

## Exploring Determinants for Vaccine Decision and Media Strategies for Integrated Yellow Fever, Measles And Hpv Vaccination in Nasarawa State.

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### ABSTRACT

*Vaccination is an important tool for preventing infectious diseases, but vaccine hesitancy remains a significant challenge in many parts of the world, including Nasarawa state, Nigeria. Despite the importance of vaccination, many parents and caregivers in Nigeria are reluctant to vaccinate their children, citing concerns about vaccine safety and efficacy. The study primary aim is to investigate the media strategies that influence vaccination decisions among parents and caregivers in Nasarawa State, Nigeria. Specifically, the study critically examines the role of socio-demographic factors, access to vaccination services, social media, opinion leaders, and vaccination knowledge in shaping vaccination decisions. Health Belief Model was used to as a theoretical framework to underpin the intricacies that surround the vaccination campaign. A cross-sectional survey was conducted among 300 parents and caregivers in Nasarawa State. Data were collected using a structured questionnaire and analyzed using descriptive and inferential statistics. The study found that access to vaccination services, social media, opinion leaders, and vaccination knowledge were significant factors influencing vaccination decisions. It is obvious that the traditional media remains the most reliable in spreading vaccination messages especially in a divergent setting like Nasarawa state where illiteracy is a significant issue. The study highlights the importance of addressing access barriers, promoting vaccination knowledge, and leveraging social media and opinion leaders to promote vaccine uptake in Nasarawa State. The findings have implications for the development of evidence-based interventions to promote vaccination and reduce vaccine hesitancy in Nigeria.*

**Keywords: vaccination decisions, vaccine hesitancy, Nasarawa State, HPV, HBM,**

## 1. INTRODUCTION

One of the key social safety nets government is keen to provide for the citizens is provision of robust health intervention. Vaccination is a key fraction of the health pyramid that precedes awareness and understanding. Vaccination campaigns are a crucial component of public health strategies aimed at preventing the spread of infectious diseases (World Health Organization, 2019). Yellow fever has been quite a challenge in Africa, especially in Nigeria. As of February 2024, 13 countries in the African Region reported probable and confirmed cases, with a case fatality rate of 11%. The breakdown is as follows: The WHO African Region has seen outbreaks in countries like Burkina Faso, Cameroon, and Nigeria, with the urban proliferation of *Aedes* spp. mosquitoes amplifying transmission risks. Nigeria reported one YF PRNT-positive case in Lagos state in January 2024, with investigations ongoing. Oyo-Ita, Wiysonge,, Oringanje, Nwachukwu, Oduwole, & Meremikwu. (2015) opines that Nigeria has introduced the yellow fever vaccine in its routine immunization program, aiming to enhance vaccination coverage The case fatality rate stands at 11%, with the median age of cases being 25 years, and two-thirds of cases aged over 15 years.

Measles is a pandemic, 84% of children received their first dose of measles vaccine in 2024, still short of the 2019 level of 86%. Nigeria has made progress, but measles remains a significant public health concern, especially with outbreaks reported in several states including Nasarawa state. (O'Brien, Robson, Bracht, Cruz, Lui, Alvaro, & Hales, 2018). Human Papillomavirus (HPV) is presently a global health crisis but with vaccine it has been significantly impacted. Global HPV vaccine coverage for girls is at 31%, a significant increase from 17% in 2019. Nigeria introduced the HPV vaccine in 2020, targeting girls aged 9-14 years, but coverage data is limited (World Health Organization, 2020). In Nigeria, National Primary Health Care Development Agency (2020), sees the introduction of an integrated vaccination campaign for yellow fever, measles, and Human Papillomavirus (HPV) in selected local governments of Nasarawa State as a significant step towards protecting the health and wellbeing of children under 10 years old. This observation is in tandem with the desired motive to the protect the wellbeing of the children at a formative stage. However, the success of vaccination campaigns depends on effective communication strategies that promote awareness, understanding, and uptake of vaccines among the target population (. In this context, Hornik, (2002) sees parents and opinion leaders as critical players in influencing the vaccination decisions of their children and communities. Despite the importance of vaccination, misinformation and misconceptions about vaccines are prevalent in Nigeria, particularly in North Central region (Oyeyemi, Oyeyemi, & Ogunlade, 2018). According to Larson., Jarrett, Eckersberger, Smith & Paterson (2018), this has led to vaccine hesitancy and low vaccination rates, thereby undermining the effectiveness of vaccination campaigns.

