

## **Assessments of Citizen's Awareness of Campaigns on covid-19 vaccine and Response to Covid-19 Vaccination in Akwa Ibom State**

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**ABSTRACT:** *The study was an assessment of citizens' awareness of campaigns and responses to covid-19 vaccine in Akwa Ibom state. The research objectives that guided this study were to find out the level of COVID-19 vaccine campaign awareness by residents of the Uyo metropolis, to ascertain the level of response to the COVID-19 vaccine among residents of the Uyo Metropolis, to find out factors responsible for the continuous hesitancy among those who are yet to receive COVID-19 vaccine among Uyo Residents. The study adopted a cross-sectional survey-based research method. The population size for this study constituted Uyo residents and the current population of Uyo stood at 1,329,000, of which the sample size of three hundred and eighty-four (384) was determined using the Krejci and Morgan sample size determinant table, and the purposive sampling technique was used to select participants who participated in the survey. Three hundred and thirty-four (384) copies of the questionnaire were used for data collection. The health belief model and theory of planned behaviour formed the theoretical framework for the study. Findings from the study showed that the majority of Uyo residents were highly aware of the awareness campaign on covid-19 vaccine (212 respondents representing (61%)), the study also showed high level of responses to covid-19 vaccination in the Uyo metropolis, (233) representing (39%) of the respondents, the study also revealed factors responsible for continuous hesitancy among those who have not been vaccinated to include: fear of adverse effect following immunization, no proper vaccine protocol awareness, no proper sensitization, and no reason, etc. Following the findings, the study recommended that the government of Akwa Ibom State should through relevant agencies and the mass media, intensify the campaign with a particular focus on how and where to get the first and follow-doses of the vaccine in the state, the government should also open more vaccination centers to reduce waiting time and ease of access, all campaign contents should reinforce the safety of the Vaccine irrespective of the brand.*

**KEYWORDS:** mass media, health campaigns, covid-19 vaccine, media awareness

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## INTRODUCTION

The introduction of covid-19 vaccine has since its development met with mixed feelings of both eagerness to take the vaccine and fear of the unknown since its arrival in Nigeria on March 2<sup>nd</sup>, 2021. Recall that on 31<sup>st</sup> December, 2019 in Wuhan a city in China, an infectious disease called COVID-19 was reported by World Health Organization (WHO), and the disease had since spread around many countries in the world, including Nigeria, and became a Pandemic.

According to the Nigerian Center for Disease Control (NCDC), COVID-19 is a new strain of SARS-COV2 a virus that caused coronavirus disease otherwise known as COVID-19 (NCDC 2020) online article retrieved in 2023). In their study, Araz and Hersh (2020). maintain that information on the said COVID-19 pandemic has passed through various media platforms including social media stating various measures of preventing this pandemic from spreading further, they include, keeping a distance from people around you, the use of face masks, regularly washing hands, the use of antibacterial hand sanitizer as well as taking the COVID-19 Vaccine (Research Gate, 2020).

Similarly, Piltch-Loeb (2021) in his research affirmed that the control of COVID-19 is largely dependent on its vaccine update, but the unfortunate aspect of this is that the level of hesitancy is gradually becoming more critical now, than when the vaccine made its first appearance in Nigeria in 2021. Again in his analysis, statistics reveal a certain percentage of COVID-19 hesitancy in the U.S.A which stood at about 40% of the population in 2021 against the earlier hesitancy percentage of 30% in 2020 when the pandemic was hitting hard in the country, this simply means that the percentage of hesitancy has increased by 10% maybe due to fear of the unknown, lack of adequate information, lack of proper awareness and sensitization of the citizens (Andrew et al 2021) The question is, what is the level of an awareness campaign and the level of COVID-19 vaccine acceptance in Akwa Ibom State, hence the reason for this study which is "Assessment of citizen's Awareness of Campaigns on covid-19 vaccines and Response to COVID-19 Vaccination in Akwa Ibom State".

