

OVERCOMING LOCKDOWN RESTRICTIONS BY DIGITALISING HEALTH PROMOTION

Conflict of Interest

**The author has declared no
conflict of interest.**

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WHAT IS DIGITAL HEALTH PROMOTION (DHP)?



Digital Health Promotion is an HP activity using digital tools (Facebook, WhatsApp, Google...) to engage directly with target population through differentiated and geotargeted messaging.

WHY IS DHP USEFUL IN LOCKDOWNS?

- Hard for MSF HP teams to engage with populations
- DHP allows to reach huge populations without the need to physically meet them.
- Quality of interaction is different from in-face meetings, while scope is incredibly bigger.



MAIN DHP PRINCIPLES

- done per **mission requests**
- **one of HP activities** using social media to complement existing HP approaches
- follows **existing HP strategy**
- **supports medical objectives** and sits under **medical line in mission**

RESULTS IN 2020

Country	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31	Week 32	Week 33	Week 34	Week 35	Week 36	Week 37	Week 38	Week 39	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52	
Greece, Maria	Campaign optimization	Campaign runs	PAUSED	PAUSED	PAUSED	Campaign eval or extend	Feedback survey																					
Ecuador, Guayaquil	Campaign design	Campaign setup	Campaign runs	Campaign runs	Campaign runs	Campaign evaluation	Feedback survey																					
Brazil, Manaus	Assessment	Campaign design	Campaign setup	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign evaluation	Feedback survey																			
USA, Detroit		Assessment?	Campaign design	Campaign setup	Campaign runs	Campaign runs	Campaign runs	Campaign evaluation	Feedback survey																			
Iraq	Assessment	Assessment	Assessment	Campaign design	Campaign setup	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign eval	Feedback survey															
Afghanistan				Assessment	Campaign design	Campaign setup / training	Campaign runs	Campaign evaluation	Feedback survey																			
Ecuador						Assessment	Campaign design	Campaign setup	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign eval	Feedback survey													
Haiti								Assessment	Campaign design	Campaign setup / training	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign eval or extend	Feedback survey											
Greece, Maria fire re-launch													Assessment	Campaign runs	Campaign eval or extend	Feedback survey												
Zimbabwe, Mbare									Assessment	Assessment	Campaign design	Campaign setup / training	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign eval or extend	Feedback survey									
DRC, Kinshasa						Assessment	Campaign design	Campaign setup	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	TECH MAINTENANCE	TECH MAINTENANCE	TECH MAINTENANCE	TECH MAINTENANCE	Campaign runs	Campaign runs	Campaign EXT	Campaign eval	Campaign eval	Report
Ukraine									Assessment	Assessment	Campaign design	Campaign setup / training	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign runs	TECH MAINTENANCE	TECH MAINTENANCE	TECH MAINTENANCE	TECH MAINTENANCE	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Campaign eval	Report
South Sudan															Assessment	Message design	Image design	Image design	Image design	Image design	Image design	Training and campaign setup	Training and campaign setup	Campaign runs	Campaign runs	Campaign runs	Campaign runs	Report
DRC, SIDA																	Assessment	Assessment	Message design	Image design	Pretesting	Training and campaign setup	Campaign runs	Campaign runs	Campaign runs	Campaign EXT or extend	Report	

Global quant results:

- 14 campaigns for 11 countries
- 21 000 000 people reached
- 106 000 000 HP message views
- 19 500 1-on1 conversations



DRC, KINSHASA, LIMETÉ

- Addressing C19 misinfo through 2-way conversation campaign
- In French and Lingala
- 493 782 people reached
- 6 833 conversations
- Facebook Messenger and WhatsApp

 COVID-19 Health Hub – Doctors Without Borders / MSF
Sponsored · 

😬 Savez-vous que le thermo-flash n'est pas un appareil pour tester le covid19? C'est un thermomètre 🧯 qui sert à ...see more



MESSANGER
Écrivez-nous un message maintenant [SEND MESSAGE](#)

    Ismad Mad... 16 comments 5 shares

 Like  Comment  Share

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😬😬 Corona eza kaka pona mindele, bazui, ba voyageurs, pe bavandi ya gombe, kasi pona bato misusu te: Oyebi que mutu ...see more

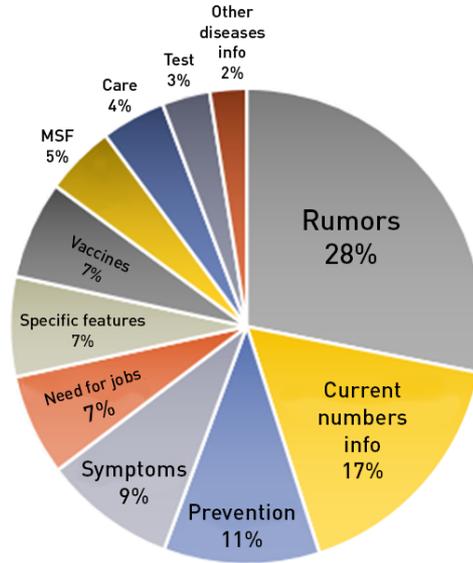


MESSANGER
Po ozua ba information misusu... [SEND MESSAGE](#)

    Denis Ngomb... 10 comments 2 shares

 Like  Comment  Share

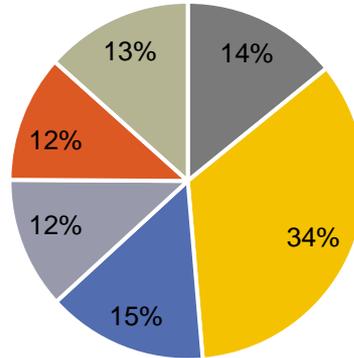
DRC – QUALITATIVE SNAPSHOT



- Rumors
- Current numbers info
- Prevention/protection
- Symptoms
- Need for jobs
- Specific features
- Vaccines
- MSF
- Care
- Test/screening
- Other diseases info

GREECE LESVOS, MORIA

- Highly geotargeted C19 campaign in the camp
- 4 languages: EN / FR / AR/ FARSI
- 17 000 people reached
- 195 000 views
- 312 conversations



- Other
- Medical Care
- DHP
- Mental Health
- COVID
- Legal



AFGHANISTAN



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کله چې د اختر د لماتځلو پر مهال خلک له یو بل سره نږدې وي،
له یو کس څخه بل کس ته د کورونو ویروس په اسانه خپریږي.



Covid-19 Health Hub – Doctors
Without Borders / MSF
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د اختر د لماتځلو پر مهال د خپل ځان او نورو خلکو تر منځ د
۵.۰ متر واټن په پام کې ونیسئ د بېلګې په ډول سترې مښې کول،
لمونځ کول، له کورني او ملګرو سره لیدنه، او نورې غونډې.



- Pre-Eid campaign on social distancing during Eid
- Culturally specific
- Dari and Pashto – based on language of person viewing
- 1 716 000 people reached
- Lot of feedback ≠ always positive

UKRAINE, ZHYTOMYR

- Addressing C19 / DRTB
- 2 target groups: general audience and doctors
- Specific messaging to each
- Differentiated targeting
- Total 941 000 people reached
- Total 8 080 000 views
- 50 000 medical staff profiles

COVID-19 Health Hub – Doctors Without Borders / MSF
Written by Smartly.io Managed Services 11: 26 G

Кашель та лихоманка не завжди пов'язані з COVID-19. Використуйте спеціальні скринінгові венту для виявлення симптомів туберкульозу при обстеженні кожного пацієнта. Скористайтеся рентген-тестом, катети та аналіз мокротиння у випадку, якщо у пацієнта присутні такі симптоми, як: кашель триває 2 тижні і довше, лихоманка, нічні потовиділення, втрачаючи вагу.

See Translation



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Захворіти на туберкульоз може навіть незалежно від соціального статусу. Це інфекційне захворювання, що передається повітряним шляхом в контакт з хворою кашлює, а людина, яка знаходиться поруч, вдихає бактерії (або збудника туберкульозу) разом із аерозолем, що виникає під час кашлю.

