

The conversational marketplace for health services

Using AI and behavioral science to help every person realize their own aspirations for health

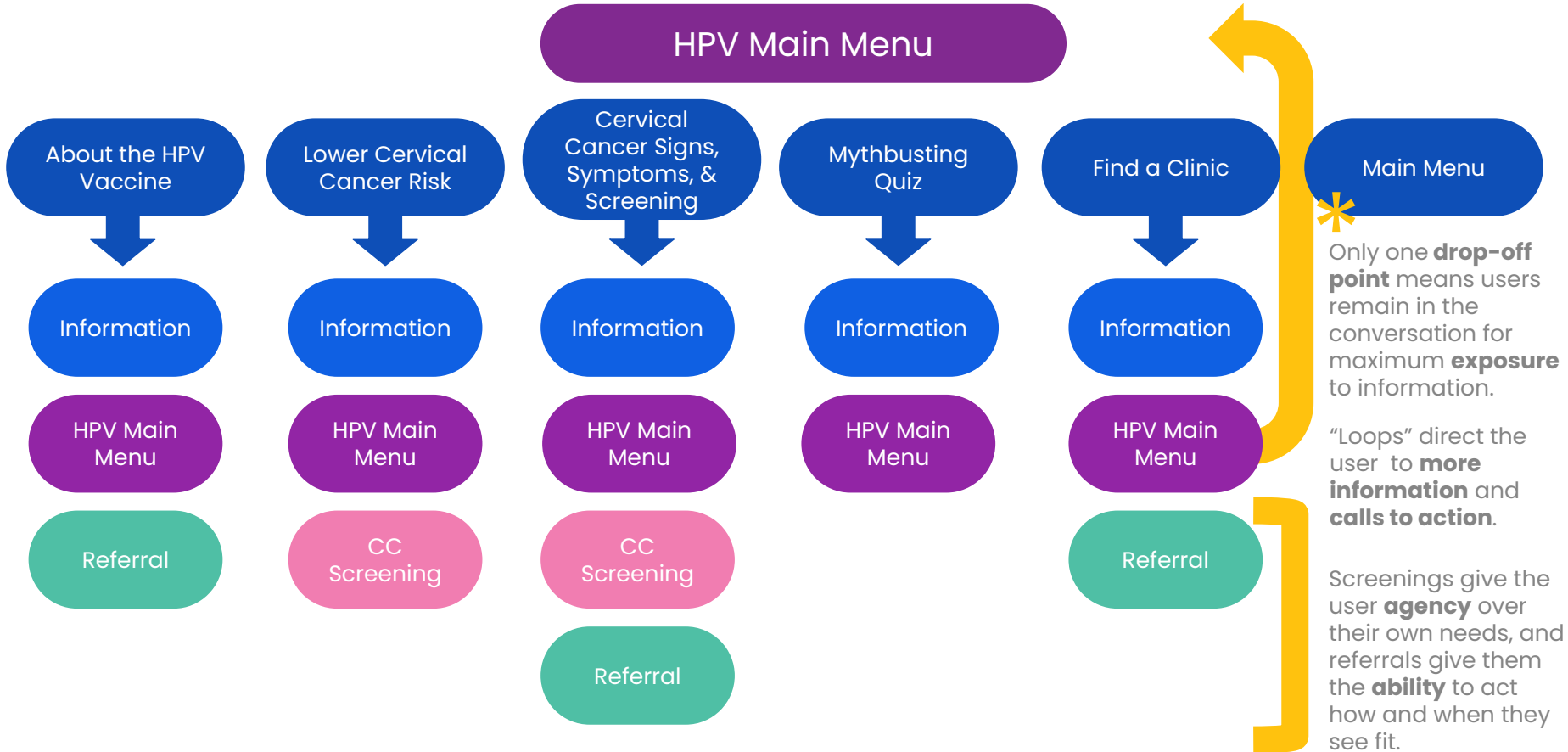


Overall Approach

GOAL: Achieve a **critical mass of users** engaging with askNivi's HPV/CC content and drive uptake of HPV vaccination among them

