Sharing learnings from Pakistan

Community Feedback and Response Mechanisms

SBCC Summit side event organized by UNICEF
Session: Community Feedback and Response Mechanisms
Pakistan Experience

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Context

- The Framework: Human-centred Design
- Vaccine Hesitancy and Fake Information
- An Operational Framework for social listening and engagement

Digital Engagement Model for Polio Eradication

- Tools: Connect and Bridging Gaps
- Recommendations
Context: Vaccine Hesitancy & Fake Information

Vaccine Hesitancy

Refusals

Demand-based

Religious beliefs

Vaccine Efficacy/Safety

Information/disinformation

Western conspiracy theory

Peshawar Incident
22 April 2019
FAKE NEWS
500 children got sick after vaccination

A tsunami of fake news hits social and mainstream media

The Ripple Effect: Panic, Protests, Stalled Campaign

The implementation of vaccines is not approved by the government. The police have been reporting cases of anti-vaccination protesters armed with guns and Molotov cocktails.
Key learnings:

- Intensity and complexity of the polio programme led to **fatigue and resistance** in the lead-up to the Peshawar incident.
- **Synergy between online and real-world** “Bricks & Mortar” communications is important.
- **Build systems of resilience to ‘inoculate’** the public online and off-line against rumours and misinformation.

Integrated Communication strategy with a specific geographic focus
Digital Engagement Model for Polio Eradication

1. Define
   - Objectives and Audiences
2. Include
   - Social Listening and Community Sentiment
3. Give
   - Demand Generation and Risk Perception Information
4. Inform
   - About Vaccination Campaign Dates and Required Actions
5. Talk
   - To the community to address Rumours, Misinformation, and Information Gaps
6. Activate
   - Digital Social Mobilizers and Online Influencers
7. Leverage
   - Data to Monitor and Evaluate digital communications
The ‘Polio/Sehat Tahaffuz’ 1166 toll free Helpline received an average of 3,000 calls during campaigns.

Monitoring Social media platforms and responding. Reported 52 negative links and 50% are active (Jan-Oct 2022).

Dedicated WhatsApp Polio Helpline responded to 183,483 messages, about 10% were misinformation (Jan-Oct 2022).

Frontline workers connected through WhatsApp at the provincial levels work as “eyes & ears” for the programme.

Work as a bridge to connect parents/caregivers/people, providing real-time information.
Recommendations

• Responsive system in place: Dedicated Digital Media Cell
• Effective Social Listening Mechanism through different mechanisms: from community to the national level
• Timely Response and Engagement
• Designated Spoke persons: Provincial and National levels
• Effective Crisis Communication Strategy in Place with Standard Operating Principles (SoPs).
• Creating safe spaces to encourage audience dialogue;
• Fostering community partnerships
• Engaging a wide range of polio champion influencers to share content on their channels.
• Building partnerships e.g. Facebook
Thank You

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