See Translation



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Люди на туберкульоз часто соромляться своєї хвороби, тому не звертаються по допомогу за лікуванням. Вони розповідають, на Вашу підтримку та Ваші знання для того, щоб зрозуміти, як вони захворює та як можна зупинити цей процес. Цей процес називається консульти, щоб бути комфортним, дотримуватися своїх думок та переживань.

See Translation



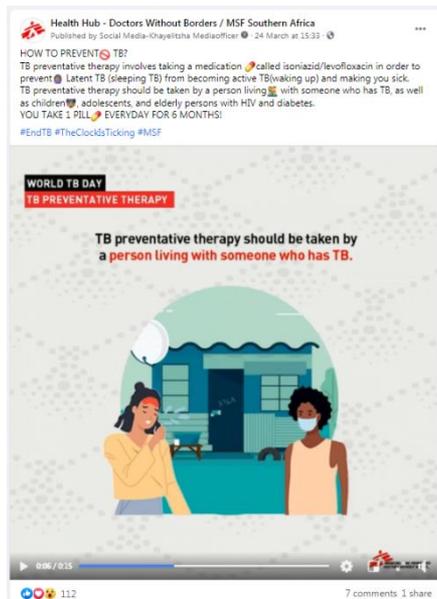
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Професійна команда, яка лікує людей з ВІС є нагородою, якщо на туберкульоз. Будь-яка, порозуміти та переконати людей, щоб вони пройшли скринінг на наявність туберкульозу. Дуже важливо обстежити кожному контакту особу, як можна зупинити поширення захворювання!

See Translation



SOUTHERN AFRICA



- 2 years of DHP
- 2 DHP officers in 2021
- 4 250 000 people reached
- 2 150 conversations
- 49 campaigns on HIV/TB, SGBV, SRH
- Long-term regional DHP hub
- Large following audience problematizes engagement

CAPITALIZATION UNTIL NOW

2 years of experience:

- DHP Toolkit (EN/FR)
- Monthly DHP calls
- Intersectional COP
- 4 webinars
- Exploring support to other OCs



Section 2: Setting up and running pilot DHP campaign

So far, we have said that we use digital tools to do health promotion. But what tools are we talking about? Currently, we always talk about Facebook, as that is our channel of choice. It offers great options to target your message to people you want to talk with and it is widespread almost over the whole globe. Also, it can be linked to open chats inside WhatsApp, branching into another of the most popular networks. This section provides a step-by-step guide for running your first DHP campaign on Facebook in order to assess the use of DHP in your project. The guide provides a basic step-by-step of.



1. Assessing the appropriateness of DHP in your setting
2. Planning your campaign
3. Setting up your Facebook
4. Creating content (or "tools" in HP terminology)
5. Running your campaign
6. Evaluating your campaign

The step-by-step guide does not go into detail on all aspects of DHP (e.g. all the possible settings in Facebook, or all the ways to create content), but rather focuses on making it simple and easy to try DHP in your context before committing to a larger project-level strategy (see section 3 for more details on this). All references in the step-by-step can be found in the Supplementary Material or under their respective links. More in-

depth videos on setting up and running your pilot DHP campaign are also available as part of the Supplementary Material, for those who wish to have a greater understanding of the process. This section also provides additional information and advice around running campaigns in general, and is a useful resource for both your first, and hopefully future, campaigns!

Preparing for the pilot

Country digital assessment

The first step in deciding whether the context is appropriate is conducting the country digital assessment. This can be completed remotely, as the purpose of the step is to collect information on the digital coverage in the country through openly available sources, such as Datareportal and others. Those include reports from digital agencies or statistical data released for the country, as well as overview of MSF activities and communication context (main media, prominent social media accounts, etc.). The report should

compile such information and provide an answer to the question – do people in the country have access to internet in an amount that would reasonably justify an attempt to reach out to them through digital tools? Also, it should provide background on what could be the best approach, topics, etc.

See snapshot of digital assessments of South Africa and example from Zimbabwe.



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CHALLENGES & NEXT STEPS

- Linkage to real-world outcomes
- Development of indicators
- Referral pathways outside social media

POST-COVID?

- DHP was in pilot stage pre-COVID
- Amplified with need to innovate HP
- Sustainability after COVID?



LET'S KEEP IN TOUCH

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