

CASE STUDY

Influence in Action: Strengthening Polio Vaccination Efforts in Pakistan Through Digital and Community Engagement

1. Executive Summary

Launched by UNICEF's Polio SBC Team in partnership with PGP (The Public Good Projects) under the Digital Community Engagement (DCE) program, the **uInfluence** network is essential to the global fight against polio. Its goal is to create a sustainable model of community engagement and trust-building that can be replicated in other regions facing similar health challenges. Since its inception in 2021, the program has grown from five pilot countries to over 40 countries affected by polio. Central to this effort is a network of digital volunteers who share evidence-based messages on polio and vaccines, effectively countering misinformation in their communities. In 2022, the network grew to over 70K digital volunteers, greatly increasing awareness and knowledge about polio.

In 2024, **uInfluence** used three main activities to engage digital volunteers in Pakistan, one of only two countries where polio remains endemic. The first approach was the **Vaccination Campaign Digital Activation**, a digital mobilization effort supporting an on-the-ground vaccination campaign that reached over 9 million people and generated 14.7 million impressions and 252,000 engagements within 5 days. The second approach was the **uInfluence In-person Event** in Lahore that brought together 40 digital volunteers, Ministry of Health leaders, public health professionals, and UNICEF SBC national and local teams to strengthen collaboration. Lastly, two **Responsive Ad Campaigns** ran on Meta (Facebook and Instagram) with educational messages in response to trending polio narratives circulating in Pakistan, reaching over 8.3 million caregivers in 13 days.

2. Background

With over 60 percent of the global population now connected to social media, digital communication has become essential for reaching broad and varied audiences. In developing countries, where social media access is growing fastest and polio outbreaks persist, these platforms play a critical role in sharing accurate information. Timely digital education helps address prevalent narratives, fill key knowledge gaps, and combat misinformation. The evolving digital

landscape offers new opportunities to engage communities in ways that align with how they send, receive, and interact with information. ([Digital 2023: Global Overview Report](#))

Recognizing the important role of digital communication in combating polio, UNICEF's Polio SBC Team launched the Digital Community Engagement (DCE) in 2021. DCE brings together PGP (The Public Good Projects) expertise in tracking and responding to health narratives and building digital networks with UNICEF's deep understanding of social mobilization and polio. Following a pilot year in five countries, DCE has since expanded to over 40 countries affected by polio, scaling to meet the growing need for digital support and innovative strategies to eliminate the disease.

In 2021, DCE established [uInfluence](#), a network of digital volunteers from around the world who want to use their influence for good by promoting accurate health information. uInfluence recruits digital volunteers and equips them to be trusted voices online and in their communities by providing evidence-based, shareable messages about polio, health, and vaccines. Accurate and timely health messages shared by trusted community voices like uInfluence members can strengthen community resilience against misinformation while improving vaccine confidence and uptake.

In 2022, DCE's uInfluence network grew to 77,193 digital volunteers—including nearly 9,500 from Pakistan. Program evaluation results showed a positive impact on digital volunteers' vaccine understanding: One survey conducted in 2022 revealed a 6-percentage point improvement in awareness and knowledge about polio misinformation (73.3% baseline; 79.0% follow-up), with respondents better able to identify deceptive tactics and misinformation. ([2022 Evaluation report](#))

In 2023, uInfluence continued to engage and reach audiences at global scale, but directed an increased number of resources to focus on activities within one country. Early in 2024, due to its leading role in polio eradication efforts, a country-level approach was implemented in Pakistan, including a targeted digital activation to bolster on-the-ground vaccine efforts and support of polio workforce, a uInfluence in-person event to strengthen relationships between uInfluence, digital volunteers, and community leaders, and responsive ad campaigns to address trending false narratives circulating online within Pakistan.

