



Communicating Health Risk to the Last Mile

Introduction

- ▶ We started with a focus: thematically on epidemics and geographically West Africa.
- ▶ The past months have validated this and shown a need for a solution even beyond these areas.

The Infodemics Solution

- ▶ We have a solution, available via invitation on infodemics.com
- ▶ A pilot, in collaboration with the NCDC. This was planned with the previous head of the Risk Communication Working Group at the NCDC.
- ▶ Infodemics can be summarised as verified information communicated effectively and efficiently through this trifecta: location, circles and media.

Location

- ▶ We lean heavily on geospatial data from GRID3, a solution introduced to us via eHealth Africa.
- ▶ This currently covers Nigeria extensively with plans to expand. Infodemics is designed such that locations we cover independently can be contributed to this great resource.
- ▶ Locations can also be added seamlessly as people use the the application.

Circles

- ▶ Attending the GIANT Health Tech Innovation event held at London and coming first in the category for “Addressing Health Inequalities” exposed us to use cases beyond the continent and epidemics.
- ▶ Mental health risks through a partnership with Stigma Statistics with a mission to map suicide data in real time globally for suicide prevention.
- ▶ Informed of other misconceptions such as the false line drawn between vaccines and autism and a line to other communities and circles via through Melting IceCubes.

Media

- ▶ Technology enabled channels which include:
 - ▶ Email (Visit infodemics.com and click invite me)
 - ▶ IVR (Call +44 7490 079006)
 - ▶ SMS (Text hello to +44 7490 079006)
 - ▶ Others such as WhatsApp, short codes and USSD are also planned

What's next! Q1/Q2 2020

- ▶ Pilot with NCDC
- ▶ Launch with basic plans
- ▶ Publish use cases hopefully in the British Medical Journal and similar publications
- ▶ Partner in interventions

Thank You!

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