

Introduction



Africa Infodemic
Response Alliance

A WHO-HOSTED NETWORK

Infodemic Insights Report 26 June-09 July, 2025

What is this report about?

This report aims at providing infodemic managers, communicators and public health practitioners with key infodemic insights that can further support in shaping relevant public communication, media production or risk communication and community engagement (RCCE) to the needs of communities, as well as informing public health policy and programming. This report is produced on a bi-weekly basis by the **Africa Infodemic Response Alliance (AIRA)**, a WHO-hosed network of international and regional organizations aimed at detecting and responding to health misinformation and improving information ecosystems in the African Region.

What did we find during this period?

- Between June 26-July 9, 2025, **we monitored 4,422 media articles and social media posts** across Facebook, Twitter, Instagram, and TikTok, **as well as community feedback data** (1) and messages circulating through communities. The online posts generated a total of 120,284 interactions, including reactions, comments, and shares.
- Among these, **53 posts were identified as containing relevant insights into infodemics circulating across communities**, accounting for 16,707 comments. Following AIRA's methodology, a total of 103 relevant infodemic data points² were recorded, falling under 15 overarching themes (see chart 1), being almost half of them related to some vaccine-related conversation (see chart 2).
- During this period, **users in Kenya accounted for 80% of all vaccine-related conversations**, expressing the highest level of concern and engagement on these issues.

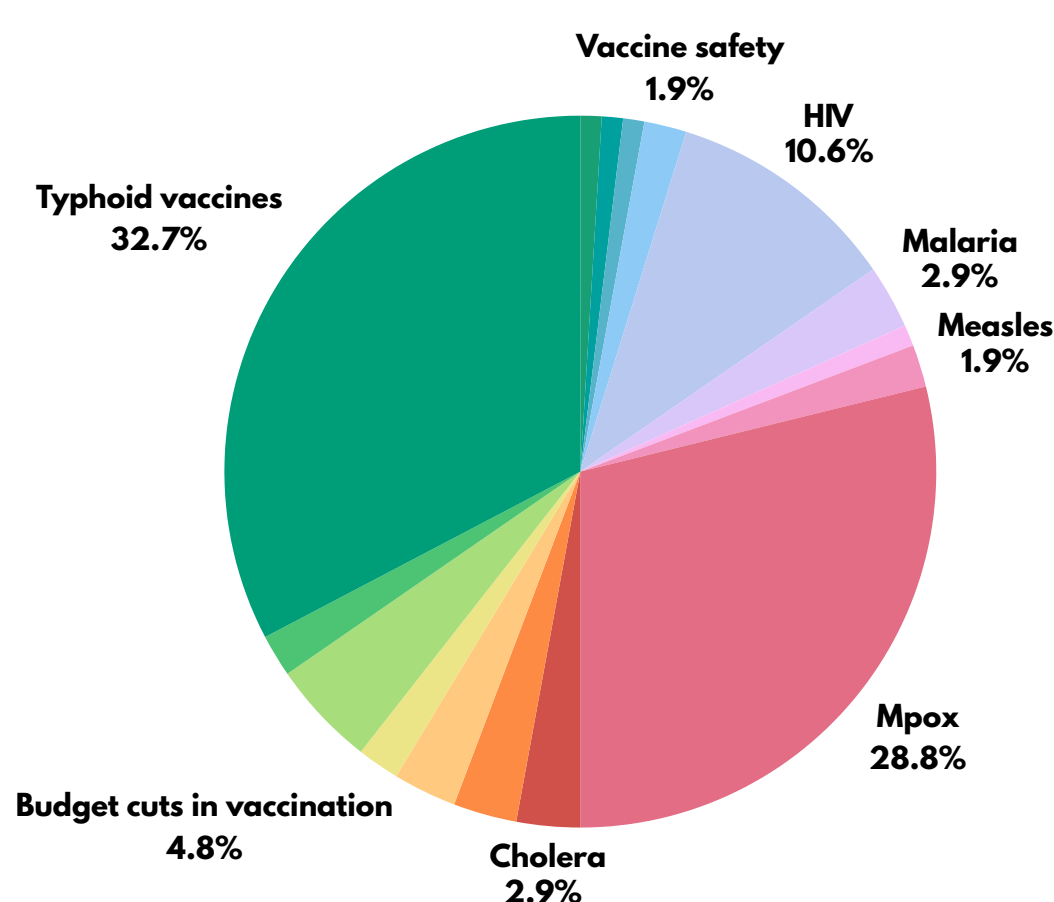


Chart 1. Distribution (%) of topics identified across our data for June 26 – July 9, 2025 (3)

