EFFECT OF ANTHILL STUDIOS' ANIMATED COVID-19 AWARENESS CAMPAIGN ON YOUNG ADULTS' KNOWLEDGE AND ADOPTION OF COVID-19 PREVENTIVE MEASURES

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ABSTRACT

This study examined young adults' knowledge and adoption of personal hygiene, and social distancing as preventive measures from COVID-19 before and after exposure to Anthill Studios' Animated COVID-19 awareness campaign videos. The theory of planned behavior was adopted for this study. The research design for this study was quasi-experimental pretest-posttest non-equivalent control group design using online questionnaire. Eighty participants were chosen using the purposive sampling technique, forty each for both experimental and control groups. Findings showed that there was significant difference in young adults' knowledge ($t(39)= 2.319$, $p<0.05$) and adoption ($t(39)= 1.79$) of COVID-19 personal hygiene before and after exposure to Anthill studios' animated COVID-19 awareness campaign. There was no significant difference in young adults' knowledge ($t(39)= 1.798$, $p> 0.05$) and adoption ($t(39)= 1.798$, $p> 0.05$) of COVID-19 social distancing before and after exposure to Anthill studios' animated COVID-19 awareness campaign ($t(39)= 1.798$, $p> 0.05$), ($t(39)= 1.798$, $p> 0.05$). It was concluded that while young adults were influenced by Anthill animated cartoon in personal hygiene, there was no significant difference in their exposure and adoption of social distancing messages. The study recommended that the knowledge of Covid-19 personal hygiene and social distancing should be maintained through sustained media intervention while effort is made towards identifying factors that could affect the practice of social distancing.

Keywords: Anthill studios, COVID-19 preventive measures, COVID-19 Animated awareness campaign videos, Personal hygiene, Social distancing, and Young adults.

Introduction

Virus illnesses continue to occur and pose a severe public health threat. According to Ngwewondo, Nkengazong, Ambe, Ebogo, Mbe, Goni, Nyunai, Node, and Oyono (2020), several viral outbreaks have occurred in the past two decades, including the severe acute respiratory syndrome Coronavirus (SARS-COV) in 2002-2003 and H1N1 influenza in 2009.The Middle

East respiratory syndrome Coronavirus (MERS-COV) was originally detected in Saudi Arabia in 2012, and now the world is tormented with the new Coronavirus illness 2019 (COVID-19). COVID-19 is a new respiratory disease caused by the extremely contagious novel Coronavirus (SARS-COV2), which was originally discovered in Wuhan, China, in December 2019.This new virus spread over the world, infecting 215 countries. Globally, about 7.8 million cases and 430,000 deaths had been documented as of June 13th 2020. To control and mitigate the swift spread of the ongoing COVID-19 outbreak in the country, diverse measures were adopted by the government. These measures include; the closure of religious centers, schools, some businesses, airports, interstate boarders, full lockdown in some states, partial lockdown in some other states, identifying, tracking and isolating individuals that have come in contact with confirmed cases, treatment of confirmed cases, suspension of movement of all passenger aircrafts, enforcing social distancing in public places, wearing of face masks, washing of hands frequently.

The media serves as a tool in creating awareness on COVID-19 and its preventive measures. According to McDermott, Robert, Albrecht and Terrance (2020), mass media are significant tools in promoting public health goals since they are vehicles for the flow of information, concepts, to broad and specific audiences. Kreps and Thornton (1992), media enhance "people's ability to communicate, to speak to others far away, to hear messages, and to see images that would otherwise be unavailable." Mass media increases awareness, generates debate, and spreads knowledge in society through disseminating various types of information. According to Puja (2014), the media can have short-term, intermediate-term, and long-term effects on audiences. Exposing audiences to health concepts: raising awareness and knowledge; correcting obsolete or wrong knowledge; and improving audience recall of specific commercials (PSAs), promotions, or programme names are all short-term objectives. All of the foregoing, as well as changes in attitudes, behaviours, and perceptions of social standards, are among the intermediate-term objectives. Finally, long-term goals include all of the duties listed above, as well as a focused restriction of perceived social norms and the maintenance of behavior modification. Evidence of these three tiers of objectives being met is helpful in assessing the effectiveness of mass media.