3. Objectives and Strategies in Pakistan:

The strategic objectives behind leveraging uInfluence at the country level included:

- **Increasing engagement and action from uInfluence digital volunteers:** provide tangible opportunities for **uInfluence digital volunteers** to use their digital and community influence in supporting local polio workers and health authorities during a vaccination campaign.

- **Strengthening Local Support through In-Person Collaboration:** Facilitate connection and collaboration between digital influencers and local polio workforces through a uInfluence-hosted event.
- **Countering false narratives:** Utilize long-standing social and community listening expertise to integrate targeted digital strategies for identifying and addressing false narratives that pose risks to polio eradication.

By integrating digital and traditional communication methods, uInfluence aims to complement local health initiatives so accurate information reaches diverse community members and maximizes impact. The program’s overall goal is to create a sustainable model of digital community engagement and trust-building that can be replicated in other countries or regions that are key to polio eradication efforts.

4. Pakistan-Specific Approach & Implementation

The uInfluence network in Pakistan focused on three key activities to strengthen engagement, build community resilience against vaccine misinformation, and spark conversations around trusted information about the polio vaccine: a Vaccination Campaign Digital Activation to support an on-the-ground immunisation campaign, a uInfluence Pakistan In-person Event, and Responsive Ad Flights.

A. Vaccination Campaign Digital Activation

The Vaccination Campaign Digital Activation, running from April 29 to May 3, 2024, aimed to mobilize digital volunteers to raise awareness about the subnational immunization campaign occurring at that time. Through social media outreach, targeted digital content, and two activation emails, the campaign sought to generate a ripple effect of accurate information to counter vaccine hesitancy and misinformation while fostering trust and readiness for polio workers administering vaccines. The activation strategy and content were developed in close alignment with UNICEF’s Country Office SBC team. Key components included campaign timing, identifying appropriate Pakistan-specific resources (such as endpolio.com/pk), prioritizing key messages based on common polio narratives, and tailoring creative assets to resonate with Pakistan audiences.

The following key messages were selected:

- Help spread the word today! A polio immunisation campaign is happening now through May 3 across Pakistan.
- Are the children in your life protected from polio? All children under 5 need to be vaccinated to stop polio from spreading.
- Every extra dose of polio vaccine means extra protection. Answer the door when polio workers come now through May 3.

- Tell your neighbours, family, and friends a special anti-polio campaign is happening now through May 3.
- Share this post to help protect children in Pakistan. Tag a parent!

By providing ready-to-use, evidence-based messaging through email and targeted digital ads to ulnfluence digital volunteers, this digital activation gave provided a clear call-to-action and tangible way to help more children receive polio vaccines in their own communities. Disseminating messaging to and through ulnfluence digital volunteers leverages their own trust and influence within their community—amplifying accurate educational information and increasing the perception of community norms in support of polio vaccines. The 5-day campaign included digital ads targeted primarily at ulnfluence members in Pakistan and, secondarily, at the general population, with specific regard to caregivers of young children or individuals sharing similar characteristics to ulnfluence members (such as location and interests).

B. ulnfluence Pakistan In-Person Event

ulnfluence hosted its first-ever in-person gathering on March 7, 2024, bringing together around 15 public health professionals from UNICEF and the Pakistan Ministry of Health and over 40 digital volunteers to learn firsthand about polio eradication community efforts and digital health communications. The event was live-streamed and designed to build local capacity for effective health communication by sharing practical information about polio and social media best practices. The event also provided a unique opportunity for digital volunteers to strengthen their relationship with ulnfluence and connection to local health authorities and UNICEF through personal stories and face-to-face interactions.

The event featured two distinct sessions: In partnership with UNICEF, the morning session began with a site visit to a polio vaccination center, where ulnfluencers gained insights into the operations of Pakistan’s Ministry of Health and the functioning of polio vaccination sites. This session provided participants with an in-depth understanding of the history and operational side of polio eradication efforts. The afternoon session brought together leaders from various sectors; digital volunteers were inspired by influencer and local celebrity Momin Saqib and learned on ways to use their social media for good. They also heard the impactful story of frontline worker and polio survivor Ms. Ayesha Raz and the experience of UNICEF’s Polio Eradication Program team lead, Ms. Fatima Fraz. ulnfluence was also honored to host the National Emergency Operations Centre’s director, Dr. Shahzad Baig, who discussed future strategies for polio communication. In May 2024, Dr. Shahzad was named as one of TIME’s 100 Most Influential People in Health.

