

China case study

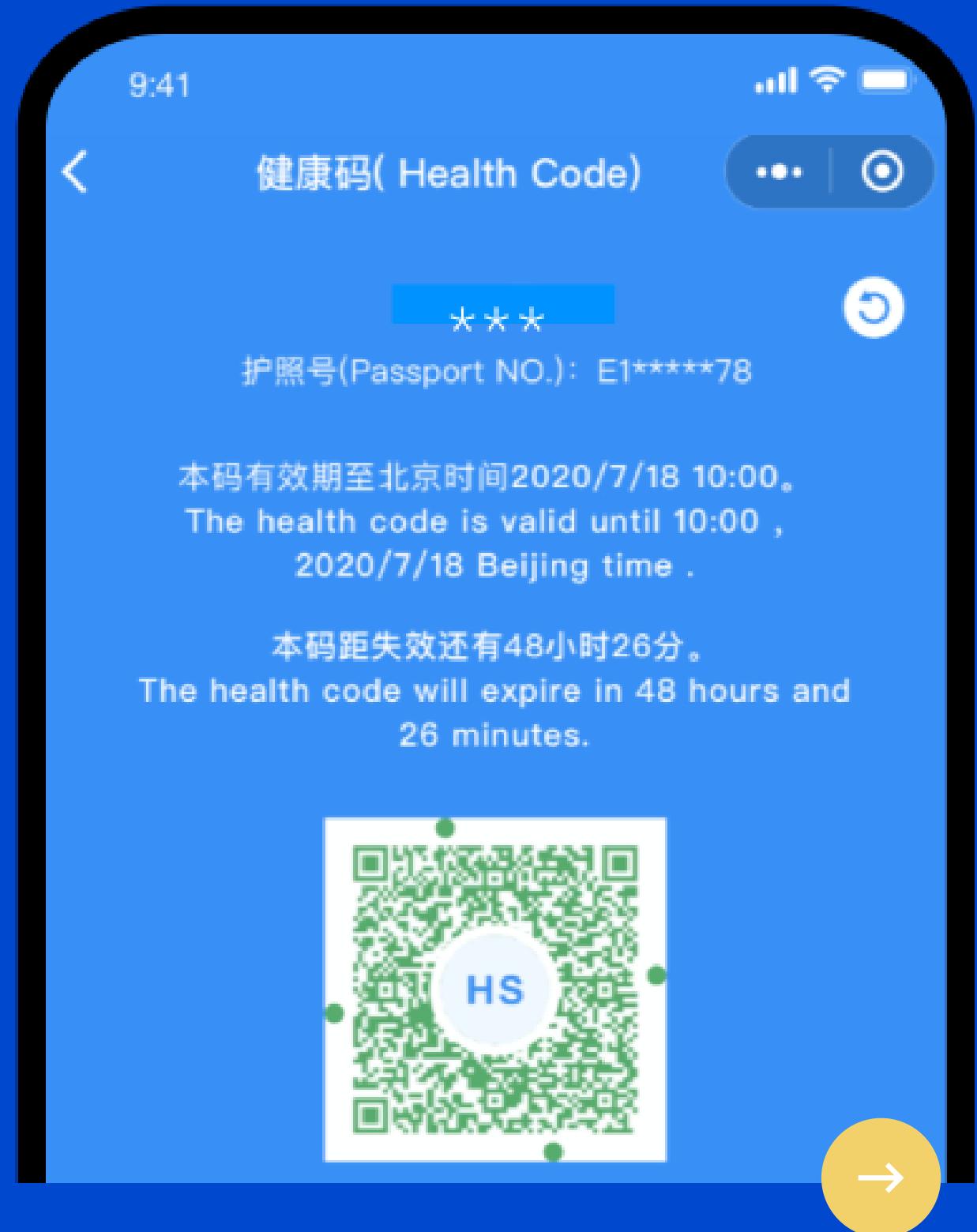
Contact tracing and exposure
notification with mini-programs
in Wechat and Alipay

September - November 2020



The Mini-Programs

In China, contact tracing and contact notifications are mainly done in mini-programs in WeChat and Alipay, called "Health Code". Government officers and medias work collectively to ensure all cases and contact persons are tested, treated, tracked, and documented.



