infodemic
MANAGEMENT

World Health Organization

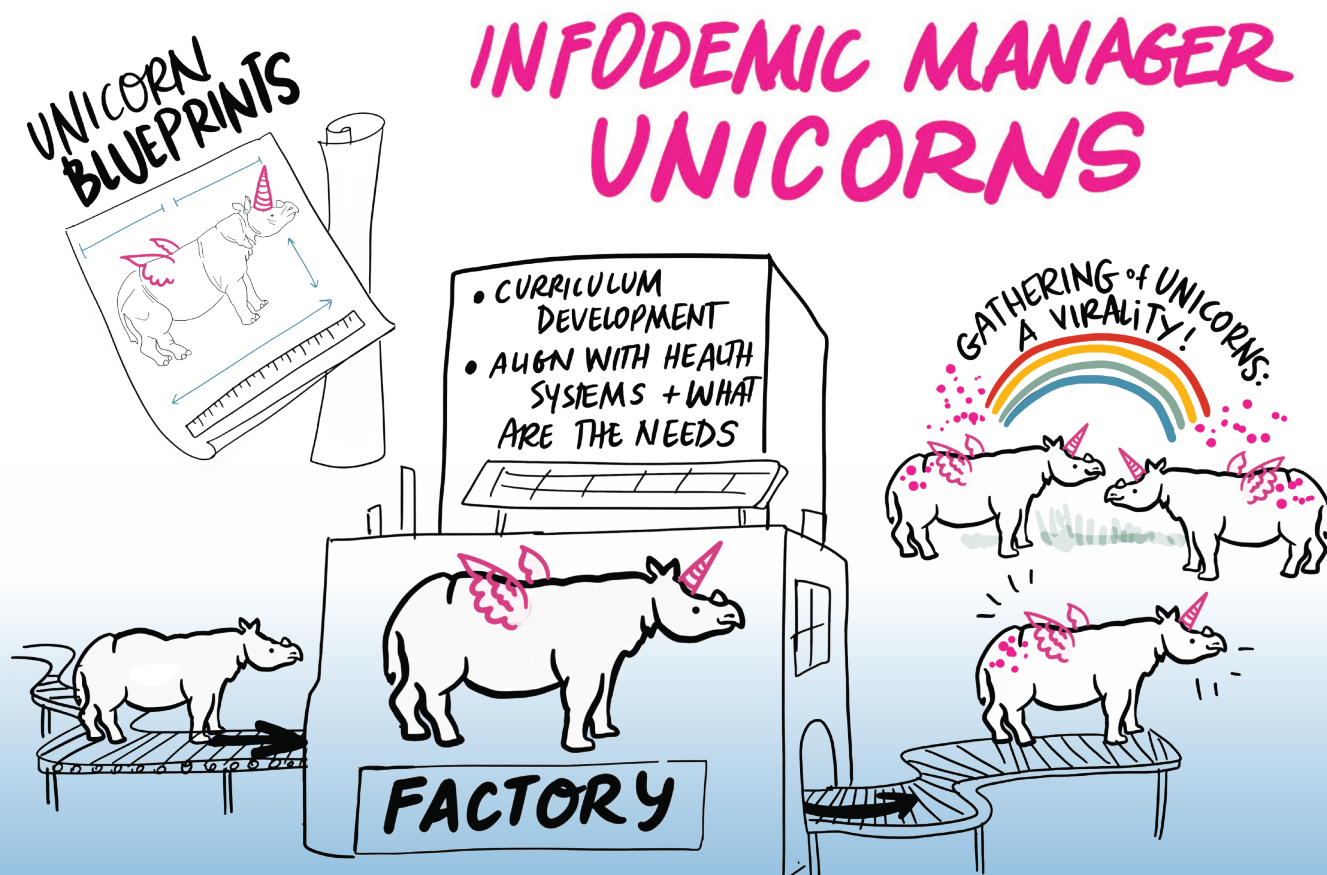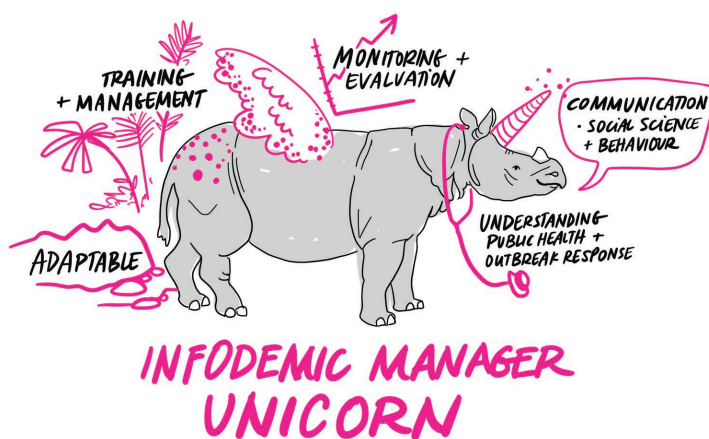# SECOND WHO
INFODEMIC MANAGER TRAINING

With US CDC, ECDC, and UNICEF partners

#INFODEMICMANAGER

INFODEMIC MANAGER UNICORN

labels: TRAINING + MANAGEMENT · MONITORING + EVALUATION · COMMUNICATION · SOCIAL SCIENCE + BEHAVIOUR · ADAPTABLE · UNDERSTANDING PUBLIC HEALTH + OUTBREAK RESPONSE

ANATOMY OF AN INFODEMIC MANAGER

Infodemic Managers are called unicorns because an expert with this many diverse skills is considered a myth…
but we are very real!

Subscribe to the WHO Infodemic Management News Flash

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OVERVIEW

In this intensive training course, participants can expect to learn about health information epidemics known as "infodemics", the practice of infodemic management, and the science of infodemiology for studying infodemics and their impacts. Technical mentors from more than 30 organizations around the globe are virtually gathering to deliver this unique combination of live SkillsLabs for problem-based learning, and pre-recorded Master Classes for self-paced learning.

This training builds your infodemic manager toolbox for data gathering and analysis, pre-bunking and debunking harmful narratives, response design and evaluation approaches, and includes tips for building infodemic resilience, and more.

Following a month-long infodemic simulation exercise, tests, and a social listening assignment with exclusive trial access to the WHO EARS tool leveraging AI and big data to generate infodemic insights, graduates are welcomed into the growing global community of practice, enabling new collaborations within and across more than 100 countries to build national, regional, and global capacity for infodemic management.

SCHEDULE

There are eight sessions over a 4-week period. **The sessions last between 2-4 hours.**

Two cohorts:

Cohort A live sessions will be hosted in English on Zoom at 09:00 EDT* (New York) 15:00 CET (Geneva)

Tuesday - June 1st, 8th, 15th, 22nd   Thursday - June 3rd, 10th, 17th, 24th

Cohort B live sessions will be hosted in French on Zoom at 05:00 EDT (New York) 11:00 CET* (Geneva)

Wednesday - June 2nd, 9th, 16th, 23rd   Friday - June 4th, 11th, 18th, 25th

The cities with the asterisk are anchor time zones. It is your responsibility to check the time of your location in comparison with either New York (Cohort A) or Geneva (Cohort B).

ACKNOWLEDGEMENTS

A very big thank you to all of our partners for this training. WHO was proud to partner once again with the US Centers for Disease Control and Prevention (US CDC) for technical expertise, facilitation, and training support, and welcomed the technical expertise of the European Centre for Disease Prevention and Control (ECDC), and UNICEF.

We are grateful to all of the expert mentors and contributors who so generously volunteered their time for the live SkillsLabs and Master Classes.

