



Lassa Fever Social Listening Insights Report

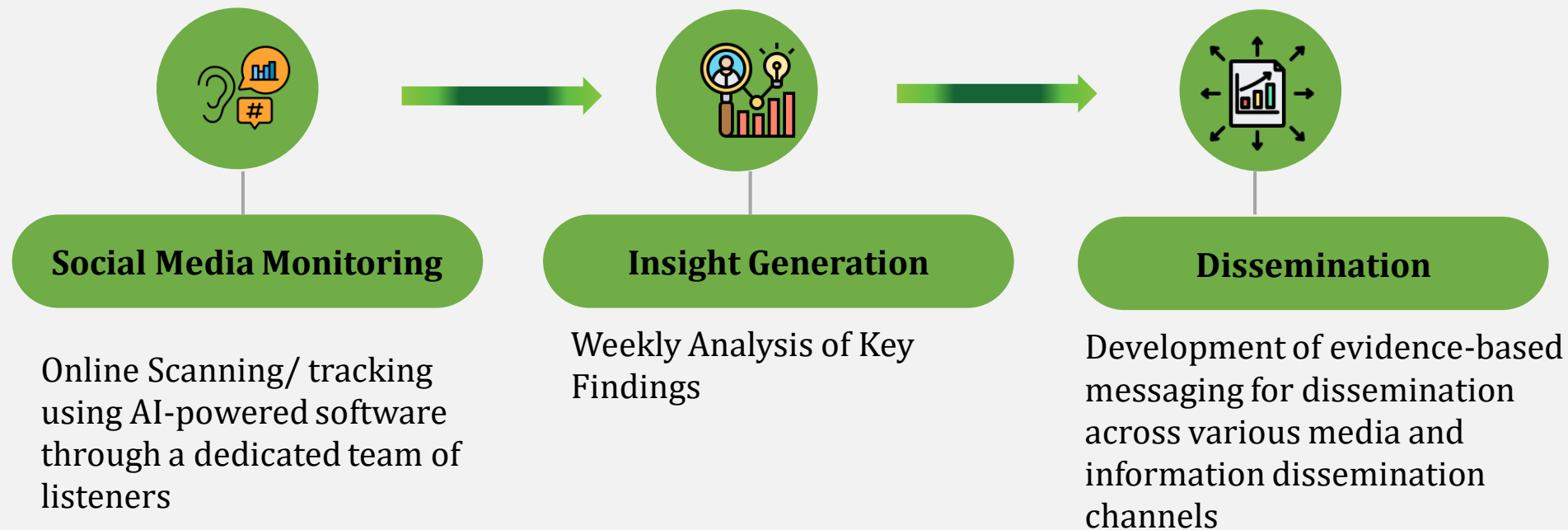
Nigeria Health Watch
April 2024



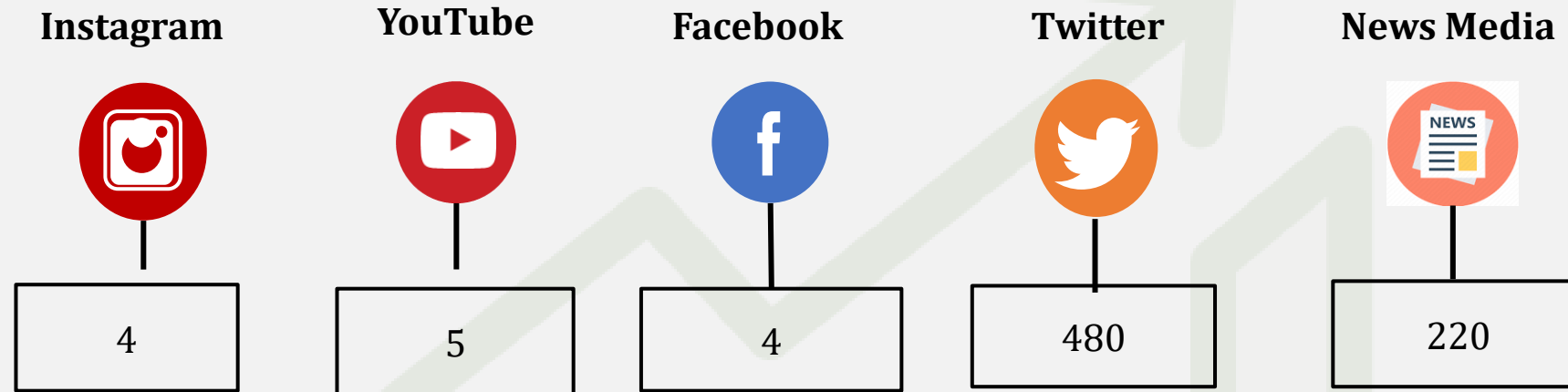


- ❑ This report provides valuable insights from social listening activities focused on **infectious and vaccine-preventable diseases** in Nigeria. We monitor conversations across multiple online channels using AI-powered social listening tools to get a comprehensive understanding of the information trends and public sentiments about the diseases with the goal of generating evidence-based communication strategies for stakeholders.
