

DIGITAL COMMUNITY ENGAGEMENT

Year 3 Evaluation Report
2023-2024



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In its third year, the Digital Community Engagement (DCE) programme continued supporting UNICEF's polio efforts through bi-weekly newsletters, digital tools, and the ulnfluence network of digital volunteers. Key activities included combating misinformation with targeted ads, enhancing social media engagement, hosting an in-person event, and piloting a country-focused approach to support a specific immunisation campaign. This report evaluates the impact of the following activities:

Biweekly DCE Newsletters

A survey of newsletter recipients showed high levels of satisfaction with the DCE newsletters, with respondents finding them relevant to their needs and current in their updates. The vast majority of respondents agreed that the DCE newsletters are beneficial for strategic planning, and a majority used the information to support their work both internally and externally in the community.

ulnfluence Digital Volunteers (DVs)

A survey of DVs showed that the program has motivated volunteers to take tangible actions that amplify polio vaccination messaging within their communities. The majority of respondents expressed strong satisfaction with the ulnfluence content and support, and most demonstrated awareness of the impacts of polio misinformation. Volunteers feel confident in recognizing and addressing misinformation, and they understand the importance of sharing factual information to combat it.

Targeted Ad Flights

The evaluation of the responsive, targeted ad flights on Facebook and Instagram revealed significant changes in behavior and knowledge about polio vaccination. The ads positively impacted awareness of the need for vaccination, the importance of multiple doses, and the perception of community risk. Significant improvements in knowledge and attitudes were observed in Indonesia, Kenya, and Ghana, highlighting the impact of pairing real-time media monitoring with rapid content creation.

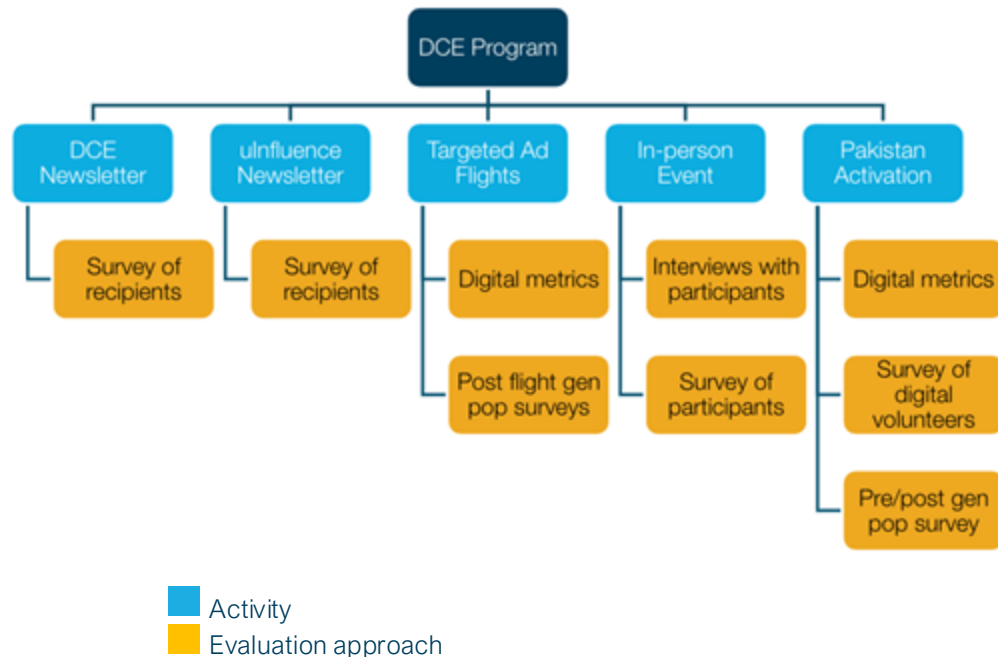
ulInfluence Pakistan In-Person Event

The ulInfluence event in Pakistan improved participants' knowledge and attitudes toward polio, fostering strong interest in continued collaboration and enhancing appreciation for field workers. The event also increased the Country Office SBC teams' confidence in using digital volunteers for targeted health communication, demonstrating the benefits of combining digital and in-person strategies.

ulInfluence-Pakistan Activation Campaign

The activation campaign in Pakistan improved knowledge and community support for polio vaccination. The targeted emails, social media posts, and ads led to a better understanding of vaccine safety and an increased willingness to share information. The activation also strengthened digital volunteers' connection to the mission and their active participation in the immunisation campaign.

The third year of the Digital Community Engagement (DCE) programme focused on continued support to UNICEF's Country Offices in polio-endemic and outbreak countries. This support was provided through a bi-weekly newsletter and communication tools aimed at combating misinformation and increasing vaccine acceptance. A central aspect of this year's programme was engaging through the uInfluence network of digital volunteers (DVs), which involved executing paid advertising campaigns to educate the public about key polio messages and misinformation. Additionally, the programme emphasized strengthening connections within the existing network through social media community management, hosting an in-person event, and piloting a country-focused approach to support a selected Country Office's immunisation campaign. This report presents an evaluation of each of these components.



DCE Newsletter

Bi-weekly newsletters

The bi-weekly DCE newsletters are powered by online social listening data designed to support UNICEF field teams globally, providing timely and pertinent insights on polio-related narratives and misinformation. To evaluate their impact, a survey was distributed to all 336 newsletter recipients in 52 countries.

The survey was available in both English and French, and consisted of 12 questions designed to assess the newsletter's relevance, perceived accuracy of content, timeliness of delivery, impact on their programmes, and suggestions for improvement. The survey was promoted via email, and a link was hosted on Qualtrics, an online survey platform. Survey respondents were not compensated. The survey ran from June 6 to July 10.

The survey had a total of 21 respondents: 10 respondents (48%) took the survey in English and 11 (52%) took the survey in French. The number of survey respondents is consistent with response rates from previous years. Due to the sample size, results should not be generalized to the broader newsletter recipient list.

The screenshot displays the UNICEF Digital Community Engagement Polio Newsletter interface. At the top, there is a banner image of a group of people celebrating, with the UNICEF logo and the text "DIGITAL COMMUNITY ENGAGEMENT Polio Newsletter". Below the banner, the newsletter content is organized into several sections:

- Trending narratives:** A section titled "Popular pastor criticized for promoting anti-vaccine myths" with a sub-header "A recent BBC investigation identified multiple instances of a popular Nigerian preacher sharing anti-vaccine conspiracy theories with his many followers, including false claims about the malaria vaccine. The report found that the pastor's church produced at least five anti-vaccine videos in the last six months. The pastor has a history of promoting misleading claims about vaccines and unproven cures. The story is circulating globally, with responses overwhelmingly in support of the pastor and some claiming that vaccines are part of a depopulation plan." Below this, it lists "Geography: ESARO: Zambia; WCARO: Ghana, Nigeria, Togo; Global (Other): Colombia, France, Norway, Taiwan, United Kingdom, United States."
- Polio news:** A section with a list of news items, including "Chicago Tribune: Toxins in history: Polio vaccine declared safe", "VOA: Poliovirus resurgence sparks concerns in Pakistan", and "News Medical: The Essential Program on Immunization is 50: Milestones, achievements, and future directions".
- Content to share in response to trending narratives:** A section with a sub-header "Below, we've provided a social media asset in English and French that directly responds to the first alert above. Popular pastor criticized for promoting anti-vaccine myths. Use this debunking asset on Facebook or Instagram to help provide your communities with accurate information. Just click on the asset, and it will pop up in a new window. Then right-click the asset to download." Below this, there are two social media assets: one in English ("Every country that has eliminated polio has done so using...") and one in French ("Tous les pays qui ont éliminé la poliomyélite l'ont fait en utilisant...").
- Global overview:** A section with a sub-header "As Nigeria reports its eighth cVDPV2 case the leaders have vowed to eliminate the virus from circulating. These stakeholders plan to work with leaders in the fight against polio."

The survey results indicated a high level of readership with the **DCE newsletters**. Of survey respondents, 75% read the newsletter regularly; 33% read every newsletter, and 43% read it every few weeks. The remaining 25% of respondents read it once a month, or less.

The results also revealed a high level of satisfaction amongst recipients (shown at right). All respondents (100%) reported being satisfied with the newsletter, that the newsletter is relevant to their needs, and that content is current. Nearly all (91%) were satisfied with the timing of the newsletter delivery, and 90% agreed that the DCE newsletter has increased their confidence in fighting polio misinformation. A total of 85% agreed that the newsletter is beneficial in their strategic programme planning.

% Agreement

100%	Very satisfied or satisfied with the newsletter
100%	Newsletter is definitely or somewhat relevant to their needs/ interests
100%	Content is always or usually current
91%	Very satisfied or satisfied with the timing of the newsletter delivery
90%	Newsletter has increased confidence in fighting polio misinformation
85%	Newsletter is beneficial in their strategic planning

When asked which parts of the newsletter were most helpful for their work, the “Polio news” section was identified as the most helpful (80%), followed by the “Global overview” section (70%), “Trending narratives” section (55%), and “Content to share in response to trending narratives” (45%). See the Background & Methods slide for an example of each section.

Respondents were then asked to select all ways that they have used the newsletter content (shown at right). Results showed that 75% used it to inform others about trending polio misinformation, while 55% used it to inform internal communications and decisions about polio vaccines. Additionally, 55% shared the information during community outreach or educational sessions. Another 35% incorporated it into training materials or presentation, or adjusted vaccination efforts based on spreading themes and risk levels. 20% shared the ready-to-use content, and 10% shared information about polio on social media. Only 5% reported not using the information in any of these ways.

Ways the newsletter content was used (select all)

75%

Informing others about trending polio misinformation

55%

Inform internal communications and/or decisions about polio vaccines

55%

Sharing information during community outreach or educational sessions

35%

Incorporating information into training materials or presentations

35%

Adjusting vaccination efforts based on spreading themes and risk levels

10%

Sharing information about polio on social media

High levels of satisfaction

All respondents reported being satisfied with the DCE newsletters, finding them relevant to their needs, and reporting on current updates. This indicates strong appreciation and usefulness of the newsletters. Respondents also appeared satisfied with the biweekly timing of newsletters, with responses suggesting that they are sent often enough to keep recipients informed about polio news.

Newsletters are impacting their programmes

The vast majority of respondents agreed that the DCE newsletters are beneficial in their strategic planning. This demonstrates the practical value of the newsletters in helping teams design and implement their polio-related initiatives.

Content is being used

A majority of respondents used the information provided in the newsletters to inform others about trending polio misinformation, support internal communications and decisions, and share during community outreach or educational sessions. This shows that the newsletters are not only read but actively used in a variety of ways, both internally and externally in the community.

uInfluence Digital Volunteers (DVs)

Throughout the programme, digital volunteers (DVs) were sent a series of seven emails sent from October 2023 and May 2024. These emails empowered DVs with polio education and information to combat misinformation, and encouraged them to follow ulInfluence on social media and share ulInfluence content with their networks. To evaluate the impact of the emails, a survey was distributed to all DVs who received emails.

The survey was promoted via email, and a link was hosted on Qualtrics. It was available in English. It consisted of 24 questions designed to assess key **knowledge, attitudes, and intended behaviours** related to the polio vaccine. It also explored perceptions about **polio misinformation, the ability to identify misinformation, and the capacity to find sources with factual information about polio**. Additionally, the survey assessed volunteer's **engagement with the programme, its impact on their communities, and the effectiveness of the emails in delivering timely and relevant insights**. Questions aligned with key health messages promoted to the volunteers in the surveys. Survey respondents were not compensated. The survey ran from May 27 to July 16, 2024.

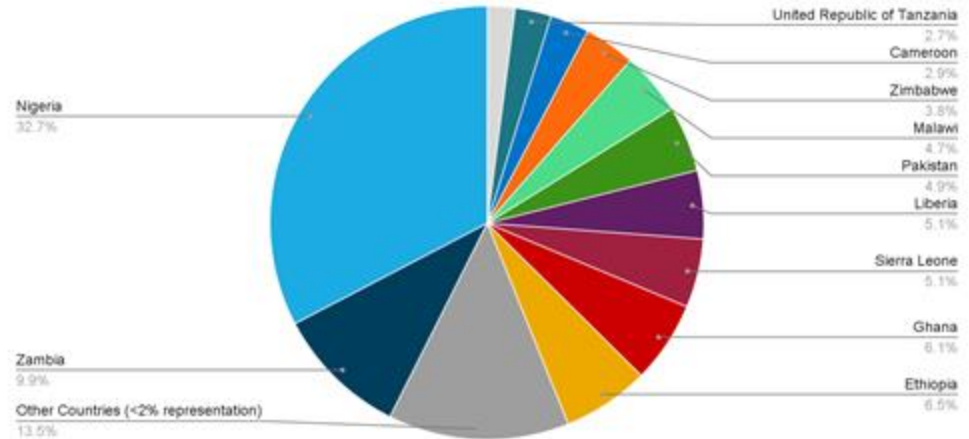
ulInfluence Emails

The image displays two components of the ulInfluence campaign. On the left is an email header with a vibrant orange and blue background featuring a woman and child. The text reads "Let's take action" and "ulInfluence". Below this, the email body begins with "Hi ulInfluence member," and provides information about the impact of polio misinformation, including statistics on children missing out on vaccines and the dangers of false rumors. It lists two key messages: 1. The oral polio vaccine protects against poliovirus, which can cause severe illness, paralysis, and death. It's one of the safest vaccines ever developed—it's even safe for newborns and sick kids. 2. Children need multiple doses of the polio vaccine in order to be protected, which is why families should say yes to the polio vaccine every time a health care worker comes to the door. The email concludes with a call to action: "Want to do even more? In order to get polio facts out to as many people as possible, share the post below on your social media. Last month, ulInfluence members shared our message 503 times, and together, we can beat that number and #EndPolio for good." and a question "Will you uplift our message again?". On the right is a social media share card with a blue header "Share this post" and a green background. It features a graphic of a hand holding a smartphone displaying a health information source. The text on the card reads "Where to find credible health information online" and includes a "Share on Facebook" and "Share on Instagram" button. Below the card, a sample caption is provided: "You can use this sample caption or create your own: Wondering where to find accurate health information? Check out these sources. Accurate, science-backed information can lead to better decisions about our health. #ulInfluence". In the bottom right corner, the "DIGITAL COMMUNITY ENGAGEMENT" logo is visible.

The survey had a total of 816 respondents from DVs across 42 countries. Of survey respondents, 65% were male and 32% were female. Nearly half of respondents (45%) fell within the 25-34 age group, followed by 25% in the 35-44 age group, 17% in the 16-24 age group, and 12% are 45 years or older. Additionally, 59% of respondents were parents of children under the age of five. Digital volunteers from 42 countries participated in the survey, with Nigeria accounting for 33% of the total respondents, followed by Zambia (10%), Ethiopia (7%), and Ghana (6%).

Demographics

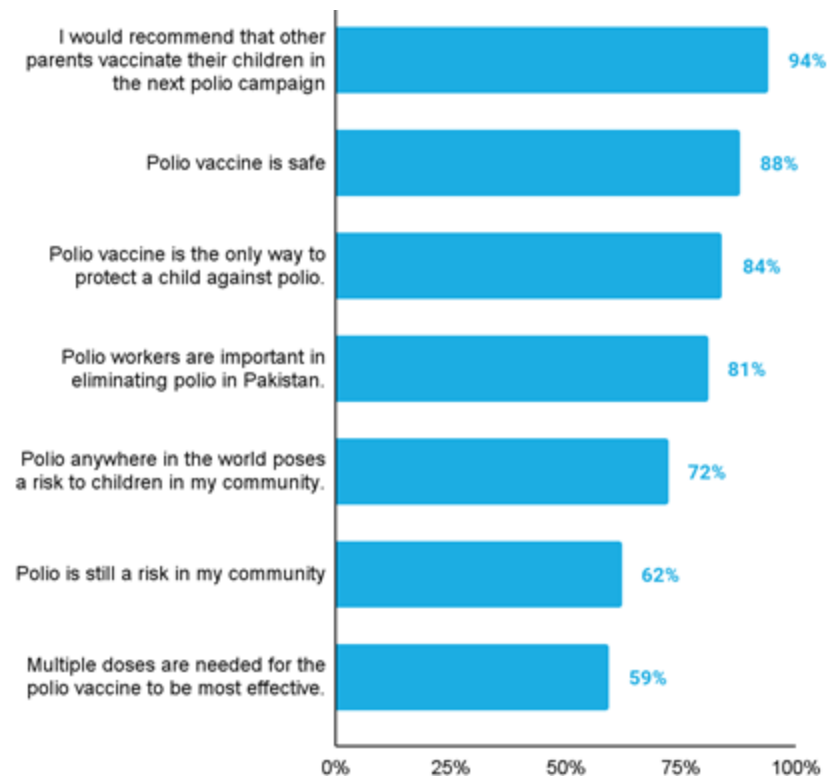
Gender	Female	32%
	Male	65%
Age Group	16 - 24 yrs	17%
	25 - 34 yrs	45%
	35 - 44 yrs	25%
	45 +	12%
	Has child <5	Yes



Other countries (<2% representation): Mozambique, Sudan, Togo, Madagascar, Gambia, Angola, Somalia, Yemen, Chad, Benin, Senegal, United States of America, South Africa, United Kingdom of Great Britain and Northern Ireland, Burkina Faso, Guinea, Afghanistan, Bolivia, Central African Republic, Chile, Côte d'Ivoire, Democratic Republic of the Congo, Egypt, Honduras, India, Kenya, Mauritania, Netherlands, South Korea, Trinidad and Tobago.

Digital volunteers showed strong agreement on key knowledge and attitude measures about polio and polio vaccines. **Nearly all respondents (94%)** said that they would recommend that other parents vaccinate their children in the next polio campaign. This was followed by 88% who agreed that the polio vaccine is safe, 84% who agreed that vaccines are the only way to protect a child against polio, and 81% who consider polio workers important in eliminating polio around the world. 72% felt that polio anywhere in the world poses a risk to their community. Similar to previous surveys conducted among DVs, there was somewhat lower agreement on the statements that polio is still a risk in their community (62%) and that multiple doses are needed for the vaccine to be most effective (59%).

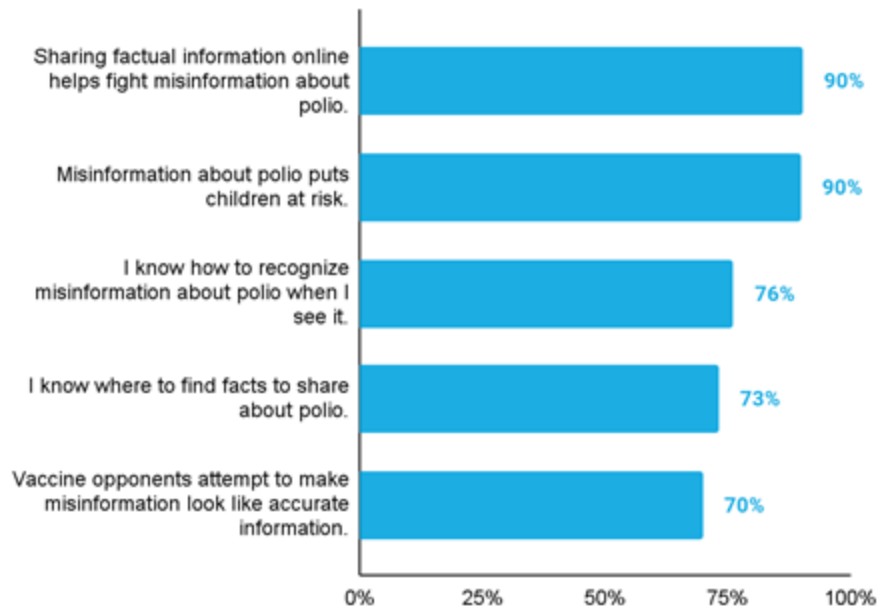
Among respondents with children under 5 (n=478), 58% said they would vaccinate their child in the next polio campaign. Of the 42% who would not, 37% indicated that their children were already vaccinated.

Agreement with Statement

Digital volunteers were then asked questions regarding their knowledge and attitudes toward polio misinformation specifically. A strong majority (90%) agreed that sharing factual information online helps fight misinformation about polio, and 90% agreed that misinformation about polio puts children at risk.

Additionally, 76% felt confident in recognizing misinformation about polio, and 73% knew where to find factual information to share. Finally, 70% agreed that vaccine opponents attempt to make misinformation look like accurate information.

Agreement with Statement



Questions assessed levels of engagement with ulnfluence materials. Over the past three months, **30% of respondents reported sharing or posting information about the polio vaccine on social media.** Additionally, **36% shared or reposted an image or video they saw on ulnfluence social media accounts,** while **35% posted an image or video they received from a ulnfluence email.**

Among the 30% of DVs (n=424) who posted or shared content about the polio vaccine, the majority reported positive feedback (shown at right): **91% felt that ulnfluence helped them discuss polio vaccines,** and **89% believe their community finds their posts helpful.** Additionally, **70% mentioned that people on social media contacted them about the polio vaccine after seeing their posts.** Nearly half of DVs had conversations with loved ones after posting, and received likes/comments/shares of their posts. Almost 40% received positive responses to their posts.

Among those who shared content...

91%

The information from ulnfluence has helped me talk about the polio vaccine with loved ones.

89%

I believe that my community finds my posts about the polio vaccine helpful.

70%

People on social media contacted me about the polio vaccine after seeing my posts.

47%

I had conversations with loved ones after posting about the polio vaccine.

45%

I received likes, shares, and comments on my posts.

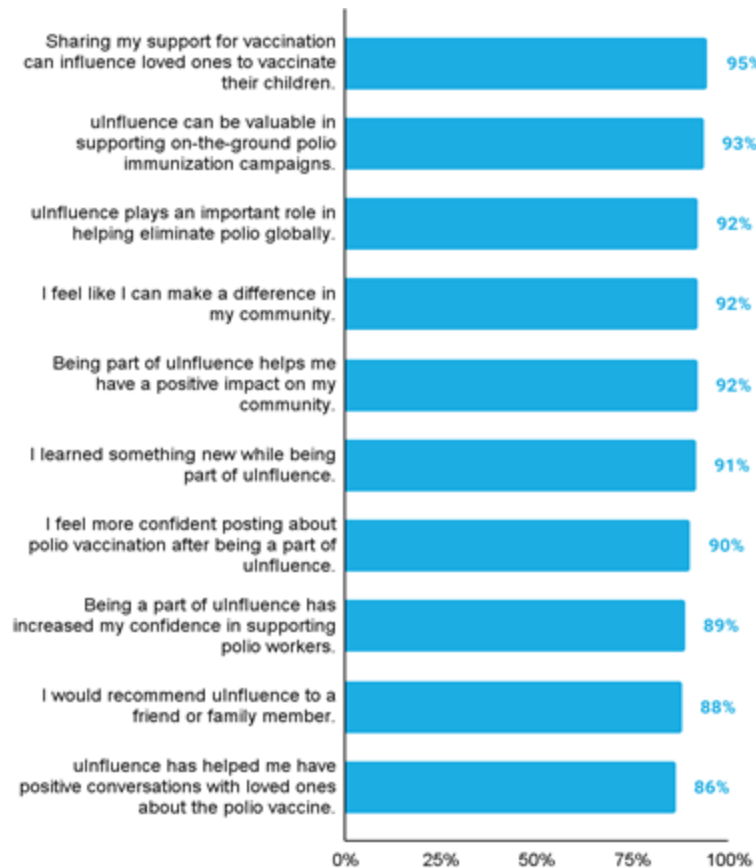
38%

I received positive responses on my social media posts.

When asked about the impact of participating in uInfluence, results show overwhelmingly positive sentiments toward uInfluence. Nearly all respondents believed that their support for vaccination could influence loved ones to vaccinate their children (95%) and that uInfluence could be valuable in supporting on-the-ground efforts (93%). Additionally, 92% agreed that uInfluence helped them make a difference and have a positive impact in their community, and that uInfluence has played an important role in eliminating polio. Around 90% felt that uInfluence helped them learn something new, become more confident in posting about polio vaccination, and become more confident in supporting polio workers.

Nearly all respondents (88%) would recommend uInfluence to a friend or family member, and 86% believed uInfluence has helped them have positive conversations about the polio vaccine with loved ones.

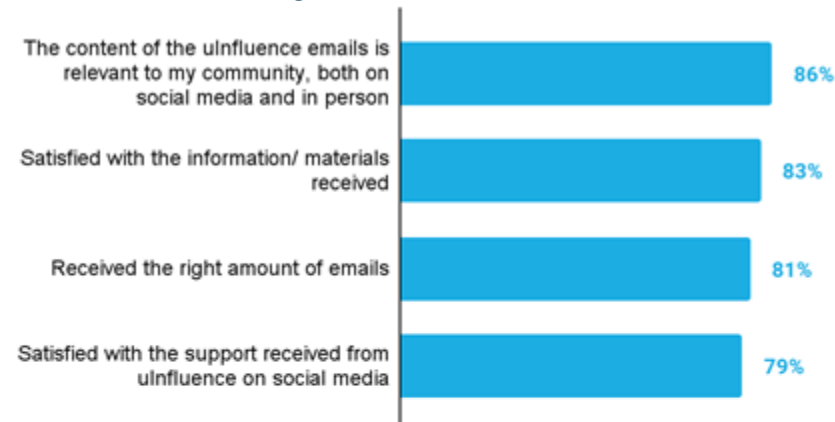
Agreement with Statement



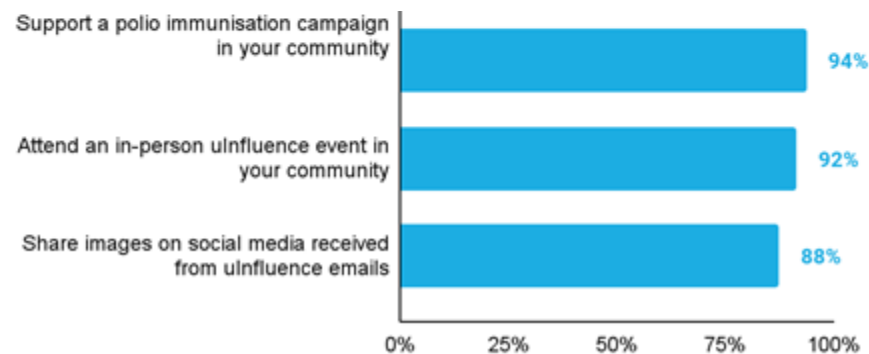
The vast majority of volunteers (86%) reported finding uInfluence content relevant to their community. Similarly, most of the volunteers indicated being satisfied with the information and materials received from uInfluence (83%) and the support provided by uInfluence on social media (79%). A total of 81% believed that they either received the right amount of emails, or not enough emails.

Finally, when asked about their willingness to participate in future uInfluence activities, an overwhelming 94% indicated they would support a future polio immunisation campaign in their community. Additionally, 92% expressed willingness to attend a uInfluence in-person event, and 88% said they would be willing to share images on social media received from uInfluence emails.

Agreement with Statement



Willingness To...



uInfluence helps DVs take action to support their communities

Digital volunteers not only believe in their ability to influence others through uInfluence but are also actively taking steps to do so. Seventy percent reported that people on social media contacted them about the polio vaccine after seeing their posts, and nearly half had conversations with loved ones after posting about the vaccine. This demonstrates that the program motivates volunteers to take tangible actions that amplify polio vaccination messaging within their communities.