Many thanks to Romela Productions for logistics and their kind support of the trainers and trainees.

And we greatly appreciate all of you "unicorns" for bringing your enthusiasm to learn, your unique insights, and your ongoing support for this growing global community of infodemic managers!

THE LEARNING PORTAL

Every live session will be paired with a course in the Infodemic Manager Training.

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 in our Infodemic Manager Training Recurring Zoom Meeting

All of the recorded material, readings and other resources will be stored on the learning management system (LMS).

For any technical questions, please email *imtraining@romelaproductions.com*

OTHER PLATFORMS TO SUPPORT YOUR LEARNING

1. **LinkedIn:** Please join the group by visiting: *https://www.linkedin.com/groups/13859481/*

2. **WhatsApp:** You will be placed into a smaller WhatsApp group for a parallel learning experience which will run during the course. See email messages and the Learning Management System for assignment to group chats and how to join them.

3. **Slido:** We will be using Slido. You can use it either on your mobile device (download the app Slido) or via web slido.com. Access event code #un1corn (English) and #Lic0rne (French).

4. **Email:** for technical questions, please email *imtraining@romelaproductions.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 managing a simulated infodemic in the fantasy land of "Elnor"

  - All participants will be distributed into virtual groups to communicate via chat platform

  - As training progresses, the group will need to assess and respond to a variety of events in Elnor, and prepare a final infodemic management pitch to the Ministry of Health

  - 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 requirements for the certificate of participation
- satisfactorily pass two quizzes
- pass the social listening assignment
- submit a final reflections video and course evaluation

RULES

- Be active in conversation and in discussions
- Follow the Code of Conduct, which applies to all sessions and interactions during the training, and will be shared during the welcome event, first session, and on the LMS – be respectful and be kind – no rude language or aggression
- Only speaker presentations will be posted online – the rest of the conversations are confidential
- Chatham House Rules -- you can mention what you have learned to others and on social media, but without attribution to trainees – use hashtags #infodemic and #infodemicmanager
- A breach of the Code of Conduct including Chatham House Rules will be grounds for dismissal from the course
- Log on to Zoom 15 minutes prior to each session and be sure you use your Elnor Group followed by first and last name when logging in.
- Log into Slido before the session too.
- Keep yourself muted until prompted to speak. Should you want to contribute use the "Raise Hand" function in Zoom.
- Turn your video off during lectures to support the bandwidth of the meeting.
- Zoom chat is for logistics questions. All technical content questions and discussions should be directed to Slido.
- Feel free to add infodemic manager motivational music to our playlist!

INFODEMIC MANAGER PLAYLIST

https://qrgo.page.link/82xkp

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.

Get started by watching this video about Elnor: https://www.youtube.com/watch?v=WMrNqycsfEc

The Elnor Ministry of Health (MOH) has a new Minister, who is extremely keen on a robust public behavior change strategy including a strong infodemic management component with three goals:

1. Develop a strategy for improving social listening and responding to citizens' changing needs more quickly and in a more systematic way. How to build a system and workflow to address gaps that have been identified?
2. Develop recommendations for updating the public infodemic management strategy to address the drivers that are causing an increasing number of COVID-19 cases.
3. Support widespread adoption of public health and social measures as Elnor descends into winter to prevent a bigger spike in COVID-19 infections by using key infodemic insights.

Achieving these goals requires rebuilding trust in the health system!

How the care study will work:
- Everyone is part of an Elnor chat 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.
- 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
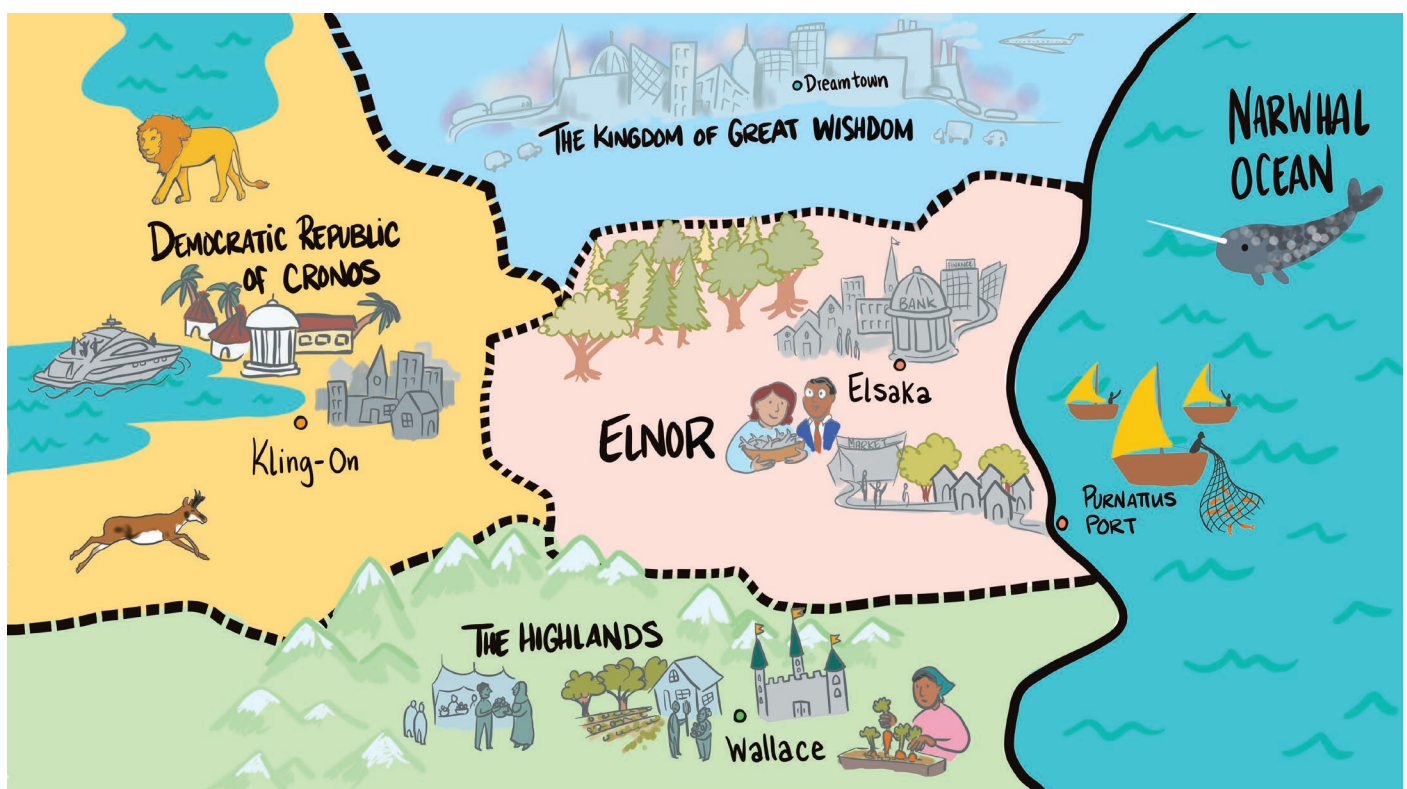
planning a proposed approach for infodemic management.
- You will be pitching your big idea to MOH and other key stakeholders the last week of training. Creativity is encouraged.
- Remember, involvement in the Elnor case study is required for partial fulfillment of a training certificate.

