

NIGERIA INFODEMIC MANAGEMENT OPERATIONAL GUIDELINE

Addendum to Multihazard Risk Communication Guideline



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Nigeria
Infodemic
Management
Team





Reflection (Min)

- Think about a training session (or trainer) that you enjoyed, or learned a lot from. Write down why you liked the session on the **green** sticky note.
- Now think about a training session (or trainer) that you didn't really like. Write down why you didn't enjoy the session and what could have been better on the **pink** sticky note.

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SOCIAL MEDIA AND INFODEMIC MANAGEMENT TRAINING

VENUE:
National Reference Laboratory,
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DATE:
25 - 27th April, 2023

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Nigeria Infodemic Management Operational Guideline

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Published October 2023

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Cover and interior pages designed by Oyinloluwa Alalade, 2023

Nigeria Infodemic Management Team

HEALTH FMARD

NIGERIA INFODEMIC MANAGEMENT OPERATIONAL GUIDELINE

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EXECUTIVE SUMMARY

The Nigeria Infodemic Management Operational Guideline is a comprehensive strategy to address infodemics of public health importance in Nigeria. The guideline is organised into five pillars: Coordination, Identification, Simplification, Amplification, and Quantification.

The Guideline aims to improve understanding of the public's perceptions and concerns, increase the use of evidence-based messages and interventions in Risk Communication and Community Engagement (RCCE), and improve the public's trust and engagement in public health efforts. This will ultimately lead to improved public health outcomes and data-driven preparedness, response, and recovery to disease outbreaks in the country.

The Nigeria Infodemic Management Operational Guideline is intended to be a living document that is regularly reviewed and updated as needed. It is designed to be used by the Nigeria Centre for Disease Control and Prevention (NCDC) and its stakeholders and partners in the National Infodemic Management Team (NIMT) to guide the operationalisation of infodemics related to public health events and threats in Nigeria.

CHAPTER 1

Infodemic Management in Nigeria

1.1 Introduction

An infodemic refers to the rapid spread of misinformation and disinformation, often amplified by social media and other online platforms, that can have serious consequences for public health and safety. In the context of a global pandemic, such as the COVID-19, an infodemic can hinder efforts to effectively combat the spread of the disease and protect the health of our communities. Misinformation about COVID-19, for example, may discourage people from taking preventive measures such as wearing masks or getting vaccinated or may promote ineffective treatments that could put people's life at risk. Infodemic management applies evidence-based interventions by analysing concerns, questions, narratives, information voids, and misinformation to effectively address health information inequalities in at-risk populations and communities of focus to drive health-seeking behaviours. Effective infodemic management is therefore crucial to mitigate the negative impacts of misinformation, disinformation, and malinformation and to ensure that the public has access to accurate and reliable information. This may involve a range of strategies, such as fact-checking and debunking false information, promoting credible sources of information, and educating the public about how to critically evaluate the information they encounter both online and offline.

The situation in Nigeria with regard to infodemics has been of concern in recent years. Misinformation and disinformation about various issues, including health, politics, and social issues, have been widely circulated online and have had significant impacts on public opinion and decision-making. The COVID-19 pandemic further exacerbated this problem, with false information about the disease and its transmission spreading rapidly and hindering efforts to protect the health of Nigerians. In response to this challenge, the Nigeria Centre for Disease Control and Prevention (NCDC) established the infodemic management team to monitor and address the spread of this misinformation in real-time. The infodemic management team began their work by analysing event-based surveillance data from the call center and social media and generating weekly reports to guide the decision-making and interventions of the Emergency Operations Centres (EOC). In the first three months of the COVID-19 response, the team developed a rumour response model and a range of tools to help combat the spread of false information. These tools included a rumour log, standard operating procedure (SOP), taxonomy and prioritization matrix, and a compendium to debunk frequently circulating rumours. To effectively manage the infodemic, the team also worked collaboratively with various stakeholders and partners, including fact-checking organizations to identify and address the spread of misinformation in the country.

In 2021, the infodemic management team took steps to further enhance its efforts to manage and mitigate the spread of misinformation. This included implementing an integrated infodemic management process and automating the social listening process, in order to more

efficiently track and address the concerns of Nigerians about COVID-19 and other priority diseases such as cholera, Lassa fever, yellow fever, mpox, polio, etc. Furthermore, the insights generated by the infodemic management team played a crucial role in supporting the introduction, administration, and scale-up of the COVID-19 vaccine in Nigeria, working within the Evidence generation pillar of the National Primary Health Care Development Agency.

The infodemic management team also received technical assistance from the World Health Organization Africa Infodemic Response Alliance (WHO-AIRA) and the United States Agency for International Development (USAID)-flagship Breakthrough ACTION Nigeria to support its activities in the country. This assistance led to the establishment of the Nigeria Infodemic Management Team (NIMT) to strengthen partnerships and collaborations among multisectoral and multidisciplinary stakeholders. The NIMT met weekly to review social listening data and produce weekly infodemic management insights reports that informed Risk Communication and Community Engagement interventions for disease outbreaks in the country. Overall, infodemic management in Nigeria has been an ongoing process of adapting to the evolving nature of outbreak preparedness and response, and the challenges of managing the spread of misinformation. By working closely with stakeholders and partners, the Nigeria Infodemic Management Team has been able to develop and implement effective strategies to combat infodemics and protect the health and well-being of Nigerians thus far.

1.2 About the Nigeria Infodemic Management Team

The Nigeria Infodemic Management Team (NIMT) is a multidisciplinary and multisectoral team that is coordinated by the Nigeria Centre for Disease Control and Prevention (NCDC) with stakeholders and partners from a variety of organisations and sectors. The NIMT is responsible for managing infodemics in Nigeria, particularly during disease outbreaks. The primary role of the NIMT is to monitor and analyse conversations and information of public health importance in Nigeria, and to provide data-driven insights to inform the preparedness and response to these emergencies. The team does this through the development and dissemination of infodemic management insights reports, which are compiled using social listening data collected from various platforms and sources, and analysed to identify emerging trends and patterns related to health emergencies. These reports are disseminated to relevant stakeholders to support evidence-based decision-making and enhance the effectiveness of the Risk Communication and Community Engagement (RCCE) response in Nigeria.

1.3 Vision, Goal, and Objectives

1.3.1 Vision

A Nigeria where the public has access to accurate and reliable information about public health issues, and where infodemics does not hinder efforts to protect the health of the community.

1.3.2 Goal

To effectively identify and address infodemics of public health importance in Nigeria using community-led evidence-based approaches and interventions.

1.3.3 Objectives:

- To identify and analyse conversations of public health importance in Nigeria using social listening and other data collection and analysis tools and techniques including AI.
- To identify and address pressing knowledge gaps, information voids, overloads, and rumours of public health importance in Nigeria.
- To monitor and evaluate the effectiveness of infodemic management strategies and operations in Nigeria and make adjustments as needed to ensure its ongoing effectiveness.
- To collaborate and coordinate with partners and stakeholders to ensure accurate and reliable information is widely disseminated to the public in Nigeria.

1.4 Strategies for Infodemic Management

The effective management of infodemics requires a multisectoral and multidisciplinary approach that involves coordination, collaboration and communication across various stakeholders. Infodemic management encompass a range of approaches aimed at preventing, detecting, and responding to infodemics. Some of the most effective strategies include prebunking, debunking, and inoculation. Other strategies for infodemic management include social and community listening, where information is collected from social media and other sources to understand public perceptions and concerns, and questions.

1.4.1 Prebunking

Prebunking is a proactive strategy for infodemic management that involves providing accurate information to the public before they encounter misinformation. The idea is to provide individuals with the necessary tools to recognise false or misleading information and to encourage critical thinking. It involves pre-emptively providing people with accurate information to counteract potential misinformation that may circulate in the future. Prebunking can be done in several ways, such as through public health campaigns, educational materials, social media posts, or community engagement events. The focus is on promoting accurate and reliable information on the topic before the misinformation spreads widely.

Prebunking is based on the idea that people are more likely to accept and believe information that confirms their existing beliefs and attitudes. It requires ongoing efforts to keep people informed and educated about the issues relevant to their community. This helps to build a culture of trust and transparency, which is essential for effective infodemic management. By proactively providing accurate information, prebunking can

help to prevent the spread of misinformation and support the public's understanding of public health issues.

1.4.2 Debunking

Debunking is a reactive strategy for responding to infodemics that involves identifying and refuting false or misleading information. This strategy is important because false information can spread quickly and have significant consequences, especially during public health emergencies. Debunking can be done through various means such as fact-checking, using evidence-based information, and correcting misleading information in a clear and concise manner. Effective debunking requires a comprehensive understanding of the false information and its source, as well as the audience that is being targeted.

