COVIDeo App Uniters

America's Got Regulatory Science Talent 2022

Bahie Ezzat
Ejiroghene Davies-Okarevu
Katarina Lichak
Nandita Bhowmik

Problem

- Influx of information related to COVID-19
- Increase of at-home COVID-19 test kits
  - Government initiated task
  - Increase in myths and false tips on social media

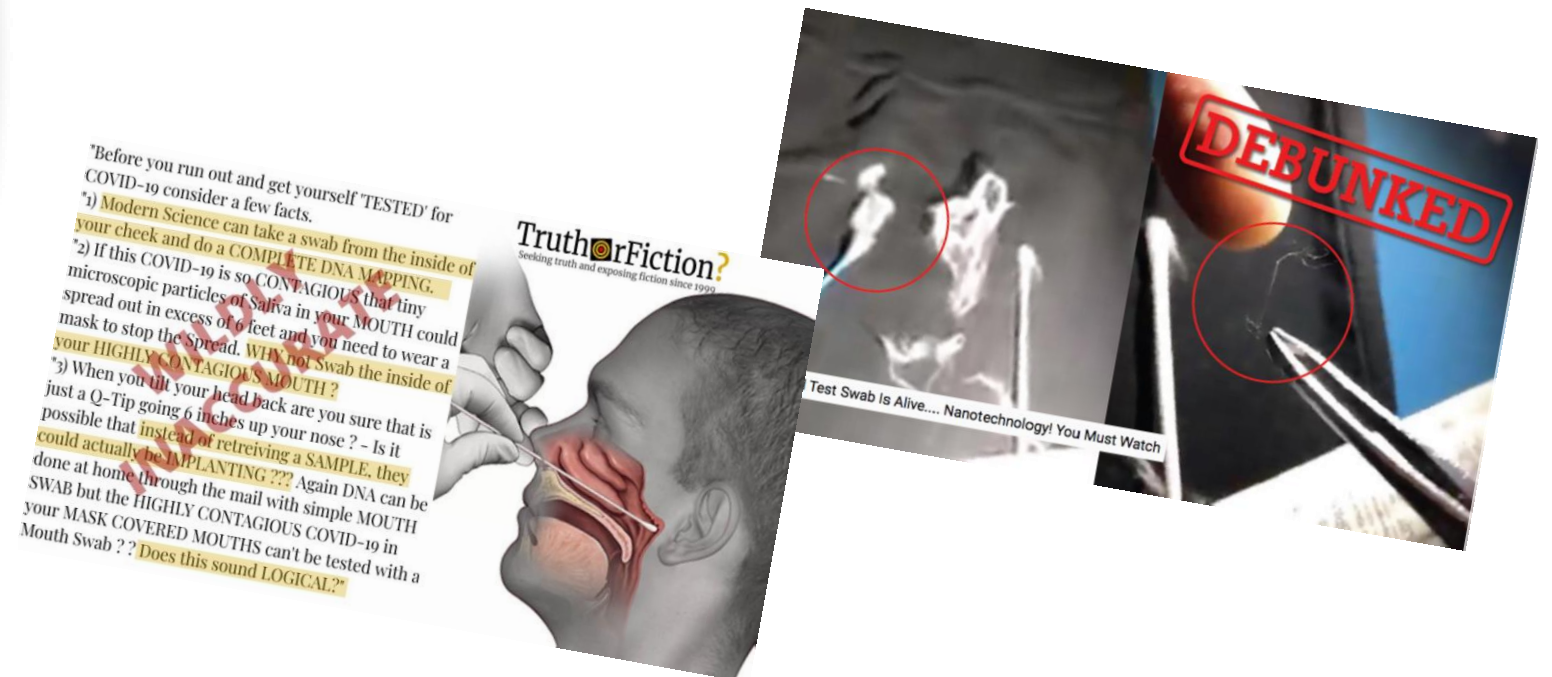∴ Lack of access to information that is easy to understand by people from different backgrounds

