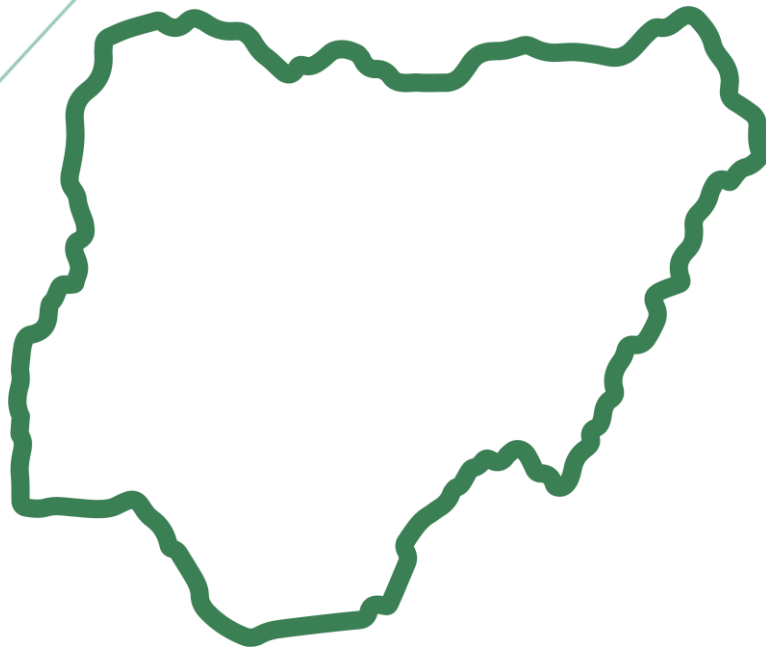


A background network diagram consisting of numerous teal-colored circular nodes connected by thin teal lines, creating a complex web-like structure. The nodes are distributed across the page, with a higher density on the left side.

# Social Listening Insights Report

Cholera

24<sup>th</sup> June – 1<sup>st</sup> July 2024



## Summary of Insights

From June 24 to July 1, about 2,227 cholera-related conversations in Nigeria were identified across multiple platforms, with the web having the highest volume (1,949) and engagement (15,254). Facebook posts reached the most people (6,905,450), while Twitter had significant interactions with moderate volume and engagement. Insights revealed the critical need for public education on hygiene practices, particularly handwashing and safe food preparation, to prevent cholera transmission. There was a strong demand for clear information on cholera vaccine availability and cost, with many queries about where to obtain vaccinations. Personal stories highlighted the severe impact of cholera, underscoring the importance of preventive measures. Public health communications should address public fears empathetically, share real-life stories to raise awareness, and promote practical preventive tips like boiling water and avoiding street food. Tailored content for different platforms, including detailed articles, engaging social media posts, and educational videos, is essential. Encouraging public interaction through live sessions and discussions will enhance message effectiveness and support cholera prevention efforts.

## Detailed Report

### Social Media Platforms

While cholera information is widely shared, the nature and level of engagement vary significantly across platforms. From 24th June to 1st July 2024 cholera-related conversations had a total volume of about 2,227 posts, reaching 11,930,928 people with 19,327 engagements across various platforms. The web had the highest volume of posts (1,949) and engagement (15,254), indicating extensive use and interaction with online articles about cholera. Facebook posts had the highest reach (6,905,450), suggesting it is effective for wide dissemination despite moderate engagement (2,885). Twitter showed moderate volume, reach, and engagement, making it a key platform for active discussions. In contrast, Instagram had very low volume, reach, and engagement, highlighting its limited role in cholera-related conversations. YouTube, with low volume but relatively higher engagement per post, indicates effective viewer interaction with fewer videos on the topic.

