

Comprehensive training

28 June – 21 July 2022

HOSTED BY GAVI, WHO, UNICEF & US CDC



Message Testing: Africa Infodemic Response Alliance and Viral Facts Africa

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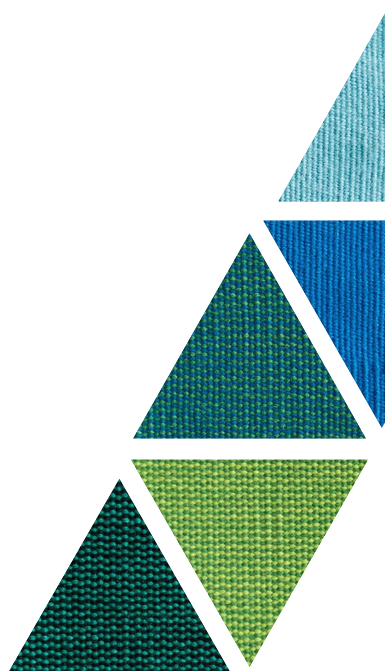
Tom Trewinnard
Founder and COO
Fathm





Outline

- Why Test
- Pre-Testing: What it means & how we do it
- Post-Testing: What it means & how we do it
- Tools & Methods Summary
- Over to You

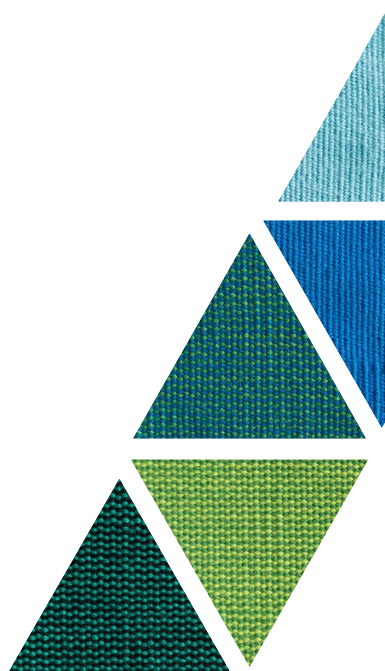




Learning objectives

Participants will...

- **Understand** why message testing is an important phase of campaigns
- **Compare** pre- and post- testing plans and considerations
- **Practice** developing a message testing strategy





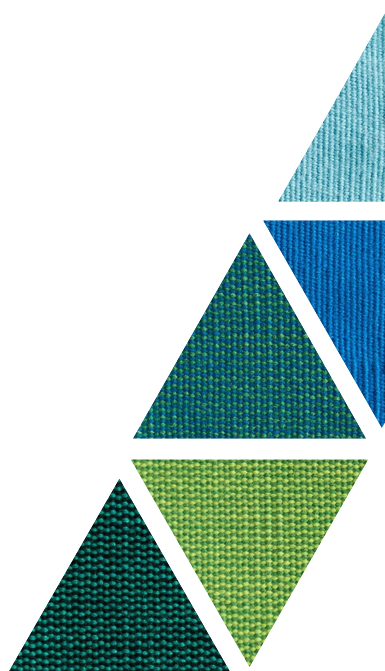
Problem statement

- **PRE-TESTING:**

How do we know that the message we want to convey will reach the right people in the right way at the right time? How do we learn if our message might have an adverse effect?

- **POST-TESTING:**

How do we know if our message reached the right people in the right way at the right time?



Methods

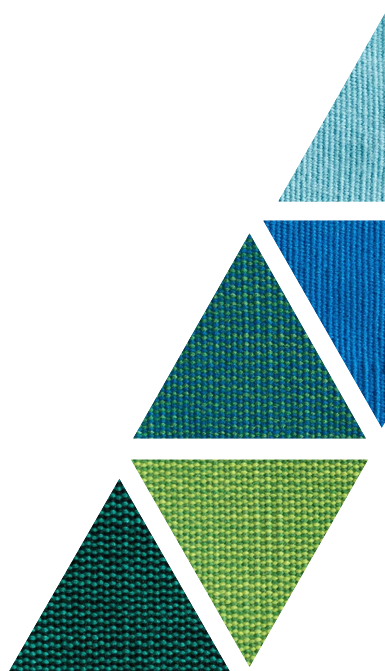
- **Surveys:**

Can be done quickly and cheaply and provide useful quantitative and qualitative insights.
- **Semi-structured interviews:**

Can give strong qualitative insights but may be slow.
- **Focus groups:**

Can give strong qualitative insights but may be slow and more expensive than other options.
- **A/B:**

Can be done free at a small scale (with limitations) and give concrete insights. Larger scale can require ad spend.



Examples from the field – PRE survey

- **Challenge:**

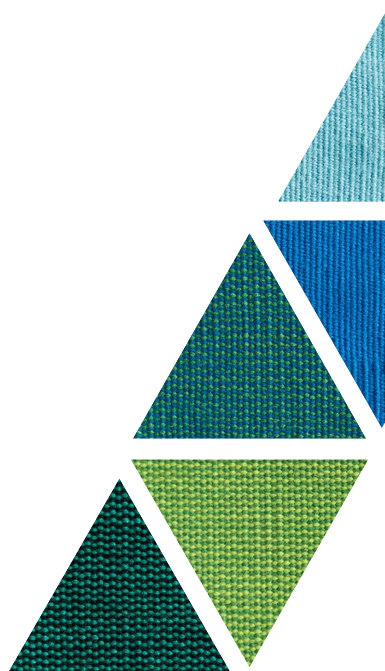
How to successfully communicate risk/benefit around vaccine side effects.

- **Approach:**

Survey testing with most loyal audience members from the Viral Facts Africa weekly newsletter. We tested 3 approaches to addressing risk/benefit: 1) News style update; 2) Using data from another geographic context; and 3) Using a parallel risk/benefit example (road accident)

- **Results:**

There was a clear information benefit and increased willingness to share for Option 3. Option 1 was also judged to be informative, Option 2 performed poorly



Examples from the field – PRE survey


FACT

In June, Israel reported a possible link between the second *Pfizer* COVID-19 vaccine dose and the onset of myocarditis among young men aged 16 to 30.

VIRAL FACTS AFRICA

Option 1: News-style


You may have seen reports of young adults who've developed **myocarditis** (inflammation of the heart muscle) after getting the *Pfizer* COVID-19 vaccine.



VIRAL FACTS AFRICA

Option 2: Data Context

You may have seen reports of young adults who've developed **myocarditis** (inflammation of the heart muscle) after getting the *Pfizer* COVID-19 vaccine.