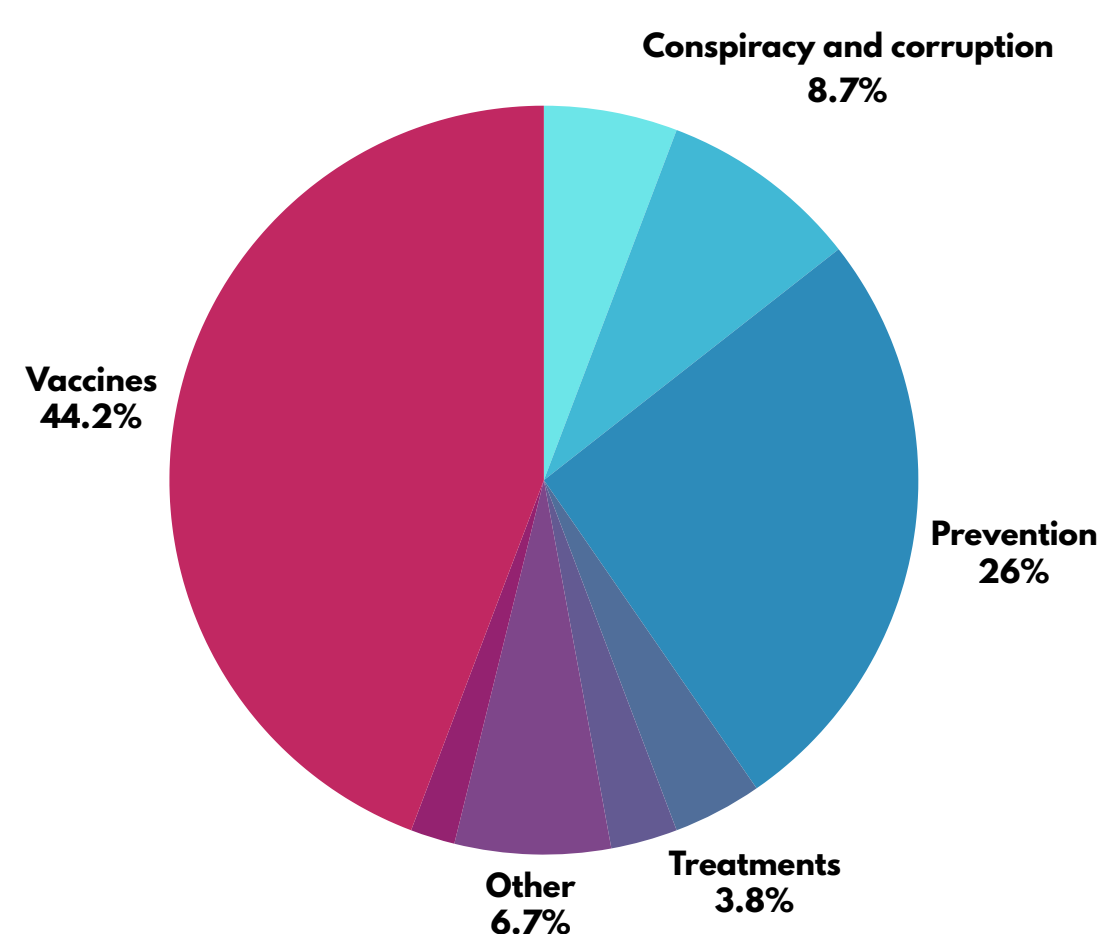


Chart 2. Distribution (%) of themes identified across our data, based on AIRA's taxonomy (4)

Most frequently discussed topics:

- The introduction of the **typhoid vaccine** for the first time as part of the measles-rubella-typhoid vaccine in Kenya through a school-campaign (accounting for over 32% of all recorded data),
- mpox and the announcement of new cases in Guinea and Ethiopia** (accounting for almost 29% of all recorded conversations), and
- continued echoes from the recent Food and Drugs Agency-approved **HIV prevention injectable, Lenacapavir** (accounting for over 10% of all conversations, mainly in Kenya).

Overview per public health priority

Infodemic Insights Report 26 June-09 July, 2025

This section provides an overview of the most relevant issues identified across our data, presented by main public health emergencies. While we have identified concerns related to other issues (see chart 1), we selected those for which there are sufficient and relevant findings for discussion or that can offer significant insights for operational response.

