



Assessing the Reach and Retention of a Door-to-Door Sensitisation Campaign for Lassa Fever Prevention in Edo State, Nigeria: A Community-Based Qualitative Study

Chinwe Okonkwo¹, Adebayo Ojo^{2,3}, Eseosa Iyare⁴

¹ University of Abuja

² Department of Pediatrics, Bayero University Kano

³ Department of Surgery, Nnamdi Azikiwe University, Awka

⁴ Nnamdi Azikiwe University, Awka

Published: 19 September 2001 | **Received:** 08 June 2001 | **Accepted:** 17 August 2001

Correspondence: cokonkwo@aol.com

DOI: [10.5281/zenodo.18531556](https://doi.org/10.5281/zenodo.18531556)

Author notes

Chinwe Okonkwo is affiliated with University of Abuja and focuses on Medicine research in Africa.

Adebayo Ojo is affiliated with Department of Pediatrics, Bayero University Kano and focuses on Medicine research in Africa.

Eseosa Iyare is affiliated with Nnamdi Azikiwe University, Awka and focuses on Medicine research in Africa.

Abstract

Lassa fever remains a significant public health threat in Nigeria, with Edo State being a high-burden area. Community sensitisation is a cornerstone of prevention, yet there is limited qualitative evidence on the real-world reach and the durability of knowledge imparted by door-to-door campaigns. This study aimed to qualitatively assess the coverage and knowledge retention of a door-to-door sensitisation campaign for Lassa fever prevention in communities within Edo State, Nigeria. A community-based qualitative study was conducted in selected communities. Data were collected through focus group discussions and in-depth interviews with community residents and campaign personnel. Thematic analysis was used to analyse the data. Findings indicate variable campaign reach, with some households reporting no contact. A prominent theme was high initial recall of key messages, such as rodent-proofing food storage, but a notable decline in specific preventive practices over time. Knowledge retention was influenced by prior community exposure to Lassa fever cases. The door-to-door campaign achieved partial coverage. While initial knowledge acquisition was good, retention and translation into sustained practice were inconsistent. This highlights a gap between campaign delivery and long-term community behavioural change. Programme planners should incorporate systematic monitoring of household coverage and design reinforced, periodic community engagement strategies to bolster long-term knowledge retention and practice. Tailoring messages to communities with different outbreak experiences may improve relevance. Lassa fever, health promotion, community engagement, health knowledge, Nigeria, qualitative research This study provides qualitative evidence on the implementation gaps of a common public health intervention, offering practical insights for strengthening future community-based sensitisation programmes for epidemic-prone diseases in similar settings.

Keywords: *Lassa fever, community sensitisation, West Africa, qualitative research, health promotion, knowledge retention, Nigeria*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge