



Sharing learnings from Pakistan Community Feedback and Response Mechanisms

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

Refusals

Vaccine Hesitancy

Demand-based

Religious beliefs

Vaccine Efficacy/Safety

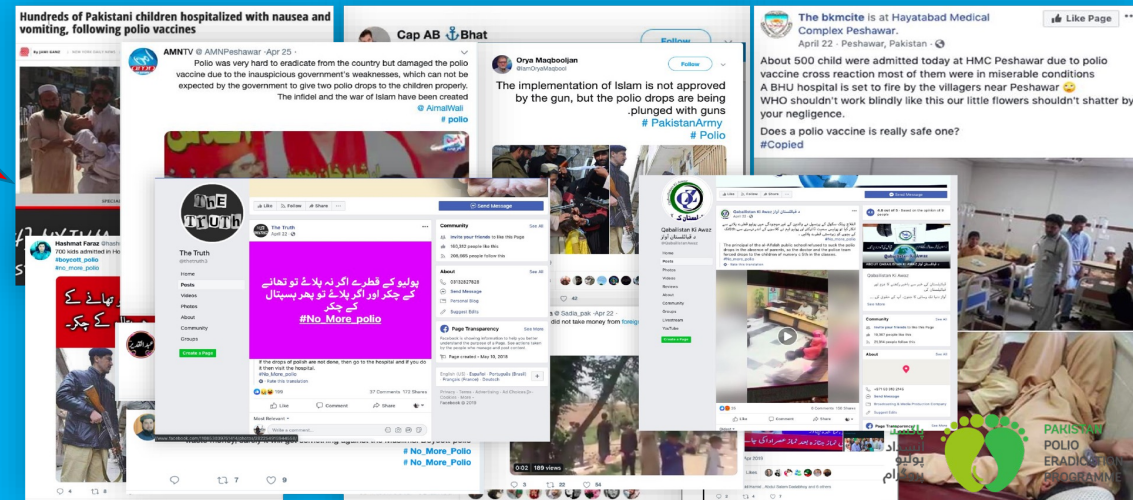
Information /disinformation

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

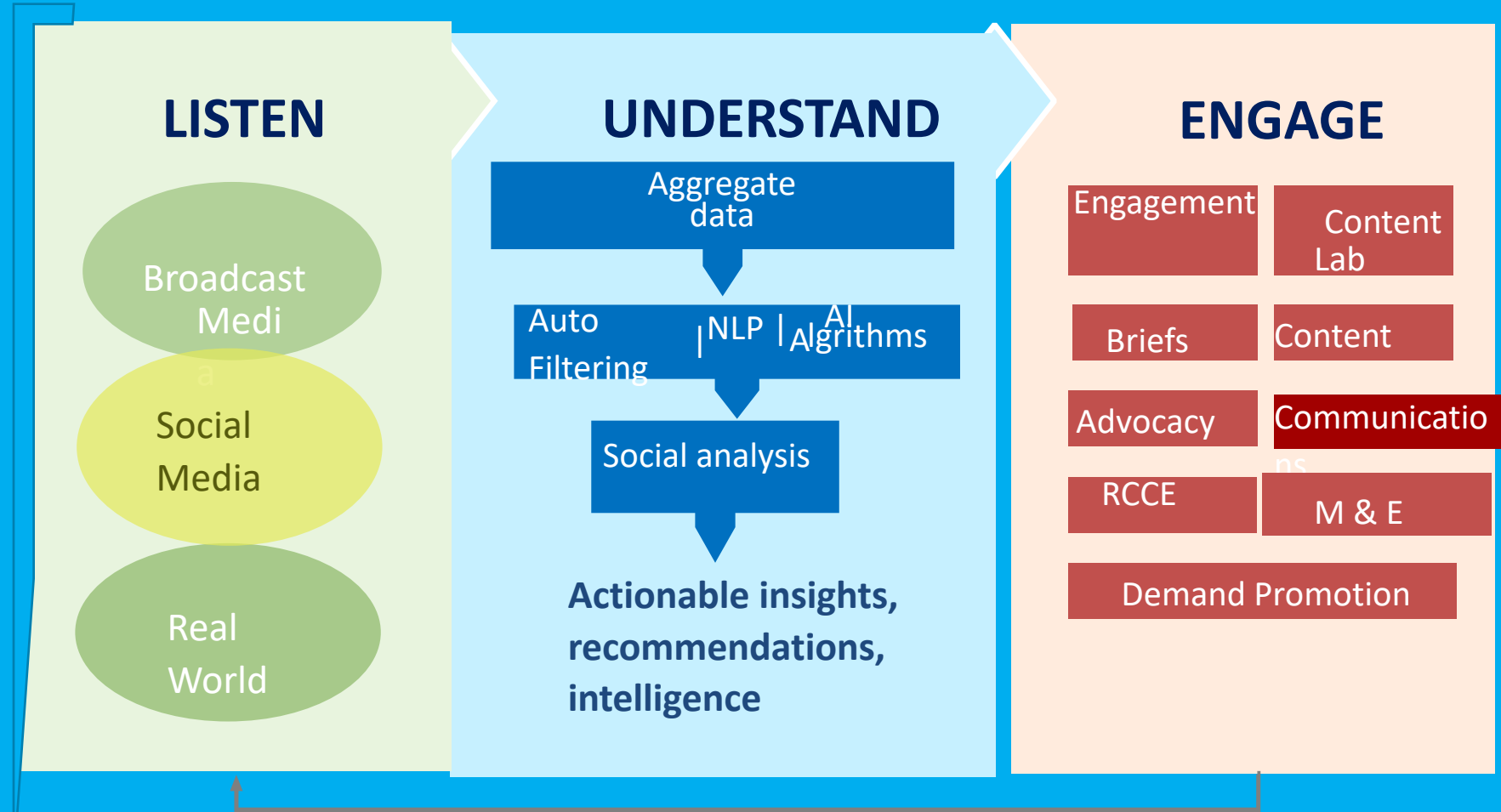


The Ripple Effect: Panic, Protests, Stalled Campaign

An operational framework for social listening & engagement

