

JULY 2024

Perceptions Hub

Health perceptions research findings

Health perceptions research

Project objectives

This research project is designed to answer the following questions:

1. What are the most salient topics in donor countries and Global South countries? What issues do people care about? And what's the current mood?
2. How does health feature in the current issue landscape? How are specific health issues perceived?
3. How are current efforts to address health issues globally perceived?
4. How can we best make the case for investing to tackle health issues globally? What messages are most effective?

About this research:

- The project is funded by the Bill & Melinda Gates Foundation.
- It is intended as a public good for use by the broader global health and development community to support improved messaging and campaigning.
- A comprehensive methodology was used (see next slide), covering both donor and Global South countries.
- This is an iterative process: this is the first round of multiple rounds of research. The focus of the work will evolve over future waves of research.

Research inputs

This report combines opinion research with news media and social media analysis

News media analysis

- News dates: Nov 1, 2023 – Jan 31, 2024
- Global health complex keyword query
- Donor countries: UK, US, France, Germany
- Global South: Kenya, Nigeria, India, Senegal

Social media analysis

- Analysis period: Dec 1, 2023 – Feb 1, 2024
- Global health complex keyword query
- Geography: Global
- Language: English
- Target country analysis: US, UK, Nigeria, Kenya

Opinion research: Focus groups

- Fieldwork: w/c March 4, 2024
- 16 focus groups with 'opinion leaders' (highly engaged segment of the public)
- Markets: UK, US, France, Germany, Japan, Kenya, Nigeria, Senegal

Opinion research: Survey

- Fieldwork: April 23 – May 13, 2024
- Online general public
- Markets: UK, US, France, Germany, Japan, Kenya, Nigeria, Senegal

Methodology: Opinion Research

Phase 1: Qualitative research		Phase 2: Quantitative research	
Audience	Opinion Leaders Highly engaged members of the public who are: <ul style="list-style-type: none">University educatedCivically activeMedia attentivePersonally/professionally follow news about global issuesVoted in their country's most recent national election	General Public Members of the public who have internet access, aged 18+. Data was weighted by their respective country's census data to ensure a representative sample of the population.	
Method	2 online focus groups per market with 6-8 participants in each session (16 focus groups total)	1 online survey of per market (8,123 respondents total)	
Markets	<ul style="list-style-type: none">UK: LondonUS: Washington, DCFrance: ParisGermany: Munich/BerlinJapan: TokyoKenya: NairobiNigeria: LagosSenegal: Dakar	<ul style="list-style-type: none">UK: 1,016US: 1,029France: 1,031Germany: 1,022Japan: 1,027Kenya: 1,020Nigeria: 1,014Senegal: 964	
Dates	Week of March 4, 2024	April 23 – May 13, 2024	

Key findings & implications

Key findings

1	<p>The crisis of the moment is a shared global negativity and pessimism.</p> <ul style="list-style-type: none">▪ There is a general mood of anxiety and a lack of confidence that things will get better. Global issues of concern include war and security, as well as economic and employment issues.
2	<p>In this context of negativity, pessimism, and hopelessness, there are signs health is a source of greater hope.</p> <ul style="list-style-type: none">▪ Opinion research shows greater positivity/optimism about progress on health (vs. general global progress), with Global South countries most optimistic.▪ However, news media tends to focus on health risks, particularly compounded risks to health (e.g. from conflict). On social, digital activity linked to Global Health was predominantly constructive in Nigeria and Kenya; in English-speaking donor countries it was mainly negative.
3	<p>The connection between climate and health is starting to resonate, though climate change messaging is not yet cutting through.</p> <ul style="list-style-type: none">▪ Climate issues are a growing sub-topic in global health news media coverage, and focus groups suggested the link between climate change and (some aspects of) health is starting to resonate. However, this link is not as prominent in social media content.
4	<p>There is a disconnect between the news media coverage and social media conversation about global health, and people's concerns – specifically on Covid-19.</p> <ul style="list-style-type: none">▪ A significant proportion of news media coverage, and social media conversation relates to Covid-19. However, the focus groups and survey suggest this does not reflect people's concerns – which are more focused on other health issues.
5	<p>There is evidence showing the value of using voices from Global South countries in donor country communications.</p> <ul style="list-style-type: none">▪ Testing shows no preference for donor voices in donor countries + combined with higher levels of optimism in Global South countries.
6	<p>The strongest messaging for funding to tackle health issues globally meets people where they are: tapping into issues they care about right now, like the economy and jobs. Global Health Security messaging also still resonates.</p> <ul style="list-style-type: none">▪ The strongest messaging includes "economic self-sufficiency" messaging at a micro/human level.▪ Global Health Security is a strong messaging frame, connecting both to desires for safety, security, and protection and desire for "mutual benefit" or "win-win" arguments when it comes to spending overseas development aid.

Implications

Drawing on insights from this integrated research project, combining social media analysis, news media analysis, and opinion research (both opinion leaders and broader publics), campaigners can increase the effectiveness of campaigning and messaging by considering the following points.

1	Acknowledge that the current environment is challenging for those who have a message that progress is possible. In the context of negativity and hopelessness, it is difficult to get our issues heard and to communicate progress. Failing to recognize feelings of insecurity, anxiety, and pessimism can make us sound out of touch and turn off audiences.
2	Health is an effective entry point for broader development issues. Greater optimism about health progress shows that health is a more effective starting point than a more general framing.
3	Innovation stands out as a theme that inspires greater optimism about progress on health with opinion leader and public audiences.
4	Lean into messaging that meets people where they are and taps into issues they care about. While there is some variation by audience and country, the most impactful arguments for funding global health include: <ul style="list-style-type: none">▪ “Micro” economic self-sufficiency messaging – which connects strongly in the current context▪ Global health security messaging – which continues to land well▪ More emotional messaging – particularly leaning into a feeling of anger (in donor countries)▪ Equity and “health as a basic need” framings also resonate
5	Voices from Global South countries are effective in donor country communications. Testing shows no preference for donor voices in donor countries, combined with higher levels of optimism in Global South countries – making such voices impactful messengers.
6	From an earned media perspective, stories on Covid-19 may be getting coverage, but they are no longer cutting through with our target audiences. When pitching global health stories, it is important to bridge to the issues people do care about.

Messaging implications

More granular guidance on messaging with key audiences

Core messages:

- Economic self-sufficiency (micro), global health security (consistently strong across markets and audiences).

When communicating with ODA supporters and opponents:

- Do use the economic self-sufficiency message (strongest with opponents, one of the strongest with supporters).
- Avoid using strong moral messaging or emotional (anxiety-leading) messaging with ODA opponents.

When communicating with left wing/right wing audiences:

- Avoid using strong moral messaging with right wing audiences.

When communicating with donor country/Global South audiences:

- With Global South audiences, lean into solidarity and 'health as a unifier' messaging to complement core messages. Avoid using climate change and emotion (anger) which are relatively weaker.
- If communicating only with donor country audiences, the emotion (anger) message resonates strongly.

What not to use:

- Migration messaging tests poorly across markets and key subgroups.

Other messaging guidance (informed by Gavi message testing):

- Citing evidence of impact and including examples of specific diseases can increase message effectiveness (even among more critical audiences).
- Overall, climate change framings are still relatively weak.
- Gavi messaging resonates strongly with the left, and very similarly (i.e., equally well/less well) with right and centrist voters.

1. Global mood

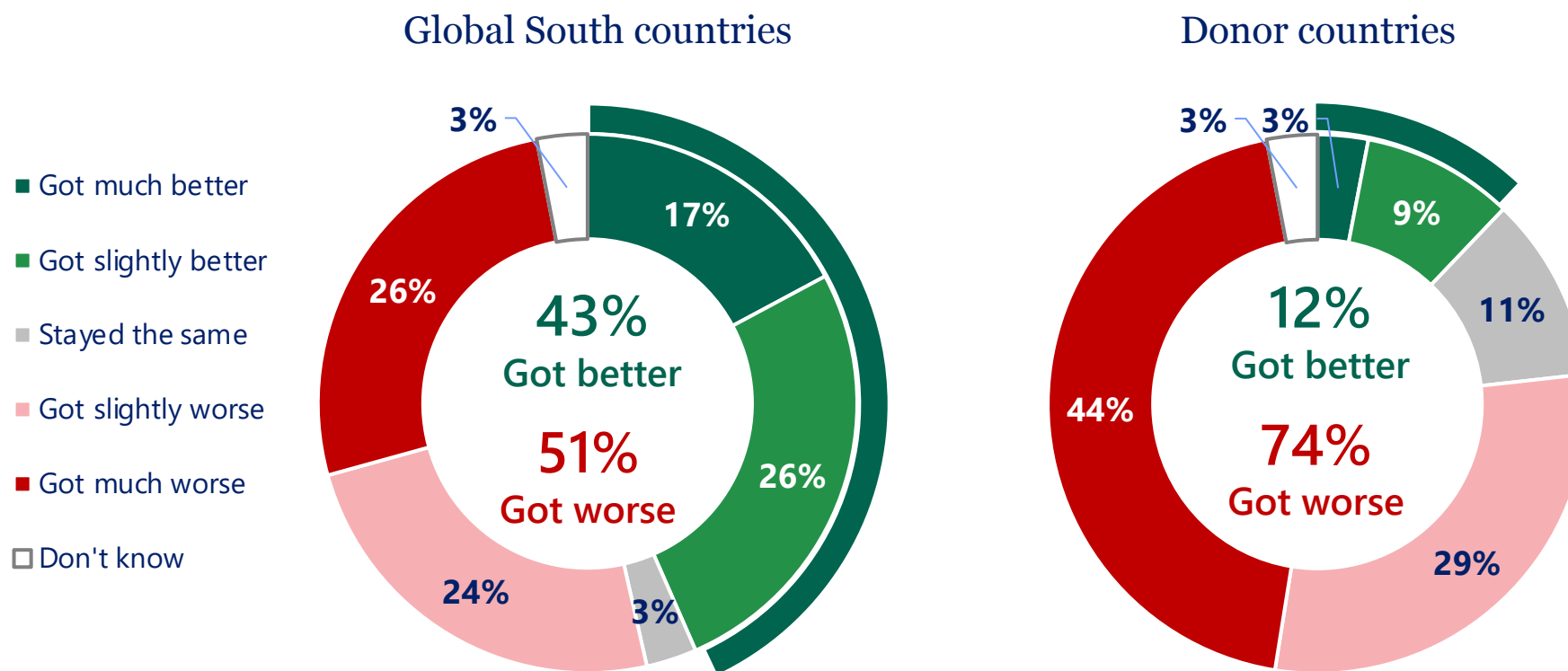
There is a shared global negativity and pessimism - a mood of anxiety and a lack of confidence that things will get better.

This makes communicating progress challenging.

Donor countries are overwhelmingly negative about global progress to date; views in Global South countries are mixed

Opinion leaders (OLs) are just as negative about past progress as the broader public.

Over the ***last 20 years***, has the world got better, worse, or stayed about the same?



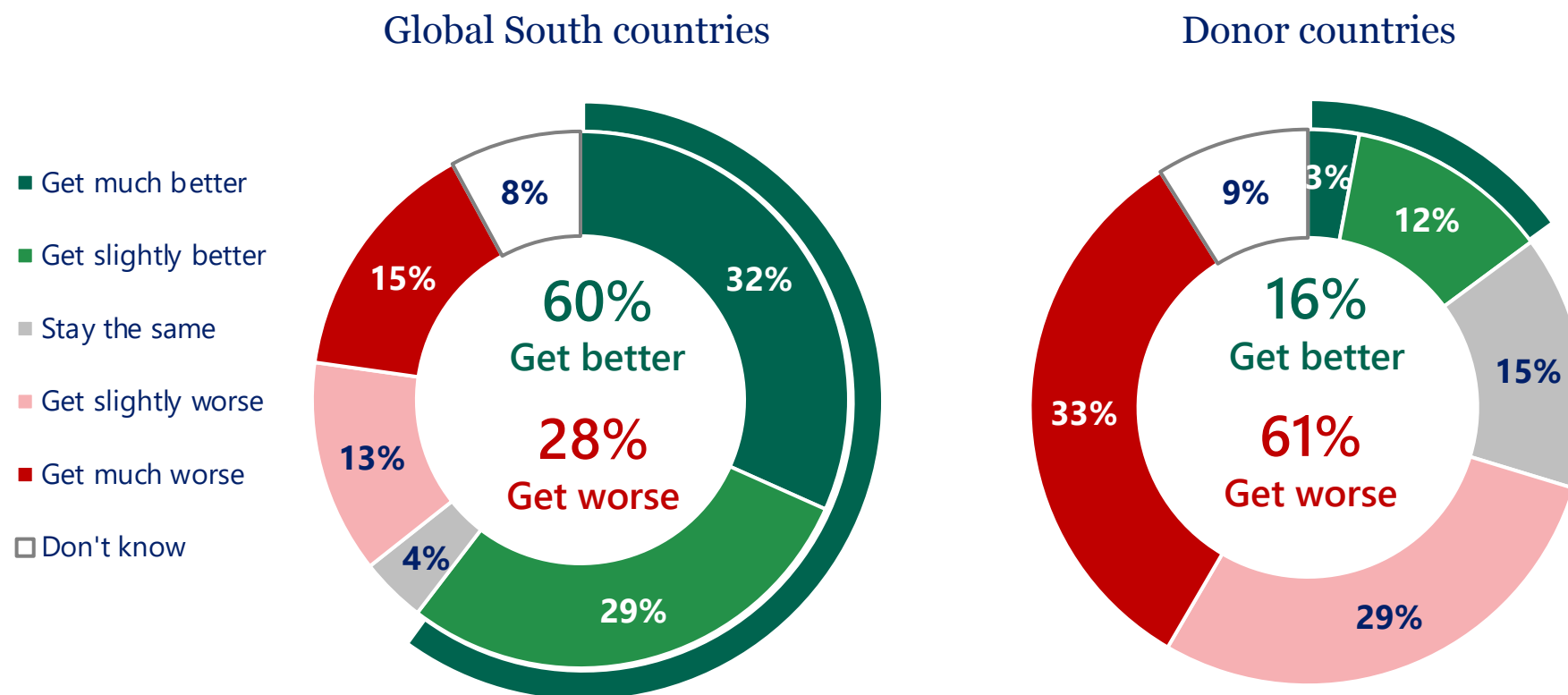
“ I don't think we are making any progress. We are just stagnating. Yes, it is running on the spot.
- France, opinion leader

“ I think there's a bit of progress because you see a lot of deliberate acts from top institutions about trying to manage climate, or drastically reduce the issue of climate change.
- Nigeria, opinion leader

A little more optimism towards future progress

Greater optimism comes primarily from Global South countries; donor countries are marginally more positive about the future than the past. Optimism is only slightly higher among OLs.

Over the ***next 20 years***, will the world get better, worse, or stay about the same?

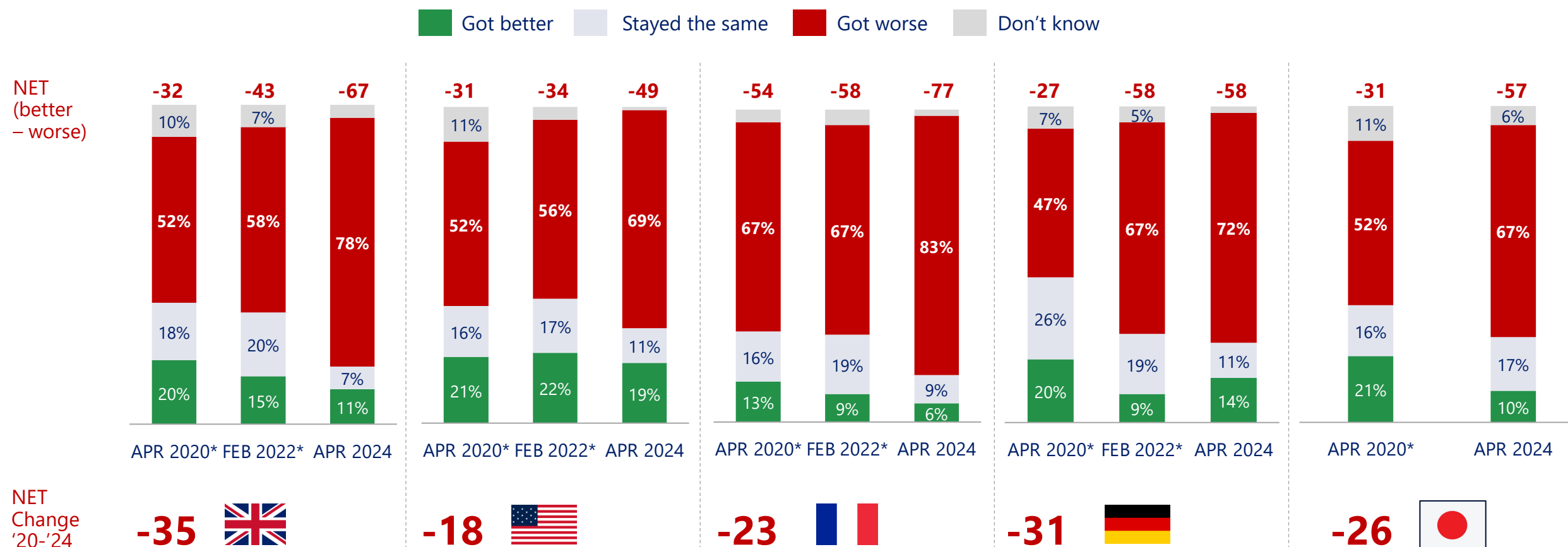


“ I worry about my children's future, because it's going to be them that are really suffering in 20, 30, 40 years.
- UK, opinion leader

“ I'm hopeful that we are headed in the right direction because... I'm quite sure that we are going to have a solution to these problems.
- Kenya, opinion leader

Negativity about the past has significantly increased from 2020 in donor countries, most notably in the UK and Germany

Over the last 20 years, has the world got better, worse, or stayed about the same?

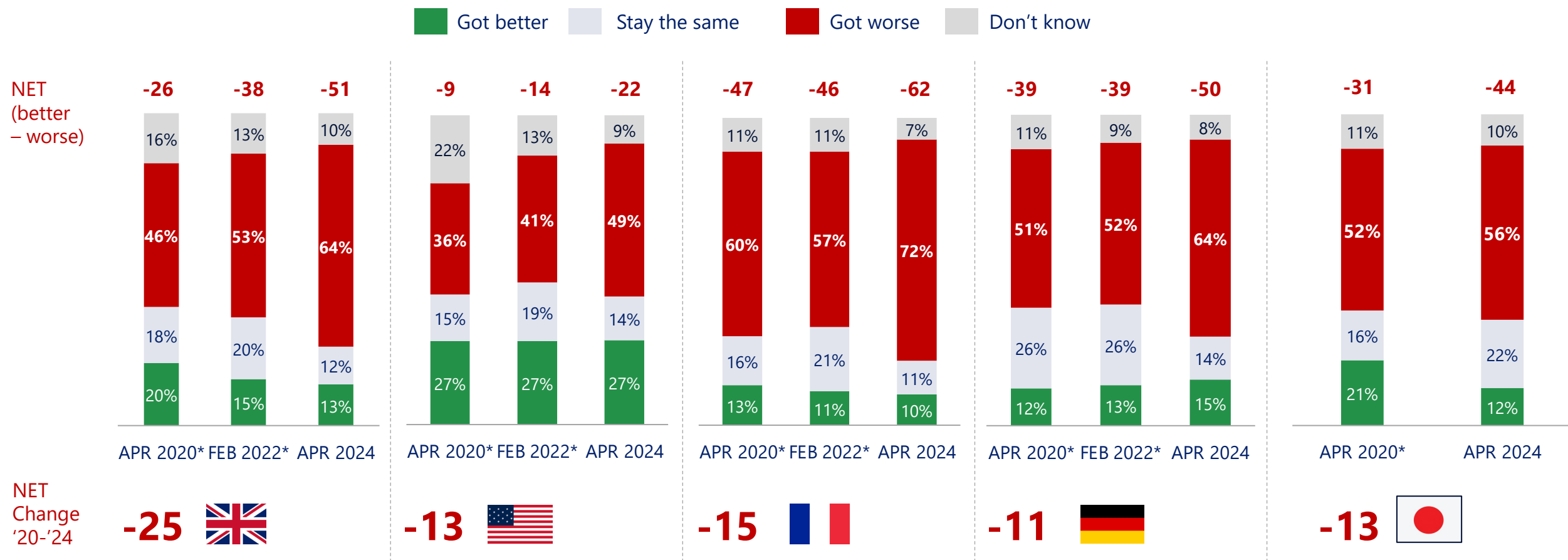


Q. All things considered, over the last 20 years do you think the world has got better or worse or stayed about the same? Base sizes differ across waves.

*Slightly different question scale used.

Pessimism about future progress has also markedly increased across donor countries since 2020, particularly in the UK

Over the ***next 20 years***, will the world get better, worse, or stay about the same?



Q. All things considered, over the next 20 years do you think the world will get better or worse or stay about the same? Base sizes differ across waves.

*Slightly different question scale used

2. Global concerns

Global issues of concern include war and security, as well as economic and employment issues.




In this context, we face challenges in getting our issues heard.

Focus groups showed the mood is being driven by concerns at both the national and global levels

		Donor country issues	Global South country issues	Concern
National	Economic	Cost of living	Rising prices Exchange rates Taxation	
	Infrastructure & institutions	State of public services Housing	Infrastructure issues Weak institutions	
	Other	Political polarization Misinformation Immigration	Weak/corrupt political leadership Health (disease, access) Unemployment Security	
Global		Conflict (Russia/Ukraine, Middle East) Climate/environment International politics/elections Pressures on democracy	Conflict (Russia/Ukraine, Middle East) Climate/environment Geopolitical tensions Inequality	Concern




In Global South countries, economic issues – unemployment, taxes, inflation – are seen to be most pressing

Most important issues facing COUNTRY – top 10 ranked by order

	Global South countries			
1 st	Unemployment	Unemployment	Unemployment	Unemployment
2 nd	Poverty & social inequality	Taxes	Inflation	Poverty & social inequality
3 rd	Financial/political corruption	Climate change	Financial/political corruption	Financial/political corruption
4 th	Inflation	Financial/political corruption	Poverty & social inequality	Healthcare
5 th	Climate change	Poverty & social inequality	Terrorism	Inflation
6 th	Healthcare	Healthcare	Crime & violence	Education
7 th	Crime & violence	Inflation	Healthcare	Crime & violence
8 th	Taxes	Crime & violence	Education	Climate change
9 th	Terrorism	Threats against the environment	Climate change	Threats against the environment
10 th	Education	Moral decline	Moral decline	Immigration control

Healthcare ranks lower on the list in terms of the most pressing issues facing the country

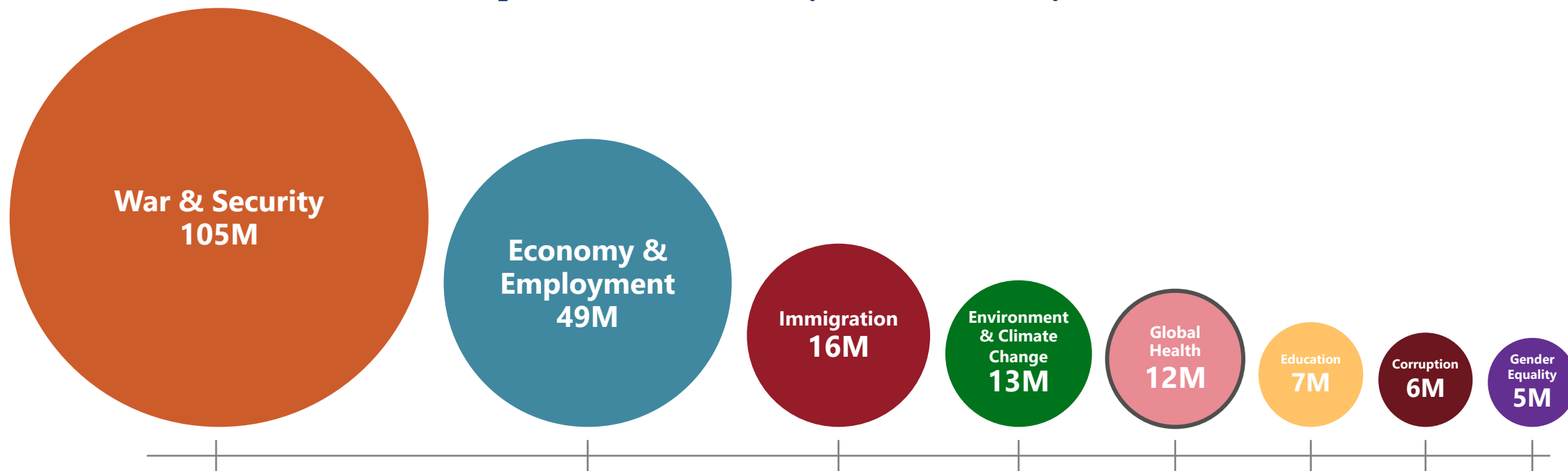
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3 rd	Financial/political corruption	Climate change	Financial/political corruption	Financial/political corruption
4 th	Inflation	Financial/political corruption	Poverty & social inequality	Healthcare
5 th	Climate change	Poverty & social inequality	Terrorism	Inflation
6 th	Healthcare	Healthcare	Crime & violence	Education
7 th	Crime & violence	Inflation	Healthcare	Crime & violence
8 th	Taxes	Crime & violence	Education	Climate change
9 th	Terrorism	Threats against the environment	Climate change	Threats against the environment
10 th	Education	Moral decline	Moral decline	Immigration control

Social media analysis reinforces these issues of global concern

War and security was the most salient issue of concern in January 2024, followed by economic and employment concerns. In the second tier of most salient issues were concerns about immigration, environment and climate change, and global health.

Sample volumes of activity on X in January 2024

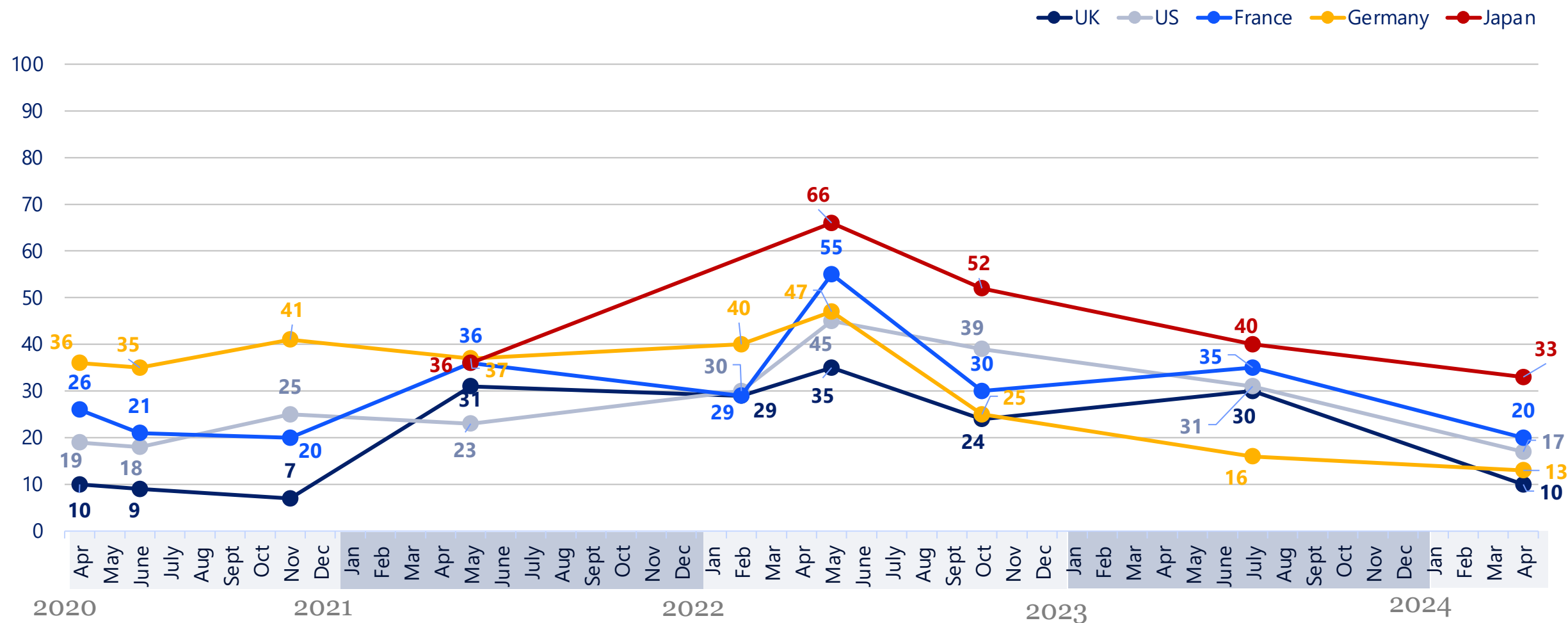


3. ODA support

In donor countries, this mood of negativity and pessimism is reflected in attitudes towards overseas development aid (ODA), correlating with a decline in ODA support.

Net support for ODA in donor countries has decreased since a peak in May 2022

Net support for ODA (% support - % oppose)

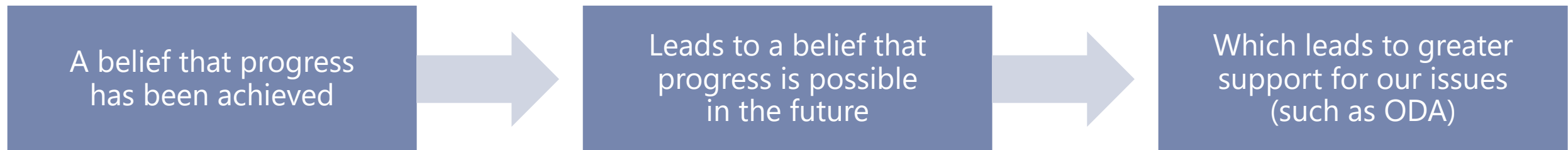


Q. How strongly do you support or oppose [COUNTRY] providing overseas aid to developing countries? UK (N=1016); US (N=1029); France (N=1031); Germany (N=1022); Japan (N=1027)

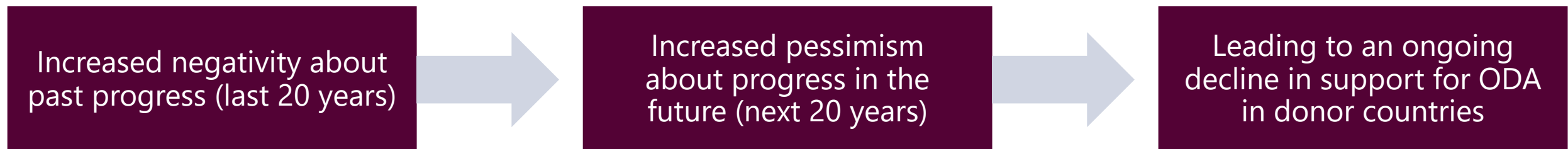
Decline in ODA support correlates with the mood of greater negativity and pessimism

Long-standing correlation between views of progress and ODA support.

Past research (Brunswick & Gates Foundation) has consistently shown that belief in past progress fosters future optimism which enhances support:



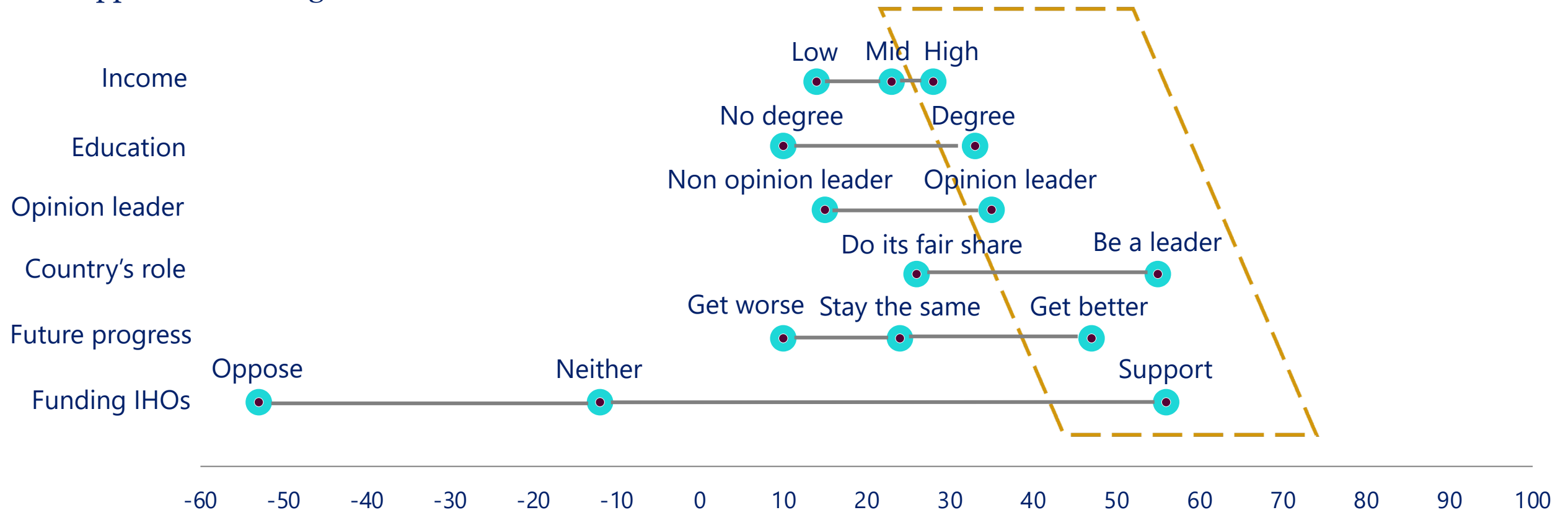
This research highlights the negative aspect of this correlation between mood and support for ODA:



ODA supporters in donor countries tend to be higher educated, higher income, and opinion leaders

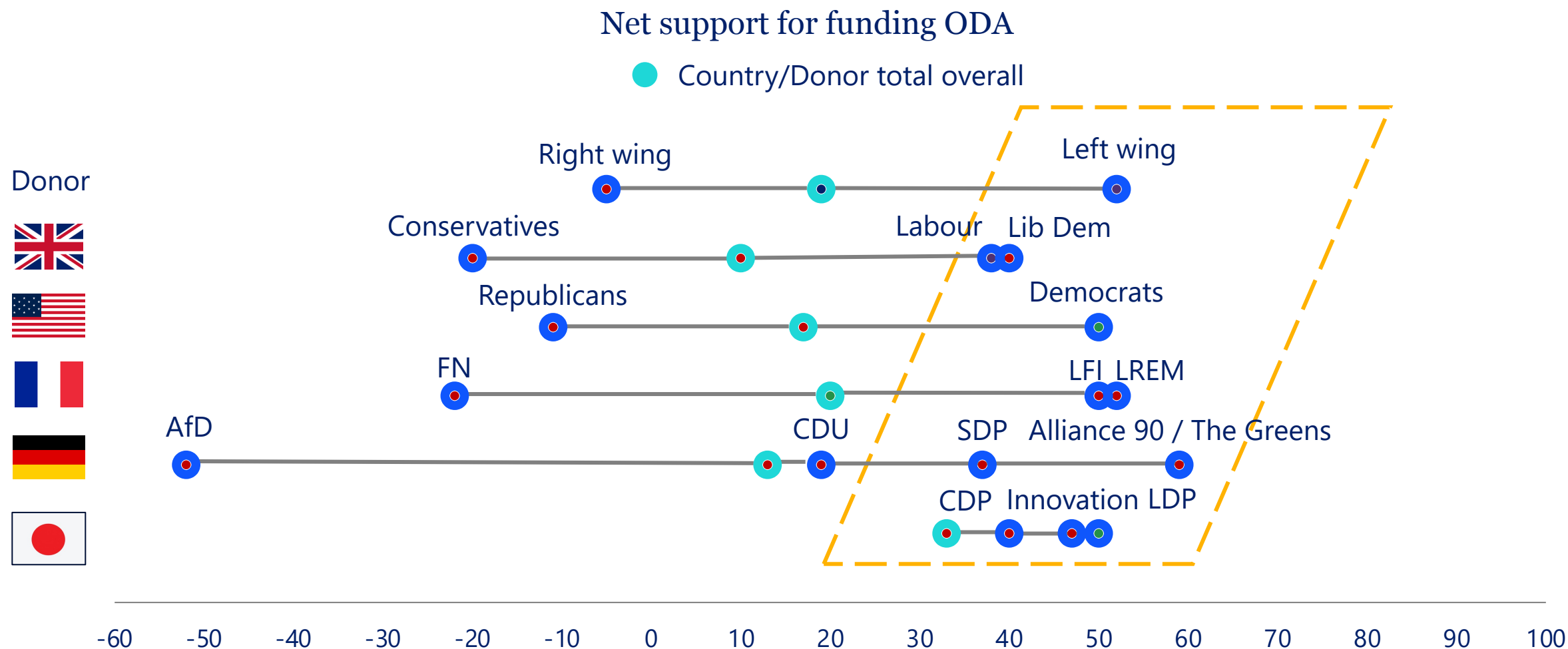
The profile of ODA supporters is consistent with past research. This group also includes those who want their country to be a leader in tackling health issues, and optimists on global progress.

Net support for funding ODA



The long-standing left/right divide on ODA remains evident

CDU supporters buck the trend slightly in Germany; in Japan, there is a much narrower range of views across voters.



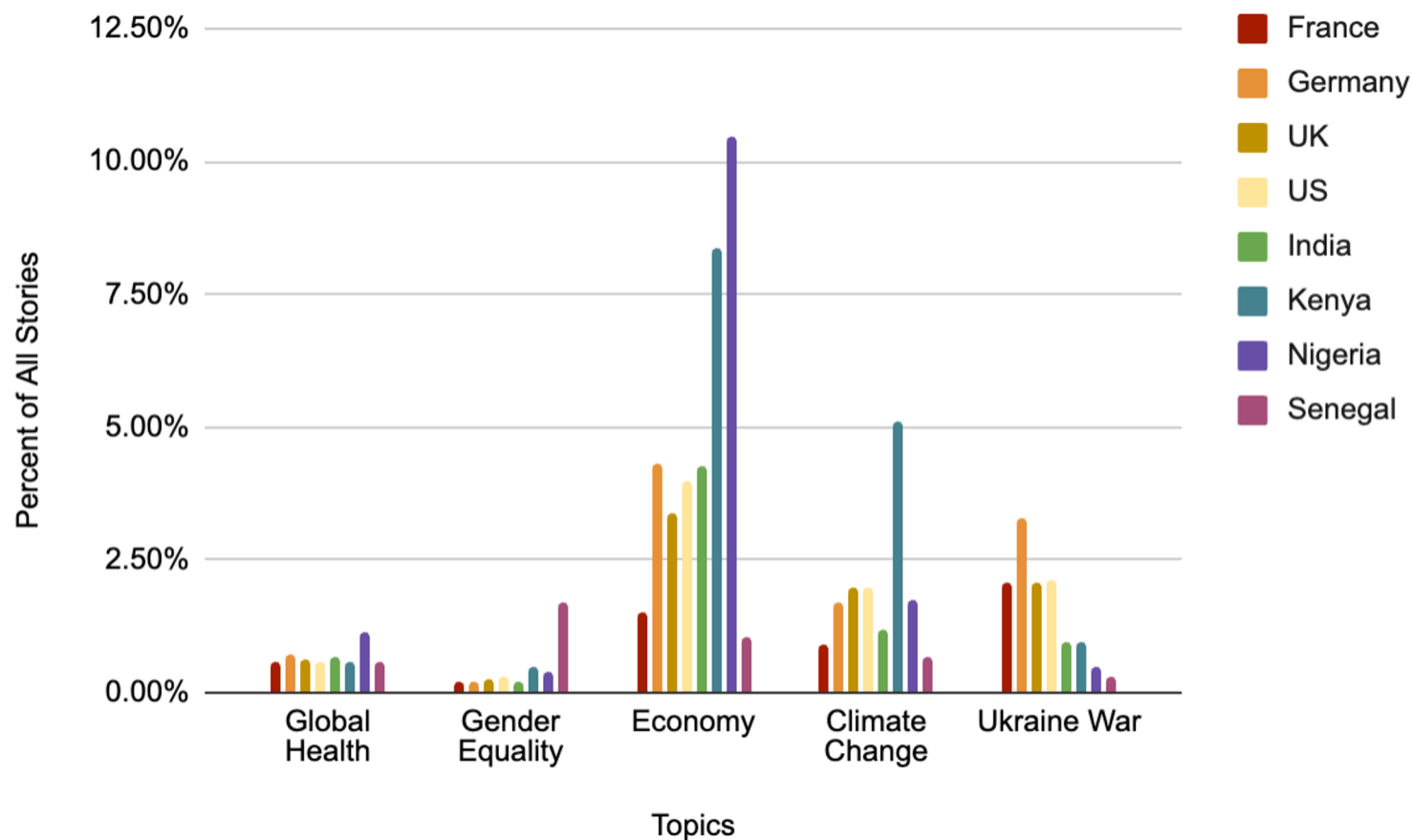
4. The global health context

Global health is a relatively low salience issue in news and social media.

