

INFLUENCE OF SOCIAL MEDIA CAMPAIGNS ON KNOWLEDGE, ATTITUDE AND PRACTICE OF MENTAL HEALTH DISORDER PREVENTION AMONG YOUTHS IN IBADAN METROPOLIS

Anthony Apeh AMEDU, Abidemi Opeyemi BELLO & Olamide Oluwayinka ADEYEMO

Research Scholar, Department of Mass Communication and Media Technology, Lead City University Ibadan, Nigeria

Received: 28 Apr 2022

Accepted: 13 May 2022

Published: 14 May 2022

ABSTRACT

The burden for mental health disorder in Nigeria is high with limited access to available and affordable mental health services, many cases of mental health disorder are being managed by psychiatrists (mainly consultants, residents and general physicians), nurses, social workers, occupational therapists, auxiliary staff on mental health, religious clerics and traditional care attendants leading to diagnosis, treatment and rehabilitation of patients with mental health disorders (G.M. Khalid et al, 2020). The study there, explore the influence of social media campaigns on knowledge, attitude and preventive practices of mental health among youths in Ibadan Metropolis. The study is anchored on Diffusion of Innovations Theory developed by E.M. Rogers, a communication theorist at the University of New Mexico, in 1962. The study adopted survey research design. The instrument of data collection for the study was self-designed questionnaire. The area of study was Ibadan South-West Local Government Area of Oyo State. Findings of the study shows that youths in Ibadan Metropolis often see mental health campaigns on social media and high numbers of the youths do see mental health campaigns on social media occasionally. Minority of the youths in Ibadan Metropolis often see mental health campaigns on social media platforms like Facebook, WhatsApp, Twitter and Instagram. Youths in Ibadan Metropolis are aware of their mental health status. Mental health disorder affects mood, thinking and behaviours. Everyone is exposed to mental health disorder. Mental health disorder is treatable. Mental health disorder cannot be cured. The study recommended that Government, Non-governmental organisations and health related organisations should tap into the opportunities provided by the social media to educate and inform youths on mental health and Government, Non-governmental organisations and health related organisations should employ proper channels which can cater to the youths' mental health.

KEYWORDS: *Social Media Campaigns, Mental Health, Mental Health Disorder, Knowledge, Attitude and Practice*