

## **The contents of the videos in the campaign (Take the vaccine to ensure your safety from disease) for the anti-Covid-19 vaccines, an analytical study**

**By**

**Reham Abdulaziz Abdul Karim Al-Azzawi**

University of Baghdad/College of Mass Media/ Public Relations Department, Baghdad, Iraq

Email: [riham.abdulaziz1203a@comc.uobaghdad.edu.iq](mailto:riham.abdulaziz1203a@comc.uobaghdad.edu.iq)

**Raya Qahtan Ahmed**

University of Baghdad/College of Mass Media/ Public Relations Department, Baghdad, Iraq

Email: [dr.rayaq.ahmed@comc.uobaghdad.edu.iq](mailto:dr.rayaq.ahmed@comc.uobaghdad.edu.iq)

### **Abstract**

This research aims to identify the most important contents of the videos in the awareness campaign (Take the vaccine to ensure your safety from disease) published on the Facebook page of the Iraqi Ministry of Health, to raise health awareness about vaccines against the Covid-19 virus. 228) Videos, and the researcher reached a number of results, the most important of which are the videos of the interviews of the official spokesman of the Ministry of Health with satellite channels published on the ministry's Facebook page. More than half the time of the videos for all the contents came first, then presented the vaccination campaigns carried out by the health teams in the second place. The official spokesperson of the Ministry talks about the vaccine in the third place, and the contents of the speaker's interviews include (that the vaccines are safe and effective, and that the vaccines are manufactured from solid international sources, the public is invited to take the vaccine), and other short-time videos of the speaker dedicated to raising awareness about vaccines, in addition to the Minister's invitation to the public to be vaccinated himself through several videos, and the researcher concluded that the Ministry of Health invested in its awareness campaign (Take the vaccine to ensure your safety from disease) most of the areas and outlets of awareness through some famous art and media as well as clerics to achieve the goals of the campaign as well as allocating it to phone numbers and WhatsApp code to record serious side effects for the public, but it was repeated in a small percentage.

**Keywords:** health awareness, health awareness campaigns, COVID-19 vaccines.

### **Chapter one**

The statements of the official spokesman for the Iraqi Ministry of Health showed that there is a significant weakness in the preparation of those who are about to receive the vaccine, and accordingly there was a difficult task for the ministry that required developing a treatment in an attempt to raise awareness about everything related to vaccines and their positive and negative side effects for the individual and society, and to convince and urge them to Receiving the vaccine, and this is the mission of awareness campaigns that employ the means of communication with thoughtful scientific planning.

The research problem is represented by the following questions:

1. What are the contents of the videos of the awareness campaign (vaccinate to deliver) the anti-Covid 19 vaccines that the Ministry of Health presented on its Facebook page?
2. What are the contents of the videos of the official spokesman of the Iraqi Ministry of Health in the awareness campaign (Take the vaccine to ensure your safety from disease) for the anti-Covid 19 vaccines that the Ministry of Health presented on its Facebook page?
3. What are the contents of the videos of the Iraqi Minister of Health in the awareness campaign (Take the vaccine to ensure your safety from disease) for the anti-Covid 19 vaccines that the Ministry of Health presented on its Facebook page?

## **Objectives**

1. Learning about the most important contents of the videos of the awareness campaign (Take the vaccine to ensure your safety from disease) the anti-Covid 19 vaccines presented by the Ministry of Health on its Facebook page.
2. Getting acquainted with the contents of the videos of the official spokesman of the Iraqi Ministry of Health in the awareness campaign (Take the vaccine to ensure your safety from disease) for the anti-Covid 19 vaccines presented by the Ministry of Health on its Facebook page.
3. Getting acquainted with the videos of the Iraqi Minister of Health in the awareness campaign (Take the vaccine to ensure your safety from disease) for the anti-Covid 19 vaccines presented by the Ministry of Health on its Facebook page.

## **Research method and tools**

The researcher used the survey methodology and the content analysis tool of the 228 videos of the awareness campaign for anti-Covid-19 vaccines published on the Facebook page of the Iraqi Ministry of Health, depending on the theme and idea unit, and the personality unit.

## **Previous studies**

- 1 (Omar bin Aishush, (June 2020), pp. 288-309)

The problem of the study: The problem is represented by: Does the Facebook page have a role in promoting health awareness about Corona Virus Covid 19, through the Corona Virus News and Health Awareness page as a model?