The advent of both traditional and social media has transformed the way people access and share health information (Kaplan & Haenlein, 2010). Social media platforms have become a critical channel for health communication, offering unparalleled opportunities for disseminating accurate and timely health information to large audiences (Eysenbach, 2008). Nutbeam (2000), cites the effectiveness of media-based health communication strategies depends on various factors, including the information literacy of the target audience, the credibility of the sources, and the relevance of the messages. In the context of the integrated yellow fever, measles, and HPV vaccination campaign in Nasarawa State, it is essential to investigate how media strategies can be leveraged to promote awareness, understanding, and uptake of vaccines among the target population.

This study aims to explore the role of media strategies in promoting the integrated vaccination campaign, with a focus on the information dissemination dynamics among opinion leaders and the impact of social media-based health communication on vaccination decisions. By examining the complex interplay between media, information literacy, and vaccination decisions, this study seeks to contribute

to the development of effective media strategies that promote the success of integrated vaccination campaigns in Nigeria.

## **2. STATEMENT OF THE PROBLEM**

The introduction of an integrated vaccination campaign for yellow fever, measles, and Human Papillomavirus (HPV) in selected local governments of Nasarawa State, Nigeria, has been met with challenges. Despite the campaign's potential to protect the health and wellbeing of children under 10 years old, misinformation and misconceptions about vaccines persist among the target population (Larson et al., 2018). This has led to vaccine hesitancy and low vaccination rates, undermining the effectiveness of the campaign. The persistence of misinformation and misconceptions about vaccines can be attributed to various factors, including inadequate awareness and understanding of vaccine benefits, safety concerns, and cultural and religious beliefs (Glanz, Rimer & Viswanath, 2017)

Furthermore, the role of media strategies in promoting vaccination awareness and uptake among the target population is uncertain. While social media platforms have become a critical channel for health communication, offering unparalleled opportunities for disseminating accurate and timely health information to large audiences, their effectiveness in promoting vaccination awareness and uptake is not well understood ((Wilson & Wiysonge, 2020). Additionally, the influence of opinion leaders, including parents, community leaders, and healthcare providers, on vaccination decisions has not been fully considered. Opinion leaders play a critical role in shaping the attitudes and beliefs of their followers, and their endorsement or rejection of vaccines can significantly impact vaccination rates (Hornik, 2002).

Therefore, there is a need to investigate the media strategies employed in the integrated vaccination campaign, the role of opinion leaders and social media in shaping vaccination decisions, and the factors influencing vaccination awareness and uptake among the target population. This knowledge will inform the development of evidence-based media strategies to support the integrated vaccination campaign and improve vaccination rates among children under 10 years old in Nasarawa State.

## **3. OBJECTIVES OF THE STUDY**

- i. To identify the factors influencing vaccination awareness and uptake among the target population in Nasarawa State, with a view to informing the development of evidence-based media strategies to support the integrated vaccination campaign.
- ii. To investigate the role of opinion leaders and social media in shaping vaccination decisions among parents and caregivers of children under 10 years old in Nasarawa State
- iii. To examine the existing media strategies employed in the integrated yellow fever, measles, and HPV vaccination campaign in selected local governments of Nasarawa State, Nigeria.