Context

The digital product market, political environment and collectivism culture are very different in China.

OBSERVATIONS & STATS

Digital product market

Wechat and Alipay has billions of users and are well inserted into people's daily life

Political environment

Events and actions under covid are even more strictly controlled by the government

Collectivism culture

People are willing to sacrifice and are very proud for the collective efforts.



Let's get into the mini- programs



Characteristic 1

Forced usage for public transportation and important public facilities like hospitals, government buildings, and schools.

Characteristic 2

Red, yellow, and green QR code

Characteristic 3

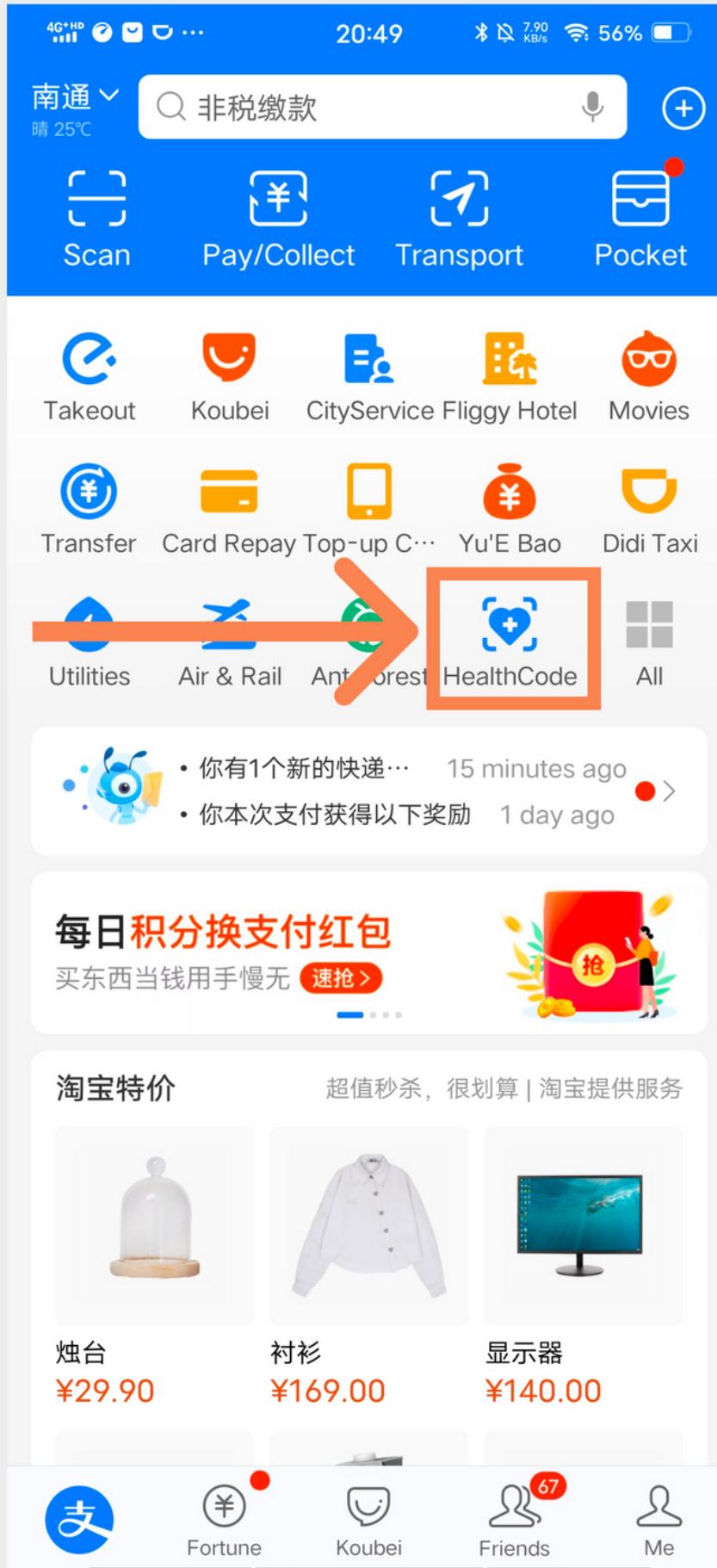
Each province has a unique system either in WeChat or Alipay

