



3RD VIRTUAL GLOBAL WHO INFODEMIC MANAGEMENT CONFERENCE

COVID-19 infodemic response overview for Niger

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DIGITAL POSTER



infodemic
MANAGEMENT

COVID-19 infodemic response overview for country **NIGER**

Coordination, resourcing and strategy

- The infodemic management strategy is part of the risk communication and community engagement strategy that was approved in the COVID19 Social and Behavior Change Commission. The implementation is ensured by Government and partners.
- The evaluation of the strategy is done regularly and the reports are presented and discussed during the meetings of the Commission.
- The commission is intersectoral and also addresses health misinformation,
- There was not a dedicated budget for infodemic management activities as A consultant was recruited to support the task force in tracking and addressing misinformation

Working relationships across society

- Ministry of Health has existing relationships with factchecking organizations and technology companies on health information related issues.
- Ministry of Health fosters active relationships with stakeholders across whole of society, including media, journalists and civil society, that can amplify messages within their constituencies and help codevelop messaging and strategies.



Integrated measurement, research and data analysis

- SOPs exist on how to track and address misinformation, using an agreed taxonomy.
- Indicators for tracking misinformation and how it affects target and vulnerable populations are defined and regularly tracked.
- Questions related to infodemic management are integrated into ongoing KAP surveys
- Tools used for social listening and analysis are customized for the local social listening needs.
- Data sources and research methods that are being used in your country for the generation of infodemic management insights.
- Indicators and analytical methods used in your country for monitoring of the infodemic.



Reporting and integration into decision-making

- Insights from social listening or response activities are triangulated with other socio-behavioral and epidemiological data to inform programme and policy design.
- Social listening, infodemic preparedness and response activities are conducted on a daily basis.



Evidence-based interventions and implementation research

- Specific interventions have been developed to address the infodemic based on insights
- Existence of a tailored infodemic management strategy for communities that are vulnerable and at risk.
- Evidence of subnational use of infodemic management tools and principles

What did infodemic management and response look like before the COVID-19 infodemic in your country?

Before Covid-19, there was:

1. Existence of a legislative and regulatory framework:

- Code adapted to cybersecurity in 2006;
- The structures intervene as the case may be;
- Electronic Communication Law;
- Personal data protection law
- Crime Law and Electronic Evidence

2. For any misinformation on health, national authorities will conduct various information activities to give the true information and facts, including press briefing diffused in various local languages in many channels, involvement of traditional and religious leaders, as well as interpersonal communication

What has changed in infodemic management and health misinformation response since start of COVID-19?

- Establishment of a multisectoral commission for social and behavioral change
- Implementation of a management system (computer graphics, social media monitor, production house, animator and communication specialist) for the production and dissemination of covid-19 information
- Development and validation of standard messages for the country;
- Support for all stakeholders in the planning, monitoring and implementation of communication activities;
- Sharing the batch of rumors with the commissions for reaction;
- Use of all available means of communication (internet, social networks, creation of the Covid-19 website, chatbot, mobile telephony, conference vision, ringtone, media, town criers, community relays)
- Involvement of religious leaders.
- Establishment of a two-way communication system through the website www.coronavirus.ne , the Whatsapp chatbot and the youth engagement site www.muryarmatassa.org
- Commitment of youth groups
- Door-to-door campaign through traditional leaders and notables



Exchange between the Sultan of Zinder and religious leaders on management of denial of Covid-19 disease

MURYAR MATASSA

Appellez le :
15 pour assistance
701 pour conseils
Site officiel: www.coronavirus.ne

548 cas Niger

ACA	DF	BOI	MAR	MA	TAI	TE	ZIN
0	0	1	2	138	1	1	1

#COVID-19

J'ai détecté des symptômes ou un cas

Reporter ça

* les informations sont confidentielles et seront transmises au Ministère de la santé.

#COVID-19

Les gestes de prévention à prendre au sérieux

Bien se laver les mains

Se laver fréquemment les mains avec une solution hydroalcoolique ou à l'eau et au savon.

Eviter les contacts proches

Maintenir une distance d'au moins 1 mètre avec les autres personnes, en particulier si elles toussent, éternuent ou ont...

A propos de vous.

NOM:

Écrivez votre nom

TÉLÉPHONE:

Saisir numéro de téléphone

EMAIL:

Entrer votre adresse mail

Suivant

Chatbot Whatsapp
Ministère de la Santé Publique...

Bienvenue au Ministère de la Santé Publique du Niger

Obtenez des informations et des conseils du MSP concernant la pandémie actuelle de la maladie à coronavirus 2019 (COVID-19)

Que souhaitez-vous savoir du coronavirus ?
Répondez avec un numéro pour obtenir les dernières informations sur le sujet :

1. Derniers chiffres
2. Comment se protéger
3. Questions fréquentes
4. STOP aux rumeurs
5. Conseils aux voyageurs
6. Actualités
7. Partager le numéro
8. Poser une question

10:46

8 11:38 ✓

Ecrivez ici s'il vous plaît vos questions et une personne va vous répondre le plus vite possible.

11:38

Bonjour, quelle est la ligne verte la plus pertinente: le 701, le 15 ou le 325?

11:38 ✓

Taper message

Bi-directional communication tools for COVID-19

Slide 4

A2 on lit à peine le texte expliquant la photo
Author, 17-Nov-20

What are the lessons learned from the experience of infodemic and infodemic response in COVID-19?

- Monitoring of rumors and false information on social networks and respond in real time.
- Promote the right information in a systematic way through all available channels, including through digital and community influencers.
- Implementation of a management system (computer graphics, social media monitor, production house, animator and communication specialist) for the production and dissemination of covid-19 information
- Involvement of other sectors, in particular the SDF in the implementation of communication activities, provided access to military camps, to PoEs, to contacts among special populations;
- Development of standard key messages for the management of covid-19 made it possible to manage rumors, source of panic, denial of disease and stigma;
- Use of ICT to reach the maximum population and very often in real time

What advice would you give to other countries developing their own infodemic response plans?

- Set up a multisectoral commission for social and behavioral change;
- Set up a system for monitoring, collecting and reacting to false information on social networks (first on Facebook, Whatsapp and TikTok)
- Engagement of youth and community leaders in the management of the infodemic.
- Insist on consistency between the messages delivered by the government and other actors and their actions.
- Provide ongoing support to the Ministry of Health through a social and behavior change consultant.
- Ensure the system put in place is functional
- Remind the principles of crisis communication to all actors involved

What are your plans for future infodemic management work in your country?

- Strengthen the two-way communication and feedback system through the Whatsapp chatbot, the site www.muryarmatassa.org and the site www.coronavirus.ne
- Monitor the content of social networks, react in real time to false information through influencers on social networks, but also through the distribution of good information on Whatsapp and through IVR technology
- Adapt the messages according to the evolution of the situation