## **4. REVIEW OF RELATED LITERATURE**

### **4.1 Media Strategy**

Media strategies are crucial in public health, serving as a planned approach to achieve specific communication goals, such as informing, educating, or persuading target audiences (Katz, 2013). These strategies are vital for promoting health awareness, influencing health behaviors, and supporting health policy changes (Wakefield, Loken, & Hornik, 2010). Effective media strategies can increase awareness and knowledge about health issues, influence attitudes and beliefs, promote behavior change, and support health policy changes and advocacy efforts. Media strategies can be categorized into traditional media (print, broadcast, and outdoor media) and new media (digital and mobile media). Traditional media is effective for reaching large audiences and providing broad coverage, while new media targets

specific audiences and provides personalized health information. In Nasarawa State, traditional media may be more effective due to its endogenous nature and widespread adoption.

Developing a media strategy involves establishing clear goals and objectives, understanding the target audience, selecting effective media channels, and crafting clear and compelling messages (Katz, 2013; Dutta-Bergman, 2006). The strategy should be evaluated and monitored continuously to assess its impact and identify areas for improvement. This approach enables health communicators to optimize their media strategy and achieve desired outcomes. In Nigeria, media strategies can promote vaccination, reduce health disparities, and support health policy changes (Wilson & Wiysonge, 2020). By understanding key components of media strategies and selecting effective media channels, health communicators can promote health awareness, influence health behaviors, and support health policy changes, ultimately improving public health outcomes in Nasarawa State and beyond.

#### **4.2 Yellow Fever**

Yellow fever has plagued the countries of Africa for quite a while and it continues to ravage the population even with advancement in pharmaceuticals development. The mode of transmission is cited as the dominant reason why it remains endemic and a great concern for public health professionals. Yellow fever is a viral hemorrhagic disease transmitted by the bite of an infected *Aedes* mosquito, primarily *Aedes aegypti* (World Health Organization, 2020). The disease is endemic in tropical regions of Africa and South America, with a significant burden of disease in West and Central Africa (Barnett, 2007). Yellow fever is a significant public health problem, with an estimated 200,000 cases and 30,000-60,000 deaths annually, primarily in Africa (World Health Organization, 2020).

#### **4.3 Measles**

Measles remains a contending public health issue in Nasarawa, Nigeria. Measles is a highly contagious viral disease caused by the measles virus, which is transmitted through respiratory droplets, contact with infected secretions, and airborne transmission (World Health Organization, 2020). Measles is a significant public health problem, particularly in developing countries, where it is a leading cause of morbidity and mortality among children under the age of 5 years (CDC, 2020). The measles vaccine is highly effective in preventing measles, with two doses providing 97% protection against the disease (World Health Organization, 2020). However, vaccine hesitancy and misinformation have led to declining vaccination rates in some communities, resulting in measles outbreaks and deaths (Phadke, Bednarczyk, Salmon, & Ome. (2016). In conclusion, measles is a highly contagious and potentially life-threatening disease that can be prevented with vaccination. Understanding the clinical features, transmission dynamics, and prevention strategies is crucial for effective management and control of measles.

#### **4.4 Human Papillomavirus (HPV)**

Human Papillomavirus (HPV) is a highly prevalent sexually transmitted infection (STI) that affects both males and females worldwide (World Health Organization, 2020). It has also been noted by Bouvard et al., (2019). That HPV is a DNA virus that infects the epithelial cells of the skin and mucous membranes, causing a range of diseases from benign lesions to malignant tumors. The clinical manifestations of HPV infection vary depending on the type of HPV and the location of the infection. HPV can cause genital warts, cervical dysplasia, and cervical cancer in females, as well as genital warts, penile cancer, and anal cancer in males (World Health Organization, 2020). Prevention of HPV infection is primarily through vaccination, which is available for both males and females (Centers for Disease Control and Prevention, 2020). The HPV vaccine has been shown to be highly effective in preventing HPV-related diseases, including cervical cancer (Paavonen et al., 2017). In conclusion, HPV is a highly prevalent STI that can cause a range of diseases, from benign lesions to malignant tumors.

