

The role of Social behavioral change communication interventions via social media on COVID-19 Preventive behaviors globally :Systematic review.

Affiliations:

Eneyew Talie Fenta¹, Eyob Ketema Bogale², Tadele Fentabel Anagaw²

1. Department of public health, college of medicine and health sciences, Injibara University, Injibara, Ethiopia:

2. Health Promotion and Behavioral science department, College of medicine and health science, Bahir Dar, Ethiopia:

INTRO AND OBJECTIVE

- Effective risk communication for unknown infection threats depends on trust, and behavioral change is influenced by confidence in perceived information. Social media plays a significant role in the rapid exchange of knowledge that leads to preventive actions being taken. To encourage users' preventive actions against behavioral illnesses, social media are useful instruments for health communication. People were said to have been exposed to more COVID-19 information that encourages preventive behaviors when they used social media more frequently and for longer periods. Social media platforms like Twitter, Facebook, YouTube, TikTok, Instagram, and LinkedIn have been utilized to spread public awareness of the COVID-19 epidemic, encourage healthy behavior, and improve community health outcomes using textual content, voice messages, and video clips.
- The rapid spread of pandemic information on social media has likely raised people's awareness of the symptoms of COVID-19, the means by which the virus spreads, and the need for preventive measures. However, social media is also rife with false information, rumors, and misconceptions about the illness, which may have contributed to an increase in people's anxiety, worry, and fear. Early in the outbreak, the researchers noted that misinformation about lockdowns and impending government rules was conveyed via text messages. This systematic review aimed to show the role of social behavioral change social media interventions on COVID-19 preventive behaviors globally.

METHODS

- We retrieve articles by using keywords on Pub Med, Cochrane Library, and grey literatures. For this review PICO mnemonic approach was used. The main qualitative synthesis was done by checking the quality of articles with JBI tool. The preferred Reporting Item for Systematic Review and Meta-analysis (PRISMA) flowchart was used throughout all steps..

RESULTS

• This study includes 32 studies conducted in 20 countries globally. Most of the studies discussed during the pandemics different types of social medias were utilized to provide knowledge, to change the attitude of the people and helps to practices COVID-19 preventive behaviors. By enabling people to seek and share knowledge, socialize, and find pleasure, social media use encourages people to adopt preventive behaviors. This review demonstrated a substantial relationship between higher levels of precautionary behaviors and factors such as educational status, knowledge, fear, and reading medical pages on social media. Watching videos is a reliable means to get accurate information, and watching animated films posted on social media can help people learn more about COVID-19 preventive strategies.

CONCLUSIONS

In these urgent times, social media could even help with quick information availability; misinformation or inadequate understanding can cause misunderstandings within the community. Following medical pages on social media, having knowledge, feeling afraid, and having an educational background were all strongly correlated with greater levels of aware preventive behavior. Therefore, it is advised for policy makers to develop social behavioral change health communication strategies, and guidelines on COVID-19 prevention behaviors. Health care providers should prepare health learning materials, and provide accurate, updated and timely information using all forms of social media to correct mis-information, misperceptions, prevent depression, and anxiety for better control of the pandemics. Future research shall focus on evaluating effectiveness of each social media platform interventions during such emergency crisis.