The focus of global health coverage differs notably between donor and Global South countries.

Global health news accounts for approximately 0.7% of all news

Global health news is more prevalent than news about gender equality, but significantly less prevalent than climate change or the economy. Coverage of the economy was more prevalent by at least a factor of two, up to a factor of ten, depending on the country.



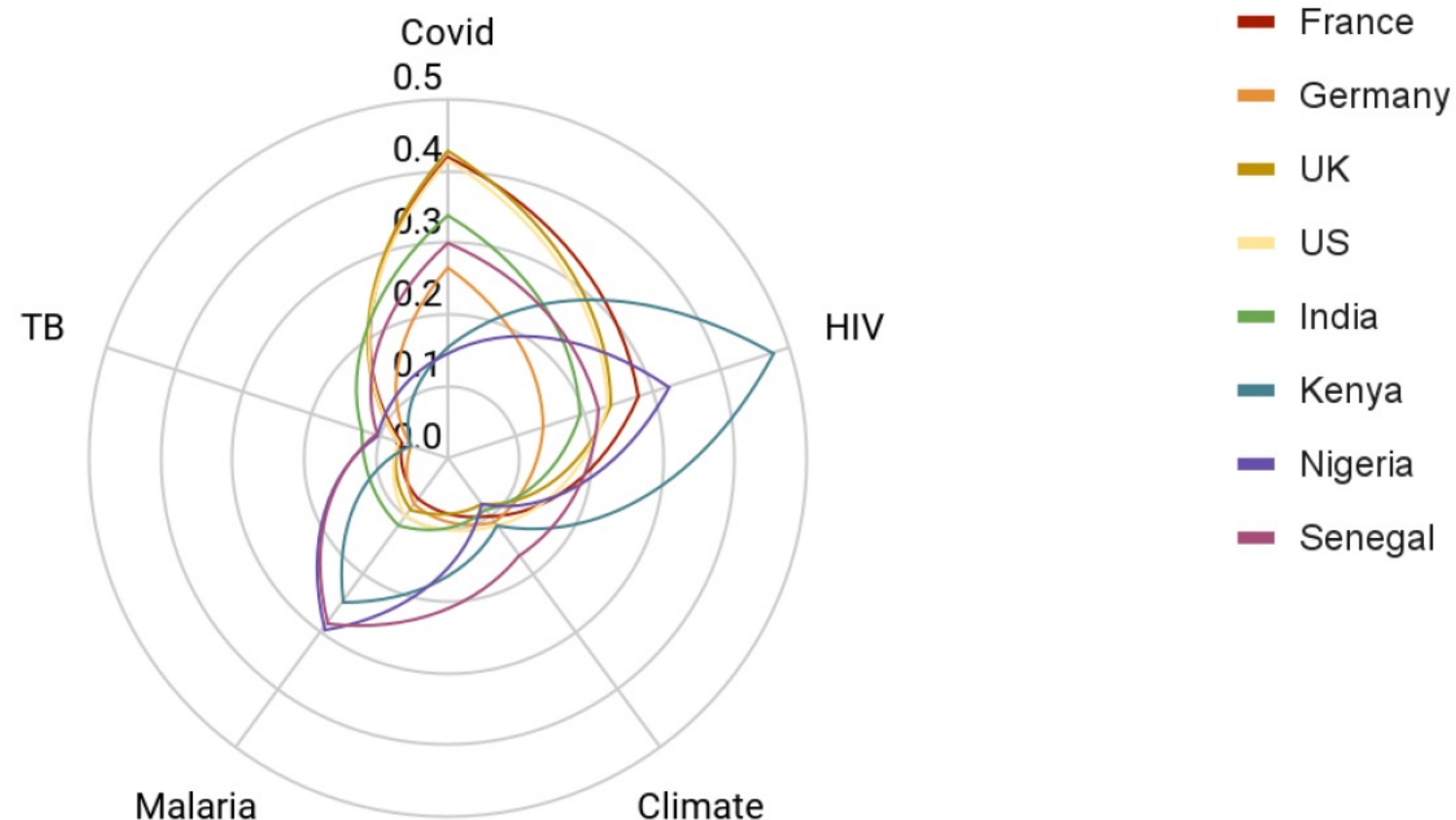
Risk framing

Many of the key stories that drove coverage to global health used a **risk angle**. Risks were specific to the country of publication (water resources in Senegal, travelers' health in Germany), and ranged from immediate (higher rates of sexually transmitted diseases) to long term (the next pandemic).

News media analysis shows the focus of global health news coverage differs between donor and Global South countries

Donor countries generally have nearly 40% of global health news articles mentioning Covid-19, whereas coverage in Global South countries tends to focus more on HIV and malaria.

Proportion of global health stories matching subtopics by country:



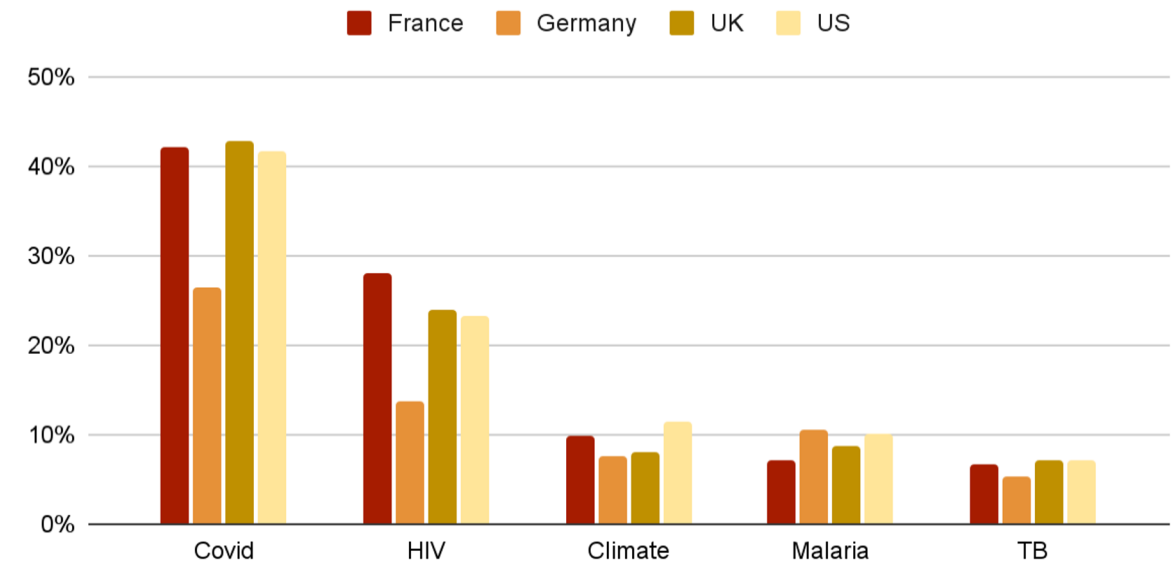
Donor country news shows a focus on Covid-19 and on Africa

There is a significant focus on Africa within donor country news coverage of global health: all but one of the donor countries in the study had “Africa”/“African” among the top keywords for global health stories and/or subtopics.

Key global health stories in donor countries

	Climate	Covid	HIV	Malaria	TB	Other
FR	<ul style="list-style-type: none"> COP28, impact of climate on health 	<ul style="list-style-type: none"> Respiratory illness in China French social spending 	<ul style="list-style-type: none"> World AIDS Day Dentist who put patients at risk for HIV 	<ul style="list-style-type: none"> WHO approval of vaccine Vaccine launch in Cameroon 	<ul style="list-style-type: none"> Immigration and risk of TB spread 	<ul style="list-style-type: none"> Avian flu
DE	<ul style="list-style-type: none"> New EU debt rules incentivize investment in climate 	<ul style="list-style-type: none"> Wave of illness in November 2023 Long Covid 	<ul style="list-style-type: none"> World AIDS Day Increased STI rates Biontech mRNA plant in Rwanda 	<ul style="list-style-type: none"> Biontech mRNA plant in Rwanda 	<ul style="list-style-type: none"> Biontech mRNA plant in Rwanda TB deaths during Covid pandemic 	<ul style="list-style-type: none"> Health risks while traveling abroad
UK	<ul style="list-style-type: none"> Hospitals at risk for closure due to climate COP28 		<ul style="list-style-type: none"> World AIDS Day Infected Blood Scandal inquiry 	<ul style="list-style-type: none"> Vaccine launch in Cameroon Footballer contracts malaria 		<ul style="list-style-type: none"> Rising measles cases
US	<ul style="list-style-type: none"> Cholera outbreak in Zambia, linked with climate 		<ul style="list-style-type: none"> World AIDS Day 	<ul style="list-style-type: none"> Vaccine launch in Cameroon CRISPR use 		<ul style="list-style-type: none"> Social inequities and health

Subtopic prevalence in donor countries



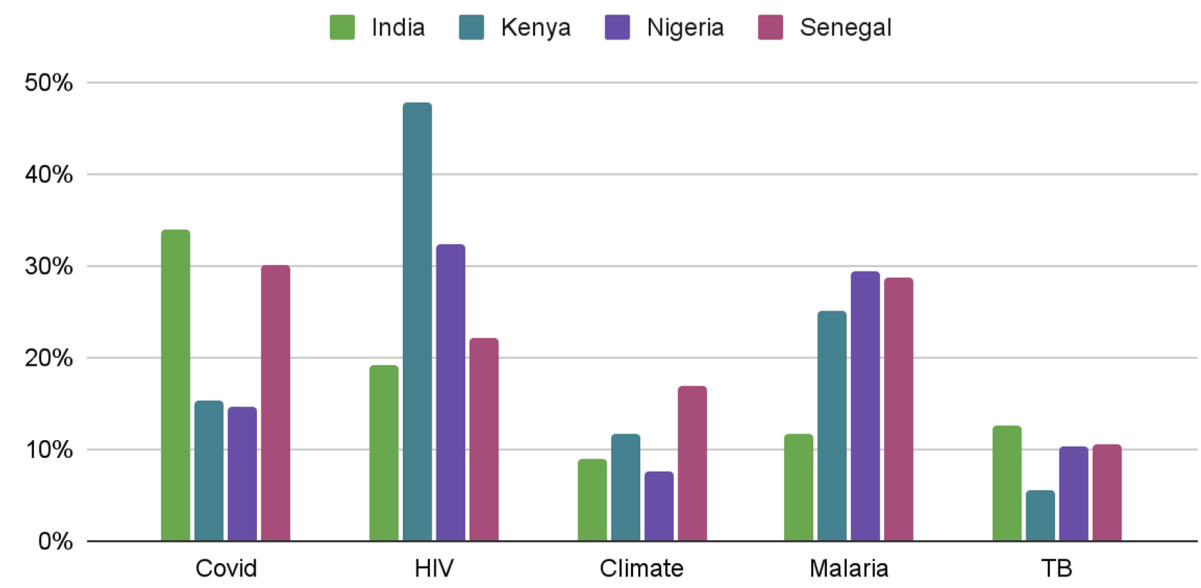
Global South country news is more focused on HIV and malaria

News coverage of global health in Global South countries shows a much greater focus on HIV and malaria (compared to donor country coverage), while Covid-19 remains quite prominent.

Key global health stories in Global South countries

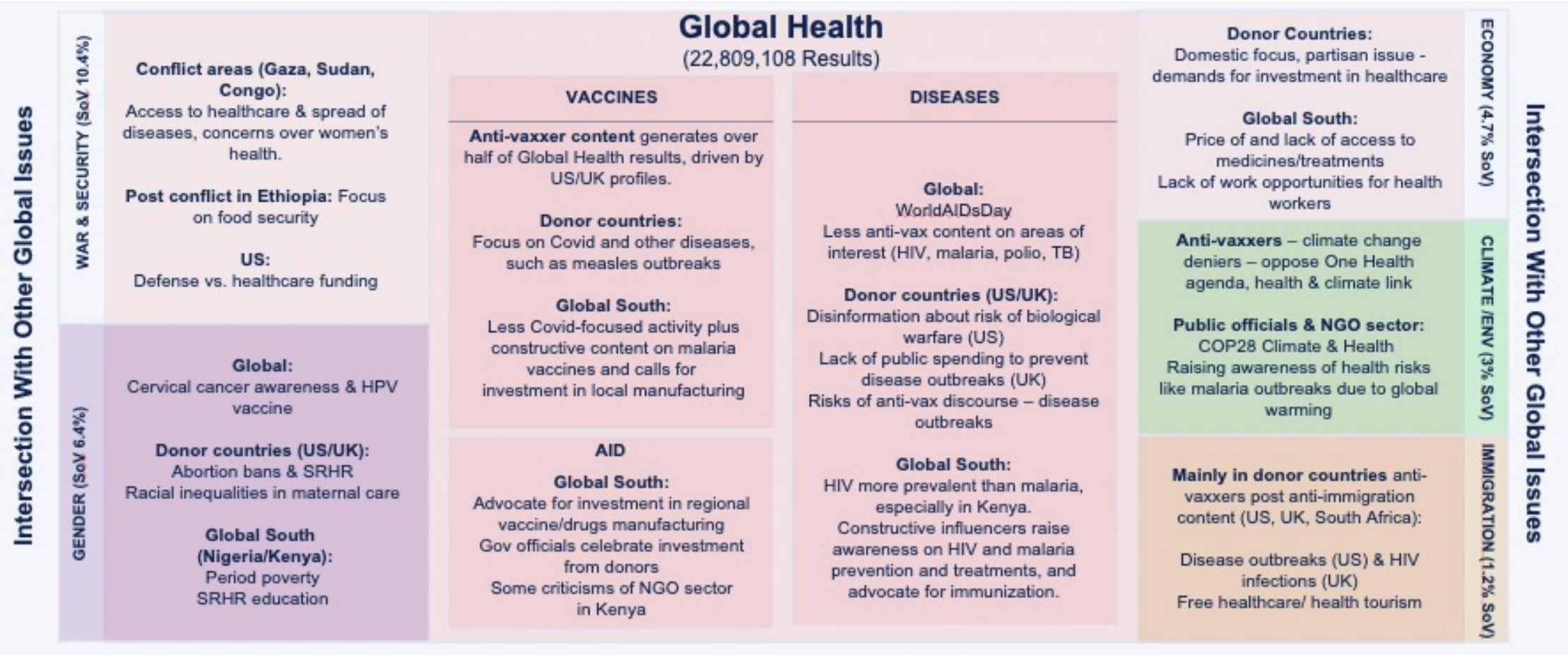
	Climate	Covid	HIV	Malaria	TB	Other
IN	<ul style="list-style-type: none">• Extreme weather• Food supply	<ul style="list-style-type: none">• JN.1 variant• Report on vaccination safety	<ul style="list-style-type: none">• World AIDS Day	<ul style="list-style-type: none">• Linkages with dengue fever	<ul style="list-style-type: none">• Screening outreach program	
KE	<ul style="list-style-type: none">• Pandemic preparedness	<ul style="list-style-type: none">• Economic impact	<ul style="list-style-type: none">• World AIDS Day			
NG	<ul style="list-style-type: none">• Pandemic preparedness		<ul style="list-style-type: none">• World AIDS Day		<ul style="list-style-type: none">• 2022 cases• Drug costs	<ul style="list-style-type: none">• Drug development
SN	<ul style="list-style-type: none">• President Sall's new foundation	<ul style="list-style-type: none">• President Sall's new foundation		<ul style="list-style-type: none">• Increased cases• Vaccine not yet available		<ul style="list-style-type: none">• Water resources• Plan for Emerging Senegal

Subtopic prevalence in Global South countries



Clear links between global health and other salient issues

There are clear linkages between global health online conversations and other salient issues of concern, especially war and security, but also gender, the economy, climate and immigration.

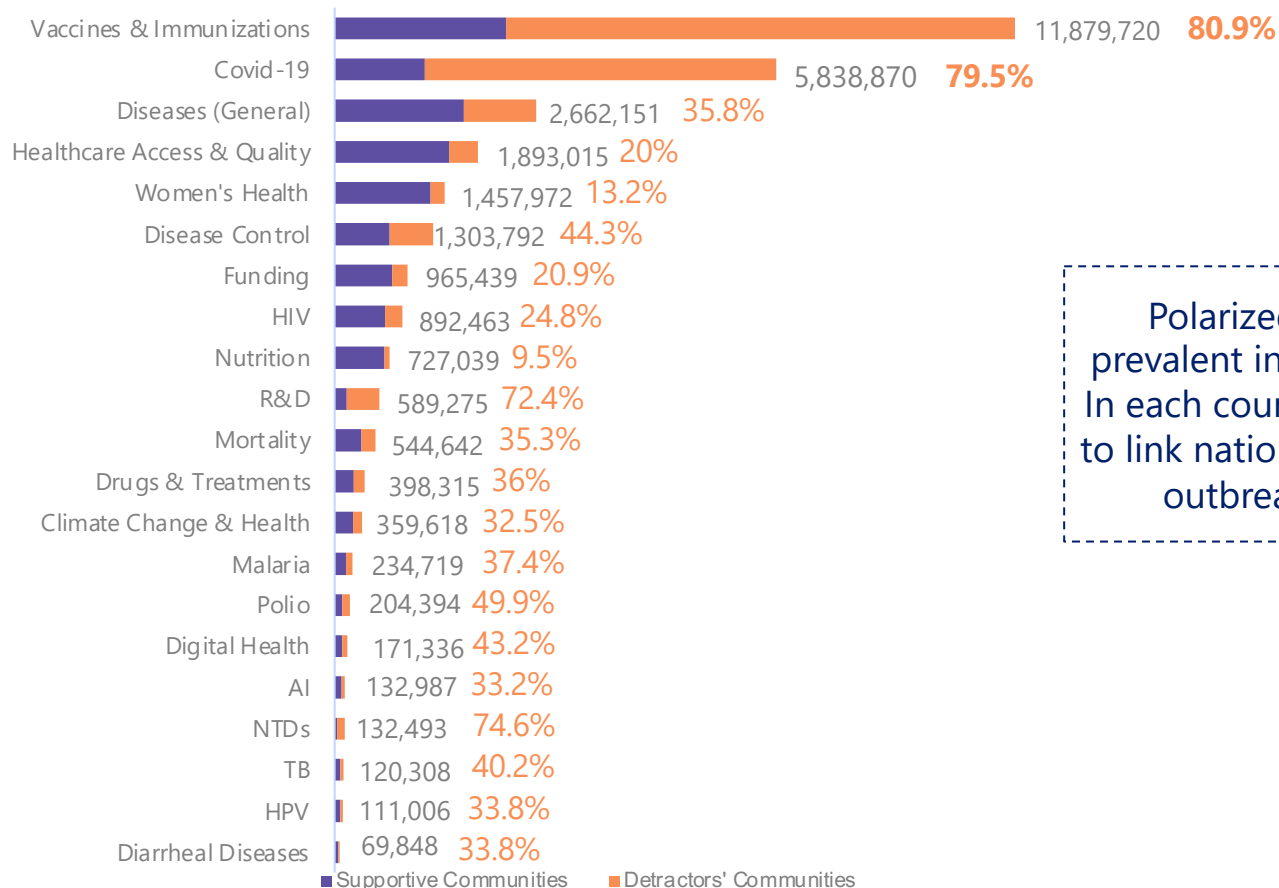


Source: Alto Intelligence. Global Health Social Media Analysis. Digital activity in English (global). Period of analysis: Dec 1, 2023 – Feb 1, 2024.

Vaccines & Covid-19 most prominent in digital conversations

Among the 21 salient topics identified within global health conversations in English on social media, vaccines and Covid-19 were the most prominent by a margin. There was a high degree of polarization with specific narratives linked to vaccines and Covid-19.

TOPICS BY TYPE OF COMMUNITY – TOTAL VOLUME PER TOPIC & (%) TOPICS WITH HIGHEST PENETRATION OF DETRACTOR COMMUNITIES



1

The five topics that generated the highest levels of misinformation were: Vaccines & Immunizations, Covid-19, Polio, R&D, and NTDs.

2

Polarized stances were particularly prevalent in the US, UK, and South Africa. In each country, there were clear attempts to link national health security and disease outbreaks to illegal immigration.

3

In Nigeria and Kenya, activity was predominantly constructive and focused on the cost of medicines/treatments, maternal health, HIV and other national health topics.

5. Views of global health

Focus groups show that views of global health are colored by domestic concerns.

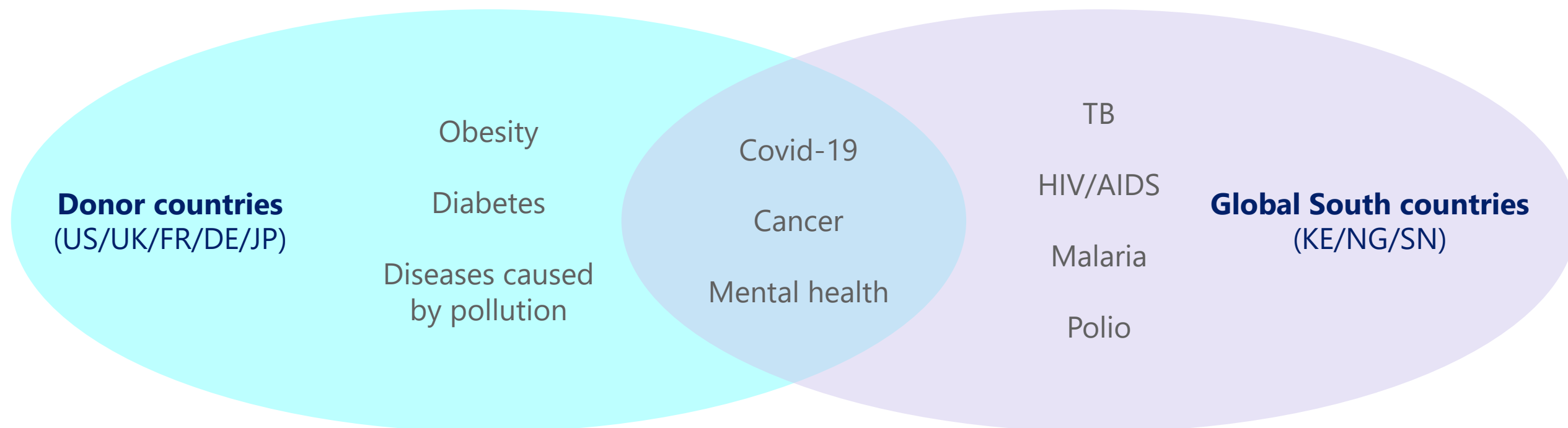
In donor countries, views of global health are settling back to pre-pandemic norms.

Global health associations are tainted by domestic concerns

While there was some overlap between donor and Global South countries, global health associations tend to be viewed through a domestic lens.

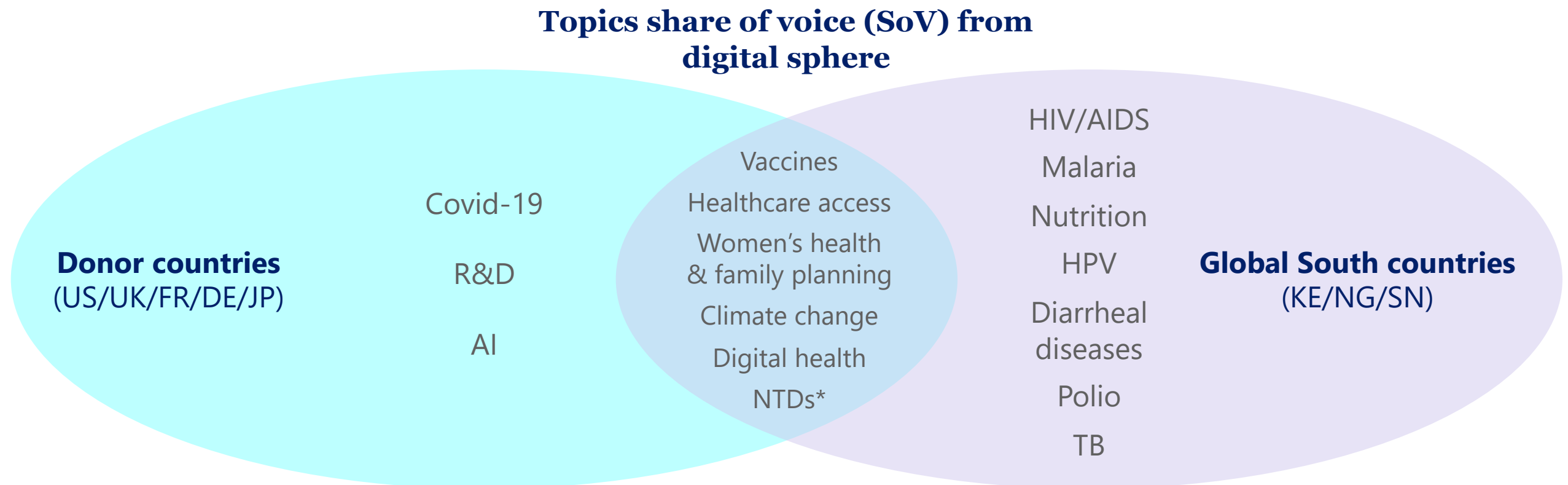
Noncommunicable diseases were cited more often than in past research, suggesting they are seen as increasingly important (compared to communicable diseases).

Top of mind associations with global health



In the digital sphere, common topics like vaccines, healthcare access, and women's health are also driven by domestic concerns

In donor countries, detractors drive volumes about health, with a predominance of misinformation about vaccines. Social media activity in Global South countries is less polarized and driven by specific needs and domestic concerns.



Recap: Global health associations in 2018/2021

During the pandemic, in donor countries there was a shift in top of mind associations with global health, which became heavily focused on Covid-19 – which served as a useful entry point when communicating on global health and health inequality.

Pre-pandemic (Dec 2018)	Mid-pandemic (Dec 2021)
<ul style="list-style-type: none">▪ “Global health” was not immediately understood as referencing health issues in lower income countries.▪ Focus group participants were more likely to mention health issues like cancer, diabetes, obesity and depression.▪ Only limited mentions of diseases such as malaria and HIV.▪ The term needed to be defined and unpacked to get to inequality.	<ul style="list-style-type: none">▪ Top of mind associations with “global health” focused heavily on Covid-19.▪ This brought the issue of global health inequality closer to the surface.▪ Mention of Covid-19 immediately prompted discussion of global inequality in the Covid-19 response (vaccines).▪ This in turn often led to a discussion of broader health inequality and inequity.



2024: Global health associations are now more in line with 2018

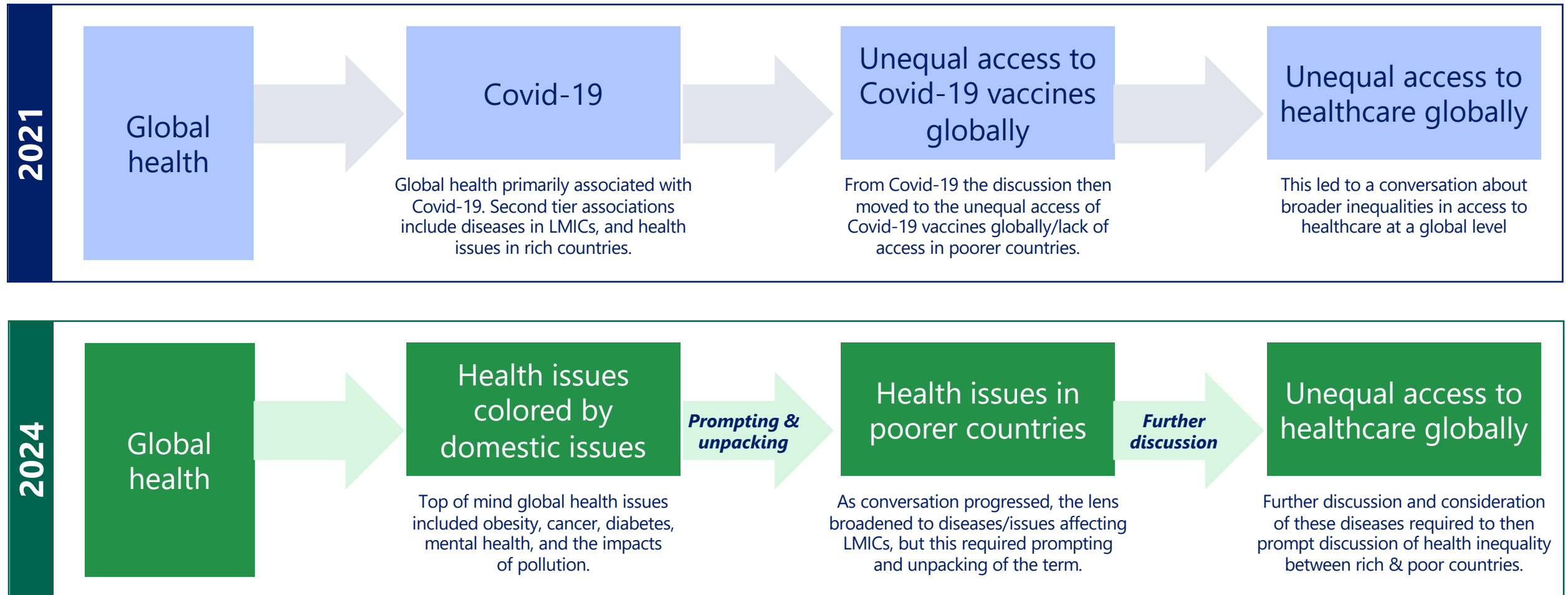
Covid-19 is now much less top of mind, much less linked to inequality, and no longer a particularly useful entry point.

Pre-pandemic (Dec 2018)	Mid-pandemic (Dec 2021)	Now (March 2024)
<ul style="list-style-type: none">▪ “Global health” was not immediately understood as referencing health issues in lower income countries.▪ Focus group participants were more likely to mention health issues like cancer, diabetes, obesity and depression.▪ Only limited mentions of diseases such as malaria and HIV.▪ The term needed to be defined and unpacked to get to inequality.	<ul style="list-style-type: none">▪ Top of mind associations with “global health” focused heavily on Covid-19.▪ This brought the issue of global health inequality closer to the surface.▪ Mention of Covid-19 immediately prompted discussion of global inequality in the Covid-19 response (vaccines).▪ This in turn often led to a discussion of broader health inequality and inequity.	<ul style="list-style-type: none">▪ Associations with global health are now more in line with 2018 than 2021.▪ Top of mind global health issues included obesity, cancer, diabetes, mental health, and the impacts of pollution.▪ While Covid-19 was mentioned, it is now much less top of mind.▪ As the conversation progressed, the lens broadened to diseases and issues that affect poorer countries (malaria, HIV/AIDs, polio), as well as access to vaccines – but this required prompting and unpacking.



Global health thought process: 2021 vs. 2024

This shift in top of mind associations meant donor country groups required more prompting (than in 2021) to shift the lens to health issues facing LMICs, and inequalities in healthcare.



The term “global health” remains ineffective

Differing associations between donor and Global South countries mean that the language of “global health” does not communicate the same concept to different audiences.

Donor countries

- “Global health” is viewed initially through the lens of diseases that **affect their countries** (cancer etc.) and is not immediately understood as referencing health issues in poorer countries.
- When prompted with a list of health issues (BMGF/Gavi/Global Fund priorities) this does help shift the lens to issues facing poorer countries, and inequalities in healthcare.

Global South countries

- “Global health issues” as a category tend to be viewed as issues that **affect other countries**.
- When prompted with a list of health issues (BMGF/Gavi/Global Fund priorities) these diseases are generally seen as **domestic health issues**.

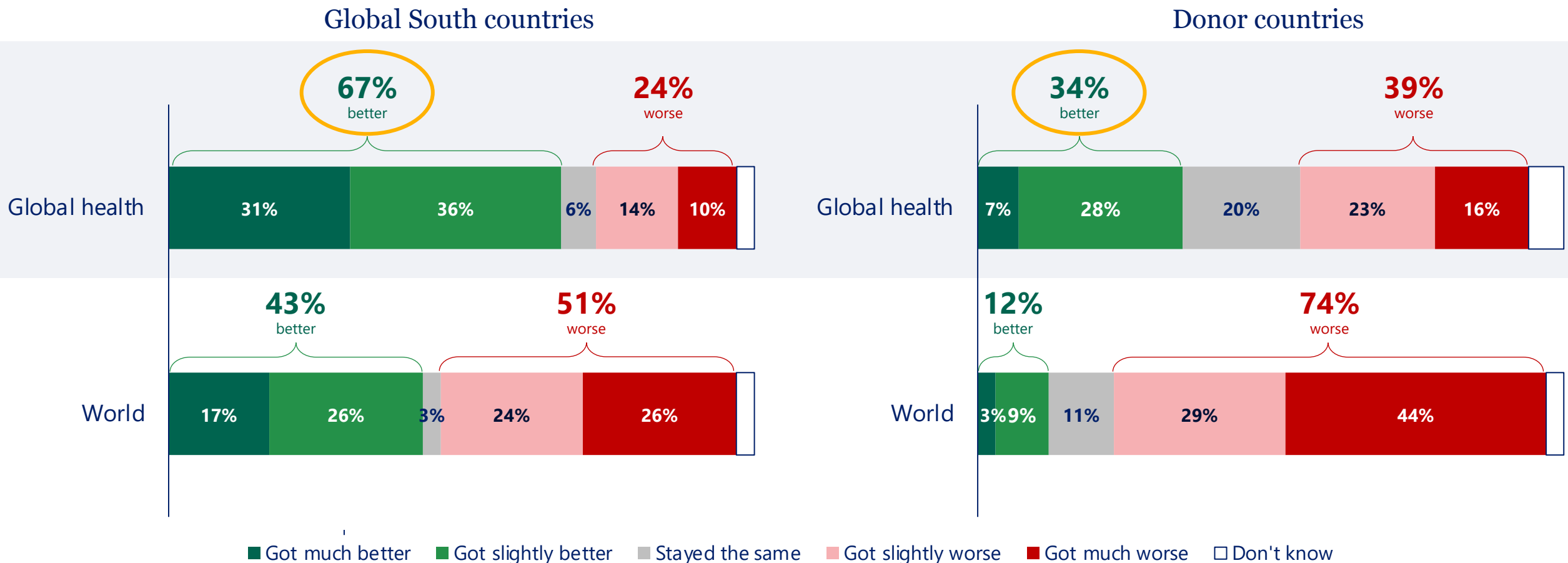
6. Progress on global health

In the context of
negativity, pessimism
and hopelessness,
health is a ray of light.

Greater positivity about the progress made to date in global health than global progress overall

Global South countries are more positive than donor countries. OLs are slightly more positive.

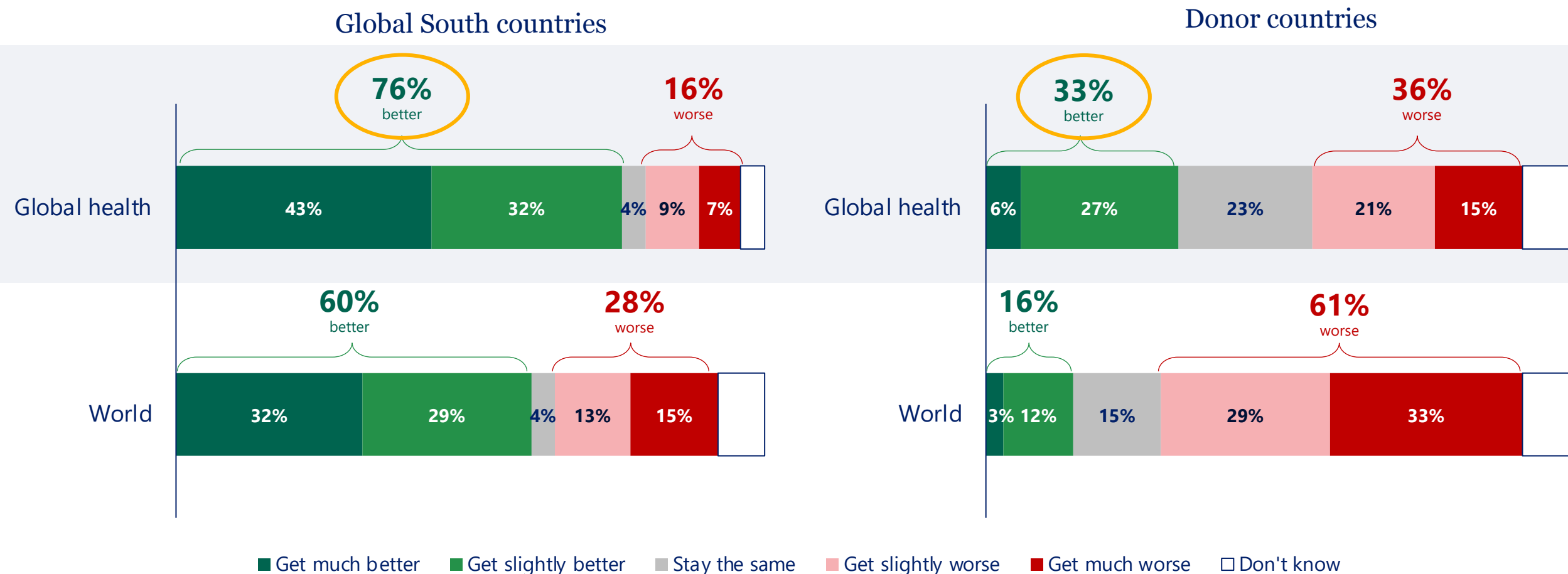
Progress in [global health / the world] – over the **last 20 years**



There is also greater optimism about future progress in global health than global progress overall

Again, there is greater optimism in Global South countries. OLs are again more optimistic.

