



Lassa Fever Social Listening Insights Report

Nigeria Health Watch

March 2024



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.

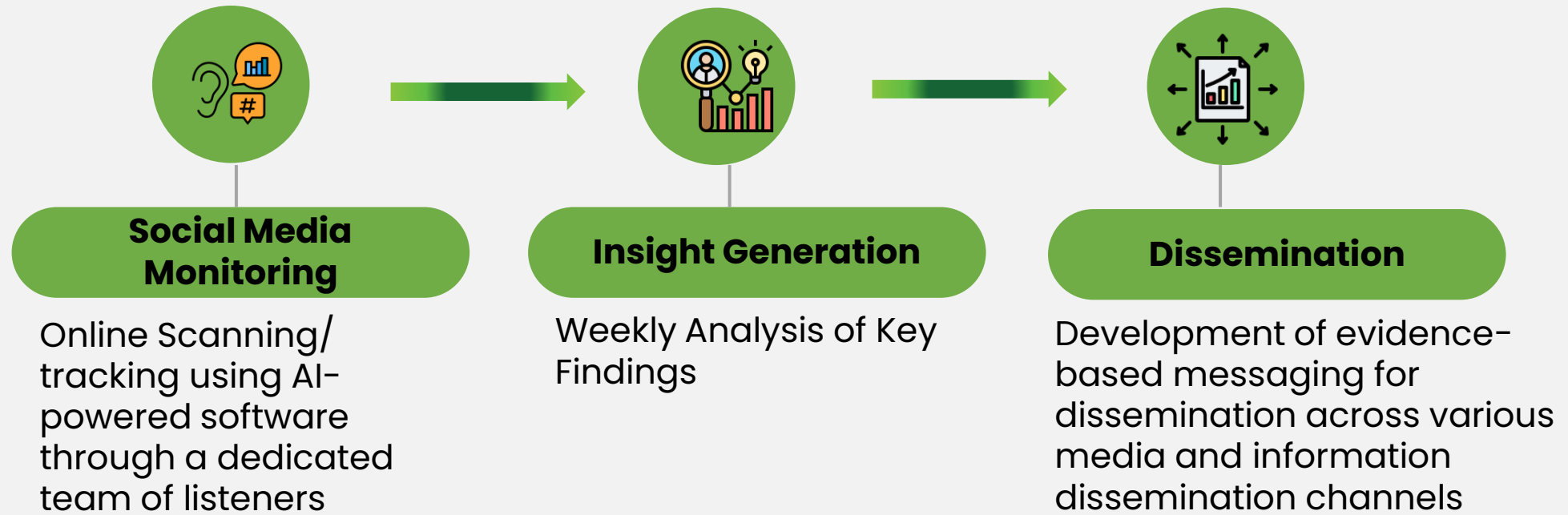
Dissemination

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

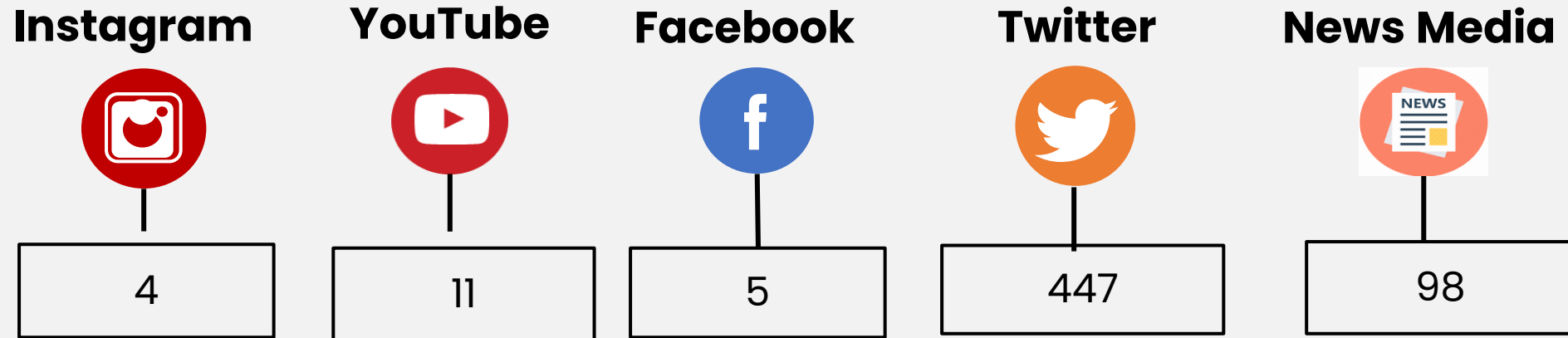


- ❑ This report provides valuable insights from social listening activities focused on **infectious and vaccine-preventable diseases** in Nigeria. We monitor conversations across multiple online channels using AI-powered social listening tools to get a comprehensive understanding of the information trends and public sentiments about the diseases with the goal of generating evidence-based communication strategies for stakeholders.
- ❑ Disease in Focus: **Lassa Fever**