### Statement of the Problem

The urgent need to conquer the coronavirus disease (COVID-19) pandemic brought to birth the unexpected and unplanned speedy manufacturing of the first COVID-19 vaccine called (AstraZeneca) to all nations of the world including Nigerian before other brands of COVID-19 were introduced which are preventive measures out of research from experts and the government of the developed nations. However, despite the scientific warrant and effort to bring an immediate solution to this global health crisis, several people still have reservations about the authenticity of the vaccines and their side effects. This could be a result of the level of information available to them on the said vaccine and its benefits, either through the media or through government agencies including Non-Governmental Organizations (NGOs), Even thou It is believed that the most effective way to curb the COVID-19 pandemic is through mass vaccination of the population of nations around the world and such should be done each according to individual nations as well as states.

Therefore, in other to succeed and achieve the intended global quest of vaccinating billions of people as rapidly as possible, it is important for the government and the medical personnel to address the issues of doubt in the minds of people, this can be easily achieved through the various constant

Publication of the European Centre for Research Training and Development -UK awareness campaigns and sensitization. The question now is, are there any form of Awareness Campaigns on covid-19 vaccine in Akwa Ibom State put in place to educate, inform, and sensitize citizens on the benefits of the vaccines? If yes, are the residents of the Uyo metropolis aware of the campaigns, and what is the level of response to the COVID-19 vaccination in the Uyo metropolis? These constitute the reason for this study, an Assessment of citizens' Awareness of Campaigns on COVID-19 vaccines and the Response to COVID-19 Vaccination in Akwa Ibom State.

### **Objectives of Study**

The objectives of the study were:

- 1) To find out the level of awareness of the COVID-19 vaccine campaign amongst residents of the Uyo metropolis
- 2) To ascertain the level of response to the COVID-19 vaccine amongst residents of Uyo Metropolis.
- 3) To find out factors responsible for the continuous hesitancy among those who are yet to receive the COVID-19 vaccine Uyo Residents.

### **Research Questions**

Based on the research objectives for the study, the following research questions served as a guide for the study

- 1) What is the level of awareness of the COVID-19 Vaccine campaign amongst residents of Uyo Metropolis?
- 2) What is the level of response to the COVID-19 vaccine among residents of Uyo Metropolis?
- 3) What are the factors responsible for COVID-19 vaccine hesitancy among residents who are yet to receive the COVID-19 vaccine the in Uyo metropolis?

## **REVIEW OF LITERATURE**

### **The Concept of Covid-19 Vaccines**

Coronavirus disease vaccine acceptance requires up-to-date information on a regular basis. This can be done from two to three times a day to once a week. Using various methods of updates already known such as press conferences, press releases, expert opinion, televised speeches, advertisements, television shows, short skits, clips, and visits to pandemic-affected sites to inform, educate, and sensitize the public about the vaccines, the need as well as the benefit of getting vaccination (Andrew et al. 2021). It is agreed that the COVID-19 pandemic has in recent months continued to trigger crisis in both humanity and various economies, giving birth to fear, and anxiety as well as the accelerated development of vaccines since manufactured to prevent the further spread of this infectious disease, induce herd immunity in the long term and also serve as the most successful public health intervention for communicable and infectious disease (Andrew et al. 2021).

However, the mass media plays a major role in providing this real-time information on disease outbreaks and also influences the public understanding of human behavior in public health emergencies. It goes a long way to promote transparent conversation around public health issues including pandemic outbreak, transmission, and impact and remedies both in cases of COVID-19 vaccine and other communicable diseases. In their research, Alfatease, et al. (2021) agreed that the mass media (Radio, TV, Newspaper, and Magazine) including social media platforms such as Facebook, Instagram, TikTok, Twitter, and websites are the most common way of learning and getting

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Publication of the European Centre for Research Training and Development -UK  
news updates about infectious diseases and other health-related issues of concern, reasons being that they play a vital role in the sharing of reliable information for enlightenment, and to educate the public on a daily basis.

Hence, it is not out of place to argue that on vaccine-related information, misinformation is inevitable and can trigger hesitancy. On the other hand, continuous sensitization and awareness campaigns can also trigger acceptance. Similarly, in their research, Muric, WU, and Ferrara (2021) note that false news on health-related issues of disease control including the novel COVID-19 vaccines can undermine public trust in the vaccines which intended to serve as either a cure or preventive measure to the spread of the disease, and as such posing a threat to global public health. Also, it is of great importance to note that, COVID-19 vaccine hesitancy could also be a result of the kind of information that is made available by media practitioners, especially on social media platforms. Meanwhile, an across-sectional study conducted by Othman et al. (2022) was indifferent, pointing to the fact that even though there may be a level of relationship between social media users and vaccine decision-making, there could also be other causes of this hesitancy to include religious objection to vaccination, the misconception about the COVID-19 vaccine and lack of confidence on the government and the health workers, as well as fear of the after effect.