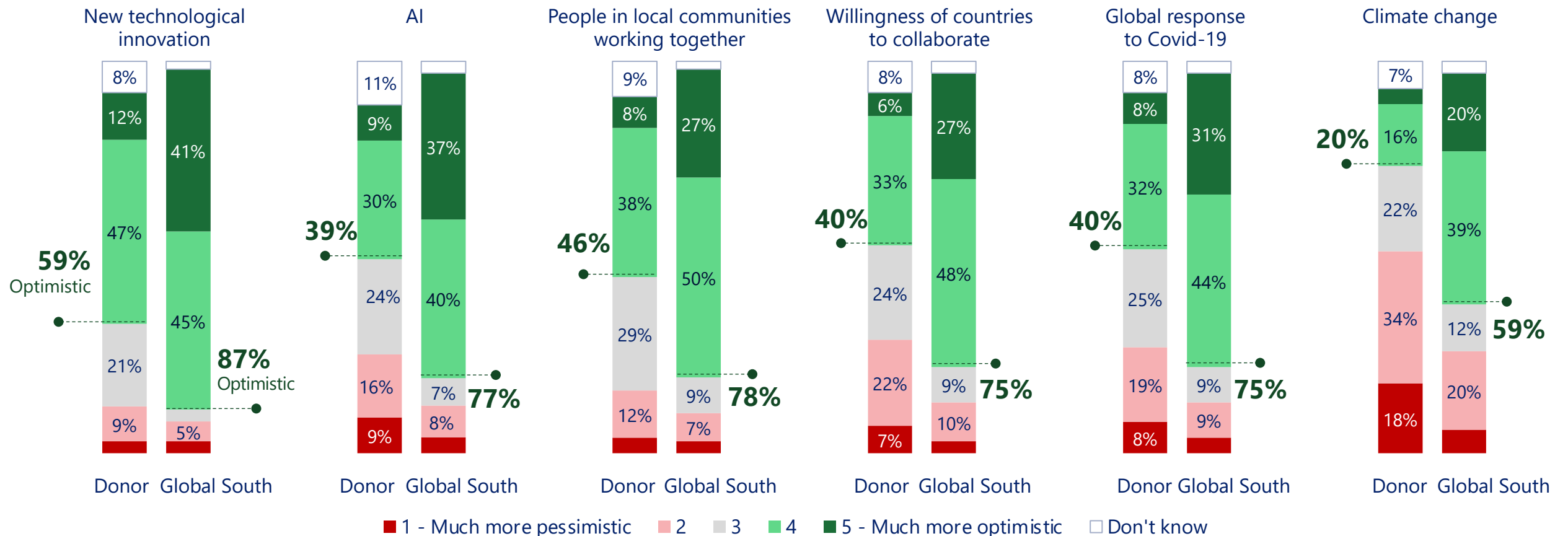
Progress in [global health / the world] – over the **next 20 years**



A range of issues tested increase optimism in the world's ability to tackle health issues – with innovation a notable driver

Climate change is seen as a barrier, particularly in donor countries.

Make more optimistic/pessimistic about the world's ability to tackle health issues



Focus group findings underlined this sense of ‘techno-optimism’ on health issues

Innovation was frequently cited as a reason for greater belief in the world’s ability to address health issues

- Consistently cited across countries.
- Sometimes referenced as innovation in general, but often cited specifically in terms of new technology – and AI in particular.
- AI seen to hold great potential in the health space, particularly in speeding up vaccine/medicine development.
- Current knowledge of specifics was limited, but a clear sense of untapped potential in technology – that communications could lean into.

Social media analysis shows innovations linked to AI and digital health generated mainly supportive comments and content. However, it should be noted this issue also generated medium levels of negative views and content being shared in detractor communities online, suggesting there are some pushback risks to leaning into this theme.

“ *As I understand it, AI will enable us in time to find solutions to health issues a lot more quickly and a lot more efficiently because of the power of AI. I think they used a lot of AI for the malaria vaccines, and they said ... the magnitude longer it would have taken them if they weren’t using AI for it was just that it wouldn’t have happened. So yes, I think that it’s got to be the way forward, hasn’t it.*

– UK, opinion leader

“ *I’ve heard that today’s AI and supercomputers contribute to developing new medicines.*

– Japan, opinion leader

In donor countries, belief in the world's ability to tackle health issues is tempered by skepticism about whether progress will *actually* happen

A recurring theme in donor country groups was a note of pessimism about real-world progress on health issues

- Potential barriers cited include:
 - The number of organizations involved
 - and a perceived lack of collaboration
 - A lack of political will
 - Corruption in Global South countries
- This skepticism was absent in Global South countries, where there was greater confidence.

“ *I am pessimistic. And the reason is because the different world powers, global powers don't work together. And what the organizations do is just a drop in the ocean.*

– Germany, opinion leader

“ *I am optimistic about research. I really believe in it. But it is the implementation of all the results where I feel pessimistic.*

– France, opinion leader

7. Donor country support for health

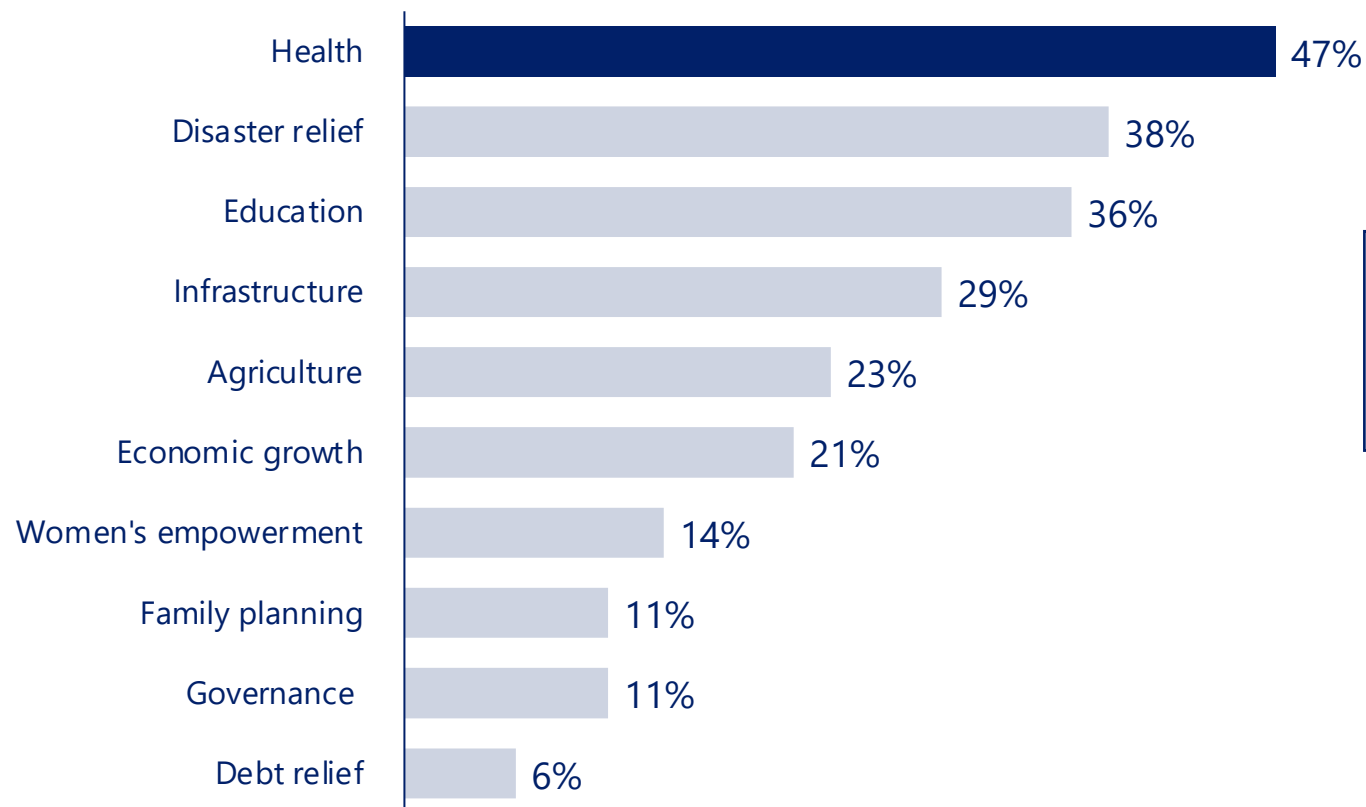
In donor countries, health remains a relatively uncontested area of ODA spending.

But there is a preference for countries to do their “fair share” rather than leading.

People in donor countries see health as the most important issue to address in developing countries

Health, alongside disaster relief and education, are consistently the most supported issue areas, over multiple waves of research.

Most important issues to address in developing countries



“

I think health is obvious. We must fund health. If there is something that is important, it is health.

- France, opinion leader

Knowledge of donor country contributions to support global health efforts is low

This low level of knowledge is consistent with previous research. But there has been a perceived drop-off in communications since hearing more during the pandemic.

Participants' knowledge of their government's involvement in tackling global health issues was limited

- There were assumptions that countries contribute to global efforts, through funding (to institutions like the WHO or UN), and/or donation of goods, medicines, and vaccines to poorer countries. More informed participants referenced ODA.
- A common theme was that participants felt they heard more about what their governments were doing to support other countries during the pandemic – and that there has been a drop off in communications since then.
- More broadly, understanding of the global health architecture, and how countries contribute remains very low (beyond surface level awareness of the WHO, UNICEF).

News media analysis shows that Gavi and the Global Fund are only mentioned in 3% of global health stories, and generally receive more news attention in Global South countries than in donor countries.

“ You don't hear a lot when it comes to health ... I don't see figures, I don't know what they are doing and which country and what for, so I don't know anything about the effects.
– Germany, opinion leader

“ We hear so much about the US' efforts in war and how they're contributing or not contributing to global politics but never so much about how they're contributing to global health. So, I think that we need to hear more about it.
– US, opinion leader

“ [The government doesn't] really communicate. They don't talk much about it, but perhaps they are doing things on the quiet... Since Covid-19 we haven't heard anything about what they have been doing.
– France, opinion leader

A clear preference for countries to do their “fair share,” rather than leading on tackling health issues globally

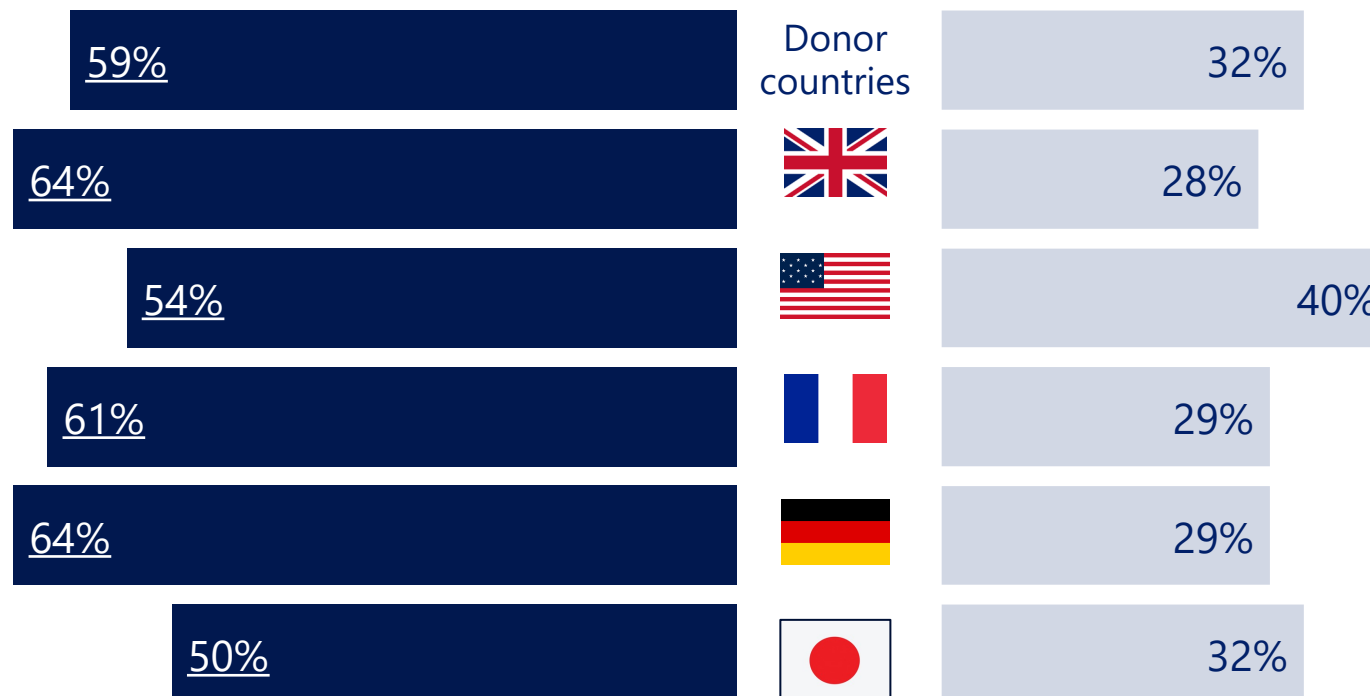
However, there remains a significant minority who feel their country *should* be a leader.

Which of the following statements do you agree with more?

My country should do its **fair share** to help tackle health issues in developing countries

My country should **be a leader** in tackling health issues in developing countries

“ I don’t think that the UK has to [lead] ... because other countries have these skills as well ... I think that if every country has the skills, I don’t think that they necessarily have to be at the front, but they should be active.
– UK, opinion leader



“ I think we have a certain economic power which is sufficient just by ourselves even without Europe, to provide help for the rest of the world.
– France, opinion leader

These views are shaped by how people see their own country

Focus groups shed further light on what is driving these perspectives.

The “fair share” perspective is shaped by domestic concerns

- Firstly, the domestic economic context: in donor countries, many don't feel their country is wealthy, with money to spare to help others, right now.
- More specifically, particularly in the UK and US, discussion of addressing global health issues prompted participants to highlight the need to address domestic issues, including health – at the same time as, or before, addressing issues overseas.

“ We certainly shouldn't do more when we have our own problems at home ... I don't think that we should do less, but I think that we need to prioritize the citizens that live in the US.

– US, opinion leader

For those who support a leadership role, this is often driven by a sense of responsibility

- For some (most pronounced in Germany), this is tied to a perception of their own country being a leading, wealthy developed nation, with both a strong health system of its own and capabilities it can share.
- A smaller group (mostly from ethnic minorities in the UK and France) drew a connection with their countries' colonial past and having a duty to help former colonies.
- Note: this stopped short of having a “moral” responsibility – a notion that prompted pushback.

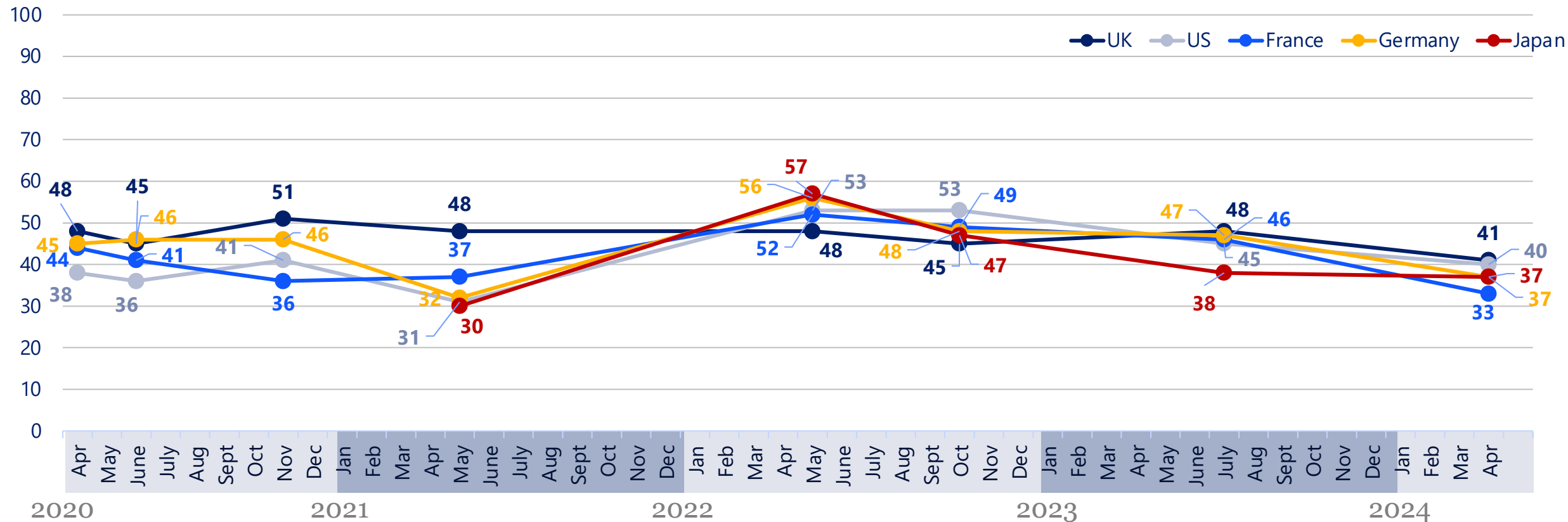
“ I think as Germany we have a high level when it comes to our health system, and we can take the lead or participate as a leading country.

– Germany, opinion leader

Support for funding international health organizations remains high – and well ahead of support for funding for ODA generally

Support for IHOs does not show the same level of fluctuation as is seen in ODA support.

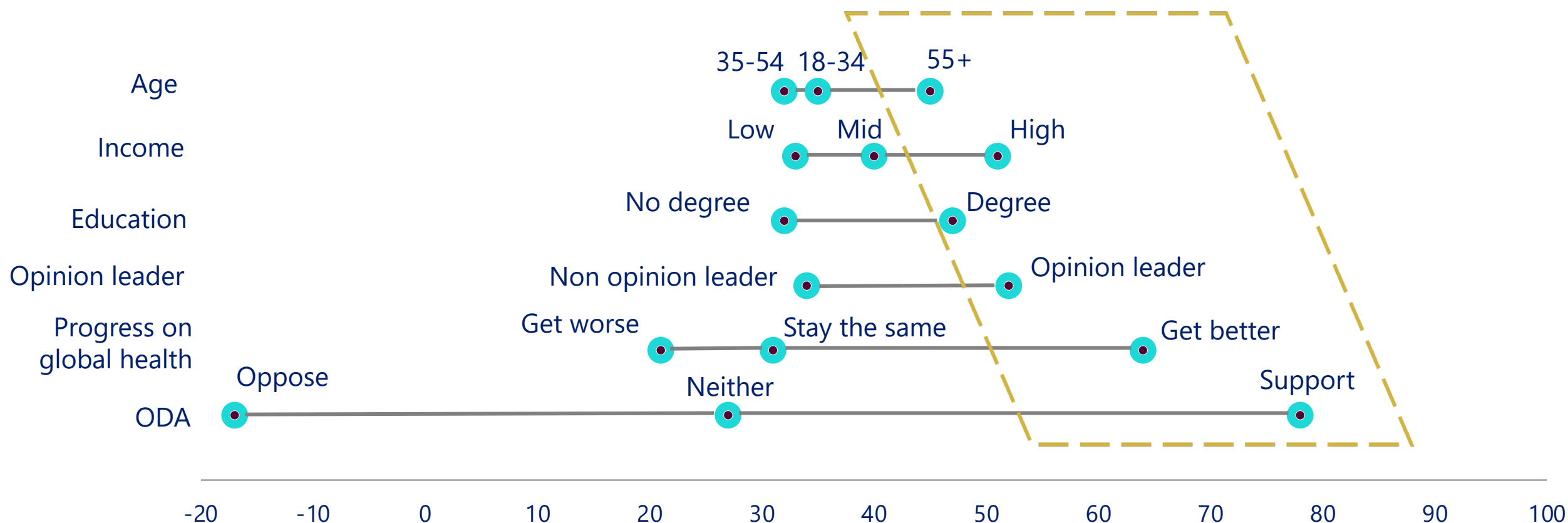
Net support for funding international health organizations
(% support - % oppose)



Attributes of those who support funding IHOs are broadly aligned with ODA supporters

Similarly, they are higher income, higher educated, opinion leaders, and optimists on global health.

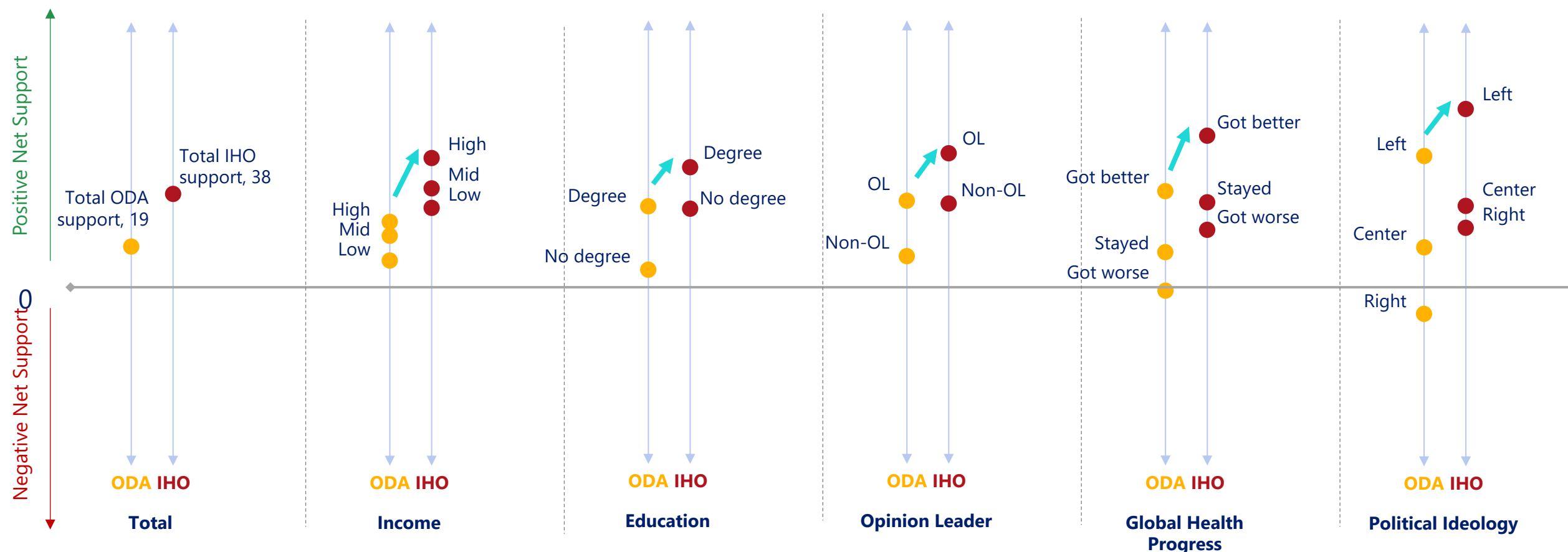
Net support for funding international health organizations
(% support - % oppose)



Consistent higher support for funding IHOs across key subgroups

The pattern of higher support for funding IHOs than for ODA more generally is consistent across key demographic and attitudinal subgroups.

Net support for funding overseas development aid / international health organizations



Who are those who support funding IHOs but not ODA?

This group represents **17%** of the public across donor countries:

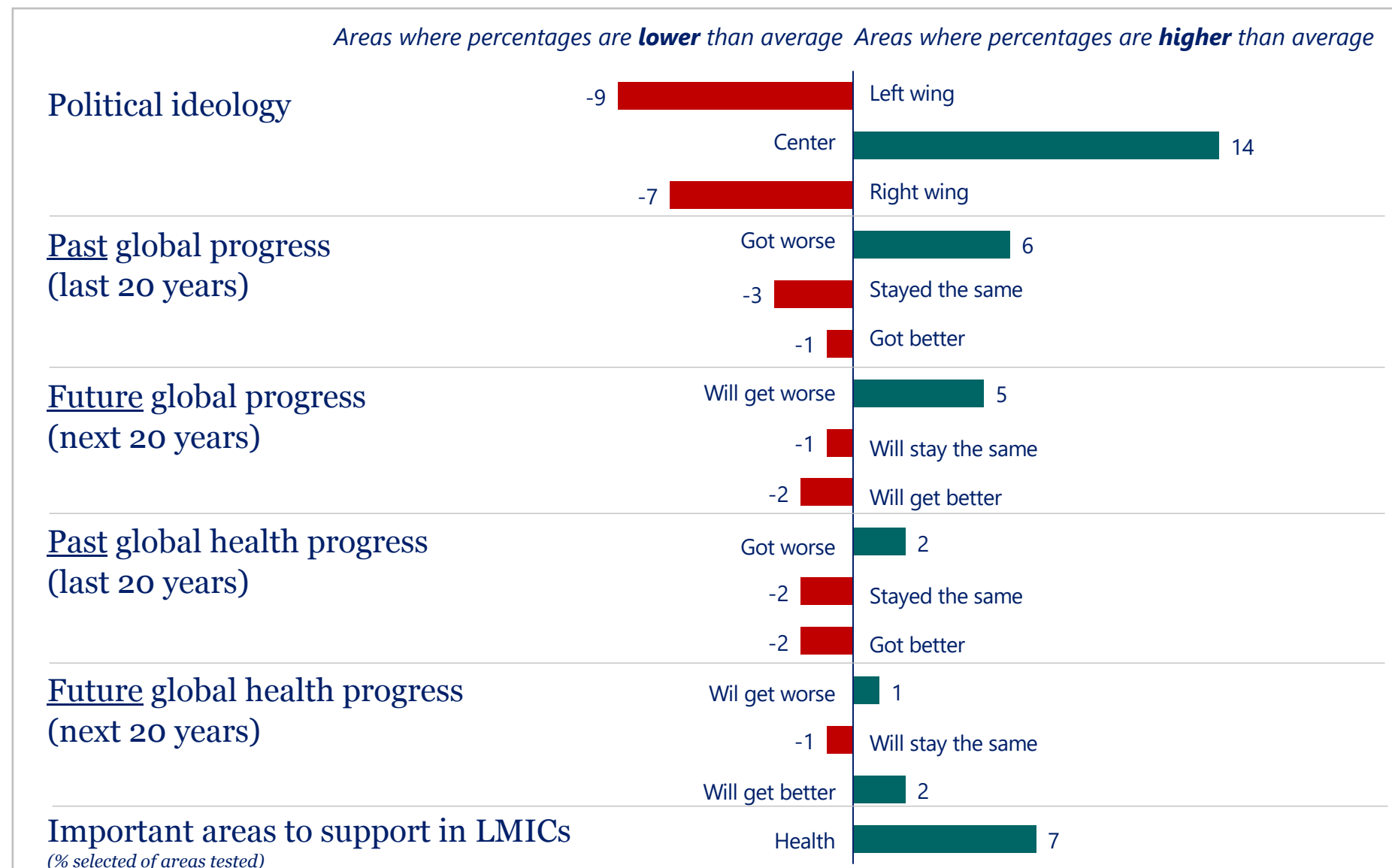
They **are more likely to be centrists** – and less likely to be left or right wing.

They are **more likely to be negative/pessimistic about global progress**.

But their **views of global health progress largely align with the average** respondent.

And they are **more likely to say health is an important area to support in LMICs**.

Chart shows the percentage point difference from the total sample of donor country respondents.



8. Global South country perspective

Global South
countries see
support for health
as a priority – and
there is an openness
to support from
donor countries.

Focus groups revealed frustration in Global South countries at the lack of progress made in addressing health issues to date

Health issues were a prominent concern across Global South focus groups

- Health issues were often raised spontaneously early on in discussions.
- This covered a range of issues, including access to healthcare (particularly outside major urban areas), the costs of healthcare (in Senegal, Kenya), nutrition, the ongoing challenge of diseases like malaria, and ensuring the provision of vaccines to children.

Frustration at the current health situation, and national governments' lack of impact

- Participants' criticism focused on their national governments and a perceived lack of prioritisation of health, with negativity strongest in Senegal and Nigeria.
- In Senegal, this focused on calls for the government to increase spending on health, specifically building more health centers and reducing the costs of treatment.
- In Kenya and Nigeria, there was greater focus on corruption and mismanagement of funds – and in Nigeria, the lack of necessary infrastructure.

“*I'm a worried citizen because our healthcare system seems to be failing. The upcoming doctors' strike, we don't know what to expect.*

– Kenya, opinion leader

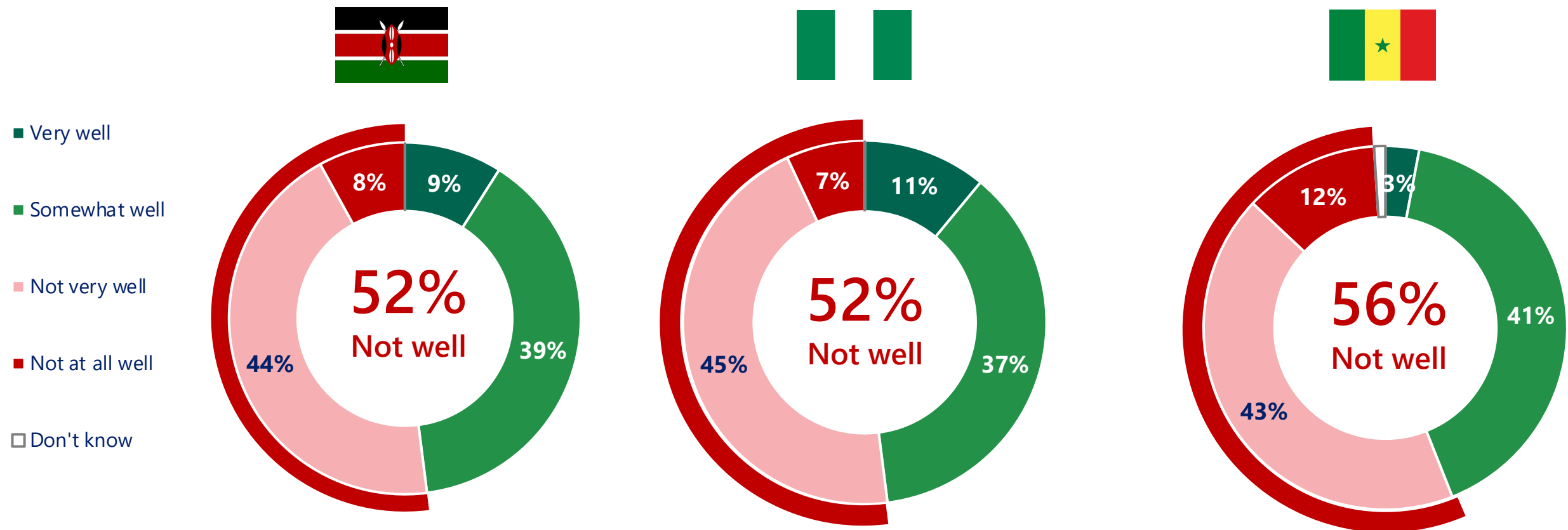
“*If health is moving forward, it is only in Dakar. The other cities they have so many problems to have access to care ... if you compare Senegal to other countries, we are not moving forward at all.*

– Senegal, opinion leader

Global South countries give mixed-to-negative reviews to their domestic healthcare systems

More than half in each country think their healthcare system is not performing well.

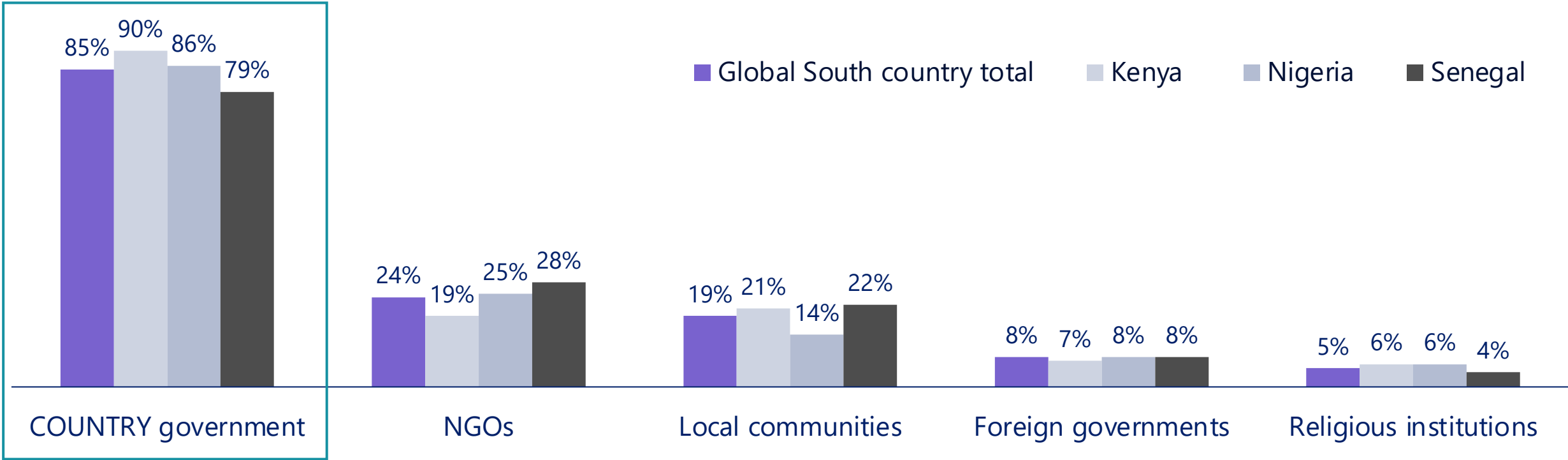
Performance of domestic healthcare system



People in Global South countries see their national governments as most responsible for improving the healthcare system

Followed, at a clear distance, by NGOs and local communities.

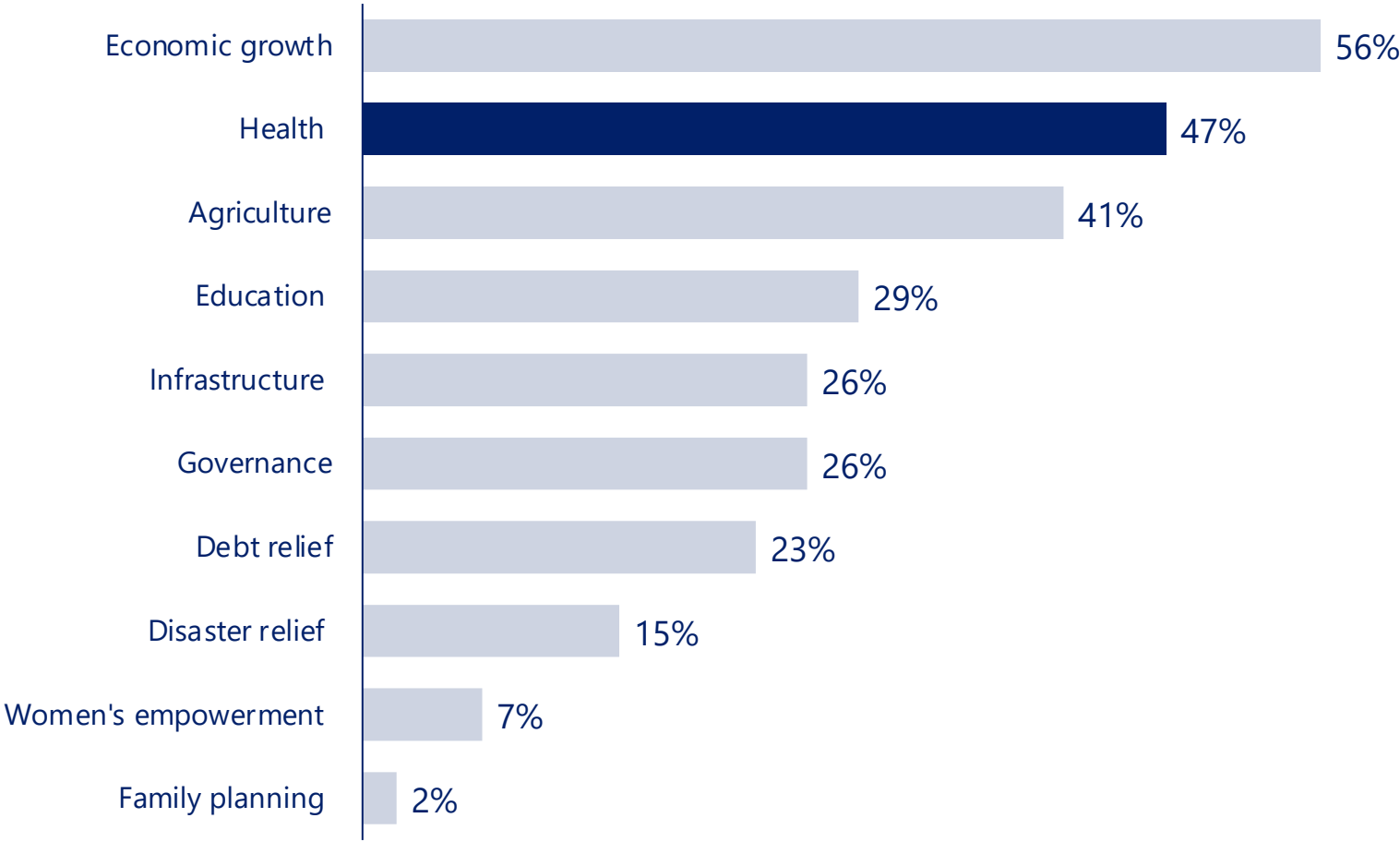
Responsible for improving domestic healthcare system



Social media analysis supports this finding, showing that in online conversation, demands and conversations linked to health are often directed at national governments.

Health is rated as one of the top issues in which donor support is needed, only behind economic growth

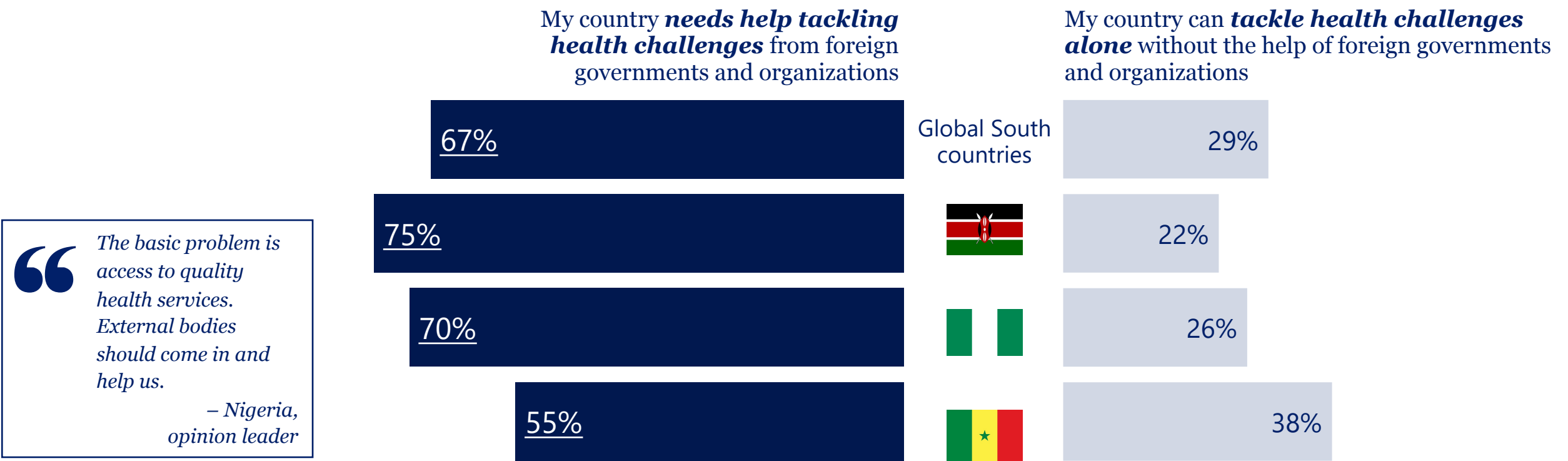
Top where support is most needed in [COUNTRY]



Most believe their country needs outside help on health challenges

A majority in each country think their country needs outside help, with support for outside help strongest in Kenya and Nigeria. A minority think their country can tackle health challenges alone.

Which of the following statements do you agree with more?



External help viewed as necessary to drive progress

Focus groups revealed support for outside help is driven by a range of factors, including a lack of confidence in national governments and views of progress to date.

Those who think their country needs external help cited a range of reasons

- A lack of confidence in national governments to address health issues domestically.
- The perceived lack (or slow pace) of current progress in addressing health issues/improving healthcare domestically.
- The positive impact of past external support.

For those who feel their country can tackle health issues alone, this is often *hope* not expectation

- In each country, some focus group participants felt their country has enough money/resources to address its health issues, without the need for external support.
- However, this is dependent on health spending being prioritized – and there was little faith that it would be, based on experience to date.

“ We need the support. The situation we are in at the moment, there are some things we are still not that developed ... We really need their help for us to progress.

