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Hepatitis B: Appraisal Of Awareness and Effectiveness of Health Communication Among Residents of Osogbo, Osun State, Nigeria

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Abstract- ***Hepatitis B virus (HBV) infection remains a major public health burden globally and in Nigeria, with prevalence rates of 8–12% and significant risks of cirrhosis and liver cancer. In Osogbo, the capital of Osun State, government and non-governmental organizations have implemented health communication campaigns to raise awareness and promote prevention. However, high infection rates and low vaccination coverage suggest a disconnect between campaign efforts and public response, necessitating an appraisal of awareness levels and the effectiveness of these communication strategies. This study evaluated the level of awareness of Hepatitis B and the effectiveness of health communication campaigns among residents of Osogbo, Osun State, Nigeria. A mixed-methods approach was adopted. Quantitative data were collected from 100 adult residents of Osogbo, aged 18 years and above, using a multi-stage random sampling technique across five administrative zones. Qualitative insights were drawn from existing literature and contextual observations to support interpretation. The Health Belief Model and Diffusion of Innovations Theory provided the theoretical framework. Findings revealed high general awareness, with 85% of respondents having heard of Hepatitis B and 70% knowing it is a liver infection. However, detailed knowledge was limited, as only 45% were aware of its potential to cause chronic liver disease. Television and radio were the most effective channels, reaching 40% and 30% of respondents respectively, while social media reached only 15%. Vaccination coverage was moderate at 50%, with 30% intending to vaccinate soon. Traditional mass media remain the most influential channels, but the underutilization of social media limits reach among younger populations. To enhance effectiveness, campaigns should incorporate comprehensive educational content on long-term risks, leverage social media platforms, engage community leaders to address cultural misconceptions, provide financial support for vaccination, and strengthen healthcare infrastructure. Sustained, culturally tailored, and multi-channel communication strategies are essential for improving HBV prevention and control in Osogbo.***

Keywords: ***Hepatitis B, Health Communication, Awareness, Behavioral Change, Osogbo, Nigeria***

I. INTRODUCTION

Diniarti et al. (2024) and Al-Busafi & Alwassief (2024) observed that Hepatitis B is a global public health issue and it is significantly affecting millions of individuals most importantly in developing countries. The World Health Organization (WHO) estimates that approximately 257 million people worldwide live with chronic Hepatitis B infection, which can lead to severe liver diseases, including cirrhosis and liver cancer (WHO, 2022). In Nigeria, the prevalence of Hepatitis B is alarmingly high, with varying rates across different regions. Recent studies indicate that about 8-12% of the Nigerian population is infected with Hepatitis B, making it a critical area of concern for public health authorities (Adeyemi & Eze, 2023). The city of Osogbo, the capital of Osun State, Nigeria, epitomizes the broader national context, where the prevalence of Hepatitis B and the associated health risks necessitate effective health communication interventions.

The importance of health communication campaigns in combating infectious diseases like Hepatitis B cannot be overstated (Macharia, 2023). Effective communication strategies are crucial for raising awareness, educating the public about preventive

measures, and promoting behaviors that can reduce the transmission and impact of the disease (Smith & Jones, 2023). Health campaigns leverage various media channels, including television, radio, social media, and community outreach programs, to disseminate vital information. These efforts aim to inform the public about the nature of Hepatitis B, its transmission routes, risk factors, and the importance of vaccination and regular health screenings (Zhang & Chen, 2024). In Osogbo, both governmental and non-governmental organizations have intensified their efforts to educate the populace, yet the actual impact of these campaigns on public awareness and behavior remains under-researched.