High levels of satisfaction with uInfluence

The majority of digital volunteers expressed strong satisfaction with the uInfluence content and support, indicating that once they are involved in the programme, they are engaged and appreciate the resources provided.

Strong awareness of the impacts of polio misinformation

There is a high level of awareness among digital volunteers about the impacts of polio misinformation. Volunteers feel confident in recognizing and addressing misinformation, and they understand the importance of sharing factual information to combat it.

Targeted Ad Flights

From November 8, 2023 to May 27, 2024, DCE implemented responsive 2-week Facebook and Instagram ad-flights that used both static images and videos to address misinformation trends identified through social listening and highlighted in DCE newsletters. Ads were targeted at parents and caregivers in the countries where misinformation was circulating.

To evaluate the impact of ad flights conducted in Nigeria, Ghana, Uganda, Indonesia, and Kenya, brief surveys of parents/caregivers with children <18 were conducted using Pollfish, an online survey panel. Surveys were fielded immediately after the ad flight. Ad exposure was measured by asking respondents if they had seen any of the assets promoted through the paid media ads. Significance testing was conducted with all countries with a sample size of at least 100 respondents (Nigeria, Ghana, Indonesia, and Kenya). Significance is indicated in-text and in charts using an asterisk.

Digital metrics were also used to measure the performance of the paid media ads, including impressions, reach, and engagements.



The table shows the performance of ad flights across the five countries surveyed, highlighting the scope of the audience exposure achieved. Indonesia had the highest metrics of all countries, with 14M+ impressions, 9M+ reach, 654K engagements, 25K link clicks, and nearly 6M video views. Nigeria and Ghana combined had a reach of 5M+ and over 120K engagements, with 20K link clicks and nearly 700K video views. Kenya's ads reached 3M individuals, leading to 200K engagements, 15K link clicks, and 1M video views. Uganda, while having the smallest reach at 1.6M saw a relatively high level of engagement with 150K engagements, 640K video views, and nearly 7K link clicks.

Country	Impressions	Reach	Engagements	Link clicks	Video views
Nigeria & Ghana	7,197,039	5,912,816	120,741	20,703	692,404
Uganda	2,288,031	1,610,297	147,604	6,442	640,624
Indonesia	14,112,100	9,986,967	654,335	25,326	5,759,765
Kenya	4,614,535	3,013,244	206,114	14,372	932,032

Survey Demographics

The demographic distribution of survey respondents is shown at right. Survey sample sizes varied, ranging from 88 respondents in Uganda to 400 in Kenya and Indonesia, reflecting differences in survey platform capabilities. Gender distribution was relatively balanced, with female representation ranging from 39% in Ghana to 55% in Indonesia. The majority of respondents were age 25-34 years, with Uganda having the highest proportion at 64% and Nigeria having the lowest proportion at 43%. Around half of respondents had children age 0-5 years, with a range from 42% in Indonesia to 52% in Kenya.

Demographic	Nigeria (n=150)	Ghana (n=147)	Uganda (n=88)	Indonesia (n=400)	Kenya (n=400)	
Female	43%	39%	46%	55%	50%	
Male	57%	61%	54%	45%	50%	
Age Groups	16-24	22%	26%	17%	14%	29%
	25-34	43%	50%	64%	52%	48%
	35-44	28%	20%	6%	27%	16%
	45-54	5%	2%	2%	7%	4%
	55+	1%	1%	1%	1%	4%
Age Groups (of children)	0-5	45%	43%	48%	42%	52%
	6-10	31%	40%	37%	32%	33%
	11-17	24%	16%	16%	26%	14%

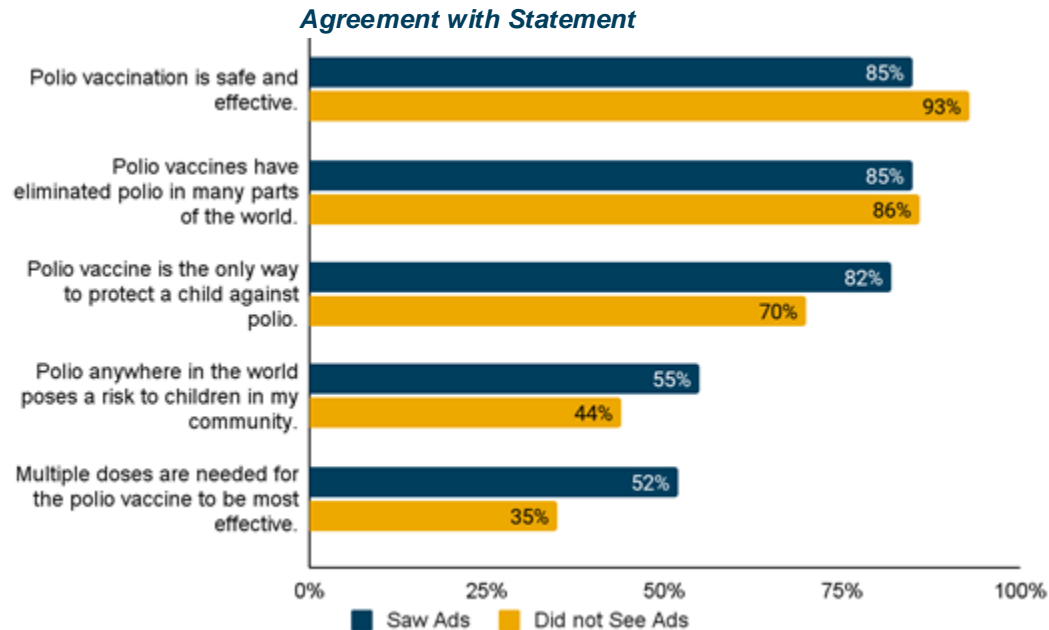
The DCE Newsletter from November 21, 2023, highlighted emerging narratives in the WCARO region, particularly in Nigeria and Ghana. A concern among some parents was that children receive too many polio vaccines, leading to refusals during polio campaigns.

To address this, ads were launched in Nigeria and Ghana from November 21 to 30, 2023. These ads featured prebunking messages emphasizing the necessity of the polio vaccine and the importance of multiple doses for its effectiveness.

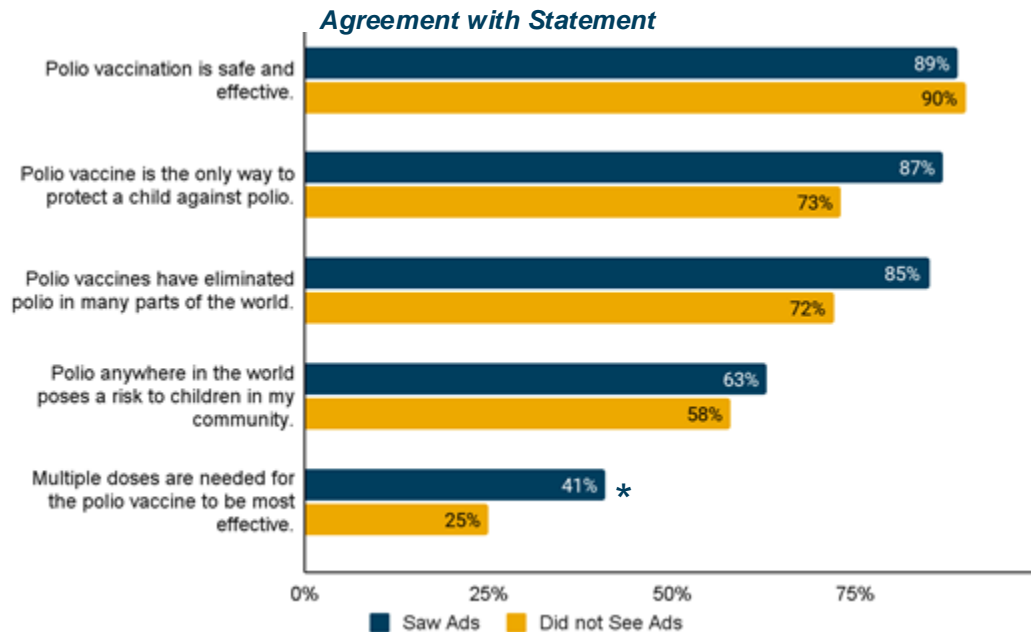
Surveys were conducted in Nigeria on December 5, 2023, and in Ghana from December 5 to December 12, 2023, to evaluate the ad flights. A total of 150 respondents participated in the Nigeria survey, and 135 respondents participated in the Ghana survey.



In Nigeria, 71% of respondents reported seeing the ads. Those who viewed the ads showed higher agreement on nearly all **statements**, although the differences were not statistically significant. The most notable differences were in agreement that multiple doses are needed for the polio vaccine to be most effective (52% vs. 35%) and that the polio vaccine is the only way to protect a child against polio (82% vs. 70%). In cases where non-viewers showed higher agreement, the differences were generally minimal and not significant.



In Ghana, 56% of respondents reported seeing the ads. Those who viewed the ads showed higher agreement on nearly all statements. The most notable and only significant difference was in the agreement that multiple doses are needed for the polio vaccine to be most effective (41% vs. 25%, $p=0.047$). This was followed by a difference in agreement that the polio vaccine is the only way to protect a child against polio (87% vs. 73%). Non-viewers showed higher agreement on just one statement, with the difference being minimal.



The DCE Newsletter from December 7, 2023, highlighted a post from a popular account in the U.S. that called for parents to boycott the "recently rolled out" oral polio vaccine, claiming it caused intussusception (prolapsed intestine) in four children. This post circulated in Uganda, among other countries.

In response, ads were launched in Uganda from December 9 - 22, 2023. These ads featured prebunking messages emphasizing the safety of the polio vaccine.

A survey was conducted in Uganda from December 23 to January 4, 2024, to evaluate the ad flights. A total of 88 respondents participated in the survey.

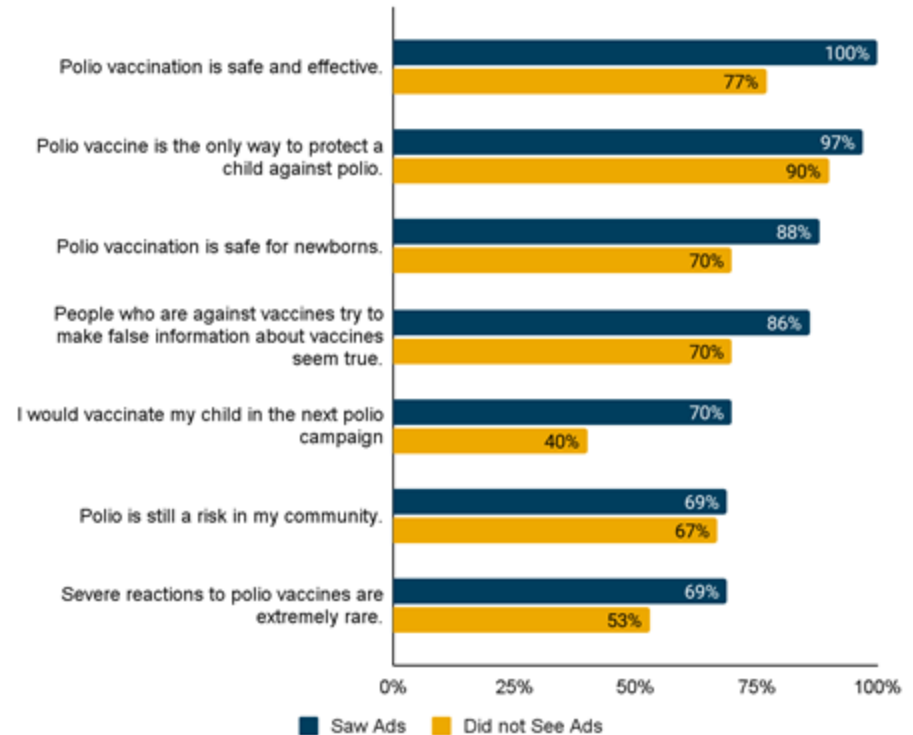


A total of 66% of respondents reported having seen the ads. Respondents who saw the ads exhibited higher agreement percentages across all statements. The largest difference was in agreement that the polio vaccine is safe and effective, with 100% of ad viewers agreeing compared to 77% of non-viewers.

The results also show that those who saw ads more frequently reported trusting the safety of polio vaccines and recognizing the rarity of severe reactions. They also more frequently believed that people who are against vaccines try to spread false information. The perception of polio as a risk in the community was consistent across both groups, regardless of ad exposure.

When asked if they would vaccinate their child in the next polio campaign, 70% of those who saw the ads said they would, compared to just 40% of those who did not see the ads.

Agreement with Statement



The DCE Newsletter from February 15, 2024 highlighted a social media post accusing the Indonesian Food and Drug Authority, BPOM, of concealing data on the safety and effectiveness of polio vaccines. Local health authorities had around that time reported that seven children in Indonesia's Blitar Regency experienced severe adverse reactions following polio vaccination.

