

## **The contents of the campaign (your health is a trust) of the World Health Organization in Iraq to prevent infection with the Covid 19 virus**

By

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### **Abstract**

This study examines the analysis of the contents of the international public relations campaign in confronting the Covid-19 virus, which was taken from the (Your Health is a Trust) campaign for the World Health Organization, Iraq office. The research problem revolves around a main question that is, what are the axes of the campaign (Your Health is a Trust) established by the World Health Organization (Iraq office) in the prevention of Covid 19 virus? From this main question, several sub-questions emerged that this study answered on their Facebook page, and the communication activities of the Covid-19 awareness campaign. In the content analysis form, as this form included a number of main themes and main categories that were adopted in analyzing the content of the campaign. The unit of measurement represented by the topic or idea unit was used, as for the research community represented by the campaign (Your Health is a Trust) implemented by the World Health Organization in Iraq since its launch, and the research sample was represented by the campaign's publications on its Facebook page for the period from August 9, 2020 to April 2021, and the study found To a number of results, including that the campaign focused on three main axes: advertisements, images, and videos. Advertisements, as well as personal contact (face to face) with the public, distributing flyers and conferences, and disseminating virus awareness programs to avoid infection through health awareness through visual, audio and printed means that I employed in this campaign.

**Keywords:** Your health is a trust, public relations campaigns, W H O.Iraq office.

### **The first chapter is the methodological framework for the research**

#### ***First: Research problem***

The process of the spread of the Covid 19 virus was accompanied by the organization of extensive public relations campaigns, including international and local campaigns, to raise awareness of this pandemic and how to prevent this virus. The researcher analyzed this campaign to know its contents, axes and the groups that relied on it in the campaign on the psychological, social and health levels in general. The world witnessed an exceptional circumstance represented in the emergence of a new virus that threatened human life, the Covid-19 virus, which generated a major crisis in the global health situation and confused global systems and paralyzed All aspects of life were disrupted and all institutions in the world were disrupted, and the pandemic was accompanied by many rumors no less dangerous than the pandemic itself. There are those who said that it was a third world war, and other rumors circulated that the virus was fabricated, so we find that most of the countries invaded by this virus have begun to fight it and confront it by all means, means and strategies.

One of these methods is the use of public relations campaigns to raise health awareness of citizens on how to prevent infection, and deal with infection with the disease if it occurs.

***Second: Research questions***

The research problem revolves around a main question that is, what are the contents of the campaign (Your Health is a Trust), which was set up by the World Health Organization, the Iraq Office, to prevent the Covid-19 virus?

From this main question, several sub-questions emerge, which this study attempts to answer:

- 1) What are the contents of the photographs in the campaign (Your Health is a Trust) on his Facebook page?
- 2) What communication activities did the (Your Health is a Trust) campaign use on its Facebook page?
- 3) What are the types of advertisements in the campaign publications (Your Health is a Trust) on its Facebook page?
- 4) 4- What are the contents of the advertisements in the publications of the campaign (Your Health is a Trust) on his Facebook page?
- 5) What are the contents of the campaign videos (Your Health is a Trust) on his Facebook page?

***Third: Objectives of the study :***

The objectives of the study answer its questions and are closely related to its scientific and societal importance. Therefore, the study aims to achieve a main objective of identifying how international public relations campaigns were employed, represented by the campaign of the United Nations Development Program Office of Iraq in the face of the Corona pandemic, and stems from This main goal is several sub-goals of my agencies:

- 1) Getting to know the basic contents of the publications of the campaign (Your Health is a Trust), which was established by the World Health Organization on their Facebook page.
- 2) Familiarize yourself with the contents of the photographs in the campaign (Your Health is a Trust), which was set up by the World Health Organization on its Facebook page.
- 3) Diagnosing the most important communication activities carried out by the campaign (Your Health Is A Trust), which was set up by the World Health Organization and appeared on their Facebook page.
- 4) Determining the types of advertisements in the campaign publications (Your Health Is A Trust), which was set up by the World Health Organization on its Facebook page.
- 5) Knowing the contents of advertisements in the public relations campaign publications (Your Health is a Trust).
- 6) Knowing the contents of the videos in the publications of the campaign (Your Health is a Trust), which was established by the World Health Organization on its Facebook page.