Characteristic 4

Ask for access like location, identity, phone number and "user status"



Alipay Home Page



Health Code Home Page



Choose your region

Jiangsu Health Code

It's provided by Jiangsu CDC and you can use it in the following scenarios:

- public transportations
- public facilities

Check my code

苏康码

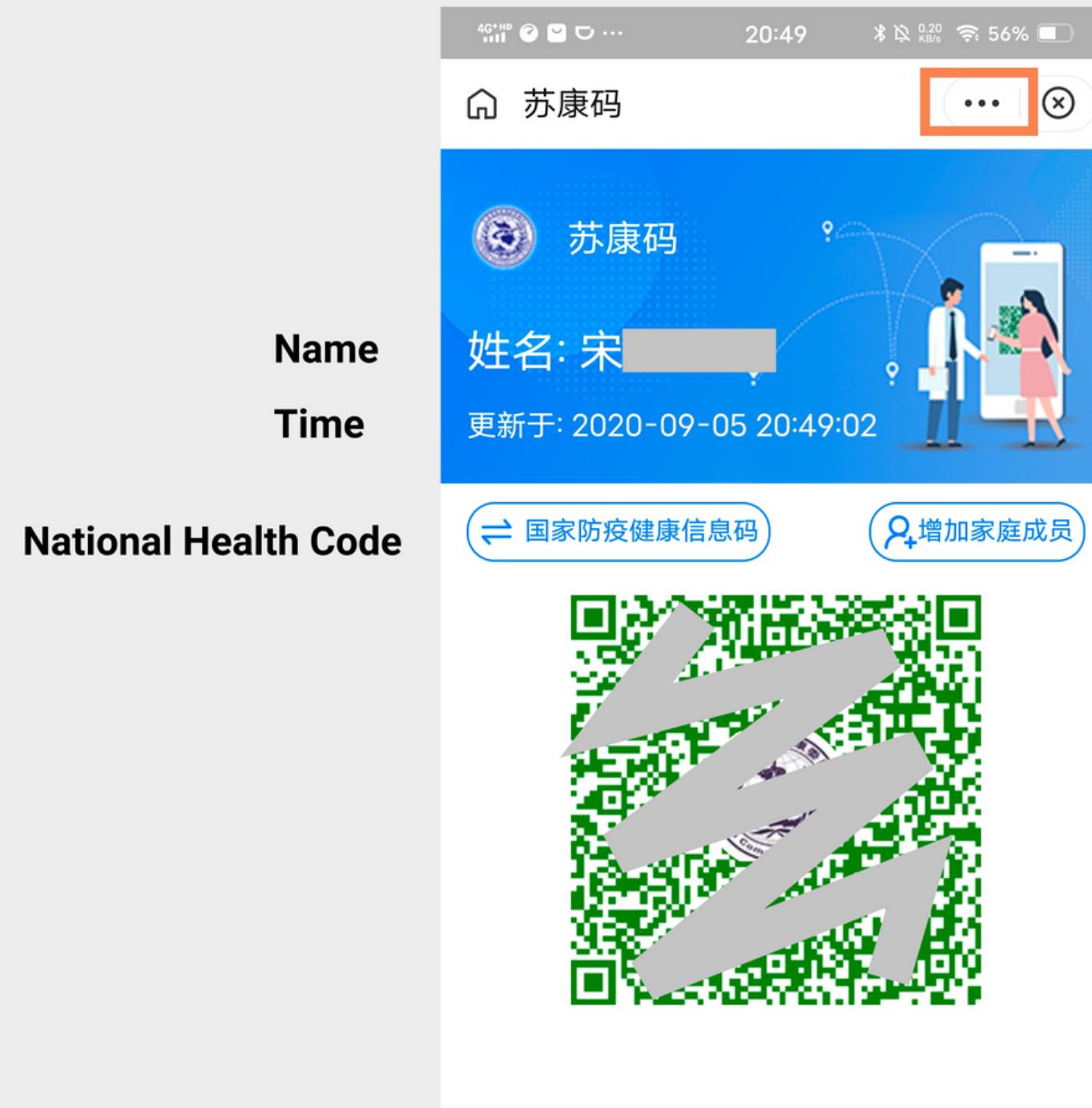
由“江苏省疾控中心”提供，可在以下场所使用

- 交通出行
机场、火车站、公交、出租车等
- 公共场所
社区、商场、写字楼、公园等

立即查看

支付宝城市服务提供

Health Code



Name

Time

National Health Code

Settings and more

Add family members

Health reminders

❤ 健康提示

绿色: 勤洗手、常通风、戴口罩, 出现发热咳嗽等症状请及时就医

核酸/抗体检测查询

Covid test results

Information update

信息变更

健康申报

Report health conditions

Information update

05:08 0.00 99%

苏康码

*填报人姓名: [Redacted]

