

DIGITAL COMMUNICATIONS OF THE GOVERNMENT OF UKRAINE IN HEALTH CARE DURING THE COVID-19 PANDEMIC

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Abstract: *During the COVID-19 coronavirus pandemic, governments around the world faced for the first time the need for large-scale communication campaigns to prevent the spread of the global infection. Against the background of lack of experience in conducting this type of behavior change campaigns, there is a need to assess the practice of digital communication and develop steps to address problematic communication aspects. The article presents the results of the study of digital communication content and tools of the Ministry of Health Care of Ukraine during the pandemic of coronavirus infection COVID-19, analyzes communication messages through the prism of factors influencing behavior change (MINDSPACE). The study substantiated recommendations for improving government digital communication in health care in the context of global challenges.*

Keywords: *Communications for the sake of behavior change, Digital communications, Government communications.*

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