#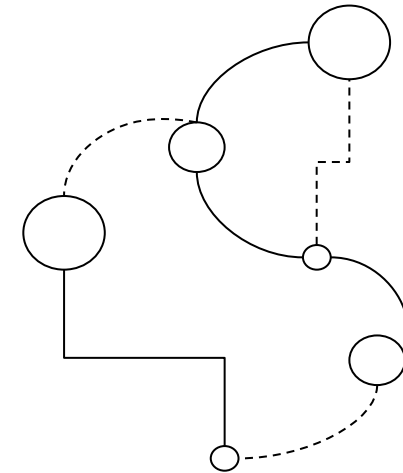 Using 2-way SMS communication to address rumours, gather insight and support communities: Malawi Red Cross in partnership with Katikati

Joseph Mwase
Help Desk Team Lead, Malawi Red Cross Society, Malawi

*Arnav Kapur*
Chief of Staff, Katikati, Kenya

Situation overview: *explosion of rumours, volunteers struggling to address this*

Problem statement: *need for a remote, fast, trusted and two-way dynamic channel of communication to better inform volunteers and communities*

Katikati provides communication software for MRCS:

- **Two-way channel**
- **Toll-free SMS shortcode** (1134) for Malawi
- **Contact volunteers** by area, ask questions, respond
- **Tag their responses** to analyse this live

☐ 💬 1259/1259 ⇩ Recent inbound mess ⌄
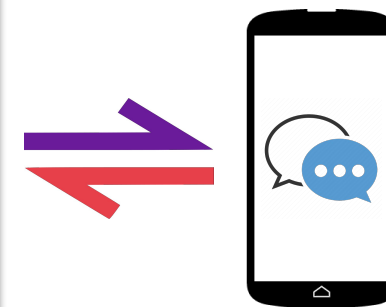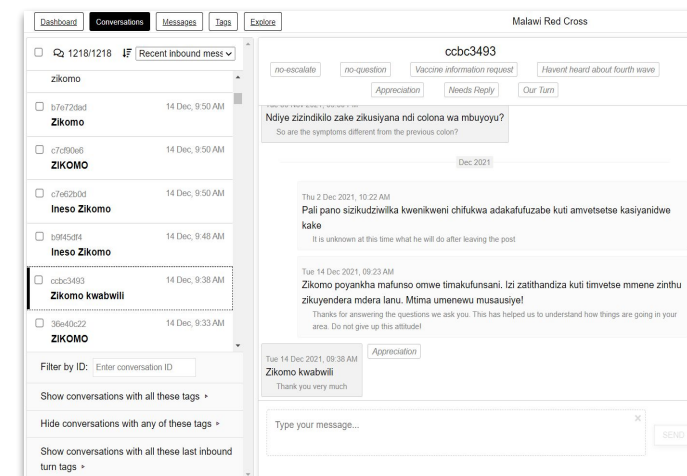
Jun 2022

☐ 44af4cb1   17 Jun, 3:02 PM
Malowotu Simudatipatse

☐ c9ab43d9   17 Jun, 2:10 PM
Tathokoza Zikomo

☐ fc897b8e   15 Jun, 2:05 PM
BABA SHOPU YA TEMWA K...

☐ b3908b0c   14 Jun, 6:11 AM
Okondedwa, awa ndi ... [pending]

☐ 9f3feed3   8 Jun, 7:50 AM
Zikomo tathokoza

☐ 84643352   7 Jun, 10:35 PM
Okondedwa, awa ndi ... [pending]

☐ 5ece98a3   6 Jun, 11:01 PM
Okondedwa, awa ndi ... [pending]

☐ 5383a399   6 Jun, 4:39 PM
Okondedwa, awa ndi ... [pending]

☐ 03075dc3   6 Jun, 2:45 PM

Filter by ID: [Enter conversation ID]

Show conversations with all these tags ▸

Hide conversations with any of these tags ▸

Show conversations with all these last inbound turn tags ▸

59c9fae0

| volunteer batch 2 | Mzuzu | no-question | covid19 is not real | de-escalate |
| well being | Heard about fourth wave | Radio | Television | Appreciation |

mphekesera zanji anthu akulankhula zokhuza katemera wa COVID?

We want to know what problems you are facing in the work of COVID. So what are the rumors about the COVID Vaccine?

Fri 22 Oct 2021, 11:36 AM   *covid19 is not real*

Athu ena akumatinyoza akumatiuza kut vaccine uja ndwoyipa kmaso ena akumat covid 19 kulbe   *escalate*

Some people are making fun of us by telling us that the vaccine is bad and others are covid 19 kulbe.

Fri 22 Oct 2021, 12:00 PM

Vaccine adapangidwa kuti tithe kutetezeka ku nthenda ya covid19. Komanso nthendayi ilipodi muni mmalawi ndipo anthu ambiri alowa nayo mmanda

Vaccine was designed to protect us from covid19 infection. The disease is still rampant in Malawi and many people have been buried

Fri 22 Oct 2021, 12:00 PM
Enanso achira
Others have recovered

Fri 22 Oct 2021, 12:34 PM
Eya
Yeah

Fri 22 Oct 2021, 12:35 PM
Zoona zake ndzmenezi
Here is the truth

[Type your message...] ✕   SEND

Standard messages | **Tags** | Notes

Select a conversation or a message to tag

▶ Josephy Mwase's tags

▼ **MYTHS**

covid19 is 666	covid19 is not real
covid19 is satanic	population control
vaccine is 666	vaccine kills
vaccine makes people baren
vaccine makes people go mad
Wipe out black population

▼ **Operations**

Acknowledged	Appreciation	Call Group 1
de-escalate	escalate	Follow up
Line purpose inquiry	Needs Reply
No Reply needed	nonrelated
Other language	question
question answered	Regional CEA
repeated failed send	STOP	watchlist

▶ Operations (automatic logic)

▶ RUMOURS

▶ Suggestion Box

signed in: 2d64fba6...

