

MANAGING INFODEMICS DURING OUTBREAKS AND OTHER ACUTE HEALTH EVENTS

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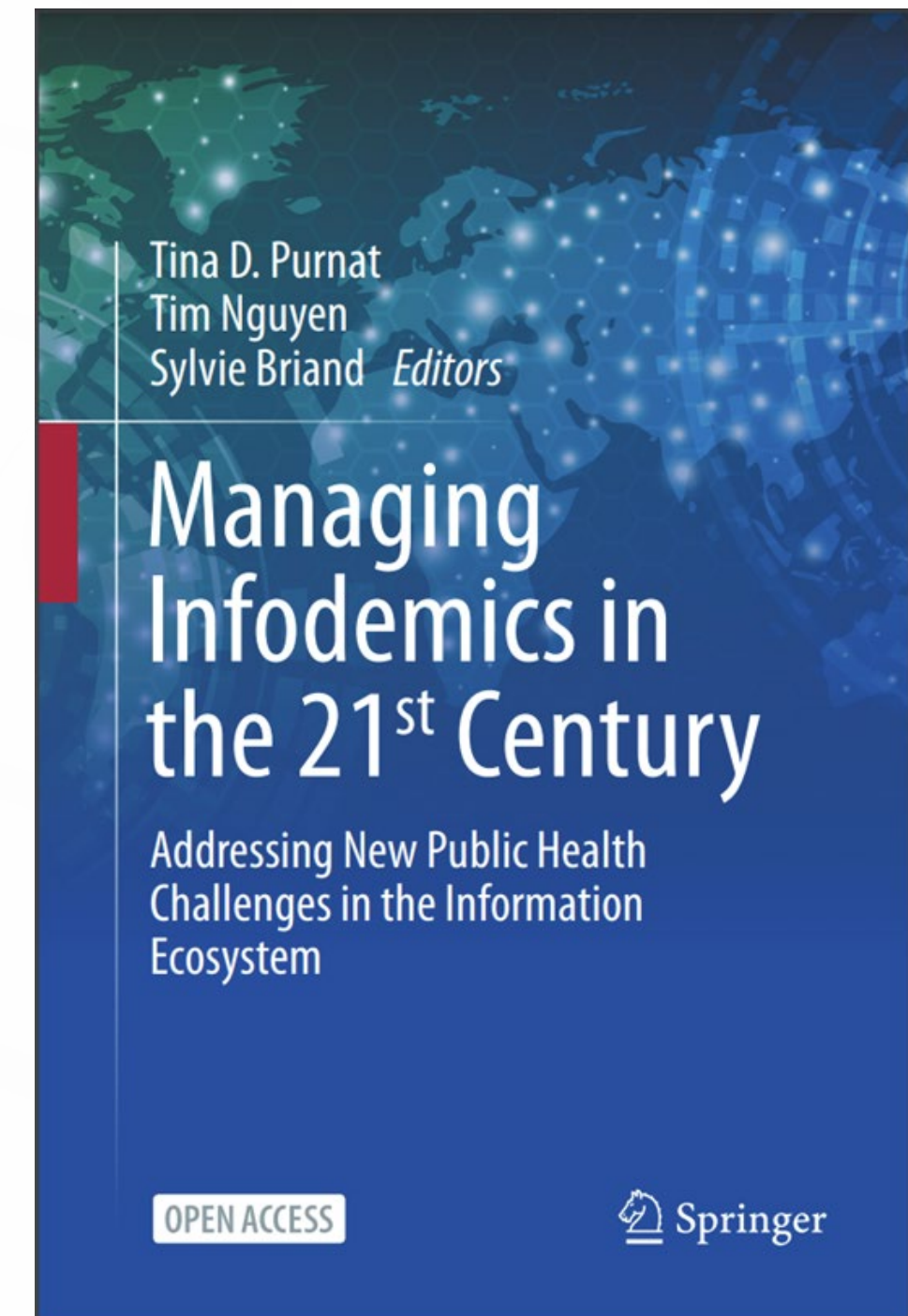
Vaccine Acceptance Meeting Series,
Les Pensières Center for Global Health
30 Oct – 1 Nov 2023



Infodemic management

An infodemic is an overabundance of information, accurate or not, in the digital and physical space, accompanying an acute health event such as an outbreak or epidemic.

