




COMMUNICATION AND CRISIS MANAGEMENT

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PART 7 – 8 : COMMUNICATION the C.O.M.B.I System (WHO) and INFODEMICS

- In these 2 lessons, we're going to analyze how WHO (World Health Organization) structured tools for planning the management of an outbreak and starts (and leads) the fighting against a new and terrible menace: the newborn «Infodemic»



COMMUNICATION FOR BEHAVIOURAL IMPACT (COMBI)

A toolkit for behavioural
and social communication
in outbreak response

The handbook, free
downloadable, was published
in 2012

It gives many tools for
behavioural and social
communication response
during an outbreak

(you will find it in the folder together with all my teaching
materials)

WHY DEVELOPING TOOLS FOR COMMUNICATION PLANS ?

Many factors contribute to behavioural outcomes for the control and prevention of an outbreak, BUT the outcomes cannot be achieved without structured, strategically planned communication interventions to support specific results.

This toolkit indicates why behaviour is not straightforward and how behavioural and social communication interventions can be planned systematically with strategies that encourage community dialogue and contribute to bringing an outbreak under control.

STATE OF THE ART ?

There is a divide between the people who design outbreak control interventions (e.g. epidemiologists, veterinarians and public health specialists) and those 'communicating' and 'mobilizing' communities.

Technical interventions must be understood and applied in their behavioural, cultural, economic, political and social context.

It is these settings that determine the success of control and prevention measures.

A method such as COMBI can reveal potential routes for amplification and transmission embedded in deep-seated cultural practices, which are critical to outbreak control but may not be identified in the interviews usually conducted in outbreak investigations.

WHAT IS COMBI FRAMEWORK?

COMBI is a planning framework and implementation method that integrates behavioural and social communication interventions within public health programmes.

This guide will be useful for people designing more effective outbreak response measures. It can be scaled up or down, depending on the situation.

It can be applied at sub-national and Introduction national levels and was designed for developmental communication and health promotion personnel working in multidisciplinary teams to investigate and respond to disease outbreaks.

It is not a replacement for formal training; rather, the tools and templates provide a useful framework that can easily be adapted to local situations.

Outbreaks are frequently characterized by uncertainty and a sense of urgency, and timing is critical. This toolkit is meant to provide the essential information for responding to an outbreak from a behavioural and social communication perspective.

HOW IS THIS TOOLKIT ORGANIZED?

Sections 1 and 2 describe what an outbreak response is, the kinds of interventions that are necessary and why. They explain the rationale for WHO's outbreak response strategy and list the steps used in applying COMBI.

Section 3 gives practical tools and templates for collecting and analysing data.

Section 4 provides essential resources, case studies and fact sheets for reference, as required

Section 5 lists other references, with links to documents, websites and academic papers.



THINGS TO KNOW “BEFORE” USING COMBI

- Familiarize yourself with the contents, its uses and limitations.
- Familiarize yourself with common outbreaks in your country and the interventions being used to stop disease transmission.
- Discuss and identify arrangements by which health education and promotion staff could participate in rapid response teams to strengthen behavioural and social interventions for outbreak control.

HOW THIS TOOLKIT CAN BE USED?

COMBI can be used by communication, health education, health promotion, information, education and communication and social mobilization staff, who will follow a well-defined, robust, systematic framework.

COMBI ensures that communication is appropriately applied and able to contribute to achieving tangible results.



SOME BASIC CONCEPTS

- **Health education** is constructed opportunities for learning that involves some form of communication designed to improve health literacy, including improving knowledge, and developing life skills, conducive to individual and community health.
- **Health literacy** is the degree to which people are able to access, understand, appraise and communicate information to deal with different health situations. It contributes to promoting and maintaining good health across the life span.
- **Health promotion** is a comprehensive approach to increase individual and collective participation in health action by integration of various methods.



WHY FOCUS ON BEHAVIOUR?

- Disease outbreaks can have huge economic costs and equally devastating social costs.
- Understanding of behaviour and society can help to find effective ways for mitigating, preventing and controlling disease emergence and transmission.
- Epidemic risk is increasing, propelled by complex factors driven by human behaviour: globalization, mass movements of people by air, land and sea, increased urbanization and the demand for and trade in animals and animal products, are spreading disease faster and wider.
- Disease is amplified in certain settings, and some conditions provide an ideal opportunity for pathogens to mutate into more dangerous forms.



SOME EXAMPLES

- HIV/AIDS, SARS and HPAI appeared without warning after interactions between animals, humans and the environment.
- Opportunities for outbreaks have increased as a result of:
- increases in travel, trade and tourism (e.g. SARS);
 - animal pathogens crossing the interspecies barrier (e.g. H5N1 HPAI) to infect humans directly;
 - unplanned urbanization, poverty, environmental degradation and natural disasters (e.g. cholera epidemics in urban slums in Haiti in 2010);
 - refugee crises and population displacement (e.g. hepatitis E in 2004 and meningitis in 2006 in Darfur, Sudan)..

AGAIN: WHY FOCUS ON BEHAVIOUR?

- Human behaviour is the common denominator for epidemic risk and ultimately prevention and control.
- What people do or do not has a tremendous impact on outbreak control, and success therefore depends on the active participation and contribution of people, including those who are affected and at risk.
- A one-size-fits-all response is thus not applicable, and the response must be adjusted to local conditions, including socioeconomic circumstances.

Understanding is needed of how a community perceives and comprehends disease before strategies to affect behaviour are designed.

WHO Strategic Communications Framework for effective communications



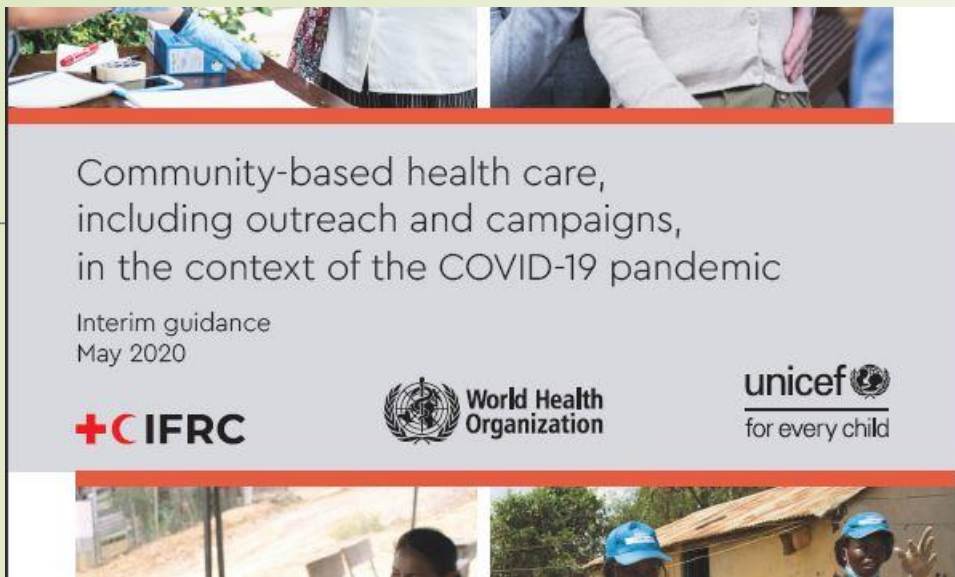
Effective Media Communication during Public Health Emergencies

A WHO HANDBOOK



World Health
Organization

COVID-19 Information - SMS Message Library



World Health
Organization

RCCE ACTION PLAN GUIDANCE

COVID-19 preparedness & response



WHO R&D Blueprint novel Coronavirus

Working with Community Advisory Boards for
COVID-19 related clinical studies

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23 April 2020



Strengthening Preparedness for COVID-19 in Cities and Urban Settings

Interim Guidance for Local Authorities



Advice on the use of masks in the context of COVID-19

Interim guidance

5 June 2020

Health systems can help women survivors of violence during COVID-19



Infographic
Services for women survivors of violence

Make a safety plan for you and your children:

If you are experiencing violence at home and need to leave in a hurry



Infographic
Protecting yourself & your children

If you are experiencing violence during COVID-19:



Infographic
Staying safe during COVID-19



Health workers can help women survivors of violence during COVID-19

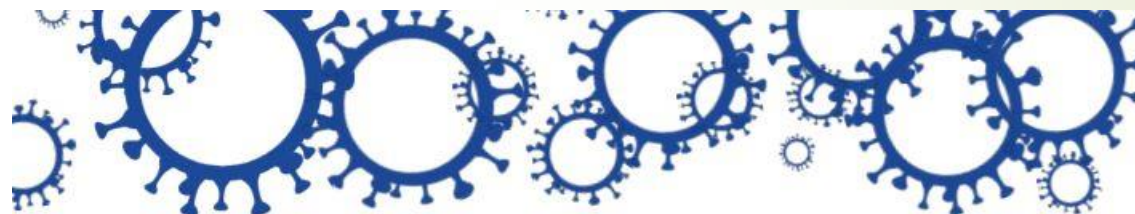


Infographic
Caring for women survivors of violence

Governments can help protect women and their children from violence during COVID-19



Infographic
Policies to help protect women & children



COVID-19 and violence against women What the health sector/system can do

7 April 2020

OTHER RELATED CAMPAIGNS: KIDS AND LOCKDOWN



2 COVID-19 PARENTING Keeping It Positive

It's hard to feel positive when our kids or teenagers are driving us crazy. We often end up saying "Stop doing that!" But children are much more likely to do what we ask if we give them positive instructions and lots of praise for what they do right.

**Say the behaviour
you want to see.**

Use positive words when telling your child

**Praise your child when they
are behaving well.**

Try praising your child or teenager for something

4 COVID-19 PARENTING When Children Misbehave...

All children misbehave. It is normal when children are tired, hungry, afraid, or learning independence. And they can drive us crazy when stuck at home.

Redirect.

Catch difficult behavior early and redirect

Take a Pause.

Feel like screaming?

5 COVID-19 PARENTING Keep Calm and Manage Stress

This is a stressful time. Take care of yourself, so you can support your children.

