



**Infodemics Risk Communication Platform**  
(Winner of the 2018 Health Hackathon – Nigeria)

**OFFICIAL LAUNCH OF THE INFODEMICS HEALTH RISK COMMUNICATION PLATFORM**

**“Towards Modern Effective Risk Communication”**

**23<sup>rd</sup> of January 2020, Ventures Park, Asokoro, Abuja**



Implemented by





# What is Risk Communication?

The range of communication capacity for the public health event phases of:

- Preparedness
- Response
- Recovery



# Risk Communication Goals

To:

- Inform decision making
- Ensure positive behaviour change
- Maintain trust



# Risk Communication Shifts

- Experts and authorities are less trusted
- Public's source of health advice now online and social
- Media works differently: rise of opinion vs well sourced news



# Risk Communication Today

- Two-way multi-directional communication
- Engagement with affected population
- Take informed decisions to protect themselves and loved ones



# Risk Communication must

- Utilise the most appropriate and trusted channels of communication and engagement
- Bring together a diverse range of expertise in the fields of



# Risk Communication serves to

- Raise awareness
- Inform to build up knowledge on hazards and risks
- Inform on how to behave during events
- Improve relationships, build trust
- Involve actors in decision making



# Infodemics: Introduction

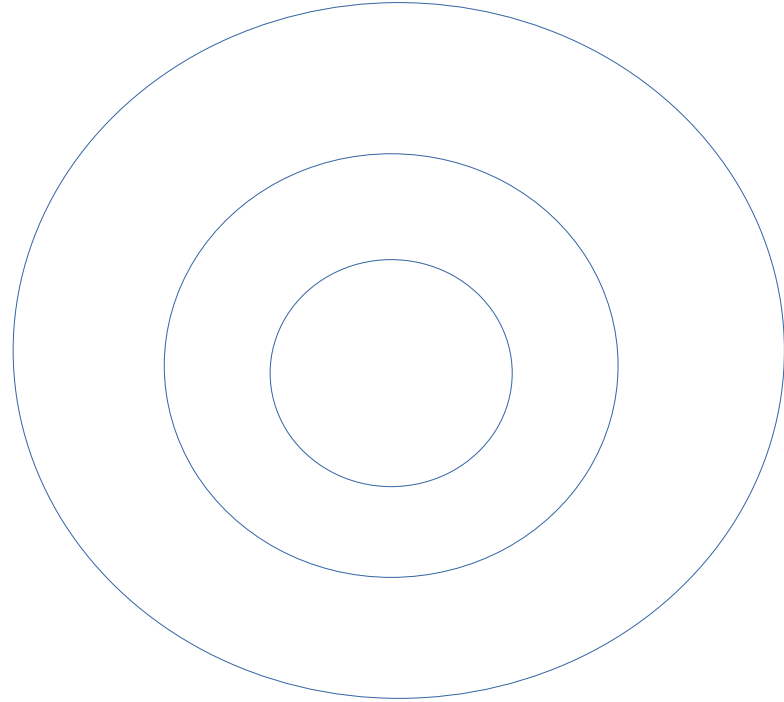
- `<url>`
- Users
- Partners
- Features
- Use cases





# Infodemics: Introduction

- `<url>`
- Users
  - Teams
  - Organizations
  - Partners
  - Community
- Use cases





# Infodemics: Profile

- Name
- Phone
- Email
- <custom>



# Infodemics: Circles

- Access: public or private
- Requirements for entry
- Roles and self management



# Infodemics: Posts

- Topic based (threaded) to preserve conversation focus
- Encouraged collaboration for purposes such as translation and continuous feedback
- In-built media management



# Infodemics: Media

- Measurable reach, analysis and feedback
- IVR/Short code (simulated): Call +44 749 007 9006
- SMS & Email
- More: payments, airtime?



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