# Adaptive Social Listening to Inform Effective Vaccine Public Engagement Strategies

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Chief Executive Officer

PGP (Public Good Projects)

Vaccination
Demand
Observatory

Don't worry,

# This is not a dashboard.

**MISSION**

- The Vaccination Demand Observatory is a multi-stakeholder global initiative to identify, track, and respond to vaccine hesitancy and misinformation.

**VISION**

- A sustainable global network of infodemiologists supporting national immunization programs through equitable social listening and partner coordination, actively informing demand generation, misinformation management, vaccine hesitancy & new vaccine introduction.

# UNICEF has partnered with global leaders
# in social listening, misinformation and vaccine demand.

UNICEF manages immunization programs in over 100 countries and is historically the world's largest single purchaser of vaccines. Headquartered in New York City, UNICEF has offices in over 190 countries and territories, with 85% of staff based in the field. UNICEF country offices work closely with government health agencies, and have deep roots into communities and networks of community based organizations.

UNICEF has communications, behavior change specialists and community-level teams in 190 countries and territories.

A US-based public health nonprofit. PGP specializes in large-scale media monitoring programs, behavioral health interventions, & cross-sector initiatives.
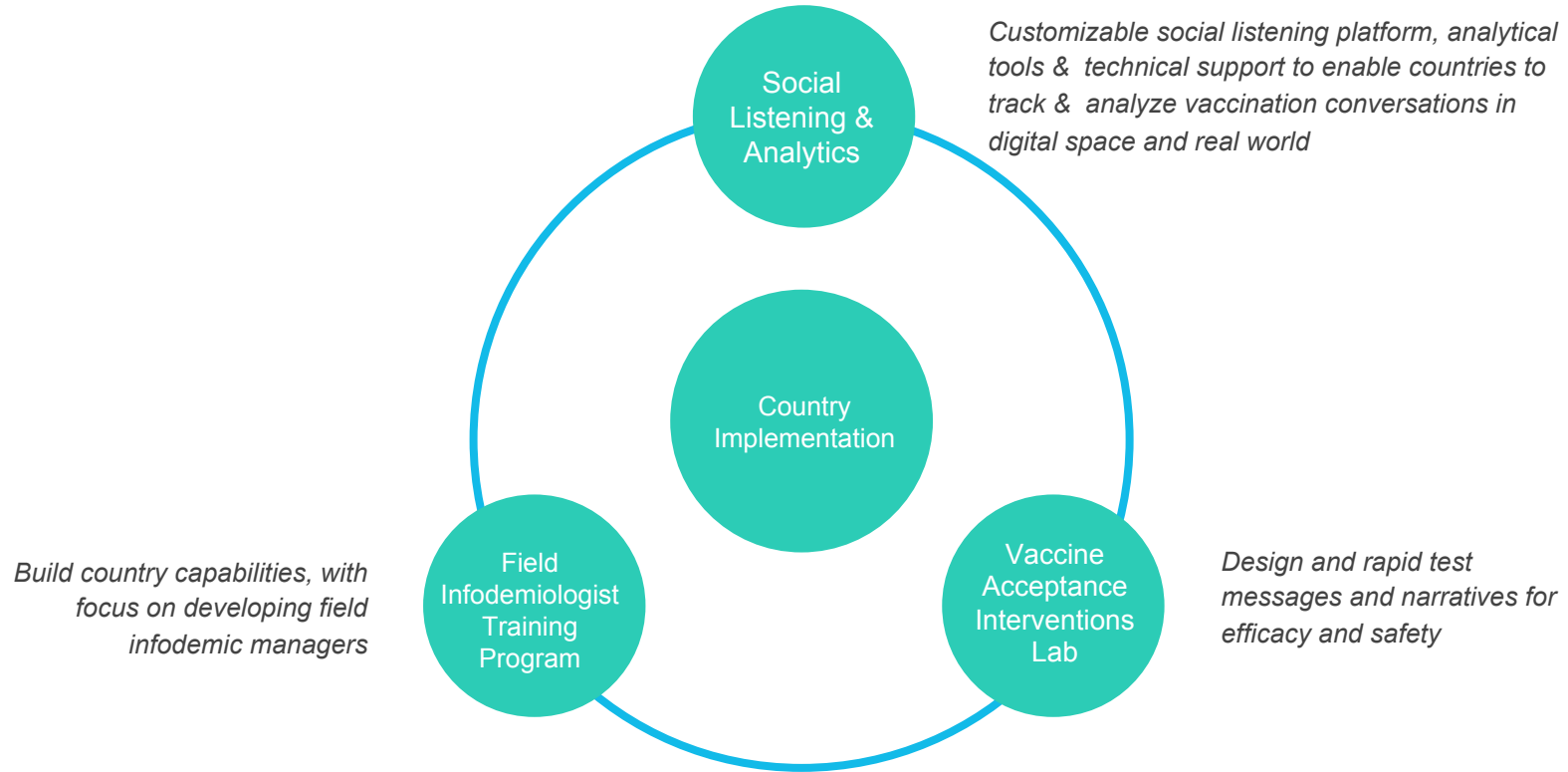
PGP runs the United States' largest vaccine misinformation monitoring system, Project VCTR, used by 500 organizations including US and Canadian government agencies.
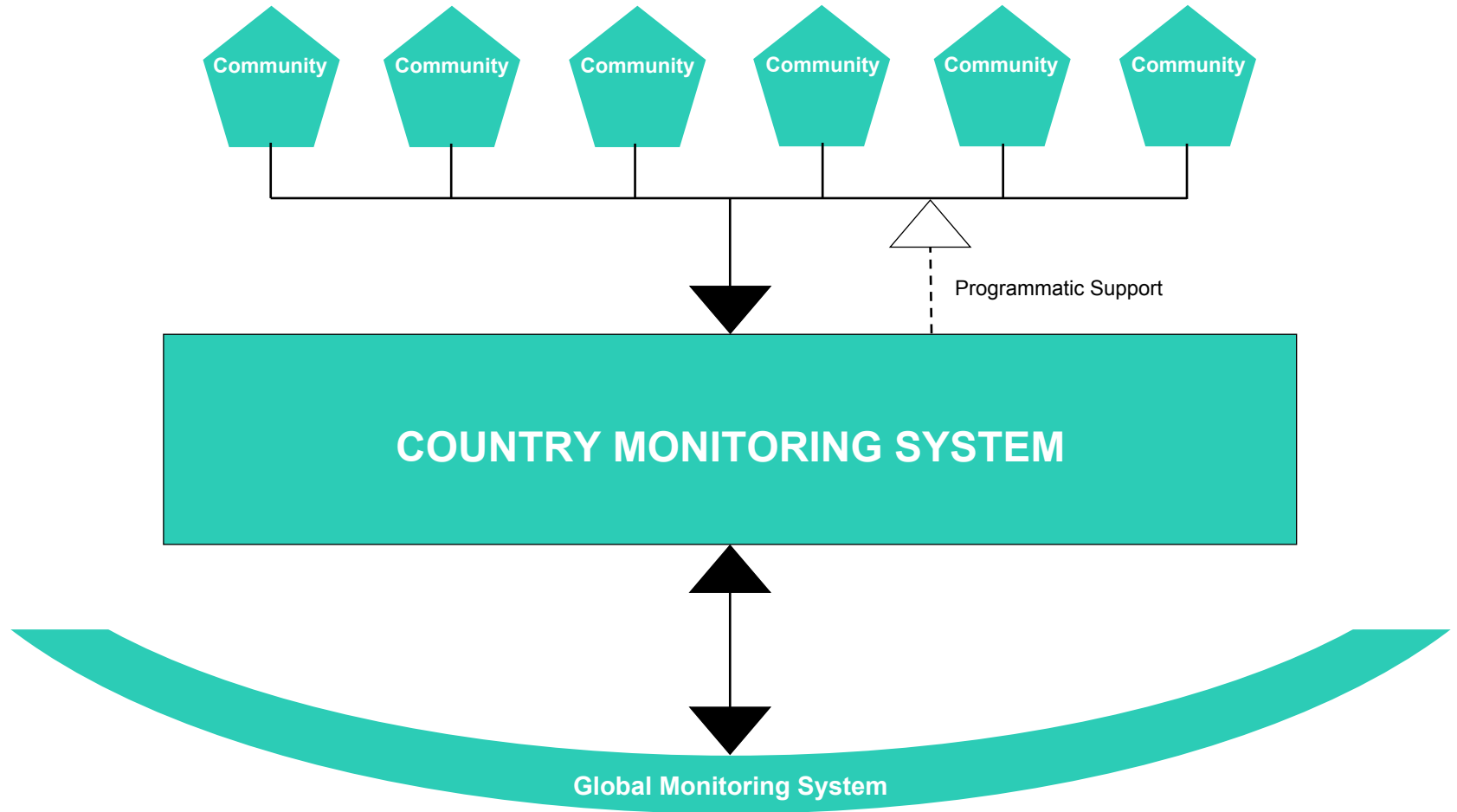
The Director of the YIGH, Dr Saad B. Omer, is a leading researcher on vaccine demand. His team has identified key socio-behavioral drivers of vaccine acceptance & have tested behavior-grounded interventions to increase immunization coverage & acceptance