Understanding the transmission dynamics, clinical manifestations, and prevention strategies of HPV is crucial for effective management and control of the disease.

#### **4.5 Health Belief Model (HBM)**

The Health Belief Model (HBM) provides a useful framework for understanding vaccination decisions in Nasarawa State. According to the HBM, people's behaviors are influenced by their perceptions of the severity and susceptibility of a health threat, as well as the benefits and barriers of taking action to prevent or mitigate the threat (Rosenstock, 1974). In the context of vaccination, the HBM suggests that parents and caregivers in Nasarawa State are more likely to vaccinate their children if they perceive the diseases as severe and susceptible, and if they believe the vaccine is effective and accessible. This study found that access to vaccination services was a significant factor influencing vaccination decisions, which aligns with the HBM's emphasis on perceived barriers (Glanz et al., 2008). Parents and caregivers who perceive vaccination services as inaccessible may be less likely to vaccinate their children, highlighting the need for strategies to improve access and reduce barriers. This could include increasing the number of vaccination centers, extending operating hours, or providing outreach services to remote communities.

The HBM also suggests that concerns about vaccine safety or efficacy can be a significant barrier to vaccination (Champion & Skinner, 2008). In Nasarawa State, some parents and caregivers may be hesitant to vaccinate their children due to concerns about adverse reactions or doubts about the vaccine's effectiveness. Addressing these concerns through targeted education and communication efforts could help increase vaccine uptake. For example, health workers could provide clear and concise information about vaccine safety and efficacy, and address any myths or misconceptions that may be circulating in the community. By understanding the factors that influence vaccination decisions through the lens of the HBM, policymakers and health workers can develop targeted interventions to address specific barriers and promote vaccine uptake. This could include strategies to increase access, improve communication, and build trust in vaccination services. By addressing the root causes of vaccine hesitancy, it may be possible to increase vaccination rates and protect more children in Nasarawa State from vaccine-preventable diseases.

## **5. METHODS**

The study employed a quantitative approach to achieve the research objectives. A cross-sectional design was used, collecting data from a sample of participants at a single point in time. The study population consisted of parents and caregivers of children under the age of 10 years in selected local governments of Nasarawa State, Nigeria. A sample size of 300 participants was selected using a multi-stage sampling technique.

- Stage 1: Select 3 local government areas (LGAs) from Nasarawa State (Keana, Akwanga, Nasarawa).
- Stage 2: Select 10 communities from each selected LGA.
- Stage 3: Select 10 households from each selected community.
- Stage 4: Select 10 respondents (parents/caregivers) from each selected household.

Table 1: Local Government and Communities of Respondents.

Nasarawa South (Keana LGA)	Nasarawa North (Akwanga LGA)	Nasarawa West (Nasarawa LGA)
1. AGAZA	1. ANDAHA COMMUNITY	1. ARA
2. ALOSHI	2. BOHER	2. LOKO
3. GIZA	3. ANGWA ZARIA	3. APAWU
4. KWARA	4. NINGO	4. MARABAN UDEGE
5. KADARKO	5. MOROA	5. GUNKI
6. KUDUKU	6. ANJIDA	6. TUNGA
7. IWAGU	7. AKWANGA	7. KURUDU
8. AMIRI	8. GUDI	8. LAMINGA
9. OKI	9. GWAJE	9. MARMARA
10. OBENE	10. AGYAGA	10. GUDIGI

Researcher, 2025.

## 6. FINDINGS

Data was collected using a structured questionnaire. Trained research assistants administered the questionnaire to participants. Quantitative data was analyzed using descriptive and inferential statistics with SPSS.

Table 2: Vaccination Campaign Belief

Category	Frequency	Percentage
<b>Believed Vaccination Campaign</b>	264	88%
<b>Did Not Believe Vaccination Campaign</b>	36	12%
<b>Total</b>	300	100%

Researcher, 2025.

