

Image source: 1st WHO Infodemiology Conference

Fighting the Infodemic: A Social-Ecological Review of Tools and Approaches

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Methods

- We leveraged a database* of infodemic management tools and approaches developed for a project funded by CDC
- Tools and approaches in the database were drawn from:



Academic literature



Gray literature



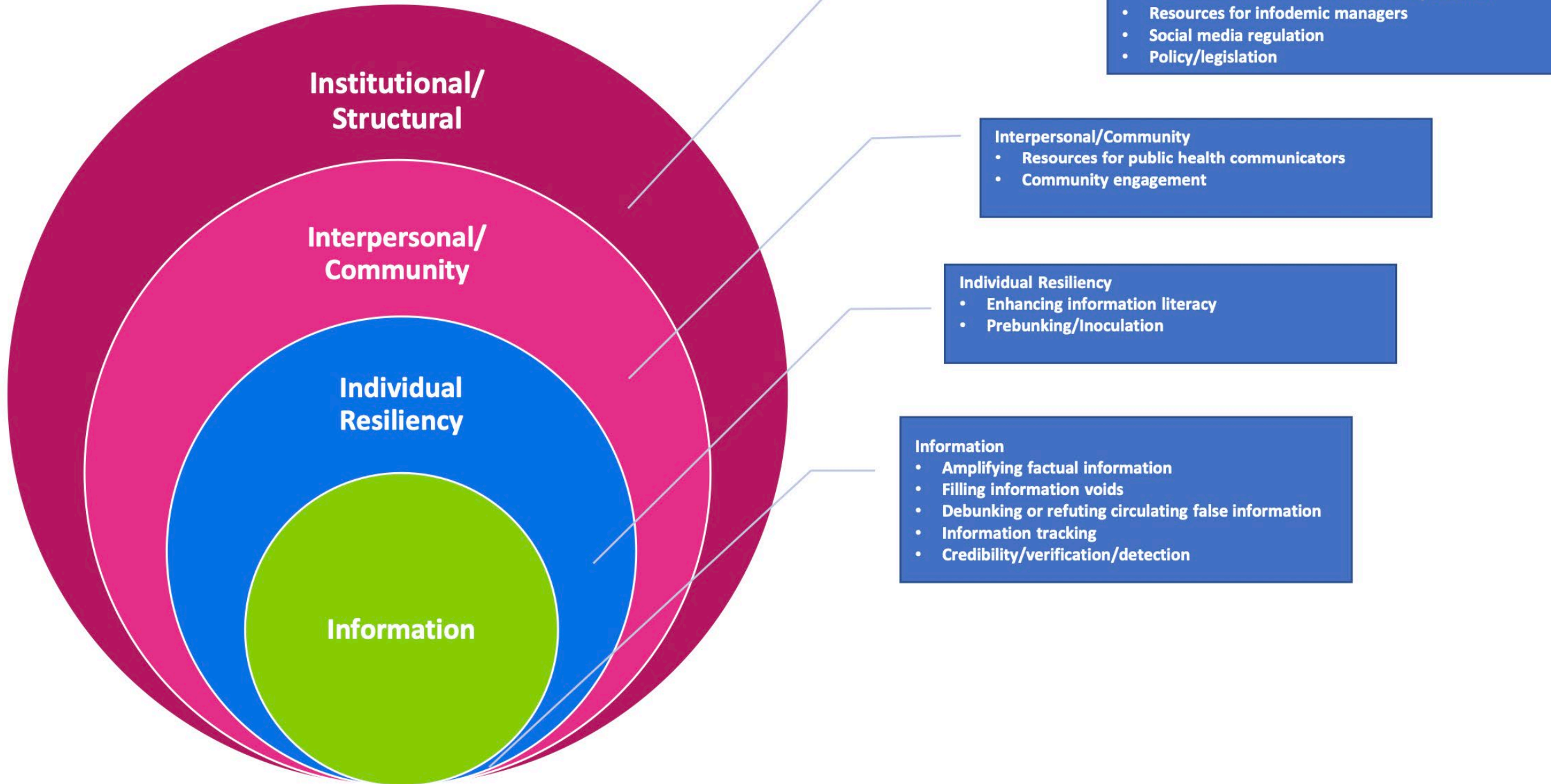
State and local health department websites



Key informants

*Database is in development and not yet published

Social-Ecological Model



Information-Level Approaches

Amplifying Factual
Information

(Dear Pandemic)

Filling Information
Voids

(Google WHO SEO partnership)

Debunking False
Information

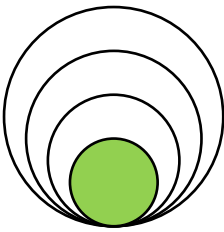
(#CoronaVirusFacts Alliance)

Information Tracking

(WHO EARS Platform)

Verification, Credibility,
and Detection

(Botometer)



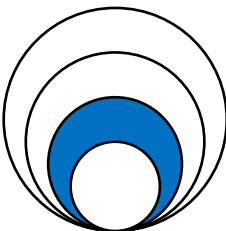
Individual Resiliency

Enhancing Information Literacy

- Science/health literacy (SDC Health Dept. “Finding Credible Sources of Information”)
- Digital/media literacy (Cyber Citizenship Hub)
- Information literacy in general (CRAAP Test)

Prebunking/ Inoculation

- Against anticipated false information (van der Linden et al., 2017)
- Against common tactics of deception (GoViral!)



