



Youth Advocacy on NCD Awareness in Ugandan Urban Centers: A Ten-Year Health Literacy Trend Study

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Abstract

Non-communicable diseases (NCDs) pose significant health challenges in urban centers of Uganda, where youth advocacy is crucial for improving awareness and literacy. A mixed-methods approach combining quantitative surveys with qualitative interviews to analyse health literacy levels and thematic content of advocacy materials. Analysing survey responses from 2000 to 2010, a significant increase in awareness about hypertension (from 45% to 68%) was observed, alongside notable growth in diabetes knowledge (from 32% to 50%). Youth advocacy has effectively raised NCD literacy levels, particularly for hypertension and diabetes, highlighting the need for sustained educational efforts. Continue fostering youth-led initiatives with regular updates on emerging health issues, ensuring culturally relevant education materials are available. Treatment effect was estimated with $\text{logit}(\pi) = \beta_0 + \beta_1 X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: African, Urbanization, Youth, Health Literacy, Advocacy, Epidemiology, Qualitative, Quantitative

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