- Developed multi-set conversations covering key aspects and issues pertaining to cervical cancer and the HPV vaccine
- Undertook digital marketing and on-the-ground promotions to raise awareness about cervical cancer and drive uptake of the HPV vaccine.
- Integrated referrals to 150+ public and private clinics, dispensaries, and hospitals that provide cervical cancer screening and HPV vaccinations in Kilifi and Mombasa

Nivi's action-oriented conversations on HPV/CC




Digital Awareness Campaigns



Nivi Educational Campaigns

AskNivi
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Did you know that you can save your 10 year old child from getting HPV and cervical cancer in future? Educating yourself is important. Let's chat to learn more.



Vaccinate your 10yr old girl, reduce future risk of cervical cancer


ASKNIVI.KE
Chat with Nivi

LEARN MORE

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You can stop HPV from turning into cervical cancer. Usikubali watu unapenda wateseke. Click to learn more.



Kinga watu unapenda wasipate cervical cancer

ASKNIVI.KE
Chat with Nivi

LEARN MORE

Like Comment Share

AskNivi
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There are enough risks in life. let's talk about how to reduce the risk of cervical cancer for you and your daughter. Click to learn more.



Msichana wangu ana miaka 10, nitamkinga asipate cervical cancer siku za usoni

ASKNIVI.KE
Chat with Nivi

LEARN MORE


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An appeal to parents with a call to protect their children by getting them vaccinated
We targeted both men and women of age 18+ across Kenya In English and Swahili (for Coast region)

STOP CC Awareness Campaign

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Screening for precancerous lesions is crucial to eliminating #cervicalcancer, yet <5% of women have been screened globally. Chat with Nivi to learn more about cervical cancer screening here > <https://l.nivi.io/cca>



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Share on WhatsApp
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👍 Like 💬 Comment ➦ Share

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We're kicking off
#CervicalCancerAwarenessMonth!
Learn about some ways you can reduce your risk of #CervicalCancer here:
<https://l.nivi.io/cca>




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Share on WhatsApp
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While Africa has made tremendous gains toward increasing access to immunization in the last 15 years, progress has stagnated leaving 1 in 5 of African children without access to life-saving vaccines. Avoid vaccine-preventable diseases, get vaccinated. Learn how to get the vaccine by chatting with Nivi here: <https://l.nivi.io/cca>



API.WHATSAPP.COM
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Raising awareness about cervical cancer and the need for HPV vaccinations
We targeted both men and women of age 18+ across Kenya

Digital Campaign Performance

Key Metrics	Nivi Educational Campaigns	STOP CC Awareness Campaign
Total Reach	3,251,744	160,800
Unique Link Clicks	183,872	5,436
CTR	5.6%	3.38%
Users	3528	139
Conversion Rate	2%	2.7%

Offline Distribution Campaign: Posters & Cards



Posters & Cards



Poster with Keyword



Visiting Card with Keyword

A total of 50 posters and 10,000 visiting cards were distributed by Pathfinder Kenya's team in Mombasa and Kilifi to raise awareness of HPV information on Nivi.

