

A background network diagram consisting of numerous teal-colored nodes connected by thin lines, creating a complex web-like structure. A dark green rectangular box is positioned on the right side of the page, containing the main title and subtitle. Below the box, a thick green outline of the map of Nigeria is centered.

# Social Listening Insights Report

Human Papilloma Virus (HPV)

14<sup>th</sup> - 20<sup>th</sup> June 2024

## Summary of Insights

From June 14-20, discussions about the HPV vaccine were prominent across platforms, with Twitter leading. A May 2024 community polling analysis showed 63% of respondents in 97 LGAs across four states had encountered HPV vaccine messages. Parents’ and caregivers’ top motivators for accepting the HPV vaccine were disease prevention and healthcare worker recommendations, with school requirements being less influential. This suggests focusing on health benefits and medical advice could boost acceptance rates. Healthcare providers were the primary consultants for HPV vaccination decisions, followed by community leaders, religious figures, and online sources, highlighting the crucial role of medical professionals and trusted local figures in shaping public opinion.

The main barriers to vaccine acceptance were safety concerns, with cultural beliefs as secondary factors, underscoring the need for addressing safety worries, improving education, and considering cultural aspects to increase uptake. Community concerns revolve around fears of infertility, health risks, and conspiracy theories, including beliefs that the vaccine prevents pregnancy, causes cancer, or is a ‘Western plot’. Cultural concerns about promiscuity and necessity for non-sexually active individuals persist, alongside significant distrust in authorities, particularly the WHO. Despite these issues, some recognize the vaccine's role in cervical cancer prevention, though misunderstandings remain common. Key messages for the week should focus on correcting myths and addressing safety concerns of the vaccines with evidence.

## Detailed Report

### Information sources

From 14th to 20th June, discussions about the HPV vaccine were notably present on various platforms. On Twitter, there were 166 conversations with a reach of 53,442 and an engagement of 290. In comparison, news media and blogs had 50 conversations, with 98,560 reach, and generating 200 engagements.

Platform	Volume	Reach	Engagement
Twitter	166	53,442	290
News media/blogs	50	98,560	200

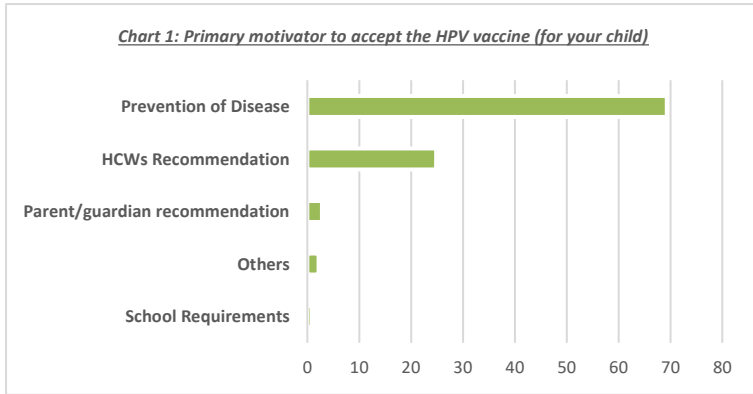
Table 1: Platforms where conversations on HPV vaccine were found – 01 May to 20 June 2024

Seen or heard HPV vaccine messages	Percentage (N=922)	Number of States and LGAs
YES	63%	
NO	37%	States: 4 LGAs: 97

Table 2: Analysis of respondents who heard about HPV Vaccine – May 2024

An analysis of respondents in May 2024 revealed that 63% had seen or heard messages about the HPV vaccine, spanning across 97 Local Government Areas (LGAs) in four states. This indicates a significant reach of vaccine information but also underscores the need for broader dissemination efforts to cover the remaining uninformed population.

