

The role of motion graphics design in health awareness of Covid 19 virus

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Research Summary

In recent years, public health officials around the world have recognized the importance of health education as an essential tool for prevention, control of social diseases and pests. The new, evolving conditions have brought to man new dangers and many health problems that the health educator should be aware of, such as the lack of food, its poor quality and poor distribution, emergency and mutated viruses and epidemics...etc.

Research problem: The research problem lies in the following:

What is the concept of health awareness campaigns? What are the objectives of health awareness campaigns?

Is there an effective role for health awareness campaigns for the awareness of the individual and society?

To what extent do health awareness campaigns contribute to limiting the spread of emerging diseases in the world?

Research importance:

The importance of this research lies in the importance of health awareness campaigns to the individual and society. At a time when the types of diseases that society had to understand multiplied and varied; The role of the state in clarifying communication messages about these emerging diseases, because enjoying health is one of the main pillars that help a productive and effective social, economic and political life.

The research objectives include:

Study the components and elements of health awareness campaigns.

- Clarify the effectiveness of awareness campaigns carried out by organizations and societies that deal with raising awareness of emerging diseases.
- Shedding light on the critical importance of health awareness and its importance in communicating information in a simple and quick way to understand the communication message through it.

Search limits:

- Time limit: from 1960 to 2020.
- Spatial limit: available from the countries of the world.

Research Methodology:

- This research follows the historical and descriptive method.

Introduction:

In recent years, public health officials around the world have recognized the importance of health education as an essential tool for prevention, control of social diseases and pests. The new, evolving conditions have brought to man new dangers and many health problems that the health educator should be aware of, such as the lack of food, its poor quality and poor distribution, emergency and mutated viruses and epidemics...etc.

All of this leaves a wide scope for health awareness and a fertile material for continuous and advanced fruitful work.

1-1- Health Awareness:

Health awareness deals with the process of raising a person's healthy behavior, attitudes and health practices and how to acquire them, as well as how to change wrong attitudes and modify health practices and behavior of the patient. Thus, science and educational, psychological and behavioral concepts are involved in the process of change aimed at developing human life and happiness. (Gorgy, Felix and others, Baghdad 1979, pp. 103-105).

1-1-1- Definitions of health awareness, including:

Health awareness is:

- Educating people and accustoming them to new healthy habits, beliefs and beneficial healthy behavior, creating health awareness among people, and making health a precious goal for every citizen. (Gorgy, Felix et al., p. 105)
- As Al-Shammari defined it as the process that affects and changes people's health practices, in addition to information and attitudes related to those changes. (Bin Rakeeb, Al-Shamry, Ali, 1996 AD, p. 68)
- It is also defined as health care that aims to improve the health behavior of the individual and society.
- It is also known as the art of using the methods and means from the sender to the future to deliver the health message in order to raise people's health awareness and correct misconceptions to improve their standard of life. (Muhammad, Ali al-Aqari, 2000 AD, p. 66)

- It is clear from the above that the multiplicity of definitions of health awareness results from the modern concept of health as developed by the World Health Organization (WHO).

1-2- Areas of health awareness:

The field of health awareness is all areas of health care, starting with medical advice, going through all areas of health: -

- Description of the drug, its uses and harms.
- Nutrition: Types of foods and how much they are needed.
- Fighting diarrhea and all diseases of the respiratory system.
- Endemic diseases and others.
- Personal hygiene and environmental cleanliness.
- Immunization and disease prevention. (Abdul Rahim, Muhammad, Babiker, pp. 2-3)

1-3- Levels of Health Awareness:-

- level one:

Work to prevent the occurrence of disease by urging the prevention of diseases through immunization, for example, or any protective health behavior, hygiene ... and others.

- Second Level:

It is the work after the occurrence of the disease to treat it and prevent its complications and prevent its spread by describing the medicine and how to take it and explaining the ways of spreading the disease so that the patient works to avoid others contracting the disease.

- The third level:

It is working to treat the effects resulting from the disease and its complications and work to contain it if it spreads. (Abdel-Rahim, Muhammad Babiker, p. 3)

Stages of health awareness:-

- The stage of relying on providing facts and information: All that people need is the correct information. If this information is provided to them in consistent doses, they implement it.