VIRAL FACTS AFRICA

Option 3: Parallel Context



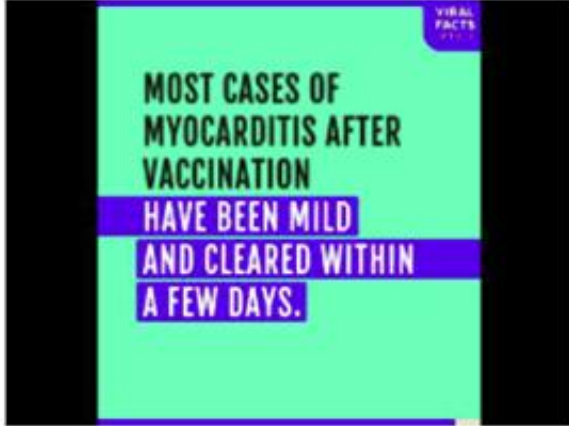
Examples from the field – PRE survey

Section 2 of 5

Part 1

Description (optional)

Video: <https://youtu.be/MpOhqJ3Gcxl>

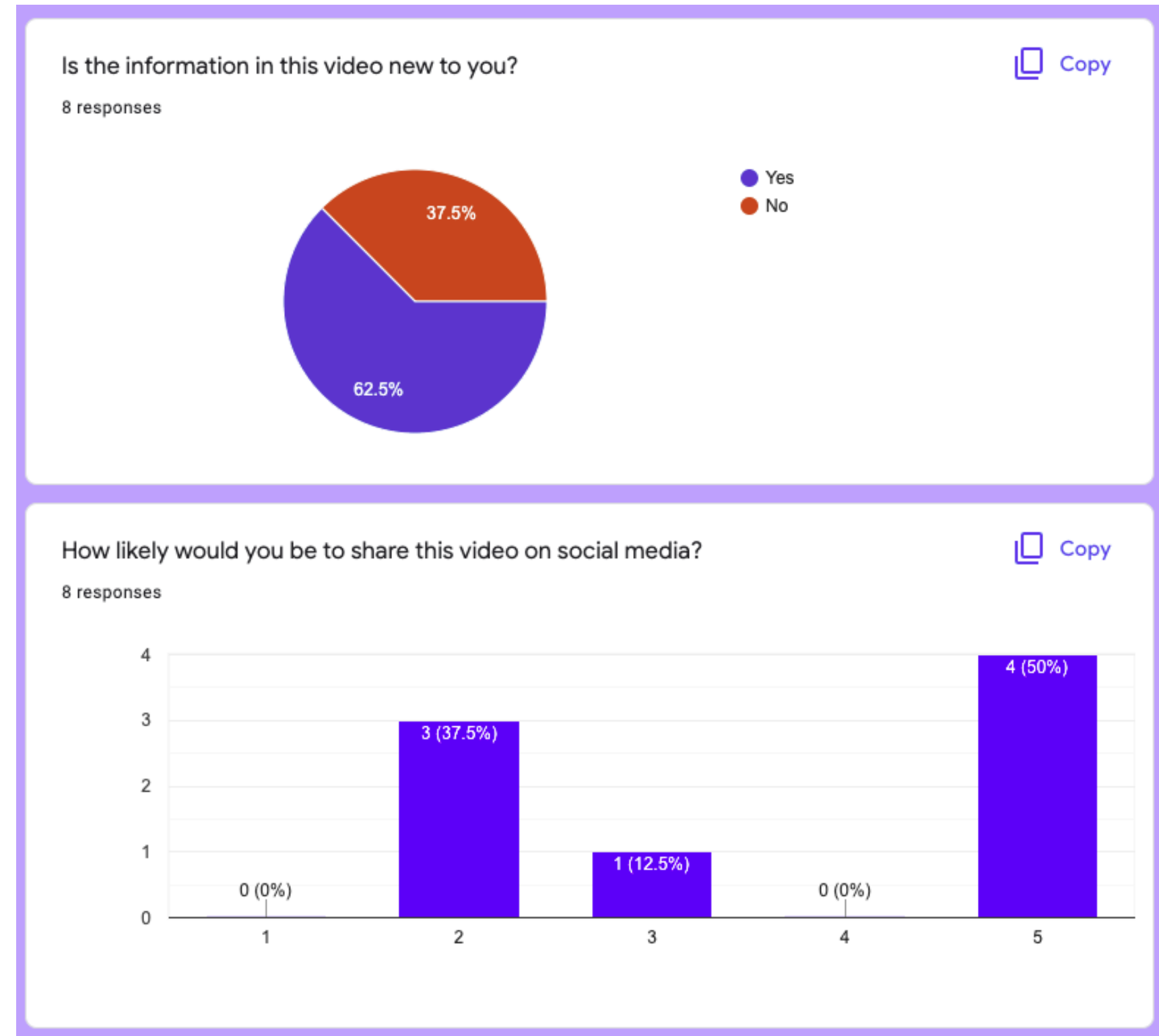


What is the main message you take away from this video?

Short-answer text

How did watching this video make you feel?

Short-answer text



Examples from the field – PRE survey (free A/B)

Preview

- Long Covid Interview
- Long Covid Interview
- mRNA Vaccines
- Long COVID Interview
- Long COVID Interview

2 posts tested

Top Performer ★

A Long Covid Interview





This post is the top performer with 5 People reached in 1 hour. It has been posted to your Page. You can manage your posts in the Posts tab. [Boost post](#)

Post Performance Continue Tracking Post Performance ⓘ

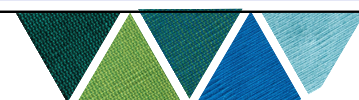
Compare the performance of your posts in your test.

* = different between posts

In some instances, real-time data might be inaccurate during the first 30 minutes of testing, due to a delay in data reporting. Please check back after at least 30 minutes for the most accurate findings.

Posts	A ★ Top Performer	B	
Media/Thumbnail			--
Title	Long Covid Interview	Long Covid Interview	Total Performance
Content Type	Video	Video	All 2 Posts
Description/Text *	@WHOAFRO's Rashidatu Fouad Kamara advises on what you should do ...	Here's what you should do if you think you have long COVID #ViralFacts...	--
Details			--
People reached	5	2	7
3-Second Video Views	1	0	1

Defines
"Performance" as
reach, views &
engagement



Examples from the field – PRE survey

Lessons Learned:

- Even with a small sample and a very simple approach, we quickly got useful and actionable **tactical** insights that informed our approach both for this video and other information products that addressed the question of risk/benefit.
- Holding the format relatively constant and changing the narrative allows us to focus on one aspect of the video. We could also have tested something different (expert-led vs infographic vs short video) but that would have complicated testing the specific message (format vs message testing)



Examples from the field – POST (BLS)

Challenge:

Viral Facts Africa has excellent reach and engagement metrics, but how do we know if the messages are influencing knowledge and behaviour?

TIMELINE

JULY-AUGUST

1. PLAN

- Identify data sources to measure and analyze vaccine hesitancy and confidence
 - > Data for Good
- Gather data to define priority countries (countries with high or increasing hesitancy)
- Assess key drivers of hesitancy in priority countries
- Identify and create information products to address hesitancy drivers identified
- Design impact measurement criteria for the campaign (Brand Lift Study)

SEPTEMBER

2. IMPLEMENT

- Build audiences in FB ad manager and construct campaigns to address target audiences
- Launch!
- Monitor engagement with campaigns, moderate aggressive content and engage with genuine questions and concerns

OCTOBER

3. MEASURE

- Analyze shallow metrics (reach, impressions, CPM)
- Review results of Brand Lift Study and identify areas for improvement and areas for replication.

