

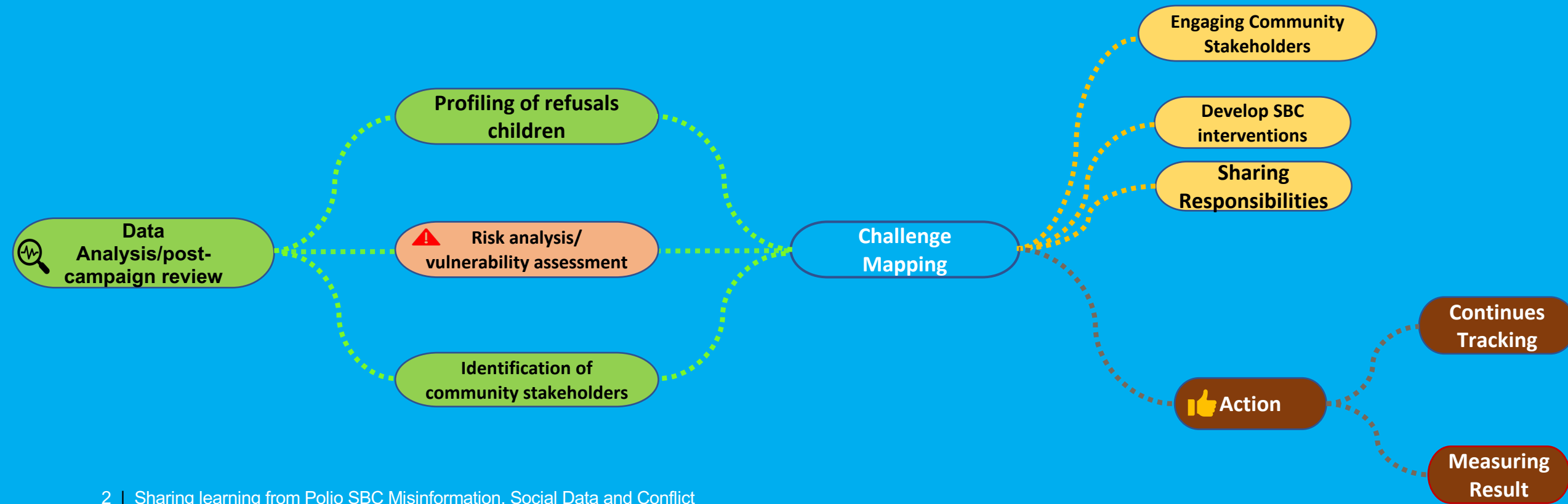
# Sharing learning from Polio SBC Misinformation, Social Data and Conflict

SBCC Summit side event organized by UNICEF



**Session:** (Challenge Mapping in Pakistan)

**Contributor:** (Jahan Uddin, SBC Specialist, Karachi Pakistan)



## 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

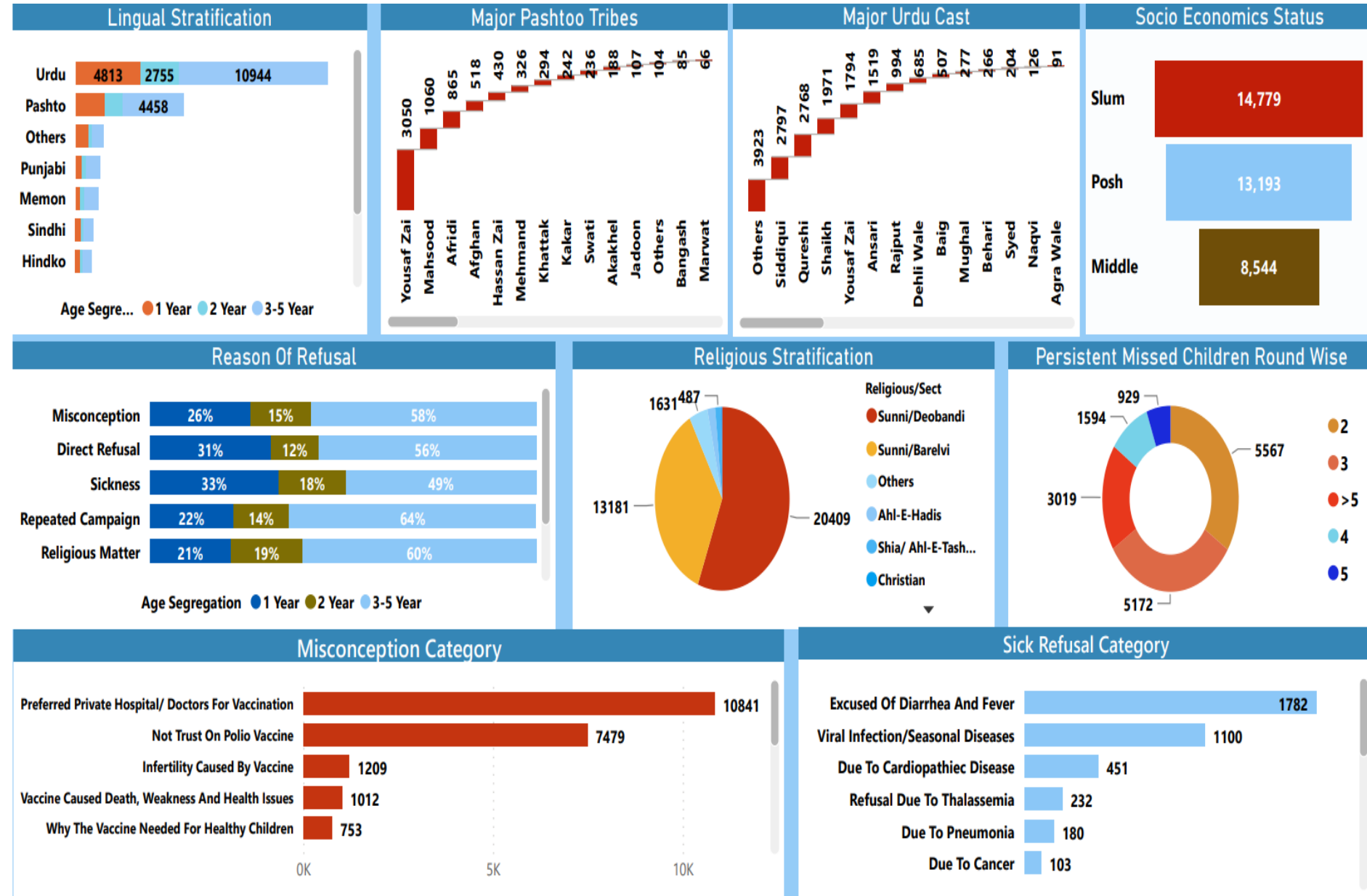
05

Continues tracking & measuring results – Sharing regular feedback with communities

# Social data of Refusal parents Karachi, Pakistan

## Missed children analysis is overlaid with social analysis

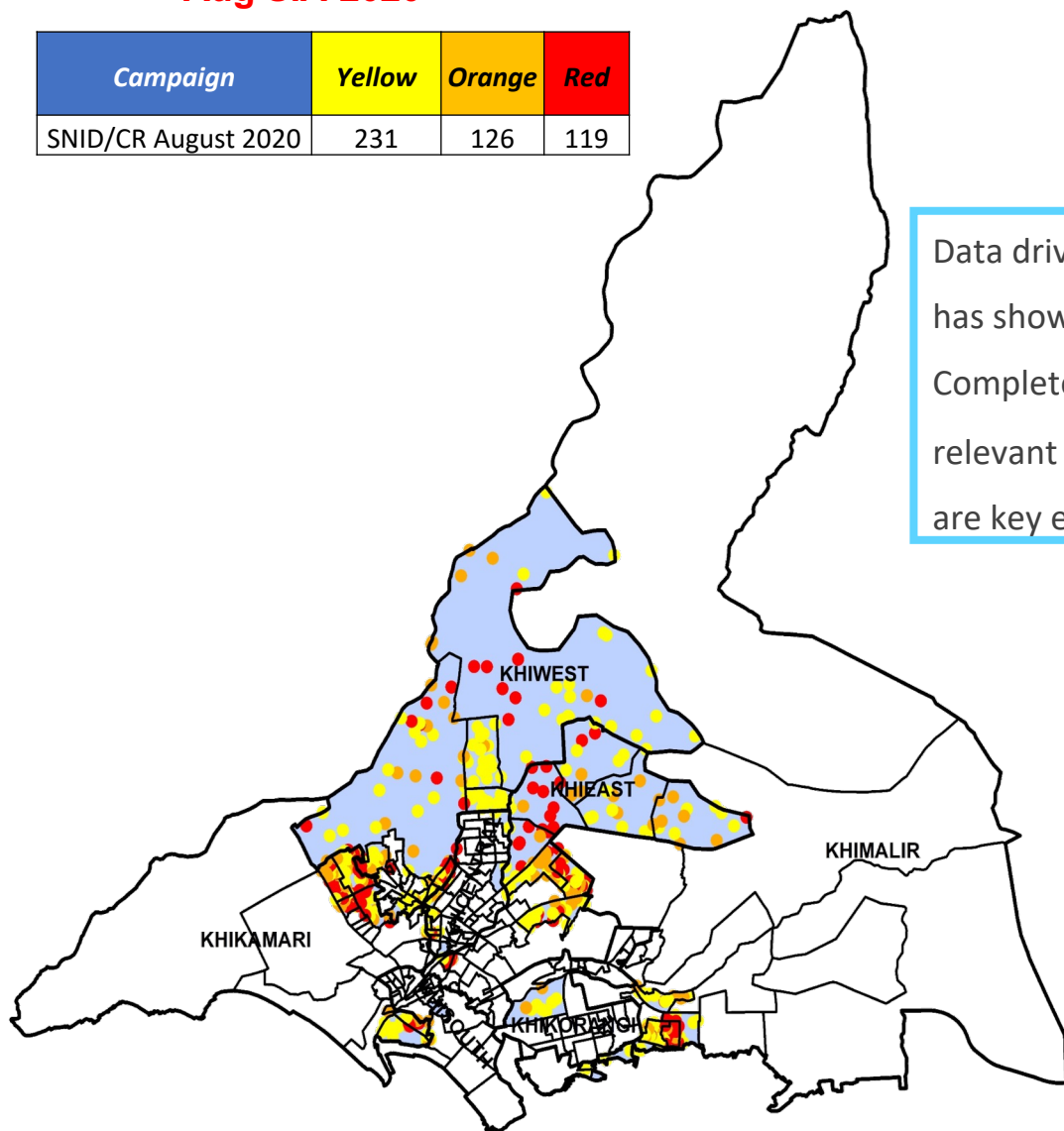
- Child wise & Household level social analysis of refusal families
- Unbundle the challenges in consultation with communities on underlying reasons for vaccine hesitancy
- Co-created solutions with communities, translating challenging mapping into Polio micro plans



