

The Infodemic

Your Role As a Pharmacist



Pharmers
In-Depth. Personalised. PharmaCare.

What Is It?



Surplus of information?

Surplus of negative information?

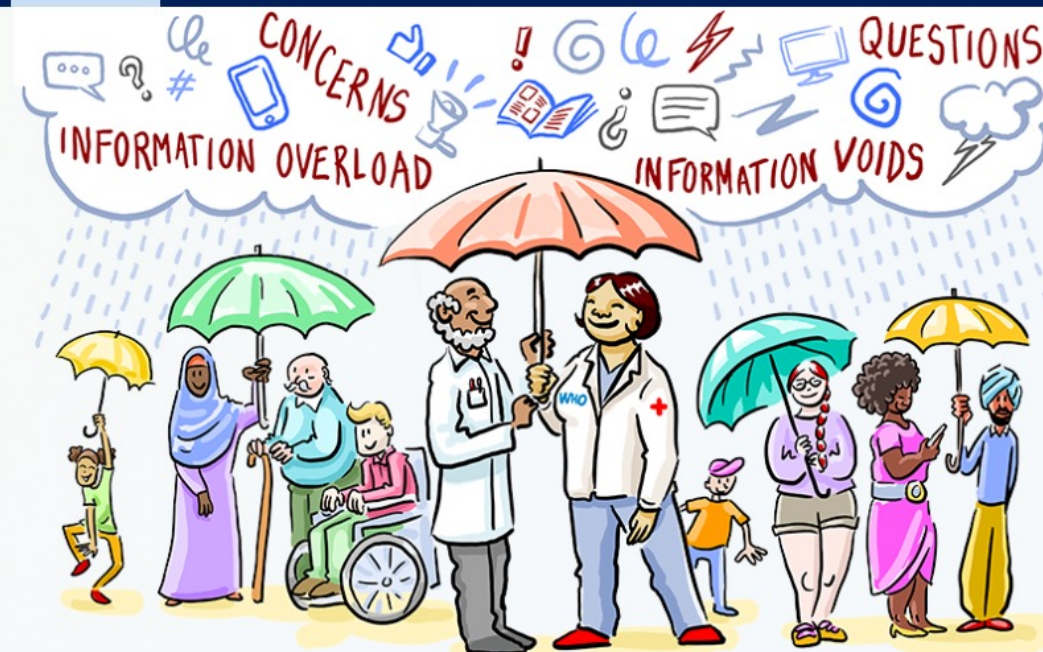
Surplus of positive information?



Too much information including false or misleading information in digital and physical environments during disease outbreak.

Infodemic management

Managing the infodemic and reducing its impact



About the Infodemic Management Course Series

An infodemic is an overflow of information of varying quality that surges across digital and physical environments during an acute public health event. This modern and complex phenomenon will now accompany all acute health events.

The Infodemic Management OpenWHO course series provides an overview of the strategies, good practices, methods and tools that infodemic managers and all interested health workers can use in the field to prevent, prepare for and respond to this phenomenon.

Search



Language

All

Proficiency Level

All

Keyword

All

Working effectively as an infodemic manager in the field

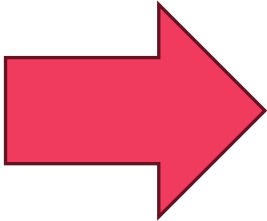
Using human-centered design good practices