### **The Mass Media**

The mass media is a combination of different mediums used in communicating, transmitting, and broadcasting information to the general public. It is usually through different channels in a wide range of ways such as audio-visual, and electromagnetic mediums share news; inform, educate, enlighten, and entertain and also advertise products and services to a target audience. The mass media also provide recorded content, digital content, and written content as well as live recording both on radio, television, and on the internet (social media) through satellite signals (Kierian, Akarika & Ukpe, 2017). The mass media are an important part of human existence because they are widely used for marketing and advertising, to create a more significant impact on the public. Here, the public gets to receive regular, important updates, ads, news, and information on different topics from different sources and has become the biggest platform for marketing many brands and products, for example, radio production on any topic can be prerecorded based on what will interest the public, while television productions are usually in colorful visual content with audio and motion signals to catch the attention of the audience and it is regarded as the most advanced form of broadcasting. In other cases, like advertising that is usually descriptive in nature and for some reason is more unique because it has some level of demonstration in whichever way it comes either audio or visual which gets the audience more attracted to the content so advertised, (Kierian, et al. 2017).

### **The Mass Media and Health Campaigns**

The role of the mass media is to communicate useful information that will educate as well as enlighten the entire public about recent happenings in society and their immediate environment, including health-related issues of infectious diseases outbreak, suggesting preventive measures, control, and treatment (Akarika, et al. 2020). It is communication artifacts, that enhance the transmission of information, ideas, and messages, to a heterogeneous audience either implicitly or explicitly having the intention to impact and influence one's behavior through communication channels such as newspapers magazines, radio, television, and the internet including social media platforms such as Facebook, Instagram, Twitter (Nkanunye & Obiechina, 2017). Communication is essential to promote

and sustain healthy behavior the society, it also serves as the medium that is used to create awareness among individuals, groups, and communities on health-related issues (Akarika, Kierian & Ikon, 2020). Recall that in the recent past, Nigeria has witnessed quite a number of epidemic outbreaks that have created the need for communication intervention to create awareness, stem the tide, and create opportunities for effective management of those cases, on that note, COVID-19 vaccine awareness campaign should not be an exception (Ofomegbe & Harcourt, 2018). As they say, knowledge and information are power, and for effective communication to take place, it has to pass through different channels of communication such as radio/TV, newspapers, magazines, pamphlets, and the internet, especially in disseminating information and raising awareness campaigns, sensitizing the public about various issues including the said COVID-19 vaccines. For awareness campaigns on health-related issues like COVID-19 vaccine acceptance to be very effective and address the issue of trust in the minds of the people, especially in Akwa Ibom state, particularly the Uyo residents, there is a need for consistency in information dissemination through the media.

## REVIEW OF RELATED STUDIES

Rotimi et al (2021) The study stated that the unfortunate outbreak of the coronavirus pandemic has undoubtedly brought lasting wounds to the global world. Including the scores of deaths and dangerous health-related challenges both physical and emotional among citizens. They maintained that during the first, second, and third waves of the pandemic, many citizens were affected up to about 35 million while claiming over 1 million lives since its inception, especially in the higher-risk population like the developed nations. The study which examined the prevalence, socioeconomic, and cognitive barriers of coronavirus vaccinations in Nigeria, used an ex-post facto design, to carry out the research, 526 participants were sampled using the snowball sampling technique, and a questionnaire to carry out the investigation. The study looked into records of the doses of vaccines supplied to different countries including the United States of America (U.S.A) which received up to the tune of 6.3 million and about 43.2 million doses of this vaccine were taken by residents as of 2021. As well as in countries like the e United Kingdom (UK) took a total number of 12,844,193 in 2021. In African countries, the research had no record of the total number of vaccines supplied and received including Nigeria and Ghana. But rather revealed the total percentage of about 61.7% of the participants 'hesitancy towards being vaccinated in Nigeria, this was similar to the data obtained from countries like the UK, Kuwait, Saudi Arabia, Russia, and Italy ( Rotimi et al., 2021).

