

Social Media Data Scrapping on Zero-Dose Children in Kano State

A study by the dRPC research series on zero dose children and behavioral change communication, conducted in collaboration with the Partnership for Advocacy in Child and Family at Scale (PACFaH @ Scale) Coalition

Contents

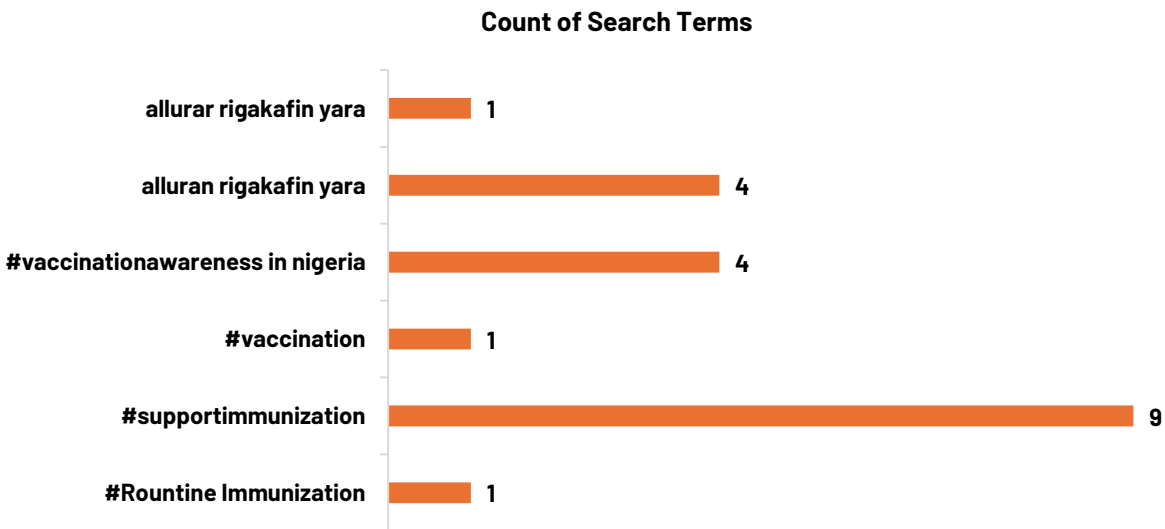
1.0. Methodology	2
2.0. Platform Overview and Search Terms.....	2
2.1. Approach to Data Gathering and Selection	2
2.2. Types of Content and Authors.....	2
3.0. Key Findings	3
Misbahu El-Hamza	8
Akibu Hamisu	9
NPHCDA	9
4.0. Key Research Findings	10
5.0. Policy and Programmatic Recommendations	10

1.0. Methodology

The social media data scraping methodology was designed to capture discussions related to zero-dose children in Kano, with a focus on vaccination awareness and related topics. To achieve this, a combination of English and Hausa search terms and hashtags was employed to identify relevant content on various social media platforms, including X (formerly Twitter), Facebook, and Instagram.

2.0. Platform Overview and Search Terms

The following table outlines the platforms and specific search words or hashtags used for data collection:



The search terms were chosen to capture a broad range of discussions related to immunization, particularly targeting conversations about zero-dose children in Kano. Both general hashtags in English and localized Hausa terms were used to reflect the language diversity of the region.

2.1. Approach to Data Gathering and Selection

From the search results, a random selection of posts—both positive and negative—was made for further analysis. These posts included messages, comments, and replies that reflected public sentiment on vaccination efforts and zero-dose children.

For each post, the following data was documented:

1. Messages and Comments: The main content of the post, including any attached comments.

2. Representative Comments: Positive and negative comments were quoted to illustrate the overall sentiment and provide context for the conversation.

2.2. Types of Content and Authors

The selected posts came from a variety of sources, including:

- **Individuals:** Private accounts of citizens sharing their views on vaccination.

- **Media Organizations:** Official handles of media stations broadcasting information on immunization.
- **Health Agencies:** Posts from local, national, and international health organizations promoting vaccination awareness.

By analyzing content from these different sources, the study aimed to capture a wide range of opinions and narratives about vaccination and zero-dose children in Kano.

