



WELLINGTON

Risk perception during a COVID-19 'infodemic' and public health challenges for us in the future

Dr Jonathan Jarman Medical Officer of Health, Taranaki District Health Board

Being able to quickly identify what is safe and what is not keeps us alive. But how do we decide what is safe when the threat is a new unknown disease and we are flooded with conflicting information? The purpose of this talk is to explore how we perceive risks such as COVID-19 and what sort of risk communication challenges lie ahead for us as a country.

Wednesday 10 February, 5:15pm University of Otago, Wellington

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Dr Jonathan Jarman

Jonathan is a public health physician based in Taranaki. His role involves communicating risk on an almost daily basis. He first became interested in risk communication when required to provide public health advice 20 years ago–a local health professional had reused disposable syringes in 590 patients in Northland. Following this, Jonathan had training in crisis and emergency risk communication in Atlanta in 2003 but says that the communication landscape has changed significantly since then. "Now we have social media and terms like fake news and disinformation have become highly prominent."

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