

Synergy Effects of Social Media on People With HIV During Mpox Epidemic: When the HIV Case Manager Becomes a Podcaster

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Background:

Mpox, an emergency transmitted disease among Men who have sex with Men, has created a situation of urgency, leading to severe illness among people with HIV(PWH). The Mpox vaccine is the most effective strategy for ending the epidemic. As key populations get vaccinated quickly, PWH could prevent infection and stop the outbreak. Whether social media could be a promoter to accelerate vaccination coverage is crucial.

Description:

The "SJ 愛 Talking" podcast is a social media platform for PWH and their loved ones. During the Mpox epidemic, the podcast quickly delivered information on Mpox vaccination, methods to prevent Mpox, safe sexual behaviour, and guidelines for treatment in case of infection. We launched our episodes in February 2023, coinciding with the first Mpox case in Taiwan. We track the vaccination coverage rate and Mpox cases by group, evaluating the effectiveness of social media initiatives like podcasts.

Results:

- ◎ A total of 2819 PWH, 654 of whom listened to the podcast, 1805 PWH were vaccinated, and 20 were diagnosed with Mpox.
- ◎ The results show they were getting the Mpox vaccine simultaneously, and the podcast audience group increased the vaccine coverage rate faster.
- ◎ By the end of 2023, compared to the control group, the first vaccine coverage rate was significantly high, 68.99% vs 62.3%, and the second dose coverage was 56.2% and 50.9%, respectively.
- ◎ Regarding the outcome, the Mpox infection rate in the podcast group was 0.465% lower than the control group's 0.782%.
- ◎ The OR of the podcast group was 0.593, meaning that people who listen to the podcasts would decrease their risk of being infected with Mpox by 41%.
- ◎ However, in the control group, the chance of being infected with Mpox is 1.69 times higher than podcasts group.

Conclusions:

The SJ愛Talking podcast utilizes the power of social media to disseminate vital prevention guidelines, counteract misinformation, and boost the pace of vaccination coverage. Integrating social media into epidemic control amplifies and speeds up healthcare's effectiveness and makes it more beneficial for PWH. Therefore, further research is needed to integrate social media into healthcare strategies.

