

Navigating the Listening Cycle: Our social media journey addressing menstrual concerns with COVID-19 Vaccination

P2-P2

The Listening Cycle underscores the vital role of communicating epidemiological intelligence directly to consumers, beyond traditional channels, to sustain vaccine confidence and validate concerns and embodies the importance of social media's impact in shaping public health.

The problem

- Community concerns that the COVID-19 vaccines altered menstrual cycle
- There was insufficient comparative evidence to validate these concerns
- People who menstruate felt confused, fearful and dejected and ignored
- If not addressed, could lead to misinformation and vaccine hesitancy

Validate

Listen

Communicate

Investigate

Communicate

It is essential we respond on social media when appropriate

Our TikTok & Instagram video, explaining these findings, garnered over a million views and thousands of positive comments from people who menstruate expressing validation.



Social media

We analyzed social media posts and found that there was a rise in posts stating that the COVID-19 vaccine led to menstrual cycle changes

Investigate

We analyzed over 40,000 presentations for menstrual change in a large general practice dataset- POLAR by Outcome Health- Implemented a self-controlled case series methodology Found an increase in first time menstrual change presentation occurring within 42-days of a COVID-19 mRNA vaccines

(mRNA: Relative incidence 1.14, 95% Confidence interval: 1.07, 1.22, Adenoviral-vectored: Relative incidence 1.15, 95% Confidence interval: 0.94, 1.40)

Risk dissipated by week 13

Impact:

By validating people's concerns, we can boost trust in vaccination We will continue to listen to all vaccine related reproductive health concerns on social media and respond appropriately



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