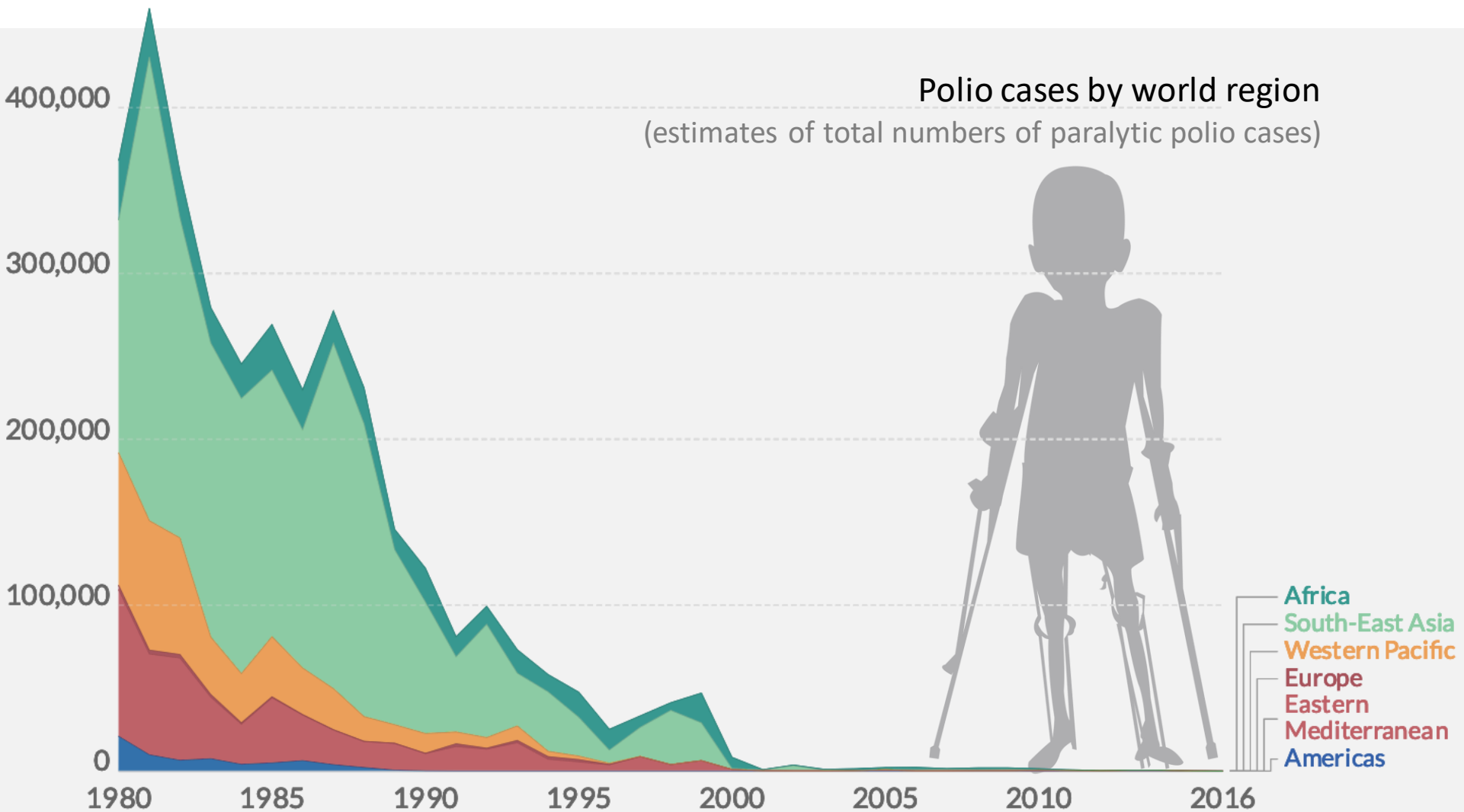




A New Digital Reality:
How fake news and
misinformation challenges
the largest vaccination
effort in history

Rustam Haydarov, Senior Communication Manager
Polio Eradication UNICEF New York HQ

Polio Endgame: The Last Mile



Source: WHO (2018) and Tebbens et al. (2011)

Note: These estimates are based on a model by Tebbens et al. (2011) that multiplies the reported number of cases with a correction factor based on the quality of each country's surveillance system. After a country is certified polio-free, however, the reported polio cases are used.

