

Use of modern social media to improve tracking and addressing stock-outs by community-based organisations

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Background and hypothesis:

- Only 34.4% of all registered people living with HIV receive antiretroviral therapy in Russia
- Patient Control monitors shortages drug across the country using a variety of data collection methods: social media, pereboi.ru website, forums
- Our hypothesis was that Tik Tok will help to obtain additional information about drug shortages in Russia which cannot be received through traditional monitoring tools (pereboi.ru website, forums).

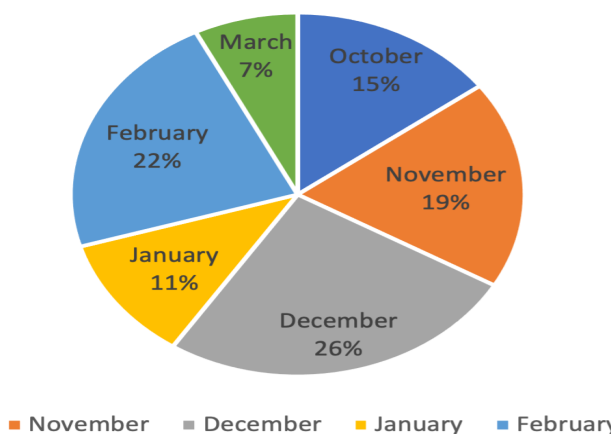
Description:

The target group is Russian-speaking people living with HIV. We are collecting messages about shortages, we use two broad content clusters: entertaining content (videos, news, useful tips, FAQs) and content to motivate people to write about stock-outs or other issues related to HIV care.

Results:

In 6 months, the Tik Tok profile gained 509 subscribers and received 14 new ARV shortage reports from various regions of Russia. Drug shortages were mentioned in at least 13 comments, which makes it 27 messages in total with broad geographical diversity.

Number of shortage requests



Conclusions:

Our experience shows that Tik Tok has proven to be an effective media tool for tracking medicine shortages by reaching new audience due to its specific Interface, algorithms and its current popularity. Given sufficient Internet coverage in a country, it can become an additional source of information about healthcare issues from remote areas for grass-root communities.