Social Media Monitoring
12 Jul 2022 - 12 Sep 2022

Total Rumours: 229

Platforms:
- Facebook

Themes:
- COVID-19 General: 55%
- Other Health Topic: 38%
- COVID-19 Vaccine: 7%

Language:
- Dari: 68%
- Pashto: 31%
- English: 1%

Rumour Risk:
- Low Risk: 99.1%
- Medium Risk: 0.9%
COVID-19 General
Sub-themes Breakdown Over Time

<table>
<thead>
<tr>
<th>Sub-theme</th>
<th>2022-Jul</th>
<th>2022-Aug</th>
<th>2022-Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoax</td>
<td>22</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>Government</td>
<td>4</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>Endemic</td>
<td>8</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Origin/Cause</td>
<td>6</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Immunity</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Disease Severity</td>
<td>2</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Treatment/Cure</td>
<td>2</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Religion</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Reinfection</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Prevention</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Variants</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
COVID-19 Vaccine
Sub-themes Breakdown Over Time

- **2022-Jul**: 5 Safety/Side Effects, 2 Post-vaccination Infection, 1 Vaccine Agenda, 1 Other, 1 Expiration, 1 Efficacy, 1 Death, 1 Corruption
- **2022-Aug**: 4 Safety/Side Effects
- **2022-Sep**: 5 Safety/Side Effects
## General Health

### Sub-themes Breakdown Over Time

<table>
<thead>
<tr>
<th>Disease</th>
<th>2022-Jul</th>
<th>2022-Aug</th>
<th>2022-Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cholera</td>
<td>30</td>
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<tr>
<td>Dengue Fever</td>
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<td>20</td>
<td></td>
</tr>
<tr>
<td>Monkeypox</td>
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<td>18</td>
<td></td>
</tr>
<tr>
<td>Polio</td>
<td>7</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Measles</td>
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<tr>
<td>Access to healthcare</td>
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<td>2</td>
<td></td>
</tr>
<tr>
<td>Unknown Disease</td>
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<td>1</td>
<td></td>
</tr>
<tr>
<td>Malnutrition</td>
<td></td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
What we did?
Addressing Rumors Through Content Bulletins for Humanitarian Workers

Corona has ended and now this one [Monkeypox] came. It is all result of biological weapons lab tests

"Be sure, the Monkeypox will not come to Afghanistan even if you give it bribe..."

چرا این موضوع مهم است؟

آبله میمون که رشوت هم بی طرف افغانستان نمی‌ایست دلت ثام باشه ...

کرونا مخ چه ختمیدو. شوه اوس دلا راغع دا تول د بیولوژیکي وسلو د لاپاراتواري تجربو پایله ده ....
Rumors Trend: COVID-19: Hoax | Endemic

What is behind it?

- Mistrust in foreign powers, authorities
- Traditional beliefs - people follow what they hear from community leaders.
- Lack of understanding in risk posed by COVID-19

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Corona is not something that can scare the mankind anymore

Right now, half of Afghanistan is infected with Corona and got back recovered. The media only finds a topic. 😏

This [Corona] is all human-made for the destruction of the human’s race and the reduction of the mass of the great population of the world and that is it.

همه اینها ساخته خود بشر است بخاطر نابودی نسل بشر و کم شدن کتله نفس بزرگ جهان و تمام

در حال حاضر نیم افغانستان مبتلا به کرونا شده و دوباره صحت یابد شدن رسانه ها فقط یک موضوع بیدا می‌کنند از بیکاری 😏
**Rumors Trend:**
Vaccine Inefficacy | Side Effects | Dengue Fever

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**What is behind it?**

- Mistrust in the vaccine and lack of understanding of preventing serious illness
- Association of COVID-19 with other viruses due to infodemic
- Worrying lack of trust in healthcare providers

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"My daughter had the third dose of [COVID-19] vaccine a month ago, and four weeks later she got infected with Corona..."

[Doctors] kill people under the pretext of Dengue and Corona. We saw that during the Coronavirus period, the doctors removed the oxygen themselves and the patients were given a lot of antibiotics to make them weak and die..."
**Rumors Trend:**

**Cholera - AWD**

The best treatment for [Cholera] disease is to take a shower with cold water so that your body becomes very cold, then you will be fine.

“Cholera deaths are not as high as they announced it, they are liars.”

“It is not Cholera, they have eaten too much meat and got diarrhea.”

What is behind it?

- Outbreak of AWD in various locations
- Lack of awareness of the severity of the illness and appropriate treatment
- Numbers of cases: mistrust in authorities
Why it matters

- Afghans not seeing COVID-19, MPX, polio and other infectious diseases as posing serious risks
- Continued cases and outbreaks of vaccine preventable illnesses notably AWD and cholera
- Burden on healthcare system
- Lack of trust in vaccines and healthcare system

How should humanitarians respond?

- Increase public communication campaigns from trusted sources - including health promotion activity
- Understand what is behind the rumors - beliefs, traditions, as well as current issues: access to healthcare teams; information channels; need to improve AAP and funding transparency
- **Risk communications** and prioritizing face to face information sharing: address perceptions, answer questions about how vaccines work, debunk rumors and share information about risks posed by AWD, COVID-19, measles
- Maximize outreach and information through: community and religious leaders; healthcare workers; pharmacies; local media; other?
- Low literacy and vulnerable groups - using diverse methods and not discounting public perceptions: e.g., hotlines, illustrations.
Discussion

- Diversifying and improving information channels - working closer with media and other WGs
  - proposal to bring media and health / humanitarian actors together

- Understand **what risk communications activities exist** currently by RCCE actors, and agencies not in RCCE SWG especially Disability and Inclusion WG and Gender in Humanitarian Action WG.

- **Preparedness** for future outbreaks and epidemics: health/illnesses and aid will continue to circulate in social discourse - simulation and preparedness roundtable
  - learnings from earthquake response; how to diversify and increase reach to hard-to-reach and marginalized groups
Join our mailing list, any questions or you wish to share community engagement feedback and rumor data or to collaborate in other ways please contact Mir Rohullah Sadat msadat@internews.org

Thank you