



# Community Radio's Influence on Health Awareness Among Vulnerable Groups in South Africa

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### Abstract

Community radio has emerged as a significant platform for disseminating information in South Africa's diverse cultural landscape. A mixed-methods approach combining quantitative survey data from a convenience sample of 300 participants and qualitative interviews with 25 individuals was employed. Community radio broadcasts significantly increased health awareness among PLHIV, particularly in understanding antiretroviral therapy (ART) adherence and HIV prevention measures. The findings suggest that community radio can be a powerful tool for enhancing health literacy among vulnerable groups in South Africa. Public health initiatives should consider integrating community radio into their strategies to reach underserved populations effectively. Community Radio, Health Awareness, Vulnerable Populations, Public Health, Mixed-Methods Approach Model estimation used  $\hat{\theta} = \underset{\theta}{\operatorname{argmin}} \{ \theta \} \operatorname{sumiell} ( y_i, f\theta ( \xi ) ) + \lambda \operatorname{Vert}\theta \operatorname{Vert}^2$ , with performance evaluated using out-of-sample error.

**Keywords:** African Geography, Vulnerable Populations, Mixed Methods, Cultural Studies, Community Mobilization, Health Education, Social Networking

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