- ❑ Focus Issue: **Lassa Fever**
- ❑ Time frame: 12th- 18th April 2024

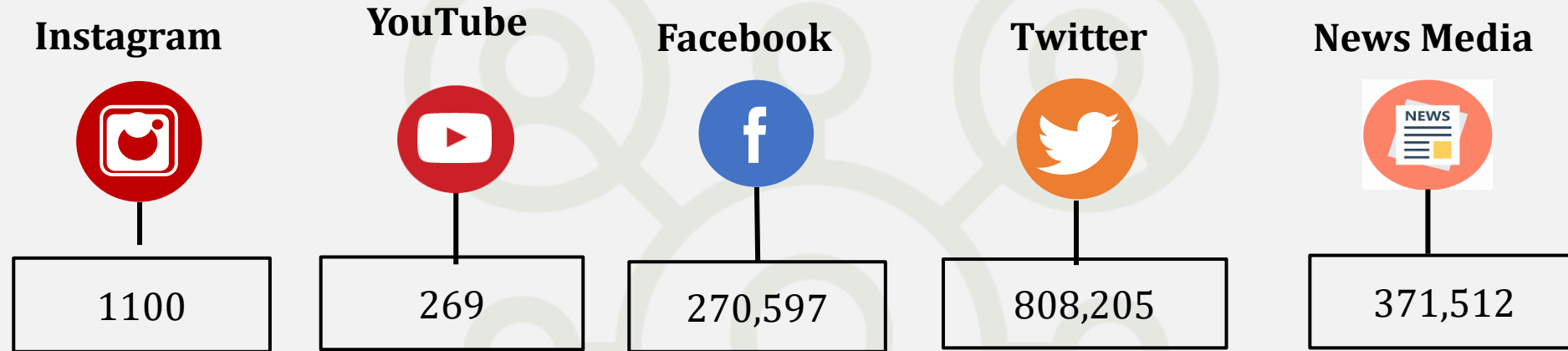
- We monitor conversations across various digital platforms, including social media (Twitter, Facebook, Instagram, YouTube, etc), news articles, and blogs, using disease-specific keywords. All mentions are then collated and thematically analysed using predetermined prioritisation metrics. The final phase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



