



# Changing Perceptions of mpox

WHO EPI-WIN Webinar 22 Feb 2023



**EPI**•WIN

EPIDEMIC  
& PANDEMIC  
PREPAREDNESS  
& PREVENTION

# Understanding and addressing public perceptions

## **Infodemic Insights since June 2022:**

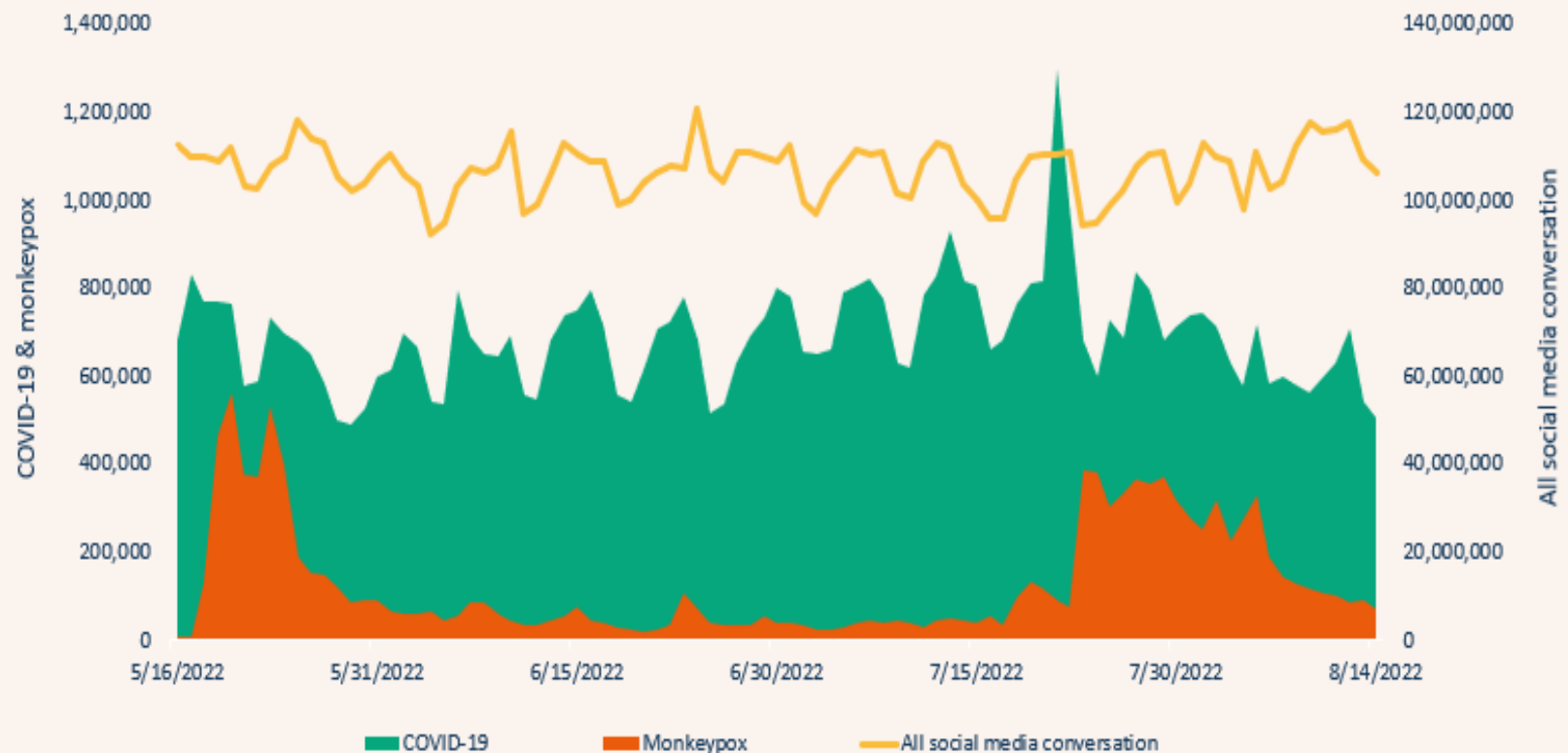
Understanding public & HCW perception and concern over time, language and geographies