OurWorldInData.org/polio/ • CC BY

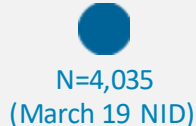


Vaccine confidence &
trust on the way to
reaching the last 1%...

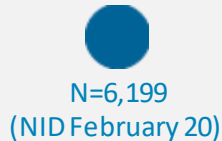
Wild Polio remains endemic only in Afghanistan and Pakistan

Number of children missed due to refusal

Kandahar City and Dand



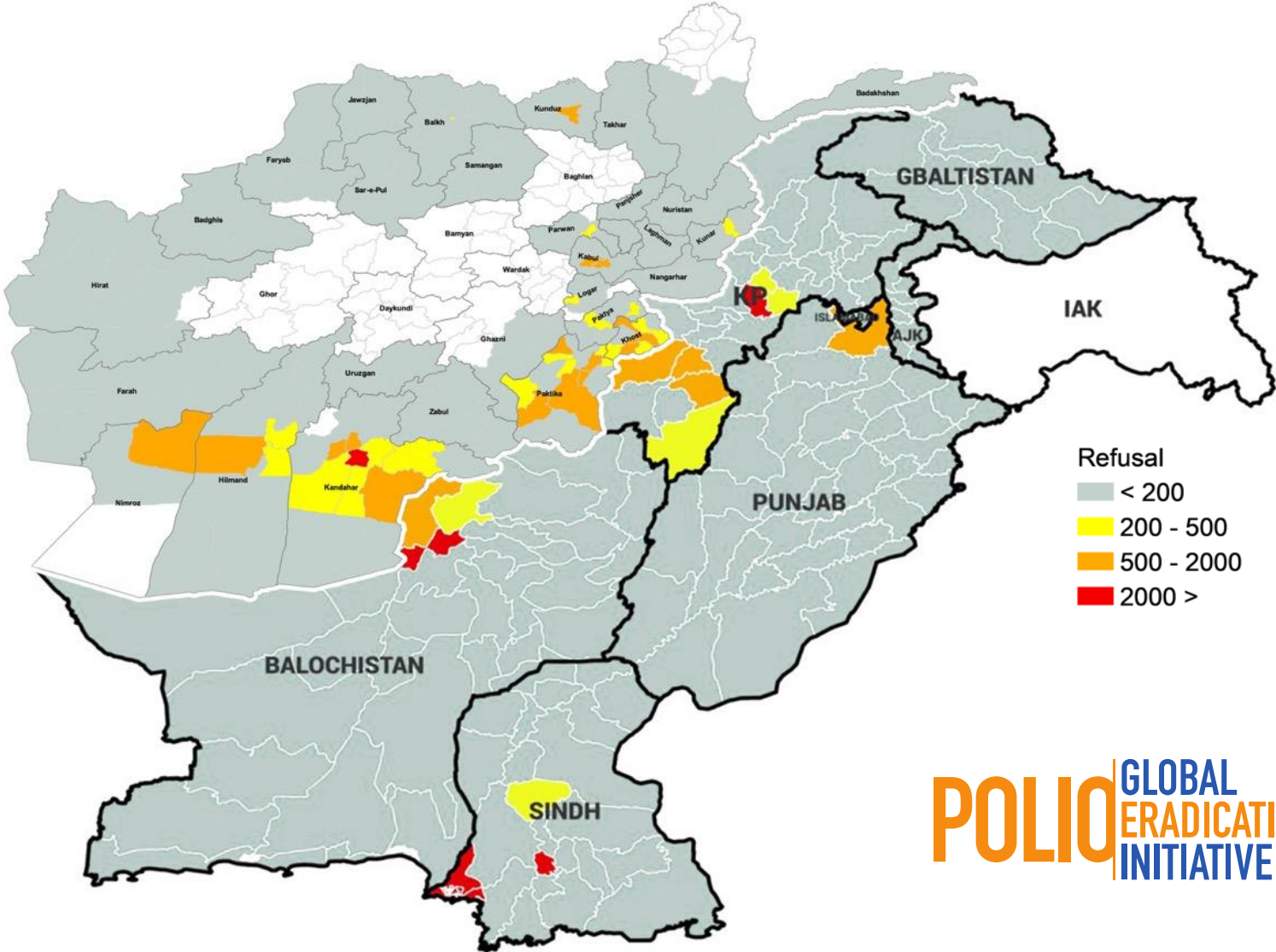
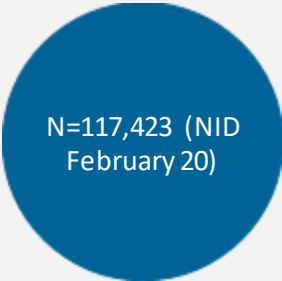
Quetta Block



Peshawar & KP



Karachi





Peshawar Incident,
22 April 2019

An Emerging Challenge: Fake News and Misinformation



 **PTI KP (Official)** ✓
@PTIKPOfficial

EXPOSED :: Watch carefully how someone was putting words into his mouth regarding the fake and baseless news of deaths due to [#Polio](#) vaccination.

InshaAllah, the anti-Polio campaign will continue and we will make Pakistan Polio-Free !

[#Peshawar](#)

♥ 181 3:08 PM - Apr 22, 2019

💬 74 people are talking about this

A tsunami of fake news hits social and mainstream media

Hundreds of Pakistani children hospitalized with nausea and vomiting, following polio vaccines

AMNTV @ AMNPeshawar · Apr 25 ·
Polio was very hard to eradicate from the country but damaged the polio vaccine due to the inauspicious government's weaknesses, which can not be expected by the government to give two polio drops to the children properly. The infidel and the war of Islam have been created
#AlmaWali #polio

Orya Maqbooljan @tamOryaMaqbool
The implementation of Islam is not approved by the gun, but the polio drops are being plunged with guns
#PakistanArmy #Polio

The bkmcite is at Hayatabad Medical Complex Peshawar.
April 22 · Peshawar, Pakistan ·
About 500 child were admitted today at HMC Peshawar due to polio vaccine cross reaction most of them were in miserable conditions A BHU hospital is set to fire by the villagers near Peshawar 😞 WHO shouldn't work blindly like this our little flowers shouldn't shatter by your negligence.
Does a polio vaccine is really safe one?
#Copied

Hashmat Faraz @hashmatfaraz
700 kids admitted in Ho
#boycott_polio #no_more_polio

The Truth @thetruth3
پولیو کے قطرے اگر نہ پلائے تو تھانے کے چکر اور اگر پلائے تو پھر ہسپتال کے چکر
#No More polio
If the drops of polish are not done, then go to the hospital and if you do it then visit the hospital.
#No_More_polio

Qabailistan Ki Awaz @QabailistanKiAwaz
The principal of the al-Falah public school refused to suck the polio drops in the absence of parents, so the doctor and the police team forced drops to the children of nursery & 100 in the classes.
#No_more_polio

Qabailistan Ki Awaz
پشاور کی شہر میں ہمارے بچوں کا حق اور
پشاور کی
آواز دینا تاکہ ہماری آواز سنی جائے۔

Qabailistan Ki Awaz
پشاور کی شہر میں ہمارے بچوں کا حق اور
پشاور کی
آواز دینا تاکہ ہماری آواز سنی جائے۔