- ❑ Time frame: **March 8th – March 14th 2024**

- Generating monitor conversations across various digital platforms, including social media (Twitter, Facebook, Instagram, YouTube, etc), news articles, 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



Information sources- Volume

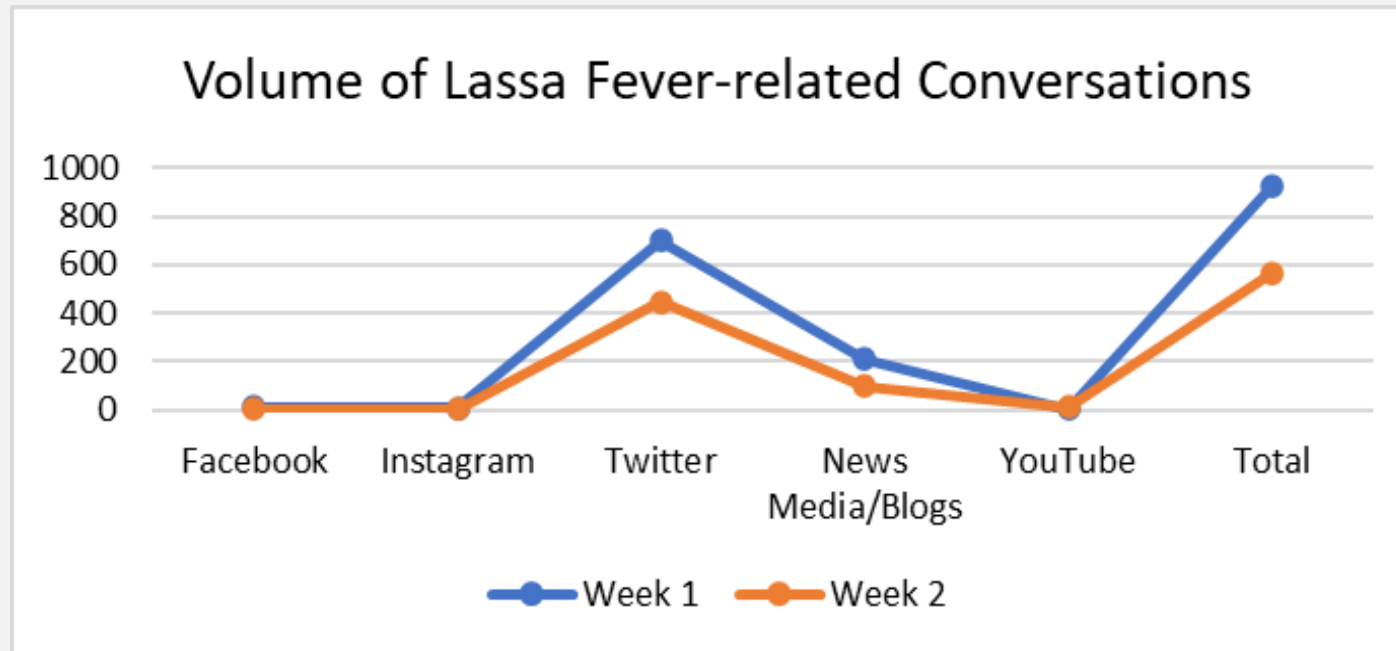


- ❑ Twitter has the highest volume of accounting for 79% of total conversations followed by News Media/Blogs, accounting for 17% of total conversations. Facebook and Instagram have a very low volume of conversations compared to the other platforms.
- ❑ Although, social media platforms account for the majority of the volume compared to all other platforms, there is generally a reduction in the volume across all platforms from previous weeks.