PUBLIC HEALTH EMERGENCIES

High risk

MPOX (5)

- **Mpox remains a grade 3 emergency in the region.** From January 1st to July 6th 2025, 21 countries in Africa have reported 26 734 confirmed mpox cases, including 115 deaths (CFR 0.4%) [\[link\]](#).
- Following the trend for the last months, mpox remains one of the most widely discussed topics. For this period, **conversations peaked in Guinea and Ethiopia.**
- Guinea is experiencing a fast-growing outbreak in recent weeks, with a likely intense community transmission, as announced by the National Health Security Agency (ANSSP) [\[link\]](#). Since June 1st, 50 mpox cases have been confirmed of a total of 83 in all of 2025 [\[link\]](#). Most cases are being reported in and around the capital city among adults with no travel history, driven by human-to-human contact [\[link\]](#).
- **Top infodemic insights from Guinea suggest a lack of awareness about the disease** with basic questions on what mpox is and disbelief that it is currently present in the country. There are also key questions on modes of transmission, on vaccine availability and symptoms (see a deep dive into this issue in the next section) [\[Example 1\]](#), [\[Example 2\]](#), [\[Example 3\]](#)
- **Top insights from Ethiopia highlight public calls for the release of healthcare workers** who were imprisoned following a prolonged strike, amid the ongoing mpox outbreak. These reactions consistently appear in response to updates on the Ministry of Health's Facebook page and align with previous trends noted in AIRA reports, which indicate ongoing public concern about the health system's capacity to respond effectively to the outbreak. [\[Example 1\]](#)

High risk

CHOLERA(6)

- **Cholera remains a grade 3 emergency in the region.** From January 1st, 2025 to May 25th 2025, a total of 117, 346 cholera cases were reported across 17 countries in the African Region, with the highest number of cases reported from South Sudan, the Democratic Republic of the Congo (DRC) and Angola [\[link\]](#).
- While cholera conversations have been prominent during the last months of our monitoring, they are winding down for the period. **This time, main concerns were registered in DRC**, following common narratives similar to those expressed around mpox in the last weeks: cholera being a cause of foreign interference and concerns over corruption in public health funds [\[Example 1\]](#), [\[Example 2\]](#).
- Yet, what is worrisome is **the perceived denial or lack of awareness on the seriousness of cholera in the country**, mainly expressed by people in Kinshasa, as observed in our qualitative assessment of commentary, as well as community feedback data collected via national call center. Kinshasa being one of the key areas of concern, with 117 cases and 26 deaths reported (CFR: 22%), primarily from Kokolo (52 cases, 10 deaths) and Makala (31 cases, 10 deaths) communes, it is highly urgent to raise awareness on this issue (data as of June 8th, 2025) [\[link\]](#).
- **People in Kinshasa also raise concerns about access to treatment centers**, which remain far from most affected communities, mainly from Makala, posing obstacles for people to access specialized care and delaying care seeking (7)

Overview per public health priority

Infodemic Insights Report 26 June-09 July, 2025

IMMUNIZATION

Medium risk

TYPHOID VACCINE INTRODUCTION FOR THE FIRST TIME IN KENYA (8)

- Following the launch of the 10-day national vaccination campaign, from July 5th to July 14th, 2025, to administer the Typhoid-Conjugate Vaccine (TCV) for the first time (together with the Measles-Rubella vaccine) [\[link\]](#), **many social media users have questioned its necessity**, with some speculating whether an outbreak has occurred. [\[Example 1\]](#), [\[Example 2\]](#), [\[Example 3\]](#).
- While typhoid fever is endemic and remains a significant public health concern in Kenya, particularly in areas with poor food safety and sanitation [\[link\]](#), **many users seem to be unaware of the disease**. Typhoid fever hotspots in Kenya include both densely populated urban centers (Nairobi's informal settlements) [\[link\]](#) and rural outbreak zones (such as Moyale in Marsabit) [\[link\]](#). Last year, Kericho and Kisumu also reported significant case counts [\[link\]](#), [\[link\]](#).
- **Conversations also reflect broader calls for clear, transparent communication**—especially around where and how vaccines will be administered, and ensuring parents are informed and respected in the decision-making process [\[Example 1\]](#), [\[Example 2\]](#).
- Many comments also point to the **need to prioritize water treatment**, with users arguing that ensuring access to clean water should come before introducing new vaccines [\[Example 1\]](#), [\[Example 2\]](#).
- **Concerns about vaccine safety and side effects continue to circulate**, often influenced by past vaccine controversies (e.g., COVID-19, polio vaccine and livestock vaccines). While these concerns are low to medium frequency, they could indicate lingering fears due to traumatic experiences that should not be ignored [\[Example 1\]](#), [\[Example 2\]](#), [\[Example 3\]](#).
- In terms of engagement, UNICEF Kenya's Facebook channel is driving the highest interaction across multiple vaccine-related themes. This channel far outperforms official government or Ministry of Health (MoH) platforms, which typically attract only a few hundred engagements and often reflect a higher critical approach, **making UNICEF's channel a relevant one to engage with people on key information gaps**.