- A stage that decorates this information and presents it in an attractive way: meaning that the information is presented in the manner of feelings and feelings through the representative position, songs, humor, entertainment and awareness videos.
- The stage of community organization: it is the stage of paying attention to the needs of the masses, using educational methods and methods, and collective participation in solving problems and teaching through practice.
- Using the behavioral approach: bringing about change directed to individuals and the group is through the health information provided, and then trends are formed that lead to an improvement in behavioral patterns. (A Global Communication Strategy for HIV/AIDS Prevention (1994), P 22)

1-5- Methods and means of health awareness:

- Indirect contact (without confrontation).
- Posters and publications.
- Television and video.
- Radio.
- Newspapers and magazines.

1-6- Objectives of health awareness: The objectives of health awareness are as follows:

- Emphasizing the importance of health as a source of strength for society and providing it with expertise and information to help people solve their health problems on their own, in addition to raising and developing health services.

- Breaking the barriers of ignorance, harm and false beliefs and teaching positive experiences affecting habits, attitudes and information related to the health of the individual.
- Confirmation of quality assurance of health awareness activities at the primary health care level in increasing the effectiveness of health awareness activities currently practiced by the health team in primary health care centers through a set of scientific standards for application supported by detailed checklists and a set of indicators. (Bin Rakeeb Al-Shamry, Ali, 1996 AD, p. 69)

1-7- Health care

Health care is defined as the sum of services and preventive measures provided by the director of basic health care and health institutions affiliated to all members of society in general, with the aim of raising the health level of the community without the occurrence and spread of diseases, such as caring for the health of the environment such as housing, water and food, and immunization and vaccination campaigns that it organizes against infectious and dangerous diseases.

Health care is also defined as the foundations that depend on scientifically and socially acceptable means and methods, and that it facilitates all segments of society to raise the level of health.

For the purposes of describing health care systems in a comprehensive way and identifying the range of phenomena and influences surrounding them that affect and influence them, they can be viewed through the Systems Approach as consisting of four components that interact with each other within a multi-influential environment, and these components are in addition to the environment. (Fawzi, Ali Gad, 2008, p. 23)

1-8- Primary health care fields:

- Health education.
- Providing food.
- Drinking water supply.
- Vaccination and immunization.
- Providing essential drugs.
- Prevention of endemic diseases.
- Appropriate treatment of diseases.

1-9- Primary health care level

Health services are usually provided within the health system at integrated and gradual levels from bottom to top that vary in quality and sequence depending on the level of their provision in terms of the degree of specialization and medical and technological knowledge used. These differences are called health care levels, which are:-

Personal Health Core: It is done by the individual himself by following the proper health behaviors and practices.

1-9-1- First Health Care Level:

It provides so-called primary health care services through health centers or through family medicine doctors in the places where they practice their work, whether in factories, institutions, private clinics, or a group of professional practices.

2-9-2- Second Health Care Level:

It provides secondary health services through central and general hospitals.

3-9-1- Third Health Care Level:

It provides advanced and specialized health services through university hospitals and specialized medical centers.

Primary health care also includes all sectors and aspects related to national and social development, especially the sectors of agriculture, food industries, education, population, public works and transportation. It calls for maximum participation from the community, particularly in the planning, organization, management and control of primary health care and at the local level it relies on national health workers of all categories who have received appropriate training to work as a health team and to meet the stated health needs of their communities. (Talal, bin Abed Al-Ahmadi, 1999 AD, p. 147).

10-1- Secondary health care:

Health institutions that provide secondary health care provide their treatment services to the patient through the following forms:

- **Direct:** where the doctor presents it to the patient in terms of treatment, diagnosis, and so on.
- **Indirect:** performed by a member of the medical team other than the doctor, such as the care of the patient by nurses, medical tests or radiographs. These services may be as follows:

Individual: one person benefits from it without having any connection to any particular party, institution or system.

- **Collective or organization:** benefit from a number of individuals belonging to one institution, such as the medical services provided by companies and institutions to their workers and employees.

The importance achieved by secondary health services is directly related to the comprehensive development of society, given that health services provided to members of society constitute an indicator of the extent of social and economic progress for any country and for any society.

1-11- Health services

When exposed to topics such as health, health cares the health care delivery system and its various components. Patients, doctors, nursing, health organizations, health administration. We find ourselves in front of intertwined, complex and multi-dimensional issues that are intertwined because there is no health without health care provided by an appropriate and specific health system and it is complex. (Ben Youssef, Amer, pp. 35-36)

1-12- Viruses

Humans have fought viruses since prehistoric times. Today, vaccines and antiviral drugs have allowed us to prevent widespread infection and helped patients recover. An example of these viral diseases is smallpox, which we were able to eradicate after a long struggle. But we are still far from winning our battle against viruses that infect humans. In recent decades, several viruses have moved from animals to humans and caused a major epidemic outbreak, killing thousands, and here we are about those viruses and talking about them more, which is the new Corona virus.