Users who onboarded from this initiative: **733**

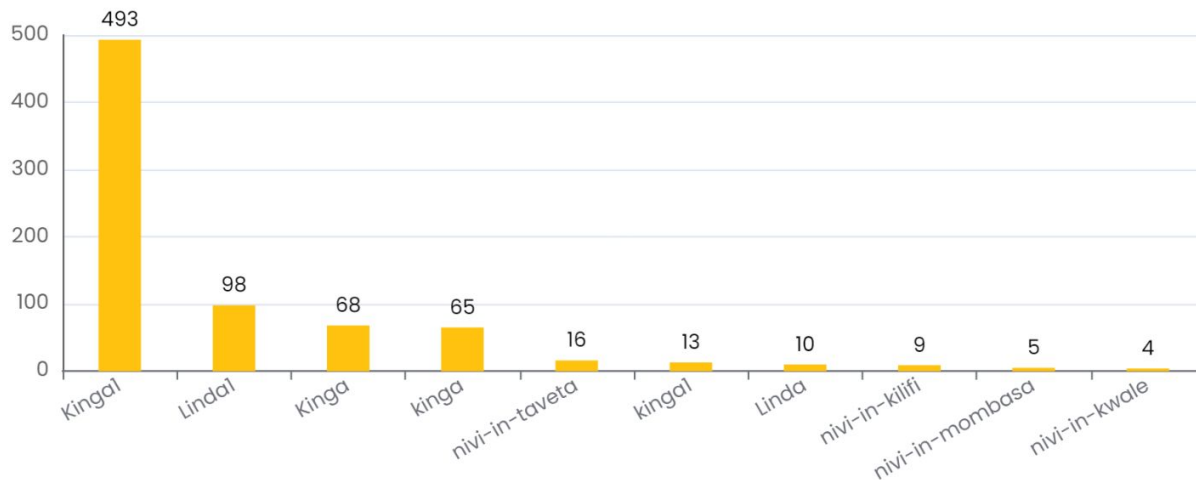
Nivi
Insights:
HPV-CC
Conversation
Data



Users acquired by campaign

Campaign	Users Onboarded	Referrals to clinic
Online educational campaign	3646	182
Stop CC Awareness campaign	139	10
Offline educational campaign	808	55
Total	4592	247

Offline campaign breakdown



The links provided recently in June 2021 have been clicked but users are not completing the session.

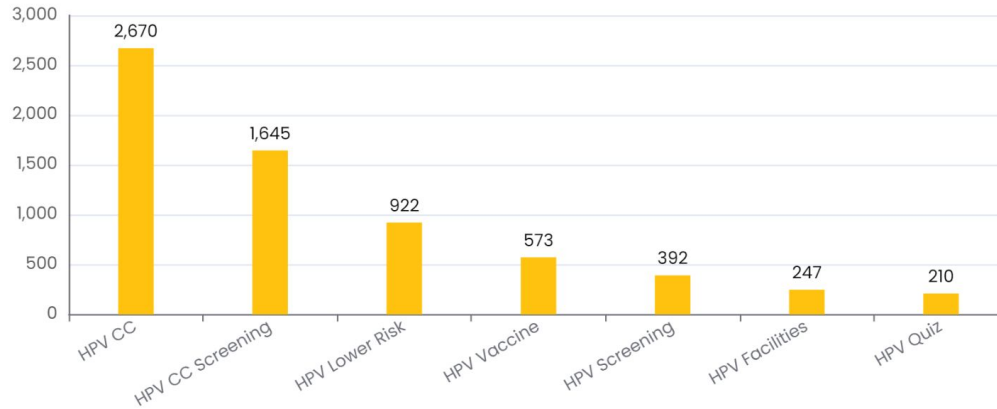
Kilifi link (<http://y.nivi.io/kilifi>) has been clicked 52 times but only 9 onboarded

Taita Taveta link (<http://y.nivi.io/taveta>) has been clicked 102 times but only 16 onboarded

Mombasa link (<http://y.nivi.io/mombasa>) has been clicked 21 times but only 5 onboarded