### ***Study Objectives***

This study aims to identify the role of Facebook pages in promoting health awareness about the Corona virus Covid 19 and to identify the extent to which the public is interested in Corona virus news pages for health awareness of the virus.

### ***Study Methodology***

The researcher used the descriptive survey method by using two tools, the electronic questionnaire and the participatory observation tool.

### ***Results of the study***

The study concluded that Facebook pages have an important role in promoting health awareness about the Corona Virus Covid-19 and adopting the Corona Virus News page as a sufficient source for public awareness.

### ***Study approach***

This study approaches this research in addressing health awareness about the Covid-19 virus through the Facebook website, followed by a news page.

### ***Study distance***

The study is far from the objective, method, and tools used to reach the research objectives. The current study aims to identify the contents of the videos in the “Take the vaccine to ensure your safety from disease” campaign to promote health awareness about vaccines against the Covid-19 virus. (Munda, Monda, 2021)

### ***Study problem***

Is the awareness and acceptance rate for COVID-19 vaccines among pharmacy students?

### ***Study Objectives***

To identify the reasons for students' reluctance to receive the vaccine among undergraduate pharmacy students in Zambia.

### ***Study methodology and tools***

The survey method was used by conducting a survey on (326) students at the University of Pharmacy in Zambia using an electronic questionnaire.

### ***Study results***

Out of (326) participants, (98%) were aware of the vaccination program for COVID-19 vaccines, but only (24.5%) would accept the vaccine if it was made available to them.

### ***Study Approach***

This study is close to our study in that it dealt with awareness about COVID-19 vaccines.

### ***Study distance***

The study moved away in that it wanted to know the reasons that prevent students from receiving the vaccine, while this research aims to identify the contents of the videos in the campaign (Take the vaccine to ensure your safety from disease) to raise awareness about vaccines against the Covid-19 virus. Content analysis.

### ***Health Awareness and Health Awareness Campaigns***

#### ***Health awareness***

Health issues are among the most important necessities that constitute a priority for all members of society and addressing these issues and the related tasks necessary for the media to educate the masses and guide them to the appropriate way to deal with health crises, especially epidemics, as these times require more health awareness among the public, health awareness is the basis In daily behavioral patterns that greatly affect the mitigation of damage caused by common diseases. (Ahmed., (2020 - 2021))

health awareness is the deliberate health practice as a result of understanding and persuasion and the transformation of all health practices into habits that are practiced without feeling or thinking. (Shehab, 2012, pp. 83-84)

Health awareness is also defined as awareness of health knowledge, facts and health goals, that is, the process of individual self-awareness, awareness of surrounding health conditions, and the

formation of a mental attitude towards the general health of the community. (Mahmoud, 2018, p. 98)The most important elements of health awareness are as follows: (Al-Ugaili, 2015, p. 122)

- 1 The informational component: the information presented to the public must be based on facts that cannot be affected by misconceptions.
- 2 Health awareness speech: when determining the information intended to be presented to people, it must be in a clear speech that does not lead to pacification and the inability to understand the speech and the content of the speech is known and the expected results are drawn.
- 3 The target audience of health awareness: After completing the selection of information and determining the appropriate discourse, the intended group must be identified, as these groups differ in their scientific, cultural, social and religious concepts, even linguistic and age, each category has a special means for discussion with different content from the other category.

### ***Health awareness campaigns***

Awareness campaigns are means of protecting society and modifying the behavior of individuals in various fields, whether they are health, social, economic or other. This awareness is handled by the media that seek to form a collective consensus among members of society by exposure to events with the same information and interpretations, so that people learn to think in the same direction (Mirza, 2018, p. 141)

Health awareness campaigns are defined as: a set of communicative, media and educational activities aimed at creating health awareness to inform people of the reality of health, and warn them of the dangers of epidemics and diseases that threaten humans in order to educate community groups on health and preventive values emanating from the community's belief and culture (Al-Absi, 2018, p. 163)

The goal of awareness campaigns and its modern programs is to change people's habits and values related to health and disease, and like any social change, public health campaigns face obstacles that prevent change, and other factors that help change, which are represented in: (Kattash, 2004, p. 13)

### ***Cultural obstacles***

They relate to general culture, health, and civilized progress. Examples include customs, traditions, and the self-centeredness of culture. The residents of any society believe that their way of life is better than any society, which makes it difficult to change their way in another acquired way. The relative values, which is the disparity in estimation and division of one's work.