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

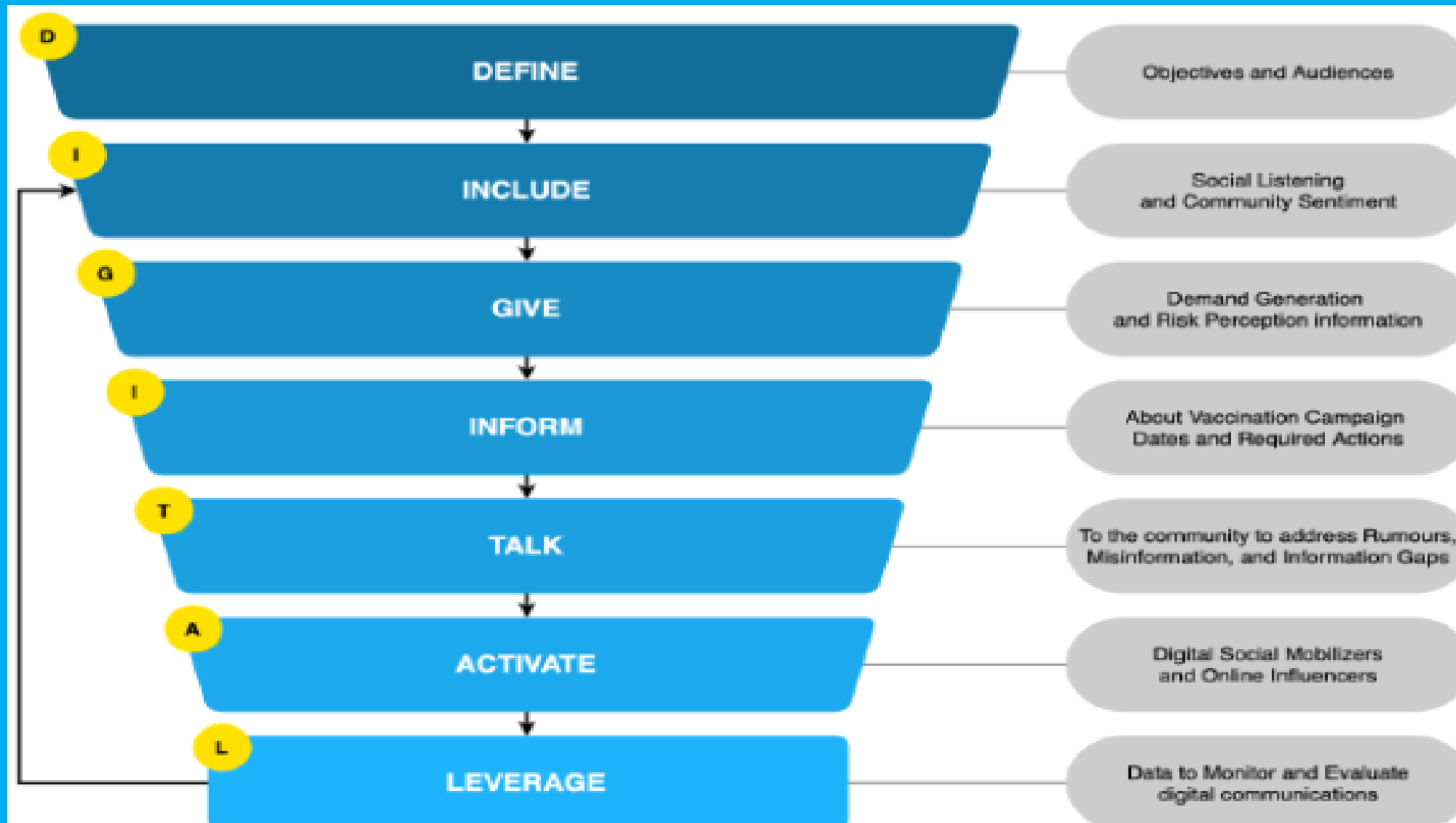


**Integrated Communication strategy
with a specific geographic focus**



**BUILDING
TRUST**

Digital Engagement Model for Polio Eradication



Tools: Connect & Bridging Gaps



The 'Polio/Sehat Tahaffuz' 1166 tollfree 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

<https://www.endpolio.com.pk/>

<https://www.facebook.com/polioeradicationinitiative>

<https://www.instagram.com/pakfightspolio>

<https://www.youtube.com/channel/UCa5>