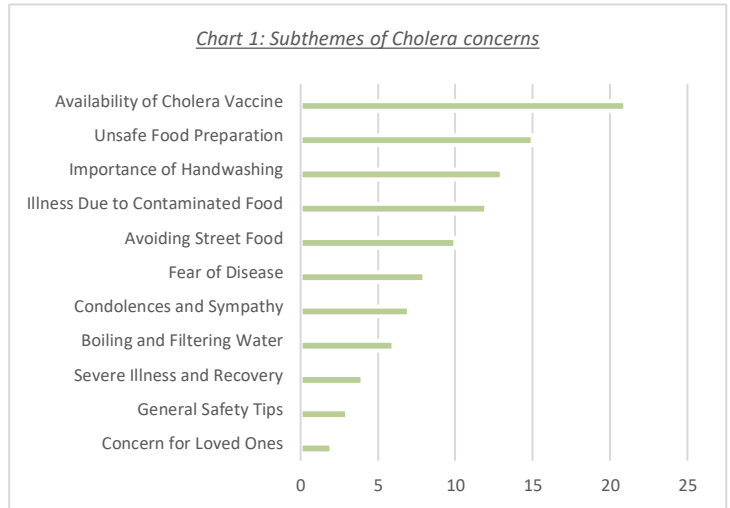
Duration	Volume	Reach	Engagement
Facebook	98	6,905,450	2,885
Instagram	4	20	2
Twitter	125	1,896,853	1,044
Web	1,949	3,106,799	15,254
YouTube	51	21,806	142
<b>Grand Total</b>	<b>2,227</b>	<b>11,930,928</b>	<b>19,327</b>

*Table 1: Volume, reach and engagement on cholera-related conversations from 24<sup>th</sup> June to 1<sup>st</sup> July 2024*

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**Summary of sub-themes from social and community listening - 01 May to 20 June 2024**

The thematic analysis of cholera-related conversations for the week highlights several key insights: the critical importance of hygiene practices, especially regular handwashing and safe food preparation, to prevent cholera transmission. There is significant interest in the availability and cost of the cholera vaccine, reflecting a need for accessible vaccination information. Personal experiences, including severe illness and recovery, as well as concerns for loved ones, underscore the disease's impact on individuals and families. Public health concerns are prevalent, with many expressing fear and sympathy for those affected. Preventive measures, such as boiling and filtering water, avoiding street food, and general safety tips, are commonly discussed as ways to mitigate the risk of cholera infection. These insights emphasize the need for comprehensive health education and accessible preventive resources to combat the cholera outbreak effectively.



This cholera that almost kpai me in Lagos 2013  
 Hmmm same cholera outbreak, some people that were with me in same hospital didn't survive it oo. Experience I will never forget...in seconds you are dried up due to stooling and vomiting. God saved my life sha I was almost gone, Please keep urself safe and take heed to the preventive measures....God help us

Also those of you that buys all these zobo, soya milk and the rest should be careful o. Cause you don't know the kind of water they're using to make these things. Even where you're grinding tomatoes, pepper and co...

@iamcredible\_kellz I suffered severe diarrhea (cholera) last week, for complete two days, I almost died in the process. It was out of my carelessness in washing of fruit(cucumber). It took me days to fully recover 😞

mum bought sliced watermelon 🍉 from the road cus she felt she would waste the whole watermelon since no one is at home to eat it. A few hours later she was stooling and vomiting like a running tap. She could have gone into shock and died if not for God's mercy and apt management. When you see dedication in Nigeria please appreciate it and practice safe living.

There's vaccine for cholera? Please did we take it as babies???

Please can a child of 2 years take the vaccine

Thanks, which drugs can we take for cholera

## Recommendations

Based on the insights, the key recommendations for public health communications regarding the cholera outbreak are:

### Disseminate Vaccine Information

- Provide clear, accurate, and accessible information about cholera vaccine availability, locations, and costs across all channels.
- Address common misconceptions and concerns about vaccine safety.

### Educate on Hygiene Practices

- Launch a targeted campaign emphasizing the importance of handwashing and safe food preparation.
- Use visuals and step-by-step guides to make the information easily understandable.

### Share Personal Stories

- Feature real-life stories of individuals affected by cholera to highlight the seriousness of the disease and the effectiveness of preventive measures.
- Use testimonials in web articles, social media posts, and video content.

### Address Public Concerns

- Acknowledge and address public fears and concerns with empathetic messaging.
- Offer support resources and practical advice to manage anxiety related to the outbreak.

### Promote Preventive Measures

- Consistently communicate practical preventive measures, such as boiling and filtering water and avoiding street food.
- Use infographics, short videos, and social media posts to convey these tips.

## CONTACT US

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Nigeria Health Watch is a not-for-profit health communication and advocacy organisation that seeks to advocate for better health for Nigerians. We work to actively engage and support the government in raising awareness and increasing knowledge on a wide range of health issues in Nigeria



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