### ***Social obstacles***

They are represented in the social structure, which is the strength and cohesion of the group, which is the feeling of the people of the mutual commitment between the members of the same group.

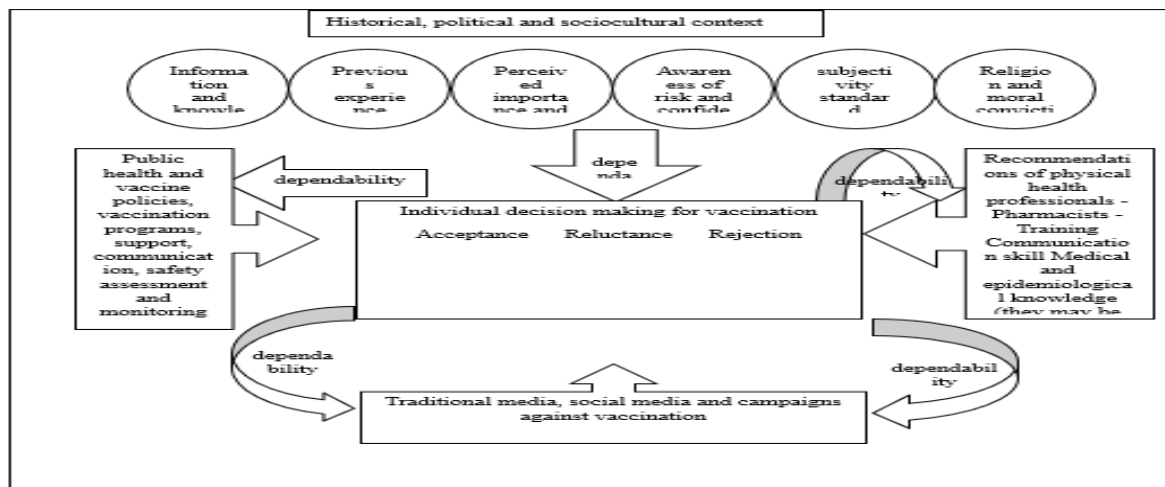
### ***Psychological Obstacles***

This is the awareness of the problem of community issues and awareness, and the government's awareness of and acceptance of government health programs.

### ***COVID-19 vaccines***

Experts around the world acknowledge that there is a growing trend toward vaccine hesitation. As shown in this figure, individual decision-making about vaccination is as complex and involves emotional, cultural, social, spiritual, and political factors as cognitive factors. Individuals have been hesitant or uncertain about vaccination since the first vaccines became available. Vaccine frequency increased due to the current "scientific, cultural, statutory and

medical change”. media environments. (El-Sayed, 2021, p. 3)



**Fig (1)** Historical, political and sociocultural context (Laberge, 2013, pp. 1763-1773)

It can be said that the Corona virus (Covid-19) made humanity live all forms of fear and hysteria, despite the implementation of a set of preventive measures to prevent the spread of infection, including the vaccine, and despite that, the virus continues to claim many human lives of different ages and races at the global level, especially The delta mutator, which imposed on individuals the imperative of prevention more due to its danger and rapid spread, is why the World Health Organization and health institutions are working to intensify awareness campaigns to increase the demand for vaccination and to refute all doubts and interpretations about the nature of vaccination, which is of course the only way to gain collective immunity and avoid difficult cases, and on this The basis is that we arrive at an idea, which is that the Corona pandemic changed the course of human, social and economic life for the worse, as it contributed to the high rate of injuries and deaths and contributed significantly to the deterioration and stagnation of the global economy and led to the loss of many workers of their jobs, which recorded the high rate of unemployment and the spread of social pests in all its forms, whether It was theft, for example, crime, divorce, domestic violence and other social phenomena. (Shabr, (December 4, 2021), pp. 75-105).

Biotechnology, before the arrival of vaccines, played an important role in our lives in various fields, and modern means have replaced traditional methods and methods, which is evident in the plant and animal fields and is clearly used in the pharmaceutical field. Microorganisms, especially genes and viruses, are of great importance and are used by major companies searching in the field of biotechnology, after the statement of the World Health Organization, which urged these companies to intensify efforts in the search for a vaccine or medicine that would be a solution to the global health crisis, and from genetic modification, medicines and vaccines are produced and the treatment of some diseases Genetic, which is what companies researching genes and stem cells are doing to counter the Covid-19 virus. (Raweya Yahya, 2021, pp. 551-562).

