

Informing RCCE with equitable social listening

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Immunization & the Perfect Storm of COVID-19 Disinformation



Dec 2020

Algeria: "Human Guinea pigs?"

2 Apr 1 2020

France: France TV - 2 doctors discuss testing candidate vaccines in Africa

3 Apr 2 2020

« L'Afrique n'est pas un laboratoire. »
— Didier Drogha (@didierdrogha)



Haiti: West is testing unsafe COVID-19 vaccines on African children



Senegal: 7 children died after being given COVID-19 vaccine

Cote D'Ivoire: COVID-19 vaccine is being tested in CDI to spread coronavirus

Togo: A COVID-19 vaccine is being combined with routine vaccines – refuse all vaccination

1 March 27, 2020

Comoros: A. Guiterres statement misquoted – COVID-19 tests in Africans; mutated to COVID-19 test in Comorians

Madagascar: Similar to Comoros

DRC: The COVID-19 vaccine is a satanist vaccine

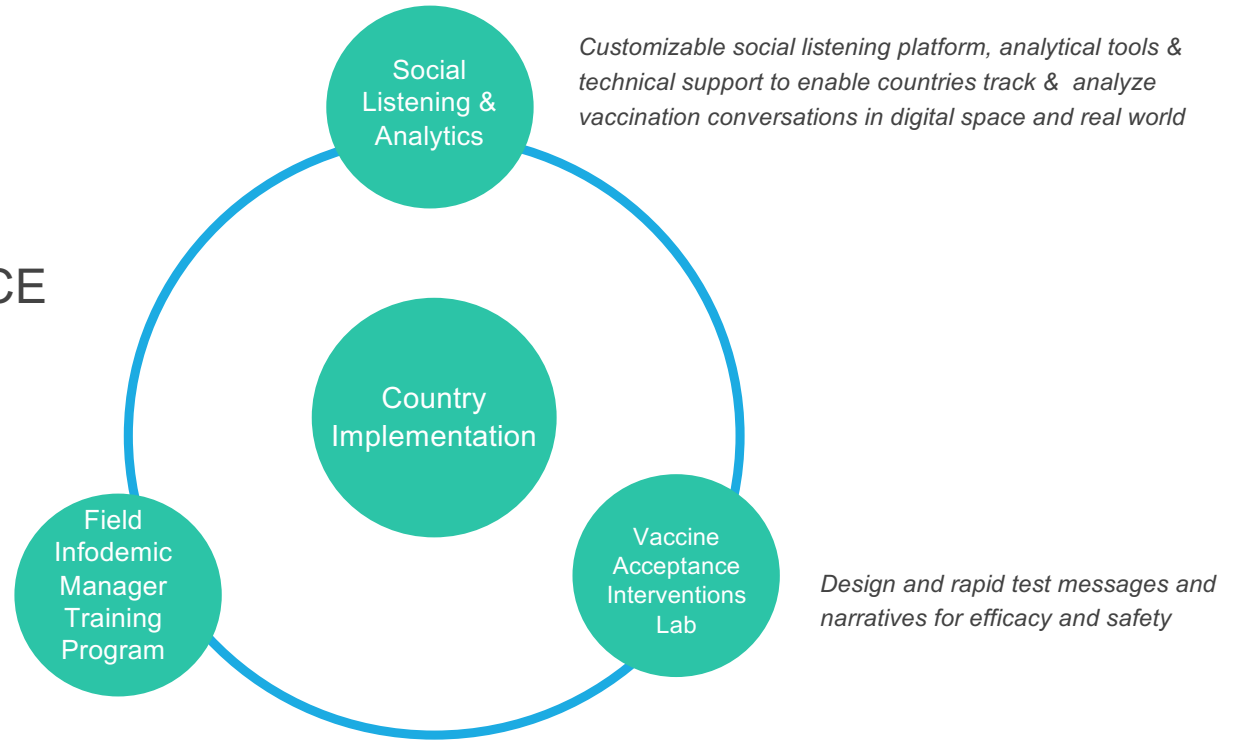




Vaccination Demand Observatory

Core principles of social listening

Equitable | Glocal | Coupled to RCCE



THE PUBLIC GOOD PROJECTS



FIRST DRAFT

Yale Institute for Global Health



Online and Offline Social Listening System for countries

Multiple systems operating behind curated VDO Dashboard
By use internally, by trained Country Infodemic Managers

- *Making sense of big data.*
- *Identifying and exploring conversations and communities.*
- *Customizable for each country*
- *Built for real-world programmatic needs*

Offline Community Social Listening



Community Feedback

Online Digital Social Listening



Junkipedia

<p>Total Mentions</p> <p>25.1M</p> <p>Total Mentions</p>	<p>Average Counts</p> <p>855,299 Average Per Day</p> <p>35,637 Average Per Hour</p>	<p>Media Breakdown</p> <p> 20.8M 1.2M 73K 29.1K 1M 3.9K 145K 1.8M 5.7K 2.8K 15 0 </p>	<p>Potential Impressions</p> <p>521.7B</p> <p>Potential Impressions</p>
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Conversation Theme Trends *Top 5*

Day Week

Top 10 Conversation Themes

All Positive Negative Neutral Unknown

- COVID-19 **7.8M**
- Policies & Politics **2.9M**
- Pharmaceutical Industry **2.2M**
- Health Authorities **1.5M**
- School **942,063**
- Research & Clinical Trials **880,644**
- Vaccine Support **769,229**
- Negative Attitudes toward Vaccines **430,573**

TOP STORY

Domain: [cnn.com](https://www.cnn.com)



14

119,801,258

Story: [Biden to announce that Merck will work with Johnson & Johnson to manufacture coronavirus vaccine](#)



10

61,035,595

Tweet: [@cnnbrk](#)