### Analysis of respondent’s motivators to receive the HPV Vaccine – May 2024

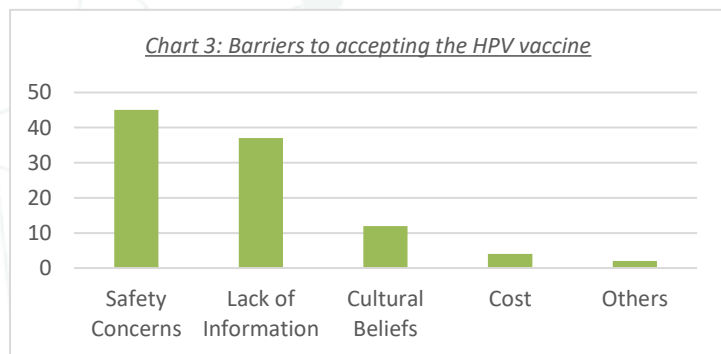
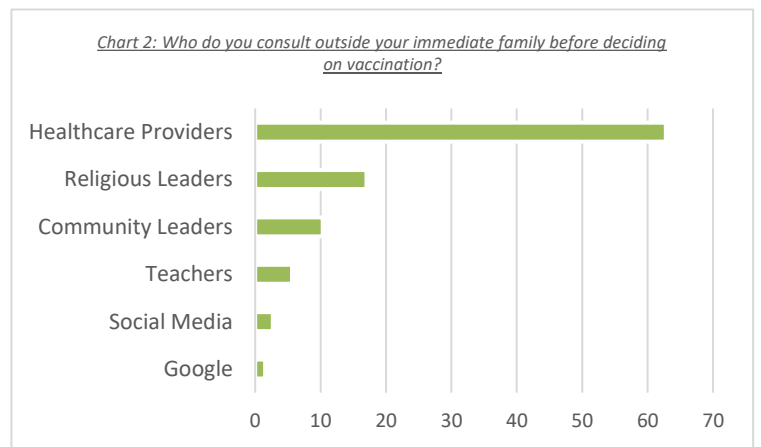


When examining the primary motivators for accepting the HPV vaccine for their children, the prevention of disease emerged as the most compelling reason for parents. Recommendations from healthcare workers (HCWs) also played a crucial role, followed by endorsements from parents or guardians. School requirements were a lesser but still important factor. This distribution of motivators suggests that emphasizing the health benefits of the vaccine and leveraging trusted medical advice can significantly influence vaccine acceptance rates.

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**Analysis of respondents who heard about HPV Vaccine – May 2024**

The data reveals that healthcare providers are the primary consultants for individuals deciding on HPV vaccination outside their immediate family. This underscores the critical role of medical professionals in influencing vaccination decisions. Other significant sources of consultation include community leaders, religious leaders, teachers, Google, and social media, indicating that trusted local figures and accessible information sources play essential roles in shaping public opinion on vaccination.



**Analysis of respondents who heard about HPV Vaccine – May 2024**

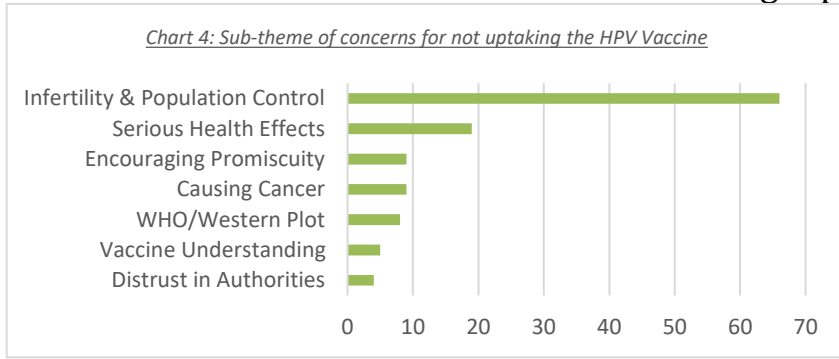
The primary barriers to accepting the HPV vaccine are safety concerns and lack of information, suggesting widespread apprehension about the vaccine's safety and a need for more comprehensive educational campaigns. Cultural beliefs and cost also contribute to vaccine hesitancy, though to a lesser extent.

These findings highlight the importance of addressing safety concerns, improving information dissemination, and considering cultural and financial factors to enhance HPV vaccine uptake.

