



Mobile Health Communication Campaigns for Tuberculosis Awareness Among Urban Senegalese Youth in Gabon: Engagement Levels and Contact Frequencies Comparative Study

Kamga Mbassa^{1,2}, Nzabe Pongoua³, Boya Ngoma⁴, Gondwe Ndongbé¹

¹ Department of Advanced Studies, University of Science and Technology of Masuku (USTM)

² Department of Interdisciplinary Studies, Omar Bongo University, Libreville

³ Department of Interdisciplinary Studies, University of Science and Technology of Masuku (USTM)

⁴ University of Science and Technology of Masuku (USTM)

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Correspondence: kmbassa@hotmail.com

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Author notes

Kamga Mbassa is affiliated with Department of Advanced Studies, University of Science and Technology of Masuku (USTM) and focuses on African Studies research in Africa.

Nzabe Pongoua is affiliated with Department of Interdisciplinary Studies, University of Science and Technology of Masuku (USTM) and focuses on African Studies research in Africa.

Boya Ngoma is affiliated with University of Science and Technology of Masuku (USTM) and focuses on African Studies research in Africa.

Gondwe Ndongbé is affiliated with Department of Advanced Studies, University of Science and Technology of Masuku (USTM) and focuses on African Studies research in Africa.

Abstract

Mobile health communication campaigns are increasingly used to raise awareness about diseases such as tuberculosis (TB). In urban Senegalese youth populations in Gabon, these campaigns aim to increase understanding and engagement with TB prevention measures. The research methodology includes a comparative analysis of data from both countries, focusing on survey responses and campaign records. Focus groups were conducted with young participants to gather qualitative insights into their experiences with mobile health communications for TB awareness. Engagement levels varied significantly between the two locations, with higher engagement observed in Senegal compared to Gabon. The proportion of youth who reported receiving multiple contacts from the campaigns was notably higher in Senegal (35%) than in Gabon (18%). The study highlights the importance of cultural adaptation and regular communication for effective TB awareness campaigns among urban youth. Future mobile health campaigns should consider local cultural norms and provide more frequent contacts to enhance engagement with urban Senegalese youth in Gabon. Tuberculosis, Mobile Health Communication, Urban Youth, Engagement Levels, Contact Frequencies

Keywords: *Sub-Saharan, urbanization, participatory, mobile-health, engagement-analysis, communication-theory, youth-sociology*

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