***Fourth: Research Type:***

Most of the methodological sources agree that descriptive research is conducted through two phases, the first related to exploration and formulation, and the second to diagnosis and description. (Issa, (2009 - 2010), p. 25)

This description applies to the study we are conducting, as this study falls in terms of

the level of knowledge and the goal within the descriptive research that includes the study of the awareness campaign of the Corona pandemic in terms of a preliminary exploration of its content.

#### ***Fifth: Research Methodology***

***This study follows the steps of the survey method:***

***The survey method:*** (It is one of the methods that fall within the framework of descriptive research, and the survey method tends to collect facts, data and information about social, cultural and political phenomena as it is in reality that we are studying, with the aim of reaching results related to what is useful in understanding the phenomena and providing solutions to research problems) (al-Tayeb, 2018, p. 227)

#### ***Sixth: search tools***

**Content analysis:** It is one of the commonly used research methods in media studies, and it falls under the survey method in descriptive studies. The basic aspect of the communicative process, through which the communicator aims to bring about the desired effects. (Muhammad, 2006, p. 189)

This research used a main tool in collecting data and information, represented by the content analysis form. Or the idea in analyzing the content of the campaign of the United Nations Development Program Office for Iraq.

#### ***Seventh: The research community and its sample***

The research community is represented by the international public relations campaigns implemented in Iraq to confront the Corona pandemic, represented by the campaign of the Health Organization in Iraq through its Facebook page since its launch in 2020 (Adeyemi & Aigbavboa, 2013).

The researcher used the comprehensive inventory method for the campaign's publications on its Facebook page for the period from August 9, 2020 to April 2021.

## **Chapter two: The first topic**

### ***WHO campaign***

***The second chapter, the first topic, is public relations campaigns***

managing influence operations on the perceptions, trends, patterns of thinking and behavior of the public (Jaad, 2005). Public relations is based on the human aspect, as the human being is the goal of the public relations program, whether he is an individual or a group. The organization at different levels of management and then works to consolidate the good relations between the organization and its external audience, which helps to gain the public's appreciation (Dulaimi, 2018).

Each organization sets its goals in a way that is compatible with the conditions of society and respect for the opinion of the masses. Public relations trains its employees and its external audience to assume social responsibility by informing them of the capabilities and efforts of these organizations and the qualities they face. It also informs its audience of the services it performs and explains to them how to implement laws and clarifies their responsibility and determining the extent of the contribution that community members can make to improve the level of public services and the level of their implementation. (Dulaimi, 2018).

Accordingly, organizations of all kinds resort to organizing public relations campaigns that seek to enhance awareness of the campaign topic that they focus on. In influencing them by using various means of communication; With the aim of forming a positive image of the organization, these campaigns represent the real final product of the presented research and brainstorming complemented by creative thinking, for which distinguished realistic research and studies are presented (e3arab, 20 October 2020).

This means that public relations campaigns are based on the audience they deal with. It is known that every organization or institution has its own audience that it deals with and is linked to, either directly or indirectly. (Ferjani, 2018)

Public relations campaigns must be based on permanent research on their effectiveness through a combination of research and final evaluation, and evaluation of the communication process and its results to ensure as much as possible in achieving the goal of creating awareness and changing attitudes and behaviors as desired. (Meriden, 2020) .

Campaigns in public relations lie in intense and continuous efforts for a period of time to continuously disseminate by all methods and means to raise, discuss and follow up on a specific topic, or they are continuous efforts to achieve a goal, and the campaign can be with or against a particular thing. (Shalaby, 1989)

But these communication efforts must be planned on scientific grounds and designed according to certain standards and techniques in line with the objectives and subject matter of the campaign, the characteristics of the target audience and the media, and the use of all multimedia media that allow the recipient a greater opportunity of interactive and participation on the campaign topic, with the aim of reaching the campaign to The largest possible target audience during a given period of time. (Mohamed Said Atran, 2018)

