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 16 May – 14 Aug 2022

- 20 May: claims that monkeypox is an adverse effect of the Pfizer COVID-19 vaccine, resistance to idea of receiving a monkeypox vaccine.
- 23 May: speculation over whether people will need to be vaccinated against monkeypox, explanations about what the smallpox vaccine is and how it works.
- 23 May: UK advises close contacts of monkeypox cases to isolate for 21 days.
- 24 May: jokes about people who are “safe” in response to reports that monkeypox is spreading primarily through sex.
- 7 June: questioning of USA CDC guidance to wear masks to prevent the transmission of monkeypox.
- 24 July: posts arguing against idea that monkeypox is an STI exclusively among MSM and claiming that the virus can spread in other ways.
- 24 July: posts arguing in favor of monkeypox being attributed to sexual activity rather than weaknesses in the public health response to the virus.
- 26 July: posts from medical professionals about those classified as high risk who are eligible to receive the vaccine and how stigmatisation could lead to worse treatment.
- 29 July: thread from medical professional positive for monkeypox who initially felt embarrassed about having contracted the virus. Opinions that framing monkeypox as an STI will fuel homophobic stereotypes.
- 5 August: viral joke TikTok post about “how to cure” being transformed into a monkey by the virus. USA declaration of public health emergency mentions freeing up funds for treatment.
- 28 July: claims that only MSM can access testing for monkeypox.
Spotlight: Conversations from South America

Distribution of mpox vaccine (Columbia)

mpox cases in Mexico

Spotlight: Conversations from Africa

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 mpxo social media mentions among HCWs (English, French, Spanish): 23 July 2022 - 15 December 2022

1. **23 July 2022:**
   WHO declared mpxo 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 mpxo vaccine to be rolled out to HCWs.

4. **05 August 2022:**
   Calls for mpxo to be disassociated with solely the LGBTQ+ 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 mpxo spread in schools as well as reporting on international mpxo cases.

7. **25 August 2022:**
   Reports of mpxo cases at USA universities and in children. Discussion around the simultaneous diagnosis of HIV, mpxo and COVID-19.

8. **31 August 2022:**
   Focus on the importance of early medical consultations, and reports of the first mpxo death in the USA.

9. **09 September 2022:**
   Perceptions that mpxo is no longer of media interest as well as reports of increased mpxo transmission amongst women and straight men.

10. **13 October 2022:**
    Focus on a case of mpxo virus infection in a newborn and conversations regarding stigma.

11. **28 November 2022:**
    Conversations about countries’ abilities to acquire mpxo vaccines and “mpxo” name change.
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.

06 October 2022: discussion around mpox treatment and universal masking guidelines in health care settings.
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