According to Kreps (2014), health communication studies the impact of human and mediated communication on health care delivery and promotion. He believes it is problem-based, and it identifies major communication difficulties that obstruct health care quality and promotion, as well as correct health communication strategies, policies, and programmes for enhancing health care quality and promotion. Various levels of communication occur in health communication. Intrapersonal, interpersonal, or even mass communication, are all possibilities (which is the focus). As a result, health communication will be defined as the study of communication methods to inform and impact individual and community health decisions. The goal of health communication is to affect people's attitudes and behaviours about their health, healthcare, and policy.

Fadipe (2020) observed that while there is a lot of awareness regarding COVID-19, there are not enough child-friendly resources to help young adults grasp the situation. One of the gaps in media reporting is the inadequacy in offering inclusive and informative materials appropriate for young adults. While working on a Covid-19 animation with the UNICEF Nigeria, Young Advocates network's education team, it was recognized that by utilizing technology, young adults can come up with unique and imaginative solutions to challenges. Through the use of storytelling and digital media, the animation project was able to help address a problem.

Anthills (2020) reported that Akinmolayan, the founder and creative director of Anthill Studios, and his team made a 90-second animation to help children understand why they must stay at home following the closure of schools in Lagos on March 23 and the prohibition of public gatherings to prevent the transmission of the disease. Visuals are extremely beneficial for dealing with complicated themes, according to Ghost Productions (2018). Medical concerns can be perplexing, especially if you don't have a background in medicine. When delivering such a topic orally, it is simple for things to be lost. Animation has a number of advantages over other kinds of visual communication. Animation, unlike graphics or images, allows you to portray movement that you may slow down, speed up, or change in any way you choose. Even in settings when shooting high-quality video is difficult or impossible, animation scenes maintain immaculate quality at all times. Students' retention of key information and depth of knowledge can both benefit from 3D animation.

Young adults are drawn to things that are entertaining and enjoyable. In order for young adults to grasp knowledge of complex issues presented in the news media, media messages must be more intriguing and understandable. It is difficult to keep young adults' attention, especially when dealing with complex issues that may appear boring and ambiguous to them. As a result, the animated COVID-19 awareness campaign deployed high-quality technology to make health messages appealing and understandable to young adults, resulting in adherence to COVID-19 preventive measures.

Statement of the Problem

Covid-19 to a large extent, is no longer a topical issue however, the need for continual safety measures cannot be overemphasized to avoid an occurrence of the outbreak. The media has continued to promote personal hygiene and acceptance of vaccination to keep this deadly disease at bay. It is important to develop enticing measures that young adults can relate to while also ensuring and improving active adherence to COVID-19 prevention measures. Animated commercials are often associated with high arousal levels and advertising memory. Empirical studies on the psychological impacts of motion in advertisements have found that motion can alter human cognitive processing and boost viewer attention to adverts. Young adults today are growing up in a technologically advanced era with free, quick, and easy access to information, including health-related content, available on the internet. Animated health awareness campaigns must be created by experienced professionals if they are to have the desired effect. Anthill Studios is one of many cutting-edge multimedia and animation studios that create visual media production and post-production for a variety of industries, as well as animated health explainer videos that disseminate information about COVID-19 and its preventive measures.

During the lockdown, Anthill Studios produced a 90-second animation to help young people understand why they needed to stay indoors to prevent the spread of COVID-19. This video was created in English and Nigerian languages (Yoruba, Igbo, and Hausa), then translated into French, Swahili, and Portuguese before being widely distributed on some broadcast TV stations. The video was then shared with people who could translate it into other languages via Google Drive by Niyi Akimolayan, the founder of Anthill Studios. CNN (Cable News Network) recognized the multimedia studio for its enthusiastic strategy to promoting the importance of taking COVID-19 prevention measures. It is against this backdrop that this study examined the effect of Anthill studios' animated COVID-19 awareness campaign on young adults' knowledge and adoption of Covid-19 preventive measures.

Objectives of the study

1. Ascertain young adults' knowledge of personal hygiene before and after exposure to Anthill studios' animated COVID-19 awareness campaign
2. Find out young adults' knowledge of social distancing before and after exposure to Anthill studios' animated COVID-19 awareness campaign
3. Examine young adults' adoption of personal hygiene before and after exposure to Anthill studios' animated COVID-19 awareness campaign
4. Evaluate young adults' adoption of social distancing before and after exposure to Anthill studios' animated COVID-19 awareness campaign.

Research Hypotheses

H_1. There is a significant difference in young adults' knowledge of COVID-19 personal hygiene before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign.

H_2. There is a significant difference in young adults' knowledge of COVID-19 social distancing before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign.

H_3. There is a significant difference in young adults' adoption of personal hygiene before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign.

