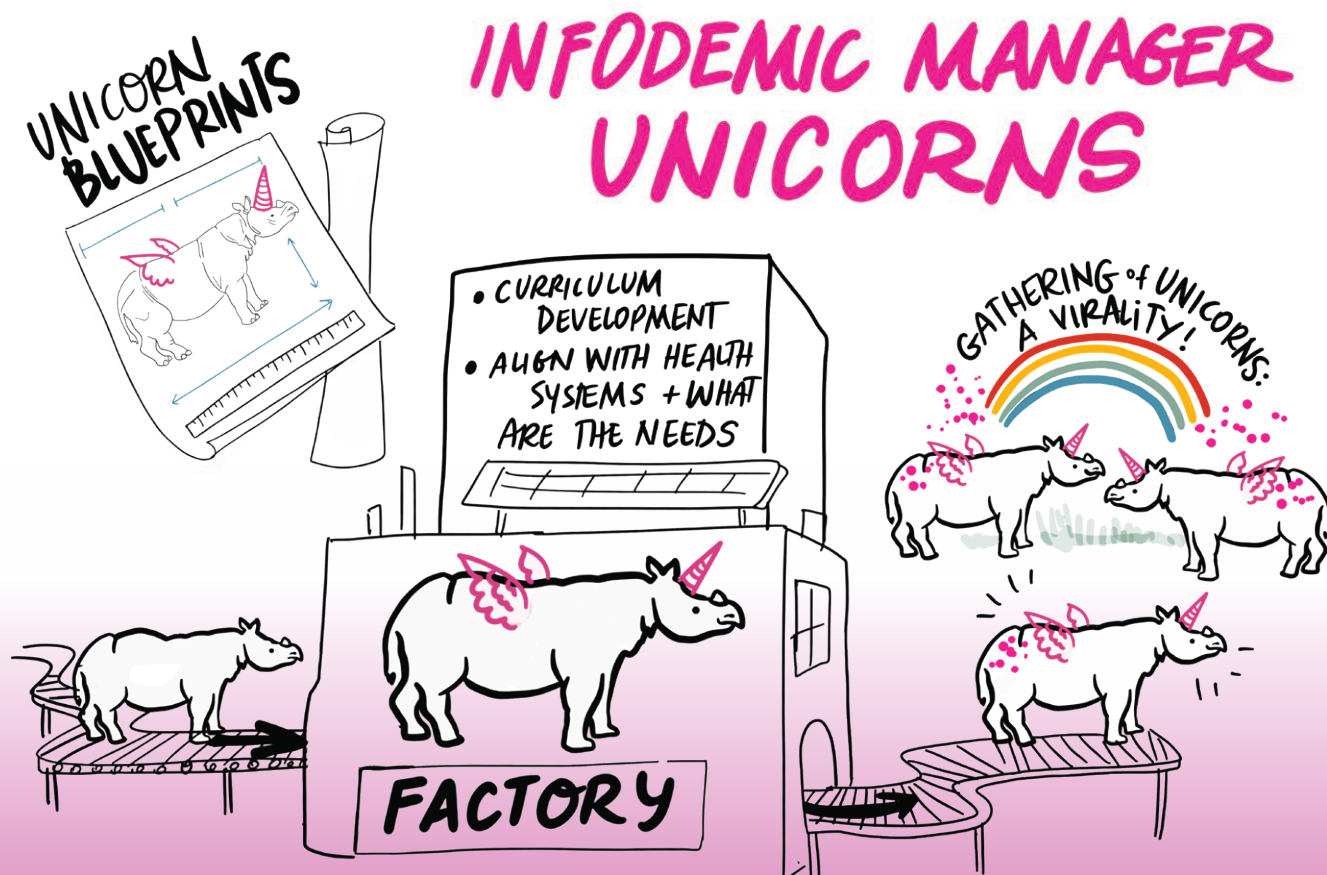


# FIRST WHO INFODEMIC MANAGER TRAINING

Co-sponsored by US Centers for Disease Control and Prevention,  
Africa Centres for Disease Control and Prevention and  
Risk communication and community engagement collective service

Training organization and support: First Draft

NOVEMBER 2020



#INFODEMICMANAGER

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## OVERVIEW

In this course, participants can expect to cover a spectrum of infodemic management skills and topics focused on skills needed to apply infodemic management interventions and practice to promote resilience of individuals and communities to the infodemic, including misinformation, and to promote self efficacy of individuals for self-protective health behaviors. The training will encompass both global and region-specific topics in the infodemic and health misinformation.

## SCHEDULE

There are eight sessions over a 4-week period. **The sessions last between 2-4 hours. The exact times can be found below.**

We have participants from all over the world, so you have been divided into two cohorts: A and B.

Cohort A is for participants from WHO regions for Europe, Africa, Eastern Mediterranean, SE Asia and parts of Western Pacific. Cohort B is for participants from WHO regions for the Americas and parts of Western Pacific.

**Cohort A Session Start Times:** London 8:00 / Geneva\* 9:00 / Nairobi 10:00 / Delhi 12:30 noon  
Singapore 15:00 / Auckland 20:00

**Cohort B Session Start Times:** São Paulo 15:00 / Atlanta\* 14:00 / Mexico City 13:00 / Vancouver 11:00

\*The cities with the asterisk are anchor time zones. With clocks going backwards and forwards during this time due to daylight savings time changes, it is your responsibility to check the time of your location in comparison with either Geneva (Cohort A) or Atlanta (Cohort B)

There are sessions on the following days:

MONDAY	THURSDAY
November 2nd	November 5th
November 9th	November 12th
November 16th	November 12th
November 23th	November 26th

**There is also a compulsory one hour welcome event on Thursday October 29:**

Cohort A: 13:00 Geneva

Cohort B: 15:00 Atlanta

# ACKNOWLEDGEMENTS

The training is produced by World Health Organization (WHO) Department of Infectious Hazard Management.

The training is led by Tina Purnat of WHO and Elisabeth Wilhelm of the US Centers for Disease Prevention and Control (US CDC), and advised by Angus Thompson of UNICEF and Claire Wardle of First Draft. Their work is directed by the WHO COVID-19 Infodemic Management Pillar Lead, Sylvie Briand, who is Director of the WHO Department of Global Infectious Hazard Preparedness, and Tim Nguyen, who is Unit Lead for High Impact Events Preparedness in the same department.

The organizing team particularly wishes to acknowledge the support and participation of the Africa Centres for Disease Control and Prevention (Africa CDC); US Centers for Disease Prevention and Control (US CDC), and the RCCE collective service for technical co-sponsorship.

WHO is grateful for the work and contributions of experts from all over the world who participated as expert lecturers and trainers, facilitators and chairs in the global conference:

Neetu Abad, US CDC, USA | AbdelHalim AbdAllah, WHO | Surangani Abeysekera, UNICEF | Mame Afua Akyeampong, US CDC, USA | James Oladipo Ayodele, Africa CDC | Christovam Barcellos, Fundação Oswaldo Cruz (Fiocruz), Brazil | John Barry, US | Supriya Bezbaruah, WHO | Sylvie Briand, WHO | Breanna Broughton, US CDC, USA | Anna Callaghan, STOP | Neville Calleja, Ministry for Health, Malta | Simone Carter, UNICEF | Sahani Chandraratna, WHO | Walter Curioso, Peru | Carmen Dolea, WHO | Joan Donovan, Harvard University, USA | Carlotta Dotto, First Draft, USA | Eve Dube, Institut national de santé publique du Québec, Canada | Eva Erlach, IFRC | Maggie Farley, Google, USA | Anna Freeland, Google | Melinda Frost, WHO | Ghaffar Gomina, UNICEF | Karen Greiner, UNICEF | Irene Jay Liu, Google, USA | Kate Hannah, Te Pūnaha Matatini, University of Auckland, New Zealand | Janet Kinkaid, WHO | Aybüke Koyuncu, US CDC, USA | Rüediger Krech, WHO | Irene Jay Liu, Google, USA | Trinna Leong, Google | Susan Mackay, GAVI | Alexios Mantzarlis, Google, USA | Tom Moran, Risk communication and community service collective service | Tim Nguyen, WHO | Nnenna Nwakanma, World Wide Web Foundation, Switzerland | Claudia Pagliari, University of Edinburgh, UK | Asha Phillips, CrowdTangle | Alex Pompe, Facebook, USA | Vinayak Prasad, WHO | Dimitri Prybylski, US Centers for Disease Control and Prevention, USA | Ian Roe, British Columbia Centre for Disease Control, Canada | Hana Rohan, Africa CDC | Simon Rogers, Google | Pier Luigi Sacco, IULM University, Italy | Anton Schneider, United States Agency for International Development, USA | Kerstin Schotte, WHO | Omari Sefu, Facebook, USA | Teresa Senft, Macquarie University, Australia | Rory Smith, First Draft, USA | Joe Smyser, The Public Good Projects, USA | Viroj Tangcharoensathien, Ministry of Health, Thailand | Alhassane Toure, DRC | Tom Trewinnard, WHO | Lauren Balog Wright, CrowdTangle

Training organization support team - First Draft: Claire Wardle, Co-founder and US Director | Paul Doyle, Head of Program Delivery | Laura Garcia, Training Manager | Nell Conway, Events Manager

Other colleagues in the WHO Information Network for Epidemics (EPI-WIN): Zerthun Alemu Belay | Paige Bagby | Viviane Bianco | Andre Buell | Stefano Burzo | Raquel Clarioni | Melinda Frost | Sarah Hess | Vicky Houssiere | Rosamund Lewis | Jianfang Liu | Shi Han (Sharon) Liu | Nohelly Nombela | Thomas Moran | Romana Rauf | Aicha Taybi | Judith Van Holten



# THE LEARNING MANAGEMENT SYSTEM

We will be running all the sessions from a learning management system (LMS). You will receive a unique invitation from the system to create your own login to access all course materials and live lectures.

The live sessions will be run on Zoom and you can find each class link on the LMS.

All of the recorded material, readings and other resources will be stored on the LMS.

For any technical questions, please email [IMTraining@firstdraftnews.com](mailto:IMTraining@firstdraftnews.com)

## OTHER PLATFORMS TO SUPPORT YOUR LEARNING

1. **Facebook Group:** Please join the group by visiting:  
<https://www.facebook.com/groups/267462127963743>
2. **WhatsApp or WeChat Groups:** You will be placed into a smaller WhatsApp or WeChat group for a parallel learning experience which will run during the course.
3. **Slido:** We will be using Slido. Access event code #unicorn
4. **Email:** Any technical questions, please email [IMTraining@firstdraftnews.com](mailto:IMTraining@firstdraftnews.com)

## ASSESSMENT

**To receive a certificate of participation** at the end of the course, trainees are expected to:

- be present in 80% of sessions (7 out of 8 sessions). Participation can be live in each session, or by watching the recorded sessions in the Learning Management System.
- actively participate in group work on WhatsApp/WeChat, managing an infodemic response simulation in the fantasy land of “Elnor”
  - All participants will be distributed into virtual groups to communicate via WhatsApp and WeChat
  - Two coaches per group will help each group to solve challenges in the fantasy country of Elnor
  - As training progresses, the group will need to assess and respond to a variety of events in Elnor, and prepare a final intervention/strategy pitch to manage the infodemic
  - The group pitch is part of final assessment of participants and is delivered live in class in final session.