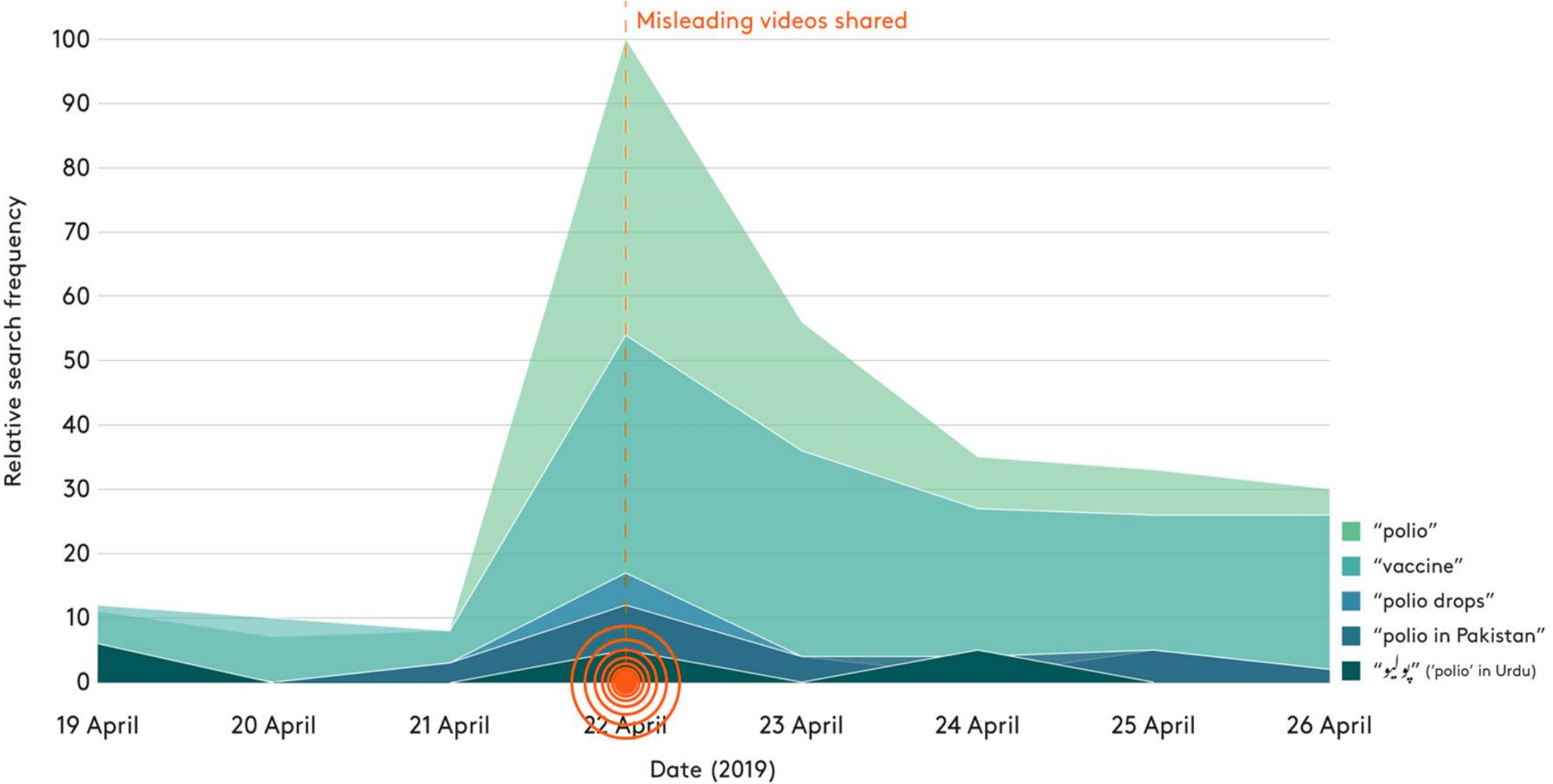
No_More_Polio # No_More_Polio

0:02 189 views

Apr 2018

All Hamed · Abdul Saleem Dadaabhy and 9 others

April 2019: Google searched for polio-related keywords in Pakistan



The Ripple Effect: Panic, Protests, Stalled Campaign

- Off-line rumours multiply effect of online misinformation
- Concerned parents bring 45,000 school children to hospitals within days
- A mob sets a health clinic on fire
- A health worker and two police officers die in the aftermath of protests
- Polio frontline workers beaten, stoned, and harassed
- Polio campaigns suspended for months

