

Social listening in infodemic management for public health emergencies

Case study from Kenya

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**Africa Infodemic
Response Alliance**

A WHO-HOSTED NETWORK

+ 1.1 Context

- AIRA is a WHO-hosted network that was **launched in December 2020** to fight the spread of dis/misinformation in Africa
- Covid-19 vaccines arrived in Africa in February 2021
- Infodemics and distrust online and in communities
- Piloted infodemic management approaches in 5 countries



+ 1.2 Rapidly changing information landscape

Long experience in the continent of community engagement and collecting community feedback in emergencies.

New challenges and opportunities with digitalization (1):

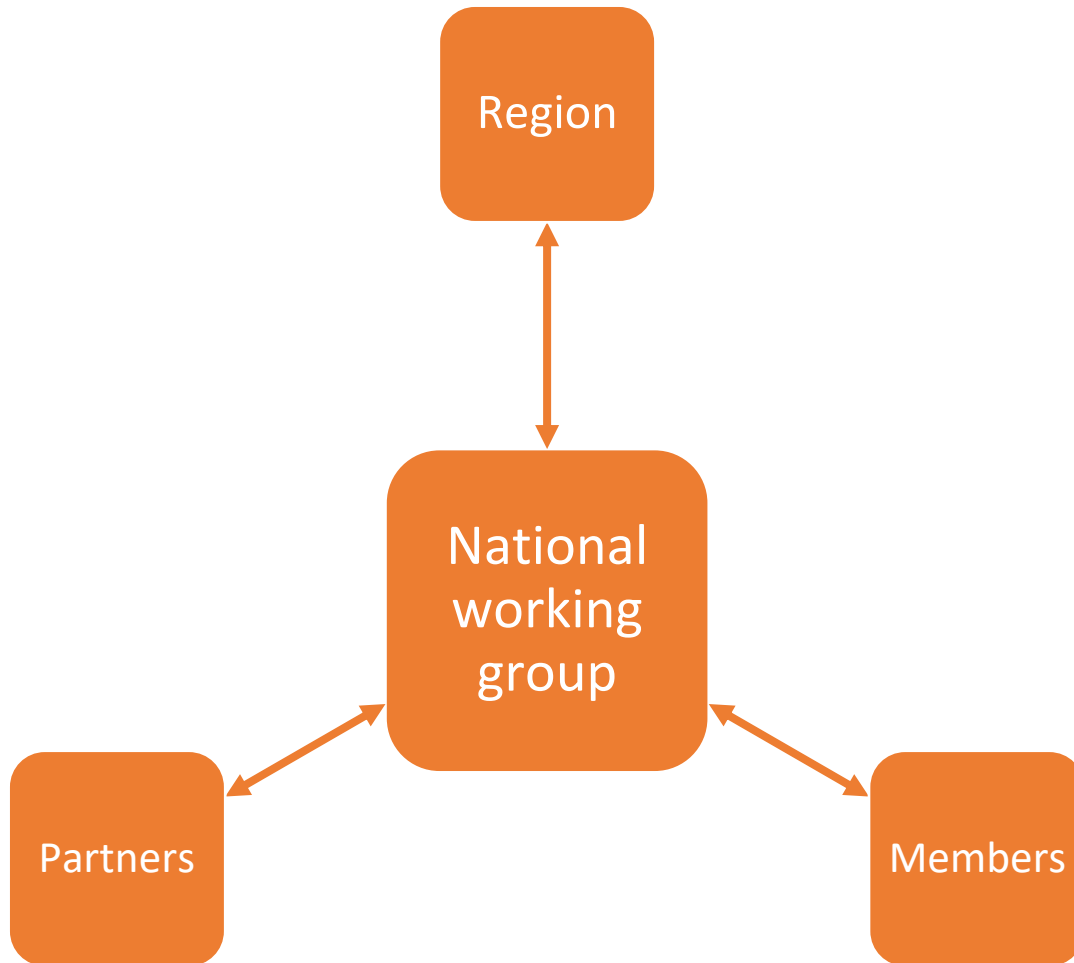
- **22.86 million** internet users in Kenya in January 2020.
- Internet users in Kenya **increased** by **3.2 million** (+16%) between 2019 and 2020.
- Internet penetration in Kenya: **43%** in January 2020, **8.80 million** social media users