There is a set of principles and standards that are considered as fine lines on which any media institution in the world depends, no matter how different the nature of its ownership, it serves as the compass that draws its directions towards various topics and issues. launched by the institution of its various contents. (Muhammad, 2021, pp. 47-57)

### ***Chapter two: topic two : The campaign (Your Health is a Trust)***

This campaign is a new phase of the national awareness campaigns about the Covid-19 pandemic launched by the World Health Organization in cooperation with the Iraqi Ministry of Health in densely populated areas exposed to high infection rates in Iraq. COVID-19 infection, the most important of which is wearing masks, physical distancing, and keeping hands clean. (WHO, 2022)

This campaign was titled “Your Health is a Trust” through the implementing partner of the United Iraqi Medical Association, by broadcasting videos and voice messages on mobile phone screens and clinics, and volunteers distribute masks, hand sanitizers and printed health messages (Cherian, Munuswamy, & Jasim, 2021).

### ***Campaign content analysis***

An analysis of the contents of the World Health Organization campaign on the prevention of COVID-19 was conducted on its Facebook page for the period from August 9, 2020 to April 2021, and this entire period was taken due to the continued display of WHO campaign publications on its Facebook page until April 2021 Although the official website of the organization indicated that its campaign (Your Health is a Trust) was launched on August

9, 2020 until August 31, 2020, and the researcher extracted the main axes of the campaign, and extracted the main categories of the axes (Chidambaram, Shanmugam, & Sivamani, 2021).

**Chapter three analyzes the contents of the campaign (Your Health is a Trust)**

No.	Contents	Number	Ratio	Arithmetic mean	standard deviation	Variation coefficient
1.	Ads	88	48.1%			
2.	Photos	81	44.3%			
3.	Videos	14	7.6%	61%	40.85	67%
	<b>Total</b>	183	100%			

The data of the above table shows three main axes contained in the publications of the campaign page of the World Health Organization Iraq office on Facebook. The statistical analysis and the analytical survey revealed three axes in which the advertising category topped the order of the frequency distribution categories and the relative distribution of these data by 88 recurrences and achieved a percentage of 48.1. This category ranks first due to the fact that advertisements are one of the main elements used in the marketing strategy of any public relations campaign, as well as containing many sub-contents that attract and draw the attention of the public to its content. As for the axis that came in second place in this distribution, it ranked Photographic category with 81 recurrences, achieving 44.3%, which is considered good, as it was found through the analytical survey of these axes that the campaign relied on photographs in implementing the health awareness program on the Covid 19 virus, while the video axis ranked third and last in the order of the categories of this distribution by 14 Frequently by 7.6%.

**The first axis / ads**

**Table (2) Advertisements in the publications of the (Your Health is a Trust) campaign.**

No.Ads	Number	Ratio	Arithmetic mean	standard deviation	Variation coefficient
1. Advertisements (posters)	68	77.3%	44	33.94	77.1%
2. road ads	20	22.7%			
the total	88	100%			

The researcher monitored, through his analysis of the types of advertisements used in the WHO campaign through its publications on its Facebook page, two main types. The first is the main advertisements with all its elements of images, drawings, timings, etc., and it ranked first with 68 recurrences, achieving a rate of 77.3%, followed by road advertisements in the second place. By 20 recurrences and obtained a rate of 22.7%, the campaign used most types of advertisements in its health awareness campaign to prevent corona virus to achieve the highest degree of persuasion in its awareness program (<https://m.facebook.com/WHOinIraq>).

**Table (3) Advertisements for the methods used in the campaign (Your Health is a Trust)**

The data in the above table shows about two types of road advertisements used by the World Health Organization campaign in promoting its health awareness program to prevent the virus and confront the Corona pandemic. The campaign on buses is indicative, while the Fix category came on the sidewalk with 8 recurrences and got 40% of the total of 20 ads.

