

Enhance MENA infodemic management and vaccine confidence capacity

Project Information

- ◆ **Department:** Public Health Programs
- ◆ **Unit:** Polio and Immunization

Objectives

The activity aims to strengthen infodemic management and vaccine confidence capacity across the MENA region by building on CDC-supported training experience in Iraq and Jordan.

The activity will use a Training-of-Trainers (TOT) approach to strengthen national capacity to identify, monitor, and respond to vaccine misinformation, with a focus on high-risk populations and frontline health workers.

REGIONS OF WORK

Selected priority countries in the EMR/MENA region, to be determined based on identified needs and priorities.

PROJECT DESCRIPTION

EMPHNET, in coordination with CDC and national partners, will implement a regional infodemic management and vaccine confidence capacity-strengthening activity building on experience from Iraq and Jordan.

The activity will include a regional TOT workshop followed by country-level support in 2–3 selected countries. Social listening and community feedback mechanisms will be integrated to identify emerging vaccine concerns and inform targeted communication and response strategies.

Expected Outcomes

- National trainers equipped with infodemic management and vaccine confidence skills.
- Strengthened capacity to monitor and respond to vaccine misinformation.
- Adapted infodemic management tools and approaches.
- Improved use of social listening and community feedback.
- Practical recommendations developed to strengthen vaccine confidence.

BENEFICIARIES

National RCCE and immunization focal points, frontline health workers, public health stakeholders, and high-risk populations.

PROJECT PHASES

This project involves phases as following:

1. Regional TOT Workshop
2. Country-Level Support
3. Social Listening & Community Feedback
4. Tool Adaptation & Application
5. Recommendations & Knowledge Sharing

Project Start and End Date	08/1/2026 – 07/31/2027
Funded by	Centers for Disease Control and Prevention (CDC)
Collaborators	MoHs

Currently ...

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What is next ...

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OUTCOMES BY NUMBERS



EMPHNET Information: Eastern Mediterranean Public Health Network (EMPHNET) works at achieving its mission by responding to public health needs with deliberate efforts that allow for health promotion and disease prevention.

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