The diverse group of ulnfluencer digital volunteers attending the event were placed into teams to create real-time social media content based on what they had learned throughout the day. This hands-on approach fostered collaboration and encouraged participants to apply their new knowledge immediately, enhancing their ability and confidence to address misinformation and share accurate polio information within their communities.

C. Responsive Ad Campaigns

The responsive ad flights were a targeted digital strategy to counter misinformation about polio vaccines in real-time. The goal was to address false narratives identified through PGP’s media monitoring and deliver accurate, timely information to communities where misinformation was most prevalent.

Two responsive ad campaigns were run in Pakistan—one in November 2023 and another in May and June 2024. In each case, trending misinformation was identified in Pakistan as part of PGP’s ongoing global media monitoring work. When a spike in misinformation about polio was detected, it was categorized by theme and reported in the biweekly DCE Newsletter to SBC Polio teams and partners. The two instances flagged for response in Pakistan related to the themes “Conspiracy Theory” (in November) and “Necessity” (in May).

Responsive ad flights used both debunking and prebunking messaging approaches. Below are sample key messages that addressed both of these themes:

- “Thanks to scientists, we know a lot about polio. For example, we’ve known for over a century that polio is caused by poliovirus, but myths continue. You might even hear the misinformation that polio was caused by the use of the pesticide DDT. This isn’t true. We knew about polio centuries before DDT were developed. Here’s the truth: Polio is caused by the poliovirus, and only the polio vaccine provides protection.”
- “Remember: There is no cure for polio, a deadly disease that can cause paralysis. The only way to protect our children is through repeated vaccination with two drops of polio vaccine.”

Social media ads with key messages pertaining to the specific theme were ran for two weeks within Pakistan on Facebook and Instagram, targeting adult caregivers and parents in Pakistan. Creative assets for these ads were selected from a bank of content previously developed by DCE to address major polio narratives or misinformation themes, which also included relevant imagery for key countries. While most of available content was in English, a few pieces in Urdu were included in the May campaign.

5. Results

Each of the three influence components implemented in Pakistan were evaluated to assess the success and impact of each approach, as well as to gain insights for replicating this localized model in other countries.

- The Vaccination Campaign Digital Activation was evaluated through digital performance metrics, pre- and post-campaign surveys among the general population, and an engagement survey of influence digital volunteers.
- The success of the In-Person influence Event was assessed through attendance data, feedback surveys and interviews with both digital volunteer and stakeholder attendees.

- The effectiveness of Responsive Ad Campaign was measured through digital performance metrics focused on efficiency, reach, and engagement.

The following sections provide a breakdown of performance and outcomes across all three implemented approaches.

A. Vaccination Campaign Digital Activation Results

Results of the Vaccination Campaign Digital Activation demonstrated the positive impact that a localized digital mobilization of ulnfluence members can have in supporting an on-the-ground immunization campaign. *(Internal note to UNICEF: A detailed analysis of the campaign evaluation is provided on slides 49-70 of this [report](#).)*

Vaccination Campaign Digital Activation: Digital Metrics

The campaign achieved substantial digital results in just 5 days, generating 14.7 million impressions, reaching 9.2 million people, and driving over 252,000 engagements, including nearly 65,000 link clicks to the polio information website (endpolio.com.pk), along with 250 content shares. Content targeted to ulnfluence members specifically garnered 677,000 impressions, 12,300 engagements, and 3,300 link clicks from the nearly 9,500 members in Pakistan. These numbers demonstrate the broad reach and interactions sparked in support of polio eradication.