(<https://m.facebook.com>)

**Table (4)** *The contents of the advertisements in the (Your Health is a Trust) campaign*

No.	Contents	Arabic	Ratio	Arithmetic mean	standard deviation	Variation coefficient
1	logos	115	37.8%			
2	symbols	88	28.9%			
3	photo	76	25%	60.80	46.53	76.5%
4	texts	19	6.3%			
5	fees	6	2%			
	Total	304	100%			

The data in the above table shows that the advertisements that were used in the campaign of the Scientific Health Organization through its publications on its Facebook page of all kinds contained many content that employed public relations programs in the field of health awareness to prevent corona virus. The category of slogans ranked first with 115 recurrences. Achieving the highest percentage in this distribution amounted to 37.8%, as slogans were an important means for the campaign to promote its health awareness program through advertisements. 28.9%.

The campaign used its own symbol in its advertisements, which is a kind of advertising reminder method for the health awareness campaign program to prevent and confront the Corona pandemic, which is included in the work of public relations, while the category of images ranked third in the categories of advertising content in the publications of the World Health Organization campaign on its Facebook page by 76 Repeatedly, at a rate of 25%, which is considered one of the means of persuasion and attraction for campaign advertisements, because images play an important role in this field, as they are equivalent to a thousand words. The objectives of the campaign are clarified, while the fee category ranked fifth and last in the ranking of advertising content categories with 6 recurrences and 2%. (<https://m.facebook.com>)

**Table (5)** *The contents of the images in the campaign advertisements (Your Health is a Trust)*

No.	The contents of the pictures	Number	The ratio	Arithmetic mean	standard deviation	Variation coefficient
1	The health team distributes awareness brochures	23	30.3%			
2	The health team distributes masks	18	23.7%			
3	Old man wearing a mask	11	14.5%			
4	young man wearing a mask	9	11.8%	12.67	6.41	50.6%
5	A little girl wearing a mask with the sign of "Tamam"	8	10.5%			
6	The health team teaches a child to wear a mask	7	9.2%			
	Total	76	100%			

The above table data shows the contents of the images in the advertisements used by the campaign of the Scientific Health Organization through its publications on its Facebook page of various kinds, which came in third place in the classification of the contents and contents of advertisements. The researcher analyzed the contents of these images, and the statistical analysis resulted in six basic contents. The health team distributes awareness leaflets) in the first place in the order of the categories of this distribution by 23 recurrences, achieving a rate of 30.3%, and it represents the first awareness process in advertisements by reflecting an image of the awareness campaign activity to confront the Corona pandemic, then the category (the health team distributing masks) came in second place 18 recurrences, achieving a rate of 23.7%, while the category (an elderly man wearing a mask) ranked third with 11 recurrences

and a rate of 14.5%, then the category (young people wearing a mask) ranked fourth in the categories of recurring and relative distribution by 9 recurrences and a rate of 11.8%, While the category (a girl wearing a muzzle with a sign of perfection) ranked fifth in the categories of the content of advertisement images in the publications of the World Health Organization campaign on its Facebook page with 8 recurrences and a rate of 10.5%, then (The health team teaches a child to wear a muzzle) ranked sixth and last in distributing these contents by 7 recurrences and at a rate of 9.2%. (<https://m.facebook.com>)

**Table (6)** *Contents of the texts in the advertisements of the (Your Health is a Trust) campaign*

No.	Texts contents	the number	The ratio	Arithmetic mean	standard deviation	Variation coefficient
	Encouragement to wear a mask	5	26.4%			
1	Avoid crowded places	3	15.8%			
2	quit smoking	2	10.5%			
3	cleaning hands	2	10.5%			
4	Commit to distancing	2	10.5%			
5	Sneezing and coughing etiquette	2	10.5%	2.38	1.19	50%
6	Encouraging the public to stay at home during the Eid al-Adha period	2	10.5%			
7	Maintaining one's health during the month of Ramadan	1	5.3%			
	Total	19	100%			

