

An Evaluation of Street Vendors' Acceptability of COVID-19 Prevention Campaigns in Lagos State

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1. Abstract

Aside from the apparent disparity in vaccine accessibility between developing and developed nations, people's attitudes on vaccination may also be an unintentional source of inequality in meeting Covid-19 demands. It is undoubtedly a monumental undertaking to build genuine interaction that will lead to the desired transformation in the recipient, or the public. Nevertheless, a variety of factors influence how well messages for behavioral change are received, which can speed up or slow down their acceptance. This study evaluated how well-received Covid-19 prevention campaigns in Lagos State were among unregistered street vendors. The study used a cross-sectional study design with 100 street sellers from two local governments and four car parks in Lagos State. Purposive sampling and basic random sampling were the methods of selection and analysis employed. used STATA version 15 for the analysis. According to the study, 91.5% of the respondents knew about the Covid-19 messages and had heard about them from a variety of media. Although the immunization rate was only 18.1% for the first dose and 8.5% for the second, only 62.8% of the respondents were able to recollect some of the Covid-19, which was not consistent with behavior. Therefore, the study suggested that focused campaigns be launched to close knowledge gaps on the significance of safety practices, particularly vaccination uptake. In addition to social and electronic media, emphasis should be placed on interpersonal media like word-of-mouth and community outreach programs to reach more vendors and like-minded individuals in communities.

2. Keywords:

Vaccination; Covid-19; Vendor; Campaigns; Media

3. Introduction

More than ever, the emergence of new diseases that have impacted communities locally, regionally, and worldwide has highlighted the necessity of an effective public health strategy that places an emphasis on proactive risk communication and preventative actions. What other way to characterize the global crisis that has arisen since 2019 with the advent of a virus that has impacted every facet of life—medical, social, economic, and even spiritual—than this? However, it is only a single piece of the puzzle! The infodemic, which has been linked to this infection and causes information overload in both online and offline conversations, is another equally significant conundrum. Therefore, with the aim of addressing these issues, policy makers and stakeholders in local and global arenas have been brought together. gaps in knowledge pertaining to various conspiracy theories. Covid-19 health preventive initiatives are one significant instrument that has been utilized to engage the public. A health campaign is a kind of media campaign that aims to raise public awareness of a pressing issue related to public health and propose interventions that can be obtained by using health education. Previously, messaging have been created as the cornerstone of campaigns against public health threats including smoking, cancer, and a decrease in physical activity, as well as altering caregiver behaviors in reports or reminders. [1] The intended audiences have been reached by these messages using a variety of media, including radio, television, posters, word-of-mouth, and, more recently, social media and digital technologies. search engines [2]. This is also true of the most current pandemic that has swept across all continents. Public awareness campaigns, safety practices education, and immunization against viral infections have been established in response to an ongoing pandemic with various varieties and vulnerabilities. Pretested communication campaigns have been implemented at the international, regional, national, and state levels of care, as stated by the World Health Organization in 2022 [3, 4].

The Nigerian Center for Diseases and Control (NCDC) and the Primary Health Development Agency (NPHCDA) of the Ministry of Health, along with its State Agencies, have been working together to manage community transmission through campaigns [5]. In order to track daily statistics of Covid-19 cases and provide updates on vaccination centers as part of their vaccination campaigns, campaigns have been carried out through social media, bulletins, press releases, television, and radio. These campaigns have included everything from reiterating the fact that Covid-19 is real to adhering to regular hand washing, using face masks, and physically separating oneself from the virus to promoting the effectiveness of vaccines [6]. However, fostering meaningful involvement that will result in the desired change in the environment is just as important as developing messages for engagement. The public, as

the receiver, is undoubtedly another enormous job. Nonetheless, a variety of factors influence how well signals for behavioral change are received, which can speed up or slow down their acceptance. As a result, Covid-19 preventive programs have established themselves as a reliable tool for influencing attitudes, altering behavior, and reducing reluctance to get the Covid-19 immunization. Nevertheless, coming up with dialogues that spark interest and encourage the message's favorable acceptance is just as important as crafting campaign themes. As a result, message creation is just as crucial as message receiving [7]. Even though the aforementioned aspects of communication for health may appear crucial, the message and the channel will only be valuable if the recipient internalizes the sender's intended message. The internalization, which manifests as the message reception, is what decides the response and, if any, behavioral shift in response to the campaign message. Therefore, the dynamics of the factors that permit message reception may define the response to public health messages, the subsequent discussions, and the final judgments.

