SOCIAL MEDIA INITIATIVE IN UKRAINE

Analysis of Conversations on Polio, Vaccination and Routine Immunization

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Photo ©UNICEF Ukraine
Audience on social media in Ukraine

Natural spaces of parents and cities' residents: 2,427,431 accounts

Specific polio and vaccination spaces: 4,735 accounts

Health organisations: 159,076 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

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### Level of activity Oct-Nov 2016

<table>
<thead>
<tr>
<th>Child-support Allowance/Ukraine</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total members</td>
<td>165,868</td>
</tr>
<tr>
<td>Total posts</td>
<td>189,000</td>
</tr>
<tr>
<td>Posts about vaccination</td>
<td>1,087</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Moms of Dniprodzerzhynsk</th>
<th></th>
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<tbody>
<tr>
<td>Total members</td>
<td>7,377</td>
</tr>
<tr>
<td>Total posts</td>
<td>14,546</td>
</tr>
<tr>
<td>Posts about vaccination</td>
<td>112</td>
</tr>
</tbody>
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How do conversations about vaccination appear?

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

I would say no

Immune system is weakened and child can get ill after vaccination

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

Thank you! Will wait until the next time
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