You are not alone.

Millions of people have the same fears as us. Find someone who you can talk to about how you are feeling. Listen to them. Avoid social media that makes you feel panicked.

Take a break.

We all need a break sometimes. When your children are asleep, do something fun or relaxing for yourself. Make a list of healthy activities that YOU like to do. You deserve it!

**Listen to
your kids.**

Be open and listen to your children. Your children will look to you for support and reassurance. Listen to your children when they share how they are feeling. Accept how they feel and give them comfort.



ALL RELATED ACAMPAIGNS ON SOCIAL MEDIA ARE AVAILABLE AT:

<https://who.canto.global/s/QI7FQ?viewIndex=0>



World Health Organization

Shared on 2020-10-08 15:27

222 Items

Sort by Date

August 19, 2020

For more Parenting tips during COVID-19 go to www.unicef.org or www.who.int

INFODEMIC

The Coronavirus disease (COVID-19) is the first pandemic in history in which technology and social media are being used on a massive scale to keep people safe, informed, productive and connected. At the same time, the technology we rely on to keep connected and informed is enabling and amplifying an infodemic that continues to undermine the global response and jeopardizes measures to control the pandemic.

(Source: <https://www.who.int/news/item/23-09-2020-managing-the-covid-19-infodemic-promoting-healthy-behaviours-and-mitigating-the-harm-from-misinformation-and-disinformation>)



An infodemic is an overabundance of information, both online and offline. It includes deliberate attempts to disseminate wrong information to undermine the public health response and advance alternative agendas of groups or individuals.

Mis- and disinformation can be harmful to:

- people's physical and mental health;
- increase stigmatization;
- threaten precious health gains;
- lead to poor observance of public health measures, thus reducing their effectiveness and endangering countries' ability to stop the pandemic.

Misinformation costs lives. Without the appropriate trust and correct information, diagnostic tests go unused, immunization campaigns (or campaigns to promote effective vaccines) will not meet their targets, and the virus will continue to thrive.

Furthermore, disinformation is polarizing public debate on topics related to COVID-19; amplifying hate speech; heightening the risk of conflict, violence and human rights violations; and threatening long-term prospects for advancing democracy, human rights and social cohesion.



Coronavirus disease (COVID-19) advice for the public: Mythbusters

Coronavirus disease (COVID-19)

Advice for the public

Mythbusters

When and how to use masks

Videos

Advocacy

How to report misinformation

- 5G Mobile networks
- Alcohol
- Antibiotics
- Bleach
- Cold weather, snow
- Drugs
- Garlic
- Hand dryers
- Holding your breath
- Hot and humid climates
- Hot baths
- Hot peppers
- Houseflies
- Hydroxychloroquine
- Masks, CO2 intoxication
- Masks, exercise
- Medicines
- Methanol, ethanol
- Mosquitos
- Older people, younger people
- Pneumonia vaccines
- Recovery
- Saline
- Shoes
- Sunny and hot weather
- Supplements
- Thermal scanners
- Ultra-violet (UV) lamps
- Viruses, bacteria, antibiotics

FACT: Vitamin and mineral supplements cannot cure COVID-19

Micronutrients, such as vitamins D and C and zinc, are critical for a well-functioning immune system and play a vital role in promoting health and nutritional well-being. There is currently no guidance on the use of micronutrient supplements as a treatment of COVID-19.

WHO is coordinating efforts to develop and evaluate medicines to treat COVID-19.

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SIDE EVENT SUMMARY

Infodemic Management:

Promoting healthy behaviors in the time of COVID-19 and mitigating harm from misinformation and disinformation



1st WHO Infodemiology Conference

العربية 中文 Français Русский Español

30 June – 16 July 2020

Related

WARNING: THIS IS A “CRY OF ALARM” FROM WHO !

We further call on all other stakeholders - including the media and social media platforms through which mis- and disinformation are disseminated, researchers and technologists who can design and build effective strategies and tools to respond to the infodemic, civil society leaders and influencers - to collaborate with the UN system, with Member States and with each other, and to further strengthen their actions to disseminate accurate information and prevent the spread of mis- and disinformation.

WE SHOULD STRONGLY CONSIDER TO ANSWER POSITELY AND DO OUR PART IN THIS FIGHT !



DURING THIS SMALL COURSE I HOPE I GAVE YOU:

1. BASIC INSTRUMENTS TO BETTER UNDERSTAND THE WORLD OF COMMUNICATION
2. SOME INTERESTING STUFF CONCERNING DEVELOPMENT OF EFFECTIVE COMMUNICATION (not only emergency communication, but also personal communication)
3. TOOLS TO USE FOR DEVELOPING EMERGENCY COMMUNICATION PLAN AND ACT IN A PROPER WAY
4. BASIC KNOWLEDGE ABOUT THE WORLD OF FAKE NEWS AND CONSPIRACIES (and the newborn «INFODEMIC»)
5. THE KNOWLEDGE OF THE VASTNESS OF THE UNIVERSE OF COMMUNICATION (must be continuously improved)



THANKS FOR YOUR KIND ATTENTION !