

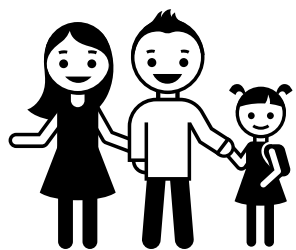
SOCIAL MEDIA INITIATIVE IN UKRAINE

Anna Postovoitova,
The Communication
Initiative Network



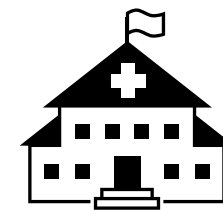
**Analysis
of Conversations
on Polio, Vaccination
and Routine
Immunization**

Audience on social media in Ukraine



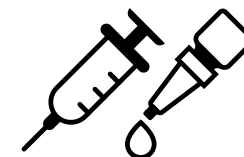
Natural spaces of parents and cities' residents

2 427 431
accounts



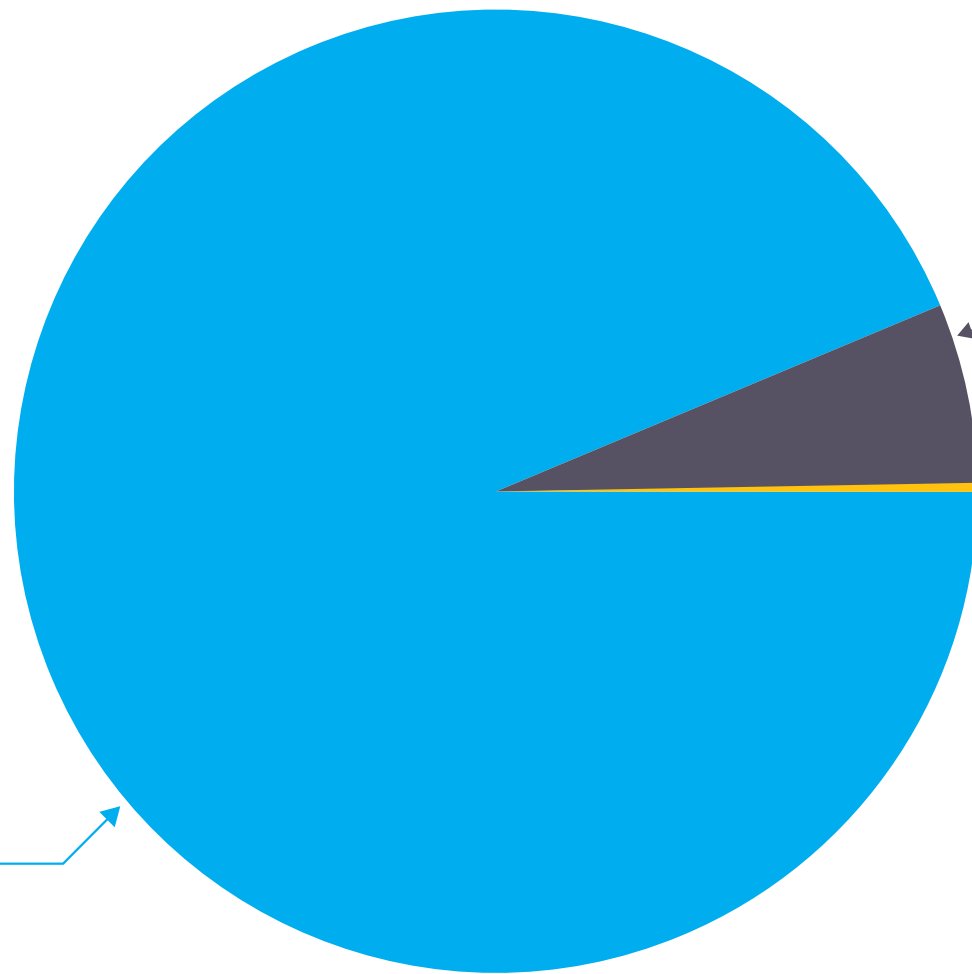
Health organisations

159 076
accounts

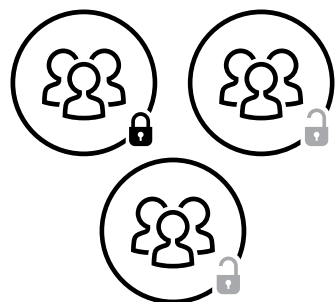


Specific polio and vaccination spaces

4 735
accounts

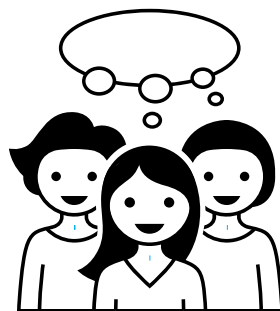


"Natural" social media space of parents



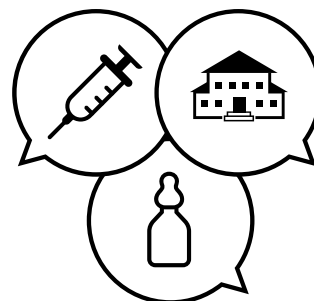
What?

An open or closed group on social media



Who?

98% of members are women, who gather under the theme of child-support allowance in Ukraine or live in a particular city



Why?

Ask community a question, share personal experience about daily life, child nutrition, upbringing, child-friendly public spaces, health care and vaccination

Level of activity

📅 Oct-Nov 2016



Child-support Allowance/Ukraine



165 868

Total members



189 000

Total posts



1 087

Posts about vaccination



Moms of Dniprodzerzhynsk



7 377

Total members



14 546

Total posts



112

Posts about vaccination

How do conversations about vaccination appear?



Алінка Коваленко

6 лют об 11:04



Girls, is it advisable to vaccinate a child, who has a temperature +37.2C (teeth are growing)?



Подобається



Коментувати

15 коментарів

11:04



Ірина Петренко

I would say no

6 лют об 11:05 [Відповісти](#)

1

11:05



Галя Іваненко

Immune system is weakened and child can get ill after vaccination(

6 лют об 11:05 [Відповісти](#)

2

