GLOBAL
SELF-CARE
FEDERATION

Monthly media monitoring
July 2020

1. Discourse around the three pillars
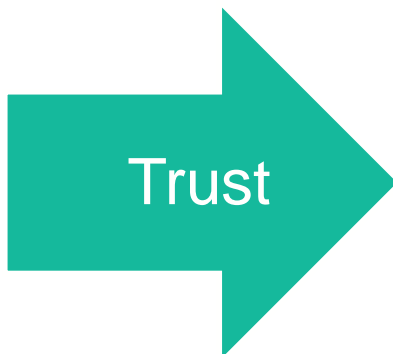
Trust

Enhance trust across the self-care industry on the issues that matter most to stakeholders, including ongoing improvements to transparency.

- As the coronavirus pandemic persists, personal health and medicine continue to differentiate themselves as consumer priorities.
- The perception of the industry remains positive. The use of digital applications and telemedicine continues to soar.
- More than 20 leading biopharmaceutical companies announced the launch of the AMR Action Fund, a ground-breaking partnership that aims to bring 2-4 new antibiotics to patients by 2030.
- Employers are making employee safety a greater priority as offices and businesses begin to reopen.
- Mental health advocates are urging people to share pictures of their medication to fight stigma and show others there's no shame in getting the help they need. This tackles misconceptions about antidepressants and self-care.

Sources

- **New AMR Action Fund steps in to save collapsing antibiotic pipeline with pharmaceutical industry investment of US$1 billion**
- **An emotional fitness checklist to support employee mental health**
- **'I might not be here without them': Photos help fight the stigma of antidepressants**

Sustainability

Embed self-care as a universal building block of sustainable health, for individuals and systems.

- Self-care is becoming more widespread with the rise of business initiatives, such as the one between Lloydspharmacy and Deliveroo to deliver a range of OTC medicines and healthcare products to patients.
- Turning to telehealth for medical advice is something that has become very popular during the pandemic and may become a central part of post-pandemic healthcare.
- According to a poll commissioned by Perrigo on the occasion of International Self-Care Day, self-care was a priority for seven out of 10 adults in their daily routines. Nevertheless, 50% of people said they were still not able to get as much time to self-care as they would like.
  - o This shows that the public is putting increasingly more importance into self-care.
- Tech companies and medical researchers are hard at work figuring out if wearable devices can spot Covid-19, the flu and other illnesses—even seeing if they can function as a personal early-detection system to contain the virus. If successful, such devices would facilitate the everyday use of wearables to maintain individual health without having to resort to official channels.

Sources

- **Lloydspharmacy partners with Deliveroo to deliver OTC medicines**
- **Telehealth booms amid the COVID-19 pandemic**
- **UK adults are spending three hours every day for self-care, poll finds**
- **Could You Have Covid-19? Soon Your Smartwatch or Smart Ring Might Tell You**

Health data

Actively engage in the debate on regulation and the safe use of health data to demonstrate and enable the full value of self-care and self-care solutions

- The subject of "health data" was visible in numerous media outlets during the month of July, mostly in relation to the creation of a personalized picture of every consumer's well-being.
- The COVID-19 pandemic has been a catalyst for rapid adoption of telehealth to remotely manage and monitor patients with arrhythmias.
- Blockchain technology has the potential to transform health care, placing the patient at the center of the health care ecosystem and increasing the security, privacy, and interoperability of health data.
- The innumerable possibilities of health tech illustrate the potential for how it can be used as an education tool, manifesting in anything from wearable tech, to e-learning apps and AI-powered solutions.
- A group of Democratic senators is urging Senate leaders to include provisions for protecting the privacy of COVID-19 health data, in the next round of coronavirus economic relief legislation.
- According to the CEO of the Australian Healthcare and Hospitals Association, the pandemic has highlighted an urgent need for more timely and meaningful reporting of health data, as issues of privacy and patient data sharing continue to be a concern.

