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

SBCC Summit Side Event
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Access Issues around Polio Campaigns - January 2020

Source: Administrative and Adjusted Coverage Data

Legend:
- No Access Issue
- up to 25% children inaccessible
- 25% - 50% children inaccessible
- 50% - 75% children inaccessible
- 75% - 100% children inaccessible
- Cold Districts (No campaign)
- Districts with no data
• 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 and acceptable materials for 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