Leveraging innovative approaches to track and prevent misinformation and support routine immunization

Surani Abeyesekera
Social and Behaviour Change Specialist
Immunization Demand Team, UNICEF HQ
Effective infodemic management strategies that support demand for all vaccines

Address vaccine misinformation by:

- Helping people become more resistant to misinformation
- Co-designing strategies around communities that rebut their most common vaccine misinformation narratives
- Track the infodemic by tracking narratives and misinformation
What tactics are used to fool people in believing misinformation?
5 CHARACTERISTICS OF SCIENCE DENIAL

F: Fake Experts
L: Logical Fallacies
I: Impossible Expectations
C: Cherry Picking
C: Conspiracy Theories
What if we provided more broad protection against multiple types of misinformation instead of chasing individual pieces of misinformation?
Cranky Uncle

VACCINE EDITION

Smartphone game teaching players how to spot misleading techniques in vaccine misinformation.
Common Fallacies in Vaccine Misinformation

- Appeal To Nature
- Post Hoc
- Conspiracy Theories
- Evil Intent
- Cherry Picking
- Anecdote
- Ad Hominem
- Impossible Expectations
- Misrepresentation
- Fake Experts
Explanations of misinformation techniques

The best way to understand something is to consider all the evidence.

But what if you don't like what the evidence is saying? Easy! I use the “pick and choose” trick.

Pick and choose focuses on information you agree with while ignoring evidence you don't like.
Quiz questions (practise critical thinking)

Name That Fallacy!

My favourite movie is perfect if you focus on the good scenes and ignore the bad parts.

False cause
Pick and choose
Evil intent
Misrepresentation

Impossible expectations
Personal stories
Natural is best
False cause

Impossible expectations
False cause
Personal attack
Personal stories

I heard someone went vegetarian and got really sick. Vegetarianism is unhealthy!

You drive a car so you can't complain about pollution!
Characters from East Africa Cranky Uncle Co-Design

Workshops held in Uganda, Rwanda and Kenya
Key resources for you

https://vaccinemisinformation.guide/

Available in English, French, Spanish, Italian, Arabic and Turkish

https://www.hcd4health.org/resources

Available in English and French

https://www.unicef.org/documents/vaccine-messaging-guide

Available in English
Key resources for you:
VDO dashboard for MENARA

Try it now!
https://dashboard.thevdo.org/middle-east-and-north-africa
Key takeaways

1. Every country can **build capacity for social listening and infodemic management** — UNICEF has resources that you can use to support this

2. Consider **building digital literacy** at individual level by inoculating people against misinformation — Leverage participatory approaches to designing promising interventions, such as games

3. **We know what works to build effective vaccine messages** — You can leverage what we learned during COVID-19 to support RI and polio vaccine communication efforts