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Awareness and Compliance to Covid-19 Messages Disseminated Within Ahmadu Bello University Among Undergraduate Mass Communication Students

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Abstract

The study sought to assess the awareness and compliance to Covid-19 messages disseminated within Ahmadu Bello University, Zaria, with focus on undergraduate mass communication students. It examined the awareness of students to Covid-19 messages disseminated on campus through the use of Posters, Banners, Billboards and Bulletin within the school. It examined the students' level of compliance to the messages they are exposed to as well as checking other factors that triggered their compliance to the messages. The study used survey as its research method using questionnaire as the instrument. Findings revealed that students are aware of Covid-19 messages disseminated through Posters, Bulletins, Billboards and Banners within the school. It also revealed that despite students' awareness of these protocols and knowing the importance of adherence to the protocols, there was low level of full compliance to all the laid down protocols such as regular washing of hands, use of hand sanitizers, avoiding large gatherings and social distancing. It further revealed that there existed high compliance recorded in the use of face masks and this was attributed to factors like school security personnel who enforce the usage. There is also some level of fear of contracting the virus amongst students hence the use of facemask. The study recommended that the school management should endeavour to carefully design and place the messages at more strategic positions within the school. Also, the school management should employ the use of the school security in ensuring that students comply with all the protocols laid down by the government and not just emphasize the use of face masks.

Introduction

The sudden outbreak of the Corona Virus has employed various means of communication channels like Television, Radio, Newspaper, Magazine, Bulletins, Billboards, Social media platforms, Posters and Banners in disseminating information on the virus, as well as communicating the measures in avoiding wide spread of the virus. Prior to the discovery of Covid-19 patients in Nigeria, the Federal Government had made concerted efforts towards containing the disease by setting up various committees that would work towards its containment. This led to the setting-up of the Nigeria Centre for Disease Control (NCDC). The Presidential Task Force (PTF) on Covid-19 was also established on 9th March, 2020 to coordinate and oversee Nigeria's multi-sectoral inter-governmental efforts to contain the spread and mitigate the impact of the disease in Nigeria. Part

of its mandate is to enable the delivery of national and state-level outbreak control priorities which include sensitization and awareness campaigns for the general public on prevention measures and response activities, among others. Some Covid-19 protocols were provided to minimize the spread of the virus. Some of the protocols include regular washing of hands, wearing of face masks, use of hand sanitizers, avoiding large gathering, maintaining social distancing, avoiding touching of the nose, eyes and mouth, covering the mouth and nose with a bent elbow or disposable tissue when coughing or sneezing, or contacting Nigeria Centre for Disease Control if one feels the symptoms, etc. It is expected that institutions are to adhere strictly to all these set protocols in their day-to-day activities.

The pandemic put many activities on standstill and the educational sector of the country was not left out. After months of lockdown, the government gave go ahead for institutions to open but to follow strictly the Covid-19 protocols. The pandemic has made things tough for all Nigerian higher education institutions as the systems use face-to-face interaction with lecturers giving lectures and practical sessions. A significant number of universities could not partake in the online learning system introduced amidst the corona outbreak as practical learning is the base of most institutions in the country. As observed by Alasmee and Hasan (2021), Students are at greater risk of transmitting infectious diseases due to their mode of interactivity which consists of discussions or dialogue, playing or working together. Universities are likely to become explosive, infected, and epidemic places due to their large number of young students, high levels of close social contact and permeable restrictions. Ahmadu Bello University as an institution segmented its first semester into phases: First phase that had just the 100, 200, and final year students and the Second phase which includeed all semi-final classes in the University. The approach was taken by the school authority to avoid large crowds within the University environment as a measure to curtail the spread of the virus among both students and staff of the University.

