

Innovations

Influence of Lagos State Covid-19 Public Service Announcements on Lagos Residents

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Abstract

The novel coronavirus disease (COVID-19) was declared a pandemic on March 11, 2020, two weeks after the first case in Nigeria had been discovered in Lagos State. The State became the centerpiece of COVID-19 daily updates, heightening fear & fatality. Lagos State Government (LSG) was forced to impose restrictions on gatherings to a maximum of fifty persons as middle and lower level civil servants were directed to stay at home. There was obvious need for information and education on the pandemic. The Government rolled out several kinds of public service announcements (PSAs) to enlighten the people on the new norm. This paper examined the influence of Lagos State COVID-19 public service announcements on Lagos residents. It had two specific objectives and research questions, which were to find out residents familiarity and to ascertain the influence of LSG COVID-19 PSA on residents. The paper was grounded on the Social Cognitive Theory and adopted descriptive survey research design. The population of the study was 15.3 million. While a sample size of 390 was selected, cluster sampling technique was applied in delineating the residents. The questionnaire had eight items, designed in multiple choice formats, whereas data were presented in simple percentages. The paper found out that television was mostly employed for the PSAs and the PSAs made the resident more cautious about COVID-19. It was concluded that the seriousness with which PSAs are presented determines the amount of influence it will have on people. The paper recommended that the PSAs be sustained in the media.

Key Words: 1.COVID-19, 2.Health and Diseases, 3.Public Service Announcement, 4.Social Learning

Overview

The value of health to mankind gained special attention few years ago when the coronavirus disease of 2019 (COVID-19) infected millions of people in almost every country of world within a space of time. The disease tested the capacity of the healthcare system of many countries as well as that of global health agencies. Having being discovered in Wuhan, China, on December 8, 2019, the World Health Organisation (WHO) declared it a Public Health Emergency of International Concern (PHEIC) on January 30, 2020 (World Health Organisation, 2020).

The pandemic raised many fears and concerns in both public and private lives in different parts of the world, especially as it affects its spread and the attendant debilitating effects. Although the disease was more prevalent in Europe and North America, the most vulnerable countries were the African nations where the healthcare delivery is at a pitiable level; including the lack of manpower. Nigeria is not an exception to this quagmire given the nature of its suffocating health facilities (Amzat, 2011; Marbot, 2020; World Health Organisation, 2020).

There were new patterns of behaviour stately enacted for people to comply with. One of such was the social distancing. People were expected to keep a distance of not less than two meters from the next closest persons at each given time, which invariably affected human interactions. Many public activities like cinema, football spectatorship, festivals, etc. were declared unlawful at the time; business activities were grounded to a halt as airports, banks, schools, markets, and churches were closed. The new language was “stay-at-home, stay safe”. Even in homes, there were fears among family members coming in contact with each other. No one was left behind. Perhaps, a more interesting aspect of the pandemic was its effect on terrorists and terrorism because their activities were also checked during the heat of COVID-19 (Nicholson, 2020; Ackerman & Peterson, 2020).

It is technically believed that the world was deglobalised during the heat of COVID-19 because international migration and transactions were halted. Globalization as the fusion of space and time enables people to move from one country to the other for different socioeconomic reasons. It is in accordance with this that globalization easily becomes an enabler to the spread of diseases. This is why globalization is believed to have functional and dysfunctional effects on the society, because while it serves for the advancement of human existence, it also comes with the problems associated with human interactions, which COVID-19 transmission is a reflector (Giddens, 2002; Youde, 2020). For some, COVID-19 springs up privacy and human autonomy challenge in addressing the pandemic for policy and law makers. And under such circumstance, privacy protections might not be practical in that efforts are tailored towards resisting the malady. Furthermore, it has increased the demand for proper attention to worker feedback in the working environment (Kampmark, 2020; Rachmawati, Safitri, Zakia, Lupita & Ruyter, 2021).

A critical factor that demands attention in the course of addressing the COVID-19 pandemic is the knowledge and awareness level of the people. It becomes imperative that there be media messages that would inform and educate the people about the disease. Public service announcement (PSA) is one of the means through which the people can be enlightened. PSAs are noncommercial advertisement that attempt to inform, educate and modify the behaviours of the people. The driving force behind PSAs is the ability to reach out to the people through traditional or new media on common concerns (Klimes, Dougan & Lee, 2010).