# 3 pillars of the VDO



**Social Listening & Analytics**

*Customizable social listening platform, analytical tools &  technical support to enable countries to track &  analyze vaccination conversations in digital space and real world*

**Country Implementation**

**Field Infodemiologist Training Program**

*Build country capabilities, with focus on developing field infodemic managers*

**Vaccine Acceptance Interventions Lab**

*Design and rapid test messages and narratives for efficacy and safety*

# Social Listening

# Misinformation Reporting

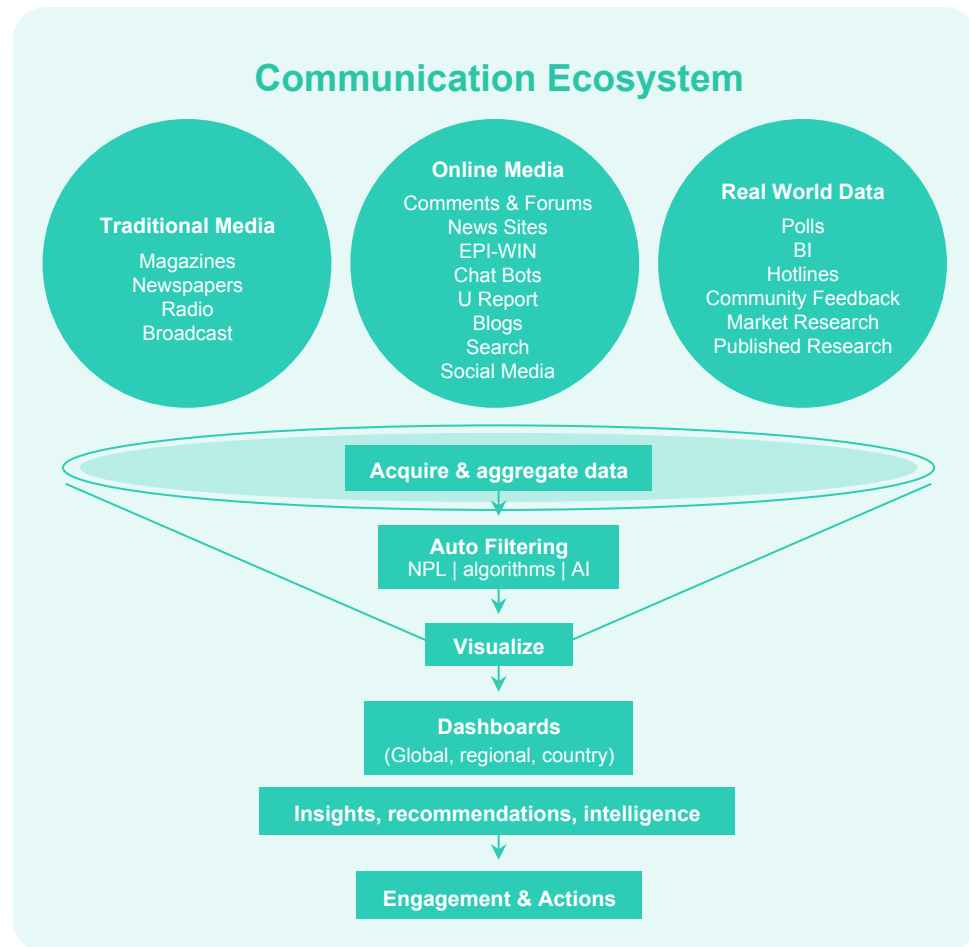# Vaccine Demand Observatory Social Listening System

Incorporating online and offline date, UN, public media, country, and research date will create a novel system built to identify opportunities in real time.