3.0. Key Findings

From the search conducted, 93 posts were identified from across Facebook, X (formerly Twitter) and Instagram.

S/No	Platform	Number of Posts Selected
1.	Facebook	39
2.	X (formerly Twitter)	19
3.	Instagram	8

The posts were made by individuals, state and federal government agencies, CSOs, international development partners, and other social media accounts. The selected posts were made between 27th August 2019 and 25th September 2024.

Category	Example
Individuals	Dr. Zainab Shinkafi Bagudu, Umar Aliyu Danwurin Dutsi, Aliyu Dahiru, Ibrahim Y. Yusuf Itz Barsheer Osman, Shamsiya Abubakar, M. Nasir Umar, Ibrahim Kalilula, etc.
Media	BBC Hausa, Premium Times Hausa, TN Health, Nigeria Health Watch, BTV, and Freedom Radio
Government agencies	National Primary Health Care Development Agency (NPHCDA), Katsina State Primary Health Care Agency and Ondo State Primary Health Development Agency.
CSOs and Development Partners	WHO and MSF Nigeria
Other social media handles	Arewa Twitter, Moms against Vaccines, Vaccine Resisters

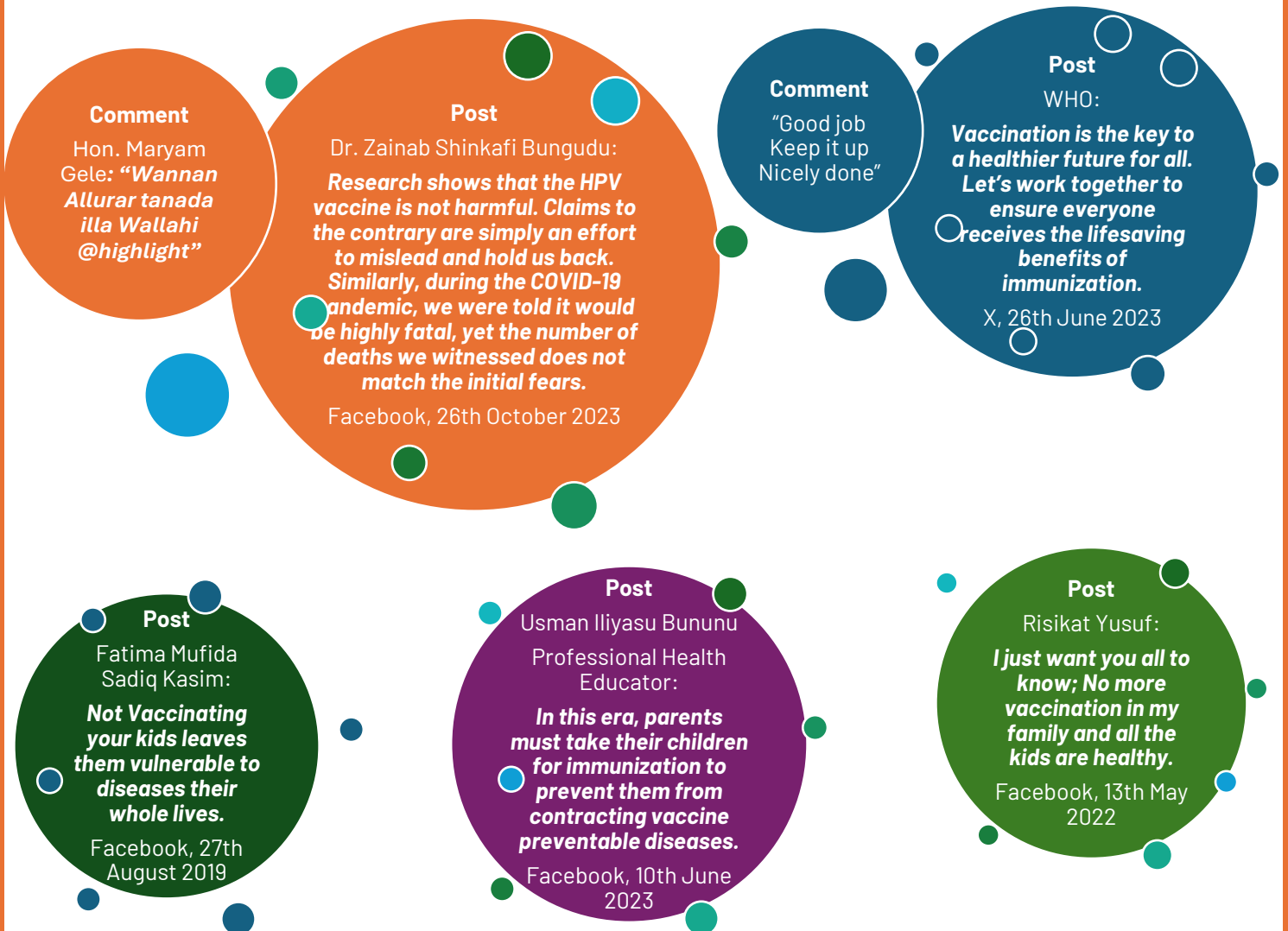
Out of the 93 posts selected, 78 posts were on immunization such as HPV, polio, etc., while 15 posts were one zero-dose. Some of the posts contained positive messages on Immunization while some contained negative messages on immunization. The positive posts focused on debunking Myths/Misconceptions about HPV, highlighting the Importance of Immunization (General & HPV-Specific), efforts made towards addressing zero-dose, government and Leadership Involvement in Immunization Campaigns, vaccination Success Stories and Statistics, encouraging Parental Responsibility and Children's Protection, and highlighting Barriers or Challenges to Immunization. The posts attracted over 3,262 positive and negative comments. Some of the posts listed above attracted positive comments. The positive comments can be grouped into four categories:

- Expressing gratitude to the content creators for their posts.
- Thanking the handlers for sharing valuable information.
- Providing additional information about the importance of immunization for children.
- Lamenting how some individuals and Muslim scholars are spreading misinformation about immunization.

The negative posts focused on discouraging people from getting vaccinated, claiming that vaccines are harmful, and ineffective and that the government does not offer anything beneficial for free. The posts can be grouped into three categories:

- Criticism against immunization based on the perceived neglect by the government.
- Criticism against immunization based on the notion that it is dangerous for health.

Immunization Messaging: Sample Posts



Comment

Shamsuddeen A. Saleh: **"I will not allow my daughter to be vaccinated."**

Yusuf Wambai: **"Why are they targeting girls between the ages of 9-16 and not women who have already started having children? It seems like the real aim is to target the future generation.**

Also, isn't cervical cancer an issue that primarily affects women?

If they truly want to address the illnesses we are battling, our biggest problems are malaria and typhoid. Why aren't these being addressed instead?"

Post

Abdulaziz T. Bako:

About five years ago, I granted an interview to VOA where I explained the benefits of the HPV vaccine in protecting girls from cervical cancer. At that time, the vaccine was not yet available in Nigeria. While many girls in other countries had already received the vaccine, now that it has reached Nigeria, misinformation is being spread about it. Currently, there is no verifiable evidence to suggest that the vaccine is harmful, while cervical cancer continues to claim the lives of many women. I strongly advise that we allow our daughters to be immunized.

Facebook, 2nd December 2023

Post

Anti Vaxx:

It wasn't vaccines that help reduce diseases like measles and polio, it was better hygiene. Don't tell me what to do.

Facebook, 23rd September 2020

Post

Isiah Osas:

You are not wasting your time, any vaccine from Nigeria I reject it. Naija Government cannot give out anything that is good for free.

Facebook, 29th July 2023

Post

Arthur NG:

The vaccine doesn't do what people think it does and that has been obvious for a while now. I wish it didn't fucking exist.

X, 29th September 2023

Comment

Carey Vermeulen: **"Not safe do research."**

Post

NPHCDA:

The HPV is administered to girls aged 9 - 14 free of charge at PHC centres nearest to you.