The two activation emails sent to nearly 9,500 ulnfluence members **achieved** an average open rate of 7.6% and a click-through rate of 2.9%, resulting in over 2,100 email opens and nearly 70 clicks. These figures show the role of email engagement in increasing awareness of on-the-ground efforts, reinforcing campaign messaging, and connecting with ulnfluence members.

Vaccination Campaign Digital Activation: ulnfluence Member Survey

After the campaign, PGP invited the 9500 ulnfluence members to a survey aiming at assessing their actions during the activations, their perception of ulnfluence, and their self-efficacy in engaging for polio advocacy. Out of 22 total respondents, all respondents promoted the campaign in some capacity—80% discussed the importance of polio immunization with others, while 72.7% shared the campaign with loved ones. Nearly half (40.9%) posted campaign images or videos from ulnfluence emails, and over one-third (36.4%) supported polio workers online, encouraged their community to vaccinate, and engaged with social media posts. Nearly 30% (27.3%) shared or reposted content from ulnfluence and shared facts to combat misinformation, while just over 20% (22.7%) created and posted original content about polio.

A shared commitment to community wellbeing fueled engagement: 63.6% reported that they participated because they wanted to make a difference in their community, and 63.6% wanted to encourage loved ones to vaccinate their children. This personal connection to the campaign's mission motivated participation, with all respondents recognizing the important role they played in fighting misinformation and supporting polio workers in Pakistan.

Besides, about half of the survey respondents were parents of children under 5 (10 out of 22). The 70% of them reported having vaccinated their children during the campaign. Those who did not vaccinate their children (30%) stated to have not received a visit from polio workers not cited the absence of polio workers in their area.

Survey results indicate that those who participated in the programme felt a strengthened commitment to influence. About 91% of respondents felt more connected to the mission and appreciated the chance to support polio vaccination efforts. Additionally, 86.4% reported that the campaign strengthened their ties to their communities and helped them contribute to a polio-free world. About 82% stated that the campaign clarified their role as influence members and increased their aware of local polio efforts.

Vaccination Campaign Digital Activation: General Population Survey

To assess the impact of the digital activation campaign on the knowledge, attitudes, and behaviors of the general population in Pakistan, two identical surveys were conducted in the weeks before and after the campaign. The follow-up survey included additional questions, asking respondents if they had been exposed to any of the campaign content. Survey respondents were recruited and compensated through Virtual Lab. Out of the 337 individuals who completed the follow-up survey, 224 (66%) had also participated in the baseline survey, enabling a comparison between their exposure to the campaign and changes in their knowledge, attitudes and behaviors.

Overall, 64.4% of the respondents to the follow-up survey reported having seen the activation campaign and showed significantly more favourable attitudes toward the polio vaccine compared to those who were not. This positive impact was particularly pronounced among parents, who represented the 57% of the respondents. Of these, 60% reported having been exposed to the campaign, underscoring its effectiveness in reaching a key audience.

Additional key findings from the survey include:

Knowledge about the Polio Vaccine: Respondents who had seen the campaign were more likely to agree that the polio vaccine is safe for newborns, with 90.8% supporting this statement compared to 80.0% of those who had not. Among parents, 93.0% of those who saw the campaign believed the vaccine was safe for newborns, versus 79.5% of those who were not exposed.

Perceptions of Safety: The belief that the polio vaccine is safe for sick children increased notably, with 70.5% of those exposed to the campaign agreeing, compared to 55.6% of those who were not. Among parents, 75.2% of those who had seen the campaign believed the vaccine is safe for sick children, versus 63.6% of those who had not.

Willingness to Share Information: Parents exposed to the activation were significantly more willing to share or post supportive information about the polio vaccine, with 93.0% expressing this willingness compared to 75.9% of parents who had not seen the activation. This trend was also reflected in the overall sample, where 91.2% of respondents who had seen the campaign were willing to share information, compared to 73.8% who had not.

