



Lassa Fever Social Listening Insights Report

Nigeria Health Watch

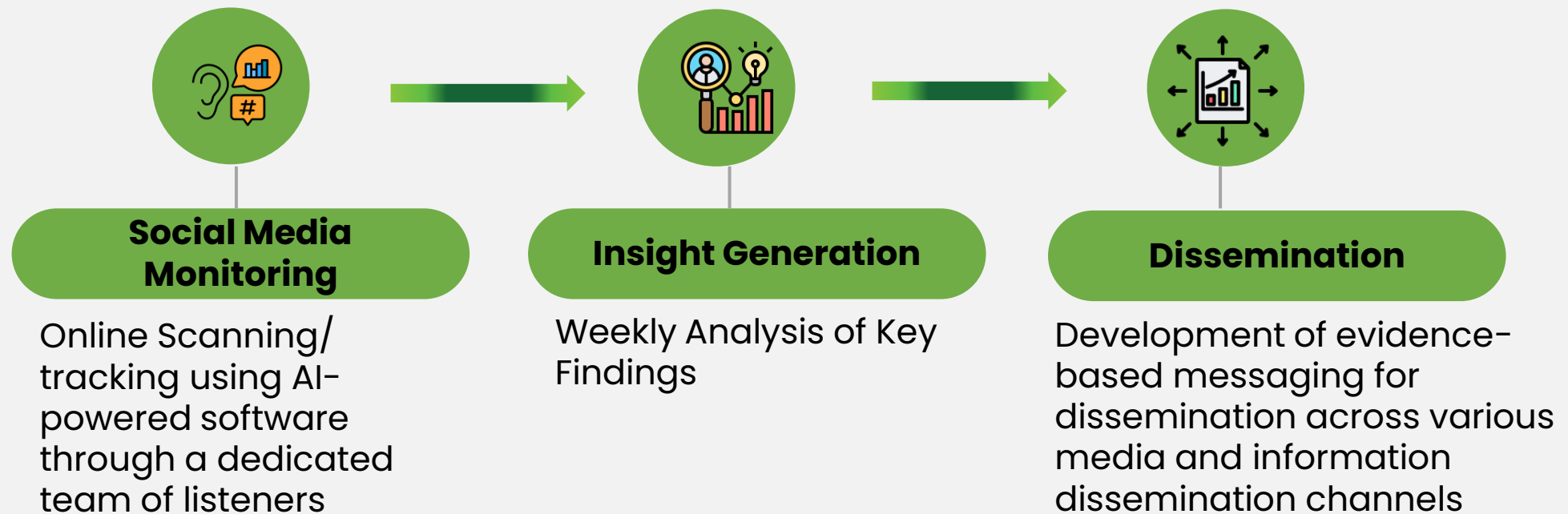
April 2024

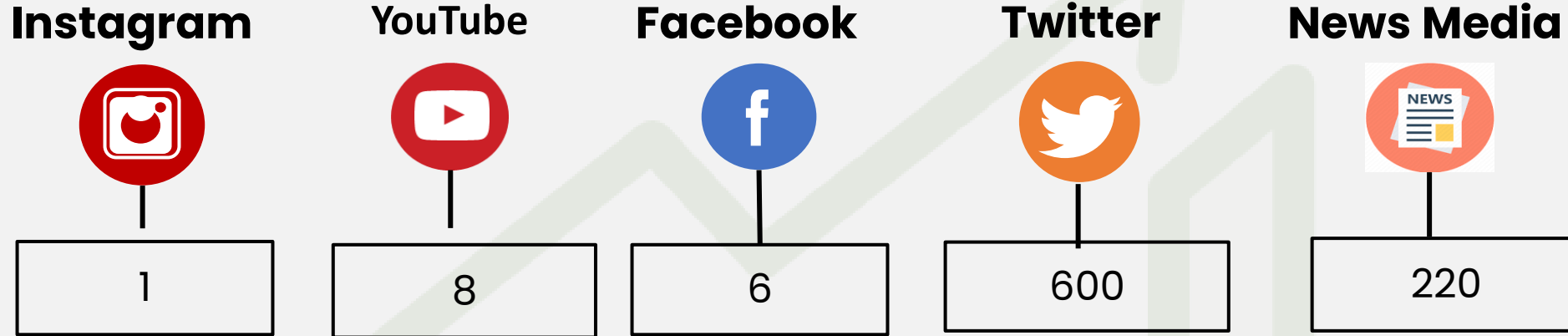




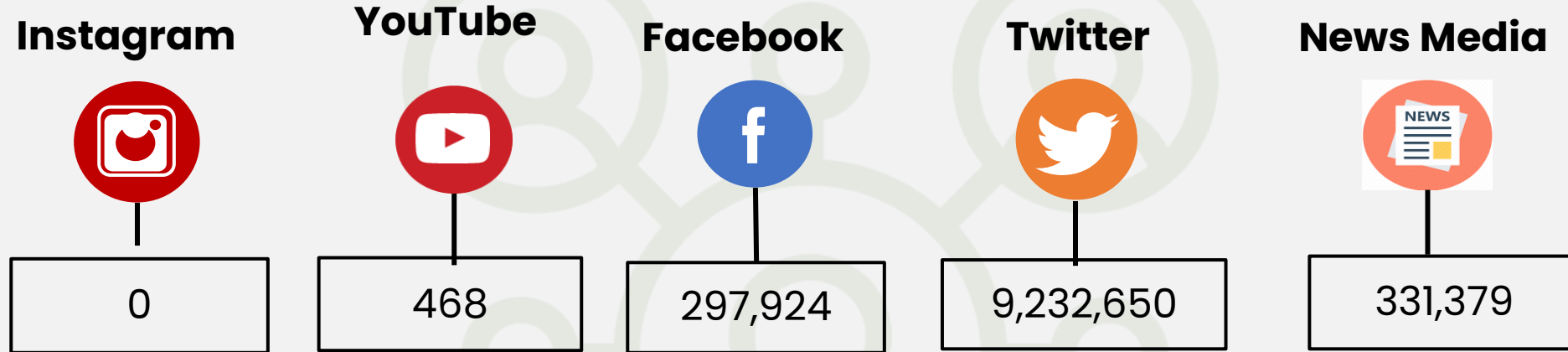
- ❑ This report provides valuable insights from social listening activities focused on **infectious and vaccine-preventable diseases** in Nigeria. We monitor conversations across multiple online channels using AI-powered social listening tools to get a comprehensive understanding of the information trends and public sentiments about the diseases with the goal of generating evidence-based communication strategies for stakeholders.
- ❑ Focus Issue: **Lassa Fever**
- ❑ Time frame: 4th– 11th April 2024

- We monitor conversations across various digital platforms, including social media (Twitter, Facebook, Instagram, YouTube, etc), news articles, and blogs, using disease-specific keywords. All mentions are then collated and thematically analysed using predetermined prioritisation metrics. The final phase is the dissemination of the report to inform targeted communication strategies





- ❑ Twitter had the highest volume of Lassa fever-related conversations in the reporting period, contributing approximately 72% of the total volume. News media and blogs had the second highest volume accounting for about 26% of the total volume. Facebook, YouTube and Instagram had minimal conversations collectively accounting for only about 1% of the total volume. Instagram has the lowest volume with just 1 mention.



- ❑ Twitter had the highest reach, accounting for 95% of the total reach. News media/blogs had a significantly lower reach than Twitter, accounting for about 3% of the total. Facebook, YouTube, and Instagram collectively contributed about 2% of the total reach.

Information Sources - Engagement Metrics



Instagram



0

YouTube



4

Facebook



58

Twitter



311

News Media



116

- ❑ Twitter had the highest level of engagement (including likes, comments and shares), accounting for 63% to the overall engagement. News media/blogs accounted for 24% of the total while Facebook contributed about 12% to the total engagement.