1-12-1- Definition of viruses:

The virus, as scientists know it, is giant, pure chemical particles consisting of a protein coat divided into the so-called coat and tail, and simple genetic material from its counterparts in all God's creatures that govern the actions of God except this structure. All lower and higher creatures, however, there are, as scientists confirm, larger viruses that contain, in addition to the typical composition, enzymes and lipids, but this does not enable them to live without a host at all. The host is the starting point from which the virus is released, and the most important characteristic of viruses is that they are inactive, as all viruses live parasitic on the cells of the host they infect.

And the genetic material in the virus is of two types, (DNA) and (RNA), and it has been common that viruses that infect plants contain only particles (RNA), while those that infect animals contain either of the two mentioned types.

1-13- Corona virus

- **Brief history**

Corona viruses that infect humans and are medically symbolized by Hco Vs were known for the first time in 1960 and were named by this name because they took a crown-like shape. This type of virus causes lung diseases that affect both humans and animals. Corona virus was discovered in humans in 1965 by researchers in Viruses Taylor and Pinoy, where he was discovered as a major cause of colds, the common cold, and some intestinal infections such as diarrhea, most of which were accidental infections that do not lead to complications except for those who have a defect in the immune system. It was named by this name because of its crown-like shape, and its lineage belongs to many viruses that start with the common cold virus and reach the well-known SARS virus.

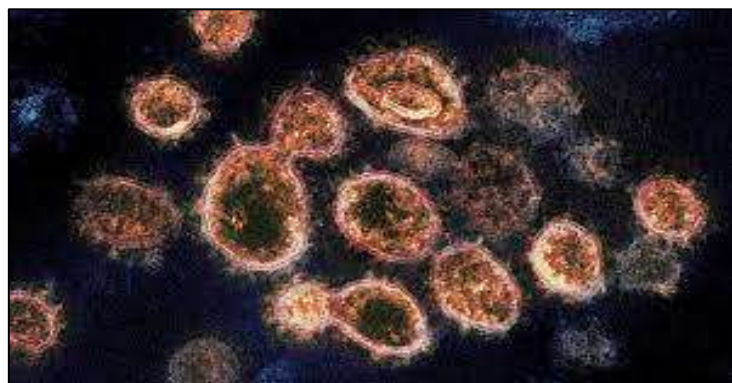


Figure (1) an electron microscope image of Corona virus particles.

Corona virus belongs to the family of coronaviruses, the same family as the SARS virus, which first appeared in China in 2002 AD and infected more than 800 people in about 30 countries around the world, and the importance of these viruses became public in 2003. In the wake of the outbreak of severe acute respiratory syndrome, SARS which began in Asia, the SARS virus appeared in China and infected 8,422 cases, including 916 deaths. Coronaviruses generally attack the respiratory and gastrointestinal tract of mammals and birds. The most famous SARS virus responsible for acute rheumatic infection that appeared in 2002 and 2003 in China and Hong Kong and infected about 800, knowing that SARS occurred in 2003 and resulted in the death of 775 people, including at least 9 cases in Saudi Arabia.

It differs from the SARS virus that appeared in 2003 and SARS-Acute Respiratory Syndrome, which is also caused by a type of corona virus. Corona viruses were named by this name due to their coronary shape when viewed under an electron microscope.

In 2004, a new strain was discovered called NL63. In early 2005, a team of researchers at the University of Hong Kong reported finding 5 types of coronary virus that infect humans with pneumonia, which they later named HKU1 is the latest generation of systemic inflammatory virus. Severe Acute Respiratory Syndrome (SARS), which was discovered known as Corona, causes a serious respiratory disease with a high death rate in those infected with it.

This epidemiological situation is similar to what is currently recorded in nearby countries, especially in France, and the World Health Organization issued a joint statement in which it said that the coronavirus or Corona, which was identified by a number of laboratories, was the causative agent of SARS, and its official name was the SARS-COV coronavirus, indicating | The virus that caused the 2009 pandemic has been present in all parts of the world naturally since that date and does not show an increase in risk according to the results of follow-up and research conducted by the World Health Organization, but it remains of high risk in some groups who suffer from a lack of immunity Because of chronic diseases, pregnancy, obesity, and others.