Analyzing the contents of the videos in the “Take the vaccine to ensure your safety from disease” campaign published on the Iraqi Ministry of Health page

The Iraqi Ministry of Health used many videos to reach the main goal of the campaign, which is to educate and persuade the public to take the vaccine, because videos are a very



important means because I depend on the senses of sight and hearing for this the ministry used, according to the ministry's knowledge of the nature of the Iraqi public.

**Table (1)** *The contents of the videos published on the Iraqi Ministry of Health page.*

No.	Video contents	The number	The ratio	rank
1.	Interviews of the official spokesman of the Iraqi Ministry of Health with satellite channels	133	58.3%	first
2.	View vaccination campaigns carried out by health teams	33	14.5%	the second
3.	The official spokesperson for the ministry talks about the vaccine	20	8.8%	the third
4.	Public health directors give advice and information about the vaccine	12	5.3%	the fourth
5.	Advice given by famous art, media, and clergymen	11	4.8%	Fifth
6.	Interviews of the Iraqi Minister of Health with satellite channels	10	4.4%	Sixth
7.	Special videos to report the side effects of the vaccine	4	1.8%	Seven
8.	View press conferences	3	1.3%	eight
9.	Competitions	2	0.9%	the ninth
<b>Total</b>		228	100%	

The above table shows the data on the contents of the videos in the publications of the Iraqi Ministry of Health Facebook page. The frequency and relative distribution of this data showed the following:

- 1- The Ministry of Health's official spokesperson's interviews with satellite channels ranked first, achieving the highest percentage in this distribution, which amounted to (58.3%), meaning that this category occupied more than half of the volume of videos published on the Ministry's Facebook page, and the reason for focusing on interviews is due to Informing the public with the latest instructions and information about vaccines, as it is the most important way to educate citizens about the importance of receiving the vaccine, and he is responsible for the campaign .
- 2- The category of displaying vaccination campaigns carried out by health teams ranked second with a rate of 14.5%. This category represents one of the effective communication activities in raising awareness of vaccines because displaying videos of health teams implementing vaccination campaigns creates an interactive effect with the Ministry's campaign and its Facebook page.
- 3- The category of the official spokesperson of the ministry who talks about the vaccine came in third place, achieving a rate of (8.8%), and this method of displaying the video differs from the method of interviews that ranked first because the discussion here is exclusively about the vaccine without entering into other topics.
- 4- The category of general managers in the Ministry of Health who give advice and information about the vaccine ranked fourth with a rate of (5.3%), and this reflects that awareness of the vaccine needs to involve all officials in the Ministry of Health and not limit this topic to the official spokesperson to achieve the goals of the campaign and control the rumors that accompanied the announcement Vaccines.

- 5- The category of advice given by famous art, media, and clerics about vaccines ranked fifth (4.8%), and this type of video can achieve a greater impact in raising awareness about the vaccine, according to the degree of citizens' inclination towards these celebrities.
- 6- The category of interviews of the Iraqi Minister of Health with satellite channels ranked sixth with a rate of (4.4%), and the importance of this type of video is important because it conveys information about the vaccine from the highest position in the Ministry of Health represented by the minister, which means that the information he provides in these interviews is modern on Although the number of such interviews is small.
- 7- The category of content of videos related to reporting the side effects of the vaccine ranked seventh with a rate of (1.75%), and this type of video can achieve interaction between those who received the vaccine and those responsible for the Ministry's campaign through its Facebook page.
- 8- - The press conference presentation category ranked ninth with a rate of (1.3%), as press conferences are one of the important types of press talk, as many different media outlets, represented by their correspondents, often participate in it, and this type can make the information presented about the vaccine in this conference more widespread.
- 9- The competitions category ranked ninth and last in the ranking of the categories of this recurring and relative distribution, achieving a rate of (0.9%), which is considered a limited percentage compared to other categories.