It is important to be careful when debunking information, as poorly executed debunking can inadvertently spread the false information even further. One effective approach to debunking is to provide a clear and concise explanation of why the information is false, along with credible evidence that supports the correct information. This can help to counteract the cognitive biases and emotional appeals that often accompany false information. Debunking can be done by public health agencies, journalists, and other trusted sources of information. However, it is important to note that debunking alone may not be sufficient to address infodemics. Other strategies such as prebunking and inoculation may also be necessary.

1.4.3 Inoculation

Inoculation is an infodemic management strategy that involves providing people with a weakened form of misinformation in order to build up their resistance to it. The idea is to expose individuals to a small amount of false information and then provide them with the correct information or a counter-argument. This approach aims to “immunize” people against the spread of misinformation and disinformation by building their resistance to it as it helps to preemptively address and counteract potential misinformation that may be presented in the future.

The process of inoculation involves three key components:

- o **Warning:** The individual is warned that they may come across false information or arguments in the future. This prepares them to be on guard for misleading information.
- o **Exposure:** The individual is exposed to a weakened form of the misinformation or argument. This can be done through examples or hypothetical scenarios.
- o **Refutation:** The individual is then presented with the correct information or a counter-argument that debunks the misinformation or argument they were previously exposed to. This helps to strengthen their resistance to the false information.

Inoculation has been found to be effective in various contexts, including in the management of infodemics. It is particularly useful for countering the spread of viral misinformation that is often shared on social media platforms. By building up individuals' immunity to specific pieces of misinformation, they become better equipped to recognise and resist misinformation.

Inoculation and prebunking are similar strategies, but there are some differences between them. Prebunking is a proactive approach to prevent the spread of misinformation by providing accurate information before false information has a chance to spread. This is typically done through public education campaigns, media literacy programs, and other awareness campaigns. Inoculation, on the other hand, involves exposing people to a weakened form of the misinformation in order to build up their immunity to it. This can be done by presenting people with a small amount of false information and then providing them with accurate information that debunks the falsehood. By doing so, people become less susceptible to future misinformation because they have already developed a resistance to it. So while prebunking aims to prevent the spread of misinformation before it happens, inoculation aims to make people more resilient to misinformation that they may encounter in the future.

1.4.4 Social and Community Listening

Social and community listening is an important strategy to identify/detect infodemics before, during and after outbreaks. It involves monitoring and analysing social media platforms, online news outlets, and other digital and non-digital communication channels to understand public perceptions, concerns, and behaviors related to the outbreak. Social and community listening can provide valuable insights into the information needs of the public and help public health agencies to identify and address misinformation and rumors in real-time.

1.4.4.1 Social Listening

Social listening is a critical infodemic management approach that involves monitoring and analysing social media channels, online forums, and other digital platforms to understand public sentiment and concerns regarding an outbreak. By leveraging social listening tools and techniques, public health professionals can identify emerging trends and misconceptions around an outbreak, and develop targeted communication strategies to address them.

Social listening involves tracking specific keywords, hashtags and mentions related to an outbreak across various (social) media channels. This approach is helpful to gain insights into the community's perceptions of an outbreak and respond to the most pressing concerns. For instance, during the COVID-19 pandemic, social listening helped the NCDC and NPHCDA to identify and address concerns around the efficacy of vaccines,

the use of face masks, and the potential side effects of certain treatments. Moreover, social listening enables public health authorities to understand how different communities are affected by an outbreak and tailor their communication strategies accordingly. By analysing social media conversations and trends in specific communities, we can develop culturally appropriate interventions that resonate with the target population.

1.4.4.2 Community Listening

Community listening is another effective approach for managing infodemics. This approach involves engaging with community leaders, organisations, and members of the community to identify the most pressing information needs, concerns or questions related to the outbreak. It helps to build trust between public health officials and the community, and to ensure that communication efforts are tailored to the specific needs of the community. Community listening can take many forms, such as conducting focus group discussions, community meetings, and surveys. These activities help to identify the most common rumors and misconceptions about the outbreak and provide an opportunity to dispel these myths and provide accurate information. In addition, the community listening provide insights into the cultural and social factors that may be influencing behaviors related to the outbreak.

1.4.4.3 Sources of social listening data for infodemic management

The social listening sources are grouped into:

- a. **Health system communications**
 - Hotline call log/centre
 - Email/SMS/Chat queries
 - Media/Press inquiries
 - Patient/Community feedback surveys
 - Other formal feedback mechanisms
- b. **Digital environment and user behaviour**
 - Website analytics
 - Search trends
 - Social media monitoring (using social listening tools like tatafo, mediatool kit, twitter deck etc)
 - Digital infodemic insights analysis
 - Discussion forums
 - Other digital sources
- c. **Society and community channels**
 - Traditional media monitoring
 - Feedback from town hall meetings, community events/activities
 - Opinion polls

- Community assessment
- KAPs studies
- Other society and community channels.

1.5 Steps to Develop and Implement Effective Infodemic Management Systems

The following are some key steps to develop and implement effective infodemic management interventions:

1.5.1 Establish a dedicated infodemic management team

This team should be composed of professionals with expertise in public health, communication, information management, etc. They should be responsible for identifying and responding to infodemics of public health concern before, during and after outbreaks in the state. Establishing a dedicated infodemic management team is critical to effectively managing infodemics. The team should be made up of individuals with relevant skills and experience in areas such as public health, communications, social media., etc. Furthermore, training and capacity-building for the infodemic management team and other stakeholders involved is important. The training should cover areas such as risk and evidence-based analysis and report development, social media monitoring, effective communication strategies and coordination of the infodemic management operations in the state, among others. After getting the team, a Terms of Reference (TOR) should be developed for the team to guide their operations.

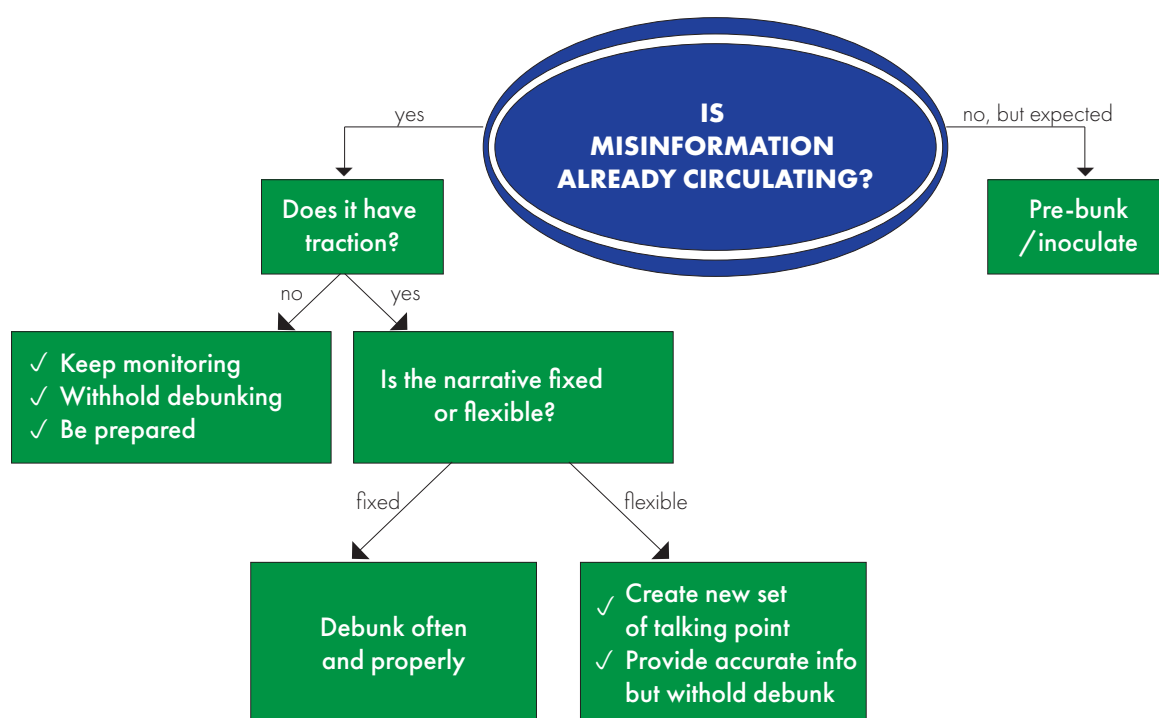
1.5.2 Conduct social and community listening

Conducting social and community listening is an essential step in managing infodemics. It involves identifying circulating rumours and misinformation, evaluating the sources and assessing the level of risk they pose to public health. The listening should identify the different types of misinformation and their potential impact on public health, as well as the factors that may contribute to their spread. These factors could include the speed and reach of social media platforms, the level of trust in official information sources, and cultural or social beliefs. Once the infodemics have been identified, the next step is to prioritise them based on their potential impact and likelihood of occurrence. This prioritisation will help to focus limited resources on the most significant risks. It is important to note that the social and community listening would be an ongoing process, as infodemics can change rapidly especially during an outbreak.

