

Evaluating Public Feedback and Perceptions on the “Share to Heal” Program’s Efforts to Combat the Philippine “Infodemic”

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Abstract

The study aimed to evaluate public feedback on the “Share to Heal” program, a social innovation initiative of Bukidnon State University, launched to combat the “infodemic” in the Philippines during the COVID-19 pandemic. With the proliferation of misinformation posing significant challenges to public health and safety, this program was designed to disseminate accurate information, foster awareness, and promote resiliency. Employing evaluation research, the researchers analyzed quantitative and qualitative data from the feedback of the radio listeners and Facebook live viewers. The findings with quantitative surveys and qualitative content analysis indicated a positive reception, highlighting the program’s effectiveness in enhancing public knowledge and countering misinformation. Episodes tackled health issues like vaccines, mental health concerns, economic and legal aspects of the pandemic, governance strategies, the cultural impact on food security, and the crucial skill of media literacy. All episodes received very high satisfaction ratings, with an average of very satisfied. The topics shared were highly accurate, timely, and extremely needed by radio listeners and Facebook live viewers. Key themes that emerged include the program’s role in ensuring reliable information dissemination, improving public trust, and fostering community engagement. Additionally, the feedback underscored the importance of adaptability and collaboration in crisis communication efforts. The study concludes that the “Share to Heal” program successfully addressed the critical need for accurate information during the pandemic, contributing to better public health outcomes and community resilience. Future recommendations include continuing and expanding such initiatives to fortify accurate communication infrastructure.

Keywords: *Community engagement, evaluation study, infodemic, public feedback*

Introduction

The COVID-19 pandemic unleashed a parallel crisis that the World Health Organization (WHO) termed an “infodemic”—a deluge of both accurate and inaccurate information that spread as rapidly as the virus itself (WHO, 2020). This infodemic made it difficult for people worldwide to discern reliable information from misleading claims, especially on matters related to the virus’s origins, modes of transmission, preventive measures, and treatments. False information flourished, from unproven remedies to vaccine conspiracies, fostering widespread confusion and fear. In this context, distinguishing credible sources from misinformation has proven to be one of the most formidable challenges in public health communication.

The Philippines faces distinct challenges in battling the infodemic due to several factors. As one of the world’s most active social media landscapes, the country sees both information and misinformation spreading at an accelerated rate, often amplified by relatively low media literacy and a reliance on informal communication networks (Archivido et al., 2019; Fajardo, 2023; Cuadra, 2023). Misinformation in the Philippines has led to vaccine hesitancy, endorsement of ineffective treatments, and distrust in official public health sources, amplifying societal anxieties and fears. Additionally, politically motivated disinformation adds complexity, creating divisions and impeding a coordinated pandemic response.

These issues underscore an urgent need to develop interventions that effectively address the infodemic and promote accurate information. The concept of the infodemic remains a developing area of study, particularly in the Philippines, where unique social and media dynamics play a role. Recognizing the essential role of accurate information in crisis settings, targeted information, education, and communication (IEC) campaigns are crucial. One such initiative is the “Share to Heal” program, a social innovation project launched by Bukidnon State University (BukSU) in partnership with local government units.

“Share to Heal” aims to combat the infodemic by providing an accessible, evidence-based information platform. Through radio broadcasts and Facebook live sessions, it delivers timely updates on COVID-19, vaccination campaigns, and public health protocols. By featuring expert interviews, interactive segments, and community engagement, “Share to Heal” strives to serve as a clear, trustworthy source for health information.

This study focuses on gathering public feedback on the “Share to Heal” program to assess and enhance its impact in combating the infodemic. Analyzing community responses will offer valuable insights to optimize the program’s approach and contribute to the broader effort of addressing misinformation in the Philippines.

Framework of the Study

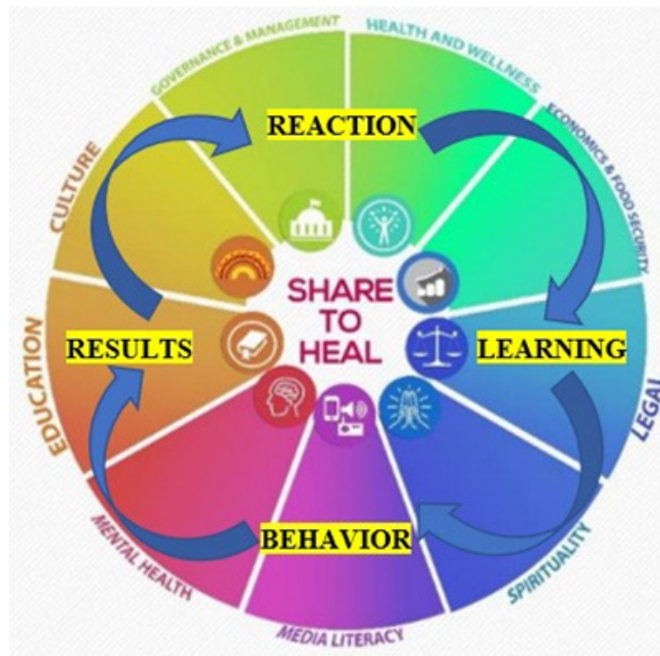
This study utilizes Kirkpatrick’s (1994) four-level evaluation model to assess the “Share to Heal” program. This model breaks down program feedback into four key areas: reaction, learning, behaviour, and results. The reaction level gauges participants’ initial impressions and satisfaction with the program. The learning level evaluates if participants gained new knowledge, improved their skills, or experienced a positive shift in attitude due to their participation. The behaviour

level assesses whether participants apply the acquired knowledge and skills in real-world settings. Finally, the results level examines the program’s overall impact on the target audience and the broader issue it addresses.

Figure 1 presents the conceptual framework of the study. The nine dimensions of the “Share to Heal” program are evaluated using the four-level evaluation model. These dimensions tackle misinformation through a comprehensive nine-pronged approach. Accurate information equips individuals to make informed health, financial, and legal decisions. It addresses anxieties by promoting media literacy and critical thinking around mental health and spirituality. Core dimensions like media literacy and education empower people to evaluate information across all topics. Fostering a culture of information responsibility and transparency in governance further combats misinformation. This multifaceted approach empowers individuals to be discerning information consumers and responsible sharers across various life areas. However, effectively addressing all nine dimensions might require tailored methods and resources for each area.

Figure 1

The conceptual framework of the study sharing the four dimensions.



Methodology

This study falls under the umbrella of evaluation research. Evaluation research is a systematic process that meticulously examines a program, practice, or system (Kellaghan, 2010). Its goal is to provide valuable information for decision-making by assessing the effectiveness, strengths, and weaknesses of the subject under study. This process typically utilizes quantitative and qualitative methods to gain a comprehensive understanding.

This study evaluated public feedback for the “Share to Heal” program episodes aired weekly between October and December 2021. The program addressed nine dimensions of COVID-19 misinformation: health, economics, legal aspects, spirituality, media literacy, mental health, education, culture, and governance and management. Episodes were radio broadcasted by DxBU 104.5, Bukidnon State University radio station, and live-streamed on Facebook, utilizing expert interviews, interactive segments, and community engagement to deliver precise and trustworthy information.

To evaluate audience response, researchers conducted a desk review of feedback forms collected after each episode. Implementers sought consent from the respondents before they answered the evaluation forms. Descriptive statistics, specifically mean scores, were used to analyze the overall satisfaction level of viewers and listeners. Additionally, content analysis identified recurring themes within the qualitative feedback comments.

Results and Discussions

Table 1 presents the public satisfaction on the “Share to Heal” program episodes. Episodes tackled health issues like vaccines, mental health concerns, economic and legal aspects of the pandemic, governance strategies, the cultural impact on food security, and the crucial skill of media literacy. Interestingly, even with this variety, all episodes received very high satisfaction ratings, with an average of very satisfied. The topics shared are highly accurate, timely, and extremely needed by radio listeners and Facebook live viewers. Episode 5, focusing on governance and management strategies for vaccinations and the pandemic response, achieved the highest rating.

