



# Reach and Effectiveness Assessment of Youth Mental Health Awareness Campaigns in Urban Ghanaian Communities Eight-Month Study

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## Abstract

Youth mental health is a critical public health issue in urban Ghanaian communities, where stigma and limited access to resources hinder early intervention. The study employed a mixed-methods approach including surveys ( $n=300$ )  $\wedge$  *focus group discussions with participants aged 15–24 years, stratified by gender  $\wedge$  community type*. Data were analysed using descriptive statistics to assess reach, and thematic analysis for qualitative insights into campaign impact. The survey revealed a significant increase in awareness about mental health issues ( $p<0.001$ ) with a response rate of 75%, indicating broad engagement across urban communities. Focus group discussions highlighted themes such as improved stigma reduction and increased support-seeking behaviors among participants. Youth mental health campaigns achieved substantial reach but face challenges in sustaining awareness over time, necessitating long-term strategies to embed knowledge into community practices. Future interventions should focus on addressing persistent stigma and integrating continuous education programmes for sustained impact. Partnerships with local authorities are recommended to enhance campaign visibility and effectiveness.

**Keywords:** *African, Ghanaian, Intervention, Qualitative, Quantitative, Awareness, Community*

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