Sources

- **Impact of Blockchain Technology in Health Care**
- **'Empower with information': How health tech is teaching women about themselves**
- **Will Silicon Valley be your healthcare provider one day? It's very likely**
- **Privacy Provisions Pushed for COVID-19 Relief Bill**
- **In times of crisis, an urgent call for health data that is current and meaningful**
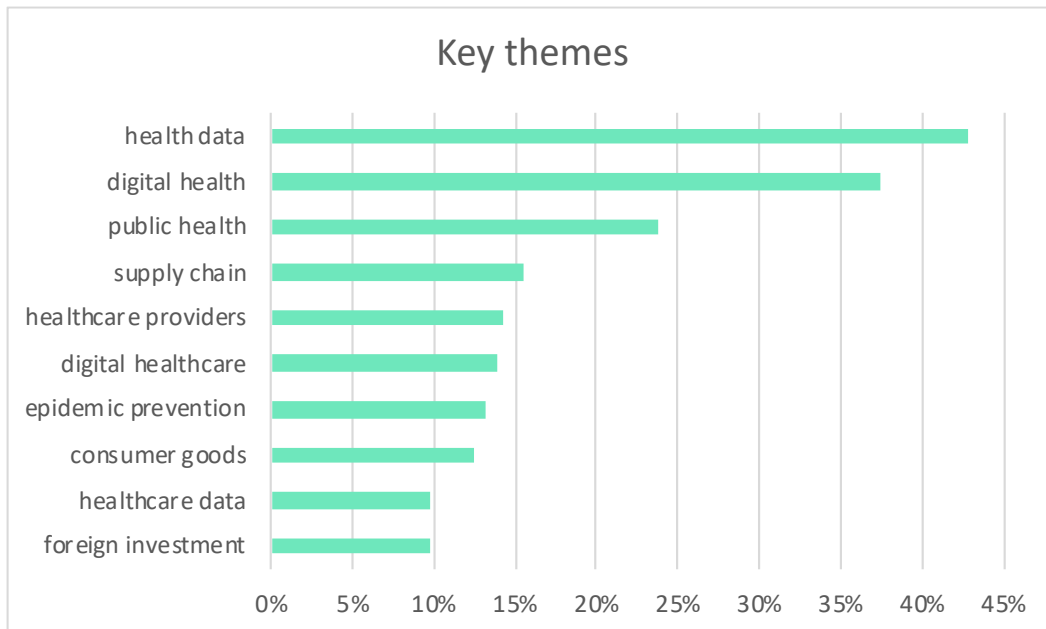
2. Self-care news

- During the month of July, no mainstream media news outlets reported on any irregularities connected to the industry while social media campaigns were mainly focused on International Self-Care Day July 24th.
- According to WHO, accountability of the health sector remains a key factor in the equitable support to quality self-care interventions.
- A new report published by the Mitchell Institute in Australia, entitled "Self-care and health: by all, for all" highlights the effectiveness of self-care in improving health and wellbeing for individuals and communities.
- According to the European Parliament, the COVID-19 crisis has shown that the world looks to medical innovation to fight global health threats and to tackle our existing health challenges. In its current form, the pharma strategy roadmap lacks the necessary drivers of innovation to put Europe back at the forefront of medical discovery.
- According to a research report by Global Market Insights, the global digital health market is likely to surpass a valuation of $693.4bn (€589.92bn) by the end of 2026.
- Italy has become the first nation to require pharmaceutical companies to disclose secret data about any public subsidies it may have received for the development of a new drug.
- With regard to self-care through telehealth, the question has shifted from whether telehealth will play a substantial role going forward to how virtual care will reinvent our experience, and the role that health systems and physicians will play in that change.
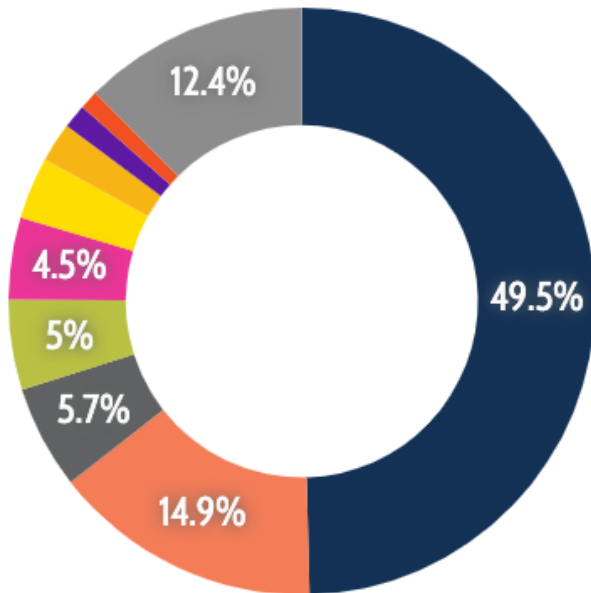
3. COVID-19