The statistics in Table 2 reveal a predominantly positive perception of vaccination campaigns among the respondents. A significant majority, 88% (264 out of 300), believed in the vaccination campaign, indicating a high level of trust and acceptance of vaccination efforts. This suggests that the vaccination campaign has been effective in conveying its message and gaining the trust of the community. On the other hand, 12% (36 out of 300) of the respondents did not believe in the

vaccination campaign. This minority group may have concerns or misconceptions about vaccination that need to be addressed. The relatively low percentage of respondents who did not believe in the vaccination campaign is a positive indicator, but it also highlights the need for continued efforts to address vaccine hesitancy and promote accurate information about vaccination.

One of the key drivers of vaccination campaign is believability which is embedded in an unparalleled demonstration of expertise rooted in awareness, understanding and knowledge of vaccine uptake. A lot of the respondents who acquired vaccine information with little or no confidence in the process as no stop gap mechanism to provide immediate feedback on the basis of empathy. This is where the opinion leaders become so useful. The opinion leaders have the ability to create an echo chamber whose filter bubbles are strong enough to counter every myth, traditions and culture that may trigger hesitancy against vaccine uptake. The various community leaders and care givers have been trained to pass on the knowledge of integrated vaccination campaign. In most cases the opinion leaders offer this as community service and based on the interpersonal relationship with parents of the affected children. This is flagged as a community project perhaps obstacles are subsumed.

**Table 3: Factors Influencing Vaccination Awareness and Uptake**

**Socio-Demographic Factors**

Factor	Frequency	Percentage
Age	120	40.0
Sex	90	30.0
Education	60	20.0
Income	30	10.0
<b>Total</b>	<b>300</b>	<b>100.0</b>

**Knowledge and Awareness Factors**

Factor	Frequency	Percentage
Vaccination knowledge	180	60.0
Disease awareness	120	40.0
<b>Total</b>	<b>300</b>	<b>100.0</b>

**Attitudinal and Perceptual Factors**

Factor	Frequency	Percentage
Risk perception	150	50.0
Vaccination attitudes	120	40.0

Trust in healthcare providers	30	10.0
<b>Total</b>	300	100.0

**Environmental and Access-Related Factors**

Factor	Frequency	Percentage
Access to vaccination services	200	66.7
Healthcare provider influence	80	26.7
Social support	20	6.7
<b>Total</b>	300	100.0

**Opinion Leader and Social Media Factors**

Factor	Frequency	Percentage
Opinion leader influence	100	33.3
Social media usage	80	26.7
Social media content	60	20.0
Influencer credibility	60	20.0
<b>Total</b>	300	100.0

**Researcher, 2025**

**Socio-Demographic Factors**

The socio-demographic factors influencing vaccination decisions in Nasarawa State reveal interesting trends. Age appears to be a significant factor, with 40% of respondents falling within a specific age range, likely indicating that younger parents or caregivers are more likely to vaccinate their children. Sex also plays a role, with 30% of respondents being male, suggesting that fathers are also involved in vaccination decisions. Education is another important factor, with 20% of respondents having a certain level of education, implying that educated individuals are more likely to vaccinate their children. Income, however, seems to be the least influential factor, with only 10% of respondents reporting a certain income level.

**Knowledge and Awareness Factors**

The results show that knowledge and awareness about vaccination are crucial in influencing vaccination decisions. A significant 60% of respondents have adequate knowledge about vaccination, indicating that education and awareness campaigns are effective in promoting vaccine uptake. Disease awareness is also important, with 40% of respondents aware of the risks and consequences of vaccine-

preventable diseases. This highlights the need for continued education and awareness efforts to maintain high vaccination rates.

**Attitudinal and Perceptual Factors:** Attitudinal and perceptual factors also play a significant role in vaccination decisions. Half of the respondents (50%) perceive the risks associated with vaccine-preventable diseases as high, indicating a good level of risk perception. Vaccination attitudes are also positive, with 40% of respondents having a favorable attitude towards vaccination. However, trust in healthcare providers is relatively low, with only 10% of respondents reporting high trust levels, highlighting an area for improvement.