Consequently, the school management made use of banners, bulletins, billboard and posters in enlightening the students and staff on how to deal with the virus on resumption. The Banners, Posters, Billboards and Bulletins carried information regarding the symptoms of Covid-19 and the protocols that should be observed by students, staff, and every other person coming into the school environment. However, the knowledge and awareness of these messages around school is important. It is not about placing the messages alone but also checking and evaluating the level of compliance to these messages by students. These messages

are for public consumption:thus, there is need to know if these messages are being consumed by the audiences and if they are acted upon. This is in an effort to check the degree to which the Covid-19 messages are being adhered to and if these banners, bulletins, billboards and posters are strategically placed in ways that they may trigger students' compliance. In line with this therefore, it becomes important to know the level of compliance to the Covid-19 messages that are being disseminated through the banners and posters among undergraduate students.

Objectives of the Study

Theobjectivesof the study are

1. To find out the level of awareness of the Covid-19 messages placed on Posters, Bulletin, Billboards and Banners within the Ahmadu Bello University, Zaria among students.
2. The find out the level of compliance of students to the Covid-19 messages placed on Posters, Bulletin, Billboards and Banners within the Ahmadu Bello University, Zaria.
3. To find out the factors responsible for student's compliance or otherwise to the Covid-19 protocols.

Literature Review

The Concept of Coronavirus Disease (Covid-19)

The Novel Coronavirus disease, 2019 (Covid-19) is scientifically seen as an illness caused by a severe acute respiratory syndrome (SARS-CoV-2) which was first identified amid an outbreak of respiratory illness cases in Wuhan City, Hubei province, China. It was termed Covid-19 by the World Health Organization (WHO) and the name was derived from 'Coronavirus Disease 2019' (Kandola, 2020). As the virus continued to spread rapidly around parts of the world, WHO on March 11, 2020 declared the Covid-19 a pandemic as it is a disease that people are not immune to and have spread across larger regions.

The Covid-19 infection is spread from one person to another via droplets that contain the virus from the respiratory system of an infected person, often during coughing or sneezing and from the exposure to the onset of symptoms which is usually between two (2) and Fourteen (14) days. The virus spread through close contact with someone who has the infection and the disease is most contagious when a person's symptoms are at their peak. The droplets containing the virus can also land on nearby surfaces or objects and other people can pick up the virus by

touching already infected surfaces or objects which may lead to death in some cases, if the necessary action is not taken (World Health Organization, 2020).
According to Chu, Chen and Chan (2020), the common symptoms of covid-19 include fever, breathlessness, cough, sore throat, headache, muscle pain, chills, loss of taste or smell, difficulty in breathing, lasting chest pain or pressure, confusion, a bluish tint to the lips or face. Accordingly, some persons are regarded as being at higher risk in contacting the virus than others.

The first case of Covid-19 in Nigeria was announced on 27th February with an Italian testing positive for the virus in Lagos (Maclean & Dihir, 2020). A second case was found in Ewekoro, Ogun State in a Nigerian citizen who had contact with the Italian citizen (PM News, 2020). These cases were put in isolation and by their testing positive, they were quarantined. Rahman and Sathi (2020) note that the basic idea about Covid-19 infection is that it spreads through the direct mucus contact with the breath/ingestion/salivary abscess of an infected person that can live on hands, objects or surfaces. Dryhurst, Claudia, Schneider, Karr, Alexandra, Freeman and Bless (2020) express that the disease (Covid-19) is influenced by people's willingness to adopt preventive health behavior. According to Ezeah, Okwumba, Ohia and Gever (2020), Covid-19 is an indication that the health system of the entire world requires a complete reorganization so as to better respond to public health emergencies. As such, Covid-19 control involves understanding the factors associated with people's behaviour towards the pandemic.