11:08



Анна Сидорчук

No! We still can not make a second DTP vaccination, because of a nasal cold

6 лют об 11:05 [Відповісти](#)

1

11:11



Алінка Коваленко

Thank you! Will wait until the next time

6 лют об 11:05 [Відповісти](#)

1

11:14

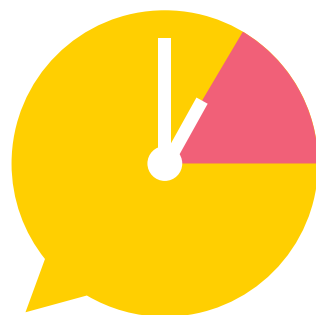
Time and popular topic for communication



Morning

9 am — 10 am

- ▶ To consult before visiting a pediatrician
- ▶ To check if vaccination is allowed with certain health conditions



Afternoon

1 pm — 3 pm

- ▶ To ask opinions after a nurse/pediatrician has telephoned to invite parents to take child for vaccination
- ▶ To share experiences after a morning visit to a pediatrician



Late evening

10 pm — 2 am

- ▶ To share concerns of AEFIs a child may experience after vaccination with DTP, BCG, and/or polio vaccines
- ▶ To explore general attitudes towards routine immunization and vaccination
- ▶ To inquire information about a certain type of vaccines and its availability in a local hospital



Child-support Allowance/Ukraine

Posted at 11 pm

“Night chat for young mothers! Which inoculations have to be done at the first place? And is it necessary to vaccinate child?”



 295 comments

How can we engaged with natural social media spaces?



Idea:

Connect health professionals with parents' communities to answer questions about vaccination:



Establish communication with a group administrator



Announce a chat with a health professional to answer parents' questions



Result:

Organized chats inside 3 parents' communities

"Crazy Mama"
"Mothers is Kyiv"
"Children in Kyiv"

44 016

 accounts

OVER

200



vaccination-related questions published

87%



who engaged in the chats are a unique audience of non-followers of UNICEF or MOH pages