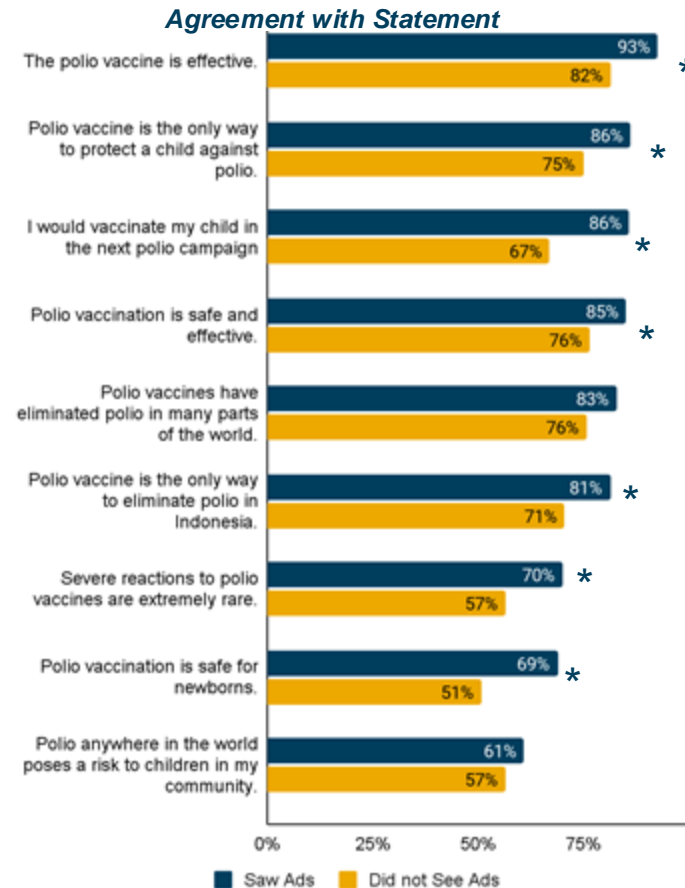
In response, ads were launched in Indonesia from February 20 - March 5, 2024. These ads featured prebunking messages emphasizing the safety of the polio vaccine.

A survey was conducted in Indonesia on March 8, 2024 to evaluate the ad flights. A total of 400 respondents participated in the survey.



A total of 66% of respondents reported seeing the ads. Those who viewed the ads showed significantly higher agreement with nearly all statements. The largest differences were in the belief that polio vaccination is safe for newborns (69% vs. 51%, $p=0.000$) and that severe reactions to polio vaccines are extremely rare (70% vs. 57%, $p=0.007$). Respondents who saw the ads showed significantly higher agreement that the polio vaccine is effective (93% vs. 82%, $p=0.001$), that it is the only way to protect a child against polio (86% vs. 75%, $p=0.005$), that it is safe and effective (85% vs. 76%, $p=0.030$), and that it is the only way to eliminate polio in Indonesia (81% vs. 71%, $p=0.013$). Those who saw the ads were also showed significantly higher agreement that they would vaccinate their child in the next polio campaign compared to those who did not (86% vs. 67%, $p=0.000$).

Those who saw the ads also more frequently agreed that polio vaccines have eliminated polio from many parts of the world, and that polio anywhere in the world is a risk to children in their community, though differences were not statistically significant.



The DCE Newsletter from November 21, 2023 highlighted that some social media accounts in Kenya continued to circulate conspiracies about Bill Gates's role and motives related to polio eradication.

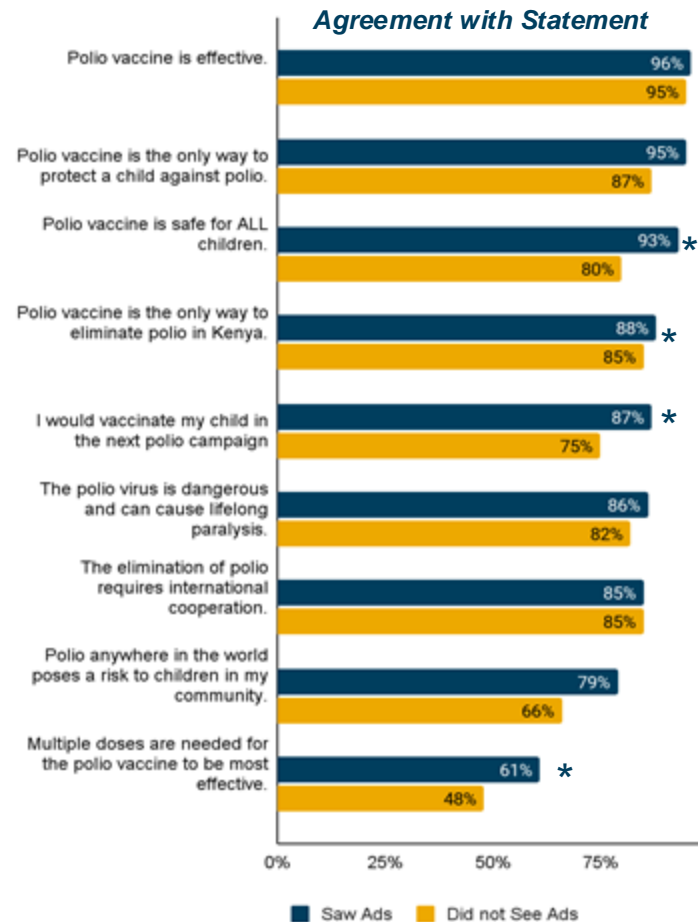
In response, ads were launched in Kenya from April 19 to May 3, 2024. These ads featured prebunking messages underscoring the importance of collaboration between local health ministries and international organizations to eradicate polio, and the necessity and safety of the polio vaccine.

A survey was conducted in Kenya on May 4, 2024 to evaluate the ad flights. A total of 400 respondents participated in the survey.



A total of 75% of respondents reported seeing the ads. Those who saw the ads showed higher agreement with all statements except one compared to those who did not. Significant differences were observed in the belief that multiple doses are needed for the polio vaccine to be most effective (61% vs. 48%, $p=0.022$), that the polio vaccine is the only way to protect a child against polio (95% vs. 87%, $p=0.009$), and that the polio vaccine is safe for all children (93% vs. 80%, $p<0.001$). Those who saw the ads showed significantly higher agreement that they would vaccinate their child in the next polio campaign compared to those who did not (87% vs. 75%, $p=0.000$).

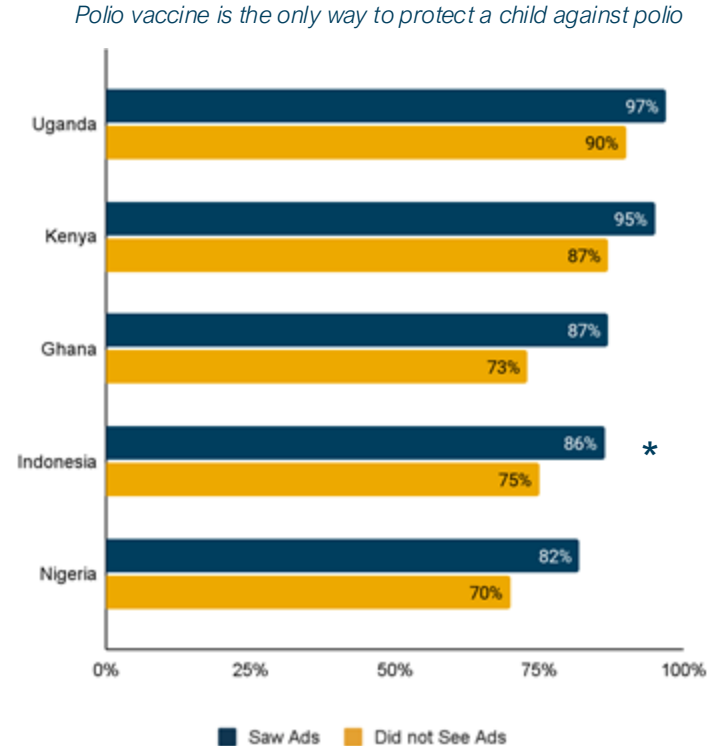
Although not significant, those who saw the ads also demonstrated higher agreement with the belief that polio anywhere in the world poses a risk to children in their community (79% vs. 66%), that the polio vaccine is the only way to eliminate polio in Kenya (88% vs. 85%), and that the polio virus is dangerous and can cause lifelong paralysis (86% vs. 82%). Differences in responses to all other questions were minimal.



Comparison Across Surveyed Countries

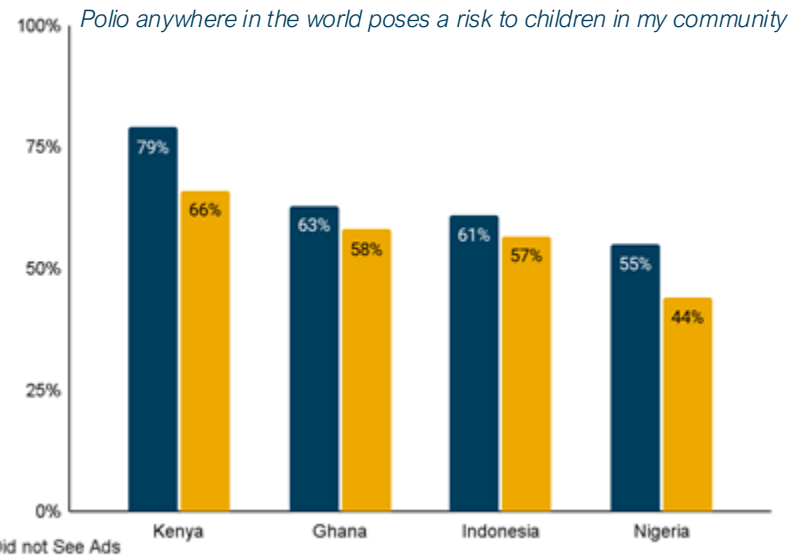
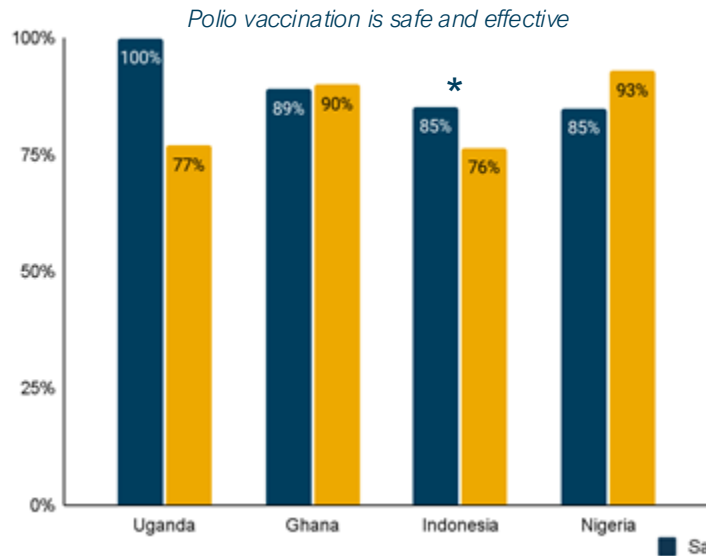
The following slides present a comparison of agreement levels on common questions that were included in surveys conducted in Nigeria, Ghana, Indonesia, Uganda and Kenya. Only questions that were asked in at least 3 countries were included. Please note that significance testing was not performed for Uganda, so results should be interpreted with that in mind when comparing across countries.

The survey results show that in **all five countries**, respondents who saw the ads had higher agreement that the polio vaccine is the only way to protect a child against polio, compared to those who did not see the ads. The difference in agreement was statistically significant in Indonesia, where 86% of those who saw the ads agreed, compared to 75% of those who did not.



Comparison Across Surveyed Countries

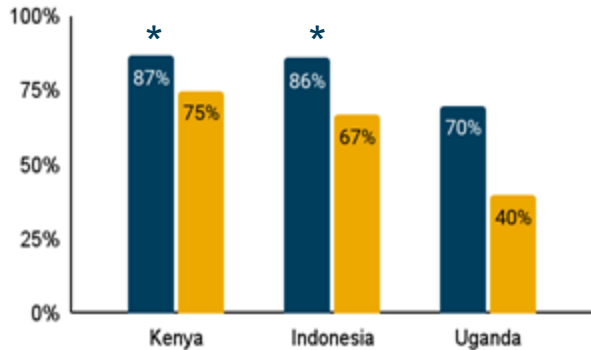
In Uganda and Indonesia, respondents who saw the ads had higher agreement that polio vaccination is safe and effective. The difference was statistically significant in Indonesia, with 85% of those who saw the ads agreeing, compared to 76% of those who did not. In Ghana and Nigeria, those who saw the ads showed slightly lower agreement, but differences were not statistically significant. Additionally, respondents who saw the ads had higher agreement that polio anywhere in the world poses a risk to children in their community across all four countries, although none of the differences were statistically significant.



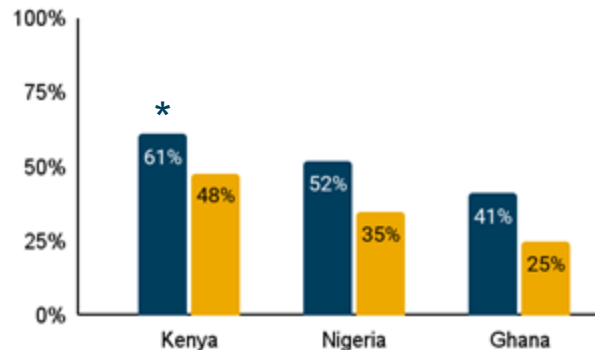
Comparison Across Surveyed Countries

Those who saw the ads in Kenya, Indonesia, and Uganda had higher agreement on vaccinating their children in the next polio campaign, with significant differences observed in Kenya and Indonesia. There were significant differences in Kenya regarding the need for multiple doses of the polio vaccine, with 61% agreement among those who saw the ads versus 48% who did not. Additionally, agreement that polio vaccines have eliminated polio in many parts of the world showed minimal differences between those who saw the ads and those who didn't in Ghana, Nigeria, and Indonesia, though Indonesia had higher agreement among those who saw the ads (83% vs. 76%).