Infodemic management is the systematic use of risk- and evidence-based analysis and approaches to promote a healthier information environment and resilience against infodemic impacts on health behaviours during health emergencies.

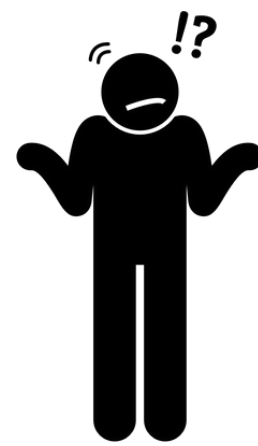


The digital information environment is filled with different types of conversations about health

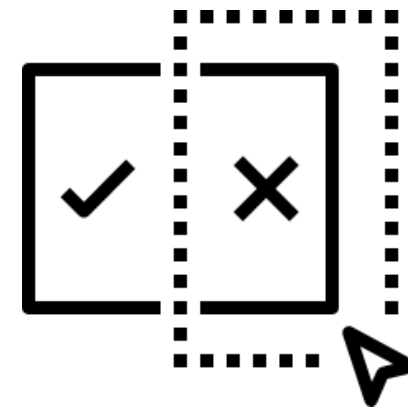


Questions

More common,
easier to address



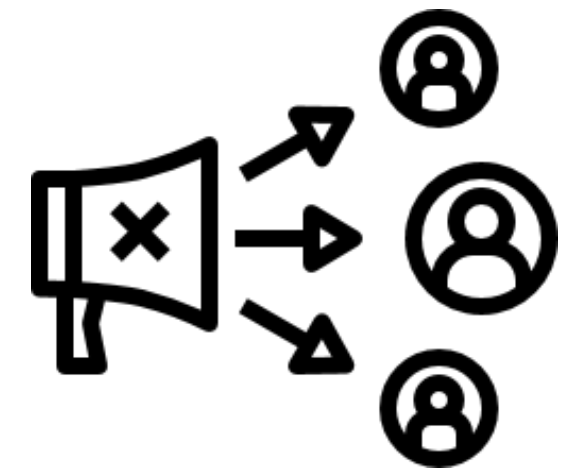
Concerns



Information voids



Misinformation



Disinformation

Less common, harder
to address



Acute health event changes how health information is generated, searched for and used

outbreak, epidemic or pandemic

other health emergency

occurrence of AEFI

a change from the normal in a health programme

Information environment x health system



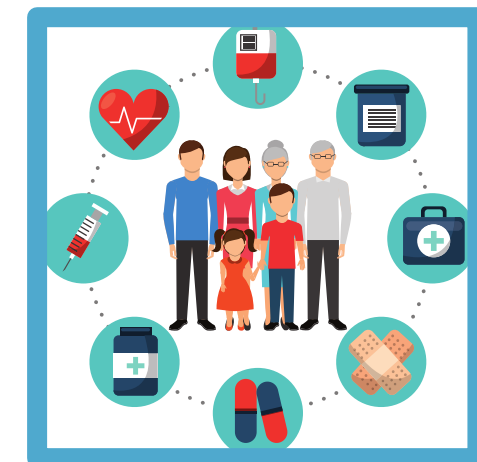
Health system

- Trust in policies and governance related to health care, supply, service delivery
- Asymmetries in demand for care and prevention
- Asymmetries in demand for supplies and health technologies



Health workers

- Trust in health workers; doxxing and harassment
- Health worker own confidence in products and services, in own knowledge about guidance and information



Health behaviors

- Risk perception of disease
- Trust and acceptability of recommended behaviors and public health and social measures
- Trust, safety, and acceptability of therapeutics, diagnostics, treatments and vaccines
- Social cohesion

Misinformation and a chaotic information environment can erode people's trust in emergency responses.