Managing Infodemics

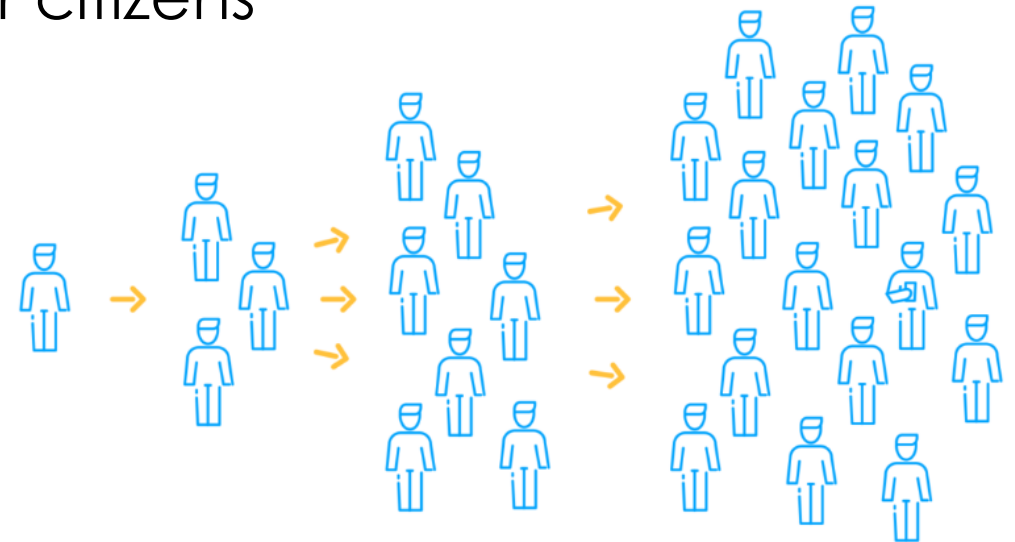


WHO recommends that we manage it by:

- 
- **P**romote understanding of risk & health expert advice
 - **L**isten to concerns & questions
 - **E**ngage & empower communities to take positive action
 - **B**uild resilience to misinformation

What Is It?

In a 2022 study on Chinese media, **official social media accounts** acted as a **major source** of information for influencing the infodemic through **increasing social support** and **reducing information cascades** for citizens

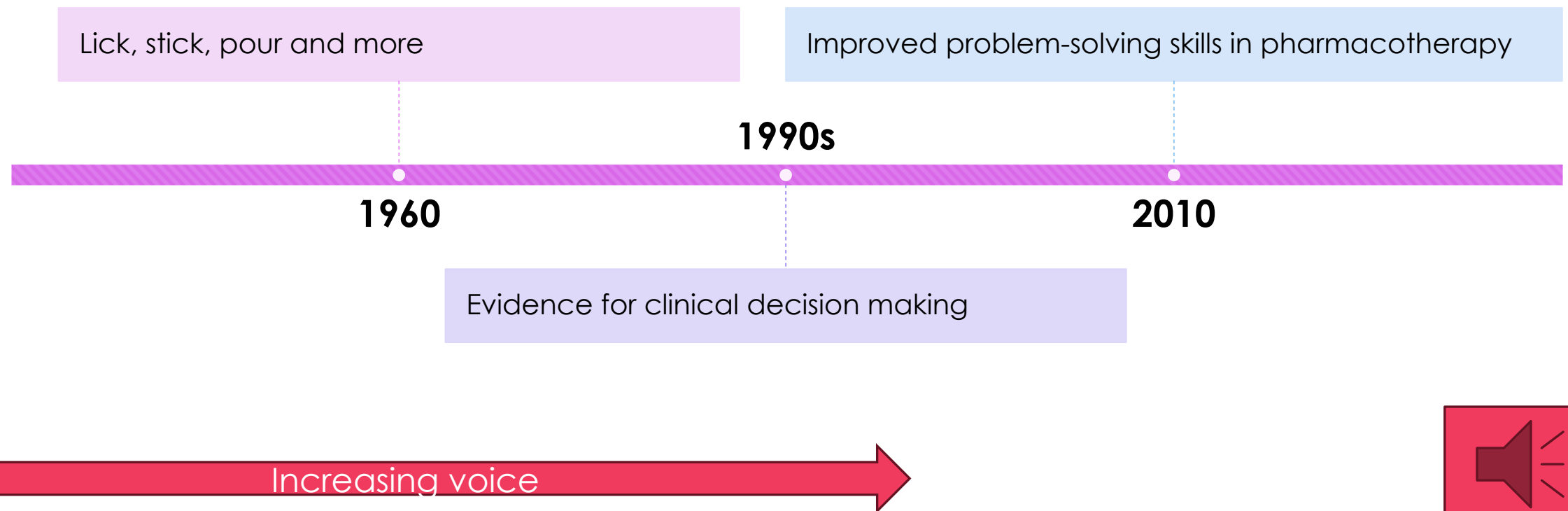


What Does It Mean For You?