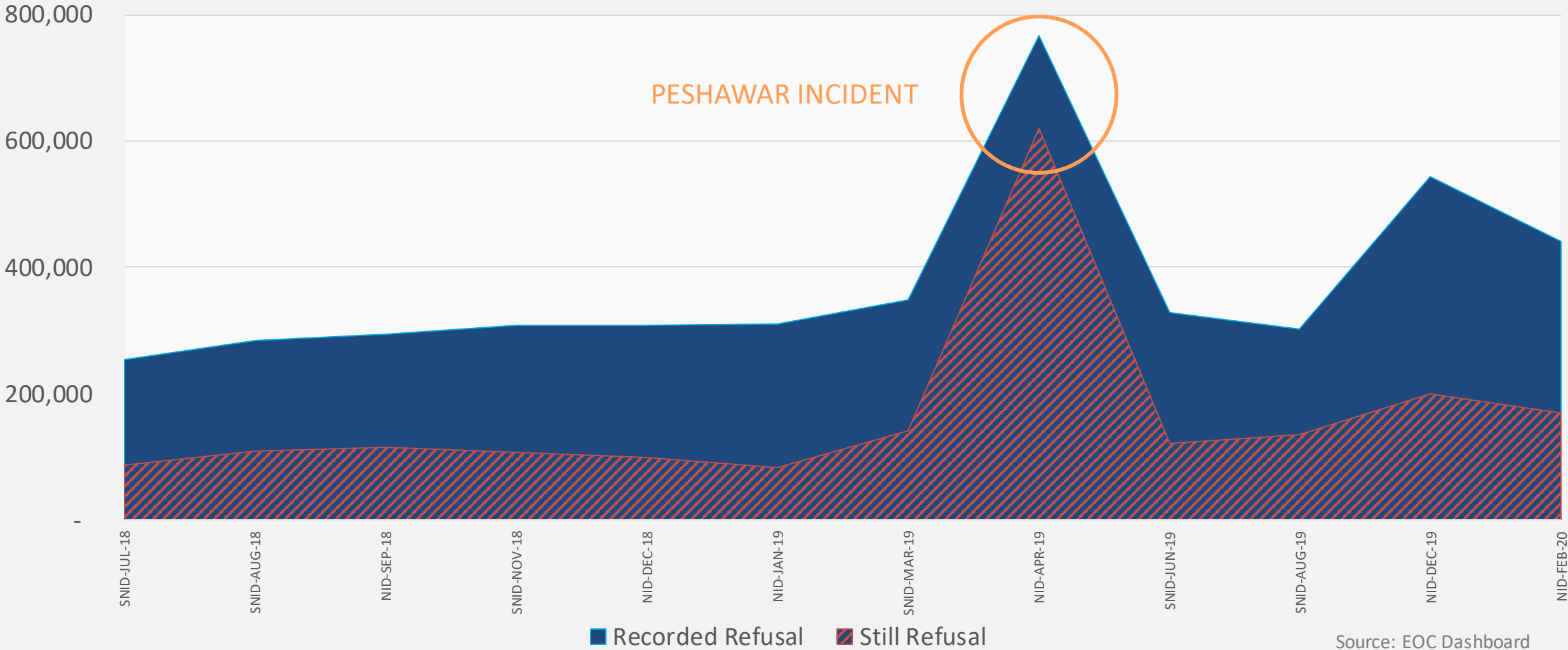


Open source: <https://twitter.com/imfayazkhalil/status/1120294841055883264>



Aftershocks and the long way ahead: Rebuilding confidence in the Polio Vaccine

Polio Community Based Vaccination: Recorded and Still Refusal Of Polio Vaccine Uptake (Jul-18 to Feb-20)

