



Use of Social Media Platforms for Integrated Immunization Awareness by the Nasarawa State Primary Health Care Development Agency

Muhammed Nasir Alhassan^{a*}, K. S. Akpede^b, & T. M. Akase^c

^{abc} Department of Mass Communication, Nasarawa State University, Keffi, Nigeria.

*Corresponding email: alhassanmohammednasir@gmail.com

Abstract

This study investigated the use of social media by the Nasarawa State Primary Health Care Development Agency (NSPHCDA) in disseminating integrated immunisation awareness messages, focusing on respondents' exposure, platform preferences, perceived effectiveness, and associated challenges. Guided by the Social Cognitive Theory (SCT), the study employed a quantitative survey method involving 281 respondents. Findings revealed low exposure to the agency's campaign messages, with 69.7% of participants indicating they rarely encountered them on social media. Facebook emerged as the dominant platform used (80.7%), followed by WhatsApp (45.5%), while other platforms recorded minimal engagement. The perceived effectiveness of the agency's social media campaigns was moderate, with 52.6% of respondents describing them as somewhat effective. Key challenges identified included the lack of timely updates (91.9%), poor user engagement and feedback mechanisms (88.7%), unengaging visual content (73.4%), and concerns about the trustworthiness of information (52.9%). The study recommends, among other measures, that the Nasarawa State Primary Health Care Development Agency should improve the consistency and reach of its social media campaigns by scheduling regular posts, enhancing the use of other platforms such as Instagram, TikTok, and YouTube, and becoming more active in engaging users through responses to comments, polls, live Q&A sessions, and participation in community forums.

Keywords: Social Media, Integrated Immunization, Awareness, Primary Health Care, Nassarawa State

Introduction

Social media platforms are changing the landscape of communication across all sectors and across the world. With billions of users worldwide and a steadily growing audience in every nook and crannies of the world including Nigeria were platforms such as Facebook, Twitter (now X), Instagram, WhatsApp, Tiktok and YouTube are very popular (Fazil et al., 2024). The high adoption of social media platforms around the world is motivated by the speed, reach, and interactivity (Anweh, & Ugondo, 2021; Solomon, et al, 2024). Social media platforms have evolved far beyond their original purpose of facilitating social interaction. They now serve as powerful channels for public communication, impacting the traditional dynamics of mass media.

Unlike conventional print and broadcast media, social media offers real-time engagement, feedback mechanisms, and the ability to tailor content to specific audiences (Mugil, & Kenzie, 2025). These characteristics have disrupted traditional media operations, pushing media houses to adopt a hybrid model of communication where social media complements traditional broadcast and print outlets (Al-Quran, 2022).

Indeed, many traditional media organisations in Nigeria and around the world have embraced social media platforms to extend their reach, engage younger audiences, and deliver news in more interactive and accessible ways. Television and radio stations, newspapers, and magazines now maintain active social media handles, where they disseminate information, stream live events, and interact with their audiences (Ugo, et al 2023). This shift underscores the recognition of social media as a crucial component in contemporary information dissemination. This growing recognition has not been limited to media organisations alone. Both public and private organisations across the globe have increasingly leveraged social media for public communication. Governments, non-governmental organisations (NGOs), and international agencies have adopted social media to engage citizens, promote policies, combat misinformation, and respond to emergencies. This trend has proven particularly valuable in the health sector, where accurate and timely communication can significantly influence public health outcomes.

The use of social media in the health sector has become widespread, especially with organisations like the World Health Organization (WHO) and the United Nations International Children's Emergency Fund (UNICEF) integrating social media into their communication toolkits (Chen, & Wang, 2021). These organisations deploy social media campaigns to promote vaccination drives, share health education, counter health misinformation, and mobilise communities during disease outbreaks. In Nigeria, national health institutions such as the Nigeria Centre for Disease Control (NCDC) have followed suit, using social media to deliver updates on disease surveillance, immunisation schedules, and public health campaigns.

At the sub-national or state level, Primary Health Care Development Agencies (PHCDAs) are increasingly recognising the potential of social media in achieving health communication objectives. One of the core responsibilities is the implementation of integrated immunisation programmes, which combine multiple vaccines and preventive services into a single, efficient system to ensure broader protection against preventable diseases (Olaniyan, et al, 2021). Integrated immunisation involves the simultaneous administration of vaccines for multiple diseases, such as measles, polio, tuberculosis, and hepatitis, alongside other child and maternal health interventions (Shah et al, 2024). However, Research has shown that immunisation campaigns thrive when communities are well-informed, confident in vaccine safety, and aware of the benefits of timely vaccination (Quinn et al, 2023; Chiakaan & Shadrach, 2023).

The reliance on traditional media alone such as radio jingles, posters, and community announcements has yielded limited results in promoting integrated immunization awareness in some areas in Nigeria (Udochi-Nwachukwu, et al, 2023). This is particularly evident in northern Nigeria, where vaccine hesitancy persists due to a combination of cultural beliefs, misinformation, and distrust in government health interventions (Njoga et al, 2022). With this reality, Primary Health Care Development Agencies, including that of Nasarawa State, are increasingly adopting diverse communication strategies, including the use of social media, to boost awareness and improve acceptance of integrated immunization (Anyanwu, 2024). Social media platforms offer the potential to reach hard-to-access populations, counter misinformation, and engage directly with parents and caregivers in a more personalised and responsive manner (Chen & Wang, 2021).

However, while the potential of social media is widely acknowledged, there remains limited scholarly investigation into how effectively social media platforms are being utilised by state-level health agencies in Nigeria for immunisation awareness. This study, therefore, seeks to assess the use of social media platforms for integrated immunisation awareness by the Nasarawa State Primary Health Care Development Agency.

Research Problem

Integrated immunisation remains a critical component of public health delivery in Nigeria, particularly in states like Nasarawa, where preventable childhood diseases continue to pose significant health challenges. A key determinant of the success of integrated immunisation is effective public awareness. Without adequate awareness, many caregivers may resist or neglect immunisation schedules, leading to gaps in vaccine coverage and outbreaks of vaccine-preventable diseases. Creating awareness is therefore central to increasing participation in immunisation programmes, building trust, and dispelling misconceptions. To this end, the Nasarawa State Primary Health Care Development Agency has begun to incorporate social media platforms into its communication strategies to promote integrated immunisation and reach a broader segment of the population, especially tech-savvy youths and caregivers in semi-urban and urban areas. However, despite the growing adoption of social media for health communication, there is limited empirical evidence assessing how effective these platforms are in creating awareness of integrated immunization (Anyanwu, 2024). This gap in knowledge necessitates the present study, which seeks to critically assess the use of social media platforms by the Nasarawa State Primary Health Care Development Agency in creating awareness for integrated immunisation.

Objectives of the Study

The specific objectives of the study are as follows:

1. To ascertain the extent to which residents of Nasarawa State are exposed to integrated immunisation messages disseminated through social media by the Primary Health Care Development Agency.
2. To identify the social media platforms used by the Nasarawa State Primary Health Care Development Agency for promoting integrated immunisation awareness.
3. To evaluate the perceived effectiveness of social media in increasing awareness of integrated immunisation among residents of Nasarawa State.
4. To identify the perceived challenges associated with social media-based awareness campaign messages on integrated immunisation by the Nasarawa State Primary Health Care Development Agency.

Research Questions

The study answers the following research questions:

1. To what extent are residents of Nasarawa State exposed to integrated immunisation messages disseminated through social media by the Primary Health Care Development Agency?
2. What social media platforms are used by the Nasarawa State Primary Health Care Development Agency to promote integrated immunisation awareness?
3. How effective are social media in increasing awareness of integrated immunisation among residents of Nasarawa State?

4. What are the perceived challenges associated with social media-based awareness campaign messages on integrated immunisation by the Nasarawa State Primary Health Care Development Agency?

Conceptual Clarifications

Social Media

Social media refers to a range of digital technologies and platforms that facilitate the sharing of information, ideas, and user-generated content within online communities (Davis, 2016). Dollarhide (2024) defines social media as a variety of technologies that support the exchange of ideas and information, often through text, images, and interactive features like likes, shares, and comments. These platforms encourage user engagement and foster virtual interactions that mirror physical social relationships. Similarly, Wolf, Sims, and Yang (2018) describe social media as websites that allow for profile creation and visibility of user relationships, enabling various forms of interaction such as connections, group discussions, and profile-based engagement. This definition highlights the structural elements of social media and its function as a digital space for social networking and dialogue. Furthermore, Ohiagu and Okorie (2014) clarify that social media involves online communication systems designed to encourage participation, collaboration, sharing, and connectivity. These platforms provide avenues for users to share diverse content including photos, blog entries, videos, podcasts, and links. Social media has become embedded in everyday life, serving multiple purposes such as news dissemination, political engagement, entertainment, and social interaction. The pervasive use of social media has transformed how individuals connect and communicate, making it an indispensable tool for maintaining relationships, accessing information, and participating in digital discourse.

There are various forms of social media typically categorised based on their functionality. According to Udom and Akpan (2024) social media is popularly categories into Social networking sites like Facebook, X (formerly Twitter), Instagram, LinkedIn, TikTok, and WhatsApp focus on building communities and enabling interpersonal relationships. Blogging platforms such as WordPress, Tumblr, Medium, and X are designed for real-time updates and are widely used for news sharing, digital marketing, and public engagement. Media sharing networks including YouTube, Vimeo, Snapchat, TikTok, and Instagram emphasize visual storytelling and are particularly effective in engaging younger audiences and promoting branding efforts. In addition, discussion forums like Reddit, Quora, Digg, and Clubhouse provide spaces for users to exchange knowledge, offer advice, and participate in in-depth conversations on specialised topics. Content curation and bookmarking sites such as Flipboard, Pocket, Feedly, Pinterest, and StumbleUpon allow users to discover, organise, and share media and articles based on personal interests. Lastly, instant messaging platforms like WhatsApp, Facebook Messenger, and Telegram facilitate real-time communication through text, voice, and video, often supporting group chats and secure messaging.

Integrated Immunization

Integrated immunization refers to a coordinated and comprehensive approach to delivering vaccines that protect individuals and communities against multiple vaccine-preventable diseases. Unlike traditional immunization programmes that focus solely on specific diseases (e.g., polio or measles), integrated immunization combines various vaccination efforts into a unified strategy,

often within the broader framework of primary healthcare services (Kapuria et al, 2023) . This approach involves synchronising immunisation services with other child and maternal health interventions, such as vitamin supplementation, growth monitoring, deworming, and health education. The goal is to improve overall healthcare access, reduce missed opportunities for vaccination, and make healthcare delivery more efficient and cost-effective—especially in resource-limited settings. Integrated immunization enhances coverage and equity by reaching underserved populations through community-based outreach, fixed post services, and mobile health campaigns (Shah et al, 2024). It also strengthens surveillance, monitoring, and data-sharing systems, thereby enabling timely response to outbreaks and improving public health outcomes. Moreover, integration allows for better utilisation of human and logistical resources, helping to build resilient health systems (Federal Ministry of Health – Nigeria Centre for Disease Control, 2019).

Primary Health Care Development Agency

Primary Health Care Development Agency (PHCDA) is a government-established institution responsible for planning, coordinating, and implementing primary health care (PHC) services across Nigeria. Its primary mandate is to ensure the delivery of accessible, equitable, and quality health care services at the grassroots level, particularly in rural and underserved communities (Igbokwe et al, 2024). The agency operates within the framework of the primary health care system, which is the foundation of any functional and sustainable healthcare structure, focusing on prevention, health promotion, and basic curative services (Igbokwe et al, 2024). The functions of a PHCDA typically include immunisation services, maternal and child health, nutrition, disease surveillance, health education, environmental health, and community-based health programmes. It also plays a critical role in mobilising resources, training frontline health workers, and facilitating partnerships between government, development partners, and local communities (Behera,et al, 2022..

In Nigeria, every state including Nassarawa State has a state Primary Health Care Development Agency which operate under the coordination of the National Primary Health Care Development Agency (NPHCDA), which sets national policies, provides technical support, and ensures harmonisation of PHC programmes. Through this structure, the PHCDA is expected to supervise the activities of primary health centres (PHCs), manage routine immunisation campaigns, and improve health service delivery through community engagement and accountability mechanisms (Odutolu et al, 2016). By working closely with local government areas (LGAs) and health facilities, the PHCDA strengthens healthcare delivery at the community level and helps integrate health interventions into everyday life.

Review of Empirical Studies

Several studies have examined the use of social media for raising awareness about health-related issues, including the COVID-19 vaccine. Anyanwu (2024) investigated the sustainable adoption of digital health tools for public health emergencies in primary healthcare centres across Abuja, Niger, and Nasarawa States. The study found that factors such as age, sex, marital status, education level, IT knowledge, profession, and geographical location significantly influenced adoption. Also, Mohammed et al. (2021) conducted a cross-sectional study assessing social media use for health awareness among health educators and students in Saudi Arabia. While 99% used

platforms like WhatsApp, Snapchat, Twitter, and Instagram for general purposes, only 59% used them for health awareness, primarily Twitter (36%) and WhatsApp (15%). Despite a low response rate (25.6%), over half of the participants acknowledged social media's importance in promoting community health, although 41% refrained from using it for health purposes due to mistrust of online health information. Corroborating, Kagaba (2025) employed a mixed-methods approach to investigate social media's impact on public health awareness and education. The study found that while social media platforms effectively promote health behaviours and knowledge, challenges such as misinformation, privacy concerns, and ethical issues must be managed to maximise benefits in health communication.

In another related study, Ghahramani et al. (2022) reviewed literature on social media applications in health promotion campaigns, focusing on methodologies assessing behaviour change outcomes. Their systematic review (2010–2022) revealed Facebook and YouTube are commonly used for interventions to change health behaviour, whereas Twitter and Instagram are more often used to monitor behavioural trends. However, long-term behaviour change remains difficult to estimate within social media campaigns. Similarly, Lawrence et al. (2024) quantitatively evaluated Twitter's effectiveness in health communication, finding it plays a positive and significant role in promoting health awareness. Similarly, Munir and Ahmed (2025) surveyed over 450 healthcare professionals and paramedic staff in Lahore, Pakistan, on social media use for disease awareness and education. Results indicated strong support for social media as a tool for health education, particularly among younger professionals, who also called for legislation and monitoring to prevent misinformation. Additionally, Farag and Hamed (2020) used a quasi-experimental design to assess social media's effectiveness in increasing breast cancer knowledge among female university students in Cairo. Their findings demonstrated that social media significantly improved awareness of early detection.

Furthermore, El Tarabishi et al. (2021) examined social media's role in raising health awareness among university youth and assessed the credibility of these platforms. They found that higher dependence on social media correlated with greater exposure to health-related content, though source credibility was not strongly associated with reliance on social media. In the same vein, Abuhashesh et al. (2021) investigated social media campaigns' role during the COVID-19 pandemic in Poland and Jordan. Using quantitative survey data from 1,149 respondents, they found positive relationships between campaign components, public health awareness, and behavioural change. However, preferences for social media platforms, message types, and message sources differed significantly between the two countries. Likewise, Senam and Okonji (2021) studied social media use for Hepatitis B awareness in Lagos, Nigeria. With a sample of 400 residents selected through multistage sampling, the study revealed widespread exposure to social media and transmission of Hepatitis B messages across the population.

Theoretical Framework

This study is framed within the Social Cognitive Theory (SCT), developed by Albert Bandura in the 1980s as an expansion of Social Learning Theory (Koutroubas & Galanakis, 2022). SCT explains human behavior as the result of a dynamic and reciprocal interaction between personal factors, environmental influences, and behavior itself. It emphasizes that people learn not only through their own experiences but also by observing others, making the theory particularly

relevant for examining how health information shared on social media can influence behavior change (Firmansyah & Saepuloh, 2022). The basic assumptions of SCT include behavioral reinforcement, where individuals are motivated to act if they expect positive rewards or recognition; self-efficacy, which is the belief in one's ability to successfully perform a behavior; and outcome expectations, meaning people engage in behaviors they believe will yield beneficial results. Importantly, SCT highlights reciprocal determinism, where personal factors, behavior, and environment continuously interact and influence each other (Firmansyah & Saepuloh, 2022). These components work together to shape health behaviors in individuals and communities.

SCT has been extensively applied in public health communication to explain how exposure to health messages, especially via mass media and social media platforms, can promote behavior change. Prior research has shown that social media can enhance health outcomes by providing models of positive behavior, boosting users' confidence to adopt healthy practices, and creating interactive environments where users receive social reinforcement (Acha et al, 2022). In relation to this study, SCT provides a useful framework to explore how the Nasarawa State Primary Health Care Development Agency's social media platforms promote integrated immunization awareness. By showcasing positive immunization behaviors and enabling user interaction through comments, likes, and shares, social media helps build users' self-efficacy and strengthens their belief in the benefits of immunization.

Research Methodology

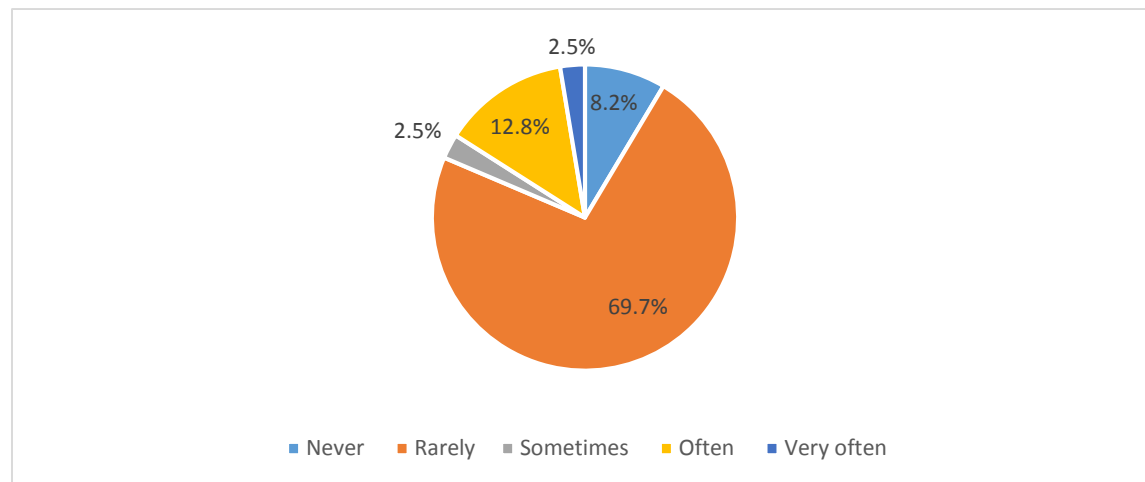
This study employed a survey research design to assess the use of social media platforms for integrated immunization awareness by the Nasarawa State Primary Health Care Development Agency. The survey method was selected for its effectiveness in collecting data directly from respondents and gaining insights into their social media usage and perceptions regarding immunization information. The target population comprised residents of Nasarawa State, with a particular focus on the Baby Boomer generation (aged 58 to 76 years) who are social media savvy. This demographic was selected because, despite common assumptions that younger generations dominate social media use, evidence shows increasing engagement among older adults. They are an important group for immunization awareness campaigns, especially considering that many are parents. Their inclusion helps to understand how social media platforms can reach and influence this critical segment. A total of 281 respondents participated in the study by completing an online questionnaire disseminated across various social media platforms commonly used in Nasarawa State. The survey was conducted over a period of three weeks to ensure ample time for participation and data collection. The gathered data were analysed using frequency counts and simple percentages to describe the distribution of responses and identify key trends in social media use for immunization awareness.

Data Presentation

Table 1: Demographic Information of Respondents

Demographic info.	Category	Frequency (n)	Percentage (%)
Age Group	58 - 62 years	80	28.5%
	63 - 68 years	95	33.8%
	69 - 76 years	106	37.7%
Gender	Male	140	49.8%
	Female	141	50.2%
Education Level	Primary School	50	17.8%
	Secondary School	120	42.7%
	Tertiary Education	111	39.5%
Occupation	Civil Servant	90	32.0%
	Farmer	60	21.3%
	Trader	80	28.5%
	Retired	51	18.2%

Figure 1: Extent of Exposure to Integrated immunization messages on Social Media from the Nassarawa State Development Primary Health Care Agency



The data in Figure 1 reveal that the majority of respondents (69.7%) rarely encounter integrated immunization campaign messages shared by the Nasarawa State Primary Health Care Development Agency on social media. Only 12.8% reported seeing these campaign messages often, while 2.5% indicated they see them very often. Additionally, 2.5% stated they sometimes see the messages, and 8.2% said they never come across them on social media platforms. The data imply low exposure to the messages among the respondents.

Figure. 2: Social Media Platforms used by the Nasarawa State Primary Health Care Development Agency for promoting Pntegrated Immunisation Awareness

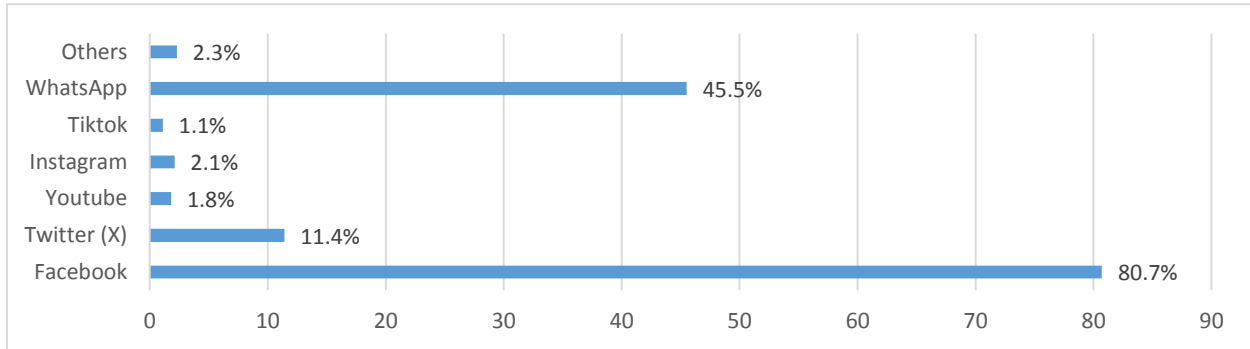


Figure 2 above shows that the primary social media platform through which respondents access integrated immunisation awareness messages from the Nasarawa State Primary Health Care Development Agency is Facebook, with 80.7% indicating its use. This is followed by WhatsApp at 45.5%. Other platforms were less frequently used: Twitter (X) accounted for 11.4%, Instagram 2.1%, YouTube and TikTok each 1.1%, while other platforms collectively represented 2.3%.

Figure 3: Effectiveness of Social Media Platforms in Creating Awareness about Integrated Immunisation in Nasarawa State

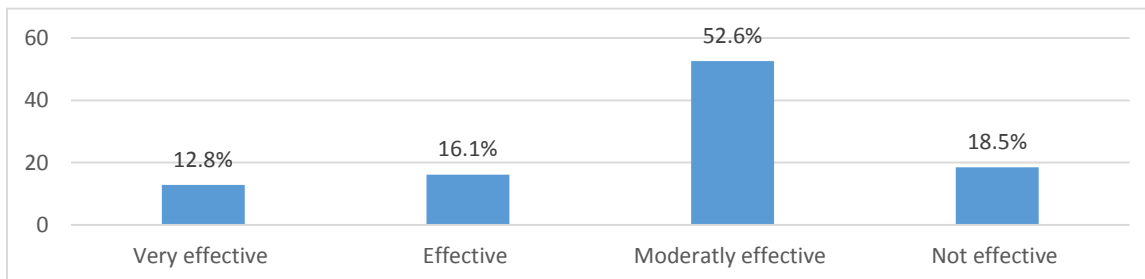


Figure 3 illustrates the perceived effectiveness of social media platforms used by the Nasarawa State Primary Health Care Development Agency in raising awareness about integrated immunisation in the state. The data reveal a moderate level of effectiveness, as indicated by 52.6% of respondents. Additionally, 16.1% considered the platforms effective, while 12.8% rated them as very effective. However, 18.5% of respondents felt that the use of these platforms was not effective. The implication of these findings is that while social media holds potential as a communication tool for public health awareness, its current use by the agency is not fully optimised.

Table 2: Perceived Challenges Associated with Social Media-based Awareness Campaign Messages on Integrated Immunization

Challenges	Frequency (n=274)	Percentage (%)
The messages are not clear or easy to understand.	101	36.9
The messages are not always updated and timely.	252	91.9
The messages are not trustworthy.	145	52.9
The messages lack engaging visuals or designs that capture attention.	201	73.4
The language used in the immunisation messages is too technical or unfamiliar.	67	24.5
There is a lack of feedback (e.g., replies to questions on comment section)	243	88.7

The data in Table 2 highlights several perceived challenges associated with social media-based awareness campaign messages on integrated immunization by the Nasarawa State Primary Health Care Development Agency. A significant majority of respondents (91.9%) indicated that the messages are often not updated and timely, while 88.7% reported a lack of feedback, such as responses to questions in comment sections. Additionally, 73.4% felt that the messages lack engaging visuals or designs to capture attention, and over half (52.9%) expressed concerns about the trustworthiness of the information. About 36.9% found the messages unclear or difficult to understand, and 24.5% noted that the language used was too technical or unfamiliar.

Discussion of Findings

The study revealed that most respondents rarely encounter integrated immunization campaign messages from the Nasarawa State Primary Health Care Development Agency on social media, indicating generally low exposure. This finding aligns with Mohammed et al. (2021), who noted that while many health professionals and students use social media, only a small fraction utilise it for health awareness. This is further corroborated by Senam and Okonji (2021), who found wide exposure to Hepatitis B messages on social media but also emphasised inconsistent reach across populations. From the lens of Social Cognitive Theory (SCT), limited exposure reduces opportunities for observational learning—where individuals learn by seeing others model positive health behaviours. Without consistent exposure to immunisation messages, the potential to enhance self-efficacy and expected health outcomes via social media remains constrained.

The second finding shows Facebook is the most widely used social media platform for accessing integrated immunization messages, followed by WhatsApp, with other platforms like Twitter, Instagram, YouTube, and TikTok used less frequently. This pattern reflects the digital communication environment in developing contexts like Nigeria and aligns with the findings of Ghahramani et al. (2022), who observed that Facebook is a popular choice in health campaigns due to its interactivity and content-sharing features. El Tarabishi et al. (2021) also found high dependence on Facebook among university youth for health-related content.

The third finding suggests that while respondents acknowledged the use of social media platforms for integrated immunisation awareness, they largely rated them as only moderately effective. This result is consistent with the observation by Lawrence et al. (2024) who earlier found that Twitter contributed to health awareness but effectiveness varied across audiences. From an SCT perspective, moderate effectiveness suggests that although exposure occurs, it may not be strong enough to build sufficient self-efficacy or outcome expectations in the audience. For health communication to result in behaviour change, individuals must perceive the message as credible, consistent, and reinforced by their environment.

Finally, the study found that major challenges to social media-based immunisation awareness messages include lack of timely updates, poor feedback mechanisms, unengaging visual content, and concerns about trustworthiness. These findings strongly reflect prior works. Mohammed et al. (2021) reported that distrust of online health content discouraged social media use for awareness. Kagaba (2025) and Munir & Ahmed (2025) emphasised the risk of misinformation and the need for message credibility and interactivity. In the framework of SCT, these barriers directly affect the reciprocal determinism of health communication—when messages are unclear or not trustworthy, users' perceived self-efficacy diminishes and their likelihood of adopting recommended behaviour decreases.

Conclusion

The study investigated the use and effectiveness of social media platforms by the Nasarawa State Primary Health Care Development Agency (NSPHCDA) in promoting integrated immunisation awareness. The findings revealed that despite the growing penetration of social media, most respondents reported low exposure to immunisation messages disseminated by the agency. Facebook and WhatsApp were identified as the most commonly used platforms, yet the majority of respondents rated the agency's social media campaigns as only moderately effective. This is due to lack of timely updates, inadequate feedback mechanisms, unappealing visual content, and concerns about the trustworthiness and clarity of messages. Thus, it can be deduced that while social media remains a valuable tool for public health communication, its current deployment by the Nasarawa State Primary Health Care Development Agency for integrated immunisation awareness is sub-optimal. To effectively harness social media's potential, a more strategic, engaging, and interactive communication approach must be adopted.

Recommendations

Based on the findings and conclusion, the researchers recommend the following:

1. The Nasarawa State Primary Health Care Development Agency should improve the consistency and reach of its social media campaigns to address the problem of low exposure. This includes scheduling regular posts, leveraging trending health topics, and using sponsored content to expand visibility.
2. While Facebook remains dominant, other platforms like Instagram, TikTok, and YouTube should also be effectively utilised, especially to target younger demographics. Platform-specific strategies such as using short videos for TikTok and infographics for Instagram should be explored.
3. The agency should be more active in its engagement with users. This includes responding to comments, conducting polls, hosting live Q&A sessions, and participating in community forums. Such actions will foster two-way communication and build trust in the agency's digital presence.
4. The agency should hire experts in digital content creation particularly in short video production, animation, infographics, and graphic design to produce immunisation campaign messages in a more visually engaging manner that will appeal to the target audience. Additionally, staff responsible for digital campaigns should receive training in digital communication strategies, audience engagement, and content creation.
5. To counteract mistrust in online health information, the agency should ensure that messages are backed by scientific evidence and endorsed by credible figures such as medical professionals, religious leaders, and local influencers. Verified pages and visible affiliations with recognised health bodies should also be maintained.

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