Sharing learning from Polio
SBC
Misinformation, Social Data and Conflict

SBCC Summit side event organized by UNICEF
**Session:** (Challenge Mapping in Pakistan)

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**Discussion points**

01. Detail profiling of refusal families - Using social data for engaging relevant community stakeholders in under-immunized population

02. Challenge Mapping - deep-dive into key bottlenecks and details of the under-immunized population for Polio vaccination

03. Consultation with communities - Engaging communities in challenge mapping & Co-creating solutions for resistance (Customized SBC strategies)

04. Sharing responsibilities for change “More ownership” towards communities - Local way outs for local problems

05. Continues tracking & measuring results – Sharing regular feedback with communities
Social data of Refusal parents Karachi, Pakistan

- Child wise & Household level social analysis of refusal families
- Unbundle the challenges in consultation with communities on underlying reasons for vaccine hesitancy
- Co-created solutions with communities, translating challenging mapping into Polio micro plans

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<tr>
<th>Social Analysis</th>
<th>Lingual Stratification</th>
<th>Major Pashto Tribes</th>
<th>Major Urdu Cast</th>
<th>Socio Economics Status</th>
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<tr>
<td>Age Segregation</td>
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<td>2 Year</td>
<td>3-5 Year</td>
<td>1 Year</td>
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<td>2755</td>
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Reason Of Refusal

- Misconception: 28% 15% 50%
- Direct Refusal: 31% 12% 56%
- Sickness: 33% 18% 49%
- Repeated Campaign: 22% 14% 64%
- Religious Matter: 21% 19% 60%

Religious Stratification

- Religious/Sect: Sumat/Deobandi, Sunni/Barelvi, Others

Persistent Missed Children Round Wise

- 929
- 2
- 1594
- 5
- 20409
- 3019
- 5
- 5172

Misconception Category

- Preferred Private Hospital/ Doctors For Vaccination: 10841
- Not Trust On Polio Vaccine: 7479
- Infertility Caused By Vaccine: 1209
- Vaccine Caused Death, Weakness And Health Issues: 1012
- Why The Vaccine Needed For Healthy Children: 753

Sick Refusal Category

- Excused Of Diarrhea And Fever: 1782
- Viral Infection/Seasonal Diseases: 1100
- Due To Cardiopathic Disease: 451
- Refusal Due To Thalassemia: 232
- Due To Pneumonia: 180
- Due To Cancer: 103
Key results using challenge mapping for SBC interventions in Karachi

Data drive SBC interventions with community consultation has shown results in increased vaccination in Karachi. Complete Behavioral Insights and engagement with relevant opinion leaders and ownership of the community are key elements for success.
Community-driven SBC interventions leading to promising results—Accountability & ownership at the community level brought a positive change in enhancing acceptance for Polio vaccination—70% decline in refusals since 2020.

Priority populations are best engaged through their traditional ways and means. Cultural sensitivity, maturity (age) & engaging family/community elders are greatly imperative to build trust in the communities—75% decline in refusal from priority population.

Using Social Data & customized SBC interventions with community inputs played a vital role in promoting positive behaviors and minimizing resistance for Polio vaccination—100% decline in red areas.

Key Learnings
Recommendations

01. A systematic approach for real-time collection of social data - Must use local intelligence/ community feedback to get the insight - Engage communities in planning, implementation, and monitoring processes.

02. Integration of messages and improving service delivery – Continual community listening and addressing on-ground challenges bringing sustainable change.
THANK YOU