

### Introduction

Among the main findings of the recent COVID-19 Community Perception Survey, Ecuador - March 2023, and its digital dashboard, the following stand out: i) **the existence of rumours that the vaccines are allegedly not safe**; and ii) **the levels of community mistrust in various actors, including humanitarian personnel**.

To understand the nature of these rumours and explain the levels of mistrust detected, Twitter posts by registered users in Ecuador were analysed regarding trust in vaccination and various actors.

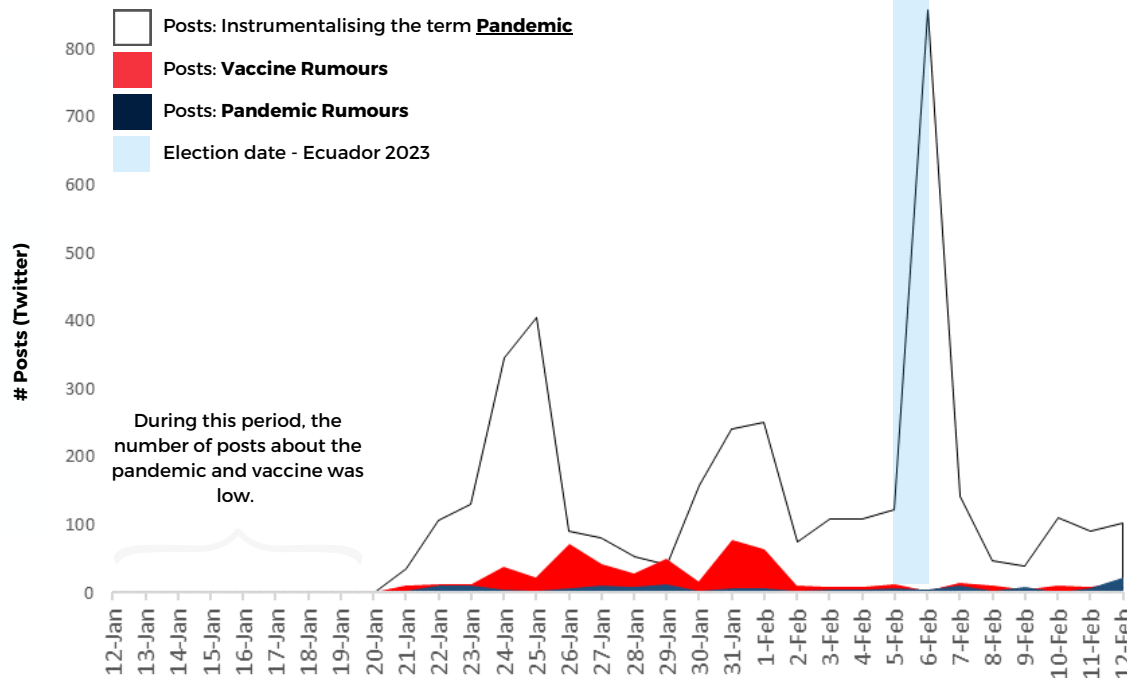
### Key figures

**4,468** Posts analysed

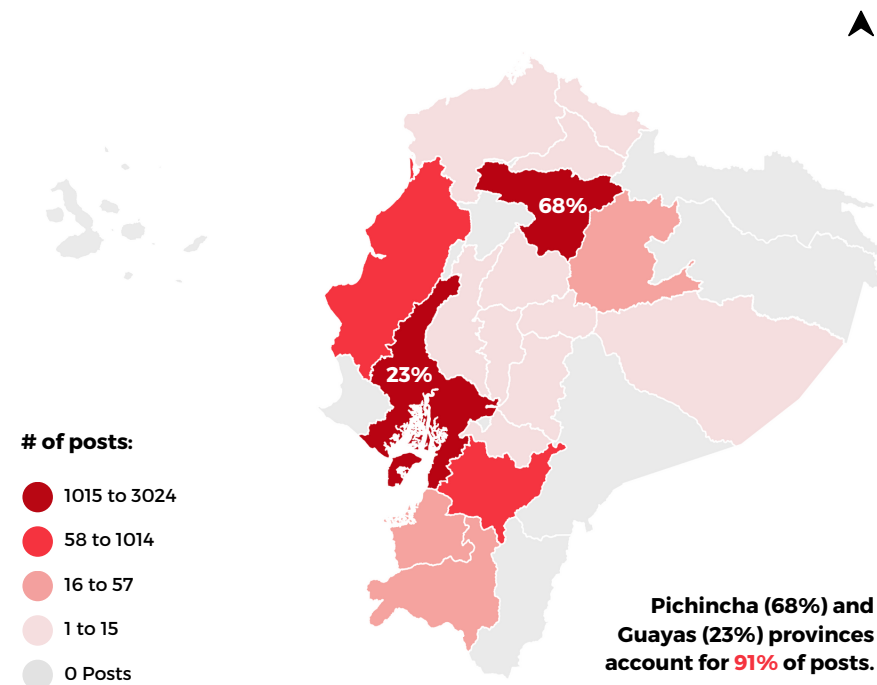
**34.1 M** Followers

\*Monitoring period: 12/01/23 to 12/02/23

### Temporal and thematic distribution



### Geographic distribution

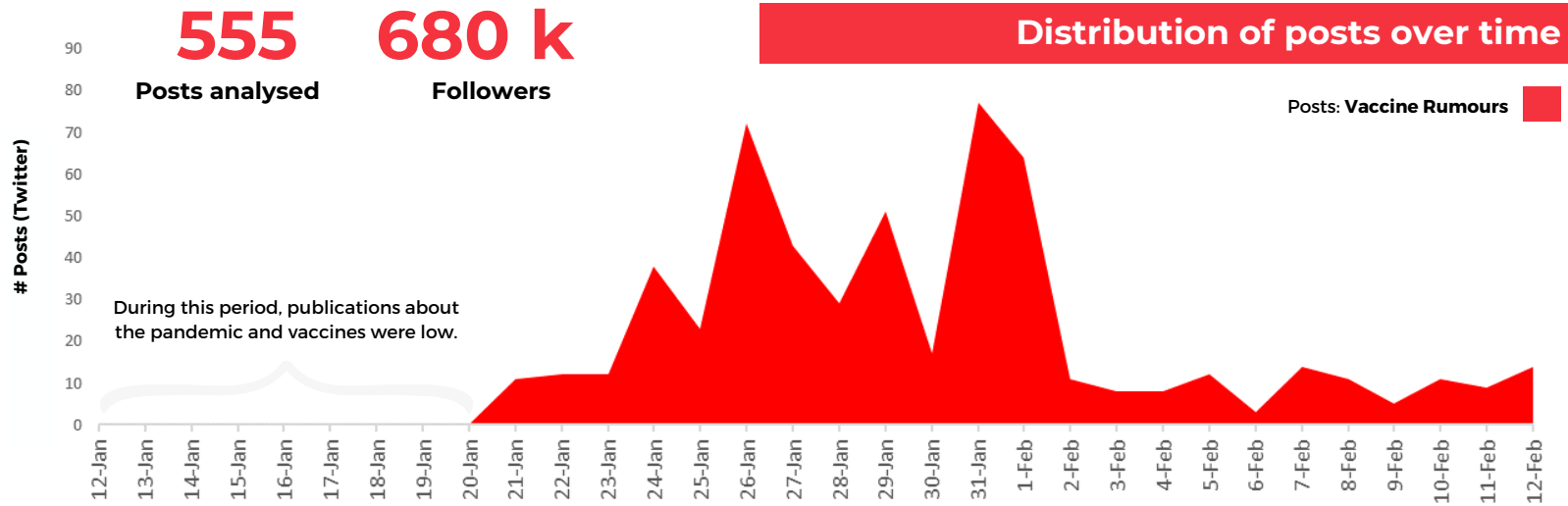


### COVID-19 vaccine rumours

Mistrust towards institutions, organisations or actors with any level of control over information and/or power over individuals was detected in these rumours.

Therefore, promoting trust in vaccination also requires authentic members of local communities to narrate in a familiar language, and through accessible channels, their positive experiences after receiving the COVID-19 vaccine.

It is essential to locally identify the main doubts and fears, in order to correctly select individual experiences to disseminate.