LOW

access to health services
access to health information

trust in health system, health workers and recommended health behaviors

HIGH

experiencing practical, social and economic barriers to following health guidance

historically low levels of trust across all dimensions

sometimes follows health guidance that is practical and reasonable to follow

changing trust over time

follows health guidance

consistent trust

The effectiveness of infodemic management in emergencies will be limited by the level of preparatory work done in routine



BEFORE AN EMERGENCY, **MAINTAIN** **AND DEVELOP** TRUST AND RESILIENCE.

- ① Explicitly support needs of vulnerable populations (incl. access to information and creating feedback loops)
- ② Increase linkages between health authorities and where people work, pray, play, study and gather
- ③ Reinforce trusted relationship between patient and provider - build skills to address patient concerns and misinformation
- ④ Collaborate with communities so that their needs are reflected in health policies and they are partners in implementation
- ⑤ Promote digital, information, science and health literacies to increase resilience to misinformation and infodemics
- ⑥ Continuously build on what works to address low-level infodemics through stronger policy mechanisms and interventions

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**Prevent
and
Prepare**

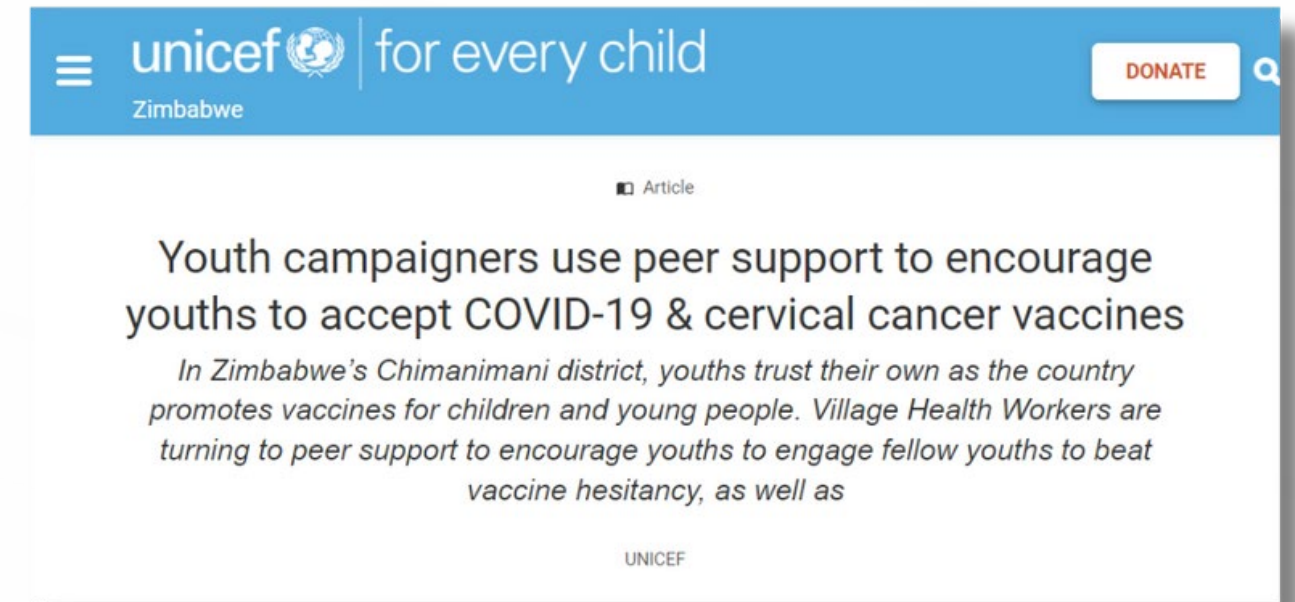
EXAMPLES



Source: [Cranky Uncle](#) website



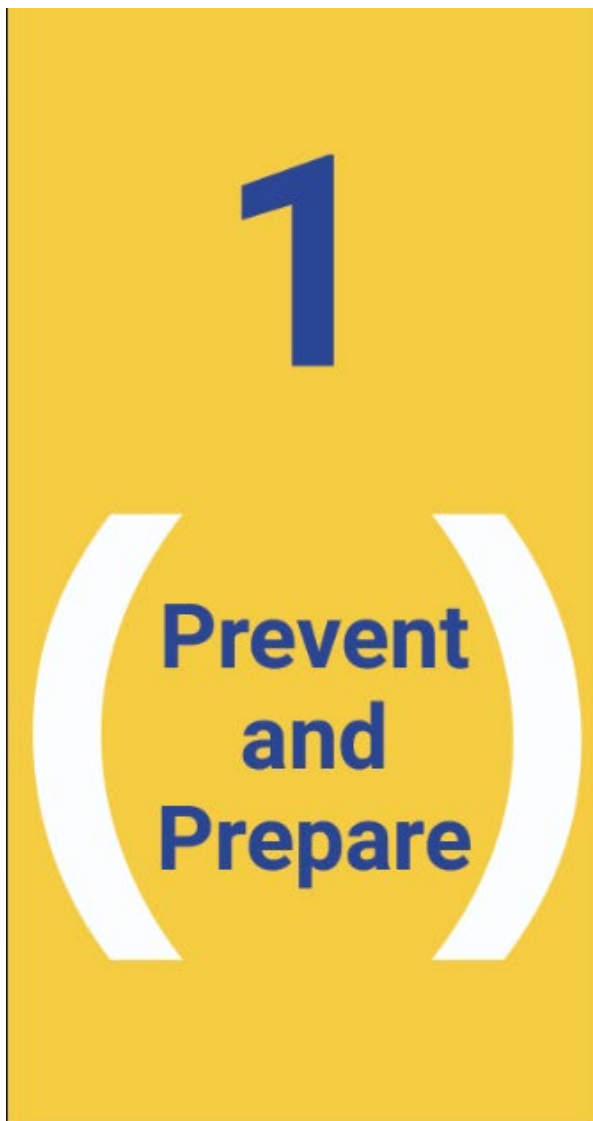
Source: [Trust & Safety Tycoon](#) website



Source:
[UNICEF](#)



Source: [International Pediatric Association](#)



DURING EMERGENCY, LEVERAGE EXISTING TRUST AND PREVENT EROSION OF TRUST.

① Identify and address questions, concerns, information voids, and debunk misinformation

② Taking timely and consistent action with words, actions, and interventions

③ Account for health worker and health system needs (e.g. HW burnout)

④ Working within structured and unstructured networks to ensure information is disseminated by those who are trusted

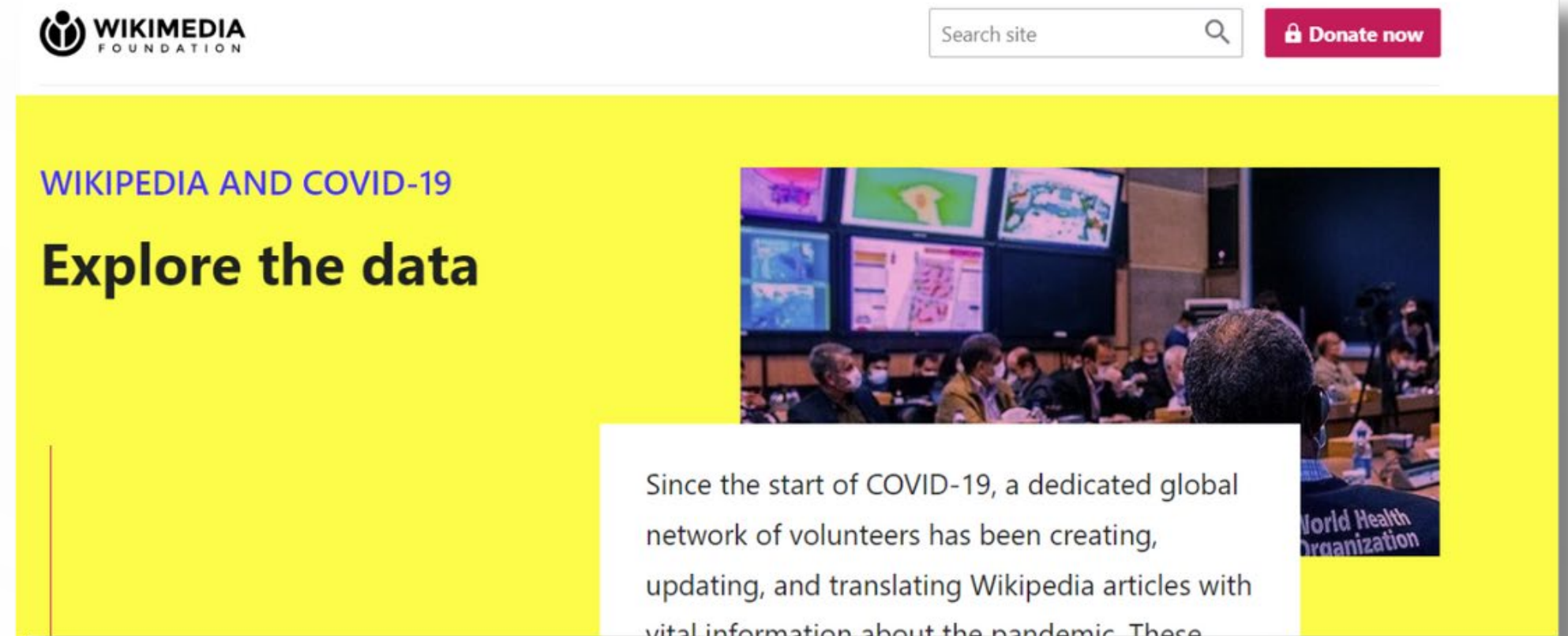
⑤ Be nimble and address changing population information needs - ongoing updates of health guidance