1.5.3 Develop insights report and recommend appropriate evidence-based RCCE interventions

To recommend evidence-based communication interventions, it is important to gather and analyse data on the current perceptions, concerns, knowledge, attitudes, and be-

haviors of the affected population. This can be achieved through surveys, focus groups, and other forms of social and community listening. Effective communication interventions aim to build trust, provide clear and concise information, and address the fears and concerns of the population.



An infodemic analysis chart from ECDC

1.5.4 Monitor and evaluate Infodemic management interventions

Monitoring and evaluating infodemic management interventions is a critical component of infodemic management. This involves tracking the effectiveness of the communication interventions implemented and making adjustments as necessary. By monitoring and evaluating communication interventions, we can better understand the impact of our efforts and make informed decisions about how to manage infodemics and mitigate the negative impact of misinformation during outbreaks in the country.

CHAPTER 2

Pillars of Infodemic Management

Infodemic management is a complex and multifaceted process that involves a range of online and offline strategies and techniques to detect, prevent and respond to the spread of misinformation and disinformation of public health importance in Nigeria. To effectively coordinate and implement these efforts in Nigeria, the following pillars provide a structured and systematic approach: coordination, identification, simplification, amplification and quantification.

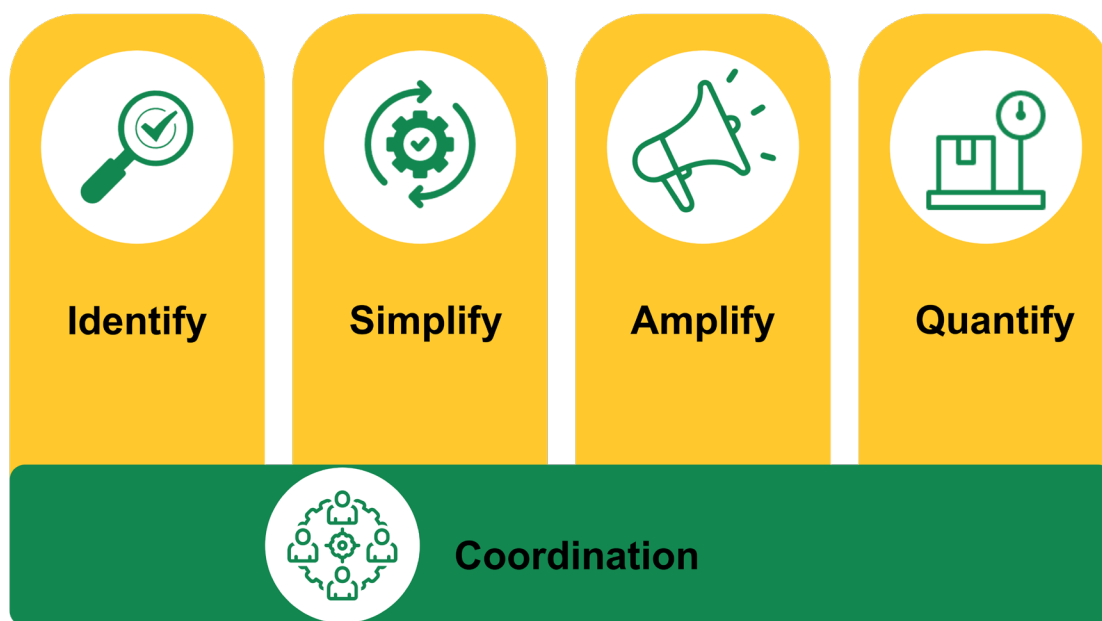


Chart showing the pillars of infodemic management in Nigeria

2.1 Coordination

Effective coordination is essential for addressing the complex and multifaceted challenges posed by infodemics. The coordination pillar is responsible for managing the overall operations of the infodemic management team, as well as mobilising the necessary resources to support the team's activities. This includes working with stakeholders and partners to ensure effective coordination, collaboration, and communication as well as managing the logistics of the infodemic management efforts. The coordination pillar manages the overall operations of the infodemic management team and mobilising the necessary resources to support the team's activities. This includes developing partnerships with government agencies, civil society organisations, fact-checkers, (social)media outlets and influencers, and other relevant stakeholders to leverage their expertise, resources, and networks. Coordination also involves establishing communication channels and protocols for sharing information, coordinating responses, and identifying and addressing gaps in the response.

The coordination pillar plays a critical role in ensuring that infodemic management efforts are effectively targeted, responsive, and efficient. It is responsible for overseeing the overall response to the infodemic, monitoring progress, and identifying areas where additional resources

es or support may be needed. To ensure effective coordination, the infodemic management team needs to establish clear roles and responsibilities, as well as communication protocols and reporting mechanisms. The team should also be structured in a way that supports effective coordination, with clear lines of authority and accountability. Ultimately, effective coordination is essential for ensuring that infodemic management efforts are successful in mitigating the impact of misinformation and disinformation. By working together to identify and respond to emerging challenges, stakeholders and partners can help to protect the health, safety, and well-being of individuals and communities in Nigeria.

2.1.1 Pillar Goal:

- Provide direction and ensure alignment of infodemic management interventions at all levels for effective RCCE before, during, and after any public health events and emergencies.

2.1.2 Specific objectives

- Identify and engage relevant stakeholders for infodemic management at all levels.
- Develop cohesive infodemic management strategies and plans to institutionalise infodemic management in Nigeria.
- Develop infodemic management plans and strategies
- Coordinate the operationalisation of infodemic management and linkages between infodemic management teams and other Technical Working Groups (TWGs). Align Infodemic Management operations with other relevant working groups
- Mobilise resources and align stakeholders' priorities for effective and efficient infodemic management in the country.
- Manage the Nigeria infodemic management secretariat and provide regular updates to stakeholders on infodemic management.

2.1.3 Roles and responsibilities

- Set up the infodemic management secretariat using multisectoral and one-health approach
- Lead the setting of strategic priorities and directions for infodemic management in Nigeria in line with national RCCE priorities and strategies.
- Provide a forum for knowledge exchange and evaluation of Nigeria's infodemic management interventions.
- Provide regular updates on infodemic management interventions to stakeholders through various channels and media.
- Advocate and mobilise resources to implement and advance the institutionalisation of infodemic management in the country.
- Conduct periodic stakeholders mapping and identify opportunities for strategic partnerships and collaborations
- Adapt data protection policies, strategic plans, and guidelines and ensure that inform

consent and other data protection policies are respected.

- o Provide daily/weekly infodemic report during emergencies
- o Provide routine (monthly/ quarterly and annual) infodemic reports

2.2 Identification

The identification pillar is a critical component of infodemic management, responsible for tracking and gathering information both online and offline. It employs various data collection techniques, including social and community listening, to monitor and collate information of public health importance in Nigeria. This allows the infodemic management team to gain insights into the perceptions, attitudes, and concerns of the public, and to identify any knowledge gaps, information voids, overloads, or rumours related to public health issues. The pillar uses a variety of tools and methods to monitor online, and offline conversations related to public health, including keyword monitoring, and community-based surveillance (and event based surveillance). These tools allow the team to track and gather information about the spread of misinformation and disinformation, as well as to identify emerging issues and concerns related to public health. In the identification pillar, officers use predefined or developed questions, questionnaires, or keywords to identify the trending narratives in the community. This approach helps to streamline the data collection process and ensures that the team is gathering relevant and useful information. The questions and keywords are designed to capture key themes and issues related to public health, as well as to identify potential misinformation and disinformation. This approach also enables the team to gather information that may not be readily available through other means, such as social media monitoring. At the sub-national level, the identification function is performed by a range of stakeholders, including local government health educators/promoters, DSNOs, health facility/ward surveillance focal persons COMOS, community informants, community volunteers from organizations such as Red Cross, Breakthrough ACTION, UNICEF, CHIPs agents, WHO field officers, ward development committee, and others. These stakeholders engage directly with community members during their routine functions and activities, such as community health outreach programs, to gather data and provide insights to the state and national level for analysis. By engaging directly with community members, the identification pillar provide a more accurate picture of the information landscape and identify the specific challenges and concerns faced by communities in different parts of the country. This information can then be used to develop targeted messaging and interventions that are tailored to the specific needs and concerns of different communities.

2.2.1 Pillar Goal:

Monitor and collate online and offline conversations that are of public health importance in Nigeria, using social listening, and other data collection tools and techniques including Artificial Intelligence (AI).

2.2.2 Specific objectives:

- o To promptly detect/identify and collate circulating rumours questions, concerns, information voids and narratives of public health importance, both online and offline, before, during and after public health events and emergencies
- o To map existing data sources to be leveraged for social listening at various levels.

