

Using New Media for Health Education and Communication during the COVID-19 Outbreak

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Abstract

To keep up with the times, it has become a trend for government agencies to use different new social media in a timely manner to increase the accessibility and mobility in health education and communication.

In this article we described the health education communication during the COVID-19 epidemic as an example to explore how we used new media channels such as social media platforms, communication software, and audio-visual platforms to establish effective communication models during emerging infectious disease outbreaks, so that correct information and epidemic prevention policies could be communicated to the public in a timely manner, and how we dealt with negative impacts of misinformation.

We concluded that the convenience and easy-to-read nature of new media for health education communication could effectively enhance the spread of health education messages. Through real-time monitoring of online public opinion and rapid dissemination of clarification messages with multiple channels, the disturbance of harm and damage could be reduced in the first instance. Making good use of the advantages of new media, including its immediacy and affinity, and formulating appropriate responses to negative influences, clearly have positive effects on policy communication and promotion.

Keywords: COVID-19, new media, health education and communication, YouTube, Facebook, LINE, misinformation

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Received: Oct. 27, 2022
Accepted: Oct. 27, 2022
DOI: 10.6525/TEB.202212_38(24).0001