

LINE Corporation Teams up With the IVI to to Raise Awareness About COVID



[Image Link](#)

COVID-19's ongoing presence has created global challenges and massive setbacks in everyday life; that's why the Tokyo-based internet company LINE Corporation decided to give back to the larger community by partnering with the nonprofit intergovernmental organization, the [International Vaccine Institute](#) (IVI), back in April of 2020. With the informational support of the IVI, LINE has used its own internet and communication services to [raise awareness about the importance of vaccines](#), [implement COVID-19 response initiatives](#), and [raise money for child immunizations](#).

In November of 2020, LINE talked with IVI Director General Jerome Kim (pictured above) for their short "[LINE Brand Journalism](#)" series on YouTube to give more information about the IVI, global efforts against the virus, and how their partnership with the nonprofit organization has made an impact.

In the first part of the series, Kim described the IVI as "an international organization like the United Nations or World Health Organization," but also as a "biotech company" and "university research institute" since it has laboratories to experiment with and provide supplies of new vaccines. Overall, the IVI is a unique organization that, as Kim puts it, "does it all."

In response to the question of why COVID-19 has been a difficult disease to combat, Kim stated that "compared to the flu, [the virus] is ten times more lethal and a little more transmissible." He also informed that "over 80% of people who acquire the infection are mildly symptomatic or asymptomatic, so [they] don't know that they're spreading it." Although there are over 200 vaccines, many are at various stages of testing; some are still in the conceptual stage, some are being developed and tested in laboratories, and others are in human clinical trials. Out of the total number of vaccines, only a fraction are in the phase three testing, with Pfizer's and Moderna's being the first two authorized ones. As vaccines continue to roll out, it's incredibly important

that people continue to practice health precautions such as wearing masks in public areas and social distancing to contain the spread of the virus.

Kim ended the short series with an explanation of how LINE has helped the IVI communicate information to people around the globe. While it can be difficult to explain scientific and technical terms to ordinary citizens in relation to COVID-19, LINE has served as a bridge and translator between the institute and people to make information understandable and accessible. Kim explained that the company has made it easier for IVI to express their messages “simply and persuasively.” LINE has therefore been “critical because it knows how to communicate and reach larger audiences, especially young adults, who are media savvy” and transform ideas into meaningful ones.

Although it is difficult to gauge when the virus will be completely under control, LINE’s continuing efforts to inform people about the pandemic and support of important institutions like the IVI provide a glimpse of hope for those who need it!

Links to Relevant Sources

- <https://linecorp.com/en/pr/news/global/2021/71>
- <https://linecorp.com/en/pr/news/global/2020/57>
- <https://linecorp.com/en/pr/news/global/2020/54>
- <https://linecorp.com/en/pr/news/global/2020/51>
- <https://youtube.com/playlist?list=PLBepcFMM3yYW4CkXiXvCNQql57wYB9IiJ>