



4 Billion Conversations

about Vaccines

The problem

In early 2021 she was on every smartphone in northeast Nigeria: an Irish fringe politician in a grainy video, espousing conspiracy theories about COVID-19 and vaccines. The video had been removed from YouTube and widely debunked by fact-checkers, but months later it was still circulating on messaging platforms in Maiduguri. Some respected local leaders had even added the video to their WhatsApp status.

In the first global pandemic in the age of social media, disinformation travels the world in less than a second. Without a trusted information source to counter it, it can drive up vaccine hesitancy and distrust.

The facts

- In 2019, the World Health Organization listed vaccine hesitancy as one of the [top 10 threats to global health](#).
- Researchers have found that vaccine hesitancy is so widespread that it will [effectively prevent global herd immunity, or 70% vaccination, to COVID-19](#).
- Africa CDC showed that in 15 countries, [COVID-19 vaccine hesitancy was linked to exposure](#) to misinformation. It's no different in [the Americas](#), or [Europe](#).

Trusted information is key to addressing fears and skepticism about vaccines. But that information must be shared in the right languages, through the right channels, and tailored to meet individual communities' concerns.

CLEAR Global's contribution

CLEAR Global has conducted independent research to help public health experts better understand local needs and attitudes about COVID-19 vaccines. In partnership with international public health communication experts, CLEAR Global's team has localized thousands of words of information about COVID-19 and vaccination. And we have developed conversational AI to bring localized information in major and marginalized languages to communities around the world – and to listen to and amplify their questions and concerns.

The outcome

CLEAR Global's solutions listen to people in their own language, both on the ground and through tech-enabled interventions that scale. From Bangladesh to Nigeria, we've provided a confidential space for thousands of people to ask their questions about vaccines and get tailored, accurate, easy-to-use answers. As the global conversation shifts from vaccine availability to vaccine acceptance, everyone should have access to trusted information.

We want four billion people to have the same opportunity.