**Table (2)** *The contents of the interviews of the official spokesman of the Ministry of Health with satellite channels.*

No.	Contents of the official spokesperson's interviews	the number	The ratio	rank
1-	Vaccines are safe and effective	133	15.1%	first
2-	Vaccines are manufactured from solid international sources	133	15.1%	first
3-	Inviting the public to get the vaccine	133	15.1%	first
4-	Vaccination is required for all ages included	98	11.1%	the second
5-	The increase in the proportion of vaccinated leads to a decrease in the incidence of the disease	87	9.9%	the third
6-	The third dose is given 8 months after receiving the two doses	75	8.5%	the fourth
7-	The necessity of adhering to preventive measures and taking the vaccine	73	8.3%	Fifth
8-	Encouragement to take the third dose of the vaccine	65	7.3%	Sixth
9-	The vaccine is effective for more than one of the virus mutations	45	5.1%	Seven
10-	It is necessary to take the vaccine because the risk is still present	40	4.5%	eight
Total		882	100%	

The data in the above table and the expressed form illustrate the most important contents of the interviews of the official spokesman of the Ministry of Health with satellite channels. The recurring and relative distribution of these data showed the following:

- 1- Three categories of the contents of the interviews of the official spokesman of the Iraqi Ministry of Health with satellite channels ranked first and obtained a similar percentage, and these categories are: that vaccines are safe and effective, and that vaccines are manufactured from solid international origins, and the public's invitation to take the

- vaccine, ranked first with a rate of (15.1%) 1) for each of these three categories, at a rate of 133 for each of them, and this means that the official spokesman reflected the ministry's vision to highlight the interest in these groups and give them priority in education and awareness of vaccines in order to attract the public to receive the vaccine and based on information obtained from the World Health Organization (<http://www.emro.who.int/press-releases>).
- 2- The category of necessity of vaccination for all ages included in the second place with a rate of (11.1%), and this information for the public ranked second in terms of importance in the contents of the interviews of the official spokesman of the Ministry of Health with satellite channels in raising awareness and education about vaccines.
  - 3- The category that the high percentage of vaccinated people leads to a decrease in the rate of infection with the disease ranked third by (9.9%), and this content came in third place in terms of importance, as the official spokesman of the Ministry focused on raising awareness of the need to increase the number of vaccinators because this contributes to reducing the number of injuries.
  - 4- The third information came in the field of vaccine awareness, which is that the third dose is given 8 months after receiving the two doses, ranked fourth with a rate of (8.5%), and this information is very important in the timing of taking the doses.
  - 5- The category of necessity of adhering to preventive measures and taking the vaccine ranked fifth with a rate of (8.28%), and this category is a summary of the contents of the above categories.
  - 6- The category of encouragement to take the third dose of the vaccine ranked sixth with a rate of (7.3%), and this content is an advanced stage of vaccine awareness stages because it means exceeding the stage of taking the first and second doses, and education on the third dose.
  - 7- The vaccine category is effective for more than one of the virus mutations ranked seventh in the contents of the interviews of the official spokesman of the Ministry of Health to satellite channels by 5.1%, and this content in the talk contributes to instilling confidence in the citizen in the importance of receiving the vaccine.
  - 8- The category of necessity to take the vaccine came because the danger still exists in the eighth and last place in the order of the categories of the relative distribution of the contents of the interviews of the official spokesman of the Ministry of Health by 4.5%, and this content the recipient feels that he should not underestimate the seriousness of this virus and its mutations (<https://fb.watch/9CkeZ4i6JY>) (<https://fb.watch/9BjI7P04qp>).

**Table (3)** *The contents of the vaccination campaigns carried out by the Iraqi Ministry of Health*

No.	The contents of the vaccination campaigns	the number	The ratio	rank
1-	Coverage of vaccination campaigns in health centers	21	63.6%	first
2-	Covering the White Army's vaccination campaigns	4	12.1%	the second
3-	Coverage of the media vaccination campaign	3	9.1%	the third
4-	Opening and covering the vaccination campaign in malls	2	6.1%	the fourth
5-	Covering the course of vaccination in rehabilitation centers for the disabled	2	6.1%	the fourth
6-	Vaccination of general managers	1	3%	Fifth
<b>Total</b>		<b>33</b>	<b>100%</b>	



It is clear from the data of the above table, which represents the contents of the vaccination campaigns carried out by the Iraqi Ministry of Health, and according to the importance, the following:

- 1- The coverage of vaccination campaigns in health centers recorded the highest frequency and percentage in the frequency and relative distribution of these data and ranked first with 21 iterations, achieving a percentage (63.6%), which is considered a high percentage by statistical measurements if it is compared with other coverage because it is not limited to a group Specific, but on a diverse audience present in health centers to receive the vaccine, which gives a comprehensive awareness dimension to the campaign and the activity of the Iraqi Ministry of Health (<https://www.facebook.com/MOH.GOV.IQ>).
- 2- The category of coverage of the White Army vaccination campaigns came in second with a rate of (12.1%), and this category belongs to a specific segment represented by health staff and medical workers who are in direct contact with the injured, so the focus came on this type of coverage for vaccination campaigns.
- 3- The category of coverage of the media vaccination campaign ranked third with a rate of (9.1%), and it belongs to campaigns to vaccinate professions that are in direct contact and movement with the injured and citizens in general, as journalists are present in health centers to perform their tasks, so this category came third in the order of the categories of this distribution (<https://www.facebook.com/MOH.GOV.IQ>).
- 4- The categories of opening and covering the vaccination campaign in malls and covering the course of vaccination in rehabilitation centers for the disabled ranked fourth at a rate of (6.1%) for each.
- 5- The category of vaccination of general managers ranked fifth and last in the classification of categories with a rate of (3%).

It is clear from the foregoing that the Ministry of Health focused on highlighting the vaccination operations in various places to reassure the public that the course of the vaccination process is proceeding in an effective and planned manner (<https://m.facebook.com/MOH.GOV.IQ>) (<https://fb.watch/9Bk6EihKql>). )

**Table (4)** *the videos contents of the official spokesman of the Iraqi Ministry of Health.*

No.	The contents of the Ministry's official spokesperson's videos about the vaccine	The number	The ratio	rank
1-	Vaccination and adherence to preventive measures protect everyone's life	10	17.2%	first
2-	The vaccine protects the individual	9	15.5%	the second
3-	Vaccines protect individuals and families	9	15.5%	the second
4-	The side effects of the vaccine are minor compared to the symptoms of infection	7	12.1%	the third
5-	Vaccines do not adversely affect the health of the elderly	5	8.6%	the fourth
6-	The vaccine is given to the elderly and those with chronic diseases and immune disorders	5	8.6%	the fourth
7-	A vaccine is the way to return to normal life	4	6.8%	Fifth
8-	Vaccines have proven effective on more than one strain of the disease	3	5.2%	Sixth
9-	Continuity of vaccination during the holy month of Ramadan	2	3.5%	Seven
10-	Vaccines do not adversely affect patients with anemia	2	3.5%	Seven
11-	The vaccine provides protection against all mutants	2	3.5%	Seven
Total		58	100%	

Through the above table, which shows the contents of the videos of the official spokesman of the Iraqi Ministry of Health and Environment, and according to importance, the following appeared

- 1- The category of vaccination and commitment to preventive measures that protect everyone's life ranked first with a rate of (17.2%).
- 2- The two categories of vaccine protect the individual, and the vaccine protects the individual and the family in the second place with a rate of (15.5%).
- 3- The category of side effects of the vaccine was minor compared to the symptoms of infection ranked third with a rate of (12.1%).
- 4- The vaccination category that does not negatively affect the health of the elderly ranked fourth, with a rate of (8.6%).
- 5- The category of vaccination as a way to return to normal life ranked fifth with a rate of (6.9%).
- 6- The category of vaccines that have proven effective on more than one of the disease strains ranked sixth with a rate of (5.2%).
- 7- The following categories were resolved: Continuity of vaccination during the blessed month of Ramadan, and the vaccine does not negatively affect those with anemia, and the vaccine provides protection from all mutant mutants, ranked seventh and last in the classification of the categories of this distribution, at a rate of (3.5%) for each of them.

It is clear from the foregoing that the contents of what was put forward by the official spokesman of the Iraqi Ministry of Health, despite the varying relative representation of each of its categories, focused on the importance of the vaccine in reducing this pandemic. They are short videos ranging from (53-60) seconds, all of which are inspired by Audience questions in the comments of the page (<https://www.facebook.com/MOH.GOV.IQ>).

**Table (5)** *The contents of the advice of general managers about the vaccine.*

No.	General managers give advice and information about the vaccine	the number	The ratio	rank
1.	Urging the public to receive all prescribed doses of the vaccine (3)	12	15.6%	first
2.	The vaccine is safe for people with chronic diseases	12	15.6%	first
3.	The vaccine is safe for the lives of the elderly	10	13%	the second
4.	It is necessary to take the third dose	9	11.7%	the third
5.	Vaccines greatly help in preventing disease	8	10.4%	the fourth
6.	Encouraging people to get vaccinated	7	9.1%	Fifth
7.	The third dose includes all ages from 12 years and over	6	7.7%	Sixth
8.	The vaccine includes ages 12 years and over (Pfizer only)	5	6.5%	Seven
9.	The vaccine is manufactured to gain immunity and does not cause the virus to activate in the individual's body	4	5.2%	eight
10.	The side effects are mild compared to the symptoms of infection	2	2.6%	the ninth
11.	Vaccine side effects are evidence that the vaccine is effective	2	2.6%	the ninth
<b>Total</b>		<b>77</b>	<b>100%</b>	<b>rank</b>