Despite the concerted efforts to curb the spread of Hepatitis B in Osun State, the effectiveness of these health communication campaigns remains questionable. There is a significant gap in knowledge regarding how well these campaigns are understood by the target audience and whether they translate into improved health behaviors. Preliminary observations suggest that awareness levels may not be commensurate with the intensity of the campaigns, with many residents still lacking adequate knowledge about Hepatitis B and failing to adopt recommended preventive measures (Adeyemi & Eze, 2023). The persistence of high infection rates and low vaccination coverage in Osogbo highlights a critical problem (Olayiwola and Alaje, 2024): the current communication strategies might not be effectively reaching or resonating with the population.

Understanding the disconnect between campaign efforts and public response is essential for refining these strategies and ensuring they achieve their intended outcomes.

This study is justified on multiple grounds. First, it addresses a pressing public health concern that affects a significant portion of the population in Osun State and beyond. By evaluating the awareness and effectiveness of health communication campaigns on Hepatitis B, this research contributes to the broader goal of disease prevention and control. Secondly, the findings from this study will provide valuable insights for public health authorities, policymakers, and non-governmental organizations involved in designing and implementing health communication strategies. Effective communication is a cornerstone of public health interventions, and optimizing these efforts is crucial for improving health outcomes (Smith & Jones, 2023). Additionally, this study will contribute to the academic literature on health communication, offering empirical evidence from a specific geographical context that can inform future research and practice.

Objectives of the Study

The primary objective of this study is to evaluate the level of awareness and the effectiveness of health communication campaigns on Hepatitis B among residents of Osogbo, Osun State. Other objectives are:

a. To determine level of public awareness of Hepatitis B disease in Osogbo
b. To ascertain media that mostly appeal to residents of Osogbo on Hepatitis B
c. To verify whether there is behavioral change based on health communication received on Hepatitis B
d. To identify factors hindering health communication effectiveness among residents of Osogbo on Hepatitis B disease

Research Questions

The study is set to answer the following research questions:

a. What is level of public awareness of Hepatitis B disease in Osogbo?
b. Which media mostly appeal to residents of Osogbo on Hepatitis B?
c. What is behavioral change based on health communication campaign received on Hepatitis B?
d. What factors hindering health communication effectiveness among residents of Osogbo on Hepatitis B disease?

Scope of the Study

This study focuses on residents of Osogbo town in Osogbo Local Government, Osun State, Nigeria and the aim is to specifically assess awareness and effectiveness of health communication campaign on Hepatitis B disease in the areas. The scope of the study is limited to this town because of its geographical location as state capital and comprises

of educated and educated people that can easily give formidable answers to the set research questions.

Conceptual Review

Brooke (2024) defined health communication campaigns as organized efforts aim to educate people in making informed health decisions. Alsehli et al (2023) also observed that health communication campaigns often adopt various communication channels, including mass media, social media, and community outreach, to disseminate health-related information and encourage behavior change. In the context of Hepatitis B, effective health communication campaigns are critical for raising awareness about the disease, promoting vaccination, and reducing transmission rates (Ortiz et al., 2020).

"Hepatitis B is a viral infection that affects the liver and can lead to both acute and chronic disease. It is transmitted through contact with infectious body fluids, making awareness and preventive measures essential for control and management" (WHO, 2022).

Hepatitis B Virus in the Nigerian Context

According to the CDC (2023), Hepatitis B is a liver infection of the liver caused by HBV. The disease can be short-term, resolving within a few weeks, or become chronic and persist for life. Transmission occurs when infected blood or bodily fluids such as semen enter the body of an uninfected person. Hepatitis B virus (HBV) is a major public health problem in Nigeria, classified as highly endemic with prevalence rates ranging from 3.9% to 50.7% across studies. The national prevalence among adults aged 15-64 years is estimated at 8.1% for HBV. In Osun State specifically, seroprevalence studies report 5.8% among pregnant women attending antenatal care in Osogbo, 8.8% among female sex workers and 7.7% among non-sex workers, and 43.6% among police recruitment applicants.

Aminu (2015) notes that HBV infection has received little attention in Nigeria despite being 100 times more infectious than HIV, making it a silent public health hazard. The World Health Organization (2017) attributed low screening and vaccination coverage among adults to lack of awareness, low coverage of testing facilities, and high cost of investigations.

