

## COMMENT

### EDITORIAL

## Handle communication around Ebola with care

Over the years, Uganda has fought viral diseases such as COVID-19, Ebola, Marburg and Mpox with commendable success. However, each time these diseases have been announced in the country, tourism has taken a hit. Tourism numbers always drop drastically, with recovery sometimes taking as long as two years. The reason why tourism numbers drop is largely due to the manner in which communication around pandemics and diseases in Uganda is handled. No tourist would like to visit a disease-infested country.

Until a few years ago, the manner in which the Government announced the outbreak of viral diseases appeared not to have brakes, yet such messages can do a lot of damage to the economy.

With social media and deepfakes, messages built around viral diseases can gravely hurt a country's image.

The unified manner in which communication around the current Ebola situation is being handled must be encouraged.

During the week, Ugandans were able to call out organisations that were attempting to cause alarm.

Uganda treated one Ebola case from the DR Congo, but the World Health Organisation (WHO) and some Western media houses were quick to announce an outbreak in the country.

Many Ugandans reacted by calling out the WHO and the Western media houses for inaccurate reporting. The executive director of the Uganda Media Centre also amplified the protest further by giving the world an accurate picture that the Ebola situation in the country was under control.

As President Yoweri Museveni said during the Pearl of Africa Tourism Expo at Speke Resort Munyonyo on Thursday, there is no cause for alarm because Uganda has the capacity to handle Ebola. Let's observe all the standard operating procedures issued by the Ministry of Health, but avoid sensationalism around this viral disease.

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**THE  
COLLECTIVE AND  
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MESSAGING  
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DESERVES OUR  
FULL BACKING  
ALWAYS.**

**WEEKEND**  
**VISION**

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