JULY-AUGUST

SEPTEMBER

OCTOBER

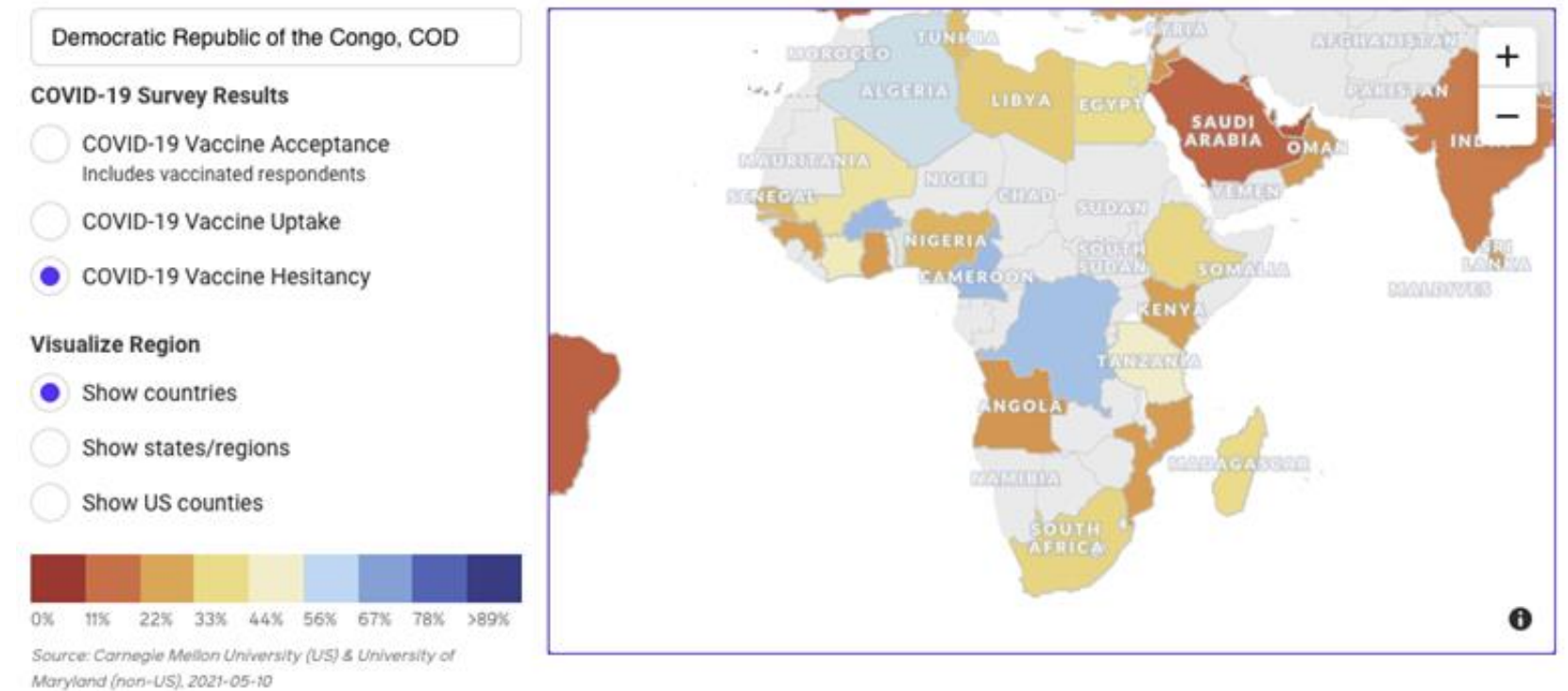


CONCEPT

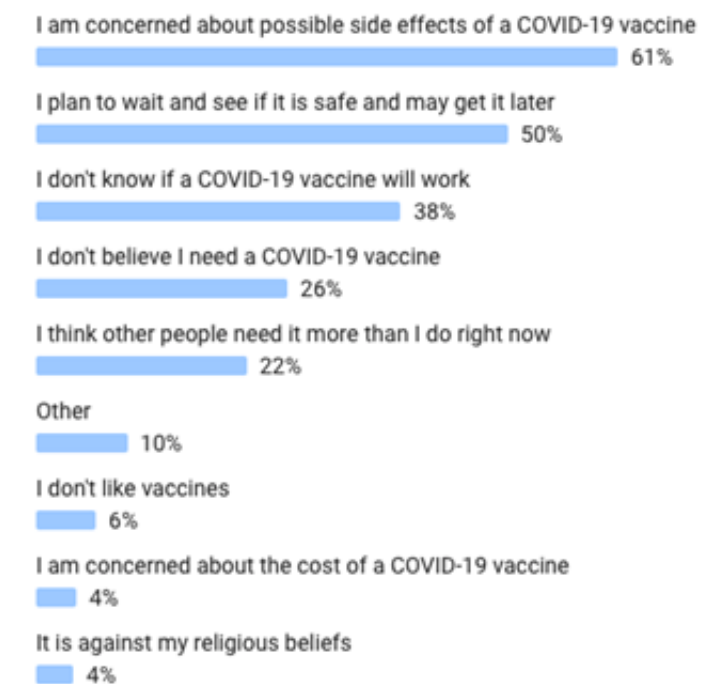
Using Facebook's **Data for Good** platform, we can see levels of vaccine hesitancy at a country-level in select countries across Africa.

Further, we can see the primary reasons people provide to explain their vaccine hesitancy – including factors such as **fears about side effects, efficacy, safety**, religious beliefs, mistrust of government.