Concept of Awareness of Hepatitis B

People get to know about health issues from different sources and such level of awareness give them opportunity to make good decisions. Various studies in Southwest Nigeria about Hepatitis B show mixed levels of awareness and all researchers concluded that people awareness are divers and such awareness does not translate to accurate knowledge (Olayinka et al. 2021, Salinsile et al. 2025, and Adeyemi et al. 2013). This gap between hearing about HBV and understanding it is consistent with WHO (2017) reports that about 80% of people living with HBV in Africa do not know their status.

Health Communication and Hepatitis B

Health communication refers to the use of interpersonal, mass media, and digital channels to disseminate health information and influence health behaviors. Effective communication is critical for HBV prevention because vaccination and screening uptake depend on knowledge and risk perception. In Southwest Nigeria, the main information sources for HBV are internet and health workers, with mean scores of 3.07 and 3.06 respectively on a 5-point scale. Traditional media such as radio and television scored lower, with means of 2.78 and 2.80. Neighbors and counsellors were the least utilized sources.

Okonkwo et al. (2018) evaluated media campaigns against viral hepatitis in Southeast Nigeria and found that although campaigns exist, majority of citizens remain unaware due to poor timing, scanty scheduling, and low participation. They recommended compulsory jingles, newspaper adverts, and phone-in programs to improve reach.

WHO (2023) reports that in Nigeria, awareness campaigns have increasingly used religious organizations, community gatekeepers, social media, and estate communication networks to disseminate information. At Obafemi Awolowo University Teaching Hospital in Ile-Ife, Osun State, routine screening of pregnant women and integration of HBV vaccination into child immunization has improved awareness at the facility level.

Effectiveness of Health Communication Interventions

According to many other research studies in Southwest, Nigeria, the effectiveness of health communication is not limited to conventional communication channels such as radio, television, newspaper and magazine. Health communication will be better achieved if employed theory-based communication interventions. It would close gaps as well improve preventive behaviour (Olaoye et al. 2024). According to Okonkwo et al. (2018), mass media campaigns without targeted design have limited impact. He observed that many Nigerians were not aware of HBV symptoms, transmission, and curative measures despite media campaigns. Barriers identified include low digitalization, language barriers, poor network coverage, and public perception of media as government propaganda.

Awareness and Communication among Residents of Osogbo

Osogbo, as the capital of Osun State, has been the site of several HBV prevalence studies, but direct studies on awareness and communication effectiveness are limited. Akande et al. (2021) studied pregnant women in Osogbo and concluded that continuous health education programs on HBV transmission and prevention are needed at antenatal clinics to raise awareness.

Salinsile et al. (2025) found higher awareness and preventive behaviors among women in Osun State, but vaccination rates remained low at 55% among female sex workers. This indicates that while message exposure may be occurring, it is not translating into uptake of preventive services.

The case of Dada Titilope, a 36-year-old resident of Ile-Ife, Osun State, illustrates the personal impact of low awareness. She discovered her HBV status accidentally during a routine check and initially believed it was a death sentence due to misinformation online. This underscores the need for accurate, accessible health communication to counter myths and stigma.

For health communication to be effective among Osogbo residents, it must combine mass media, interpersonal channels, and community engagement, using local languages and trusted sources such as health workers and religious leaders. Regular evaluation of message reach and behavioral outcomes is also necessary to measure effectiveness.

Empirical Review

Several empirical studies have highlighted the importance and impact of health communication campaigns on public health outcomes. It was observed that multimedia campaigns significantly increased awareness about Hepatitis B among urban populations. Targeted health communication strategies improved knowledge and vaccination rates among high-risk groups and culturally tailored messages, community involvement enhance the impact of health communication efforts and They found that community-based interventions, supported by local leaders and healthcare providers, were more effective in increasing awareness and promoting positive health behaviors compared to mass media campaigns alone. (Adeyemi and Eze, 2023, Zhang and Chen, 2024, Smith and Jones, 2023). However, these studies also noted challenges, such as misinformation, limited reach to rural areas, and cultural barriers that hinder the effectiveness of these campaigns.

