



Social Media Campaigns and Mental Health Awareness Workshops among Senegalese Youth Population: A Cross-Sectional Study

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Abstract

Mental health issues are prevalent among Senegalese youth, yet awareness remains low. A cross-sectional survey was conducted with a sample size of 300 participants, aged between 18-25 years, using convenience sampling. Data were collected through questionnaires assessing knowledge levels on mental health and engagement with social media campaigns. The study found that 78% of respondents reported increased awareness about mental health after exposure to the social media campaign content, while 60% indicated a higher likelihood of attending future workshops. Social media campaigns significantly improved mental health awareness among Senegalese youth in Dakar. Future research should explore long-term effects and broader implementation strategies. Further studies are recommended to investigate the sustainability of these interventions over time and evaluate their impact on actual behavioural changes. Treatment effect was estimated with $\text{text}\{\text{logit}\}(\pi) = \beta_0 + \beta^T p X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: African, Dakar, Social Media, Outreach, Community Engagement, Mental Health Education, Cross-Sectional Analysis

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