



# 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.

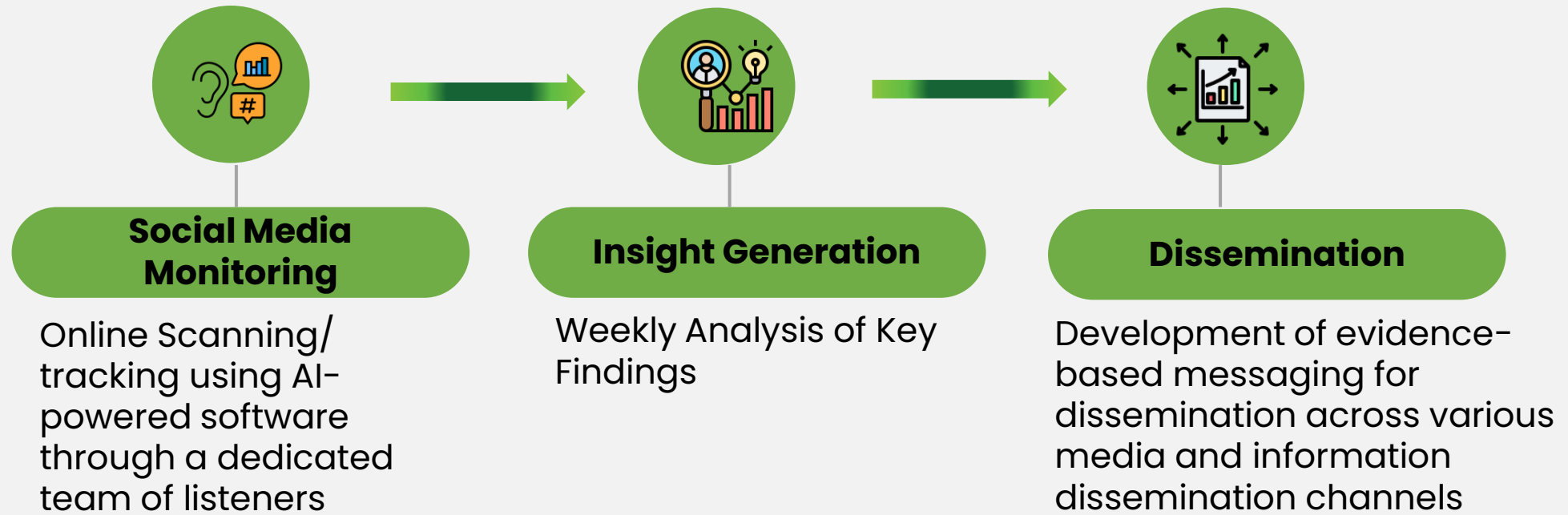
### Dissemination

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

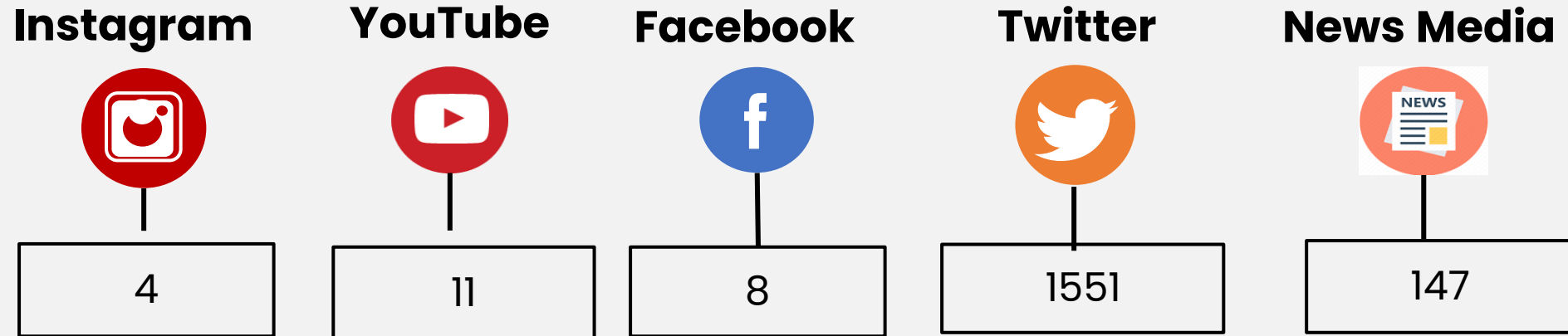


- ❑ This report provides valuable insights from social listening activities focused on **infectious and vaccine-preventable diseases** in Nigeria. We monitor conversations across multiple online channels using AI-powered social listening tools to get a comprehensive understanding of the information trends 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 15<sup>th</sup> – March 21<sup>st</sup> 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