How to prepare your pitch:
- 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 group will work together 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. The Minister is an extremely busy person and so you only have 5 minutes to make your pitch. (No long written strategy document required.)
- Record a video of the pitch and submit it by 21 June 18:00 CET (Geneva) time. We will watch it and discuss it in the last class.
  a. 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.
  b. What do you need to do?
     - **State the Problem**
     - **Present the Data**
     - **Propose the Solution (show an example)**
     - **Make the Ask**

Presentation of your Elnor group pitch to the MOH on how to achieve these goals will take place on the last day (session 8). Be prepared to answer the Minister's questions live!

SOCIAL LISTENING ASSIGNMENT

You can use the template in the LMS to report your social listening insights trialing the EARS tool. See additional resources in the LMS including user guide, demo video, and sample social listening report.

The template is a starting point for you to develop your own custom social listening report focusing on region/countries of your choosing. Be creative. Innovate. Show us what you can do!

The EARS tool is in the piloting phase. Please remember to answer the four feedback questions to feed into the ongoing research and development process because this will help health experts around the world.

You are welcome to work with a partner if you wish. Ensure that both your names are on the report to get credit.

The assignment is due by 20 June 18:00 CET (Geneva).

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
- Development of infodemic and misinformation-themed GIFs and memes

SESSION 1 INTRODUCTION TO INFODEMIC MANAGEMENT
Session length: 2 hours 45 mins

Cohort A: June 1
Cohort B: June 2

Welcome Remarks and Introduction
(15 minutes)
> **Opening A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
> **Opening B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Overview of Competency Framework
(15 minutes)
> **Tina Purnat, ECDC, Principle Expert in eHealth and Digital Innovations**
> **Sara Rubinelli, University of Lucerne, Professor of Health Sciences with a focus in Health Communication**

Break (10 minutes)

Get deployed and get useful! Soft skills for infomedic managers
(30 minutes)
> **Elisabeth Wilhelm, US CDC, Health Communications Specialist**

Q&A
(15 minutes)

Break (10 minutes)

Elnor Discussion in breakout. Goal: get to know each other and get organized!
(30 minutes)

Conclusion of session, next steps
(15 minutes)
> **Closing A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
> **Closing B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Master Class Videos to Learn at Your Own Pace
> **Public Health and Epidemiology in context of infodemic response** – Dimitri Prybylski, Team Lead, Demand for Immunization team, Global Immunization Division, US Centers for Disease Control and Prevention, USA
> **U-Report** – Caroline Muhwezi, UNICEF U-Report Nigeria Project Officer
> **Misinformation Guide** – Angus Thompson, UNICEF Senior Social Scientist: Demand for Immunization
> **Risk Communication and Community Engagement** – Melinda Frost, Technical Officer, High Impact Events Preparedness, Global Infectious Hazards Preparedness, WHO

SESSION 2 INTRODUCTION TO THE SCIENCE OF MISINFORMATION   Class length: 3 hours

Cohort A: June 3
Cohort B: June 4

Recap of previous session, housekeeping

(15 minutes)
>**Opening A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
>**Opening B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Involving civil society on infodemic response

(40 minutes)
>**Claire Wardle, Co-Founder and Director, First Draft**

Lecture and interactive exercise on 'Developing fake news immunity'

(45 minutes)
>**Elena Musi, Lecturer in Communication and Media, University of Liverpool**
>**Elinor Carmi, Postdoc Research Associate, University of Liverpool**

Break (5 min)

Skills Lab - Information Incident Management Simulation exercise, Full Fact

(60 minutes)
>**Phoebe Arnold, Partnerships Manager, Full Fact**
>**Glen Tarman, Head of Policy and Advocacy, Full Fact**
>**Joseph O'Leary, Special Projects Editor, Full Fact**
>**Mevan Babakar, Deputy Chief executive & Chief Operating Officer, Full Fact**

Conclusion of session, next steps

(15 minutes)
>**Closing A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
>**Closing B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Master Class Videos to Learn at Your Own Pace

>**Misinformation in and about science** – Jevin West, Associate Professor, Center for an Informed Public, University of Washington
>**Mitigating Medical Misinformation During an Infodemic** – Joan Donovan, Technologies and Social Change Project, Harvard University
>**What have we learned from how misinformation affects human behavior and effectiveness of response?** – Aybuke Koyuncu, Global Epidemiology Fellow, CDC
>**Behavioral Science, Cognition, & Infodemic Interventions** – Dr. Neetu Abad, US CDC, Global Immunization Division, Demand for Immunization Team
>**A tale of two pandemics: Applying what we've learned from combating HIV stigma, discrimination and misinformation in responding to the COVID-19 pandemic** – Dimitri Prybylski, US CDC, PhD, MPH, Behavioral Epidemiologist

Debunking: The facts and relying on assumptions about backfire effect – Timothy Caulfield, University of Alberta

Misinformation Escape Room – Chris Coward, Senior Principal Research Scientist, Director of Technology & Social Change Group, Co-Founder Center for an Informed Public, University of Washington

COVID-19 Vaccine Misinformation & Narratives – Kolina Koltai, PhD, Center for an Informed Public, University of Washington

SESSION 3 SOCIAL LISTENING (OFFLINE AND ONLINE)
Session length: 2 hrs 45 mins

Cohort A: June 8
Cohort B: June 9

Recap of previous session, housekeeping
(15 minutes)

>**Opening A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
>**Opening B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Using offline social listening tools to reach communities
(30 minutes)

>**Joseph Aylett-Bullock, Researcher, UN Global Pulse**
>**Sasha Luccioni, Social Scientist, UN Global Pulse**

Break (5 min)

Skills Lab – Advances in digital social listening, Introducing the EARS tool + Your Social Listening Assignment
(60 minutes)

>**Chris Czerniak, WHO, Technical Lead Infodemic Management**
>**Laura Kirchner, Head of Social Insights, Citibeats**
>**Harry Wilson, Chief Production Officer, Citibeats**
>**Raquel Planas, Key Account Manager, Citibeats**

Break (5 min)

Elnor Discussion
(40 minutes)

Conclusion of session, next steps
(40 minutes)

>**Closing A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
>**Closing B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Master Class Videos to Learn at Your Own Pace

>**EARS social listening tool** – Dr Christine Czerniak (WHO) and Laura Kirchner Sala (Citibeats)
>**Skills Lab** – Google tools to analyze infodemic- Maggie Farley, Google
>**Skills Lab** – Facebook Data for Good and Social Connectivity Index - Alex Pompe, Facebook
>**Facebook Data for Good** – Kelsey Mulcahy, Public Policy Research Manager, Data for Good
>**Ethics for researching & planning management interventions in infodemics** - Terri Senft, Professor, Macquarie University, Australia
>**Social Listening with Sprout Social** – Belen Juanas, Sprout Social
>Using CrowdTangle to Answer Research Questions - Becky White, Curtin University, REACH Health Promotion Innovations

SESSION 3 SOCIAL LISTENING (ONLINE AND OFFLINE)
Session length: 2 hrs 45 mins

Master Class Videos to Learn at Your Own Pace

A Global Conversation: COVID-19 Infodemic Intelligence – Amy Wright, Media Measurement

TalkWalker Presents: Free tools for an infodemic – Milena Schmidt, TalkWalker

A Practical Approach to Understanding and Action on COVID-19 Risk Perceptions Among the Public – Anna-Leena Lohiniva, Finnish Institute for Health and Welfare

Social Listening in South Africa – Peter Benjamin, Health Enabled from a GAVI perspective

SESSION 4 VERIFICATION AND NETWORK ANALYSIS
Session length: 3 hrs

Cohort A: June 10
Cohort B: June 11

Recap of previous session, housekeeping
(15 minutes)
> **Opening A: Dr. Christine Czerniak, WHO, Technical Lead Infodemic Management**
> **Opening B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Skills lab - Pre-bunk: Why, what and how to do it?
(30 minutes)
> **Tom Trewinnard, Founder and COO, Fathm**