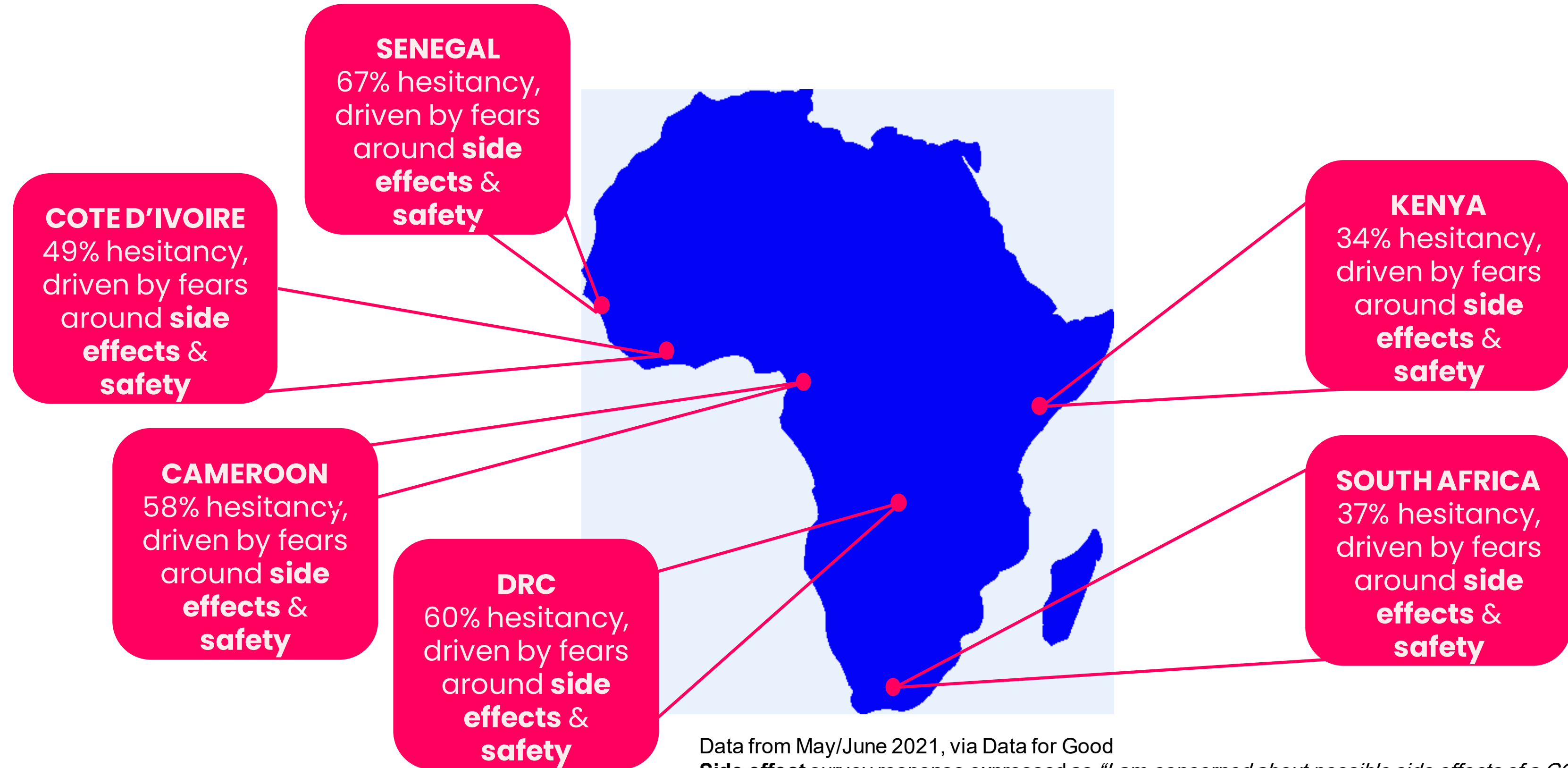
Using this data, we will target campaigns that address these fears with **Viral Facts Africa** content to these audiences.



Reasons for COVID-19 Vaccine Hesitancy in Democratic Republic of the Congo, COD
Data from May 4, 2021 – May 10, 2021



TARGET COUNTRIES



Data from May/June 2021, via Data for Good
Side effect survey response expressed as *"I am concerned about possible side effects of a COVID-19 vaccine"*.
Safety survey response expressed as *"I plan to wait and see if it is safe and may get it later"*.



CONCEPT

Based on analysis of the key drivers of vaccine hesitancy in our target countries, we recommend using the below information products from Viral Facts Africa addressing side effects, safety and efficacy.



[English](#)
[French](#)



[English](#)



[English](#)



[French](#)



[English](#)
[French](#)

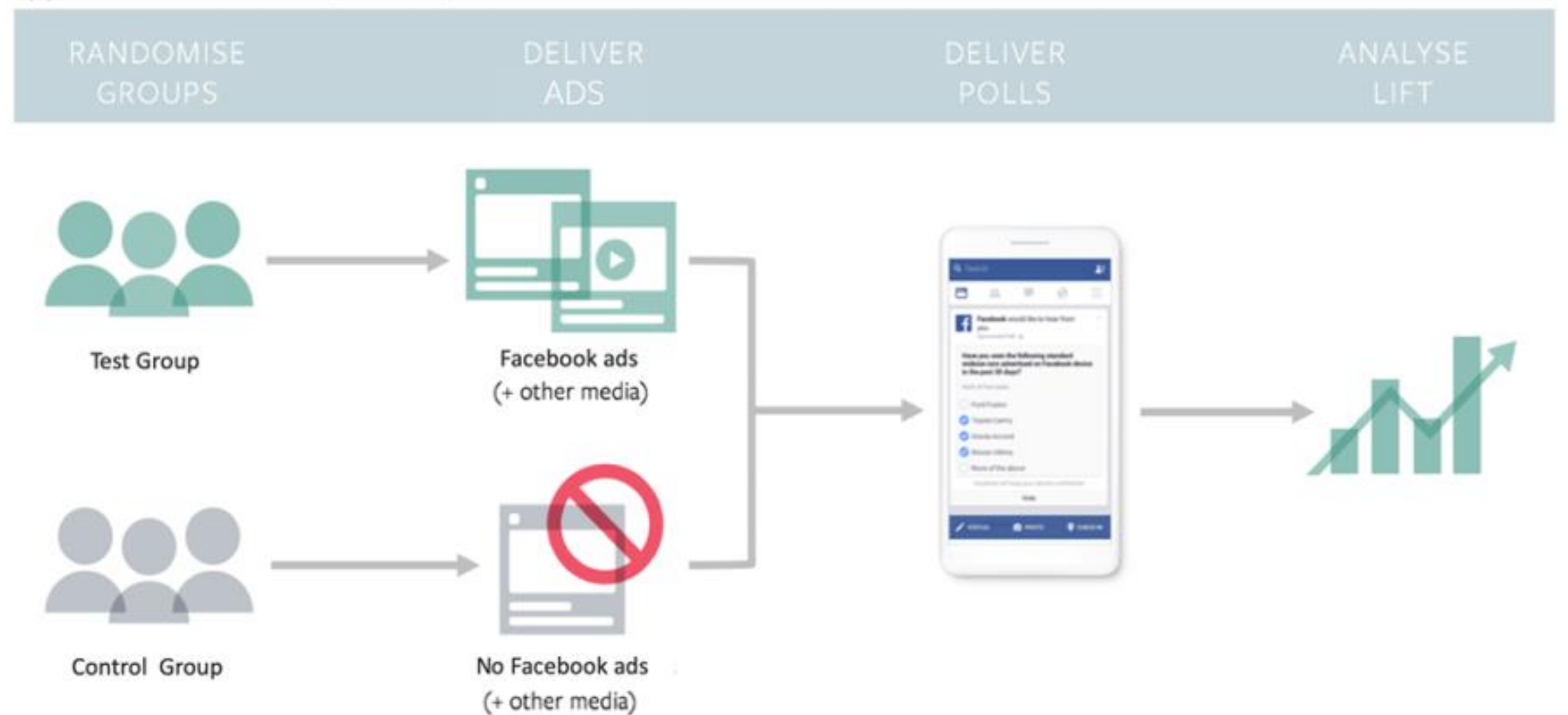


BRAND LIFT STUDIES

Brand Lift Studies use in-app surveys to measure responses to knowledge questions amongst a Test Group that **have** seen the campaign, and a Control Group that **have not** seen the campaign.