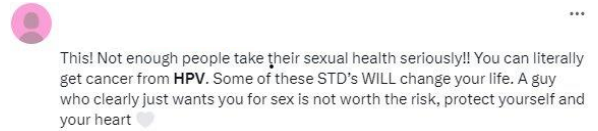
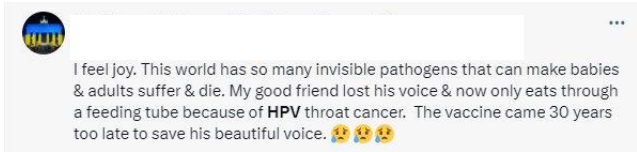
**Analysis of HPV vaccine concerns- 14 to 20 June 2024**

Community concerns about the HPV vaccines focused on fears of infertility, health risks, and conspiracy theories. Many held the belief that the vaccine prevents pregnancy, causes cancer, and is a Western plot to reduce the African population.

Cultural concerns include beliefs that it encourages promiscuity or is unnecessary for those not sexually active. There is significant distrust in authorities, particularly the WHO. Despite these concerns, some recognize the vaccine's role in preventing cervical cancer, though misunderstandings persist.

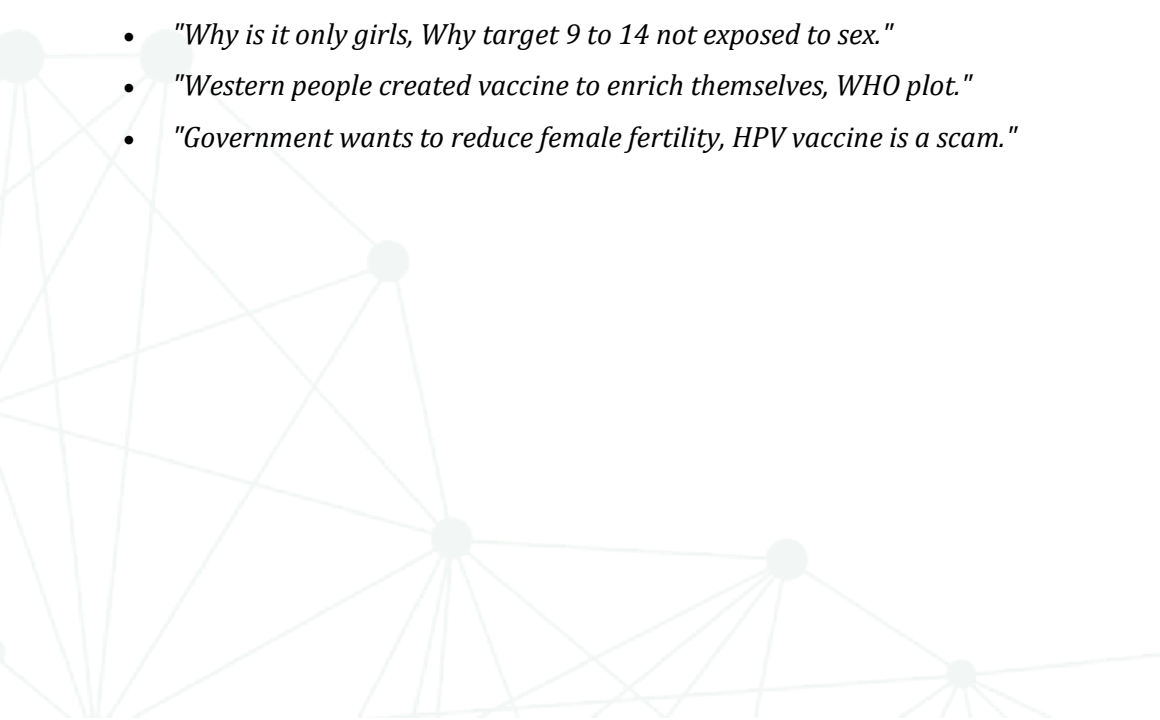


not sexually active. There is significant distrust in authorities, particularly the WHO. Despite these concerns, some recognize the vaccine's role in preventing cervical cancer, though misunderstandings persist.



Quotes from some community members

- "It will prevent the female from getting pregnant, It reduces childbirth rate."
- "Causes difficulty in childbirth, Effects child brain."
- "Cervical cancer is not real, It is created by Western people."
- "Makes women promiscuous, For promiscuous people."
- "Why is it only girls, Why target 9 to 14 not exposed to sex."
- "Western people created vaccine to enrich themselves, WHO plot."
- "Government wants to reduce female fertility, HPV vaccine is a scam."



## CONTACT US

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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