- The UK government has signed a fourth coronavirus vaccine deal, securing up to 60 million doses of an experimental treatment which is being developed by GSK and Sanofi.
- In the US, the pandemic has fostered ubiquitous mental health challenges for people isolating and physically distancing, and a growing awareness that the US healthcare system lacks sufficient behavioral health supply to care for the nation's health citizens.
- WHO Director General, Dr. Tedros Adhanom Ghebreyesus, called for renewed global commitment to save lives as cases surpass 10 million worldwide, with 500,000 deaths, as the virus continues to spread.
- Health officials believe at least 15,000 more Americans have died in recent months from Alzheimer's disease and dementia than otherwise would have, pointing to how the coronavirus pandemic has exacted a higher fatality toll than official numbers have shown.
- UN humanitarian chief, Mark Lowcock, has called on G20 nations to act now or face a series of human tragedies more brutal and destructive than the direct health impacts of coronavirus as he released an updated US$10.3 billion appeal to fight the virus in low-income and fragile countries.
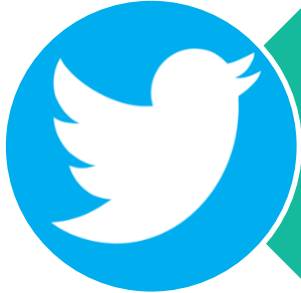
4. Online news

Key themes

Theme	
health data	~43%
digital health	~37%
public health	~24%
supply chain	~15%
healthcare providers	~14%
digital healthcare	~14%
epidemic prevention	~13%
consumer goods	~12%
healthcare data	~10%
foreign investment	~10%

Key themes present in a significant number of news stories are related to "self-care" and "health data". Similar to June, the majority of articles relate to the coronavirus pandemic and its effect on healthcare as we know it. Digital healthcare and healthcare data point to a focus on innovation and further expansion of healthcare apps which are widely used, especially in the US. COVID-19 has been a catalyst for rapid adoption of telehealth. Many possibilities of health tech illustrate the potential for how it can be used as an education tool, manifesting in anything from wearable tech, to e-learning apps and AI-powered solutions, such as FitBit. Health data enables the development of a personalized treatment plan for every consumer, which may have a positive effect on easing the burden placed on national healthcare systems.

5. Geographical distribution

Legend:
● United States ● China ● India ● United Kingdom
● Canada ● Germany ● Australia ● Switzerland
● France ● Other

In July 2020, the volume of coverage relating to "self-care" and "health data" in the US increased slightly from 49.4% to 49.5%, still far below May figures. China hosted 14.9% of all conversations in July. Most US coverage was tied to the continuous rise of digital healthcare solutions and the transformation of traditional healthcare, with fewer articles on to the Google-FitBit merger. With 5% of conversations, UK media shifted its focus from virtual care technologies to regulatory trends around them while conversations in China continued to center around health data management.

6. Social media activity

Twitter
- 23 tweets
- 339 profile visits
- 29 new followers
- 69 mentions
- 173 likes
- 92 retweets
- 265 engagements
- 46.6K impressions

Top Tweet earned 5,665 impressions

As we reset to a new normal, **#selfcare** should be a greater priority in all societies.
👇
#SelfCareForAll
pic.twitter.com/ZmcqZtMxjm

SELF-CARE IMPROVES HEALTHCARE BY:

#SELFCAREFORALL

GLOBAL SELF-CARE FEDERATION

International Self-Care Day

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Top mention earned 82 engagements

Self Care Forum 💙
@SelfCareForum · Jul 24

We would like to welcome our newest board member @CheeYeen_Fung who explains her position on #selfcare. #InternationalSelfCareDay2020 @DrJayMiller1 @DrKnut @ellenfallows @DrKathrynholden @drmahendrapatel @The_ISHA @ImperialSCARU @ISFglobal @Selfcarefed_org @PAGBselfcare pic.twitter.com/s1wTy7W65s

New Board Member - Dr Chee Yeen Fung

"Through incorporating self care education into undergraduate and postgraduate clinical curricula, we hope to lead sustainable culture change which maximises the benefits for our patients and the health service."

