



3RD VIRTUAL GLOBAL WHO INFODEMIC MANAGEMENT CONFERENCE

COVID-19 infodemic response overview for Sweden and Skåne

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DIGITAL POSTER



World Health
Organization

infodemic
MANAGEMENT

COVID-19 INFODEMIC RESPONSE OVERVIEW FOR SWEDEN

Intercultural health communication – a key tool in infodemic response

- The Public Health Agency of Sweden is responsible for public health issues and works to ensure good public health and that the population is protected against communicable diseases and other health threats.
- The Public Health Agency of Sweden has an infodemic management strategy and routines for handling the influence from information as well as misinformation. The regularly updated routines are well known to all relevant parties.
- Infodemic management and health misinformation management are included in risk communication and community engagement strategies for outbreak responses. They are also included in the social media strategy of the Public Health Agency of Sweden and are continuously evaluated and improved.
- The Swedish Government plays an important role, alongside The Swedish Civil Contingencies Agency, which is responsible for assisting society in times of major crises, to bring focus to the topic and to educate and share knowledge. Transparency is prioritized and knowledge is constantly enhanced.
- There is continuous cooperation between the Public Health Agency of Sweden, The Swedish Civil Contingencies Agency, The National Board of Health and Welfare, the county administrative boards, and other relevant authorities.



Language and culture sensitive health communication on regional level have been upscaled nationally before COVID-19

Partnership Skåne – a regional effort for capacity building around health equity and social inclusion for migrants – was in place already in 2008 and is today a multilevel governance platform involving more than 200 stakeholders nationwide. The work is coordinated by the County Administrative Board in Skåne.

Civic and Health Communication conveyed in the migrants' mother tongue constitutes the core of the collaborative efforts carried out within the platform. Scientific evidence shows that newly arrived migrants trust the communicators, and that the health of migrants is improved through participating in the programme. Trust is a key component when conveying information that paves the way for health.

Civic and Health Communicators in Skåne are linked to other communicators nationally through the MILSA educational platform for civic- and health communication, which is another part of Partnership Skåne.

The holistic approach to health promotion for migrants applied within Partnership Skåne is described in detail in the WHO 2019 publication: *Health Diplomacy - Spotlights on Refugees and Migrants*.

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

Infodemic action during the pandemic has brought Civic and Health Communication to a new level. At the beginning of the pandemic, it was soon evident that parts of the population of non-Swedish background were not reached by public official information broadcast in Swedish through mainstream media. The public bodies responsible for information policy thus needed to adapt their communication efforts.

Partnership Skåne and the County Administrative Board of Skåne, were identified as valuable resources in meeting this challenge, due to established experience and competencies. The Swedish Civil Contingencies Agency commissioned Partnership Skåne to support them, the Public Health Agency of Sweden, the National Board of Health and Welfare, the county administrative boards, and other actors in reaching the migrant population with current and updated information on how to limit the effects of the pandemic.



Partnership Skåne



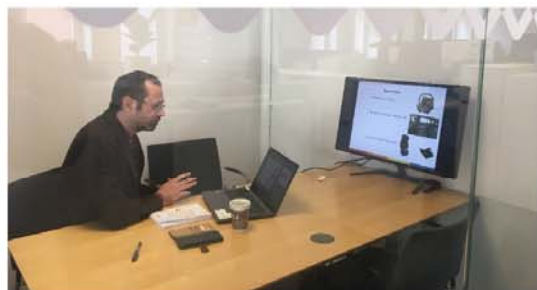
EUROPEAN UNION
European Social Fund

MILSA education platform is
financed by the European Social Fund.



Health communication to newly arrived migrants

2008



Going digital due to the pandemic

2020



National assignment using health communicators' experience, capacity and networks

15 films in 11 languages – national infodemic management



تقوموا به أنفسكم. يسمح للبعض القيام به بأنفسهم في المنزل. غالباً ما يتم إجراء

Holistic model for migrant health equity



• MODEL – HEALTH DIPLOMACY •

Lessons learned from the national information assignment - follow-up and evaluation, Lund University

- **Clarity** in terms of roles, areas of responsibility, and communication, is critical.
- **Flexibility** in order to meet demands for rapid response, re-prioritizations, and new tasks, is essential.
- **A coordinator** with insight into all sub-processes and access to all relevant parties is key.
- **Using an existing platform for collaboration** is of great benefit, however the work processes for the implementation must still be developed and refined over time.
- **Regular checks and clear communication** are of great importance for refining work processes and supporting implementation.
- **MILSA national network** of civic- and health communicators has ensured key components for success, proficient implementation and adapting information to suit different cultures and languages of target groups.
- **An early introduction of a comprehensive publication plan** facilitates the planning of necessary resources.
- **An evaluation of the target group's reception and perception** of the films will benefit the understanding of how to develop and design information adapted to the target group, in future crisis situations.



LUND
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Plans for future infodemic management work

- **Transparency between different agents** is prioritized and knowledge is constantly enhanced.
- **Continued cooperation** between the Public Health Agency of Sweden, The Swedish Civil Contingencies Agency, the National Board of Health and Welfare, the county administrative boards, and other relevant authorities.
- **The need for culture-sensitive and quality assured health communication** for regional and national capacity and readiness has been emphasized.
- **MILSA plans to offer permanent possibilities** for continued training of civic and health communicators ensuring national capacity.
- **Partnership Skåne and methods supporting health equity for migrants** are being disseminated internationally through transnational collaborative platforms.

"I had no idea before but now – thanks to the Civic and Health Communicators – I know where to turn and when, how to describe my symptoms, and what I need to do when I feel sick."

Newly arrived woman from Syria