Kwale link (<http://y.nivi.io/kwale>) has been clicked 9 times and 4 onboarded

Users' Interest



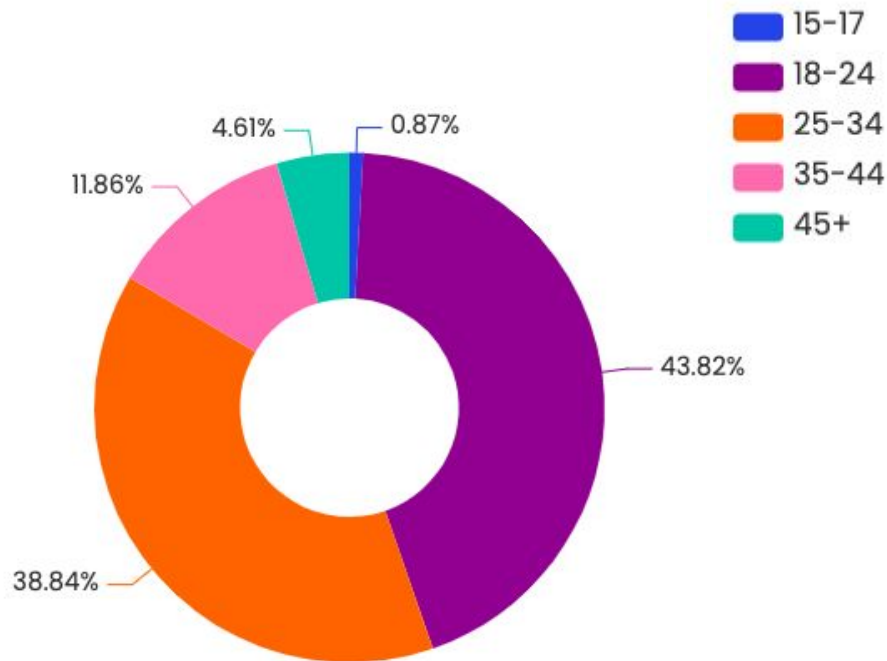
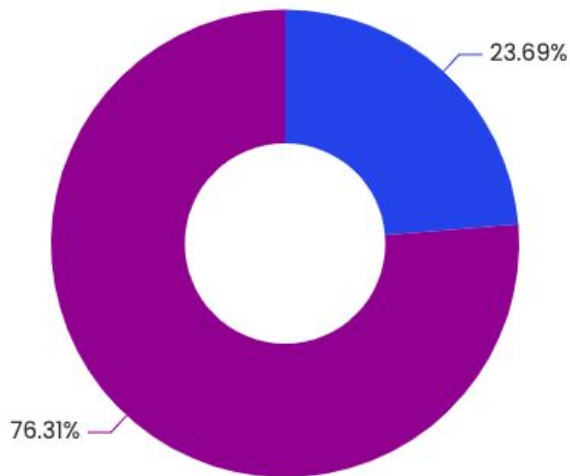
A total of **4592 users** onboarded to the chatbot from marketing campaigns. **2670 users** went ahead to have HPV conversations

1645 users wanted to learn about how to get a cervical cancer screening

247 users received a clinic referral to get the HPV vaccine

Gender & Age

Man
Woman



Women accessed the HPV-CC content the most with a majority of them in the 18-24 age group (43%)

Users' Knowledge Levels

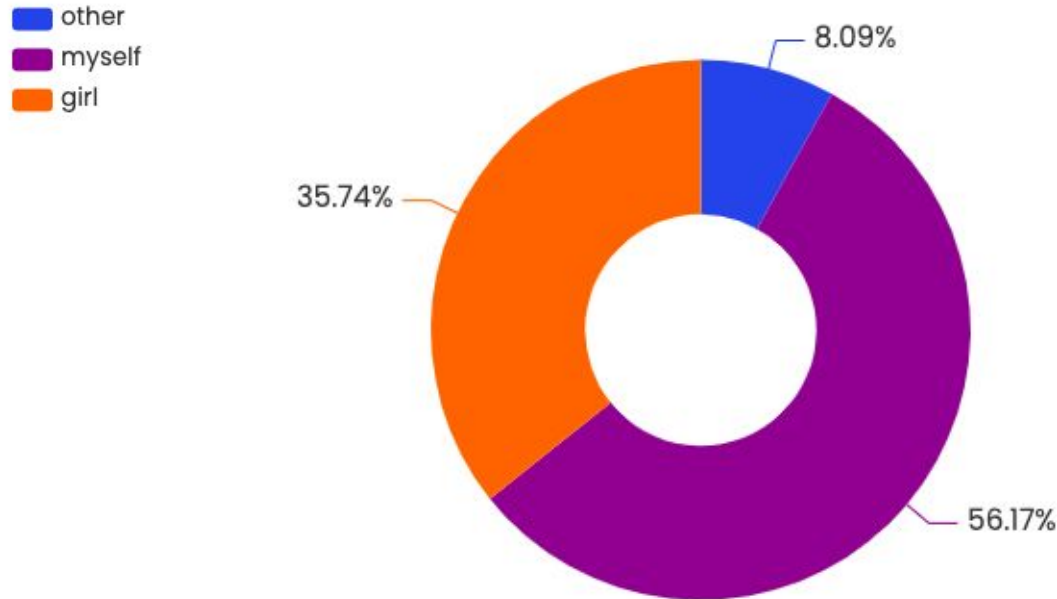
One out of three users believe that someone who has never had sexual intercourse can get HPV