Information sources - Volume

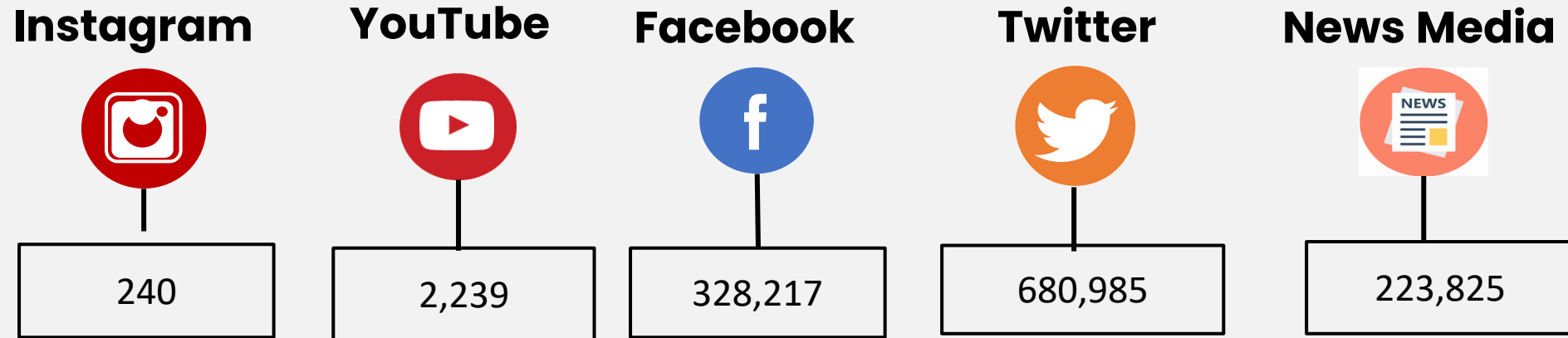


Comparison of Volume Between March 1st - 7th and March 8th - 14th



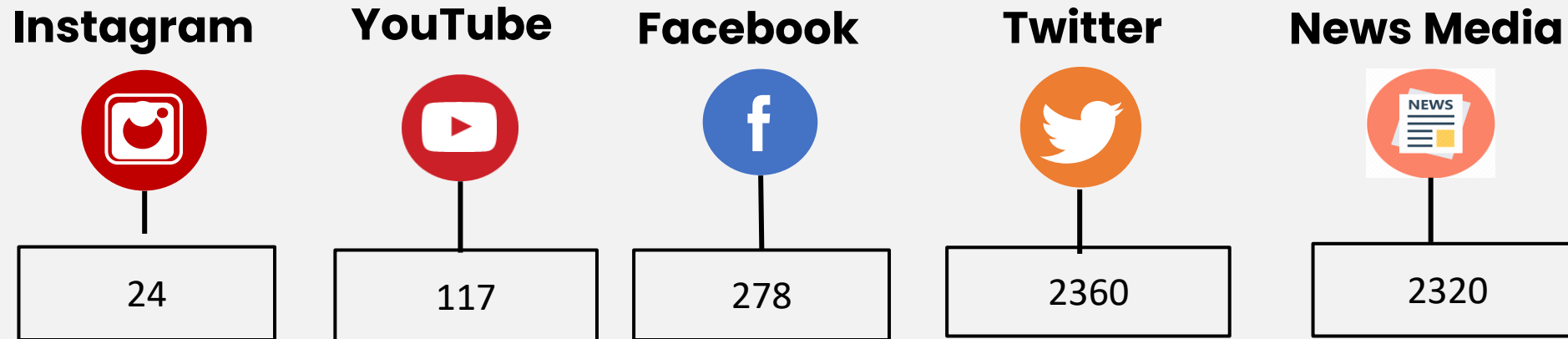
The volume of total Lassa Fever-related conversations reduced in this reporting week when compared to the previous reporting week.

