

# **Engaging & Communicating with Different Audience**

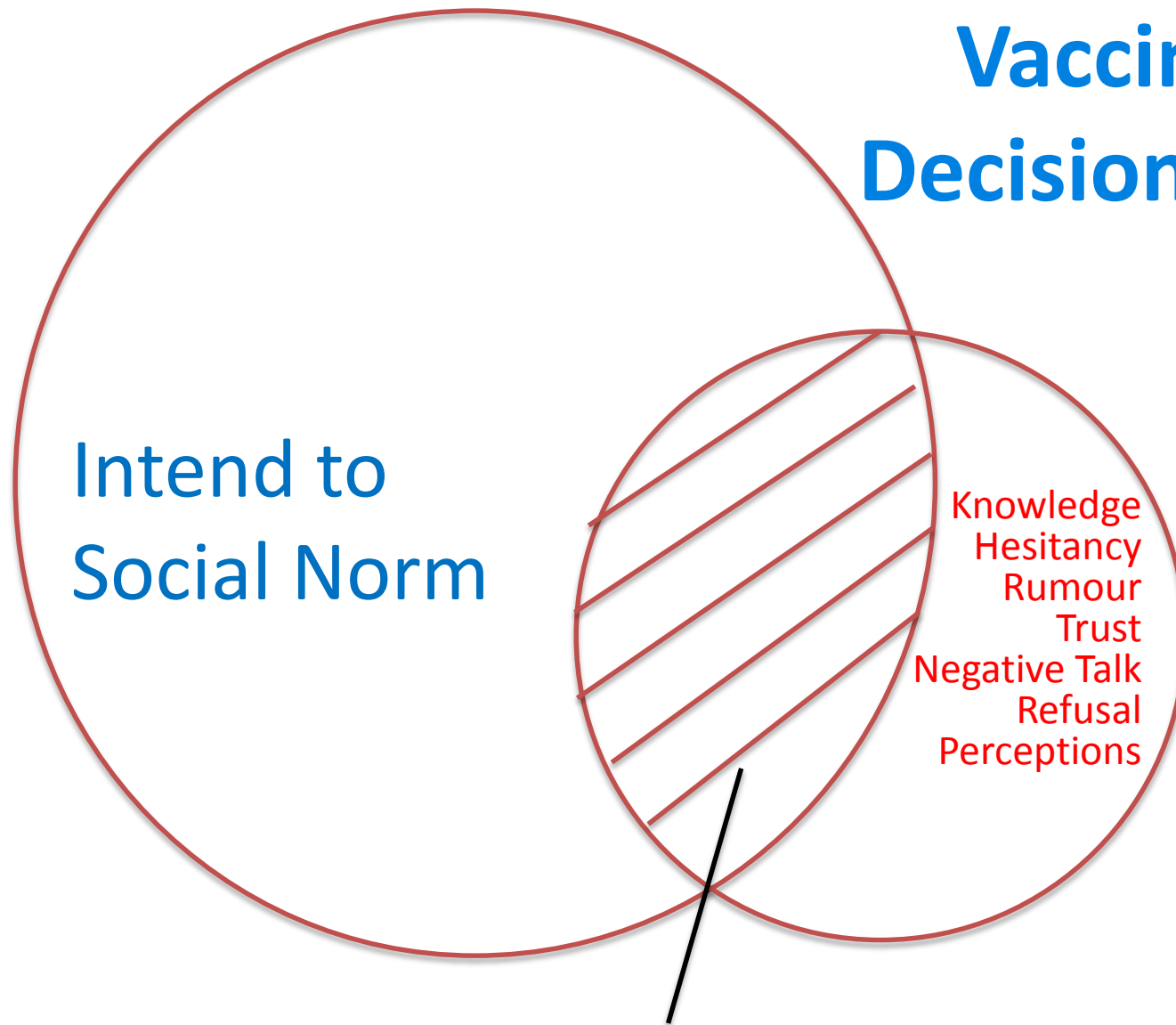
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Most Americans exposed to around  
4,000 to 10,000 advertisements in a day.