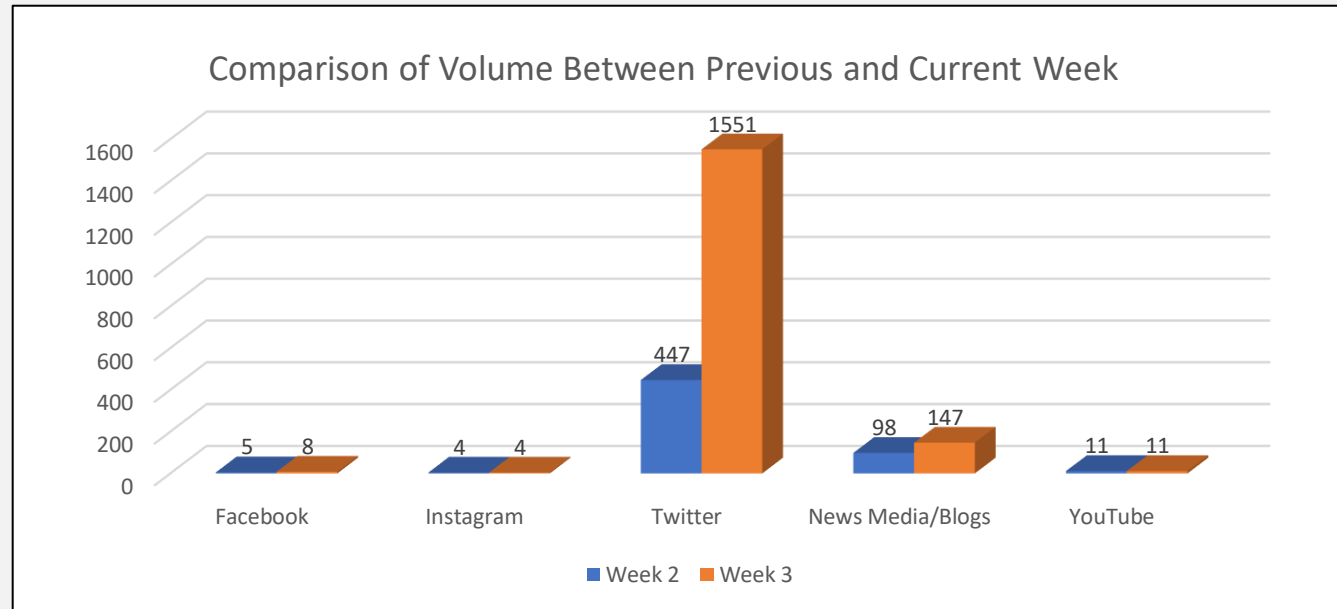


- ❑ Twitter had the highest volume of Lassa fever-related conversations, accounting for 90% of the total volume of conversations. Considering that these conversations are mainly driven by the public suggests the preference of Twitter for sharing opinions, experiences and real-time updates around Lassa fever.
- ❑ News media/blogs had a significantly lower volume than Twitter, contributing only about 8% of the total volume of conversations.
- ❑ Facebook, Instagram and YouTube collectively contribute only about 2% to the total volume of conversations in this reporting week.