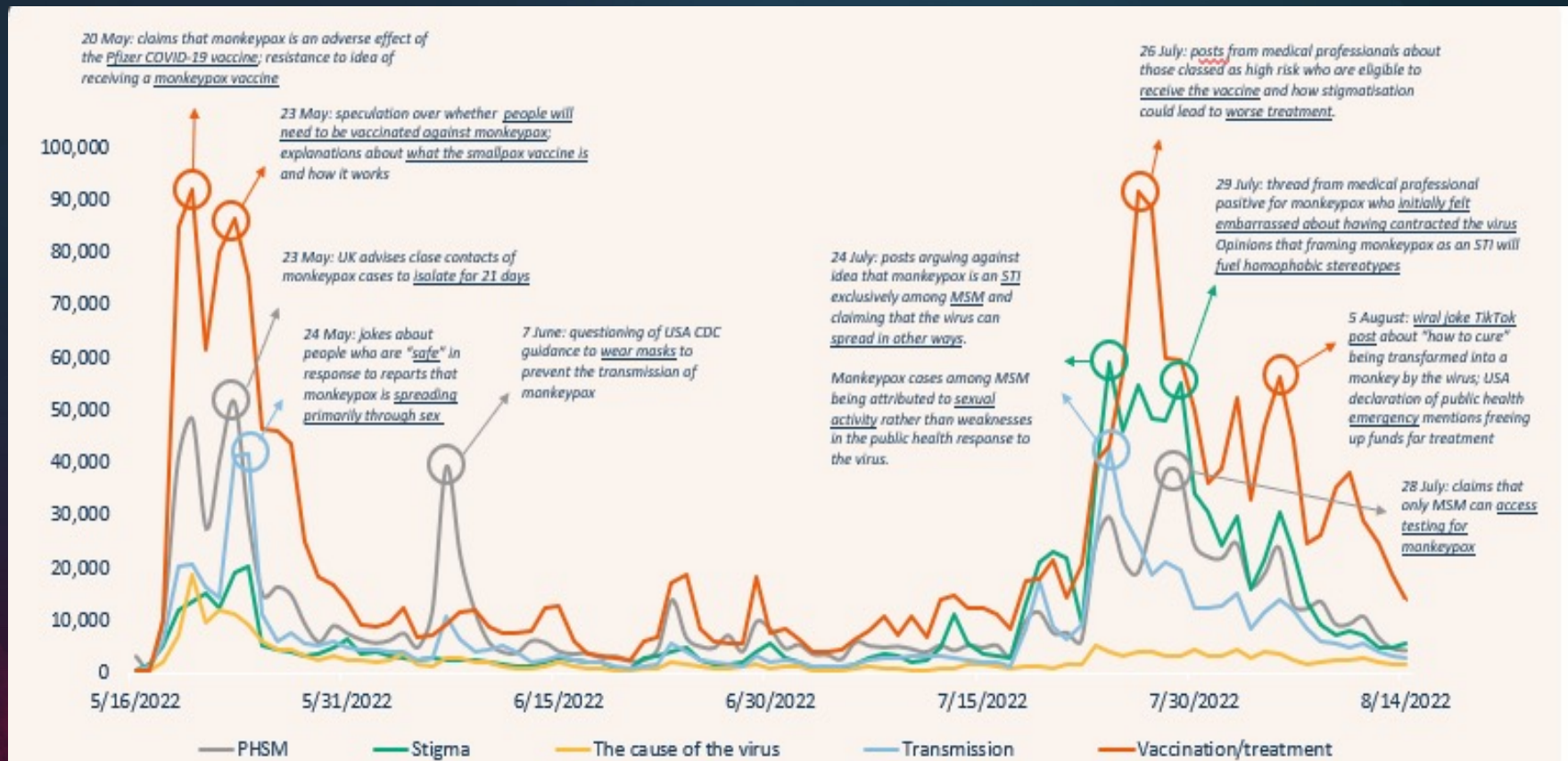
- Engagement with communities including EPI-WIN community networks i.e. Faith, Health in the World of Work (employers)
- EPI-WIN webinars & updates, reaching over 100 countries
- Media engagement
- Other engagements



## Proportion of social media mentions of monkeypox vs. COVID-19 vs. all social media conversation: 16 May – 14 August 2022\*