Most people  
won't actually  
recall seeing  
10,000 messages

# Vaccination Decision Making



Intend to  
Social Norm

Knowledge  
Hesitancy  
Rumour  
Trust  
Negative Talk  
Refusal  
Perceptions

Topline Gaps

Traditional, Inconsistent, Reactive, Social Distance, Digital Disconnect

# Audience



# Social Change Pattern

All Grade 4 girls should get the vaccine against cervical cancer from their school



Ventures &  
likes to take  
Risk

2.5 % Innovator



Potential  
adopter

13.5% E adopter



Deliberate

34% E majority



Sceptical &  
cautious

34% Late majority



Last to  
adopt

6% L acceptor



# Socially Distance Population

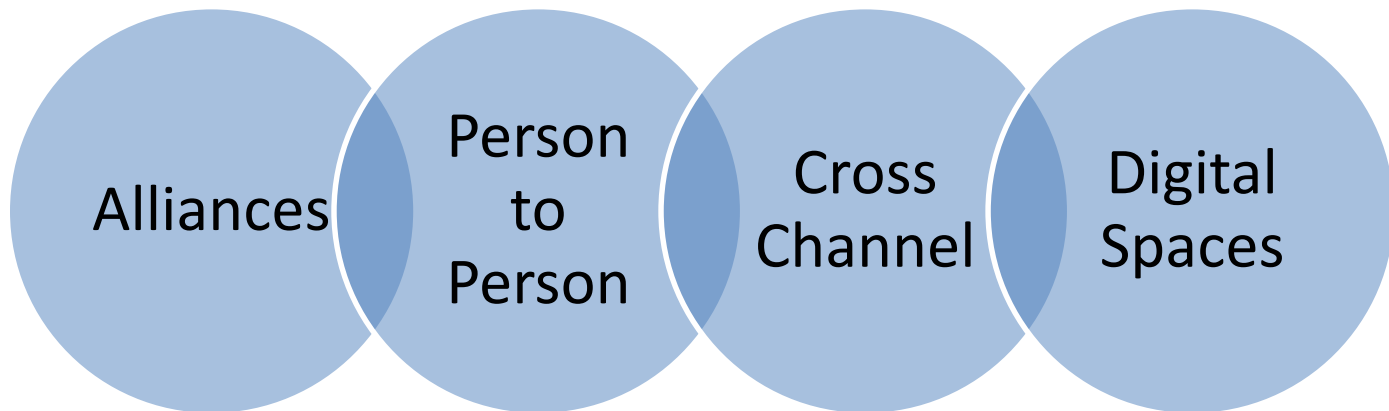
- Continue to miss hard to reach populations in our micro-planning & **Communication**.
- Key Principles are the Same.
- Know specific dynamics
- Design context driven approaches
- Avail trusted channels



# Communicating



# Actors and Engagement Points





# Brand

Branding is a combination of **images** and **values** that help the target audience to make appropriate choices and judgments about a product, organization or service.

Atsikana a sitandade 4  
kalandireni katemera wa HPV  
oteteza khansa yakhomo  
lachiberekero.