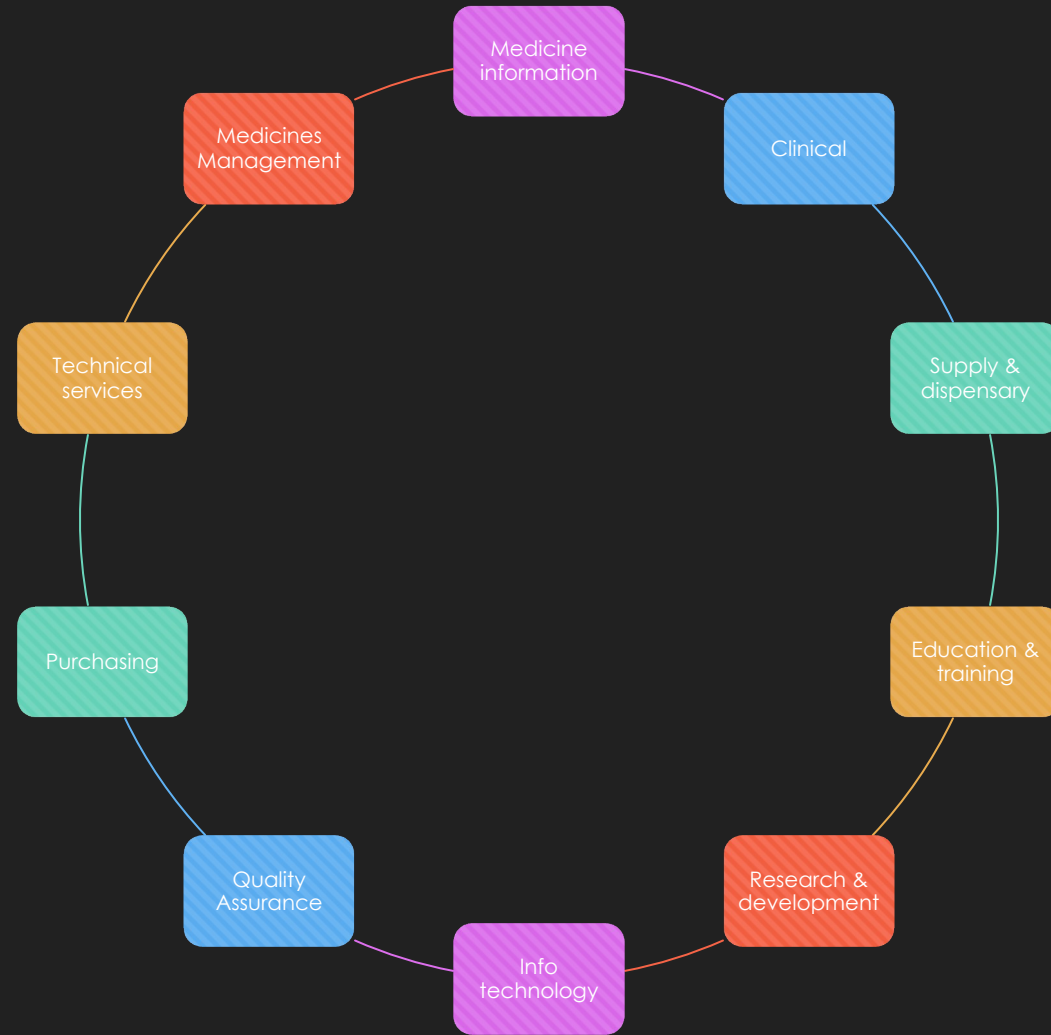
- Your pharmacy is an official source
- You therefore need to put systems in place
- E.g A social media page where you post daily/weekly/monthly

FIND AND USE YOUR VOICE – WHAT is YOUR ROLE?