Information sources- Volume of Conversations

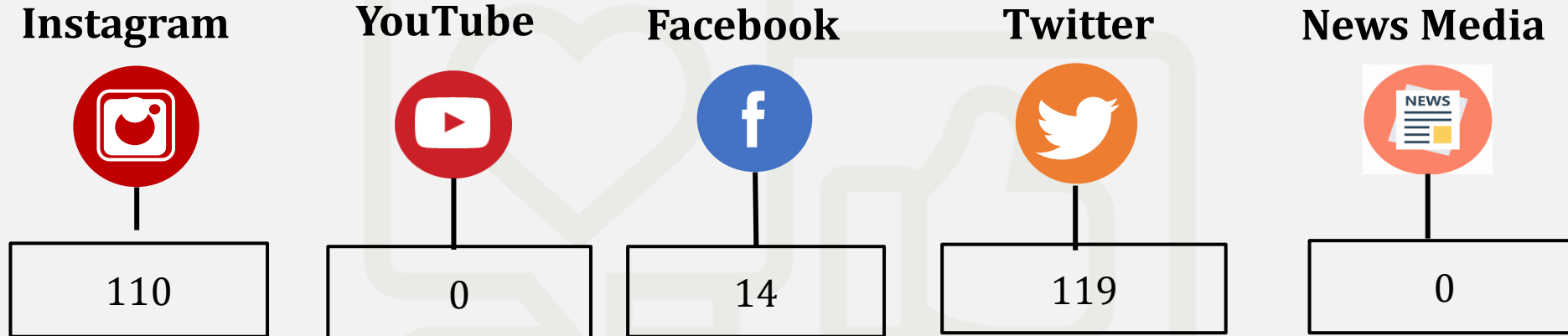


- ❑ **Twitter** had the highest Lassa fever-related conversations, accounting for about 67% of the total volume. News media/blogs also had a significant volume, accounting for about 31% of the total volume of conversations. On the other hand, Facebook, Instagram, and YouTube had very minimal volume, collectively accounting for about 2% of the total volume.
- ❑ These figures underscore Twitter's predominant role as the primary platform for online discussions pertaining to Lassa fever



- ❑ Twitter had the highest reach, accounting for 56%, within the reporting period. This was closely followed by News Media/Blogs, contributing 26%. Facebook reported a significantly low volume, however, showed significant reach of about 18%. Instagram and YouTube collectively contributed about 0.1% to the overall reach.
- ❑ This distribution indicates that while Twitter serves as a primary platform for dissemination, other channels such as **Facebook and News Media/Blogs** are critical tools that can be leveraged for increased audience reach, irrespective of volume.

Information Sources - Engagement Metrics



- ❑ Twitter had the highest volume of engagement (including likes, comments and shares accounting for about 49% of the total. Instagram although having low volume of posts around Lassa fever, showed a high engagement accounting for about 45% of the total , while Facebook, accounted for about 6%.
- ❑ News Media/Blogs and YouTube had no engagements.



Thematic Analysis



The Lassa fever outbreak was a recurring theme with the analysis showing the rising number of cases across multiple states in the country

<https://twitter.com/VirologistMunir/status/1779921315517886967>

<https://twitter.com/LagosLocalNews/status/1779842105407402170>

Awareness Creation



There is a growing movement among various organisations and individuals dedicated to raising awareness about the myriad preventive measures available to combat the spread of Lassa fever.

<https://web.facebook.com/NCDCgov/posts/pfbid02ACqFB7JTvKEKVFcxoQisPsoRpFyV1JbjeVSWGE2AsFJkAJhkGrERrUsTQYjJcVFNI>



Guyen Bibu

This awareness is at a right time. Kudos to NCDC.

20 h Like Reply



Abdulmumini Muhammad

Always keep the house clean and to avoid rodent movement.
Prevention is better than cure

20 h Like Reply



Misinformation:




Amidst discussions about Lassa fever, some individuals argue that deaths attributed to the virus may be influenced by factors like food scarcity, while others question the accuracy of reported cases


https://twitter.com/COVID19_disease/status/1779562262635876457

<https://twitter.com/vanguardngrnews/status/1778694638573949197>

4 d Like Reply

 **Phrince Esmer'eel Arderm**
HmMMMMMMMMMMMM another method.

4 d Like Reply


 **Nse Brownson Enamiriewan**
When people are struggling to eat, life is rough in this country, why person no go sick. Abeg make una no start.

4 d Like Reply


micheal louis @micheallouis384 - Apr 12

They died of hunger fever

 **Ka Del**
Why all this negative views but if to say na abroad dem give report una go believe dem

4 d Like Reply

 **Adu Ben**
NCDC you want to shop your own , not only lassa fever ,hungry fever follow deploy

4 d Like Reply



Based on the social listening report, we recommend a targeted communication strategy to share accurate information about Lassa fever and address all related misinformation in Nigeria:

Collective Action

Foster partnerships with healthcare organisations, educational institutions, community groups to amplify awareness of response efforts as well as infection prevention and control measures for Lassa fever. By joining forces, diverse expertise and resources can be leveraged to reach a broader audience and disseminate accurate information effectively.

Collaborate with Key Stakeholders

Engage with healthcare professionals, community leaders, and local organisations to amplify the message across diverse channels.

Increase Engagement on Instagram

Analysis of the current conversations within this reporting period reflects an increase in levels of engagement and reach about Lassa fever conversation via Instagram. Therefore, it is important for public health professionals to actively engage and drive these conversations to prevent the possibility of misinformation spreading on the channel.

Partner with Influencers

Collaborate with trusted influencers or individuals with significant online followings who can endorse the cause and spread awareness to their audience.

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