# Key results using challenge mapping for SBC interventions in Karachi

Aug SIA-2020

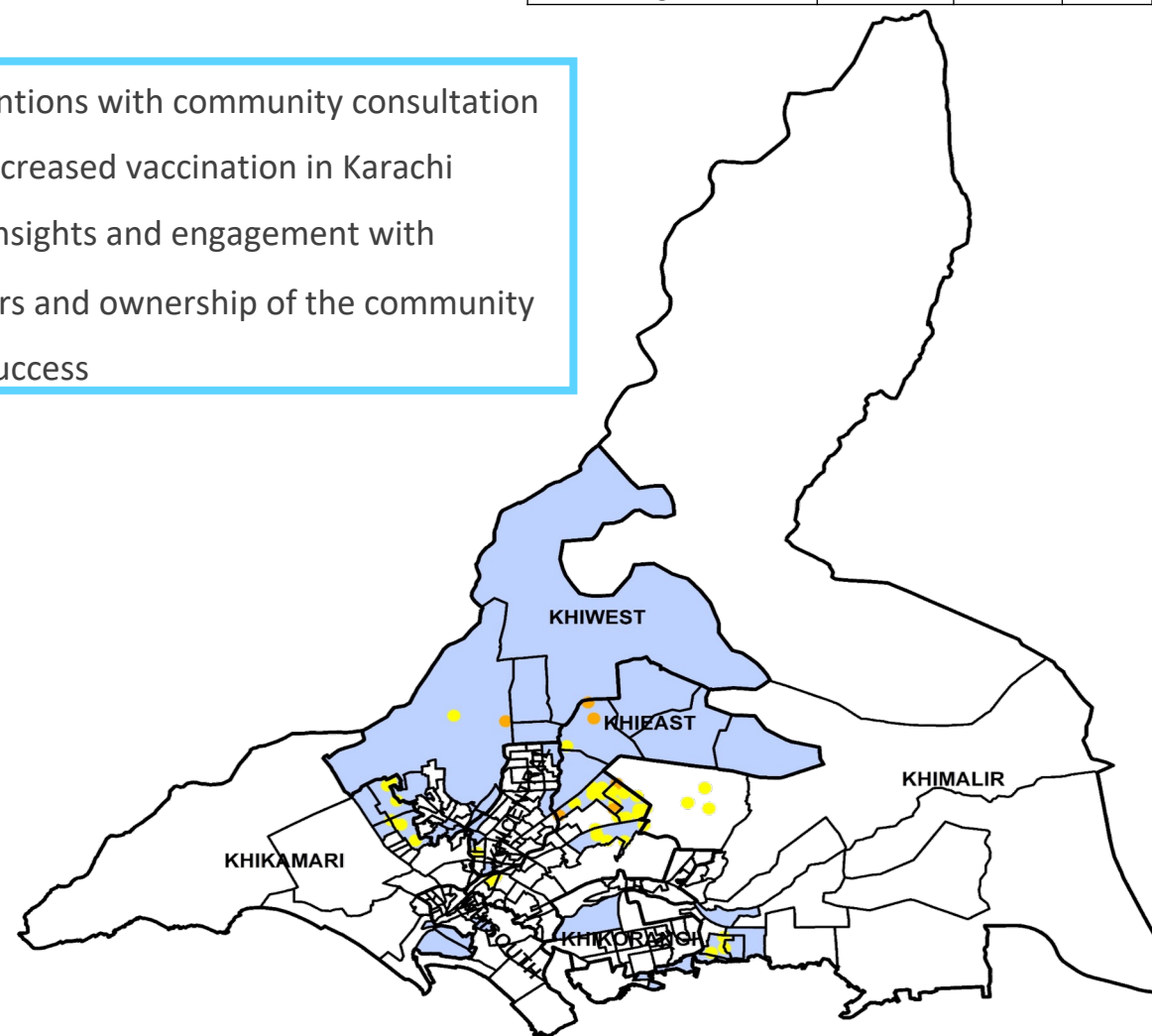
Campaign	Yellow	Orange	Red
SNID/CR August 2020	231	126	119



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

Aug SIA-2022

Campaign	Yellow	Orange	Red
NID August 2022	39	6	0



Refusal Clusters

RED > 99

ORANGE 70 - 99

YELLOW 40 - 69

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# Key Learnings

01

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**

02

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**

03

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**



## 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

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