■ yes-infect
■ no-infect



Getting the HPV Vaccine

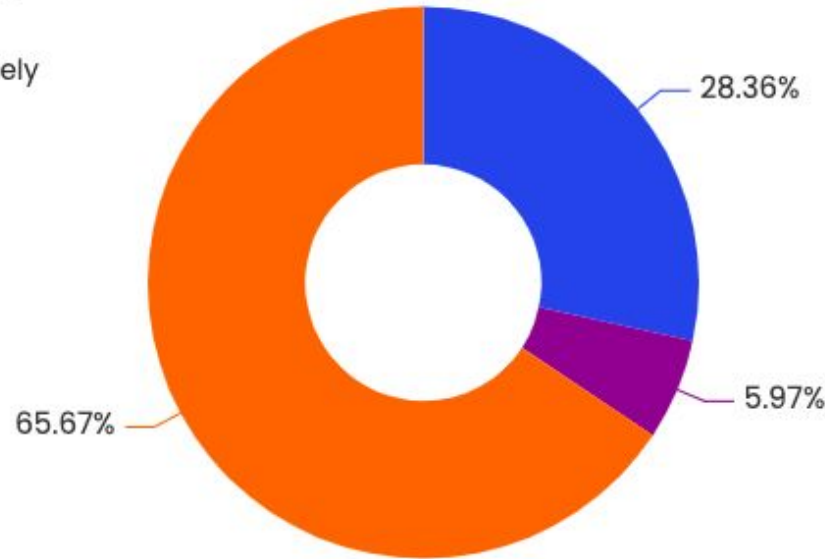
More than half of the users are planning to get the HPV vaccine for themselves, closely followed for a girl they care about (daughter, sister, niece, girlfriend, wife)



Users' Readiness on Getting a HPV Vaccine

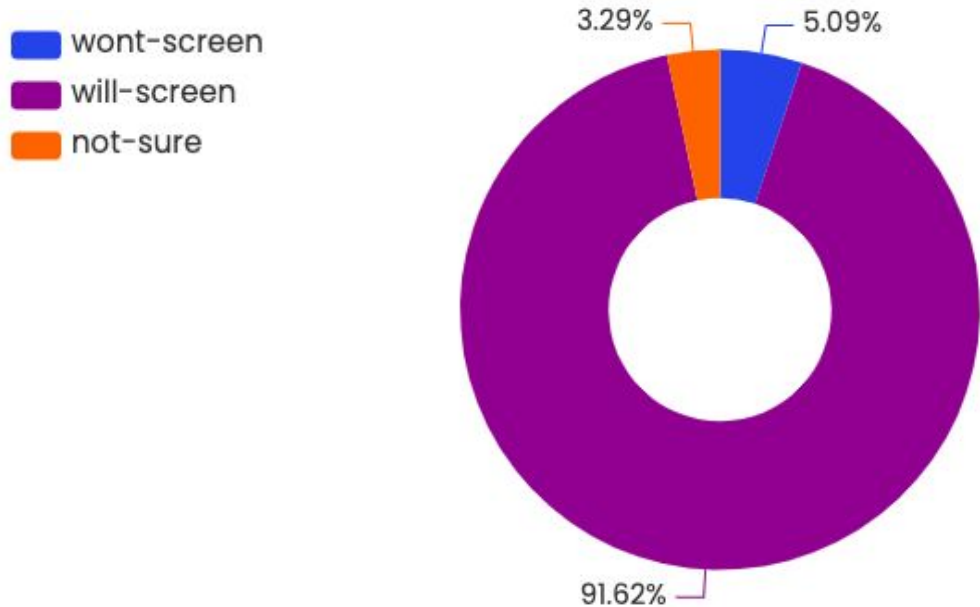
Two out of three users are intent on getting the HPV Vaccine