The Many Roles of a Pharmacist Over Time



Community Pharmacist Roles



**All comes
down to the
Pharmacist's**

VOICE

Medicine information – master your voice

Clinical – master your voice

Supply & dispensary – master your voice

Education & training – master your voice

Research & development – master your voice

Info technology – master your voice

Quality assurance – master your voice

Purchasing – master your voice

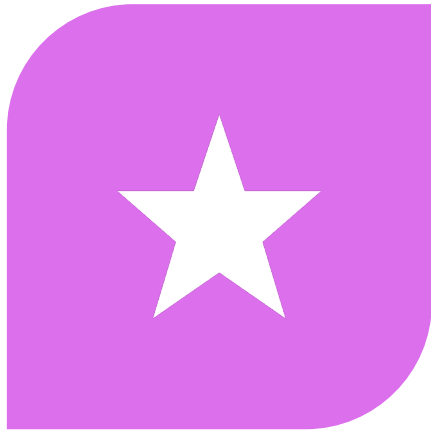
Technical services – master your voice

Medicines management – master your voice

Social Media Voice

- Show of hands who has a social media account?
Personal or Business?
- Who uses theirs for patient / public education?
- Whether its X, Facebook, Instagram, Tik tok, etc., pick your preferred platform to use your professional voice
- Implement a SOUND & LONGTERM strategy

Challenges



LIMITED AVAILABLE INFORMATION ON THE TOPIC/OUTBREAK ESPECIALLY IF YOU'RE IN A DIFFERENT SECTOR INTIMIDATES YOU TO SPEAK UP?



STEPPING IN THE NOISE AND CONFUSION WITH FACTUAL INFORMATION IS VERY TRICKY WHAT SHOULD YOU SAY?



THE NEXT BEST TIME IS TO START IS NOW. SO HOW DO YOU PREPARE BEFORE YOU HEAR SOMETHING OR GET ASKED?

Combat it with these

Credibility – you have your degree

Authority – power give orders, make decisions and enforce obedience, control

Opportunities

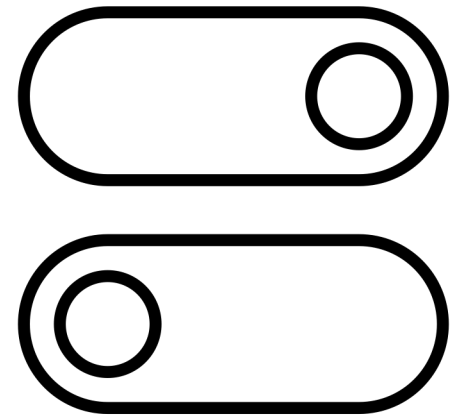
opportunities include:

Establish order & gain trust

Lead conversations & grow recognition

Provide solutions that improve everyone's outcomes

All this requires a focused, constant & intentional voice



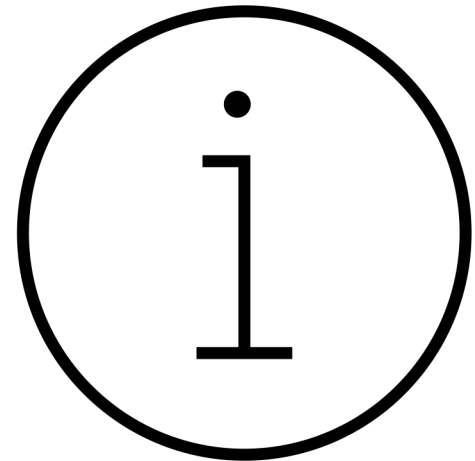
We all have a voice

Whether you use yours or not is a different story.

As a pharmacist, all your roles happen through your voice. So perfect it.

The voice you've been using thus far, matches the authority you perceive of yourself.

To train & improve your voice – sign up to Pharmers Academy for a free Masterclass on: **How To Develop a Confident Voice of Authority for Community Pharmacists!**



Example

On the plane:



Have you heard?
Another pandemic is
coming....



What do you respond?

Reply With Facts

You as the Pharmacist who takes their voice seriously can say:

No, I haven't heard,

Or

Yes, I've heard but

Pandemics are (serious, devastating, alarming...) and fear can worsen anyone's response so stay calm and follow your healthcare leaders recommendations.

References



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