How to set up fact checking (what do I do?)
(30 minutes)
> **Syed Nazakat, Founder, DataLEADS**

Break (10 mins)

Skills lab - Cheap and fast tools for analysing and creating a "state of infodemic" report
(30 minutes)
> **Sebastien Cubbon, Research Analyst, First Draft**
> **Carlotta Dotto, Senior Data Journalist, First Draft**

Elnor Discussion
(50 minutes)

Conclusion of session, next steps
(15 minutes)
> **Closing A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
> **Closing B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Master Class Videos to Learn at Your Own Pace
> **Using Network Science to Study the Spread of COVID-19 Dis/Misinformation Campaigns on Social Media** – Anatoliy Gruzd, Associate Professor, Ryerson University
>
> **A Rapid Response COVID-19 Project on Ryerson University's Social Media Lab** – Philip Mai, M.A., J.D., Co-Director, Ryerson Social Media Lab
>
> **Revealing the detailed machinery of COVID-19 and vaccine online misinformation** – Neil Johnson, George Washington University
>
> **Social Network Analysis** – Walter Quattrociocchi, Data and Complexity for Society Lab at Sapienza Università di Roma
>
> **Photo and Video Verification Tools and Approach** – Varadarajan Ananthakrishnan, OSINT/ Online Verification Trainer, DataLEADS
>
> **Online Surveys and A/B testing** – Joseph Aylett-Bullock, UN Global Pulse

SESSION 5 GENERATING INSIGHTS FOR DESIGNING YOUR RESPONSE   Session length: 3 hours 22 min

Cohort A: June 15
Cohort B: June 16

Recap of previous session, housekeeping
(15 minutes)
>**Opening A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
>**Opening B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Case Study on Vaccine Confidence Data Triangulation
(30 minutes)
>**Jessica Kolis, Health Communication Specialist, US CDC**
>**Yulia Chuvileva, US CDC**

Break (10 minutes)

Integrated Outbreak Analytics (IOA)
(45 minutes)
>**Simone Carter, Manager, Social Sciences Analytics Cell (CASS), UNICEF**

A/B Testing - UN Global Pulse
(35 minutes)
>**Leah Rachel Rosenzweig, Postdoctoral Fellow, Stanford University's Graduate School of Business**

Conclusion of session, next steps
(15 minutes)
>**Closing A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
>**Closing B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Master Class Videos to Learn at Your Own Pace
>**Social marketing and design techniques** – Anton Schneider, USAID
>**Online Surveys and A/B testing** - Joseph Aylett-Bullock, UN Global Pulse
>**Finding facts during scientific uncertainty with a focus on techniques utilized by spreaders of misinformation to create doubt and confusion about the cases of COVID-19 and vaccine safety** – Carl Bergstrom, Jevin West, University of Washington
>**Using narrative evidence to convey health information on social media: The case of COVID-19** – Anat Gesser-Edelsburg, University of Haifa

SESSION 6 DELIVERING YOUR RESPONSE
Session length: 2 hrs 40 mins

Cohort A: June 17
Cohort B: June 18

Recap of previous session, housekeeping
(15 minutes)
>**Opening A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
>**Opening B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

AIRA VIRAL FACTS: Prebunking, debunking, and amplifying credible health information
(30 minutes)
>**Hannah Ajakaiye, ICFJ Knight Fellow at International Center for Journalists (ICFJ)**
>**Ann Ngengere, Social Content Creator, Viral Facts Africa**

Break (10 mins)

Reflections on country examples managing the infodemic
(30 minutes)
>**Supriya Bezbaruah, WHO SEARO**

Elnor Discussions
(60 minutes)

Conclusion of session, next steps
(15 minutes)
>**Closing A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
>**Closing B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

Master Class Videos to Learn at Your Own Pace
>**Working with Media, Journalists and Tech Industry in Message Dissemination** –
>Andy Pattison, Manager of Digital Channels, WHO
>**Lessons in communication using humor and authenticity** – Kevin Parent, Social Media Lead, Ottawa Public Health
>**The 6 C's - knowledge & skills - for misinformation literacy** – Peter Cunliffe-Jones, Senior Visiting Researcher, University of Westminster, Founder of Africa Check
>**Engaging with faith communities during health emergencies** - Sarah Hess, WHO Information Network for Epidemics (EPI-WIN)
>**Case studies: Coordinating efforts to manage infodemics in Guinea (Ebola)** - Ibrahima Sory Kaba, Infodemic Management, WHO, Magdalena Isaurralde, Research Lead, UNICEF

SESSION 7 EVALUATING YOUR RESPONSE
Session length: 3 hrs 30 mins

Cohort A: June 22
Cohort B; June 23

Recap of previous session, housekeeping
(15 minutes)
> **Opening A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
> **Opening B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

How systematic listening can help us better respond to COVID-19
(45 minutes)
> **Dalia Samhouri, Regional Manager, Emergency Preparedness & IHR WHO EMRO**

Monitoring and Evaluation of Public Health Responses
(30 minutes)
> **Eva Niederberger, RCCE Collective Service / Anthrologica**

Evaluating behavioural and social drivers of vaccination – How to respond to low uptake of COVID-19 vaccines
(30 minutes)
> **Lisa Menning, Team Lead, Vaccine demand and behavioral sciences, WHO**

Working with Ministry of Health - Can you hear me?
(30 minutes)
> **Neville Calleja, Director, Health Information and Research Department for Policy in Ministry of Health, Malta**

Conclusion of session, next steps
(15 minutes)
> **Closing A: Chris Czerniak, WHO, Technical Lead Infodemic Management**
> **Closing B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO**

SESSION 8 ELNOR PRESENTATIONS
Session length: 3 hrs

Cohort A: June 24
Cohort B: June 25

Recap of previous session, housekeeping
(15 minutes)

 Opening A: Chris Czerniak, WHO, Technical Lead Infodemic Management
 Opening B: Catherine Bertrand-Ferrandis, Health Communications Specialist, WHO

Final group presentations and discussion
(150 minutes)

Evaluation of course
(15 minutes)

Closing training, next steps, and resources available after training
(20 minutes)

 Closing A: Chris Czerniak, WHO, Technical Lead Infodemic Management
 Closing B: Catherine Bertrand-Ferrandis, Health Communications Specialist, 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.

Hannah Ajakaiye

Nigeria: Building collaboration with digital influencers to fight health misinformation

ICFJ Knight Fellow Hannah Ajakaiye is leading a project to build collaborations and digital strategies among journalists, fact checkers and social media influencers to combat health misinformation.

A native of Nigeria, Ajakaiye is an award-winning journalist and data enthusiast with a passion for development and social justice issues. As an ICFJ TruthBuzz Fellow in 2019, she worked with Africa Check, an independent fact-checking organization, on a program to make truth spread faster than fake news. She also collaborated with reporters from Daily Trust, a prominent newspaper with wide reach in northern Nigeria.

Ajakaiye is a recipient of the 2017 Newscorp Fellowship hosted by The Times of London and The Wall Street Journal and an alumnus of the U.S. Department of State Foreign Press Centers reporting tour on human trafficking. A recipient of the 2018 Reham Al-Farra (RAF) Journalism Fellowship hosted by the United Nations Department of Public Information, Ajakaiye is committed to leading digital innovations in African newsrooms. She completed a master's degree program as a Chevening scholar at the University of Sussex in the United Kingdom, with a focus on Media Practice for Development and Social Change.