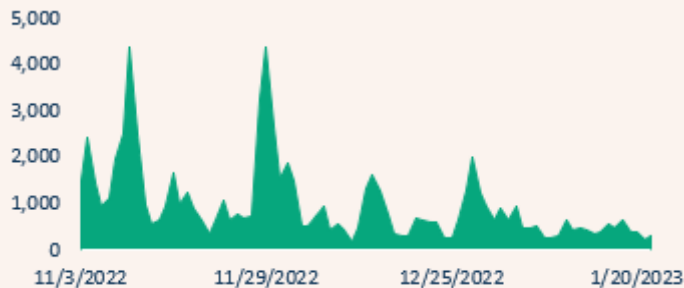
# Early outbreak: social media mentions 16May – 14 Aug 2022



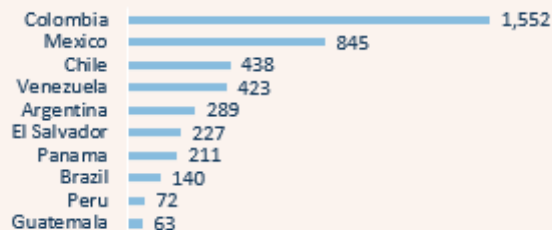


## Spotlight: Conversations from South America

Volume of mpox social media conversation on mpox in South America : 03 November 2022 – 30 January 2023



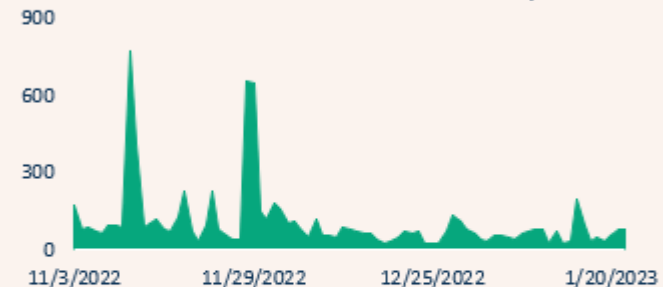
Top locations for social media conversation on mpox in Latin America: 17 January - 30 January 2023



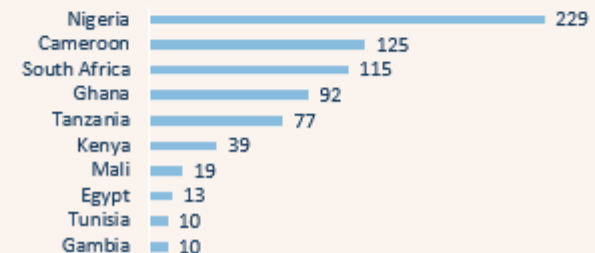
- Distribution of mpox vaccine (Columbia)
- mpox cases in Mexico

## Spotlight: Conversations from Africa

Volume of mpox social media conversation on mpox in Africa : 03 November 2022 – 30 January 2023



Top locations for social media conversation on mpox in Africa: 17 January - 30 January 2023



- Questioning the existence of mpox (Algeria, Cameroon, South Africa, Namibia, Kenya)
- Promoting PHSM with Hashtag #TakeResponsibility (Nigeria, Ethiopia)

Most common topics of concern:

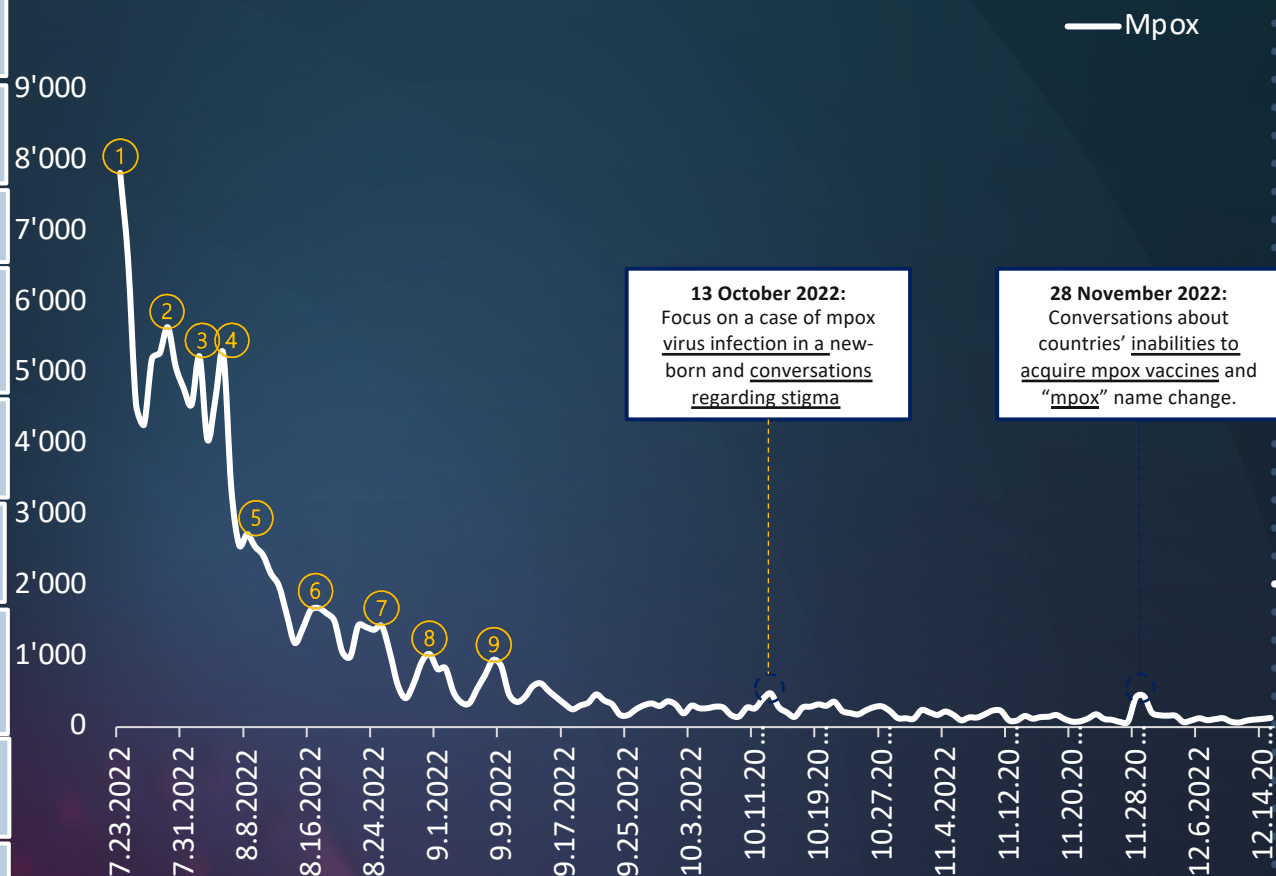
- At risk women and mpox
- Persistent stigmatization of LGBTQI+community
- Polarised opinion on mpox vaccines access



# Focus on healthcare workers

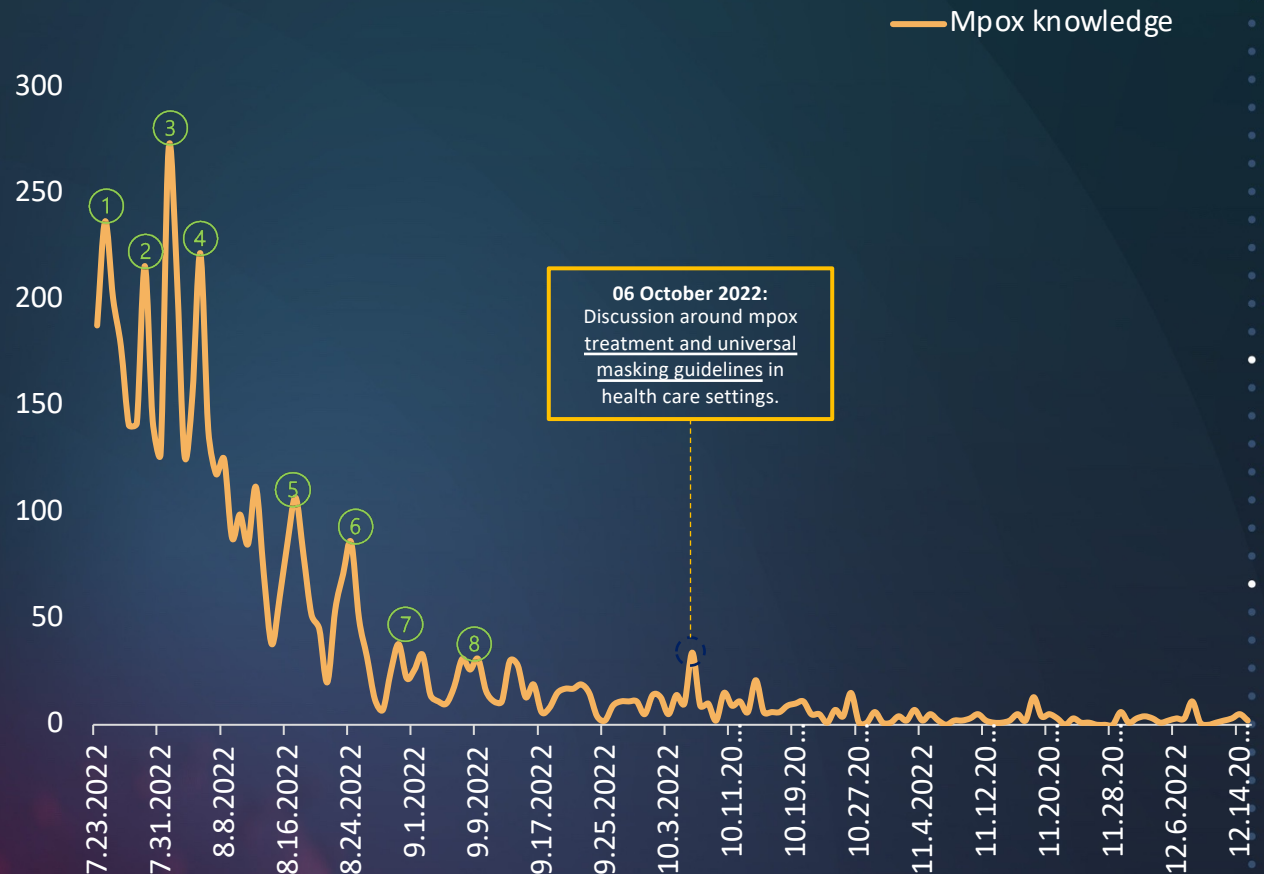
## Volume of mpox social media mentions among HCWs (English, French, Spanish): 23 July 2022 - 15 December 2022

