



# Mobile Cinema as a Tool for Health Promotion: A Commentary on HPV Vaccine Advocacy in Nigerian Schools

Amina Suleiman<sup>1</sup>, Chinwe Okonkwo<sup>2</sup>, Ifeoma Nwachukwu<sup>3</sup>, Oluwaseun Adebayo<sup>4,5</sup>

<sup>1</sup> Department of Epidemiology, University of Calabar

<sup>2</sup> Department of Clinical Research, University of Calabar

<sup>3</sup> Nnamdi Azikiwe University, Awka

<sup>4</sup> University of Calabar

<sup>5</sup> University of Lagos

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**Correspondence:** [asuleiman@outlook.com](mailto:asuleiman@outlook.com)

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## Author notes

*Amina Suleiman is affiliated with Department of Epidemiology, University of Calabar and focuses on Medicine research in Africa.*

*Chinwe Okonkwo is affiliated with Department of Clinical Research, University of Calabar and focuses on Medicine research in Africa.*

*Ifeoma Nwachukwu is affiliated with Nnamdi Azikiwe University, Awka and focuses on Medicine research in Africa.*

*Oluwaseun Adebayo is affiliated with University of Calabar and focuses on Medicine research in Africa.*

## Abstract

Human papillomavirus (HPV) vaccine uptake in Nigeria remains suboptimal, hindered by misinformation and low awareness. Innovative strategies are needed to engage parents, the key decision-makers for adolescent vaccination. This commentary critically examines the potential of mobile cinema as a health promotion tool for improving HPV vaccine acceptance among parents of secondary school students in Abuja, Nigeria. As a commentary, this article synthesises and reflects upon existing literature and field observations regarding mobile cinema for health communication, within the specific context of HPV vaccine advocacy in Nigerian schools. Key insights: Mobile cinema shows integrating narrative storytelling with factual, expert-led question-and-answer sessions were particularly effective. Dramatised narratives helped personalise the abstract risks of cervical cancer, making them more tangible for parents. Mobile cinema represents a promising, culturally resonant medium for health promotion in Nigeria. Its immersive nature can address knowledge gaps and counter misinformation in a community-engaged setting. Health programmes should consider integrating mobile cinema into multi-component vaccine advocacy campaigns. Content must be locally tailored, and screenings should be paired with opportunities for direct dialogue with healthcare professionals. Health promotion, HPV vaccination, mobile cinema, health communication, Nigeria, vaccine hesitancy This commentary provides a focused analysis of an under-explored health promotion modality in the African context, offering practical insights for public health practitioners designing vaccine advocacy interventions.

**Keywords:** Health promotion, HPV vaccination, Sub-Saharan Africa, Health communication, Vaccine hesitancy, Behavioural change, School-based intervention



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