

## Public Health at COVID times: An analysis of audiovisual campaigns

### Salud Pública en tiempos de COVID-19: Un análisis de las campañas audiovisuales

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#### Abstract:

There is a growing interest in health campaigns because they represent an opportunity to provide information and raise awareness about individuals' health problems. These resources allow the dissemination of information to propose measures that serve as protective factors incorporated as healthy individual and community practices through the acquisition of preventive health behaviors. Due to the current situation that we face with COVID-19, public health campaigns can be used as a resource that allows combating the spread of the virus individually to generate a collective impact and reduce the scope of the virus, in addition to being a support for health systems avoiding the saturation of health centers. This work's main objective was to analyze audiovisual campaigns to promote healthy behaviors through the YouTube platform during the last semester of 2020.

#### Keywords:

Campaign, health, prevention, promotion, COVID-19

#### Resumen:

Existe un interés creciente en las campañas de salud porque representan una oportunidad para brindar información y crear conciencia sobre los problemas de salud de las personas. Estos recursos permiten la difusión de información para proponer medidas que sirvan como factores protectores incorporados como prácticas saludables individuales y comunitarias a través de la adquisición de conductas de salud preventiva. Debido a la situación actual que enfrentamos con COVID-19, las campañas de salud pública se pueden utilizar como un recurso que permite combatir la propagación del virus de manera individual para generar un impacto colectivo y reducir el alcance del virus, además de ser un apoyo. para los sistemas de salud evitando la saturación de los centros de salud. El objetivo principal de este trabajo fue analizar campañas audiovisuales para promover comportamientos saludables a través de la plataforma YouTube durante el último semestre de 2020.

#### Palabras Clave:

Campaña, salud, prevención, promoción, COVID-19

### INTRODUCTION

The current outbreak of coronavirus disease (COVID-19) was first notified in Wuhan, China, on December 31, 2019. In Mexico, the pandemic began to take shape at the beginning of March 2020, and from that moment, it is estimated that 96,014 Mexican people have been killed (General Directorate of Epidemiology, 2020). Actions have been implemented at the international and national level to prevent its spread. However, the number of infections continues to increase, and there are worrying signs of new waves.

The country was not prepared to face this health crisis, but it has done the same by making the necessary information available to people to face an uncertain panorama. According

to PAHO (Pan American Health Organization, 2020), informing the population about the health risks that COVID-19 can represent, as well as the measures they can take to protect themselves, is the key to reducing the chances of people being infected and mitigating the spread of the new disease by SARS-CoV 2. If information is provided accurately, promptly, and frequently in a language people understand, and through reliable channels, the population will make decisions and adopt positive behaviors to protect themselves and their loved ones from diseases like COVID-19. Information is the first resource that allows the population to

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make informed decisions to take care of their health and prevent rumors and misinformation.

Public Health campaigns are an excellent opportunity to increase awareness and knowledge about health problems and mobilize support in all areas, from local to international, thus covering a critical primary intervention level, which is prevention. For this reason, this work will develop a systematic analysis of the different health campaigns that have been launched in Mexico and the world, all of them developed to reach their viewers virtually; to analyze some of the health campaigns that have emerged throughout this year, highlighting specific aspects of each health campaign present in this document.

### *Health Models*

To better interpret the audiovisual campaigns, they were directly related to the main theoretical models from Health Psychology. According to Guillamón (n.d.) the following are described:

1. *Action model for health* by Schwarzer (1992). Its objective is to explain the mechanisms involved in the individual being motivated for change (having the intention to change) and effectively making this change and maintaining it over time, facing obstacles setbacks that may be encountered.
2. *Transtheoretical Model of Prochaska* and DiClemente (1984). Seeks to adopt healthy behaviors and reduce or stop risky behaviors.
3. *Precautionary model* by Weinstein and Sandman (1992). Its purpose is to explain the process of acquiring precautions to protect health.
4. *Health Belief Model* by Becker and Maiman (1974). The model proposes that a person's disposition to adopt a health behavior will be determined by two factors: the perception of susceptibility to illness and the perceived severity of the disease's consequence.
5. *Theory of reasoned action* by Martin Fishbein and Icek Ajzen (1994). According to this model, the behavior is directly determined by behavioral intention. That is the ultimate and immediate determinant of the behavior, leading the person to execute it.