It is believed that there is a new type of coronavirus caused by a genetic mutation between it and the SARS virus and it was discovered in Qatar and Saudi Arabia, and since that date until today, cases have been recorded in Saudi Arabia, Jordan, Qatar, the United Arab Emirates, Britain and France and the Corona virus, which was discovered for the first time in April 2012.

In 2012, the first patient died due to infection with the Corona virus, different from the previously known types, and the infection was in Saudi Arabia. The respiratory system in six countries, namely Saudi Arabia, Qatar, Jordan, the United Kingdom, the United Arab Emirates and France.

However, a number of cases were monitored in different countries of the world, including the countries of the Middle East, France, Italy, Jordan, the Sultanate of Oman, Qatar, Saudi Arabia, Tunisia, the United Kingdom and the United Arab Emirates.

It is known that the Corona virus was discovered in the thirties of the last century that infects animals, while humans were discovered in the sixties, and in the period from April 2012 to the end of July 2013, 94 cases of the Corona virus were discovered in eight countries, of which 46 died, and Saudi Arabia's share of these infections was 74 39 of them died.

As for the rest of the countries where the virus was discovered, they include Qatar, the Emirates, Jordan, Italy and France, according to the report of the Center for Disease Control in the United States of America and in September 2012. The World Health Organization issued a global warning about the emergence of a new type of corona virus in both Saudi Arabia and Qatar, and the World Health Organization issued A graph showing the number of infections with the Corona virus that causes the Middle East pneumonia syndrome, which is symbolized by MERS-coV, since its appearance in 2012 until the beginning of March 2014.

The World Health Organization published a report on April 24, 2014, in which it stated that 244 confirmed cases had been diagnosed in the world, of whom 93 died. and Egypt. (Jindal, Jassim Muhammad, 2016 AD, pp. 15-19)

1-13-1- Naming the virus

It is also known as the Middle East Corona virus, the new Corona virus, the respiratory syndrome in the Middle East, the Novel Corona virus, or the corona virus, which is a coronavirus and was named by that name because of its crown-like shape.

The name of the Corona virus comes from its shape that resembles the shape of the crown under the microscope. The name came from the name Corona, which means the crown, as this virus appears under the microscope in the form of a crown. The name of the coronavirus is due to the typical appearance that it takes under the electron microscope and appears as corona-shaped protrusions similar to the corona of the sun.

It is named after the crown-like reflections on the surface of the virus and the view of the virus under an electron microscope with a large margin and projections to a swollen surface that creates an image reminiscent of the solar corona. It is created by peplomers, which are proteins that live on the surface of the host virus. This type of virus causes lung diseases It affects both humans and animals.

It is considered the sixth virus of the coronavirus family. At first, it was called by a number of different names, such as the SARS-like or Saudi SARS in some foreign newspapers, and it was recently agreed to call it the Corona virus that causes the Middle East Respiratory Syndrome, symbolized by an acronym MERS-CoV. (Jindal, Jassim Muhammad, 2016 AD, pp. 19-20)

1-13-2- Definition of Corona virus

Also known as the Coronavirus, it is a virus of one of the genera of viruses that belong to one of the large viral families known as Corona virus, which is the same family as the severe acute respiratory syndrome (SARS) virus, a diverse family that infects humans as well as animals, which may cause a range of diseases for humans and animals alike. The corona virus is called the corona virus based on the Latin word corona the virus has a spherical center surrounded by a spiny halo of proteins resembling a crown, where there is something similar to the corona of the sun, and in it appear large bulbous-shaped protrusions that give it resemblance to the sun's halo. Three known divisions are alpha, beta and gamma, which are enveloped viruses whose genomes have a capsid with helical symmetry. The genome size of the coronavirus ranges between 26 and 32 kilobases, which is huge for RNA viruses. It is an acute viral respiratory disease that affects all ages. This group of viruses causes mild to moderate respiratory infections.

For human being. It also causes Mild to moderate respiratory infections in humans. It also causes diseases in the respiratory, nervous and digestive systems of animals. The diameter of the viral minute ranges between 120-160 nanometers, and the size of the genetic material ranges between 27-32 thousand nitrogen bases.