Table 1
Public Satisfaction with the “Share to Heal” Program Episodes

Episode No.	Dimensions	Topics	No. of Views	No. of People Reached	Evaluation Rating	Description
1	Health and Wellness	Covid-19 Vaccines: End Misconceptions to Achieve Herd Immunity and Vaccination Roll-Out Updates	13,300	85,400	4.59	<i>Very Satisfied</i>
2	Mental Health	Mental Health and Well-Being Amidst Covid-19	9,300	54,300	4.66	<i>Very Satisfied</i>
3	Economics and Food Security	Success Stories in Social Enterprise Amidst Covid-19	4,700	6,000	4.64	<i>Very Satisfied</i>
4	Legal	Legality of Vaccine Mandates	3,400	4,900	4.66	<i>Very Satisfied</i>
5	Governance and Management	Strategies for Vaccination and Covid-19 Responses	2,500	4,000	4.70	<i>Very Satisfied</i>
6	Culture	Appreciating Culture and Food Security in a Better Normal World	1,500	2,200	4.60	<i>Very Satisfied</i>
7	Media Literacy	Media Literacy Amidst Covid-19 Pandemic: All We Need to Know	1,000	2,000	4.68	<i>Very Satisfied</i>
8	Spirituality	Encourage, Motivation, and Hope Amidst Covid-19	1,200	1,800	4.70	<i>Very Satisfied</i>
9	Health and Wellness	Pediatric Vaccination 101: Why is it Important, and How do we get it?	2,000	3,200	4.70	<i>Very Satisfied</i>
10	Education	Ensuring Quality Education Amidst the Pandemic	1,400	3,100	4.64	<i>Very Satisfied</i>
				Mean	4.60	<i>Very Satisfied</i>

Engagement with the program, however, reveals some potential areas for improvement. Viewership numbers varied significantly, with Episode 1 on COVID-19 vaccines garnering the most views while Episode 6 on culture and food security had the least. Despite the spread, all episodes reached at least a few thousand people. Episodes on economics, legality, culture, media literacy, and spirituality all had views below 10,000, suggesting these topics might benefit from different outreach strategies to maximize their reach.

The feedback in Table 2, categorized using Kirkpatrick’s four-level evaluation model, reinforces the positive impact of the “Share to Heal” program on the health and wellness dimension. Viewers expressed enjoyment and interest in the program, suggesting an engaging presentation style. They also appreciated the content’s focus on encouraging vaccination and addressing hesitancy. This positive reception translated into achieving learning objectives. Respondents highlighted the knowledge gained about the importance of vaccination, not just for personal protection but also for reducing disease severity and protecting others. Notably, the feedback suggests a potential shift in behaviour. Viewers who were previously hesitant expressed a more positive perspective towards vaccination after watching the program. This positive shift could ultimately improve community health, as evidenced by one respondent who linked their newfound understanding to the importance of vaccination in ending the pandemic. The results parallel the findings of Greyling and Rossouw (2022) that more information about vaccines’ safety and the expected side effects is needed to increase the public’s positive attitudes towards vaccines.

Table 2
Feedback on the Health and Wellness Dimension

Evaluation Level	Theme	Significant Statements
	Enjoyment and Interest	"So far, of all episodes, I like this the most because the discussion is interesting."
Reaction	Content and Presentation Appreciation	"I like the way how they encouraged students to be vaccinated and the importance of it. I appreciated the doctor saying we should not be picky with vaccine."
Learning	Knowledge Acquisition	"I now understand the importance of getting vaccinated, which helps protect other people and helps decrease the severity of the disease and even death."
Behaviour	Change in Perspective or Behavior	"Before, I was hesitant regarding such, but now, the talk gave me a positive perspective on getting a vaccination."
Results	Impact on Community and Health	"My misconceptions towards vaccines are now gone. It helps us to end the COVID-19 pandemic by getting vaccinated."

In terms of the mental health dimension, as shown in Table 3, participants expressed high satisfaction with the content and delivery of the episode. They appreciated the clear, well-informed presentation and found the organization of the symposium to be excellent. The relevance of the topics discussed, particularly in the context of the pandemic, further engaged the audience and increased the perceived value of the program. Further, participants reported significant knowledge

gains in the learning part, particularly regarding coping mechanisms and identifying common mental health issues. The detailed and practical advice provided helped them feel better equipped to manage the challenges posed by the pandemic. This feedback underscores the program’s effectiveness in delivering educational content that participants could readily apply daily.