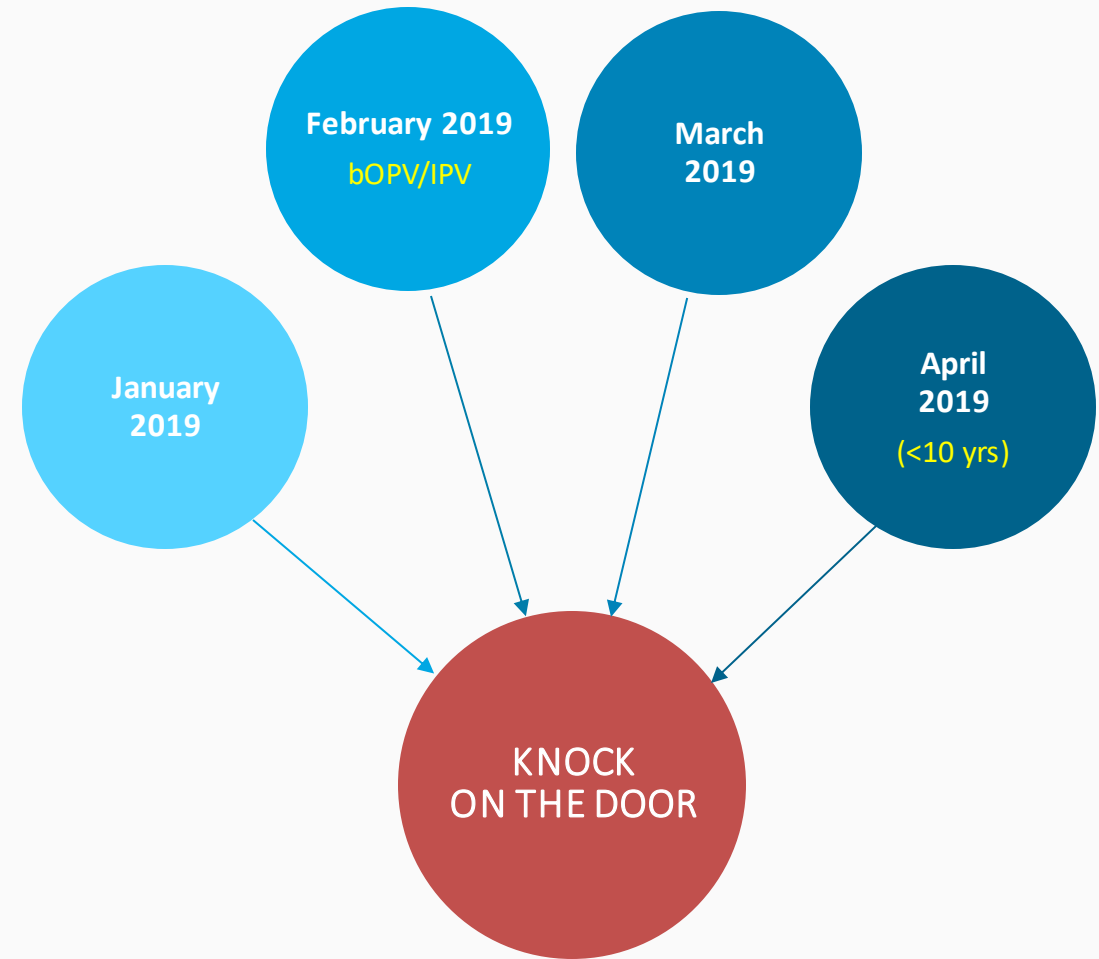


Source: EOC Dashboard

Peshawar Incident build up: “epidemic of door knocks”

Key learnings:

- Although misinformation finds its fuel online, it does not usually originate there
- Digital engineers use scientific ways to take the experiences, patterns, worldviews and emotions that originate offline, and exploit them online
- Synergy between online and the real-world *bricks & mortar* communications
- Need to build systems of resilience to ‘inoculate’ the public online *and* off-line against rumors and misinformation