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Top Follower followed by 14.4K people

Sanofi Polska
@SanofiPolska   FOLLOWS YOU

Jedna z największych firm farmaceutycznych w Polsce i na świecie. #zdrowie #innowacje #Warszawa #Rzeszów Zasady prowadzenia konta: https://t.co/nqM7926qlE

Top media Tweet earned 4,873 impressions

On International Self-Care Day, Alan Main, GSCF Chairman, talks about #selfcare as a vital foundation of global health systems. #SelfCareForAll 👇 pic.twitter.com/nzWEXHYRwb

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LinkedIn

- 960 page views (up 175%)
- 329 unique visitors (up 153%)
- 46 custom button clicks (up 84%)
- 264 new followers (up 200%)
- 61.4k post impressions (up 731%)

Global Self-Care Federation
960 followers
2w · 🌐

+ Follow ⋯

Judy Stenmark, GSCF Director General, underscores the benefits of self-care. #SelfCareForAll
▶ https://bit.ly/3d04v7o

" Responsible self-care is crucial to ease this burden and ensure that vulnerable patients are able to get the urgent care they need. "

JUDY STENMARK
Director General, The Global Self-Care Federation

Image Source: Global Self-Care Federation

24 JULY 2020
International Self-Care Day

#SELFCAREFORALL

GLOBAL SELF-CARE FEDERATION

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7. Appendix

<u>Two More COVID-19 Vaccine Candidates Show Promise In Peer-Reviewed Clinical Trial Results</u>
Health Policy Watch
20 July 2020

In the largest and perhaps most robust peer-reviewed study to date, A COVID-19 vaccine candidate developed by pharma giant AstraZeneca and Oxford University has been shown to induce strong antibody and T cell responses in healthy volunteers, according to Phase 1/2 trial results published in The Lancet on Monday.

Most studies so far have focused on measuring the level of neutralizing antibodies, or antibodies that can bind to the virus in the blood to prevent it from attacking human cells. However, the Oxford/AstraZeneca vaccine was also able to to induce another type of immune response in a subset of 43 healthy volunteers within 14 days of vaccine – a T-cell response, which is another specialized immune response that can attack cells infected with the virus.

"The immune system has two ways of finding and attacking pathogens – antibody and T cell responses. This vaccine is intended to induce both, so it can attack the virus when it's circulating in the body, as well as attacking infected cells," said study lead author and Oxford professor Andrew Pollard in a press release. "We hope this means the immune system will remember the virus, so that our vaccine will protect people for an extended period."

However, "there is still much work to be done before we can confirm if our vaccine will help manage the COVID-19 pandemic, but these early results hold promise," added co-author on the study and Oxford professor, Sarah Gilbert.

WHO Health Emergencies Executive Director Mike Ryan shared the same sentiment.

"This is a positive result but again there's a long way to go. These are Phase I studies; we now need to move into larger scale real world trials, but it is good to see more data," Ryan told reporters on Monday.

The Oxford/AstraZeneca group tested their vaccine in 1,077 healthy volunteers, making the trial many times larger that of Moderna, which tested their vaccine candidates in only 45 healthy volunteers in Phase I trials. Moderna's vaccine candidate, developed in collaboration with the US National Institute of Allergies and Infectious Diseases, was the first to have Phase I results released in a peer reviewed journal.

A third COVID-19 vaccine candidate, developed by Chinese biopharma company CanSino Biologics Inc. and the Chinese Academy of Military Sciences, was also able to induce an immune response in

a Phase 2 trial that enrolled over 500 healthy volunteers, according to results published in The Lancet on Monday.

However, researchers have previously expressed concerns about the Ad5 vector, the technology used to carry the vaccine, in the CanSino candidate. HIV vaccine candidates using the Ad5 vector had inadvertently increased the risk of HIV infection in previous trials, and it is unknown whether the CanSino COVID-19 vaccine may have similar effects.

While early Phase clinical trail results have shown to be able to induce an immune response in healthy volunteers, it's still too early to tell whether that immune response will protect against coronavirus infection or disease.

All three vaccine candidates are preparing to enter the final and largest phase of the vaccine testing process, Phase III clinical trials. These massive trials will enroll tens of thousands of volunteers in all age groups in order to test whether the vaccines can protect against infection by the virus and symptomatic COVID-19 disease.

AstraZeneca/Oxford Vaccine Candidate Set to Move Into Multi-Country Phase III Trials

While the Phase 1/2 trial is ongoing, the AstraZeneca/Oxford vaccine, ChAdOx1, will move into further Phase 2 and Phase 3 trials. AstraZeneca has already ordered 100 million doses to be produced by the Serum Institute of India, a major developing world biopharma company and generics producer, for Phase 3 trials.

Volunteers are currently being enrolled in the UK, Brazil, and South Africa, making this the first vaccine candidate to be tested on the African continent.

