

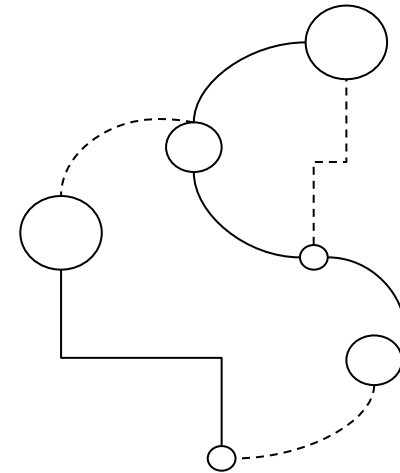


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# Closing The Loop On Digital Media

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**Collective  
service**  
Risk Communication and  
Community Engagement



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# The Problem

## Situation overview

- In 2021 online audiences in Ghana expressed vaccine hesitancy due to COVID-19 related misinformation they came across online. There was an immediate risk that this can lead to widespread vaccine refusals for both COVID-19 and Polio vaccines.
- UNICEF Polio Digital Community Engagement Unit used latest machine learning led social listening techniques to identify misinformation narratives circulating in Ghana. This was counter-verified by UNICEF polio field teams that cited social media as a source of vaccine hesitancy at the community level.

## Problem statement

- COVID-19 related online misinformation threatened polio vaccine acceptance due to established evidence that hesitancy towards one vaccine leads to hesitancy towards other vaccines

### Arrival of Moderna COVID-19 vaccines in Ghana met with hesitancy, misinformation

A COVAX shipment of Moderna vaccines from the U.S. is spurring misinformation. In one example, a [UNICEF Ghana post](#), the discussion quickly turned to [criticism](#) of the national government for a [perceived failure](#) to improve Ghana's situation and [relying on foreign aid](#). Some encouraged the use of [local COVID-19 treatments](#). Others claim that Americans are [rejecting the vaccines](#) and referenced the batch of [contaminated vaccine](#) vials in Japan, which some mistakenly believe to be Moderna vaccines, rather than Johnson & Johnson.

### ● Recommendation: Passive response

Negative reactions to donated COVID-19 doses are widespread. Explaining why and where doses are coming from and promoting the benefits of these vaccines is recommended. Continuing outreach to traditional healers is recommended.

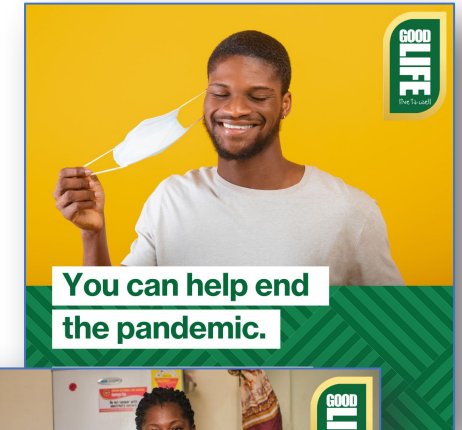
# The Solution

## Actions

- Since community reported social media as the primary source of vaccine misinformation, an online communication campaign was designed to address these harmful narratives
- UNICEF Polio Digital Community Engagement delivered a geo-targeted social media communication campaign targeting social media users in Ghana between the ages of 18-45.
- The campaign was designed in 3 steps:
  1. Misinformation narratives identified through online social listening for Ghana
  2. SBC approved messaging designed in social media friendly formats to address identified misinformation
  3. Campaign deployed on Facebook and Google through paid digital advertising and local social media influencers

## Measurement

- Communication campaign was evaluated using metrics and targeted surveys from Facebook Business Suite and Google Analytics
- Campaign reached almost 6 million people through social media channels in Ghana
- It directed almost 250,000 people to the UNICEF Ghana CO's FAQ page for COVID-19 vaccines



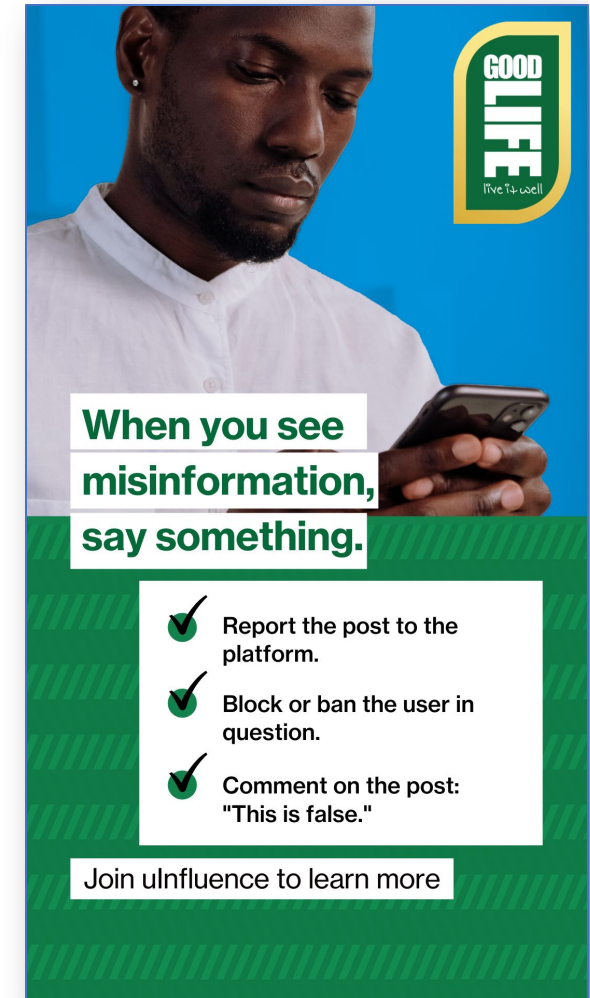
# Outcomes and Key Learnings

## Outcomes and Impact

- The impact of the communication campaign were measured using Brand Lift Studies and online surveys
- Results showed statistically significant impact between control and treatment audiences as below:
- 7% increase in vaccination recommendation to friends and family (60.8% vs 67.8%)
- 4.3% increase in belief that vaccines are the best way to prevent COVID-19 (62.1% vs 66.4%)
- 4.2% increase in trust that vaccines are better than natural alternatives (30.0% vs 34.2%)

## Key Learnings

- Aligning design language with a recognized local campaign is key to greater confidence in social media content
- Engagement and support from MoH and local Government were instrumental in speed of deployment
- The model provides efficacy evidence for UNICEF Polio Team's vaccine-agnostic and replicable Misinformation Response Framework



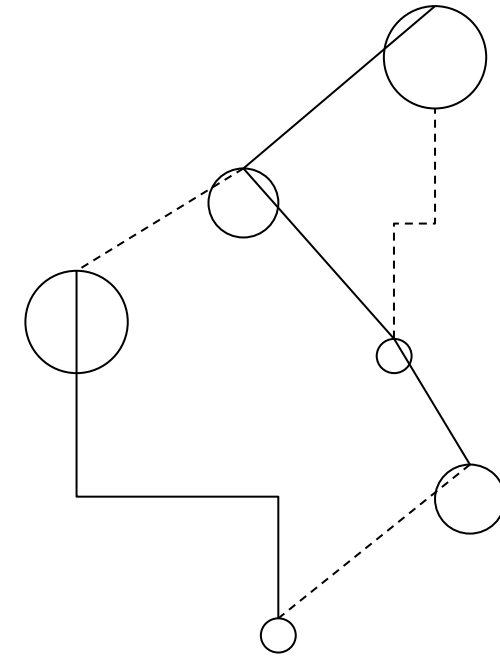


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# THANK YOU



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