### *Prevention in Health Psychology*

According to the proposal of the World Health Organization, the prevention of the disease includes the measures destined not only to prevent its appearance (reduction of risk factors), but also to stop its advance and mitigate its consequences once established.

Therefore, it is essential to reflect on the types of prevention to understand their scope since social marketing campaigns in health usually correspond to primary prevention. *Primary prevention*: its objective is to prevent the appearance of the disease in healthy people. *Secondary prevention*: deals with identifying people who have an established disease but are

usually in an early stage to limit the exacerbation of the disease and the development of complications. *Tertiary prevention*: focuses on patients with a well-established disease and aims to minimize suffering and complications.

Sometimes the different levels intermingle or overlap in order to guarantee interventions tailored to specific contexts or populations. Primary health care adopted a holistic vision that went far beyond the limited medical model. It recognized that many of the root causes of ill health and disease were beyond the health sector's control and therefore needed to be addressed through a broad, societal approach. In this way, it would meet several objectives: improve health, reduce morbidity, increase equity, and significantly improve health systems' effectiveness (WHO, 2008 in Zapata, 2016).

In Public Health, the role of the psychologist in the primary intervention should point towards interdisciplinary practices. Therefore, at this level of care, the psychologist needs a broader knowledge of epidemiology, social policies, social psychology of health, among others.

### *Health Promotion*

In the words of Góngora (2014), health promotion is the process that allows people to increase control over their health to improve it by studying the ways to promote it. To implement proposals in this field is essential to have theoretical knowledge of the concepts and face the challenges of looking at health not as a direct relationship with the disease but as the full well-being of the human person.

Considering the relationship it has with the concept of prevention, it is widespread for health promotion to be confused with or similar to this concept, but it is well defined that it is interested in more than lifestyles. Health is promoted, but in this way, the disease is also prevented.

Health promotion is aimed at people whose behavior puts their health, quality of life, well-being, and safety at risk; it is intended that the promotion be innovative, comprehensive, and possible, and a different approach to change is required, so marketing social becomes an ideal tool.

### *Social Marketing*

In 1950 the proposal arose in the United States to apply the principles of commercial marketing, used for the sale of goods and services, for the diffusion and acceptance of ideas and services, as well as to apply this technology in the solution of some social problems. In 1971 Philip Kotler defined social marketing as follows: "... social marketing is a strategy for behavior change and combines the best elements of traditional approaches to social change in an integrated framework of planning and action, at the same time using advances in communications technology and marketing techniques."

Social marketing is, above all a marketing area, whose methodology is based on researching and satisfying social, human and spiritual needs. For its application, the following

basic considerations must be taken into account (Tan Erwin, 2010 in Góngora, 2014):

- A. The social marketing program is founded on the reality (beliefs, attitudes, values and practices, to name a few) of the target audience.
- B. The target population is segmented into homogeneous groups that are the target of messages tailored to their shared qualities. The social marketing product can also be modified for different target audiences and will likely require different positioning for different groups, at a minimum (product concept development and testing).
- C. Targeted, facilitative, incentive, and exchange theory communication in order to maximize the response of objective adopters.
- D. An effort is made to identify, through research (consumer research), the communication channels most likely to reach each segment and the times or seasons when these individuals will be most receptive to the message.
- E. The strategic concepts that offer the highest probability of achieving the stated objectives are used throughout the planning, design and implementation of the campaign.
- F. Research and other mechanisms are used to ensure the program is implemented as planned and to obtain feedback on required program reviews.

In this sense, social marketing "sells" ideas, attitudes, and behaviors to benefit the individual, group, or society. It is directed at people to influence them to accept, reject, modify, or abandon a specific behavior that puts their health, quality of life, well-being, and safety at risk. Its purpose is to create awareness, change behavior, and achieve acceptance of the desired behavior.

At present, the behaviors to be implemented were necessary, for example, handwashing, covering the nose and mouth area when sneezing. However, it has been difficult for most of the population to acquire these habits; the campaigns presented here have been a watershed for the population to recognize prevention against the coronavirus..

## METHOD

### Objective

This study's main objective was to identify the characteristics of the audiovisual campaigns of social marketing for health-related to the promotion of healthy behaviors or the prevention of behavioral risks associated with the COVID-19 pandemic, which were accessible on the YouTube platform during the second semester of 2020.