The authors further noted that the Phase III trial will focus on observing the vaccine in a wider demographic, including those at higher risk of COVID-19 infection or death such as older people, ethnic minorities or marginalized people, people with preexisting health conditions, and healthcare workers. Participants in the earlier Phase 1/2 trial were mostly likely to be young and Caucasian – some 91% of study subjects were white and the average age of participants was 35 years.

None of the participants reported serious adverse reactions to the vaccine. Around 70% of the participants who received ChAdOx1 reported mild adverse side effects such as fatigue and headache, compared to 48% in those who received the placebo meningitis vaccine.

Participants who took paracetamol, a pain common pain medication, at the time of injection had a reduced likelihood of experiencing adverse side effects. Paracetamol had no effect on the immune response generated by the vaccine.

WHO Experts Urge Countries To Step Up Contact Tracing Rather Than Waiting For Vaccine

"We do not have to wait for a vaccine. We have to save lives now," said WHO Director-General Dr Tedros Adhanom Ghebreyesus. "Contact tracing has long been the bedrock of outbreak response from smallpox to polio to Ebola, and now COVID-19."

"If we look at viruses that are much more fatal than COVID-19, we were able manage and master these epidemics by regularly following [contacts] with high level efficiency," said WHO Assistant Director-General of Emergency Response, Ibrahima Socé Fall. The 2014-2016 Ebola outbreak in West Africa for example, was largely managed and quashed through contact tracing, before a vaccine was available.

Investing in contact tracing now is even more important, considering "many countries were not very well prepared for contact tracing" at the beginning of the pandemic, according to Fall.

"Developed countries have surveillance systems centered on hospitals, but by the time the patients arrive it's too late. They've already contaminated others in the community," said Fall.

"Nothing replaces boots on the ground," said Dr Tedros. "[Countries must] train workers to go door to door to find cases and contacts, and break the chains of transmission."
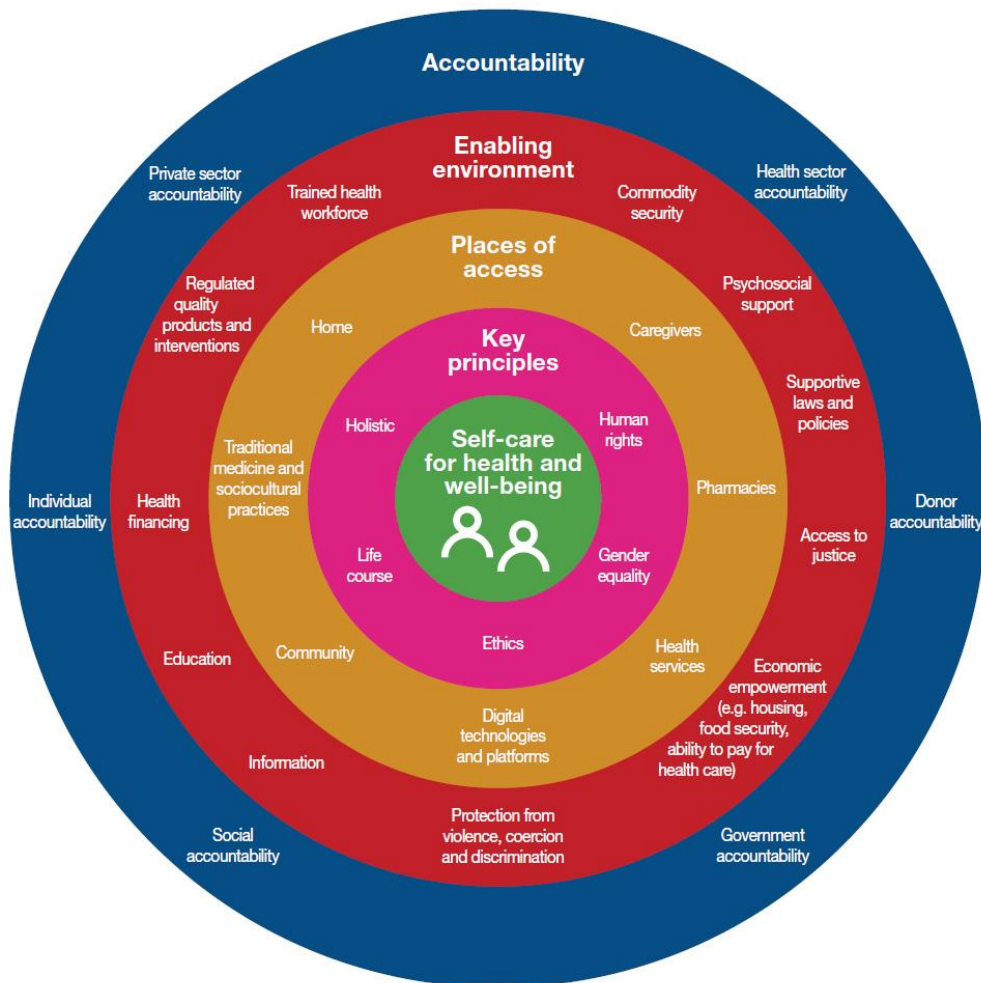

