The Partnership for Research on Ebola Vaccines in Liberia (PREVAIL) needed human participants for its Gene Study in Lofa County. Novetta support began 60 days prior to trial enrollment. Initial data showed significant challenges:

- 0% surveyed were aware of the upcoming PREVAIL study
- 21% would be willing to enroll in a study
- 42% fear of Ebola would prevent them from participating in a study

Lack of information and fear of Ebola made the community vulnerable to disinformation and rumor.

Novetta used proprietary technology and field teams to survey local residents and monitor FM radio and social media to pinpoint concerns. Novetta worked with PREVAIL to conduct rapid response to disinformation and community fears.

In both cases, Novetta picked up the information within 24 hours and worked with PREVAIL to contact news outlets, provide accurate information, and alert the National Public Health Institute of Liberia and JFK Hospital.

1 AUGUST 2018
A local radio host in Lofa claimed an imminent threat from this new Ebola strain on his FM broadcast.

5 AUGUST 2018
Rumors were detected in traditional and social media that JFK Hospital in Monrovia (where PREVAIL operates a clinic) was secretly harboring patients with new Ebola cases.

"Officials in Sierra Leone say not to panic, but you know what happened last time we had the outbreak, it came to Foya. Considering our closeness to Sierra Leone, health facilities need to start preparing for Ebola."
- Radio Kintoma, Aug. 1

"Now we have on the line, the Director General of the National Health Institute of Liberia, Tolbert Nyenswah. ‘We do not have an outbreak in the region.’"
- Radio Kintoma, Aug. 4

"Hi guys. Please be informed that there are two confirmed cases of Ebola at JFK Hospital right now so please take preventative measures and also informed [sic] others too!"
- Facebook User, Aug. 5

"This is indeed a fake news geared to instil fear... the hospital said in a statement... The recent relocation of patients... was probably misconstrued."
- Front Page Africa Online, Aug. 5
RESULTS

The PREVAIL program hit the enrollment target much faster than in any previous research studies.

In 60 days leading up to the enrollment period:
- 36% aware of the upcoming gene study
- 41% willing to enroll in a study
- 15% fearful of Ebola

Novetta Mission Analytics is a web-based analytics platform that integrates customized social and traditional media data, in-country field teams, and customer data as appropriate to anticipate and mitigate emerging obstacles to your mission.

Identify security threats, disinformation, sentiment, and extraneous variables in near-real time and utilize our rapid response, communications, and community engagement expertise to ensure mission success.