Table 3
Feedback on the Mental Health Dimension

Evaluation Level	Theme	Significant Statements
Reaction	Content and Delivery	"The way the episode is conveyed is what I like best about it. It was well-informed and clear." "I like the way the speaker provides information that surely I understand and agree that it should be the best thing to do in this pandemic."
	Organization and relevance	"I like how they organized the symposium." "The topics discussed were very relevant and significant, especially nowadays."
Learning	Knowledge Gained About the Pandemic	"I learned some coping mechanisms that would be a help in making my mental health healthy, and I can identify some mental problems that are very common nowadays."
	Detailed Information and Practical Advice	"I now know how to deal with this pandemic. The knowledge they share gives more information in many areas of learning."
Behaviour	Seeking Help and Support	"Before, seeking help and finding support is difficult. However, I can now do it, especially since the pandemic." "I have a role to play in protecting the physical and mental health of ourselves and others."
Results	Addressing Needs and Questions	"The program's objective addresses the needs of my institution/ organization or community. We are already doing the acts, and the inputs learned are to be integrated." "It addresses our questions about mental health and how to treat our mental health."

At the behaviour level, the program influenced participants positively by encouraging them to seek help and support more readily. This is particularly important during the pandemic, which has heightened awareness of mental health issues. Additionally, participants acknowledged both their own and others’ physical and mental health, indicating a shift towards a more community-oriented mindset fostered by the program. Finally, at the results level, the program successfully addressed the needs and questions of participants’ institutions, organizations, or communities. The feedback indicates that the knowledge and insights gained from the program were valuable on a personal level and beneficial for broader organizational and community practices. By providing clear guidance on mental health care, the program enhanced participants’ understanding and approach to mental health issues, demonstrating its practical impact and overall success across all evaluation levels. Similarly, Latha et al. (2020) made use of social media to increase mental health awareness and were able to reach out to a large number of people in a short time frame.

Table 4 highlights the episode’s success in motivating and inspiring listeners. At the reaction level, participants praised the effective communication of the speakers, noting that the information was well-conveyed and easy to understand. The speakers’ motivational delivery and ability to engage the audience were highlighted as key strengths. Additionally, participants were particularly inspired by the real-life stories and experiences shared by founders of agri-businesses

and the Tagoloawen weavers. These narratives were seen as highly motivational, demonstrating resilience and resourcefulness during the COVID-19 pandemic. The Department of Science and Technology (2021) cited that 62.1% of Filipino households experienced moderate to severe food insecurity in 2020 amid the ongoing COVID-19 pandemic, according to a Rapid Nutrition Assessment Survey (RNAS) conducted by the Food and Nutrition Research Institute (FNRI).

In terms of learning, participants reported significant personal growth and gained valuable insights into business strategies and risk management. They appreciated learning from real-life experiences and understanding the importance of resilience, acceptance, and proactive action in facing adversity. The program provided meaningful information on achieving success during the pandemic, emphasizing the need to be strong and brave in challenging circumstances. Furthermore, participants learned about effective business diversification strategies and the importance of adapting to the new normal by overcoming challenges and obstacles.

Table 4
Feedback on Economics and Food Security Dimension

Evaluation Level	Theme	Significant Statements
Reaction	Effective Communication	"The speaker talks about the episode well, and it turns out that we understand it well and have learned a lot of it." "The guest speaks well, and it is very motivational."
	Inspirational Stories and Experiences	"What I like most are the interesting stories and experiences of the agri-business and the Tagoloawen weavers' founders to youth and business owners during the Covid-19 pandemic." "The humbleness of the guest speaker. How she managed to turn iron into gold. Sees opportunities despite her lack of knowledge of the business concepts." "Learn from experience, try just to hold on, accept and try to do something."
Learning	Personal Growth	"The meaningful information from the true story about getting success amid a pandemic. That tells us we must be strong enough to face these trials and brave enough in any circumstances."
	Business Strategies and Risk Management	"Learn to diversify the business when a pandemic comes; it is a perfect business strategy." "This program taught us to know and learn the challenges and obstacles in this new normal. Especially the strategies used to fight this pandemic and survive every day."
Behaviour	Resilience and Overcoming Challenges	"They inspire us even if there is a pandemic; they give us information that helps us in our future." "Never give up and smartly take the risk."
Results	Motivational and Inspirational Impact	"The positivity amidst this pandemic." "I became more hopeful no matter what happens because if we have this mindset, no one can stop us from chasing our dreams."