⑥ Foster an information environment where communities themselves can actively address information voids and curate conversations on health topics

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Respond

EXAMPLES



Source: [WikiMedia](https://www.wikimedia.org/) foundation



Source: [WHO](https://www.who.int/)



Source: [InterNews](https://www.internews.org/) website

AFTER EMERGENCY, LEARN FROM GAPS IN TRUST AND REINFORCE RESILIENCE.

- 1 Update preparedness and response plans
- 2 Leverage community-based evaluation approaches on infodemic management and trust-building efforts
- 3 Incorporate lessons learned into capacity building for health workforce, media and civil society
- 4 Institutionalize new partnerships, networks, and ways of working that were stood up during emergency response
- 5 Integrate or pivot capacity that was stood up during emergency to other health priorities
- 6 Learn from what did not work and conduct targeted operations research on what did work to identify the transferability and adaptability of tools, practices and policies.



EXAMPLES



Innovations in Care Delivery

IN DEPTH

Combating Misinformation as a Core Function of Public Health



Janine Knudsen, MD, Maddie Perlman-Gabel, MSPH, Isabella Guerra Uccelli, Jessica Jeavons, JD, MA, Dave A. Chokshi, MD, MSc
Vol. 4 No. 2 | February 2023
DOI: 10.1056/CAT.22.0198

The New York City Department of Health and Mental Hygiene determined that the spread of misinformation about Covid-19 was having a harmful health impact, particularly on communities of color with low vaccination rates. It established a dedicated Misinformation

Source: [NEJM Catalyst](#)



Protecting the health of Nigerians

Diseases News Training Projects Jobs Dashboard e-Learning Contact Library Vid

NCDC & Partners Launch Media Fellowship to Strengthen Health Reporting in Nigeria

Tuesday, July 11, 2023

Source: [Nigeria CDC](#)



Social and behavioral science to build vaccine demand and healthier information environments.

Mercury Project teams are working around the world to find cost-effective and scalable interventions that support science-based health decision-making.

Source: [Social Science Research Council](#)

> JMIR Infodemiology. 2023 Jun 1;3:e43646. doi: 10.2196/43646.

