

**IEC campaign for COVID-19
awareness and behavioural change
among the youth of Lucknow in
U.P.**

***Prof. (Dr.) Shrikant Singh**

****Amit Kumar Singh**

*Head of Department Electronic Media
MCU Bhopal M.P.

**Research Scholar Makhan Lal Chaturvedi
National University of Journalism and Mass
communication.

Abstract

The entire world is in the grip of novel corona virus. The spread of the virus is so colossal that it compelled the World Health Organisation (WHO) to declare it a pandemic on March 11, 2020. The WHO has also expressed a deep concern over the alarming levels of its spread and severity. In view of rising number of confirmed COVID-19 cases in different parts of the state, the Uttar Pradesh government has been delivering health information relating to this dreadful virus via Information education communication (IEC) materials in

order to bring awareness about prevention and control of COVID-19 among general public.

The objectives of the study are to find out the role and importance of IEC campaign through digital media, finding the most reliable medium for disseminating information among youth, to identify the potential of behavioural change through information education communication campaigns. In addition, the study also aims to check the efficacy of the coronavirus public service announcement (PSA) among youth of Lucknow as well as to find out which social media platform provide the most rumors/fake news relating to Covid-19

The descriptive design followed by cross sectional survey method is used for data collection, only primary data will be collected. Triangulation method i.e. quantitative and qualitative method of research followed by mixed questionnaire (i.e. open-ended and close-ended) is also used in the study.

KEYWORDS: Covid-19, Behaviour changing communication (BCC), Information Education communication campaign (IEC), Uttar Pradesh government, IEC Posters, Fake news .

Introduction

Uttar Pradesh recorded its first COVID-19 confirmed case on 5th March, 2020. Soon after, the COVID-19 pandemic has led to unprecedented challenges requiring collective action from everyone in order to combat this dreadful disease. Therefore, to limit its spread, the Central & State governments started disseminating public health messages to adopt COVID-19 appropriate behaviour such regular hand wash, use of alcohol-based hand sanitizer, avoid touching of eyes, nose and mouth, maintaining social distancing, wearing mask and coughing etiquettes. In this series, the Uttar Pradesh government has been at forefront to promote COVID-19 preventive behaviours via Information education communication (IEC) materials among people. IEC awareness campaigns are the campaigns that use the media and an organized set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time. With the support of several government departments & organisations, the state government has carried out COVID-19 awareness campaign at different parts of the state capital. As a part of the campaign, posters, banners and stickers has been pasted at public places and on metro or railway stations, auto-rickshaws and other public transports have been also used to spread the message. In addition, leaflets, flyers, brochures, booklets and various media platforms have also been used as a means of promoting the desired message among the people. Besides, ASHA workers and health volunteers have been visiting door-to-door urging people to follow these

measures to prevent its spread. To give a boost to the awareness campaign, the state government has launched a special campaign, 'Mera Gaon Corona Mukta Gaon' (My village Corona free village) recently. The campaign aims to draw local participation to bring down the COVID-19 graph in the country's most populous state. This drive is being conducted at rural or ward level and the state government will also reward the three best performing village or ward for the developmental work relating to COVID-19.

Notably, according to official data, over 3 crore 17 lakh people have been infected so far by COVID-19 and more than 4 lakh 25 thousand deaths have been reported in India in the first and half year of its outbreak.

Whenever the government passes the budget for any new scheme, then it also allocates money for IEC too. Promotion of IEC campaign has been done via television, radio, newspapers and other media platforms with the help of allocated budget. In the financial year 2014-15, an amount of rupees 94 crores was spent on IEC under Swachh Bharat Mission. According to a report of the Ministry of Rural Development, a total of 2000 crores rupees was passed in 2009-10 while a budget of 4000 crores was approved in 2010-11. Similarly, as per the report of the Ministry of Drinking Water and Sanitation, a budget of Rs 6617 crore has been proposed in 2012-17. Hence, it is estimated that a large part of the government's total budget is being spent in promoting the awareness campaign. The government has also planning to further increase the amount of money in the coming time.

Review of Literature

A cross-sectional online survey on knowledge, attitude, and perception of COVID-19 among Ghanaians was conducted by Ebenezer Akuoko & Cyril Alando [1] in order to assess knowledge, perception and attitude among Ghanaians. From the results, 66.4% of respondents depended on social media for COVID-19 related information, and 59.8% mostly heard/read about preventive measures in all COVID-19 information heard/read. Knowledge was adequate, but with noticeable gaps. Attitude was generally positive, with 84.1% willing to accept reintegration of treated COVID-19 patients. Perceptions were healthy, with only 3.8% perceiving insusceptibility.

Funmilayo V.Doherty, Olumide A.Odeyemi, AbdullahiAdeola, Oluwatosin Amolegbe, Folashade & EytayoAjagbe [2] carried out a study in which they evaluated the knowledge, impacts, and government intervention during the pandemic. An online survey was conducted using a questionnaire shared via social media using a Snowball sampling technique. With the increasing number of COVID-19 confirmed cases and deaths in Nigeria, the pandemic has led to massive public reactions. This data attempted to evaluate the knowledge, impacts, and government intervention during the pandemic.

Tanya Tandon, Ashok K. Dubey, Suparna Dubey, Sachin Manocha, Ekta Arora and Md Nazer Hasan [3] conducted a study that assessed the knowledge, attitude, and perception toward the disease among the home-bound Indian population during the lockdown, found that few gaps in

knowledge and practices related to disease epidemiology, safe practices, mobile app for tracking and the availability of e-resources for medical advice, still remain. Aggressive awareness drives have played an important role in the dissemination of knowledge and the development of informed positive attitude toward COVID-19. Therefore, it should be addressed more aggressively, to strengthen the efforts to overcome this unprecedented crisis.

Muhammad Abrar Yousaf, Misbah Noreen, Tayyaba Saleem &Iram Yousaf [4] investigated the level of knowledge, attitude, and practices (KAP) toward pandemic COVID-19 among the general population of Jammu and Kashmir, India. A total of 547 people participated in an online cross-sectional survey. Findings reveal that the awareness and comprehension of disease origin, transmission, and control in a health crisis are mainly affected by the knowledge, attitude, and practices (KAP) of the general public. The general population of Jammu and Kashmir, India, showed adequate knowledge of the COVID-19 pandemic and a reasonably positive attitude and appropriate practices.

Objectives of the study:-

1. To find out the role and importance of IEC campaign through digital media.
2. To find out the most reliable medium for disseminating information among youth.
3. To identify the potential of behavioural change through information education communication campaigns.

4. To check the efficacy of the coronavirus public service announcement (PSA) among youth of Lucknow.
5. To find out which social media platform provide the most rumors/fake news relating to Covid-19.

Research Design & Methodology

Convenience sampling is used in order to achieve the above cited objectives. A mixed form of questionnaire was created using Google form and shared with four degree colleges, three private and one government degree college. The link of the Google form was circulated via WhatsApp group of undergraduate or postgraduate students. The present study was carried out in Lucknow, of both male and female inhabitants aged 18-35 years. A total of 300 plus respondents participated but we can not pressurize to any respondent for answering every question so only 310 responses were taken for research purpose as 37 forms were partially filled or some respondents submitted the form twice with same email id.

In this study researcher used descriptive design followed by cross sectional survey method. Also, the researcher used Triangulation method i.e. quantitative and qualitative method of research followed by mixed questionnaire (i.e. open-ended and close-ended)

Sampling Framework

The researcher used non probability sampling method, three hundred and ten samples were collected through convenience sampling technique.

Result - Findings & Analysis

A total of 300 youths participated in online questionnaire, of which 51% of male and 49 % of female. 80.1% youth aged between 18-25 years, 12.8% aged between 26-30 years while 7.1% age ranged from 31-35 years participated in an online survey.

Which of the following you recognize as the most effective practice for preventing Covid-19 infection?

225 responses

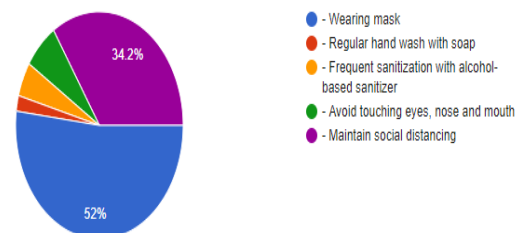


Fig. 1

Table 1 reveals that 52% of respondent believes that wearing mask is the most effective practice whereas 34.2% says maintaining social distance is helpful to battle with this disease.

How did you get to know about the practice you consider most effective?

225 responses

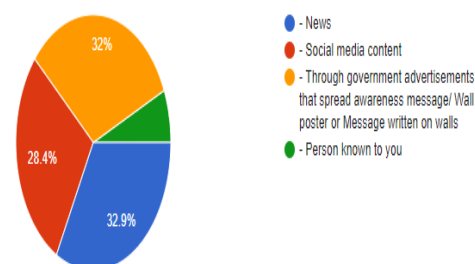


Fig. 2

The data shown in Fig 2 tells that 32.9% of youth get information relating to Covid-19 via news, 28.4% through social media, and 32% by government advertisements pasted on walls/ wall paintings.

Have you ever seen any advertisement/poster of Uttar Pradesh government spreading Covid-19 awareness?
225 responses

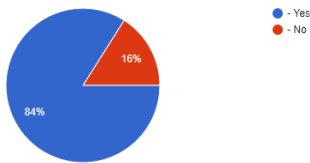


Fig. 3

It is clear from fig.3 that participants shows 84% of youth saw government spreading Covid-19 awareness advertisements/poster while 16 % have not aware about such advertisements.

Which of the following is the Uttar Pradesh's Police helpline number?
225 responses

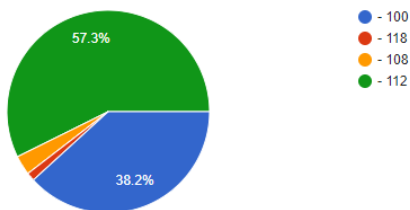


Fig. 4

When asked the participants about source of COVID awareness information that 34.2% of youths says that they get aware through social media, 28.6 % via newspapers, 24.5% by television while rest 12.8% got information through advertisements posters pasted on walls.

