Ebola Crisis Communication in Rural Sierra Leone: A Comparative Analysis

Sundu Konteh[1,2]**, Jalloh Njie**[3,4]**, Kamara Dibba**[5,6]

[1] Department of Data Science, Njala University

[2] Ernest Bai Koroma University of Science and Technology

[3] Department of Artificial Intelligence, Ernest Bai Koroma University of Science and Technology

[4] Department of Software Engineering, Fourah Bay College, University of Sierra Leone

[5] Fourah Bay College, University of Sierra Leone

[6] Njala University

Author notes

Sundu Konteh is affiliated with Department of Data Science, Njala University and focuses on Computer Science research in Africa.

Jalloh Njie is affiliated with Department of Artificial Intelligence, Ernest Bai Koroma University of Science and Technology and focuses on Computer Science research in Africa.

Kamara Dibba is affiliated with Fourah Bay College, University of Sierra Leone and focuses on Computer Science research in Africa.

Abstract

The Ebola outbreak in Sierra Leone highlighted significant challenges in communication strategies across rural communities. A mixed-methods approach combining qualitative interviews with quantitative analysis to assess public understanding and trust in government communications. Community leaders reported a 65% increase in the uptake of protective measures after educational campaigns were tailored to local contexts, demonstrating effective communication strategies that increased community participation (confidence interval: [61%, 70%]). The study underscores the importance of culturally sensitive and context-specific communication strategies in crisis management. Future interventions should prioritise community engagement through participatory methods to enhance trust in information dissemination. Model estimation used $\hat{\{\theta\}} = argmin\{\theta\} sumi ell(yi, f\theta(\xi)) + \lambda lVert\theta rVert 2^2$, with performance evaluated using out-of-sample error.

Keywords: *Ebola, Sierra Leone, Rural Communities, Communication Strategies, Health Informatics, Qualitative Research, Quantitative Analysis*

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