Low risk

MEASLES (9)

- Conversations around measles remain low both in terms of volume and engagement. For this time period, **the peak has emerged in South Africa after the announcement of a local measles outbreak** with 64 confirmed cases in Lejweleputswa district, with the hardest-hit areas Nala (Bothaville), Masilonyana, Matjhabeng and Tswelopele [\[link\]](#).
- Relevant rumours identified from regular netizens include attempt to **link the origin of measles to mRNA vaccine technology, thimerosal, aluminum, or mercury** [\[Example 1\]](#)—all of which are widely debunked misinformation narratives [\[link\]](#), [\[link\]](#). While these claims remained marginal within the broader conversation, some appear to reflect a spillover from false allegations recently circulated in a video related to the GAVI Summit, which gained significant traction and debate in the United States (more context in [AIRA Report 19-25 July 2025](#)).
- This remains a trend to watch in South Africa, as similar narratives on vaccine safety were identified in our recent data, **including false claims that vaccines cause the very diseases they prevent or are linked to autism** [\[Example 1\]](#), [\[Example 2\]](#). This highlights the need to closely monitor the transnational spread of disinformation and its potential local impact.

Overview per public health priority

Infodemic Insights Report 26 June-09 July, 2025

IMMUNIZATION

Low risk

CROSS-CUTTING CONCERNS: VACCINE PRODUCTION IN THE REGION (10)

- As identified through our data, netizens in Kenya and Malawi seem to **express an interest for broader vaccine production independence in the African region**. Either suggested through direct calls for African research and production or expressed through fears of its production in Western countries. One relevant event that was widely celebrated by online users was the potential establishment of the state-owned Botswana Vaccine Institute in Malawi to grow its animal vaccine production and strengthen intra-African trade [\[link\]](#)

OTHER:

Low risk

MALARIA TREATMENT (11)

- Conversations around malaria have remained low. Concerns identified emerged in reaction to a regional news outlets article from BBC News Africa reporting that **a new malaria treatment for babies and young infants (Coartem Baby) has been approved** and is soon to be rolled out in African countries [\[Example 1\]](#), [\[Example 2\]](#).
- This new treatment addresses a critical gap for young infants weighing less than 4.5 kg, who previously lacked an appropriate option. In the past, they were often excluded from treatment or treated with versions intended for older children, which carried a risk of overdose [\[link\]](#), [\[link\]](#).
- Online users **have questioned the reasons for first roll out in the African continent**, expressing concerns on experimentation of new treatments.
- However, we observe that **other users have attempted to contextualize the urgency of use in the African continent**, acting as informal 'peer-informers' and debunking rumours. This pattern has been noted in the past in other topics as well, suggesting a form of peer verification or self-regulation on social media.
- Indeed, in 2023, the WHO African Region was home to 94% of malaria cases (246 million) and 95% (569 000) of malaria deaths and children under 5 accounting for about 76% of all malaria deaths in the Region [\[link\]](#).

High risk

HIV PREVENTION (12)