**Environmental and Access-Related Factors:** Access to vaccination services is a major factor influencing vaccination decisions, with 66.7% of respondents reporting easy access to vaccination services. This is a positive indicator of the healthcare system's effectiveness in providing vaccination services. Healthcare provider influence is also significant, with 26.7% of respondents reporting that healthcare providers play a crucial role in their vaccination decisions. Social support, however, is relatively low, with only 6.7% of respondents reporting social support as a factor.

**Opinion Leader and Social Media Factors:** Opinion leaders and social media also play a role in shaping vaccination decisions. A third of respondents (33.3%) report being influenced by opinion leaders, highlighting the importance of engaging influential individuals in promoting vaccination. Social media usage is also significant, with 26.7% of respondents using social media to access health information. The credibility of influencers on social media is also important, with 20% of respondents reporting that they trust influencers, highlighting the need for credible and trustworthy sources of health information.

Table 3: Media strategy Pathway

Media Type	Media Channels	Key Messages	Target Audience	Reach (%)
Social Media	Facebook, Twitter, Instagram, WhatsApp	Vaccine benefits, immunization schedules, and locations	Parents, caregivers, and young adults	12.0
	Influencer partnerships	Personal stories, experiences, and testimonials	Local influencers and community leaders	
Traditional Media	Radio(local stations)	Vaccine information, expert interviews, and public service announcements	Rural communities and low-literacy populations	88.0
	Television (local channels)	Documentary-style programming, expert interviews, and public service announcements	General population, with a focus on parents and caregivers	
	Print Media (newspapers, flyers)	Vaccine information, schedules, and locations	General population, with a focus on rural communities	
	Community outreach programs	Interpersonal communication, demonstrations, and education	Rural communities, hard-to-reach populations	

**Researcher, 2025**

The "Reach (%)" column reflects the estimated percentage of the target audience reached through each media type. In this case, traditional media channels are estimated to reach 88% of the

target audience, while social media channels are estimated to reach 12%. The traditional media remains the darling of the people in Nasarawa, Akwanga and Keana owing to its ability to demonstrate knowledge and its interpersonal nature. 88% of the respondents acquire the vaccination information through either the parents or the care givers or opinion leaders as the case maybe. This is a stark reality of the traditional media remains the most trusted and confidential media among Nigerians when it comes to vaccine uptake

## **7. DISCUSSIONS**

### **i. Traditional media remains the darling of the people**

The traditional means of communication remains a more viable and robust way of promoting integrated vaccination among the locals. This could be because the belief system of the people is grossly embedded in such set up. For instance, an instruction of the youth leader in a town hall meeting is more valued than an advice of a content creator on social media. This account for huge disparity in the acceptance of the traditional system over the social media. The flexibility of the traditional media allows for clarification around the myths, traditions and practices that could be explained in different languages and contexts. Larson et al. (2014) emphasize the importance of understanding local contexts and leveraging traditional communication channels to promote vaccination. Similarly, Wiysonge et al. (2017) highlights the role of community-based interventions in increasing vaccine uptake in Africa.

### **ii. Influence of Opinion Leaders on Vaccination Decisions**

Opinion leaders play a significant role in shaping vaccination decisions among parents and caregivers. This finding suggests that engaging opinion leaders in vaccination promotion efforts can increase vaccine uptake. By partnering with influential community members, health authorities can promote accurate vaccination information and address concerns, ultimately driving up vaccination rates. Dubé et al. (2015) found that opinion leaders can significantly influence vaccination decisions, particularly in communities with low vaccine uptake. Kaufman et al. (2013) highlights the importance of social networks and influential individuals in promoting health behaviors, including vaccination.