Name

*证件号: [Redacted] ****85-303

ID number

*手机号码: 13348073116

Phone number

Where did you stay or visited?

*1. 您是从哪里来江苏的?
(已在江苏居住14天以上请选择现居住地)
请选择

Local address in Jiangsu

*2. 到江苏后居住地区(选择到乡镇/街道):
南通市 崇川区 文峰街道

苏康码

返回

Information update con't

05:08 0.80 99%

苏康码

*3. 到达江苏后详细地址(具体到门牌号码):
****85-303

Contact history

Cold or cough symptoms

children/old people etc

Informed consent

*知情同意:
根据《中华人民共和国传染病防治法》和《江苏省人民代表大会常务委员会关于依法防控新型冠状病毒感染肺炎疫情切实保障人民群众生命健康安全的决定》等有关法律规定,请您如实填报各项信息。瞒报信息可能造成您的不便,甚至可能承担相关法律责任,敬请配合!
“苏康码”的申报信息有效期为14天,请您于14天后按提示更新相关信息,否则将影响正常使用!
本系统实行对你填报信息真实校验,登录本系统即为授权。

是 否

是 否

是 否

是 否

是 否

是 否

是 否

是 否

是 否

本人知情同意

Report health conditions

05:08 0.10 99%

苏康码

每日分0点-12点, 12-24点两个时间段申报两次,
请记得及时填写!