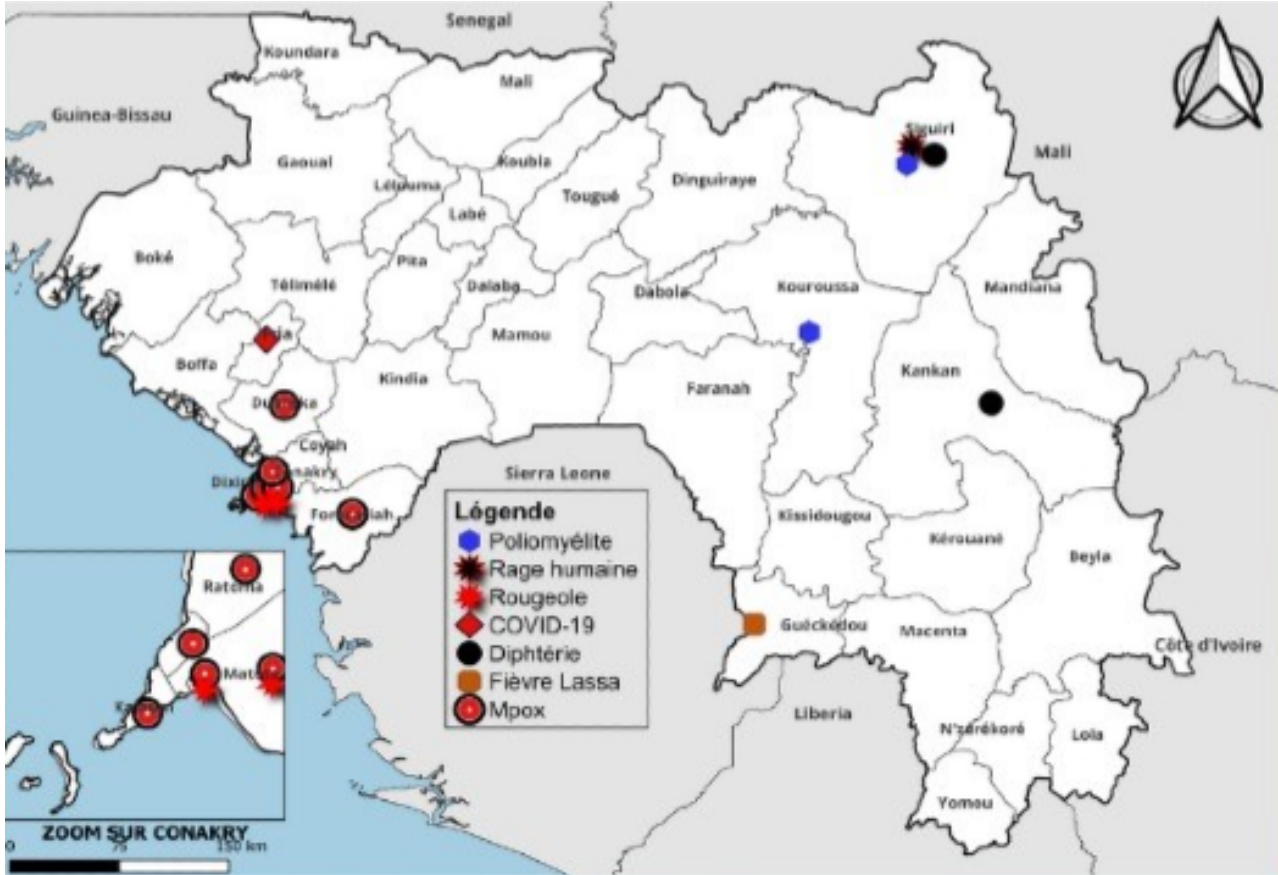
- Conversations around **HIV prevention injectable Lenacapavir continue to echo in Kenya** after wide attention across the region from media and netizens after the announcement of its approval by the Food and Drugs Administration (FDA) in the USA (already reported in the latest [AIRA report 19-25 June 2025](#)).
- While public attention on the issue for this period has been mainly observed in Kenya, and that can point at some correlation with media cycle reporting on the issue, the concerns remain similar to those reported last time across different countries: **concerns on cost, availability and harmful calls to reduce physical prevention methods** [\[Example 1\]](#), [\[Example 2\]](#)
- While the injectable remains unavailable in Africa (with no foreseen plans for introduction at the moment), reporting from major media outlets may be contributing to create confusion, as it does not clearly clarify its unavailability in Africa or contextualize costs, raising legitimate questions. As such, costs for this injectable remain a major concern, recorded with high frequency across all commentary.
- But what remains worrisome is the consistent presence of **messages that discourage condom use**. This poses a potential risk for Sexually Transmittable Infections (STI) prevention efforts [\[Example 1\]](#).

Trend in focus: mpox discussions in Guinea

Infodemic Insights Report 26 June-09 July, 2025

What is happening?