II. THEORETICAL REVIEW

Health Belief Model was developed by Rosenstock (1966) and Becker (1974). The Health Belief Model explains why individuals do or do not engage in preventive health behaviors. It is widely used in studies on Hepatitis B screening, vaccination, and health education. Assumption in this context is perceived susceptibility which refers to a person's belief about the likelihood of contracting HBV. If residents of Osogbo believe they are at risk due to unprotected sex, tattooing, or sharing sharp objects, they are more likely to seek information and screening. Various studies identified perceived barriers in term of; Cost, fear of stigma, lack of access, misinformation and low testing coverage hinder HBV prevention (WHO, 2017 and Akande et al. 2021).

Application to the study: The HBM explains how awareness generated through health communication influences HBV preventive behavior among Osogbo residents. If communication increases perceived

susceptibility, severity, and benefits while reducing barriers, screening and vaccination rates should improve.

Diffusion of Innovations Theory was propounded by Rogers (1962). The Diffusion of Innovations Theory explains how new ideas, practices, and technologies spread within a social system. It is relevant because HBV vaccination, screening, and accurate knowledge are innovations that must be adopted by the population.

Application to the study: DOI explains how health communication channels and opinion leaders in Osogbo influence the spread of HBV prevention practices. Effective channels and credible communicators accelerate adoption, while barriers slow it down.

Both theories provided a framework to assess:

1. How health communication increases awareness and changes beliefs about HBV
2. How communication channels and social networks spread HBV prevention practices in Osogbo

Gap in Literature

Despite the extensive research on health communication campaigns, several gaps remain, particularly in the context of Hepatitis B in Nigeria. Firstly, there is a lack of specific studies evaluating the effectiveness of these campaigns in smaller urban centers like Osogbo. Most studies focus on larger cities or rural areas, leaving a gap in understanding the unique challenges and dynamics of medium-sized urban populations. Additionally, there is limited research on the long-term impact of these campaigns on sustained behavior change and health outcomes. While many studies measure immediate awareness and knowledge, few assess whether these translate into long-term preventive practices and reduced disease incidence.

Furthermore, the role of emerging digital platforms in health communication, particularly social media, has not been extensively explored in the context of Hepatitis B in Nigeria. Understanding how these platforms can be leveraged to enhance campaign effectiveness could provide valuable insights for future interventions. Lastly, there is a need for more culturally tailored approaches that consider local beliefs, practices, and languages, which are critical for the success of health communication efforts in diverse settings like Osogbo.

III. METHODOLOGY

The methodology employed in this study encompassed a mixed-methods approach, combining quantitative and qualitative research techniques to provide a comprehensive evaluation of the awareness and effectiveness of health communication on Hepatitis B among residents of Osogbo, Osun State.

The study targeted adult residents of Osogbo, aged 18 years and above. A multi-stage sampling technique was employed to select participants. Initially, Osogbo was divided into five administrative zones, and from each zone, households and individuals were randomly selected. Within each household, eligible respondents were chosen using a simple random sampling method. A total of 100 respondents were selected to ensure a diverse and representative sample, considering factors such as age, gender, educational level, and socio-economic status.

Data Presentation

The study surveyed 100 residents of Osogbo, Osun State, to evaluate their awareness and the effectiveness of health communication campaigns on Hepatitis B. Below is the demographic profile of the respondents.