**To receive a certificate of training at the end of the course**, and therefore become a candidate for the WHO roster of infodemic managers, trainees are expected to:

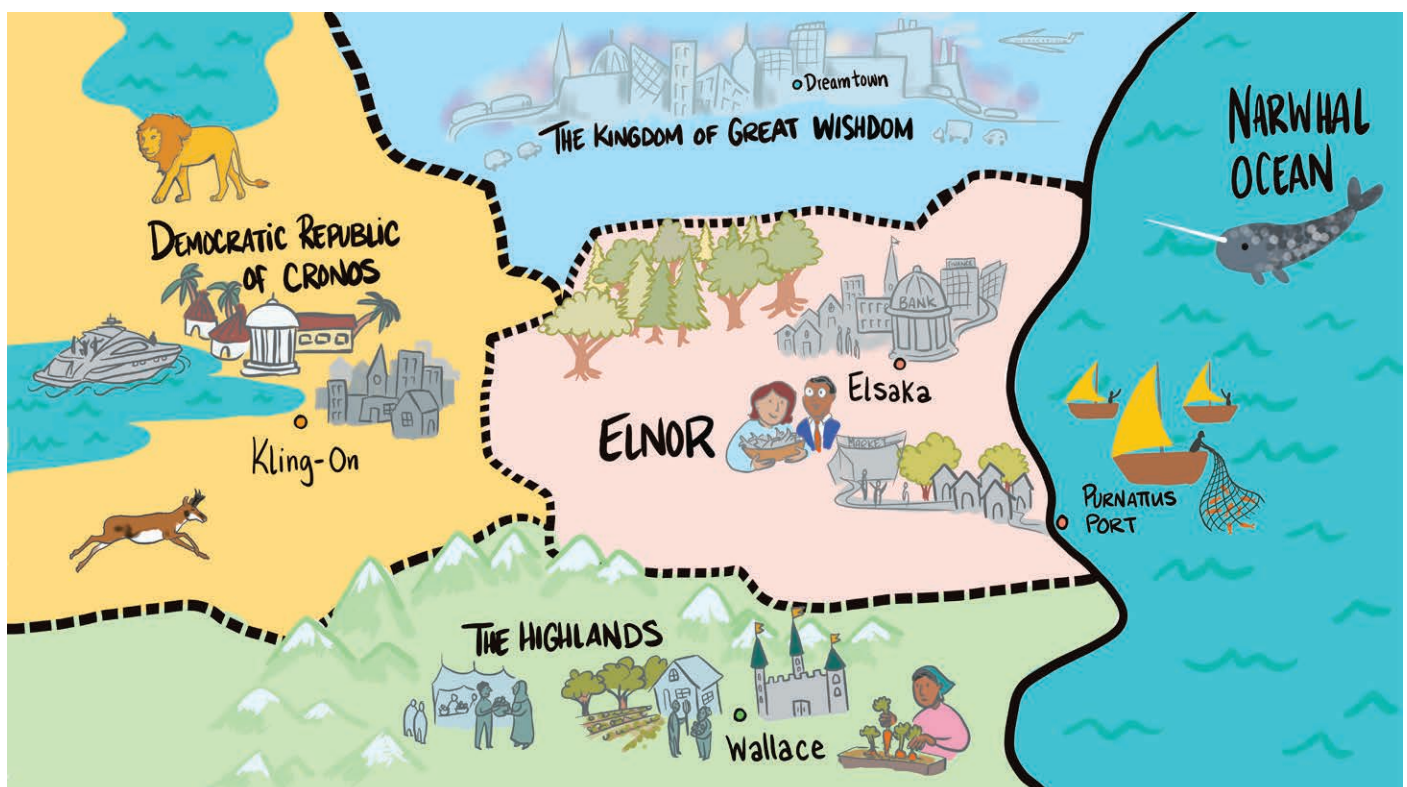
- fulfill both requirements for the certificate of participation
- satisfactorily pass three quizzes at end of weeks 1,2, and 3
- during week 4 before the last day of class (26 November), submit a max 4 minute video reflection on how you would respond to the questions you chose for application to the course  
- now that you have gone through the course, and why.

## THE INFODEMIC RESPONSE SIMULATION IN THE LAND OF ELNOR

We will be running all the sessions from a learning management system (LMS). You will receive a unique invitation from the system to create your own login to access all course materials and live lectures.

How the case study will work:

- Everyone is part of a WeChat or WhatsApp group. In the coming days, information will be “dropped” into the group for you to consider and discuss.
- Some information will be useful, some will not. Some information may require further analysis.
- You have at least two coaches on your team you can ask for help from.
- There are many ways to touch the elephant, and there are many ways to solve the infodemic. There are many potentially right answers.





- Work with your team to analyze the information you receive and as time goes by, begin planning a proposed approach for infodemic management.
- You will be pitching your big idea to MOH and other key stakeholders the last week of training. Creativity is encouraged.
- Note: involvement in the Elnor case study is required for partial fulfillment of a training certificate.

#### Your assignment:

- The WHO Elnor Country Office has contacted your team after Elnor's Ministry of Health has requested technical assistance in infodemic management during the COVID-19 pandemic.
- Because the infodemic is particularly acute, everyone in your group is joining for this mission.
- Your assignment is to:
  - a. Understand the current situation in the country
  - b. Identify gaps and opportunities to strengthen infodemic management
  - c. Develop a new infodemic management strategy with colleagues from Ministry of Health (MOH) including defining any linkages to COVID-19 response structures
- The WHO office has secured a brief meeting with the Minister of Health and several COVID-19 emergency response stakeholders 26 November. The Minister is an extremely busy person and so you only have 5 minutes to make your pitch. (No long written strategy document required.)
  - a. Record a video of the pitch and send it to [infodemicmanager@who.int](mailto:infodemicmanager@who.int) by 24 November 18:00 Geneva time. We will discuss it in class on 26 November.
  - b. The format is your group's choice. Only one or two people should make the pitch but the work should represent inputs from everyone in your group.
  - c. What do you need to do?
    - State the Problem
    - Present the Data
    - Propose the Solution



## CREATIVE ASSIGNMENTS - #INFODEMICMANAGER

Throughout the training, optional creative assignments will be assigned. They may include:

- Competition in getting highest score in social inoculation games online, such as Go Viral or Bad News.
- An infodemic-themed haiku – why are you part of training and how do you feel about health misinformation
- Co-curation of an #infodemicmanager music playlist to play during breaks
- Development of infodemic and misinformation-themed GIFs and memes
- Many more...



In a confusing situation  
The misinformation keeps in despair but  
Good information saves lives.

~Pierre, DRC



#infodemicmanager unicorn haiku  
First WHO infodemic manager training



You're my enemy  
Infodemic; be very scared!  
I am your nightmare!

~Tsungi, Zimbabwe



#infodemicmanager unicorn haiku  
First WHO infodemic manager training



여섯 유니콘이 날아올라  
인포데믹 요괴와 맞서 싸우네  
유니콘은 바로 당신이네

~Yuna, USA



#infodemicmanager unicorn haiku  
First WHO infodemic manager training



Misinfo can kill,  
You can manage it at will,  
If you know the drill.

~Jon, Portugal



#infodemicmanager unicorn haiku  
First WHO infodemic manager training



Covid, my worst friend,  
Threw the world in disarray.  
I will make an end.

~Laura, Kyrgyzstan



#infodemicmanager unicorn haiku  
First WHO infodemic manager training



আমি ভালোবাসার করেছি অসীকার,  
বিজ্ঞান দিয়ে করবো আগলে রাখবো  
আপনার হৃদয়;  
তথ্য থেকে মারকের সেখানেই বিদায়।

~Rubyath, Bangladesh



#infodemicmanager unicorn haiku  
First WHO infodemic manager training



Infobesity  
Kilos vliegen eraan help,  
stop het slechte nieuws!

~Ilja, Canada



#infodemicmanager unicorn haiku  
First WHO infodemic manager training



Wabah datang, orang lari  
ketakutan. Tangani infodemi,  
kebingungan 'kan menghilang ...

~Danny, Indonesia



#infodemicmanager unicorn haiku  
First WHO infodemic manager training



هايكو الوباء المعلومات  
ي

~Ahmed, UAE



#infodemicmanager unicorn haiku  
First WHO infodemic manager training



ہائیکو  
یہ کہنے لگے میرے ابا  
کہ طاقت بہت علم میں ہے  
اگر زعم آڑے نہ آئے



#infodemicmanager unicorn haiku  
First WHO infodemic manager training

## Welcome Remarks

(15 minutes)

**Sylvie Briand**, Director, Global Infectious Hazards Preparedness, WHO

**Tim Nguyen**, Unit Head, High Impact Events Preparedness, Global Infectious Hazards Preparedness, WHO

**Elisabeth Wilhelm**, Health Communications Specialist, Demand for Immunization team, Global Immunization Division, US Centers for Disease Control and Prevention, USA  
TBD, Africa CDC

**Ombretta Baggio**, Coordinator, RCCE collective service, International Federation of Red Cross and Red Crescent

## Introductions and housekeeping

(15 minutes)

**Tina Purnat**, Technical Officer, Digital Health Technologies, Digital Health and Innovation, WHO

**Elisabeth Wilhelm**, US CDC

## Seven habits of people who are working in infodemic management

(30 minutes) <https://youtu.be/SVJ4qI2PBos>

**Neville Calleja**, Director, Directorate for Health Information and Research, Ministry for Health, Malta

Objective: Articulating concepts of working in infodemic management effectively at country level

Topics:

- Needs of policy makers and how infodemic management contributes to information needs
- Principles of effective work at country level, bridging evidence to policy



Break (10 minutes)

## Public Health and Epidemiology in context of infodemic response

(30 minutes) <https://youtu.be/UJ673go8U4s>

**Dimitri Prybylski, Team Lead, Demand for Immunization team, Global Immunization Division, US Centers for Disease Control and Prevention, USA**

Objective:

- Understanding how infodemics cause adverse public health outcomes and challenges to epidemic response
- Understanding basic epidemiological and disease surveillance and response concepts and approaches
- Identifying key roles of health authority systems and structures related to data collection, management, analysis and reporting how they apply to infodemic management
- Understanding how epidemiological tools, methods and intervention approaches may be applied to infodemiology and infodemic management (review five streams slides)

Topics:

- Public health and epidemiological concepts and principles
- Epidemiology to infodemiology crosswalk
- Objectives of work by an epidemiologist vs objectives of an infodemic manager



## International Health Regulations (2005), emergency preparedness and response

(30 minutes) <https://youtu.be/6-OCRlJtF10>

**Carmen Dolea, Medical Officer, IHR Secretariat, WHO**

Objective:

- Understanding functional roles for infodemic management skills to fit within incident management structure;
- Determining how to operate in complex settings and hierarchy of needs and how information/ misinformation flows may reflect population concerns and needs in an emergency

Topics:

- IHR 101
- Principles of emergency preparedness and response
- Incident management structures
- Humanitarian and other emergencies



## Conclusion of session, next steps

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**



## Recap of previous session, housekeeping

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

## Risk Communication and Community Engagement

(45 minutes) <https://youtu.be/LlzpnlGK28k>

**Melinda Frost, Technical Officer, High Impact Events**

**Preparedness, Global Infectious Hazards Preparedness, WHO**

Objective:

- Utilizing basic risk communication principles;
- Diagnosing RCCE challenges to uptake of a specific health behavior;
- Developing and tailoring messages for different audiences to elicit different social and behavioral responses

Topics:

- Foundations of RCCE
- Basics of crisis communication
- Approaches to rumor monitoring at community level
- Strategies for messaging and response
- Engagement of communities



## Working with media, journalists and tech industry in message dissemination

(30 minutes) <https://youtu.be/dfc0fVKAK9g>

**Janet Kincaid, Technical Officer, Strategy, Planning & Coordination, Communications, WHO**

Objective:

