

## **“European experiences, lessons learned and good practices on infodemic management during the COVID-19 pandemic”**

---

ONLINE WORKSHOP - 9<sup>th</sup> & 16<sup>th</sup> June 2021

### **Presentation of the workshop:**

#### **What is the infodemic?**

At the same time as we are experiencing a pandemic, the world is also experiencing an “infodemic”: an overabundance of information (some accurate and some not) that occurs during an epidemic. It spreads between humans in a similar manner to an epidemic, via digital and physical information systems. In this situation, fake news and rumours (misinformation) appear on the scene, along with manipulation of information with doubtful or deliberately bad intent (disinformation). It makes it hard for people to find trustworthy sources and reliable guidance when they need it. Infodemics can impact citizens in every country, and addressing them is a new and centrally important challenge in responding to disease outbreaks. At the same time, though, the current COVID-19 infodemic is an opportunity to find and adapt new preparedness and response tools. WHO's Information Network for Epidemic (EPI-WIN) took the lead in this effort and provides resources, guidance and regular updates on their [website](#).

#### **What is the aim of this workshop?**

This workshop aims to gather and present experiences, lessons learned and good practices on infodemic management during the COVID-19 pandemic in Europe. Infodemic management has been approached in many different ways in the European countries, depending on their capacity, the resources and the institutions involved. What was tried? What worked/did not? What was difficult? What profiles were involved in infodemic management or should have been more involved? What tools were useful? What could be done to be prepared for the next crisis? These are some of the main questions we would like to respond to with the help of our speakers coming from different European countries with different backgrounds, experiences and perspectives. Each speaker will highlight their national infodemic management experience and then discuss with the other speakers and the audience. Some practical tools and exercises for infodemic management will also be proposed.

#### **What is PHIRI?**

The Population Health Information Research Infrastructure for COVID-19 (PHIRI) aims to identify, access, assess and reuse for research population health and non-health data in Member States and across Member States that can underpin public health policy decisions relevant to Covid-19. PHIRI is funded by the EU's Horizon 2020 research and innovation programme. The PHIRI project covers 41 partners in 30 European countries. One of PHIRI's expected outcomes is the identification of best practices for handling the COVID-19 pandemic at public health and clinical management level. This includes the COVID-19 response to the infodemic and health mis/disinformation. In this regard,

PHIRI is delighted to propose this workshop to share experiences, lessons learned and good practices in infodemic management. Sharing is caring!

## Agenda Day 1 - 9 June 2021:

TIME (CEST)	SPEAKERS DAY 1 - 9 JUNE
09.30	Welcome to the PHIRI infodemic workshop - Petronille Bogaert, Sciensano
09.40	Introduction to the key concepts of infodemic management <ul style="list-style-type: none"> <li>Christine Czerniak, World Health Organisation</li> </ul>
10.10	European experiences - Speakers presentations Part 1 <ul style="list-style-type: none"> <li>Rebecca Winkels, Wissenschaft im Dialog - Germany</li> <li>Giovanni Zagni, Pagella Politica – Italy : <i>“Scaling up the efforts: Fact-checking in Italy during the pandemic”</i></li> </ul>
10.50	Break
11.00	European experiences - Speakers presentations Part 2 <ul style="list-style-type: none"> <li>Leonardo Heyerdahl, Institut Pasteur – France : <i>“Opportunities and challenges of blending online and offline social listening of infodemics”</i></li> <li>Stefan Mandic-Rajcevic - Faculty of Medicine, University of Belgrade, Serbia: <i>“Ups and downs on infodemic management in Serbia”</i></li> <li>Vitalba Crivello, European Science Media Hub: <i>“ESMH: knowledge-based science communication to tackle the infodemic”</i></li> </ul>
11.45	Q&A & discussion - Moderated by Tina Purnat
12.15	Lunch break - Great gallery of memes & misinformation debunking infographics
12.45	Practical tool <p>Presentation of the <a href="#">Epi tweeter</a> tool by Laura Espinosa (ECDC)</p>
13.20	Concluding remarks

