

2024 Mpox U-Report Chatbot

Objective:

Our goal is to provide accurate information about Mpox to help prevent its spread and combat misinformation. This chatbot will assess awareness among adolescents and young people, identify gaps in understanding, evaluate perceptions of risk, and gauge intention to vaccinate. By gathering this data, we aim to improve UNICEF's response at local, regional and global level.

The chatbot is organized into sections for easy adaptation by country offices. Modules can be released all at once or in segments based on the context and audience engagement. It also includes questions to assess user experience and help us improve.

As an evergreen tool, the chatbot can be available for extended periods, offering continuous value and engagement.

Content

Trigger words: #Mpox

Section	Sub section	Questions – Messages	User
Welcome		Do you want to learn about Mpox and help us prevent its spread! Your participation is vital. Yes No	
Standard Questions		How old are you? – Example, 16	Only new users
		How do you identify? a) Girl / Woman b) Boy / Man c) Prefer not to say	Only new users
Awareness	1	Hi there! Let's start with a quick question. Have you heard of Mpox before? A) Yes B) No C) I'm not sure	
Knowledge	2	Great, thanks for sharing! Let me explain what Mpox is.	
		Mpox is a virus that has been spreading across multiple countries recently.	
Spread	2.1	How do you think you could get Mpox?	

		A) Contaminated water B) Close contact with someone who has it C) Blood contamination D) Mosquito bites E) I don't know	
		Correct! Mpox spreads mainly through close contact with someone who has it, including skin-to-skin and mouth-to-mouth, and via contaminated items.	Users responding B receive this answer
		Not quite. Mpox mainly spreads through close contact with someone who has it, including skin-to-skin and mouth-to-mouth, and via contaminated items.	Users responding A, C, D.
		Mpox spreads mainly through close contact with someone who has it, including skin-to-skin and mouth-to-mouth, and via contaminated items.	Users responding E
Symptoms	2.2	If you got Mpox, would you know the symptoms? A) Vomiting B) Thick coating at the back of the throat C) Diarrhea D) Rash, fever, and swollen glands E) I don't know	
		Correct! If you had Mpox, you'd recognize it by a rash lasting 2–4 weeks, often with fever, headache, muscle aches, back pain, low energy, and swollen glands.	Users responding D
		Not quite. If you had Mpox, you'd recognize it by a rash lasting 2–4 weeks, along with fever, headache, muscle aches, back pain, low energy, and swollen glands.	Users responding A, B, C
		If you had Mpox, you'd recognize it by a rash lasting 2–4 weeks, along with fever, headache, muscle aches, back pain, low energy, and swollen glands.	Users responding E

Prevention	2.3	Do you want to know how to protect yourself and others from Mpox? A Wash hands with soap & water B Drink safe water C Avoid close, skin to skin contact with anyone with mpox D Option A and C E I don't know	
		Yes! Wash your hands often and avoid close contact with anyone who has Mpox or with contaminated items and animals. If you have symptoms go to the health center.	Users responding D receive this message
		Not quite. To stay safe, wash your hands often and avoid close contact with anyone who has Mpox, contaminated items and animals. Seek care If you have symptoms.	Users responding A, B, C
		To stay safe, wash your hands often and avoid close contact with anyone who has Mpox or with contaminated items and animals. Seek care If you have symptoms.	Users responding E
Feedback	3	How helpful was this chatbot for learning about Mpox? A) Very B) Somewhat C) Not very D) Not at all	
		Thanks for your feedback! Your thoughts help us improve. Ready to learn more? Say yes to continue to the next section and keep exploring Mpox info!	
Risk perception	4	Do you think Mpox is a serious threat for you? A Yes B No C I am not sure	

		Who do you think is most at risk for Mpox? A) Pregnant women B) Children C) Sex workers D) Men who have sex with men E) I'm not sure	
		Contracting mpox during pregnancy can be dangerous for the newborn infant and can lead to loss of the pregnancy, stillbirth, death of the newborn.	Users responding A
		Children may be at greater risk of severe mpox than adults. They should be closely monitored until they have recovered in case they need additional care.	Users responding and B
		Mpox isn't limited to people who are sexually active or men who have sex with men. Anyone in close contact with someone symptomatic is at risk.	Users responding C and D
		Newborn babies, children, pregnant women and people with immune deficiencies may be at higher risk.	User responding E
Intention to get vaccination	5	If the mpox vaccine is available, will you take it? A Yes B No C I am not sure	
		Great choice! WHO recommends the vaccine for those who've been in close contact with someone who has Mpox or those at high risk.	Users responding A
		The vaccine helps prevent severe illness and the spread of Mpox. It's advised for those at high risk or close contacts. Worth considering for your protection!	Users responding B

		No problem! WHO advises the vaccine for close contacts of Mpox cases and high-risk groups. It's good to stay informed and consider your options.	Users responding C
Trusted Sources		You've made great progress! Thanks for sharing your thoughts with us. It's important for our work to understand your preferences for Mpox information and sources.	
		Choose your top trusted source for Mpox A Health worker/volunteer B Gov authorities C Religious leaders D Community representatives E Other (specify)	
		Please mention who you trust for mpox information.	For users responding E
		Choose your top trusted platform for Mpox information. A Telephone B Radio C TV D Social media E School F Others	
		Please mention how would you prefer to obtain information on mpox.	For users responding F
Misinformation		False information can spread quickly, leading to unnecessary fear and confusion.	
		What are the main rumors, beliefs, concerns, or questions that you hear in your community about mpox?	Open Question

		Thanks for sharing! Your insights can help us address these issues and share accurate information.	
Feedback		How useful was this experience for you? A) Very B) Somewhat C) Not very D) Not useful	
Closing Message		Thank you for your responses! We hope you've discovered some great ways to stay safe and protected. Invite your friends to join in and help keep their communities safe too!	