– Kenya, opinion leader

“ We have enough money as a nation. But I'm of the opinion that when you want to know what people value, look at your bank statements, what they spend on is what they value, and our country, our leaders obviously do not value the healthcare sector.

– Nigeria, opinion leader

Social media analysis shows that online conversations in Global South countries support foreign investment & partnerships for development of local capacities, R&D, local manufacturing. Decision makers in Global South countries celebrate partnerships with donor countries on social media.

Experience of support from donor countries during the Covid-19 pandemic is generally viewed positively

Most Global South participants had a positive view of the support provided during the pandemic

- Participants welcomed the support provided by developed countries like the US, in the form of vaccines and PPE, with some describing a sense of international solidarity, with richer countries helping poorer countries.
- There was no sense of anger in the groups, although there were some negative mentions from a small minority of participants.
- In Nigeria, there were isolated references to frustration at having not been a priority for vaccines, and to reading stories about testing vaccines on Africans.

“*I'm saying they really have [supported us], because I can remember when there was this outbreak, they really came to our aid. I can remember in Africa here we were, the second we got the vaccine, they really helped us.*

– Kenya, opinion leader

“*For me, Covid-19 has shown global solidarity, as we have seen, vaccines have been made available to countries that did not have the means practically. Here in Senegal, we have benefited from vaccines free of charge.*

– Senegal, opinion leader

“*I felt a bit disappointed in the way it was managed and the way we were also being used as guinea pigs for the testing of the vaccine. And even when the vaccine came out, we were not a priority. They were all after their own people.*

– Nigeria, opinion leader

9. Deep dive on global health issues

All global health issues tested are recognized as important to address.

But Global South countries are more positive about progress on these issues than donor countries.

In donor countries, no consensus on which health issues should be the priority to address, but support for consulting local leaders

No consensus on which health issues spending should focus

- The most common theme being to target spending where it has the greatest impact/will help the most people.
- Suggestions included spending on specific diseases (e.g., malaria), vaccines, and nutrition.

No consensus in terms of prioritising specific groups of people

- In the context of disparate health issues, there was no consensus on which groups of people are most affected – it was largely viewed on an issue-by-issue basis.
- But when prompted, the value of focusing on issues affecting women and children was recognized.

Some argue for focusing on “what we are good at”

- Some suggestions, most notably in France and Japan, that their country should focus its efforts on areas where they have greatest expertise.
- In Japan, this included technology in general, and “water supply technology” more specifically; in France this included vaccines and research.

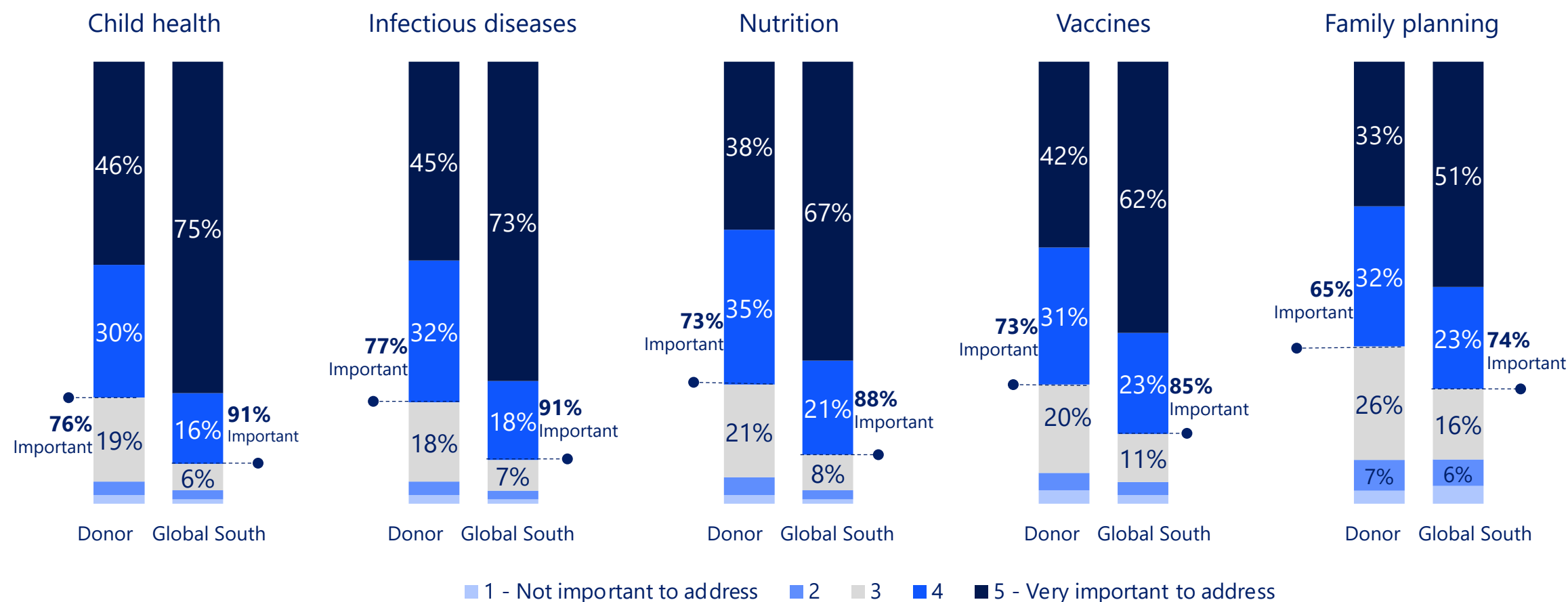
Recognition of the value of consulting local leaders

- Participants recognized the value of local leader input when deciding where money is spent, and of collaborating with Global South countries.
- However, this raised some concerns about corruption and losing control of how money is spent.

Social media analysis identified women’s health as being among the most prominent narratives online. Similarly, **news media analysis** shows mentions of women and children are common in global health coverage across all countries, showing an emphasis on the impact of health issues on vulnerable populations.

All global health sub-issues tested are recognized as important to address across donor and Global South countries

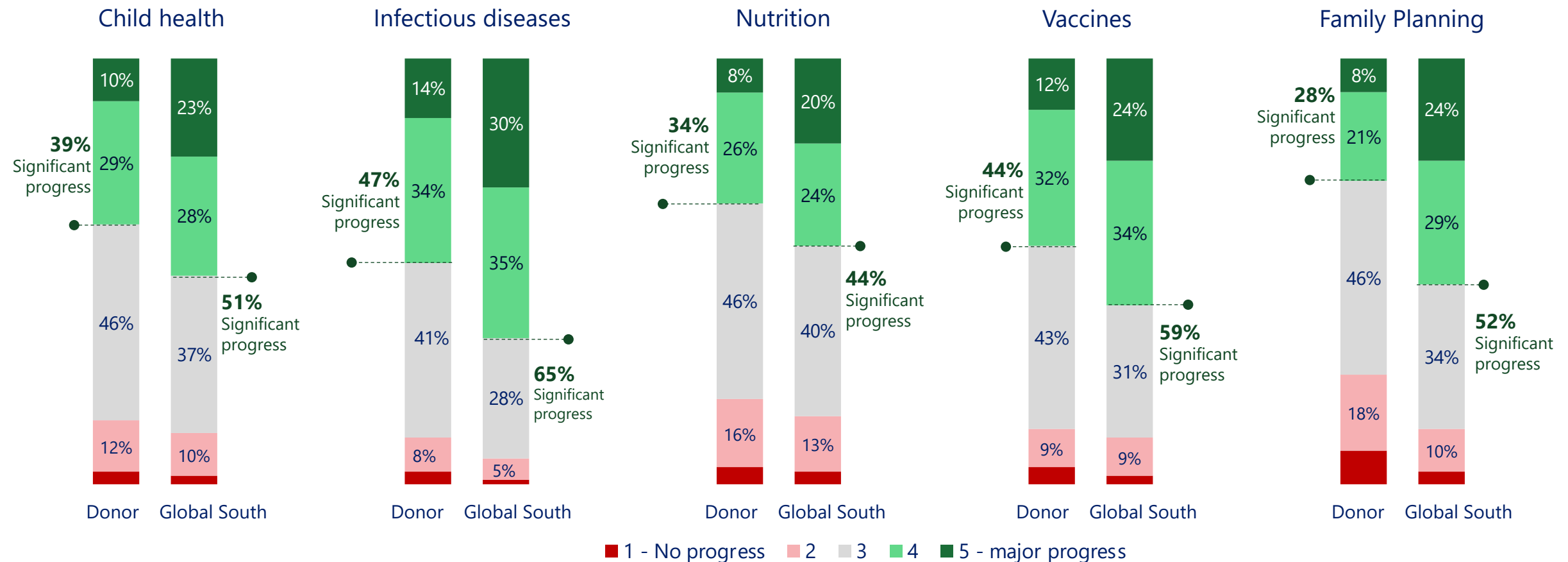
Health issues – important to address



Global South countries are more positive on the progress made to date on specific health issues than donor countries

More progress is seen to have been made on infectious diseases and access to vaccines. The perception of progress on nutrition is relatively lower.

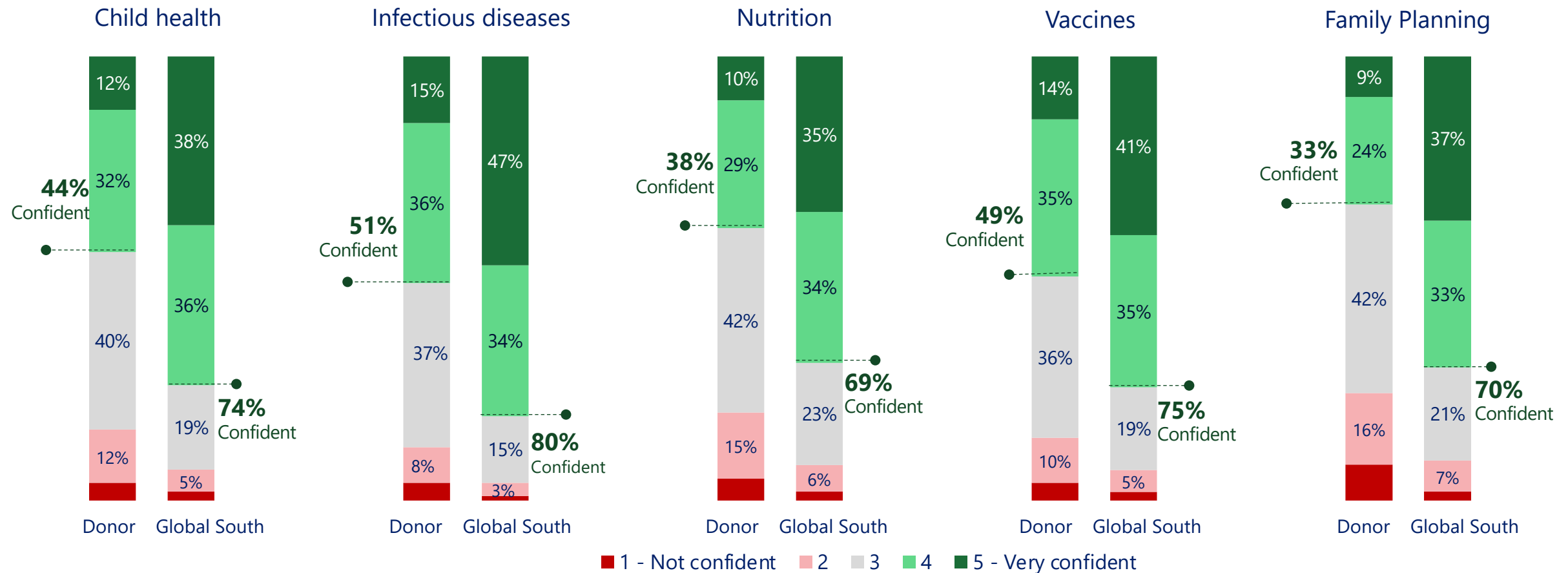
Health issues – progress made in *last 20 years*



Global South countries are much more confident in future progress on these issues than donor countries

Greatest confidence in progress to address infectious diseases.

Health issues – confidence progress *will be made*



Specific cases of progress in tackling disease cut through

Focus groups highlighted that perceptions of progress vary considerably by health issue but vaccines, treatments and the elimination of diseases resonate.

The strongest sense of progress is around tackling infectious disease

- Cited frequently across donor and Global South country focus groups.
- Frequent mentions of the development of vaccines (in general, and for specific diseases e.g., malaria, dengue fever), improvements in the treatment of HIV/AIDS, and the elimination of diseases like polio.

In contrast, there is perceived regression on other issues

- This includes obesity (in donor countries), chronic illnesses and noncommunicable diseases (e.g., heart disease, diabetes).

“ I think malaria vaccination, that is pretty new, that's a big progress once it reaches people.
– Germany, opinion leader

“ They came up with this vaccine for malaria ... I can see the progress, for example, HIV no longer kills people.
– Kenya, opinion leader

“ There is a whole heap of new diseases that have come about in the last 70, 80 years that weren't so apparent back then ... obesity, probably heart disease, cancer.
– UK, opinion leader

10. Messengers

There is evidence for the value of using voices from Global South countries in donor country communications.

Testing effective messengers

Existing, current and future research.

Previous research

Previous research conducted by the Development Engagement Lab (DEL) in 2020 investigated the traits and characteristics that make for effective messengers in global poverty campaigns. Their findings showed the importance of warmth and competence to effective messengers, and that volunteers and frontline workers most strongly display these attributes.



This research

In this research project, we conducted a brief experiment to test the impact of potential messengers on global health.

This experiment tested the impact of a message being attributed to a **messenger from the Global North vs. a messenger from the Global South.**

The messengers tested were a political leader and a frontline health worker (nurse) from each region. This test was only conducted in donor countries.

The results are shown on the following slides.

Future research

In the next wave of this project, we plan to conduct more in-depth testing of messengers, including testing **country-specific voices** (building on the findings from testing general Global North/Global South voices this wave).

Messengers tested

Respondents were shown one of each pair of messengers, and asked to rate how convincing an argument for funding global health would be *if it had been made by that messenger*.

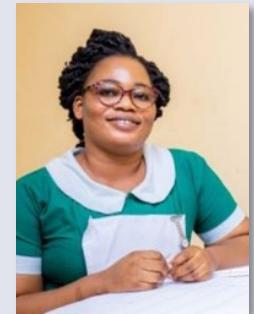
Global North country messengers



Jane
Nurse, Ireland

Pair A
Frontline health
worker (nurse)

Angela
Nurse, Ghana



Jonas Gahr Støre
Prime Minister of Norway

Pair B
Politician

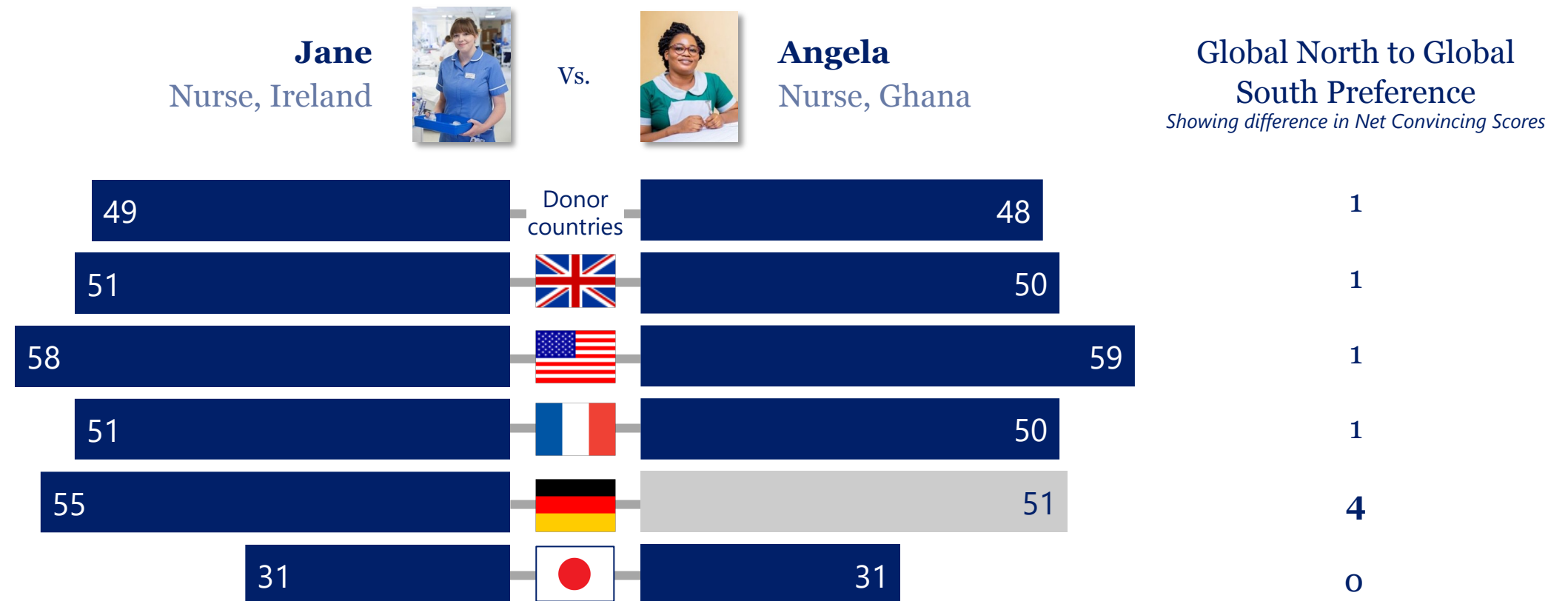
Dr Jane Ruth Aceng
Minister of Health, Uganda



Frontline health workers: North/South voices resonate equally

Across countries, the message resonates equally whether attributed to a frontline health worker from the Global North or South (with a slight preference for the Global North voice in Germany).

“Every child deserves the same access to essential medicines, vaccines, and care. The first years of life count: they define the rest of a child’s life. That’s why we need to keep investing to tackle health issues everywhere.”



Politicians: Again, North/South voices resonate equally

Overall, the messengers resonate equally. In the UK and US, the Global South country leader resonates more strongly; in Germany, the donor country leader is more convincing.

“We’ve made great progress in helping people around the world to live longer, healthier lives. Now we need to make sure no one gets left behind. By investing in health, we provide access to basic medicines and vaccines which protect the world’s most marginalized people from life-threatening and life-changing diseases.”

Jonas Gahr Støre
Prime Minister of Norway

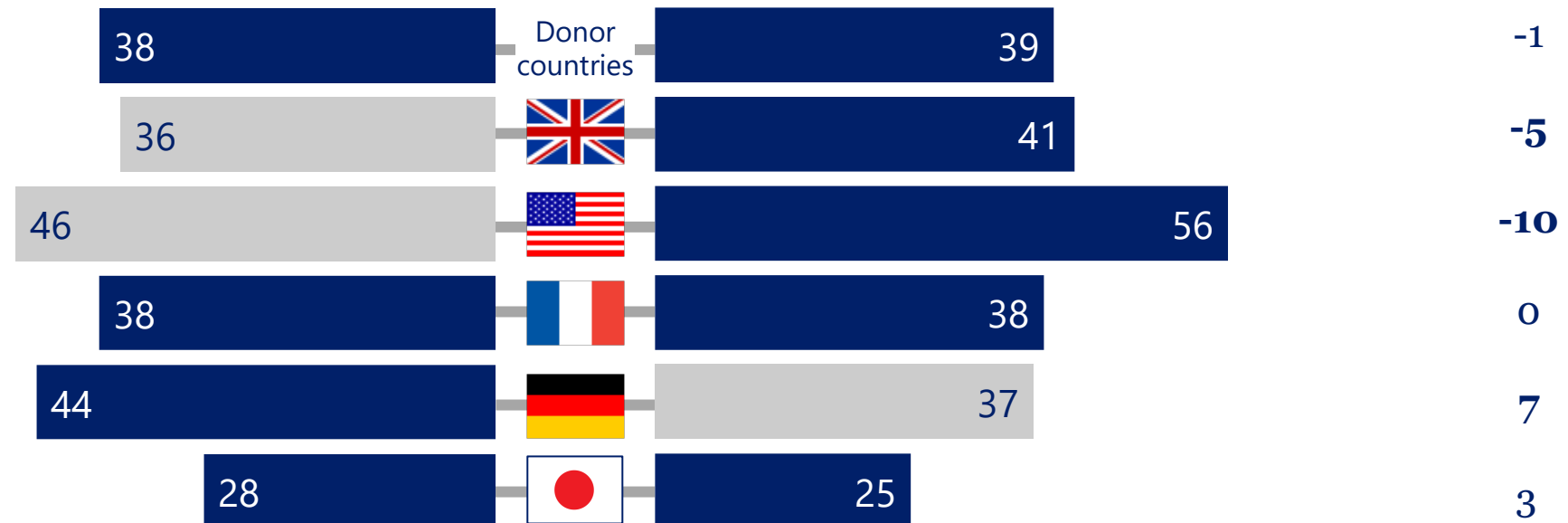


Vs.



Dr Jane Ruth Aceng
Minister of Health, Uganda

Global North to Global
South Preference
Showing difference in Net Convincing Scores



11. Global health messaging

Messaging needs to meet people where they are: tapping into issues they care about right now – like the economy, jobs, and their health.

We tested a total of 14 messages (1/2)

Developed based on past messaging, focus group learnings, and new messages.

Frame	Message
Global health security	Investing in better health internationally is not just about charity, it's about making the world a safer place for everyone. As Covid-19 has shown, a health crisis somewhere can become a health crisis everywhere.
Moral (Radical)*	Humanity is on trial. Our generation will be judged on whether we are saving lives and improving the lives of people around the world. If we don't act, we will be failing our duty to future generations.
Economic self-sufficiency (Macro)	Only countries with healthy populations can lift themselves out of poverty. Healthy adults can contribute to the economy and lead productive working lives. Investing in health is one of the smartest economic decisions we can make.
Economic self-sufficiency (Micro)	Good health is vital for people to stand on their own feet. Healthy children can go to school, healthy parents can go to work and support their families. Investing in health is one of the smartest economic decisions we can make.
Health as a unifier	Good health allows us to experience life's moments, both big and small. No one should be deprived of these moments: by tackling health issues globally, we can help ensure no one misses out.
Health as a sure thing*	To solve health issues globally, we need to develop innovations and get them to the people who need them. That's a challenge we know how to solve. Many of the solutions we need to save and improve millions of lives are ready now or will be soon.
Health as a basic need*	We all need good health, wherever we live, it is a basic human need. By investing to tackle health issues globally, we can help ensure everyone has access to basic healthcare services, and essential medicines and vaccines.

*Asterisk indicates a message that is new and had not been tested before

We tested a total of 14 messages (2/2)

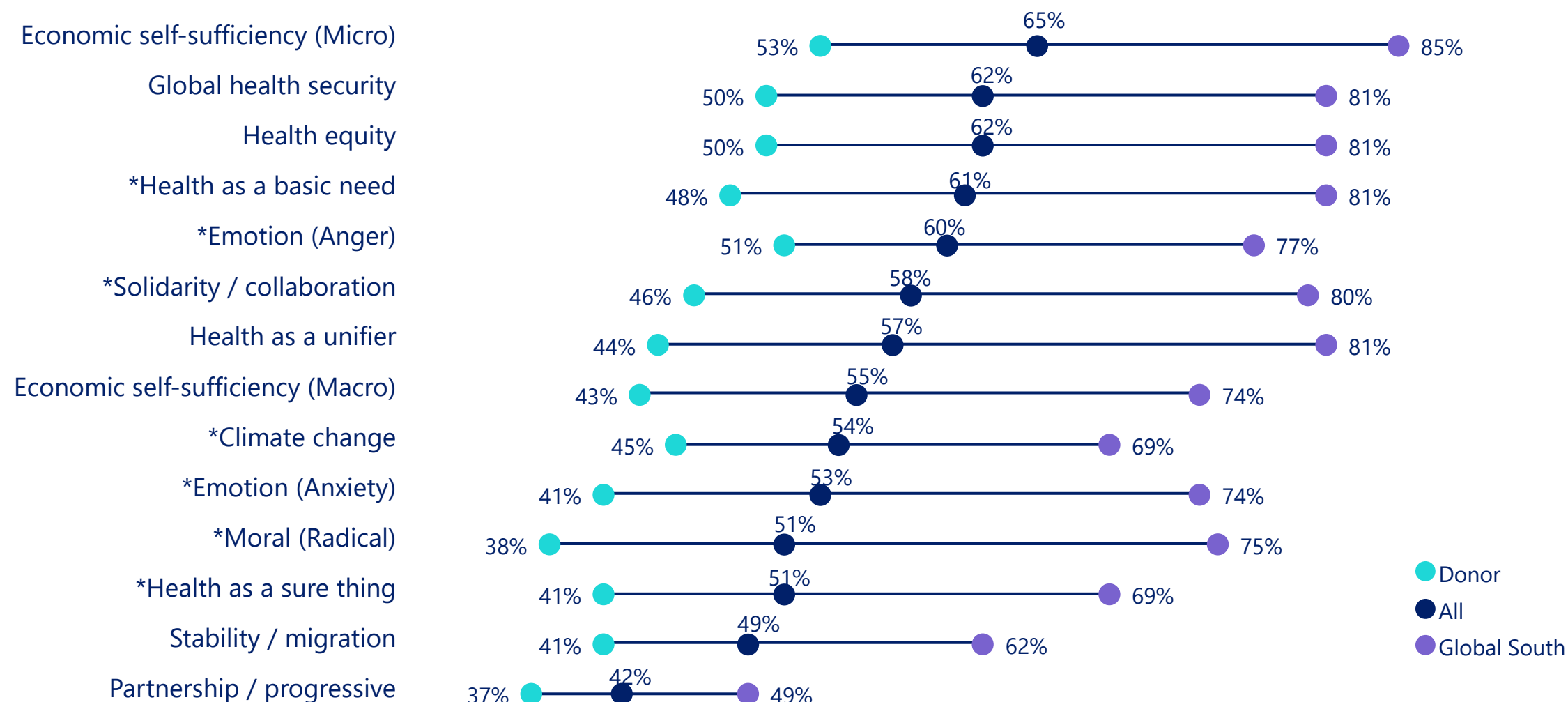
Developed based on past messaging, focus group learnings, and new messages.

Frame	Message
Solidarity / collaboration*	Investing to tackle health issues globally is an act of solidarity, transcending borders and differences. By working together, across countries, we can ensure that everyone has access to the healthcare they need, regardless of geography or circumstance.
Emotion (Anger)*	It is an outrage that in 2024 millions of people are still dying from health issues we know how to treat. We cannot, and must not, stand by while this happens.
Emotion (Anxiety)*	At this time of global crises and instability, investing in global health is vital to building a more stable world, offering a pathway towards a safer and more secure future for all.
Climate change*	Changing weather patterns are increasing the risk from many infectious diseases. For example, mosquitoes are spreading to new areas and different countries, spreading deadly disease to more people.
Partnership / progressive	Ideas of poorer countries in need of charity are outdated and wrong. Investment to tackle health problems should focus on two-way partnerships between richer countries and developing countries, not providing 'charity' to poorer countries.
Stability / migration	Poor health is a major cause of forced migration in developing countries. Investing in health globally means that people can live healthier and more prosperous lives in their native countries.
Health equity	Everyone in the world deserves the chance to lead a healthy life. By tackling health issues globally, we can provide access to basic medicines and vaccines which protect people from life-threatening and life-changing diseases.

*Asterisk indicates a message that is new and had not been tested before

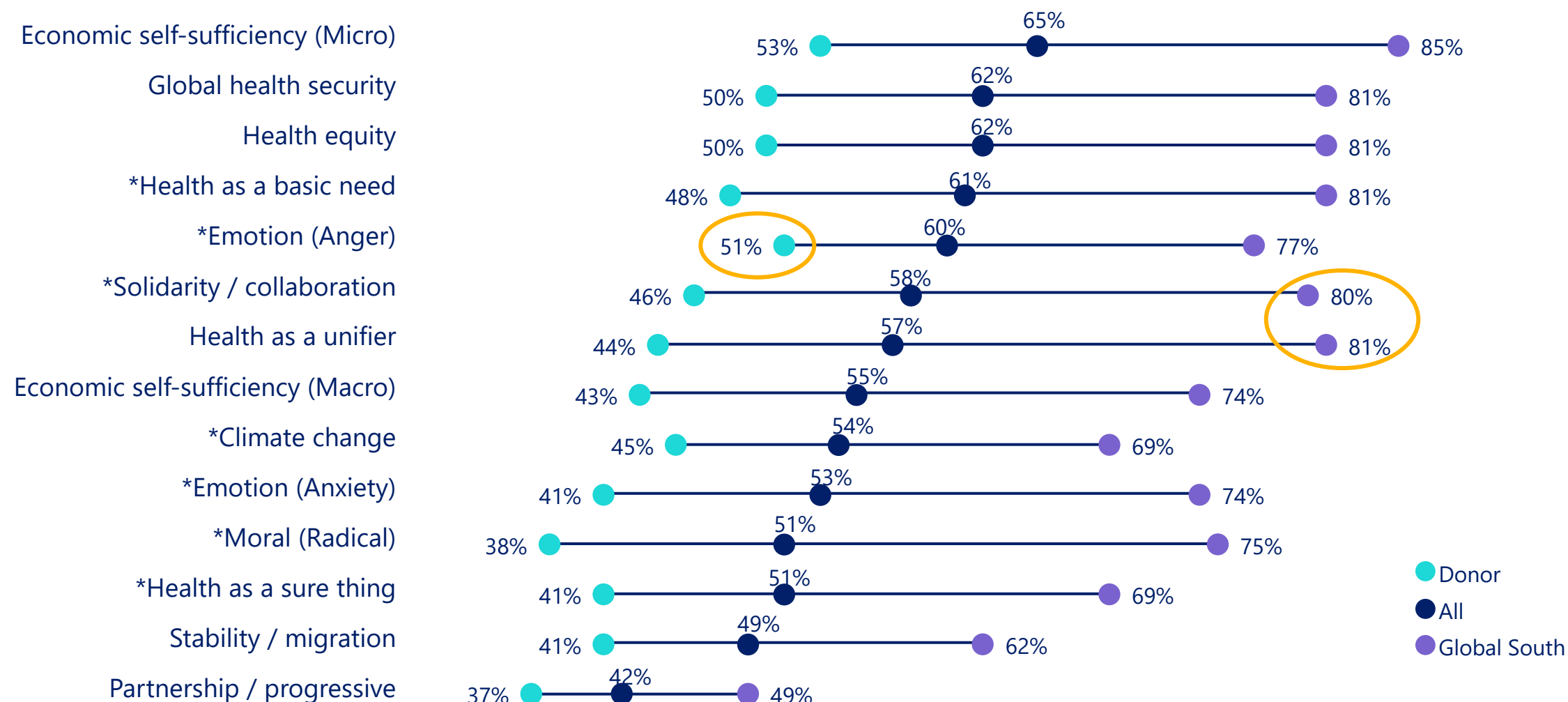
Economic self-sufficiency (micro) message rates as most convincing

Global health security, health equity, health as a basic need, and emotion (anger) also resonate strongly. Results show a broadly consistent pattern across donor and Global South countries.











Some notable outliers to the donor/Global South pattern

In donor countries, the emotion (anger) is rated as more convincing; in Global South countries, the solidarity and 'health as a unifier' messages test relatively strongly.



Strongest messages are broadly consistent across countries

While there is some variation, the same core set of messages resonate most strongly in donor and Global South countries.

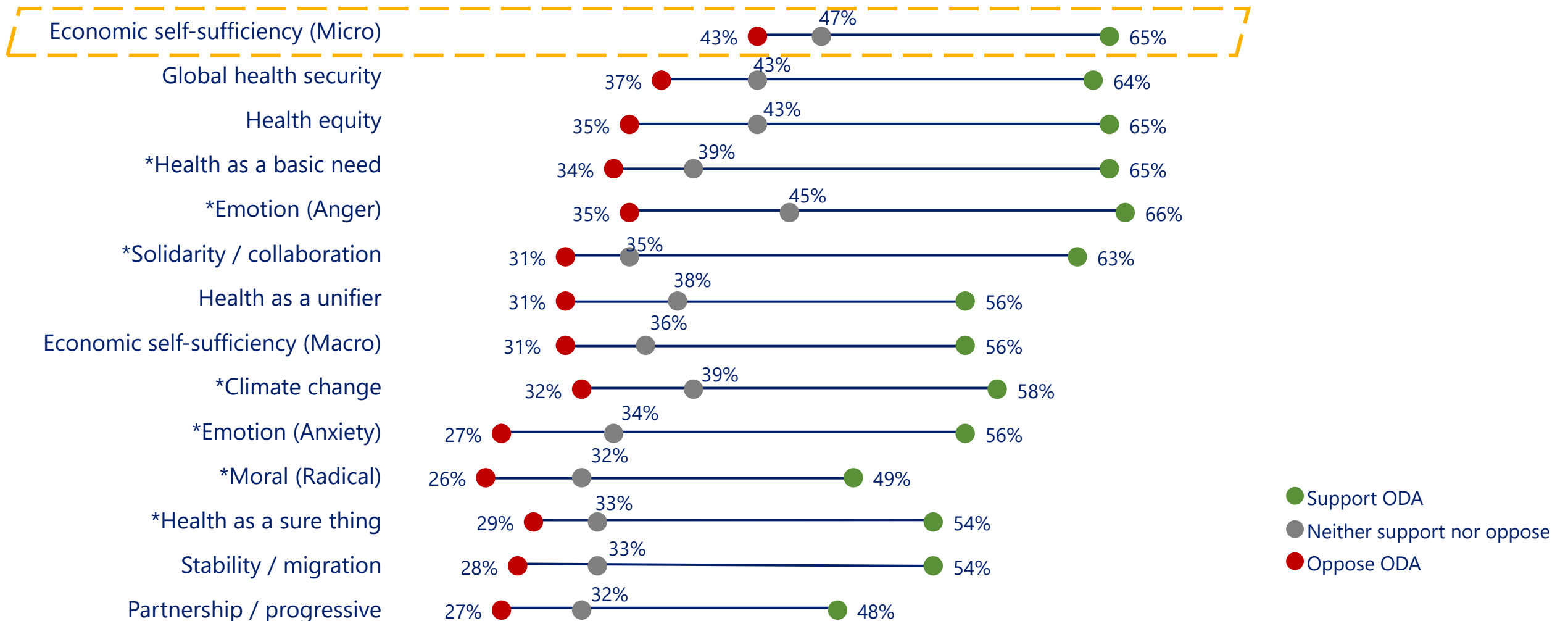
								
Economic self-sufficiency (Micro)	59%	63%	49%	59%	37%	88%	87%	78%
Global health security	57%	60%	47%	50%	36%	87%	83%	73%
Health equity	50%	60%	48%	58%	35%	83%	84%	77%
*Health as a basic need	51%	59%	47%	54%	32%	86%	84%	75%
*Emotion (Anger)	54%	59%	52%	54%	35%	79%	79%	72%
*Solidarity / collaboration	47%	54%	49%	50%	29%	85%	82%	72%
Health as a unifier	39%	52%	49%	44%	34%	83%	84%	75%
Economic self-sufficiency (Macro)	47%	49%	41%	49%	31%	79%	79%	64%
*Climate change	47%	52%	43%	49%	36%	73%	72%	62%
*Emotion (Anxiety)	41%	52%	43%	41%	29%	79%	78%	64%
*Moral (Radical)	37%	47%	40%	38%	26%	79%	78%	66%
*Health as a sure thing	40%	52%	41%	43%	28%	73%	72%	63%
Stability / migration	43%	51%	39%	42%	29%	64%	70%	52%
Partnership / progressive	37%	40%	42%	39%	30%	42%	43%	63%

Quartiles*
4th
3rd
2nd
1st

Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)] Donor (N=5125); UK (N=1016); US (N=1029); France (N=1031); Germany (N=1022); Japan (N=1027); Global South (N=2998); Kenya (N=1020); Nigeria (N=1014); Senegal (N=964) *Quartiles are scaled within each country; Japan scores are lower due to a tendency for Japanese respondents to answer survey questions in the middle of a scale when giving a positive score.

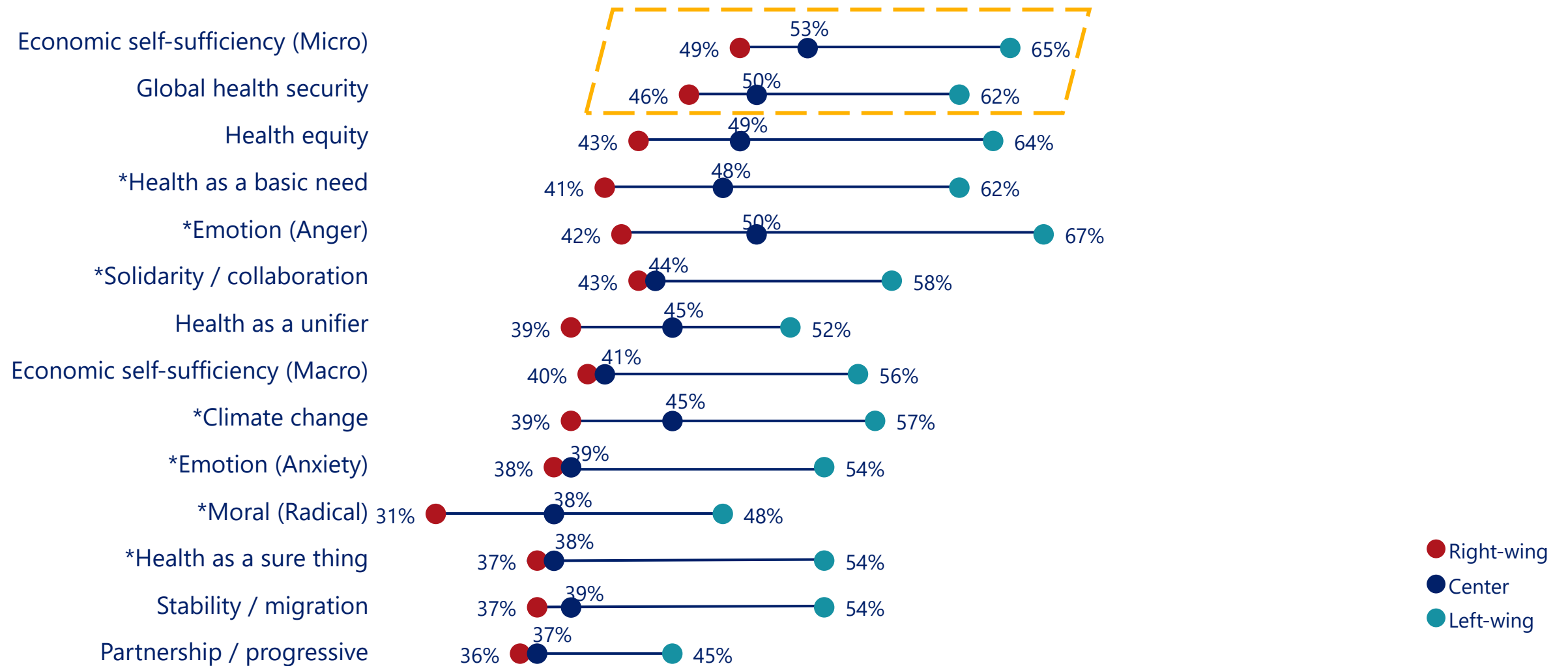
A broadly consistent pattern among ODA supporters and opponents

The same messages are rated as relatively more or less convincing by both ODA supporters and opponents. Economic self-sufficiency (micro) stands out as a message that resonates strongly with supporters and is also the strongest among ODA opponents.



