



# Sharing the Lessons Learned from Polio SBC, Misinformation, Social Data Collection during Conflict

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SBCC Summit Side Event  
Organized by UNICEF

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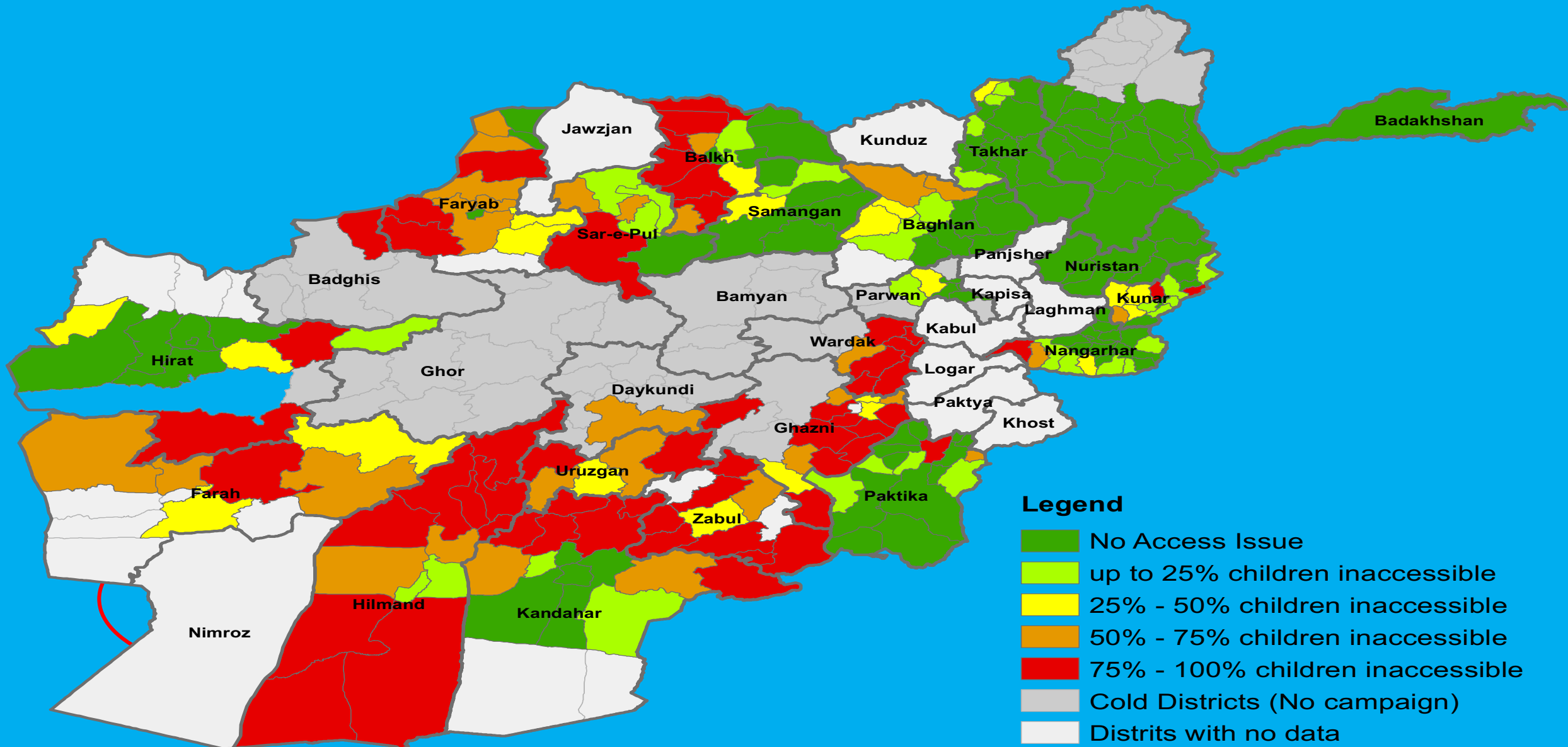
# Session Title: Communication in Conflict Settings – The *Afghanistan Challenge & Strategy*