### Word cloud

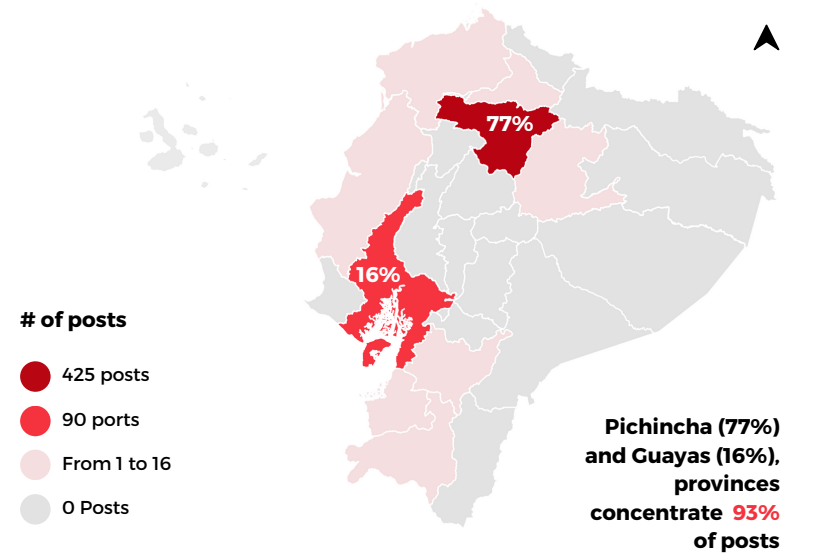


#### 10 most frequently words:

- Pfizer
- Mutate
- Effects
- Video
- Create
- Sell
- Serious
- Revised
- Hidden
- mRNA

**Note:** The posts that fed the word cloud, originally written in Spanish, were not translated into English. The right-hand column shows the most frequent words based on the Spanish version of the word cloud.

### Geographical distribution of posts



### Key highlights

COVID-19 **vaccine rumours** include:



Alleged cardiac, immune and fertility side effects.  
Alleged attribution of deaths to COVID-19 vaccines.  
Alleged genetic manipulation of the virus to serve pharmaceutical interests.

COVID-19 **pandemic rumours** include:



Its alleged non-existence.  
Its alleged creation by various actors to serve their interests.  
The alleged futility of the measures implemented since 2020.

The intention to **instrumentalise the term Pandemic** and to **bind it with negative emotional or moral connotations** during dynamics of tension between actors, or systems of ideas, **was detected**. The Ecuadorian general elections in February 2023 provided clearer evidence of this trend, via Twitter.

This trend enabled the negative emotional or moral value to extend and **influence the perceptions of other users about the pandemic and their vaccination, fostering their mistrust of the different actors.**

### Methodology

**Monitoring period:** 12/01/23 to 12/02/23

**Platform:** TalkWalker Analytics

**Monitored on:** Twitter

**Analytic focus:** Perceptions or rumours regarding trust in COVID-19 vaccine.

**Geographic focus:** Posts from registered users in Ecuador.

**Restrictions:** Monitors individual posts without the use of bot detection and cleaning mechanisms.

**Methodological note:** The monitoring period coincides with the second collection phase of the **COVID-19 Community Perception Survey, Ecuador - March 2023**.


The aim was to have a qualitative input against which to triangulate the quantitative findings derived from the survey.

### COVID-19 vaccine rumours

#### Examples of posts in the original language, per subject addressed in the rumour (translation below)

#### Alleged cardiac, immune and fertility side effects.

← **Tweet**

 **Víctor Hugo Suárez** @VHSuarezF

Debemos detener el lanzamiento de la vacuna de ARNm covid. La evidencia de daño al sistema cardiovascular es abrumadora. Es un factor contribuyente probable a través de MÚLTIPLES mecanismos, incluida la aceleración de la enfermedad de las arterias coronarias. @Vice\_Ec @Salud\_Ec

**ENG:** We must stop the launch of the covid mRNA vaccine. The evidence of damage to the cardiovascular system is overwhelming. It is a likely contributing factor through multiple mechanisms, including acceleration of coronary artery disease.


← **Tweet**

 **Junta Cívica Duran** @DURANFUERZA

😂😂😂 la vacuna fitzer ha reportado efectos secundarios como infertilidad en el cromosoma x. 🙄🙄 @a\_e00omr [twitter.com/Natio\\_MLaFranc...](https://twitter.com/Natio_MLaFranc...)

**ENG:** The Fitzer vaccine has reported side effects such as x-chromosome infertility.

← **Tweet**


 **Crnl EMC, DR HC Guillermo Tamayo "CONUVIVE"** @GIOVITH

MSP del Ecuador, Dr Ruales ministro, revele los efectos adversos de las vacunas experimentales que impulsan. Todo un secretismo de las múltiples enfermedades que aparecieron en los ecuatorianos después del engaño de esas vacunas covid que no inmunizan, pero si bajan la inmunidad.