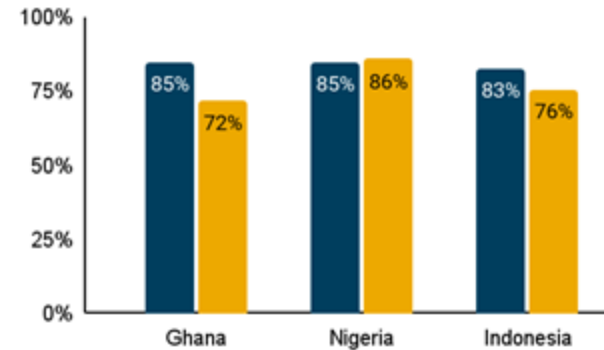
I would vaccinate my child in the next polio campaign



Multiple doses are needed for the polio vaccine to be most effective



Polio vaccines have eliminated polio in many parts of the world



■ Saw Ads ■ Did not See Ads

Results show potential for rapid response approach

The programme's ability to identify misinformation trends, develop responsive ads, and observe differences in knowledge and attitudes about polio vaccination across multiple countries shows the potential for adaptive and data-driven health communication strategies. This approach demonstrates the feasibility of leveraging digital media to combat misinformation and for rapid intervention to positively influence perceptions on the ground.

Agreement on the necessity of the vaccine

Across all surveyed countries, a higher percentage of respondents who saw the ads believed that polio vaccination is the only way to protect against polio, compared to those who did not see the ads, with statistically significant differences in Indonesia and Kenya. This is a key message that reinforces the critical role of vaccination in eradicating polio.

Recognition of the need for multiple doses

In all countries that received the messaging, those who were exposed to the ads showed more knowledge that multiple doses of the polio vaccine are necessary for its effectiveness, with the differences being significant in Kenya and Ghana. This finding has been consistently replicated in previous years of the DCE, indicating that it remains a crucial message for making meaningful progress in polio vaccination efforts.

Perception of polio as a community risk

In all countries that received the messaging, respondents who saw the ads more frequently believed that polio anywhere in the world poses a risk to children in their community. The largest difference was seen in Kenya, where 79% of ad-aware respondents agreed, compared to 66% of those not

uInfluence Pakistan In-Person Event

On March 7, 2024, The Public Good Projects (PGP) and UNICEF held an in-person ulnfluence half-day event in Pakistan. About 15 public health professionals from UNICEF and the Pakistan Ministry of Health joined over 40 digital volunteers to learn about polio eradication efforts and digital health communications. To evaluate the event's impact, a mixed methods approach was used:

Surveys: From March 8 - 15, 2024, PGP conducted a **post-event survey of event attendees**. The survey was programmed in Qualtrics and a link to the survey was sent to all attendees. The survey was available in English only. Results were collected from 16 respondents, with the majority being digital volunteers (n=13, 81%) and the rest being stakeholders (n=3, 19%).

Interviews: PGP garnered **post-event qualitative insights from event attendees to get their perspectives on the ulnfluence programme and the event itself**. Four digital volunteers were interviewed over zoom, and qualitative insights were collected from 2 stakeholders through emails.



Post Event Survey of DVs

In the post-event survey, digital volunteers expressed **overwhelmingly positive feedback regarding the event**. All 13 digital volunteers who participated in the survey (100%) believed that the event would positively influence how people discuss polio in their communities. Additionally, every respondent felt that the event was successful in facilitating connections and that the social media tools and health communication best practices shared during the event were helpful.

Following the event, 92% of the digital volunteers indicated a **strong interest in collaborating with organizations on polio eradication efforts** in Pakistan and in engaging with the ulInfluence programme on future health communication initiatives.

Volunteers were also asked to provide overall feedback on the event through an open-ended question. They highlighted the event's organization, the engagement with social media influencers, and the networking opportunities as particularly impactful aspects.

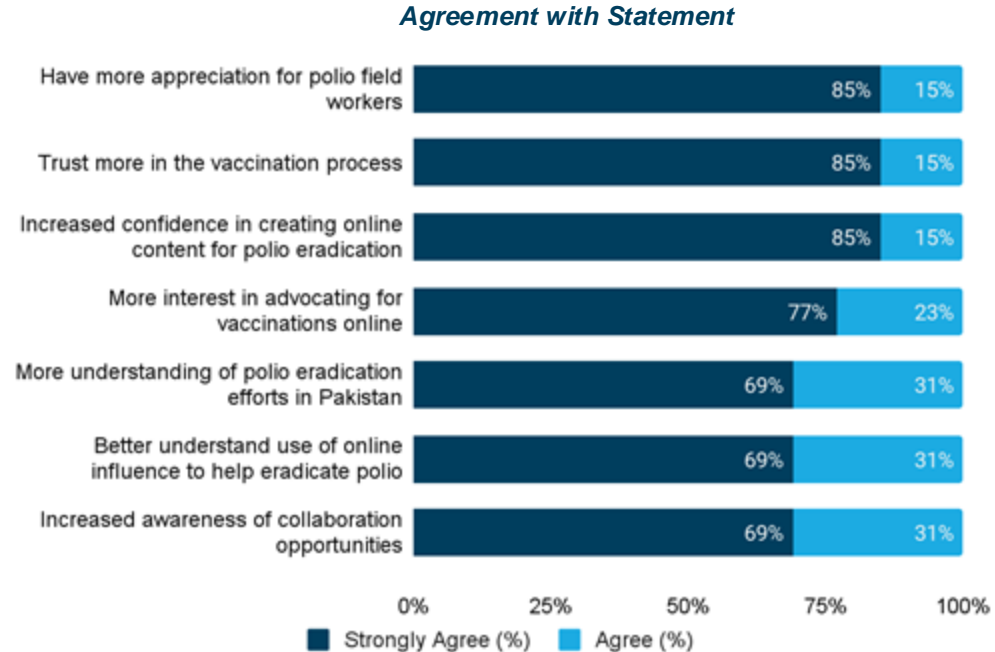
"I attended the event ...especially because of this cause of ending polio in Pakistan. I think everything was perfect from arrangements, social media influencers engagement, networking and their collaboration with each others and fun activities were the most amazing and wonderful."

- ulInfluence digital volunteer

"I think the event was a huge success and now we have a better understanding of what polio is and how we can get rid of it from our country. As per my suggestion we need to get more people on board to join this cause and people who have a passion for this cause and want to help generously to solve this issue."

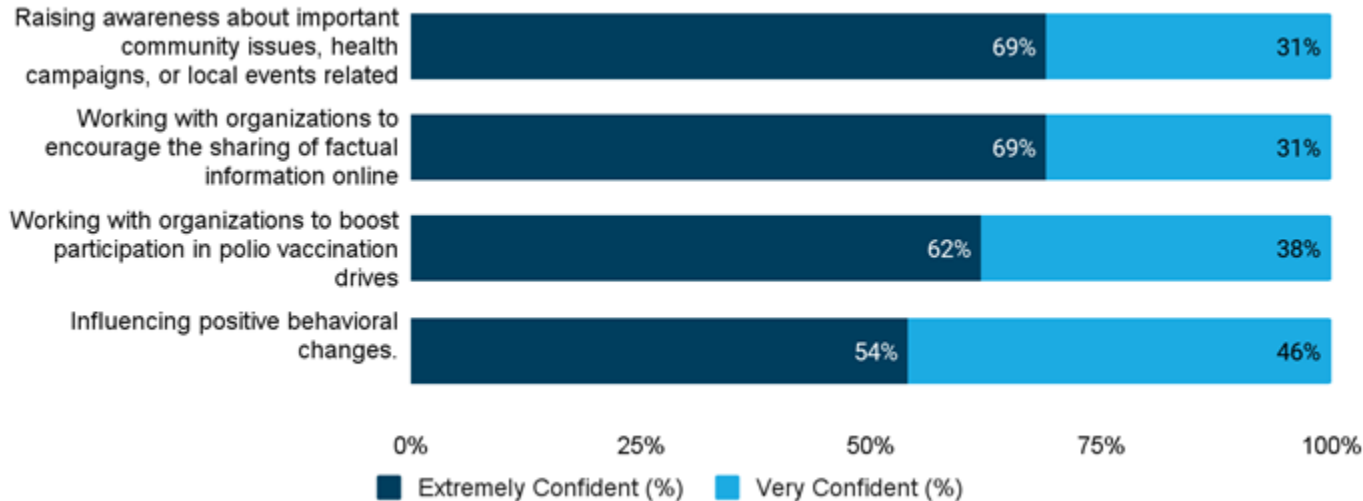
- ulInfluence digital volunteer

Following the event, digital volunteers demonstrated positive shifts in their attitudes and knowledge about polio. Specifically, 85% of respondents strongly agreed that they now have a greater appreciation for polio field workers, increased confidence in creating online content for polio eradication, and more trust in the vaccination process. Additionally, 77% strongly agreed that they have a **heightened interest in advocating for vaccinations online**. Moreover, 69% of respondents strongly agreed that they now have a better understanding of polio eradication efforts in Pakistan, improved knowledge of how to use their online influence to help eradicate polio, and increased awareness of collaboration opportunities with groups fighting polio in Pakistan.



Following the event, digital volunteers reported improvements in their confidence to engage in collaborative efforts related to polio eradication. A total of 69% of respondents felt extremely confident in raising awareness about important community issues, health campaigns, or local events, and in working with organizations to encourage the sharing of factual information online. Additionally, 62% felt extremely confident in collaborating with organizations to boost participation in polio vaccination drives. While only 54% of respondents felt extremely confident in influencing positive behavioural changes, the remaining 46% reported feeling very confident in this area.

After the event, I now feel more confident...



Three stakeholders responded to the survey, one of which was from UNICEF Pakistan, and the others from “other” organizations. All 3 stakeholders found the event content highly relevant, and expressed strong interest in collaborating with uInfluence for future polio initiatives. All stakeholders also expressed interest in utilizing volunteers for various purposes, including to increase online engagement with health communications, to serve as polio ambassadors, to address misinformation and vaccine hesitancy online, to expand reach to communities that are typically challenging to access, and to educate and engage new audiences about polio vaccination and its associated risks.

Following the event, the stakeholders unanimously reported increased confidence in leveraging digital volunteers for polio efforts (see right). This included acknowledging their value in creating and sharing tailored content that could help boost participation in vaccination drives

After the event, all stakeholders were confident...

In their ability to work with digital volunteers

That digital volunteers from uInfluence would create and share content to fight against misinformation

Using digital volunteers to help tailor health messages to reach specific communities

That digital volunteers can help boost participation in polio vaccination drives.

That digital volunteers and influencers are valuable for communicating about polio.

Post Event Qualitative Insights

Exposure to uInfluence takes place through various channels

Interviewees discovered uInfluence through a variety of channels, highlighting the programme's diverse reach, as well as the importance of personal networks. Some learned about it through personal connections, such as friends affiliated with UNICEF or family members who encountered the platform through their professional work. Others found out via social media and through friends. One interviewee joined after direct outreach from the uInfluence programme.

Personal and professional motivations to join

Motivations for joining uInfluence were rooted in personal convictions and professional backgrounds. One digital volunteer was driven by a mission to disseminate knowledge and positivity, and uses their platform to tackle health issues like polio and COVID-19. Another individual was already leveraging their digital marketing skills at a local NGO, and saw uInfluence as an opportunity to further engage in polio eradication. Two people found natural alignment between their careers and the programme's objectives, with a medical professional and teacher both stating that their professional background motivated them to contribute their expertise to the cause.

"I'm driven by the desire to disseminate knowledge and promote positivity among people. I believe it's important to spread information and positivity, especially regarding issues like polio and COVID-19" - uInfluence Digital Volunteer

Increased awareness of eradication efforts

Participation in the uInfluence programme increased interviewees' awareness and understanding of polio eradication initiatives, particularly the roles of international organizations in Pakistan. This exposure challenged and updated their previous beliefs, improving their knowledge of global health efforts.

"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. Despite living in Islamabad and now Lahore, I was unaware of the extensive work being done by international organizations on such a large scale." - uInfluence Digital Volunteer

Improved communication skills

uInfluence offers participants a chance to improve communication skills while supporting the critical mission of eradicating polio. Interviewees described the initiative as a key platform for community involvement and professional growth, especially in forming partnerships with organizations like WHO and UNICEF. One interviewee emphasized the sense of community and support that uInfluence provides. Another highlighted the importance of contributing to the fight against polio in Pakistan, underscoring the need for increased participation in the uInfluence programme.

"Joining uInfluence offers a sense of belonging and support that's invaluable. Additionally, uInfluence is incredibly welcoming to individuals who are dedicated and passionate about their goals. They provide ample room and opportunities for personal and professional growth." - uInfluence Digital Volunteer

Learning about the potential for social media to produce positive social change

Interviewees felt that the event educated them about global anti-polio efforts and the influential role they can play as digital influencers. They valued learning to use their voices to communicate with their communities about polio, particularly after engaging with health experts. For some, this event marked their first collaboration with a global organization, inspiring continued involvement with uInfluence. One interviewee, who attended with limited knowledge about vaccine misinformation in regions like Balochistan, left with new insights after discussions with doctors and polio workers. All interviewees gained a new understanding of using digital media as a powerful tool for positive social change.

Providing credibility to the programme

The event boosted the legitimacy and importance of uInfluence. One interviewee mentioned that the event invitation sparked his curiosity. He appreciated meeting UNICEF representatives and witnessing the dedication of fellow participants. Another interviewee felt that the event solidified her belief in uInfluence's commitment to community improvement, making her eager to support and contribute to future efforts.

“At first, I approached uInfluence with some skepticism...[After] browsing through your social media pages and learning about your initiatives, I was genuinely impressed by the remarkable work being done and deeply inspired by your mission and motto” - uInfluence Digital Volunteer

Frame uInfluence as a way to contribute meaningfully to society

All interviewees agreed that social media should be leveraged as a platform for promoting positive change and educating about critical issues, not just entertainment. They recommended regularly sharing educational content, such as brief informative videos, to make a meaningful impact and engage the audience. They appreciated that engaging with initiatives like uInfluence gives social media activities a focused purpose where they can have meaningful contributions to important societal discussions.