### Procedure

It was decided to collect the information through the YouTube platform because, in terms of inclusion and exclusion criteria, the platform allows only audiovisual material (videos) to be found in the Spanish language, in addition to being easily

accessible for users due to its popularity among the population; The material found that was not a health campaign specifically in terms of SARS-CoV 2 was not used. Said information was sought during the corresponding period from September 30 to October 20 of 2020. Keywords were used in the search engine of the aforementioned platform, such as: campaign, health, prevention, COVID-19, among others that are mentioned later in detail.

Subsequently, a table was made in order to systematize the data recovered from the chosen campaigns, including nationality, the sector that publishes it (whether it is the public or private institution), if it is caricatured or acted out, the objective (understood as prevention and / or promotion against the contagion of coronavirus), duration of the campaign video, the keywords used to search for it and the health model on which it was based. There were 40 campaigns used and analyzed in total (Table 1).

Table 1  
*Analyzed campaigns*

Campaign Title	
1	The harsh announcement of the Government of the Canary Islands to prevent outbreaks due to coronavirus
2	Coronavirus prevention and awareness campaign at UNC
3	SPOT Prevention COVID-19 Youth
4	We take care of you
5	Prevention campaign, we beat the coronavirus among all
6	Prevention and Control COVID-19: Ministry of Health
7	Life changed
8	Life changed: The way we take care of ourselves has changed
9	Life changed: The way we care for ourselves changed
10	Week 2: Let's protect ourselves to prevent COVID-19 - Basic Prevention Measures
11	Week 4: Protect ourselves to prevent COVID-19 - Serious Symptoms.
12	Week 6: Protect ourselves to prevent COVID-19 - Don't self-medicate
13	Week 7: Protect ourselves to prevent COVID-19 - Maintain protective measures
14	Learn about the prevention measures for the New #Coronavirus # COVID-19
15	COVID19: Coronavirus Recommendations
16	CDMX Government Campaign Against Coronavirus
17	Campaign "Stay home, stay alive"
18	What is COVID-19?
19	How does contact tracing work?
20	COVID - 19: Communication materials
21	#StayAtHome and get active! Susana
22	Distance We're not on vacation!
23	Protect yourself in 3 steps
24	#SusanaDistancia "Go shopping
25	#UnidosSaldremosAdelante
26	Susana Distance

Campaign Title
27 Stay home and have fun as a family!
28 Close the door to COVID-19.
29 Susana Distance Girls, Boys and Adolescents
30 COVID-19 older adults
31 Scenario 2: National Healthy Distance Day
32 #Wash your hands
33 What should I do if I think I am sick or ill from # COVID-19?
34 Follow the advice of Susana Distancia and avoid large concentrations
35 Contingency times
36 #PorMiNoTeVasAContagiar # COVID-19 prevention campaign
37 Coronavirus / Prevention measures
38 Basic protective measures against COVID-19
39 Children's Guide on Coronavirus
40 Campaign for the prevention of Covid 19

## RESULTS

Within the first searches, the digital platform returned exactly 277,000,000 results on videos referring to COVID campaigns; this is how it began to be discerned according to the inclusion criteria already mentioned. After searching and systematizing the criteria for choosing health campaigns, the researchers propose a quantitative relationship for the better understanding of the reader. Initially, it is found that most of the exposed campaigns come from the public sector, organizations such as WHO, UNICEF, the Mexican Red Cross and the Ministry of Health have created audiovisual material to make it available to children, young people and the elderly mainly (Table 2).

Table 2  
Words used to search for audiovisual campaigns

Keywords	Frecuency	Keywords	Frecuency
COVID	30	2019	6
Health	27	2020	6
Campaign	22	México	5
Secretary	14	Protection	1
COVID 19	10	Children	1
Prevention	10	Youth	1
Promotion	6	Masks	1
2019	6	Older	1

Regarding the sector where these campaigns come from, 80% come from the public sector, while 20% belong to the private sector which includes open TV channels, universities and

hospitals. On the other hand, regarding the nationality of the said campaigns, it is possible to find that 52.5% are Mexican, 10% come from Spain, 5% are Chilean, 5% from Argentina, 17.5% come from El Salvador, only 2.5% from Uruguay and 2.5% from Colombia, while another 5% do not indicate their country of origin, however they meet the inclusion criteria of using the Spanish language.

