

CONCEPT NOTE



Media Scanning & Verification Cell



@ STATE - IDSP



Integrated Disease Surveillance Programme (IDSP), National Centre for Disease Control,
Ministry of Health & Family Welfare, Government of India

22-Sham Nath Marg, Delhi – 110 054, India

E-Mail:- idspsmediaalert@gmail.com, idsps-npo@nic.in, Phone-011-23946029



CONCEPT NOTE FOR ESTABLISHING MSVC AT STATE LEVEL



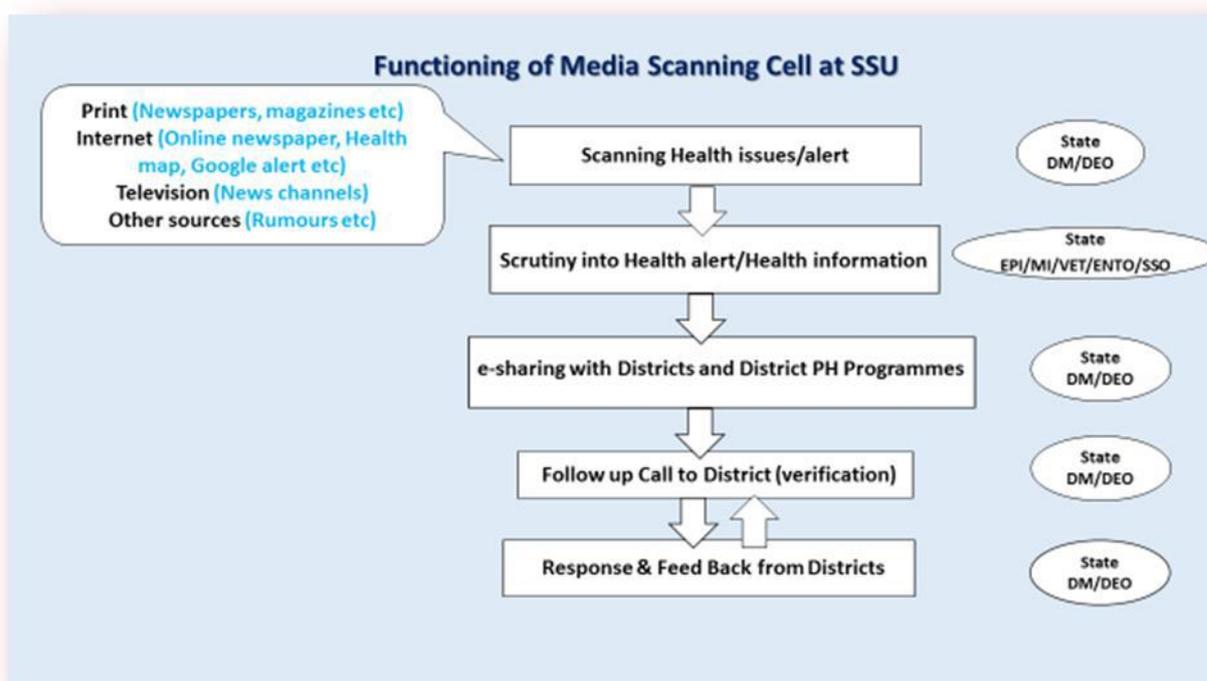
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Background

Surveillance has been enhanced by the development of several novel approaches complementing conventional methods. The advent of electronic and print media has been a source of informal information for ongoing disease alerts and health related events. They are vital for detecting outbreaks of infectious diseases and are important tool for enhanced surveillance in the detection of outbreaks early.

IDSP - Central Surveillance Unit established Media Scanning & Verification cell (MSVC) in 2008 for providing supplemental information for early detection of outbreaks. The general objective is to provide an early warning signals for detection of potential outbreaks/unusual health events so that an appropriate and timely action can be taken. On an average 1-2 media alerts on occurrences of unusual health events are detected daily.

At the State level the flow chart shown below can be adopted for the functioning of media scanning



*** Data Manger (DM); Data Entry Operator (DEO); Epidemiologist (EPI); Microbiologist (MI); Veterinary Consultant (VET); Entomologist (ENTO); State Surveillance Officer (SSO)**

- Print, electronic media (television, internet), reports of rumours and other information transmitted through various formal and informal channels are screened manually for unusual health events.

- The screened information of unusual health events are analysed by epidemiologists who generate media alerts that are disseminated electronically to relevant District Surveillance Officers and followed up by phone for verification.
- Verified media alert reports are distributed to responsible health authorities and stakeholders for appropriate public health action.

State Surveillance Units are encouraged to establish a similar mechanism to scan local newspapers/electronic media for unusual health related events pertaining to outbreak prone infectious diseases covered under IDSP. This activity provides early warning of occurrence of local and focal unusual health events/ potential outbreaks in advance. It can assist in the generation of hypotheses about potential epidemiological links between cases. It also helps in tracking further spread of disease.

