

TIMELINE EXPLAINED

OVERVIEW OF INFODEMIC MANAGEMENT RESPONSE LINKED TO COVID-19 PANDEMIC



2008 - PRESENT

[Partnership Skåne](#) (PS) – capacity building around health equity and social inclusion for migrants resulting in a multilevel governance platform involving more than 200 stakeholders on regional and national level. 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. Trust is an extremely valuable component when conveying information that paves the way for participation and improved health.

The holistic approach to health promotion for migrants applied within Partnership Skåne has been described in detail in WHO publication:

[Health Diplomacy - Spotlights on Refugees and Migrants, WHO 2019.](#)

2017- PRESENT

The County Administrative Board of Skåne, which coordinates the collaboration within PS, has led the work with MILSA national education platform for Civic and Health Communicators since 2017. The objective is to create a national capacity for health communication for migrants and to strengthen the profession of Civic and Health Communicators through education, networking and knowledge sharing.

MARCH 2020

When Covid-19 began to spread in Sweden, the Civic and Health Communicators started each daily information meeting with migrants by updating them with the latest guidelines around the pandemic. When the physical adult education was closed down due to the pandemic, operations were quickly moved to digital classrooms.

MARCH 2020

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 through mainstream media in Swedish; thus, public bodies responsible for information policy needed to adapt their communication efforts. Partnership Skåne and the County Administrative Board of Skåne were discussed amongst nationally responsible authorities as a potential resource in meeting this challenge, due to previously established experience and competencies.

MARCH 2020

The Swedish Civil Contingencies Agency (MSB) asked Partnership Skåne to propose a new concept for infodemic management. The County Administrative Board united the PS expertise with an expert panel within regional infection control and the communication department with the objective of developing a concept of short information films with messages conveyed by Civic and Health Communicators in several languages. The nationwide network of communicators who command many languages within MILSA was included.



MARCH 2020

The concept was adopted by national authorities and intensive work with manuscript writing, translation, quality assurance, recording, editing, and dissemination started.

APRIL 2020

The first films were published on the national digital platform Informationsverige.se. Informationsverige.se provides information about Swedish society, in several languages, for newly arrived migrants. The films were also spread nationwide to civil society actors and in social media through national networks of Civic and Health Communicators.

APRIL 2020

Lund University was assigned the follow-up and evaluation of the process.

APRIL - JUNE 2020

Through this rapidly built-up infodemic management organisation, 13 thematic films were produced and distributed in 11 languages. The films address not only infection control, but also many of the social consequences of the pandemic. The trust capital of the Civic and Health Communicators played a central role in the films produced by the involved four responsible authorities, MSB, the National Board of Health and Welfare, the Public Health Agency of Sweden and the county administrative boards.

AUGUST 2020

The Public Health Agency of Sweden recognised the need for reinforced information about the importance of testing for symptoms of covid-19, and the difference between PCR tests and antibody tests. The organization for film production was re-activated.

SEPTEMBER 2020

Lund University presented a report with key findings and recommendations.

OCTOBER 2020

Two more films about testing were made in four languages, published and distributed through the national authorities concerned. The work continues...