The study also showed a significant association between participants' age and covid-19 vaccination such that respondents in the adolescence and middle adulthood classification exhibited more hesitancy towards vaccination. Also, there was a significant association between the participants' sex and COVID-19 vaccination such that the male respondents showed more hesitancy towards vaccination than the female counterparts. Also, the participant's level of education was such that participants with primary school certificates showed more hesitancy towards vaccination than those with secondary and tertiary education qualifications.

According to Akarika et al (2020), the level of media sensitization and citizens' awareness of coronavirus information in Akwa Ibom State, Nigeria. The study which adopted the survey method made use of questionnaires as the instrument for data collection, and it anchored on the Crisis and Emergency Risk Communication Model which revealed that about 98% of the respondents were aware

of the coronavirus information, and about 75% of the respondents were satisfied with the level of media sensitization of the novel coronavirus pandemic. The study revealed that in 2020 during the first face of the pandemic, a total number of 11,643 Nigerians contracted the virus, with a total of 5,623 discharged from isolation centers and 459 deaths recorded. However, despite the high level of awareness and citizens' satisfaction with the media sensitization, the majority of the respondents did not comply with the coronavirus information not minding the risk factor involved if not vaccinated (Akarika et al 2020).

Fadeyi et al., (2022) confirmed in their study that the effective way to control the COVID-19 pandemic requires an in-depth understanding of the risk perceptions of individuals' willingness, motivation, and capacity to adopt the preventive strategies that influence their engagement and social interaction within the community. The study which adopted a cross-sectional survey method was conducted over a period of 18 days with a national representation among Nigerians using a combination of online and interview and administered questionnaires. The study revealed that a total number of 1,135 respondents participated in the study and the majority of them knew about the pandemic through the mass media as well as social media. The study also revealed that most of the participants demonstrated good knowledge of COVID-19, but they had no significant association with the attitude of hand washing and wearing of face masks. However, the study recorded a low percentage of the risk perception of COVID-19 among respondents while suggesting that more advocacy and public orientation must be done to curb the further spread of COVID-19 in our society (Fadeyi et al.,2022).

## **THEORETICAL FRAMEWORK**

### **Health Belief Model (HBM)**

The health belief model was developed by social scientists in the early 1950s to understand why people refused to adopt disease prevention and diagnosis strategies for the detection, management, and prevention of diseases. The model was derived from psychological behavioural theory with the foundation of health-related behavior of the desire to avoid illness and the belief that specific health action will prevent or cure illness (sphweb.bumc.bu.edu 2022). The model was developed by three scholars Hochbaum, Rosenstock, and Kegels of the United State Public Health Service. This theory proposed that a person's belief in a particular threat of illness or disease, combined with a person's belief in the effectiveness of the recommended health behavior action, predicts the likelihood that the person will adopt the behaviour (LaMorte, 2019). The model also predicts that the media, through its platform and channels, can inform, educate and enlighten people about the seriousness of a disease like COVID-19 by performing activities such as administering vaccination the prevention the disease from spreading further, in doing so, there is a high likelihood that the audience or masses will accept a specific strategy available to them to lessen their weakness or seriousness or lead to other positive health outcomes.

The rationale behind this model is that over the years the broadcast media have maintained its reputation as a powerful force that shapes people's thoughts, actions, and life experiences, however, it is believed that because of the outbreak of the coronavirus pandemic and the rapid emergence of a vaccine to contain the virus, people are likely to turn to the media for information on the coronavirus vaccines and the assumption is that people will then take information on health-related preventive action serious knowing fully well that a negative health condition like COVID-19 can be avoided.

### **The Theory of Planned Behaviour**

The theory of planned behavior of reasoned action was propounded in 1980 to predict an individual's intention to engage in a behavior at a specific time and space (sphweb.bumu.bu.edu. 2022). The theory is used to predict and explain a wide range of health behaviors and people's intentions such as vaccine-related issues, smoking, drinking, and health services among others. The assumption behind the theory of planned behavior (TPB) is that behavioral achievements depend on both motivation (intention) and ability (behavioral control). It distinguished between three types of beliefs Behavioral, Normative, and control.