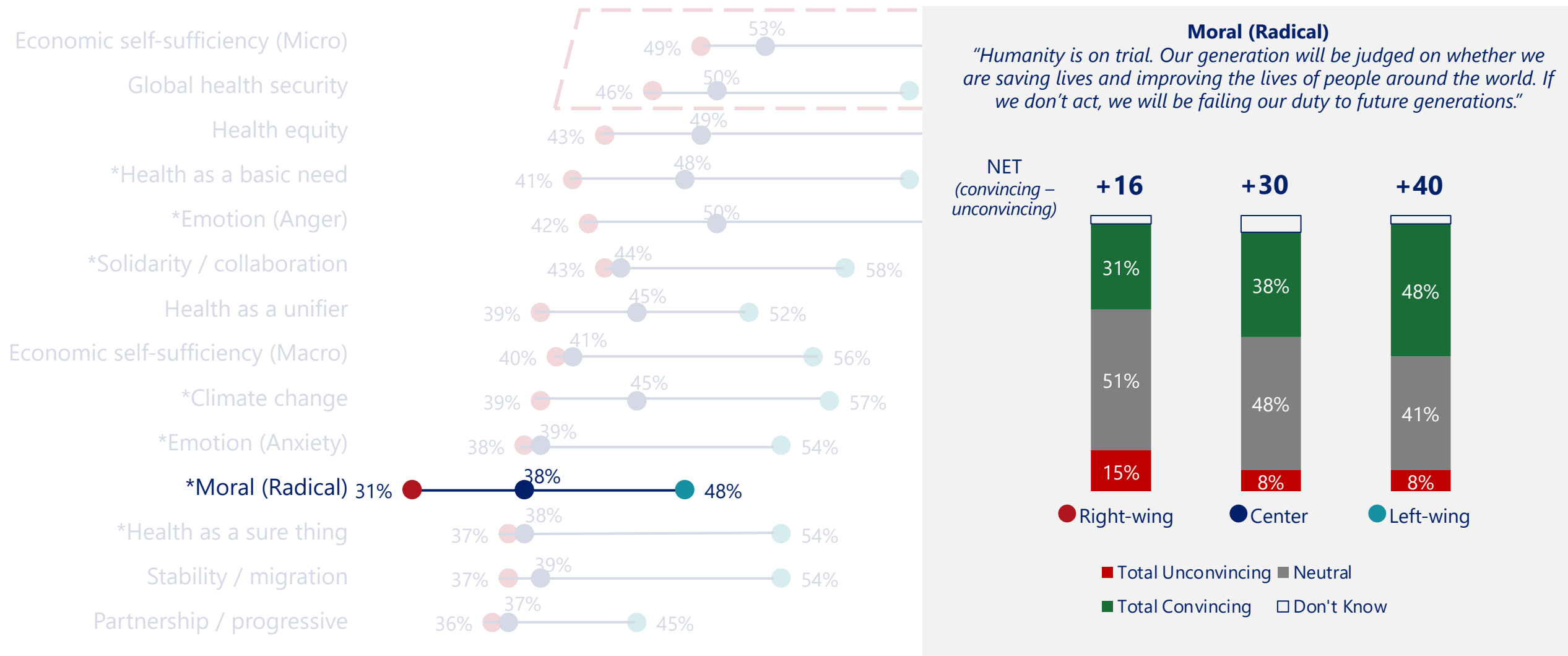
The strongest messages resonate across the political spectrum

The economic self-sufficiency (micro) and global health security messages are rated as convincing by the public on both the left and right in donor countries.



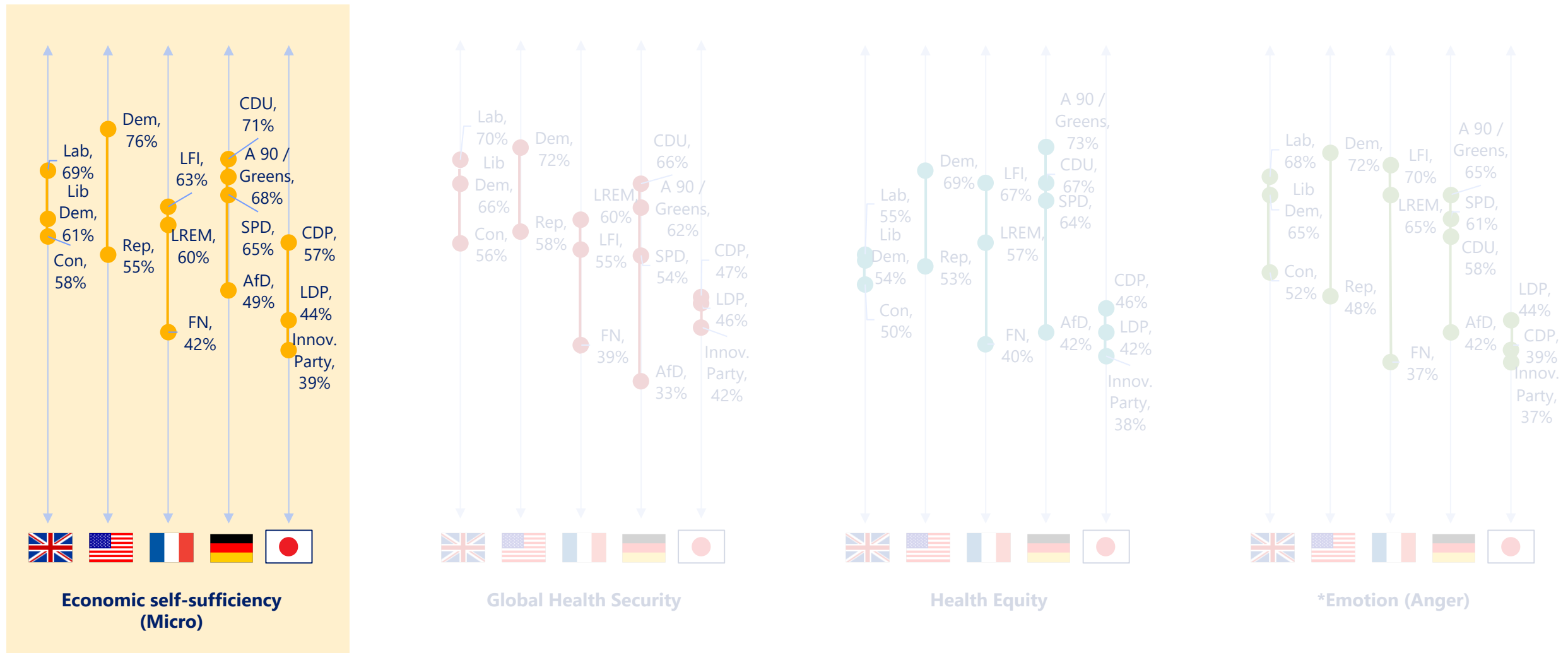
The moral (radical) message is particularly polarizing

This more radical version of a moral message is notably the weakest with voters on the right in donor countries.



Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)] Each respondent saw seven messages – N=670 of those on the left, N=900 of those in the center and N=700 of those on the right saw each message *Asterisk indicates a message that is new and had not been tested before

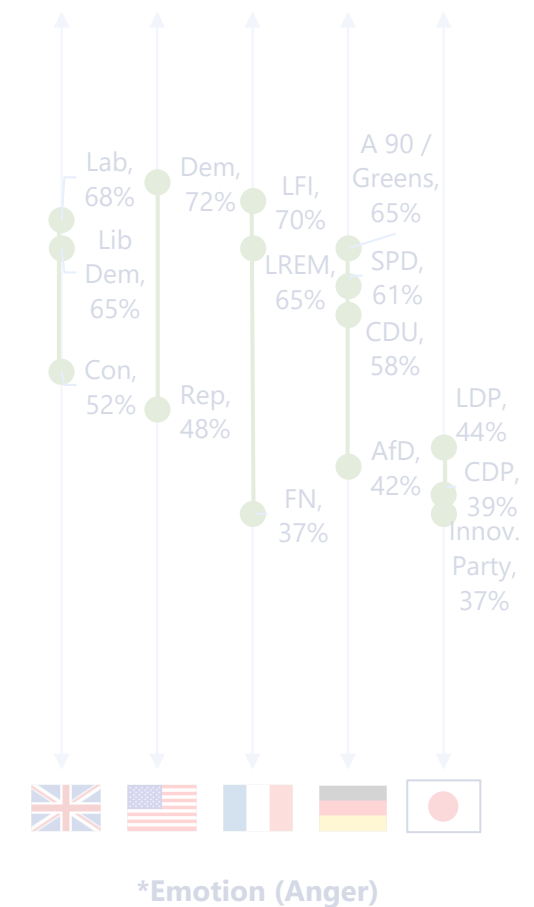
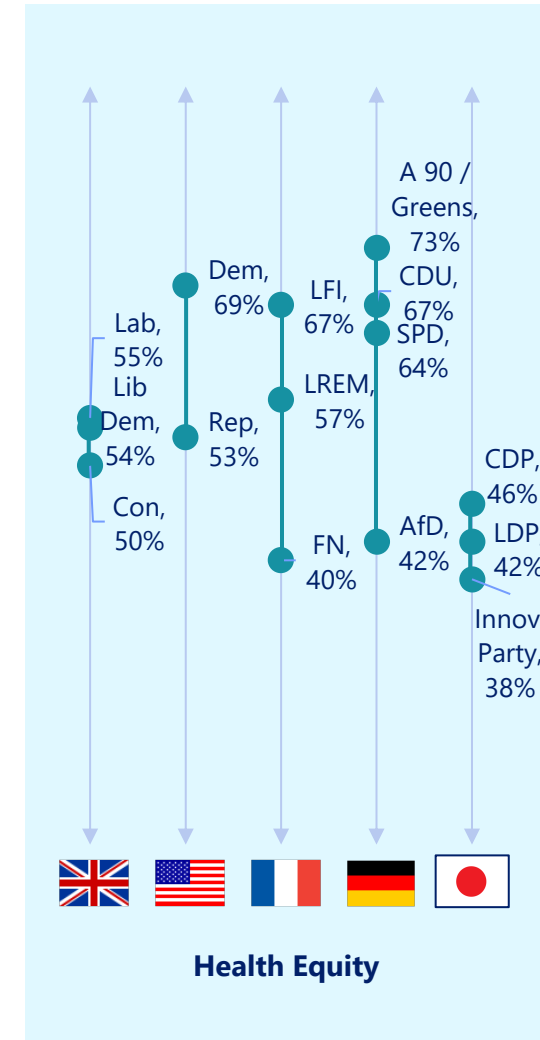
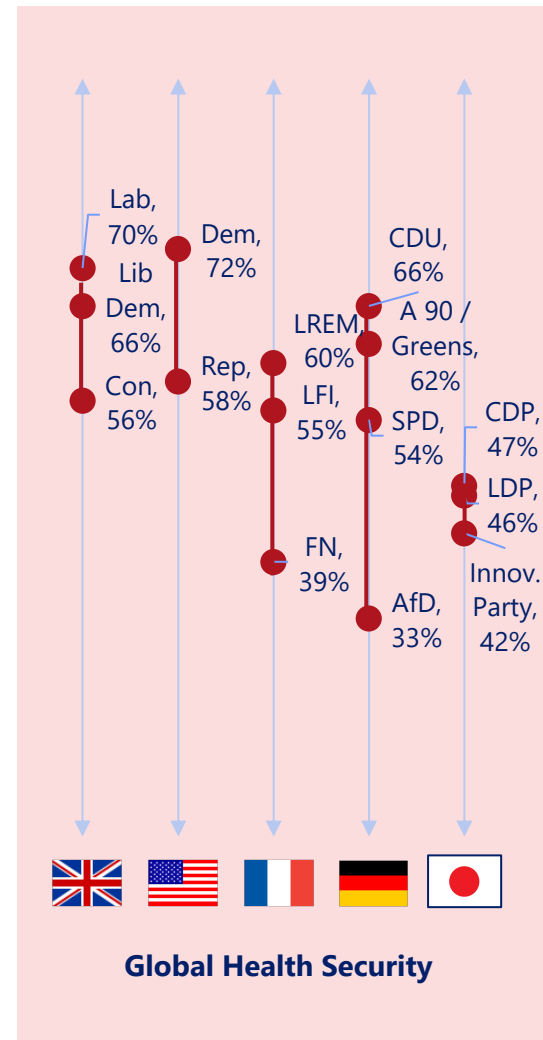
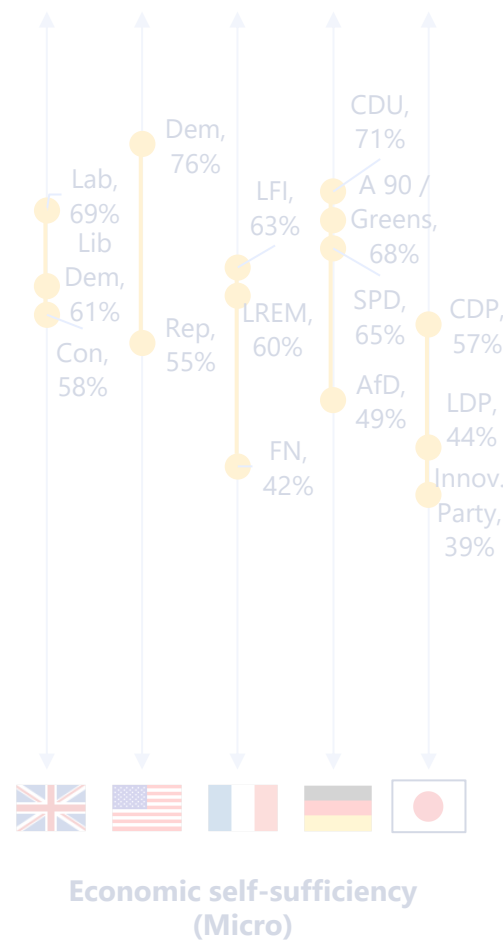
The economic self-sufficiency (micro) message resonates across the political divide in all donor countries



Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)] Each respondent saw seven messages – c. 500 in each country saw each message. *Asterisk indicates a message that is new and had not been tested before

**Japan scores are lower due to a tendency for Japanese respondents to answer survey questions in the middle of a scale when giving a positive score.

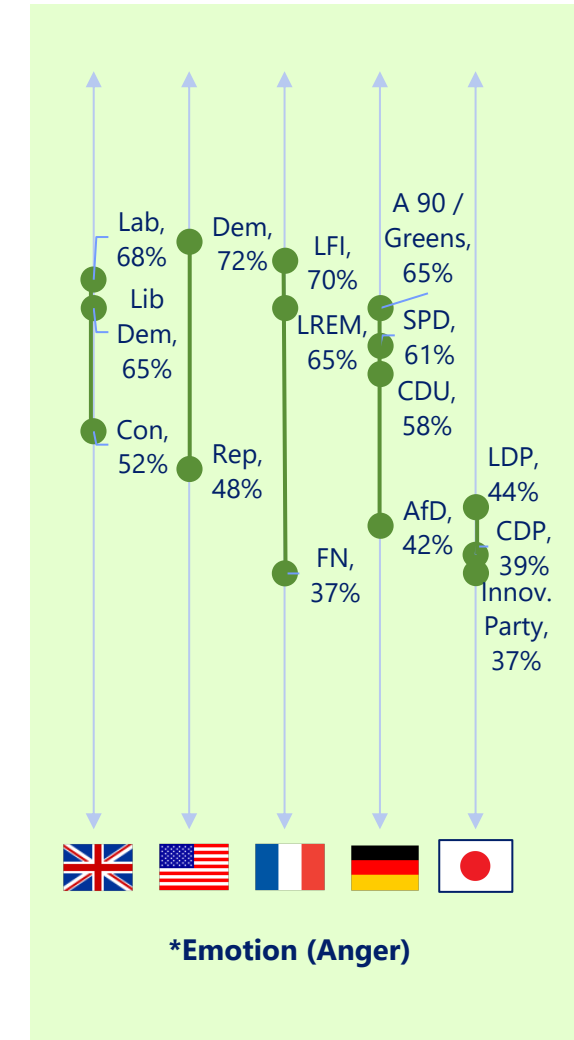
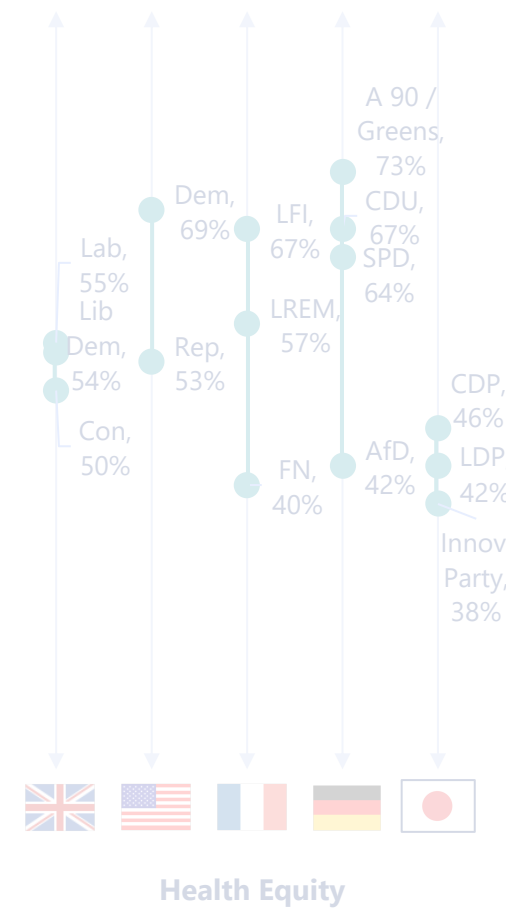
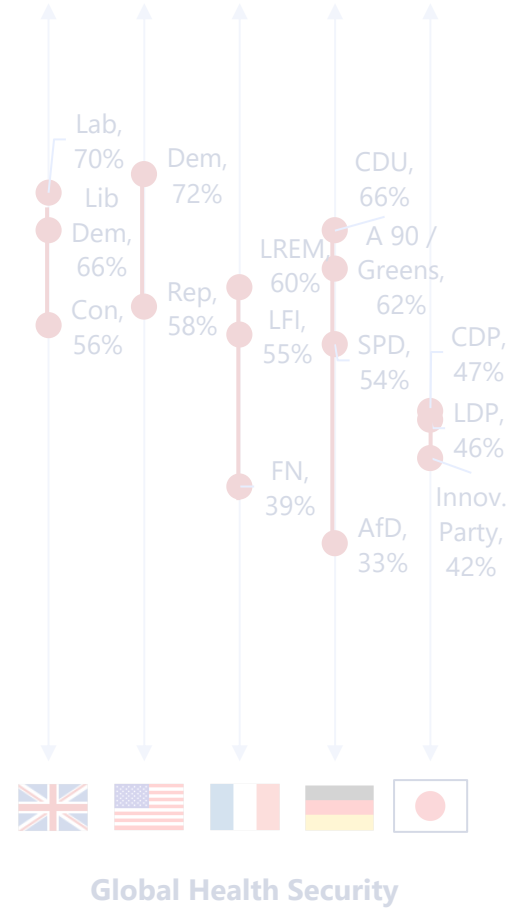
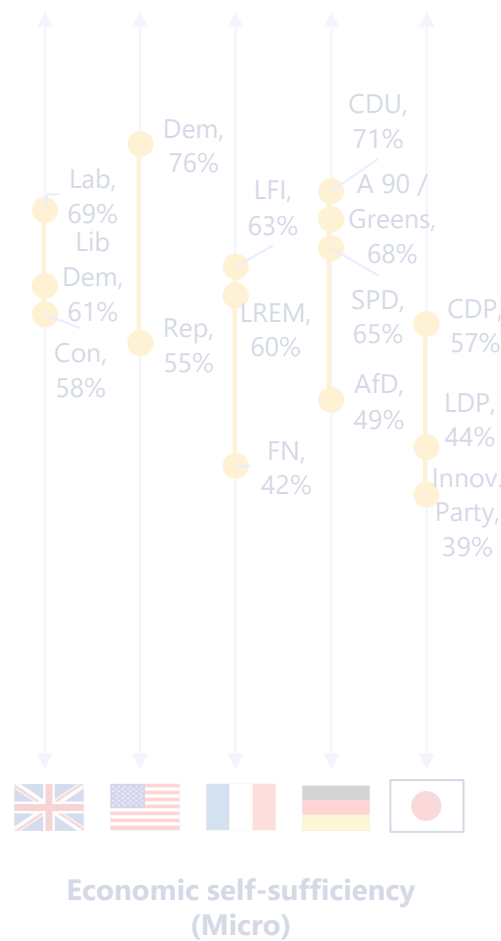
Global health security and health equity are more polarizing in France and Germany than other countries (due to AFD and FN)



Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)] Each respondent saw seven messages – c. 500 in each country saw each message. *Asterisk indicates a message that is new and had not been tested before

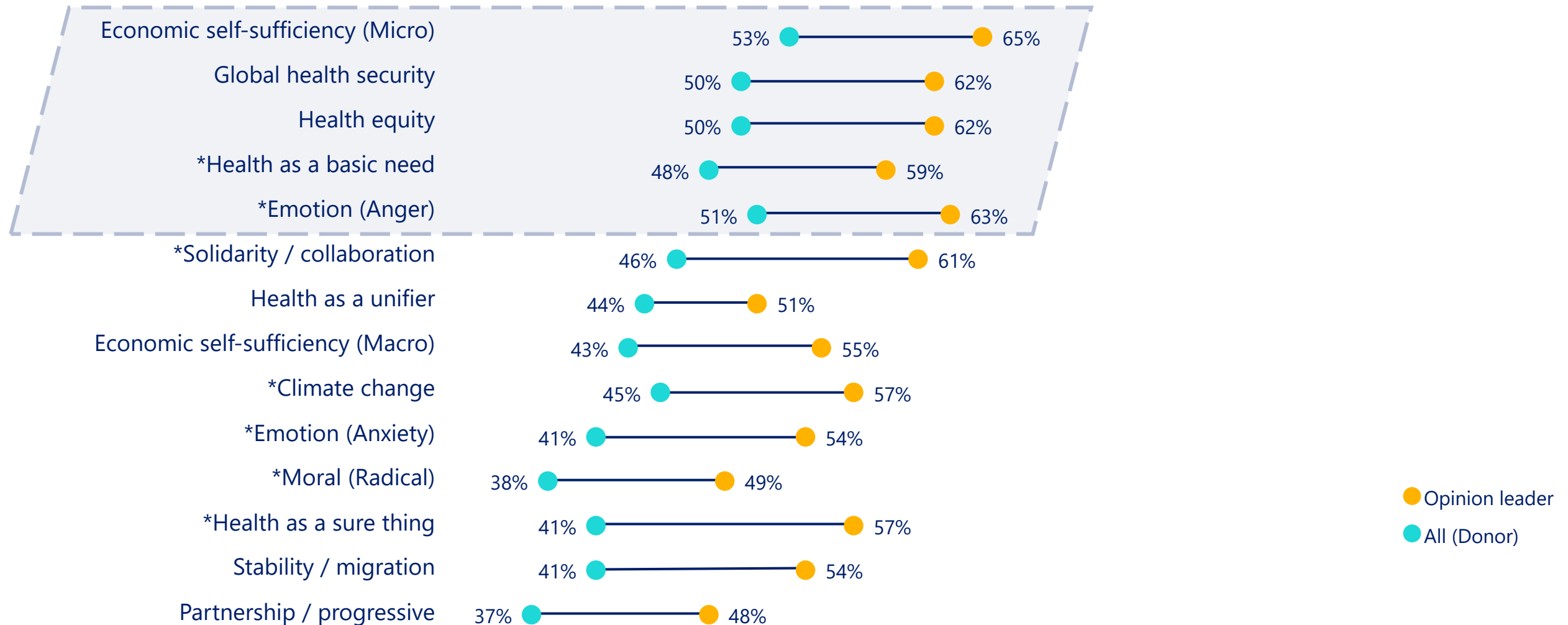
**Japan scores are lower due to a tendency for Japanese respondents to answer survey questions in the middle of a scale when giving a positive score.

Emotion (anger) is more polarizing across all countries but performs well with left-wing party voters



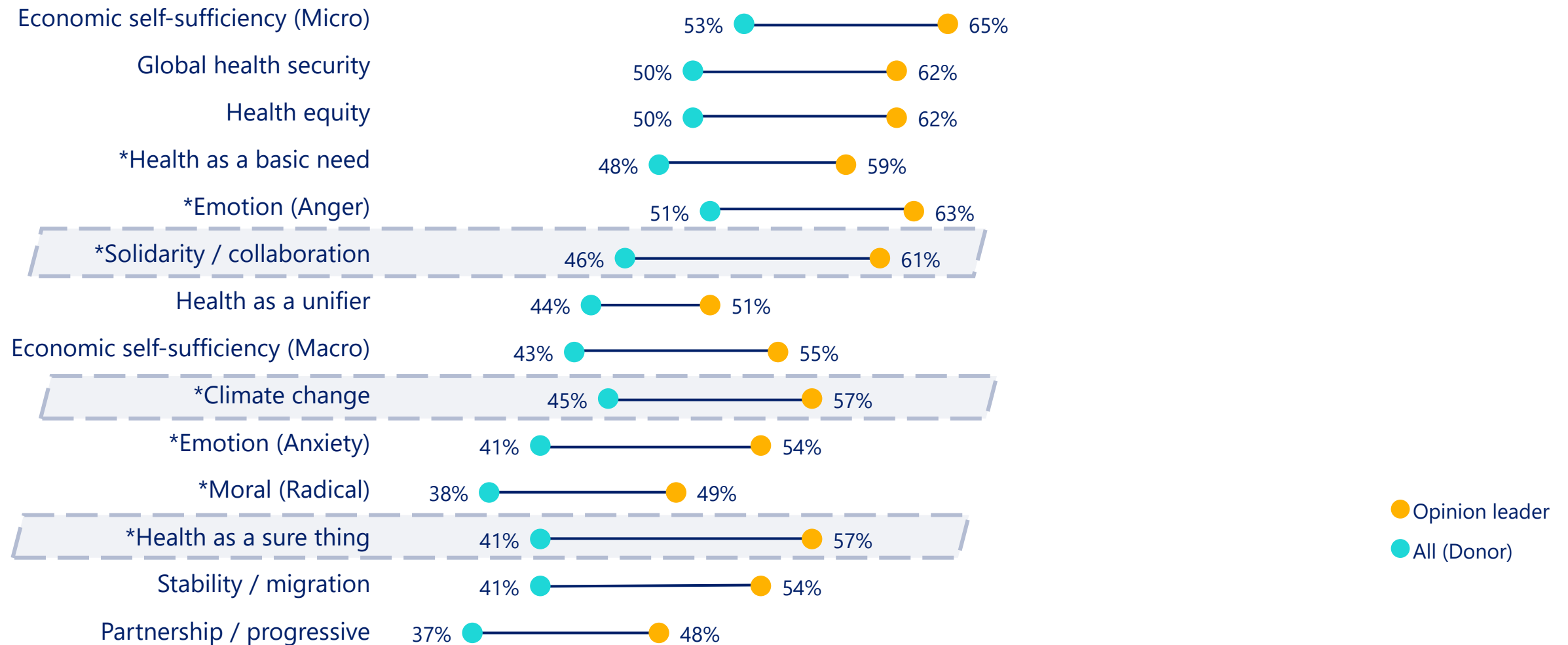
The same top messages resonate most amongst opinion leaders

All messages resonate more strongly with opinion leaders, and the same messages are rated most convincing as for the broader population.



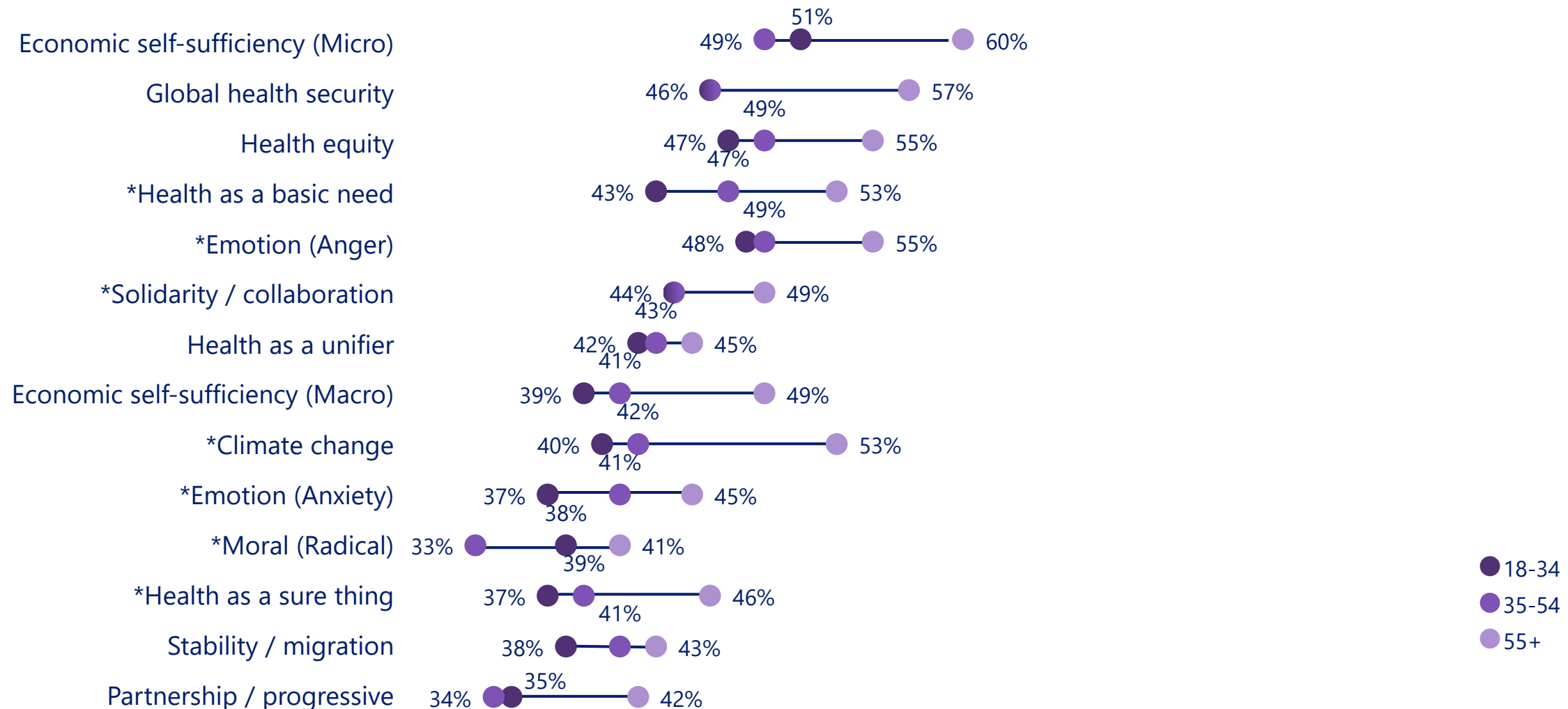
While some messages resonate particularly strongly with OLs

While the hierarchy of messages is similar to the broader population, messages that focus on collaboration, climate change, and “health as a sure thing” resonate more strongly with OLs.



Older respondents typically find messaging more convincing

While the ranking of messages is broadly consistent by age group, there are some outliers – such as the climate change message, which resonates particularly strongly with those aged 55+.

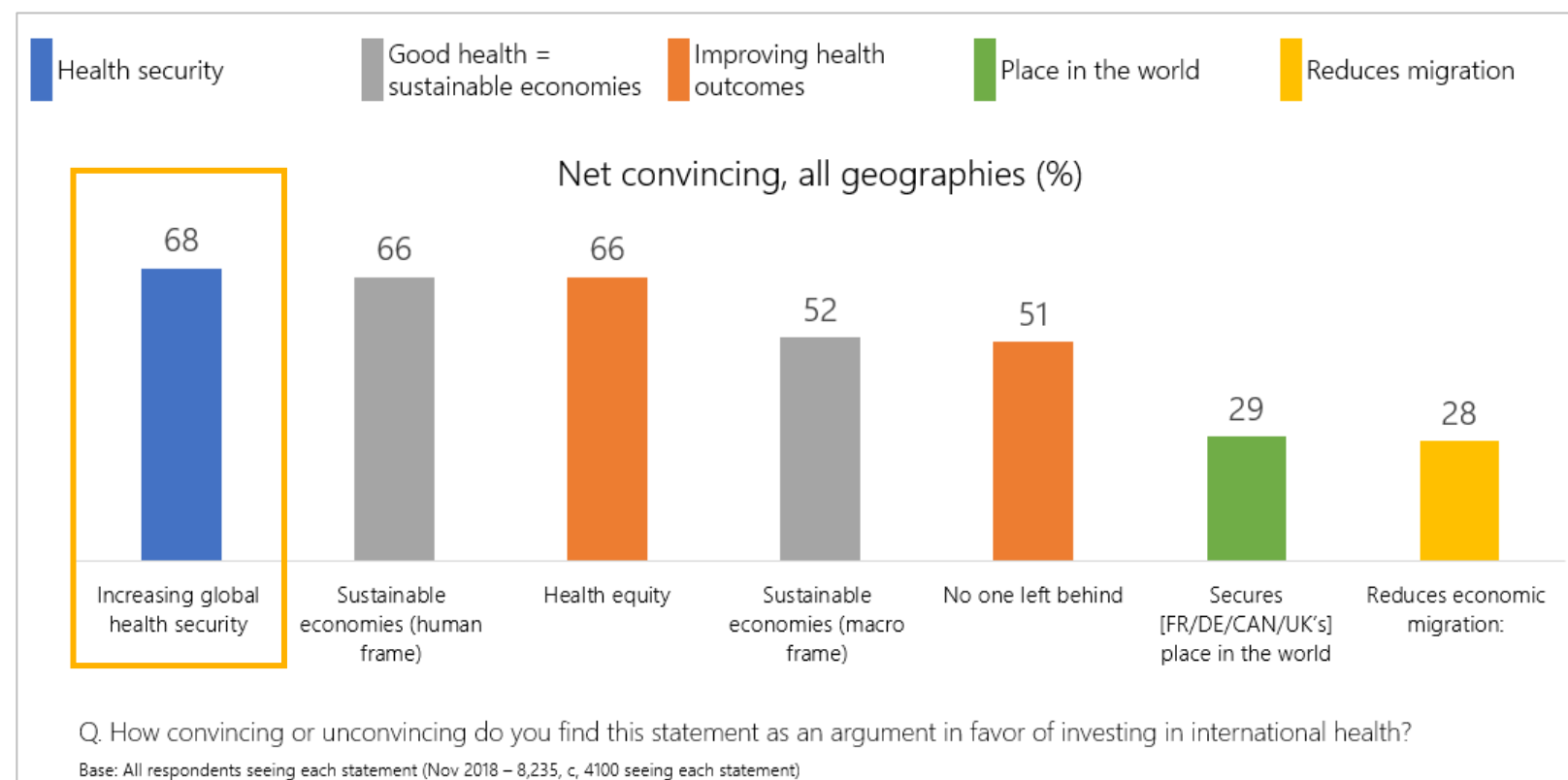


12. Messaging deep-dive

Detailed analysis of
key message frames.

2018: Global health security emerged as a highly effective frame

Research identified the global health security frame as particularly impactful, with the message strongest among those tested. Focus groups showed it tapped into both altruistic and self-interest reasons to invest in global health, and struck a balance between optimism and jeopardy, conveying a sense of urgency. Concrete examples also helped make the issue tangible.



Message tested (2018)

Message focusing on increasing global health security.

Health security

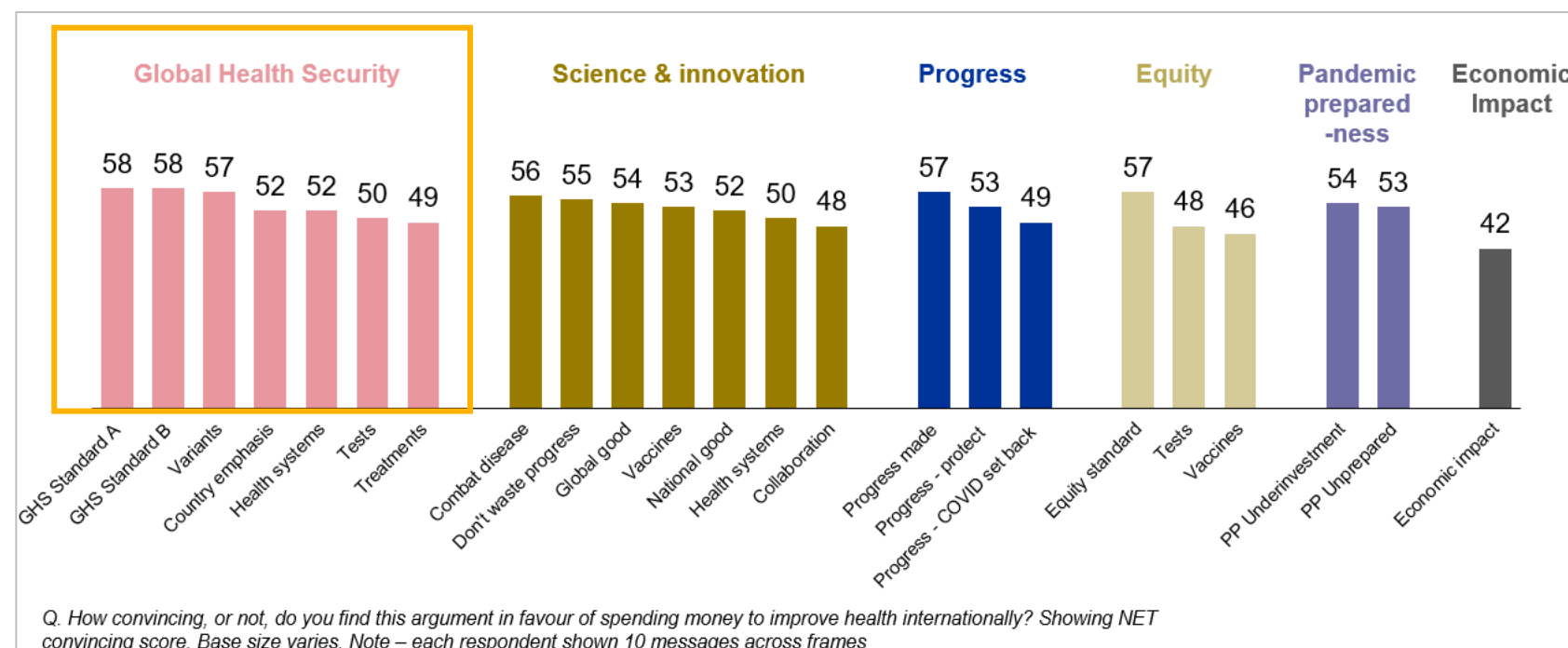
Investing in better health internationally to beat diseases like HIV, TB, Ebola and Zika is not just about charity, it's about making the world a safer place for everyone. A health crisis somewhere can become a health crisis everywhere, especially when countries are unstable or have weak health systems.

2021: Global health security remained highly effective

Research in 2021 showed that the Covid-19 pandemic reinforced the impact of global health security messaging. It resonated strongly in the context of the threat of the virus and spread of variants. Focus groups highlighted that these messages pragmatically outlined why we needed a global response to the pandemic, and balanced personal and global interest.

Messages tested (2021)

Several global health messages were tested, including two 'standard' versions below, as well as several that focused on aspects of the pandemic response.



Global health security (version A)

Investing in better health internationally to beat Covid-19 and diseases like HIV and TB is not just about charity, it's about making the world a safer place for everyone. As Covid-19 has shown, until a disease is brought under control everywhere, new variants and outbreaks will remain a threat to everyone everywhere. No one is safe until everyone is safe.

