

# WHO INFODEMIC MANAGER TOOLBOX AND CAPACITY BUILDING

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EPI • WiN

infodemic  
MANAGEMENT

# Countries are establishing capacities for infodemic management

87%

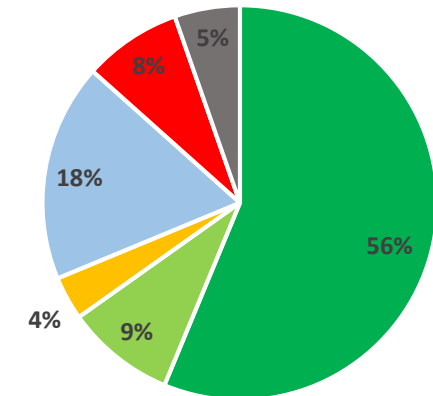
countries reported that they are tracking and addressing the infodemic and health misinformation

67%

countries have designated a team to track and address the infodemic and health misinformation

56%

countries have infodemic management capacities in Ministry of Health



- Yes, within Ministry of Health or equivalent
- Yes, within government but in another ministry
- Not yet, but planning on setting up a unit
- No unit, but we have staff completing these tasks
- No
- Don't know

(n=112)

Tracking continuity of essential health services during the COVID-19 pandemic (Q1 2021):  
<https://www.who.int/teams/integrated-health-services/monitoring-health-services/national-pulse-survey-on-continuity-of-essential-health-services-during-the-covid-19-pandemic/dashboard>

# Four workstreams in WHO infodemic management team



+



=

**Meeting country needs for preparedness and response**



+



=

**Evidence-informed policies and systems for prevention of harm from infodemics**

# Infodemic management training toolbox



Self- paced Open WHO  
online training  
INFODEMIC  
MANAGEMENT 101



WHO infodemic manager  
trainings and a network of  
communities of practice



Train-the-trainers  
workshops  
Trainings at country level

# 3rd WHO infodemic manager training, Nov-DEC 2021

*Training of the third cohort of freelance consultants, UN staff and national health authority staff*

Co-sponsored by US CDC, UNICEF and RCCE Collective Service

- ❑ learn and practice on:
  - the emerging topics,
  - strategy development
  - policy implications in infodemic management
  
- ❑ 4-weeks simulation exercise  
(the Great Kingdom of Wishdom)

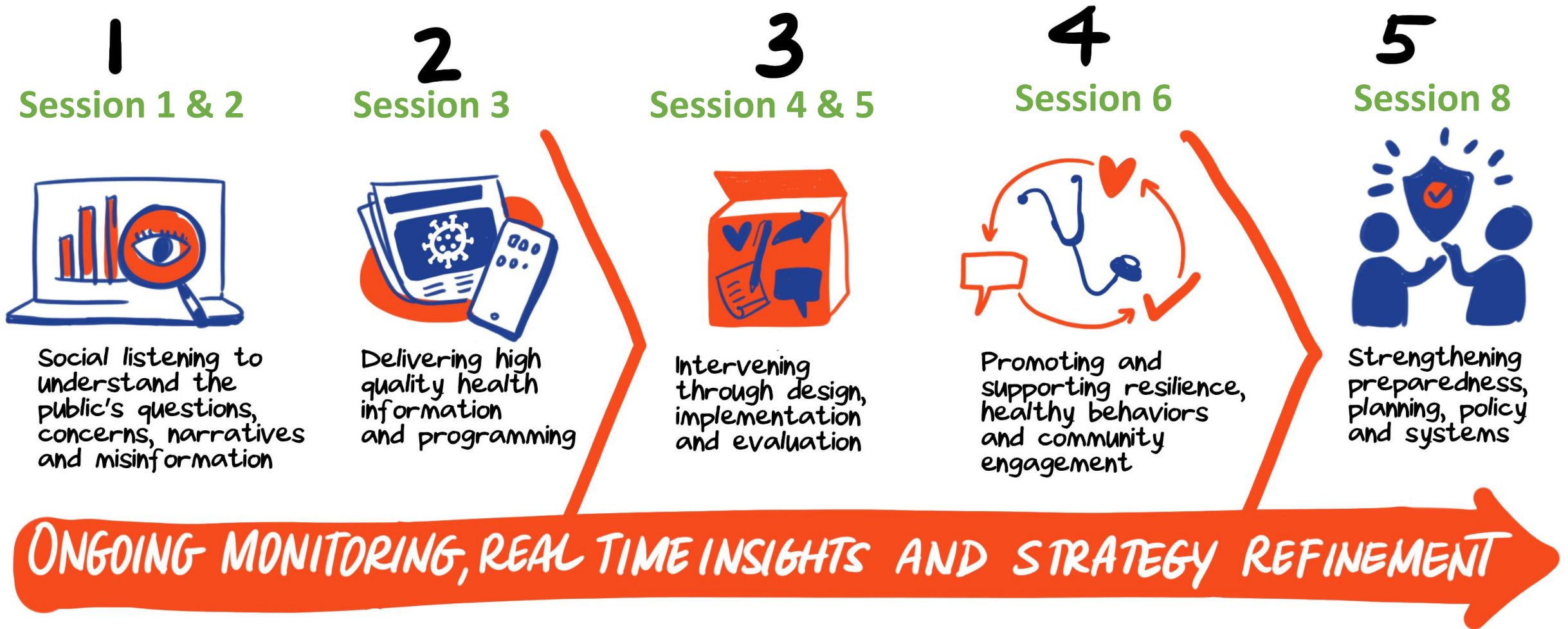
**220 trainees, 42% mid-to-senior level (10+ years) experience**

