Africa Infodemic Response Alliance

A WHO HOSTED NETWORK

A WHO hosted network composed of intergovernmental and governmental organisations as well as non -State actors to respond to health misinformation.

An Infodemic Management Framework

ABOUT THE ALLIANCE

Africa Infodemic Response Alliance (AIRA)

- <u>Alliance Objective</u> : Limit the spread of harmful health misinformation and disinformation in Africa through : coordinating infodemic response efforts, boosting infodemic research, predicting and preventing misinformation, strengthening citizens' resilience to mis/disinformation, empowering media partners to professionally and effectively share lifesaving information and debunk disinformation on health issues, encouraging proactive disclosure by data holders, and through early identification of mis/disinformation trends and providing a timely and a strategic response at regional and country levels.

- <u>Engaged Partners:</u>

  - Eight operational agencies:
    WHO, UN (Verified), UN Global Pulse, UNICEF, UNESCO, Africa CDC, US CDC and IFRC

  - Five fact checking organizations:
    Africa Check, AFP Fact Check, Pesa Check, Dubawa and Meedan

AIRA Areas of Work

- The Alliance work focuses on five areas of work:

  - **Coordination:** Harmonizing the different efforts responding to the infodemic threat at regional and country level

  - **Infodemiology Research:** Producing research to better understand infodemics and how to respond to them

  - **Advocacy:** Working with member states on adding infodemic response to their list of priorities

  - **Country Support:** Supporting member states with a comprehensive infodemic management strategy and solutions

  - **Viral Facts** : a public-facing brand representing the work of the partnership

VIRAL FACTS

A social media response to the Infodemic

INTRODUCING VIRAL FACTS

Viral Facts is a social content response to health misinformation.

- Viral Facts is designed to make fact -based health information, fact checks and misinformation literacy content highly visual, engaging and shareable across social platforms.

- Viral Facts aims to limit the impact of health misinformation and promote audience resiliency to misinformation through bespoke content campaigns for social channels.

- In Africa, Viral Facts is being piloted by the WHO Africa Regional Office and partners in the Africa Infodemic Response Alliance.

VIRAL FACTS | MYTH BUSTERS

DEBUNKING FALSE AND MISLEADING CLAIMS ABOUT POLIO IN AFRICA

WHY A NEW BRAND?

- The new brand aims to be a one -stop shop for debunking misinformation around public health issues that would be endorsed by all the organisations working on debunking public health misinformation.
- Avoid institutional limitations in social media posting
- Ensure that all Alliance members have ownership of the brand and rights to the content
- A new brand owned by all partners will encourage the cross posting of the content

VIRAL
FACTS
AFRICA

Viral Facts Content

- ***Explained:*** Video explainers that breakdown complicated public health issues
- ***Debunked:*** Video/GIFs/Cards correcting viral misinformation circulating online and in communities
- ***Get it right:*** Misinformation literacy content to teach social media users how to detect misinformation and where to find correct information

VIRAL FACTS AFRICA

Viral Facts Dissemination Channels

- Facebook
- Instagram
- Twitter
- WhatsApp - dissemination through local community partners
- Fact-checking & Media collaborating organisations

VIRAL FACTS AFRICA

TEMPLATE-ENABLED SOCIAL GRAPHICS

VIRAL FACTS

Viral Facts uses an innovative, intuitive template system for the rapid creation of multi -platform visual content.