The difference between the Groups (if any) is **Lift**.

Brand Lift tests rely on experimental design
Applicable for Facebook, Nielsen, and Millward Brown tests



Note: Response rate is ~10x higher than other solutions; people won't get polled again for 7 days (unless a follow-up question); In test group, we poll actual exposed population; In control group, we poll people after they have had their first opportunity to see an ad. Control/Treatment polls delivered between 4-48 hours post exposure.



BRAND LIFT QUESTIONS

Ad Recall: Do you recall seeing an ad for COVID vaccines from Viral Facts Africa online or on a mobile device in the past 2 days?

YES

NOT SURE

NO

Effectiveness: How effective do you think the COVID-19 vaccination is in preventing COVID-19?

VERY EFFECTIVE

SOMEWHAT EFFECTIVE

BARELY EFFECTIVE

NOT EFFECTIVE

I DON'T KNOW

Importance: How important do you feel a vaccine is to prevent COVID-19?

VERY IMPORTANT

SOMEWHAT IMPORTANT

BARELY IMPORTANT

NOT IMPORTANT

I DON'T KNOW

Safety: How safe do you think a COVID-19 vaccine is for people like you?

VERY SAFE

SOMEWHAT SAFE

BARELY SAFE

NOT SAFE

I DON'T KNOW

Side effects: How concerned are you about the potential side-effects of a COVID-19 vaccine?

VERY CONCERNED

SOMEWHAT CONCERNED

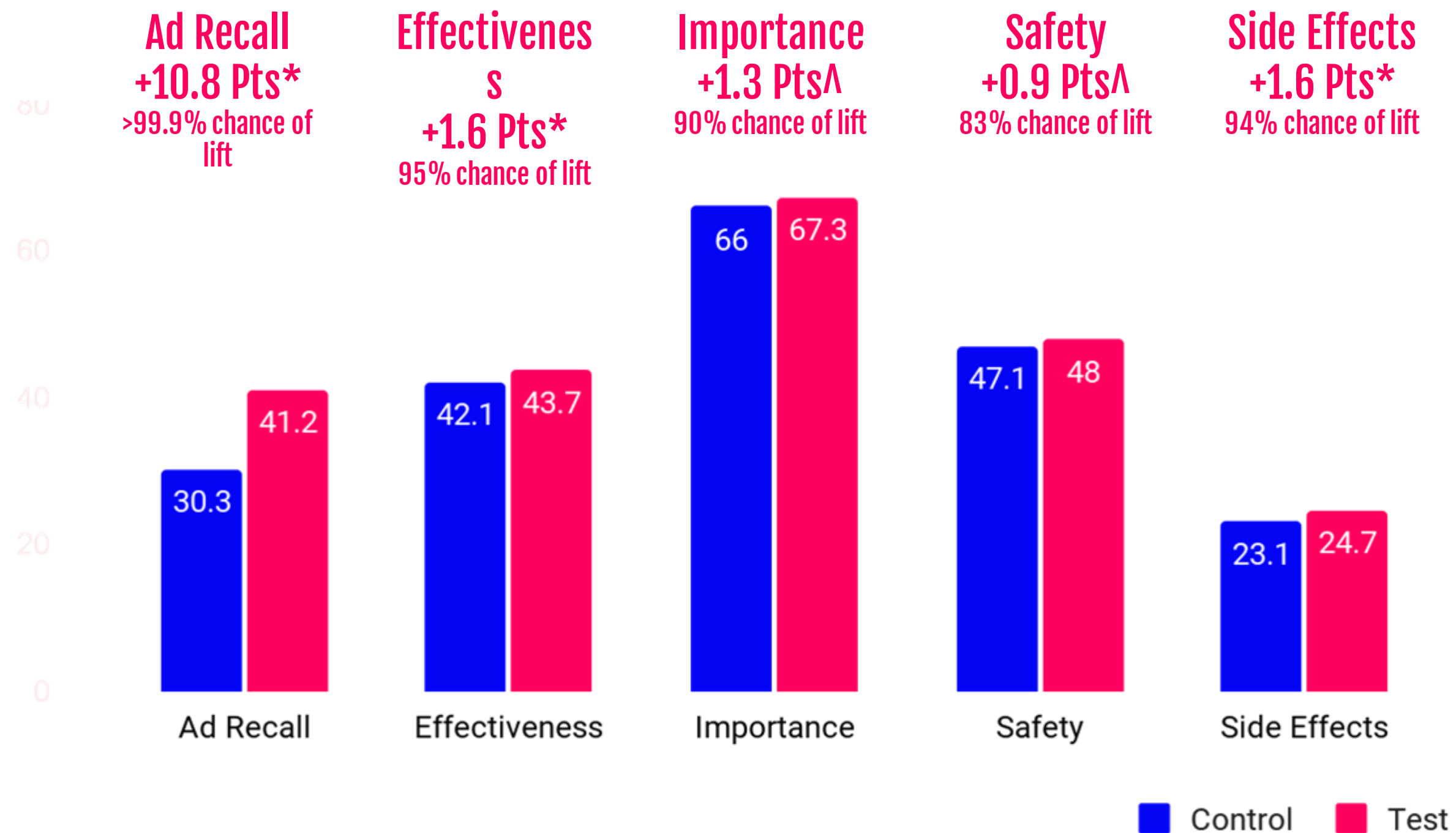
BARELY CONCERNED

NOT CONCERNED

I DON'T KNOW



RESULTS – ENGLISH



Sample size (Control, Test): Ad Recall (503, 487), Side Effects (2019, 1947), Safety (2011, 1986), Importance (2011, 1933), Effectiveness (2014, 1927)
* Chance of brand lift 90% or greater | ^Chance of brand lift 80% or greater



