

Europe Infodemic Preparedness and Response Alliance

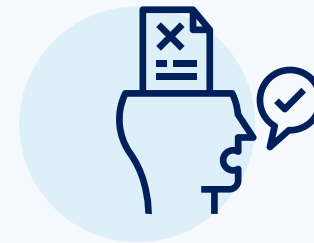
Open call to national authorities, international organizations, academia, media, fact-checkers and civil society organizations



© World Health Organization

What is an infodemic?

An infodemic is too much information including false or misleading information in digital and physical environments during a health emergency.



- An infodemic can cause confusion and harmful risk-taking behaviours. It also leads to **mistrust in health authorities** and undermines the public health response to the emergency.
- An infodemic can **intensify or lengthen an epidemic or pandemic** when people are unsure about what they need to do to protect their health and that of people around them.
- Health experts believe the infodemic that accompanied the coronavirus disease (COVID-19) pandemic in 2020 and subsequent years **cost many thousands of lives** and undermined trust in health authorities in numerous communities.
- **We can expect that future health emergencies will also be accompanied by infodemics** – and that, with the development of generative artificial intelligence, they may be worse than what we experienced with COVID-19.

What is the Europe Infodemic Preparedness and Response Alliance (EIPRA)?

EIPRA is a new whole-of-society collaboration coordinated by the WHO Regional Office for Europe.



- EIPRA aims to further develop and maintain public trust in official science-based health information in health emergencies.

- EIPRA also aims to further strengthen **collaboration** between organizations in the WHO European Region that need to manage infodemics and their impacts.
- In particular, **it aims to implement lessons learned and good practice** developed on infodemic management (IM) during the COVID-19 emergency and help ensure they are applied across the Region in future health emergencies.

What will EIPRA do to make countries and organizations better prepared for future infodemics?

The main priorities of EIPRA in its start-up phase will be to:

1. further develop IM capacities and capabilities in the European Region; and
2. identify, catalyse and disseminate research on IM and how to develop impactful interventions against infodemics.



- For **capacity building**, EIPRA will organize regular workshops and training sessions on infodemic management (IM) and how to develop effective IM interventions. It will identify IM capacity gaps/needs and mobilize partnerships to address them.
- In the area of **research**, EIPRA will foster collaboration and networking between government authorities, researchers and civil society to share the latest knowledge and quantify the impact of IM interventions.

Who can join EIPRA?

Organizations from across government, academia and civil society can apply to join EIPRA. We learned during the COVID-19 pandemic that countering infodemics requires a wide range of actions, and that no organization can do all of these on its own.



- **EIPRA provides a framework** for IM coordination and collaboration for actors across the whole of society.
- Given WHO's rules on how it engages with non-State actors, **governmental organizations will play a special role in guiding EIPRA.**
- **National, area-level or local government bodies**, such as public health authorities or agencies responsible for digital media policy can become members of EIPRA, so too can **inter-governmental organizations** such as United Nations or European Union bodies operating in the WHO European Region.
- **Civil society organizations, academic research groups and private sector entities** that focus on IM, fact-checking or related areas can apply to be participants in EIPRA. Areas related to IM include, for example, fact-checking and promotion of health literacy/digital literacy.

How can my organization apply to join?

For full details on how to join EIPRA, access the Open Call and Terms of Reference published by the WHO Regional Office for Europe by scanning the QR code below or contact eipra@who.int.



- **Governmental bodies** wishing to join EIPRA need to send a letter to the WHO Regional Office for Europe stating their wish to join the Alliance and their agreement to abide by its Terms of Reference.
- **Civil society organizations**, academic research groups and private sector entities need to express their interest in joining EIPRA – as well as to state their agreement to abide by its Terms of Reference.
- **There is no fee to join EIPRA** either as a member or a participant. However, all organizations that do join EIPRA will be expected to contribute time, energy and ideas to its activities.

Last updated: 7 October 2024

*© World Health Organization 2024. Some rights reserved.
This work is available under the CC BY-NC-SA 3.0 IGO license.*