At the behaviour level, the program inspired participants to develop resilience and overcome challenges. The stories and information shared motivated them to persist despite the pandemic, encouraging them to take intelligent risks and never give up. The program's influence on behaviour is evident in the participants' increased determination to face future

challenges with a proactive and resilient mindset. Finally, at the results level, the program had a solid motivational and inspirational impact on participants. It fostered a positive mindset and hopefulness, emphasizing that with the right attitude, nothing can stop individuals from pursuing their dreams. Participants felt more hopeful and motivated to face uncertainties, demonstrating the program’s success in instilling a resilient and optimistic outlook amidst the pandemic. The program effectively communicated valuable lessons, inspired personal and professional growth, and encouraged resilience, significantly impacting participants’ attitudes and behaviours.

Table 5 summarizes feedback on the legal dimension of a program. Participants responded positively to the delivery and presentation of information, highlighting that the episode effectively conveyed reliable, relevant, and knowledgeable content. Positive feedback included appreciation for being well-informed about mandatory vaccination requirements, which helped assure and inform the audience. Participants gained significant insights into individual rights and freedoms concerning vaccination. They learned that, according to human rights, the government cannot force individuals to vaccinate, reinforcing the right to personal choice. Additionally, the episode addressed the legality of vaccination mandates, explaining that while vaccination is not forced, it may be context-dependent, influenced by the situation, place, and time.

Table 5
Feedback on the Legal Dimension

Evaluation Level	Theme	Significant Statements
Reaction	Upbeat Delivery and Presentation of Information	"What I like most about the episode is that they deliver reliable, relevant, and knowledgeable information."
	General Positive Feedback and Appreciation	"I was interested in most parts of the episode because we can be assured and be informed about the mandatory requirement of the vaccine."
Learning	Individual Rights and Freedom Regarding Vaccination	"With human rights, the government can't force individual people to get vaccinated." "I have the right to decide to be vaccinated or not."
	Vaccine Legality and Mandates	"The speaker addresses the legality concerns of different ranges of people and how it benefits the person." "Getting vaccinated is not forced, but this can also depend on the situation, place, and time."
Behaviour	Respecting One Another	"We must respect other people's decisions for not being vaccinated because of their valid reasons."
Results	Awareness and Vigilance	"This episode enlightened our minds; even though there are only a few active cases of COVID-19, we should not be overconfident and must keep vigilant and informed about vaccination."

The program encouraged a respectful attitude towards others’ decisions about vaccination. Participants recognized the importance of respecting valid reasons for choosing not to get

vaccinated, promoting a culture of mutual respect and understanding. The episode effectively raised awareness and vigilance among participants. Despite declining active COVID-19 cases, the program emphasized the importance of remaining informed and vigilant about vaccination. This awareness aims to prevent overconfidence and ensure adherence to public health recommendations.

Table 6 depicts the feedback on the governance and management dimension. At the reaction level, viewers expressed awareness of their role in supporting the government’s COVID-19 response. They also appreciated the program’s role in providing reliable information, a crucial aspect of good governance during a pandemic. This positive reception translated to learning. Respondents reported acquiring new knowledge about fighting COVID-19 and the importance of accurate information dissemination for vulnerable populations like older adults.

Table 6
Feedback on the Governance and Management Dimension

Evaluation Level	Theme	Significant Statements
Reaction	Awareness	"It makes us aware of our responsibilities in helping the government cope with COVID-19."
	Reliable Information	"I like the most is that the program provides a platform for sharing reliable and relevant knowledge and information."
	Knowledge Acquisition	"I gained a lot of different ways to fight against COVID-19."
Learning	Accurate Information Dissemination	"Dissemination of accurate information is critical to ensuring that older people have clear messages and resources on how to stay physically and mentally healthy during the pandemic and what to do if they fall ill."
Behaviour	Protocol Compliance	"I need to strictly follow protocols because the government is doing its best to fight the pandemic." "By following protocol and being cautious of my surroundings. Getting relevant information about the number of cases where I am currently staying. Moreover, being fully vaccinated."
Results	Empowerment and Initiatives	"I am empowered, and everyone has the initiative to fight the pandemic."