2.2.3 Functions & Responsibilities:

- o Identify, monitor, and track relevant questions, concerns, information voids, narratives and circulating rumours at all levels before, during and after public health events and emergencies.
- o Support conduct of regular quantitative and qualitative surveys to understand behaviours, trends and concerns before, during and after public health events and emergencies.
- o Provide relevant data to aid development of actionable and real time infodemic management report.

2.3 Simplification

The simplification pillar is responsible for analysing the collated information and developing insight reports based on the data. This includes using various data analysis methods and techniques to analyse the collated information. This information is then used to develop infodemic management insight reports that include strategies and recommendations that inform risk communication, health promotion, social mobilisation, community engagement interventions and policy-making and implementation. Simplification is critical for the success of infodemic management efforts and the simplification pillar is an essential component of Nigeria infodemic management team. The simplification pillar is a crucial link between the identification and amplification pillars, as it bridges the gap between raw data and effective RCCE intervention. The insights generated by this pillar provide a detailed understanding of the information landscape, including information gap, the types of rumours (misinformation, disinformation or fact) that are circulating, the sources of this information, and the underlying beliefs and attitudes that drive its spread. These insights are used to develop clear and concise messaging/content that can be disseminated through various channels, such as social media, radio, and community engagement activities. This messaging is tailored to the specific needs and concerns of different communities and is designed to promote informed decision-making and reduce the spread of misinformation and disinformation.

The simplification pillar is made up of a team of professionals with expertise in various fields such as data analysis, risk communication, health promotion, epidemiology, and fact-checking. They use a range of tools and techniques to analyse data and identify key insights, including statistical analysis, data visualisation, and thematic analysis. The simplification pillar plays a critical role in ensuring that the infodemic management team has a comprehensive understanding of the infodemic landscape by transforming complex data into clear and concise insights to mitigate the impact of misinformation and disinformation, promote public health and safety, and support informed decision-making at all levels of society. After the development

of the insight report, it is shared with the infodemic management team's secretariat, which is responsible for coordinating the activities of the various pillars. The secretariat ensures that the insight report is disseminated to the amplification pillar, which is responsible for developing and implementing targeted interventions to reach the target audience.

2.3.1 Pillar Goal:

Promote understanding of risk and health expert advice before, during and after public health events and emergencies.

2.3.2 Specific objectives:

- To generate insight reports and recommend actionable messaging and other activities to address the concerns, knowledge gaps, and information needs of the public.
- Harmonise and triangulate social listening data across all levels in the country.
- Develop capacity of different structures to analyse social listening data.

2.3.3 Functions & responsibilities

- Analyse community and social listening data collected through different channels (online and offline).
- Harmonise and triangulate data from different channels and sources to develop integrated insight report to inform RCCE interventions.
- Support relevant pillars to develop clear, simple, culturally appropriate messages based on the recommendations in the insight report.
- Develop and review common taxonomies to categorise and classify circulating rumours.

2.4 Amplification

The amplification pillar is responsible for implementing targeted risk communication, health promotion, social mobilisation and community engagement interventions to address the identified infodemic concerns and promote health emergency preparedness, response, and recovery. This includes working with partners and stakeholders to ensure that accurate and reliable information is widely available to the public, and developing targeted messages and campaigns to address specific knowledge gaps or concerns. To achieve its functions, the amplification pillar works closely with partners and stakeholders at national and subnational levels to ensure that accurate and reliable information is widely disseminated to the public. Some of these structures include:

1. Health coordination structures such as the National Risk Communication Technical Working Group (NRCTWG), the National Advocacy, Communication and Social Mobilization Working Group (NACSM-WG), the National Health Promotion Forum, Disease Technical Working Groups (TWGs), Emergency Operation Centres (EOCs), and similar structures at subnational levels such as the State Health Promotion Forums, Ward Health Development Committees (WDC), Village Health Development Committees (VDC) etc
2. Faith Based Organizations such as Caritas, FOMWAN etc

3. Traditional Leaders Council
4. Media Forums such as National Health Journalist Forum
5. Affinity Groups
6. CBOs and CSOs
7. Community Structures such as TBAs, PPMVs etc

The amplification pillar develops targeted messages and campaigns to address specific knowledge gaps or concerns identified by the infodemic management team. The pillar also works to engage communities and stakeholders in the co-creation and implementation of messaging and campaigns, ensuring that they are relevant and resonant with the target audience.

2.4.1 Pillar objective:

Develop and implement evidence-based targeted RCCE interventions for addressing knowledge gaps, information voids, information overloads, and rumours of public health importance in Nigeria using a One health HCD approach.

2.4.2 Specific objectives:

- o To develop and implement targeted RCCE interventions based on the recommendations of the infodemic management insights report.
- o To work with partners and stakeholders including affected communities/groups to ensure that interventions are implemented effectively and reach the targeted audience using a One health approach.

2.4.3 Functions & Responsibilities

- o Review the findings of the infodemic management insights report to identify the knowledge gaps, concerns, and information needs of the public.
- o Develop targeted social behaviour change, health promotion, risk communication and community engagement interventions to address identified gaps and promote outbreak preparedness, response, and recovery.
- o Implement targeted social behaviour change, health promotion, risk communication and community engagement interventions to address identified gaps and promote outbreak preparedness, response, and recovery using the appropriate channels and right messengers

2.5 Quantification

The quantification pillar is responsible for monitoring and evaluating the effectiveness of the infodemic management operations and recommending adjustments as needed to ensure the ongoing effectiveness of the Nigeria Infodemic Management Team. To perform this function, the pillar uses a range of M&E techniques to gather insights about the infodemic management activities, as well as to evaluate the effectiveness of the interventions developed by the infodemic management team. This analysis allows the team to identify areas where the interventions

are effective and where they need improvement, as well as to gain a deeper understanding of the public's perceptions and concerns.

2.5.1 Pillar Goal:

Monitor and evaluate the effectiveness of infodemic management operations and interventions in Nigeria and recommend adjustments where needed to ensure continued efficiency and effectiveness.

2.5.2 Specific objectives:

- o To adapt appropriate monitoring and evaluation tools and processes relevant to infodemic management
- o To gather detailed insights about the public's understanding and attitudes towards public health threats in Nigeria.
- o To identify and recommend areas for improvement in the infodemic management strategy and operations as well as to develop a sustainability plan

2.5.3 Functions & Responsibilities

- o Develop, review and refine data collection tools, rumor log, and common taxonomies for infodemic management.
- o Develop and review standard operating procedures (SOPs), guidelines and protocols for data collation online and offline.
- o Conduct periodic mapping and analysis of the information ecosystem, which includes key actors, tools, ethical considerations, guidelines, SOPs, data protection policies, and other relevant resources to advance infodemic management.
- o Conduct Social Network Analysis to understand and inform how information circulates, online and offline especially during public health events and emergencies.
- o To create and manage a robust data storage and retrieval system and maintain a repository of infodemic management resources

In conclusion, the pillars of Infodemic Management provide a comprehensive and holistic approach to prevent, detect and respond to the spread of infodemics of public health importance in the country. By effectively coordinating and implementing these pillars, the infodemic management team is able to identify and address the concerns of the public, and ensure that accurate and reliable information is available to protect the health and well-being of the population.

CHAPTER 3

Monitoring and Evaluation of Nigeria Infodemic Management Operations

Monitoring and evaluating infodemic management operations is a crucial process in effectively combating the spread of misinformation and disinformation especially during public health events and emergencies. As the volume and complexity of information circulating both in the the digital and physical space continue to escalate, accurate monitoring and evaluation mechanisms become essential to stay abreast of evolving challenges. This entails systematically collecting data, assessing the impact of interventions, and continuously adapting strategies based on evidence and insights gained from the evaluation process. Effective monitoring involves the regular and systematic tracking of key indicators, including the dissemination of accurate information, the reach and effectiveness of communication campaigns, and the identification of trending narratives. By utilising a variety of data sources, such as surveys, and qualitative assessments, the Nigeria Infodemic Management Team can gain a comprehensive understanding of the public's perceptions, attitudes, and concerns, as well as the impact of their work in infodemic management. Evaluation, on the other hand, assesses the effectiveness of infodemic management interventions in mitigating the impact of misinformation and disinformation. It involves rigorous analysis of the outcomes and impact of various risk communication, health promotion, and community engagement strategies. Evaluations help identify what works well and what needs improvement, enabling the team to fine-tune its approaches and allocate resources efficiently. A well-executed monitoring and evaluation framework empowers the Nigeria Infodemic Management Team to be proactive in combating information challenges. The insights gained from the monitoring and evaluation process contribute to evidence-based decision-making, fostering the ability to swiftly adjust interventions in response to emerging situations and public sentiment. Furthermore, monitoring and evaluation foster accountability and transparency. By regularly reporting on the outcomes of infodemic management interventions, stakeholders and the partners can assess the team's performance and hold it accountable for its actions thereby building trust and confidence among the stakeholders and every member of the Nigeria Infodemic Management Team.

