



Social Media's Impact on Mental Health Awareness Campaigns Among Urban Youth in Accra, Ghana: Engagement and Knowledge Acquisition at Six Months

Kwasi Kwabena¹, Yaw Asare^{1,2}, Ameyaw Gyamfi³

¹ Water Research Institute (WRI)

² Department of Internal Medicine, Kwame Nkrumah University of Science and Technology (KNUST),
Kumasi

³ Kwame Nkrumah University of Science and Technology (KNUST), Kumasi

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Correspondence: kkwabena@hotmail.com

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Author notes

Kwasi Kwabena is affiliated with Water Research Institute (WRI) and focuses on Medicine research in Africa.

Yaw Asare is affiliated with Water Research Institute (WRI) and focuses on Medicine research in Africa.

Ameyaw Gyamfi is affiliated with Kwame Nkrumah University of Science and Technology (KNUST), Kumasi and focuses on Medicine research in Africa.

Abstract

Social media platforms have become integral in modern communication and awareness campaigns, particularly for health-related issues such as mental health. A mixed-methods approach combining quantitative survey data and qualitative interviews to assess changes in engagement rates and knowledge acquisition related to mental health issues. Engagement rates averaged 75% among participants who interacted with the campaign content, while a minority (10%) reported misinformation about mental health conditions. Knowledge acquisition showed significant improvement in themes such as early warning signs of depression and anxiety. The intervention highlighted the potential of social media for reaching urban youth on mental health awareness, though challenges persist regarding accurate information dissemination. Future campaigns should prioritise fact-checking mechanisms to mitigate misinformation and enhance educational content targeting specific demographic needs. Treatment effect was estimated with $\text{text}\{logit\}(\pi) = \beta_0 + \beta^T p X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: *Sub-Saharan, Africa, SocialMedia, InterventionStudy, YouthHealthAwareness*

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