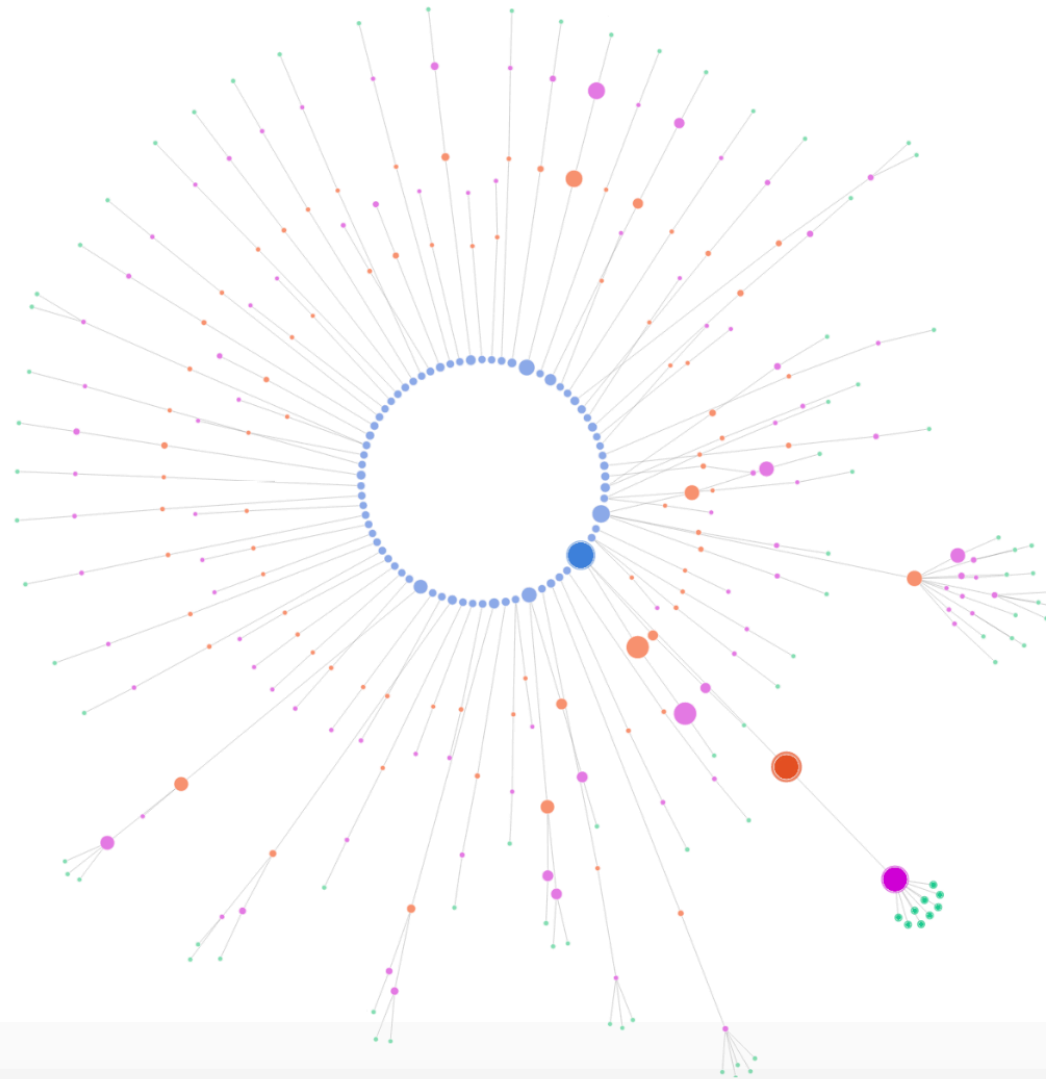
9

61,035,595

Re-Tweet: [@colossusdipl](#)

RT [@cnnbrk](#): President Biden is expected to announce today that Merck & Co. will help Johnson & Johnson manufacture its coronavirus vaccine, a rare partnership between two competitors <https://t.co/HKx6P6faKh>

4,647



Evidence-Grounded Guide for Developing Strategic National Action Plans

Part 1: Vaccination in the information age

- Vaccine Hesitancy
- Infodemics, misinformation and disinformation
- Why are people susceptible to misinformation?
- Misinformation is sticky
- 3 reasons why people create vaccine disinformation
- Don't be distracted by disinformation

Part 2: Misinformation management

- Preparation Phase
- Listen Phase
- Understand Phase
- Engage Phase
- Appendices: case studies, tips, examples, metrics.

Operational framework which ensures:

- Online and offline social listening
- Close coupling of social listening with engagement actions
- Evaluation of impact

Available in English, French, Spanish, Arabic, & Italian

<https://vaccinemisinformation.guide>

VACCINE MISINFORMATION MANAGEMENT FIELD GUIDE

*Guidance for addressing a global infodemic
and fostering demand for immunization*