Being the epicenter of the COVID-19, Lagos State Government made concrete efforts, more daunting than most other 36 states in the country, to meet the pandemic squarely. It reduced its budget, reestablished oxygen treatment sites and sample collection centres (Agency Report, 2020; Adediran, 2021). These were expected to reduce the heightening fear and fatality rates. Large gatherings were banned, movements were curtailed and attention was shifted to media campaigns. Whether Lagos State residents were familiar with the public service announcements and how it did influence them is an issue. In other words, in what ways did the Lagos State COVID-19 public service announcement influence residents of the State?

Objectives

The paper was guided by two specific objectives, which were to:

1. Find out residents familiarity with Lagos State COVID-19 public service announcements.
2. Ascertain the influence of Lagos State COVID-19 public service announcements on Lagos residents.

Research Questions

In line with the outlined objectives, the paper equally had the following research questions:

1. How familiar are residents with the Lagos State COVID-19 public service announcements?
2. In what way did the Lagos State COVID-19 public service announcement influence Lagos residents?

Framework

Social Cognitive Theory

It is believed that Neal Miller and John Dollard were the first to give a serious attention to learning through observation and later called it ‘*social learning*’ in 1941 (Baran & Davis, 2009). The process of learning from observation of the environment, gives the framework for the social cognitive theory, which was well defined by Albert Bandura in 1971 and 1994. Social cognitive theory explains that people learn through the process of observation. This is why it is also known as “Social Learning Theory”. In mass communication, it finds more applications in television. People copy (model) behaviours they see in others. And this modeling can be through imitation or identification. While the former is a direct replication of what has been observed, the latter is a demonstration of what is copied but not in the exact form (Baran, 2013). That is, an individual could copy a behaviour but apply it according to his personal idiosyncrasies. The theory emphasizes that there are two

probabilistic determining factors for individuals to adopt a given health behaviour or not. First, when an individual considers the performance of a particular behaviour to be of greater benefits than its cost, the individual may adopt such. Second, when the individual feels that there is the capacity to be able to perform the behaviour, the chances are high that the fellow would adopt the prescribed behaviour.

There are three processes through which the principles of the social cognition can be demonstrated. First, observational learning – observers can learn new behavioural patterns by mere sight of a performed behaviour; second, inhibitory effects – observing a performed behaviour being punished for it could scare the individual from attempting to replicate such; third, disinhibitory effects – observers can copy a negative behaviour when it is seen that such bad behaviour is rewarded rather than condemned. For instance, if a Boko Haram terrorist is granted amnesty and joins the Nigerian Army; other unemployed youths might be tempted to take up arms.

Applying this theory, Lagos State residents can demonstrate social cognition to coronavirus based on the COVID-19 public service announcements made by the Government. There can be observational learning if viewers see every individual on television, both government officials and private individuals, using the facemask as a new dress code. Inhibitory effects could occur if the PSA says that more persons are infected because they refused to wash their hands regularly. And if viewers observe that government officials who speak to the press do not put on facemask in public functions, they are most likely to ignore a PSA advocating for nose mask. These underpinnings make the social cognitive theory germane to this study.

Health and Diseases

Health is a very critical issue in every society, but it is more so in a densely populated country like Nigeria. The country has a highly concentrated urban-centered population of which 49.66% are domiciled in rural communities and an average household size of 5.9 and 4.9 persons in rural and urban households respectively. It is given that 23% of weekly household expenditure goes on health treatment and 64 times world reference cost for medication, which are basically out-of-pocket expenses (Olugbenga-Bello & Adebimpe, 2010). Amidst this fact, 44.6% of illnesses are from infectious and parasitic diseases; 11.0% are diseases of the digestive, while 9.6% are of respiratory system (Auta, Banwat, Dayom, Shalkur & Avu, 2012).

Disease refers to the corruption that affects the body, spirit or mind. It is the failure of a system mechanism to cope with stimuli and stress, which affects its normal functioning. In other words, there is disease when there is failure of response to injurious stimulus, which its direct reflection is sickness upon a person (Plianbangchange, 2018). It can then be concluded that there is health when there is no illness or disease; when the entire system of a person is able to respond to stimuli appropriately.