Although these viruses infect the upper respiratory tract and gastrointestinal tract in animals and birds, it is a very rare new virus that recently appeared in the Kingdom of Saudi Arabia and is transmitted from person to person through infection and targets people in old age and people with weak immunity, as the World Health Organization classified It is a deadly virus.

1-14- Novel Coronavirus 2019- (COVID-19)

Coronavirus disease 2019 or COVID-19 for short, also known as SARS-CoV-2, is a zoonotic septic respiratory disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). This virus is very close to the SARS virus. The new virus was first detected in the Chinese city of Wuhan in 2019, and has since spread around the world, causing the global coronavirus pandemic. Since the beginning of the pandemic until today, more than 194,890,998 million cases of coronavirus have been reported in all countries of the world, resulting in more than 4,171,501 million deaths. The ratio of the number of deaths to the number of diagnosed injuries is estimated at 3.4%, but it varies according to age and the presence of other diseases.

Common symptoms of the disease include fever, cough, and shortness of breath, while muscle aches, sputum production, and sore throat are not common. While most infections follow a benign, asymptomatic course, a number progress to more serious forms such as severe pneumonia and multiple organ dysfunctions. While the majority of infected cases have mild symptoms, however, people with acute respiratory distress syndrome (ARDS) may experience organ failure, septic shock, and blood clots. The time between exposure to the virus and the onset of symptoms ranges from two to 14 days, with an average of five days.

Long-term damage to organs (particularly the lungs and heart) has been observed, and there is concern about a large number of patients who have recovered from the acute phase of the disease but still have a range of symptoms - including extreme fatigue, memory loss and other cognitive problems, mild fever and weakness Muscles, shortness of breath, and other symptoms - for several months after recovery.

The virus usually spreads between people during close contact, often through small droplets of droplets produced by coughing, sneezing, and speaking. These droplets usually fall to the ground or to surfaces rather than traveling through the air over long distances. In less common cases, some people may become ill by touching contaminated surfaces and then touching their face. The virus is most contagious during the first three days after symptoms appear, although infection can occur before these symptoms appear and from people who do not show symptoms of the disease. In addition, the use of a face covering is recommended for those who suspect they have the virus and those who care for them.

The recommendations for covering the face that people use are in conflict with some authorities recommending them, some against them, and others advising them to use it. There is limited evidence for or against the use of masks (medical or other) by healthy individuals in our community. The infection is usually transmitted from one person to another by respiratory droplets resulting from coughing or sneezing. The time between exposure to the virus and the onset of symptoms ranges from two to 14 days, with an average of five days. The standard diagnostic method is to perform a smear (PCR) taken from the nasopharynx or from the throat. The infection can also be diagnosed by combining symptoms and risk factors with a CT scan of the chest that shows signs of pneumonia.

1-15- Ways of spreading the virus:

Corona virus is spreading fast, but until now it is still not clear about how the virus spreads or where it came from, and we know that the Corona virus was originally discovered in bats, and we still do not know how it reached humans. Especially in southern China and Hong Kong, and that the cases discovered as a result of the Corona virus have been recorded worldwide in Qatar, the Emirates, Jordan and Britain, and indicates that the confirmed cases of infection with the virus

Corona is found in several countries in the Middle East, including Jordan, Qatar, Saudi Arabia, the United Arab Emirates and Tunisia. Cases have been reported in four European countries, France, Britain, and finally Italy.

The strength of this fast-spreading virus reaches its peak 48 hours after infection and the out-of-control immune system reaction works by immediately attacking the cell lining in the lungs.

But since it is a respiratory disease, its spread will be like all other respiratory diseases in which the infection is transmitted from the infected person to others through droplets if the infected person sneezes or coughs close to others or through contamination of hands and contact with the patient's personal items or surrounding surfaces contaminated by droplets and respiratory secretions.

Concern is growing about the rate of spread of the Corona virus, which causes what the World Health Organization has approved of calling it inflammatory syndrome. The Corona virus has recently spread in Egypt, and it is very similar to influenza with different speed of transmission and danger. Some health organizations have expressed concern about the spread of the disease in Egypt and the Arab world and to avoid the spread of the disease You should refer to important information about ways to prevent and get rid of the disease and the symptoms of corona infection, but there are general factors that reduce the speed and severity of its spread, which are:

- Wash hands with soap and water or sterile materials after coughing.
- Use tissues when coughing.
- Avoid touching the eyes and mouth with the hand.
- Wearing masks in crowded places.
- Avoid sitting with sick patients.
- Clean frequently touched surfaces such as tables and chairs.
- Maintaining nutritional balance and physical activity. (Jindal, Jassim Muhammad, 2016 AD, pp. 29-41)