3.1 Coordination

3.1.1 Activities:

- Manage the overall operations of the infodemic management team.
- Mobilize necessary resources to support the team's activities.
- Work with stakeholders and partners for effective coordination, collaboration, and communication.
- Manage logistics of the infodemic management efforts.
- Develop partnerships with government agencies, civil society organizations, fact-checkers, media outlets, influencers, and other relevant stakeholders.
- Establish communication channels and protocols for sharing information and coordi-

nating responses.

- Identify and address gaps in the infodemic management response.

3.1.2 Indicators

- Percentage of relevant stakeholders identified and engaged for infodemic management.
- Number of cohesive infodemic management strategies and plans developed and institutionalised.
- Number of operationalized infodemic management activities and linkages with other Technical Working Groups (TWGs).
- Resources mobilised and stakeholders' priorities aligned for effective infodemic management.
- Effectiveness of the Nigeria infodemic management secretariat in providing regular updates to stakeholders.
- Knowledge exchange and evaluation of Nigeria's infodemic management interventions.
- Compliance with data protection policies and guidelines during infodemic management activities.
- Timeliness and accuracy of daily/weekly and routine (monthly/quarterly/annual) infodemic reports.

3.1.3 Data Sources

- Stakeholder databases and contact lists.
- Infodemic management plans, strategies, and reports.
- Communication records and platforms.
- Data protection policies and consent records.
- Infodemic reports during emergencies.

3.1.4 Frequency

- Regular updates to stakeholders on infodemic management activities.
- Daily/weekly infodemic reports during emergencies.
- Routine (monthly/quarterly/annual) infodemic reports for evaluation and planning purposes.

3.2 Identification

3.2.1 Activities

- Tracking and gathering information both online and offline using data collection techniques, including social and community listening.
- Monitoring and collating information of public health importance in Nigeria to gain insights into public perceptions, attitudes, and concerns.
- Identifying knowledge gaps, information voids, overloads, or rumors related to public health issues.
- Using tools and methods such as keyword monitoring, community-based surveillance,

and event-based surveillance to track online and offline conversations related to public health.

- Using predefined or developed questions, questionnaires, or keywords to identify trending narratives in the community and gather relevant and useful information.
- Identifying potential misinformation and disinformation related to public health.
- Engaging with stakeholders at the sub-national level, such as local government health educators/promoters, DSNOs, health facility/ward surveillance focal persons, community informants, and volunteers to gather data and insights for analysis.

3.2.2 Indicators

- Number of relevant questions, concerns, information voids, narratives, and circulating rumors identified and monitored.
- Frequency of data collection through social and community listening techniques.
- Number of quantitative and qualitative surveys conducted to understand behaviors, trends, and concerns related to public health events and emergencies.
- Accuracy and timeliness of data provided to aid in the development of actionable and real-time infodemic management reports.

3.2.3 Data Sources:

- Online platforms, including social media, forums, and websites.
- Offline sources, such as community meetings, public gatherings, and traditional media.
- Data collected through social listening tools and techniques, including Artificial Intelligence (AI).
- Quantitative and qualitative survey data.

3.2.4 Frequency

- Ongoing monitoring and tracking of relevant questions, concerns, information voids, narratives, and circulating rumors both before, during, and after public health events and emergencies.
- Regular conduct of quantitative and qualitative surveys to understand behaviors, trends, and concerns related to public health events and emergencies.
- Provision of relevant data for the development of actionable and real-time infodemic management reports as needed.

3.3 Simplification

3.3.1 Activities

- Analysing collated information using various data analysis methods and techniques.
- Developing infodemic management insight reports based on the analyzed data.
- Creating strategies and recommendations to inform risk communication, health promotion, social mobilisation, community engagement interventions, and policy-making and implementation.

- Bridging the gap between raw data and effective RCCE (Risk Communication and Community Engagement) interventions.
- Generating insights about the information landscape, including types of rumors (misinformation, disinformation, or fact), their sources, and the underlying beliefs and attitudes driving their spread.
- Developing clear and concise messaging/content tailored to the specific needs and concerns of different communities to reduce the spread of misinformation and disinformation.

3.3.2 Indicators:

- Number of insight reports generated and their coverage of concerns, knowledge gaps, and information needs of the public.
- Effectiveness of the developed messaging and interventions in promoting understanding of risk and health expert advice.
- Level of harmonisation and triangulation of social listening data across all levels in the country.
- Capacity development of different structures in analysing social listening data.
- Use of common taxonomies to categorize and classify circulating rumors.

3.3.3 Data Sources

- Collated information from the identification pillar, including data from social and community listening.
- Data analysis reports generated using various tools and techniques, such as statistical analysis and data visualization.
- Triangulated social listening data from different channels and sources.

3.3.4 Frequency

- Regular analysis of community and social listening data collected through different channels (online and offline).
- Development of insight reports as needed to inform RCCE interventions, which could be on an ongoing basis or during specific public health events and emergencies.
- Continuous harmonization and triangulation of social listening data across all levels.
- Regular capacity development efforts to improve data analysis skills of different structures involved in the simplification pillar.
- Periodic reviews and updates of common taxonomies to categorize and classify circulating rumors.

3.4 Amplification

3.4.1 Activities

- Implementing targeted risk communication, health promotion, social mobilization, and community engagement interventions.

- Ensuring accurate and reliable information is widely available to the public.
- Developing targeted messages and campaigns to address specific knowledge gaps or concerns identified by the infodemic management team.
- Working with partners and stakeholders at national and subnational levels to disseminate accurate and reliable information to the public.
- Engaging communities and stakeholders in the co-creation and implementation of messaging and campaigns.

3.4.2 Indicators

- Number of evidence-based targeted RCCE interventions developed and implemented.
- Reach and coverage of interventions to address knowledge gaps, information voids, information overloads, and rumors of public health importance.
- Effectiveness of interventions in promoting outbreak preparedness, response, and recovery.
- Level of engagement with partners and stakeholders, including affected communities/groups, in the implementation of interventions.

3.4.3 Data Sources

- Infodemic management insights report, which identifies knowledge gaps, concerns, and information needs of the public.
- Data on the reach and coverage of implemented interventions.
- Feedback and response from the public and communities regarding the effectiveness of the interventions.

3.4.4 Frequency

- Continuous review of the infodemic management insights report to identify knowledge gaps and concerns of the public.
- Development and implementation of targeted RCCE interventions based on the findings of the insights report, as needed during public health events and emergencies.
- Ongoing monitoring of the reach and effectiveness of the implemented interventions to make necessary adjustments and improvements.
- Regular engagement with partners and stakeholders to ensure coordinated efforts and effective implementation of interventions.

3.5 Quantification

3.5.1 Activities

- Monitoring and evaluating the effectiveness of infodemic management operations and interventions.
- Adapting appropriate monitoring and evaluation tools and processes relevant to infodemic management.
- Gathering detailed insights about the public's understanding and attitudes towards

public health threats in Nigeria.

- Identifying and recommending areas for improvement in the infodemic management strategy and operations.
- Developing a sustainability plan for ongoing efficiency and effectiveness.
-

3.5.2 Indicators:

- Number of monitoring and evaluation tools and processes adapted and refined for infodemic management.
- Level of public understanding and attitudes towards public health threats in Nigeria.
- Number of identified areas for improvement in infodemic management strategy and operations.
- Implementation of a sustainability plan for continued efficiency and effectiveness.

3.5.3 Data Sources:

- Data collected through monitoring and evaluation tools, such as surveys and assessments.
- Social Network Analysis to understand how information circulates online and offline during public health events and emergencies.
- Information ecosystem mapping and analysis, including key actors, tools, ethical considerations, guidelines, SOPs, data protection policies, and other relevant resources.
- Repository of infodemic management resources and data storage system.

