

## **Communications of the Ministry of Health of the Russian Federation in social networks: features of trust transmission**

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In Russia, researchers have documented the problem of public distrust: according to the 2022 data, only 22% trust the Russian healthcare system fully or mostly, to some extent 38% more respondents, and according to comparative data for 2011, provided by the International Social Survey Programme (ISSP), the trust indicators were 24% and 32%, respectively, that is, for more than a decade from 2011 to 2022, despite the modernization of the industry, national projects being implemented and efforts aimed at combating corruption, the percentage of trust of Russians increased by only 4% from 56% in 2011 to 60% 2022 [2].

A trust-building communication is an urgent issue in Health Communication studies, which have become a separate scientific field, hosting conferences, webinars, round tables, including within the framework of the 2024 sessions of the World Health Organization (WHO), and courses are being introduced into higher education programs at leading universities in the country (MSU, HSE, Sechenov University of the Russian Ministry of Health, etc.) [4].

A possible reason for this problem is the lack of sufficient adaptation of communication to the different needs of the population and the channels of its information. A number of studies, including those conducted by the HSE Department of Integrated Communications, indicate the need for a targeted or personalized approach in building a communication campaign in the medical field in connection with the transition to a patient-centered model at the state level of the global community [1].

The experience of mandatory vaccination and compliance with measures during the pandemic proved the need for further work on strategic communication, showing the real danger of public distrust of official medical and government sources in many countries, contributing to the spread of the epidemic and the tragic events of the pandemic, which rapidly claimed the lives of people around the world.

Trust between the healthcare system and target audiences can be built in view of its specifics, extrapolating a personalized approach in communication between the patient and the doctor to communication in each information channel of the Ministry of Health. The results of the Ipsos Rosindex study conducted in the first quarter of 2024 showed that the formation of trust in a doctor is influenced by such factors as reading reviews on the Internet (38%), the doctor's experience in the specialty (57%), positive experience of previous treatment (64%), and most importantly, communication itself with the patient (75%), which includes attention to his or her problems, a clear explanation of the causes of the disease and complex terminology, treatment methods and prescriptions for medications [3].

This study examines the communicative practices of building trust in the information messages of the Ministry of Health of the Russian Federation as the leading information mediator between the state and the population on its official channels, such as the website of the Ministry of Health of the Russian Federation, its pages on social networks Vkontakte, Telegram, Dzen, Odnoklassniki and Rutube from 02/24/2022 to 02/24/2025. The study will be conducted using a systematic approach, which includes, at the first stage, an analysis of

the elements of digital communication of the Ministry of Health, at the second – a synthesis of the data obtained to optimize its effectiveness in order to increase confidence in the health system, at the third – a comparison with WHO practice, and the fourth - the development of recommendations for improving and adapting the communication strategy of the Ministry of Health in different information channels.

### **References**

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- 4) The World Health Organization: <https://www.who.int/europe/ru/news-room/events/item/2024/11/19/default-calendar/effective-communication-in-health-care-a-global-perspective#>