RESULTS – FRENCH

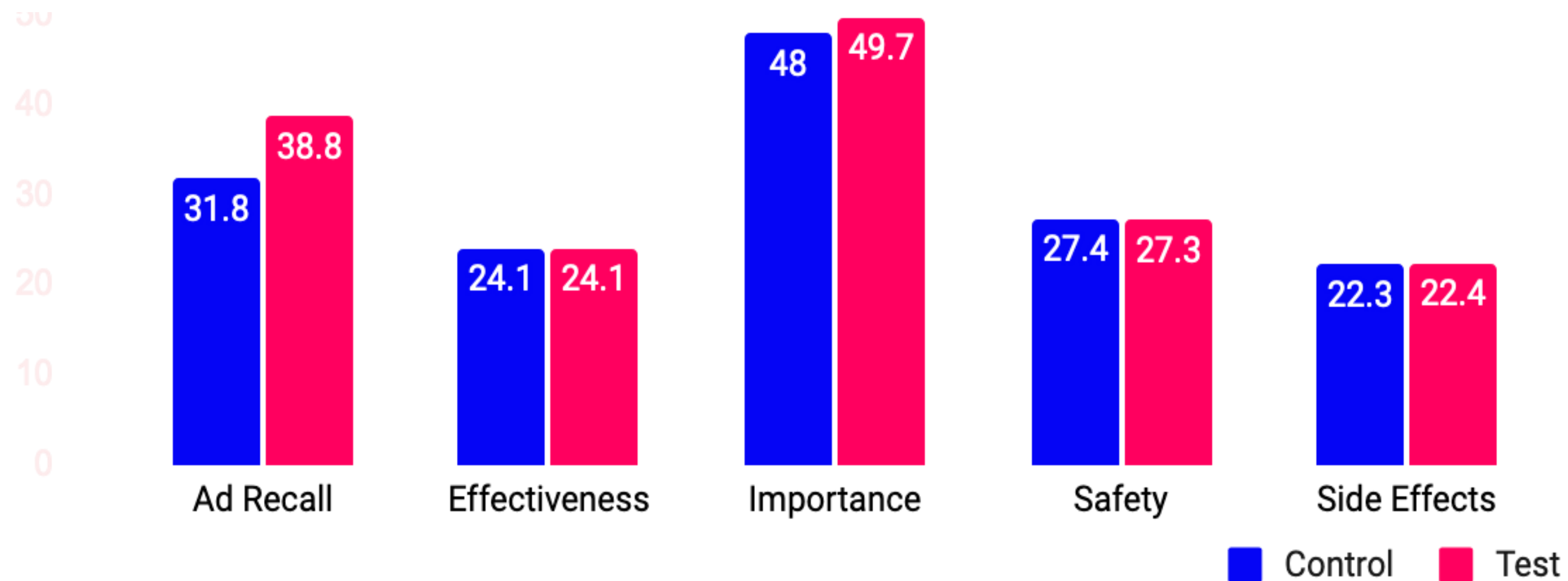
Ad Recall
+7 Pts*
>99.9% chance of lift

Effectiveness
+0 Pts
51% chance of lift

Importance
+1.7 Pts*
96% chance of lift

Safety
-0.1 Pts
48% chance of lift

Side Effects
+0.1 Pts
53% chance of lift



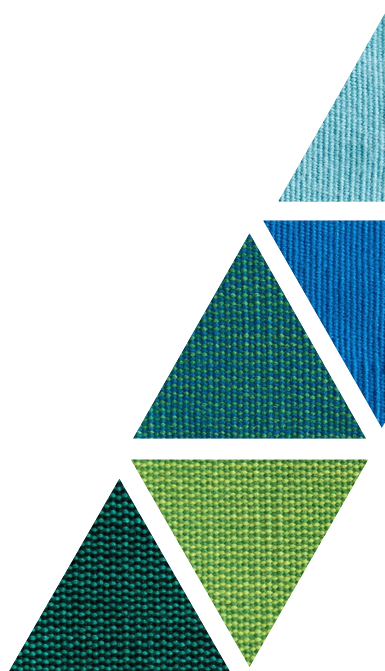
Sample size (Control, Test): Ad Recall (499, 507), Side Effects (2005, 2003), Safety (2017, 2013), Importance (2014, 2013), Effectiveness (2014, 2013)

* Chance of brand lift 90% or greater | ^Chance of brand lift 80% or greater



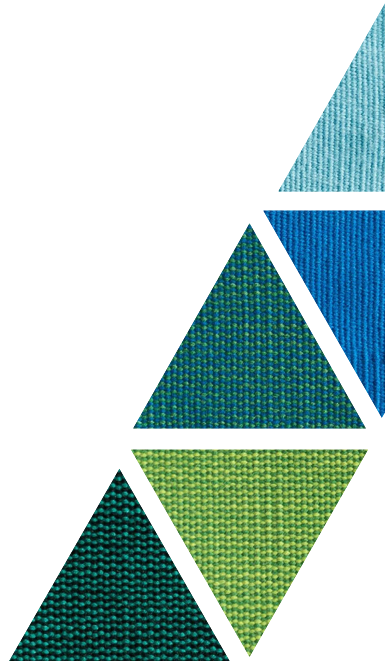
ANALYSIS

- The **English** campaign achieved **significant lift** across **all** indicators (Ad Recall, Importance, Safety, Effectiveness, Side Effects). **This means people who saw the campaign were more likely to say that vaccines were safe, important, effective and that they weren't concerned about side effects than those who did not see the campaign.**
- The **French** campaign achieved **significant lift** across two indicators (Ad Recall, Importance). **This suggests additional work is required to identify and construct effective messaging on the areas of Safety, Side Effects and Effectiveness in French.**



RECOMMENDATIONS

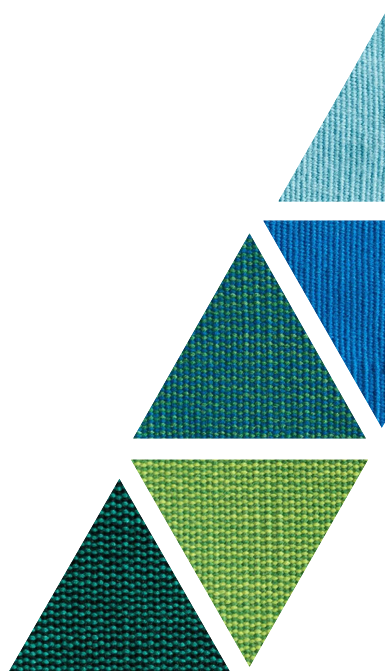
- If possible, conduct regular BLS in a systematic way
- Plan at least three months between the preparation, the launch and the release of BLS results
- Invest between 30/50k USD in BLS





3 Truths in addressing message testing in the field

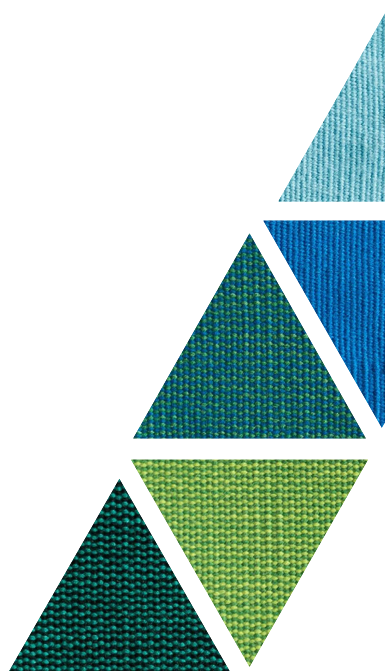
1. *Perfect is the enemy of the good – time is a factor.*
2. *Perfect is the enemy of the good – understand testing limitations.*
3. *Data are important, but too many data can slow down*
4. *Any testing is better than no testing.*