Fact check: A video of a swab used for COVID-19 tests does not show that the material is 'alive'
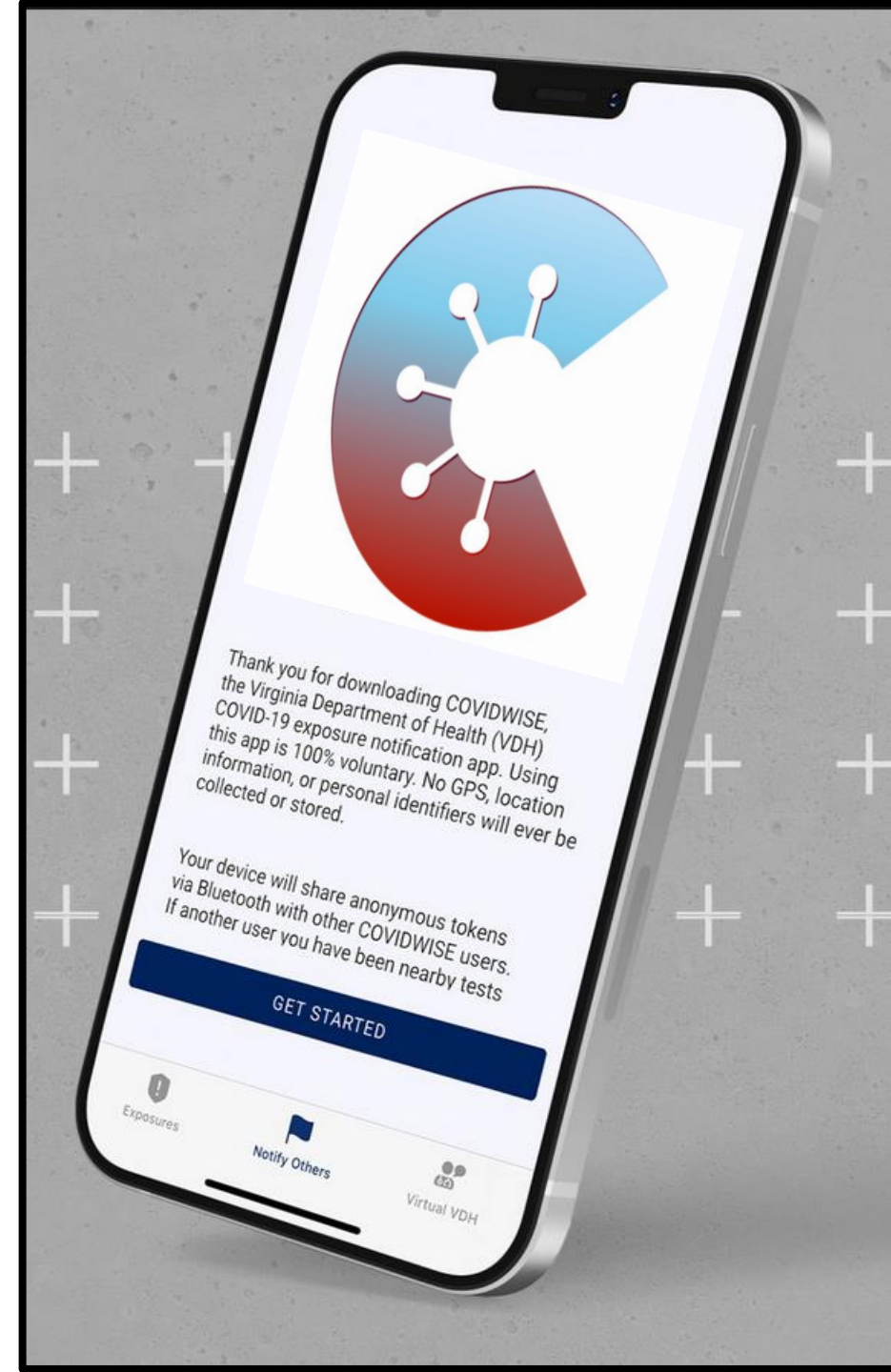
By Reuters Staff

5 MIN READ

A video watched more than 34,000 times, in which a person rips apart the material from what is described as a COVID-19 test swab, includes several false claims – such as

Proposed Solution

A mobile application that increases accessibility to instructive information regarding at-home COVID-19 rapid tests. Information can be obtained through QR codes located on test packages, which can direct people to explanatory videos and graphics. This will increase public awareness and education on how to administer these tests.

FDA Strategic Plan for Regulatory Science

Section 8. Strengthen Social and Behavioral Science to Help Consumers and Professionals Make Informed Decisions about Regulated Products.

2. Reach the audience:
a) Identify the most effective methods of delivering information to an intended audience, including audiences with diverse backgrounds.
c) Expand understanding of how online media promote and advertise regulated products.

3. Ensure audience understanding:
a) Enhance understanding of how message format and content affect consumers' attitudes about regulated products.

Commissioner, O. of the. (n.d.). Executive summary: Strategic plan for regulatory science. U.S. Food and Drug Administration.

What does the FDA do now?

- Provides list of antigen diagnostics test given emergency authorization

- Monitors recalls or safety warnings for problematic tests

> **Stop Using Empowered Diagnostics COVID-19 Tests: FDA Safety Communication**

- COVID-19 educational resources: podcasts, factsheets, CDC resources, videos on introduction to COVID-19 tests, Safe hand sanitizer use, awareness about fake vaccines

Center for Devices and Radiological Health. (n.d.). In vitro diagnostics EUAS - antigen diagnostic tests for SARS-COV-2.

5

Sample Instructional Video

What the COVIDeo App Brings

- Easy to understand for people of diverse backgrounds

  - Breaking the **language barrier** and increasing health literacy

- Adjusting to the **dynamic market** while being one app away

- Notifications on **major recalls** for home test kits or relevant info

- Resources (ie. where to report positive tests, translated informational videos)