As a journalist, Ajakaiye worked with The Nation, Nigeria's widest circulating newspaper.

Varadarajan Ananthakrishnan

Varadarajan Ananthakrishnan is working as a Resident Editor and Media Trainer at DataLEADS. A Science Graduate, he has extensively worked with television channels in the news and current affairs space in his 28-year long career. He has led media training workshops for journalists in Nepal, Sri Lanka, Bangladesh and India. He is Google News Initiative India Training Network fact-check trainer and has conducted online verification trainings across India. He was Content Head for the Media Ownership Monitor project which is a part of a global research and advocacy effort to promote transparency and media pluralism.

SPEAKERS AND TRAINERS CONTINUED

Phoebe Arnold

Phoebe joined Full Fact in October 2019 to work with the international fact checking community on training and research projects. Before that she worked at Avaaz and First Draft, as a researcher and project manager on anti-disinformation advocacy and training campaigns. She was previously Head of Communications and Impact here at Full Fact.

Joseph Aylett-Bullock

Joseph holds a Senior Research Associate, and previouly Research Fellow, with United Nations Global Pulse, an innovation initiative of the UN Secretary-General to harness big data and emerging technologies for sustainable development and humanitarian action, where he works on a variety of projects including applying machine learning and data analysis techniques to remote sensing and textual analysis.

Mevan Babakar

Mevan is responsible for Full Fact's operations. Previously, Mevan was the founding head of Full Fact's automated fact checking team, which went on to win the Google AI for Social Good Impact Challenge.
Mevan joined Full Fact in 2014 after working at Cancer Research in digital. She helped build Bite the Ballot where she launched Britain's first ever National Voter Registration Day. She graduated with a Masters in Bioengineering.

Peter Benjamin

Dr. Peter Benjamin is an ICT expert with over 20 years of experience leading research and policy projects and organizations. He was previously the Head of Capacity Building for the mHealth Alliance and before that the Director of Cell-Life in South Africa. He acted as Executive Director for HealthEnabled from 2014 to 2015 before choosing to take over the role of Country Director. He has worked for Poptel in the UK, the SA National Civic Organisation, the Universal Service Agency, the Association of Progressive Communications and he was the founder in 1997 of the LINK Centre for research and education into ICT policy at the University of Witwatersrand, Johannesburg. He has a first degree in Physics, a Masters in Information Technology and his PhD examined universal access to ICTs in SA. He's currently studying for a Masters in Public Health.

Carl Bergstrom

Bergstrom, a University of Washington Department of Biology professor and Center for an Informed Public faculty member, uses mathematical, computational, and statistical models to understand how information flows through biological and social systems. With Jevin West, Bergstrom co-created the Calling BS curriculum at the University of Washington, which received international attention and is now being used at more than 70 universities around the world.

SPEAKERS AND TRAINERS CONTINUED

Catherine Bertrand-Ferrandis - Host of Cohort B

Catherine leads and supports teams and projects with enthusiasm and pragmatism to create impactful communication strategies that benefit public health, in a "One Health" spirit. Empathy and listening guide me in developing inspiring forms of communication for all audiences.

Her atypical background has led me to develop many skills with a common thread: to enable everyone, whatever their background, to better understand scientific data, public health policies and many other subjects that have an impact on our daily lives.

Trained as a veterinarian, then as a journalist, she has been in charge of communications for the World Organisation for Animal Health (OIE) for 7 years. She is now supporting worldwide teams as a consultant in risk and strategic communication, in the public and private sector, from local to international level, including the World Health Organization (WHO).

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.

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.

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.
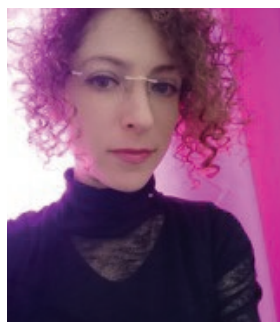
Elinor Carmi

In the past 8 years Elinor has examined internet politics. Her research is transdisciplinary and draws on media theory, sound studies, media history, science and technology studies, software studies, and media law. She focuses on 'deviant' media categories and how they are used to construct people and territories. In particular, she has developed a new theoretical approach to examine media power by using two sound studies concepts – processed listening and rhythmedia.

She tells different stories about internet standards and the power structures behind them. My research interests are: Media theory, sound studies, science and technology studies, software studies, critical legal studies, cultural studies, data politics and ethics, internet history, feminist technoscience.

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.

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.

Timothy Caulfield

Timothy Caulfield is a Canada Research Chair in Health Law and Policy, a Professor in the Faculty of Law and the School of Public Health, and Research Director of the Health Law Institute at the University of Alberta. His interdisciplinary research on topics like stem cells, genetics, research ethics, the public representations of science and public health policy has allowed him to publish over 350 academic articles. He has won numerous academic, science communication, and writing awards and is a Fellow of the Royal Society of Canada and the Canadian Academy of Health Sciences. He contributes frequently to the popular press and is the author of two national bestsellers: The Cure for Everything: Untangling the Twisted Messages about Health, Fitness and Happiness (Penguin 2012) and Is Gwyneth Paltrow Wrong About Everything?: When Celebrity Culture and Science Clash (Penguin 2015). His most recent book is Relax, Dammit!: A User's Guide to the Age of Anxiety (Penguin Random House, 2020). Caulfield is also the host and co-producer of the award-winning documentary TV show, A User's Guide to Cheating Death, which has been shown in over 60 countries, including streaming on Netflix in North America
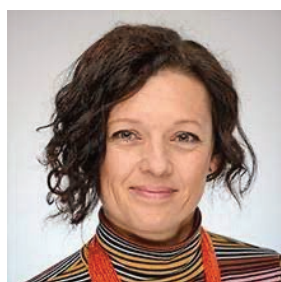
Yulia Chuvileva

Dr. Yulia Chuvileva is a cultural anthropologist with interdisciplinary training in Development Studies and Psychology. Her career has spanned private, government, intergovernmental, academic, and non-profit sectors. As such, she takes a key role in advising MDP students in their professional development, building their job market skills and confidence no matter which workforce they want to join. She has done so in the classroom, through workshops and in one-on-one sessions. She teaches the students a systematic approach to the job search process that she has developed through her experience working as a recruitment consultant in the corporate sector, as a CV and cover letter writer for DEVEX, and as an MDP student career advisor. Dr. Chuvileva also teaches MDP courses in applied research methodologies of qualitative data analysis and social network analysis. She has taught other graduate and undergraduate courses at Emory and Clark Atlanta universities on the topics of anthropology, food, health, and sustainable development. She is currently a postdoctoral ORISE Fellow in the Office of Minority Health and Health Equity at the Centers for Disease Control and Prevention.

SPEAKERS AND TRAINERS CONTINUED

Chris Coward

Coward, a senior principal research scientist at the University of Washington Information School, serves as director of the Technology & Social Change Group and is a co-founder of the Center for an Informed Public. He studies issues of information access, digital equity, information and digital literacy, misinformation, and civic engagement. His research is primarily applied, and he uses participatory methods when engaging with communities. Much of his research involves partnering with public libraries to co-create new programs around his areas of expertise.

Sebastien Cubbon

Seb is a research analyst with a background in economics and international relations. His research and investigations centre around disinformation narratives and inauthentic online activity relating to social and political issues with a particular focus on the Francophone world. He previously worked on an international disinformation research project at Zinc Network (formerly Breakthrough Media). He holds degrees from King's College London and the UvA (University of Amsterdam).