3 Best Practices in Addressing Message Testing in the Field

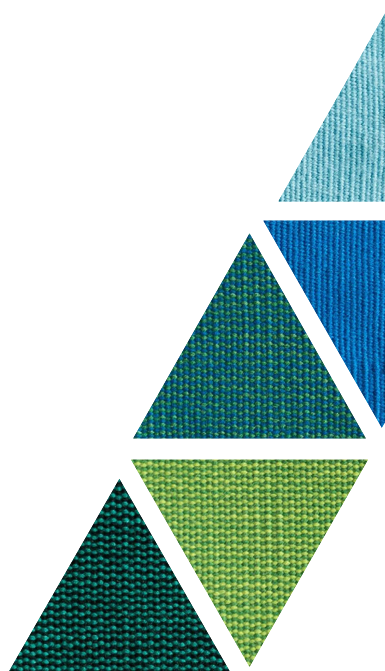
1. Find a test group that reflects your target audience.
2. Don't try and test everything at once.
3. The plan is more important than the tools.





Metrics and evaluation

- How big is my test audience, what are their demographic characteristics?
- What is the response rate of tests among my test audience?
- Has my message resulted in an increase in knowledge? Is it memorable?
- Has my information resulted in an increase in engagement? Is it shareable?



Actions You Can Take to Address in Different Operating Environments



Mountain Bike

- Even a quick phone call or convenience sample survey is better than developing messages in isolation
- Google Form Survey
- Quick telephone interview with stakeholders

Sturdy 4x4

- Involve your team and collaborating units to develop and test messages by structured research methods
- Audience Focus Group
- Paid Random Sample Surveys (e.g. Sticky Beak)
- Facebook A/B Testing

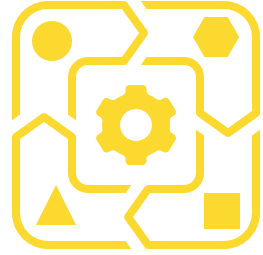
Luxury Vehicle

- Co-design workshop
- Brand Lift Study

Use advanced evidence-based techniques, but be critical of what messages can change. Messages and marketing techniques can lead to clicks or other information consumption behaviour, but studies that link messages to health behaviour change are very complex

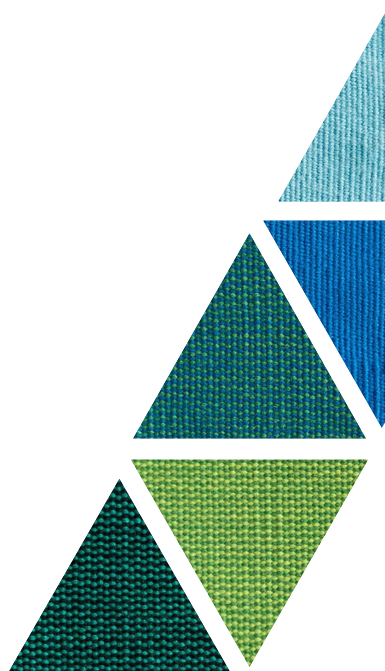
Bigger vehicle = larger toolbox of interventions, more ways of promoting vaccine demand and mitigating the infodemic





Key references and resources

- CDC. 'Audience Testing of Health Information'. Centers for Disease Control and Prevention, 14 April 2022. <https://www.cdc.gov/healthliteracy/developmaterials/testing-messages-materials.html>.
- Public Interest Research Centre. 'How To Test Your Communications', n.d., 36. <https://publicinterest.org.uk/TestingGuide.pdf>
- University of Surrey. 'Social Research Update 19: Focus Groups'. <https://sru.soc.surrey.ac.uk/SRU19.html>.
- UNICEF. 'Vaccine Messaging Guide'. December 2020. <https://www.unicef.org/media/93661/file/Vaccine%20messaging%20guide.pdf>
- WHO. 'Data for Action: Achieving High Uptake of COVID-19 Vaccines'. <https://www.who.int/publications-detail-redirect/WHO-2019-nCoV-vaccination-demand-planning-2021.1>.
- WHO. 'Message Testing'. <https://www.who.int/teams/epi-win/the-collective-service/message-testing>.
- Message testing: https://www.youtube.com/watch?v=K0_ET_ymrYU&ab_channel=purnatt



Extra slides

Coordinating AIRA

- **Membership:** 15 members (incl. UNICEF, Gavi, IFRC, UNESCO, Africa Check, and other African based fact-checking organisations, etc.)
- **Coordination:** develops, implements an integrated system of coordination with the different members and partners to increase info sharing, joint planning, knowledge share.
- **Joint Projects:** foster opportunities to design and conduct joint campaigns, or amplify the campaigns produced by others, increase the ability to detect and counter rumours, reduce the debunking time.



Infodemic Management Strategy

Identify

- **Identify** sources of info and gaps
- Develop a **monitoring system**
- Develop a common categorization/**taxonomy**

Simplify

- Analyze the info collected
- **Prioritize** what needs to be addressed and how
- Coordinate with stakeholders and engage communities to **design content** and use trusted channels

Amplify

- Work with relevant **influencers, media & communication channels** and community groups to share and amplify the message

Quantify

- Harmonize M&E framework to **measure reach, output and outcome** of the interventions
- Develop analytics reports
- Provide **actionable recommendations** to improve the intervention



Identifying rumours

- AIRA produces **weekly Social Listening reports** with the top trends, rumors and concerns identified in AFRO
- **Sources used:** social media platforms, news outlets, and triangulation with community conversations identified by AIRA partners
- AIRA also produces ad hoc reports on other public health emergencies or specific rumours



IM Technical Support to Countries

- Today, AIRA is **closely supporting 8 countries** in 3 languages (FR, ENG, PT)
- **Also providing on-demand support** to many more countries in AFRO (e.g. Cabo Verde, Comores, Togo, Benin etc.)
- Objective: **To empower COs** with the knowledge, resources and tools to be able to manage infodemics independently



