

# Use Case: Public Health Awareness

Inform the public to keep them safe from emerging health situations

## The situation

Many vectors have given rise to worldwide health crises in recent years, such as frequent international travel and new strains of antibiotic-resistant bacteria. While some diseases are easily cured, others pose continued threats to public health. Public health crises demand immediate action, oversight, and public communication to keep misinformation and disinformation at bay.

Aside from the obvious implications of sickness and death and the dangers of misinformation, public health crises such as food contamination, HIV/AIDS, SARS, and most notably, COVID 19 also create opportunities for fraudulent remedies that can often do more harm than the disease itself.

## Our PAI solution

During a public health crisis, truths, lies, and fraud all emerge across the public sphere in rapid succession. Publicly available information (PAI) derived from authoritative, credible sources and individuals who are confirmed as local to the affected regions provides critical situational awareness — from the spread of the disease to the emergence of fraudulent cures.

**Is there evidence online of misinformation or fraud related to a public health crisis?**

Babel Street empowers teams with actionable insights to inform the public to keep them safe.

Babel Street's analytics platform offers an AI-enabled cross-lingual, persistent search of thousands of global and regional PAI sources in over 200 languages to rapidly discover and decipher insights on developing health situations. Machine learning algorithms monitor for the latest status and geographic spread of the outbreak, proximity to confirmed cases, indications of potential fraud such as counterfeit drugs or fake cures, as well as any societal impacts such as closures or lockdowns. Agencies and frontline responders can view expertly curated or custom collections of multilingual, hyper-local information on a dashboard or their mobile devices.

## Mission impact

Public safety is always a top priority — and sustained situational awareness ensures timely knowledge of imminent concerns and safety measures around public health crises.

PAI DATA SOURCES	DATA STREAMS	FILTERS	KNOWLEDGE
<ul style="list-style-type: none"><li>• 50,000+ hyper local</li><li>• &amp; global news sites</li><li>• Billions of blogs &amp; message boards</li><li>• 50+ social media/ geographic specific sites</li><li>• Dark web</li><li>• Commercial telemetry data (restrictions apply)</li></ul>	<ul style="list-style-type: none"><li>• Entity and brand name variants</li><li>• Products</li><li>• Domains</li><li>• Geolocation</li><li>• Relevant user handles</li><li>• Phones</li><li>• Addresses</li><li>• Emails</li></ul>	<ul style="list-style-type: none"><li>• Temporal</li><li>• Keywords</li><li>• Exclusions</li><li>• Intent</li><li>• Geo vernacular</li><li>• Language</li><li>• Regular expressions</li></ul>	<ul style="list-style-type: none"><li>• Breaking news</li><li>• Misinformation/ disinformation</li><li>• Fraudulent claims</li><li>• Hot spot(s) situation reports</li><li>• Images/videos of areas of interest</li></ul>