Peter Cunliffe-Jones

After more than twenty years as a journalist around the world for the AFP new agency, Peter has focused for a decade on trying to understand misinformation, its effects and the best ways for society to respond. In 2012, while still at AFP, he founded Africa Check, the first independent fact-checking organisation in Africa. Since 2016, he has been a member of the advisory board of the International Fact-Checking Network (IFCN), and developed the IFCN Code of Principles, followed today by almost 100 organisations worldwide.

In 2019, he joined the University of Westminster as a Senior Visiting Researcher, and Co-Director of a course, funded by the Chevening Foundation on trust and freedom of the media in the UK and Africa.

Christine Czerniak - Technical Lead Infodemic Management, WHO

Dr Czerniak is working to advance the science of infodemiology, and innovate new tools and techniques for infodemic managers to better understand and respond to evolving community concerns during health emergencies. A key focus is building capacities for infodemic management as a core part of national and international health emergency preparedness and response planning. Before joining WHO, she advised UN organizations, government agencies, biotechnology companies, and non-governmental organizations on issues relating to global health, food security, equality, and other development goals. Please visit *www.who.int/health-topics/infodemic* Twitter: *@chris_creese*
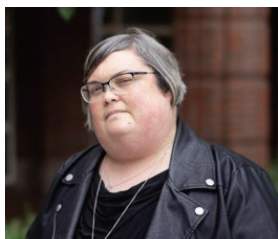
Joan Donovan

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.

Maggie Farley

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.

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.

Anat Gesser-Edelsburg

Anat Gesser-Edelsburg, PhD is associated professor (tenured), the head of the Health Promotion department at the School of Public Health and the founding director of the Health and Risk Communication Research Center at University of Haifa, Israel.

Anat is Associate Editor for Disaster Medicine and Public Health Preparedness, and for BMC Public Health.

Her primary research area is health and risk communication with a focus on the entertainment-education strategy, social marketing, the positive deviance approach and persuasive communication.

She has authored some 74 peer-reviewed essays and 3 books, lately Risk Communication and Infectious Diseases in an Age of Digital Media published by Routledge series in public health.

Anat won 26 research grants, two of them from the EC, at a total amount of $3.7 million.

Anatoliy Gruzd

Anatoliy Gruzd, PhD is a Canada Research Chair in Privacy Preserving Digital Technologies, Associate Professor at the Ted Rogers School of Management at Ryerson University (Canada), and Director of Research at the Social Media Lab.

Sarah Hess

Sarah Hess is a public health expert skilled in Global Public Health, Global Health Policy, Health Emergency Preparedness, Infectious Diseases, Community Engagement, and Communication. She has been serving with the World Health Organization (WHO) since 2014 as a Technical Officer in the HIV and Hepatitis Department and since 2018 with the Health Emergencies Programme on High Impact Events Preparedness. Sarah works in the "Infodemic Management" pillar of the COVID-19 response, leading work on partnerships and community empowerment.

SPEAKERS AND TRAINERS CONTINUED

Magdalena Isaurralde

Magdalena Isaurralde is a socio-economist with 15 years of professional experience in research and social policy. Her areas of expertise include social behaviour and behavioural change, poverty analysis, access to basic services, qualitative and quantitative research. She is currently supporting the Regional RCCE of West and Central Africa with technical assistance in the design of research projects and data analysis of social and behavioural indicators. As such, she supports national RCCEs in the conduct of KAP studies and surveyx anchored in local contexts.

Magdalena has also a long experience in Africa. As a Social Policy and Research Specialist with UNICEF, she provided technical assistance for the design and implementation of social policies, including the design and evaluation of cash transfer programs in The Gambia, Angola and Ghana. She also participated in social protection and research training courses for Governments and bilateral agencies in Benin, Mauritania, Niger and the Democratic Republic of Congo.

Magdalena holds a Bachelor in Political Science (Sciences Po) a Master Degree in Development Studies at the Ecole des Hautes Etudes en Sciences Sociales in Paris (EHESS), and is in the process of finalizing her doctoral thesis on access to basic services under the Doctoral Program of EHESS.

Neil Johnson

Neil Johnson is a professor of physics at GW and heads up a new initiative in Complexity and Data Science which combines cross-disciplinary fundamental research with data science to attack complex real-world problems. His research interests lie in the broad area of Complex Systems and 'many-body' out-of-equilibrium systems of collections of objects, ranging from crowds of particles to crowds of people and from environments as distinct as quantum information processing in nanostructures through to the online world of collective behavior on social media.

Belen Juanas

Senior Solutions Engineer, Sprout Social

Laura Kirchner

Laura is an economist with six years of experience managing projects and bridging technology and data with policy for multilateral organizations, EU institutions and national public administrations. At Citibeats, she has lead consumer protection and financial inclusion projects in Kenya, Uganda and Nigeria.

Jessica Kolis

Jess Kolis is a public health professional with over 10 years of experience in health education and communication. Jess holds a Bachelor of Science in Molecular and Cell Biology with a minor in Urban and Community Studies and a Master of Public Health in Community Health Education. She worked in the higher education sector for over 5 years working as a health educator leading a large-scale peer health education program at the University of Alabama and communications manager overseeing and leading health and well-being efforts for both departments and the campus as a whole at the Georgia Institute of Technology. She has worked for over 4 years as a contractor and now fulltime employee at the U.S. Centers of Disease Control and Prevention (CDC) as a health communication specialist. At CDC, Jess first worked at the National Center for Immunization and Respiratory Diseases (NCIRD) in the Division of Bacterial Disease working on projects ranging from advanced molecular detection to outbreaks of bacterial meningitis on college campuses to Legionnaires' disease related to the Flint water crisis and then managed social media efforts for the flu division. She currently works in the Global Immunization Division on the Demand for Immunization team but has been deployed to work on the COVID-19 response for the past year working on the social media team, season flu vaccine campaign and as the social media lead for the vaccine task force. Jess is currently deployed as the co-lead for the Vaccine Confidence Insights Unit working to synthesize and triangulate media monitoring, social listening, direct inquiries, web metrics and more to provide recommendation for actions to CDC, federal partners, and state and local jurisdictions to improve confidence in COVID-19 vaccines

Kolina Koltai

Koltai studies how groups' use of sociotechnical systems affects decision making and information behavior. She researches information-seeking behaviors, trust assessment of information (and misinformation), and decision making with a focus on when people dissent from the scientific mainstream (e.g., vaccine dissent). She specifically focuses on how social networking sites and digital communities interact with information behavior practices. Koltai received her Ph.D. in Information Studies from the School of Information at the University of Texas at Austin. She has previously worked in HCI and user experience researcher positions in government and industry labs.

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.

Anna-Leena Lohiniva

Anna-Leena Lohiniva is a cultural anthropologist and a public health professional. She has strong technical skills in developing and executing community-based development and research projects, leading and organizing multidisciplinary teams of various sizes to deliver on a series of complex development assignments at the regional and national scale.

Anna-Leena's professional and personal interest further relates to culture, behavior, and health. Her work includes social and cultural public health studies with a special focus on qualitative operation research for programming purposes. She is especially experienced in exploring health-related behaviors and practices in different cultural settings to advance to advance context-specific approaches to RCCE and SBCC. She is experienced in strategy development and capacity building for RCCE including special listening and rumor management strategies. She is also experienced in using participatory approaches (knowledge co-creation and human-centered approaches) to develop sustainable programming approaches.

She is a strategic contributor to many winning proposals and an efficient manager with substantial experience in strategic planning including M&E.

Dr. Sasha Luccioni

Dr. Sasha Luccioni is a researcher working with Yoshua Bengio and others on climate change-related initiatives at Mila, including projects that aim to estimate the environmental impact of Machine Learning and to analyze financial disclosures from a climate standpoint.