Information Sources- Reach



- ❑ Twitter has the highest reach, accounting for 55.12% of the total reach, followed by Facebook at 26.57% and News Media/Blogs at 18.12%. Instagram and YouTube have a significantly lower reach compared to the other platforms.
- ❑ Overall, social media platforms account for a significant portion of the reach for Lassa fever-related posts (81.69%), with Twitter contributing the most.

Information Sources - Engagement Metrics



- ❑ Twitter had the highest engagement, accounting for 46.28% of total engagement (2,360), followed by News Media/Blogs with 2,320 engagements, accounting for 45.50% of total engagements.
- ❑ This suggests that conversations about Lassa fever in News Media/blog posts are generating a high level of engagement compared to Twitter.

- ❑ The top trend this week highlighted the increasing number of case and fatalities associated with Lassa. Online news platforms reported: Nigeria records 23 deaths and 96 cases of Lassa fever in one week.



Insight- Public Perception

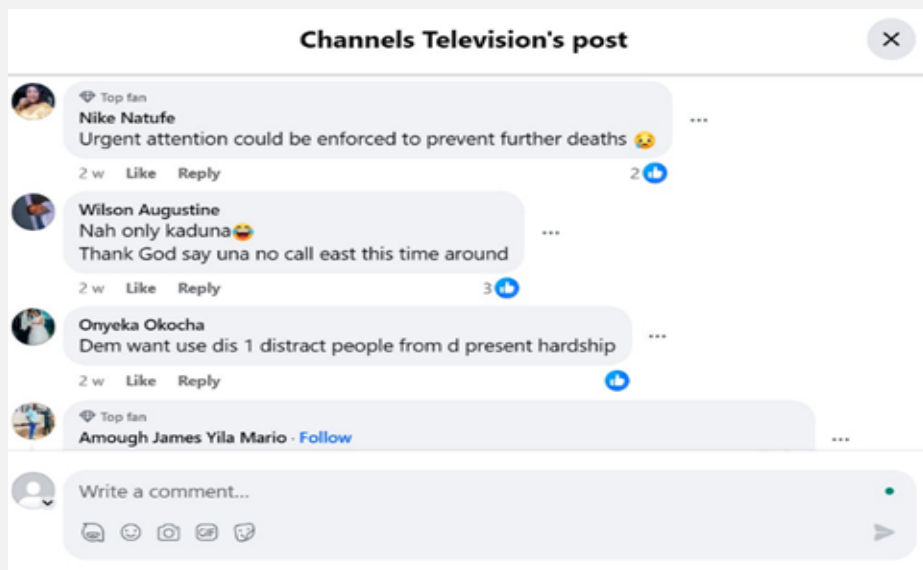


Lassa Fever Outbreak

The primary theme revolves around the outbreak of Lassa fever in states like Bauchi with mentions of healthcare workers' infections
<https://headtopics.com/ng/lassa-fever-nigeria-records-23-deaths-96-cases-in-one-week-49355790>

Misinformation and Rumours

There were rumours and misinformation about the motive for the Lassa fever response. Comments on Facebook, suggest beliefs that the government response to Lassa fever is just a means to divert funds..





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

- **Drive the Twitter Conversations:** While Twitter has the highest volume of conversations around Lassa Fever, these conversations are driven mainly by public health organisations. Therefore, engage actively on Twitter, prioritising clear and concise messaging, sharing regular updates on the Lassa fever situation, including prevention tips and treatment information and hosting live sessions (Twitter Spaces) to address concerns, information voids and misinformation.
- **Address Misinformation on Facebook:** Address misinformation circulating on Facebook comments by providing clear information on government efforts to address the outbreak, including resource allocation and case management strategies. This can be done by organising Q&A sessions on Facebook live to address public concerns directly.



Additional Considerations

- Partner with influencers: Identify and collaborate with trusted social media influencers or community leaders to amplify accurate information.
- Develop visuals: Create infographics, short videos, or other visual content to enhance engagement and information retention.
- Multilingual communication: Consider translating key messages into local languages for wider reach in affected areas.



Thank

you

