



Misinformation Management in Afghanistan - Polio

SBCC Summit Side Event organized by
UNICEF
Presenter – Eman Eltigani

unicef 
for every child

Recent Rhetoric

“Regarding the school teachers, we were quiet and did not say anything. Still, today I am saying that those teachers who raise their voices in support of Polio Vaccination, cooperate with the polio vaccine program, and stand with WHO, UNHCR, and UNICEF are the same as the infidels. They violate the (Kalima Shahadat).

The reason behind this is that they are implementing the west projects and supporting the west. Those scholars who say that they are implementing humanitarian projects, and we are not allowed to talk against them, in their answer, I would like to say that UNDP, UNHCR, USAID, UNICEF, and WHO all of them are non-military infidels.

We call them non-military infidels and supporters of the west because they are taking funds from five countries (Britain, France, Russia, China, and the USA), and all these five countries are infidels. Those who doubt on it, it means they are supporting the infidels.”



Information System and Management in Afghanistan

1. Anti UN and Vaccine groups have influence over the household's decision making process and they interfere in the polio operation at the district level. The risk of their rhetoric is beyond the programme (i.e., the killing of the 8 social mobilizers in February)
2. The nature of the current regime increases the power of religious leaders, some of them are anti vaccine. Furthermore, the contribution of religious leaders and their engagement in the programme to address misinformation is questionable
3. Access to information through online platforms is limited to the urban setting and powerful people and as a result caregivers are marginalized.
4. Although women are the main caregivers and could contribute to child vaccination decisions, their access to the accurate information is affected by the rumors that circulate online and offline.
5. Young people have access to the online conversation, however, their role in the household's decisions is limited due to the social barriers.

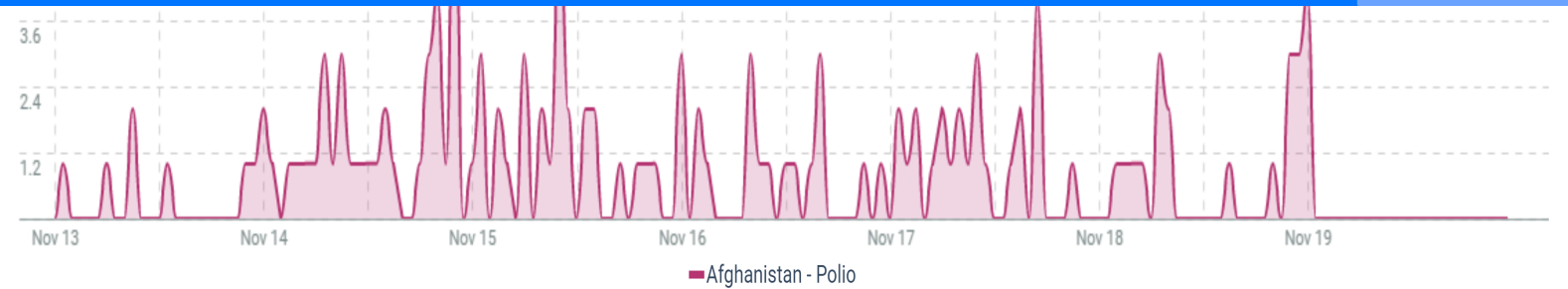
IoGT, U-Report and Social Listening

Pashto

Dari



Go to dashboard



136 RESULTS



mhmd wqar بھٹو created a post

سیاست نہیں صحت کی خیر لیجیے
... عالمی مرکز بن چکا ہے۔ یہ تو آپ کو پتہ ہی ہے کہ دنیا میں صرف پاکستان اور افغانستان ایسے ممالک ہیں جہاں پر پولیو وائرس پایا جاتا ہے لیکن آپ کو یہ جان کر حیرت ہونی چاہیے کہ پاکستان اب ان ممالک میں شامل ہے جہاں پر دنیا میں پائی جانے والی دیگر کئی...

published on 11/16/22 at 12:15 PM | Online News Other | Pakistan | www.urdunews.com

Pakistan, Afghanistan join hands against polio



MATCHES Afghanistan - Polio

METRICS

55

414.6K

0/10

5 Twitter Shares, 1 Facebook Shares, 49 Facebook Likes, 1.7M Alexa page views, 414.6K Alexa Monthly Unique Visitors



Opinions

SEARCH

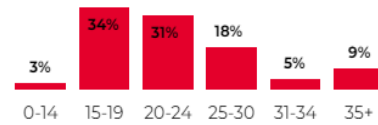
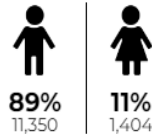
HEALTH

After poll - Polio campaign - May 2022

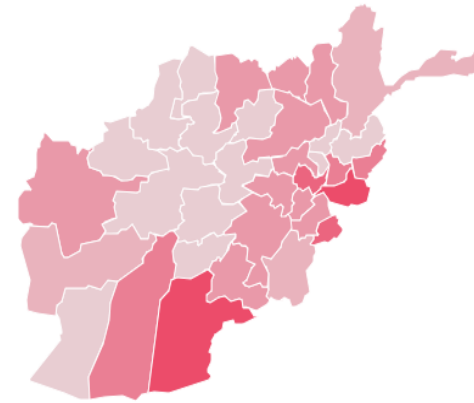
June 4, 2022

33,572
RESPONDERS

92%
RESPONSE RATE



TOTAL RESPONDERS



Top Region: **Nangarhar**
1,786 Responders // 1,871 Polled

Opinions

SEARCH

HEALTH

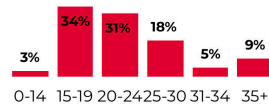
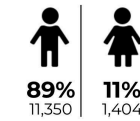


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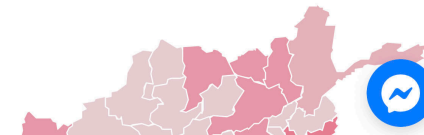
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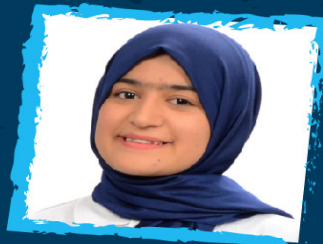
TOTAL RESPONDERS



Saving Lives,
Securing Futures:
**TOGETHER FOR CHILDREN
IN AFGHANISTAN**



AFGHANISTAN
VOICE MATTERS



“ Last year, I took part in a **U-Report poll** about polio vaccination, and while **answering the questions**, I realized that **defeating polio** is not only the responsibility of **vaccinators**, but also of the entire community. I encouraged **three families** to vaccinate their **children**. ”

Tamana Qazizada, 19

Lesson Learned

1. The structure of the misinformation management taskforce and the leadership of the authority is critical to ensure that social listening, response and the message bank process is implemented.
2. An understanding the gender norms is necessary to ensure that caregivers have access to the information and engage in in the immunization conversation.
3. Facilitate access , coordinate and approve information is first step enhance the miss confirmation management process and stop the crisis at early stage.
4. Build capacity of the partners and taskforce members will strengthen the role of the misinformation management in addressing refusal and increase access to information



Misinformation Management Training - Kabul
(August 2022)

Recommendations

1. Increase the access to information to maintain gains and manage possible crises in communication
2. Coordinate the channels (online and offline) of communication and unify messages
- 3 Engage relevant voices to reinforce and promote the accurate messages
4. Ensure accountability and leadership to enforce the misinformation management taskforce

Together will stop the circulation of misinformation!



Thank you.