**ENG:** Ecuador's MSP (Ministry of Health), Dr Ruales Minister, reveals the adverse effects of the experimental vaccines being promoted. A whole secrecy of the multiple diseases that appeared in Ecuadorians after the hoax of these covid vaccines that do not immunize, but lower immunity.

#### Alleged attribution of deaths to COVID-19 vaccines.

← **Tweet**


 **CARLOS SAFLA** @clsafila

Replying to @Salud\_Ec @BancoMundial and 2 others

Nuevo estudio revisado por pares: '12 millones de MUERTOS por inyecciones COVID'

**ENG:** New peer-reviewed study "12 million DEAD from COVID injections".


← **Tweet**

 **Martha** @maruvel1

Los "no vacunados" somos la prueba de que la tal "vacuna" no era necesaria. ¡VACUNA ASESINA!

**ENG:** The "unvaccinated" are the proof that such a vaccine was not necessary. MURDERING VACCINE!

← **Tweet**

 **Miguel Angel** @MIGUELA71643080

Para evitar una muerte relacionada con COVID-19, Pfizer admite que su vacuna mata al menos a tres personas al causar un paro cardíaco: 🙄

**ENG:** To avoid a COVID-19 related death, Pfizer admits that if vaccinated it kills at least three people by causing cardiac arrest.

#### Alleged genetic manipulation of the virus to serve pharmaceutical interests.

← **Tweet**

 **Contra Todo No Mas** @todo\_ma1

🇪🇺 Proyecto Veritas, funcionario de #PfizerGate admite que está explorando la "mutación" de #COVID19 para poder desarrollar "preventivamente" nuevas vacunas

**ENG:** Project Veritas, #PfizerGate official admits to exploring #COVID19 "mutation" in order to "preemptively" develop new vaccines.


← **Tweet**

 **Andrea** @andreameber

Proyecto Veritas muestra al Director de Investigación y Desarrollo de Pfizer diciendo que manipulan el virus del COVID para crear nuevas variantes y ganar más dinero vendiendo las vacunas. Nadie lo investigará, pero la industria farmacéutica es la mafia del siglo XXI.

**ENG:** Project Veritas shows Pfizer R&D Director that they manipulate the COVID virus to create new variants to make more money selling vaccines. No one will look into it, because the pharmaceutical industry is the mafia of the 21st century.

← **Tweet**

 **Y lo sabes!!!** @YlosabesLo

Pandemia: laboratorios se hacen de oro  
Inflación: eléctricas, gasofas y bancos de oro  
Guerra de Ucrania: grandes superficies y fábricas de armas de oro  
Las élites generan los problemas y se enriquecen  
Eres carne de cañón  
Y lo sabes!!!

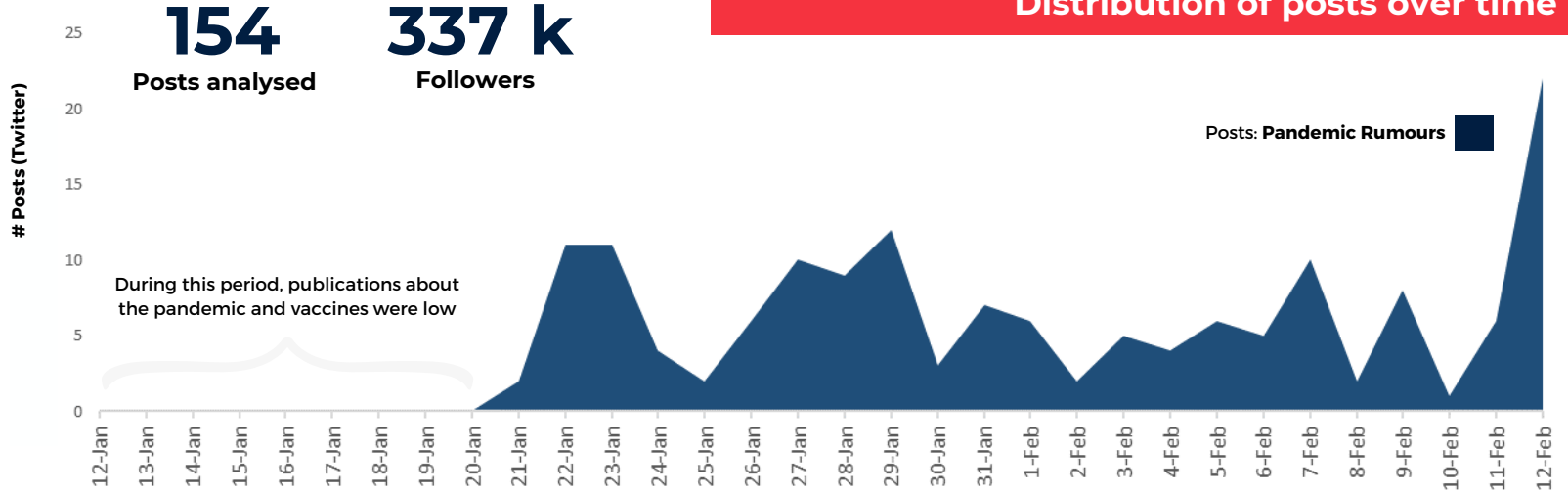
**ENG:** Pandemic: labs are made of gold. Inflation: electricity companies, gas companies and gold banks. Ukrainian war: supermarkets and factories of gold fodder, and you know it!