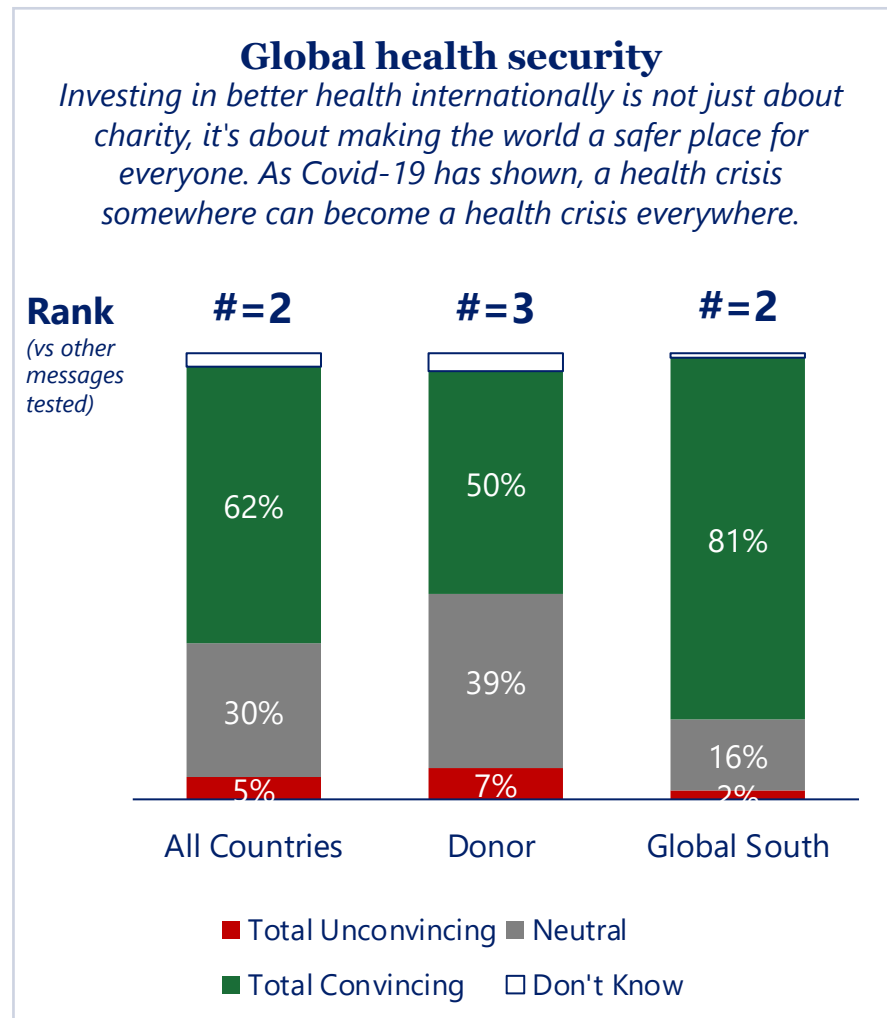
Global health security (version B)

Investing in better health internationally to beat Covid-19 and diseases like HIV and TB is not just about charity, it's about making the world a safer place for everyone. As Covid-19 has shown, until a disease is brought under control everywhere, new variants and outbreaks will remain a threat to everyone everywhere.



Global health security continues to be one of the strongest frames

As in past research, global health security remains one of the strongest messages tested.
But there were some indications in focus groups of increased pushback at perceived self-interest.



Focus group insights

- Focus group feedback showed the mutual benefit angle continues to resonate, as does the example of Covid-19.
- However, there was more pushback against this message than in past groups, specifically in relation to it feeling too selfish/self-interested.
- This may signal an emerging shift or may be a sign it resonates differently when used in the context of global health specifically (rather than ODA more broadly).

“If you want to sell it to people, you know, you don't want to get sick and us not investing elsewhere could cause another global pandemic, so it's a good argument.”
– US, opinion leader

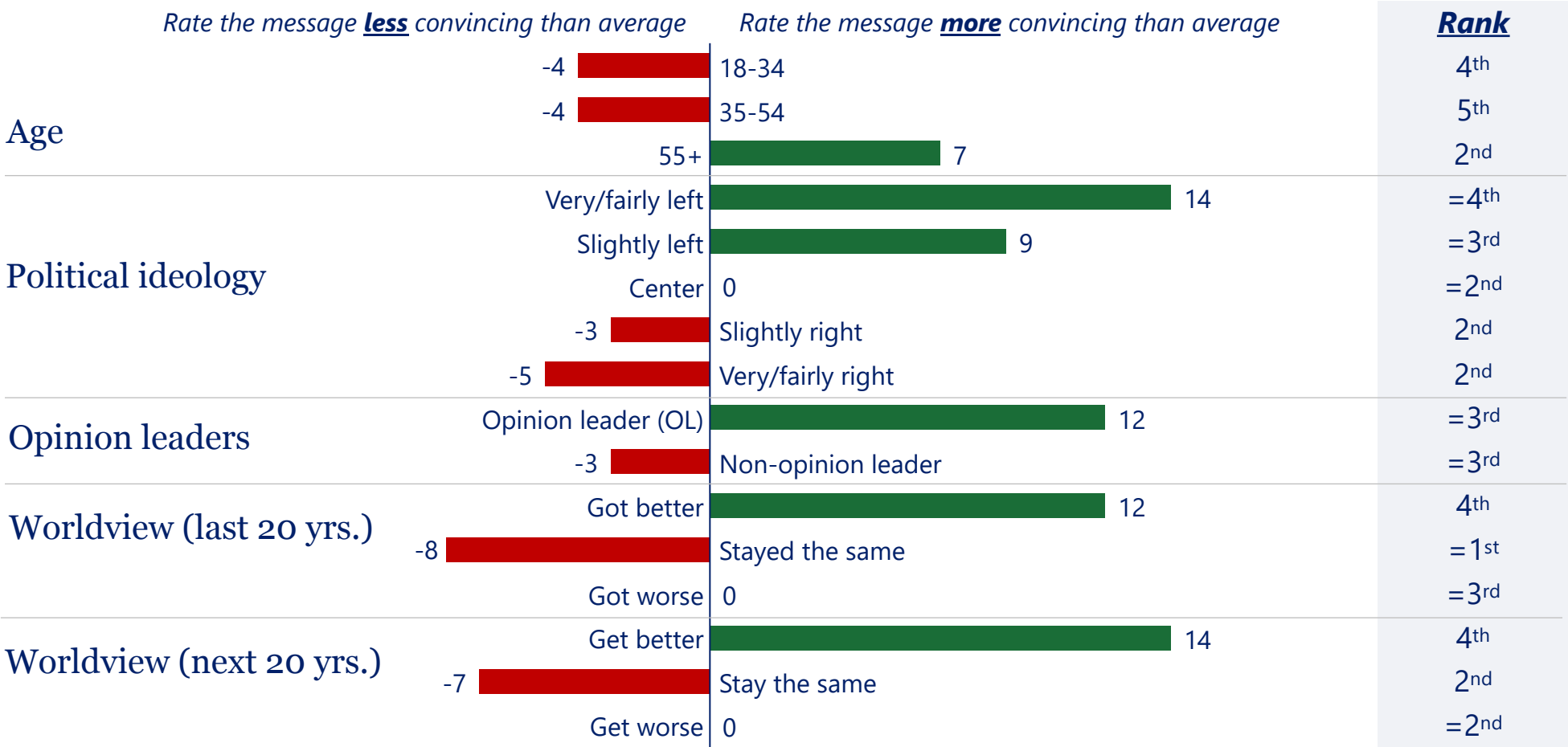
“We are only providing healthcare because you don't want it to happen to us. It is not very generous. “Don't come to us, just stay there” ... the help is provided to prevent the issue from coming to our country. It is selfish.”
– France, opinion leader



Global health security consistently one of the strongest messages

Global health security tests most strongly with those on the left, OLs, and those who believe in progress. But even among those who rate the message as less convincing (the right, those who think the world is not changing), it is still one of the strongest messages.

Global health security:
Message resonance with key donor country subgroups



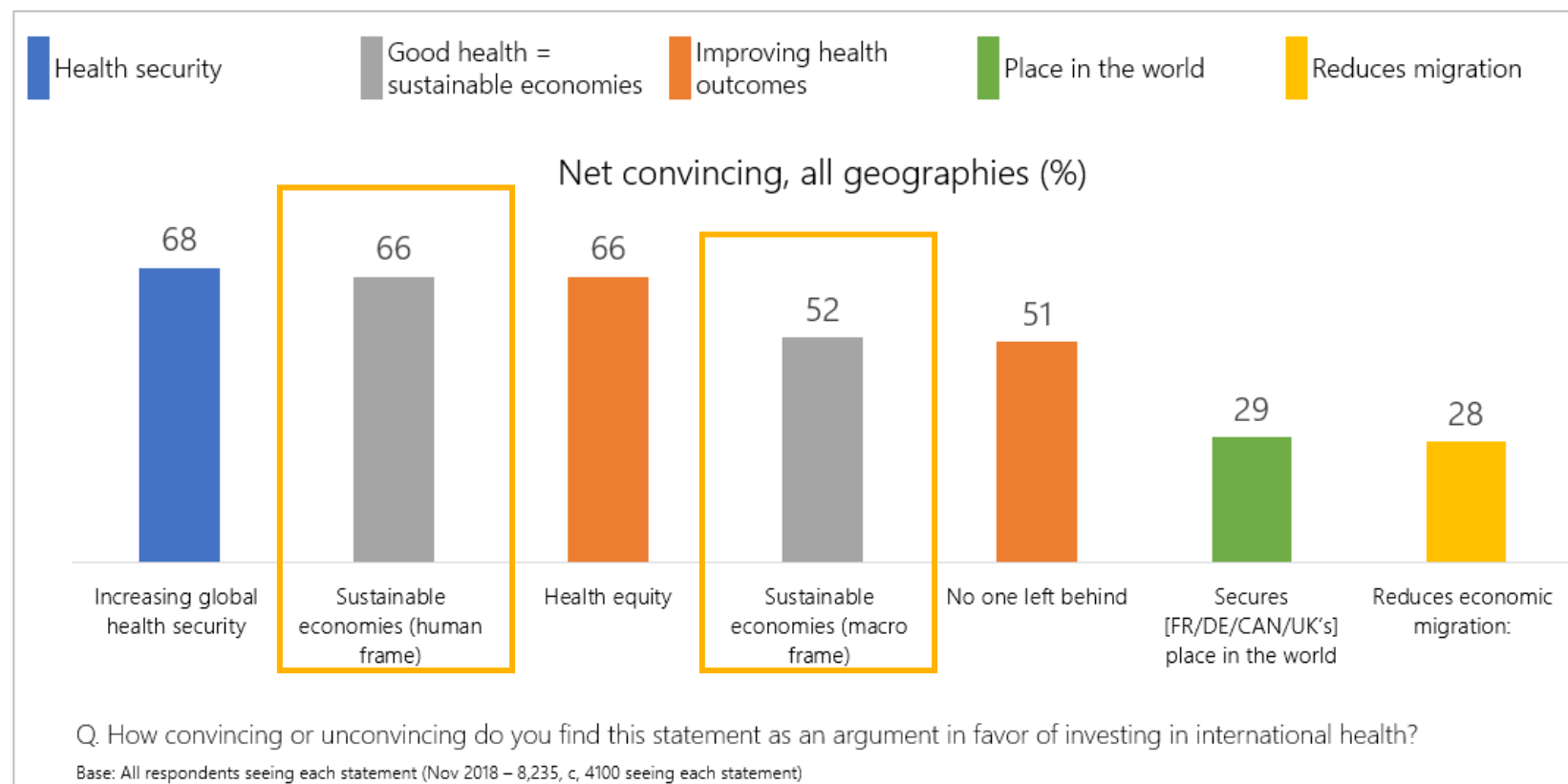
Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? Donor (N=2563)
*An equals sign denotes places in which the message ties with at least one other message in the ranking

2018: Sustainable economies/human message tested strongly

In 2018, a “sustainable economies” message emphasizing people standing on their feet was among the strongest messages. A similar macro message, focusing on populations/countries tested less well. The idea of self-sufficiency resonated strongly, and focusing on individuals and families increased its impact.

Messages tested (2018)

Two “sustainable economy” frames tested. One version framed in terms of countries and their economies, one focused on people.



Good health = sustainable economies (people frame)

Good health is vital if people in the developing world are going to be able to stand on their own feet. A healthy child can go to school and get educated. Healthy parents can support their families. Investing in global health is one of the smartest things we can do.

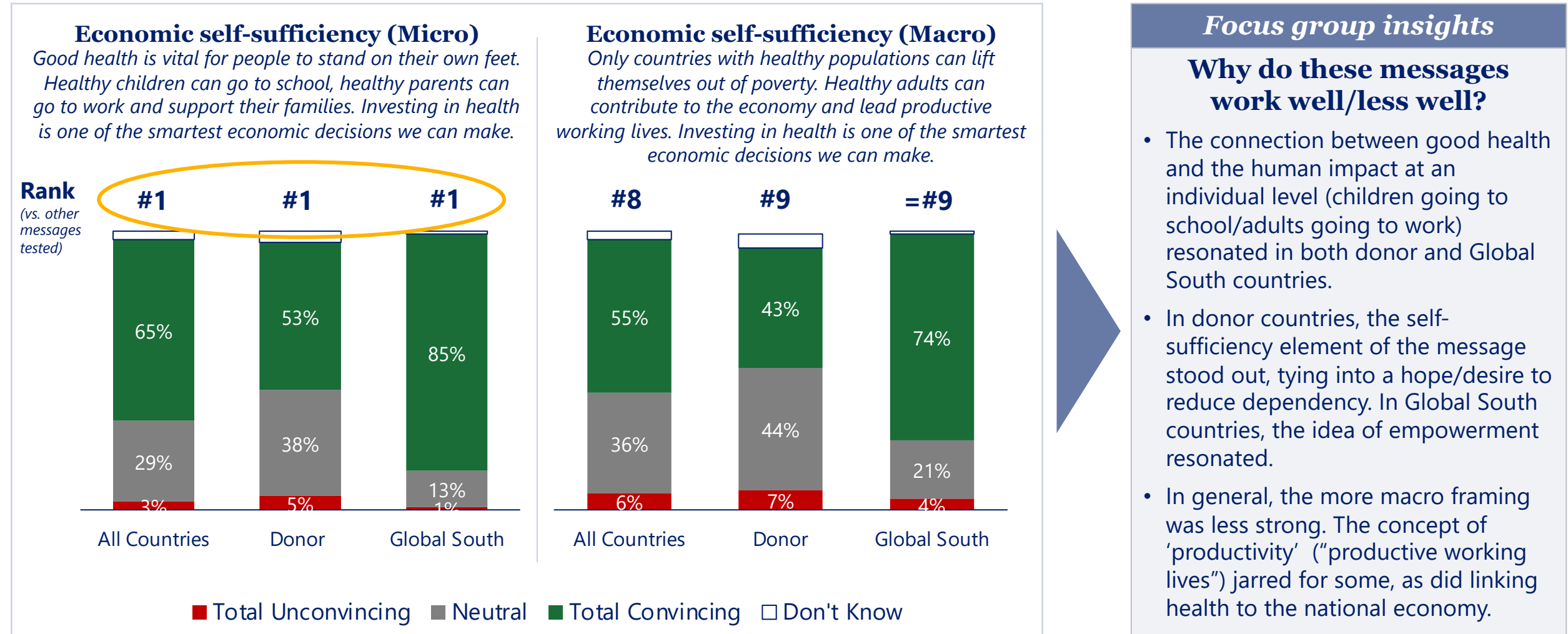
Good health = sustainable economies (macro frame)

Only countries with healthy populations can lift themselves out of poverty. Healthy adults can contribute to the economy and lead productive working lives. Healthy children do better in school, which leads to better-paid jobs in the future. Investing in global health is one of the smartest things we can do.



Economic self-sufficiency (micro) is the highest rated message

As in 2018, the micro/human frame resonates more strongly than the macro frame. It has gone from being one of the top-rated messages in 2018, to the top-rated message across countries.





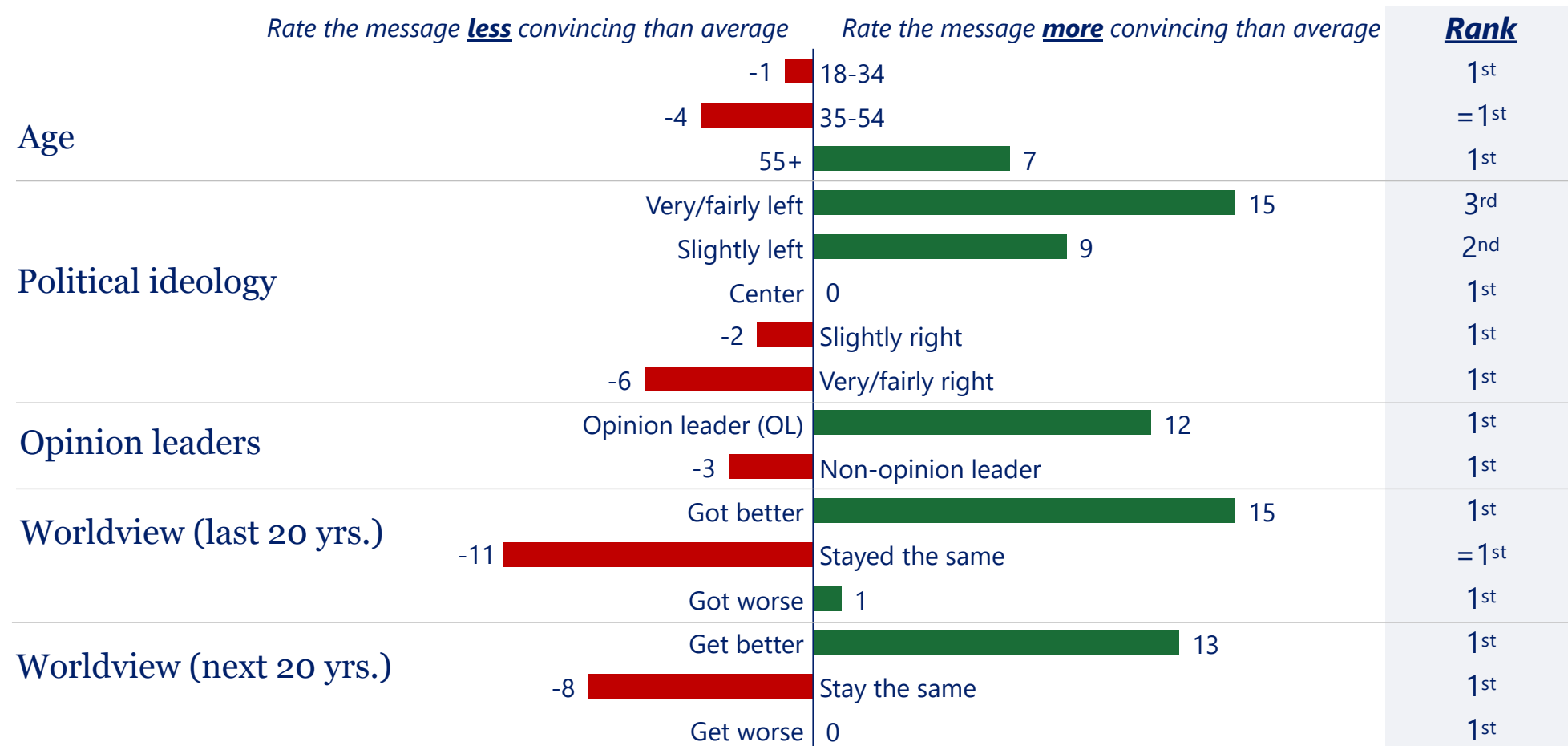
Economic self-sufficiency (micro) consistently rated most convincing

Across key subgroups, the economic self-sufficiency (micro) message generally resonates more/less strongly in line with groups' tendency to support funding IHOs. But even among those who rate the message as less convincing, it still ranks as the strongest message.

Economic self-sufficiency

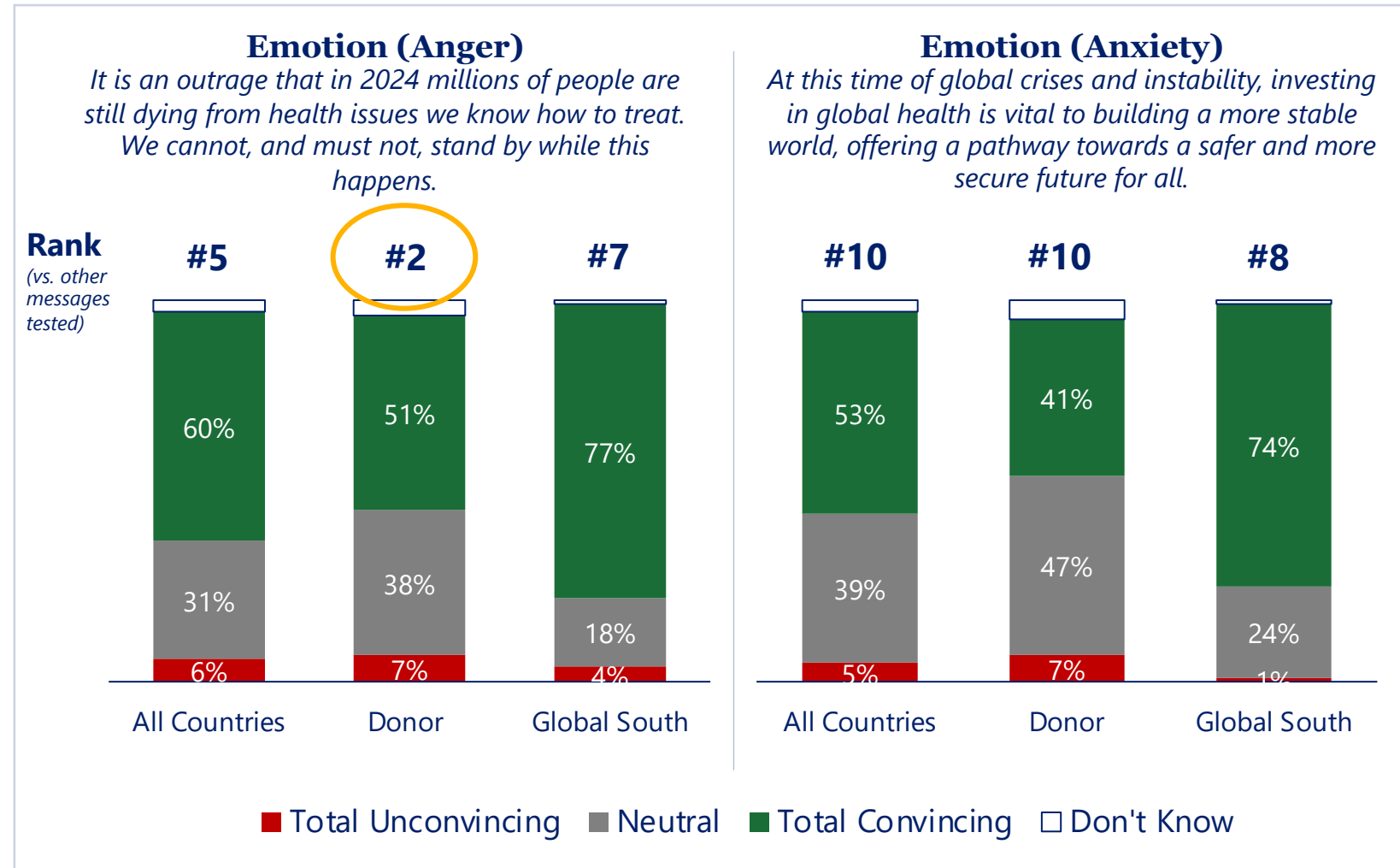
(Micro):

Message resonance with key donor country subgroups



An emotional (anger) message resonates in donor countries

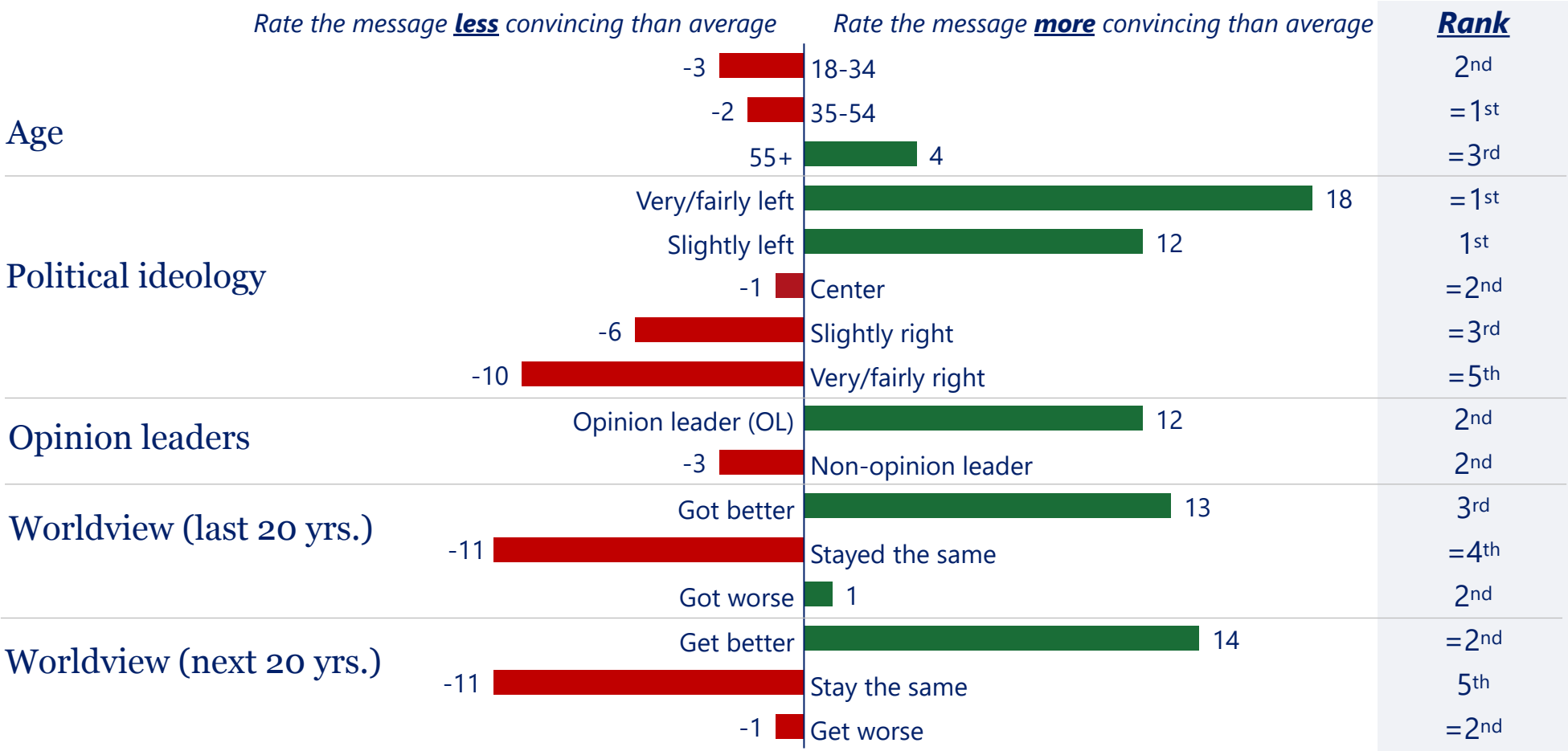
The “anger” message resonates more strongly than a message starting with anxiety. The anger message is particularly strong in donor countries but is relatively less strong (compared to other messages) in Global South countries.



The anger message is consistently rated among strongest

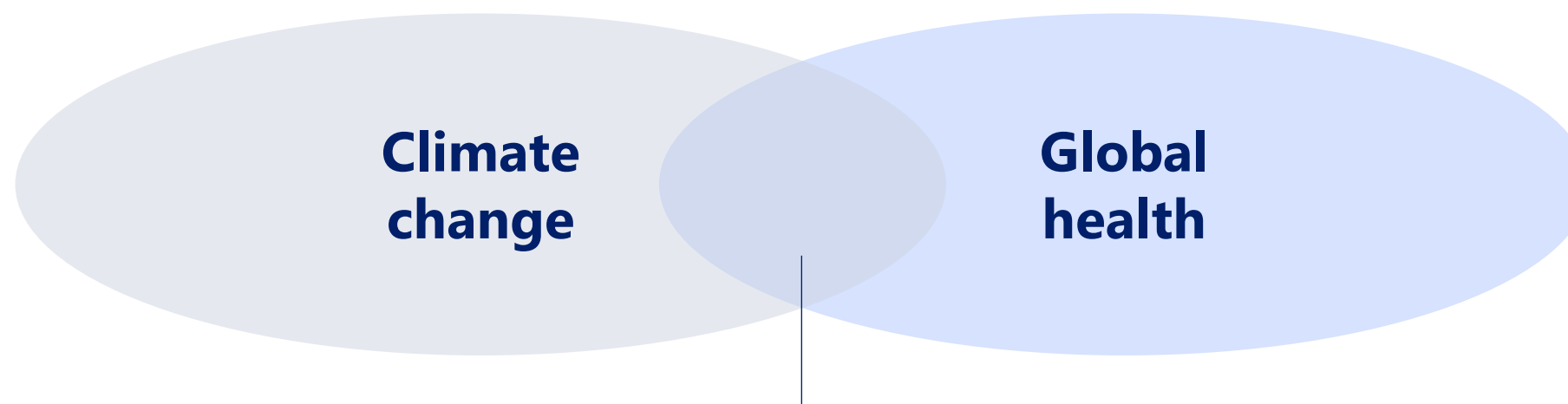
Across key subgroups in donor countries, the emotion (anger) message generally resonates more/less strongly in line with groups’ tendency to support funding IHOs. But even among those who rate the message as less convincing, it still ranks as one of the stronger messages.

Emotion
(Anger):
Message
resonance with
key donor
country
subgroups



The climate and health connection is only starting to resonate

Focus groups showed the public are beginning to make the connection between health and climate (more so than in past research) – but it is not unanimous, and the connection is only apparent with aspects of health where there is a more direct link.



“

If you have a lack of water, if there is famine or drought, then obviously there is no food and that leads to malnutrition, that leads to other health issues. Of course, climate change leads to that. Everything is linked up.”

– France, opinion leader

Where do opinion leaders see an overlap?

- The primary connection made is via **nutrition** (i.e., impact of weather on agriculture).
- Secondary (less common) links are made with **infectious disease** and **diseases caused by pollution**.
- *The connection between climate and other health issues did not resonate.*

“

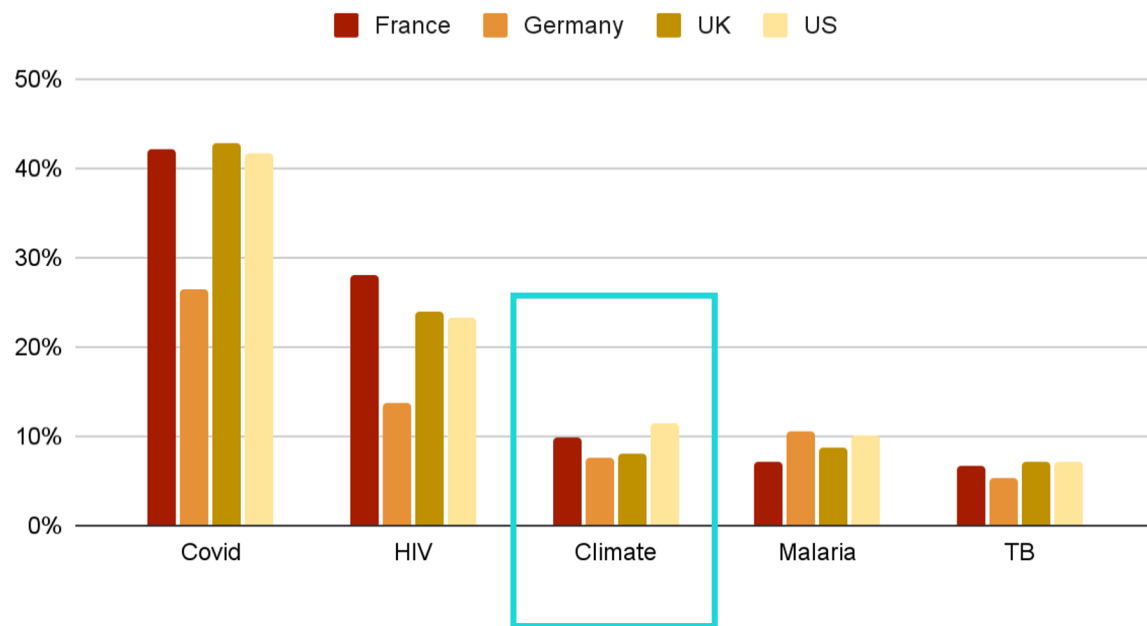
They're connected. There is an environmental factor to this problem, it's connected to the health issue since there is air pollution, water contamination, and climate change that contributes.”

– Kenya, opinion leader

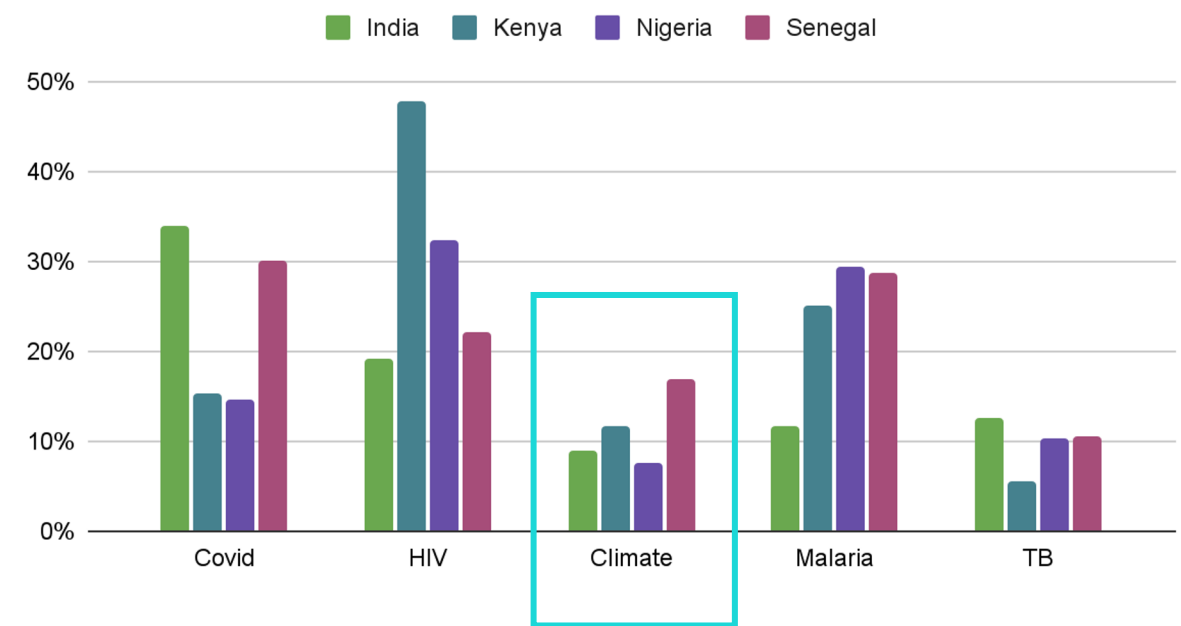
Climate is a key subtopic within global health news

News media analysis shows that climate accounts for around 10% of global health stories across countries of study. Climate is often cross-cutting into other subtopics, cited as a key factor in rising rates of disease and as a threat to global health systems.

*Subtopic prevalence in **donor** country global health news*



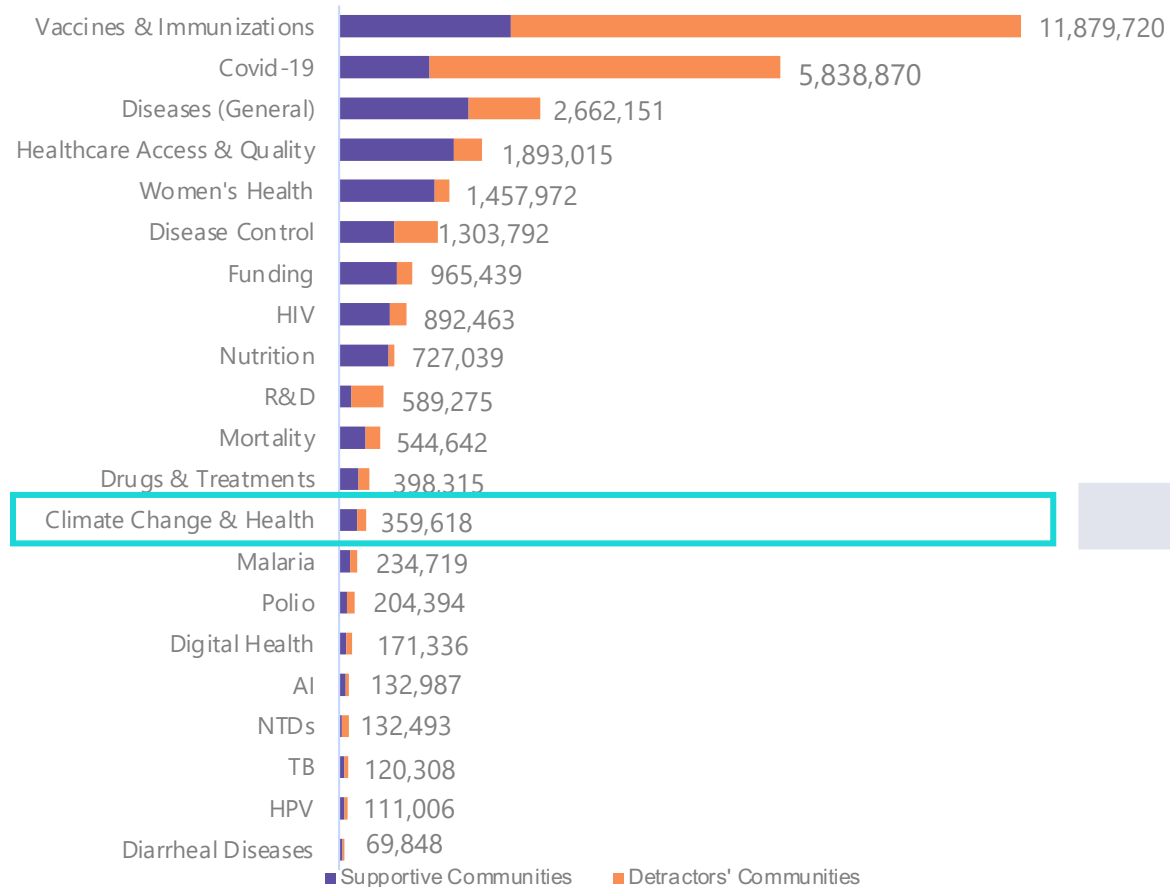
*Subtopic prevalence in **Global South** country global health news*



The link with climate is less prominent on social media

Social media analysis shows that only around 3% of global health conversation online intersects with conversation about climate/the environment.