The above table data shows the analysis of the contents of the texts in the ads used by the World Health Organization campaign through its publications on its Facebook page of all kinds, which came fourth in the classification of the contents and contents of the advertisements, the researcher analyzed the contents of these texts and statistical analysis resulted in eight types of basic contents and in total Repeated 19 repetitions, as the category (encouragement to wear a muzzle) came first in the ranking of the categories of this distribution by 5 repetitions achieved 26.4 %, and it represents the first awareness process in advertisements by encouraging the public to implement health protection procedures, then the category (avoiding The crowded places) ranked second with 3 repetitions achieved 15.8%, while five other categories came in the same rank by only two repetitions and by 10.5 for each of them, namely (leaving smoking), (hand washing) and (commitment to spacing), and (hurt sneezing and coughing) And (encouraging the public to stay at home during the Eid al -Adha period), while the category (preserving the health of the individual during the month of Ramadan) ranked third and final in the contents of the texts of the advertisements by only one repetition and by 5.3 %, and these indicators in the relative distribution show that the texts of the advertisements Essentially, the function of counseling and guidance has performed an example (<https://m.facebook.com>).

**Table (7)** *The contents of the fees in the advertisements of (Your Health Amana) campaign*

No.	Texts contents	Number	Ratio	Arithmetic mean	standard deviation	Variation coefficient
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1	Avoid crowded places	2	33.3	<b>1.50</b>	<b>0.58</b>	<b>38.6 %</b>
2	View prevention methods	2	33.3			
3	Quoting smoking because it doubles the risk of infection	1	16.7			
4	Encouraging the audience to stay at home during the Eid period.	1	16.7			
	Total	6	100 %			

The above table data shows the analysis of the contents of the fees in the ads used by the Scientific Health Organization campaign through its publications on its Facebook page of all kinds, which came in the fifth rank in the classification of the contents and contents of the advertisements, the researcher analyzed the contents of these fees, and statistical analysis resulted in four types of basic contents With a total of 6 repetitions, when two categories (avoid crowded places) and (displaying prevention methods) came first in the arrangement of the categories of this distribution by the repetitions of 33.3 % for each of them, and it represents the applied indicative process in displaying the prevention methods in the form of illustrations, then it came The categories (quitting smoking) and (urging the public to stay at home during the Eid al -Adha period) at the second rank, with only one repetition achieved 16.7% for each of them (<https://m.facebook.com>).

### **Symbols**

The researcher conducted a survey of the use of symbols and noted that the World Health Organization + icon / Regional Bureau of the Middle East is present in all its ads.

**Table (8)** *slogans used in advertisements (Your Health Amana) campaign.*

No.	Symbols	Number	Ratio	Arithmetic mean	standard deviation	Variation coefficient
1	General	88	76.5			
2	Secondary	27	23.5	57.50	43.13	75%
	Total	115	100%			

The above table data shows the analysis of the contents of slogans in the ads used by the World Health Organization campaign through its publications on its Facebook page of all kinds, which came first in the classification of the contents and contents of the advertisements, the researcher analyzed the contents of these slogans, and statistical analysis resulted in two main types of basic contents And with a repetition group of 115 repeated, when the category (a president's slogan) came first in the ranking of the categories of this distribution by 88 repeated repetitions of 76.5 %, as the main slogan of the campaign is the same hashtag #your health-your homes, out of the noble prophetic hadith (you are all a shepherd and all of you are responsible About his flock) The slogan of your health has emerged from the campaign as a matter of trust, then the category (secondary slogan) came second with 27 repeated repetitions of 23.5%. (<https://m.facebook.com>)

**Table(9)** *secondary logos contents in the "Health Amana" campaign.*

No.	Secondary slogans	number	The ratio	Ranking
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1	awareness, compliance and prevention	22	81.5	First
2	wore the muzzle to stop the spread of the virus	5	18.5	the second
Total		27	100 %	

The above table data shows the analysis of the contents of secondary slogans in the ads used by the World Health Organization campaign through its publications on its Facebook page of all kinds, the researcher analyzed the contents of these slogans, and statistical analysis resulted in two main types of basic contents and with a repetitive group of 27 repeated when the category came (Consciousness, compliance and prevention) first in the ranking of the categories of this distribution, at 22 repetitions, achieving 81.5 %, while the category (wearing the muzzle to stop the spread of the virus) ranked second with 5 repetitions and by 18.5 % (<https://m.facebook.com>).