Community Support: The campaign positively influenced perceptions of community support for polio vaccination. Among those who had seen the activation, 97.2% agreed that their community supports polio vaccination, compared to 91.3% of those who had not.

For more additional insights, refer to Appendix B: Key Survey Insights.

B. ulnfluence: Pakistan In-person Event Results

To evaluate the impact of the first ulnfluence in-person event which took place in Lahore (Pakistan) on March 7, surveys were conducted with 16 of the 61 participants attending the event, including 13 digital volunteers (81%) and 3 representatives of public health stakeholders (19%). More extended interviews were conducted with 6 participants (4 digital volunteers and 2 stakeholders) and provided additional insights into how the event helped build connections and positively influenced local attitudes toward polio vaccination.

ulnfluence In-person Event: Key Findings

The post-event survey underscored the event as an important milestone for ulnfluence in Pakistan, showcasing the power of connection and shared learning to enhance community engagement in polio vaccination efforts.

Key findings from the survey include:

- **Increased Appreciation and Trust:** All survey respondents reported a greater appreciation for polio field workers, heightened confidence in creating impactful digital content, and strengthened trust in vaccination efforts. The event also deepened participants' understanding of Pakistan's polio eradication initiatives, especially highlighting the ground-level challenges and successes.
- **Enhanced Skills and Connections:** Respondents unanimously felt that the event fostered meaningful connections, provided practical social media tools, and introduced valuable health communication strategies. All digital volunteers expressed increased appreciation for polio field workers, greater trust in the vaccination process, and a stronger interest in advocating for vaccinations online. Many reported feelings more confident in collaborating on polio eradication efforts.
- **Feedback for Future Events:** Participants expressed interest in improving future events, such as increasing accessibility, ensuring gender representation, and enhancing digital engagement to further amplify the campaign's reach.

Qualitative feedbacks from interviews confirmed the event's success in motivating participants to become more active in the polio eradication campaign. Attendees appreciated the opportunity to learn from health experts, develop communication skills, and collaborate with an international organization. Many felt that the event reinforced uInfluence's credibility and strengthened their commitment to its goals. Several participants emphasized the professionalism of the event, praising the expertise of the speakers and the valuable networking opportunities.

One participant shared, *"As someone from the medical field and also a lifestyle influencer with a blog, I hadn't been aware of platforms actively working to eradicate diseases like polio until I came across the UN's efforts in Pakistan. The event made me realize how significant these efforts are."* Another participant added, *"Before the event, I didn't grasp the extent of misinformation. However, interacting with doctors and workers completely shifted my perspective. Now, I'm eager to collaborate and contribute under your guidance."*

Participants recognized the value of tailoring health messages to specific communities and using digital platforms to address vaccine hesitancy. Feedback consistently highlighted the ability of digital volunteers to expand public health messaging with more localized and culturally relevant approaches.

Finally, the event reinforced the strategic importance of leveraging influential figures online to reach larger audiences. One participant observed, *"Social media influencers are a huge resource that I felt weren't fully utilized in the program. The event's approach of onboarding a well-known influencer to attract a larger audience was very smart and gave me ideas for executing similar events in my province."*

Overall, the uInfluence in-person event in Pakistan exemplified how digital mobilization, combined with in-person engagement, can amplify public health messaging, foster trust, and strengthen community support for polio vaccination.

C. Responsive Ad Campaign Results

The Pakistan responsive ad flights successfully delivered accurate polio information in response to circulating misinformation narratives by deploying targeted educational content on social media to a broad audience across the country. Ads were distributed via Facebook and Instagram between 11-20 November, 2023 and between 28 May and 10 June, 2024 through uInfluence accounts. The campaign targeted uInfluence members, as well as parents and caregivers, who represent a key demographic for polio vaccination efforts.