The data of the above table and the graph expressed show the contents of the advice and information of general managers about the vaccine, and according to the importance, these contents were divided into 11 sub-categories and nine ranks of my agencies:

- 1- The two categories of urging the public to receive all prescribed doses of the vaccine, the vaccine is safe for people with chronic diseases at the first place, at a rate of (15.6%), each.
- 2- The vaccine category is safe for the lives of the elderly, ranked second, with a rate of (13%).
- 3- The category of necessity of taking the third dose ranked third with a rate of (11.7 %).
- 4- The category of vaccines, which greatly helps in preventing disease, ranked fourth, with a rate of (10.4%).
- 5- The category of encouraging individuals to take the vaccine ranked fifth with a rate of (9.1%).
- 6- The third dose category, including all ages from 12 years and over, ranked sixth with a rate of (7.8%).
- 7- The vaccine category, which includes ages from 12 years (Pfizer only) above, ranked seventh at a rate of 6.5%, which is important information to educate the public about the vaccine that was used for the 12-year-olds category.
- 8- The category of vaccine is a factory to gain immunity and does not cause activation of the virus in the individual's body, ranked eighth, with a rate of (5.2%).
- 9- The two categories of side effects were mild compared to the symptoms of infection. The side effects of vaccines are evidence that the vaccine is effective in the ninth place, with a rate of (2.6%) for each.

All indicators in the relative and rank distribution of the content categories of the general managers' advice indicate the focus of awareness and definition of vaccines and the immunity they achieve to the individual, as well as dispelling fears and correcting some misinformation (<https://www.facebook.com/MOH.GOV.IQ>) (<https://www.facebook.com/MOH.GOV.IQ>).

**Table (6)** *Categories of celebrities who gave advice about the vaccine.*

No.	Celebrity tips from art and the media	Repetition	The ratio	Rank
1-	the art	5	45.5%	first
2-	Media	4	36.4%	the second
3-	Clerics	2	18.1%	the third
<b>Total</b>		11	100%	

From the above table, it is clear that the Ministry of Health presented its awareness messages through celebrities as follows:

- 1 Art ranked first with a percentage of (45.5%) for example (Shatha Salem, Kazem El Saher, Asia Kamal, Sami Kaftan, Alaa Hussein (<https://www.facebook.com/MOH.GOV.IQ>) (<https://www.facebook.com/MOH.GOV.IQ>)).
- 2 The media ranked second with a percentage of (36.4%), for example (Ali Al-Khalidi, Haider Abu Al-Abbas, Raed Al-Khalidi (<https://www.facebook.com/MOH.GOV.IQ>)).
- 3 Clerics ranked third with a rate of (18.1%), and it was clear from the clothes they wore that they were from multiple sects.

Thus, the Ministry of Health invested in its awareness campaign for vaccines (Taslam Vaccine) most of the areas and outlets of awareness through some celebrities in the media and art, as well as clerics, to achieve the goals of its campaign.

It is clear from the data of the above table, which shows the contents of the meetings of the Minister of Health and according to importance, the following:

**Table (7)** *The contents of the interviews of the Iraqi Minister of Health*

No.	Minister of Health	Repetition	The ratio	Rank
1-	The vaccine is safe and effective	10	45.5%	first
2-	The necessity of vaccination and adherence to preventive measures	7	31.8%	the second
3-	The priority of vaccination for workers in health centers	3	13.6%	the third
4-	With a vaccine, we eliminate the waves of Corona	2	9.1%	the fourth
<b>Total</b>		22	100%	

- 1 The category of vaccines is safe and effective, which ranked first in the distribution of the contents of the meetings of the Minister of Health, with a percentage of (45.5%). Thus, he primarily wanted to instill confidence in the public about the vaccine.
- 2 The category of necessity of vaccination and commitment to preventive measures ranked second in the contents of the meetings of the Minister of Health, with a rate of 31.8%.
- 3 The category of priority vaccination for workers in health centers ranked third, with a rate of (13.6 percent).
- 4 With the vaccine, we eliminate the waves of Corona in the fourth place, with a rate of (9.1%).