- Information seeking about COVID-19 and communicating through media and communication channels
- Partnerships with tech companies in message dissemination and amplification



Break (10 minutes)

## Involving civil society in infodemic response

(45 minutes) <https://youtu.be/CgHfJRv1SbQ>

**Claire Wardle, Co-Founder and Director. First Draft**

Objective:

- Understand civil society role in infodemic response
- Understand the factchecking stakeholders and process

Topics:

- Overview of development of factchecking
- Relationship between factcheckers and health professionals
- Identifying steps in factchecking process;
- Factchecking a piece of submitted information



## Skills Lab - Fact checking process and tools

(45 minutes) <https://youtu.be/Fx8XH-2XakYhealth>

**Tom Trewinnard, Consultant, WHO Regional Office for Africa**

Objective:

- Utilizing multiple factchecking tools or programs to check and classify misinformation

Break (10 minutes)

## Check-point on Elnor infodemic response assignment, conclusion of session, next steps

(30 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

Objective:

- Infodemic management response in emergencies – what does it feel like
- Key questions to guide “sensemaking” once in country
- Preparation of the final group assignment for 26 November – group pitch to Ministry of Health
- Next steps for Elnor exercise

## Conclusion of session, next steps

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

## HOME-BASED WORK IN-BETWEEN SESSIONS 2 AND 3

All lectures are 30 minutes long

### Learning from 1918 Spanish flu for better infodemic response in COVID-19

(30 minutes) <https://youtu.be/6sRf7W81OHU>

**John Barry, author of *The Great Influenza***

**In conversation with Sylvie Briand, WHO**

Drawing parallels between previous public health responses and role misinformation played on behavior and COVID-19 pandemic



### A tale of two pandemics:

Applying what we've learned from combating HIV stigma & misinformation to the COVID-19 response <https://youtu.be/UHSpxkYe9Nk>

**Dimitri Prybylski, US CDC**

**Elisabeth Wilhelm, US CDC**

Addressing tailored strategies to combat stigma and discrimination and provide differentiated services to vulnerable HIV key populations: Lessons learned to apply in the COVID-19 pandemic

### Responding to the Infodemic in Congo DRC: Experiences from Ebola, Polio and other outbreaks

<https://youtu.be/6unFLsQXWRo>

**Ghaffar Gomina and Karen Greiner, UNICEF DRC**

Synthesizing how we responded to rumors, misinformation, community questions and valid complaints in the three recent Ebola outbreaks in DRC (2018/Equateur, 2018-2020/Eastern Congo, 2020/Equateur), with some examples from outbreaks we worked in (Polio, COVID-19). Lecturers will share some key questions and recommended actions, and some systems-level failures that they hope participants in the course can help to avoid in the future.



### Listening and responding to communities in Africa <https://youtu.be/08zIJE-HgdI>

**Eva Erlach, IFRC**

### How misinformation is connected to the overall vaccination demand and programme implementation <https://youtu.be/8FeJd0ZJWSQ>

**Susan Mackay, GAVI**

Charting determinants of immunization decision-making and how it relates to introduction of COVID-19 vaccine; Selecting appropriate tools and approaches to diagnose demand issues



## HOME-BASED WORK IN-BETWEEN SESSIONS 2 AND 3

### Tobacco and the infodemic <https://youtu.be/8jNvAlKNPK0>

**Rüdiger Krech, Director, Health Promotion**

**Vinayak Prasad, Unit Lead, Health Promotion**

**Kerstin Schotte, Medical Officer, Health Promotion**

Describing role of private sector influence on public science and sentiment via social marketing and norming of unhealthy behaviors



### Young people and the infodemic

Part 1: <https://youtu.be/brPkEVVaI5s> | Part 2: <https://youtu.be/K9RAvXL2SCY>

Part 3: <https://youtu.be/enpw-v1DNS0>

**Theresa M Senft, Professor, Macquarie University, Australia**

Addressing unique social media and technology usage patterns and information needs of youth and how they are affected by infodemic; understand how to leverage young people as a “force multiplier” in addressing misinformation

### The Infodemic: Understanding the Health Gender Digital Divide

[https://youtu.be/PhkHIs5Xu\\_I](https://youtu.be/PhkHIs5Xu_I)

**Nnenna Nwakanma, World Wide Web Foundation**

Deconstructing how gendered misinformation, gender identity and health behavior and misinformation are related and how it may affect infodemic management strategies



### Culture and the infodemic <https://youtu.be/MHdUiEMGxFY>

**Pier-Luigi Sacco, Professor, Department of Humanities Studies, IULM University, Italy**

Interpreting how society and social norms interact with popular conversation and misinformation; Identifying coping mechanisms that are used in online discourse/ role of humor, satire and narrative politics and power

## Recap of previous session, housekeeping

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

## Infodemic time machine: What have we learned from how misinformation affects human behavior and effectiveness of response

(45 minutes) <https://youtu.be/Z5rEwULZgVs>

**Aybüke Koyuncu, PHI/CDC Global Health Fellow, Centers for Disease Control and Prevention, USA**

Topics:

- Summarizing the themes from home-assignment topics
- Linking how misinformation affects cognition and behavior in individuals and communities;
- Identifying risk factors to vulnerability to misinformation



## Health misinformation and infodemics: A framework approach to infodemic management

(120 minutes) [https://youtu.be/bDo7jVw\\_A](https://youtu.be/bDo7jVw_A)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

Objective:

- Assembling components of a comprehensive infodemic management strategy
- Applying principles of implementation research and evaluation

Break (10 minutes)

## Class discussion: case questions

(90 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

**Claire Wardle, First Draft**

## Conclusion of session, next steps

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**



# HOME-BASED WORK IN-BETWEEN SESSIONS: COUNTRY CASE EXAMPLES

All sessions are 20 minutes long

## Africa Infodemic Response Alliance

**AbdelHalim AbdAllah (Halim), WHO Regional Office for Africa**

<https://youtu.be/ntlQKJQft9I>

## Infodemic in Thailand

**Viroj Tangcharoensathien, Senior Adviser to International Health Policy Program (IHPP), Ministry of Public Health, Thailand**

<https://youtu.be/HC90NOlobYk>

## Infodemic in Canada and Quebec

**Eve Dube, Researcher, Institut National de Santé Publique du Québec, Canada**

<https://youtu.be/oPoCYR8AEHs>

## Counting & countering the infodemic in Aotearoa New Zealand: global issues, situated solutions

**Kate Hannah, Deputy Director, Equity and Diversity Te Pūnaha Matatini, University of Auckland Te Whare Wānanga o Tāmaki Makaurau, New Zealand**

<https://youtu.be/rMin0MgIAFM>

## Infodemic in Malta

**Neville Calleja, Ministry for Health, Malta**

<https://youtu.be/8-PWwdAlbcl>

## Infodemic in Sri Lanka

**Sahani Chandraratna, Health Promotion and Communications Officer, WHO Sri Lanka**

<https://youtu.be/UC-WttMVOg4>

## Infodemic in Indonesia

**Santi Indra Astuti, Communication Studies Faculty, Bandung Islamic University (Universitas Islam Bandung), Indonesia**

<https://youtu.be/LYDtPfmCEZ4>

## Infodemic response in Kenya

**Surangani Abeyesekera, C4D Manager, UNICEF Kenya**

[https://youtu.be/B\\_XvNJ7hdMg](https://youtu.be/B_XvNJ7hdMg)

## Infodemic in Peru

**Walter Curioso, Universidad Continental in Lima, Peru**

<https://youtu.be/6zllJ2X7V4c>

## Infodemic in Congo DRC

**Alhassane Toure, DRC**

<https://youtu.be/R9dWTphLmWs>

## Recap of previous session, housekeeping

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

## How have SE Asian countries responded to the infodemic

(30 minutes) [https://youtu.be/UVyHAnea\\_cc](https://youtu.be/UVyHAnea_cc)

**Supriya Bezbaruah, Technical Officer, Risk Communications, WHO Regional Office for SE Asia**

**Elisabeth Wilhelm, US CDC**

Objectives:

- Class discussion and reflections from country examples on the key common challenges in the life cycle of an infodemic that countries face on the ground,
- Reflections on factors that contributing to implementation of infodemic management in countries

Break (10 minutes)

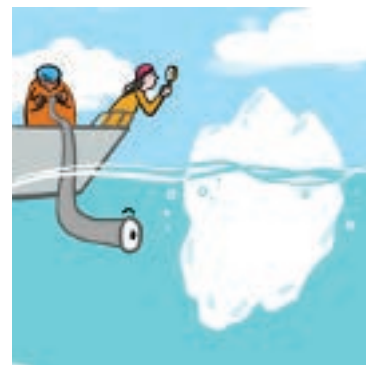
## Ethics in planning interventions and researching for infodemic management

(45 minutes) <https://youtu.be/3ijbLNC-FSM>

**Theresa M. Senft, Macquarie University, Australia**

Objective:

- Identifying potential ethical pitfalls in infodemic management data collection practices and use;
- Choosing appropriate data collection methods that reduce risk of collecting private or protected information;
- Negotiating balancing mitigating spread of misinformation and censorship or curtailing freedom of expression



Objective:

- Ethics, freedom of speech, censorship and policy and how they intersect
- Identifying potential ethical pitfalls in infodemic management data collection practices and use
- Choosing appropriate data collection methods that reduce risk of collecting private or protected information
- Negotiating balancing mitigating spread of misinformation and censorship or curtailing freedom of expression

Break (10 minutes)

## Ethics in planning interventions and researching for infodemic management

(45 minutes) Part 1: <https://youtu.be/brPkEVVal5s> | Part 2: <https://youtu.be/K9RAvXL2SCY>

Part 3: <https://youtu.be/enpw-v1DNS0>

**Theresa M. Senft, Macquarie University, Australia**

Objective:

- Identifying potential ethical pitfalls in infodemic management data collection practices and use;
- Choosing appropriate data collection methods that reduce risk of collecting private or protected information;
- Negotiating balancing mitigating spread of misinformation and censorship or curtailing freedom of expression

Topics:

- Ethics, freedom of speech, censorship and policy and how they intersect
- Identifying potential ethical pitfalls in infodemic management data collection practices and use
- Choosing appropriate data collection methods that reduce risk of collecting private or protected information
- Negotiating balancing mitigating spread of misinformation and censorship or curtailing freedom of expression

## Research tactics for understanding impact of infodemics in vulnerable or at-risk populations, especially communities which are hidden or un-networked

(45 minutes) <https://youtu.be/AwRr8TgrW9U>

**Simone Carter, Manager, Social Sciences Analytics Cell (CASS) and lead for Integrated Multidisciplinary Outbreak Analytics (IMOA), UNICEF Public Health Emergencies**

Objective:

- Reflections and decision-making on the most appropriate method for identifying and collecting data from populations who are vulnerable (humanitarian settings)
- Determining risk factors for individuals or groups acting on health misinformation
- When do you NOT need evidence?