- 1 **23 July 2022:**  
WHO declared mpox a public health emergency of international concern.
- 2 **29 July 2022:**  
Calls for minimum public health protocols to be maintained, as well as for the virus to be considered a sexually transmitted virus.
- 3 **02 August 2022:**  
Calls for the mpox vaccine to be rolled out to HCWs.
- 4 **05 August 2022:**  
Calls for mpox to be disassociated with solely the LGBTQI+ community and concerns about authorities in charge of the public health response.
- 5 **08 August 2022:**  
Focus on airborne transmission, criticism of the downplaying of the virus and debate around vaccine priority groups.
- 6 **16 August 2022:**  
Debate around mpox spread in schools as well as reporting on international mpox cases.
- 7 **25 August 2022:**  
Reports of mpox cases at USA universities and in children. Discussion around the simultaneous diagnosis of HIV, mpox and COVID-19.
- 8 **31 August 2022:**  
Focus on the importance of early medical consultations, and reports of the first mpox death in the USA.
- 9 **09 September 2022**  
Perceptions that mpox is no longer of media interest as well as reports of increased mpox transmission amongst women and straight men.



## Volume of mpox knowledge social media mentions posted by HCWs (English, French & Spanish): 23 July 2022 - 15 December 2022

- 1 **24 July 2022:**  
wastewater testing for mpox, calls for mpox to be disregarded as being solely a sexually transmitted disease.
- 2 **29 July 2022:**  
the demographics most affected by mpox, mainly members of the LGBTQI+ community and MSM.
- 3 **01 August 2022:**  
importance of accessing and trusting information from medical experts.
- 4 **05 August 2022:**  
Concerns about false information and stigma directed towards the LGBTQI+ community.
- 5 **17 August 2022:**  
Updated guidance on mpox for people living with HIV and care recommendations for mpox patients in emergency departments.
- 6 **24 August 2022:**  
Conversation on the reason behind mpox's name change.
- 7 **30 August 2022:**  
In Colombia, reports of training sessions aimed at strengthening knowledge in the management, prevention and care of mpox.
- 8 **09 September 2022:**  
Start of a clinical trial assessing TPOXX use for mpox treatment. HCWs also shared information about mpox and pregnancy.





# Acknowledgements

- Tina Purnat
- Atsuyoshi Ishizumi
- Alhassan Pereira Ibrahim



**EPI**•WiN

EPIDEMIC  
& PANDEMIC  
**PREPAREDNESS**  
& PREVENTION