

COVID-19 FACTS

Don't fake it, even if you think you'll make it

BACKGROUND

Covid-19

The pandemic caused by Covid-19 has affected the lives of people all over the globe. With an increasing number of people infected and the deaths that come with it, people are looking for guidance and answers.

Fake News

With social media fundamentally changing how communication works, information spreads at an immense pace. In effect, fake news and misinformation can spread like wildfire reaching millions. Misinformation therefore poses a direct threat to mitigating the devastating effects of Covid-19

Our Purpose

Our project aims to combat misinformation on Covid-19. By educating people and spreading facts instead of fake news, we can ensure that people are protecting themselves against Covid-19 in an effective and safe way. The platform developed in this project is based on sources from some of the world's most credible institutions.

Targeted SDGs

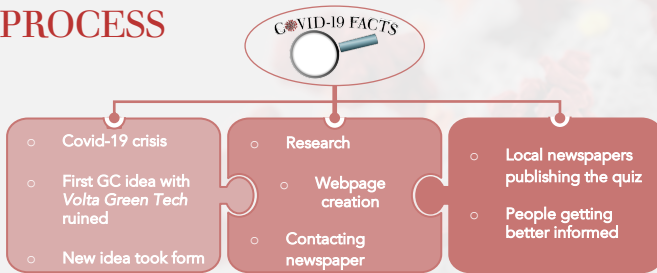


SDG 3 :
Ensure healthy lives and promote well-being for all at all ages.



SDG 4 :
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

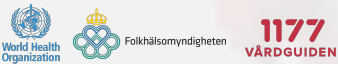
PROCESS



The Project

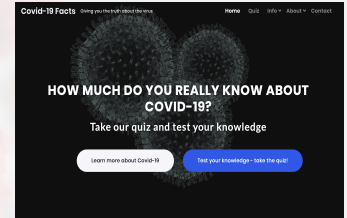
Rather than starting a regular information campaign, an idea of a more dynamic form of learning quickly took form. We then gathered information from credible institutions and created the platform **Covid-19 Facts**. We then contacted several local newspapers to see if they were interested in publishing our project in one of their issues.

A Selection of our Sources



The Platform

Covid-19 Facts offers you to read about the most common misconceptions about Covid-19 and the corresponding fact. You can also test your knowledge in a fun and stimulating way through our quiz, sharing the result with friends and family.



www.covidfacts.se

Main Misconceptions

- Whether people with allergies are a risk-group or not
- Whether wearing facemasks in public can stop infection rates from rising
- Whether at-home tests are reliable or not

RESULTS

Publicity

In combination with the launch of the website, we've initiated a collaboration with **Stockholm Direkt**, which distributes newspapers to over **1 million** households in Stockholm. They are publishing our quiz the **16th of May** in their papers and on their website, which would mean we would reach many with our educational initiative.

Working towards the SDGs

By reaching so many people, we truly believe we can make a difference in the fight against the coronavirus. By working toward SDG #4, quality education, we in turn contribute to SDG #3, good health and well-being. People with the right recommendations are better prepared for the virus.

Stockholm Direkt

+1 million readers

7 500 Online visitors every week

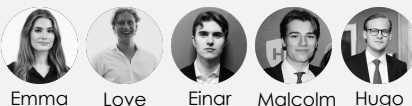
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What now?

Sweden is among the most educated countries in the world. With Covid-19 truly presenting itself as a global challenge, we see huge potential for the already English website to spread to other less educated countries. We have contacted international newspapers and non-profit organizations to get them to advertise our project.

Our ultimate goal is to educate as many as possible through **Covid-19 Facts**. By ensuring that people follow the advice of the authorities and not their next-door neighbor with a "gut-feeling", we can ensure that people are as prepared for the coronavirus as they can be. The key to beating the virus is not by an individual effort, but by people equipped with correct information committing to the same cause!

Team members of Group 7:3



Emma Love Einar Malcolm Hugo

Scientists and Institutions

- Sources of information

Compiling information

- Easy and accessible



News and social media

- Spreading information

End consumer

- Learns about the virus and stays healthy and safe ❤️

Healthy life and educated people. SDG #3 and #4