

The Impact of Health Awareness Campaigns on Public Health Behavior in Saudi Arabia

1. Chapter 1: Introduction

1.1. Research Background

In many country, health campaigns is becoming important for improve health of people.

Government and some health organisation now using media like TV, Instagram, posters, and public event to tell people how to take care of their health better. In Saudi Arabia, Ministry of Health start doing many campaign to fight diseases like diabetes, heart attack, depression, and even COVID-19 during pandemic time.

Before, many Saudi people not know much about health problems or how their lifestyle is connected to disease. Some of them not even go for checkup until they feel very sick. But now, internet and social media help people to learn fast. But still, question is here: are these campaign really working? Are people start doing exercise or eat healthy after seeing poster or ad?

This project will talk about these type of question. Because in the future, healthy population is good for Saudi economy and national goals. Vision 2030 also say that strong society is one that is healthy in body and mind. So that's why government spend much money and time to make people more aware. But if nobody check what is working or what not, then maybe this effort is waste.

This research try to look how much public in Saudi is change behavior after watching campaign. Also try to find what type of campaign is giving good result. For example, does TV ad work more than Twitter video? Does people trust doctor more or social influencer more? These question is important to answer.

1.2. Research Problem

In Saudi, many health campaigns happening but not much info is there about real result. Like, maybe people watch ad but not follow the advice. Or maybe they do for one week and then forget. Also, some message is maybe not clear or people don't trust it. So this is problem that make difficult to understand if campaign is success or not.

1.2.1. Theoretical Gaps

Lot of research from other country exist about awareness and behavior change. But for Saudi, not much academic paper explain how local culture, language, and belief affect health message. So there is a missing part in knowledge here.

1.2.2. Practical Gaps

Even if campaign is running, there is no follow-up after that. No data collect if people actually change lifestyle. Also, message not made different for different age group or city. We don't know which platform give more change in behavior.

Main Research Question

How much health awareness campaigns affect people's behavior in Saudi Arabia?

1.3. Research Significance

1.3.1. At the theoretical level

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This study can help fill the empty part in Saudi health communication knowledge. It also give idea how behavior changing because of local campaign.

1.3.2. At the practical level

This research maybe help Ministry of Health to make better plan. They can focus more on what platform give good result. Also know what kind of message people like or trust more.

1.4. Research Questions

1. Do people in Saudi know about disease from campaigns?
2. What campaign reach more people? TV or social media?
3. After watching campaign, do people go for checkup or change diet?
4. What type of source people believe more: doctor, influencer, or government?

1.5. Research Objectives

- To check if health campaigns change Saudi people health behavior.
- To see which platform is more useful for spreading message.
- To find out if people trust some sources more than others.
- To give suggestion for improving future campaigns.

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1.6. Research Hypotheses

H1: Health awareness campaigns help to change public health behavior.

H2: Campaigns on social media give better result than traditional TV.

H3: People behavior change more if they trust the message source.

1.7. Research Model

- ☐ Independent Variable: Health Campaigns
- ☐ Dependent Variable: People Health Behavior
- ☐ Moderating Variables: Trust of source, Age, Gender, Region

1.8. Research Methodology

This project use quantitative method. A survey will be make and send to people from different cities like Jeddah, Riyadh, and Dammam. The survey ask about their knowledge, where they learn it, and if they change lifestyle after that. Then result will be put in graph and basic analysis will done.

1.9. Scope of The Study

The study focus only on Saudi citizen age 18 and above. Children and tourist not included.

Mostly focus on people in big cities.

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