*Making sense of big data.*

*Identifying and exploring conversations and communities.*
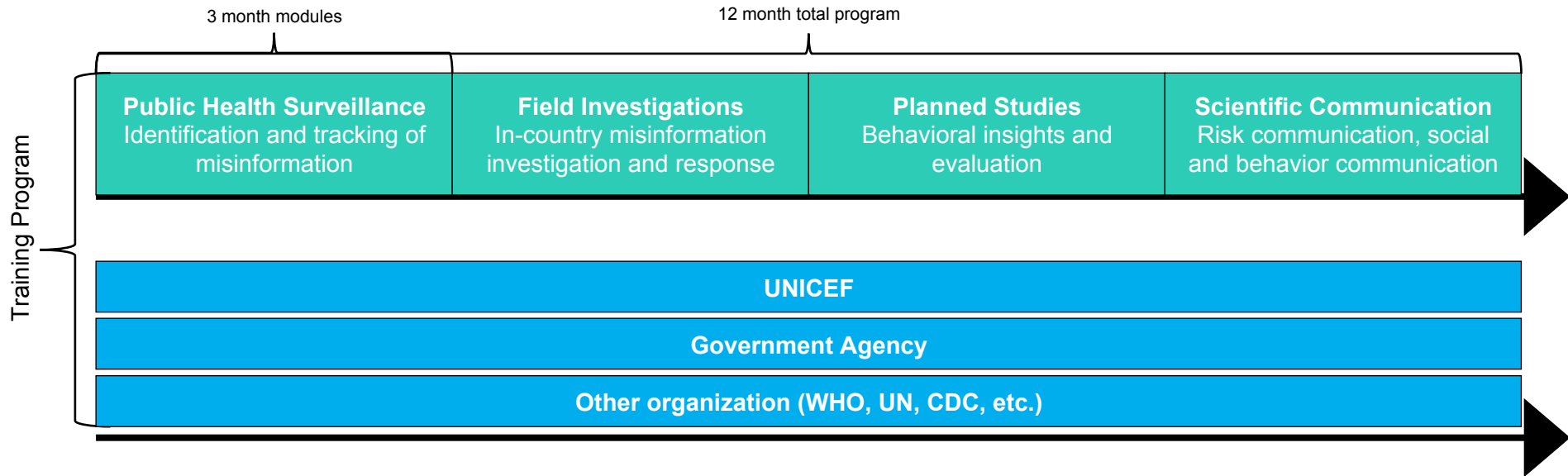
*System is customizable for each country.*

*System is built for real-world programmatic needs.*

## Communication Ecosystem

**Traditional Media**

Magazines
Newspapers
Radio
Broadcast

**Online Media**

Comments & Forums
News Sites
EPI-WIN
Chat Bots
U Report
Blogs
Search
Social Media

**Real World Data**

Polls
BI
Hotlines
Community Feedback
Market Research
Published Research

**Acquire & aggregate data**

**Auto Filtering**
NPL | algorithms | AI

**Visualize**

**Dashboards**
(Global, regional, country)

**Insights, recommendations, intelligence**

**Engagement & Actions**

# Field Infodemiologist Training Program

# Field Infodemiologist Training Program
## Curriculum & Timeline

3 month modules

12 month total program

Training Program

| Public Health Surveillance<br>Identification and tracking of misinformation | Field Investigations<br>In-country misinformation investigation and response | Planned Studies<br>Behavioral insights and evaluation | Scientific Communication<br>Risk communication, social and behavior communication |
|---|---|---|---|

UNICEF

Government Agency

Other organization (WHO, UN, CDC, etc.)

Infodemiologist Fellows will reside in their home organization, or can be hosted by country UNICEF offices.
For example, if an Infodemiologist Fellow works within government they can participate in the program while maintaining their current government position.

# Field Infodemiology Training Program

*WHO 2020 Infodemiology conference identified need to develop a competencies framework for an infodemiology skillset and develop online training tools.*



## Introductory module

Blended/Active learning package providing an overview on the typology and strategic intent of misinformation

Delivered via mobile phone & online courses with practical hints and resources



## Becoming an Infodemiologist

An advanced module that addresses the competencies framework & skillset of the role with general & vaccine-specific misinformation case studies and country specific data

Delivered via training needs assessment, mobile phone & online courses with practical hints and tips, how-to videos and scenario planning