Establishing Infodemic Management in Germany: A Framework for Social Listening and Integrated Analysis to Report Infodemic Insights at the National Public Health Institute

T Sonia Boender¹, Paula Helene Schneider¹, Claudia Houareau², Silvan Wehrli³, Tina D Purnat⁴, Atsuyoshi Ishizumi⁴, Elisabeth Wilhelm⁵, Christopher Voegeli⁶, Lothar H Wieler^{7,8}, Christina Leuker¹

Source: [JMIR infodemiology](#)

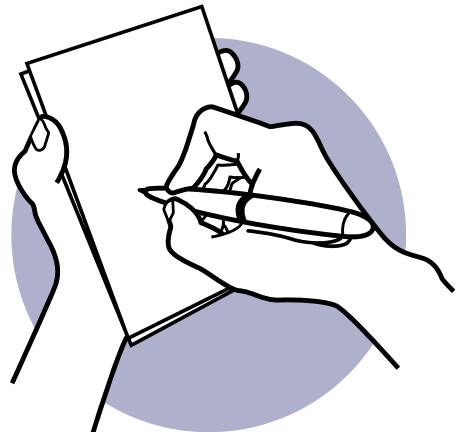


COMMUNITY-LED STRATEGIES TO AID VACCINE ACCEPTANCE

FIVE CASE STUDIES FROM THE GLOBAL SOUTH

Source: [Sabin](#)





Routinize infodemic management process in a health authority

Social listening & integrated analysis to understand the questions, concerns, information voids, narratives and misinformation in communities

Strengthening preparedness & prevention, planning, policy and systems

Delivering high-quality health information & health programming

Promoting and supporting resilience, healthy behaviours and community engagement

Intervening through design, implementation and evaluation

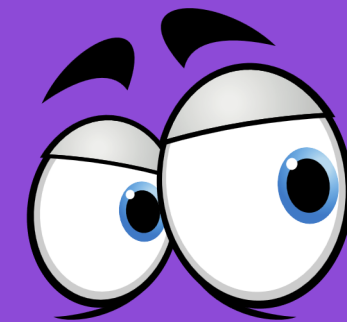
Ongoing monitoring, real-time insights and strategy





Thank you
very much!

tinapurnat.com



Resources on infodemic
management

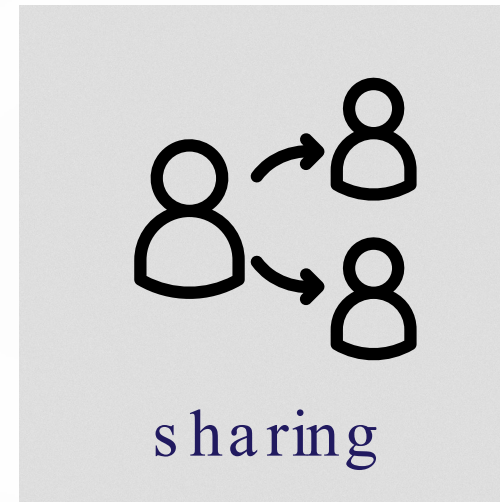
ROUTINE: For the public, health information is “out of sight, out of mind.”

in health and wellness spaces



- government communicates
- health-related conversations more commonplace and affect more sectors of society

health information is shared between health care provider and patient



- health information is more broadly shared
- commentaries on advice, questions and concerns

vulnerable populations engaged in specific health promotion



more health education and promotion of healthy behaviors by more diverse actors

- low level activity in health-related factchecking
- less attention to health in media and news
- regular policy changes by private sector and government



- higher level activity in health-related factchecking/debunking
- more attention to health in media and news
- rapid policy changes by private sector and government

health-related content tends to have lower engagement except in communities that are specifically affected



health-related content tends to have higher engagement across more populations and bleeds into communities that traditionally do not engage in health topics, or with each other

EMERGENCY: For the public, health information is more personally relevant, and therefore they look for it to find and act on.



Promising approaches to addressing digital information environment and threats to vaccine confidence

- Promoting digital and health literacy
- Building networks of trusted digital influencers
- Providing access to health information
- Leveraging community and peer-to-peer champions
- Improve ability of health workers to address misinformation
- Factchecking and debunking misinformation
- Promoting stronger social media moderation
- Strengthening digital community engagement
- Improving digital vaccine content and findability
- Disseminating digital vaccine content more widely
- Improving vaccine knowledge and awareness through campaigns