Summary of the Impact

Since the COVID-19 outbreak, we have been working tirelessly to share and transfer knowledge based on evidence-based scientific findings from us and others, and have achieved significant impacts in the following areas:

I. Policy guidance  
II. Local and international media outreach  
III. Public awareness
Summary of the Impact

KE in two-pronged approaches

Top-down
- influencing policymakers

Bottom-up
- heightening public awareness

Media
- bridge between policymakers and the public

Contributed to:
1) Keeping COVID-19 under restraint in Hong Kong
2) Sharing the experience and good practices of Hong Kong with the global community
Underpinning Research

We have been exploring the science of the virus, its detection, epidemiology, prevention and health policy interventions since the outbreak. The research findings provided solid ground for policy decisions, media reporting and public education. Our KE activities are based on findings with the following foci:

1. Diagnostics
2. Vaccine development
3. Pathogenesis and immunity to SARS-CoV-2
4. Epidemiology (disease severity, transmission dynamics, public health impact and optimal control measures)
5. Secondary effects of COVID-19 (gendered effects, psycho-behavioural responses, community intervention assessments)
Engagement Process

We engage with the government, industry, media and the public through the following means:

1. Our scientific publications caught public attention
2. Providing advice in the expert advisory group of the HKSAR Government
3. Sharing knowledge in seminars, webinars and private consultations
4. Press conferences, press releases and media interviews
5. Organising KE workshops and webinars
6. Active KE online communications (websites, live dialogues, videos, Q&As)
Impacts Achieved

A. Policy Guidance

I. Serving the expert advisory group of the HKSAR Government

• Two out of four of the appointed experts are members of our School

• Contributed to pandemic policy formation in Hong Kong
Impacts Achieved

A. Policy Guidance

II. Seminars, webinars and private consultations for business corporations and professional bodies

• Contributed to business and strategic decision-making in industries
Impacts Achieved

B. Local and International Media Outreach

I. Media interviews

- Contributed to raising public awareness
- Provided simplified understandings of disease epidemiology; and prompt, accurate information through media soundbites
Impacts Achieved

B. Local and International Media Outreach

I. Media interviews (Cont’d)
Impacts Achieved

B. Local and International Media Outreach

II. Workshop for journalists

- Acquired journalists with health literacy and knowledge in infectious diseases
- Journalists to deliver quality, accurate COVID-19 news to the public
- Influence risk perception and discern rumours
- Contributed to raising health awareness in the public
Impacts Achieved

C. Public Awareness

I. COVID-19 webpage

• A platform to share the latest scientific findings and the implications for evidence-based public health policies on COVID-19
Impacts Achieved

C. Public Awareness

II. “Voices from the COVID-19 Frontlines” video series

- Featured stories of our scientists, educator and health economist

- Publicised and featured on:
  - YouTube
  - HKU U-Vision
  - HKU bulk email
  - Social media
Impacts Achieved

C. Public Awareness

III. Live dialogues series

- Experts of our School sharing their insights into public health policies, health diplomacy and health education
- Open to the public and questions were taken from around the world
- Publicised extensively within the HKU community and international community
- Live stream on various social media platform including Facebook, YouTube, LinkedIn and Twitter, and short Q&A videos were created
Impacts Achieved

C. Public Awareness

III. Live dialogues series (cont’)

- English transcripts were published for international community.
- Live shows were further picked up by local media and translated into Chinese transcript to create impact beyond the English-speaking world.
Impacts Achieved

C. Public Awareness

IV. #askHKUMed

- Experts from our School answering questions submitted by the public about the COVID-19 pandemic
- Sharing right information from a reliable source and exploring myths about the coronavirus
C. Public Awareness

V. Podcast series

• Weekly podcast with experts of our School sharing their insights on virology, vaccine, gender and public health etc.
• Publicised extensively within the HKU community and beyond
Impacts Achieved

C. Public Awareness

VI. Research highlights

• Summary and highlights of research were created to help the public grab the key ideas of research papers easily.
• Consolidated the research-related media coverage for easier reference.
• Further publicised key messages of research papers on social media to extend the impact in the community.
Impacts Achieved

C. Public Awareness

The public awareness campaign raised health literacy and risk perception in the public.

Strong awareness of personal hygiene and high level of compliance with public health measures.

Contributed to keeping the number of infected cases low in Hong Kong.
Summary: Impacts Achieved

Media Outreach
- Raised health literacy and awareness in the public through quality media soundbites

Policy Guidance
- Contributed to pandemic policy formation in Hong Kong
- Contributed to business and strategic decision-making in industries

Public Awareness
- Contributed to building strong awareness of public hygiene
- Contributed to the high level of compliance with public health measures

Contributed to:
1. Keeping COVID-19 under restraint in Hong Kong
2. Sharing the experience and good practices of Hong Kong with the global community