## Pandemic rumours

This repertoire of rumours show mistrust and dissatisfaction of users in highly sensitive dimensions that may go beyond the health or humanitarian spheres. Consequently, addressing them may involve communication or reputational risks for the National Society or its provincial branches.

It is therefore advisable to narrow key messages to health or humanitarian settings only, and to coordinate the National Society's Community Engagement and Accountability (CEA) strategies with the health guidelines provided by local or national authorities..

### Distribution of posts over time

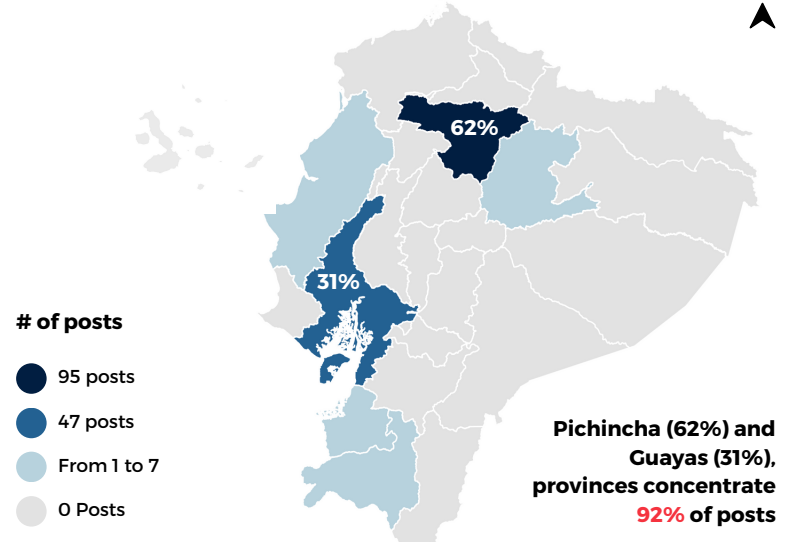


### Word cloud



**Note:** The posts that fed the word cloud, originally written in Spanish, were not translated into English. The right-hand column shows the most frequent words based on the Spanish version of the word cloud.

### Geographical distribution of posts



### Pandemic rumours

#### Examples of posts in the original language, per subject addressed in the rumour (Translation below)

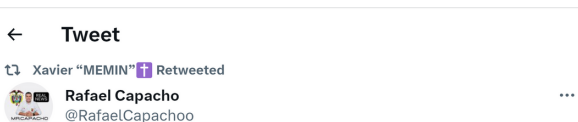
##### Alleged non-existence of the pandemic.



Replying to @Maika28125425 and @ESubercaseaux  
 Justificando la farsa del Covid y los efectos letales de las vakkunas  
**ENG: Justifying the Covid hoax and the lethal effects of vaccines.**



#MIRONES Ahora que la estafa Covid está siendo desmontada y que se demuestra que los negacionistas teníamos razón desde el principio, los COLABORACIONISTAS médicos y mediáticos deben ser juzgados y penalizados por el público ¿sigue usted escuchando a quien le engañó? Un aullido  
**ENG: #MIRONES Now that the Covid scam is being dismantled and the denialists are proven right all along, the medical and media COLLABORATIONISTS must be judged and penalised by the public - are you still listening to the one who fooled you? A howl.**



Lo que la mayoría de la gente no se da cuenta es que el globo está liberando SARS-CoV-3  
**ENG: What most people don't realise is that the globe is releasing SARS-CoV-3.**

##### Alleged creation of the pandemic by different actors, to serve their interests.



"Creas la necesidad para vender la solución"  
 Ejemplos de la vida real:  
 1) Creas violencia y conflicto, y vendes armas.  
 2) Creas enfermedades y pánico, y vendes la "vacuna".

