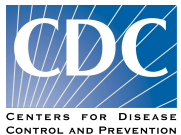




Hearing and addressing people's vaccine-related concerns in Viet Nam

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The Problem

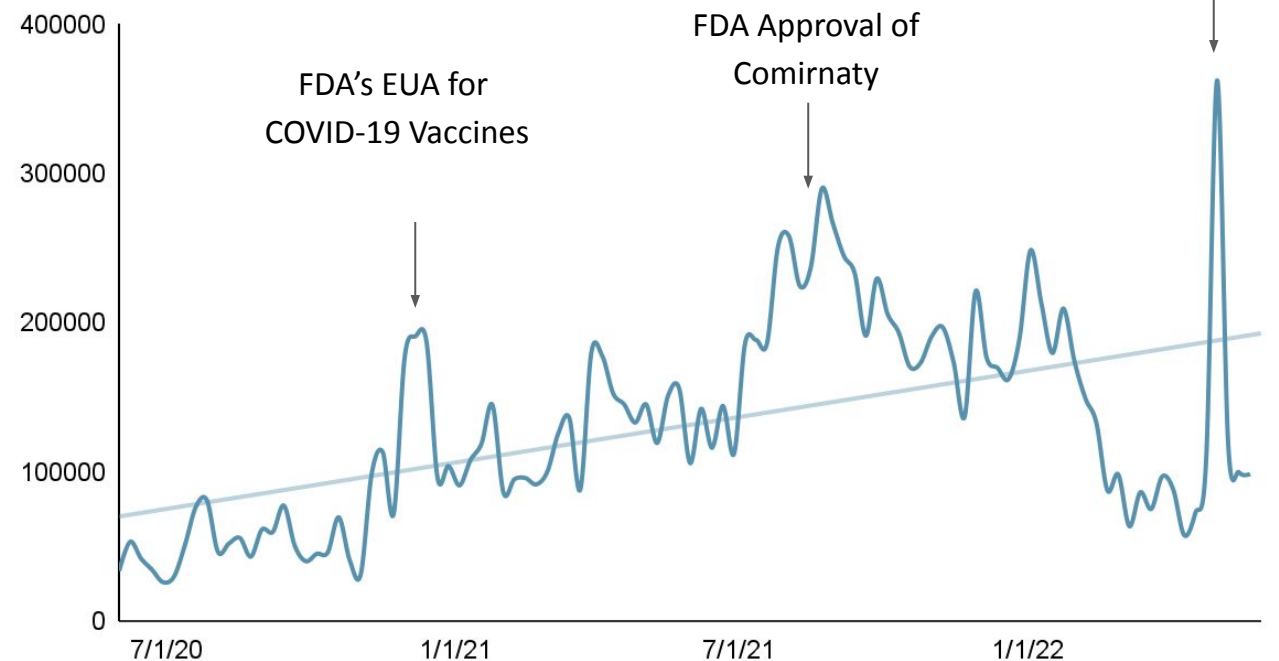
Situation overview

- Globally, vaccine opposition is on the rise. Since June 2020, the Vaccination Demand Observatory (VDO) has collected over **13 million** English-language references to vaccine opposition, with a generally steady rise over time.
- In early 2022, 15% of survey respondents in Viet Nam believed the COVID-19 vaccine is **unsafe** 13% of believed the vaccine is **ineffective**.
- Currently there is slow COVID-19 vaccination progress for **children from 5-12** years old and for the booster doses for adults.
- Misinformation about these topics is on the rise.

Problem statement

Vaccine hesitancy, fueled in part by misinformation and information gaps, continues to threaten vaccination efforts.

Global Vaccine Opposition



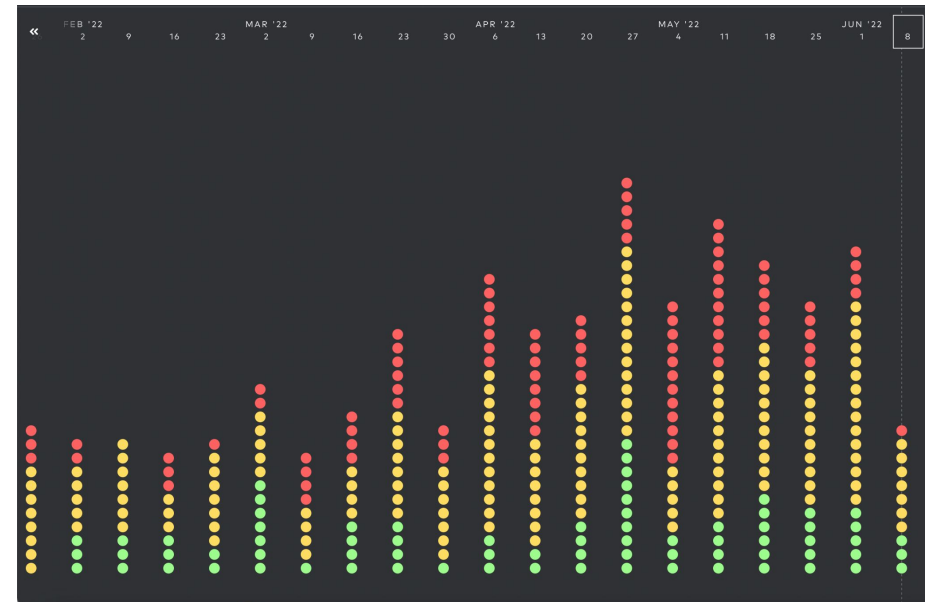
The Solution

Actions

- The VDO equips countries with **customized social listening programs to boost vaccine demand** and address misinformation.
- The VDO monitors local language online public conversation, identifies vaccine misinformation within the country, provides vetted messages and creative assets to respond to the misinformation and works 1:1 with country staff to build capacity and provide rapid response technical assistance.
- UNICEF Viet Nam is collaborating with the MoH on a three year work plan including the **"Safe Journeys" media campaign**, which includes a focus on debunking myths about COVID-19 vaccines.
- The VDO is being used to refine campaign materials to **ensure that the campaign is responsive** to current information gaps and misinformation.

Measurement

- Since launching in Viet Nam, the VDO has analyzed **1.3 million social listening results** in the country, including **800k references to misinformation**.
- **49 misinformation alerts**, including context, fact checking, and suggested responses.



Dashboard screenshot. VDO alerts are organized by risk. High Risk (red), Medium Risk (yellow), Low Risk (green).

Outcomes and Key Learnings

Outcomes and Impact

- This is an **unprecedented way of campaigning** in UNICEF Viet Nam.
- Before the VDO, UNICEF Viet Nam had not used social listening to inform a vaccination media campaign like Safe Journeys.
- Safe Journeys reached **~25 million people** in phase 1 of the campaign.



Key Learnings

- **Integrating with ongoing national efforts** to address misinformation is more effective than stand-alone interventions.
- Dashboards alone are not enough. **Human analysis, insights, and consultation** provide tangible value.
- **More support is needed** to equip UNICEF teams to respond to misinformation and support national partners.
- **Close collaboration with country staff** is essential to making sure the VDO is responsive to country needs and useful in real-world context.
- **Local and ethnic minority language** social listening is needed to understand online conversation.



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THANK YOU