**Table (10)** *The contents of photographs in the campaign (Your Health Amana)*

No.	Photo axis	the number	The ratio	Arithmetic mean	standard deviation	Variation coefficient
1	The health team distributes awareness posts to the public	21	25.9%			
2	The health team is guided to spacing	15th	18.5%			
3	Health team cars wander around the streets	12	14.8%			
4	The health team distributes the masks to the audience	10	12.4%			
5	The health team teach the audience to wear a muzzle	8	9.9%			
6	The team distributes sterilization tools to the public	7	8.6%	9	6.36	70.7 %
7	Security men respect the health team by expressing a greeting to them while wearing a muzzle and glove	5	6.2%			
8	conspiracy	2	2.5%			
9	The health team visits the governor of Dhi Qar	1	1.2%			
Total		81	100%			

The above table data shows that the photographs used in the campaign of the Scientific Health Organization through its publications on its Facebook page contained many of the contents that employed public relations programs in the field of health awareness to prevent the Corona virus, the category (the health team distributes awareness leaflets to the public ) In the first rank in the categories of the repetitive and relative distribution, at 21 repeatedly, and it got 25.9 %, which is the highest percentage in the contents of photographs, and this is due to the main goal of the campaign is awareness and educational, so the distribution of bulletins is one of the most prominent aspects of expression of content, while the category (the health team is based With the extension of divergence), the second rank of the contents of the photos of the photos in the public health organization publications on its Facebook page is 15 repeated, at 18.5 %.

It is a complement to the awareness goals in this campaign and then the category (health

team cars wandering in the streets) at the third rank in the distribution of these contents by 12 repeated and by 14.8 %, and this category represents the contents that contribute to deepening the citizen's sense of optimism and not being submitted to surrender to the pandemic, while it came The category (the health team distributes the masks to the public) at the fourth rank with 10 repetitions achieved 12.4 %, and this category is one of the practical procedures that accompany the health awareness process in this campaign, then the category (the health team teaching the public on wearing the muzzle) at the fifth rank by 8 Repetitions at 9.9 %, and this category came after the process of health awareness and education in practical methods of prevention, while the category (the health team distributes sterilization tools to the public) at the sixth rank by 7 repetitions and at 8.6 %.

This category can only be implemented after taking health awareness steps, which was revealed by the data of statistical analysis, then the category (security men respect the health team by performing the greeting to it while they are wearing the muzzle and glove) at the seventh rank with 5 repetitions and at 6.2 %, while the press conference category came with the rank The eighth in the arrangement of the categories of this distribution by only two repetitions and at a rate of 2.5 %, while the category (the health team visits Dhi Qar Governorate) ranked ninth and last in the arrangement of the categories of photographic images in this distribution by only one repetition and with a limited rate of 1.2 %. (<https://m.facebook.com>)

**Table (11)** *Activities extracted by the researcher from the contents of photographs in the campaign (Your Health is Amana)*

No	Public relations activities used in the campaign	the number	The ratio	Arithmetic mean	standard deviation	Variation coefficient
1	Ads (stickers)	88	49.2			
2	Meetings with the public	69	38.5			
3	Ads on health team cars	12	6.7%			
4	Flex ads on external roads	8	4.4%			
5	conferences	2	1.1%			
	Total	179	100 %			

The table data above revealed 179 activities monitored by the researcher by analyzing the contents of the photographs that were used in the publications of the World Health Organization campaign (your health) on its Facebook page distributed in six categories in this repetitive and relative distribution, as a category of advertisements with advertising elements has been topped arrangement Repetitive and relative distribution categories at 88 repeatedly and ranked first, achieving the highest rate of 49.2 %, and the reason for this category is due to the importance of advertisements as a marketing activity for the campaign program, while the category of meetings with the public came second with 69 repeated and obtained 38.5 %, while the category came Field visits, in the third rank, recorded 27 repeated and achieved 15.1%, while the category of advertisements came to the cars of health teams in the fourth ranking by 12 repeated and at 6.7%, while the category of Felix ads on the fifth ranks came in the fifth rank in the classification of categories by 8 repetitions achieved 4.4% while The category of press conferences came sixth and finally in the arrangement of the groups by only two repetitions, with a limited rate of 1.1 % (an example of the Master, the representative of the World Health Organization personally, who meets with the public). (<https://m.facebook.com>)