Activities & Standard Operating Procedures

At the State level Data Manger (SDM) scans media for unusual health related event(s) in Districts, State, and neighbouring states/countries in the following media

- ✓ paper copy newspapers
- ✓ online/e-paper editions and
- ✓ scan Google Alerts and Health Map and any other informal sources
- ✓ rumour registers

Daily in the morning the SDM should scan the paper edition of newspapers

- ✓ Look at the heading of the article
- ✓ If relevant, read through the article's body
- ✓ Get initial input from Epidemiologist of the State
- ✓ If relevant, cut out the complete news article with heading
- ✓ Scan the news article

SDM also scan selected list of online/e-paper editions in the morning

- ✓ First, look at the heading of the article
- ✓ If relevant, read through the article's body
- ✓ Then get initial input from Epidemiologist of the State
- ✓ If relevant, save the complete news article in a file (folder)

SDM will also scan for media alerts on unusual health events in Google Alerts and Health Map.

- ✓ Google Alerts:



- ✓ The following are the key words for Google alerts which can be utilised to capture unusual events (Fall ill, Fell ill, Filariasis, Mumps, Plague, Swine flu, Tetanus, Anthrax, Bird Flu, Chickenpox, Chikungunya, Cholera, Dengue, Diarrhoea, Fever, Food poisoning, Gastroenteritis, Hepatitis, Hepatitis A and B Immunizations, Hepatitis B, Influenza A (H1N1), Japanese encephalitis, Jaundice, Kala-azar, Malaria, Measles, Meningitis, Mysterious illness, Polio, Rabies, Typhus, Unknown Disease, Unknown fever, Viral Fever, Viral Pneumonia, Yellow fever, Corona Virus, MERS-CoV, H7N9)
- ✓ Google Alert Settings:
 - ✓ Volume – All Results
 - ✓ How Often: As it happens
 - ✓ Delivered to: mediascanningcell(state name)@gmail.com

- ✓ Health Map (www.healthmap.org)



- ✓ Search for events reported in State, India and neighbouring States/countries
- ✓ Click the pin dropper for source article and save in folder.

The scanned information are to be scrutinised by State Epidemiologist/State Surveillance Officer for categorising the health event into alert or information and reported in the **Format A (annexure)** for further transmission to respective Districts.

An email account for media scanning verification cell at the State level has to be created ([mediascanningcell\(state name\)@gmail.com](mailto:mediascanningcell(state name)@gmail.com)), so that the health events are shared with respective District Surveillance Units.

A copy of alert which involves multistate involvement and adjoining Border States inclusion in any epidemic prone diseases outbreak should be shared with idspsmediaalert@gmail.com, idsps-npo@nic.in.

SDM should verify the alerts through phone and maintain a call log. ***If the verified alerts results in an unusual event /outbreaks the epidemiologist should communicate with the concerned District to send a EWS to Central Surveillance unit.***

A repository of all the health alerts generated and the investigation reports received are to be maintained in the prescribed database as **Format B (annexure)** by the SDM.

States should update and send Format B to statediaalert@gmail.com, idspsmediaalert@gmail.com, idsps-npo@nic.in, on a weekly basis. The investigation reports of the alerts are to be reported in English language.

Annexure – Format A

<p>MSVC-(**** name of the state)</p>				
<div style="border: 1px solid black; width: 30px; height: 30px; margin: 0 auto;"></div> <p style="font-size: 8px; text-align: center;">State Logo</p>	<p>Media Scanning & Verification Cell-**** Media alert from the Media Scanning & Verification Cell, ****</p>			
State Alert ID	Publication Date	Reporting Date	Place Name District / Block	News Source/Publication Language
***-001	DD/M/YY	DD/M/YY		www.timesofindia.com/English http://timesofindia.indiatimes.com/city/ahmedabad/81-taken-ill-after-wedding-fest-in-Saregar/articleshow/50968146.cms
Title:	ABCDC			
Action By SSU/DSU -****	Information communicated to SSU/DSU/CSU-Media Scanning Cell-IDSP, NCDC-Delhi			
<p>Save a tree. Don't print unless it's really necessary!</p>				
<p>Integrated Disease Surveillance Programme (IDSP)</p> <p style="font-size: 8px;">State office Address</p> <p style="font-size: 8px;">For more information please contact: Media Scanning & Verification Cell-****: - Phone (00)00000 Email: - mediascanningcell****@gmail.com</p> <p style="font-size: 8px;">Join CSU on  http://www.facebook.com/pages/Media-Scanning-Verification-Cell-IDSPNCDC/137297949672921</p>				

Annexure - Format B

< State Name >													
S.No	Date of Alert	News Source	State Alert ID	State	District	Block	Disease	Subject	Date of Verification	Verified True /False	EWS sent	Report	Remarks
Month & Week No. [for e.g. April, 2016 (Week No. 17)]													