To be healthy, there should be a whole state of physical, mental and social wellbeing, beside the absence of disease or illness (WHO, 2009). It is believed that this understanding of health can be attained by individuals and people who work towards it, even if it sounds like an idealistic perspective of health to some commentators (Plianbangchange, 2018). The point to note is that certain factors could determine whether one is really healthy as propounded or not. But it is expected that the attainment of health should be based on simple, practical and measureable processes that keep diseases at distance even if the society becomes more dynamic.

It is believed that the top ten causes of death in Nigeria in sequential order are neonatal disorders, malaria, diarrheal diseases, lower respiratory infections, HIV/AIDS, ischemic heart disease, stroke, congenital birth defects, tuberculosis, and meningitis (...). The awareness of this kind of health challenges has received some levels of attention through the National health policy. The policy addresses the concerns from National Health System and Management, National Health Information System, National Healthcare Resource, and health development partnership and laws. Though marginal, it is the belief of some that there has been improvement in the health system of Nigeria (Muhammad, Abdulkareem & Chowdhury, 2017). What might rather trouble many is not that there is an improvement with the National Health Policy, but that there is an annual outbreak of one form of disease or the other in the county, which often take thousands of lives of innocent Nigerians. To this end, emergency preparedness is more of a necessity than an option (Elvis, Akinola & Ikeoluwapo, 2015).

COVID-19 in Nigeria

COVID-19 forced in new realities in the global society with an exposure of the poor health sector of Nigeria, from the year 2020. The Nigerian Centre for Disease Control (NCDC) engaged in training rapid response teams in all the 36 states and the Federal Capital Territory (FCT) Abuja by December 2019 and

Coronavirus Group for emergency response in January 2020. It was also believed that surveillance where biffed up at airports and other entry points (Ihekweazu, 2020). There were bans on interstate travels when it was discovered that eight states had recorded their first cases within the 14 days of the first lockdown, while 13 other states had their index cases during the second phase of the lockdown (UNDP Nigeria, 2020).

The pandemic had a steady increase in Nigeria, after its first occurrence from a traveller, as it moved from an elitist infection to community transmission with 2.8% fatality rate at the early stage. Epidemiologically, the NCDC found out that more males were affected by the virus because within the first month of the disease, 70 percent of those tested positive for COVID-19 were males, while the balance 30 percent were females (NCDC, 2020). This might not be too difficult to understand if it is perceived from the perspective that males dominate the route through which socioeconomic transactions occur, such as travels and business.

While it was impossible to stop the spread of coronavirus, it was more feasible to focus attention on how it can be contained from spreading, especially, through non-pharmaceutical means. Social distancing, hand washing and use of sanitizers were well promoted. But like many other issues in which the people seem to have lost public trust on the Government, the pandemic was greeted with mixed reactions from the people. This is why it can be said that the COVID-19 experience in Nigeria has more to it:

It is clear that containment strategies operate within a myriad of economic, social, cultural and religious underpinnings and their effectiveness will be ultimately determined by inherent capacities to mobilise citizens to take ownership of these strategies. Connecting the science of virus containment with the unique constructs of Nigerian society will be vital not just for responding to the pandemic, but for rebuilding efforts. (UNDP Nigeria, 2020, p. 2).

The foregoing underscores the fact that there are various sides to be looked at on the approaches to follow in understanding the pandemic in Nigeria. There is no doubt that this might not be unconnected with the fact that almost all respondents who were reached out in a survey, were aware of preventive measures of COVID-19 to the tune of 73%; a significant majority of 91% are familiar with recommendations on preventive measures; hand washing practice was undertaken by 78% of the respondents; and 70% of respondents observed stay-at-home in the states where the Federal Government mandated lockdown. Nigerians are aware of the virus, preventive measures and government actions (UNDP Nigeria, 2020; Lain, Perng, Vishwanath, Azad, Siwatu, Palacios-Lopez, McGee, Amankwah & Gonzalez, 2020).

Media and Society

Despite the fact that the society has moved away from the earlier theories of the all-powerful media to the meaning-making and digital media era, the influence of the media still holds sway in the realm of communication. For instance, advertising and social announcement is one of the cutting edges of the powers of the media on people, especially children. Advertising texts and stereotypical constructions of life are easily adopted by people and perceived as the order of the day (Terskikh, 2016).