### *The third axis/ video contents*

#### *1. First video*

*Time: 19 seconds*

Video content: This video begins a press conference for the President of the World Health Organization on the pandemic (it is correct to be informed of it) and then with the background itself showing the phrase (before you shared any information that stops and verified), and the video showed the two signs of stopping and verifying this phrase, and then the video showed a new phrase (there is a lot of false information on the Internet now contributed to spreading the facts), and accompanied All these phrases highlight the campaign code when it appeared at the top of each phrase, and it turns out that this video was in response to the rumors that accompanied the appearance of the virus. (<https://www.facebook.com>) (World Health Organization, 2022)

## ***2. The second video***

### ***Time: fifty -minute seconds***

The content of the video: The visit of the volunteer medical team for the campaign to the city of Freedom in Baghdad, and the video showing the campaign cars wandering in the city and reading the guidelines of prevention to the citizens, as it showed the visit of the entire city of Freedom, including wandering in the first freedom, the second freedom, and the third freedom, the video began with a Title show The World Health Organization campaign code (the National Campaign to Combat Corona, Iraq 2020), under which the slogan of your health chief is a honesty in the red and under the secondary logo, consciousness - compliance - prevention with a Nile background, then symbols of sponsors (<https://www.facebook.com>) (World Health Organization, 2022).

## ***3. Third video***

### ***Time: two minutes and 2 seconds***

The subject of the video visit the campaign to the Nineveh Governorate. The forest area included the center of the center, Al -Hawa Market, for three consecutive days, exploratory teams in the markets explaining about the virus awareness information and how to prevent and distribute leaflets and learn how to wear a muzzle. World Health Organization with its main and secondary slogan (World Health Organization, 2022).

## ***4. Fourth video***

### ***Time: two minutes and 20 seconds***

The video shows two children who talk to them about the resumption of work in schools after the permanence of the epidemic and how to perform the salutation between them while wearing a muzzle and in the school the teacher explains the safety rules of sterilizing the pen before writing symptoms of prevention on the blackboard, and the video was presented and represented by methods of prevention in a smooth manner (World Health Organization, 2022) (<https://www.facebook.com>).

## ***5. Fifth video***

### ***Time: a minute and 51 seconds***

This video provides health advice and guidelines for prevention and safety in the English language, with Arabic translation in a lines that show the translation under the pictures of the speaking characters, as two women and a man appeared to read these guidelines (World Health Organization, 2022) (<https://www.facebook.com>).

## ***6. The sixth video***

### ***Time: a minute and 54 seconds***

The video begins by displaying the slogan of the main and secondary campaign. In the streets for awareness.

**7. Seventh Video:**

**Time: 11 minutes and 55 seconds**

The video begins with the campaign slogan with the name of the World Health Organization, the regional office, the Middle East, the video presents a program about wearing a muzzle with an expert in the World Health Organization. Talking about wearing a muzzle is not sufficient on its own without using a package of other procedures, and the program's presenter directs a set of questions and answers The expert about her, as she talked about the types of masks. (World Health Organization, 2022) (<https://www.facebook.com>)

**8. The eighth video**

**Time: a minute and 51 seconds**

The topic of the video is to visit the World Health Organization campaign teams for the municipalities in Baghdad, which is one of the areas covered by this campaign. In this video, some citizens show the importance of this campaign in health awareness. The campaign teams show the publications distributed to the owners of vehicles and citizens (World Health Organization, 2022) (<https://www.facebook.com>).

**9. The ninth video**

**Time: a minute and 51 seconds**

The topic of the campaign: The visit of the World Health Organization campaign teams to the new Baghdad region, one of the areas targeted by the campaign. In this tour, a number of masks and awareness bulletins distributed, and a young man wearing a muzzle thanks to those in charge of the campaign appear for their adultery to the new Baghdad and another citizen talks about this campaign and health awareness (World Health Organization, 2022) (<https://www.facebook.com>).