LISTEN | UNDERSTAND | ENGAGE

PGP
THE PUBLIC
GOOD
PROJECTS

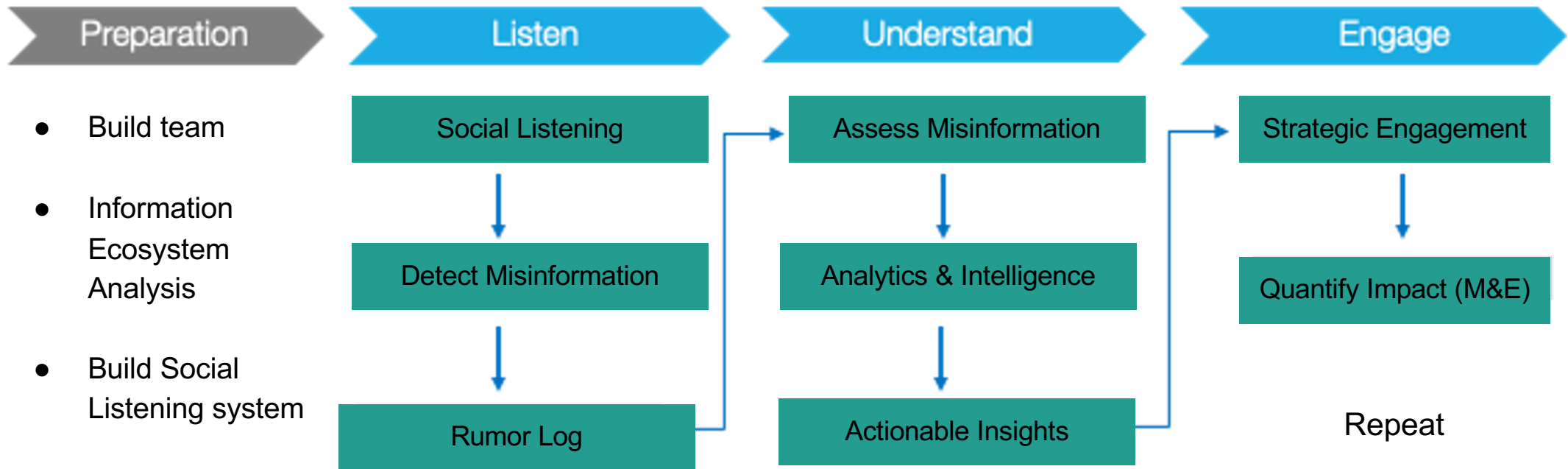
FIRST
DRAFT

Yale Institute for Global Health

unicef
for every child

Operational Framework

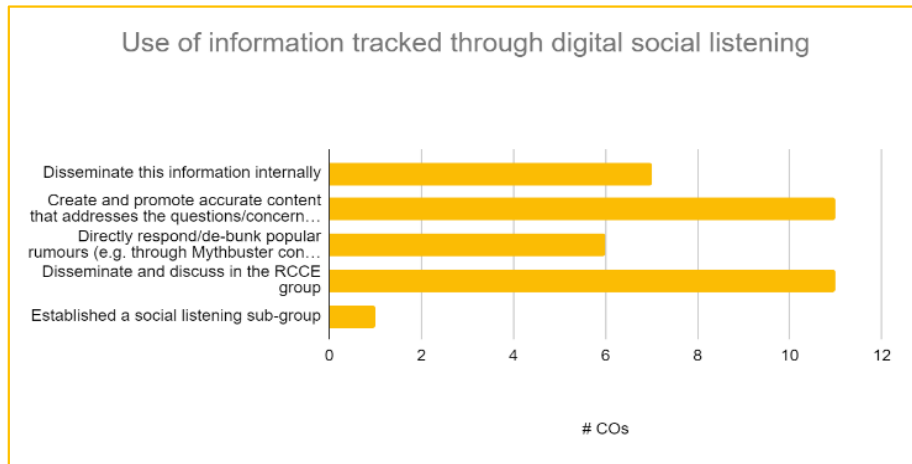
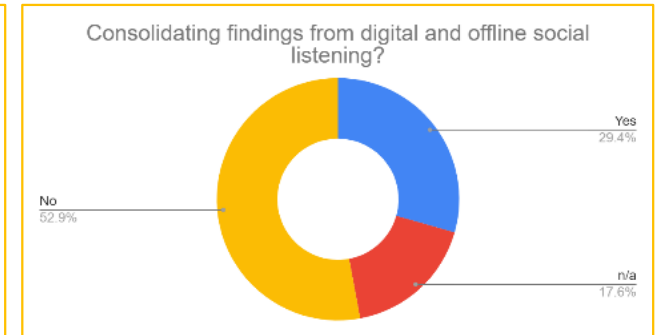
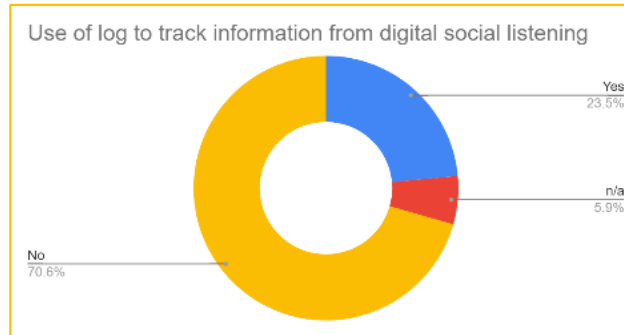
Preparation | Listen | Understand | Engage



UNICEF ESARO RO Survey: Mapping digital and social media listening for COVID-19 response

Not systematic

- Most countries reported not logging the information in a systematic way.
- About half reported not consolidating findings from digital and offline social listening.