*体温是否超过37.3°C
 是 否

*咳嗽等呼吸道症状
 是 否

*全身酸痛乏力
 是 否

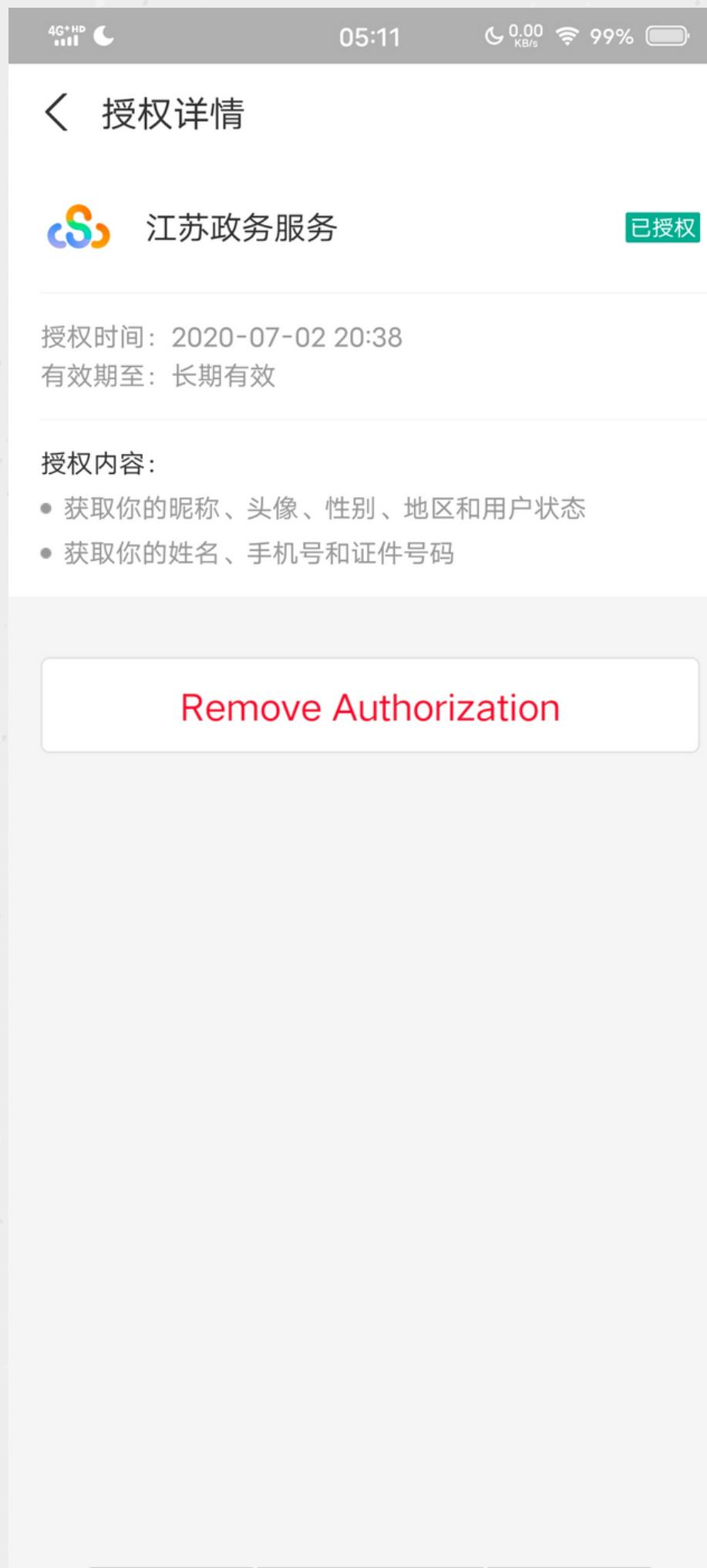