## Community of Practice

Facilitating a forum between peers to assess how their knowledge is being implemented in their daily work, best practices, trouble shooting and working through any questions or queries
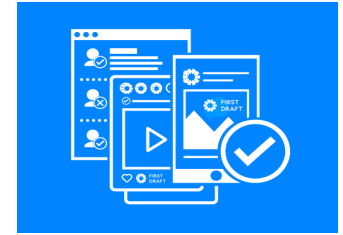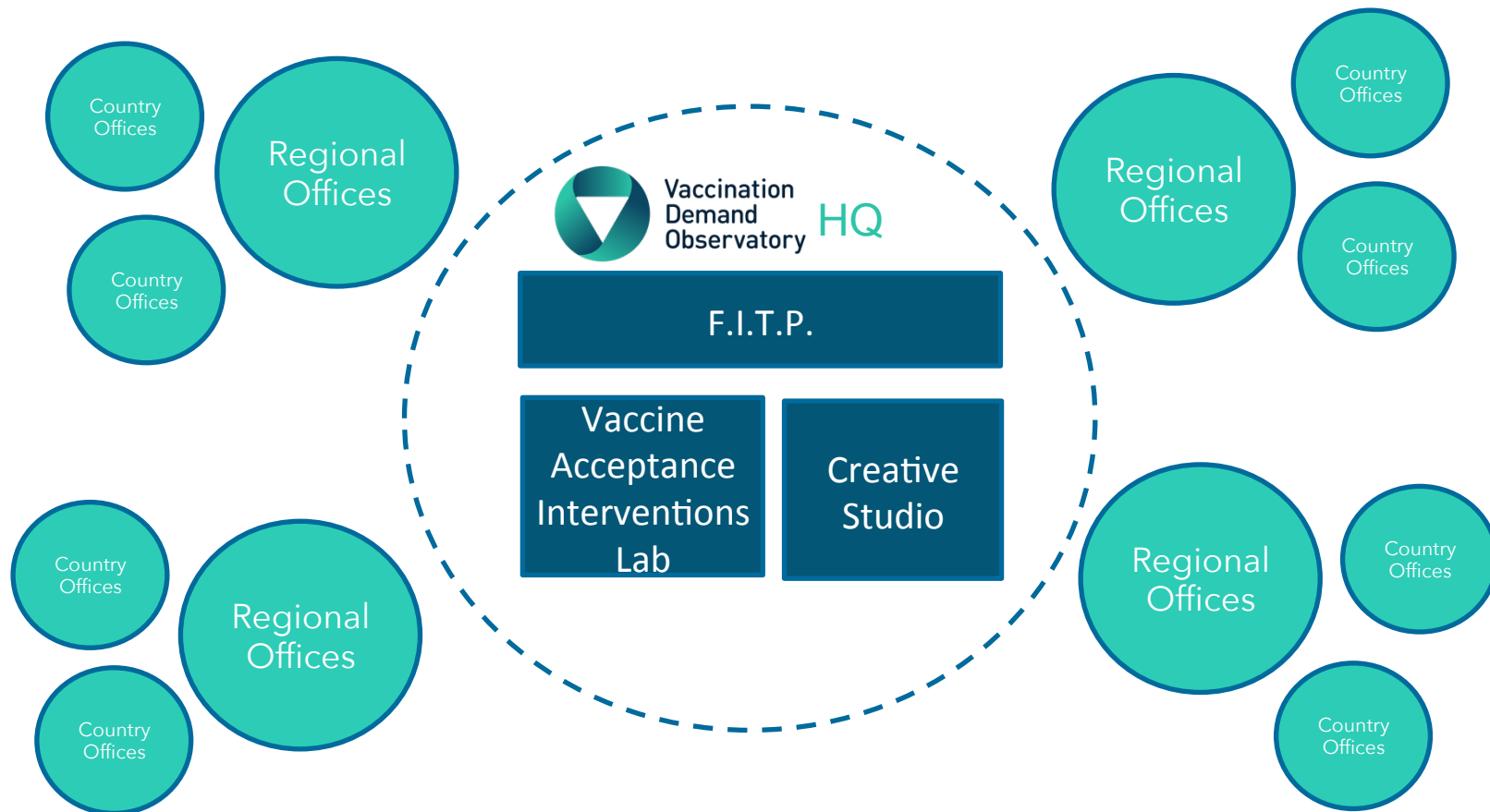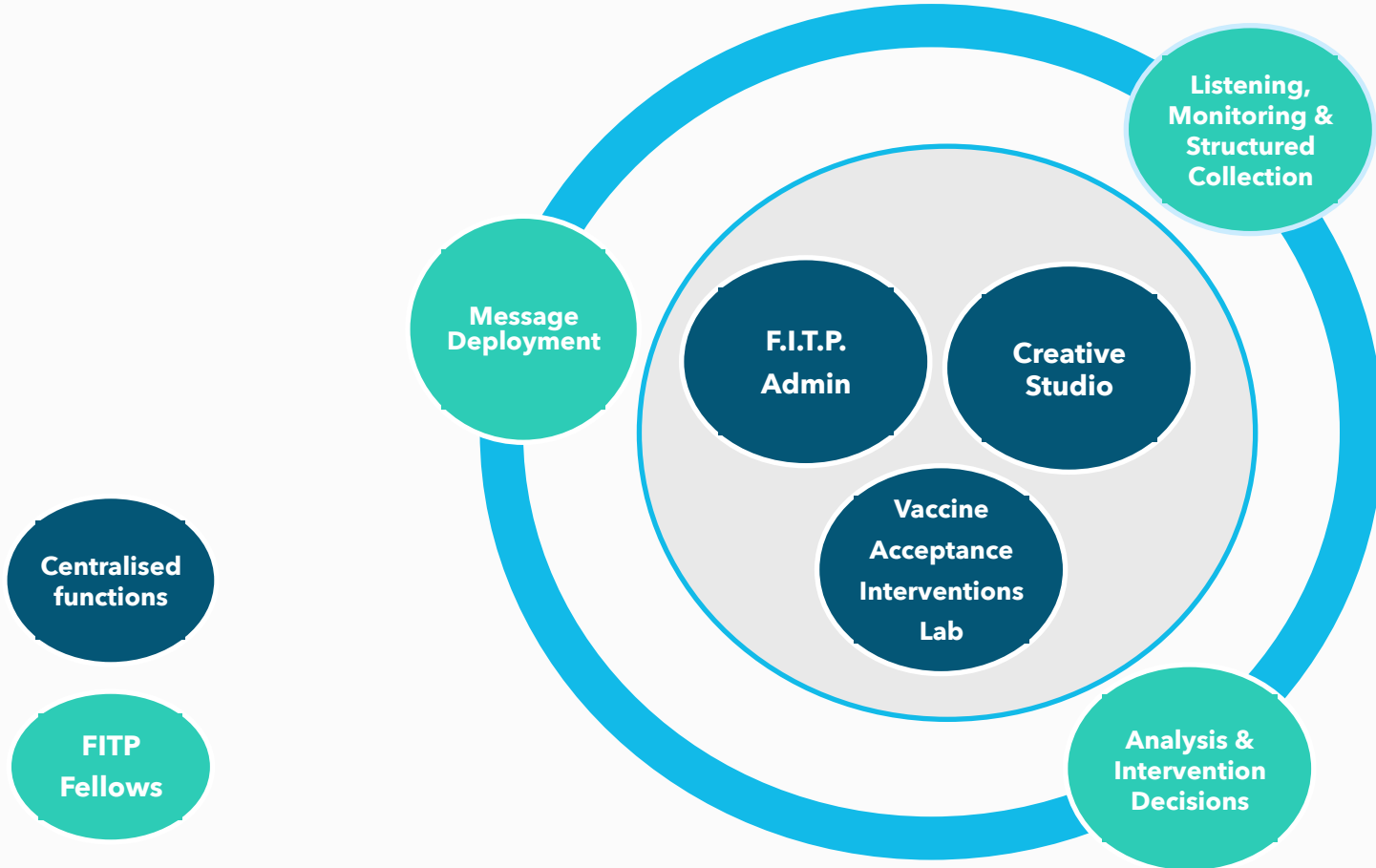