## Conclusion of session, next steps

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

## Recap of previous session, housekeeping

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**



## Mitigating Medical Misinformation During an Infodemic

(30 minutes) [https://youtu.be/5Q\\_NNMrrnnk](https://youtu.be/5Q_NNMrrnnk)

**Joan Donovan, Research Director, Harvard Kennedy's Shorenstein Center on Media, Politics and Public Policy**

## Behavioral science and mental heuristics and how they affect design of research and interventions

(45 minutes) <https://youtu.be/BhQ0JLzw5eo>

**Neetu Abad, Behavioural Scientist, Global Immunization Division, Centers for Disease Control and Prevention USA**

Objective:

- Identifying cognitive and behavioral processes that can be considered in intervention design against misinformation

Topics:

- Inoculating against misinformation: "pre-bunking" and social inoculation approaches demystified
- Structuring an inoculation strategy to counteract large mis/disinformation narratives before more mutations emerge;

Break (10 minutes)



## Skills Lab - Social marketing and design techniques

(60 minutes) Part 1: <https://youtu.be/JzJgjlUwTuc> |

Part 2: <https://youtu.be/FKUgv85AM3g>

**Anton Schneider, Senior SBC Advisor, Bureau for Global Health, Office of Infectious Disease, United States Agency for International Development (USAID), USA**

Objective:

- Examining lessons learned from social and behavior change, marketing and human centered design
- Applying these lessons to design and implement more effective misinformation and infodemic interventions Topics:
- Key insights from behavior change, marketing and human centered design
- How public health has been able to adopt and adapt effective approaches to behavior change drawing from commercial marketing, behavioral economics and human-centered design
- The power of speaking to who people are, not what they (don't) know
- How a focus on human behavior can address misinformation and help us to design and implement more effective infodemic interventions



Break (10 minutes)

## Skills Lab - Pretesting content and incorporating user

(60 minutes) <https://youtu.be/gTWwhIPdVSQ>

**Joe Smyser, The Public Goods Project, USA**

Objective:

- Using pretesting of content and related methods to optimize content for greater impact

Topics:

- Pretesting content and incorporating user feedback
- Testing messages for safety;
- Designing focus group discussions and interviews in rapid formats to pre-test content;
- Incorporating user feedback in every aspect of intervention development



## Conclusion of session, next steps

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**



## Recap of previous session, housekeeping

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

## Social network analysis, social media analysis

(45 minutes)

**Angus Thompson, Senior Social Scientist: Demand for Immunization, United Nations Children's Fund (UNICEF)**

**Joe Smyser, The Public Goods Project, USA**

Objective:

- Identifying parts of a social network map;
- Describing network relationships and information flows from multiple types of data;
- Determining how map can inform infodemic management strategies



Topics:

- understanding online relationships and conversations
- practical tips for setting up social listening for monitoring and analysis
- identifying technology solutions to solve your social listening problems
- What are essential aspects of AI/NLP that help understand how projects for AI-based social listening are set up

Break (5 min)

## Skills Lab: Using CrowdTangle to understand online conversations

(60 minutes)

**Asha Phillips, CrowdTangle**

**Lauren Balog Wright, CrowdTangle**

Topics:

- Presenting different flavors of Crowdtangle (full and free)
- Tracking performance of different types of social media content;
- Creating searches to capture dominant narratives and viral content;
- Analyzing Facebook analytics;
- Optimizing content for higher engagement;
- Identifying common elements of successful content, including misinformation-containing content

Break (5 min)

## Skills Lab: Facebook Data for good and Social Connectivity Index

(45 minutes)

**Alex Pompe, Research Manager, Data for Good team, Facebook**  
**Omari Sefu, Research Manager, Data for Good team, Facebook**

Topics:

- Data for good initiative, example data sources on COVID-19, including Social connectivity index
- Walk through [this tutorial](#) as a great beginners guide to anyone looking to work with geospatial / GIS tools that combines two of our public data sets to create a simple COVID-19 risk map.

Break (5 min)

## Skills Lab: Using data correctly in infographics and visualizations

(35 minutes) [https://youtu.be/4cdISiFdI\\_I](https://youtu.be/4cdISiFdI_I)

**Carlotta Dotto and Claire Wardle, First Draft**

Topics:

- Choosing appropriate visualization techniques for different data sets
- Importing and manipulating multiple types of data
- Discussion of how to evaluate data use, quality and appropriate visualization approaches



Break (5 min)

## I Boost Immunity and Kids Boost Immunity – inspiring learning through global citizenship

(20 minutes) <https://youtu.be/vvYoSWFPhww>

**Ian Roe, British Columbia Centre for Disease Control (BCCDC), Canada**

## Conclusion of session, next steps

(15 minutes)

**Tina Purnat, WHO**  
**Elisabeth Wilhelm, US CDC**

## Recap of previous session, housekeeping

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

## UX and Designing for friction: making it harder to share misinformation, and easier to share accurate information with user testing and design tweaks

(45 minutes)

**Claudia Pagliari, Senior Lecturer in Primary Care and Informatics / Programme Co-Director (MSc Global eHealth), Usher Institute – Global Health Academy, University of Edinburgh, United Kingdom**

Objective:

- Creating a design process that centers the needs and experiences and feedback of target population;
- Considering the online-offline gap in exposure, intent and action and how one might design solutions that bridge the gap;

Topics:

- interdisciplinary perspective and talking about design with reference to how existing platforms work as well as preventive/corrective interventions.
- “design” from behavioural and technological point of view
- what we mean by ‘design’ in this context, taking account of both behavioural and technological aspects.
- evaluation methods that may be used to lab- & field-test interventions as well as to check for unintended backfire effects.
- what governments can do to incentivise more responsible design by platform providers and automated methods for off-lining harmful misinformation.
- ethical dilemmas presented by social listening, censorship

Break (10 min)

## Skills Lab – Google tools to analyze infodemic

(45 minutes)

**Maggie Farley, Anna Freeland, Simon Rogers, Trinna Leong, Irene Jay Liu, and Alexios Mantzarlis, Google**

Topics:

- Utilizing Google Analytics, Trends, Alerts and related components to track patterns of content use and engagement

Break (5 min)

## Leadership skills for infodemic management (30 mins)

(30 minutes)

**Anna Callaghan, Mame Afua Akyeampong and Breanna Broughton, STOP programme, US CDC, USA**  
**Tina Purnat, WHO**  
**Elisabeth Wilhelm, US CDC, USA**

Objectives:

- Troubleshooting specific management or performance issues on the job;
- Managing conflict and best practices for finding compromise;
- Practicing intercultural competency

Topics:

- mentoring, coaching
- problem solving techniques
- conflict management



## Skills Lab – Cheap and fast tools for analysis of the infodemic

(45 minutes)

**Claire Wardle and Rory Smith, First Draft**

Topics:

- Cheap and fast tools for analyzing and creating a “state of infodemic” report
- Building a rapid assessment with limited analytic tools and time;
- Leveraging open source tools for social media and listening data collection

## Conclusion of session, next steps

(15 minutes)

**Tina Purnat, WHO**  
**Elisabeth Wilhelm, US CDC**

### Recap of previous session, housekeeping

(15 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

### Final group presentations and discussion

(150 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

**Neville Calleja, Ministry for Health, Malta**

**Angus Thompson, UNICEF**

**Claire Wardle, First Draft**

**Sylvie Briand, WHO**

**Thomas Moran, WHO**

- Final presentations from group work on WhatsApp
- Each small group presents a 3 minute pitch for a set of interventions in response to case scenario discussed during offline group work

### Evaluation of course

(15 minutes)

**Claire Wardle, FirstDraft**

- Slido quick pulse check
- Full evaluation instructions

### Infodemic management: wrap up, resources, and next steps after training

(30 minutes)

**Tina Purnat, WHO**

**Elisabeth Wilhelm, US CDC**

### Conclusion remarks

(15 minutes)

**Sylvie Briand, WHO**

**Tim Nguyen, WHO**



## SPEAKERS AND TRAINERS



### **Neetu Abad**

Dr. Neetu Abad is a behavioral scientist in the Global Immunization Division at the US Centers for Disease Control and Prevention focusing on assessing and intervening on the behavioral drivers of vaccine hesitancy globally. In addition to her work on vaccine hesitancy, she conducts implementation science research on the sexual transmission of Ebola and other viral hemorrhagic fevers, HIV/STI transmission among at-risk populations, and preventing gender-based violence. She earned her PhD and M.A. in Social Psychology from the University of Missouri.



### **Surangani Abeysekera**

Surani is a communication practitioner with 20 years' experience in Development Communication with the UN and a further 5 years' experience in the field of advertising with two of the largest advertising agencies in the world. She has worked in UNICEF offices in Sri Lanka, the Pacific based in Fiji, Bangladesh, Nigeria, Ghana, Somalia and now in Kenya, and briefly in Indonesia with FAO in 2008. She is currently managing several large scale C4D interventions which employ multi strategy, multi-channel approaches including being the technical lead for the National COVID-19 Risk Communication response. She has several years of experience of working on health and immunisation related SBCC initiatives, including supporting other sectors such as child protection, WASH, Nutrition and Education over the years. Leading the launch of several new vaccines including HPV, supporting Polio and other routine immunisation efforts has given her an immense amount of experience in the area of health related behaviour change interventions. She is also now leading some of the discussions related to COVAX introduction with extensive work on infodemic management.

The current Community Engagement and Social and Behaviour Change support provided by her and the team span programmatic interventions across all sectors with our work being used as the anchor for convergence across sectors. Some of the interesting initiatives she has recently worked on include a national level campaign to address violence against children, very interesting and innovative work around infodemics, using research to support the COVID response, and recently a very exciting campaign to bring children back to school after the school closure due to COVID. Whilst in the Ghana office she also spearhead a very successful intervention using entertainment education and youth participation to promote Cholera and Ebola prevention.



### **AbdelHalim AbdAllah (Halim)**

AbdelHalim AbdAllah (Halim) is the Crisis Communications Officer for WHO's Regional Office for Africa. He is leading on the setup and coordination of the Africa Infodemic Response Alliance (AIRA) and its social media arm Viral Facts. He is also part of WHO's COVAX vaccine demand and readiness task force in the region and is supporting with crisis communications for the rollout of the novel oral polio vaccine.

Halim is a journalist by training and as a communications professional has worked in the field in Yemen, Syria, Lebanon, Jordan and Nigeria.

## SPEAKERS AND TRAINERS CONTINUED



### Santi Indra Astuti

Join a community-based organization, MAFINDO (Masyarakat Anti Fitnah Indonesia) since 2016, helping to establish programs dedicated for community engagement and research to support fact-checking related activities. Also, teaching in the Faculty of Communication Science of Bandung Islamic University (UNISBA) since 1998 for media studies and media literacy. Co-founder Jaringan Pegiat Literasi Digital Indonesia (JAPELIDI, or Indonesia Digital Literacy Activist Network) which hosted more than 200 members from universities and organizations (2017). Today, as part of the RCCE team covering West Java

Province, she's involved in daily activities on building strategies and designing intervention messages for public communication purposes supporting behavioral change.



### John Barry

John M. Barry is a prize-winning and New York Times best-selling author whose books have won multiple awards. The National Academies of Sciences named his 2004 book *The Great Influenza: The story of the deadliest pandemic in history*, a study of the 1918 pandemic, the year's outstanding book on science or medicine. His earlier book *Rising Tide: The Great Mississippi Flood of 1927 and How It Changed America*, won the Francis Parkman Prize of the Society of

American Historians for the year's best book of American history and in 2005 the New York Public Library named it one of the 50 best books in the preceding 50 years, including fiction, nonfiction, and poetry. His books have also been embraced by experts in applicable fields: in 2006 he became the only non-scientist ever to give the National Academies Abel Wolman Distinguished Lecture, a lecture which honors contributions to water-related science, and he was the only non-scientist on a federal government Infectious Disease Board of Experts. He has served on numerous boards, including ones at M.I.T's Center for Engineering Systems Fundamentals, the Johns Hopkins Bloomberg School of Public Health, and the Society of American Historians. His latest book is *Roger Williams and The Creation of the American Soul: Church, State, and the Birth of Liberty*, a finalist for the Los Angeles Times Book Prize and winner of the New England Society Book Award.