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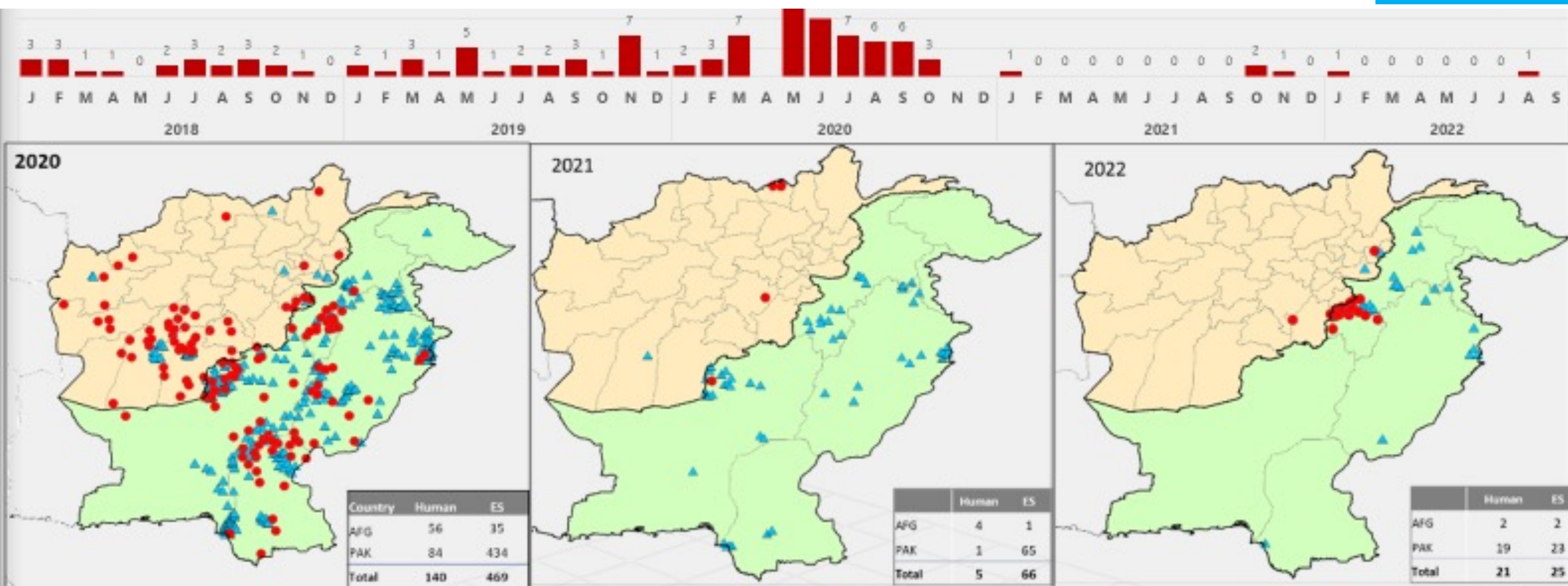
# Access Issues around Polio Campaigns - January 2020

Source: Administrative and Adjusted Coverage Data





# Wild Polio Virus Type1



- WPV1 at its historical lowest
- Big outbreak in Pakistan especially in the bordering area is the biggest threat with risk of spill over to South, Southeast, East
- Recent ES positive isolates and human WPV1 case in Kunar province indicates persisting circulation

## Communication for Polio in Conflict Situations

- Killing of the 8 SM and banned on the h2h campaign and interference
- SBC Communication planning for both accessible and inaccessible areas and ensuring an established mechanism to enhance reaching out to the Taliban/De Facto (access negotiation, maximize use of internal interlocutors including specially recruited extenders.
- Establishment of Informal Channels of Communication and Engagement with critical local, influential and religious leaders through staff/partner contacts
- Preparation/pre-positioning of locally, religiously and culturally relevant dissemination to inaccessible areas when opportunities arise.
- Strong Leadership and High-level engagement of conflicting parties
- Maximizing multi-disaster emergency opportunities that avail themselves (COVID19 and the earthquake) for reaching out.
- Service Expansion closer to conflict communities (Helmand/Uruzgan)



# Recommendations

- Sensitivity to local socio-cultural practices and norms and adapt campaign modalities, SBC interventions and initiatives accordingly.(Campaign Based Female SM vs FCEOs)
- Separation of deep community engagement from campaign operational SBC communication plans should be adaptive and flexible to accommodate unexpected surprises (abolition of permanent ICN/Campaign based SMs)
- Maximize use of community- based radio panel discussions with a range of panelists (religious leaders, respectable community leaders, doctors) as radio waves have no barriers.
- Increased involvement of women and W2W communication in the new dispensation is critical if polio is to be eradicated in Afghanistan.
- Strategic partnerships based on mutual understanding and trust-No Discrimination!





Thank you

