



Public Awareness Campaigns Against Tobacco Use in Urban Youths of Accra, Ghana: Implementation and Evaluation Studies,

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Abstract

Public awareness campaigns are crucial in reducing tobacco use among urban youths, particularly in settings with high prevalence rates. A mixed-methods approach was employed, including pre- and post-campaign surveys for quantitative data collection, focus group discussions for qualitative insights, and analysis using chi-squared tests to assess campaign effectiveness. The educational campaigns significantly increased youths' knowledge about the health risks of smoking (from 25% to 60%) and their intention to avoid tobacco products (from 30% to 75%). While the campaigns were effective in enhancing awareness, further research is needed to assess long-term impact and identify strategies for sustained engagement. Future interventions should incorporate multimedia platforms and peer-led sessions to increase campaign reach and effectiveness. Treatment effect was estimated with $\text{logit}(\pi) = \beta_0 + \beta_1 X_i$, and uncertainty reported using confidence-interval based inference.

Keywords: African, Accra, Ghana, Intervention, Youth, PublicHealth, Education

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