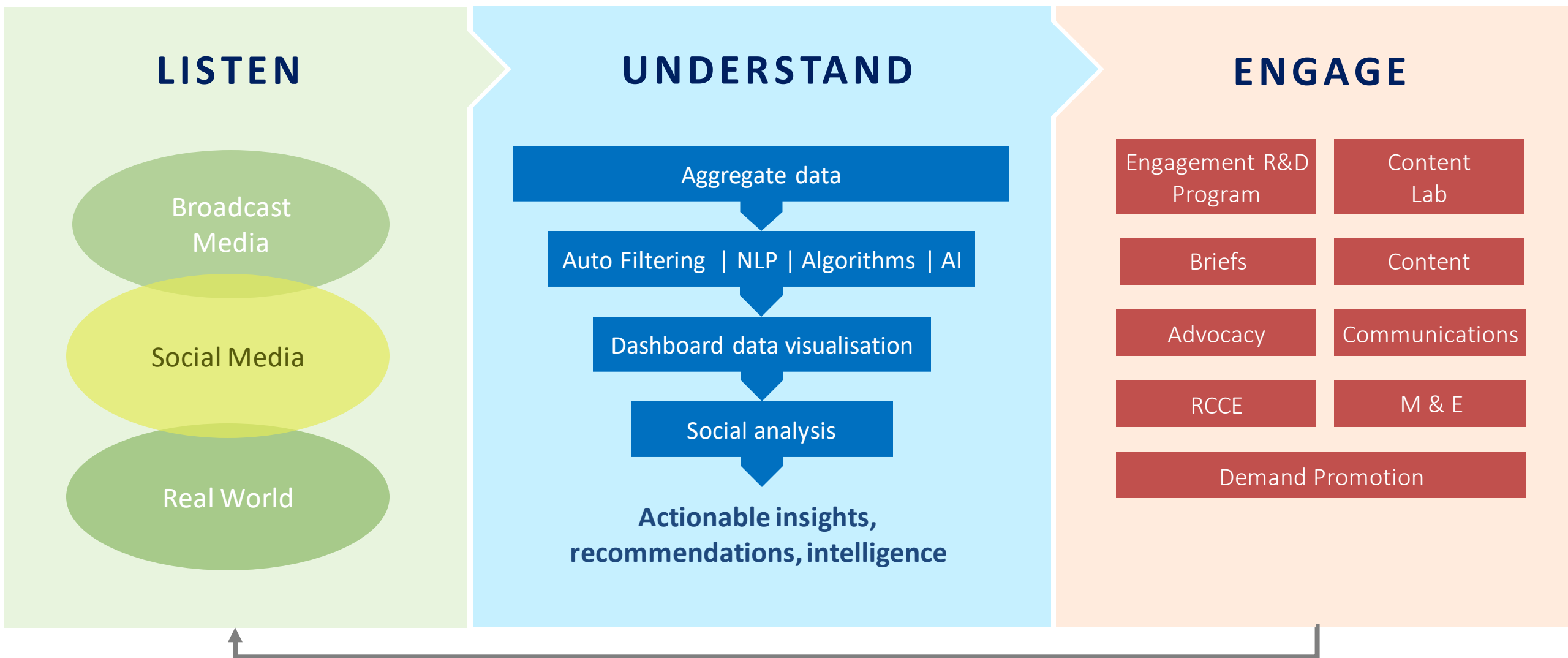


FATIGUE:



VACCINATION DEMAND OBSERVATORY

An operational framework for social listening & engagement



Acknowledgements

- Global Polio Eradication Initiative
- UNICEF Pakistan (Dennis Chimenya, Bharat Gautam, Arifa Sharmin)
- FirstDraft (Claire Wardle, Sarika Bhattacharjee)
- CDC (Elisabeth Wilhelm, Tina Purnat)
- UNICEF New York HQ (Ross McIntosh, Tommi Laulajainen, Angus Thomson, Mariana Zaichykova, Diane Summers, Vincent Petit)
- Design (James O'Neil)

www.unicef.org

www.polioeradication.org

<https://poliok.it/>

Questions & suggestions:

Rustam Haydarov, Sr. Communication Manager,
UNICEF New York HQ

rhaydarov@unicef.org