Narratives by volume



Climate change & health

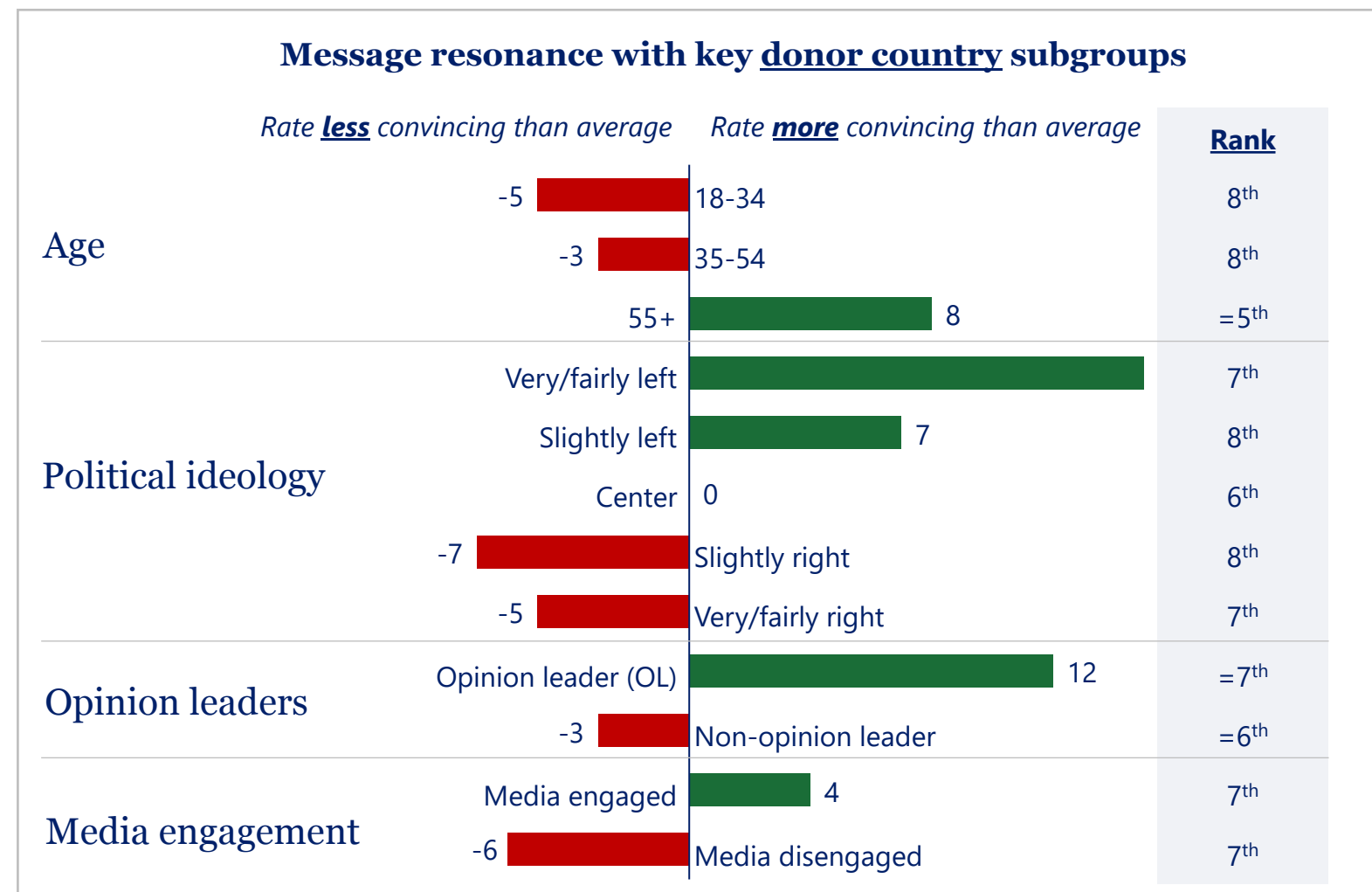
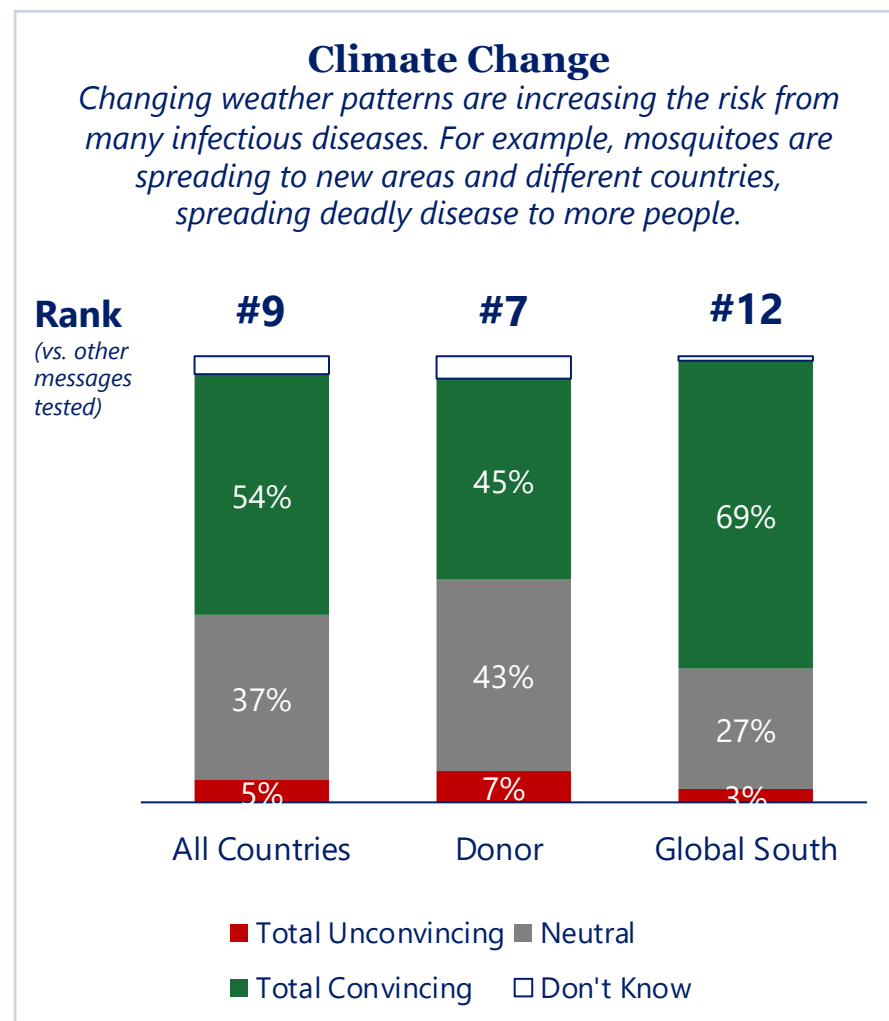
This intersection is made up primarily of conversation about:

- The impact of climate change and derived environmental issues on the population's health.
- The impact of current food systems on health and the environment, frequently referring to the concerns discussed during COP28.



Mid-ranking message, dividing opinion by expected fault lines

In survey testing, climate change was a mid-ranking message, performing more strongly with the left, opinion leaders, and the media engaged. Notably, it resonated more with older people.

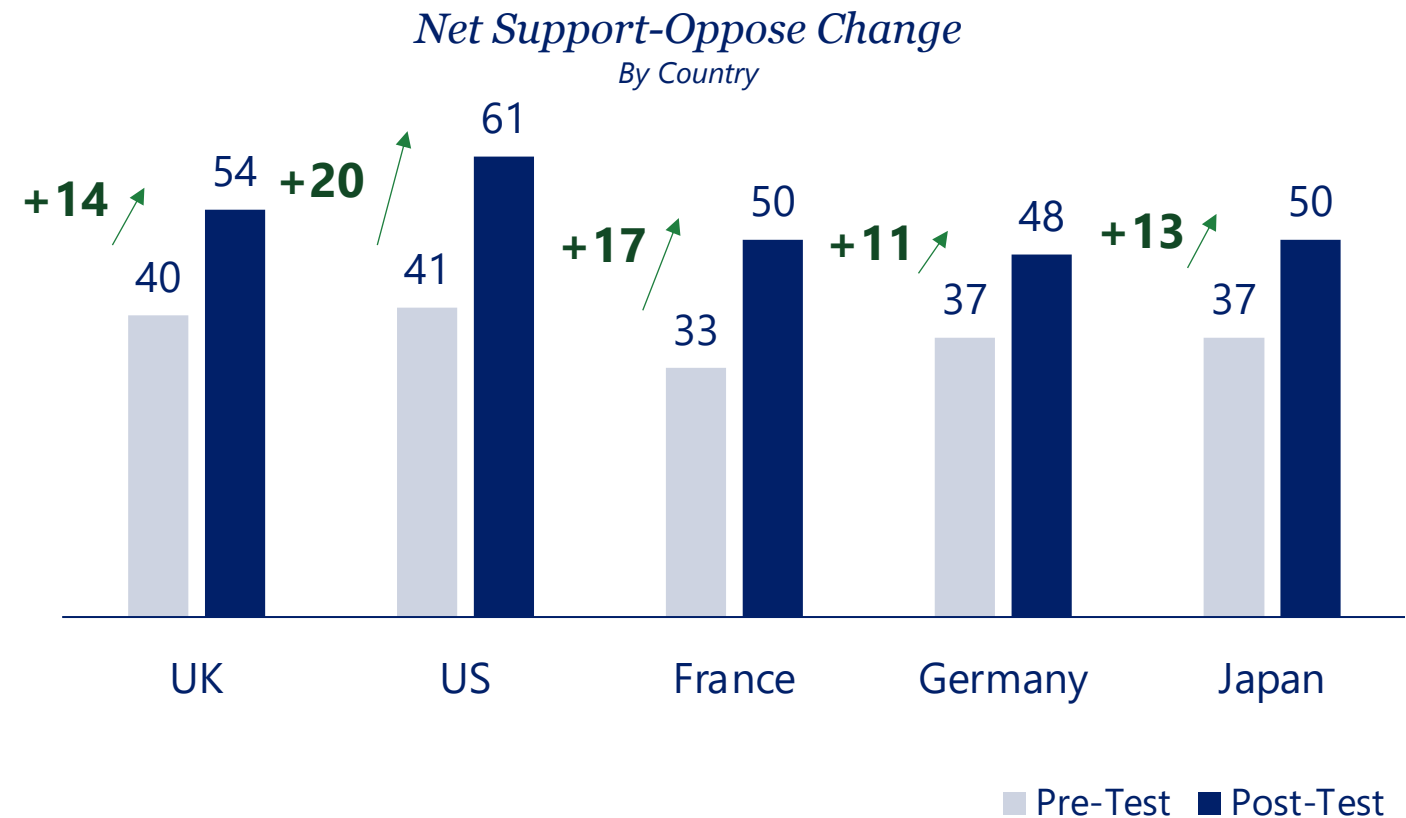
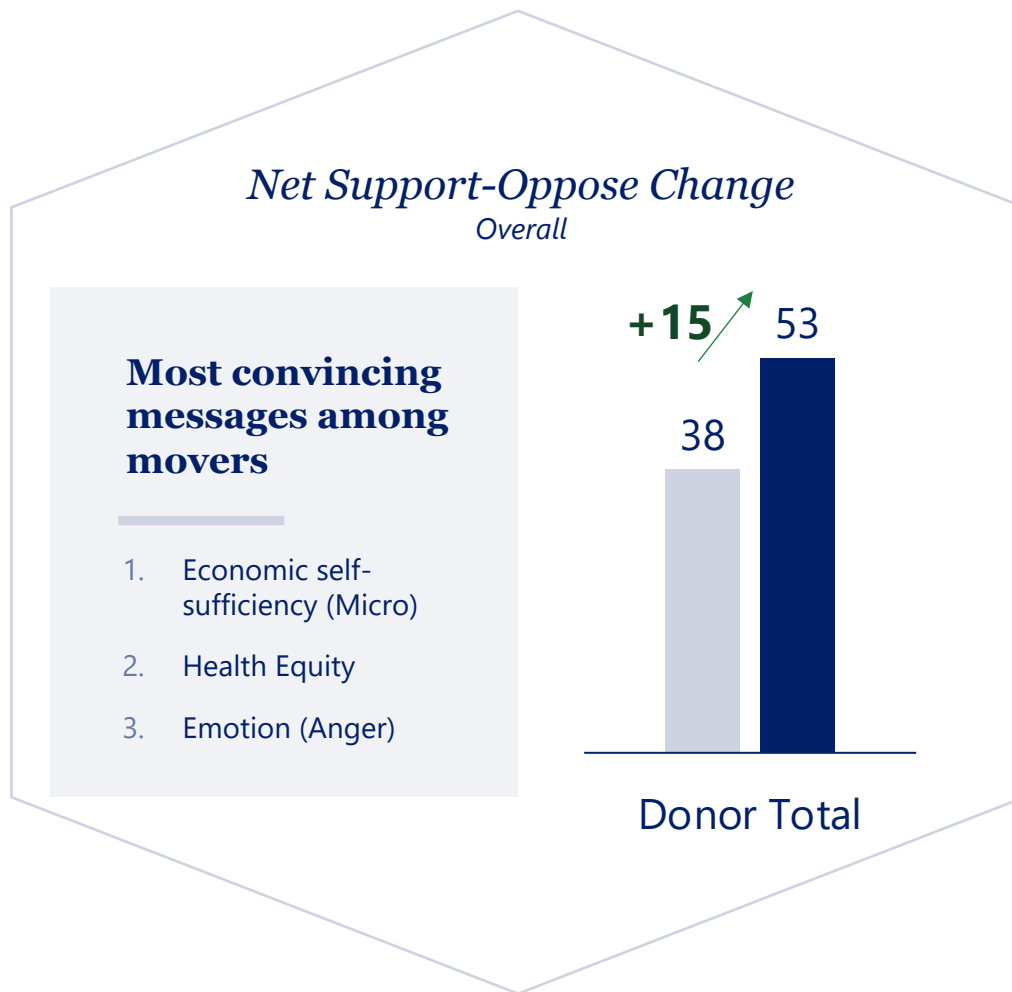


13. Message impact on IHO support

Pre/post testing
shows messaging
increased support for
funding international
health organizations.

Messaging tested increased support for funding IHOs

Pre/post testing shows a 15-percentage point increase in net support for funding IHOs after being exposed to the messaging.



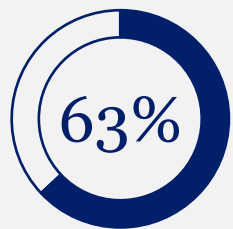
The “movers” show the typical characteristics of a swing group

This group typically starts neutral on support for funding IHOs and moves to soft support. They are largely similar in profile to the average respondent.

They are more likely to be neutral on funding international organizations.

Movers have a similar profile to the average respondent, but **there are some differences from supporters and opposers of funding.**

After reading messages, **they are more likely to move to a place of soft support for funding.**



Of movers initially say they neither support nor oppose funding

Only 23% tend to oppose and 7% strongly oppose.

Compared to supporters AND opposers:



Less likely to follow news about global issues



More likely to be politically center



More likely to be female

Compared to supporters (but similar to opposers):



Less likely to have a college degree



Less likely to be an opinion leader

85% tend to support funding

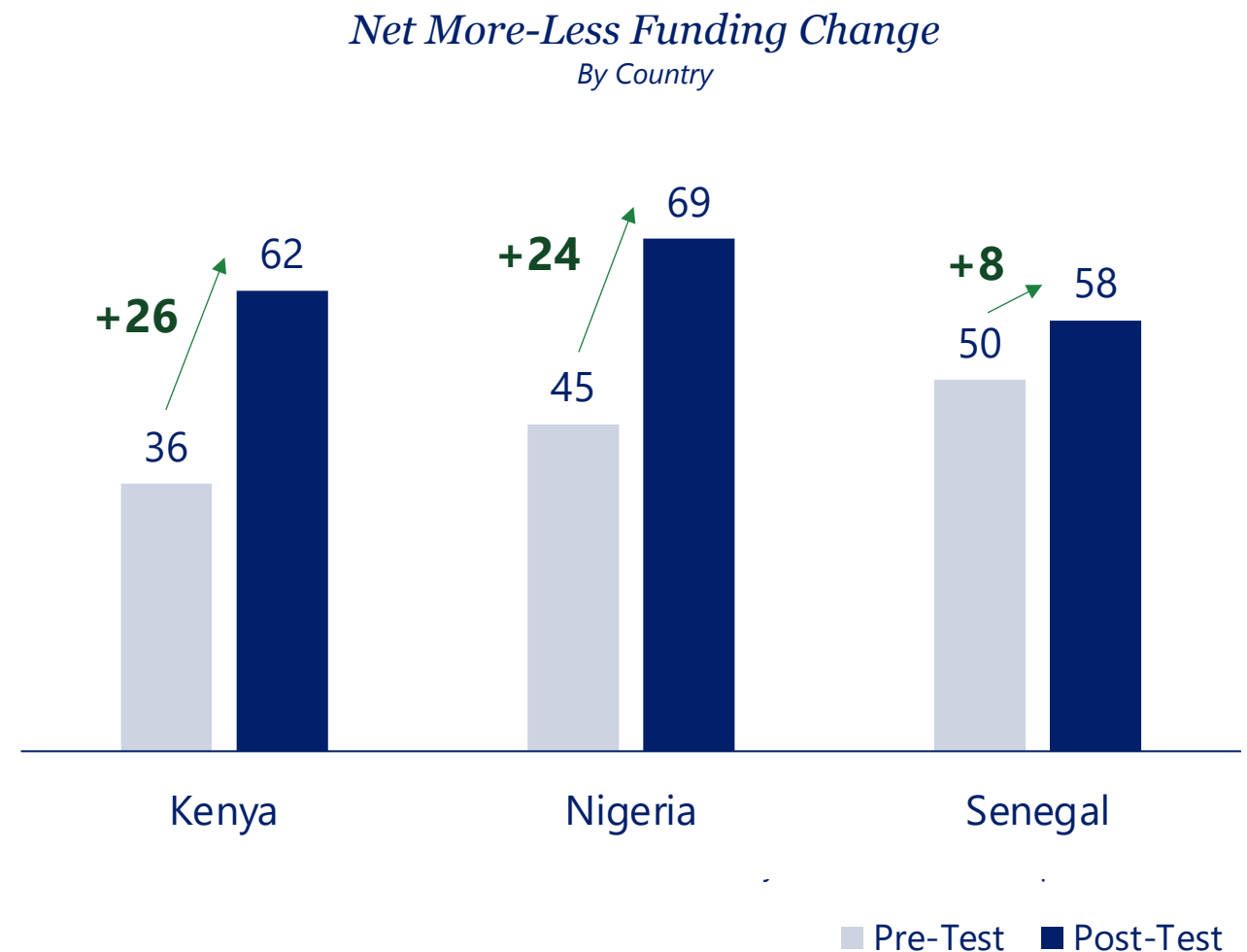
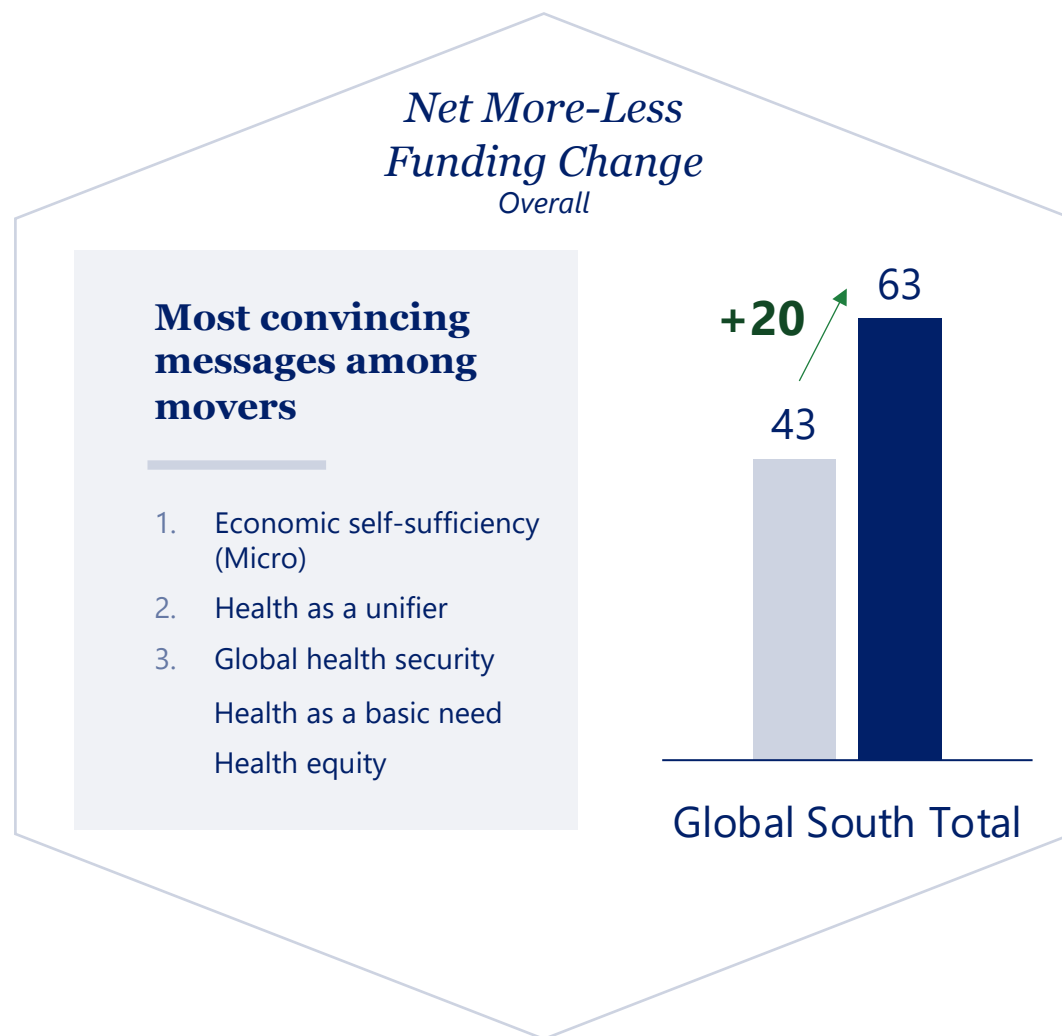


15% strongly support funding



A similar increase is observed in Global South countries

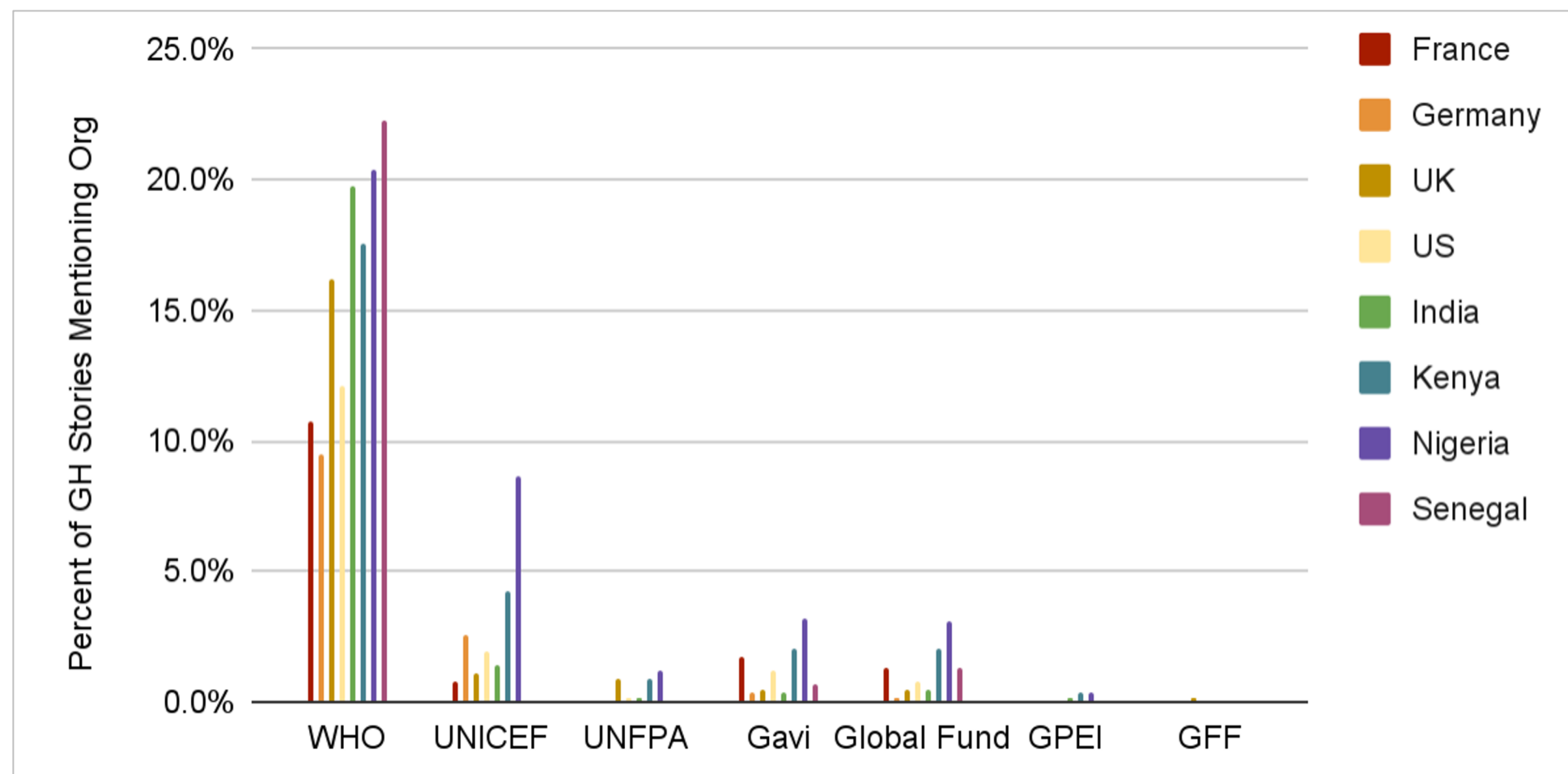
Pre/post testing shows a 20-percentage point increase in belief the country needs more funding from richer countries/IHOs.



14. Gavi profile & messaging

News coverage of IHOs is higher in Global South countries

But except for the WHO (and to a lesser degree UNICEF), news coverage of Gavi and other IHOs is low across markets.



Drivers of Gavi coverage

The primary driver of news coverage for Gavi was their role in the pediatric malaria vaccine campaign in Cameroon.

Gavi's social media posts had limited reach

Despite big efforts in producing content, Gavi's posts had a limited reach and were mostly shared by partner organizations and some decision-makers and experts.



2023 Activity

Total Posts	3,277
Original Posts	2,303
Audience	4,988
Shares	12,771
Mentions	293,437

Almost two-thirds of the content posted by Gavi are original posts, essentially focused on promoting vaccines and access to healthcare and immunizations.

The average impact per post was 6 shares, although mentions of specific diseases like malaria, noncommunicable diseases, and polio showed a slightly higher impact.

The most successful digital campaigns were those raising awareness of the need for vaccination (#vaccineswork, #generationimmunity, #cervicalcancer), and celebrating the malaria vaccine rollout.

	Original Posts	Global RTs	Average RTs
Total	2 303	12 794	6
Diseases (General)	1 397	7 845	6
Vaccines & Immunization	1 278	8 276	6
Healthcare Access & Quality	821	4 401	5
Disease Control	554	3 064	6
COVID-19	399	1 770	4
Women's Health & Family Planning	245	1 510	6
R&D	236	1 384	6
HPV	180	1 338	7
Funding	138	1 088	8
Diarrheal Diseases	126	513	4
Climate Change & Health	125	660	5
Drugs & Treatments	119	502	4
Malaria	111	1 428	13
Mortality	98	543	6
Polio	96	508	5
NTDs	88	623	7
Digital Health	78	285	4
Nutrition	60	188	3
Tuberculosis	23	162	7
HIV	23	77	3
Artificial Intelligence	18	78	4

Most Shared Original Posts

#1. Muhammad Ali Pate's Appointment as CEO.



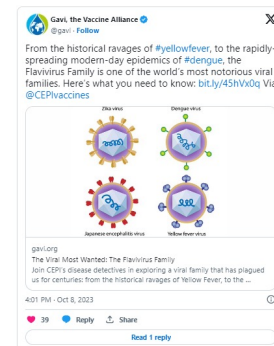
#2. Announcement of Malaria Vaccine Rollout.



#3. Nigeria's Introduction of HPV Routine Immunization.



#4. Information About Flavivirus Family.

































Gavi content: vaccine rollout content was most shared

The malaria vaccine rollout was celebrated in donor and Global South countries, as well as the commitment of funds and resources to ensure healthcare access and disease control.



2023 Total Shares by Country

US			2,237
NG			1,153
GB			941
IN			737
KE			285
ZA			116
ET			111
FR			88
DE			68
BE			46
JP			32
BD			14
SE			13
SN			9
NO			6

	US	UK	Nigeria	Kenya
Total	2 237	941	1 153	285
Diseases (General)	1 366	660	505	178
Vaccines & Immunization	1 289	664	885	200
Healthcare Access & Quality	770	239	363	117
Disease Control	457	335	143	85
COVID-19	382	139	47	20
Women's Health & Family Planning	236	69	212	29
R&D	225	80	76	35
HPV	190	60	214	20
Funding	176	67	66	48
Diarrheal Diseases	102	14	26	9
Climate Change & Health	89	53	24	31
Drugs & Treatments	97	21	24	17
Malaria	221	98	75	59
Mortality	88	31	56	13
Polio	102	31	24	10
NTDs	80	181	14	15
Digital Health	52	14	18	1
Nutrition	54	13	16	3
Tuberculosis	27	12	9	7
HIV	18	1	1	3
Artificial Intelligence	18	7	9	0

The **US** and the **UK** shared a similar pattern in terms of content shared, celebrating the **allocation of vaccines and resources** for developing countries, particularly the malaria vaccine rollout. Posts advocating for **vaccination to contain different infectious diseases** (HPV, Covid-19, pneumonia, etc.) were also notable.

In the **UK**, posts on **noncommunicable diseases control** were comparably more relevant than in other target countries.

Nigeria was the **second-most active country** sharing Gavi content, highly driven by the **appointment of Muhammad Ali Pate as CEO, and the introduction of the HPV vaccine in routine immunizations.**

Posts about **the malaria vaccine** rollout were also among the most relevant in **Nigeria** and **Kenya**, along with content advocating for disease control and further **investment in health and vaccine development infrastructure in Africa.**

Overall positive and supportive reactions to Gavi in focus groups

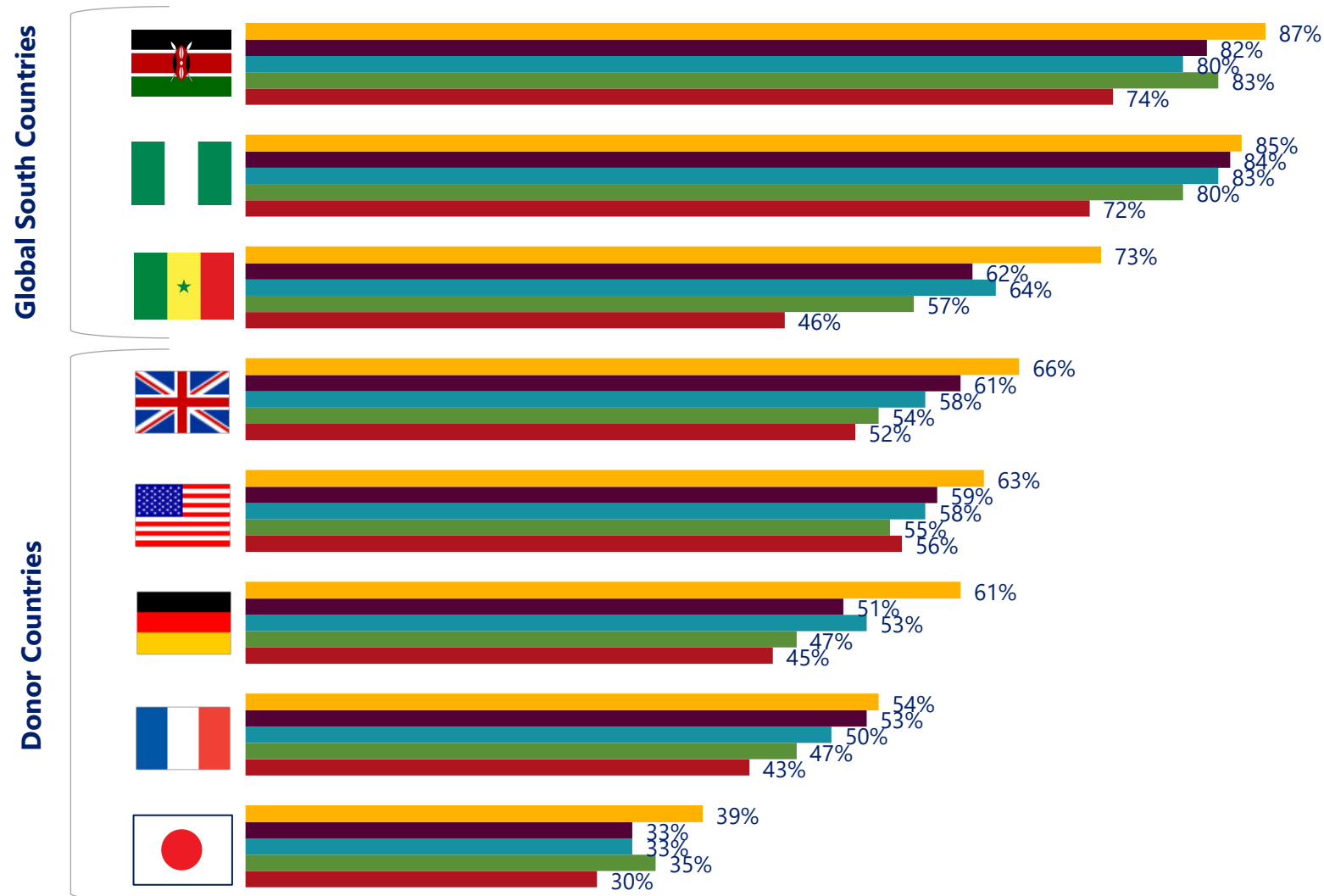
Positive reactions driven primarily by the core focus of the organization and the stated goals

- The core focus of the organization (providing vaccines to children) was welcomed, and the stated goals were regarded as positive and ambitious.
- However, there was some skepticism in donor countries (most notably in the US, France, and Japan), where messaging prompted questions, driven by a lack of prior knowledge:
 - *Who finances Gavi? What is the model? If they are so big, then why haven't I heard of them before?*
 - This reflected a need for more contextual information about the organization.
- Low levels of knowledge of Gavi (and other IHOs) are reflected in the news media and social media analysis (see following slides).

“ *I think it is a good thing because we can see that some children are having disease so if Gavi come and help them I think it is very good.*
– Senegal, opinion leader

“ *Is it financed by governments? By pharmaceutical companies? I mean tell us about the operations of the running. We don't understand what the nature of Gavi is all about. We know what they are doing but who are they?*
– France, opinion leader

All Gavi messages test well, but the ‘helping vaccinate over a billion children’ message is consistently strongest across countries



Gavi has helped vaccinate over a billion children since 2000 and has the potential to reach hundreds of millions more by 2030, protecting the world's most vulnerable children against deadly diseases like measles, diphtheria, and polio.

Groundbreaking science and innovation means we now have new vaccines against killer diseases like malaria, Ebola, and typhoid. We now need to ensure the people who need them most have access to them by funding organizations like Gavi.

The pandemic showed that disease doesn't respect borders. By supporting vaccinations in lower-income countries we are not just saving lives in those countries, we are keeping deadly outbreaks at bay and making the world safer from disease. An investment in Gavi is an investment for our future.

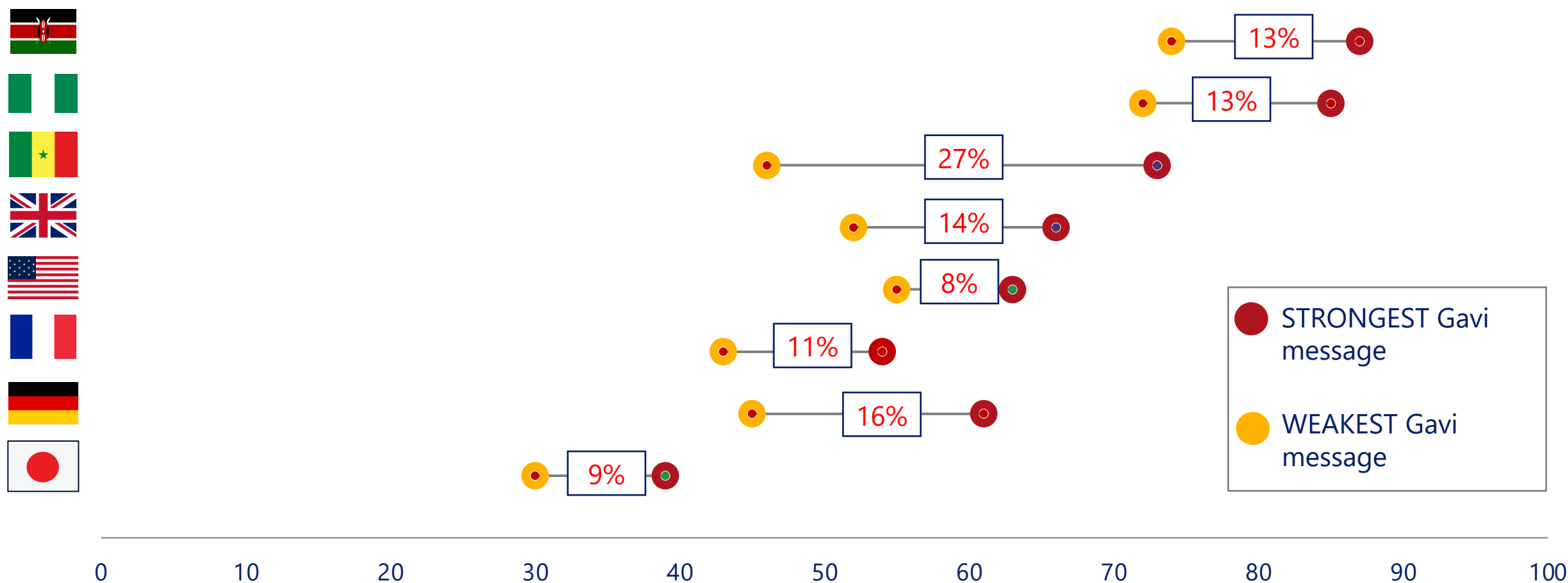
Climate change and conflict is fueling the spread of diseases like malaria, cholera, and typhoid. Vaccines are one way to fight back. By funding vaccine stockpiles and childhood immunization programs through organizations like Gavi we can prepare for an uncertain future.

Funding Gavi, the Vaccine Alliance means funding vaccines for countries that have less means to buy them themselves, but no vaccine comes for free. All countries pay a proportion of the cost of each vaccine, and this proportion increases as countries get wealthier, until they eventually finance 100% of the costs themselves.

Even the weakest Gavi messages perform relatively well

Global South countries responded more positively than donor countries to the messages tested.

Strongest v. weakest Gavi message by country



Gavi messages resonate more strongly with opinion leaders

All messages resonate more strongly with OLs, but the ‘vaccinating over a billion children’ message remains the strongest performing message.

Gavi has helped vaccinate over a billion children since 2000 and has the potential to reach hundreds of millions more by 2030, protecting the world’s most vulnerable children against deadly diseases like measles, diphtheria, and polio.



Groundbreaking science and innovation means we now have new vaccines against killer diseases like malaria, Ebola, and typhoid. We now need to ensure the people who need them most have access to them by funding organizations like Gavi.



The pandemic showed that disease doesn’t respect borders. By supporting vaccinations in lower-income countries we are not just saving lives in those countries, we are keeping deadly outbreaks at bay and making the world safer from disease. An investment in Gavi is an investment for our future.



Climate change and conflict is fueling the spread of diseases like malaria, cholera, and typhoid. Vaccines are one way to fight back. By funding vaccine stockpiles and childhood immunization programs through organizations like Gavi we can prepare for an uncertain future.



Opinion Leaders
All (Donors)

Funding Gavi, the Vaccine Alliance means funding vaccines for countries that have less means to buy them themselves, but no vaccine comes for free. All countries pay a proportion of the cost of each vaccine, and this proportion increases as countries get wealthier, until they eventually finance 100% of the costs themselves.



Q. Based on this statement, how important is it that Gavi receives funding? [showing very important (8-10)] Respondents saw three messages each – c. N=600 Opinion leaders and c. N=2500 non-opinion leaders saw each message

Gavi messaging has broad bi-partisan appeal

But all messages resonate significantly more strongly with those on the left.