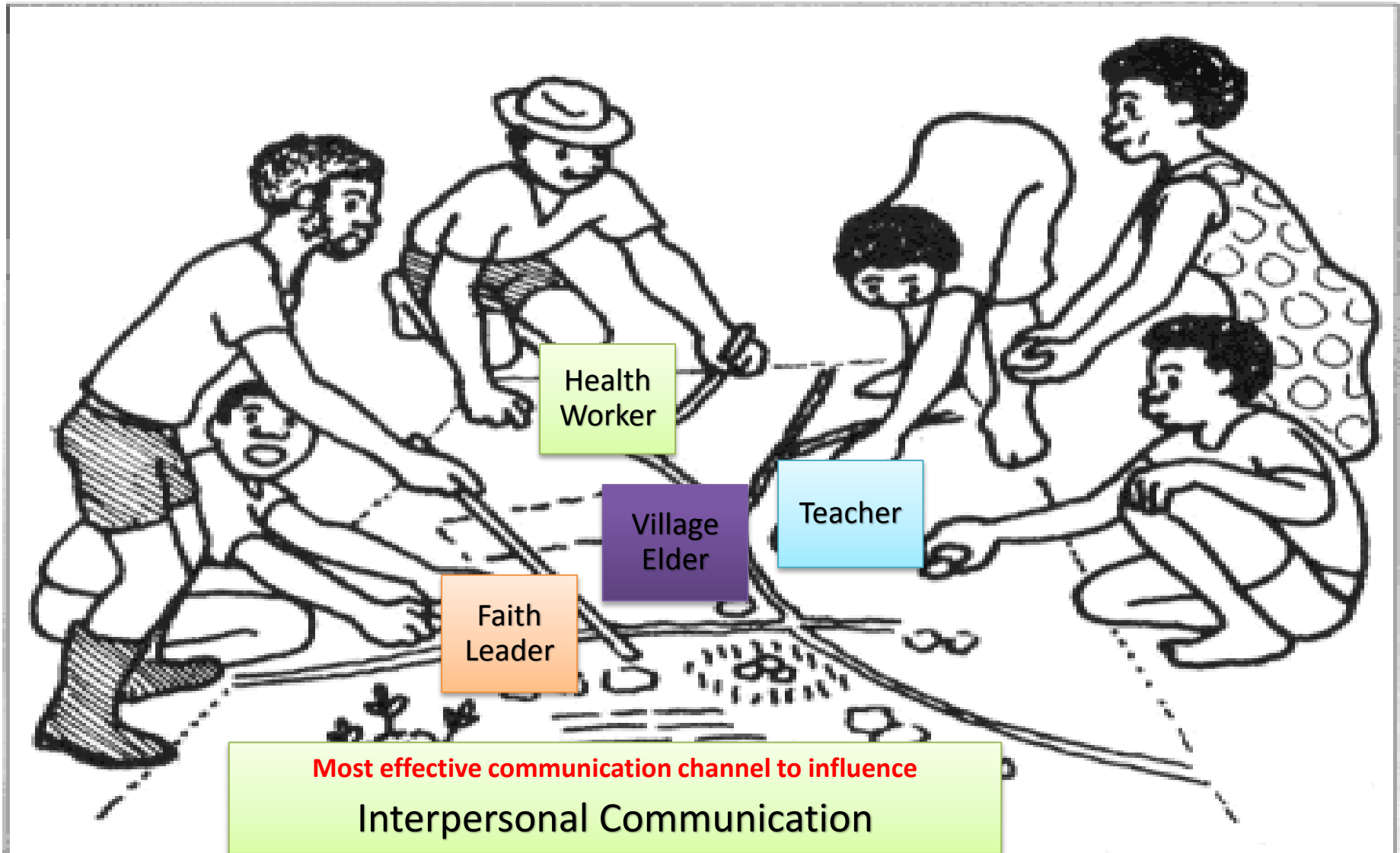
## A Good Core Message...

- Contains information in a **simple, clear** way.
- Where possible, present information as a **call to action**.
- Sticks to the facts.
- Considers those who may have **special needs**: children, women, elderly and disabled often face additional challenges in a humanitarian crisis
- Provides **contact points** for future information.
- **Promotes hope** – simple things such as an encouraging, reassuring tone can make a difference.

# Engaging



# Influence in Community



# FLWs

- Trusted source of information
- Quality of interaction makes or breaks motivation
- Lack of reminders have opportunity cost
- Adhoc and fragmented IPC capacity building efforts
- Evidence gaps on their values and motivation





# Social Media

- 71% of internet users used internet for health purposes.
- WHO eHealth survey indicates 29% had used information from internet to decide whether they needed to see a doctor, and of those that did attend, one in four used the internet in conjunction with the doctor's appointment
- 52% of internet users believe 'almost all' or 'most' information on health websites is credible, raising fears that inaccurate and deceptive information is being given the same
- **Varied and conflicted dialogue on SM**
- **Current practice** – dismiss their arguments and information