Rumour registry

Reporting Unit :					District :		
Date of rumour	Description of rumour	Source of information	Village/Urban area	Taluka/Block/Sub-Division	Action taken		
					Epidemiological workup	Lab samples	Outbreak Response Initiative

	Action points for MO -PHC	Done	Not done	Remark
Epidemiological workup	Verification of rumour by health worker of the area within 48 hours			
	If information correct then health worker does active case search			
	Line listing of cases with info on age/sex/location/immunization status etc			
	Confirmation of type of disease/syndrome by MO PHC			
Sample sent	As specified for the disease/syndrome			
Outbreak Response Initiative (ORI)	Specific ORI as per guidelines			

If you have any queries and issues kindly send us

E-mail: ldsp-npo@nic.in, idsp-msc@nic.in, statemedialert@gmail.com

Design and Layout: Avnesh Sharma, Media Scanning Cell-IDSP/NCDC



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<http://www.facebook.com/pages/Media-Scanning-Verification-Cell-IDSPNCDC/137297949672921>



<https://twitter.com/MSVC1>

MSVC-GUJARAT



सत्यमेव जयते
गुजरात सरकारी

Media Scanning & Verification Cell-Gujarat

Media alert from the Media Scanning & Verification Cell, Gujarat



State Alert ID	Publication Date	Reporting Date	Place Name District / Block	News Source/Publication Language
Guj-001	DD/M/YY	DD/M/YY		www.timesofindia.com/English http://timesofindia.indiatimes.com/city/ahmedabad/61-taken-ill-after-wedding-feast-in-Saraspur/articleshow/50968146.cms
Title:	ABCDC			
Action By SSU/DSU - Gujarat	Information communicated to SSU/DSU/CSU-Media Scanning Cell-IDSP, NCDC-Delhi			

Save a tree. Don't print unless it's really necessary!

Integrated Disease Surveillance Programme (IDSP), State Surveillance Unit

Right Wing, 3rd Floor, Block No -05, Dr Jeevraj Mehta Bhavan

Old Secretariat, Gandhinagar-382010, Gujarat

For more information please contact: Media Scanning & Verification Cell-Gujarat: - Phone (079)-23237376

Email: - mediascanningcellgujarat@gmail.com

Join CSU on



<https://www.facebook.com/pages/Media-Scanning-Verification-Cell-IDSPNCDC/137297949672921>



<https://twitter.com/MSVC1>

FORMAT A - Description of contents

The screenshot shows a web browser displaying a news article on The Statesman website. The URL is www.thestatesman.com/news/odisha/200-fall-sick-due-to-food-poisoning/133156.html. The page header includes navigation links (HOME, INDIA, WORLD, SPORTS, BUSINESS, OPINION, DELHI, BENGAL, ODISHA, FEATURES, LIFE STYLE, SUPPLEMENTS), the date (Friday, 01 April, 2016), and the newspaper's name (The Statesman). The article title is "200 fall sick due to food poisoning" and the reporting date is "30 March, 2016". The article text describes a food poisoning incident in Jagatsinghpur, Odisha, where 200 people, including 120 children, fell ill after consuming 'dahi bara' from a vendor. A medical team was alerted, and patients were treated in a district hospital. The article is accompanied by a representative image of a stethoscope.

Alert ID: A four digit numeric code is to be given (0001)

Publication Date: It is the date shown in the news Article (30.03.2016)

Reporting Date: It is the date on which the article is shared to the District (31.03.2016)

Place Name: It is the name of the place indicated in the Article (Jagatsinghpur, Odisha)

News Source/Publication Language: It is the source name of the article namely *website/newspaper/portal name/blog name* etc. (www.thestatesman.com/English, <http://www.thestatesman.com/news/odisha/200-fallsick-due-to-food-poisoning/133156.html>)

Title: It refers to the Article Title (At least 200 people of four villages fell ill due to food poisoning in district Jagatsinghpur, Odisha)

Action by STATE, SSU IDSP: Information communicated to DSU (name)

Health related issue on web

The screenshot shows a news article on the website 'The Statesman'. The URL in the browser is 'www.thestatesman.com/news/odisha/200-fall-sick-due-to-food-poisoning/33156.html'. The page features a navigation bar with categories like HOME, INDIA, WORLD, SPORTS, BUSINESS, OPINION, DELHI, BENGAL, ODISHA, FEATURES, LIFE STYLE, SUPPLEMENTS, and ENTERTAINMENT. The main headline is '200 fall sick due to food poisoning' in Odisha. The article text describes an incident where 200 people, including 120 children, fell ill after consuming 'dahi bara' from a vendor in Jagatsinghpur. A representative image of a stethoscope is shown. The article content is highlighted with a red circle.

News Source/Publication Language

Title

Publication Date

Article Content

Health Related issue on Print media (Newspaper)

News Source/Publication Language

Title

Publication Date

Article Content