H_4. There is a significant difference in young adults' adoption of social distancing before and after exposure to *Anthill studios'* animated COVID-19awareness campaign.

Mass Media Health Communication

Akpobo (2015) examined Mass Media Health Communication: Imperative for Sustainable Health Development in Nigeria The study revealed that the first alarm of influenza pandemic was sounded in 1997 when a new strain of Avian Influenza was identified in Hong Kong. The internet's role in public health communication during the HINI pandemic was unexpected as the internet was largely used to report suspected clinical cases and was also used to predict disease progression. The study demonstrates that globalization and information technology enable a shift toward a more open global society in which persons have control over information pertinent to their health protection and promotion.

Brieger (1990) investigated the citizens of Eruwa and Idere towns in the rural Ibarapa local government area of Oyo state, Nigeria, in order to gain a better knowledge of mass media and health communication in rural Nigeria. The study found that radio was the most popular of the four media, with 75 percent of respondents listening to it on a daily basis, but just 40 percent listening on a weekly basis. According to the study, because the goal of primary health care is to create culturally appropriate programmes, locally designed health education efforts should serve as the foundation for rural health communication.

Chipidza et al. (2020) conducted an analysis of traditional and social media news coverage of the early COVID-19 pandemic and implications for public health communication. The study described and compared COVID-19 coverage in newspapers, television, and social media, and addressed implications for public health communication techniques that are relevant to an initial pandemic response. According to the study, a lack of public health coverage in the media could make it more difficult for the public to receive vital educational information about

the virus' spread. It was therefore suggested that public health organizations should hire communication experts to generate compelling informational content for social media sites.

Leveraging Media and Health Communication Strategies to Overcome the COVID-19 Infodemic, study conducted by Mheidly et al. (2020) found out that the Covid-19 Pandemic had triggered a secondary infodemic, in which many channels and digital media websites disseminated incorrect material and unsubstantiated health advice. The study looked at the ramifications of the COVID-19 pandemic and looked at practical approaches to use health communication tactics to combat it. The study's findings show that the infodemic response checklist is an important tool for encouraging more effective health communications methods to mitigate the consequences of the present disinformation pandemic as well as any future outbreaks.

Young Adults' Knowledge and Adoption of COVID-19 Preventive Measures

The efficient application of health information is influenced by health literacy. Nutbeam's widely used definition indicates that health literacy is divided into three domains: functional, interactive, and critical. The functional domain includes basic abilities for reading and writing health information, while the interactive domain includes advanced abilities for extracting and deriving meaning from health data, and the critical domain includes advanced abilities for critically evaluating health data and taking control of health determinants (Riiser, et al. 2020).

Schools and recreational activities have been closed since the epidemic was declared. In this scenario, the rapid implementation of social distancing measures that are necessary to prevent the pandemic's spread may have a significant impact on young people' health-related quality of life.

Health-related quality of life refers to people's subjective appraisals of their own well-being across different dimensions of life such as physical, psychological, and social functions. Young adults may have faced heightened feelings of loneliness and isolation when institutions shut. Furthermore, a virus outbreak can make everyone, even children, fearful and worried. (Riiser, et al. 2020).

Riiser, et al. (2020) in their research on young adults' Health literacy, Health protective measures, and Health-related Quality of Life during the Covid-19 Pandemic, suggest that young adults use a variety of sources to stay informed, and that they were well educated about protective health measures to prevent the virus from spreading three to four weeks into the lockdown. Interestingly, they seemed to rely on family and traditional media for information rather than social media platforms to stay informed.

Participants were aware of the need of hand washing as well as the necessity to minimize social interactions by seeing fewer friends than normal. The vast majority of people said they followed the protective measures recommendation, both in terms of hand washing and social separation. Girls, on the other hand, had a higher proportion of respondents reporting compliance than boys. Their health literacy was high, and it was statistically linked to hand washing knowledge and conduct, as well as the use of social limitations. The findings show that in the early stages of the epidemic, health officials were successful in giving information that young adults could understand. The young adults who took part in the study appeared to be well-

informed on protective behavior guidance, with hand washing, physical separation, and social contact restriction being the most commonly mentioned suggestions.

The two latter metrics have the biggest influence on the lives of young adults. Unlike hand washing which involves habit formation, social contact restriction retrains young adults from an activity that is entirely natural, joyful, and even necessary to them. These unexpected constraints, such as being isolated, appear to have a significant negative impact on the well-being of young adults. This demonstrates the need for more effective strategies to communicate COVID-19 preventive measures in order to halt the virus' spread. According to the studies presented here, young adults' knowledge and adoption of COVID-19 preventive measures plays a critical role in limiting the virus' spread.