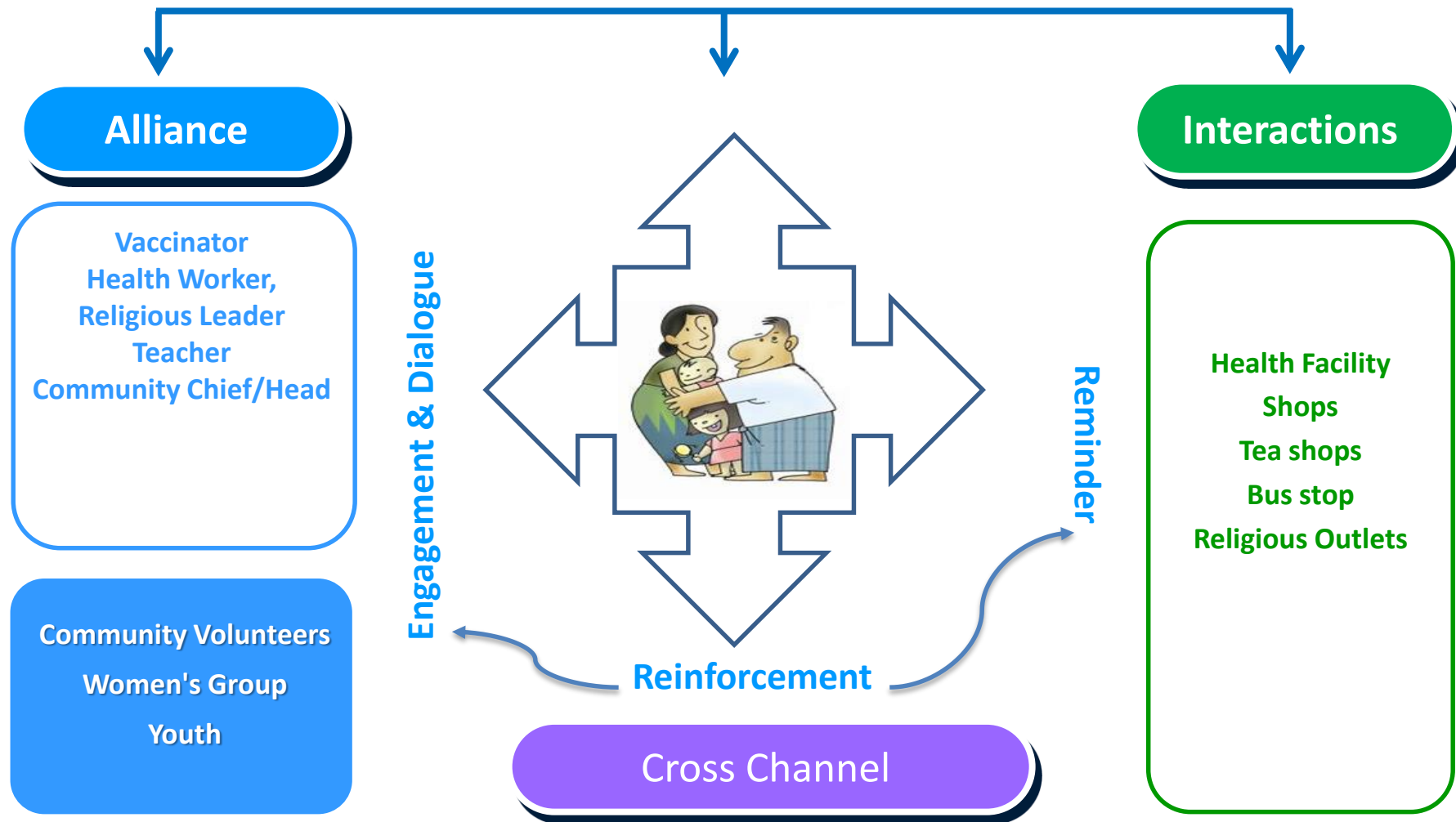
Business

## Why Facebook and Google are struggling to purge fake news





# Community Alliance, Dialogue & Action



# Measuring Success

## Change in Social Norms

### Existing measures

- Attitudes changed
- Capacity increased
- Knowledge increased
- Behaviours Changed



### Emerging critical measures

- Social Norms Changed
- Demand for HPV & vaccination being increased

# Lessons Learned

1. Context and culturally relevant Theory of Change to inform communication thinking and actions.
2. Shift capacity building to institutional building.
3. Communication activities often start much too late and mainly rely on printed or traditional media.
4. Need to understand audience as much as vaccine.
5. Communication needs sustained investments.

The Only  
Way to  
Predict  
Future is  
to Invent  
it.

