippe, EU disinformation lab, Belgium*
15:50–16:00	**Break**
16:00–16:15	**Invitation for collective contribution of ideas towards a framework for infodemic management at global, national and local levels –** sli.do open until next day *Moderators: Ioana Ghiga, Alexandra Hill, Dan Hougendobler, Tina Purnat, Judith Van Andel* • Focus brainstorm ideas on the four areas of infodemic management (Identify evidence; Simplify knowledge; Amplify action; Quantify impact). • Use **Sli.do #infodemic** to submit ideas into each of four "rooms" overnight • Suggestions will be summarized and recapped for session 4 next day • **Attendees can use slido to submit ideas until next day's session**

Four areas of brainstorm (see sli.do rooms):
- **Build on ideas** already submitted.
- **One idea** per "major topic"
- Keep your ideas **practical**
- **Immediate** time horizon or **longer term**
- **Approaches and solutions**
- **Concrete actions or gaps** that need to be addressed
- Think what should be the priority actions (keep in mind the mandate and functions of each sector) for: WHO, governments, civil society, academia, media, private sector, etc.

16:15–17:15	**Session 2: Infodemiology – how can the infodemic be managed, described and measured?** *Moderator: Marcelo D'Agostino, Rapporteur: Mark Nunn*

Methods, tools and evidence from the past experience and from COVID-19 pandemic
- fact-checking and relevance analysis, misinformation dynamics
- characterizing social and societal dynamics of infodemic during outbreak
- science of digital and social information flows and analysis in outbreaks
- study of interaction and engagement with COVID-19-related media, web and social media items; analysis of advertising online

Risk communication, misinformation and fact-checking
1. Lessons from 2015 MERS-Cov and COVID-19 for infodemic management – *Kisoo Park, Korea University College of Medicine, South Korea*
2. Misinformation making a disease outbreak worse: outcomes compared for influenza, monkeypox, and norovirus – *Julii Brainard, Norwich Medical School UEA, UK*
3. Correction of Global Health Misinformation on Social Media (Zika experience) – *Leticia Bode, Georgetown University, USA*
4. Supporting the fight against COVID-19 infodemic in SE Asia – *Rebecca Petras, H2H Network, USA/France*
5. Canadian misinformation and fact checking portal – *Philip Mai and Anatoliy Gruzd, Ryerson University, Canada*

17:15–17:20	**Conclusion of Day 1 -** *Tina Purnat*

Day 2 Wednesday, 8 April 2020, 14:00 – 17:00 Geneva time. Plenary.

14:00–14:10	Recap from Day 1 *by Tina Purnat*
14:10–15:20	**Session 3: Infodemiology – how can the infodemic be managed, described and measured? – continued from previous day** *Moderator: Tina Purnat, Rapporteur: Mark Nunn*

Social and behavioural science
1. Effective Strategies to Counter Science Denialism in Public– *Philipp Schmid, University of Erfurt, Germany*
2. Using social and behavioural science to support COVID-19 pandemic response – *Jay J. Van Bavel, New York University, USA*

Web/social analytics and AI to produce actionable insights and analysis
3. Web/Social media listening and analytics for COVID-19 communication – *Tim Zecchin, Media Measurement, UK*

4. Infodemiology: tools for detecting and assessing infodemics – ***Manlio De Domenico, Complex Multilayer Networks Lab, FBK – Fondazione Bruno Kessler, Italy***
5. Social media analytics about COVID-19 in the Americas– ***Sebastian Garcia Saiso, PAHO/WHO, and Ian Brooks, University of Illinois, USA***
6. Assessing the similarity between daily news headlines and WHO recommendations – ***Tavpritesh Sethi, Indraprastha Institute of Information Technology Delhi, India***

15:20–15:30	**Break**
15:30–16:50	**Session 4: A framework for managing infodemics (working across whole of society for evidence-informed policy)** *Moderator: Tim Nguyen, Rapporteur: Mark Nunn* *Brainstorm summary: Ioana Ghiga, Alexandra Hill, Daniel Hougendobler, Tina Purnat, Judith Van Andel* • Report back on four areas of brainstorm: Identify evidence; Simplify knowledge; Amplify action; Quantify impact • Discussion of brainstorm suggestions for an infodemic response framework at global, regional and country level Panelists: • Neville Calleja, Ministry of Health, Malta • Viroj Tangcharoensathien, Ministry of Public Health, Thailand • TBD
16:50–17:00	**Conclusions and next steps – *Dr Sylvie Briand***