Facebook, 10th June 2024

Comment

Vaccination is the definition of putting the actual disease in your body

Post

Michael Ube:

Each time we inject our children with these vaccines we are also injecting them with residual human DNA

Facebook, 19/06/2020

Post

National Primary Health Care Dev Agency:

The Federal government of Nigeria through the NPHCDA, is introducing the HPV vaccine in 21 states, starting on Monday 27th May 2024, girls from the ages of 9-14 will be vaccinated to protect them against cervical cancer. Visit your nearest Primary Health Care Center for the HPV vaccine and other routine immunizations

Instagram, 25th May 2024

Comment

Ifiok Tommy
"Together we can fight HPV and keep our girls safe for tomorrow"

Comment

"Fake lies, its unreal".
Dove V. Maye

Comment

"We no go collect ooo"
Naanmiap Menyit

Post

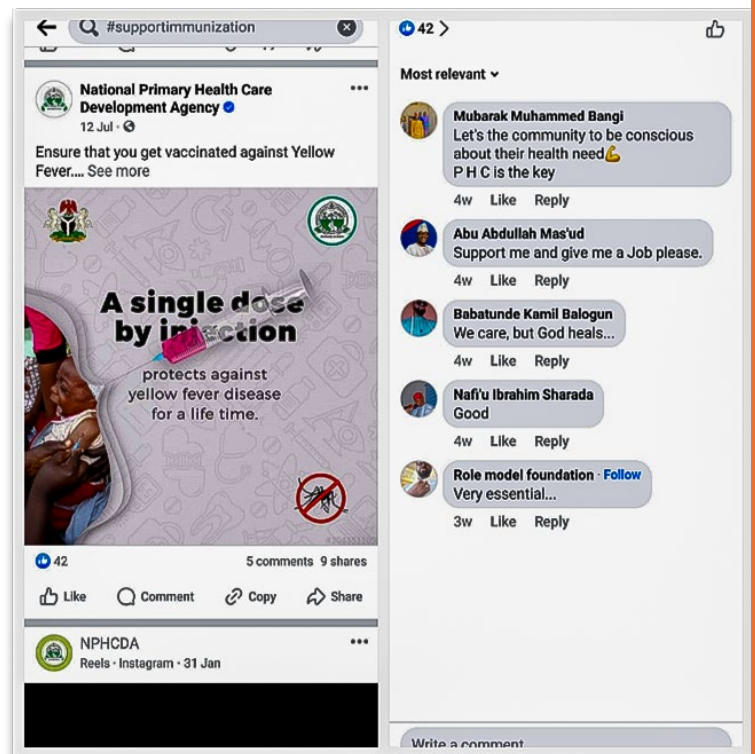
Suleiman Lawan Gogori:

I visited a village to administer immunizations to children. Initially, eligible children came forward, but suddenly, a community member instructed them to return to their homes. When I inquired about the reason, he replied, "The only thing the government ever provides to this village is immunization. Perhaps there is a plan to harm us, and we will not allow anyone to immunize our children." I did my best to explain the benefits of immunization, and while some community members understood, others remained skeptical. I could empathize with their situation and, to some extent, understand their concerns.

Facebook, 24th November 2021

Interestingly, in one of the posts identified, rfi, on October 4, 2023, RFI Hausa posted a program titled **"My Life"** discussing why some parents and caregivers do not allow their children to be immunized. The program highlighted the benefits of immunization and the challenges healthcare workers face during the process. Some parents expressed concerns, stating that they do not permit vaccinations because of perceived harm.

Among the 25 individuals who commented on the post, 18 shared reasons for refusing immunization for their children. Their reasons included: The government and Europeans are not providing any support to citizens despite the prevailing hardships. skepticism about free drugs, a belief in a hidden agenda by Europeans, mistrust between citizens and the government, the perception that vaccines have no real benefits, and a claim that children are injected with water during vaccinations.



“Shirin Rayuwata na wannan rana ya yi nazari ne kan kalubalen da jami’an kiwon lafiya ke fuskanta a Najeriya a yayin gudanar da aikinsu na yi wa kananan yara allurar rigakafin hana su kamuwa da cututtuka.”

Facebook, 4 October 2023

Here are some of the comments in Hausa:

Shattima Bukar Adam: Sabida suna ganin babu wata qauna ko soyayya tsakaninsu da gomnati ko turawa har da zaisa abisu har gida ataimaka musu. alhali su iyayen suna halin qunci da yinwa.