(1) Datareportal, Kenya, 2020 report

+ 2.1 Managing infodemics in Kenya

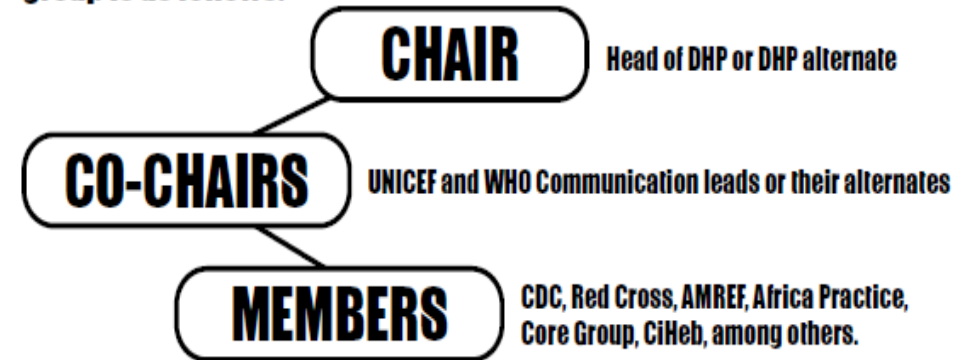
- Setting up infodemic management systems:
 1. Recruitment and training of a dedicated infodemic manager in Kenya
 - Understanding the context and information ecosystem (incl. data regulation)
 - Designing the method, tools
 - Social listening process, workflow, capacities
 - Coordination mechanism: infodemic working group
 - Taking and tracking actions: Debunks, explainers, community engagement

2.2 Social listening workflow



Advocacy and Communication Strategic Management (ACSM) sub-working in Kenya during the COVID19 pandemic:

The composition of the sub-working group is as follows:



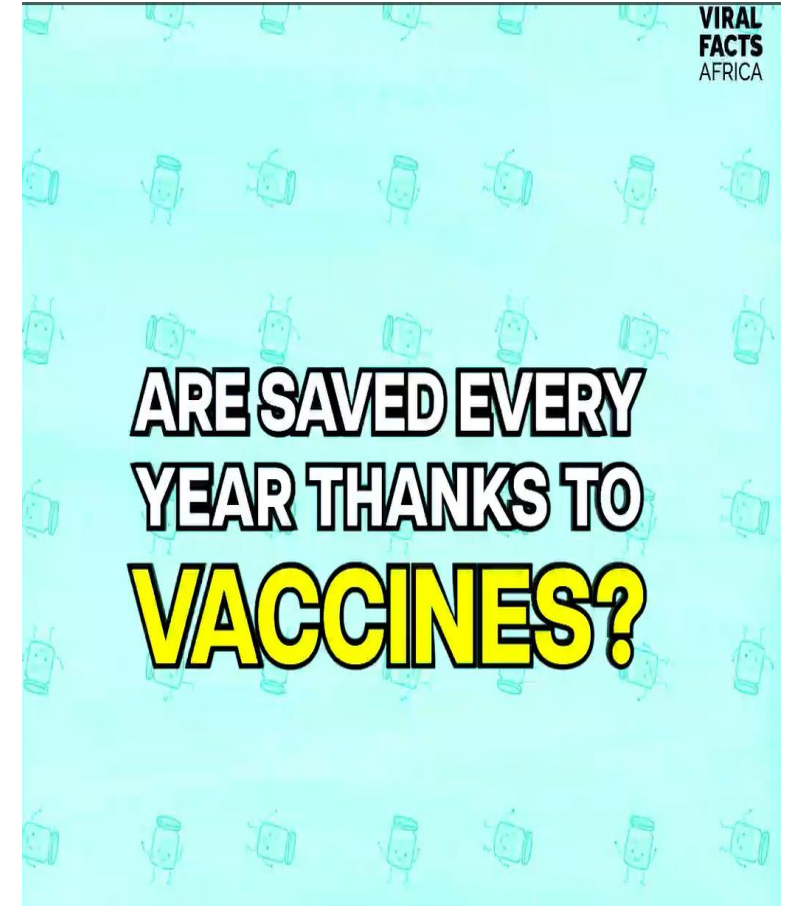
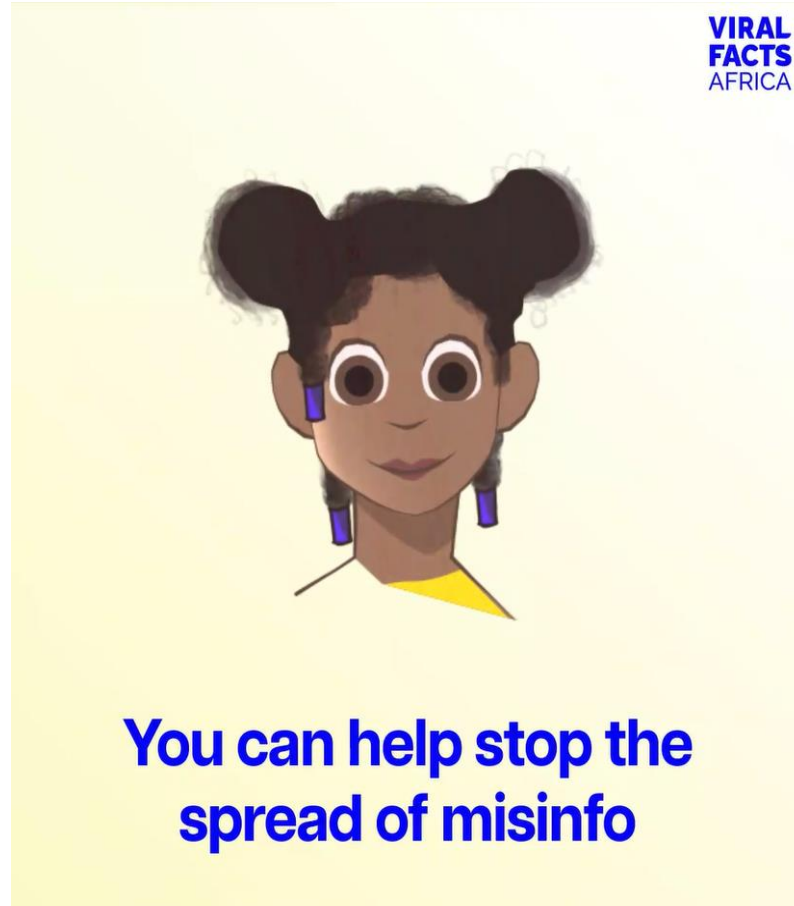
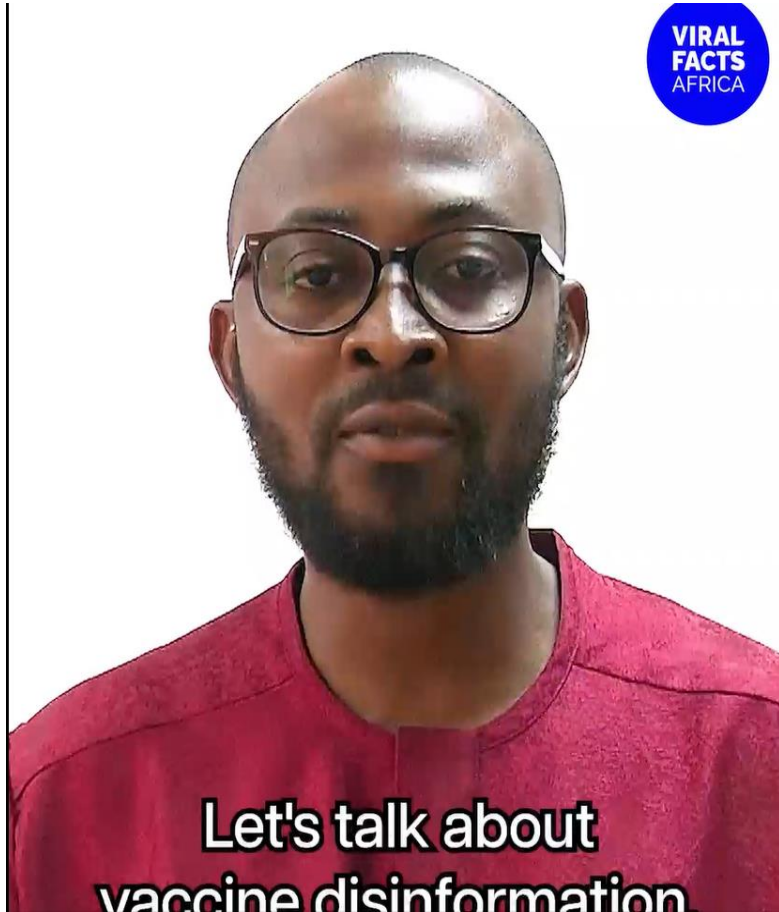
2.3 Using social listening data: example of VIRAL FACTS AFRICA

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

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.



2.4 Examples of health literacy content



+ 3.1 Challenges during the COVID19 pandemic

- Technical and research gaps
- Volume of information, prioritization, triangulation
- Lack of coordinated systems, processes, and structures
- Lack of dedicated resources and time
- Speed VS in-depth analysis
- Balance between collaboration and protection in data management and use



+ 3.2 Lessons learned

- Having a **multidisciplinary team** is a success factor
- Importance of focusing on **building/strengthening systems** for sustainability
- Not more data, but **better data**
- **Sustainability**: Building on the foundations laid during the COVID-19 pandemic to ensure long-term sustainability of infodemic management efforts.
- **Collaboration**: Continued partnership and coordination among government, international organizations, and local communities are essential for effective infodemic management.



Thank you!