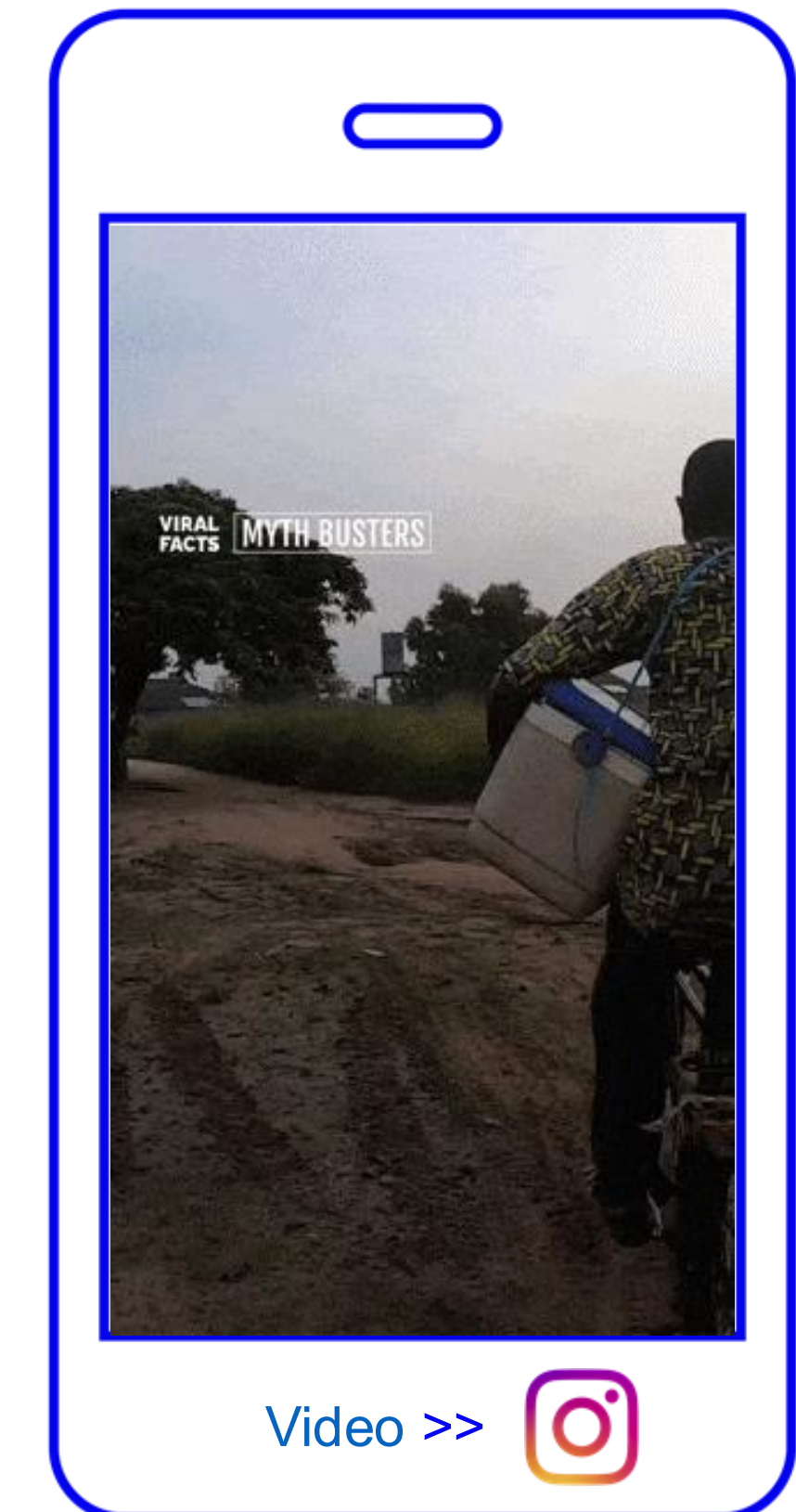
Introducing ViralFactsAfrica

Viral Facts Africa is a social content initiative to disrupt health misinformation and close information gaps.

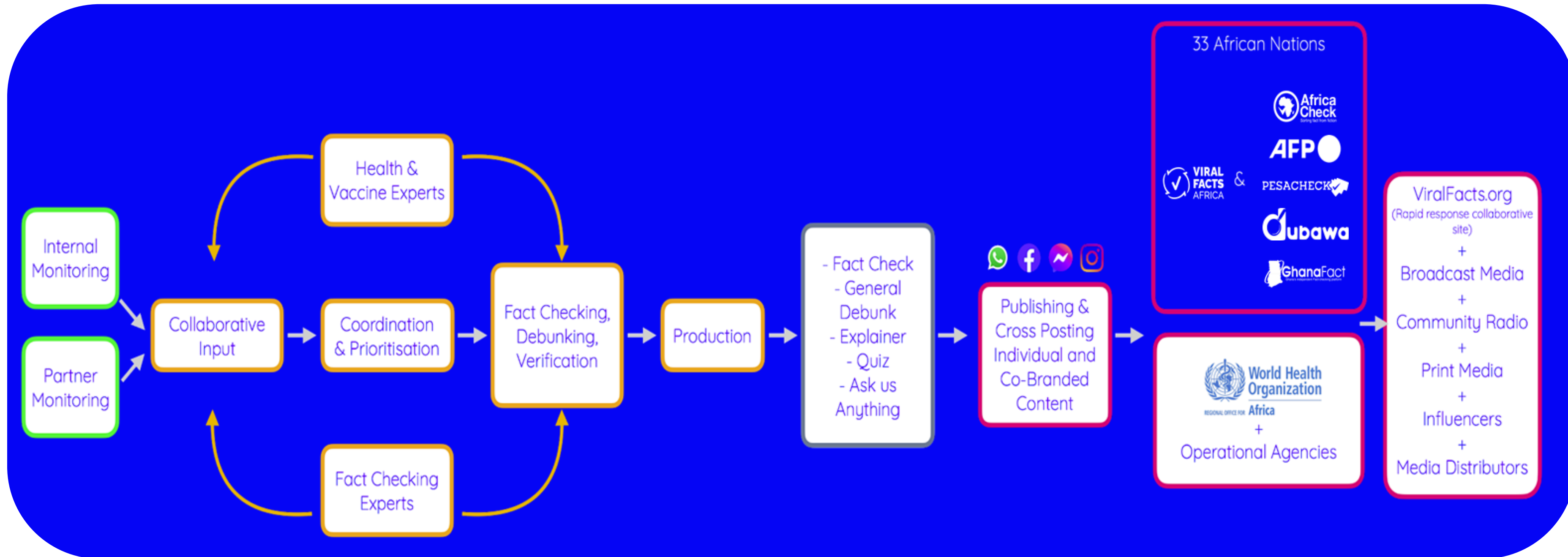
We're providing open access to quality content to trusted media organizations.

Viral Facts is a network of trusted public health institutions and fact checkers working to make scientific fact-based health information, fact checks, debunks and misinformation literacy content highly **visual**, **engaging** and **shareable** across social platforms.

Viral Facts Africa was launched in March 2021 by the Africa Infodemic Response Alliance in collaboration with Fathm.



ViralFactsAfrica results



ViralFactsAfrica results



COUNTRIES IN AFRICA WHERE VFA CONTENT SHARED

COUNTRIES

13 (in May)
35 (total)

	EN	FR	PT	SWA	TOTAL
May	11	10	9	2	32
TOTAL	164	128	30	15	337



ViralFactsAfrica results



ORGANIC + BOOSTED ORGANIC SINCE May, 2021

VIEWS

Engagement rate

230,000,000

84%



ViralFactsAfrica results



Infodemic Management response in the five priority countries		
Country	Debunks produced	VFA materials used
Angola	14	10
DRC	51	12
Guinea	28	10
Kenya	30	38
Nigeria	30	17