His books have involved him in two areas of public policy. In 2004, he began working with the National Academies and several federal government entities on influenza preparedness and response, and he was a member of the original team which developed plans for mitigating a pandemic by using "nonpharmaceutical interventions"-- i.e., public health measures to take before a vaccine becomes available. Both the Bush and Obama administrations have sought his advice on influenza preparedness and response, and he continues his activity in this area.

He has been equally active in water issues. After Hurricane Katrina, the Louisiana congressional delegation asked him to chair a bipartisan working group on flood protection, and he served on the Southeast Louisiana Flood Protection Authority East, overseeing levee districts in metropolitan New Orleans, from its founding in 2007 until October 2013, as well as on the Louisiana Coastal Protection and Restoration Authority, which is responsible for the statewide hurricane protection. Barry has worked with state, federal, United Nations, and World Health Organization officials on influenza, water-related disasters, and risk communication.

## SPEAKERS AND TRAINERS CONTINUED



### **Supriya Bezbaruah**

Dr Supriya Bezbaruah has more than 15 years' experience in health and science policy-advocacy and risk communication and currently leads on Risk Communication and Community Engagement for Public Health Emergencies at the World Health Organization Regional Office for South-East Asia. Infodemics is a passion as much as a job for her, and the multi-disciplinary aspect to this area appeals to her. She knows something about the importance of learning from different disciplines, having worn different hats herself: she began her career as a scientist, with a PhD in Cell Biology from University College London, before moving into science and health related policy and communication. She

has worked as staff for WHO in risk communication and other areas for over 11 years. Apart from WHO, she has, in the past, also worked for various other organizations, such as GlaxoSmithKline in the UK, India Today (Asia's largest circulating newsmagazine, where she was Health and Science Editor), The British High Commission in India, and Global Health Strategies, where, as Senior Director, her role included strategizing and implementing plans to counter misinformation about vaccines.



### **Sylvie Briand**

Dr Sylvie Briand (MD, MPH, PhD) is the director of the Global Infectious Hazard Preparedness (GIH), WHO Emergency Preparedness (WPE) at the World Health Organization (WHO/WHE), HQ Geneva

The Department of Global Infectious Hazard Preparedness (GIH) advances global efforts to prevent and control existing and emerging infectious diseases by increasing access to evidence-based interventions; fostering impactful innovation; and leveraging technical, operational and strategic partnerships. The scope of GIH includes COVID-19 but also other dangerous pathogens such as pandemic influenza, plague, Nipah virus, smallpox and other pox viruses and arboviruses (Zika, and Chikungunya).

Since 2001, Dr Briand has been actively involved in the detection, preparedness and response to global threats, leading the scientific and strategic component of the WHO response (avian and pandemic influenza, Ebola, Zika, Plague, yellow fever, cholera, MERS).

Before joining WHO, Dr Briand worked as public health project director for different global health agencies in various geographic regions.



### **Anna Callaghan**

Anna Callaghan is an epidemiologist with the Stop Transmission of Polio (STOP) Program at CDC in Atlanta. In her role as a country facilitator on the STOP Team, she supports the recruitment of francophone STOP candidates, coordinates the development of the annual STOP training content, and manages the deployment of over 60 STOP participants to Afghanistan, Cameroon, Chad, DRC and Madagascar. In addition, she coordinates several special projects for

the STOP Program, including several data quality improvement pilot projects in Kenya, Lao PDR and Madagascar, the development of a new STOP training curriculum, and the launch of STOP Response Ebola consultants in DRC. Ms. Callaghan has deployed to support measles, Ebola and COVID-19 response efforts for CDC both internationally and domestically. She has many years of experience



## SPEAKERS AND TRAINERS CONTINUED

working at the field level in immunization and surveillance programs, starting with her service as a Peace Corps community health worker in Burkina Faso where supported the planning and implementation of immunization campaigns, weekly routine vaccinations, as well as surveillance and disease control activities at a local Health Facility. Ms. Callaghan earned a MS in Medical Microbiology from the London School of Hygiene and Tropical Medicine.



### Neville Calleja

Dr Neville Calleja qualified as a medical doctor in 1999 and proceeded to study Medical Statistics and Public Health after his medical training. He qualified as a specialist in public health medicine in 2006 and was awarded Membership of the Faculty of Public Health in the UK in 2011. In 2013, Neville completed his PhD studies on the statistical correction of misclassification of disease status between self-reported and examined health surveys. He has been employed at

the Directorate for Health Information and Statistics within the Ministry responsible for Health since 2001, taking on its helm in 2007, and also served as Acting Chief Medical Officer during 2014. DHIR is responsible for the collation of national health statistics on behalf of the National Statistics Office. Since 2007, the Directorate took on a research role, conducting a series of epidemiological surveys on a national scale, including two Health Interview Surveys, a survey on Elderly Needs Assessment, and a Sexual Health survey – the main data sources for health inequality analyses in Malta. Dr Calleja has 18 years of experience lecturing medical statistics, epidemiology and public health to all health care professionals, together with ethical and scientific review of projects at local and international level. He has been part of the Senior Advisory and the Transitioning Strategy groups of the Malta COVID-19 Response team since the beginning of the epidemic here in Malta early in March.



### Simone Carter

Simone Carter is currently working in the DRC, leading UNICEF's Social Science Analytics Cell for outbreaks. She is also UNICEF's on Integrated Multidisciplinary Outbreak Analytics for the Public Health Emergencies team in Geneva, where she provides support to countries in their use of evidence in outbreak response.

Simone joined the Eastern DRC Ebola outbreak response in September 2018, where she, under the strategic coordination for the Ministry of Health (MOH), developed, set up, and managed the Social Science Analytics Cell (CASS), which is now operational for Ebola, COVID and cholera. This is the first time that such a structure has existed in outbreaks: providing real time social and behavioural analysis data in an integrated and coherent way to systematically influence the response.

Simone has a Masters of Science in Epidemiology from the University of British Columbia's Faculty of Medicine where she focused her research on understanding HIV treatment attrition among sex workers in Uganda trucking centres. Following her field research, she has spent the last 10 years working across Latin America, sub-Saharan Africa and the Middle East in humanitarian response and interventions; of which she spent 6 years working for Oxfam's rapid response team; leading humanitarian and public health emergency response. Since 2014, in the West Africa Ebola outbreak, she has specifically supported on operational research to inform programme response; aiming to improve accountability to communities through evidence.

## SPEAKERS AND TRAINERS CONTINUED

Simone leads the global Analytics for Operations working group; aiming to support different organisations and country teams in collaboration with academic, government and operational actors to ensure that social sciences research can be used to influence outbreak response. She is dedicated to ensuring that research and data are gender inclusive; using evidence for advocacy and to raise voices for women and children in public health emergencies.



### **Sahani Chandraratna**

Sahani Chandraratna has a Bachelor of Art in Sociology from The George Washington University and a Master of Science in Social Work, focusing on social enterprise administration, and a Master of Public Health, focusing on socio-medical sciences, from Columbia University in the City of New York. She has over eight years of experience in the public, private, and non-profit sectors, and her work focuses on equity and the social determinants of health. She currently

works at WHO Sri Lanka Country Office as a Health Promotion and Communications Consultant.



### **Walter Curioso**

Walter H. Curioso, Ph.D., M.D., M.P.H. Ph.D. in Biomedical Informatics from the University of Washington (UW), Seattle, United States; and Medical Doctor from Universidad Peruana Cayetano Heredia (UPCH) in Lima. Master in Public Health (MPH) from UW.

Dr. Curioso is the President of the Health Information Technology Committee at the Peruvian College of Physicians, and he is Member of the World Health

Organization Digital Health Roster of Experts.

Dr. Curioso has more than 20 years of professional experience in the public and private sector on digital health. He has led the planning, implementation, monitoring and evaluation of projects at the national level related to the use and application of information and communication technologies in health, education and social development.

International consultant on electronic health and education, mobile health and education, and telemedicine for institutions including CEPAL - United Nations, the American Medical Informatics Association (AMIA), the National Institutes of Health (NIH) and the Inter-American Development Bank (IABD). He is an Affiliate Associate Professor in the Department of Biomedical Informatics and Medical Education in the School of Medicine at the University of Washington, Seattle, Washington, USA.

He is currently the Vice Provost for Research at Universidad Continental in Lima, Peru. Dr. Curioso has more than 120 publications, including peer-reviewed articles in indexed journals and book chapters related to ICT, information systems and training programs on information technologies.

Dr. Curioso was ViceMinister of the Ministry of Development and Social Inclusion. Previously, Dr. Curioso was Adviser of the Minister of Health and previously Adviser of the Viceminister of Public Health - Ministry of Health - Peru. He was Director General of the General Office of Statistics and Informatics - Ministry of Health, Peru. Dr. Curioso was Adjunct Superintendent - National Superintendence of Health (SUSALUD), and previously Director of Evaluation and Knowledge Management at the National Council of Science and Technology - CONCYTEC - Peru.



## SPEAKERS AND TRAINERS CONTINUED



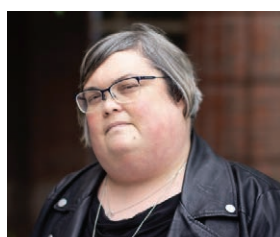
### Sahani Chandraratna

Dr Carmen Dolea is a national from Romania and Switzerland and holds a degree in Medicine from University of Medicine and Pharmacy “Carol Davila, Bucharest, Romania (1994). She also holds a master’s degree in public health from the same university (2000) and a Masters for Business Administration for International Organizations (IOMBA) from University of Geneva (2013).

After four years of clinical practice as family physician in Romania, Dr Dolea started a career in public health. She worked for two years as a public health researcher in Bucharest, Romania, and in UK in 2001, with the European Centre for Health of Societies in Transition (ECOHST) at the London School of Hygiene and Tropical Medicine.

She joined the WHO in 2001, as Medical officer for the Burden of Disease programme. Subsequently she worked in the WHO Human Resources for Health programme, producing guidance and coordinating technical support to Member States on issues related to health workforce planning, education, motivation, rural-urban and international mobility of health workers. Before joining the International Health Regulations (IHR) Secretariat in November 2015, Dr Dolea worked with the International Health Partnership (IHP+) at WHO, on donor coordination and monitoring compliance with principles for effective development cooperation.

In November 2017, Dr Carmen Dolea was selected as Team Leader of the IHR Secretariat Emergency Committees, travel and trade unit, in the Department of Country Health Emergency Preparedness and IHR, of the WHO Health Emergencies Programme. Following the WHO transformation reform, Dr Dolea was appointed as Head of Unit of the IHR Secretariat in the Office of the Assistant Director-General for Emergency Preparedness and IHR in WHE. In this capacity, Dr Dolea leads efforts to implement provisions of the IHR (2005) related to the Emergency Committees and Review Committees, as well as monitoring compliance with States Parties obligations under the IHR, in relation to travel and trade measures. She is married, with two children, and lives in Geneva, Switzerland.



### Joan Donovan

Joan Donovan is the Research Director of the Shorenstein Center on Media, Politics and Public Policy. Dr. Donovan leads the field in examining internet and technology studies, online extremism, media manipulation, and disinformation campaigns.