The Theory of Planned Behavour

According to LaMorte (2019), the Theory of Planned Behavior (TPB) was developed in 1980 as the Theory of Reasoned Action to predict an individual's intention to engage in a behavior at a specific time and place. The theory was intended to explain all behaviours over which people have self-control. The key component of this model is behavioral intent; behavioral intentions are influenced by an attitude about the likelihood that the behaviour will result in the expected outcome as well as a subjective assessment of the risks and benefits of that outcome.

The Theory of Planned Behavior has been successfully utilized to predict and explain a variety of health behaviours and intents including smoking, drinking, using health services, nursing, and substance use, among others. Behavioural achievement is dependent on both motivation (intention) and ability, according to the Theory of Planned Behavior (behavioural control). It divides beliefs into three categories: behavioural, normative, and control.

The Theory of Planned Actions is made up of six constructs that represent a person's ability to manage their behaviour (LaMorte, 2019). These constructs are: attitudes, behavioral intention, subjective norms, social norms, perceived power and perceived behavioural control

METHODOLOGY

This study's research design is quasi-experimental, meaning it used a questionnaire to conduct a pretest-post-test non-equivalent control group design. The design is appropriate for this study as its objective was to ascertain if *Anthill studios* animated COVID-19 awareness campaign has effect on young adults' knowledge and adoption of COVID-19 preventive measures. One experimental group and one control group are used in this investigation. Anthill Studios' animated COVID-19 awareness campaign on a Google Drive account is the intervention for this study. The experimental group was given access to Anthill Studios' animated COVID-19 awareness campaign content on a Google Drive account, whereas the control group was not. A structured questionnaire was used to organize a pretest and posttest on participants to see if the intervention will have an effect. The 9,573 population of the study included male and female undergraduates of Babcock University that were within the age range (18-25 years).Young adults are individuals who prefer to acquire knowledge through the most enthusiastic forms of media.

The recruitment of participants for this study was carried out using the purposive sampling technique and it was determined by the inclusion and exclusion criteria set by the researcher. These criteria determined who could or could not be part of the study. The inclusion criteria includes: (a) they must be within the age range (18-25). (b) They must not have seen the

Anthill studios animated COVID-19 awareness campaign before. The exclusion criteria includes: (a) they are not young adults (b) they are above the age range (18-25).

The study made use of Jekel, et al. (1996) formulae to calculate the minimum sample size. From the calculation, a minimum sample size of 40 was derived.

The Intervention Process

Phase one involved the selection of *Anthill studios* animated COVID-19 awareness campaign videos. Phase two involved creating pre-test and post-test questionnaire through the use of Google forms, creating a folder that contains *Anthill studios'* animated COVID-19 awareness campaign videos, creating a WhatsApp group as a meeting point with respondents; where the link to the folder in the Google Drive account was shared. Phase three involved the administration of the research instrument for baseline assessment of the participants to the study in both the experimental and control groups. Participants were then exposed to the *Anthill studios'* animated COVID-19 awareness campaign videos three times in a week for a period of two (2) weeks. Phase four was the administration of post-test questionnaire.

The self-structured questionnaires were administered online with the use of Google forms and the link was sent to the respondents through the WhatsApp group created by the researcher and data were collected at two stages. The first stage was the pretest stage where copies of the questionnaire were administered to participants before the intervention with their consent. The second stage was the post-test stage where data were collected using questionnaire after the intervention.

Data Presentation

Table 1 Descriptive Statistics on Knowledge of Covid-19 Personal Hygiene, Social Distancing and Level of Adoption of Covid-19 Personal Hygiene and Social Distancing

Constructs	**Max Scale Point**	**Experimental Groups**		**Control Group**	
		PRE TEST Radio	**POST TEST Video**	**PRE TEST**	**POST TEST**
		$\bar{x}$ **(SE) ±SD**	$\bar{x}$ **(SE) ±SD**	$\bar{x}$ **(SE) ±SD**	$\bar{x}$ **(SE) ±SD**
Knowledge of Covid-19 Personal Hygiene	30	27.78(0.36)2.26	28.83(0.32)2.01	28.33(0.36)2.26	27.30(0.41)2.61
Knowledge of Covid-19 Social Distancing	10	9.05(0.18)1.15	9.49(0.16)1.02	8.88(0.32)2.01	8.78(0.23)1.42
Level of Adoption of Covid-19 Personal Hygiene	30	23.10(0.68)4.29	25.3(0.57)3.58	20.95(0.86)5.45	24.54(0.60)3.73