Her work sits at the intersection of AI and the environment; her goal is to find ways to maximize the positive impacts of AI while minimizing the negative ones, be it from a research or application perspective.

Her work has been featured in various news and media outlets such as MIT Technology Review, WIRED and the Wall Street Journal, among others, both my projects on the environmental impact of AI and those on how to reduce it. She is also a 2020 National Geographic Explorer, and holds an IVADO postdoctoral scholarship.

Philip Mai

Philip Mai, M.A., J.D. is the Director of Business and Communications and a Senior Researcher at the Social Media Lab at the Ted Rogers School of Management, Ryerson University (Canada) and co-founder of the International Conference on Social Media and Society.

Lisa Menning

Technical Officer, Vaccines and Biologicals World Health Organisation

SPEAKERS AND TRAINERS CONTINUED

Caroline Muhwezi
UNICEF

Kelsey Mulcahy
Kelsey is a public policy research manager on Facebook's Data for Good team. She helps build privacy-preserving data products that can be used to improve the well-being of communities during times of crisis. She has also been a research program manager on Facebook's Academic Relations team, focused on building strategic collaborative programs to drive value for both the academic community and Facebook's research teams.

Prior to joining Facebook, she managed an open science initiative at UC Berkeley's Center for Effective Global Action (CEGA), including its meta-research and global training programs. She was also a Fellow at Los Angeles County, where she evaluated policies related to the commercial sexual exploitation of minors. She holds a MA in Public Policy from the UCLA Luskin School of Public Affairs and a BA in Global Studies from UCSB.

Elena Musi
Elena Musi is a Lecturer in Communication and Media at the University of Liverpool. Her expertise lies at the interface between theoretical and Applied Linguistics, Communication Studies and Artificial Intelligence. Before joining the University of Liverpool, Elena worked as the Language Engineer for Alexa in Italian in the Amazon Alexa Applied Modelling and Data Science team (Cambridge, Mass.). She arrived to Amazon Alexa after having completed a Ph.D in Linguistics and Argumentation at the Università della Svizzera italiana and having been a postdoctoral fellow at the Center for Computational Learning Systems at Columbia University. Bridging her academic research and her industry experience, Elena's current research interweaves Artificial Intelligence and Communication Sciences with the broad aim of tracing back in a critical perspective debates about new technologies and their global impact, with particular focus on (mis)information and human-computer interaction. She is currently PI on UKRI ESRC project "Being Alone Together: Developing Fake News Immunity".

Syed Nazakat
Syed Nazakat works at the intersection of media innovation, information literacy, fact-checking and media. He is an award-winning journalist, media entrepreneur, founder and CEO of DataLEADS, a digital media company he founded to promote open data and democratization of information at scale. He leads DataLEADS in New Delhi, as well as oversees its outreach across Asia with different partners, including with Google and Internews. He is also founder and Editor-in-Chief of Health Analytics Asia, a data-driven digital media platform which is aimed to forge strong collaborations between journalists, data analysts, health professionals and technologists to strengthen reporting on public health in Asia.

As a team lead, he is leading major fact-checking training initiatives for journalists, media educators, public health professionals and community leaders that has resulted in the launch of many fact-checking initiatives in India, in multiple languages and has benefited hundreds of institutions and organisations. He is also currently spearheading one of the world's biggest media literacy training networks called FactShala that brings together media educators, journalists and civil society to help people in India about media literacy and empower them to consume information critically.

He has worked in senior positions at different media organisations, has over 18 years of experience as a journalist and has reported from more than 30 countries. He is Editorial Advisor of Asia Pacific Media Educator, an international refereed journal, University of Wollongong, Australia. He has been twice the jury member for the Global Shining Light Award, a unique global award which honours investigative journalism in a developing or transitioning country. More recently he was a jury member for the Google's COVID-19 Vaccine Counter-Misinformation Open Fund. Over the last 15 years, he has trained and mentored hundreds of journalists, media educators, healthcare professionals and media students across Asia in specially designed data boot camps.

Nazakat's work has earned him global recognition and awards. He is recipient of several national and international journalism awards including India's prestigious Ramnath Goenka Excellence in Journalism Award, Karmaveer Puraskaar National Award and Christiane Amanpour Award and British Medical Journal award. He is passionate about open data, information literacy, global health and the intersection of technology and social change, and is a frequent speaker on these issues across conferences and media outlets globally. He holds B.Sc degree from India and Master's degree in Journalism from the Ateneo de Manila University, Philippines. He lives in New Delhi, with his wife, Sabba and son, Ayaan.

Ann Ngengere

Ann is a journalist based in Nairobi. She has worked as a researcher, writer, and editor for broadcast and online media.

Ann is currently the Social Content Editor at Viral Facts Africa, an initiative under the Africa Infodemic Response Alliance working to make scientific, fact-based health information highly visual, vibrant and shareable on social media.

Prior to this, she was the PesaCheck Deputy Editor and Project Manager in charge of the Facebook Third-Party Fact-Checking program in Kenya, Uganda, and Tanzania, where she led a team that focused on analyzing misinformation and disinformation on social media platforms.

Before joining Code for Africa, Ann worked as an Editorial Researcher at Citizen Television for 3 years.

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.

Eva Niederberger

Eva Niederberger holds a MSc in Social Science from the University of Vienna, Austria. Eva's focus is on emergencies and humanitarian contexts - applying social science to strengthen response actions and in relation to health promotion, community engagement and risk communication. Before joining Anthrologica, Eva was the global public health promotion lead for Oxfam's humanitarian team. For over 10 years, she has responded to humanitarian crises across the Middle East, Africa and Southeast Asia and was active as part of the Global WASH Cluster. Eva is currently based in France.

Joseph O'Leary

Joe is responsible for developing new fact checking tools and products, and also supports the fact checking team editorially. He leads Full Fact's education work, teaching fact checking and critical thinking in schools and colleges, and delivers courses in data analysis to apprentices. He also leads Full Fact's consultancy work on good practice in presenting statistics and managing data, and has worked with journalists, statisticians and civil servants both in the UK and internationally. Joe joined the Full Fact team in 2011.

Kevin Parent

Kevin Parent is a Program and Project Management Officer at Ottawa Public Health (OPH). Kevin has been the social media lead at OPH since 2018. He graduated from Carleton University (Ottawa, ON) with a major in Communications and a minor in Sociology. He is a ginger.

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), 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.credit-suisse.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), 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. 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.

Lynette Phuong

Technical Officer, WHO

Raquel Planas

Involved for 10+ years in sales, pre-sales, business development & key account management in the Telecom, High Tech, Election management & Healthcare industries at big corporation (@Accenture), SME (@Scytl Innovating Democracy) and Start-up (@Nuna, @Citibeats).

Experience in B2B (including partnerships), B2C, B2B2C (Marketplace), B2G (up to ministerial level) & Multilateral Organizations for hardware/software/services.

Passions: sustainability, people empowerment, education/people development & gender equality. Combine them with my expertise to bring real impact to society.

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-in-facebook-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.

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 was the 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-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.

Walter Quattrociocchi

Walter Quattrociocchi is head of the of the Data and Complexity for Society Lab at Sapienza Università di Roma, where he is Associate Professor in Computer Science. His research interests include data science, network science, cognitive science, and data-driven modeling of dynamic processes in complex networks. His activity focuses on the data-driven modeling of social dynamics such as (mis) information spreading and the emergence of collective phenomena.