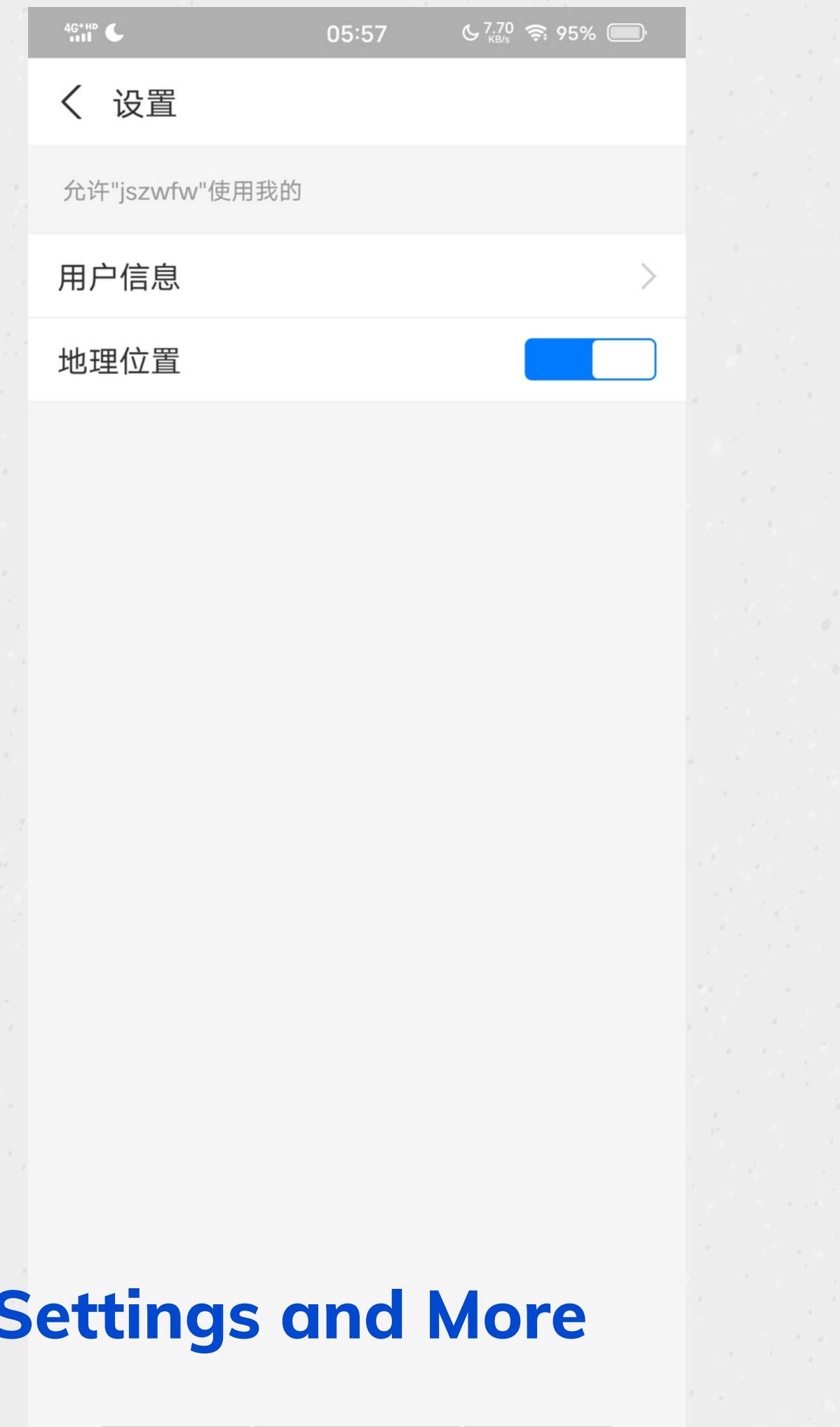
*腹泻等消化道症状
 是 否