Combine digital efforts with ground-level efforts

Interviewees emphasized the importance of direct, localized efforts in fighting polio alongside digital efforts. One noted that personally sharing uInfluence's information in his village had a greater impact than online posts due to low social media use in the community. Another highlighted the need to address deep-rooted beliefs causing vaccine hesitancy, especially in areas with limited digital access. They suggested a door-to-door approach to build trust, listen to community concerns, and correct misinformation through face-to-face interactions.

"...concerning the polio campaign, the psychological component, particularly the tribal mindset prevalent in the northwestern parts of Pakistan, is significant. Many tribal communities are hesitant to embrace the polio vaccination due to ingrained beliefs. Digital media campaigns, while helpful, may not fully reach these communities as they often have limited access to such platforms" - uInfluence Digital Volunteer

Positive overall feedback

Feedback on the event was universally positive. Interviewees commended its well-structured organization, professionalism, the expertise of the speakers, and the networking opportunities it provided among individuals with shared interests. The diverse mix of participants from various personal and professional backgrounds enriched the discussion with a broad spectrum of viewpoints. This diversity and collaborative spirit bolstered interviewees' dedication to continue supporting uInfluence in its future initiatives.

"Everything was well organized and it was a different experience for me because I have worked with different other campaigns as well. But this was very welcoming. This was something very different from what I have experienced before. I mean, it's been like five years that I am in the influencer market, but the events are not so much well organized. I mean, when they said 8 on the dot, they mean 8 on the dot." - uInfluence Digital Volunteer

An email questionnaire with three open-ended questions was sent to stakeholders to assess changes in their perspectives on the role of digital volunteers and influence in spreading accurate information and eradicating polio. It also collected suggestions for improving future in-person events. Two stakeholders, one from UNICEF Pakistan and one from UNICEF Headquarters responded. Their insights are summarized below:

Insights on the impact of digital volunteers

Both stakeholders found the event eye-opening regarding the power of digital volunteers. The first stakeholder was impressed by their enthusiasm and creativity in spreading accurate polio information. The second appreciated the event's use of a popular influencer to attract a large audience, inspiring new ideas for their province. They both emphasized the importance of using trusted local voices to address polio misinformation.

Influence as an important powerful tool to promote pro-polio messages

Both stakeholders gained insights into influence's role in polio eradication. The first saw it as a powerful tool for online mobilization. The second emphasized the importance of incentivizing participation to maintain momentum and prevent the initiative from losing steam.

Suggestions for future events

Both stakeholders provided suggestions for future events. The first recommended making training and support for influencers more engaging, with dedicated resources and ongoing in-person engagements. The second emphasized holding an event in Karachi, citing its status as the country's commercial hub with many potential influencers to engage.

Event fostered high interest in continued collaboration

The in-person event reinforced interest from both groups in continuing both their collaboration on polio eradication efforts in Pakistan, as well as with the uInfluence programme. This indicates that in-person events can complement digital efforts and motivate participants to engage more actively in polio initiatives.

Improved knowledge and attitudes about polio

Survey data revealed that following the event, there were improvements in volunteers' knowledge and attitudes towards polio. Attendees reported having a greater appreciation for polio field workers and increased confidence in creating online content for polio eradication. Most respondents also expressed an increased interest in advocating for vaccinations online, providing further evidence that an in-person event can inspire digital engagement as well.

Potential to hone in on specific skill sets

Many participants joined uInfluence due to personal convictions or to use their professional expertise, highlighting the program's broad appeal. Given this, it may be worthwhile to consider targeting health professionals whose careers involve direct in-person engagement to bridge the digital component of uInfluence with on-the-ground communities.

Improved confidence in leveraging DVs for polio efforts

Stakeholders reported higher confidence in leveraging volunteers for various polio efforts, including in their ability to collaborate and tailor health messages to specific communities. The event equipped stakeholders with skills valuable for ongoing polio efforts and capacity-building, enhancing their ability to address local needs and strengthen broader health initiatives.

uInfluence - Pakistan Activation Campaign

From April 19 to May 3, 2024, the ulInfluence programme activated the digital volunteer network in Pakistan to support a subnational polio immunisation campaign and to amplify polio messaging on social media.

Throughout the activation, messages related to the local polio immunisation campaign and health messages were promoted through targeted emails to Pakistan's ulInfluence members, organic social media posts, and paid media on Facebook and Instagram. Ads were **targeted toward two populations: 1) ulInfluence volunteers in Pakistan, and 2) members of the general population who were caregivers of young children or people with similar characteristics to our ulInfluence volunteers.** Clicks on ads directed to the endpolio.com/pk page. The following messages were promoted:

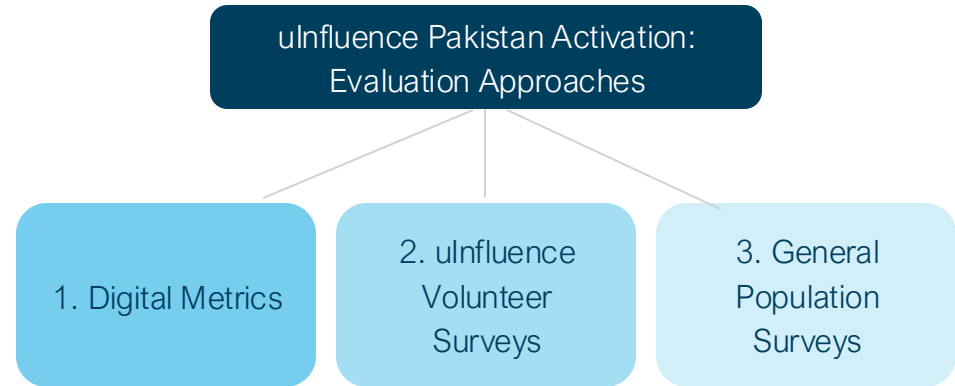
- Help spread the word today! A polio immunisation campaign is happening now through May 3 across Pakistan.
- Are the children in your life protected from Polio? All children under 5 need to be vaccinated to stop Polio from spreading.
- Every extra dose of the polio vaccine means extra protection. Answer the door when polio workers come now through May 3.
- Tell your neighbors, family, and friends an anti-polio campaign is happening now through May 3.
- Share this post to help protect children in Pakistan. Tag a parent!



This network activation was evaluated in three ways. First, we assessed the digital performance metrics of the paid ads. This included measuring reach and engagements (likes, comments, and shares). These results will be shared in a separate deliverable.

Second, we surveyed 22 uInfluence digital volunteers in Pakistan after the activation to assess their actions during the activation, perceptions of the programme and their involvement, and self-efficacy in advocating for polio vaccination.

Finally, we conducted surveys among the general population in Pakistan before and after the activation to gauge the impact of the activation on public knowledge and attitudes towards polio. Surveys focused on identifying knowledge, attitudes, and behaviours related to key polio messages. These messages included perceptions about vaccine safety, efficacy, polio risk, likelihood of vaccinating children, recommending the vaccine to others, and sharing factual information about the vaccine. The questions were aligned with key health messages amplified by uInfluence throughout the activation.



Digital Metrics

Digital Metrics Results

Two activation emails were delivered to nearly 9,500 uInfluence volunteers in Pakistan, with an average open rate of 8% and a click-through rate of 3%. Ads targeted to uInfluence volunteers achieved 677,000 impressions, 12,300 engagements, and 3,300 link clicks to endpolio.com/pk. Ads targeted to parents achieved 14 million impressions, nearly 240,000 engagements, and over 61,000 link clicks.

	Impressions	Engagements	Link Clicks
Overall Activation	14.7 M	252 K	65 K
Targeted Ads to volunteers	677 K	12.3 K	3.3 K
Targeted Ads to Gen Pop	14 M	240 K	61 K



General Population Surveys

The survey measured knowledge, attitudes, and behaviours using established tools from previous DCE surveys. Identical questions were used at baseline and follow-up to compare changes over time. Additional questions at follow-up assessed awareness of the Pakistan activation by asking respondents if they had seen a post from someone they know or follow on social media supporting polio vaccination, or if they recognized a sample image from a paid media ad. To account for baseline data collection shortly after World Immunisation Week (WIW), exposure to WIW content was also assessed at baseline and at follow-up. Respondents were recruited and compensated via Virtual Lab, with 468 baseline responses collected from April 27 to May 3, 2024, and 337 follow-up responses from May 12 to May 26, 2024. Of follow-up responses, 224 were longitudinal, meaning that there was information at both baseline and follow-up for the same person. The rest of the sample was cross-sectional.

Analysis: Statistical software STATA was used for data analysis. Statistical significance was set at $p \leq 0.05$, using a Pearson's chi-square test, and is indicated in-text and in tables using an asterisk. Percentages were calculated based on the number of respondents who answered the question. Analysis was performed in three ways: 1) ***At follow-up, among those aware of the activation and not aware.*** This analysis was also stratified to examine results specifically among parents; 2) ***Longitudinally among respondents who took the survey at baseline and follow-up.*** For the longitudinal survey, analysts examined both the overall sample and those who were aware of the activation and not aware. The results among the overall longitudinal sample are presented below. Longitudinal results by awareness of the activation did not show significant differences and is not presented. 3) ***By exposure to WIW.*** Analysis was conducted to understand impact of exposure to WIW, with findings showing that it did not impact results. Therefore, results stratified by exposure to WIW are not presented. Throughout this section, we used "activation" instead of "campaign" to prevent confusion with the term "campaign" in the context of immunization efforts.

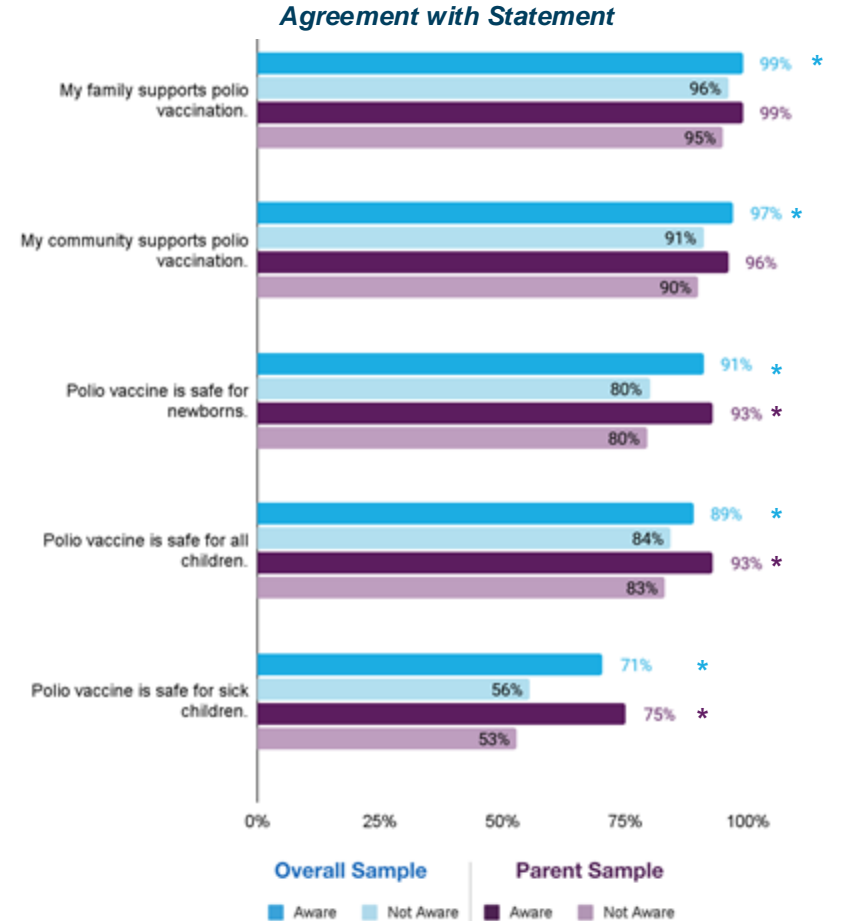
At baseline, most respondents were age 18-34 years (32% 18-24 yrs, 41% 25-34 yrs), with nearly equal gender distribution (49% female, 50% male). Over half were parents (55%), primarily with the youngest age 0-5 years (60%). In the follow-up survey, respondents showed similar demographic breakdowns, with a slight increase in females (52%), parents (57%), and respondents with children age 0-5 years (68%).

A total of 64% of respondents reported awareness of the activation at follow-up (n=217). Demographics for those who were aware of the activation and not aware were generally similar, though fewer not aware respondents reporting being parents (61% of those aware vs. 39% of those not aware). Given this difference, a subanalysis of aware/not aware parents was also performed and is presented alongside awareness results. Results from this analysis are presented first, with results from the longitudinal analysis following.