Most importantly, the feedback suggests a potential shift in behaviour. Viewers emphasized the importance of following protocols and staying informed, demonstrating a commitment to responsible behaviour during the pandemic. Finally, the ultimate goal of empowering communities might be achieved, as evidenced by one respondent feeling empowered to fight the pandemic alongside others.

Examining Table 7 on the cultural dimension reveals the “Share to Heal” program’s potential to connect with audiences and influence behaviour. Viewers expressed positive reactions, including feeling motivated and having a stronger personal connection to the topic of agriculture due to the program’s encouraging tone. This positive reception translated into learning, with viewers highlighting how the program enhanced their knowledge about cultural gaps in

understanding food security and the challenges faced in food production.

More importantly, the feedback suggests a shift in behaviour. Respondents expressed a desire to take action in their communities to support cultural aspects of food security, and some committed to following practices discussed in the program. Finally, the program boosted viewers’ morale and resilience, as evidenced by one respondent feeling more empowered after the episode. Overall, Table 7 suggests that the “Share to Heal” program effectively uses a cultural lens to encourage responsible behaviour and build community resilience in the face of food security challenges.

Table 7
Feedback on the Cultural Dimension

Evaluation Level	Theme	Significant Statements
Reaction	Encouragement and Motivation	"The encouraging vibes which help our youth to love and understand the value of our culture and agriculture."
	Personal Connection	"What I like the most in this episode is that I was able to appreciate farming and working with the farmers, especially since I am also a farmer's daughter."
Learning	Knowledge Enhancement	"The relevant information helps elaborate cultural gaps beyond our understanding about food security during the pandemic and the various factors affecting our daily food productions."
Behaviour	Support for Culture and Food Security	"I can help address the cultural aspects of food security in my little actions." "In the future, I will comply with what they said about culture and food security."
Results	Morale and Resilience	"The information sharing of the professional guests increased my morale and fostered resilience in us."

Table 8 highlights the positive impact of the “Share to Heal” program on media literacy, another crucial dimension in combating misinformation. Viewers expressed positive reactions, particularly finding the discussion on digital literacy timely and relevant during the pandemic. This positive response translated into learning, with respondents acknowledging a newfound understanding of media literacy concepts. More importantly, the feedback suggests a shift in behaviour. Viewers emphasized a commitment to being more mindful and vigilant about information sources, stating they would prioritize reliable sources and avoid fake news. Finally, the program has achieved its goal of increasing knowledge on media usage during the pandemic, as evidenced by one respondent feeling more informed about navigating media in this context. Table 8 suggests that the “Share to Heal” program effectively promotes media literacy, a vital tool for viewers to make informed decisions and combat misinformation.

Table 8
Feedback on the Media Literacy Dimension

Evaluation Level	Theme	Significant Statements
Reaction	Digital literacy Relevance	One of the highlights that struck me the most was the part when they discussed digital literacy, which was timely and relevant in maintaining the mental health of people currently staying in their houses due to the pandemic.
Learning	Media Literacy Understanding	"I obtained much understanding of media literacy." "The episode enriched me with the necessary knowledge to be media literate despite our current situation."
Behaviour	Mindfulness and Vigilance	"I will always check if my sources are reliable starting today." "I will choose more trustworthy and reliable sources because fake news is very rampant."
Results	Increased Knowledge in Media Usage	"It enhanced my knowledge on how to use 'media' amidst the COVID-19 pandemic."

Table 9 delves into the program’s impact on the spiritual dimension, revealing its potential to foster hope and resilience. Viewers expressed positive reactions, highlighting an appreciation for the program’s emphasis on faith and finding it spiritually affirming. This positive reception translated into learning, with respondents mentioning how the program stimulated reflection and deepened their understanding of their faith.

More importantly, the feedback suggests a potential shift in behaviour. Viewers described incorporating practices like prayer and inspirational quotes into their daily lives, reflecting a mindset shift. Finally, the program has achieved its goal of strengthening spirituality, as evidenced by viewers reporting enhanced faith, increased motivation, and newfound courage to pursue their goals. Table 9 suggests that the “Share to Heal” program effectively addresses the spiritual dimension, offering viewers comfort and hope during challenging times.