Guinea reported its first mpox case in September 2024. Since then, only sporadic cases have been detected, with no clear trend. However, there has been recently a sharp increase of cases with more than 50 confirmed cases reported in the most recent epidemiological week available (as of July 6, 2025) [\[link\]](#). Previously, most cases had a travel history to Sierra Leone, where transmission has been ongoing and cases continue to be reported. This time, however, the surge in cases in Guinea is not linked to any travel history—strongly suggesting that sustained community transmission is already occurring [\[link\]](#). Most recent cases have been reported in provinces around the capital, Conakry, among adults. Only the Clade IIb MPXV was detected in the country, and the outbreak appears to be driven primarily by human-to-human transmission. [\[link\]](#)



Map 1. Ongoing epidemics in Guinea, identifying ongoing mpox cases in 7 provinces (Conakry and neighboring provinces). Source: National Health Security Agency (ANSS)

Overview of infodemic insights

Between June 26-July 9, 2025, we monitored 108 media articles and social media posts across Facebook, Twitter, Instagram, and TikTok, responding to our search criteria. We identified 10 posts containing relevant insights into infodemics for Guinea, accounting all for 223 comments. Following AIRA’s methodology, 29 relevant infodemic data points (13) were recorded, falling under 9 overarching themes.

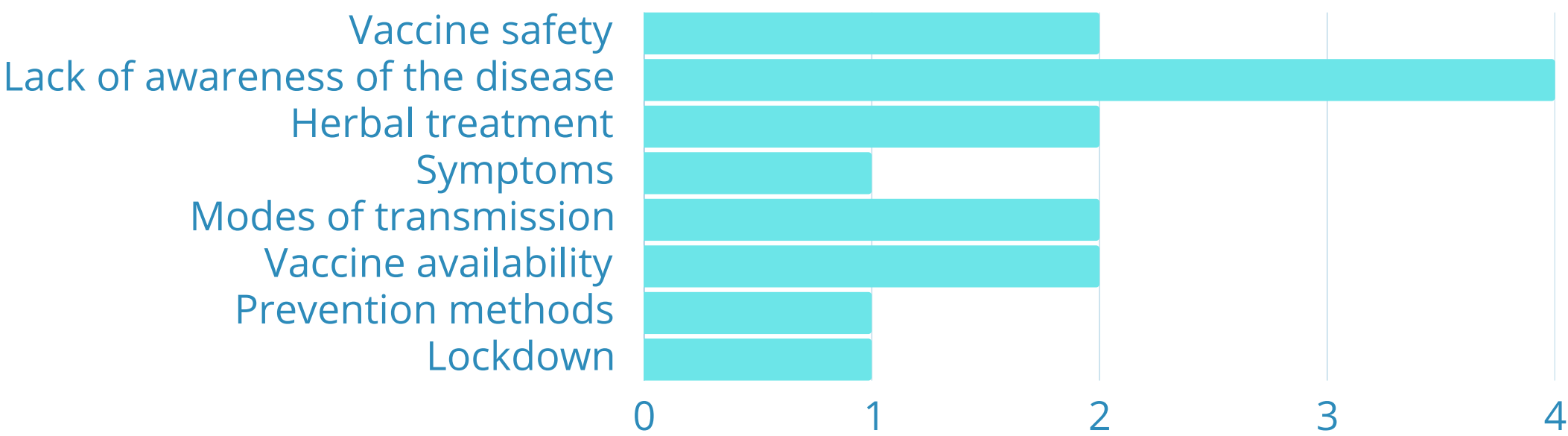


Chart 3. Number of sub-themes for theme ‘mpox in Guinea’

Key findings

The top sub-themes were: **1) allegations of corruption against the government** and the suggestion that the mpox announcement is merely orchestrated to obtain economic benefits, and **2) lack of awareness of the disease**. This lack of awareness was coupled with widespread calls for information on vaccine availability and basic information request on modes of transmission, symptoms and prevention methods. Misinformation was mainly identified regarding vaccine safety and herbal treatments that promised a cure (see Box 1 for some examples)

Trend in focus: mpox discussions in Guinea

Infodemic Insights Report 26 June-09 July, 2025

Why is it concerning?

- Contact tracing data suggests intense community transmission, marking a difference from earlier cases, which were linked to some travel history to Sierra Leone. Given that mpox spreads through close contact with infected individuals, it is concerning that many people remain unaware that local transmission is now occurring in Conakry—a densely populated area—and its surrounding regions.
- Conakry has the highest HIV prevalence in the country, of around 2.7% [\[link\]](#), significantly higher than the national prevalence rate of 1.5% (according to latest estimates by UNAIDS) [\[link\]](#). Immunosuppressed people are at higher risk of developing severe mpox or dying [\[link\]](#), [\[link\]](#). It is therefore essential to integrate HIV and mpox prevention and care, targeting groups at higher risk [\[link\]](#).