- readiness-thinking
- readiness-no
- readiness-definitely



Users' Readiness on Getting a HPV Screening

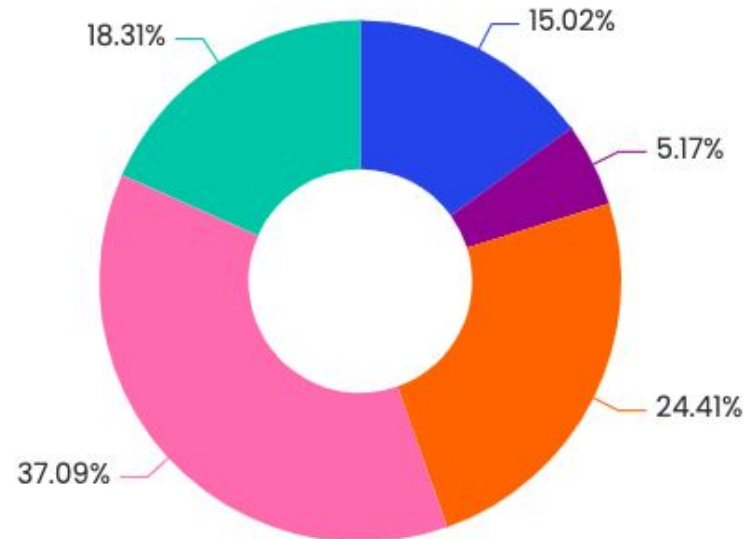
An overwhelming number of users would like to screen or test themselves for HPV



Users' Intent on Getting a HPV Vaccine

One of three users think that getting an HPV vaccine is worth it, ONLY if the price were lower

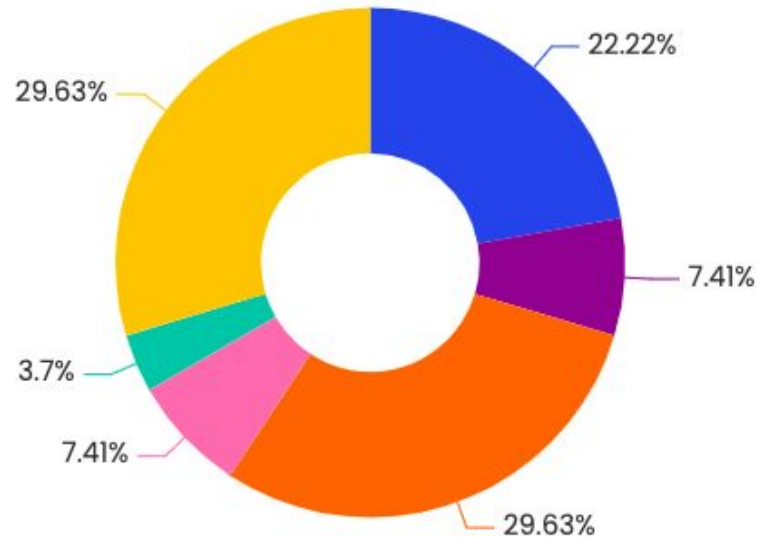
- will-pay
- not-at-risk
- need-more-info
- maybe
- insurance