1-16- Corona Virus Covid-19 Vaccines

1-16-1- Covid-19 vaccines approved by the competent authorities and how they work:

Currently, there are several vaccines for COVID-19 that is undergoing clinical trials. The FDA will evaluate the results of these trials before approving the use of COVID-19 vaccines. But because there is an urgent need for COVID-19 vaccines, and because the FDA approval process can take anywhere from several months to several years, the FDA will issue an emergency use authorization. For Covid-19 vaccines based on less data than is usually required. Data must show that vaccines are safe and effective before the FDA can issue an emergency use authorization. Vaccines with an emergency use authorization from the Food Administration include The American drug includes:

- Pfizer-Bioentech vaccine for Covid-19. The Pfizer-Bioentech vaccine is 95% effective in preventing symptoms caused by Covid-19 infection in people aged 16 years and over. The vaccine is 100% effective in preventing COVID-19 in children aged 12 to 15 years. This vaccine is for people 12 years of age and older. It requires two injections, separated by 21 days. The second dose may be given up to six weeks after the first dose, if needed.

- Moderna vaccine for Covid-19. The Covid-19 vaccine produced by Moderna is 94% effective in preventing symptoms of the Covid-19 virus. This vaccine is for people aged 18 years and over, and requires two injections 28 days apart. The second dose may be given up to six weeks after the first dose, if needed.
- Janssen/Johnson & Johnson COVID-19 vaccine. In clinical trials, this vaccine was 66% effective in preventing symptomatic COVID-19 infection, 14 days after receiving the vaccine. The vaccine was also 85% effective in preventing a severe case of COVID-19, at least 28 days after receiving the vaccine. This vaccine is for people 18 years of age and older, and requires one injection. The US Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) have recommended continued use of this vaccine in the United States because its benefits outweigh its risks. If you take this vaccine, you should be educated about the potential risks and possible symptoms of a problem involving blood clotting.
- Both Pfizer-Bioentek and Moderna use messenger RNA (mRNA) in their COVID-19 vaccines. On the surface of coronaviruses are spike-shaped entities called S protein. COVID-19 vaccines based on messenger RNA give cells instructions on how to make a harmless portion from one of the S proteins. After immunization, cells begin to make protein fragments and present them on cell surfaces. Your immune system will recognize that the protein is an intruder, and will begin to mount an immune response and make antibodies.
- The Janssen/Johnson & Johnson vaccine for COVID-19 is a vaccine that uses vector technology. In this type of vaccine, scientists take genetic material from the Covid-19 virus and insert it into a different type of live attenuated virus, such as adenovirus. When the weakened virus (viral vector) gets into your cells, it delivers genetic material from the Covid-19 virus that gives your cells instructions to make copies of the S protein.

- Once the cells display S proteins on their surfaces, the immune system responds by creating antibodies and defensive white blood cells. If you become infected with COVID-19, the antibodies will fight the virus. (www.who.int - 8:13pm- 1/8/2021)

Search results:

The study reached many results, the most important of which are:-

- The study showed that a large percentage of people assert that their follow-up to health awareness programs and the media led to the expansion of their health awareness.
- The study found that a large percentage of private individuals confirm that they benefit from television in terms of health quality.
- The results of the study showed that 74 percent confirm their follow-up to health awareness programs via the Internet and social media.
- The study showed that following up on health awareness campaigns strengthened their connection with health developments.
- The use of animated awareness campaigns (video) is better than static advertisements to deliver the message and to explain the awareness campaign in a better way.

The study found that cultural and social influences play an important role in raising the level of health awareness.

Recommendations: The research recommends the following:

- The need for health awareness campaign message planners to take into account many factors that increase the effectiveness of the message, foremost of which is the arrangement of health topics against the Corona virus, clarity, simplicity, and timely delivery of the message.
- Working to organize health awareness campaigns against Corona, with the aim of increasing awareness of health rights.
- Focus on health awareness campaigns, especially in rural areas.
- The research also recommends decision makers, policy makers, medical, health and media cadres, and community leaders to work on improving health awareness against Corona and developing awareness methods.
- Focus on disseminating health information through the media and social media.
- The necessity of optimizing the use of technical capabilities such as television, telephone and social media to achieve the greatest possible health awareness against Corona.