3.5.4 Frequency:

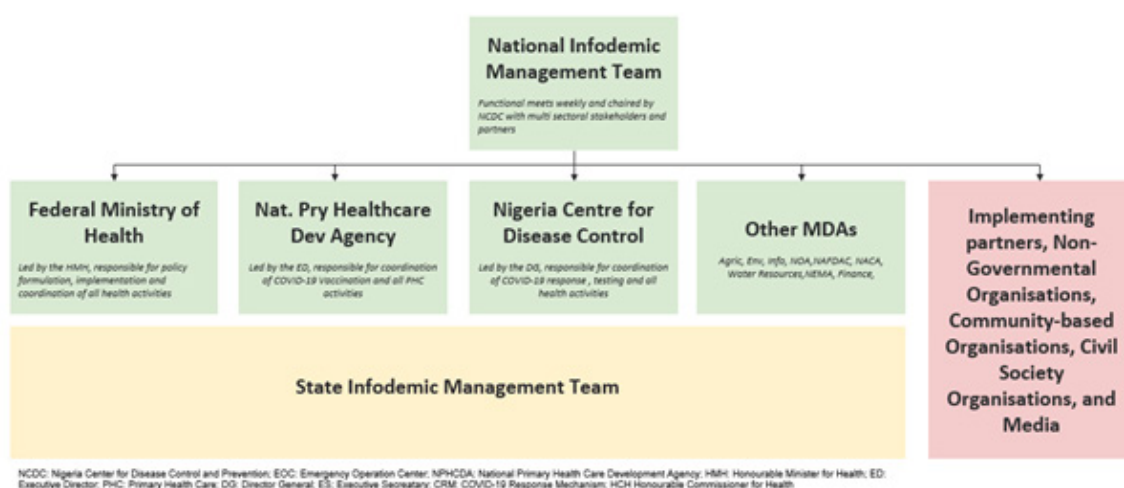
- Ongoing adaptation and refinement of monitoring and evaluation tools and processes for infodemic management.
- Periodic gathering of data to assess the public's understanding and attitudes towards public health threats in Nigeria.
- Regular identification of areas for improvement in infodemic management strategy and operations, with continuous adjustments and updates as needed.
- Conducting Social Network Analysis during public health events and emergencies to understand information circulation.
- Continuous maintenance of the repository of infodemic management resources and data storage system.

CHAPTER 4

Composition, Leadership and Governance of the Nigeria Infodemic Management Team (NIMT)

4.1 Composition of the Nigeria Infodemic Management Team

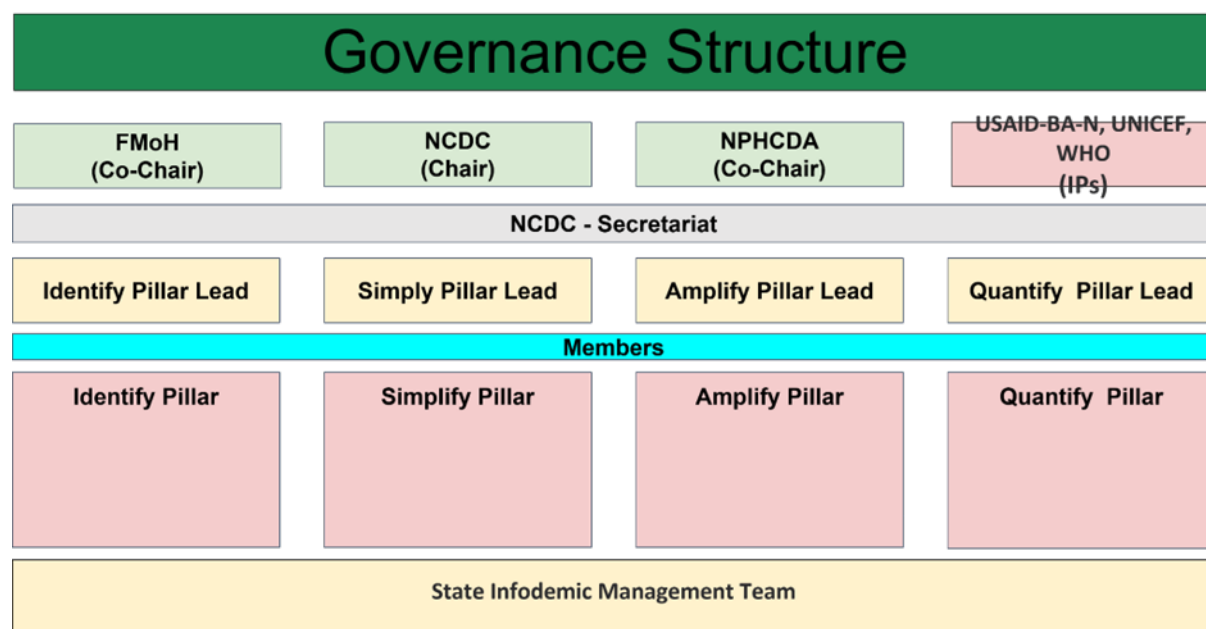
The Nigeria Infodemic Management Team is a multisectoral and multidisciplinary group of experts and stakeholders working together to identify and address the spread of infodemics of public health importance in Nigeria. The team is composed of a range of individuals and organisations with diverse skills and expertise, including government agencies, NGOs, media, influencers, community leaders, public relations professionals, academia, etc. As a baseline, every member of the Nigeria Infodemic Management Team (NIMT) is expected to take the [OpenWHO Infodemic management 101](#) introductory course and the [ECDC COVID-19 infodemic management course](#) and share the certificates alongside their details with the secretariat. Furthermore, every member of the infodemic management team would belong and be active in one of the five infodemic management pillars (Coordination, Identify, Simplify, Amplify, and Quantify) based on their individual skill set, expertise, and/or organisational mandates. Each pillar has specific roles and responsibilities related to infodemic management, and team members are assigned to a pillar based on their ability to contribute to the goal and objectives of that pillar. For example, individuals with expertise in media or communications may be assigned to the Amplify pillar, while those with expertise in data analysis could be assigned to the simplification pillar, etc. The chart below shows the current composition of the Nigeria Infodemic Management Team.



4.2 Leadership and Governance of the Nigeria Infodemic Management Team (NIMT)

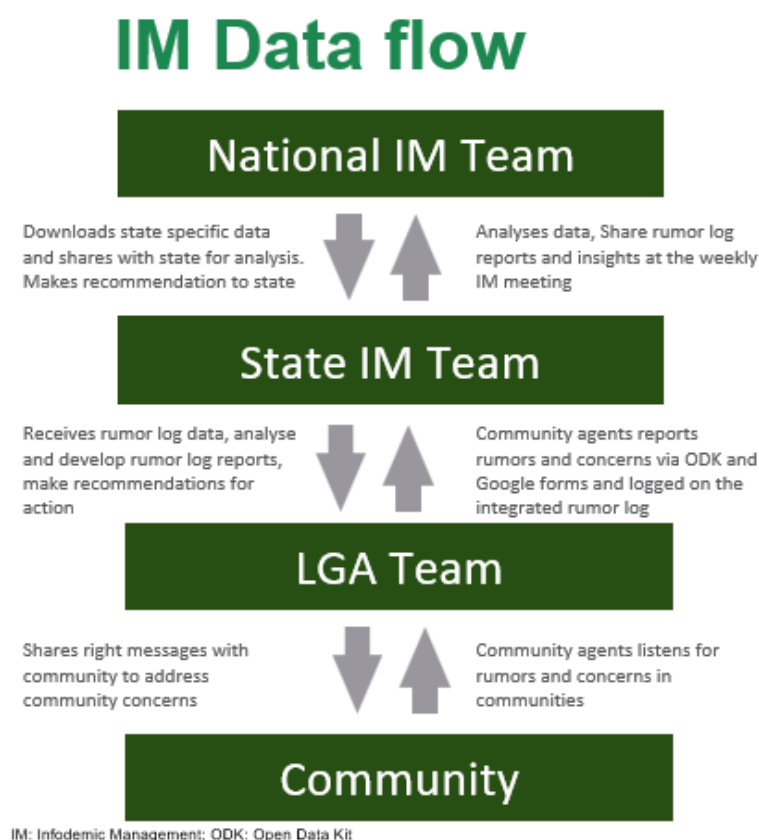
The Nigeria Infodemic Management Team (NIMT) will be led by a steering committee consisting of representatives from the Federal Ministry of Health (FMoH), the Nigeria Centre for Disease Control and Prevention (NCDC), and National Primary Health Care Development Agency (NPHCDA), the Federal Ministry of Agriculture and Rural Development and Federal Ministry of Environment. This steering committee will be supported by local and international implementing partners. The steering committee will be responsible for setting the overall direction and priorities of the Nigeria Infodemic Management Team (NIMT), as well as coordinating the efforts of the various pillars and stakeholders. The Federal Ministry of Health (FMoH) will be responsible for leading the development of infodemic management policies in the country. The Nigeria Centre for Disease Control and Prevention (NCDC) will lead the operationalisation of infodemic management interventions for disease outbreaks preparedness, response and recovery in Nigeria working closely with the other key stakeholders to ensure that interventions are aligned with national policy and guidance.

Partners will provide technical and financial support to the Nigeria Infodemic Management Team (NIMT), including capacity building, funding, knowledge exchange, etc. The Nigeria Infodemic Management Team (NIMT) secretariat domiciled within the NCDC, will be responsible for the effective and efficient day-to-day management and collaboration, communication and coordination of infodemic management operations at all levels in the country. This structure will also be cascaded to the subnational levels to ensure effective coordination of infodemic management interventions at all levels in the country.