### **iii. Impact of Social Media on Vaccination Decisions**

The study found that social media has a marginal impact on vaccination decisions. This implies that health authorities should leverage social media platforms to promote accurate vaccination information and counter misinformation. By doing so, they can address concerns, build trust, and promote vaccine uptake. Wilson et al. (2019) found that social media can be an effective channel for promoting vaccination, but its impact is often limited by the quality of information shared. Moorhead, S. A., Hazlett, Harrison, Carroll, Irwin, & Hoving, (2013) highlights the potential of social media in health communication, but notes that its effectiveness depends on the context and target audience.

### **iv. Role of Access to Vaccination Services in Shaping Vaccination Decisions**

Our research showed that access to vaccination services is a significant factor influencing vaccination decisions. This finding highlights the need for health authorities to improve access to vaccination services, particularly in underserved communities. By increasing access, health authorities can reduce barriers to vaccination and promote vaccine uptake. Oyo-Ita, A. E. (2020). found that improving access to vaccination services is critical for increasing vaccine uptake in Nigeria. WHO (2019) emphasizes the importance of equitable access to vaccination services in achieving universal health coverage.

#### **v. Importance of Vaccination Knowledge in Shaping Vaccination Decisions**

The study found that vaccination knowledge is a critical factor influencing vaccination decisions. This implies that health authorities should prioritize promoting vaccination knowledge among parents and caregivers. By doing so, they can empower individuals to make informed decisions about vaccination, ultimately driving up vaccine uptake. Larson et al. (2014) highlights the importance of addressing knowledge gaps and misconceptions about vaccination. Similarly, emphasizes the need for targeted education and communication strategies to promote vaccination in Africa.

### **8. CONCLUSION**

There was a factual statement based on the findings on Exploring Determinants for Vaccine Decision and Media Strategies for Integrated Yellow Fever, Measles, and HPV Vaccination in Nasarawa State, which revealed that traditional media remains the most effective channel for promoting vaccination awareness and influencing vaccine decisions among parents and caregivers. Opinion leaders also play a significant role in shaping vaccination decisions, while social media has a marginal impact. The study highlights the need for a multi-faceted media strategy that leverages traditional media, opinion leaders, and social media to promote accurate vaccination information, address myths and misconceptions, and improve access to vaccination services.

### **9. RECOMMENDATIONS**

Based on the findings of the study on Exploring Determinants for Vaccine Decision and Media Strategies for Integrated Yellow Fever, Measles, and HPV Vaccination in Nasarawa State, the following recommendations are made:

**i. Leverage Traditional Media:** Utilize traditional media channels, such as town hall meetings, community radios, and local languages, to promote vaccination awareness and address myths and misconceptions about Yellow Fever, Measles, and HPV vaccination.

**ii. Engage Opinion Leaders:** Partner with influential community members, such as youth leaders, community heads, and traditional leaders, to champion vaccination promotion efforts and promote accurate vaccination information.

**iii. Improve Access to Vaccination Services:** Strengthen the healthcare system to improve access to vaccination services, particularly in underserved communities, and ensure that vaccines are available and accessible to all.

**iv. Promote Vaccination Knowledge:** Develop targeted education and communication strategies to promote vaccination knowledge among parents and caregivers, focusing on the benefits and risks of Yellow Fever, Measles, and HPV vaccination.

**v. Counter Misinformation on Social Media:** Leverage social media platforms to promote accurate vaccination information and counter misinformation about Yellow Fever, Measles, and HPV vaccination.

**vi. Integrate Vaccination Services:** Integrate Yellow Fever, Measles, and HPV vaccination services to improve vaccine uptake and reduce missed opportunities for vaccination.

**vii. Monitor and Evaluate:** Continuously monitor and evaluate the effectiveness of vaccination promotion efforts and make data-driven decisions to improve vaccine uptake and reduce vaccine hesitancy.

These recommendations are expected to contribute to the development of effective media strategies for promoting integrated Yellow Fever, Measles, and HPV vaccination in Nasarawa State.

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