El negocio se maximiza si:  
 1) Autoridades estatales "compradas"  
 2) medios de comunicación "comprados"  
**ENG: "You create the need to sell the solution" Real examples from real life: 1) You create violence and conflict, and sell weapons. 2) You create disease and panic, and you sell the "vaccine". Business is maximised if: 1) State authorities are "bought". 2) "bought" media.**



17- Unas pocas grandes corporaciones controlarán el mundo. La pandemia de #COVID19 y los confinamientos les han venido como anillo al dedo para multiplicar sus resultados/beneficios a la vez que destruían el pequeño comercio, ampliando su mercado. Sería una especie de #Umbrella  
**ENG: 17-A few big corporations will control the world. The #COVID19 pandemic and the confinements have been perfect for them to multiply their results/profits while destroying small commerce, expanding their market. It would be a kind of #Umbrella**



Y pensar que estas mascarillas en tiempos de pandemia por COVID-19 las vendían hasta en \$5 cada una.  
 Al IESS se las pasaron por \$12 cada una.

¿Cómo traficaron tanto con la salud de la gente!  
**ENG: And to think that these masks at the time of the COVID-19 pandemic were sold for up to \$5 each. To the IESS they went for \$12 each. How they trafficked so much with people's health!**

##### Alleged futility of the measures implemented since 2020.



La ingeniería social fue tan efectiva que lograron poner el falso virus en la mente y difícilmente podrán liberarse. La pandemia está en el subconsciente y el miedo es su alimento. Pueden prohibir las mascarillas y seguirán usando. Mentes débiles poco informadas.  
**ENG: The social engineering was so effective that they managed to put the false virus in the mind and they will hardly be able to free themselves. The pandemic is in the subconscious and fear is its food. They can ban face masks and they will continue to use them. Weak, uninformed minds.**



Solamente añadir que no hay evidencia de que la vacuna brinde protección más de seis meses.  
**ENG: Just to add that there is no evidence that the vaccine provides protection beyond six months.**



Boom.  
 Aquí Bill Gates diciendo:  
 1- Las vacunas no evitan la transmisión.  
 2- No funcionan si aparecen nuevas variantes.  
 3- No dura nada su protección.  
 Resumiendo, no funcionan en ninguna de las 3 definiciones de vacuna. El exceso de mortalidad es lo único que funcionó bien en ellas.

**ENG: Boom. Here's Bill Gates saying: 1- Vaccines don't prevent transmission. 2- They don't work if new variants appear. 3- They don't last for protection. In short, they don't work in any of the 3 definitions of a vaccine. Excess mortality is the only thing that worked well in them.**

### Operational Recommendations - Community Engagement and Accountability (CEA)



Encourage **cross-cutting articulation of the CEA approach in the National Society's** strategic, programmatic, operational, logistical, technical and administrative areas.



Strengthen and **outline the feedback mechanisms of the various areas of the National Society, particularly those with a national scope**, as well as systematisation processes and returning results to communities.



**Consolidate the capacities of the National Society's** staff and its provincial branches in Social Listening and other qualitative instruments for monitoring social behaviour.



**Promote** the application of **social listening and qualitative social behaviour monitoring tools** to keep the CEA strategy aligned with people's priorities.



**Assess communication and/or reputational risk** when addressing rumours detected by social listening.



Delineate the areas and dimensions implicit in the rumours detected by Social Listening, and **narrow down the key messages to explicit health and/or humanitarian aspects**.



**Build trust** in vaccination through **personal experience narratives** provided by members of local communities (**peers**).

### In case of questions, please contact:

**Carla Guananga**

[carla.guananga@ifrc.org](mailto:carla.guananga@ifrc.org)

CEA Senior Officer - Américas Region - IFRC

**Diana Escalante**

[descalante@cruzroja.org.ec](mailto:descalante@cruzroja.org.ec)

National Coordinator of the BHA-CEA Project - Ecuadorian Red Cross



**[Tell us what you think about this report?](#)**

**[Click here.](#)** Your answers are very valuable to us, as they contribute to the improvement of this document.