What is this again... May Allah protect us

More explanations please

What kind of illness is this again

They want another budget

What illness is this again? The symptoms?

Box 1. Examples of extracts from commentary for 'mpox' in Guinea (originally identified in French and translated with Google Translate)

What could we do about it?

- **Provide clear responses to basic questions through relevant channels:** Online penetration in Guinea remains low, with only 26,5% of the population having access to internet [\[link\]](#). Likewise, only 20% of the population has social media [\[link\]](#). Yet, 95% of the total population seems to have a cellular mobile connection – which may receive calls and SMS [\[link\]](#). Moreover, most of the population accesses information through radio [\[link\]](#). Here some ideas on how to reach people:
 - **Use a geolocalized and targeted approach to send SMS messages** with key facts about mpox and prevention to mobile phones in affected provinces.
 - **Engage with local radio producers to broadcast regular bulletins about key symptoms, transmission modes, and affected areas.** Make sure the information from health authorities is provided in local languages (fula, maninka, susu, etc.), especially in rural radios.
 - **Record key mpox messages for callers on hold.** Playing recorded messages while people wait on phone lines can help raise awareness. This method is currently being used in Somalia to share information on vaccination and has significantly improved public understanding.

Trend in focus: mpox discussions in Guinea

Infodemic Insights Report 26 June-09 July, 2025

- When conducting further investigation on community transmission, **ensure behavioural insights are collected and information on knowledge, attitudes and practices are recorded** to better shape your messages to the needs of affected communities.
- **Reactivate social listening systems and coordination mechanisms that already existed during past outbreaks.** Reactivating these systems and coordination mechanisms can save time, build on existing trust, and ensure quicker, more effective responses. These proved essential in addressing misinformation and adapting strategies in real time, as seen during the 2021 Ebola outbreak (you can see the case study below)

CASE STUDY

This case study on the 2021 Ebola outbreak in Guinea highlights how coordinated community engagement efforts—led by the Collective Service with WHO, UNICEF, IFRC, and national partners—helped contain the outbreak in just four months. It details strategies like joint training, community feedback mechanisms, and local leadership engagement that built trust and improved response effectiveness. These lessons can offer valuable guidance for enhancing mpox response in Guinea.

RESOURCE BOX



TO INFORM YOUR COMMUNICATION: Risk Communication and Community Engagement Toolkit by WHO (available both in English and French)



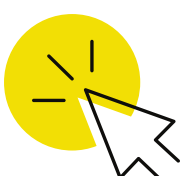
TO SUPPORT MEDIA: Reporting on mpox: A useful guide for journalists and radio broadcasters by Internews (available both in English and French)



FOR CONSIDERATION IN THE RESPONSE: How to identify and address stigma in the mpox response? Key guidelines by UNICEF (only in English)



TO SUPPORT INVESTIGATION OF COMMUNITY TRANSMISSION: Qualitative questions for community-level data collection by SSHAP and Collective Service (both available in English and French)



TO GUIDE WIDER CONTROL EFFORTS: Clinical management and infection prevention and control for mpox: living guideline by WHO (May, 2025)

Methodology & Footnotes

Infodemic Insights Report 26 June-09 July, 2025

What is our methodology?

AIRA's methodology combines online social listening at the regional level with offline data where available, depending on the local data collection capacities of AIRA's members. The online social listening is supported by the systematic monitoring of offline data in the DRC, Kenya, and Nigeria to detect viral content circulating among communities. AIRA further draws on a wide network of over 350 infodemic managers, RCCE practitioners, and fact-checkers who share relevant infodemic insights that are documented for analysis.

Social media and online media monitoring is supported by tools such as NewsWhip (Spike) and Google Trends. Analyses of online conversations are guided by performance indicators such as engagement rate (number of “likes,” comments, reactions, and shares). However, these indicators have limitations: they do not always capture the full reach or the intent behind responses. To address this, the team conducts a qualitative analysis of comments and assesses risks based on emerging narratives, public health priorities, and the potential for disruption to operational response.