The rationale of this theory, behind this study, is that the theory provides a wide-ranging context for understanding the causes of specific health issues and individual intentions and behaviors to take action toward acquiring these preventive measures. This is in accordance with Barlett, (2019) assertion that the theory of planned behavior assumes that behavior is a function of people's intention to perform certain actions or behaviors, which in turn is determined by a set of beliefs, which according to the study is the acceptance of the covid-19 vaccination. Barlett (2019) further notes that the theory of planned behavior also assumes that Behavioural beliefs are the perceived positive or negative consequences of engaging in behavior especially health-related behaviors and people's evaluation of these beliefs. And these make up a person's attitude towards the behaviour (Barlett 2019).

### **RESEARCH METHODOLOGY**

In this study, a cross-sectional survey-based research design was adopted to enable the researcher to collect data from many different individuals at a single point in time. A cross-sectional research design was used when the researcher is to examine the prevalence of some outcome at a certain moment in time, especially when the researcher tries to answer how or why a certain outcome occurs.

This type of research design is used for the study to enable the researcher to effectively examine the subject matter which is Assessment of Awareness campaign and Response to COVID-19 vaccine in Akwa Ibom state, using Uyo metropolis as the case study.

#### **Population of Study**

The population of this study was residents of Uyo local government. The current population of people in the Uyo metropolis according to the population data Projected in 2023 stands at 1,329,000 a 5.06% increase from the metro area population of 2022 which stood at 1,265,000 (World Population Review 2022).

#### **Sample Size**

The sample size of this study was determined using the Krecjie and Morgan 1970 sampling size determinant table to determine the sample size of 384. This sample procedure states that once a population is above 1,000,000 the sample size is 384. The Krecjie and Morgan sample size determinant table is shown below.

**Table 1:** Table for determining sample size for a known population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	386
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	50	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size, S is Sample Size Source: Krejcie & Morgan (1970)  
Therefore, the sample size for this study is 384

### Sampling Technique

The purposive sampling technique was used in this study to select participants for the survey, this means that the researcher deliberately selected the participants to form the respondent for the study.

### Method of Data Collection

The study employed the use of a questionnaire for data collection and all the items on the questionnaire dealt with the core objectives of the study and answered the research questions accordingly. However, out of 384 copies of the questionnaire distributed to respondents, 350 were retrieved and were found useful for this study, while 34 copies could not be retrieved.

## DATA PRESENTATION AND ANALYSIS

**Table 1: Gender Distribution of Respondents**

Respondents	Frequency	Percentage %
Male	207	77%
Female	143	23%
Total	350	100%

(Source: Field Survey, 2023)



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Table 1 shows that out of the 350 copies of the questionnaire retrieved from respondents, a total number of 207 respondents representing 77% were Male while 143 respondents representing 23% were Female. This implies that the majority of respondents were male.

**Table 2: Age Distribution Table**

Respondents	Frequency	Percentage %
18-30	210	60%
30-40	82	23.4%
40-50	50	14.2%
50 and above	8	2.3%
Total	350	100%

(Source: Field Survey, 2023)

Table 2 shows that 210 respondents representing 60% were within the age range of 18-30, 82 representing 23.4% were within the age range of 30-40, 50 respondents representing 14.2% were within the age range of 40-50, 8 respondents, representing 2.3% were within the age range of 2.3%. This implies that the majority of the respondents were within the age range of 18-30.

**Table 3: Marital status of Respondents**

Respondents	Frequency	Percentage %
Single	100	29%
Married	250	71%
Divorced	None	0%
others	None	0%
Total	350	100%

(Source: Field Survey, 2023)

Table 2 shows that 100 respondents representing 29% were graduates, 250 respondents representing 71% were civil servants, and none of the respondents were neither divorced nor others. This implies that the majority of the respondents were married.

**Table 4: Career Distribution Table**

Respondents	Frequency	Percentage %
Students	48	13%
Civil servants	105	30%
Business owners	20	6%
Graduates	177	51%
Total	350	100%

(Source: Field Survey, 2023)

Table 4 shows that 177 respondents representing 51% were graduates, 105 respondents representing 30% were civil servants, 20 respondents representing 6% were business owners, and 48 respondents representing 13% were students. This implies that the majority of the respondents were graduates.

