

THE NETWORK: TOWARDS UNITY
FOR HEALTH & FACULTAD DE MEDICINA,
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THE NETWORK
TOWARDS UNITY FOR HEALTH



Facultad de Medicina



TUFH2020 MEXICO

VIRTUAL CONFERENCE

"PRIMARY HEALTH CARE: A PATH
TOWARDS SOCIAL JUSTICE"

SYSTEMS AND COMMUNITY BASED
RESPONSES TO COVID-19

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TUFH 2020 Abstracts

Title	RISK COMMUNICATION REGARDING COVID-19: CHALLENGES AND PERSPECTIVES
Type	Oral Presentation <i>Systems and Community Based Responses for COVID 19</i>
Presenting Author	ANA ROSA MORENO
Co-Authors	Frederico Peres
Country	Mexico
Abstract N°	TUFH444
Content	<p>The COVID-19 pandemic is a major, complex sanitary crisis in which national governments, public health experts and other key-actors from the world had to respond immediately to a new, highly contagious infectious disease with significant morbidity and no specific treatment known to date. Likewise, the pandemic also posed a great communication challenge due to the overabundance of information - some accurate or false - that has been circulating without restrictions, leading to a situation that has been characterized by the WHO as an "infodemic". This directly affects the institutional response to the pandemic, since governments usually do not have tools or trained spokespersons for this type of communication and have little capacity to communicate effectively about the uncertainties associated with the evolution of the disease, treatment, characteristics of populations at risk and prevention measures, mainly. Furthermore, governments from many parts of the world face a lack of institutional credibility, aggravated by political polarization and difficulties of coordinating integrative initiatives between academics, the media, science communicators and other key-actors. In this context, risk communication - understood as an interactive process of exchanging information about risks among individuals, groups and/or institutions – is considered a strategic element for managing the COVID-19 pandemic. This work proposes the design of a dialogical model of risk communication regarding the COVID-19 pandemic, articulating governmental representatives, practitioners, community leaders, science communicators and the community, aiming to promote better health and safety status on individual and collective levels.</p>