Governance structure of the NIMT

4.3 IM Data flow



The process for data flow in the Nigeria Infodemic Management Team is as follows:

- o Rumors are harvested from online and offline sources in the communities and logged in the Integrated Rumor Log/ tools provided, which is managed by the IM team at the Nigeria Centre for Disease Control and Prevention (NCDC).
- o Reports from the states are also fed into the system and downloaded as excel files.
- o State-specific data is then shared with the state IM teams for analysis.
- o The findings from the analysis are presented at weekly National IM meetings and other co-ordinating platforms such as the National ACSM TWG meetings TWG meeting, EOC, etc.
- o The National IM team triangulates the social listening data with other available data to inform the infodemic response.
- o The infodemic response is then implemented by the appropriate stakeholders, based on the recommendations made by the National IM team.
- o The effectiveness of the infodemic response is regularly monitored and evaluated to ensure that it is effective in managing and mitigating the spread of misinformation.

CHAPTER 4

Terms of Reference for the Nigeria Infodemic Management Team

5.1 Background

An infodemic is an overabundance of information - some accurate and some not - that makes it hard for people to find trustworthy sources and reliable guidance when facing a health crisis. Misinformation and disinformation can cause confusion, fear, and mistrust, and can undermine the response to a health emergency. Infodemic management is a critical aspect for the advancement of RCCE component of the JEE 3.0

5.2 Objective

The objective of this TOR is to establish a framework for infodemic management during health emergencies, with a focus on the rapid identification, verification, and dissemination of accurate information to the public and key stakeholders.

5.3 Composition of the team

Lead agency: NCDC

Co-lead: WHO and Partners

Members:

Infodemic Management requires a multisectoral and multidisciplinary approach, with the concerted efforts of actors with a different set of skills who will be involved throughout and/or at different stages of the process.

Examples of useful expertise in Infodemic Management: Risk Communication and Community Engagement, Social Behavior Change, Media, and Communication, Factchecking, Monitoring and Evaluation, Information and Communication Technologies, Gender, Public health and epidemiology, translators, civil society and community groups (including organizations working with neglected and marginalized populations).

5.4 Themes and key activities:

5.4.1 Coordination and preparation

- o Develop a workplan with a clear timeline and outcomes for infodemic management in Nigeria.
- o Support with mapping and analysis of information ecosystem, including the key actors, the tools used, data protection policies in place, and information collected online and offline.
- o Support with formative research to understand the Knowledge, Attitudes and Practices of the target groups.
- o Conduct or facilitate a Social Network Analysis to understand and inform how informa-

tion can be circulating and amplified.

- o Pro-actively coordinate and facilitate meeting with different existing groups and structures dealing with priority disease areas to ensure the consistency and relevancy of the Infodemic Management activities
- o Identify capacity building needs in Infodemic management and define a plan to respond to those needs.

5.4.2 Identify: Monitor information gaps and track rumors (Rumour log)

- o Support with developing an actionable and real time reporting system.
- o Ensure that informed consent and other data protection policies are respected throughout the data management cycle.
- o Support with developing and mapping of the conversations online and offline around COVID-19 and other priority disease in Nigeria.
- o Develop a common Rumor Log that will centralize the rumors reported via the various channels.
- o Develop a common taxonomy to categorize and classify rumors identified.

5.4.3 Understand and Simplify (Analysis and reporting)

- o Support with the analysis of the information collected through different channels (online and offline)
- o Support triangulation of data from various sources
- o Support with establishing a functioning production and clearance workflow that would integrate the work of fact checking organizations.
- o Develop a Risk Matrix or a similar system to prioritize the rumors to be addressed.
- o Coordinate with the relevant specialists and community representatives to develop clear, simple, culturally appropriate messages.

5.4.4 Amplify (Dissemination of report)

- o Identify the most trusted channels and influencers for the target audience.
- o Support with setting up a network and actively engage with community groups (online and offline) to disseminate and amplify rumor debunking and health literacy content.

5.4.5 Quantify (Monitoring & Evaluation)

- o Establish a harmonized monitoring and evaluation framework to measure the reach, output and outcome of the interventions conducted.
- o Support with developing analytics reports.
- o Document and disseminate lessons learned in case studies or similar learning documents to a wider audience

5.5 Scope of Work

- o Develop a comprehensive infodemic management plan that outlines the roles and responsibilities of different stakeholders, including government agencies, media outlets, and civil society organizations.
- o Establish an infodemic rapid response team to monitor and assess infodemic situation on a regular basis, identify and prioritize key messages, and develop and disseminate accurate information to the public and key stakeholders.
- o Build capacity of key stakeholders on infodemic management through training and workshops, digital literacy, and critical thinking.
- o Establish and maintain a database of verified information and messaging, and ensure that it is easily accessible to the public and key stakeholders.
- o Collaborate with key partners, including media outlets, social media platforms, and civil society organizations, to counter misinformation and disinformation and promote accurate information.
- o Develop and implement mechanisms for feedback and evaluation of the infodemic management activities, and use this feedback to continuously improve the infodemic management plan.
- o Coordinate with relevant government agencies, international organizations, and other stakeholders to ensure that the infodemic management plan aligns with national and international guidelines and best practices.
- o Provide regular reports on the infodemic management activities to relevant stakeholders.

5.6 Deliverables

- o Comprehensive infodemic management plan
- o Infodemic rapid response team
- o Training and workshops for key stakeholders
- o Verified information and messaging database
- o Feedback and evaluation mechanisms
- o Regular reports on infodemic management activities

5.7 SOP for Triangulating Infodemic Data

Data triangulation refers to the process of using multiple sources of data or methods to gather and analyze information, with the aim of increasing the validity and reliability of the findings. In the context of the Nigeria Infodemic Management Team, data triangulation could involve gathering and analyzing rumours and misinformation related to public health threats in Nigeria from both online and offline sources, such as social media, news websites, and in-person conversations with community members. By collecting data from multiple sources, the team is able to cross-reference and verify the information, and identify any inconsistencies or discrepancies that may exist. This can help to improve the accuracy and trustworthiness of the insights report and the recommendations for risk communication and community engagement interventions.

To triangulate the data, we could use a variety of methods, such as:

1. **Social listening:** This involves monitoring social media platforms and other online sources for conversations and information related to public health threats in Nigeria.
2. **Interviews:** This method involves conducting in-person or phone interviews with community members or other stakeholders to gather more detailed information about their perceptions, attitudes, and concerns related to public health threats.
3. **Focus groups:** This entails facilitating focus group discussions with small groups of community members or stakeholders to gather more in-depth insights about their knowledge, attitudes, and behaviors related to public health threats.
4. **Surveys:** Here, we could use structured surveys or questionnaires to gather more quantitative data about the public's understanding and attitudes towards public health threats in Nigeria.

By using a combination of these methods, we will be able to gather a more complete and nuanced understanding of the public's perceptions and concerns related to public health threats in Nigeria, and to develop more targeted and effective risk communication and community engagement recommendations to inform public health response.

The following steps will help us triangulate infodemic management data effectively:

1. **Identify data sources:** Data triangulation begins with first identifying the sources that contains the information we seek. To do this, we identify a range of online and offline sources that are likely to contain relevant information about the public health threats, such as social media platforms, news websites, and in-person conversations with community members
2. **Collect data:** We use a variety of methods to collect data from the identified sources, such as social listening, interviews, focus groups, and surveys. It is important to ensure that the data collection methods are appropriate for the specific research question and the target population, and that they are conducted in an ethical and unbiased manner.
3. **Analyze data:** We use qualitative or quantitative methods to analyze the collected data, depending on the research question and the type of data that has been collected. For example, we could use content analysis to identify patterns and themes in social media conversations, or may use statistical techniques to analyze survey data.
4. **Triangulate data:** Here, we compare and contrast the data from different sources and methods to identify any inconsistencies or discrepancies that may exist. This may involve looking for patterns or trends that are present in multiple sources, or examining the results of different methods side by side to see if they align.
5. **Validate findings:** We use the triangulated data to validate the findings of the analysis and to increase the reliability and trustworthiness of the insights report. This may involve verifying the accuracy of the data or seeking additional input or feedback from stakeholders or experts.

By following this process, we will be able to gather and analyze data from multiple sources and methods, and use that data to inform the development of targeted risk communication and community engagement recommendation to address public health threats in Nigeria.

CONCLUSION

The Nigeria Infodemic Management Operational Guideline is a comprehensive strategy for identifying and addressing the spread of infodemics of public health importance in Nigeria. The guideline is built on five pillars: coordination, identification, simplification, amplification, and quantification. Each pillar is responsible for specific objectives and activities designed to contribute to the overall goal of infodemic management in Nigeria.