**Table: Level of Awareness Campaigns on COVID-19 Vaccine by Uyo Residents**

Response	Frequency	Percentage %
highly Aware	212	61%
Not Aware	138	39%
Total	350	100%

**(Source: Field Survey, 2023)**

Table 2 above shows that out of 350 Respondents, 212 representing 61% were highly aware of the Awareness campaigns on covid-19 vaccine while 138 representing 39% were unaware of the campaign on covid-19 vaccine. This means that the level of media campaign awareness was very high.

**Table 6: level of Respondents and Acceptance of the covid-19 vaccine**

Have you received covid-19 vaccine	Frequency	Percentage%
Yes	233	65%
No	117	35%
Total	350	100%

**(Source: Field Survey 2023)**

Table 6 captured responses on acceptance of the covid-19 vaccine, result shows that out of 350 respondents, a total number of 233 respondents representing (65%) agreed to have received the different types of vaccines in Uyo, while 117 representing (35%) of the respondents said that they have not received the vaccine due to several reasons.

**Table 7: Total number of people that have received the different types of vaccination (1<sup>st</sup> and 2<sup>nd</sup> dose)**

Types of vaccine	Frequency 1 <sup>st</sup> and 2 <sup>nd</sup> dose	Percentage %
AstraZeneca	19	9%
Johnson & Johnson	55	24%
Moderna	73	31%
Pfizer	86	36%
Total	233	100%

**(Source: Field Survey 2023)**

Table 7 The survey also revealed that all the 233 respondent who received covid-19 vaccine, completed their 1<sup>st</sup> and 2<sup>nd</sup> dose of the different types of vaccine received, they include 19 for AstraZeneca representing (9%), 55 for Johnson Johnson representing (24%), 73 for Moderna representing (31%), and 86 for Pfizer representing (36%), respectively, making it a total of 233 fully vaccinated persons.

**Table 8: Factors Responsible for Vaccine Hesitancy among those that have not received covid-19 vaccine**

Reasons for not taking the vaccine	Frequency	Percentage%
Fear of the AEFI (adverse effect following immunization)	51	44%
No proper awareness of the Vaccine	21	18%
No Proper Sensitization on a vaccine protocol	9	8%
Not available when needed	29	25%
No reason	7	6%
Total	117	100%

(Source: Field survey 2023)

Table 8: Shows the various factors responsible for covid-19 vaccine hesitancy among the 117 respondents representing (35%0 who have not received vaccination to include the following: 7 said no reasons representing (6%), 29 said not being available when needed representing (25%), 51 said fear of (adverse effect following Immunization) representing (44%), 21 said no proper awareness campaign representing (18%) and 9 said no sensitization on vaccine protocol representing (8%). This means that the fear of adverse effects following immunization is the major factor responsible for covid-19 vaccine hesitancy among Uyo Residents (According to this Study).

## DISCUSSION OF FINDINGS

The aim of this research question was to find out the level of COVID-19 vaccine campaign awareness by residents of the Uyo metropolis, to find out the level of Response to the Covid-19 Vaccine among Uyo Residents, as well as find out the factors responsible for covid-19 vaccine hesitancy among Uyo Residents.

### Research question 1: What is the level of awareness campaign? COVID-19 Vaccine among Residents of uyo metropolis

To answer this question, Table 5 showed that the majority of the respondents were residents of Uyo local government area. And out of 350 Respondents, 212 representing (61%) agreed that they were highly aware of the Awareness campaigns on covid-19 vaccine while 138 representing (39%) were not aware of the awareness campaign on covid-19 vaccine. This means that there is a high level of awareness campaign on covid-19 vaccine Among Uyo residents. This means that the media has not failed in its role or duty which is to share useful information that will educate, enlighten and inform the public about recent happenings in the society (Akarika, Kierian & Ikon 2020). This also serves as the medium that is used for awareness platforms to communicate health-related issues to citizens. Again, the study also factored in a minority of 138 respondents representing (39%) who claimed not to be aware of the campaign maybe because they don't believe in the pandemic and or have no interest in the campaign.