It is on the basis of this that one can also understand how public service announcement portrays the values, norms and standards obtainable in a society. And with the power of its influence to persuade, people can begin to modify their perceptions, beliefs, and behaviour. The process of socialization then helps to blend media messages into what is expected by the mental picture an individual develops. To this end, media messages can influence the audience worldview in dynamic ways. Drawing from Carey (1989) dialogic description of communication to be performing the transmission and ritual roles, it is important to highlight that the media could aid in the instrumental function of helping people to acquire knowledge as well as foster its ritual powers for them to reflect as members of the social enclave.

The society is becoming more intelligent or is more intelligent oriented especially with digital media, which has also placed demands on the society. There is an increasing advocacy for media-intelligence approach in publicities. The oversight role of the media is crucial given that it reports the kind of information obtained, how it was gathered and used (Teirila, 2016). It is the work of media professionals to set the society into the proper frame it ought to be, even by projecting the people to the world (Adum, Emmanuel & Ojiakor, 2015); Media messages are expected to contribute to the development of a society and its people, just as it can be seen in social advocacies against corruption and the call for democratic accountability (Santas, 2014; Santas & Ogoshi, 2016). Furthermore, the same way media channels have been instrumental for campaign tools and political advertising, the same way should it be employed for public services (Asemah & Edegoh, 2012). The media is irrelevant if it does not serve, and serve for good, the society in which it operates.

Public Service Announcement

Public service announcement refers to the unpaid advertisements aimed at changing public attitudes and behaviour through information and enlightenment on issues of public concern such as health, environment, social order or policies through the mainstream or the new media (Klimes & Lee, 2010). PSAs are common through radio and television, where people can listen to or watch the promoted culture. Nevertheless, recent trends lend itself to the fact that the Internet has become a means for PSAs also. Following these, it cannot be easily quantified of how far a well packaged public service announcement can be for awareness creation, information dissemination, education or mobilisation for key social cause (Toncar, Reid & Anderson, 2007).

The production of a PSA requires conscious procedural efforts in accomplishing tasks at stages in order to be able to create content that can influence the public. At preproduction stage, information about the audience, attitudes and behaviour are gathered. Then, objectives and strategies are designed to fit with the audience nature. And at pretesting stage, the audience psychographics are obtained. In the course of producing PSAs, efforts are usually made to obtain celebrity endorsement because of the perceived credibility they possess (Atkin & Freimuth in Bator & Cialdini, 2000; Shead, Walsh, Taylor, Derevensky & Gupta, 2011).

It is believed that PSAs ought to have a conclusion for it to make more impact on the audience. The public will be able to understand what to really do when there is a recommendation from a PSA than if left to decipher themselves (Wilson, 2007). This is why short informative films intended to increase society's awareness and create behavioural change have been judged as objectively appropriate (Inci, Sancar & Bostanci, 2017).

Communicating Health in COVID-19 Public Service Announcement

Health communication or communicating health is a process and practice that gives cursory attention to the subject of health education and health promotion. That is, it is geared towards enlightening the public through adequate information that engenders proper health and living. The ultimate goal is to encourage healthy living attitudes and behaviours (Inci, Sancar & Bostanci, 2017). Therefore, it is described as the practice of informing, influencing, and motivating persons, organisations and the audience on crucial health developments (Department of Health and Human Services, 2000).

Understandably, the two varying fields of health and communication synchronise into one compatible blend as each complement the other. While there is information, such message is directed towards the health benefits of the people. The triad of knowledge, attitudes and practices (KAP) or knowledge, attitudes and behaviour (KAB) constitute the landmarks for achieving health through information, and public service announcement is a means towards this end. In an enlightened environment, people can create messages by themselves about health issues (especially, where the social media is an option). Therefore, one important practice that should be considered is the encouragement of user-generated content (UGC) PSAs on coronavirus to enable the spread of the message. This kind of effort has been canvassed as an effective mechanism for similar cases (Paek, Hove, Jeong & Kim, 2011). The impact is greater when there is an understanding of the health message communicated in the PSA (Bull, Holt, Kreuter, Clark & Scharff (2001).