It turns out that these contents were taken according to the priorities of persuasion, so they began to instill confidence through a guaranteed focus that the vaccine is safe, and then other implications came (<https://fb.watch/9BiHvIwX6E>) (<https://www.facebook.com/MOH.GOV.IQ>) (<https://www.facebook.com/MOH.GOV.IQ>).

**Table (8)** *video contents of side effects*

No.	CONTENTS Videos about side effects		The ratio	rank
1-	Vaccines are the most effective way to prevent disease	5	16.6%	first
2-	Vaccines save millions of lives around the world	5	16.6%	first
3-	Ensure that you are not infected before taking the vaccine	5	16.6%	first
4-	Allocate a phone number to report severe side effects	4	13.4%	the second
5-	Allocate a WhatsApp code to enter the individual's information and details of the side effects and send them, and the answer is given according to the severity of the case	4	13.4%	the second
6-	The necessity of contacting when side effects appear to individuals	4	13.4%	the second
7-	Side effects are minor and go away within days	3	10%	the third
<b>Total</b>		30	100%	

Through the above table, which shows the contents of the special videos for reporting the side effects of vaccines and according to the degree of proportional representation in the

distribution, it appeared as follows:

- 1 The categories came: Vaccines are the most effective way to prevent diseases, the vaccine saves millions of lives in the world, making sure that there is no infection before taking the vaccine comes first at a rate of (16.6%) for each of them.
- 2 The categories are resolved: allocating a phone number to report severe side effects, allocating a WhatsApp code to enter the individual's information and details of the side effects and sending them, and the answer is given according to the severity of the case, the need to contact when side effects appear for individuals in the second place and at a rate of (13.4%) for each of them.
- 3 The category of side effects were minor and disappear within days in the third place with a rate of (10%) (<https://www.facebook.com/MOH.GOV.IQ>).
- 4 Presentation of press conferences held by the Iraqi Ministry of Health for the arrival of the vaccine and conferences in cooperation with the World Health Organization and UNICEF (<https://www.facebook.com/MOH.GOV.IQ>).
- 5- Holding vaccination competitions in Babylon Mall.

## Results

1. The videos of the interviews of the official spokesman of the Ministry of Health with the satellite channels published on the ministry's Facebook page occupied more than half the size of the videos for all the contents and came in first place, then presented the vaccination campaigns carried out by health teams in the second place, and the official spokesperson of the ministry talks about the vaccine in the first place. Third, the ministry thus relied on the official spokesperson to educate the public by publishing his interviews and allocating short videos for awareness.
2. Three categories of the contents of the interviews of the official spokesman of the Iraqi Ministry of Health with satellite channels ranked first and obtained a similar percentage, and these categories are: that the vaccines are safe and effective, and that the vaccines are manufactured from solid international origins, and the public is invited to take the vaccine, in the first place for each of these categories The three, at 133 each, and this means that the official spokesman reflected the ministry's vision to highlight the interest in these groups and give them priority in education and awareness of vaccines in order to attract the public to receive the vaccine.
3. The content of the videos of the official spokesman of the Iraqi Ministry of Health came in the category of vaccine and commitment to preventive measures that protect everyone's life in the first place, and the two categories of vaccine protect the individual, and the vaccine protects the individual and the family in the second place, then the category of side effects of the simple vaccine compared to the symptoms of infection ranked third.
4. The safe and effective vaccine category came first in the distribution of the contents of the meetings of the Minister of Health, and thus he primarily wanted to instill confidence in the public about the vaccine. The category of necessity of vaccination and adherence to preventive measures ranked second in the contents of the meetings of the Minister of Health, and the category of priority vaccination for workers in health centers ranked third.
5. The Iraqi Ministry of Health used celebrities in the first place, the media in the second place, and the clergy in the third place.



## Conclusions

- 1 The focus of the Iraqi Ministry of Health in its Facebook campaign by displaying the interview videos of the official spokesman and the Minister is to inform the public of the latest instructions and information about vaccines, as it is the most important way to educate the public about the importance of the vaccine, as it is the official responsible for the (vaccine-delivered) campaign.
- 2 The Ministry of Health invested in its awareness campaign most of the fields and outlets of awareness through some famous art and media figures, as well as clerics, to achieve the goals of the campaign.
- 3 The Iraqi Ministry of Health has allocated telephone numbers and a WhatsApp code to inform the public about the serious symptoms of the vaccine, if they occur and are not repeated as importantly as they are.

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