Walter has published extensively in peer reviewed conferences and journals including PNAS. The results of his research in misinformation spreading have informed the Global Risk Report 2016 and 2017 of the World Economic Forum and have been covered extensively by international media including Scientific American, New Scientist, The Economist, The Guardian, New York Times, Washington Post, Bloomberg, Fortune, Poynter and The Atlantic). He published two books: "Misinformation. Guida alla società dell'informazione e della credulità" (Franco Angeli) and "Liberi di Crederci. Informazione, Internet e Post Verità" with Codice Edizioni for the dissemination of his results.

Leah Rachel Rosenzweig

Leah is a postdoctoral Research Fellow at the Institute for Advanced Study in Toulouse, France. She graduated with her Ph.D. in 2018. At MIT, she was a National Science Foundation Graduate Research Fellow, a member of the Political Methodology Lab and MIT GOV/LAB. Before coming to MIT, Leah graduated summa cum laude from Georgetown University with a degree in Government and African Studies. She also worked as the program manager on a country-wide development project in Nigeria.

Leah's research centers on topics in comparative politics and the political economy of development. She focuses on the micro-foundations of political behavior to gain leverage on macro-political questions. How do autocrats survive? How can government accountability be strengthened in non-democracies? Can shared identities mitigate out-group animosity? Adopting a multi-method approach, Leah uses lab-in-the-field and online experiments, surveys, and in-depth field research to examine these questions in sub-Saharan Africa. Her current book project reexamines the role of elections in authoritarian endurance and explains why citizens vote in elections with foregone conclusions in Tanzania and Uganda. Moving beyond conventional paradigms, her theory describes how a social norm of voting and accompanying social sanctions from peers contribute to high turnout in semi-authoritarian elections. In other ongoing projects, Leah studies how national and pan-African identification stimulated through national sports games influence attitudes toward refugees, the relationship between identity, emotions, and fake news consumption, and how researchers can use Facebook as a tool for social science research.

Sara Rubinelli

Sara Rubinelli holds a degree in Classics and Philosophy from the Catholic University of Milan (I) and a PhD from the University of Leeds (UK) in the areas of argumentation theory, persuasion and rhetoric. Since September 2009 she is Scientific Coordinator of the Human Functioning Unit at Swiss Paraplegic Research (CH) and leads there the Person-Centered Healthcare Group. Currently, she is Professor in Health Sciences with a focus in health

communication at the Department of Health Sciences and Medicine of the University of Lucerne (CH). 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, professional communication and public speaking, philosophy of science and theories and models of health and well-being. Since September 2017 she is President of the European Association for Communication in Healthcare (EACH).

Dr. Dalia Samhouri

Dr. Dalia Samhouri is a regionally and globally known expert in the area of public health with an extensive experience at the scientific, policy, and managerial levels. Dr Samhouri has been working with WHO for 17 years with a strong focus on global health issues. She has been working closely with the 22 countries of the Eastern Mediterranean Region, and collaborating with other UN agencies, international organizations, and technical and academic institutions. Since joining WHO, Dr. Samhouri has led extensive and repeated missions to the 22 countries of the region to assess and strengthen surveillance, risk assessment and response to Influenza, MERS-CoV, Ebola, Zika, the current COVID-19 and other communicable diseases; scale up national capacities at points of entry and in the context of mass gatherings and population movements; and build emergency care systems. At a border scale, building national capacities for health systems and health security. Dr Samhouri has a PhD degree in Biomedical Science (Global Health) from the University of Geneva, Switzerland and a Master's degree of Public Health (Epidemiology/Biostatistics) from Tulane University in the United States.

Milena Schmidt

Milena Schmidt is US Marketing Manager at Talkwalker, a social listening and analytics platform that empowers over 2,000 brands and agencies to optimize the impact of their communications efforts.

Milena's experience includes navigating the digital transformation in the book publishing industry, most recently at Penguin Random House. She also worked at Dentsu Communications, where she crafted campaigns for consumer packaged goods and nonprofits focused on advancing STEM education.

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.

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. TerriSenft.net

Ibrahima Sory Kaba

Ibrahima holds a Master's degree in Management and Business Strategy and a Master's degree in History of International Relations. He is a consultant in public communication and mass media at WHO Guinea since February 2021. He's the focal point of infodemic management within the country office, particularly linked to the Ebola response.

Prior to joining WHO, Ibrahima worked with UNICEF in Guinea for 2 years as a Communication Associate and for 6 years as a Community Manager in the Communications Department of the Presidency of the Republic of Guinea, the Ministry of Communication and the Prime Minister's Office. Ibrahima has also been a freelance investigative journalist for Thomson Reuters Foundation and Africa Risk Consulting all based in London and a reporter for 3 years for the newspaper "Le Diplomate" in Guinea.

He is a member of CIVICUS (World Alliance for Citizen Participation), Amnesty International, Make it real, Global Leadership Institute, Alumni of Africa Youth videographer (International finance corporation) and a peer educator at the Youth Counseling and Guidance Center.

Glen Tarman

Glen leads our policy and advocacy team and is responsible for securing changes from those in governments, parliaments, the media, internet companies and beyond that influence people's exposure to bad information and its harms. Glen is a non-profit leader with over 25 years' experience in advocacy, campaigning, policy, communications and digital for charities and international development, human rights and environmental NGOs.

Glen previously headed advocacy globally for the INGOs CARE International and Action Against Hunger and he was Advocacy, Policy and Campaigns Director for Bond, the UK network of international NGOs. A co-founder of Make Poverty History, one of the biggest campaigns Britain has seen, Glen has led many coalitions and campaigns in the UK and internationally that have combined lobbying and citizen action to win change on social justice causes.

SPEAKERS AND TRAINERS CONTINUED

Glen joined the Full Fact team in 2020 from Thomson Reuters Foundation where he was director of a global service supporting NGOs and their advocacy.

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.
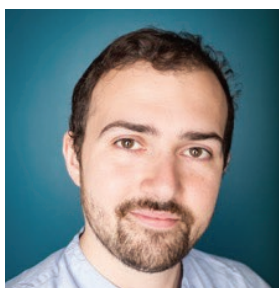
Tom Trewinnard

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 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.

Jevin West

West is an associate professor at the University of Washington Information School and serves the inaugural director of the Center for an Informed Public, which launched in December 2019. He is a co-founder of the DataLab, the nexus for research on data science and analytics at the university. West develops data mining techniques for studying the Science of Science, where he investigates the origins of scholarly disciplines, the social and economic biases that drive these disciplines, and the impact of the current publication system. Currently, his research focuses on misinformation specifically in and about science.

SPEAKERS AND TRAINERS CONTINUED

Becky White

Dr Becky White (PhD Public Health) is a digital health and health promotion consultant and researcher from Australia with over 15 years experience working across a diverse projects. She has worked in a range of settings across academia, government and NGOs. She participated in the first cohort of WHO Infodemic manager training in 2020 and is interested in how we can work together to mitigate the impact of the infodemic on public health.

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.

Harry Wilson

Harry leads the product area at Citibeats, a social understanding platform for detecting social risks and narratives from public opinions data. Through Citibeats, he is focused on AI text analytics applied to understanding the infodemic and COVID-19 crises, as used by WHO (EARS), UN agencies and the Inter-American Development Bank. His background is in crowdsourcing and data for good.

Amy Wright

Amy Wright is a digital media research expert, specialising in the creation of strong, strategic, long-term client partnerships to plan and deliver top quality social and traditional media analysis research programmes to global clients. Amy presents research findings to NGO audiences across the world more than 50 times each year, providing consultancy-level insights that make a real difference to communications and broader organisational objectives.

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