Using social-media for health promotion: the experience of Cœur d’Or in Benin

Background

Global Burden Diseases
(DALYs per 100,000 pop, 2013)

Sub-Saharan Africa

Global

1990

Global burden of diseases in SSA (DALYs)
### Conventional tools of community engagement

- Meetings, door to door, posters, radio, television etc...
- Lack of continuity, poor interaction, expensive, less and less attractive
- Key reasons of the implementation failure of the « community participation » paradigm
- No clear operational evidence on solutions

### Our working hypothesis: the ideal model in this context

- Should be as cheap as possible
- Permanent, double-sens communication
- Multisectorial, inclusive, valorizing
- Openness to learn from community: (mis)conceptions, opportunities, constraints etc...
- Coming up with negotiated approaches
- Equitable access

### (Health) system in a context of transition

- Chronic conditions: Need to rethink the relationship between health worker and patient
- Cost and health financing related issues: Need to accelerate the UHC
- The prevention challenge: “adoption of a new lifestyle”
- Need of strong and continuous community engagement
Facebook group: Coeur d’Or (Golden Heart)

Open group

21,169 members

Objectives of the group

- Establish a general dialogue on CVD;
- Maintain awareness on the issue;
- Discover the misconceptions that may be barriers and communicate effectively to reverse the trends;
- Encourage the adoption of a lifestyle conducive to a healthy heart and blood vessels.

Principles of the group

- We learn from each other: No giver-receiver relationship
- Multidimensional approach: medical, religious, sociologic, playful and sentimental
- Possibility of users-generated debate
- Based on a core of a scientific and updated evidence: summary as the “Coeur d’Or” charter
Non-virtual activities

- What?
  - Celebrating World Heart Days in Benin:
  - Interactive conferences and workshops
  - Physical activities: Walks
  - Exhibitions

- How?
  - Using the group as a mobilisation tool
  - As an effective tool to capture the attention of the collective decision-makers and to attract partners
  - Used for activities planning and for time saving
Does it work?

Number of members by year, Coeur d’Or, 2016

Yéhoutoché (Another group Benin): 108,000 members

Proportion of mobile phone subscriptions, World bank data

Proportion of internet users, World Bank Data
Does it work?

People share their opinions from various perspectives

Offline effects

Building core sub-group

Building partnership

Mobilizing resources

- Financial resources from private partners: up to 25,000 € in 2015
- Competencies and skills from the community
- Conventional media resources engaged in radio, TV and writing press communication
- Material resources: T-shirts, water, etc…
Challenges and weaknesses

- Weaknesses of online sharing: Not always easy to get clearly the point of others
- Require an intensive work and semi-professional skills for an effective facilitation
- No equitable access to the group: Rural area, poor people, illiteracy

Thank you