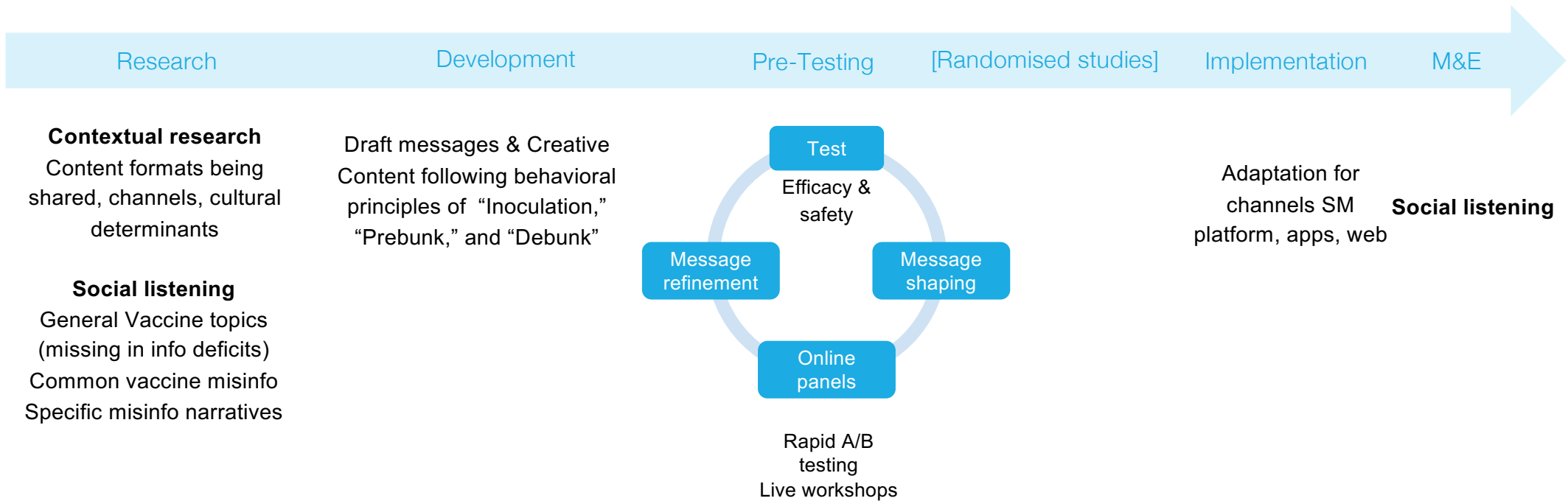


Insights are coupled with RCCE

- Information is often disseminated internally or with partners in the RCCE mechanism or other working groups.
- Majority of countries reported using information from digital social listening to create and promote accurate content.

Digital Interventions & Assessment Lab

Behaviour-centered content development, testing & design, implementation guidance



Liberia social listening

Important information gaps

General content developed using:

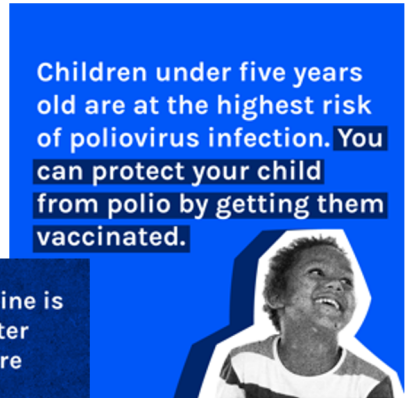
- Pre-existing nOPV2 messaging & positioning
- Vaccination behavioral insights
- Contextual insights obtained through social listening & analytics (design & format)

Multiple rumours:

- COVID-19 vaccine implemented in RI and being tested on people
- Polio has not been eradicated, just renamed (rumor spread from US)
- **Polio vaccines are actually COVID-19 vaccines (medium risk)**

Prebunking content developed

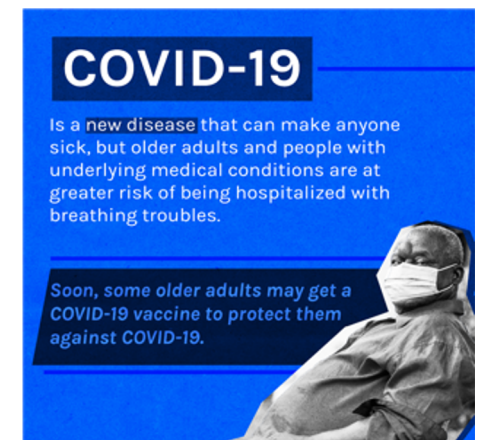
- Does not repeat myth
- Simple distinguishes between diseases and vaccines to limit confusion



In Liberia, the polio vaccine is given at birth or soon after and subsequent doses are given at:

6 Weeks **10** Weeks **14** Weeks

Additional doses are given during national immunization campaigns for added protection against polio. Make sure that your child is up to date on their polio vaccines by visiting your nearest health facility with their immunization card.

