



Session:

Innovating, Learning, and Progressing

Misinformation Management and Digital Community Engagement Unit

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Digital Engagement

- Digital Community Engagement Unit
- Online Social Listening
- Messaging and Content Design
- Rapid Response and Message Distribution
- Digital Social Mobilization
- Impact Assessment

Misinformation Management

- Workshops
- Capacity Building
- Technical Support
- Tools and Technology





What we learned

1. Misinformation is natural

Misinformation is and will always be a part of the information ecosystem. We can 'manage' misinformation but can never fully 'eradicate' it. Analysis of more than 2 million social media posts regarding polio identified information gaps and misinformation narratives in 80% of polio outbreak and endemic countries.

2. Digital is not optional

Over 63% of the world's population is online, and the impact of social media is well documented even in areas without internet. Yet less than 5% of SBC funds for polio are allocated to reach online audiences and only a few CO teams have digital engagement specialists.

3. Polio is not the only priority

Governments and teams in polio outbreak and endemic countries are dealing with dozens of emergencies and outbreaks including but not limited to polio, cholera, ebola, and of course COVID. SBC and MoH teams often do not have the time or resources to focus only on polio.



Recommendations

1. Create and support Misinformation Management Task Forces

- COs that have a task force are more likely to respond to misinformation
- Task Forces must focus on all health issues and vaccines, not only polio
- Members of the task force must include all stakeholders, particularly GPEI partners

2. Include digital engagement in every SBC plan

- Data from online social listening is a great indicator of community sentiment
- Digital engagement is more cost effective than other mass media options
- Messaging can be highly tailored to the local context and audience, up to city level





Thank You