**Research question 2: What is the level of response to the COVID-19 vaccine among Residents of the Uyo metropolis?**

Tables 6 and 7 captured responses on acceptance of the covid-19 vaccine, result shows that out of 350 respondents, a total number of 233 respondents representing (65%) agreed to have received the different types of vaccines in Uyo, while 117 representing (35%) of the respondents said that they have not received the vaccine due to several reasons.

Table 7 of the survey also revealed that all the 233 respondent who received covid-19 vaccine, completed their 1<sup>st</sup> and 2<sup>nd</sup> dose of the different types of vaccine received, they include 19 for AstraZeneca representing (9%), 55 for Johnson Johnson representing (24%), 73 for Moderna representing (31%), and 86 for Pfizer representing (36%), respectively, making it a total of 233 fully vaccinated persons.

This agrees with the health belief model which states that a person's belief in a particular threat of illness or disease, and the person's belief in the effectiveness of the recommended health behavior or action, predicts the likelihood that the person will adopt the behavior and take action (LaMorte 2019). The survey further revealed that all the 233 respondents who received the vaccine completed their first and second doses on the type of COVID-19 vaccine they took, which comprises AstraZeneca, Johnson & Johnson, Moderna, and Pfizer. This is in accordance with Barlett, (2019) assertion that The theory of planned behavior assumes that behavior is a function of people's intention to perform certain actions or behaviors, which in turn is determined by a set of beliefs, which according to the study is the acceptance of the covid-19 vaccination. Barlett (2019) further notes that the theory of planned behavior also assumes that Behavioural beliefs are the perceived positive or negative consequences of engaging in behavior especially health-related behaviors and people's evaluation of these beliefs. And these make up a person's attitude toward the behavior (Barlett 2019).

**Research Question 3: What are the factors responsible for COVID-19 Vaccine hesitancy among those who are yet to receive the COVID-19 vaccine Among Uyo Residents?**

Findings show various factors responsible for COVID-19 vaccine hesitancy among the 117 respondents representing (35%) who have not received vaccination as shown in to include the following: 7 said no reasons representing (6%), 29 said not being available when needed representing (25%), 51 said fear of adverse effect following Immunization (AEFI) representing (44%), 21 said no proper awareness campaign representing (18%) and 9 said no sensitization on vaccine protocol representing (8%). This means that the fear of adverse effects following immunization is the major factor responsible for COVID-19 vaccine hesitancy among Uyo Residents. This agrees with the theory of planned behavior which states that behavioral achievements depend on both motivation (intention) and ability (behavior control) (Web, bump, bu,edu. 2022)

**SUMMARY OF FINDINGS**

From the analyzed data, the following findings were made, they include:

The majority of Uyo residents are aware of covid-19 vaccine, with 212 respondents representing (61%), this represents people from all works of life between the ages of 18-50 and above,

## CONCLUSION

The study revealed that the majority of the respondents are very much aware of the awareness campaigns on covid-19 vaccine and responded accordingly to the vaccine campaign by accepting covid-19 vaccination to prevent further spread of the virus. The study also showed that there are about 4 different types of vaccine available in Akwa Ibom state and all the 233 respondents who answered yes to having received covid-19 vaccination, received different types of the available vaccine and also completed their first and second doses.

However, the study revealed also the various factors responsible for hesitancy among those who have not received the vaccine including no reason representing (6%), not being available when needed representing (25%), fear of adverse effects following Immunization (AEFI) representing (44%), no proper awareness campaign representing (18%) and no sensitization on vaccine protocol representing (8%). this means that more people are aware of the vaccine but the fear of the adverse effects following immunization hinders them from going for vaccination.

## RECOMMENDATION

Having examined the said topic which is Assessment awareness campaigns and response to Covid-19 vaccine in Akwa Ibom State, and following the findings, the study recommends that,

- 1) The government of Akwa Ibom State should through relevant agencies and the mass media, intensify the campaign with particular focus on how and where to get the first and follow up doses of the vaccine in the state,
- 2) The government should open more vaccination centers to reduce waiting time and ease of access,
- 3) All campaign contents should reinforce the safety of the Vaccine irrespective of the brand.

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