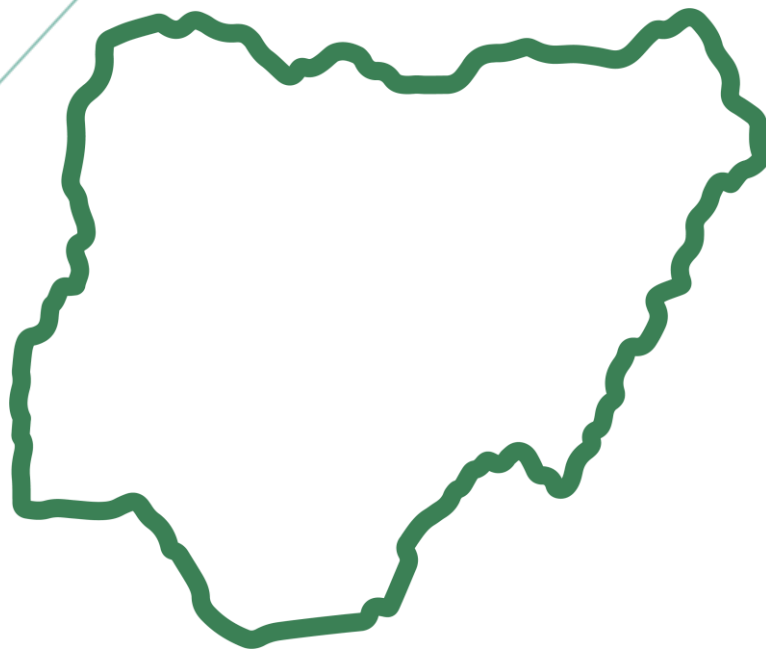


A background network diagram consisting of numerous teal-colored circular nodes connected by thin teal lines, creating a complex web of connections across the entire page.

Social Listening Insights Report

Lassa Fever

14th - 27th June 2024



Summary of Insights

From June 14 to 27, 2024, the community's engagement with Lassa fever information was analysed across multiple platforms. Twitter led with 230 conversations, followed by news media/blogs (167), YouTube (2), and Facebook (1). News media/blogs had the highest reach (229,622) and engagement (2,473). A survey of 196 respondents in 2 states and 39 LGAs showed 56% had seen or heard Lassa fever messages, primarily through radio and TV, with social media also playing a significant role. Despite practical prevention suggestions, misconceptions and cultural beliefs about Lassa fever persist, highlighting the need for better public health education and accurate information dissemination. Key messages for the week should focus on preventive measures against rat contact, including fumigation, rodenticides, and secure food storage.

Detailed Report

Social Media Platform

From 14th to 27th June 2024, the social media engagement with Lassa fever information was analysed across multiple platforms. The volume of conversations was highest on Twitter (230), followed by news media/blogs (167), YouTube (2), and Facebook (1). Twitter and news media/blogs had significant reach and engagement, with news media/blogs leading in both reach (229,622) and engagement (2,473).

Platform	Volume	Reach	Engagement
Twitter	230	157,590	586
News media/blogs	167	229,622	2,473
YouTube	2	239	18
Facebook	1	71,965	12

Table 1: Platforms where conversations on Lassa fever were found – 14 May to 27 June 2024

Community Listening: 14th- 27th June 2024

A random survey of 196 respondents in two states and 39 LGAs showed that 56% had seen or heard Lassa fever messages within the time period. This indicates that a significant percentage of members of those communities are aware of Lassa fever.

Seen or heard Lassa fever messages	Percentage (N=196)	Number of States and LGAs
YES	56%	
NO	44%	States: 2 LGAs: 39

Table 2: Analysis of respondents who heard about Lassa fever – 14 May to 27 June 2024

or heard Lassa fever messages within the time period. This indicates that a significant

The sources of Lassa fever messages varied, with radio and TV being primary channels. Social media, including WhatsApp, also played a significant role. Information was disseminated majorly by healthcare workers, family members/friends, and community and religious leaders/members, demonstrating a broad and multi-faceted communication strategy.

Chart 1: Sources/channels where respondents received Lassa fever information – 14 May to 27 June 2024

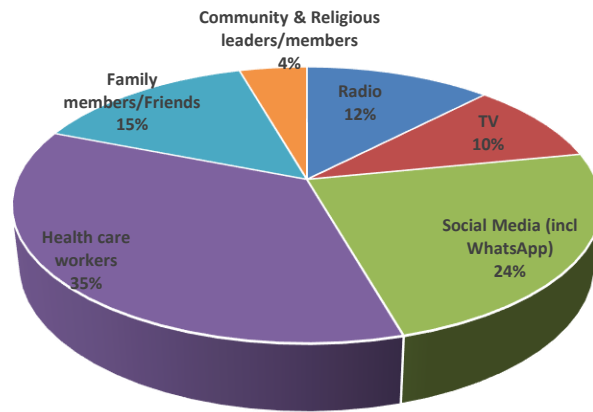
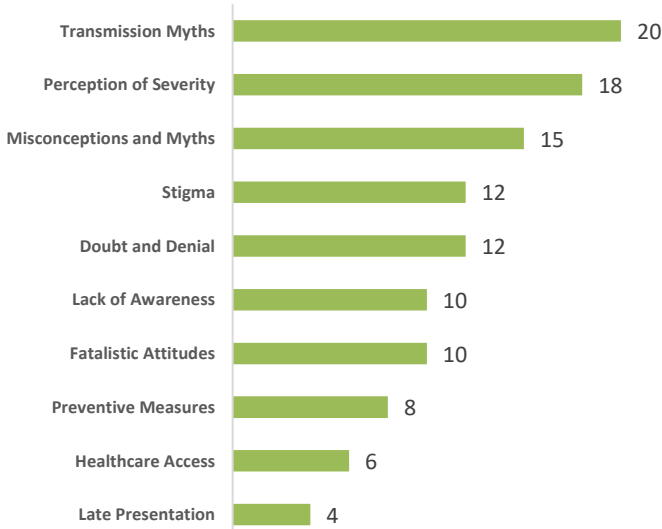


Chart 2: Frequency of Lassa fever information sub-themes– 14 to 20 June 2024



The community's concerns about Lassa fever are marked by significant scepticism, with many doubting its existence and attributing it to witchcraft, evil spirits, or divine punishment. There are widespread misconceptions about its causes, such as eating certain rats, and fears that the disease is highly infectious and invariably fatal. A notable lack of knowledge about transmission, prevention, and treatment is evident, compounded by rumours and false information. Despite some practical suggestions for prevention, the overall fear and misunderstanding highlight the

urgent need for comprehensive public health education and accurate information dissemination.

Quotes from some community members:

- "Lassa fever is a spiritual sickness that is why the victim bleeds from the nose and other parts."
- "If you are infected with Lassa fever disease, you will die within 1-2 weeks."
- "That it's a lie, rat cannot cause any sickness."
- "Lassa fever is a punishment for the sins committed."

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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