### Carlotta Dotto

Carlotta is a senior data journalist at First Draft, leading investigations into global information disorder and developing pioneer techniques to research disinformation. She specialises in data-driven stories, open-source investigations and interactive storytelling formats. She has previously worked with The Times’ data team and the Italian La Repubblica’s visual lab, producing investigations on climate change, mental health, migration, cybercrime and

issues surrounding social justice. She has also written for several publications including The Guardian, the BBC, Al Jazeera, reporting from across Asia, Africa, Europe and South America.

## SPEAKERS AND TRAINERS CONTINUED



### Eve Dubé

Eve Dubé is a medical anthropologist. She is affiliated with Quebec National Institute of Public Health and the Research Center of the CHU-Québec. She is also an invited professor in anthropology at Laval University. Her research focuses on social, cultural and ethical issues surrounding vaccination. She is the lead investigator of the Social Sciences and Humanities Network of the Canadian Immunization Research Network. She is interested in how to enhance vaccine acceptance and uptake and she is leading different projects around this issue.



### Eva Erlach

Eva is a community engagement and accountability delegate with a focus on emergencies in the regional office of the Internal Federation of the Red Cross and Red Crescent in Nairobi. She is leading the work on community feedback in the Africa region and develops strategies, templates and training materials to support National Societies to systematically collect, analyze and use community feedback. Prior to joining the Movement she was working for Ground Truth Solutions, an international NGO specialized on community feedback in humanitarian contexts. Eva is Austrian and studied Law and International

Development. Like most Austrians, Eva is a keen climber and loves spending time in the mountains.



### Sahani Chandraratna

Maggie Farley is a Teaching Fellow for the Google News Lab based in Washington, D.C. She was a foreign correspondent for the Los Angeles Times for 14 years, based in Asia and then in New York, covering the U.N. After leaving the LA Times, she was a partner in a start-up and later became a professional fellow at American University, teaching writing and exploring engagement design for journalism. For students and her conspiracy-theorist cousin, she co-created Factitious, a digital game that playfully teaches how to discern factual news from misinformation, which now has more than 1 million plays. She is also a member

of the News Literacy Project's National Leadership Council and the former chair of the Washington D.C. Advisory Board.



### Anna Freeland

Anna Freeland is the Trends Curator for Google News Initiative in Australia. She joined Google after five years with the ABC, Australia's public broadcaster, working across TV production, social media, and digital news roles. Most recently, she worked as a video journalist, producing short-form video content 32 and single-handedly produced an archive-based documentary series called Rewind for the channel. Anna first developed a passion for data-driven storytelling while studying journalism at UTS and freelancing as a writer. She is the inaugural data journalism fellow for GNI in Australia.

## SPEAKERS AND TRAINERS CONTINUED



### Melinda Frost

Melinda Frost is a leader in global public health communication and education with a focus on infectious disease, immunization, non-communicable disease and health security. She is currently the 'Translate Science' team lead – Infodemics Pillar for the World Health Organization's response to COVID-19. In this role she represents the risk communication and community engagement response (RCCE) for the Organization.

Prior to COVID-19, Melinda led RCCE capacity building for WHO under the Pandemic Influenza Preparedness Framework. She directly supported more than 40 countries in building their emergency RCCE preparedness and response capabilities under the International Health Regulations. She co- led and designed the Emergency Communications Network and SocialNet deployment trainings which collectively prepared 300+ media and emergency risk communicators and social and behavior scientists for deployment. She also designed the WHO European Region's Emergency Risk Communication 5 – Step capacity building package

Prior to 2013, Melinda was the Director for Emergency Risk Communication for the U.S. Centers for Disease Control and Prevention (U.S. CDC) in Beijing, China for 6 years and developed and led new communications programs from the agency headquarters for more than 10 years. Melinda has also consulted for UNICEF, FAO and IFRC to assess national existing communication capacity, coordinate multi-sector partnerships, develop communication strategy and facilitate programs to strengthen national and sub-national level communication response.

Melinda's experience spans more than 25 years as a manager, director of programs, project officer, health communicator, writer, producer, instructional designer and educator. She holds a Master's degree in Global Public Health, a Master's degree in Educational Psychology – Cognitive Studies and a Bachelor's degree in Communications.



### Ghaffar Gomina

De nationalite Beninoise, avec 13 ans d'experience, Ghaffar Gomina est un passionne de la communication avec les communautes. Son seul objectif est d'amener les communautes a percevoir le risque lie aux maladies mortelles afin d'adopter les bons comportements favorables a leur sante.

Titulaire de deux masters, l'un en Developpement Communautaire et l'autre en Gestion des projets, il a participe a plusieurs autres formations en communication sur la vaccination avec CDC Atlanta et Vaccine For Africa, sur le paludisme avec John Hopkins Bloomberg School of Public Health, sur les Urgences avec Harvard Humanitarian Initiative et enfin la formation sur le Reseau des experts en sciences Sociales (Network for Social Scientists (SocialNet) avec OMS a Genève.

Ghaffar GOMINA, a egalement participe a la reponse de plusieurs epidemies (Ebola, cholera, Polio, rougeole, Fievre Jaune, COVID-19 etc) du Benin en passant par Haiti, la RDC, la Guinee.

## SPEAKERS AND TRAINERS CONTINUED

### Anna Freeland

Anna Freeland is the Trends Curator for Google News Initiative in Australia. She joined Google after five years with the ABC, Australia's public broadcaster, working across TV production, social media, and digital news roles. Most recently, she worked as a video journalist, producing short-form video content 32 and single-handedly produced an archive-based documentary series called Rewind for the channel. Anna first developed a passion for data-driven storytelling while studying journalism at UTS and freelancing as a writer. She is the inaugural data journalism fellow for GNI in Australia.



### Karen Greiner

Dr. Karen Greiner is a researcher and health communication specialist currently working with UNICEF on the Ebola and COVID outbreak response in the Democratic Republic of Congo. Dr. Greiner previously worked as a social data and communication specialist in the Polio unit at UNICEF, focusing on eradication efforts in the last two Polio-endemic countries (Afghanistan, Pakistan). Prior to rejoining UNICEF, she served as Director of Research and Innovation at Equal Access, a non-profit organization specializing in radio dramas and community engagement for social change in Asia and West/Central Africa. She has also worked on several projects with the social-impact design Ideo.org, as a design researcher in Mexico, Congo/DRC, and Cote d'Ivoire.

From 2013-2015, Karen led the communication for development (C4D) teams in Chad and Karachi Pakistan as part of UNICEF's Polio Eradication efforts. While teaching in the Communication and Development Master's program at Ohio University (2012-2013) she contributed to the design and delivery of hybrid communication courses (online and face-to-face) for UNICEF and USAID.

She is a Fulbright Fellow Alumna (Colombia, 2008-2009), with a Ph.D. in Health Communication from Ohio University. She was an English teacher and HIV/AIDS educator as a Peace Corps volunteer in Cameroon (1998-2000), has a BA from Duke University in Comparative Area Studies and an MA in International Education from New York University.

Karen's passion is the design of communication interventions that invite dialogue and community input, with community members as resources and active agents of change rather than "targets," or beneficiaries. She is fluent in French and Spanish and can bargain and make grammar mistakes in Pulaar and Wolof.



### Kate Hannah

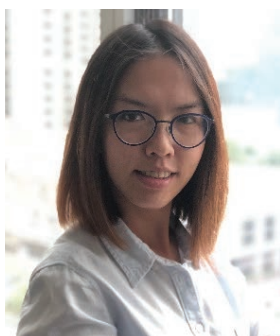
Kate Hannah is a cultural historian of science and technology whose research works within and across cultural history, science and technology studies, and public understanding of science and technology. She is particularly interested in gender, 'race', eugenics, colonization and white supremacy in historic and contemporary science and technology cultures and subcultures. She leads two research workstreams within Te Pūnaha Matatini's Ministry of Business, Innovation and Employment-funded COVID-19 research programme: Manaakitia, focused on equitable outcomes for at-risk communities, and Disinformation, focused on understanding the nature and prevalence of the infodemic in Aotearoa New Zealand. She is Deputy Director, Equity and Diversity, within Te Pūnaha Matatini, a New



## SPEAKERS AND TRAINERS CONTINUED

Zealand Centre of Research Excellence for Complex Systems and Networks, a Research Fellow in the Department of Physics at the University of Auckland, and a PhD candidate at the Centre for Science and Society at Te Herenga Waka – Victoria University of Wellington.

Affiliations: Te Pūnaha Matatini: Centre of Research Excellence for Complex Systems and Networks, New Zealand; Centre for Science and Society, Te Herenga Waka – Victoria University of Wellington; Department of Physics, University of Auckland



### Trinna Leong

Trinna Leong is Google News Lab's first Southeast Asia Teaching Fellow. A former correspondent covering the triple beat of politics, economy and general news, her work over the decade has appeared in Reuters, Al Jazeera, The Wall Street Journal and The Straits Times. In her role at Google, she is running newsroom training across an incredibly diverse market spanning different cultures and languages.



### Janet Kinkaid

Janet Kincaid, M.A. CPTM is a Certified Professional in Training Management. She also has a master's degree in Sociology of Religion from the Graduate Theological Union in Berkeley, California USA. Janet has been with WHO for 11 years and has held various communications roles, including: managing the dissemination of technical guidance for H1N1; running emergency communication operations in the Office of the Director of Communications for Ebola in West Africa and Zika; project managing the launch of the first World Patient Safety Day (2019) and Walk the Talk NYC (2019); and operationalizing

and facilitating large and small-scale communications training and campaign planning workshops in WHO. She is an alumni of the Emergency Communications Network training (Spring 2015) and has been the operational manager and a facilitator for the Autumn 2015, Spring 2016, and Spring 2018 ECNs. She has also facilitated or supported communications trainings with GOARN and SocialNet. Janet is based in Geneva where she shares a life with her partner, Maya, and their dog, Charlie.



### Aybüke Koyuncu

Aybüke Koyuncu holds Master of Public Health in Epidemiology and Biostatistics from the University of California, Berkeley and is Global Epidemiology Fellow in the Immunization Systems Branch at the Centers for Disease Control and Prevention (CDC). As a member of the Demand for Immunizations team, Aybüke supports behavioral epidemiologic research aimed at understanding barriers to vaccine uptake in low- and middle-income countries."



## SPEAKERS AND TRAINERS CONTINUED



### Rüdiger Krech

Dr Rüdiger Krech is the Director of the Department of Health Promotion at the World Health Organization. He oversees WHO's work on tobacco, health promotion, the harmful use of alcohol, physical activity, the work on healthy cities, schools and workplaces as well as health literacy, community engagement, and health in the policies. From 2012 to 2019, he was the director for Universal Health Coverage and Health Systems at the World Health Organization. From 2009 to 2012, Dr Krech was the Director of the Department

of Ethics, Equity, Trade and Human Rights at the World Health Organization which also covered WHO's work on Social Determinants of Health and Health in All Policies. Before joining WHO, he was in charge of the German International Cooperation's (GIZ) work on social protection from 2003 to 2009, both in its Headquarters in Eschborn near Frankfurt, and in India. He has also held various management positions at the World Health Organization Regional Office for Europe in Copenhagen in the fields of health systems, health policies, health promotion and ageing between 1992 and 2003.

Dr Krech has studied educational sciences, medicine and public health, and holds a Master's and a Doctoral degree in public health.



### Susan Mackay

Susan Mackay heads Gavi's work on demand generation, communities and gender at the Gavi Secretariat in Geneva. She has a Master's in Applied Anthropology and Participatory Development (Research) from the Australian National University in Canberra. Before Gavi Susan spent four years working in an interagency role as the UN Communications Manager in Viet Nam working across 14 UN Agencies. Between 2010 and 2012 she was global team lead for Communication for Polio Eradication, Immunization and Health based in New York; Head of Strategic Communications for RECOFTC, the Center for People

and Forests in Bangkok between 2008 and 2010; Regional C4D Specialist for UNICEF East Asia and the Pacific Regional Office between 2003 and 2008; and Communications Specialist at the World Health Organisation Headquarters in Geneva between 2001 and 2003, primarily working on injection safety, vaccine hesitancy and immunization. Prior to joining the UN, Susan worked for more than 10 years with the BBC working her way up from Studio Manager to Senior Producer, including 5 years with the BBC World Service Trust managing health related media campaigns in developing countries.



### Thomas Moran

Thomas Moran lives and works in Geneva, where he is currently the World Health Organizations' focal point for the Risk Communication and Community Engagement (RCCE) 'Collective Service' - a new partnership between the World Health Organization (WHO), the United Nations Children's Fund (UNICEF) and the International Federation of Red Cross and Red Crescent Societies (IFRC) supported by the Global Outbreak Alert and Response Network (GOARN). The service aims to strengthen RCCE coordination and quality of practice for the COVID-19 pandemic response as well as for future public health and other

complex emergencies.

Thomas is a specialist in community engagement, risk communication and media management with

## SPEAKERS AND TRAINERS CONTINUED

the capacity to work across the spectrum of public health, disease outbreak and emergency response programming. He has 15 years' experience working in complex development and emergency settings, including as a technical and communication specialist for the World Health Organization and UNICEF. He has developed and led the implementation of crisis and behavioral change communication strategies in more than a dozen countries including Indonesia, Nigeria, Syria, Afghanistan, Pakistan, Somalia, the Ukraine and the Philippines. He led WHO's Community Engagement Pillar during the West Africa Ebola outbreak response in 2014. Thomas holds a Masters of Communication from the Queensland University of Technology, Australia.



### Tim Nguyen

Mr Tim Nguyen is the Head of Unit for High Impact Events in the Global Infectious Hazard Preparedness Department of the WHO Health Emergencies Programme (WHE). His team manages (i) the WHO Information Network for Epidemics (EPI-WIN), a platform to unite the work on managing disease infodemics during emergencies, and (ii) the strategic global governance of pharmaceutical interventions including pandemic influenza and smallpox vaccine as well as influenza antivirals. In the COVID-19 pandemic response, he co-manages the "Managing Infodemic" pillar.

He joined WHO in 2006 initially working as a Technical Officer in the Yellow Fever Programme which managed an initiative funded by the GAVI Alliance to provide 40 million doses of vaccine to most at risk populations in low resource settings. In 2008, he joined WHO's Global Influenza Programme and took part in the global response work to the first influenza pandemic of the 21st century. In 2011, he was the founding member of WHO's Global Hepatitis Programme and project manager for the development of the first WHO treatment guideline for HCV.

From 2014-2017, he was the Unit leader for Knowledge Management, Evidence and Research for Policy-Making at the WHO Regional Office for Europe based in Copenhagen, Denmark. There, he established the scientific journal Public Health Panorama and was responsible for the development of the WHO/Europe resolution and action plan for evidence-informed policy-making. Before joining WHO, he worked as management consultant in the pharmaceutical industry.



### Nnenna Nwakanma

Nnenna advocates for policy and systemic changes that are needed for meaningful internet access, open data, open government and the open web across Africa, bringing together local and international stakeholders to advance the digital agenda. She works to drive affordable internet access, data rights, digital freedom and digital responsibilities of stakeholders, sectors and actors.

Nnenna is a respected technology voice and leader in Africa. Her capacity to network and bridge the gap between the local and the global has made her a voice bearer for women, rural populations, the unconnected and the civil society across the world.

Nnenna is a Diplo alumnus, an ICT4D Strategist, an expert in eParticipation and Citizen Engagement, one of the early pioneers of the Africa Data Revolution, a respected voice in the UN's Internet

## SPEAKERS AND TRAINERS CONTINUED

Governance Forum, a pioneer and continued advisor on internet governance in Africa, and Faculty at the Schools of Internet Governance.

She has over 15 years of experience working with the United Nations Systems in human rights, information society, gender, data digital equality and sustainable development. Her career has allowed her to work closely with many civil society organisations, the African Development Bank, the Digital Solidarity Fund and has seen her involved in many phases of the UN's Africa Information Society Initiative. As well as leading a highly regarded consultancy platform, Nnenna has in recent years co-founded The Free Software and Open Source Foundation for Africa, and served as a board member of the Open Source Initiative. She has lived and worked in five African countries and is fluent in English, French and a number of African languages.



### **Claudia Pagliari**

Claudia Pagliari PhD FRCPE is a senior researcher, educator and consultant based at the University of Edinburgh, where she leads an interdisciplinary research and teaching programme in digital health. Originally trained in psychology, she has worked in health technology assessment and health systems research for 20 years, and was one of the earliest contributors to the field of eHealth. She holds a PhD from the University of Edinburgh and is a Fellow of the Royal College of Physicians of Edinburgh, a member of the World Health Organisation's Roster of Experts in Digital Health and a theme

leader of the NHS Digital Academy. Her interdisciplinary research spans the health, social, and digital sciences. A key theme within this is digital- and dataethics, including aspects of patient safety and trust (e.g. caring robots), privacy and rights (e.g. consumer genetics and big data), engagement and transparency (e.g. Covid19 apps). She also studies how social media are being used to positively enable healthcare, 'good governance' and social capital, and as vectors for harm, through personal data exploitation or misinformation. Prior to the pandemic, she had already been studying how misinformation spreads during disease outbreaks, and has since been examining this phenomenon in the context of the Covid-19 pandemic. She served on an expert group during the recent WHO consultation on "Infodemics", and is also exploring this issue in her capacity as chair of the national expert group in Digital Ethics for the Scottish Government.



### **Andrew (Andy) Pattison**

Over the last 25 years, Andy has held a range of leadership roles in the digital space, supporting innovation across both private and public sectors. As Head of Online at the World Wide Fund for Nature International ([www.panda.org](http://www.panda.org)), he spearheaded the organization's first online fundraising campaign and developed its first web-based projects. While Head of Online at Credit Suisse Private Banking ([www.creditsuisse.com](http://www.creditsuisse.com)), Andy designed the company's accessibility standards allowing blind clients to use previously inaccessible online services. At the Union of European Football Associations ([www.uefa.com](http://www.uefa.com)),

he was responsible for bringing football from the stadium to millions of mobile phones around the world through pioneering livestreamed events and developing UEFA's first mobile services.

At WHO, Andy strives to amplify vital public health messages to more people through more channels.

## SPEAKERS AND TRAINERS CONTINUED

During the COVID-19 emergency, Andy has engaged the digital sector to support this mission and leads the Tech Task Force, a conglomerate of over 40 companies working to tackle misinformation, raise quality content and develop new digital channels. Through his work, WHO has been able to reach billions of people. Andy has also been the web lead for over 35 emergencies while at WHO, with deployments to the African Region to support both Ebola and Cholera outbreaks.



### Asha Phillips

Asha Phillips leads International News Partnerships for CrowdTangle (APAC, India, EMEA and LATAM), based in Singapore. CrowdTangle was acquired by Facebook in late 2016 and is a leading social analytics and discovery platform used by hundreds of newsrooms around the world. Asha's spent the past decade working in news and media throughout Asia – she started her career in broadcast news in Australia before becoming one of the pioneering editors at Storyful, the first global social media news wire, which was acquired by News Corporation in 2014.



### Alex Pompe

Alex Pompe is a Research Manager on Facebook's Data for Good team. This team builds privacy-protecting data sets to aid humanitarian response work for natural disasters and public health crises (here is a recent example from the COVID-19 response: <https://research.fb.com/blog/2020/06/protecting-privacy-infacebook-mobility-data-during-the-covid-19-response/>). Previously, Alex led the growth team at a startup scaling the company to 35 countries over 3 years. Prior to this he worked on access to information and civil society development programs for 6 years at an international NGO called IREX, first in Ukraine, next in Namibia, and then in Washington DC. He served as a Peace Corps volunteer

in Namibia from 2006 to 2008. Alex holds a BS in physics from the University of Illinois, and an MS from the University of Michigan.



### Vinayak Prasad

Dr Vinayak M Prasad, Head of Unit, No Tobacco, TFI is responsible for the overall coordination of tobacco control programme in WHO HQ, including liaison with WHO Regions and with the Convention Secretariat to WHO-FCTC.

He joined WHO TFI in December 2009 to manage the project for building capacity for tobacco control in WHO's African region, and since 2016 he has taken a more global role on tobacco control.

Prior to joining WHO, Dr Prasad worked with the Government of India in various capacities in the Ministries of Finance, Customs and Health. From 2004 to 2009 he was Director (Public Health) and tobacco control focal point in the Ministry of Health and Family Welfare. Apart from tobacco control, he was responsible for scaling up India's largest tertiary health-care scale up project and a few other national programmes.

An expert in trade, taxes and illicit trade control, he was invited in 2006 to help WHO develop a



## SPEAKERS AND TRAINERS CONTINUED

template protocol on illicit trade in tobacco products , that was subsequently negotiated under the auspices of WHO Framework Convention on Tobacco Control and has now come into force.

He holds a master's degree in business administration with a specialization in public service from the University of Birmingham, United Kingdom, and a bachelor's degree in medicine from Maulana Azad Medical College, University of Delhi, India.



### **Dimitri Prybylski**

Dimitri Prybylski is an epidemiologist and Team Lead of the Demand for Immunization team in the Integrated Systems Branch of the Global Immunization Division at the US Centers for Disease Control and Prevention (CDC) in Atlanta. Recently he has served as the Africa Regional Advisor on CDC's COVID-19 International Task Force and has also been deployed as the Epidemiology team lead on the Ebola epidemic response in Sierra Leone. Dimitri also was the Team Lead for CDC's HIV Key Populations Surveillance Team and has over three decades of applied public health experience in over 30 countries.

His main technical areas of focus are in surveillance and biobehavioral epidemiological research with a strong interest in multidisciplinary areas such as data triangulation, integrated analysis and the emerging field of Infodemiology. Dimitri holds a Ph.D. in Epidemiology from the University of Maryland School of Medicine, an MPH in International Health and Epidemiology from the Johns Hopkins School of Hygiene and Public Health and a B.S. from the University of Michigan in Biology and Anthropology.



### **Tina Purnat**

Tina Purnat is a Technical Officer for Digital Health Technologies in Department of Digital Health and Innovation at WHO. She works on frameworks for assessment and evaluation of AI and other digital health technologies in health, health information exchange and interoperability, and related aspects of health data governance for sharing, research and use in policy-making.

As part of the WHO COVID-19 response, she works in WHO infodemic response, establishing collaborations to develop tools, methods and insights for evidence-based interventions to promote resilience to health misinformation and bring about behavior change, and to curb the harmful effects of mis- and disinformation affecting communities and individuals.

Tina has worked at the intersection of health research, analysis and policy-making with an emphasis on health information analysis and health information systems. She left basic science research in 2007 to join the European Centre for Disease Prevention and Control, where she led data collection, capacity building, and reporting of data on notifiable infectious diseases in the EU. She later worked at WHO and University of Munich as an analyst and clinical data manager in clinical trials and implementation research studies in LMICs. Between 2015-2019, she was Unit Leader for Health Informatics and Information Systems, and 2016-2018 acting Unit Leader and Programme Manager for Health Information, Monitoring and Analysis at WHO Regional Office for Europe. There, she led the European Health Information Gateway; capacity building courses in health information and evidence-

## SPEAKERS AND TRAINERS CONTINUED

informed policymaking; and integration and strengthening of health information systems. She was managing editor of the European Health Report 2018, which outlined the vision for improved use of evidence, research and health information to inform policy-making in the WHO European Region.