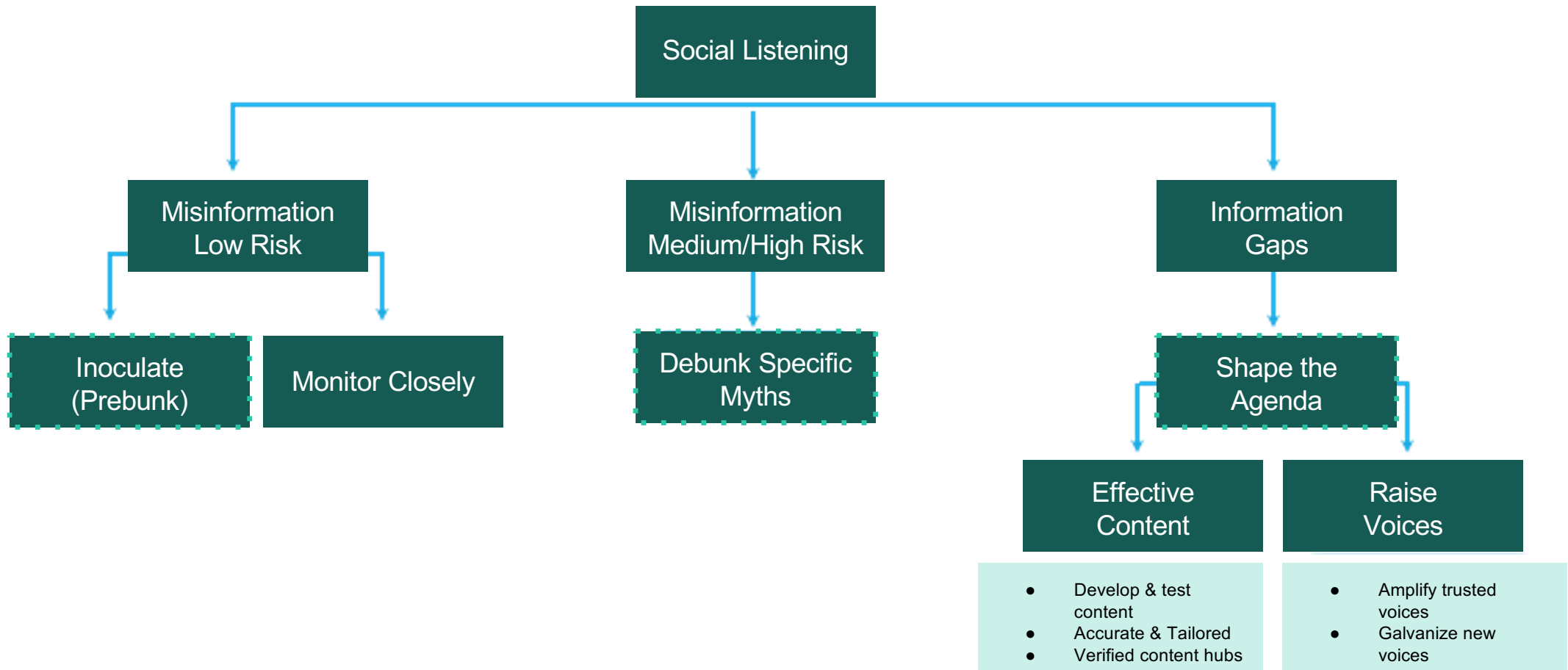


Thank you!

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Strategic Engagement: Response Decision Tree



Adapted from: Lewandowsky, S., Cook, J., Ecker, U. K. H., et al. (2020). The Debunking Handbook 2020. Available at <https://sks.to/db2020>

Unicef/Sabin Misinformation Webinar Series

Joint UNICEF - Sabin 3-part Webinar series

Hosted by Sabin Boost Community

Targeted towards strategies for immunization
professionals to manage vaccination
misinformation

WEBINAR SERIES

Misinformation: A Strategic Approach

29 October, 2020
8:00-9:30 AM EDT

[REGISTER NOW](#)

 **Ayesha Durrani**
UNICEF Pakistan
Country Office

 **Jonathan Shadid**
UNICEF Pakistan
Country Office

 **Angus Thomson**
UNICEF

 **Moderator
Lucy Klarie**
Boost Community

<https://www.youtube.com/watch?v=nTIGGBx2Hq8>

WEBINAR SERIES

Infodemiology in Practice

12 November, 2020
7:00-8:30 AM EDT

[REGISTER NOW](#)

 **Claire Wardle, PhD**
Co-Director and
US Director
First Draft News

 **Md Saifur Islam,
MSc, MPH**
Associate Scientist
ICDDR,B

 **Moderator
Lucy Klarie**
Boost Community

<https://www.youtube.com/watch?v=hcFY6OvtUtU>

WEBINAR SERIES

Inoculation Against Disinformation

3 December, 2020
9:00-10:30 a.m. EST

[REGISTER NOW](#)

 **Lucy Kanja**
MHSCM, MPH
Ministry of Health, EPI - Lambara
and Kilera Sub-County

 **Stephan
Lewandowsky**
MA, PhD
University of Bristol

 **Bright Simons**
InVivo

 **Moderator
Lucy Klarie**
Boost Community

<https://www.youtube.com/watch?v=sZYkFaTmrhs>