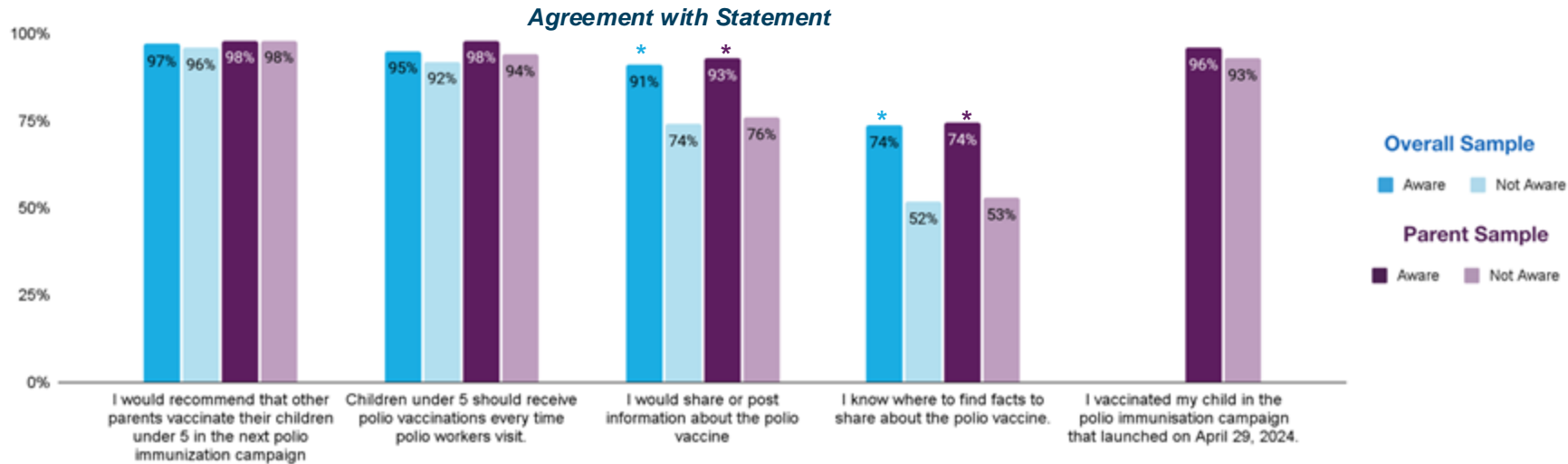
		Baseline	Follow-up		
		Overall n=468	Overall n=337	Aware n=217	Not Aware n=160
Age Group	18 - 24 yrs	32%	26%	26%	27%
	25 - 34 yrs	41%	44%	45%	43%
	35 - 44 yrs	20%	24%	25%	22%
	45+	7%	7%	4%	8%
Gender	Female	49%	52%	53%	52%
	Male	50%	47%	46%	48%
Is a parent/ caregiver	Yes	55%	57%	61%	39%
	No	45%	43%	39%	61%
Age of Youngest Child	0-5	60%	68%	69%	67%
	6-10	25%	22%	23%	17%
	11-17	11%	8%	5%	14%
	18+	5%	3%	2%	1%

Respondents who saw the activation demonstrated significantly better knowledge on key measures, with parents outperforming the overall sample. For example, 91% of those aware of the activation agreed that the polio vaccine is safe for newborns, compared to 80% of those not aware ($p=0.003$). Among parents, this belief was even stronger at 93% ($p=0.003$). Similarly, 71% of the overall sample who saw the activation believed the vaccine is safe for sick children, vs. 56% of those who did not ($p=0.003$). Among parents, 75% who saw the activation agreed, compared to 64% who did not ($p=0.001$). Parents who saw the activation showed significantly more agreement that the polio vaccine is safe for all children (93% vs. 83%, $p=0.024$), which was not replicated among the overall sample.

The overall sample showed significantly higher agreement that their family (99% vs. 96% overall, $p=0.030$) and community (97% vs. 91% overall, $p=0.010$) support polio vaccination. While parents aware of the activation also showed higher agreement, differences were not statistically significant.

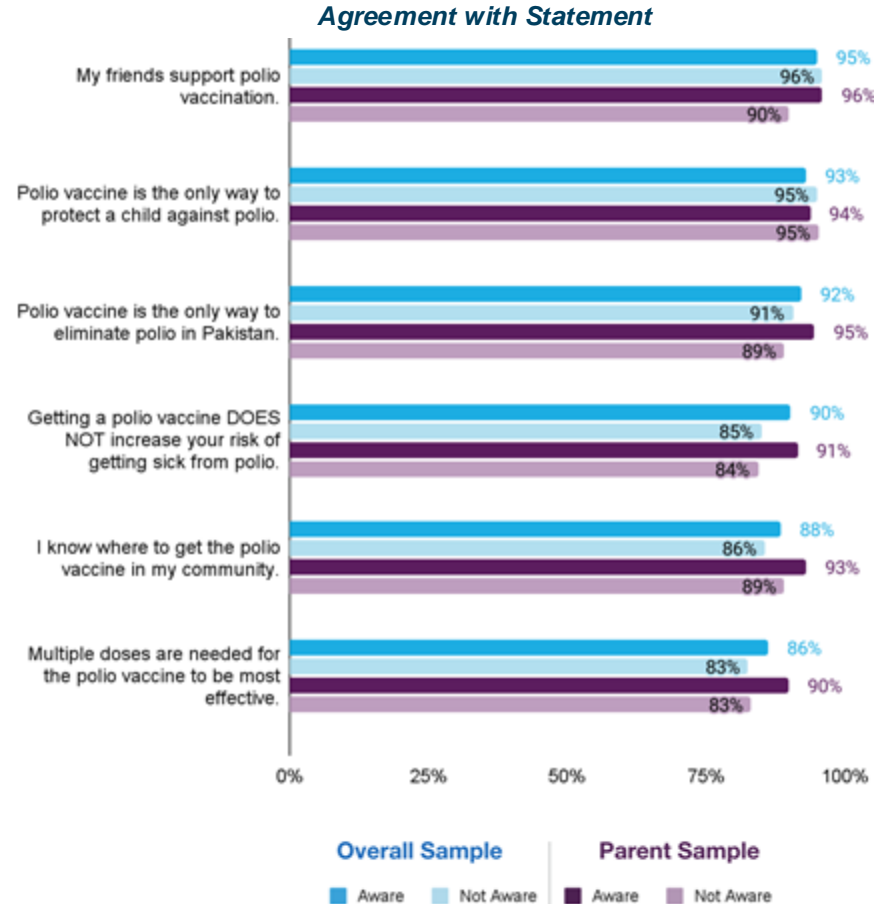


Those aware of the activation showed significantly more agreement that they would share or post information about the polio vaccine (91% vs. 74%, $p < 0.001$), with even higher agreement among parents (93% vs. 76%, $p < 0.001$). They also significantly more often agreed that they know where to find facts about the polio vaccine (74% vs. 56% overall, $p < 0.001$; 75% vs. 53% parents, $p = 0.004$). Those aware of the activation also showed higher agreement that children under 5 should receive vaccinations every time polio workers visit (95% vs. 92% overall; 98% vs. 94% among parents). At follow-up, 96% of parents with children under 5 who were aware of the activation reported vaccinating their children during the April 2024 campaign, compared to 93% of those not aware. Agreement on recommending vaccination to other parents was similarly high across groups, from 97% - 98%.



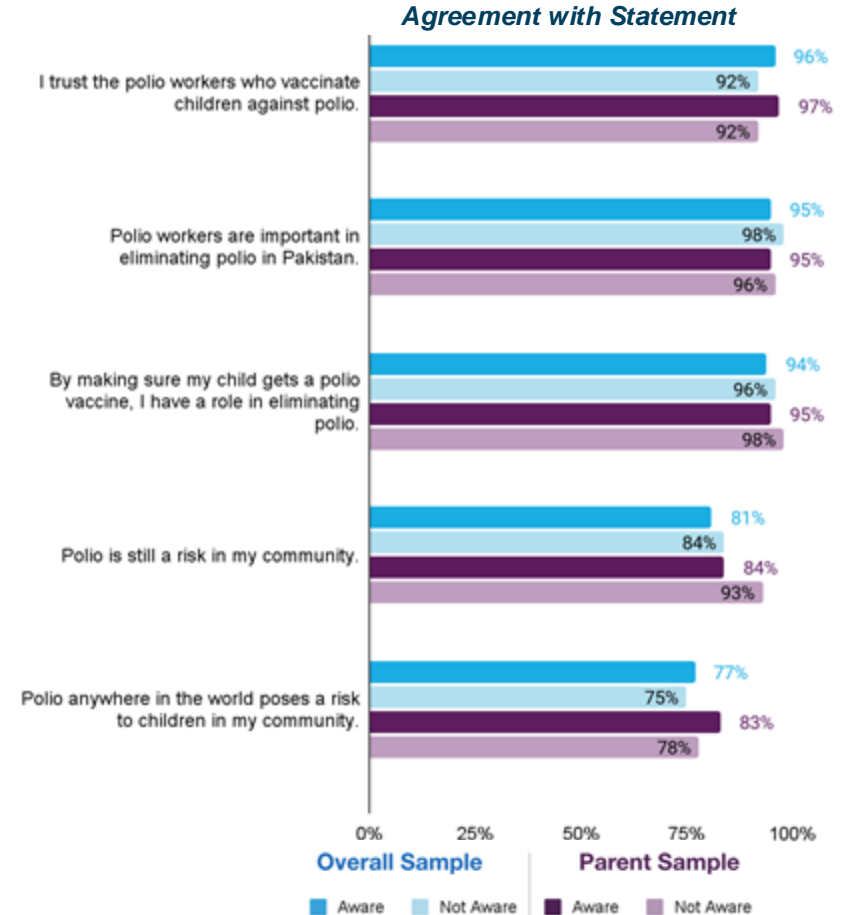
Among the overall sample, those aware of the activation more frequently agreed on several key points about polio vaccination. Specifically, 92% of those aware believed the polio vaccine is the only way to eliminate polio in Pakistan (vs. 91% not aware), 90% agreed that getting the vaccine does not increase the risk of getting sick (vs. 85%), 88% knew where to get the vaccine in their community (vs. 86%), and 86% understood that multiple doses are needed (vs. 83%).

In comparison, parents aware of the activation performed better across nearly all questions compared to both parents not aware and the overall sample: 95% agreed polio vaccine is the only way to eliminate polio (vs. 89% parents not aware), 91% that it does not increase risk of getting sick from polio (vs. 84%), 93% on knowing where to get the vaccine (vs. 89%), and 90% on the necessity of multiple doses (vs. 83%). While these differences are not statistically significant, they indicate promising trends. All other questions showed minimal differences between those aware and not aware of the activation.



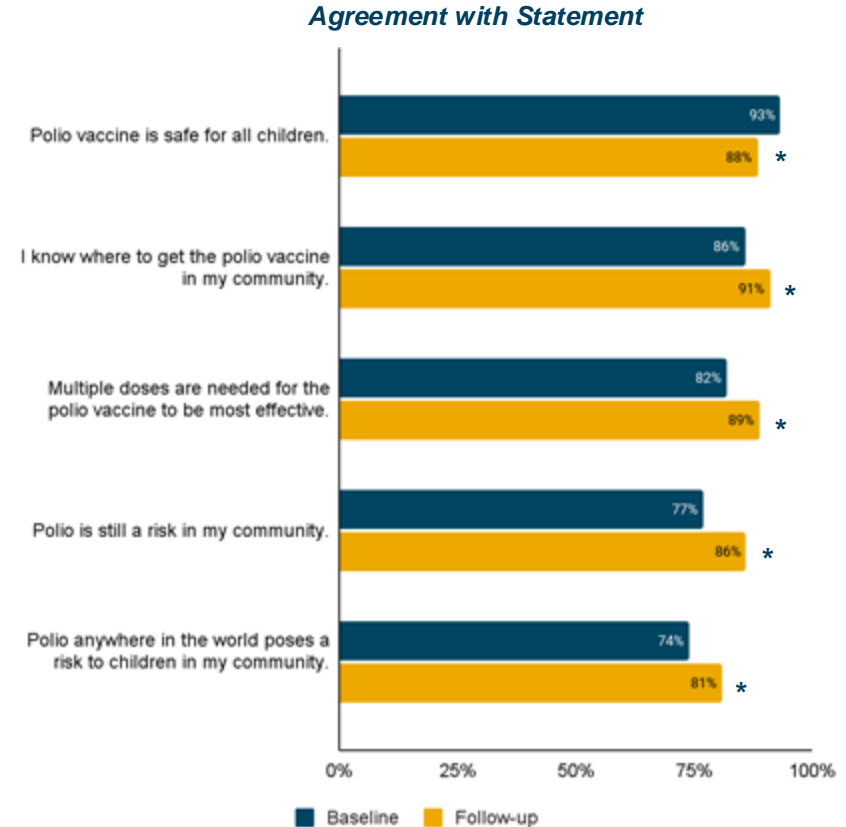
In the overall sample, those who had seen the activation more frequently agreed that they trust polio workers (96% vs. 92%), and that polio anywhere in the world poses a risk to children in their community (77% vs. 75%). In instances where those not aware of the activation performed better, differences were minimal.

Across nearly all questions, parents aware of the activation performed better than the overall sample, with the largest difference in agreement that polio anywhere poses a risk to children in their community: 83% of parents aware agreed, compared to 78% of not aware parents, and 75% of the overall sample not aware of the activation. Similar to the previous slide, these results indicate promising trends, though not statistically significant.



Within the 224 respondents who completed the longitudinal survey, there were statistically significant increases in understanding that multiple doses are needed for the polio vaccine to be effective (82% to 89%, $p=0.011$) and knowledge of where to get the polio vaccine in one's community (86% to 91%, $p=0.005$). Additionally, there were statistically significant increases in recognizing that polio is still a risk in their community (77% to 86%, $p=0.001$) and that polio anywhere in the world poses a risk to children in their community (74% to 81%, $p=0.049$).