## Toolkit

A directory of the wealth of resources to assist the infodemiologists and other teams to identify and avoid promoting misinformation.

The Misinformation Management Field Guide will be continuously updated with the latest case studies and best practices based on the latest research
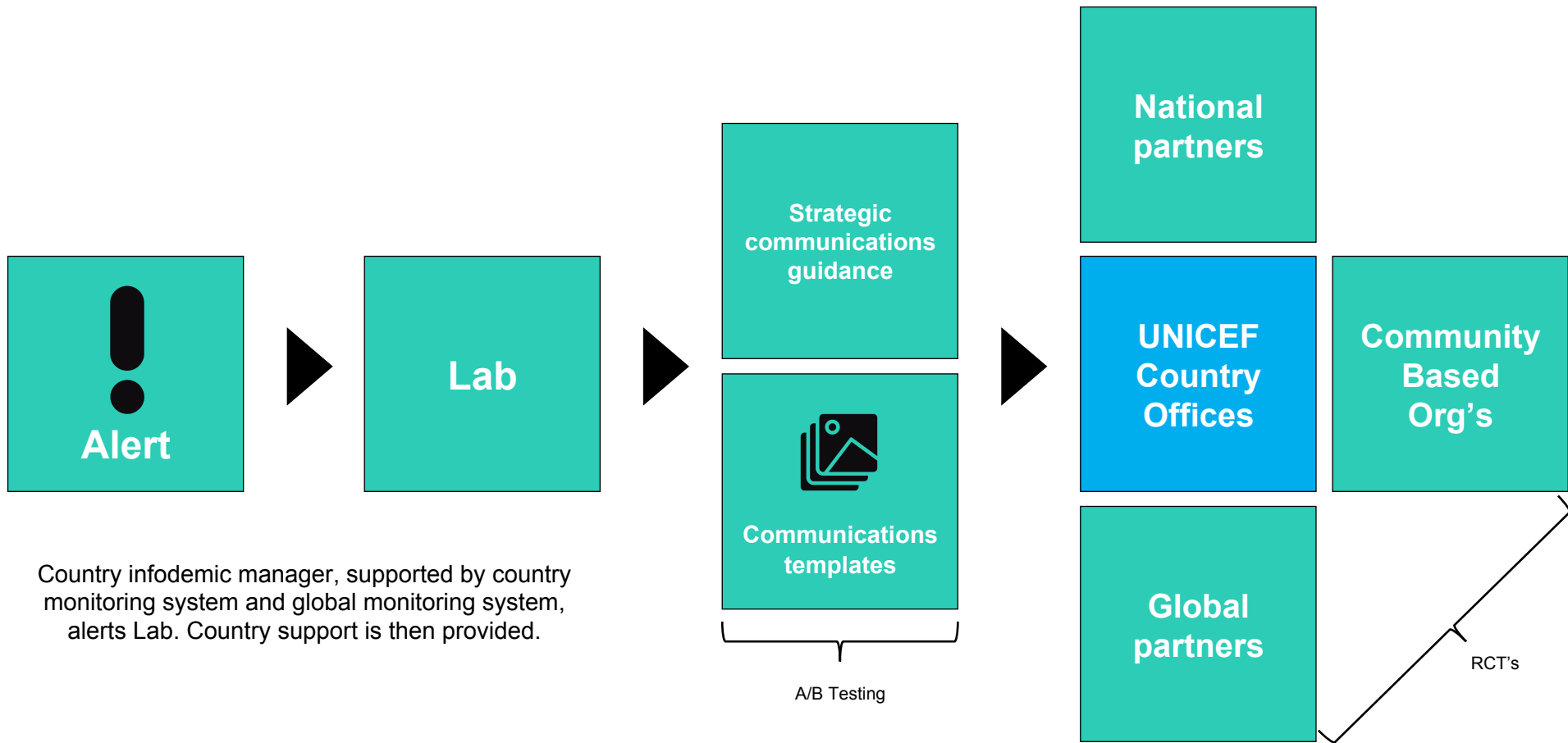
International, Regional, and National

Message Deployment

Listening, Monitoring & Structured Collection

Each regional office and targeted country offices will be responsible for managing monitoring, intervention decisions and message deployment

Analysis & Intervention Decisions

Centralised functions

FITP Fellows

Listening, Monitoring & Structured Collection

Message Deployment

F.I.T.P. Admin

Creative Studio

Vaccine Acceptance Interventions Lab

Analysis & Intervention Decisions

# Vaccine Acceptance Interventions Lab

# Vaccine Acceptance Interventions Lab



**Alert**

Country infodemic manager, supported by country monitoring system and global monitoring system, alerts Lab. Country support is then provided.

**Lab**

**Strategic communications guidance**

**Communications templates**

A/B Testing

**National partners**

**UNICEF Country Offices**

**Community Based Org's**

**Global partners**

RCT's

# Work To-Date

# Unicef/Sabin Misinformation Webinar Series

Joint UNICEF - Sabin 3-part Webinar series

Hosted by Sabin Boost Community

Targeted towards strategies for immunization professionals to manage vaccination misinformation