4. Materials And Methods

The main objective of this study is

- To ascertain the medium/media of information which provided information about Covid-19 prevention to street vendors
- To assess the perception of street vendors to messages gotten from the Covid-19 prevention campaign
- To assess the current behavior of the street vendors towards information about Covid-19 prevention from the sources
- To ascertain the possible influence of social demographics on recall of messages gotten from Covid-19 campaign.

5. Study Design

The purpose of this cross-sectional descriptive survey study is to ascertain how street vendors in Lagos State are responding to Covid-19 prevention initiatives. The sellers in four car parks in two chosen local governments in Lagos State make up the study population. The four automobile parks are Igbogbo, Allen, Ikeja, and Ikorodu garage, in that order. The four automobile parks were chosen via basic random sampling. based on a prior study on street sellers that employed 42 vendors and reported a prevalence of 37.1% [9]. The pre-tested semi-structured interviewer-administered questionnaire served as the data collection tool for this investigation. The target audience has a short attention span, hence this instrument was chosen to accommodate that fact. Normally, who might not be literate enough to fill out surveys and who are unable to sit still. STATA version 15 was used to code, analyze, and show the data in tables.

6. Results

The participants' sociodemographic details are displayed in Table 1 below. There were 94 responders in all, and of them, more than three-quarters (77.7%) were women and fewer than a quarter (22.3%) were men. A third of the participants were under twenty years old, while 7.4% belonged to the 30-34 and 35-39 age groups. Six (6) out of ten (10) respondents

(62.8%) had finished secondary education, and only two (2.1%) had no formal education. Of the respondents, more than half (61.7%) identified as Christians.

7. Discussion

The purpose of this study was to evaluate how street sellers in Lagos, Nigeria responded to communications about the Covid-19 preventive program. In order to prevent resentment among a target audience that would typically prefer not to be disturbed, respondents were asked to list the age groups that corresponded to their precise ages when it came to the age variable under social demographics. The majority of responders, however, were under 20, which is low when compared to a survey conducted across Nigeria by Iorfa SK., (2021) [10], in which the respondents' mean age was found to be 27.43 years. The health belief model and the elaboration likelihood model are the two theoretical stances on which this study is based. The models were chosen because they addressed the receivers' internal cognitive processes after receiving information from public health campaigns. Using Covid-19 as a case study, the health belief model sheds light on the perceived hazards and seriousness of the health issue under discussion. This model suggests that respondents' vaccination behavior would be determined by their view of their susceptibility, the severity of the Covid-19 sickness, the obstacles to obtaining it, and the expected benefits. As a persuasive model, the elaboration likelihood model then clarifies the mental processes that dictate the many responses that manifest as perception. Respondents would receive campaign messages regarding the Covid-19 pandemic and rank it according to several societal factors, resulting in two possible outcomes. a thoughtful process that enables responders to devote more time to preventing infections by adhering to safety precautions, getting vaccinated, etc. If, on the basis of prior exposure, respondents opted to respond to the messages with a lack of enthusiasm, therefore passing the surface-level heuristic pathway, then conduct with regard to Covid-19 safety information will be regarded with caution. These two models will be utilized to validate results obtained from a few of the above-mentioned study questions.

8. Recommendation

From the earlier gaps identified during the literature search and the observations from the findings of this study; the following recommendations are proposed:

- There should be the development of targeted campaigns to address information gaps in Covid-19 authenticity, importance of vaccination and vaccination uptake disseminated using innovative interpersonal engagement followed by a mix of traditional and online media.
- More emphasis should be on importance of vaccination and its uptake since the hesitancy level is still very high.
- Communicators should work with health professionals to identify how the different health behaviors can be met with targeted messages aimed at improving central cognitive effort which makes individuals to make better Covid-19 preventive decisions

- There is a need for emphasis on more community-based outreach that allows for engagement of people who are more at risk because of the need to survive such as the street vendors

9. Conclusion

The study comes to the conclusion that while there was good knowledge of COVID-19, it was not correlated with favorable perceptions or positive behavior toward the main messages of safety precautions and immunization among all of the participants. The study's conclusions align with the behavioral theories put out by academics based on health beliefs and elaborate likelihood model positions of the elaboration likelihood model and health belief. Although the study reveals that participants remembered safety precautions at a rate that was above average, it reveals a shockingly low recollection of the significance of vaccination and vaccine uptake in the ongoing national immunization campaign. Additionally, it was determined that a strong correlation exists between residence, education, and message recall.

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