Gavi has helped vaccinate over a billion children since 2000 and has the potential to reach hundreds of millions more by 2030, protecting the world's most vulnerable children against deadly diseases like measles, diphtheria, and polio.



Groundbreaking science and innovation means we now have new vaccines against killer diseases like malaria, Ebola, and typhoid. We now need to ensure the people who need them most have access to them by funding organizations like Gavi.



The pandemic showed that disease doesn't respect borders. By supporting vaccinations in lower-income countries we are not just saving lives in those countries, we are keeping deadly outbreaks at bay and making the world safer from disease. An investment in Gavi is an investment for our future.



Climate change and conflict is fueling the spread of diseases like malaria, cholera, and typhoid. Vaccines are one way to fight back. By funding vaccine stockpiles and childhood immunization programs through organizations like Gavi we can prepare for an uncertain future.

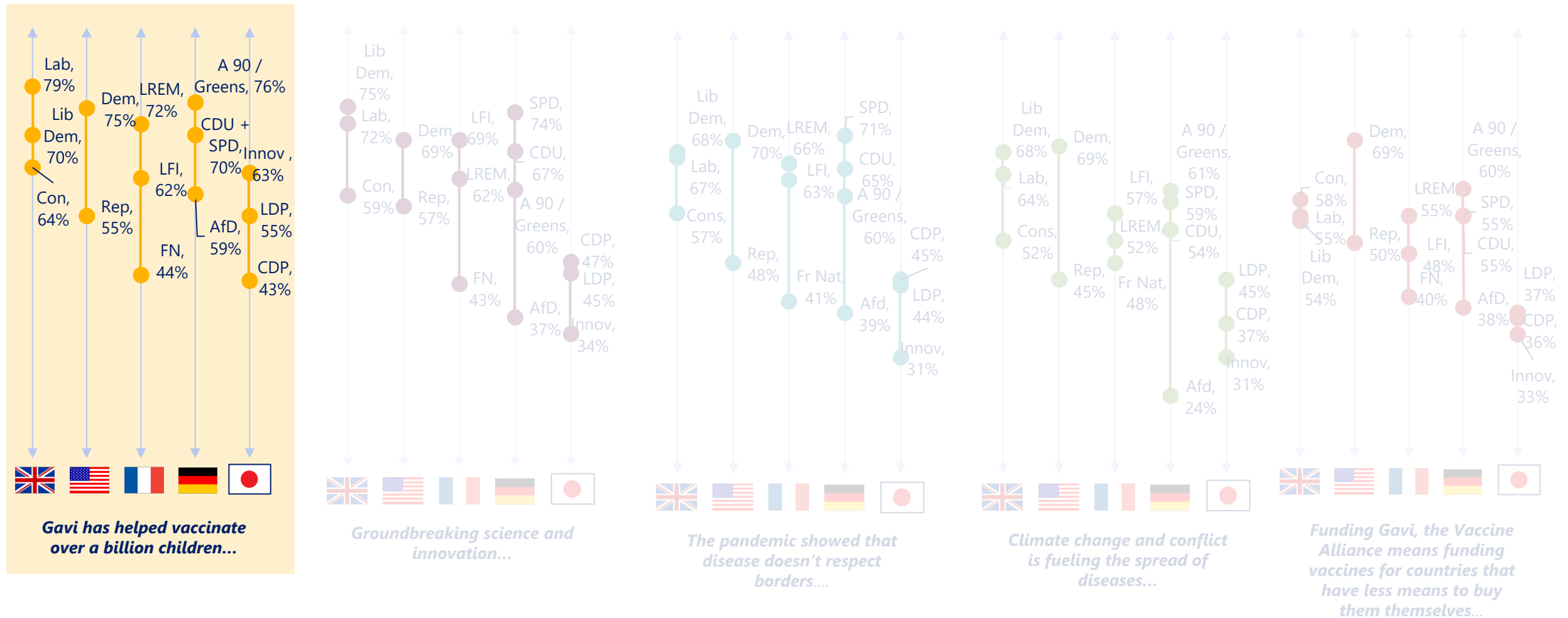


Funding Gavi, the Vaccine Alliance means funding vaccines for countries that have less means to buy them themselves, but no vaccine comes for free. All countries pay a proportion of the cost of each vaccine, and this proportion increases as countries get wealthier, until they eventually finance 100% of the costs themselves.



● Left Wing
● Center
● Right Wing

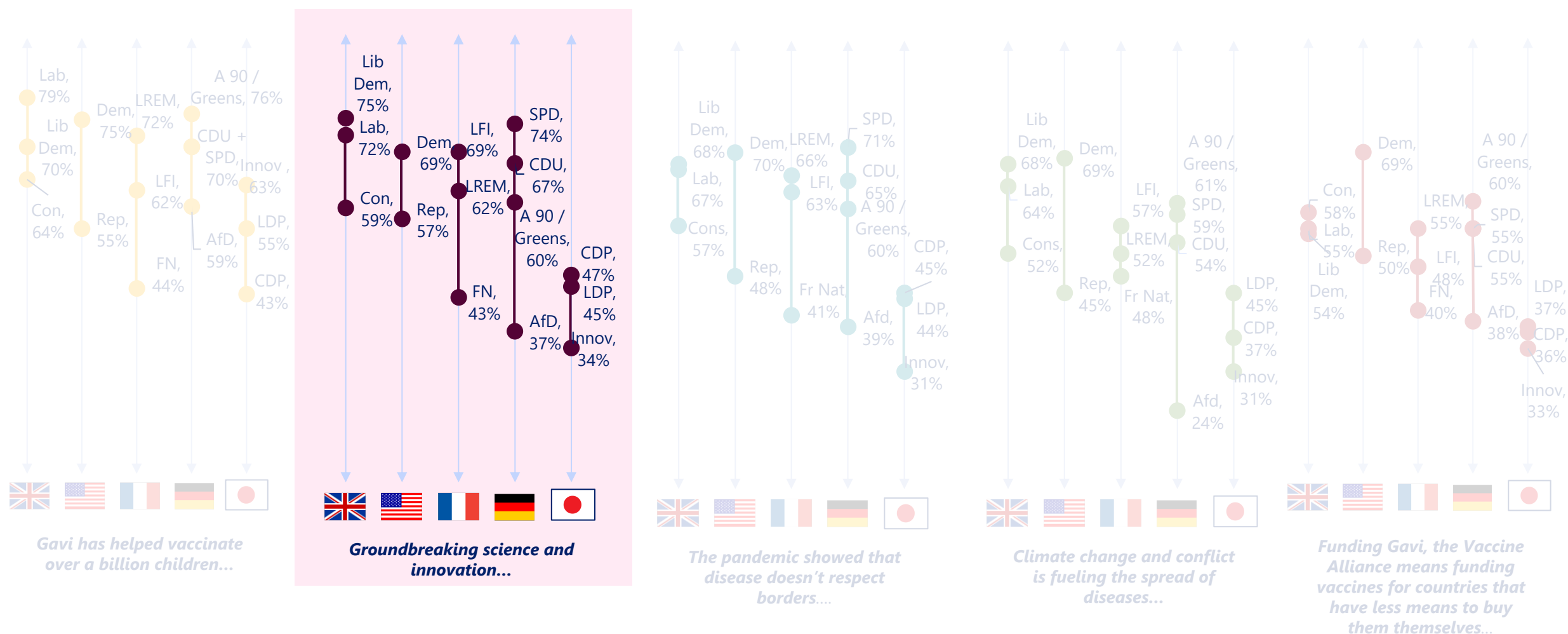
The 'vaccinating a billion children' message resonates most strongly across the political spectrum



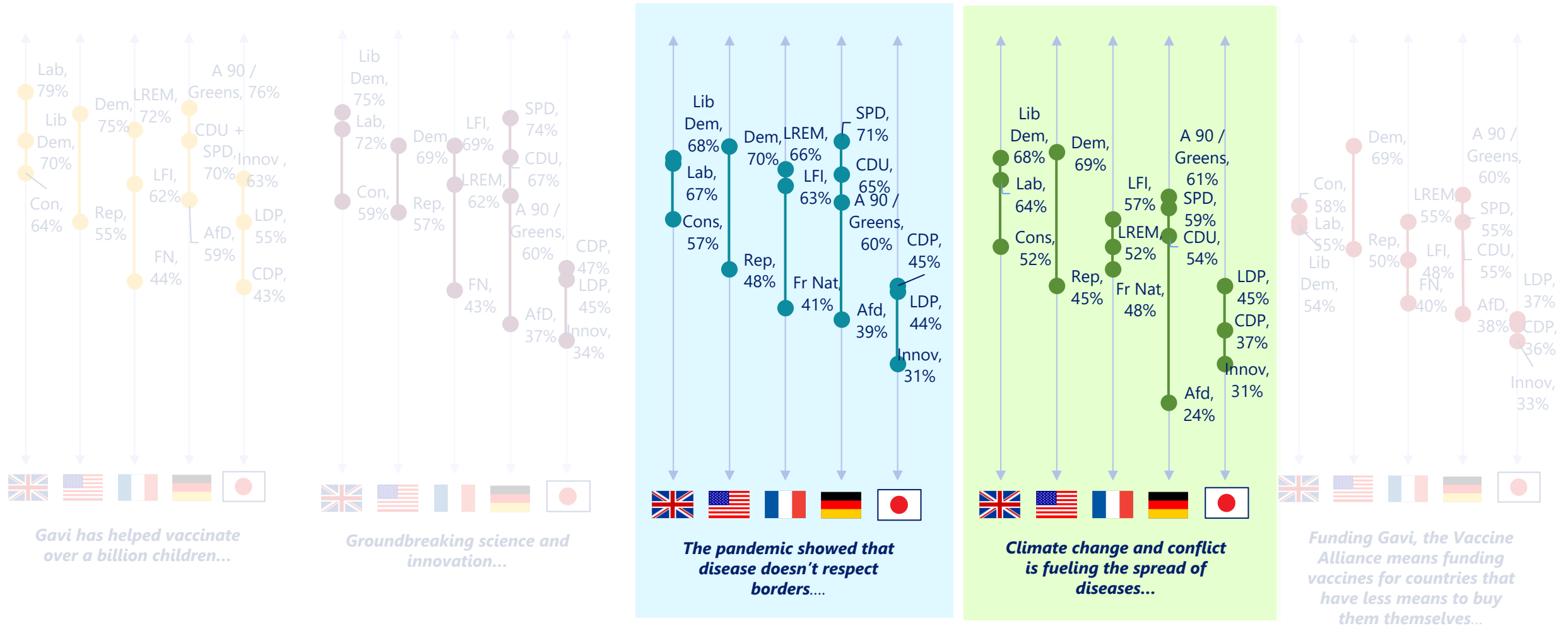
Q. Based on this statement, how important is it that Gavi receives funding? [showing very important (8-10)] Each respondent saw three messages – c. N=600 in each country saw each message

*Japan scores are lower due to a tendency for Japanese respondents to answer survey questions in the middle of a scale when giving a positive score.

The 'innovation' message is more divisive in some countries, notably in Germany (with AfD voters)



The 'global health security' and 'climate change' messages are more polarizing across political parties in some countries



Q. Based on this statement, how important is it that Gavi receives funding? [showing very important (8-10)] Each respondent saw three messages – c. N=600 in each country saw each message

*Japan scores are lower due to a tendency for Japanese respondents to answer survey questions in the middle of a scale when giving a positive score.

Implications

Implications

Drawing on insights from this integrated research project, combining social media analysis, news media analysis, and opinion research (both opinion leaders and broader publics), campaigners can increase the effectiveness of campaigning and messaging by considering the following points.

1	Acknowledge that the current environment is challenging for those who have a message that progress is possible. In the context of negativity and hopelessness, it is difficult to get our issues heard, and to communicate progress. Failing to recognize feelings of insecurity, anxiety, and pessimism can make us sound out of touch and turn off audiences.
2	Health is an effective entry point for broader development issues. Greater optimism about health progress shows that health is a more effective starting point than a more general framing.
3	Innovation stands out as a theme that inspires greater optimism about progress on health with opinion leader and public audiences.
4	Lean into messaging that meets people where they are and taps into issues they care about. While there is some variation by audience and country, the most impactful arguments for funding global health include: <ul style="list-style-type: none">▪ “Micro” economic self-sufficiency messaging – which connects strongly in the current context▪ Global health security messaging – which continues to land well▪ More emotional messaging – particularly leaning into a feeling of anger▪ Equity and “health as a basic need” framings also resonate
5	Voices from Global South countries are effective in donor country communications. Testing shows no preference for donor voices in donor countries, combined with higher levels of optimism in Global South countries – making such voices impactful messengers.
6	From an earned media perspective, stories on Covid-19 may be getting coverage, but they are no longer cutting through with our target audiences. When pitching global health stories, it is important to bridge to the issues people do care about.

Messaging implications

More granular guidance on messaging with key audiences

Core messages:

- Economic self-sufficiency (micro), global health security (consistently strong across markets and audiences).

When communicating with ODA supporters and opponents:

- Do use the economic self-sufficiency message (strongest with opponents, one of the strongest with supporters).
- Avoid using strong moral messaging or emotional (anxiety-leading) messaging with ODA opponents.

When communicating with left wing/right wing audiences:

- Avoid using strong moral messaging with right wing audiences.

When communicating with donor country/Global South audiences:

- With Global South audiences, lean into solidarity and 'health as a unifier' messaging to complement core messages. Avoid using climate change and emotion (anger) which are relatively weaker.
- If communicating only with donor country audiences, the emotion (anger) message resonates strongly.

What not to use:

- Migration messaging tests poorly across markets and key subgroups.

Other messaging guidance (informed by Gavi message testing):

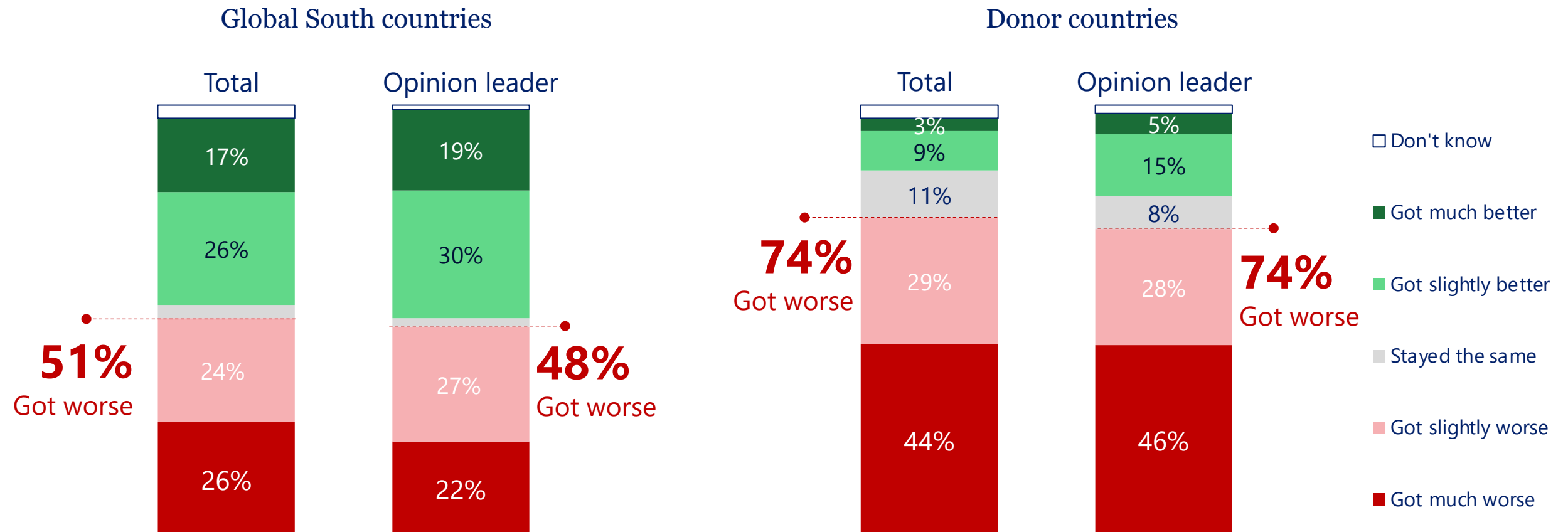
- Citing evidence of impact and including examples of specific diseases can increase message effectiveness (even among more critical audiences).
- Overall, climate change framings are still relatively weak.
- Gavi messaging resonates strongly with the left, and very similarly (i.e., equally well/less well) with right and centrist voters.

Appendix

Methodology &
additional data.

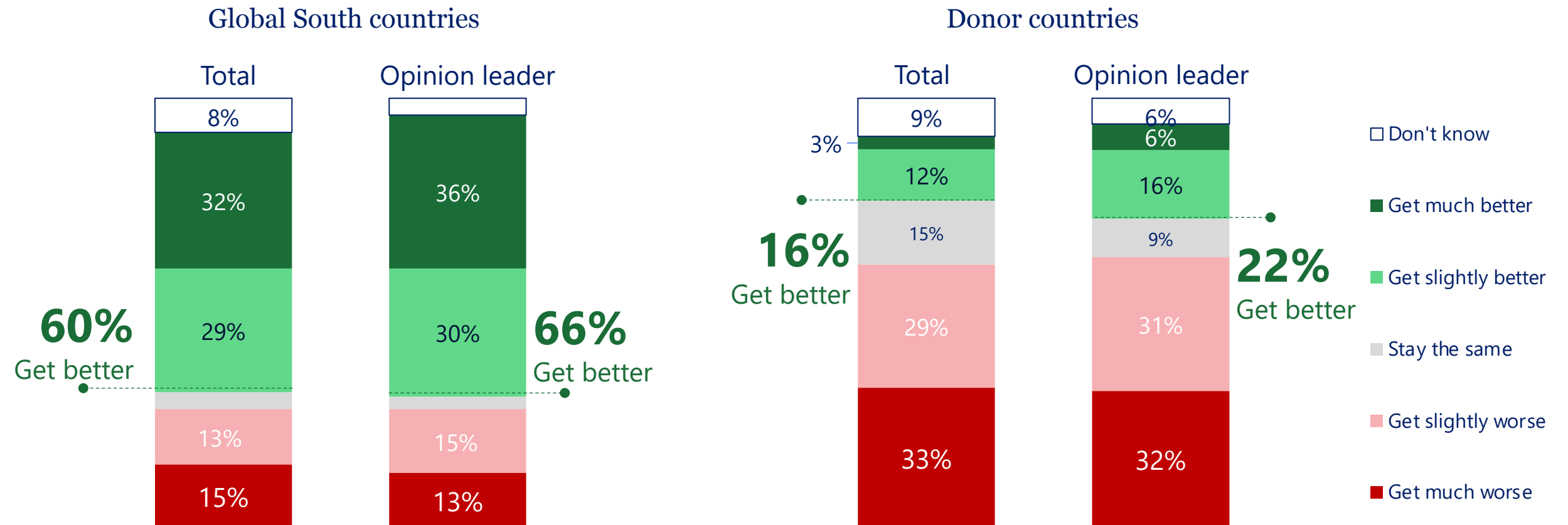
Opinion leaders are just as negative about global progress to date as the general public in donor and Global South countries

Over the **last 20 years**, has the world got better, worse, or stayed about the same?



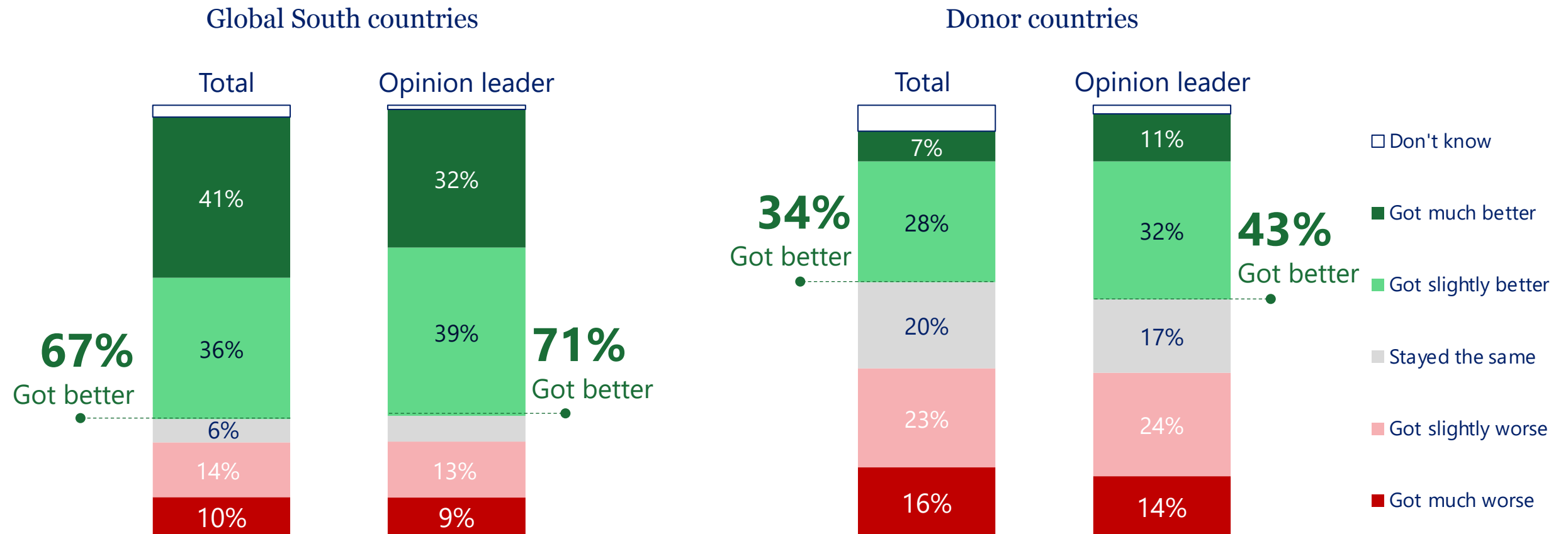
Optimism about global progress is only marginally higher among opinion leaders

Over the **next 20 years**, will the world get better, worse, or stay about the same?



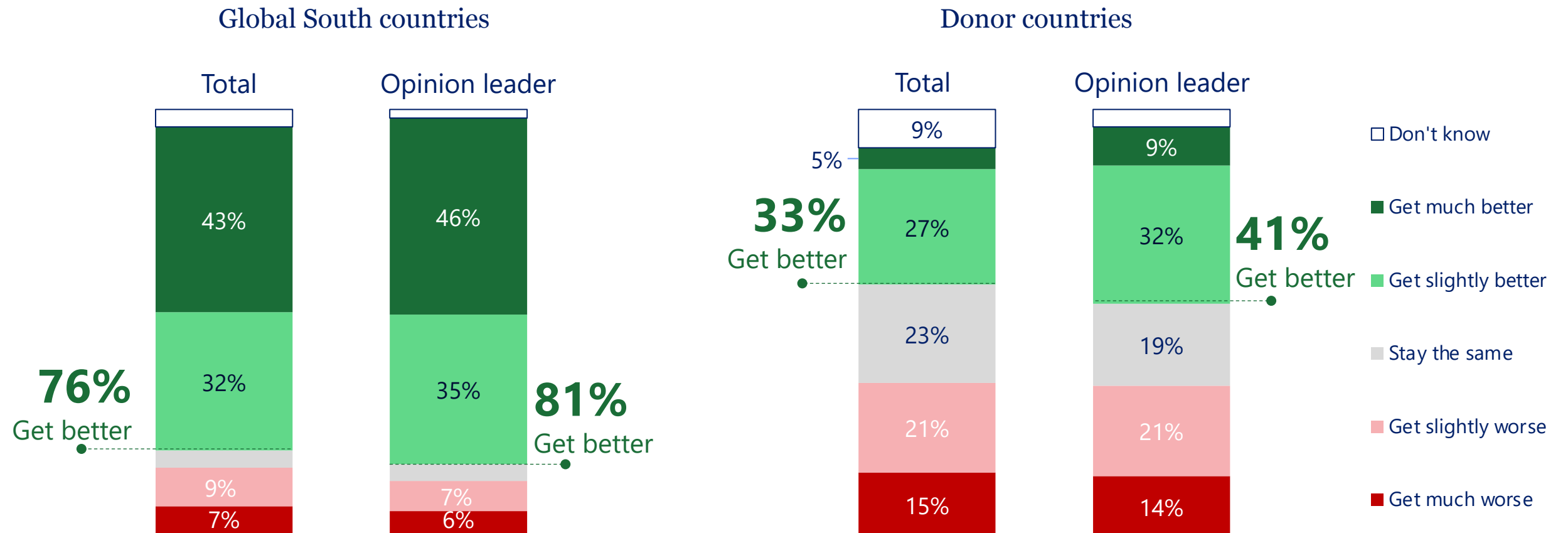
Opinion leaders are slightly more positive in donor and Global South countries about the progress made in global health

Progress in global health – over the last 20 years



Opinion leaders are also more optimistic that the progress will be made in global health

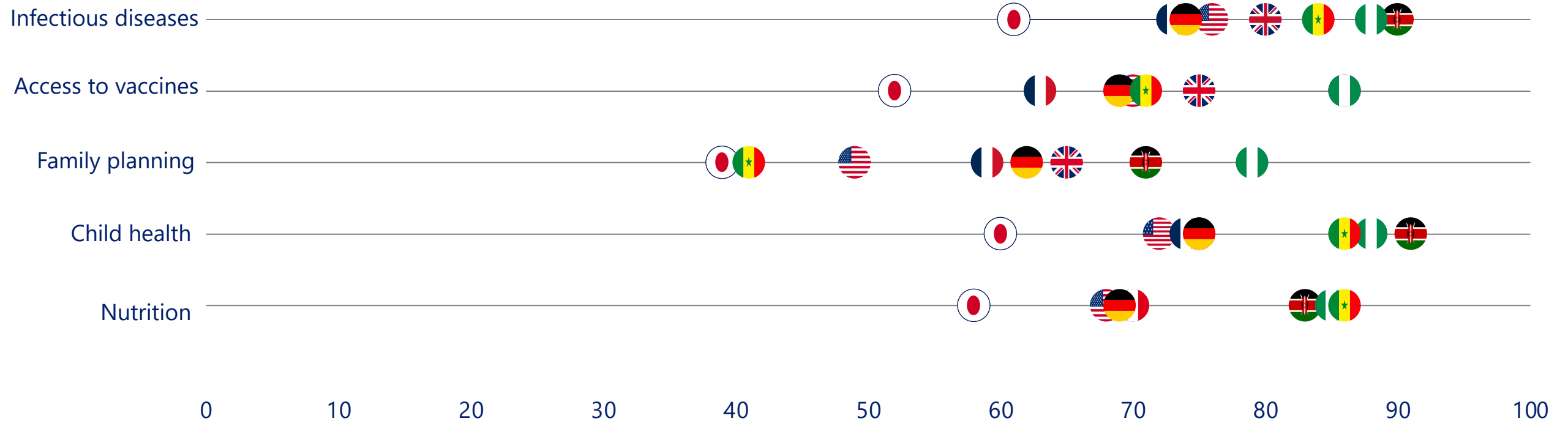
*Progress in global health – over the **next 20 years***



At least half in all countries see health issues tested as net important to address

Family planning stands out as an issue viewed as relatively less important to address.

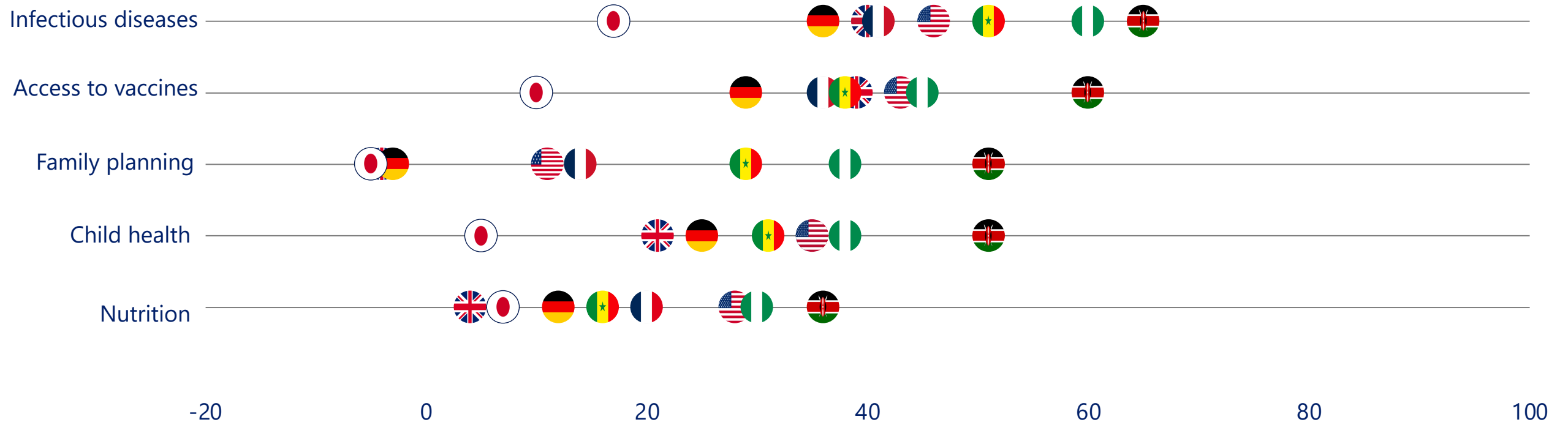
Health issues – Net important to address (% important – % not important)



Kenya and Nigeria are the most positive on progress made to date on these health issues

UK, Japan, and Germany are more negative about progress made on family planning.

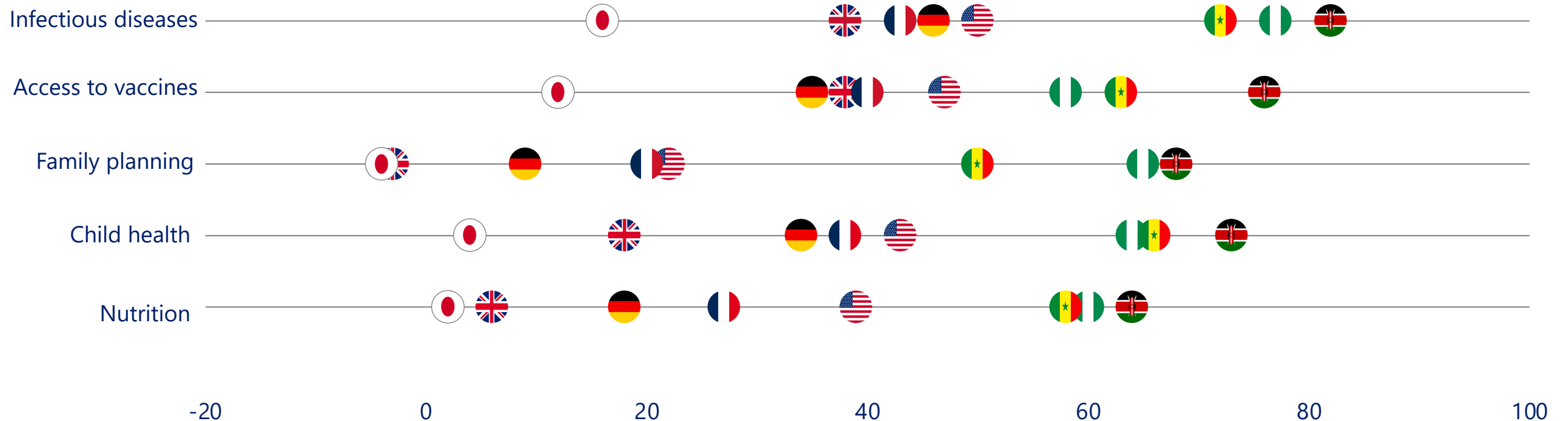
Health issues – net progress made (% progress – % little/no progress)



Nigeria, Kenya, Senegal, and the US are most optimistic on future progress in developing countries

UK and Japan are most pessimistic – notably on nutrition and family planning.

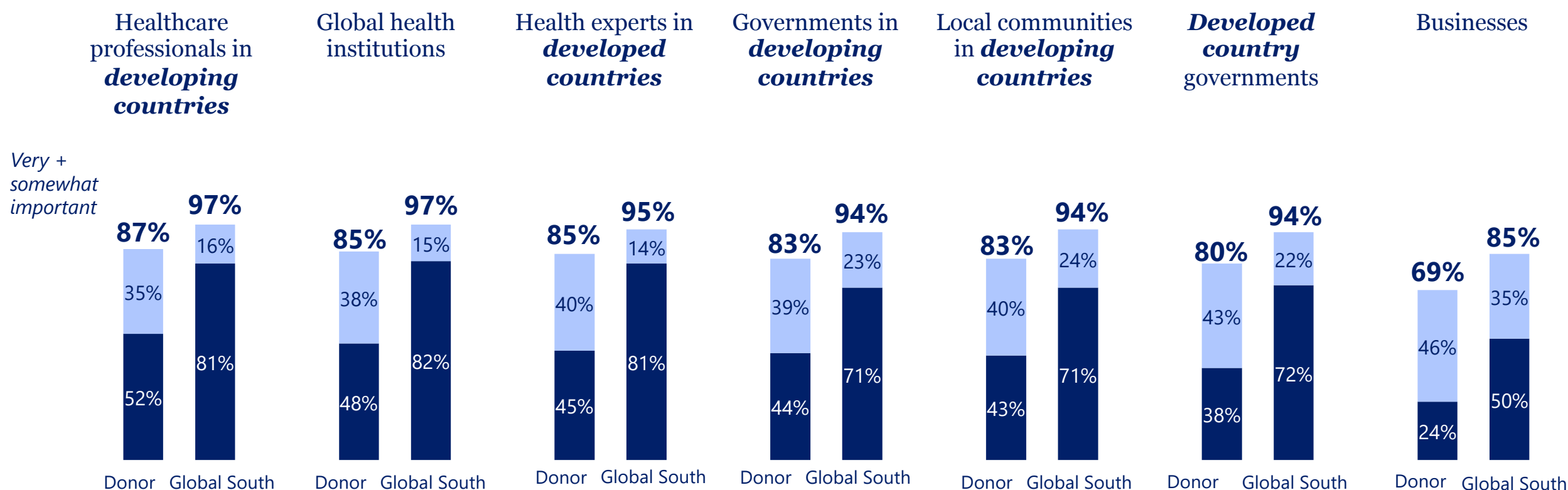
Health issues – net confidence progress will be made (% confident – % not confident)



Developing country groups are seen to be just as important to involve in tackling health issues as developed country groups

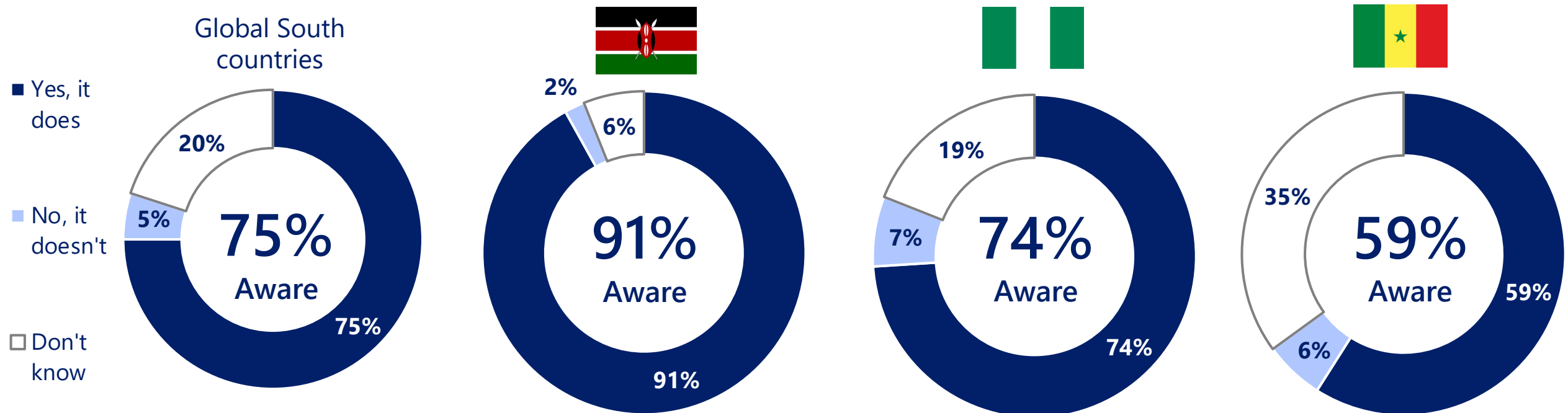
Very important Somewhat important

Importance of involvement in tackling health issues



The public in Global South countries, with some variation, are generally aware that their country receives foreign aid

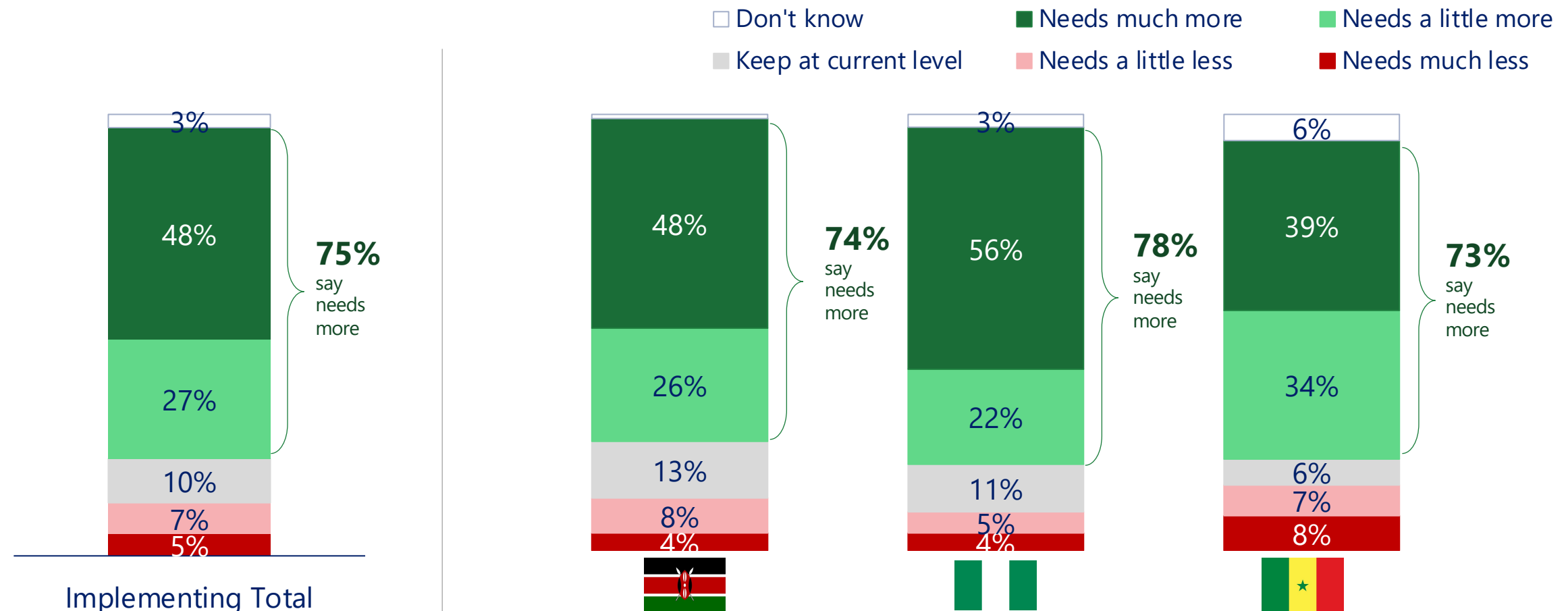
Knowledge of ODA



A majority in each country think their country needs more aid

Around three quarters in each country think their country needs more funding from richer countries and organizations.

Need for funding from richer countries and organizations



People in Global South countries think their governments have too much influence on the spending of overseas funding

This may reflect the lack of trust in governments to address issues such as health observed in the focus groups.

Level of influence on how funding from overseas is spent