# Information sources - Volume

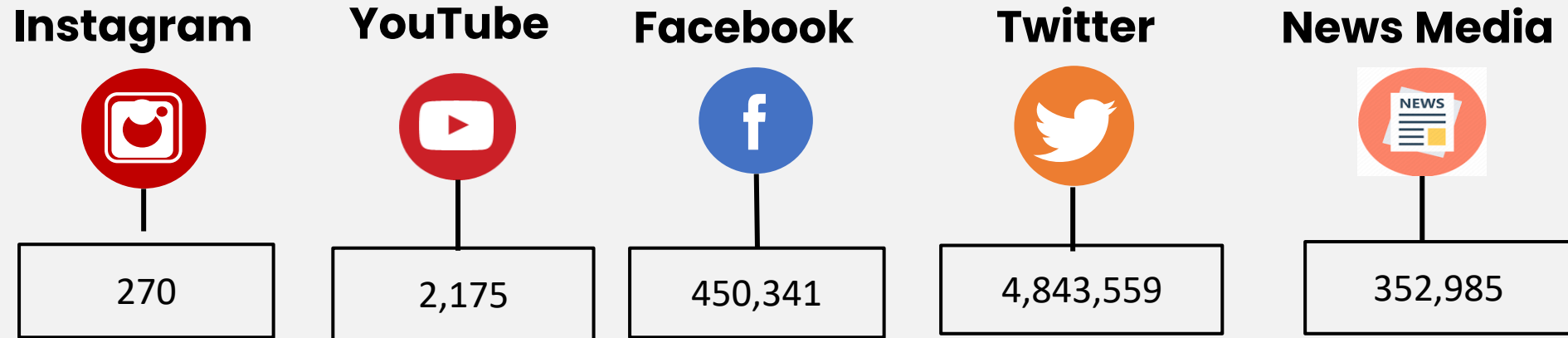


## Comparison of Volume Between March 8<sup>th</sup> – 14<sup>th</sup> and March 15<sup>th</sup> – 21<sup>st</sup>



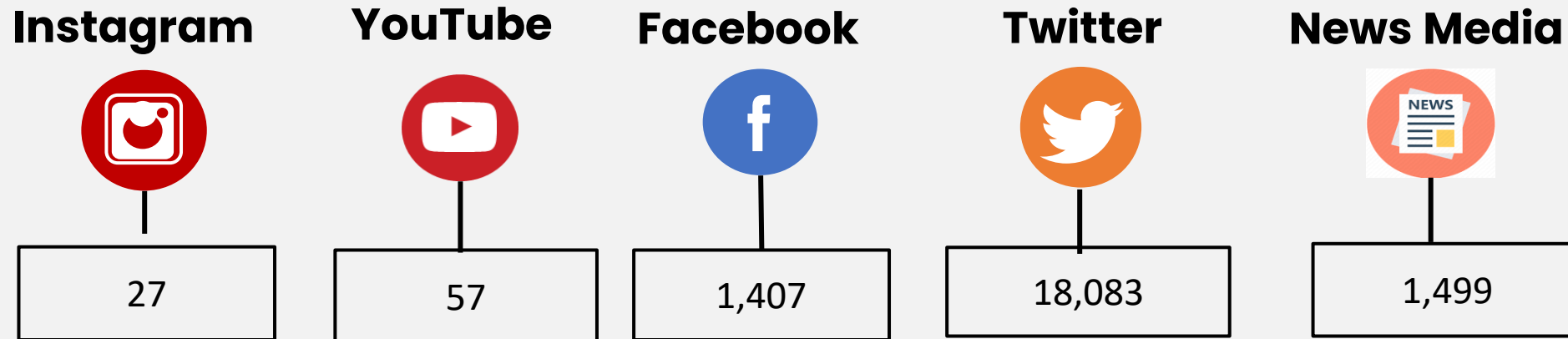
Comparison of Lassa fever-related conversations from the last report shows a significant increase in the total volume of conversation in this reporting week with Twitter contributing significantly to this increase.

# Information Sources- Reach



- ❑ Lassa fever-related post on Twitter had the widest reach, accounting for 86% of total reach.
- ❑ Facebook, although having a considerably low volume of conversations had a considerable reach, accounting for 8% of total reach. This is followed by news media/blogs which accounts for 6% of total reach.

# Information Sources - Engagement Metrics



- ❑ Twitter stands out with the greatest engagement, accounting for 86% of overall engagement on Lasa fever-related conversation.
- ❑ News Media/Blogs and Facebook account for 7% and 6% of total engagement respectively.

# Insight- Public Perception



## Awareness and concern



The level of awareness and concern around Lassa fever vary widely in the online space. Some individuals seem to take the issue seriously, sharing information and warnings about Lassa fever and its prevention measures, such as storing food properly to keep it away from rats. Others, however, seem to make light of the situation.

## Misinformation and Rumours



There were rumours and misinformation attributing Lassa fever to a hoax and questioning the government's motive for the Lassa fever response, suggesting that it is a means to embezzle public funds. [Scoring Matrix - Budget Accountability Workshop - Google Sheets](#)





Based on the findings, we recommend a targeted communication strategy to raise awareness on the causes of Lassa fever and preventive measures and address the circulating misinformation:

- ❑ **Leverage Twitter for 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 prioritize Twitter in their communication strategies to maximize their outreach and impact.
- ❑ **Address Misinformation:** The report highlights that misinformation about the motive behind the government response to the outbreak persist on Facebook. It is crucial for stakeholders to actively counter false narratives and provide accurate, evidence-based information to the public through the platform where they are spread. This can be achieved through targeted social media campaigns, fact-checking initiatives, and collaboration with credible sources to amplify accurate information.



- 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: Translate key messages into various local languages for wider reach in affected areas.



*Thank*

*you*