*出行计划
 是 否

其他症状(选填)
请具体填写身体状况

苏康码

返回



3.2/5

Usage and Reactions 1

It was very effective at the beginning of opening up (March and April)

Usage and Reactions 2

Have mostly got used to it since it's been in use for 7 months or more, though some people complain about privacy issues. People are not consistently checking it. People only pull it out when they have to.

Usage and Reactions 3

Not very accessible for children, old people, and disabled people. Many people have reported issues to keep and update health codes for children and old people.

Usage and Reactions 4

Sometimes the program crashes & takes a long time to load.



Media

News coverage and social media campaign are critical factors for COVID.

SECONDARY RESEARCH

SARS & Public Health Officials

At the beginning, key public officials led the major media coverages and gave consistent suggestions.

News coverage

Quick updates of outbreak and contact tracking on all platforms of news & media.

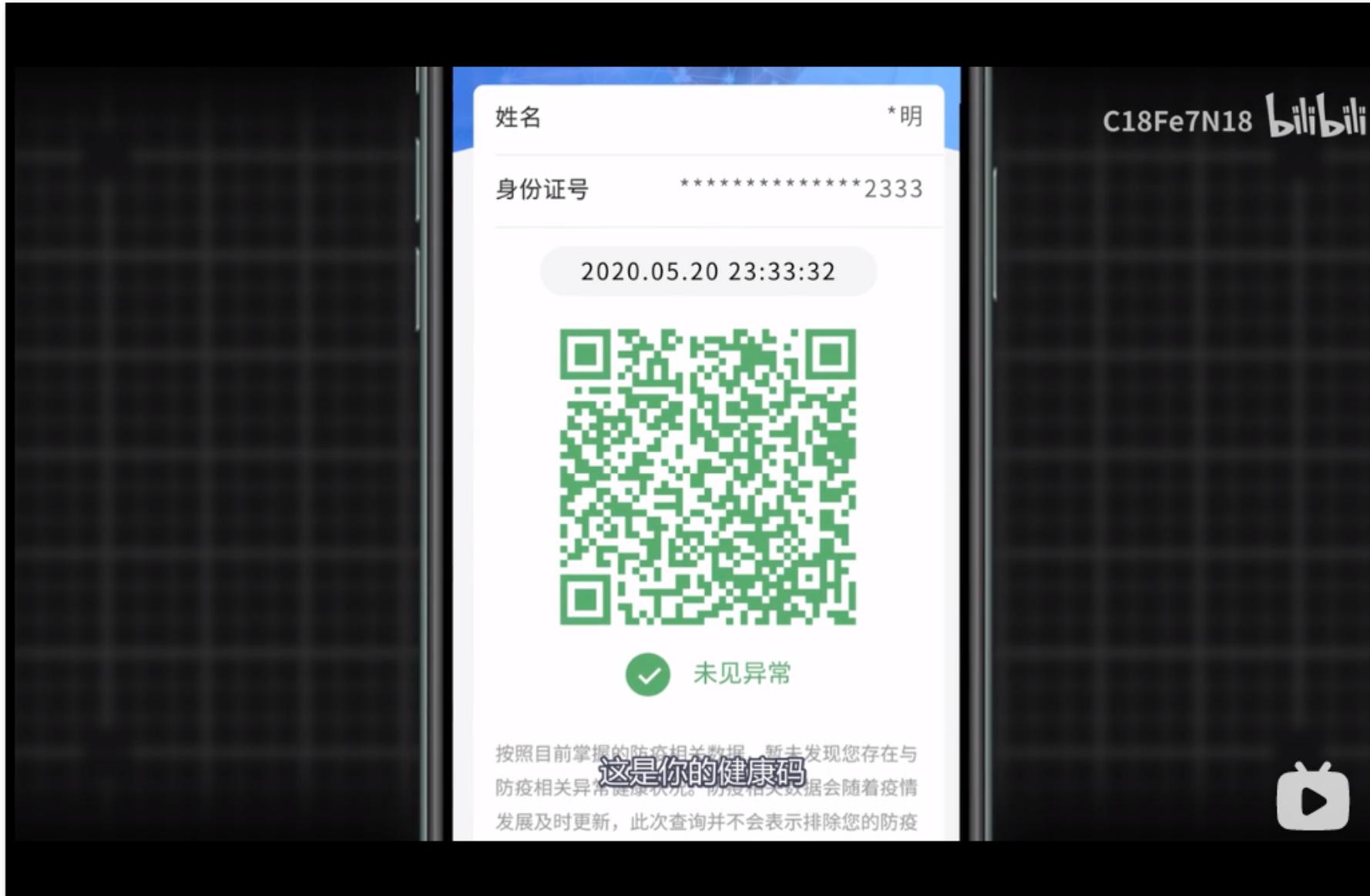
Social media

Misinformation appears all the time but government and public officials have a strong presence in social media as well.



活动作品 关于健康码的一切

3231播放 · 4弹幕 2020-06-15 01:46:52



Video about health code

活动作品 年度最期待催泪题材抗疫剧《在一起之同行》

343播放 · 0弹幕 2020-08-11 12:07:39



COVID Documentary/TV show

Government

Highly regulated and harsh punished.

SECONDARY RESEARCH

Layers of policies and actions

National CDC - Local CDC - Media/community workers (government officers)

Local policies

Lock downs/tests/usage of "Health code"

Haaaaaaaarsh punishments

National government & media attention



Questions?