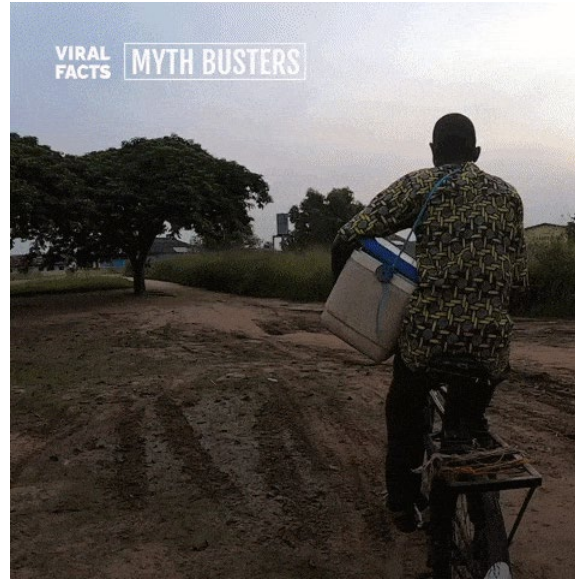Templates are multilingual and allow for rapid rendering of content across languages.

fact
canvas
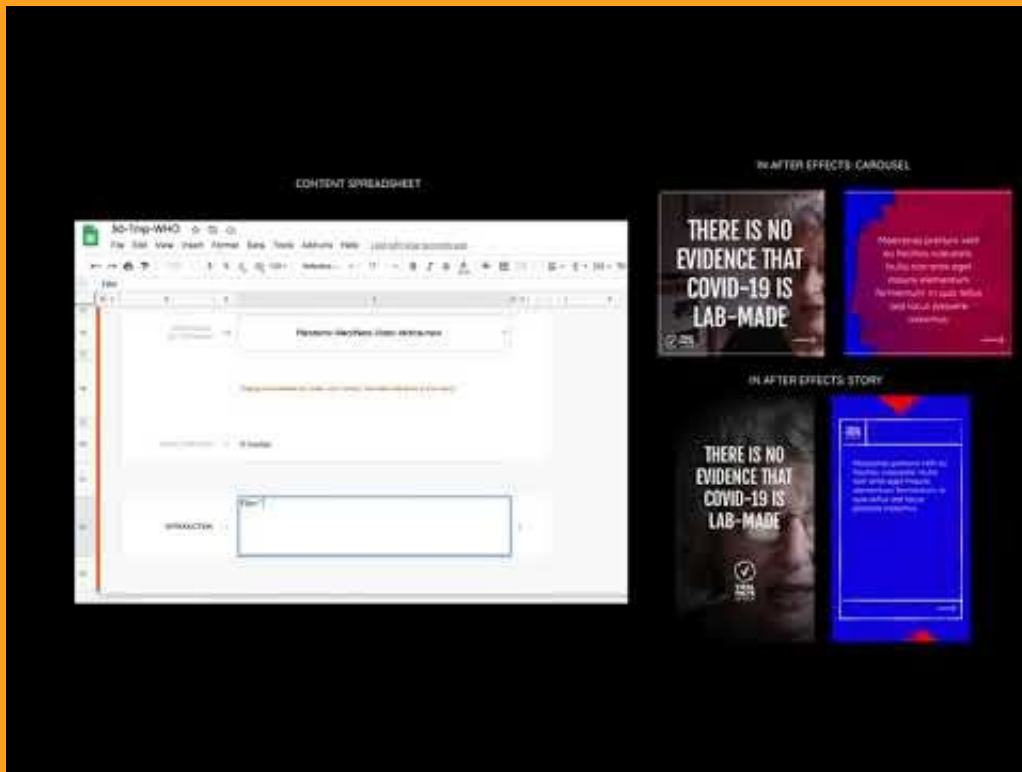
VIRAL
FACTS
AFRICA

VIRAL FACTS

VIDEO
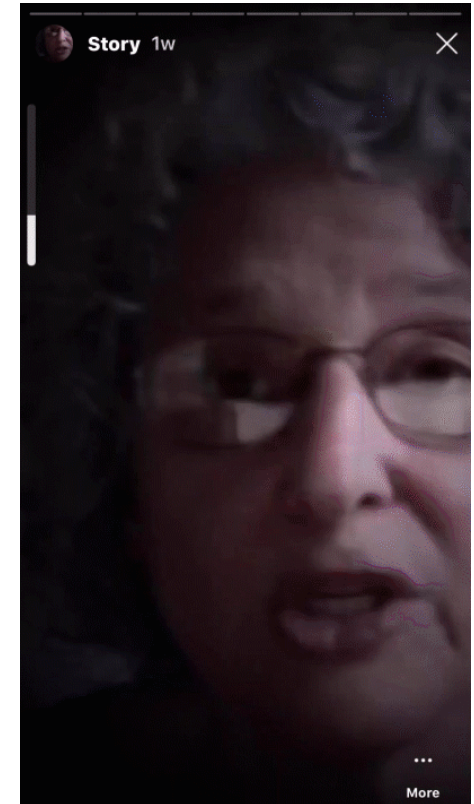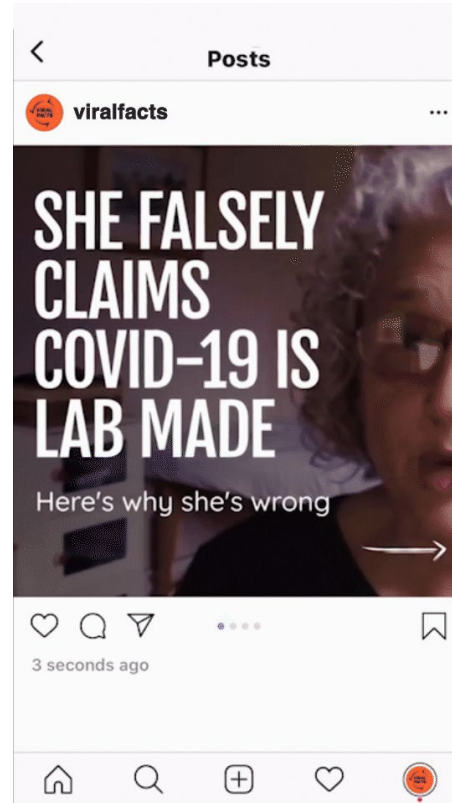SQUARE+VERTICAL

Video >>

Video >>

VIRAL
FACTS
AFRICA

VIRAL FACTS
INSTAGRAM
CAROUSEL & STORY

VIRAL FACTS

WHATSAPP GIF

VIRAL FACTS AFRICA
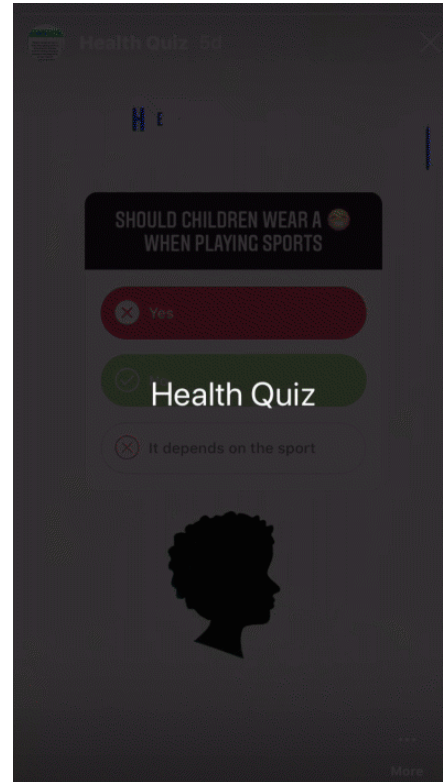
VIRAL FACTS

INSTAGRAM QUIZ

VIRAL
FACTS
AFRICA
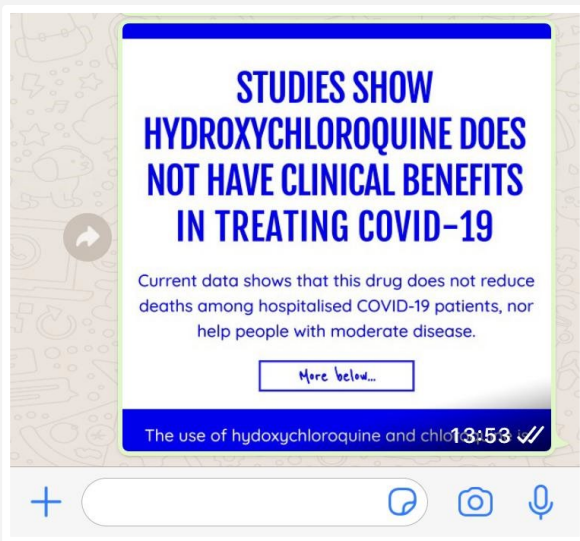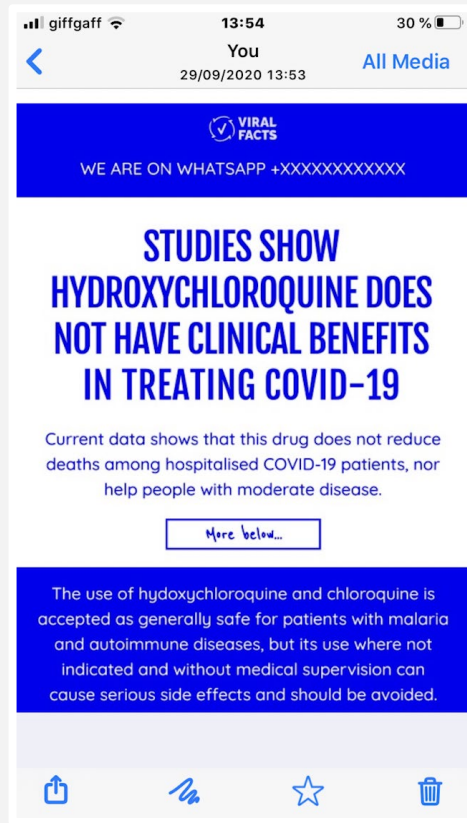
VIRAL FAC...

WHATSAPP STILL IMAGE DEBUNK

Step 1: Message seen in chat. Headline and intro text are visible

Step 2: Message once user taps to expand from chat (iOs).

VIRAL FACTS AFRICA

LOCALISATION

TEXT 1 → In one section of the film, Dr Meryl Nass says she believes the coronavirus is not of natural origin. A claim that experts have said is false. 142

ASSERTION TYPE 1
(if your entry is an assertion) → FALSE CLAIM ▼

FR Dans un passage du film, le docteur Meryl Nass dit douter de l'origine naturelle du virus. Une théorie infondée selon de nombreux experts. 138

MENSONGE

VIRAL FACTS AFRICA

IMPACT

VIRAL FACTS

Viral Facts Africa benefits from the combined expertise of operational agency partners in the Africa Infodemic Response Alliance with years of behavioural science expertise and experience running test -driven communications campaigns.

With a strong focus on highly produced fact checking and misinformation literacy content, Viral Facts Africa serves as an ideal vehicle for research into the impacts of social content on behaviour change.

Viral Facts will also benefit from ongoing research and testing findings to refine strategy, formats and messaging.

Using social analytics and engagement tools, and survey -based research approaches, we aim to address the following research areas:

Reach	Engagement	Behaviour
The comparative reach of fact checking and misinformation literacy content across different platforms in Africa.	The comparative engagement of fact checking and misinformation literacy content across different platforms in Africa.	The extent fact checking content support changes in health beliefs among African audiences.
The key amplifiers for health content in Africa.	The differing engagement rates between fact checking content and misinformation literacy content.	The extent misinformation literacy content fosters resilience to misinformation among African audiences.
The potential benefits of paid promotion in increasing reach and diversity of reach.	The impact of producing content in local languages on engagement?	The extent fact-based health information delivered through social channels supports positive behavioural outcomes (e.g. increased use of masks, increased acceptance of vaccines).