The message to be communicated in the PSAs must be effective for it to be able to meet the audience consciousness of the risk involved in not adhering to the call and the benefits derivable in following the recommendations contained therein. In other words, the message could also be portrayed in both positive and negative light. In the negative approach, it will be designed to highlight the dangers that are obtainable from ignoring the call or going against it. It is in line with this that the fear appeal is considered relevant in health PSAs, to increase chances of adoption or modification of behaviour (Lennon & Rentfro, 2010). But if packaged in positive light, it will enumerate the benefits one who follows the health protocols canvassed for in the COVID-19 public service announcement.

Methodology

The study adopted the descriptive survey research design, given that it aims at describing the influence of public service announcement concerning COVID-19 pandemic in Lagos State. The population of the study was 15.3 million, which is the estimated population of Lagos residents as at date (World Population Review, 2022). A sample size of 390 was selected, following Krejcie and Morgan's (1970) recommendation. The study adopted cluster sampling technique in dividing Lagos residents into four major areas of Ikoyi, Ikorodu, Ikeja

and Surulere. A multiple choice questionnaire of eight items was administered for data collection. The data were presented in simple percentages because of the nature of the questions.

Results

Presentation and Analysis of Data

Demographically, more of the respondents were between 21 – 30 years, 168 (43%); while the least number were those above 50 years, 56 (14%). The balance were 31 – 40 years, 96 (24%) and 41 – 50 years, 70 (18%). Again, more than half of the respondents, 51% (199) were females; the balance 49% (191) was males. Educationally, 35% (137) of the respondents have acquired their first degree, whereas 15% (59) were O’Level certificate holders.

Research Question 1: How familiar are residents with the Lagos State COVID-19 public service announcements?

Table 1: Residents familiarity with government public service announcements on COVID 19

Item	Response	Percentage (%)
Use of nose mask	144	37
Social distancing	105	27
Regular hand washing	74	19
Avoidance of large gathering	66	17
Total	390	100

Table 1 indicates that the respondents are familiar with the message on COVID-19 in the PSAs with the greatest knowledge being on the use of nose mask (37%). None of the PSAs themes were without indication.

Table 2: Residents understanding of government major concern in the COVID 19 public service announcements

Item	Response	Percentage (%)
Safety protocols	218	56
Awareness of the disease	148	38
Unknown	23	6
Total	390	100

With regard to an understanding of the messages borne in the COVID-19 PSAs, it was also found out that the greatest knowledge is about safety protocols (56%). The amount of persons who feign not to understand the PSAs were marginal (6%). From the foregoing, in response to research question one, it can be deduced that Lagos residents are mostly familiar with the government’s PSA on COVID-19 concerning the use of nose mask, social distancing, and the observance of safety protocols, given the 56% index.

Research Question 2: In what way did the Lagos State COVID-19 public service announcement influence Lagos residents?

Table 3: Influence of Lagos State COVID-19 public service announcements

Item	Response	Percentage (%)
Cautiousness about the disease	176	45
Better understanding of the disease	140	36
Increased fear of infection	74	19
Total	390	100

In Table 3, it can be seen that the Lagos State COVID-19 PSAs influenced the residents, most especially to become cautious about the disease (45%).

Table 4: Residents perception of Coronavirus after the Lagos State COVID-19 public service announcements

Item	Response	Percentage (%)
It is a deadly disease	195	50
It is very infectious	125	32
The disease can be prevented	70	18
Total	390	100

From Table 4, the data show how the residents perceived coronavirus after being exposed to COVID-19 the public service announcement by Lagos State Government. While there were perceptions of it being deadly and infectious, the least indicated thoughts were on it being preventable (18%). In response to research question two, it can be seen that the Lagos State COVID-19 PSAs influenced residents to become cautious of the disease, given the 45% response. And while half of the respondents perceive it as a deadly disease (50%), the least indicated conviction was on its preventability (18%).

Discussion

Residents’ Familiarity with the Lagos State COVID-19 Public Service Announcements

The data obtained from the field (Tables 1 and 2) clearly show how familiar the residents were to the Lagos State COVID-19 public service announcements. Of all the options given, the residents were most familiar with the use of nose mask (37%) and least familiar with the avoidance of large gatherings (17%). The use of nose mask is a single most acquisitional personal item used during the pandemic. It is possible that the availability and affordability (that is, the non-medical type sold by roadside tailors) contributed to it being more familiar with the people. The nose mask is a tangible and visible cautionary piece of cloth that almost became fashionable for some. It is very possible for one to notice it upon first sight, which would have communicated a message before the vocalization or demonstration. To this end, the principle of imitation enshrined in the Social Cognitive Theory is easy to play out for residents to copy from the COVID-19 public service announcements on television or social media.