Level of Adoption of Covid-19 Social Distancing	10	7.72(0.31)1.96	8.05(0.27)1.74	6.90(0.34)2.12	7.70(0.36)2.26	

$\bar{x}$ = Mean; *SE*= Standard Error; ±*SD*= Standard Deviation

Table 1 showed that the participants' knowledge of Covid-19 personal hygiene improved at post intervention ($\bar{x}$ = 28.83) compared with that of pre-intervention ($\bar{x}$ = 27.78). This was also the case with knowledge of Covid-19 social distancing (Pre = ($\bar{x}$ = 9.05); Post = ($\bar{x}$ = 9.49)), level of adoption of Covid-19 personal hygiene (Pre = ($\bar{x}$ = 23.10); Post = ($\bar{x}$ = 25.3) and level of adoption of Covid-19 social distancing (Pre = ($\bar{x}$ = 7.72); Post = ($\bar{x}$ = 8.05)). This suggests that the intervention might have been effective for knowledge of Covid-19 personal hygiene, social distancing, level of adoption of personal hygiene, and level of adoption of Covid-19 social distancing.

Test of Hypotheses

H_1: There is a significant difference in young adults' knowledge of COVID-19 personal hygiene before and after exposure to *Anthill studios'* animated COVID-19awareness campaign

Table 2 Paired Samples T-Test Analysis of Difference in Knowledge of Covid-19 Personal Hygiene Before and After Exposure to *Anthill Studios'* Animated Covid-19 Awareness Campaign

Intervention	N	Df	Mean	Standard Deviation	T	P	Remark
Post	40	39	28.83	2.01	2.319	**0.026**	Significant
Pre	40		27.78	2.26			
				CONTROL			
Post	40	39	27.30	2.61	-1.992	**0.053**	Not Significant
Pre	40		28.33	2.26			

Table 2 showed that there was a significant difference in young adults' knowledge of COVID-19 personal hygiene before and after exposure to *Anthill studios'* animated COVID-19awareness campaign ($t(39)= 2.319$, $p< 0.05$). Consequently, the hypothesis was accepted. In addition, the mean difference at the pre and post intervention was 1.05, implying that at post-intervention, the knowledge of COVID-19 personal hygiene improved significantly. Furthermore, the control group showed that there was no significant difference in the knowledge of COVID-19 personal hygiene which suggests that it was because they were not part of the intervention.

H_2: There is a significant difference in young adults' knowledge of COVID-19 social distancing before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign

Table 3 Paired Samples T-Test Analysis of the Difference in Knowledge of Covid-19 Social Distancing Before and After Exposure to *Anthill Studios'* Animated Covid-19 Awareness Campaign

Intervention	N	Df	Mean	Standard Deviation	T	P	Remark
Post	40	39	9.49	1.02	1.798	**0.080**	Not Significant
Pre	40		9.03	1.16			
				CONTROL			
Post	40	39	8.78	1.42	-.282	**0.779**	Not Significant
Pre	40		8.88	2.02			

Table 3 depicts that there was no significant difference in young adults' knowledge of COVID-19 social distancing before and after exposure to *Anthill studios'* animated *COVID-19* awareness campaign ($t(39)= 1.798$, $p> 0.05$). Consequently, the hypothesis was rejected.

H_3: There is a significant difference in young adults' adoption of personal hygiene before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign

Table 4 Paired Samples T-Test Analysis of the Difference in Adoption of Personal Hygiene Before and After Exposure to *Anthill Studios'* Animated Covid-19 Awareness Campaign

Intervention	N	Df	Mean	Standard Deviation	T	P	Remark
Post	40	39	25.25	3.58	2.484	**0.017**	Significant
Pre	40		23.10	4.29			
				CONTROL			
Post	40	39	24.54	3.73	3.415	**0.002**	Significant
Pre	40		21.05	5.49			

Table 4 indicates that there was a significant difference in young adults' adoption of personal hygiene before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign ($t(39)= 1.798$, $p<0.05$). Consequently, the hypothesis was accepted. In addition, the mean difference at the pre and post intervention was 2.15 suggesting that at post-intervention, the knowledge of COVID-19 personal hygiene improved significantly. In addition, the control group showed a significant difference in adoption of COVID-19 personal hygiene.