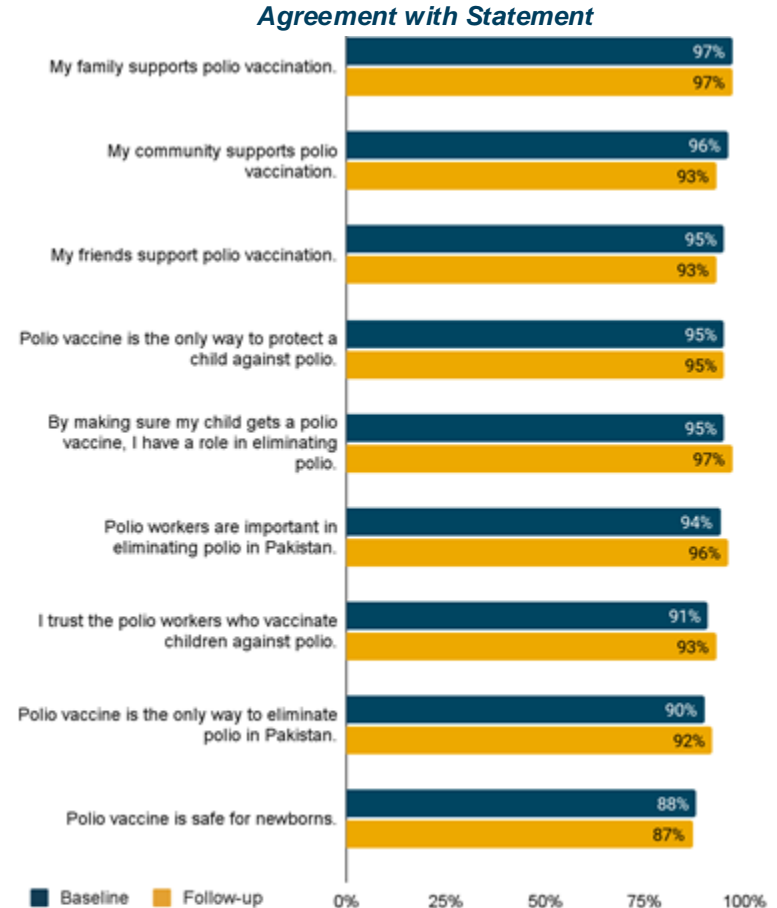
Conversely, there was a slight but significant decrease in agreement that the polio vaccine is safe for all children (93% to 88%, $p=0.021$). Due to the relatively small sample sizes, it was not possible to determine whether shifts were driven by those aware of the activation or those not aware.



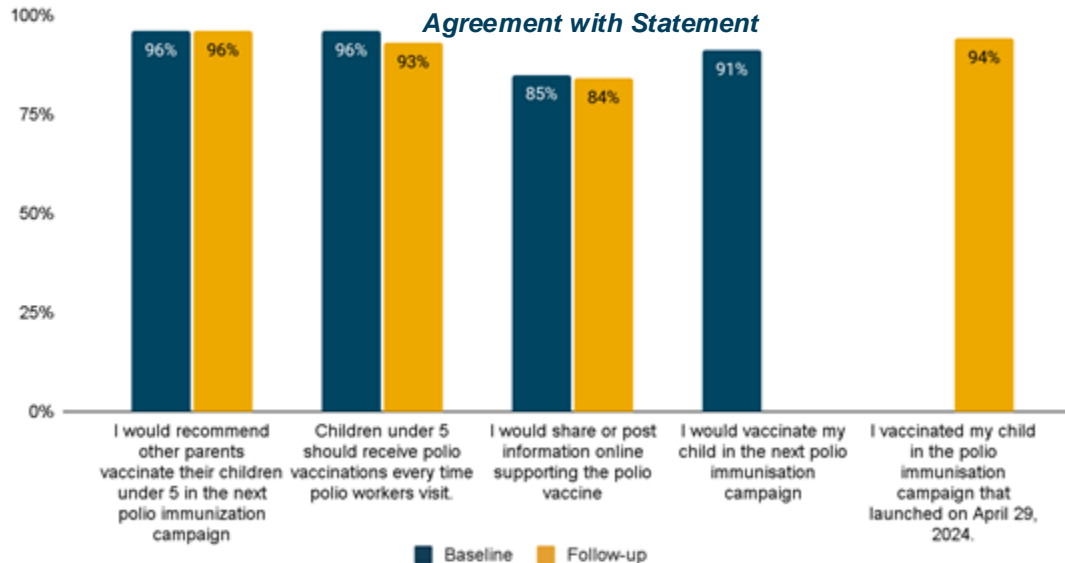
The analysis revealed various shifts in attitudes, though none were statistically significant. Notably, there was an increase in agreement that polio workers are important in eliminating polio in Pakistan (from 94% to 96%) and a rise in the belief that ensuring a child receives a polio vaccine contributes to eradicating the disease (from 95% to 97%). Trust in polio workers also showed a slight increase (from 91% to 93%). Additionally, the belief that the polio vaccine is the only way to eliminate polio in Pakistan increased from 90% to 92%.

Agreement with the statement that the polio vaccine is the only way to protect a child against polio remained consistent at 95%.

Meanwhile, perceptions of family support for polio vaccination remained steady at 97%. However, perceptions of community support decreased slightly from 96% to 93%, and perceptions of friend support dropped from 95% to 93%. The belief that the polio vaccine is safe for newborns also remained relatively stable, with a slight decrease from 88% to 87%.



At both baseline and follow-up, 96% of respondents would recommend other parents vaccinate their children under 5 in the next polio immunisation campaign. The percentage of respondents willing to share or post information online supporting the polio vaccine also remained nearly the same, from 85% to 84%. Additionally, 91% of parents with children under 5 indicated at baseline that they would vaccinate their child in the next polio immunisation campaign, and 94% reported at follow-up that they had vaccinated their children during the April 2024 campaign. Finally, agreement that children under 5 should receive polio vaccinations every time polio workers visit decreased slightly, from 96% to 93%.

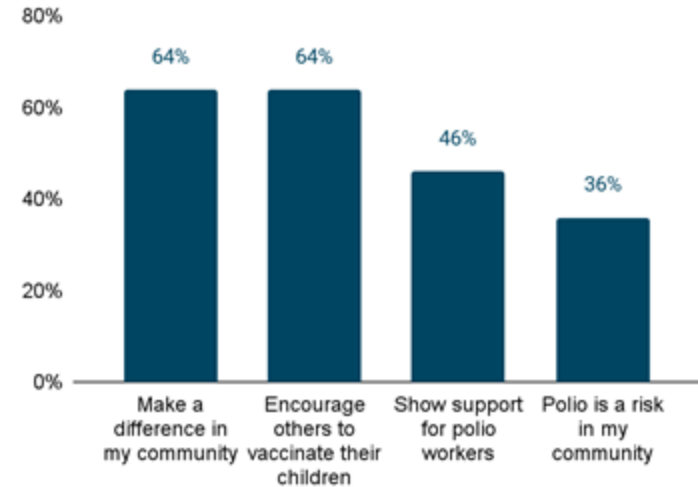


Digital Volunteer Survey

After the activation, 22 uInfluence digital volunteers took part in a survey to share their actions during the activation, perceptions of the programme and their involvement, and self-efficacy in advocating for polio vaccination. Among respondents, 86% saw received the call to action to promote the country immunisation campaign in an email from uInfluence, and 73% saw the call to action in social media content from the uInfluence programme. Of the 10 survey respondents who were parents of children under 5, a majority of them (70%) reported vaccinating their children during the campaign; those who did not vaccinate their children stated that polio workers did not come to their home.

When asked what motivated them to promote the immunisation campaign, most had a desire to make a difference in their community and to encourage loved ones to vaccinate their children for polio (both 64%). Additionally, 46% wanted to show support for polio workers and 36% believe polio is a risk in their community.

Motivations for Participating



All of the digital volunteers surveyed (100%) reported that they **actively promoted the polio immunisation campaign**. A majority of respondents talked with others about the importance of polio immunisation (80%), followed by 73% who talked with loved ones about the polio immunisation campaign. Just over 40% posted an image or video from a uInfluence email, while 36% shared support for polio workers, encouraged their community to vaccinate children against polio, and liked/ commented/ tagged someone in a uInfluence post. Finally 27% shared content from uInfluence, and shared facts to combat misinformation, and 23% created and posted their own content about polio.

Actions taken by volunteers

- 80%** Talked with others about the importance of polio immunisation
- 73%** Talked with loved ones about the polio immunisation campaign
- 41%** Posted image or video from a uInfluence email.
- 36%** Shared support for polio workers online
- 36%** Encouraged community to vaccinate children against polio
- 36%** Liked/ commented/ tagged someone in a uInfluence post
- 27%** Shared or reposted content from uInfluence
- 27%** Shared facts to combat misinformation
- 23%** Created and posted their own content about polio

Over 90% of respondents felt that the uInfluence activation in Pakistan helped them feel more connected to the mission of uInfluence, and the same number appreciated the opportunity to share their support for polio vaccination with loved ones.

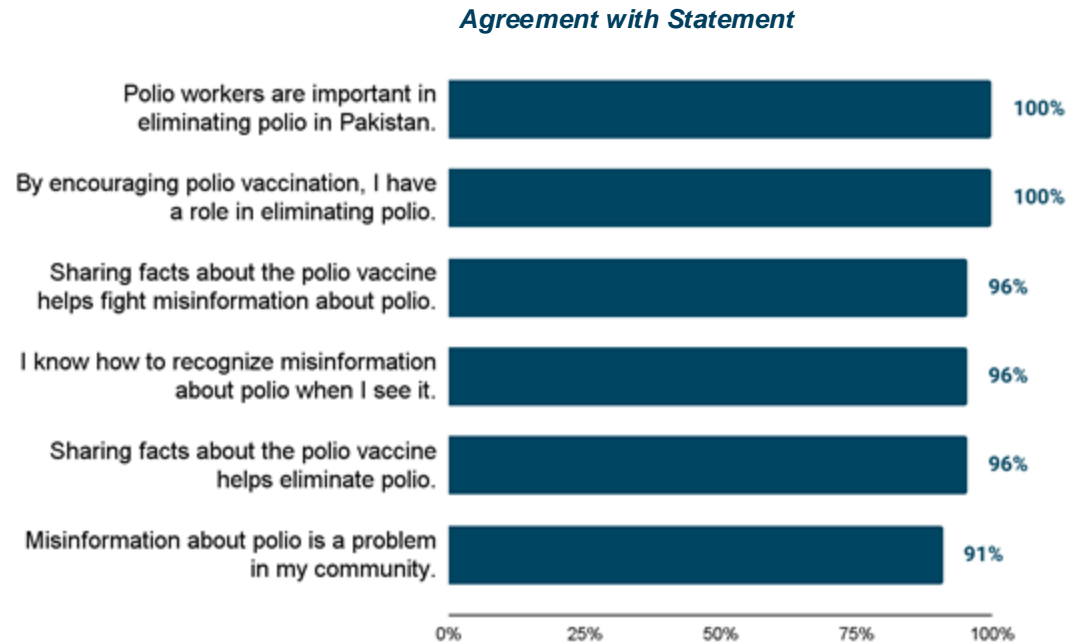
Additionally, nearly 90% reported that uInfluence's support for the Pakistan immunisation campaign helped them feel more connected to their community and helped them contribute to a polio-free world.

Over 80% said the activation helped them better understand their role as uInfluence volunteers, feel informed about local polio efforts they were previously unaware of, and play a clearer role in ensuring a polio-free Pakistan.

When uInfluence provides support to an immunisation campaign happening in Pakistan it...

Makes me feel more connected to the mission of uInfluence	91%
Gives me the chance to share my support for polio vaccination with loved ones	91%
Makes me feel more connected to my community	86%
Helps me play a role in ensuring a polio-free world	86%
Helps me better understand my role as uInfluence volunteer	82%
Informed me about local polio efforts I did not know about	82%

All (100%) survey respondents recognized the importance of polio workers in eliminating polio in Pakistan and felt that encouraging polio vaccination allows them to play a role in polio elimination. Nearly all agreed that sharing facts about the polio vaccine helps fight misinformation, reported knowing how to recognize misinformation about polio, and believed that sharing vaccine facts helps eliminate polio (all 96%). Lastly, 91% acknowledged that misinformation about polio is a problem in their community.



More knowledge among gen pop survey takers

Respondents who were aware of the activation demonstrated significantly better knowledge about the safety of the polio vaccine, with parents showing even higher levels of understanding. This suggests that polio messaging amplified during a uInfluence digital volunteer network activation can improve knowledge, particularly among parents, who are crucial in decision-making for vaccinations.

Perceptions of higher family and community support

Both the overall sample and parents aware of the activation reported higher levels of family and community support for polio vaccination, with the differences being statistically significant in the overall sample. This indicates that the activation not only improved individual knowledge, but also reinforced collective support for vaccination within families and communities.

More willingness to share reliable facts about polio

Respondents aware of the activation were significantly more willing to share information about the polio vaccine and were significantly more knowledgeable about where to find reliable facts. This underscores the importance of activations in not only educating people about polio, but also in empowering them to act as informed advocates within their communities.

Significant improvements over time

The longitudinal study demonstrated significant improvements in respondents' understanding that multiple doses of the polio vaccine are necessary for effectiveness, knowledge of where to obtain the vaccine within their community, and recognition of polio as an ongoing risk both locally and globally. These improvements suggest a positive shift in overall community awareness and understanding of polio vaccination.

Active participation by digital volunteers

All digital volunteers who completed a survey reported actively promoted the polio immunisation campaign, with the majority stating that they engaged in conversations and shared content about polio. This demonstrates that when people are reached with uInfluence, they are highly engaged with the content, even on short notice. A focus of future efforts should be on expanding reach and engagement to maximize impact of uInfluence's efforts on a larger scale.

uInfluence drives connections and desire to make a difference

Results from the digital volunteer survey suggest that uInfluence can foster a sense of connection during an active polio immunisation campaign, with 91% of respondents feeling more connected to the mission of uInfluence and 86% feeling more connected to their communities during the activation. Additionally, 86% of respondents felt that uInfluence helped them play a role in ensuring a polio-free world. This feeling of connection, coupled with the belief that uInfluence allows people to make meaningful contributions to their community, demonstrates that uInfluence taps into a widespread desire to make a difference.

uInfluence volunteers are knowledgeable

Nearly all digital volunteers who took the survey strongly agreed on key polio and misinformation issues, with 100% recognizing the importance of polio workers and the role they play in eliminating polio. Additionally, 96% agreed that sharing facts about the polio vaccine helps fight misinformation and eliminate polio and reported knowing how to recognize misinformation when they see it. This consensus indicates that uInfluence has cultivated a knowledgeable and engaged base of participants, which is a promising foundation for the programme's future efforts.



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