### Ian Roe

Ian Roe is the Director for Operations and Development and co-founder of Kids Boost Immunity (KBI) and I Boost Immunity (IBI) - two Canadian-based digital education platforms and designed to raise vaccine literacy and support global health through UNICEF. Ian has more than 20 years' experience working in audio and video production, communications, social marketing, web management and immunization promotion and education. He currently works at the British Columbia Centre for Disease Control (BCCDC) in Vancouver, BC.



### Simon Rogers

Simon Rogers is an award-winning data journalist, writer and speaker. Author of 'Facts are Sacred', published by Faber & Faber in the UK, China and South Korea. He has also written a range of infographics for children books from Candlewick. Data editor on the News Lab team at Google, based in San Francisco, he is director of the Sigma Data Journalism Awards and teaches Data Journalism at Medill-Northwestern University in San Francisco and has taught at U Cal Berkeley Journalism school.



### Pier Luigi Sacco

Pier Luigi Sacco is Professor of Cultural Economics, IULM University Milan; Co-Director of the Computational Human Behavior (CHuB) Lab of Bruno Kessler Foundation, Trento, and Senior Researcher, metaLAB (at) Harvard and Head of the Venice Office of the OECD. He has been the Special Adviser of the European Commissioner for Education and Culture, Tibor Navracsics. He is member of the Europeana Research Advisory Board, of the Advisory Council for Research & Innovation of the Czech Republic, and of the Advisory Council of Creative Georgia. He works and consults internationally in the fields of culture-led local

development, policy design and evaluation, and is often invited as keynote speaker in major cultural policy conferences worldwide.



### Omari Sefu

Pier Luigi Sacco is Professor of Cultural Economics, IULM University Milan; Co-Director of the Computational Human Behavior (CHuB) Lab of Bruno Kessler Foundation, Trento, and Senior Researcher, metaLAB (at) Harvard and Head of the Venice Office of the OECD. He has been the Special Adviser of the European Commissioner for Education and Culture, Tibor Navracsics. He is member of the Europeana Research Advisory Board, of the Advisory Council for Research & Innovation of the Czech Republic, and of the Advisory Council of Creative Georgia. He works and consults internationally in the fields of culture-led local development, policy design and evaluation, and is often invited as keynote

speaker in major cultural policy conferences worldwide.



## SPEAKERS AND TRAINERS CONTINUED



### Anton Schneider

Anton Schneider currently serves as Senior Social and Behavior Change Advisor in USAID's Global Health Bureau, Office of Infectious Disease, where he oversees risk communication and community engagement activities for Global Health Security and COVID 19 activities. Previously, he was Country Director and SBC Technical Advisor based in Indonesia, Thailand and Lao PDR, where he supported behavior change and communication activities throughout the Asia region in diverse areas of health, including HIV/AIDS, TB, Zika, avian influenza, H1N1, malaria, dengue and other infectious diseases. A graduate

of the University of Chicago, he started his career in commercial market research, specializing in communication research and consumer behavior. He has directed projects and provided technical assistance in more than 30 countries and has lived and worked overseas for 15 of the past 20 years. He has worked with a diverse array of partners including government, NGOs, hospitals, commercial manufacturers, and media in the Middle East, Africa, the Caribbean and Asia.



### Kerstin Schotte

Dr Kerstin Schotte, a native of Germany, is a medical officer in the WHO headquarters Department for Health Promotion, providing global scientific and technical leadership in matters related to capacity building in tobacco control.

In her first professional life, she was a medical doctor in Psychiatry and joined WHO in 2004 after finishing her MPH at Harvard University.



### Theresa M. Senft

Theresa (Terri) Senft is Senior Lecturer in Social Media at Macquarie University in Sydney, Australia. Her research centres on the performance of self via digital media, with a focus on the visual display of identity via photo, video, and streaming technologies. She is a founding member of the Association of Internet Researchers, and the founder of the international Selfie Researchers Network. Terri's newest work is on 'influence literacy': a framework for understanding interactions over social media that accounts for how platforms algorithmically circulate 'emotions on the move', pushing social media users toward mediated

cycles of shame and blame in their engagements online.



### Rory Smith

Rory Smith is based out of First Draft's New York bureau and is the organization's research manager.

## SPEAKERS AND TRAINERS CONTINUED



### **Dr. Joe Smyser**

Dr. Joe Smyser is the CEO of The Public Good Projects (PGP), a public health nonprofit that designs and implements large-scale programs. PGP is heavily involved in vaccine promotion efforts. Under Dr. Smyser's leadership, PGP designs and manages Kaiser Permanente's seasonal flu campaign for minority communities. These campaigns have increased vaccination rates and reduced measures of vaccine hesitancy. PGP created the nation's largest vaccine hesitancy and opposition media monitoring program, Project VCTR, used by over 200 health organizations. PGP partnered with UNICEF, creating a new

Vaccine Demand Observatory to track and respond to vaccine misinformation in several West African countries. PGP partnered with GSK, creating a new multinational organization to better leverage peer networks to promote pro-vaccine messages. Finally, PGP runs a national social advocacy campaign, Stronger, mobilizing the public against misinformation and for vaccines.

Dr. Smyser received his Masters in Public Health from San Diego State, his PhD in public health from University of California San Diego's School of Medicine, and completed his post-doctoral training at the CDC.



### **Viroj Tangcharoensathien**

Viroj Tangcharoensathien, MD. PhD, is the Senior Adviser to International Health Policy Program (IHPP), Ministry of Public Health. Trained in medicine at Mahidol University, he served for almost 10 years in small rural hospitals in north-eastern Thailand. He received the Thai Medical Association's Best Rural Doctor Award in 1986. He completed a PhD on community health financing at the London School of Hygiene and Tropical Medicine, supported by Rockefeller Foundation Scholarship, where his thesis won the Woodruff Medal in 1991 for the most outstanding PhD thesis of that year in the School.

In 2001 he co-found International Health Policy Programme (IHPP), Ministry of Public Health, Thailand as first Deputy Director, then Director, then Senior Advisor and now Secretary General.

He received Edwin Chadwick Medal in 2011 for his contributions to improve health systems in the interests of the poor; and the Sam Adjei Distinguished Public Service Award in 2018 by the Alliance for Health Policy and Systems Research and Health Systems Global for his engagement in health systems development and research. He received WHO Director-General's Health Leaders 2019 Award in recognition of his outstanding leadership in Global Health. He published 243 articles in international peer review journals since 1989.



### **Angus Thomson**

Angus Thomson is Senior Social Scientist: Demand for Immunization, in the Health Section, UNICEF. He is also Adjunct Clinical Professor, Department of Communication Studies & Global Health Communication Center, Indiana University School of Liberal Arts at IUPUI, USA. He is currently developing a global Social Listening & Engagement program that aims to understand and address misinformation and concerns related to COVID-19 and immunization programs.

## SPEAKERS AND TRAINERS CONTINUED



### Alhassane Touré

Dr. Alhassane Touré is a medical epidemiologist consultant with the WHO AFRO health emergencies program. He has extensive experience with Ebola vaccine and worked on the Guinea “Ça Suffit trial” in 2015-16, where he was a medical field coordinator and later a co-principal investigator of a supplementary vaccine study to evaluate immunogenicity of the Ebola vaccine. Currently, he serves as the WHO lead for the vaccination pillar of the Ebola response in Democratic Republic of Congo (DRC). He led ring vaccination activities in the 9th, 10th and 11th DRC Ebola Virus Disease (EVD) outbreaks. Prior to his

WHO consultancy, Dr. Toure worked on a seroprevalence study of arboviruses (Dengue, Zika and Chikungunya) in French Guiana. As part of his Master’s in Public Health Epidemiology (MPH) at the Institut Pasteur of French Guiana, he led a yellow fever vaccine coverage study and implemented a survey to determine vaccination coverage against yellow fever in French Guiana in 2017.

Dr. Touré is also a researcher at the National Center for Training and Research in Rural Health in Maferinyah (CNFRSR), Guinea and completed his Doctorate of Medicine (MD) thesis on the theme “Epidemiological profile of malaria in children aged 6 months to 9 years in the Forest Guinea region in 2014.”

In addition to obtaining his Medical Doctorate degree (MD) at Gamal Abdel Nasser University of Conakry (UGANC), he obtained his Master’s degree in public health (MPH) at the school of public health of CNAM

(Conservatoire National des Arts et Métiers) and Institut Pasteur of Paris and hold diplomas in epidemiologic methods and clinical trials and risk control and circulation of infectious and tropical diseases at Institut Pasteur of Paris. Dr TOURE Alhassane was born and raised in Guinea, West Africa.



### Tom Trewinnard

Tom is a consultant with ten years’ experience working at the intersection of technology and journalism, leading high-impact international media projects focused on collaborative approaches to fighting misinformation. Formerly Director of Programs at Meedan, Tom led Check Global, a programme dedicated to developing innovative open source tools and training programs for journalists, fact checkers and human rights researchers around the world. Tom is the co-founder of Pop-Up Newsroom, which has led major collaborative verification and fact checking initiatives in the UK, US, Mexico, Sweden, India and

Indonesia since launching in 2017, including the award-winning Verificado 2018.



### Claire Wardle

Claire Wardle currently leads the strategic direction and research for First Draft. In 2017 she co-authored the seminal report, Information Disorder: An interdisciplinary Framework for Research and Policy for the Council of Europe. Previous to that she was a Fellow at the Shorenstein Center for Media, Politics and Public Policy at Harvard’s Kennedy School, the Research Director at the Tow Center for Digital Journalism at Columbia University Graduate School of Journalism and head of social media for the United Nations Refugee Agency. She was also the project lead for the BBC Academy in 2009, where she designed

## SPEAKERS AND TRAINERS CONTINUED

a comprehensive training program for social media verification for BBC News that was rolled out across the organization. She holds a Ph.D. in Communication from the University of Pennsylvania.



### **Elisabeth Wilhelm**

Elisabeth is an international health communications professional with broad experience across vaccine, HIV/AIDS, malaria, and waterborne disease sectors and aid and development in the United States, Europe and sub-Saharan Africa. She is currently focused in behavior change communication, scientific writing, communications for development and qualitative research, but also previously worked in PR and new media, strategy and program development, and advocacy for better health outcomes for underserved populations.

From developing behavioral science implementation research protocols to conducting rapid assessments in outbreak and crisis contexts to developing and leading global crisis communication trainings to writing talking points for senior government staff to designing social media campaigns, Elisabeth has worked across a wide variety of roles in government, corporate public relations, nonprofit field office and headquarters locations and health R&D settings. She particularly enjoys working with innovative organizations with a heavily data-driven R&D focus on global health and innovation for the poor and is comfortable translating complex scientific concepts into plain English.



### **Lauren Balog Wright**

Lauren Balog Wright leads CrowdTangle's Strategic Partnerships team, based in Los Angeles, CA. She has been part of the CrowdTangle team since 2015 and joined Facebook upon CrowdTangle's acquisition in late 2016. In her current capacity, Lauren works with Health and Elections partners to use CrowdTangle social analytics and discovery platform to combat misinformation and ensure authoritative, accurate information is disseminated to their constituents. Lauren started her career in public relations at the ONE Campaign and Weber Shandwick as an early adopter of using social media and influencers to engage communities online.



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