H_4: There is a significant difference in young adults' adoption of social distancing before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign.

Table 5 Paired Samples T-Test Analysis of the Difference in Adoption of Social Distancing Before and After Exposure to *Anthill Studios'* Animated Covid-19 Awareness Campaign

Intervention	N	Df	Mean	Standard Deviation	T	P	Remark
Post	40	39	8.05	1.74	0.798	**0.430**	Not Significant
Pre	40		7.73	1.96			
				CONTROL			
Post	40	39	7.70	2.26	1.894	**0.066**	Not Significant
Pre	40		6.90	2.12			

Table 5 depicts that there was no significant difference in young adults' adoption of social distancing before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign (t(39)= 0.798, p> 0.05). Consequently, the hypothesis was rejected.

Discussion of Findings

This study was conducted to examine the effectiveness of *Anthill Studios'* animated COVID-19 awareness campaign on young adults' knowledge and adoption of COVID-19 preventive measures. The test of hypothesis confirmed the assertion that there was a significant difference in young adults' knowledge of COVID-19 personal hygiene before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign (t(39)= 2.319, p< 0.05). This implies that the use of animation intervention improved the knowledge of participants at post intervention. Similarly, Malik (2020) found that the media enabled prompt interventions by the Centers for Disease Control and Prevention (CDCP) and the World Health Organization (WHO), allowed for rapid and widespread dissemination of public health messages which result in improved knowledge and adherence. Consequently, Chipidza, Akbaripourdibazar, Gwanzura, and Gatto (2020) found that a lack of public health coverage in the media could make it more difficult for the public to receive vital educational information about the virus' spread. Hence, public health organizations should hire communication experts to generate compelling informational content for social media sites. Also Basch, Hillyer and Jaime (2020) found that the mean readability scores showed that information about COVID-19 must be easily accessible and offer clear directions for conduct, and if the information is too complex, it can cause fear. Also Shoebridge and Howat (2003) discovered that participants approved of health advertising, saying it raised their knowledge of current health issues, offered a general reminder about suggested health activities, and pushed them to adopt these activities.

In addition, this study found that there was no significant difference in young adults' knowledge of COVID-19 social distancing before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign (t(39)= 1.798, p> 0.05), implying that the knowledge of participants did not improve with the use of the animation intervention. Olofin, et al. (2020) found that 53.6 percent of their respondents indicated that e-health records are in use in their facilities, while none indicated that tele-nursing and e-compliance are in use in their health facilities; 57.1 percent of respondents indicated that health information technology could reduce the time spent in delivery and sourcing healers. While 50 percent said health information technology improved access to information, making it easier to track health and wellness objectives, resulting in more personalized information and support for collaborative decision-making. The intervention also proved to be effective at post-intervention which led to the improved COVID-19 personal hygiene, hence the intervention was effective.

Ishikawa and Kiuchi (2010) discovered that better health literacy may strengthen individuals' ability and motivation to find answers to both personal and public health problems, and that these skills might be used to address diverse health problems throughout life. Furthermore, the study demonstrated that young adults' had a high level of adoption of Covid-19 social distancing at pre and post intervention. Hence, the intervention might have been effective in relation to the level of adoption of Covid-19 social distancing. However, the test of hypothesis showed that there was no significant difference in young adults' adoption of social distancing before and after exposure to *Anthill studios'* animated COVID-19 awareness campaign (t(39)= 0.798, p> 0.05). This suggests that while young adults were exposed to social distancing at pre

and post intervention, the exposure did not in any way influence them to practice social distancing as a preventive measure to Covid-19. This could have been influenced by different factors such as the fact that Covid-19 is no longer considered as a major health challenge today.

The study concluded that young adults were knowledgeable about Covid-19 personal hygiene, and social distancing at both pre and post of the experimental and control groups. In addition, the study concluded that exposure to social distance messages did not influence adoption of social distancing preventive measures. This may largely be attributed to the fact that young adults may perceive Covid-19 as no longer a threat. The study thus, recommended that the knowledge of Covid-19 personal hygiene and social distancing should be maintained through sustained media intervention. In addition, the use of animation to increase young adults' knowledge and adoption of COVID-19 preventive measures should be sustained as young adults' find it intriguing and easy to understand and media houses should make use of other kinds of techniques similar to animation to disseminate COVID-19 preventive measures information in order for young adults to get captivated by those messages.

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