Digital performance metrics like reach and engagement (likes, comments, and shares) were used to assess the ads effectiveness to reach the intended audience, sparking positive interactions, and encouraging conversations about the polio vaccine. Across the two ad campaigns, which ran for a

total of 28 days, 14.7 million impressions were generated, reaching 8.9 million people who may have been, or could be, exposed to the misinformation narratives. This approach successfully strengthened the polio information environment for Pakistan audiences.

In addition to the millions reached, the ad flights garnered 542,594 engagements, including 23,666 clicks and 9.1 million video views. With a cost per thousand impressions (CPM) of \$0.13, the campaign efficiently leveraged resources to deliver impactful messaging on polio vaccination.

6. Considerations

The multifaceted approach to enhance influence at the country level shows the potential of combining grassroots and in-person efforts with digital engagement to support polio eradication and combat misinformation. Evaluation results show that each component of the programme can create positive change independently, but collectively, these activities can complement each other and amplify the overall impact of influence on polio eradication efforts.

Key learnings include:

- Sustaining engagement and incentivization of digital volunteers:** Maintaining the uptake of influence activities from digital volunteers has represented one of the key challenges of the programme in Pakistan. Despite their initial reach, some of the activities registered a drop out of the engagements along their implementation period. However, a mixed-approach strategy—combining virtual and in-person interactions—demonstrated that incentives can take various forms, such as offering learning or networking opportunities. Analysis suggests that once volunteers are committed to engage, they show high interest and capability in making a meaningful impact. For future replications of the program, strategies should invest more on sustaining incentivization and formal recognition of volunteers' contributions as a way to maintain their engagement over the long term.
- Providing digital volunteers with tangible opportunities for making impact:** Offering digital volunteers opportunities to engage with local initiatives, such as the Vaccination Campaign Digital Activation and influence in-person event, has increased their connection to the program and its objective. These activities foster a sense of purpose and encourage continued involvement, increasing the likelihood that members will take action when called upon in the future.
- Aligning Digital and On-the-Ground efforts:** Optimizing the coordination of digital engagement activities with in-country SBC polio teams is essential to timely ensure locally relevant and accurate content and maximize impact. For in-person events, the support of SBC teams is crucial to identify and engage frontline health workers and local influencers who can bring the crucial work of polio eradication to life, build trust, and amplify the positive work to broader audiences.
- Exploring Virtual Event Options:** Although the influence in-person event proved to be meaningful and effective, some elements of this approach could be adapted to a virtual

format, reducing logistical demands. UInfluence-hosted virtual meet-ups could connect digital volunteers from a specific country or region, and with the support of local teams they could feature local leaders and influencers in polio eradication, encouraging them to share and connect with digital volunteers.

- **Rapid Response to Misinformation:** Responding to information needs of communities in a timely and accurate way is critical for digital campaigns supporting polio eradication. The responsive ad flight approach used to counter misinformation in Pakistan offers a valid replicable model for a wide range of campaigning needs. Similar responsive ads could be quickly deployed in response to emerging polio cases or misinformation spikes. As in Pakistan, this will require having pre-existing content based on key polio messaging ready to deploy when needed. Local SBC polio teams should be engaged in content development as well as in the circulation of tailored messaging through their own organic channels and with partners on the ground when needed.

Combined with previous evaluations of uInfluence at a global scale, the success of the country-level approaches in 2024 provides additional support for uInfluence as a promising and feasible digital and community engagement strategy to support and bolster SBC polio team efforts at the global, regional, and country level.

Appendix A: Campaign Survey Results

Table 1: Campaign Aware vs Not Aware, Overall Sample and Parents

Questions	Overall Follow-up Sample (N=377)			Parents at Follow-up (N=220)		
	Aware (n=217)	Not Aware (n=160)	p-value	Aware (n=129)	Not Aware (n=83)	p-value
<i>My family supports polio vaccination.</i>	99.1%	95.6%	0.03	99.2%	95.2%	0.058
<i>My community supports polio vaccination.</i>	97.2%	91.3%	0.01	96.1%	90.4%	0.088
<i>I trust the polio workers who vaccinate children against polio.</i>	95.9%	91.9%	0.103	96.9%	91.6%	0.087
<i>Children under 5 should receive polio vaccinations every time polio workers visit.</i>	94.5%	91.9%	0.317	97.7%	94.0%	0.168
<i>My friends support polio vaccination.</i>	94.5%	90.6%	0.152	96.1%	90.4%	0.088
<i>Polio vaccine is the only way to eliminate polio in Pakistan.</i>	92.2%	90.6%	0.596	94.6%	88.6%	0.145
<i>Would you share or post information online supporting the polio vaccine?</i>	91.2%	73.8%	<0.001	93.0%	75.9%	<0.001
<i>Polio vaccine is safe for newborns.</i>	90.8%	80.0%	0.003	93.0%	87.5%	0.003
<i>Polio vaccine is safe for all children.</i>	88.9%	84.4%	0.193	93.0%	83.0%	0.024
<i>I know where to get the polio vaccine in my</i>	88.5%	85.6%	0.506	93.0%	89.2%	0.364

<i>community.</i>						
<i>Multiple doses are needed for the polio vaccine to be most effective.</i>	86.2%	82.5%	0.328	89.9%	80.7%	0.148
<i>Polio anywhere in the world poses a risk to children in my community.</i>	77.4%	75.0%	0.585	83.0%	78.3%	0.4
<i>I know where to find facts to share about the polio vaccine.</i>	73.7%	51.9%	<0.001	74.4%	53.0%	0.004
<i>Polio vaccine is safe for sick children.</i>	70.5%	55.6%	0.003	75.2%	63.6%	0.001

Appendix B: Key survey insights

Knowledge about Polio Vaccine

- In the overall sample, respondents who had seen the activation showed significantly more agreement that polio vaccine is safe for newborns, with 90.8% agreement compared to 80.0% among those who had not seen the activation.
 - This belief was even stronger among parents, with 93.0% of parents who had seen the activation agreeing that the vaccine is safe for newborns, compared to 79.5% of parents who had not.
- There was a significant difference in the belief that polio vaccine is safe for sick children, with 70.5% of those who had seen the activation agreeing, compared to 55.6% of those who had not.
 - This positive perception was consistent among parents, with 75.2% of parents who had seen the activation believing the vaccine is safe for sick children, compared to 63.6% of those who had not seen the activation.
- Parents who had seen the activation also showed significantly more agreement that the polio vaccine is safe for all children, with 93.0% agreeing, compared to 83.0% of those who had not.
- Those who had seen the campaign more frequently agreed that multiple doses of polio vaccine are necessary for effectiveness (86.2% vs. 82.5%).
 - Among parents, this belief was even stronger (89.9% vs. 80.7%).

Sharing and Finding Information about Polio

- Parents who had seen the activation were significantly more willing to share or post information online supporting the polio vaccine. Among parents, 93.0% of those who had seen the activation expressed willingness to share information, compared to only 75.9% of parents who had not seen the activation.
 - This trend was also observed in the overall sample, where 91.2% of respondents who had seen the activation were willing to share information, compared to 73.8% of those who had not.
- Respondents who had seen the activation more often agreed they knew where to find facts about the polio vaccine (73.7% vs. 51.9%). Among parents, these trends were consistent, with 74.4% of those who had seen the activation knowing where to find factual information, compared to 53.0% of those who had not.

Community Support

- The activation significantly increased the perception of community support for polio vaccination, with 97.2% of those who had seen the activation agreeing that their community supports polio vaccination, compared to 91.3% of those who had not.

- A similar pattern was observed among parents, though the difference was not statistically significant (96.1% vs. 90.3%).
- Those who had seen the activation more frequently agreed that they trust the polio workers who vaccinate children against polio and that friends support polio vaccination, though the differences were insignificant.