Key Results and Learnings
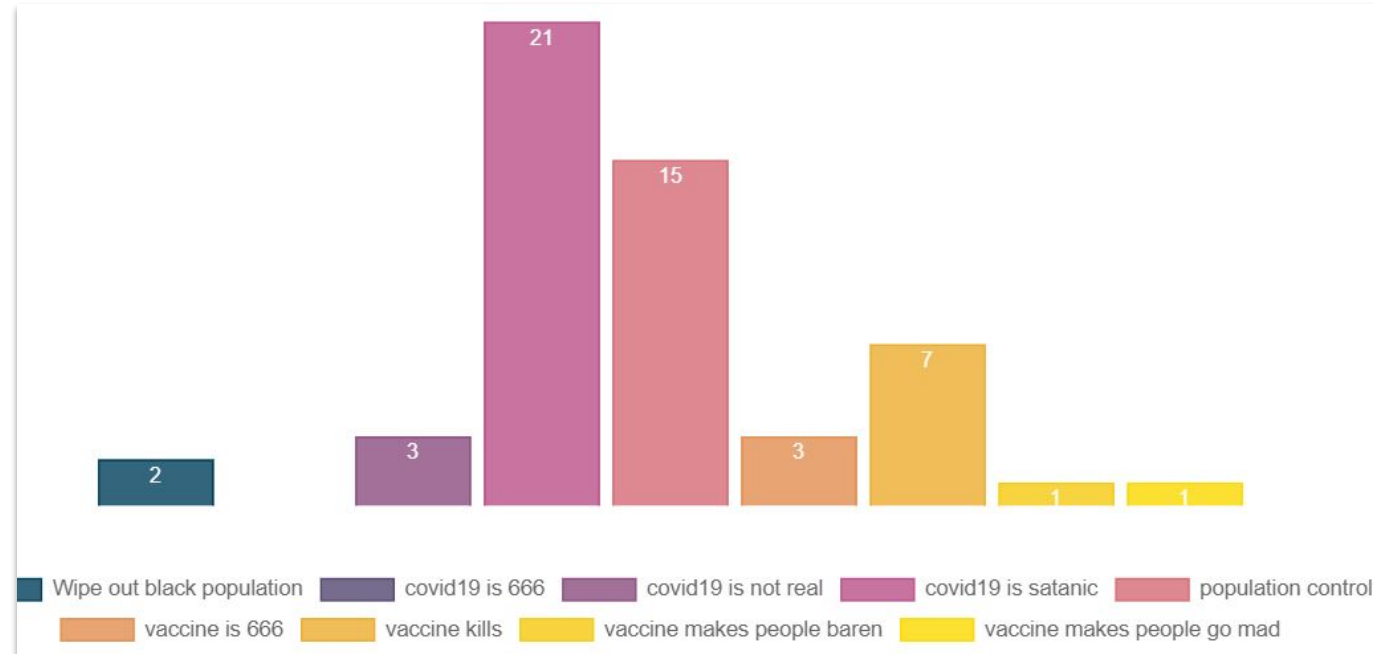
1. Information voids

1,196 Volunteers

1,272 Comments, Questions

30 Minutes per day

2. Rumours and Misinformation

Legend:
- Wipe out black population (2)
- covid19 is 666 (3)
- covid19 is not real (21)
- covid19 is satanic (15)
- population control
- vaccine is 666 (3)
- vaccine kills (7)
- vaccine makes people baren (1)
- vaccine makes people go mad (1)

3. Trusted health guidance

Tue 14 Dec 2021, 10:30 AM

Naneso ndathokoza koma musasiyire pompo kukakhalazina zachilendo zokhudzana ndimatendawa a COVID muzitidzitsa kuti tonse tiziyendera limodzi

Thank you too but don't stop, we want to know something new about COVID and allow us all to go together
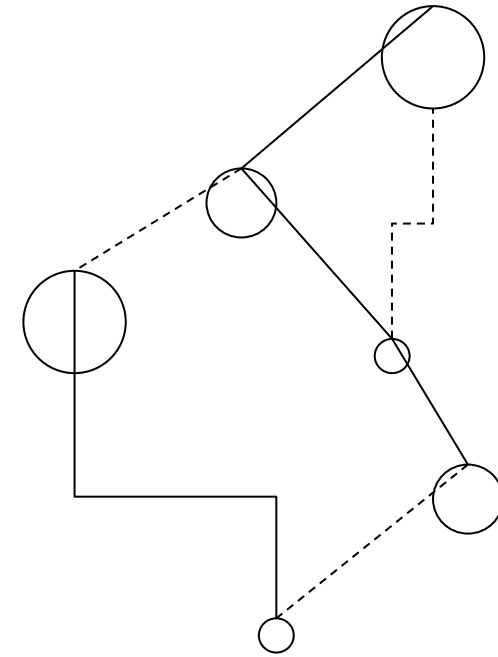
Joseph Mwase - Malawi Red Cross Society - https://www.redcross.mw
Arnav Kapur - Katikati, arnav@katikati.world - www.katikati.world

THANK YOU