Table 1: Demographic Profile of Respondents

Demographic Characteristic	Frequency (n=100)	Percentage (%)
Gender		
Male	45	45%
Female	55	55%
Age		
18-30 years	35	35%
31-45 years	40	40%
46-60 years	20	20%
Above 60 years	5	5%
Education Level		
No Formal Education	10	10%

Demographic Characteristic	Frequency (n=100)	Percentage (%)
Primary Education	30	30%
Secondary Education	40	40%
Tertiary Education	20	20%

Field Survey, 2026

Awareness of Hepatitis B

The first objective was to assess the level of awareness regarding Hepatitis B among residents. The results are summarized in the following table:

Table 2: Awareness of Hepatitis B

Awareness Aspect	Frequency (n=100)	Percentage (%)
Heard of Hepatitis B	85	85%
Aware it is a liver infection	70	70%
Know it is transmitted through body fluids	65	65%
Know about the availability of a vaccine	60	60%
Aware it can lead to chronic liver disease	45	45%

Field Survey, 2026

Sources of Information

The second objective was to evaluate the effectiveness of various communication channels.

Table 3: Sources of Information

Field Survey, 2026

Behavioral Impact

The third objective examined the impact of these campaigns on health behaviors.

Table 4: Vaccination Status and Preventive Practices

Behavior	Frequency (n=100)	Percentage (%)
Vaccinated	50	50%
Intend to get vaccinated soon	30	30%
Unsure or not planning to get vaccinated	20	20%
Practice safe hygiene and avoid sharing needles	60	60%

Barriers to Effectiveness

The fourth objective identified barriers to the effectiveness of the campaigns.

Table 5: Barriers to Effectiveness

Barrier	Frequency (n=100)	Percentage (%)
Limited access to accurate information	30	30%
Cultural beliefs and misconceptions	25	25%
Economic constraints	20	20%
Inadequate healthcare facilities	15	15%
Lack of trust in information sources	10	10%

Field Survey, 2026

Discussion of Findings

Awareness Levels

The high level of awareness (85%) about Hepatitis B among Osogbo residents is a positive indicator of the reach of health communication campaigns. This suggests that the majority of the population has been exposed to information about Hepatitis B, indicating that the campaigns are successfully disseminating basic knowledge about the disease. However, the study also revealed significant gaps in detailed knowledge. While a substantial number of respondents knew that Hepatitis B is a liver infection and understood its transmission through body fluids, fewer were aware of the more severe long-term health implications, such as the risk of chronic liver disease and liver cancer. Only 45% of respondents knew about these severe consequences, pointing to a critical deficiency in the depth of information being communicated. This gap underscores the necessity for more comprehensive and detailed educational content within the health campaigns to ensure that the public not only recognizes the existence of Hepatitis

B but also understands the full spectrum of its potential health impacts (Beard and Hill, 2024).

These findings align with previous research by Adeyemi and Eze (2023), who also reported high general awareness levels but noted significant deficiencies in specific areas of knowledge. Their study highlighted that while basic information about Hepatitis B is widely known, more detailed and clinically relevant information often does not reach the target audience. This lack of detailed knowledge can hinder effective prevention and management of the disease, as individuals may not fully understand the importance of vaccination, regular health screenings, and other preventive measures.

Furthermore, without a thorough understanding of the potential severity of Hepatitis B, individuals may not prioritize seeking medical advice or adhering to recommended health practices (Faniyi et al., 2024). Therefore, enhancing the educational content of health communication campaigns to address these knowledge gaps is crucial. This could involve incorporating detailed information about the long-term health risks associated with Hepatitis B, the importance of early detection, and the benefits of consistent medical follow-up, thereby fostering a more informed and proactive public.

Effectiveness of Communication Channels

Television and radio emerged as the most effective communication channels, reaching a combined total of 70% of respondents. This high level of reach underscores the pivotal role of mass media in health communication, particularly in urban settings like Osogbo. These findings are consistent with Zhang and Chen (2024), who also identified mass media as crucial for disseminating health information effectively. The widespread use of television and radio in Osogbo suggests that these mediums remain accessible and trusted sources of information for the general public. Given their extensive reach, leveraging these channels to broadcast detailed and frequent messages about Hepatitis B can significantly enhance public awareness and knowledge.