## Agenda Day 2 – 16 June 2021:

TIME (CEST)	SPEAKERS DAY 2 - 16 JUNE
09.30	Welcome to the PHIRI infodemic workshop - <b>Petronille Bogaert</b> , Sciensano
09.45	Introduction to the key concepts of infodemic management <ul style="list-style-type: none"> <li>• <b>Tina Purnat</b>, ECDC</li> </ul>
10.05	European experiences - <b>Speakers presentations Part 1</b> <ul style="list-style-type: none"> <li>• <b>Anna-Leena Lohiniva</b>, Finnish Institute for health and Welfare (THL) - Finland</li> <li>• <b>Jolanta Bilinska</b>, Patients Safety Foundation – Poland: <i>“Good practice &amp; information about the Covid-19 pandemic in Poland”</i></li> <li>• <b>Jose Alcamí Pertejo</b>, ISCIII – Spain : <i>“From papers to media, lessons from the pandemics and infodemics”</i></li> </ul>
11.00	Break
11.10	European experiences - <b>Speakers presentations Part 2</b> <ul style="list-style-type: none"> <li>• <b>Claudia Dima</b>, National Institute of Public Health – Romania: <i>“The Green Phone - a risk communication tool in the COVID-19 pandemic”</i></li> <li>• <b>Sara Rubinelli</b>, University of Lucerne: <i>“Interdisciplinarity in infodemic management . A focus on WHO competency framework.”</i></li> </ul>
11.40	<b>Q&amp;A &amp; discussion</b> - Moderated by <b>Tina Purnat</b>
12.10	<b>Practical tools and exercise</b> <p><i>“How to spot online vaccine misinformation narratives.”</i> - Workshop session led by <b>Laura Garcia &amp; Marie Bohner (First Draft)</b></p>
13.20	<b>Concluding remarks</b>

## Speakers:



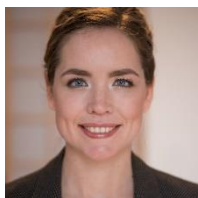
**Jose Alcamí Pertejo** directs the AIDS Immunopathology Unit at the National Centre for Microbiology within the Carlos III Health Institute. Since the global pandemic of covid-19, he is also the coordinator of the Scientific Analysis Group on Coronavirus, in charge of writing scientific and technical reports on prevention, diagnosis, treatment and management of the virus and the disease. Dr Alcamí works very actively in dissemination in science through social networks Youtube: [El maletín del Dr Pepe](#) and Twitter: [@pepealcami](#)



**Jolanta Bilinska** is director of Development and Social Communication at City Medical Centre dr. K. Jonscher in Lodz and lecturer at High School for Nurses in Kalisz. Mostly interested in matters relating to patients' rights and patients' awareness of the health care system. Since 2005 she has been the champion leader in World Alliance for Patient Safety. In 2006 she established Patient Safety Foundation. Its main aim is to promote safety measures in health service as well as to involve patients in the process of treatment. She was also a IAPO (International Alliance of Patients Organizations) chair of the board from 2015– 2018. [@jolabilinska1](#)



**Marie Bohner** is First Draft's Global Head of Partnerships. She coordinated First Draft's first CrossCheck project around the presidential election in France in 2017 and several other election projects since then. She presented First Draft's findings on journalists and audiences at the Council of Europe, UNDP Europe and Central Asia, UNICEF and for several media organizations around the world. She is working toward the launch of the CrossCheck platform, which will support a global network of publishers and experts to tackle online information disorder. Marie has previously worked as a journalist and researcher, but also managed artistic and cultural events and Human Rights and advocacy related projects in India, France, Germany, Switzerland, Spain, Hungary and Senegal. These range from festivals and conferences to training courses and leadership seminars with said events having been conducted on an intercultural, local and international basis. [@MarieBohner](#)



**Petronille Bogaert** is project researcher and head of unit EU health information systems at Sciensano. Her work primarily focusses on European projects facilitating research in the area of population health information. This includes the coordination of the Population Health Information Research Infrastructure for COVID-19 (PHIRI) and the Joint Action on Health Information (InfAct). She is also leading several activities in the Joint Action Towards the European Health Data Space (TEHDAS) and HealthyCloud. She holds a double Master degree in European Public Health and a Masters in Biomedical Sciences. She is also president of the EUPHA section on Public Health Monitoring and Reporting. [@PetronilleBo](#)



**Vitalba Crivello** is a Science Policy and Science Communication expert working with enthusiasm at the European Science-Media Hub. With a background in International Political Economy & Political Communication, she has been working in Brussels since 2005, covering different Policy, Project and Communication roles within the EU Institutions and in consultancies, with a focus on Research and Innovation Policy. [@vitalbacrivello](#)



**Christine Czerniak** is strategist and Technical Lead for Infodemic Management within the Infectious Hazards Management Department at World Health Organisation. She supports countries in emergency preparedness and response to address the COVID-19 pandemic, infodemic, and emerging health threats.