Have you ever heard the Covid-19 caller tune on calling someone since March 2020?
225 responses

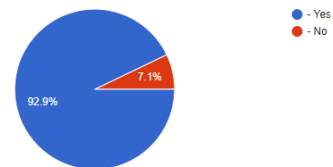


Fig. 5

Findings reveals that large percentage (92.9%) of youth have listened COVID-19 caller-tune since Corona came into existence i.e. Mar 2020 whereas 7.1% have not heard about it.

Which of the following is the Uttar Pradesh's women helpline number?
225 responses

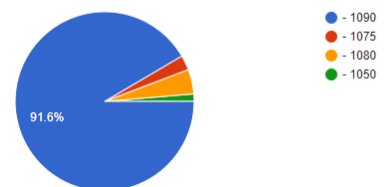
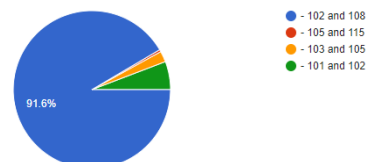


Fig. 6

Findings of Fig.6 clearly shows participants have an adequate level of knowledge relating to Uttar Pradesh helpline numbers as more than half of total participants (57.3%) know about UP's police helpline number whereas 38.2% are not aware about the helpline number. On the other hand, results of Fig.7 reveals large percentage of youth of the state capital (91.6%) knows about Uttar Pradesh's women helpline number.

Which of the following is the Uttar Pradesh's ambulance helpline number?
225 responses



In Fig.8 findings shows most of the youth population of Lucknow region with 91.6% are aware about Uttar Pradesh's ambulance helpline number. Likewise, 65.3% answered correctly (Fig.9).

During the online survey it was found that 65.3% says they received text relating to Covid-19 awareness from Uttar Pradesh government while 34.7% have not received any such message.

On asking about usage of social media, it was found almost everyone uses social media (98.7%). On the other side, Fig.12 tells about various social media platforms commonly used by the respondents. The ranking of commonly used platforms are Whatsapp (83%), Instagram (80.8%), Youtube (73.2%), Facebook (65.2%), Twitter (52.2%), all social media platforms (12.5%) and koo (4%).

The statistics of Fig.13 states that Instagram (70%) and whatsapp (67.3%) are the two popular social media platforms among youth.

Findings further reveals that social media (55.6%) is the most popular medium in educating the youth about Covid-19.

The study shows that youth of the state capital considers social media (37.8%) followed by government posters/ advertisements and newspapers (21.3%) and news channels (19.6%) the most reliable means relating to Covid-19 awareness.

References –

- 1-** Akuoko, E., & Alando, C. (2020). A Cross-sectional Online Survey on Knowledge, Attitude, and Perception of COVID-19 among Ghanaians. *Research Square*, 1.
- 2-** Tandon, T., Dubey, A. K., Dubey, S., Manocha, S., Arora, E., & Hasan, M. N. (2020). Knowledge, attitude, and perception of Indian population toward coronavirus disease (COVID-19). *Journal of family medicine and primary care*, 9(8), 4265–4269. https://doi.org/10.4103/jfmpc.jfmpc_818_20
- 3-** Yousaf, M., Noreen, M., Saleem, T., & Yousaf, I. (2020). A Cross-Sectional Survey of Knowledge, Attitude, and Practices (KAP) Toward Pandemic COVID-19 Among the General Population of Jammu and Kashmir, India. *Social Work In Public Health*, 35(7), 569-578. doi: 10.1080/19371918.2020.1806983
- 4-** Doherty, F., Odeyemi, O., Adeola, A., Amolegbe, O., & Ajagbe, F. (2020). Evaluation of knowledge, impacts and government intervention strategies during the COVID – 19 pandemic in Nigeria. *Data In Brief*, 32, 106177. doi: 10.1016/j.dib.2020.106177
- 5-** Gadour, A. (2021). Online learning - Global Challenges and Opportunities for Students in Higher Education amid the COVID-19 Pandemic: The Libyan Context. *Britain International Of Linguistics Arts And Education (Biola)* *Journal*, 3(2), 159-164. doi: 10.33258/biola.v3i2.478
- 6-** Kanojia, S. (2021). A Study on the Challenges Being Faced by Chandigarh University Students and their Parents during Covid-19 Lockdown. *Turkish Journal Of Computer And Mathematics Education (TURCOMAT)*, 12(2), 170-176. doi: 10.17762/turcomat.v12i2.698

7-Kausik, N., & Hussain, D. (2021). The Impact of Inclusive Education on Academic Motivation, Academic Self-Efficacy, and Well-Being of Students With Learning Disability. *Journal Of Education*, 002205742110319. doi: 10.1177/00220574211031957

8-A, J. (2020). THE IMPACT OF COVID-19 PANDEMIC IN HIGHER EDUCATION ON TEACHERS AND STUDENTS - A PARALLEL STUDY. *PARIPEX INDIAN JOURNAL OF RESEARCH*, 1-3. doi: 10.36106/paripex/3506943