During the pandemic, Lagosians (Lagos residents), were not allowed to have large public gatherings because of social distancing. Several social and religious assemblies exceeding fifty persons were banned. The implementation of this policy was a sufficient cause for it to make impact on the people as indicated in the findings (Table 1). To some, “large” gatherings became threatening to health and safety. This finding agrees with the submission of the Nigeria COVID-19 National Longitudinal Phone Survey (2020) when it observed that the coronavirus 2019 pandemic has made Nigerians to adopt more government health advisories including handwashing and avoidance of gatherings, given the 90% household response.

It is possible to see inhibitory effects of the Social Cognitive Theory playing out in this circumstance. It is argued that this sense of fear factor was important during the pandemic (Harper, Satchell, Fido & Latzman, 2021). The implication of the above is that with more familiarity about the disease and what ought to be done, the pandemic can be more easily checked and its harm ameliorated.

Influence of Lagos State COVID-19 Public Service Announcement on Residents

The most important thing about the Lagos State public service announcement on coronavirus is the kind of influence it has on the people. If it does not cause the people to know more or to adjust towards the new pattern of living demanded by the pandemic, then the communication effort would be a waste. The data obtained (Tables 3 and 4) indicate that the campaign had influence on the residents. It was able to cause the people to be cautious about the disease, given the 45% response as well as make them to gain more knowledge about the virus.

Knowledge about a problem is the first solution towards tackling it. If the people are acquainted with COVID-19, they would be able to understand its spread, signs, symptoms, prevention and treatment. If the

public service announcement was able to foster knowledge on how to handle the disease, then, it is achieving its objectives and can be seen as instrumental to the development of the state.

In thought, half of the respondents (50%) perceive COVID-19 as a deadly disease and more than one-third (32%) of them also see it as an infectious disease. This finding corroborates with the Nigeria COVID-19 National Longitudinal Phone Survey (2020) study that majority of Nigerians see coronavirus as a threat to family health and portends adverse challenge to household finance. The fear of the pandemic's adverse pervasive effects on members of the family is enough traumas to pull people into precautionary actions. The Social Cognitive Theory gives a background understanding of what could happen when individuals perceive potential dangers in performing or not performing a given behaviour based on observational learning. If the Lagos State COVID-19 PSAs enlightened the people to see coronavirus as deadly and infectious, chances is high that they will copy the advocated attitudes in the message.

Conclusion

There is no doubt that from when COVID-19 entered Nigeria and spread rapidly in Lagos State, many persons were grappling to understand and adapt to the challenges arisen from the pandemic. There were increasing fears and fatality rates more in Lagos than every other state in the country. The efforts aimed at restricting gatherings and banning social activities would not have had success if there were no concrete actions geared toward informing and educating the people about the diseases well as observance of health advisories. The Lagos State public service announcement on COVID-19 was a strategic effort. This paper examined the influence of Lagos State COVID-19 PSAs on Lagos residents. It was built on the framework of the Social Cognitive Theory. The study followed the descriptive survey research design. While the population of study was 15.3 million, it adopted a sample size of 390 with cluster sampling procedure. The study found out that:

1. Lagos residents are mostly familiar with the government's PSA on COVID-19 concerning the use of nose mask, social distancing, and the observance of safety protocols, given the 56% index.
2. The Lagos State COVID-19 PSAs influenced residents to become cautious of the disease, given the 45% response. And while half of the respondents perceive it as a deadly disease (50%), the least indicated conviction was on its preventability (18%).

Considering these facts, it can be concluded that without the Lagos State COVID-19 PSAs, the level of familiarity the residents have about coronavirus would have been poorer than it is. Again, the residents would not have become as cautious as they were after listening to the public service announcements, coupled with the fact that they could have taken the disease for granted and suffer dire consequences.

Recommendations

Following the findings highlighted above, the paper recommends that:

1. Given that the COVID-19 pandemic is a dynamic disease that would be with man for a while, there is the need for more dynamic public service announcements that address the dynamisms inherent in the coronavirus.
2. Health advisories and protocols advocated for in the Lagos State COVID-19 public service announcements should be applied by public officials to move the people from rhetoric to actions.

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