- From 81 countries, all WHO regions represented
- 61% female

- 77% already have experience in health emergency response
- 82% already have experience in health misinformation topics
- 87% have exposure to implementation science, research or programme evaluation
- 97% have experiences working in multicultural settings

# 3<sup>rd</sup> WHO infodemic manager training, 16 Nov – 9 Dec 2021

<https://bit.ly/3rdtraining>



4 weeks

24 hours of live  
class time

35 live  
lecturers

36 simulation exercise  
mentors/coaches

Additional 28 pre-  
recorded lectures

# Simulation exercise: The Kingdom of Great Wisdome



Each simulation  
team plays with  
17 characters in  
the Kingdom





Piran\_1978

Tintagel



♥ 1237 likes

Piran\_1978 #Unbelievable. In Elnor, covid-19 cases are exploding and they still are sending fish over the border. What are they playing at? Are they going to give us free covid testing for imported fish? 🤔😬😬😬😬

Simulation task: Reacting to misinformation narratives that eating fish leads to COVID-19 infection

#WishdomDistancing





Simulation task: support to Burning Rooster Festival organizers

- Confusing vaccination requirements for tourists
- Impractical mass gatherings PHSM guidance
- Concern over low vaccination among young people



**HiS0ciety\_gal**

Dreamtown



♥ **45,210 likes**

**HiS0ciety\_gal** OMG, we heard the rapper Ash has been hospitalized in Yalasa, and he only got vaccinated last week! Wishing him a speedy recovery! #thoughtsandprayers #vaxattacks #saynotojab

Simulation task: Advising provincial health department and the burning rooster festival teams on how to communicate with the registered festival attendees, and what can festival do beyond educating the attendees to make it easier for them to get vaccinated.

# WHO infodemic manager community of practice



750+ trained infodemic managers

132 countries

3 trainings by Dec 2021

4<sup>th</sup> training in June 2022

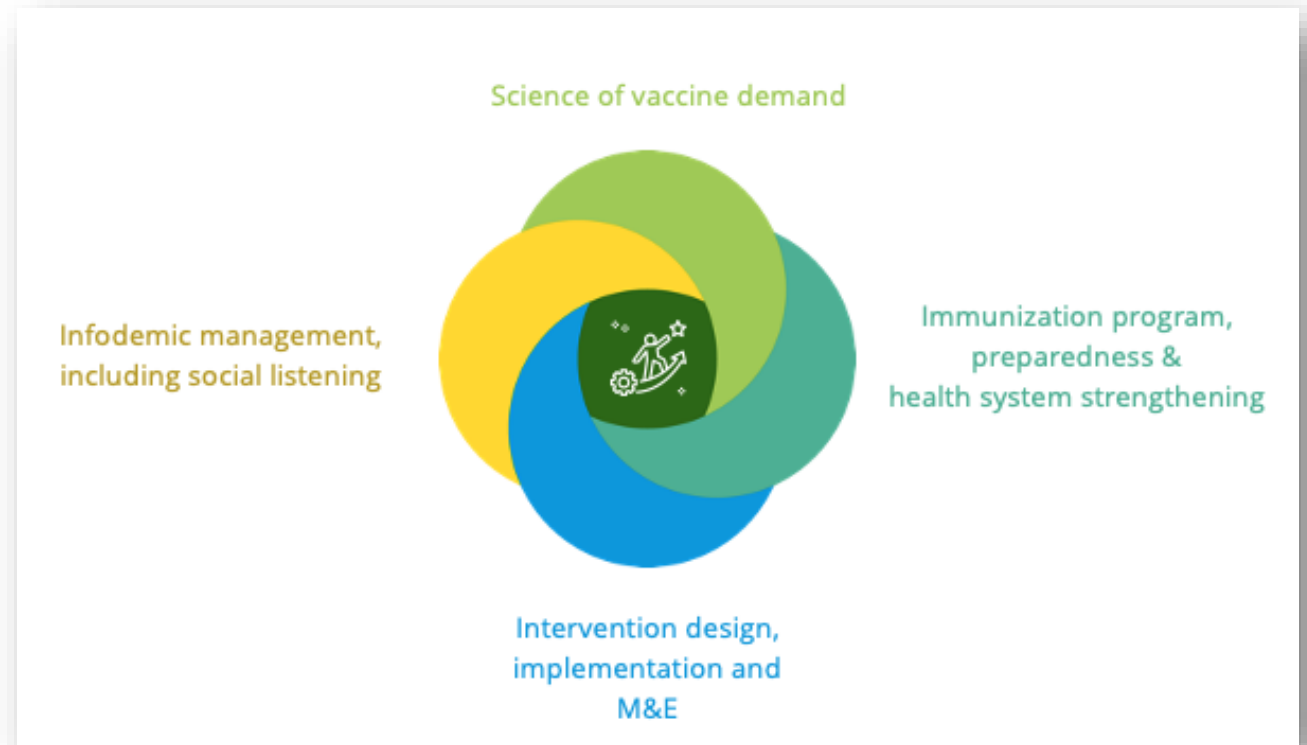
# COMPREHENSIVE TRAINING

June 2022

Sponsored by GAVI, codirected by WHO & US CDC,  
cohosted by UNICEF and Vaccine Demand Hub Partners

## TRAIN AND DEPLOY THE RIGHT WORKFORCE

- Training deployers to add capacity at country level and address critical country needs by July 2022.
- Toolbox, simulation exercises and materials will be used for an additional upskilling package for MoH and partner staff as well
- With combined expertise of partners: WHO, US CDC, UNICEF and Vaccine Demand Hub
- Bridging behavioral science and infodemic management with extremely practical applications and best practices in vaccine demand and uptake of PHSM





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