Table 9
Feedback on the Spiritual Dimension

Evaluation Level	Theme	Significant Statements
Reaction	Appreciation for Faith	"It deepened my appreciation of rooting faith in everything I do." "Affirming of my faith in God!"
Learning	Reflection and Spiritual Core	"It stimulates further reflections imperative in strengthening such." "It reinforces my understanding, which pushes me to have strong faith".
Behaviour	Deeper Understanding of Faith	"It encouraged me not to give up". "It gave me the confidence to live my beliefs."
Results	Daily Practice and Mindset Shift	"Pulling some of my favourite prayers, poems, and inspirational quotes made me stronger mentally and physically". "By reflecting on what I was experiencing and applying some of the given ideas and knowledge".
Results	Enhanced Faith and Motivation	"It gave me lessons to give myself more reasons to fight". "The episode made me hopeful and strengthened my spirituality. It made me courageous to pursue my dreams by having strong faith."

Table 10 feedback emphasizes the importance of maintaining the quality of education despite the challenges posed by the pandemic. Participants expressed that ensuring quality education during these times is feasible, and the initiatives taken to enlighten and assure quality education were well-received. It indicates a positive reaction towards the efforts to sustain educational standards during the crisis. At the learning level, feedback highlights the adaptability and resilience of the educational system in embracing new learning methodologies. Statements reflect an appreciation for expanding and explaining new learning systems introduced during the pandemic. The respondents acknowledged the school's flexibility in adapting to these changes to benefit the students, demonstrating a positive learning experience despite the adverse circumstances.

Table 10
Feedback on the Education Dimension

Evaluation Level	Theme	Significant Statements
Reaction	Ensuring Quality During Pandemic	"Ensuring quality education is possible even during a pandemic." "It gives awareness and is great for enlightening and ensuring quality education."
Learning	Adapting New Learning Systems	"Explaining and expanding thoughts with new learning systems despite the pandemic crisis." "I like how the school ensures quality education despite the pandemic. They are flexible to adapt and change for students' benefit."
Behaviour	Prioritizing Safety and Quality Education	"Prioritizing the safety of the students while ensuring quality education with this new normal caused by the pandemic." "The positive outlook in pursuing the education of the students amidst this pandemic."
Results	Ensuring Continuity of Education	"Ensuring quality education is possible even during a pandemic."

Ensuring the safety of students while maintaining the quality of education is a significant concern. Participants appreciated the positive outlook towards continuing education amidst the pandemic, emphasizing the balance between safety and educational quality in the new normal. At the results level, the feedback reiterates the possibility and importance of ensuring quality education even during a pandemic. It reflects the overall effectiveness of the measures taken to continue education without compromising on its quality, thus ensuring continuity and stability in the educational process during challenging times.

Conclusion and Recommendations

The "Share to Heal" program has proven to be highly effective in combating misinformation during the COVID-19 pandemic in the Philippines. Participants reported a significant increase in awareness and understanding of accurate information, showcasing the program's ability to counter the infodemic. The initiative also successfully improved public trust in health communication by providing reliable information through trusted sources, fostering a sense of security and confidence among the public. Furthermore, the program played a crucial role in enhancing health

literacy, as participants appreciated the clear and concise information that helped them make informed decisions. The collaborative approach of the program, engaging various community sectors, ensured widespread dissemination of accurate information and reinforced community solidarity. The feedback highlighted the program’s adaptability to changing circumstances, which was essential in maintaining its relevance and effectiveness throughout the pandemic.

To sustain and build on the success of the “Share to Heal” program, it is recommended that information dissemination be continued beyond the pandemic, ensuring regular updates and continuous sharing of accurate health information. Expanding the program to cover a broader range of health topics and other potential crisis scenarios will help maintain public resilience. Leveraging advanced technology and social media platforms more effectively can reach a wider audience and enhance digital literacy, enabling the public to evaluate information encountered online critically. Strengthening collaborations with local governments, NGOs, and community leaders can enhance the program’s reach and impact. A robust feedback mechanism will ensure the program remains responsive to the public’s needs and concerns. Developing educational campaigns focused on media literacy and critical thinking skills will empower individuals to identify and reject misinformation, providing a long-term strategy for mitigating the infodemic. With these, the “Share to Heal” program can continue to play a vital role in promoting health literacy and public trust, contributing to better health outcomes and community resilience in the Philippines.

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