Regarding the composition of the videos, 80% are animated, of which the vast majority were friendly to the child population due to their ease of understanding, 15% were represented by real people (acted) and another 5% It was represented through posters and posters with only letter content.

Regarding the population to which the videos are directed, only 12.5% mention in the title of the video or its development the population to which it is directed, on the other hand 87.5% do not say to whom they are directed. In this sense, criteria such as the language used (easy or difficult to understand), the images presented, and the people who represented the videos (children, youth or adults) were established to classify which population they can be addressed to.

Regarding the foregoing, it has been determined that of these videos that do not specifically mention the population to whom they are directed and after the aforementioned classification, 5.7% is for young people, 60% can be well received by the general population, 22.9% shows content that can be easily understood only by the adult population and 11.4% is understandable language for both young people and adults by same.

In relation to the statistics of our country, at least 71.4% of the videos were broadcast by the Ministry of Health, another 14.3% were broadcast by television channels such as televisa, channel eleven and Tv UNAM.

Among the videos belonging to the public sector and therefore to the health secretariat, those related to the health campaign that began from March to April, starring the character of *Susana Distancia*, which covers 52% of the total, stood out. Character also promotes alternative prevention measures of health promotion to improve social isolation such as exercising at home or organizing family games. In addition, it should be mentioned that when presented in cartoons and with accessible language, the entire population could easily understand them.

Regarding health models, two stood out, having as a result that 62.5% are based on the Belief Model (MCS), while the Reasoned Action model constitutes 22.5%, and from the following models, the In a minority of these, the transtheoretical Model makes up 7.5%, the Healthy Action Process Approach (HAPA) model makes up 5% and finally the Precaution Adoption Process (PAP) is part of 2.5% (see Figure 1). The average duration of the videos is 1 minute 26 seconds, taking into account that the longest videos last around four minutes, while the shorter ones last around half a minute.

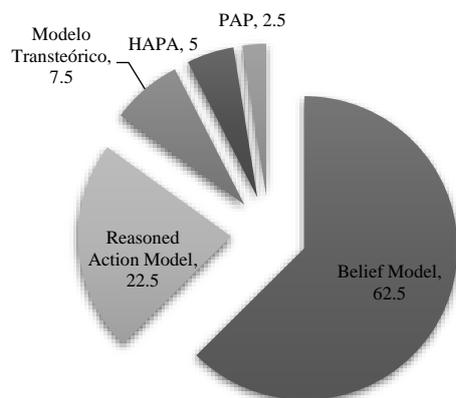


Figure 1. Health Models

## DISCUSSIONS AND CONCLUSIONS

Sudden and structural changes require that human beings be prepared to face them, especially health professionals who work with prevention and health promotion, which is not an easy task given that after the development of health campaigns find a multidisciplinary research, practice and publicity work, not only of health personnel.

Although there are different campaigns, their objective is the same, which is to promote health care through the instigation of behavioral immunogens that, simultaneously, allow us to face situations that put health at risk.

The work of the mental health professional does not end in care centers, schools or communities, it is essential that it be extended both in the construction of public policies and in the development of campaigns for mass media, since there are different populations, objectives and resources. An example of this is that currently the health crisis has brought with it consequences in different areas, one of the main, the economic, however, there is another equal or with greater relevance, mental health. As we observed previously, only two of the health campaigns were directed at mental health in the face of the isolation generated by the coronavirus.

On the other hand, it was possible to observe the high percentage in animated videos, however, not all of them were directed to the child population; taking into account that this is extensive (at least in our country) and that infants are the ones who were most affected by confinement, because although they were not initially considered a risk population, they are possible asymptomatic carriers of the SARS virus- CoV 2, therefore it has been considered that the prevention campaigns and videos were minimal, since with the advance in the use of ICT, platforms such as YouTube have become the main access to girls and boys, but unfortunately not they contain easily

accessible information on age-appropriate preventive measures.

Finally, it seems essential to highlight the authorities' interest to disseminate prevention and action measures in the face of the pandemic we are experiencing, although other factors inhibit the population's attention to them. For this reason, new research may emerge from this theoretical review highlighting the aspects that drive the population to take or not the measures provided by government health secretariats.

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