https://www.youtube.com/watch?v=nTIGGBx2Hg8



https://www.youtube.com/watch?v=hcFY6OvtUtU



https://www.youtube.com/watch?v=sZYkFaTmrhs

# Evidence-Grounded Guide for Developing Strategic National Action Plans

**Part 1: Vaccination in the information age**
- Vaccine Hesitancy
- Infodemics, misinformation and disinformation
- Why are people susceptible to misinformation?
- Misinformation is sticky
- 3 reasons why people create vaccine disinformation
- Don't be distracted by disinformation
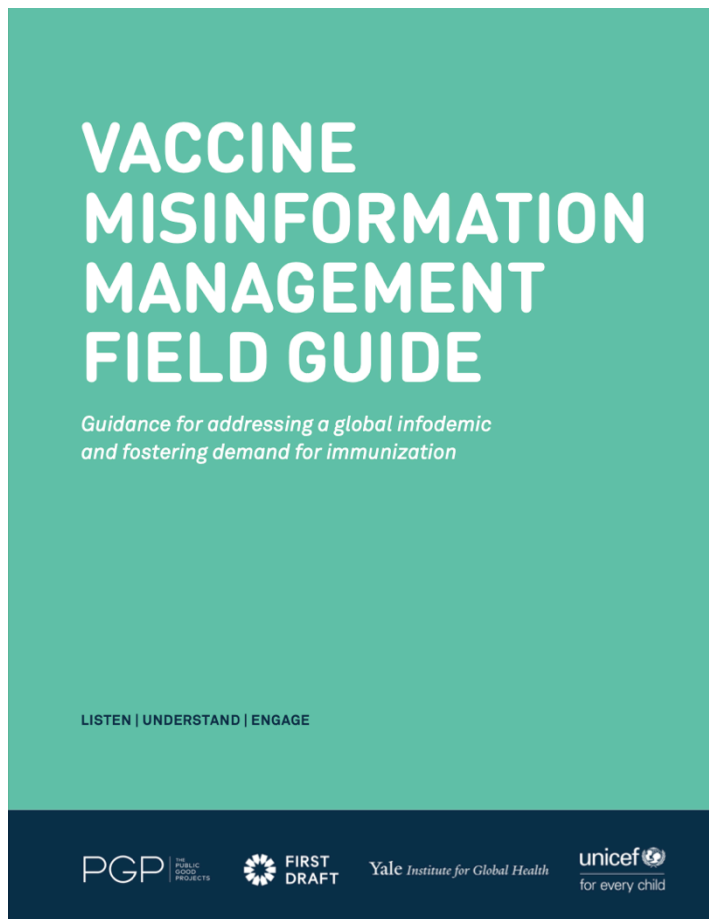
**Part 2: Misinformation management**
- Preparation Phase
- Listen Phase
- Understand Phase
- Engage Phase
- Appendices: case studies, tips, examples, metrics.

**Operational framework which ensures:**
- Online and offline social listening
- Close coupling of social listening with engagement actions
- Evaluation of impact

Available in English, French, Spanish, Arabic, Portugese & Italian

*https://vaccinemisinformation.guide*



**VACCINE MISINFORMATION MANAGEMENT FIELD GUIDE**

*Guidance for addressing a global infodemic and fostering demand for immunization*

LISTEN | UNDERSTAND | ENGAGE

PGP | THE PUBLIC GOOD PROJECTS     FIRST DRAFT     Yale *Institute for Global Health*     unicef for every child

# Vaccination Demand Observatory ongoing work: Polio in West Africa

Vaccination Demand Observatory partners are currently working together with the UNICEF polio team to support polio vaccine introduction in Africa through misinformation management; soon to expand scope to COVAX



Liberia



Congo Brazzaville



Burkina Faso



Côte d'Ivoire

And yeah,

a dashboard.

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CONTINUE TO DASHBOARD ▶

# Global Dashboard

This beta dashboard centralizes global-level insights, misinformation alerts, fact checks, and the latest resources published by The Observatory. Insights are updated weekly on Friday and reflect data from the prior week. Explore sample data by selecting the data dashboard tab in the navigation bar above. Visit the About page for more information.

## Weekly Insights

Apr 5-11, 2021

Viewing the most recent week.                    Next update: **Fri, Apr 16**

Broad conversational themes across channels and geographies. Updated each Friday to reflect data from the prior week.

### Alleged Bombshell From Moderna Chief Medical Officer Is Recycled By Anti-Vaccine Groups.

- The debunked claim that the mRNA COVID-19 vaccines will alter the human genome continue to circulate in groups critical of vaccines around the globe. An article that circulated in Facebook groups in countries such as Australia, Canada, Germany, India, Poland, and other countries, recycled the false claim that Dr. Tal Zaks, Moderna's Chief Medical Officer, admitted that mRNA alters DNA in a 2017 Ted Talk in which Dr. Zaks makes the case for mRNA vaccines as a method able to generate stronger immune

## Misinformation Alerts

Recommended responses to emerging content.

🟢 **Discredited claims COVID-19 created in a lab resurface**

**Recommendation: Ignore**

Focus on current communications priorities.

More details +

🟡 **AstraZeneca COVID-19 vaccine's link to blood clots causes worldwide concern**

**Recommendation: Passive Response**

Be prepared to address if directly asked directly or in certain cases like FAQ's and info sheets.

More details +

# Vaccination Demand Observatory

HOME     MISINFORMATION ALERTS     FACT CHECK     RESOURCE FEED     ABOUT     DASHBOARDS ⌄

GLOBAL

AFRICA

ASIA

EUROPE

NORTH AMERICA

OCEANIA

SOUTH AMERICA

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## ___ Alerts

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# Thank you!

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