

**Call for submissions:**

**Innovative concepts to communicate science during the COVID-19 pandemic**

**Background:**

Ensuring people have the right information at the right time in the right format lowers barriers for individuals to take steps to protect themselves, their families and communities against COVID-19. Changing recommendations and pandemic response measures expose the public to high levels of uncertainty and are hence complicated to convey. Increasing pandemic fatigue and an overabundance of (scientific) information highlight the need for effective, innovative and reliable science communication. In addition to the traditional science communicators working in research, policy and the media, the all-disruptive nature of the pandemic demands also other stakeholders like teachers, health professionals or social media influencers to translate science into practice in their daily activities. Many good practice examples of science communication have already emerged during the COVID-19 pandemic. These innovative solutions represent a valuable resource for the current and future health emergencies.

**Aim:**

As part of the WHO global 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.

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Selected submissions will be featured in a good practice compilation of science communication examples to be published on the WHO website.

**Selection:**

All submissions will be assessed against the following criteria:

* Innovation factor of idea
* Accuracy of scientific information communicated
* Influence on the target audience assessed as positively impacting the audience’s knowledge, attitude and/or behavior
* Degree to which the project promotes gender equality, equity and/or human rights

**Deadline:** Submissions need to be sent to **epi-win[at]who.int** by **31 May 2021, 18:00 CEST**. Kindly use the subject line “Science com compilation” when submitting your example. Only submissions using the attached template will be considered.

*Disclaimers:*

*The World Health Organization (WHO) has invited individuals, institutions, governments, non-governmental organizations or other entities to submit case studies of good practices and innovative solutions in the area of communicating public health science during the COVID-19 pandemic through a public call for submission. WHO will select a few cases based on a pre-defined rating system and make such publications publicly available on the WHO EPI-WIN website (the “Website”).*

*Contributors (authors) are solely responsible for their contributions, and readers are solely responsible for the interpretation of the posted contributions. The views expressed in the posted contributions are those of the authors and do not necessarily reflect those of WHO.*

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| **Background information** | **Details** |
| **Name of focal point responsible for the submission:**  |  |
| **Contact details (email address, phone number):** |  |
| **City and country:** |  |
| **Title of the initiative/project:**  |  |
| **Starting date of initiative/project:** |  |
| **Institutional affiliation of the initiative/project (e.g. name of host university, company, association):**  |  |
| **Case study questionnaire** |  |
| 1. **To which of the tracks do you submit? (please choose only one)**
 |
| * **Science communication by researchers:** Your initiative/project is led by researchers and/or scientists and aims at using the science around COVID-19 to influence evidence-informed policy action and/or make science more accessible to the public.
* **Science and the media:** Your initiative/project is led by journalists, broadcasters or publishers and aims at better explaining the science behind COVID-19 and related pandemic response measures so that your audience can more easily understand the ongoing developments and be informed about recent debates based on scientific facts.
* **From science to action:** Your initiative/project is led by youth advocates, teachers, healthcare workers, social media influencers or another group representing civil society and aims at helping make the science and measures related to COVID-19 better understandable and relevant to the public including children and adolescents, older people, specific professional groups.
 |
| 1. **What is the main goal of your initiative/project? (max 50 words, incl objectives and target audience)**
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| **Reply:**  |
| 1. **Please describe why your initiative/project should be considered as an innovative example of science communication? (max. 100 words)**
 |
| **Reply:** |
| 1. **Please describe the evidence (type, sources) you use as basis for your initiative/project (max 100 words)**
 |
| **Reply:**  |
| 1. **Please describe how your initiative/project promotes gender equality, equity and/or human rights. (max 100 words)**
 |
| **Reply:**  |
| 1. **How was the initiative funded?**
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| * Funds provided by the host institution
* Government funds
* Donor funding including from private sector entities, please specify
* No cost/in kind (please explain) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other\_\_\_\_\_\_\_\_\_\_\_
 |  |
| 1. **Please describe if there has been any assessment of the initiative’s success so far in terms of positively impacting the audience’s knowledge, attitude and/or behavior (max 200 words incl short description of assessment methods)**
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| **Reply:** |
| **Summary of initiative/project:**  |
| **Brief summary of the initiative/project, including key innovative aspects and how this project came about (max 200 words)** |  |
| **Scale of the initiative (e.g. number of followers on social media, number of monthly views, number of interactions with the audience etc.) (max 100 words)** |  |
| **Please describe the problem you are trying to tackle through this project/initiative (max 100 words)** |  |
| **What made you actively engage in science communication / why did you decide to launch this project or initiative? (max 150 words)** |  |
| **What were the main challenges experienced during the launch and/or implementation of the project/initiative? (max 200 words)** |  |
| **Suggested solutions to address these challenges, e.g. support required from policy-makers, ideas to make this project/initiative more sustainable, increase its impact etc (max 200 words)** |  |
| **How might this initiative/project contribute to enhancing science communication during emergencies in general? (max 150 words)** |  |
| **What are the planned next steps for this initiative/project? (max 100 words)** |  |
| **What would be your main recommendation or piece of advice for anyone who would like to engage in science communication? (max 100 words)** |  |
| **Links to website, social media channel, and any other sources providing further information on the project/initiative:** |  |
| **Other comments (please feel free to address areas not covered by this template):** |  |