Nasir Mustapha: Ko wani aiki Yana nasa matsalar

Maniru Aliyu: Saboda gwamnati bata tsinana wa talakawa komaiba se rigakafin banzane rabon talaka sukaiwa yayansu

Aliyu Ibrahim: Saboda baalkairi bane kotalaka yafaraga newa

Sadiq Sagamo Abdullahi: ba abinda talakan nigeria kamar poliyo in abin arzikine wallah talaka bazai samuba

Abdul Karim Lauwali Hamidu: Bata da'anfani ruwa sukesama yara

Kabiru Zakari: me yasa ba a bada sauran magunguna kyauta se na rigakafi

Habeeb Usman: Koni bazan bari ayiwa yaro na ba sbd

Abdulrahim Tukur Usman: Saboda kafun rigakafin akwai wasu abubuwan dasuke bukatar ayimusu KUMA ba'ayi musu ba

Hammad Sani II: Saboda ba'ayi a GRA sae a ghetto area 🤔

Adamu Jibir: Ba,ayi a GRA

El Madar Adam: sharrin dake cikin alluran yafi al.herinta da yanada anfani da yayan talakawa bazusamu ba

Alhasan Idris: Saboda ba ita bache matsalar datadamemu. Abunda yadamemu shiyakamata ayimana maganinsa

Rafael Rather: idan Gaskiyane arinka yima yaran magani kyawta a acibiti

Babangida Kiri Dam: Tsoron munafurcin turawa

Usman Ali Usman: Riga kafi dukshi ya rikita kwakwalen Yan Africa basuda radin kansu he abinda turawa sukace musu.



It is noteworthy that among the posts identified were videos of the late Sheikh Albani Zaria, who was known for his anti-vaccine rhetoric. In the videos, he is heard claiming that vaccinations, including the polio vaccine, are part of an evil plan by Europeans to depopulate Africa. He also stated that he had debated many people on the subject but remained unconvinced of the benefits of vaccination.

These videos were recently shared on Facebook by Dr. Kabir Asgar on July 30, 2022, and by Zaid Ameen and Muhammad Mujtaba Idris on September 7, 2024. Despite Sheikh Albani Zaria's assassination in February 2014, his videos promoting conspiracy theories about polio and immunization continue to be circulated.

Social Media Post Samples: Zero-Dose Immunization Messaging

All the identified posts on zero-dose focused on sharing updates on zero-children situation, about activities being conducted by the National Primary Health Care Development Agency (NPHCDA) and its partners to address the zero-dose issue in Nigeria. Some of the posts highlighted:

Misbahu El-Hamza

"Bauchi State has the highest number of zero-dose children in the North East and is the second highest in Nigeria, after Sokoto State. Zero-dose are children who have never received any dose of vaccination. This is a big problem!"

When children receive immunisation, their immune system, which acts as the body's defense mechanism against germs, can develop antibodies that shield against preventable and potentially life-threatening infectious diseases such as Tuberculosis, measles, and polio.

We traveled to Bauchi State to explore the impact of an initiative co-created by the Aliko Dangote Foundation (ADF) and piloted in Darozo Local Government Area. The initiative utilises the existing polio teams (Community Volunteer Mobilisers) to improve routine immunisation (RI) uptake and reduce the number of zero-dose children in Nigeria."

Facebook, 4-Jul-23



While commenting on this post Muhammad Yahaya Gayya wrote:

"Is important for the traditional leaders and ward development committee in collaboration with the Primary Health Care Center in the community to ensure proper sensitization and engagement most especially the husband to ensure they encourage their wives both financially and morally in other to assess timely immunization."

Akibu Hamisu

"Kano State was ranked as the highest state with 15- out of 100 LGAs in Nigeria with highest zero dose children and missed communities.

As a member of community of practice (CoP) and a Panelist during a capacity building training for the CoP members, I Shared my perspectives on strategies to address zero dose children in the 15-LGA in Kano State emphasizing on advocacy, stakeholders engagement and leveraging on existing PHCs structures in ensuring effectiveness of immunizations at last service delivery points."

Facebook, 13-Jul-2024

NPHCDA

"#HappeningNow

The National Primary Health Care Development Agency with support from UNICEF and other development partners is organizing a National Training of Trainers (NToT) on the PHC Solarization Project. The NToT is aimed at assessing the energy needs of the primary health care facilities in Zero Dose LGAs across 18 states of the country.#TransformPHC"

Facebook, 2-Jun-23

"In an incredible act of generosity, the Indonesian Government has made a donation of 1,580,000 doses of Pentavalent Vaccine to our beloved country. Dr Usra Hendra Harahap, Indonesian Ambassador to Nigeria said the donation is to support the ongoing efforts to reach the zero dose children and close the immunization gap in Nigeria.

While appreciating the government and the good people of Indonesia, Our ED/CEO, Dr Faisal Shuaib, OON, said "The vaccines we have received are more than just vials of medicine; they represent hope, protection, and the promise of a brighter future for our children. They hold within them the power to save lives. With this donation, we are equipped with a powerful tool to strengthen our vaccination program."

He noted that the remarkable donation by Indonesian government will greatly expand Nigeria's capacity to protect vulnerable children against child threatening diseases such as pertussis, hepatitis B, and Haemophilus influenzae type b.



By fortifying our immunization endeavors, we are paving the way for a brighter, healthier future for our children. #SupportImmunization"

Facebook, 16-Jun-23

One of the commenters by the name Muhammad Abdul-aziz Agbo, stated that:

Our problem is not the donation but we do hope it's a pure and sincere pentavalent vaccine as said 🙏🙏"

4.0. Key Research Findings

- 1.** Misconceptions About Vaccines: Social media posts and comments reinforce field research findings, highlighting widespread myths and misconceptions about vaccines and immunization. These misconceptions significantly discourage vaccination.
- 2.** Governance Frustration: Some individuals express frustration with governance styles by refusing to immunize their children and communities to demonstrate dissatisfaction.
- 3.** Conspiracy Theories: Videos of Muslim scholars spreading conspiracy theories about vaccines are circulating on social media, influencing public opinion.
- 4.** Lack of Effective Social Media Engagement: State and national MDAs responsible for immunization lack a strong social media presence to counter misconceptions and conspiracy theories.
- 5.** Need for Proactive Social Media Engagement: State and national agencies should develop robust social media strategies to promote accurate information, address concerns, and leverage social media.

5.0. Policy and Programmatic Recommendations

- A. Establish a Real-Time Social Media Monitoring and Response System:** Develop and operationalize a dedicated program to systematically track, identify, and respond to negative or misleading social media content about immunization. This program should include trained personnel, analytical tools, and a response framework to swiftly address misinformation and harmful narratives, especially those reinforcing vaccine misconceptions and conspiracy theories.
- B. Strategic Engagement of Influential Muslim Scholars and Religious Leaders:** Collaborate with well-respected Muslim scholars, particularly those certified by credible institutions such as Al-Azhar, to publicly endorse routine immunization. Facilitate training sessions and provide culturally and religiously appropriate informational materials to enable these scholars to educate communities on the compatibility of vaccination with Islamic teachings. This strategy should also aim to counteract the spread of anti-vaccine conspiracy theories attributed to some religious figures.

- C. Strengthen Governance-Sensitive Communication Approaches:**
Recognize that vaccine hesitancy is, in part, an expression of dissatisfaction with governance. Tailor communication strategies to acknowledge and address broader public grievances while reinforcing the health and social benefits of immunization. Emphasize community ownership, transparency, and responsiveness in immunization campaigns to rebuild public trust.
- D. Build the Capacity of State and National MDAs for Digital Advocacy:**
Invest in strengthening the digital communication capacity of State and National MDAs (Ministries, Departments, and Agencies) responsible for immunization. This includes training staff in social media engagement, crisis communication, content creation, and analytics. Institutions should maintain a consistent online presence to disseminate accurate, engaging, and timely information.
- E. Develop and Implement a Proactive Social Media Engagement Strategy:**
Design a comprehensive and proactive social media strategy that includes:
- Regular publication of engaging and evidence-based content.
 - Use of influencers and community champions.
 - Multilingual communication to reach diverse audiences.
 - Interactive formats such as Q&A sessions, live videos, and infographics.
 - Periodic impact assessments to refine the strategy.

www.drpcngr.org



info@drpcngr.org