

## The pivotal role of partnership between media and medical institutions: A healthy start during coronavirus disease-19 era

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The role of media is crucial in shaping and influencing people's attitudes and behavior. It has a responsibility to report and educate the public about accurate health information [1]. In this age of digital revolution, the health professionals must engage with media in the most effective manner so that the communities at large get the right information. Media when used cautiously provides obvious advantages such as clinical education and health promotion. However, when used unwisely, social media has its disadvantages too such as violation of patients' confidentiality and privacy, flaring up unnecessary issues, and misinformation, which may lead to formidable consequences [2].

Social media channels may also be used as part of the training process of health-care professionals to make adult learning more enjoyable and interactive. Social media gives participants the power to provide presenters with immediate feedback on training sessions. Microblogs provide the most dynamic and concise form of information exchange through social media by allowing users to post a large number of brief messages or updates over a short period. Twitter and other social media platforms are also being utilized by health-care professionals to provide up-to-date information during procedures to fellow doctors or medical students [3,4].

Media has been playing a key role in the coronavirus disease (COVID-19) response. Health-care professionals and media have been working relentlessly with the government machinery in containing the COVID-19 outbreak, promoting good behaviors on health and hygiene, breaking myths, and misconceptions including stigmatization, thereby potentially, saving lives to the optimal. During the ongoing pandemic, the government has been using media, to deliver real-time updates on a number of positive cases, hospital capacity, medical status of patients, and other precautionary measures to be followed by the citizens. Telemedicine/online consultations are getting better day by day [5]. In addition, engaging with community radio predominantly in media dark areas has been giving an added advantage to reach out to the most vulnerable sections of the society.

To build confidence and conviction and to minimize false perceptions developed from fake news, it is highly pertinent to be able to develop a relationship of trust, a partnership between medical institutions and media for sharing true information and knowledge to the people. Each medical college/health institution may appoint a nodal person or public relations officer for engaging with media. This may prove to be beneficial in actual reporting and contain fake/biased reports. Toward achieving this objective, AIIMS Bhubaneswar in Odisha from eastern India has been organizing media sensitization cum engagement workshops. A total of three such workshops have been completed (one being a webinar) showing an overwhelming response from the media houses and also from the medical fraternity, throwing open a roadmap on building trust to bridge gaps. Therefore, it is important to create positive networking with medical/public health professionals, leading to a win-win situation not only for media and medical fraternity but also for the general masses at large.

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