WHO's conceptual framework for self-care
WHO
21 July 2020

The conceptual framework recognizes that in addition to the traditional self-care practices that societies have passed on through generations, people are accessing new information, products, and interventions through stores, pharmacies, and the internet. Digital health and mobile technologies are increasing rapidly, not only as places of access but in many other aspects of self-care. The next layer of the framework recognizes that a supportive and safe enabling environment for the introduction of self-care interventions is essential and that self-care interventions should be implemented in the context of a supportive legal and policy environment. This means access to the following: justice; a strong, accountable, people centered healthcare system; integrated and accessible services of good quality; protection from violence, coercion, and discrimination; social inclusion and acceptance; and knowledge and information, appropriately tailored to different needs. Individuals can be in control of some self-care interventions, such as using condoms; while others, such as a positive HIV self-test, will require confirmation within a healthcare setting; and others still, such as self-sampling of HPV, will require the health setting to do the test. This dynamic interaction between individuals and the health system can also change over time in line with the needs and choices of individuals. The health system supporting people for self-management of health conditions remains an integral part of self-care.

Accountability for health outcomes is reflected at multiple levels in the conceptual framework, and accountability of the health sector remains a key factor in the equitable support to quality self-care interventions. Meaningful community engagement where self-care is championed and advocated by patient groups is also an essential factor in the success of linkage to care.

Source: adapted from Narasimhan M, Allotey P, Hardon A. Self-care interventions to advance health and well-being: a conceptual framework to inform normative guidance. BMJ. 2019;365:l688. doi:10.1136/bmj.l688.

Coronavirus vaccine: UK signs deal with GSK and Sanofi
BBC
29 July 2020

The government has already signed up for 100 million doses of the Oxford University vaccine being developed by AstraZeneca.

It has also secured another 90 million doses of two other promising vaccines.

However, it is still uncertain which, if any, of the vaccines may work.

Governments around the world have pledged billions of dollars for a Covid-19 vaccine and a number of pharmaceutical firms are in a race to develop and test potential drugs.

The vaccine involved in the latest government deal, developed by Sanofi in partnership with GSK, is based on the recombinant protein-based technology used by Sanofi to produce a flu vaccine, as well as GSK's established pandemic technology.

Sanofi, which is leading the clinical development, said regulatory approval could be achieved by the first half of 2021 if trials were successful.

In the meantime, Sanofi and GSK are scaling up manufacturing to produce up to one billion doses a year overall.

The vaccine has already been at the centre of an international political storm after Sanofi rowed back on an apparent promise to prioritise the US market.

Sanofi chief executive Paul Hudson sparked a row in May by saying the US government had "the right to the largest pre-order because it's invested in taking the risk".

But he changed his view after then French Prime Minister Edouard Philippe responded by saying access for all was "non-negotiable".

In their latest announcement, GSK and Sanofi stressed that they were "committed to making the vaccine available globally".

"With our partner GSK, we are pleased to co-operate with the UK government as well as several other countries and global organisations as part of our ongoing efforts to develop a safe and effective vaccine and make it available as quickly as possible," said Thomas Triomphe, executive vice-president and global head of Sanofi Pasteur.

Roger Connor, president of GSK Vaccines, added: "We thank the UK government for confirmation of purchasing intent, which supports the significant investment we are already making as a company to scale up development and production of this vaccine."

UK Business Secretary Alok Sharma said: "It is important that we secure early access to a diverse range of promising vaccine candidates, like GSK and Sanofi, to increase our chances of finding one that works, so we can protect the public and save lives."

Kate Bingham, who chairs the UK government's Vaccines Taskforce, said: "This diversity of vaccine types is important because we do not yet know which, if any, of the different types of vaccine will prove to generate a safe and protective response to Covid-19.

"Whilst this agreement is very good news, we mustn't be complacent or over-optimistic."