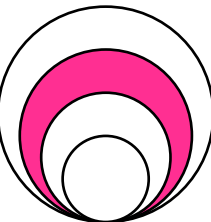
Interpersonal/Community Approaches

Resources for Public Health Communicators

- Traditional public health communicators (PHCC's communication resources)
- Non-traditional public health communicators (COVID-19 Misinformation Toolkit for Kids)

Community Engagement

- Identifying and utilizing trusted messengers (VYF's SQUAD™)
- Hard-to-reach, vulnerable, and/or marginalized communities (Live Chair Health)



Institutional/Structural Approaches

Resources for Journalists,
Fact Checkers

(Global Health Crisis Reporting Forum)

Managing Academic,
Scientific Literature

(COVID Contents Initiative)

Resources for Infodemic
Managers

(WHO Infodemic Manager Training)

Resources for Infodemic
Research

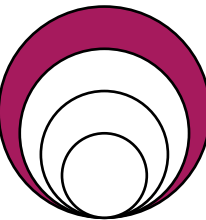
(Mercury Project)

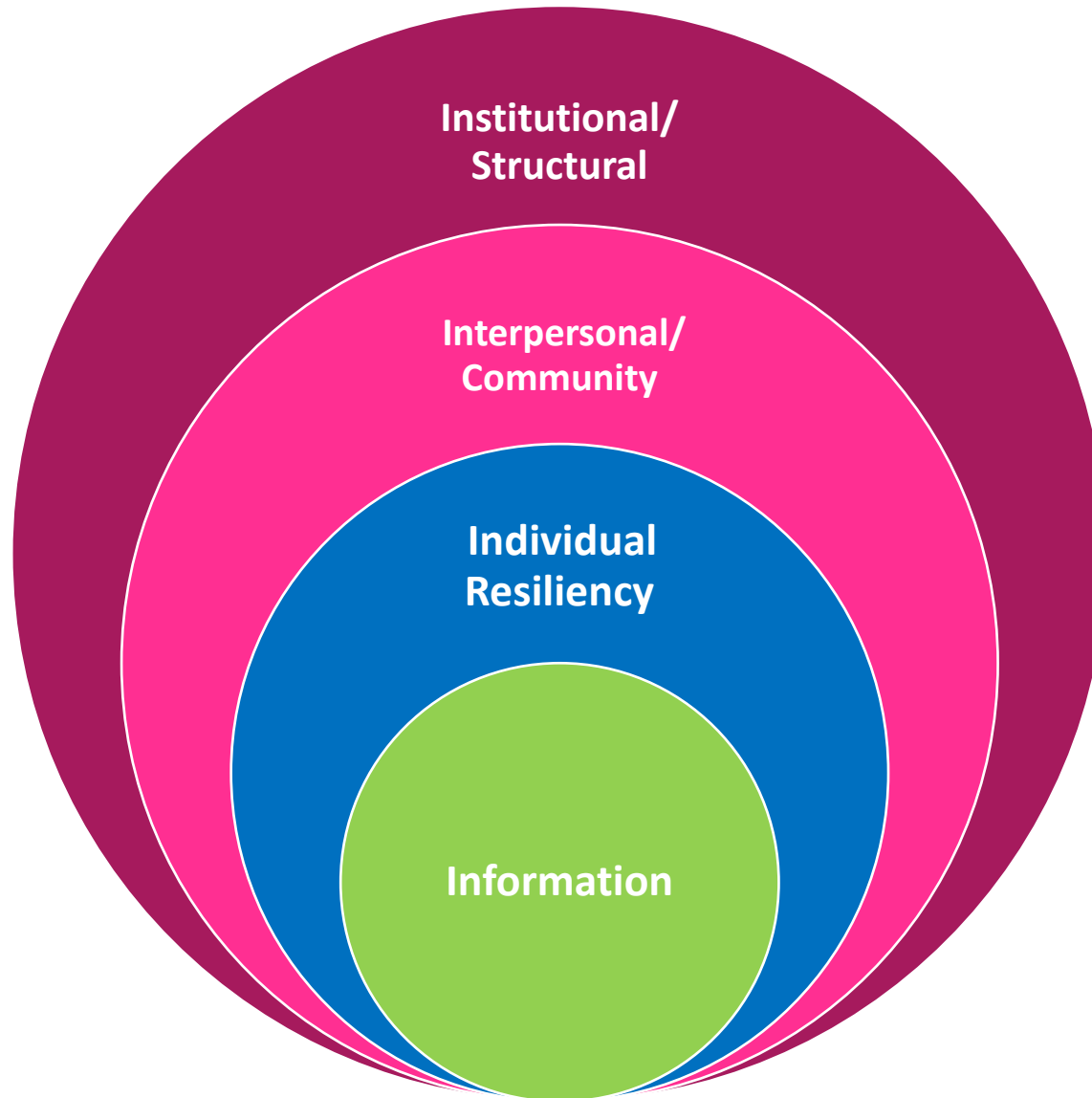
Social Media Regulation

(Meta's COVID-19-related policies)

Policy & Legislation

(Health Misinformation Act)





Most effective strategies will incorporate approaches from all levels of the SEM