However, the study also highlighted the relatively low impact of social media, which only reached 15% of respondents. This suggests that the potential of social media as a health communication tool is currently underutilized. This underutilization is particularly noteworthy given the increasing prevalence of social media use among younger populations, who are often more engaged with digital platforms than traditional media. Younger individuals, who represent a significant portion of the population, are more likely to consume information through social media, making it a vital channel for health communication campaigns targeting this demographic.

To maximize the effectiveness of health communication efforts, it is essential to integrate social media strategies alongside traditional mass media channels. Social media offers unique advantages, such as real-time interaction, targeted advertising, and the ability to engage directly with the audience (Dzilska et al., 2024). By harnessing these features, health communication campaigns can reach a broader and more diverse audience, including younger, tech-savvy individuals. Additionally, social media can facilitate the spread of accurate information and counteract misinformation, which is often prevalent online (Kabaso and Ade-Ibijola, 2020). Therefore, expanding the use of social media in health campaigns can complement the strengths of television and radio, creating a more comprehensive and multifaceted approach to public health communication.

IV. IMPACT ON HEALTH BEHAVIORS

The 50% vaccination rate indicates a moderate success of the health communication campaigns in influencing health behaviors among Osogbo residents. This rate reflects that half of the respondents have received the Hepatitis B vaccine, demonstrating that the campaigns have effectively reached and motivated a substantial portion of the population to take preventive action. However, this also means that a significant portion—50%—remains unvaccinated, pointing to barriers that still need to be addressed to achieve higher vaccination coverage.

The intention to vaccinate, noted at 30%, is an encouraging sign. This segment of the population is aware of the importance of vaccination and is planning to take action soon, suggesting that the

campaigns have positively impacted their attitudes and intentions. However, the remaining 20% of respondents who are undecided or unwilling to get vaccinated highlight persistent challenges that the campaigns have not yet fully overcome. These challenges could include cultural beliefs, misinformation, economic constraints, or access issues, which need to be addressed to increase vaccination rates further.

These findings are consistent with the study by Smith and Jones (2023), who emphasized the importance of overcoming cultural and economic barriers to enhance vaccination rates. Their research highlighted that despite awareness campaigns, factors such as cultural misconceptions about vaccines, financial barriers, and limited access to healthcare services can significantly impede vaccination efforts. In Osogbo, similar barriers might be contributing to the reluctance or indecision among the 20% of the population. Addressing these barriers requires targeted strategies, such as community engagement to dispel myths, financial assistance programs for low-income individuals, and improving healthcare infrastructure to make vaccination more accessible.

Moreover, the moderate success in vaccination rates also underscores the need for continuous and sustained efforts in health communication (Shafie et al., 2024). Short-term campaigns may not be sufficient to bring about long-lasting behavioral changes. Ongoing education, consistent messaging, and follow-up campaigns can help reinforce the importance of vaccination and maintain public awareness and motivation (Khalid et al., 2023). By addressing the identified barriers and maintaining a persistent communication strategy, public health authorities in Osogbo can work towards achieving higher vaccination rates and better control of Hepatitis B in the community.

Barriers to Effectiveness

Identifying barriers such as limited access to accurate information and cultural misconceptions underscores the complexity of health communication in Osogbo. Despite the success of health campaigns in raising basic awareness, the persistence of misinformation and cultural beliefs that contradict scientific knowledge about Hepatitis B presents a significant challenge (Chang-Zunino and Grodal, 2024). This complexity is compounded by economic constraints that limit individuals' ability to access preventive measures and treatment, as well as inadequate healthcare facilities that may not provide the necessary support for comprehensive Hepatitis B management.