[@chris\\_creese](#)



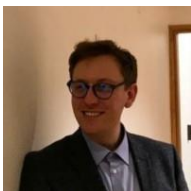
**Claudia Dima** is Senior Public Health and Management MD, Ph.D., Head of Health Promotion and Health Education Service at the National Institute of Public Health, Romania. Her public health-related activities mainly focus on health information, education, communication of different target groups, including population, health professionals, and policymakers. She worked in the process of information, education, and risk communication about COVID 19. [@ClaudiaCldmsro](#)



**Laura Espinosa** is a public health veterinarian with experience in programming and artificial intelligence. Currently, she works at the European Centre for Disease Prevention and Control (ECDC) as Scientific Officer Epidemic Intelligence. She supports the continuous development and strengthening of epidemic intelligence activities within ECDC, leading the automation, improvement and maintenance of procedures and practices such as the development of the R-based tool for early detection of public health threats using Twitter data ([epitweetr](#)). [@LauraVet87](#)



**Laura Garcia** heads First Draft's training and education across newsrooms and journalism schools. Her work as a multimedia journalist started back in her home, Mexico, as a photographer for a newspaper. She also worked for newspapers and film production companies in the US before coming to the UK in September 2011. Laura has worked in different newsrooms across the UK: ITV Meridian, BBC South East, BBC Radio Kent, NBC News, R4's The World Tonight and Channel 5 News. Previously she worked as a Lecturer in Television and Multimedia Journalism at the University of Kent, and produced a politics show for KMTV. She is passionate about access into journalism and diversifying the media and co-founded PressPad and the UK chapter of AMMPE World. [@lauragrb](#)



**Leonardo Heyerdahl** is a social scientist focused on epidemics research. At Institut Pasteur and in collaboration with the Red Cross and the European RECOVER project, Leonardo is developing and implementing hybrid methods spanning from computational social science to ethnographic fieldwork to characterize, measure the impact, and act upon infodemics during the COVID-19 pandemic in several European countries.



**Anna-Leena Lohiniva** is supporting COVID19 response in Finland within the Finnish Institute for health and Welfare (THL) by initiating and managing a COVID19 related social listening system, conducting operational research (COVID19 related stigma and discrimination, and IPC practices), rapid investigations to vaccine hesitancy. She is also a specialist in behaviour change communication.

[@AnnaLohiniva](#)





**Stefan Mandic-Rajcevic** has graduated from the Faculty of Medicine of the University of Belgrade (Serbia) and went on to do a Ph.D. in Occupational Medicine and Industrial Hygiene at the University of Milan (Italy). His main interests lie in Public Health, Occupational Medicine, Toxicology, Exposure and Risk Assessment, Modelling, Risk Communication and Data Analysis. [@stefanmr](#)



**Tina Purnat** is Principal Expert in eHealth and Digital Innovations for Public Health at ECDC. Tina has worked at the intersection of health research, analysis and policy-making with an emphasis on digital health and health information systems. Most recently, she worked at WHO on frameworks for assessment and evaluation of AI and other digital health technologies in health. She also worked on 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 worked in developing and formulating WHO infodemic response and infodemic management interventions, for which she received the WHO Pathfinder and Innovation Award 2021. She is also a member of EUPHA public health monitoring and reporting and digital health sections. During our workshop, Tina is present in her own personal capacity and is not representing the views of ECDC. [@TDPurnat](#)



**Sara Rubinelli** is Professor in Health Sciences with a focus in health communication at the Department of Health Sciences and Medicine of the University of Lucerne. Her main research and teaching topics include: interpersonal communication, (health) behaviour change, social marketing and health campaigns, society in the information age, communication for education, empowerment and personal growth. She is past-President of the European Association for Communication in Healthcare (EACH). She is currently working as an expert for WHO on the creation of a competency framework for infodemic management.



**Rebecca Winkels** is qualified biologist and science journalist. She is the Director of Communications and Strategy at Wissenschaft im Dialog (Science in Dialogue), the joint organisation of German science for science communication. During the pandemic the platform has covered special issues on crisis communication, science communication in times of the pandemic, and health communication, to foster the dialogue about these topics among science communicators in Germany. [@Rewinkels](#)



**Giovanni Zagni** is editor-in-chief of Pagella Politica, the main Italian fact-checking website. He recently created another fact-checking website called Facta.news, mostly populated to non-political and especially COVID-19 topics. As journalist, he was nominated member of the Monitoring Unit on Disinformation around Covid-19 established by the Italian government in April 2020. He is also part of the Executive board of the European Digital Media Observatory (EDMO). [@giovannizagni](#)

## Registration:

The workshop is open to all. [REGISTER HERE!](#)

We recommend attending both days as the speakers are different and complement each other. Registrations for Day2 are open until the 15<sup>th</sup> of June.