

## Actualités du Pharo 2022 – Session 6

### Communication based on people's representations

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Inadequate communication in public health is often the source of misunderstanding and doubt, which can lead to mistrust and even hostility. Gaining the trust of the population is essential to bring about the desired behavioural changes in times of health crisis, as in all public health issues.

We will provide examples of a "health culture" approach, which is based on the population's representations of the health issue in question in order to propose a strategy, a plan and appropriate communication tools. In particular, we will present work carried out in West Africa for the West African Health Organisation to strengthen the population's support for Covid-19 prevention measures. We conducted a socio-anthropological survey in five countries on the representations of the population, then proposed a communication strategy and produced a set of communication tools based on the results of this survey.

We will question the relevance of studies on the "infodemia" centred on the production and online circulation of false information on Covid-19 and which implicitly or explicitly draw a line between this circulation and the representations of the population.