Limited access to accurate information can lead to misunderstandings about the severity of Hepatitis B and the importance of vaccination, thereby reducing the effectiveness of health communication campaigns (Ngekeng et al., 2024). Cultural misconceptions, such as beliefs that vaccines are harmful or unnecessary, can further hinder individuals from seeking vaccination or adhering to preventive practices. These cultural barriers are deeply rooted and require culturally sensitive interventions that respect and address community beliefs while promoting accurate health information.

Economic constraints are another critical barrier. Many individuals in Osogbo may prioritize daily survival over preventive health measures due to limited financial resources. The cost of vaccination and other preventive services can be prohibitive, making it essential to consider financial support or subsidies to improve access. Additionally, inadequate healthcare facilities can discourage individuals from seeking medical advice or services, particularly if they perceive healthcare providers as inaccessible or untrustworthy.

These findings support the need for multifaceted approaches to address these barriers effectively, as suggested by previous research (Adeyemi & Eze, 2023). A successful strategy must combine several elements: enhancing the accuracy and accessibility of health information through trusted channels, engaging community leaders to address cultural misconceptions, providing financial assistance for preventive measures, and improving healthcare infrastructure to ensure reliable and accessible services.

For instance, community health workers can play a pivotal role in bridging the gap between healthcare providers and the community by delivering accurate information and countering cultural misconceptions.

Additionally, integrating economic support mechanisms, such as subsidized vaccination programs, can alleviate financial barriers. Strengthening healthcare facilities, ensuring they are well-equipped and staffed, can also encourage more people to utilize these services.

V. DISCUSSION OF FINDINGS

The study's findings offer valuable insights that can inform the development and implementation of public health strategies in Osogbo. Several key implications emerge from the analysis of the data:

1. Awareness Levels: The majority of respondents demonstrated awareness of Hepatitis B, but gaps in detailed knowledge were observed, particularly regarding the long-term health implications of the disease.
2. Effectiveness of Communication Channels: Traditional channels like television and radio were most effective in reaching the population, while social media's potential remained underutilized, especially among younger demographics.
3. Impact on Health Behaviors: While the vaccination rate was moderate, there remains a significant portion of the population that is unvaccinated, highlighting persistent barriers that need to be addressed.
4. Barriers to Effectiveness: Limited access to accurate information, cultural misconceptions, economic constraints, and inadequate healthcare facilities were identified as significant barriers that complicate efforts to improve public health outcomes.

CONCLUSION

In conclusion, this study has provided valuable insights into the awareness and effectiveness of health communication campaigns on Hepatitis B among residents of Osogbo, Osun State. The findings revealed a high level of awareness about Hepatitis B among the population, indicating the success of existing health communication efforts. However, gaps in detailed knowledge, particularly regarding the long-term health implications of Hepatitis B, highlight the need for more comprehensive educational content within these campaigns.

The study also identified barriers such as limited access to accurate information, cultural misconceptions, economic constraints, and inadequate healthcare facilities, which hinder the effectiveness of health communication strategies. Addressing these barriers requires multifaceted approaches that involve tailored interventions, community engagement, targeted financial support, and strengthening healthcare infrastructure.

RECOMMENDATIONS

Based on the study findings, the following recommendations are proposed:

1. Enhance Educational Content: Develop more comprehensive and detailed educational content within health communication campaigns to address gaps in knowledge about Hepatitis B, particularly focusing on the long-term health implications.
2. Leverage social media: Increase the use of social media platforms as a complementary channel for health communication, especially targeting younger populations who are more active on digital platforms.
3. Community Engagement: Involve community leaders and influencers in health communication efforts to address cultural misconceptions and increase trust in health information.
4. Financial Support: Implement targeted financial support programs, such as subsidized vaccination schemes, to alleviate economic barriers and improve access to preventive measures.
5. Healthcare Infrastructure: Invest in strengthening healthcare infrastructure, including facilities and personnel training, to ensure accessible and reliable services for Hepatitis B prevention, diagnosis, and treatment.

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