

Communication as a key element for disseminating PH in Brazil: the PHAM2021 experience

Maria Daniela de Araújo Vianna (Ph.D., Postdoctoral Researcher, Institute of Advanced Studies - University of São Paulo), Antonio Mauro Saraiva (Ph.D., Full Professor and Researcher, Institute of Advanced Studies - University of São Paulo), Thaís Presa Martins (Ph.D., Researcher, Planetary Health Group)

This study aims to explore the results, impacts, and lessons learned from the communication process surrounding the 4th Planetary Health Annual Meeting (PHAM2021) held virtually and hosted by the University of São Paulo, in Brazil. The conference – the first in the Global South – took place during the Covid-19 pandemic and was organized by USP in partnership with the Planetary Health Alliance. The event represented a historic milestone, with a record of 5,020 registrants from 130 countries. Robust evidence shows that communication was key to the event, both in the dissemination of information about the PHAM2021 per se and in the ability to disseminate the Planetary Health concept in the region because of the event, mainly in Brazil. Of the total number of people registered for the event, 2,183 were registered in Brazil (43.5%).

Based on measurements collected from the Planetary Health Study Group (IEA-USP) on Twitter, Instagram, Facebook, and LinkedIn channels from January to May 2021, it is possible to establish a direct connection between the amplification of the audience and the PHAM2021. All numbers related to visitors, followers, subscribers, and engagement on the GPS social media channels grew up and reached peaks of records nearby the PHAM2021 occurrence. On the GSP Twitter profile, for example, visits rose from 775 in January 2021 to 1,793 in May 2021, shortly after the PHAM2021 (it took place between April 25th and 30th).

What were the direct and indirect impacts of carrying out PHAM2021 in the Brazilian context? How has communication helped? How do the students involve? What are the challenges that are important for the future? How has the use of social media networks contributed to the communications strategy? These are some of the questions that we intend to explore in this study. We will analyze user behavior on social networks, both on PHA and USP's Planetary Health Group channels, to correlate publications with the behavior of registrations for the event. The detailed analysis of the feedback survey from the participants of the event will be the basis for consolidating the lessons learned.