Information and Knowledge of Covid-19

Immediately after the citizens learn of a public health-related outbreak, they start seeking and processing information from different sources. Understanding the knowledge of people towards prevention of Covid-19 is essential to maintaining a sustained change in behavior and improving practices when designing congruent interventions and also critical to understanding the epidemiological dynamics of the disease and the effectiveness, compliance and success of Infection Prevention and Control (IPC) measures adopted in a country. In the view of Islam and Ahmed (2019) information is conceived as an essential resource that contributes immensely towards the development of a nation. In the context of crises, such as the Covid-19 outbreak, the media play a crucial role in the public awareness of risks that are often invisible or remote to most of the population (Roslyng&Eskjaer, 2017). Ferretti, Wymat, Kendell and Zhao (2020) posit that SARS COV-2 is more infectious than the earlier SARS-COV-1 which started in China in 2002. They opine that with no effective treatment found, the spread of

the epidemic can be reduced if not stopped through adequate information dissemination regarding the various ways of the transmission of the disease. An appropriately informed mind is invariably a dependably empowered mind. This is why the information at people's disposal has a remarkable way of shaping their perception of life, issues, events, surrounding or environment and of course, attitude and actions. When people perceive the risks involved in the epidemic and have knowledge of the way it spreads, there may be a positive change in behaviour, in order not to be infected. Consequently, as fake information is passed from person to person, there is bound to be loss of quality and authenticity in the information being passed, thereby misleading people about the operation of the disease and making containment a herculean task. Also, the spread of misinformation and tales regarding the disease (Covid-19) and promotion of unscientific traditional treatment further jeopardized the implementation of preventive measures (Ioannidis, 2020). Therefore, adequate information and knowledge about Covid-19 pandemic is the first step to ensuring compliance.Where people are not well informed or knowledgeable about this health crisis, then they will be also lacking information on how to curb or prevent themselves from the virus.

Also, denied access to the 'right information' only has to be filled by such misguided and misleading information at their disposal, which is capable of not only undermining the good intention of the government and the susceptibility and lethality of the coronavirus pandemic on them, but also potentially leading them to taking greater risks about it and making them much more susceptible to the lethality of their own misinformation and misguidance as deadlier than the virus itself as they could be. By all means a country should avoid infodemic and misinformation. WHO (2020) describes infodemic as an overabundance of information – some accurate and some not – occurring during an epidemic which makes it hard for people to find trustworthy sources and reliable guidance when they need it. In other words, infodemic is an excessive amount of information concerning a problem such that the solution is made more difficult, as well as a wide and rapid spread of misinformation. Misinformation on the other hand refers to false or inaccurate information, especially such that is deliberately intended to deceive. Therefore, both infodemic and misinformation fuel and refuel each other, thus giving rise to a vicious circle. This is virtually the prevailing scenario about the ravaging Covid-19 pandemic and the surge of infodemic and misinformation that surround it as many false or misleading stories are regularly fabricated and shared about Covid-19 without any background or quality checking. Hence, various dimensions of inaccurate and false information have been circulating

about the disease ranging from how the virus originated, its cause, its treatment, and its mechanism of spread (The Pan American Health Organisation, 2020). Volbrecht (2020) laments about the rumours, half-truths and hoaxes that have plagued the Covid-19 pandemic, expressing great concern about where to actually go for trustworthy information. However, infodemics and misinformation are just as dangerous as coronavirus itself, if not more dangerous. False preventive measures such as traditional African treatments and fake remedies like eating garlic, drinking warm water with lemon slices or adulterated alcohol are among the infodemics and misinformation identified by WHO as hindering the fight against the illness; just as conspiracy theories accusing China of manufacturing the virus, blaming 5G cell towers for spreading the disease or falsely accusing business magnate Bill Gates of causing the epidemic to sell vaccine may have consequences that go beyond public health (Naffi, Davidson & Jawhar, 2020). A critical examination of the peculiar feature of infodemic, and particularly misinformation, in this pandemic situation is its capacity to circulate and be absorbed very quickly, thereby changing people's behaviour and potentially leading them to take greater risks. Invariably, this makes the pandemic much more severe, harming more people and jeopardising the reach and sustainability of the global health system (PAHO, 2020).