The spread of misinformation and disinformation can have serious consequences on the health and well-being of the public, particularly in the context of epidemics or other public health threats. Misinformation can lead to confusion, fear, and mistrust, and can undermine efforts to protect the public from harm. It is therefore essential that continued efforts are made to manage and mitigate the spread of these infodemics in Nigeria. The Nigeria Infodemic Management Operational Guideline is an important tool for achieving this goal. By providing a structured and systematic approach to identifying and addressing misinformation, the guideline helps to ensure that accurate and reliable information is widely available to the public, and that the public is empowered to make informed decisions about their health and well-being.

However, the management and mitigation of misinformation is an ongoing challenge that requires continuous effort and vigilance. The infodemic management team is prepared to adapt and adjust to changing circumstances and evolving threats, and to work closely with stakeholders and partners to ensure that the plan remains effective. It is also important to recognize that the spread of misinformation is not just a public health issue, but a societal one that requires a multi-sectoral and collaborative approach. By working together and leveraging the expertise and resources of different sectors, the infodemic management team will help to create a more informed and resilient society, one that is better equipped to protect itself from the dangers of misinformation.

ANNEX

Link to resources

1. Link to Nigeria Integrated Rumour Data tool: <https://ee.kobotoolbox.org/x/cOXHa8S1>
2. Link to community polling training slide: <https://drive.google.com/file/d/1w5J33CNceyTxLhZx-zgJ29-gNlrlOvfKf/view?usp=sharing>
3. Link to integrated rumour log: https://docs.google.com/spreadsheets/d/1Rbxo0pQ3v__ZrrH3L-NUTS_dOlxDrHsBN8MOgdRTB6wY/edit?usp=sharing
4. Link to community polling tool: <https://ee.kobotoolbox.org/x/dAnVub96>
5. Link to subnational rumour reporting tool: <https://ee.kobotoolbox.org/x/cOXHa8S1>

**NIGERIA INFODEMIC
MANAGEMENT OPERATIONAL
GUIDELINE**



Reflection (1Min)

- Think about a training session (or trainer) that you enjoyed, or learned a lot from. Write down why you liked the session on the **green** sticky note.
- Now think about a training session (or trainer) that you didn't really like. Write down why you didn't enjoy the session and what could have been better on the **pink** sticky note.



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SOCIAL MEDIA AND INFODEMIC MANAGEMENT TRAINING

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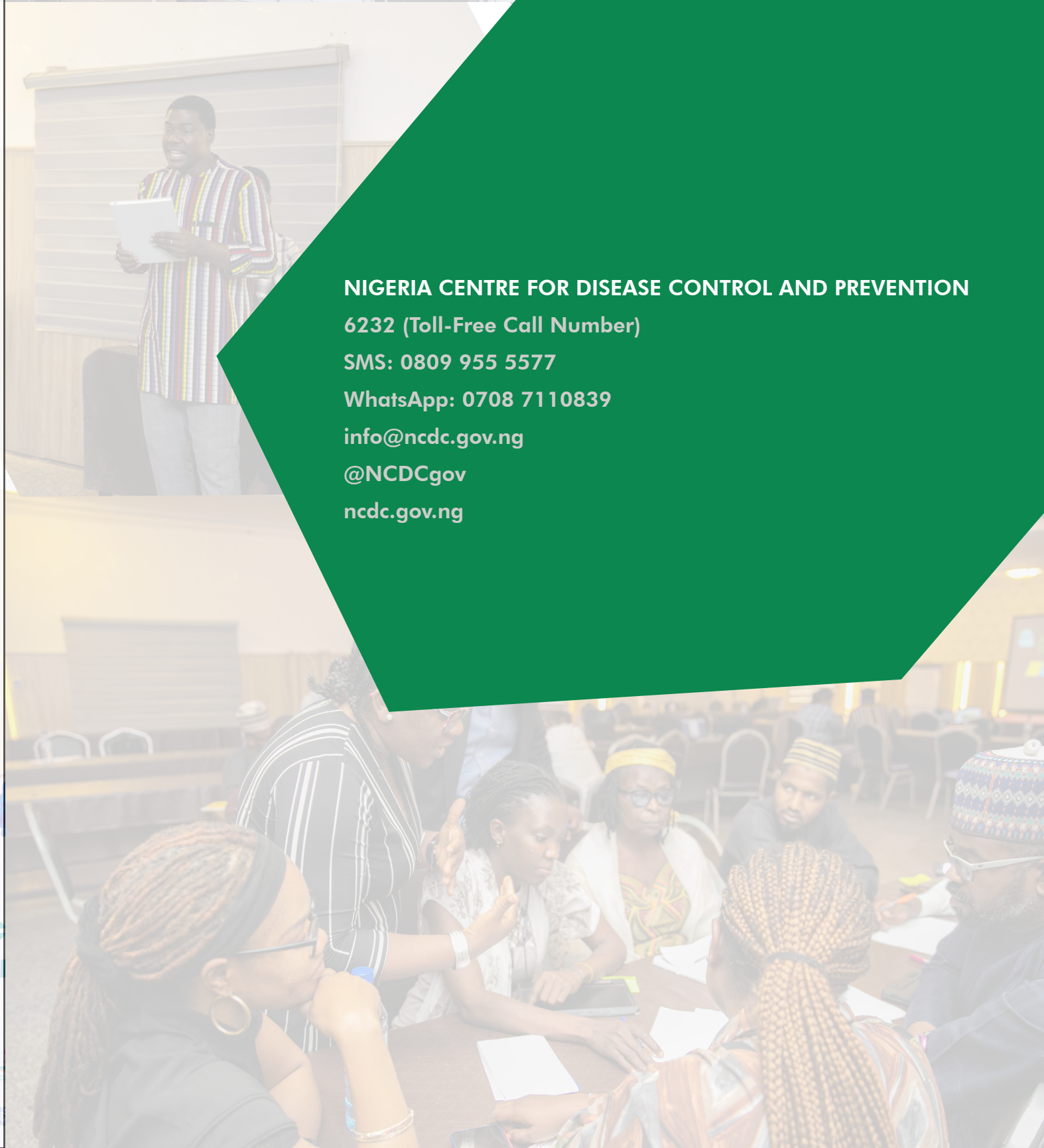
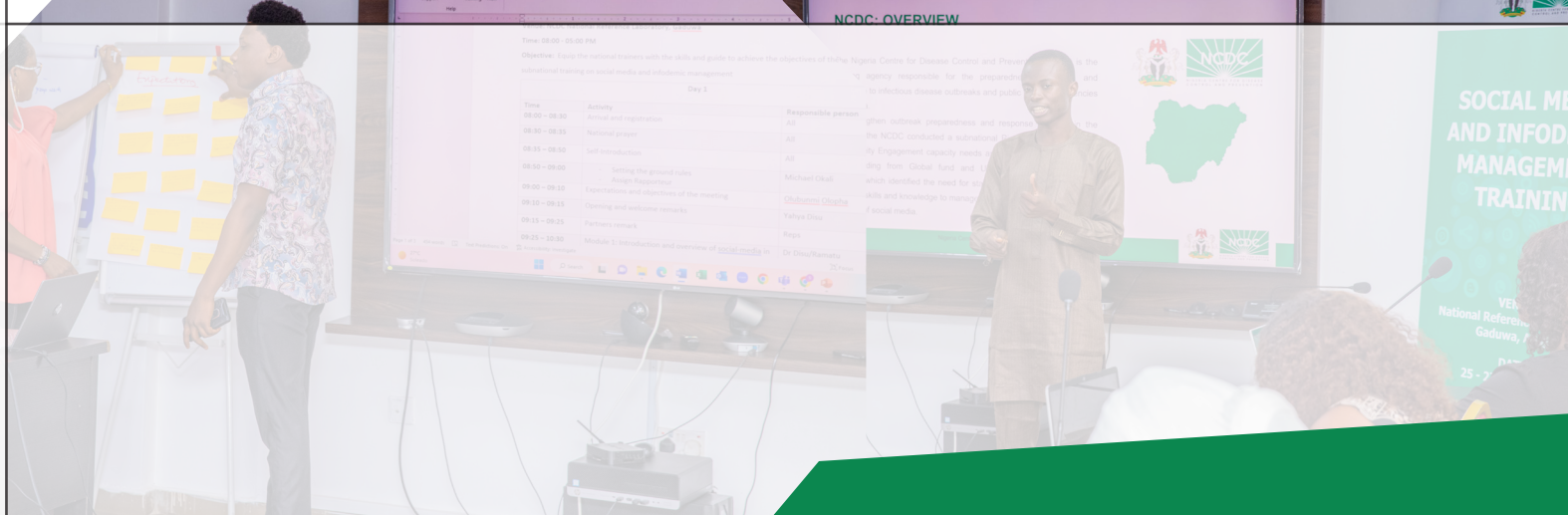
AFENET

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Nigeria Infodemic Management Team

HEALTH FMARD





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