Users' Barriers on Getting a HPV Vaccine

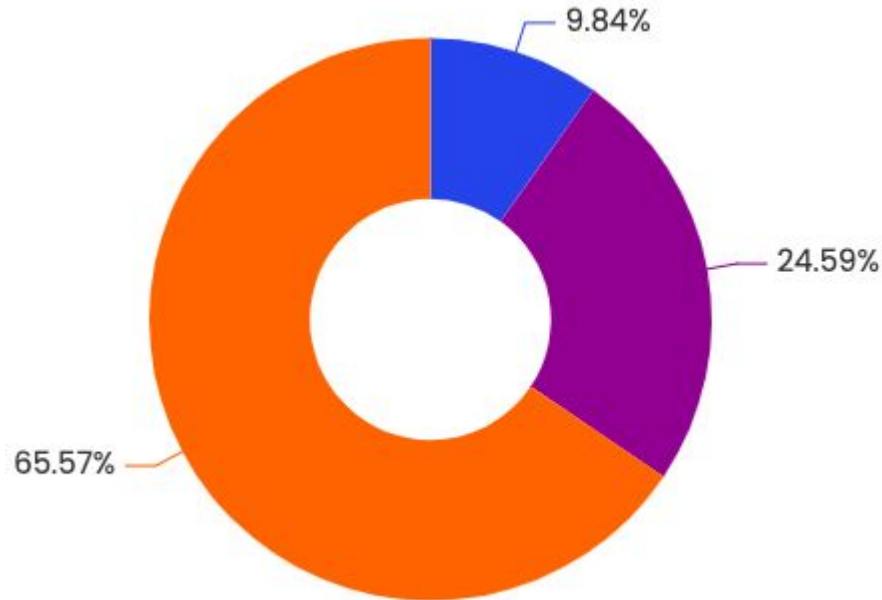
Some of the common reasons for not seeking a HPV vaccine include: needing more information, not knowing where to go, the vaccine being expensive, undisclosed

- where-to-go
- too-expensive
- other-reason
- not-relevant
- no-time
- need-info



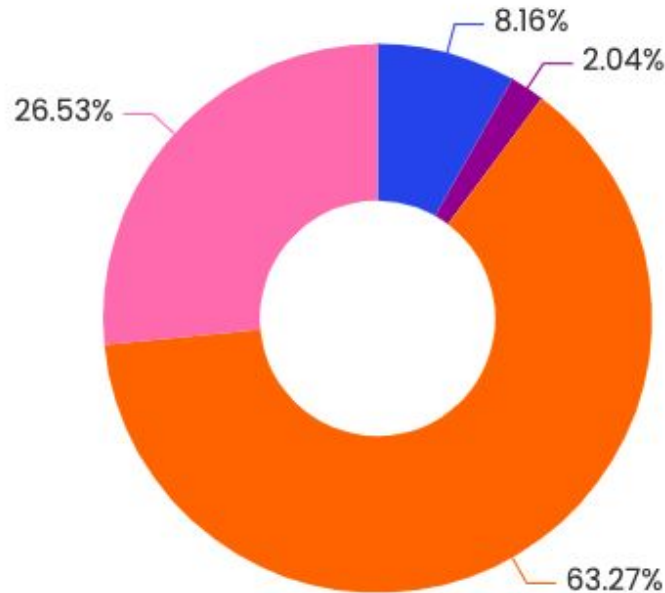
HPV Quiz Responses

Q1: The majority of users (65%) know that cervical cancer is caused by HPV



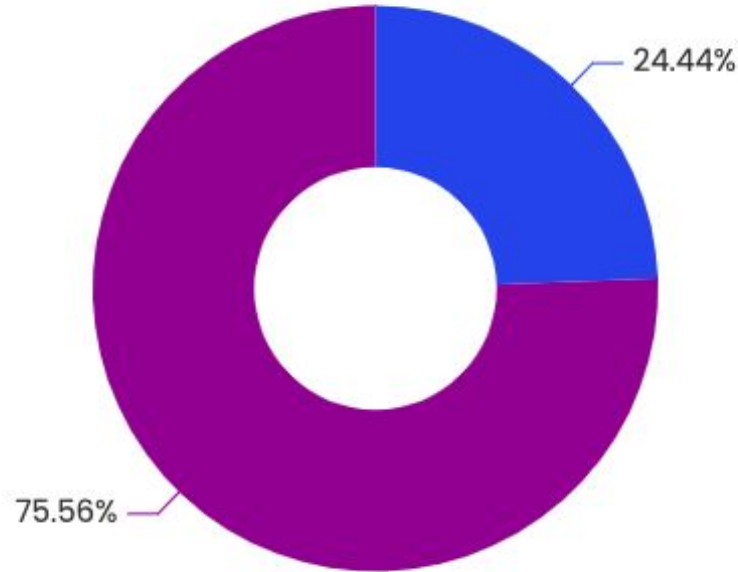
HPV Quiz Responses

Q2: All users understand that you should start Cervical Cancer screenings in adulthood (63% indicated starting at 25 and 26% indicated starting at 14)