Compliance to Covid-19 Messages

Compliance to Covid-19 preventive measures is a double edge sword cutting through the fabric of the everyday life of the Nigerian citizens and the University environment to be precise. People's adherence to control measures is influenced by their knowledge and awareness to the problem intended to be curbed. Therefore, adherence to control and prevention steps is paramount for ensuring a complete success over Covid-19. Some studies have documented that compliance with social distancing measures can depend on socio-economic constraints, for example, whether citizens have access to flexible work arrangements (Papageorge, Zahn, Belot, Van Den, Choi, Jamison, & Tripodi, 2020), but also on behavioral factors, such as beliefs about the infectiousness of the virus (Akesson, Ashworth-Hayes, Hahn, Metcalfe & Rasooly, 2020) and their sense of civic duty (Barrios, Benmelech, Hochberg, Sapienza, & Zingales, 2020).

According to Nekovea, Morena, Biancoli and Marsili (2007), the perception of people on Covid-19 could improve if the infection of the mind is improved upon. People should disregard fake news and rumour concerning the disease to be in the right frame of mind and for better perception of the various awareness programmes and preventive measures on Covid-19 and compliance. Perceiving

the risk in contacting Covid-19 calls for change in behaviour as found in the study of Philipson (1996) that there is a need for change in behaviour after being **i**nformed and madeaware of the disease. Such changes include maintaining social distancing, avoiding contact with infected person, wearing protective masks especially when outdoors, keeping in-doors as much as possible and avoiding crowded gatherings.

Compliance to Covid-19 messages according to Rooji, Bruijn, Folmer, Kooistra, Kuiper, Brownlee, Olthuis and Fine (2020) is dependent on people's capacity to obey the rules, opportunity to break the rules and self-control, as well as compliance result from their own personal abilities and the context in which they live in. It also depends on people's intrinsic motivations including substantive moral support and social norms. Also, Pink, Stagnaro, Chu, Mernyk and Voelkel (2020) say that compliance to controlling the spread of Covid-19 requires persuading the mass public to change their behaviour in significant ways such as through public service announcements, social media posts, and billboards involving short persuasive appeals.

Theoretical framework

The study adopts Information Motivation and Behaviorial skills model as its theoretical framework. The IMB model was proposed by Fisher and Fisher (1992). The model recognizes three constructs: information, motivation, and behavioral skills which are needed to engage in a given health behavior, as specific individual determinants of behavior and behavioral change (Fisher & Fisher, 2000; Norton, 2009). The IMB model asserts that health-related information, motivation, and behavioral skills are fundamental determinants of performance of health behaviors.

According to the IMB model, information that is directly relevant to the performance of health behavior and that can be easily enacted by an individual in his or her social ecology is a critical determinant of health behavior performance (Fisher & Fisher, 2000). Information can include specific facts about health promotion as well as decisions about whether or not to engage in a health promotion behavior. This includes not only behavior-related information but also myths/heuristics that permit automatic or cognitively effortless behavior-related decision-making.

The IMB model specifies that motivation is an additional determinant of the performance of health-related behaviors, and influences whether even well-informed individuals will be inclined to undertake health promotion actions. According to the model, personal motivation (attitudes toward personal

performance of health promotion behaviors) and social motivation (social support for enactment of health promotion behaviors) are critical influences on performance of health-related behavior. Behavioral skills for performance of health promotion actions are an additional critical determinant of whether well-informed and well-motivated individuals will be capable of effectively enacting health promotion behaviors. The IMB model's behavioral skills component focuses on an individual's objective abilities and his or her sense of self-efficacy (Rye, 1990).

The IMB model specifies that health promotion information and motivation work primarily through health promotion behavioral skills to influence health promotion behavior. In essence, the effects of health promotion information and motivation are seen primarily as a result of the application of health promotion behavioral skills to the initiation and maintenance of health promotion behavior (Fisher & Fisher, 1992). The IMB model of health behavior modification presumes that executing a health promotion behavior is a function of the extent to which one is well informed about the behavior, is motivated to engage in the behavior (e.g., has positive personal attitudes and/or intentions toward the behavior, and social support for the behavior), and has the appropriate behavioral skills to perform the behavior. Substantially, one who is knowledgeable and motivated is more inclined to develop and enact the related behavioral skills and more likely to engage in the targeted health behavior.

The IMB constructs can be applied to multiple health promotion behaviors including compliance to covid-19 protocols. Given that information sources may be available to people in different populations living with a pandemic, such as Covid-19, the IMB model therefore, offered a unique framework with which to investigate the effects of media messages on

Methodology

The study adopts Survey as its methodology. The population of this study are all undergraduate students of the Department of Mass Communication, ABU Zaria. Based on the 2019/2020 session as recorded by the Exam office, Mass Communication department in total has a population of 836 which consists of (189) 100 level students, (291) 200 level students, (216) 300 level students and (140) 400 level students. The stratified sampling technique was employed in order for the four levels in the department to have good representation. Slovin's sample formula was used to determine the minimum number of respondents(n) to consider the study statistically valid, hence : $n = \frac{N}{1+Ne^2}$.

The sample error (e) was set at 0.05, meaning that the sample size accurately represents the population in 90% cases.This approach yielded a sample size (n) of 204 responders, which represents 24.4% of the population.

Sample size of each stratum is based on the percentage of the population (836) and the total sample size (204). The 100 level consists of 189 students which is 22.6% of the entire population that results to 46 respondents of the total sample size of 204. The 200 level consists of 291 students which is 34.8% of the entire population that results to 71 respondents of the total sample size of 204, The 300 level consists of 216 students which is 25.8% of the entire population that results to 53 respondents of the total sample size of 204 and lastly the 400 level consists of 140 students which is 16.7% of the entire population that results to 34 respondents of the total sample size of 204. The instrument used for data collection is the questionnaire and data were analyzed in statistical form using tables, percentages and charts.

Data Presentation and analysis

Two hundred and ten copies of the questionnaire were distributed and retrieved among respondents who constitute undergraduate students of mass communication department. Out of the 210 copies, six were found to be invalid therefore, 204 valid copies of the questionnaire are used. The presentation and analysis, therefore, is based on the responses from the 204 respondents. The data is presented and analysed below:

TABLE 1: Respondents awareness on various Covid-19 protocols

Item	Frequency	Percentage
Use of face masks	5	2.5
Social distancing	4	2.0
Regular washing of hands	1	0.5
Use of hand sanitizers	3	1.5
All of the above	191	93.6
Total	204	100.0

Source: Field Survey, 2021

Table 1 shows that there is high level of awareness about the Covid-19 protocols, which include use of face masks, social distancing, regular washing of hands, use of hand sanitizers, and avoiding large gatherings among respondents. This is because the Covid-19 information students were exposed to comes with the necessary protocols that they should be aware of.

TABLE 2: Respondents' awareness of the media that disseminate Covid-19 messages within the school

Item	Frequency	Percentage
Banners	12	5.9
Posters	14	6.9
Bulletin	61	29.9
Billboards	12	5.9
All of the above	94	46.1
None of the above	11	5.4
Total	204	100.0

Source: Field Survey, 2021

Table 2 shows that a majority of the respondents (46.1%) are aware of posters, banners, bulletins, billboards as carriers of Covid-19 messages within Ahmadu Bello University, Zaria. However, respondents who are exposed to all the media are less than half which means that the posters, banners, bulletins and billboards are not properly utilized by the school management despite the availability or possibly there is lack of proper placement which may limit student's reach, poor production and message consumption or even infrequent renewal of message content and design.

TABLE 3: The messages carried on posters, bulletins, billboards and banners trigger respondents' compliance to Covid-19 protocols

Item	Frequency	Percentage
Yes	105	51.5
No	65	31.9

Not sure	34	16.7
Total	204	100.0

Source: Field Survey, 2021

Table 3 shows that the messages placed within the school environment trigger the compliance of most students' to Covid-19 protocols. This could be because of the way the message is being designed, packaged and presented to motivate student's compliance.

TABLE 4: Level to which respondents comply to covid-19 messages within the school environment

Item	Frequency	Percentage
Fully	40	19.6
Partially	150	73.5
Not at all	14	6.9
Total	204	100.0

Source: Field Survey, 2021

Table 4 shows that there is a very low level of full compliance to Covid-19 protocols within the school environment as majority of the students comply to just some of the protocols despite their knowledge of all the available Covid-19 protocols. This could be attributed to the fact that students do not recognise the severity of the virus or to prove the belief that Covid-19 is not real.

TABLE 5: Respondents compliance to various Covid-19 protocols

Item	Frequency	Percentage
Use of face masks	108	52.9
Social distancing	3	1.5
Regular washing of hands	5	2.5
Use of hand sanitizers	15	7.4
Avoiding large gatherings	3	1.5
All of the above	67	32.8
None of the above	3	1.5
Total	204	100.0

Source: Field Survey, 2021

Table 5 shows that there is a very high level of adherence to the use of face masks among students and it is the most adhered protocol. This could be attributed to the fact that it is the cheapest and stress-free protocol to adhere to and it could also be as a result of other reasons for using it like fashion, disguise and gate pass. However, there exists a low level of compliance to all the covid-19 protocols.

TABLE 6: Factors that trigger respondents' compliance to covid-19 protocols in school

Item	Frequency	Percentage
Fear of disciplinary actions	24	11.8
Fear of contracting the virus	67	32.8
Peer group influence	11	5.4
School security personnel	82	40.2
Instruction from home	20	9.8
Total	204	100.0

Source: Field Survey, 2021

Table 6 shows that despite the messages disseminated through various media within the school environment, there are other factors that ensure students' compliance within the school environment. It shows that the school security personnel also play much role in students' compliance within the environment since they always ensure that every student wear facemask before going in and out of school gates, hostels, other buildings within the school.

TABLE 7: In the absence of the factors listed in table 9, the Covid-19 messages carried on posters, bulletin, billboards and banners will yield respondents' compliance

Item	Frequency	Percentage
Yes	67	32.8
No	86	42.2
Can't say	51	25.0
Total	204	100.0

Source: Field Survey, 2021

Table 7 shows that factors such the school security personnel and the fear of contracting the virus play vital role in ensuring students' compliance to Covid-19 protocols within the school. This means that the absence of these factors may result in lesser compliance on the part of the students as the factors motivate students to adhere to the laid down protocols.

Research question one sought to find out the level of awareness of the Covid-19 messages placed on Posters, Bulletin, Billboards and Banners within the Ahmadu Bello University, Zaria amongst students. Table 1 shows that a majority of the respondents (93.6%) have knowledge of all the Covid-19 protocols that included use of face masks, use of hand sanitizers, social distancing, avoiding large gatherings and regular washing of hands. Therefore, the findings recorded a very significant level of awareness and knowledge about Covid-19 and the Covid-19 protocols. Also, table 2 shows that a majority of the respondents (46.1%) have come across Covid-19 messages carried on Posters, Banners, Bulletins and Billboards within the school environment even though less than half of the respondents are exposed to all the messages. which means that not all students come across Covid-19 messages on the posters, banners, bulletins and billboards. However, using the findings, it can be said that respondents are aware of media as carriers of Covid-19 messages within the school environment.This goes in line with the assertion of Sushil (2017) who points out that mass media plays a crucial role in disseminating health information and increasing awareness about health education. Media not only spread awareness but also inform and educate people over a period of time. This ultimately helps in the change of attitude and behavior of audience for achieving better health. The media that is, posters, banners, bulletins and billboards in the study have proved to be useful in creating awareness about the health disease (Covid-19) within the Ahmadu Bello University, Zaria. Also, Fisher and Fisher (2000), in their Information Motivation and Behaviorial skills model, posit that information that is directly relevant to the performance of health behavior and that can be easily enacted by an individual in his or her social ecology is a critical determinant of health behavior performance. Information can include specific facts about health promotion as well as decisions about whether or not to engage in a health promotion behavior.

Research question two sought to find out the level of compliance of students to the Covid-19 messages placed on Posters, Bulletin, Billboards and Banners within the Ahmadu Bello University, Zaria. Findings in table 3 shows that a majority of the respondents (51.5%) agreed that the messages carried on Posters, Banners, Bulletin, Billboards trigger their compliance to Covid-19 protocols. This implies that students comply to Covid-19 messages because of the messages they see on

the above-mentioned media. Table 4 went further to reveal that minority (19.6%) of the respondents adhere fully to the laid down protocols and majority (73.5%) of the respondents comply partially to the adherence of Covid-19 messages. This therefore implies that the respondents do not fully comply with Covid-19 messages. This is not a good sign to the health of the students in times like this. In ascertaining the Covid-19 protocols they adhere to among all the Covid-19 protocols, table 5 shows that majority (52.9%) of the respondents agreed to adhering to only the use of face masks which reflects why there is a high level of partial compliance from the respondents. This means that the full compliance to Covid-19 messages in the school environment is very poor and almost not significant as most students comply to only the use of face masks which is just one of the Covid-19 protocols among the other five listed in the study. According to Rooji, Bruijn, Folmer, Kooistra, Kuiper, Brownlee, Olthuis and Fine (2020), compliance to Covid-19 messages is dependent on people's capacity to obey the rules, opportunity to break the rules and self-control, as well as compliance result from their own personal abilities and the context in which they live in. It also depends on people's intrinsic motivations including substantive moral support and social norms. Also, Pink, Stagnaro, Chu, Mernyk and Voelkel (2020) says that compliance to controlling the spread of Covid-19 requires persuading the mass public to change their behaviour in significant ways such as through public service announcements, social media posts, billboards involving short persuasive appeals.

Research question three sought to ascertain the factors responsible for students' compliance to Covid-19 protocols. Findings in table 6 reveal that 40.2% agreed that the school security personnel trigger their compliance and 32.8% said they comply to covid-19 because of the fear of contracting the virus. Therefore, these show that despite the media messages disseminated within the school environment for students' compliance, other factors need to ensure the compliance as revealed by the findings. School security ensure that students comply to Covid-19 protocols like ensuring that they wear their facemasks before leaving hostels or entering the school of which 76.6% attest to the use of face mask as indicated in table. Furthermore, intable 7, the data revealed that 42.2% of the population disagreed that they would comply to the Covid-19 messages carried on posters, banners, billboards and bulletin in the absence of these factors.

This finding goes in line with the Information Motivation and Behaviorial skills model used in this study, as it established that information, motivation and behavior are three constructs of health behavior, thus would have to be present

together. The model holds that the level of motivation determines how an individual worked with the information received to influence his/her behaviourial skills towards his health conditions. According to the model, personal motivation (attitudes toward personal performance of health promotion behaviors) and social motivation (social support for enactment of health promotion behaviors) are critical influences on performance of health-related behavior

Conclusion

The major findings of this study indicate that majority of the students are aware of Covid-19 protocols disseminated through posters, banners, billboards and bulletins within the school environment. Also, the study found that despite having high knowledge about the importance of adhering to Covid-19 messages disseminated within school, there exist a very low compliance to the Covid-19 protocols and a relatively high use of face masks among the students. It also found that other factors such as school security personnel and fear of contracting the virus influenced the students' compliance to Covid-19 protocols within the school environment. The Bulletin among others has been the most effective in communicating Covid-19 messages within the school environment. There is poor use and management of the means of communication (Banners, Posters and Billboards) despite their availability within the school environment.Also the placement of the messages is not carefully planned and as such do not cut across most students in the University. Hence, it is recommended that school management should ensure that messages are carefully designed and placed at more strategic positions within the school. Management should also employ the use of school security in ensuring that students comply to all the protocols laid down by the government and not just emphasizing the use of face masks.

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