FOOTNOTES

1. Community feedback is defined as “word of mouth” conversations happening in communities. For this issue, we gathered community feedback data from the Democratic Republic of Congo
2. These infodemic data points include misinformation, information gaps, concerns, claims or requests, expressions of celebration or positive reactions as well as instances of journalistic malpractices that are also recorded.
3. This data does not aim at being representative of the whole infodemic landscape in the WHO African Region but it provides a snapshot of the main themes identified following AIRA's social listening methodology.
4. This data does not aim at being representative of the whole infodemic landscape in the WHO African Region but it provides a snapshot of the main themes identified following AIRA's social listening methodology.
5. A total of 17 posts, with a total of 1392 reactions, 363 comments and 1150 shares were identified as containing relevant infodemic insights following a preliminary search using the following keywords: ("mpox") OR ("monkeypox") OR ("smallpox") OR ("orthopox") OR ("poxvirus") OR ("rash") OR ("skin lesions") OR ("swollen lymph nodes") OR ("mpox vaccine") OR ("vaccination campaign") OR ("contagious disease") OR ("quarantine") OR ("isolation"), applied to content in all languages and published in Africa, with a focus on Ethiopia and Guinea, for the period of June 26-July 9, 2025. This search originally resulted in 108 media articles with 1 100 interactions.
6. A total of 3 posts, with a total of 984 reactions, 162 comments and 29 shares were identified as containing relevant infodemic insights following a preliminary search using the following keywords: ("cholera") OR ("kolera") OR ("choléra") OR ("cólera") OR ("kkolera") OR ("kipindupindu") OR ("كوليرا"), applied to content in all languages and published in Africa, with a focus on DRC, for the period of June 26-July 9, 2025. This search originally resulted in 142 media articles with 3 400 interactions. Moreover, it was complemented by the analysis of 31 community feedback data collected in DRC through the national health hotline, pertaining to 9 provinces.
7. Information obtained from national-level reports from national health center (not published)
8. A total of 15 posts, with a total of 25169 reactions, 4285 comments and 191 shares were identified related to typhoid vaccine introduction in Kenya as containing relevant infodemic insights following a preliminary search using the following keywords: ("vaccine safety") OR ("vaccine") OR ("vaccin") OR ("vaccine campaign") , applied to content in all languages and published in Africa, with a focus on Kenya, for the period of June 26-July 9, 2025. This search originally resulted in 206 media articles with 5900 interactions.
9. A total of 2 posts, with a total of 200 reactions, 162 comments and 36 shares were identified as containing relevant infodemic insights for measles and vaccines in South Africa, following a preliminary search using the following keywords: ("vaccine safety") OR ("vaccine") OR ("vaccin") OR ("vaccine campaign") OR ("measles") OR ("rougeole") OR ("ጥፋሽ") OR ("sarampo") OR ("sarampión") OR ("surua") OR ("rubeola"), applied to content in all languages and published in Africa, for the period of June 26-July 9, 2025. This search originally resulted in 513 media articles with 16242 interactions.
10. A total of 2 posts, with a total of 565 reactions, 334 comments and 2 shares were identified as containing relevant infodemic insights for this theme following a preliminary search using the following keywords: ("vaccine safety") OR ("vaccine") OR ("vaccin") OR ("vaccine campaign") , applied to content in all languages and published in Africa, for the period of June 26-July 9, 2025. This search originally resulted in 206 media articles with 5900 interactions.
11. A total of 3 posts, with a total of 2548 reactions, 544 comments and 387 shares were identified as containing relevant infodemic insights for this theme following a preliminary search using the following keywords: ("malaria") OR ("paludisme") OR ("palu") OR ("malaria AND vaccine"), applied to content in all languages and published in Africa, for the period of June 26-July 9, 2025. This search originally resulted in 210 media articles with 3800 interactions.
12. A total of 3 posts, with a total of 33652 reactions, 9467 comments and 637 shares were identified as containing relevant infodemic insights for this theme following a preliminary search using the following keywords: ("HIV") OR ("VIH") OR ("SIDA") OR ("AIDS") OR ("condom") OR ("sexually transmitted") OR ("antirretroviral") OR (anti-retroviral) OR ("ARV") OR ("ART") OR ("PREP") OR ("pre-exposure prophylaxis"), applied to content in all languages and published in Africa, with a focus on Kenya, for the period of June 26-July 9, 2025. This search originally resulted in 492 media articles with 15900 interactions.
13. These infodemic data points include misinformation, information gaps, concerns, claims or requests, expressions of celebration or positive reactions as well as instances of journalistic malpractices that are also recorded.