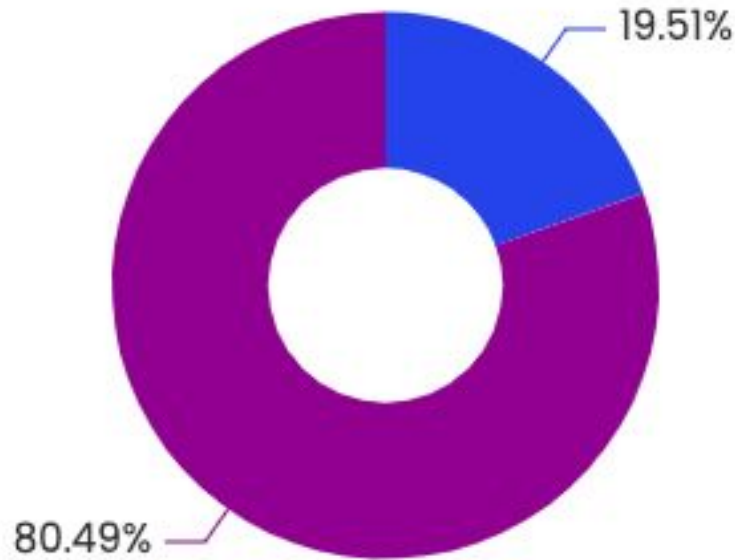
HPV Quiz Responses

Q3: More than 2 out of 3 users (75%) know that the HPV vaccine will not cause harmful side effects



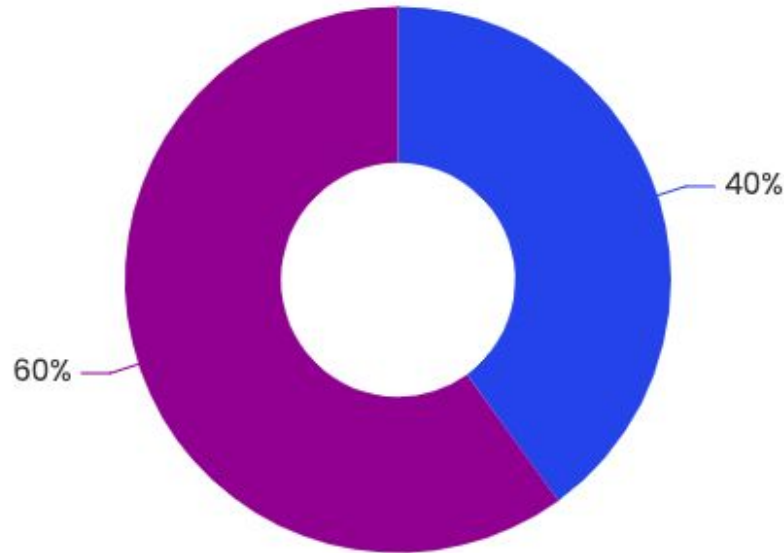
HPV Quiz Responses

Q4: Only 19% of users believe that cervical cancer can only affect women with many partners



User Feedback

No single user has reported that they are unhappy with the information provided by Nivi on HPV and CC pointing to high satisfaction levels



A man wearing a yellow helmet and a light-colored jacket is sitting on a red motorcycle. A woman in a colorful, patterned dress is sitting on the back of the motorcycle. They are both smiling. The background is a lush green area with trees and a dirt path. The text "Thank You" is overlaid in the center of the image.

Thank You