Thematic Analysis



The Lassa fever outbreak was recurring theme with the analysis showing increased number of cases across multiple states as well as new cases in some states like Kogi State.
<https://bitly.ws/3hRhj>
<https://bitly.ws/3hRhD>



Tolu Ogunlesi, MON

@toluogunlesi

Possibly Lassa Fever. Kogi is one of the States where cases have been reported in 2024. @NCDCgov will be able to confirm.

It's a viral haemorrhagic illness caused by exposure to food contaminated with faeces/urine of infected rats.

108 deaths reported nationwide by NCDC, as at end Feb-2024

The_Lagos_Ebira_Girl Backup Account @LagosEbira_Girl · Apr 7

Looks like there's a disease outbreak here in Lokoja 🙄

Lost a student yesterday to 'Hemorrhagic fever'. Don't know what that is but other people who were in contact with the deceased in the last 21 days are going to be kept in the isolation center.



Lassa Vaccine R&D



Conversations were centred around the commencement of the phase 2 clinical trial for the Lassa fever vaccine by CEPI, IAVI and other partners in Nigeria. This pivotal phase marks a significant milestone in the ongoing efforts to develop an effective vaccine against Lassa fever, a severe viral haemorrhagic illness endemic to certain regions of West Africa.

<https://bitly.ws/3hReR>

<https://bitly.ws/3hRf4>





Based on the social listening report, we recommend a targeted communication strategy to address Lassa fever and combat misinformation in Nigeria:

Leverage Twitter for Online Communication

Given its overwhelming dominance in both volume and reach, Twitter should be a primary platform for disseminating information and engaging with the public about Lassa fever. Stakeholders, including health authorities and NGOs, should prioritise Twitter in their communication strategies to maximise their reach and impact.

Partner with Influencers

Identify and collaborate with trusted social media influencers or community leaders to amplify accurate information.

Who we are

Nigeria Health Watch is a not-for-profit health communication and advocacy organisation that seeks to advocate for better healthcare for Nigerians, engaging and supporting the government to raise awareness and knowledge on a wide range of health issues in Nigeria. The unique capacity of Nigeria Health Watch lies in its communication expertise which enables the organization to provide solutions for evidence-based communications and advocacy in the health sector.

How we translate evidence for policy action



Health Events:

- Policy dialogues
- Health forums
- Future of health conference
- Media roundtables



Other Advocacy Platforms:

- Social media
 - Twitter - >120,500 followers
 - Facebook - >65,000 followers
 - Instagram - >7,742 followers
 - YouTube - >44,200 subscribers
 - LinkedIn - >11,000 followers
- Traditional media
 - TV
 - Radio
 - Print



Website Editorials:

- Torchlight series
- Thought leadership series



Other Key Products:

- Advocacy videos
- Podcasts
- Event reports
- Survey reports
- Documentaries

The Health Misinformation Project



Goal: To debunk health misinformation in Nigeria using evidence, in multi – formats and on multi – platforms

How?

1.

Social Listening

Online



- Active listening to rumours, misinformation, and disinformation using an AI-powered social listening tool

Offline



- Community Polling in three States (Akwa-Ibom, Lagos and Kano) on HPV Vaccine Introduction through a network of community informants via KII, FDG and Surveys

2.

Capacity building/ strengthening

- Training of Gate Keepers in community on Health Misinformation Management led to the launch of the Fellowship aimed at building a network of stakeholders equipped with the skills and resources to combat health misinformation and address hesitancies around vaccines and other public health measures

3.

Social Media Influencers Engagement

- Social Media Influencer engagement focused on debunking HPV Vaccine- related misinformation/ disinformation

4.

Dissemination

- Social media (Facebook, Twitter, Instagram, YouTube), online blogs
- Training of health care workers and educators to disseminate via community structures, IEC materials, radio jingles



Thank

you