**10. The tenth video**

**Time: two minutes and 24 seconds**

The video shows the representative of the World Health Organization in Iraq, talking about the stages of the virus and how to prevent, wearing a muzzle and in the midst of the popular areas in Baghdad, as a young woman wearing a muzzle confirms that the presence of the campaign teams between us makes us feel safe. (World Health Organization, 2022) (<https://www.facebook.com>)

**11. The eleventh video**

**Time: a minute and 51 seconds**

Visit the campaign teams to Dhi Qar Governorate, and announces the start of the campaign in southern Iraq, starting from Dhi Qar Governorate, and the video shows conversations to officials in the governorate and citizens of this campaign, the slogan of your health is honest (World Health Organization, 2022) (<https://www.facebook.com>)

**12. The twelfth video time: minute and 50 seconds**

The video focuses on citizens' conversations in Baghdad on the importance of the campaign in health awareness, Lahina, to stay away from contact and adhere to the dove, avoid crowded places and other prevention procedures (World Health Organization, 2022) ([www.facebook.com](http://www.facebook.com)).

**13. Thirteenth video**

**Time: 47 seconds**

The video shows how to overcome a virus by providing tips with practical applications, and following specific tactics.

#### **14. Fourteenth video**

**Time: 49 seconds**

The video presents a set of pictures that confirm the commitment to prevention and wearing of muzzle, as it showed tactics and in it people wearing a muzzle, pictures of social and literary posts and seminars wearing the muzzle as well as a picture of doctors inside the hospital wearing the muzzle.

### **Results**

- 1) 1 The publications of the (Your Health Amana) campaign relied on three axes:
- 2) Ads 88
- 3) B- Photos 81
- 4) C- Vids 14

#### **The results of the axis of ads**

- 1) The researcher revealed the contents of the advertisements in the campaign (Your Health Amana) and was:
- 2) Praise, 115 repetitions,
- 3) B - the symbols at 88 repetitions,

#### **C - Pictures 76 repetition.**

**1- The slogans**, the researcher revealed that there are two types of slogans, which are a major slogan and a secondary slogan. The main slogan of the campaign was (your health is honest). This slogan was based on preserving human life and considered a human life a trust that must be preserved. As for the secondary slogan is (awareness, compliance, protection) The name of the slogan came with awareness and intended to educate the public about the dangers of the Coffee 19 virus and compliance and it means that the public must comply with the instructions issued by the World Health Organization to reduce the risks of the virus and prevent and it means everyone must prevent the virus because prevention is better than treatment

**2- Symbols:** The researcher revealed that there is one symbol used by the campaign (Your Health Amana), which is the symbol of the World Health Organization. the pharmacy

**3- Pictures:** The pictures are one of the most important means of persuasion and attraction for the campaign advertisements because of the important role that these images play in this field, so it is known for the image as equaling a thousand words.

#### **Second - The results of the axis of the photos are:**

The researcher revealed the results of the contents of the axis of the images and all the following:

A- The health team distributes awareness leaflets to the public. By 21 repetitions, this indicates that the main goal of the (your health) campaign is an awareness goal, so the distribution of bulletins is one of the most prominent aspects of expressing content

2 The health team guides on divergence. By 15 repetitions, it is a complement to the awareness goals. (An example of this is the health team that works as a field workshop on divergence in the streets of Baghdad specifically in the city of Freedom)

3- Health team cars wandering in the streets by 12 repetitions: This group contributes

to deepening the public's sense of safety and optimism and not undergoing surrender to Virus Kovid 19 (for example, the health team cars roam Duhok Governorate)

The results of the communication activities or the means and methods that the researcher extracted from the contents of the campaign (your health is honest).

- 1) Ads 88
- 2) Meetings with the public with a repetition of 69
- 3) Fleises 23

#### **4- Press conferences 2**

The result: The campaign relied on the ads first place, as the advertisement is one of the most important patterns of communication in the campaign, and direct contact with the public came and this is a good choice for those in charge of the campaign, as direct contact is one of the most effective types of communication on the audience.

#### ***The results of the ideas focused on the publications are:***

- 1) 1 wearing the muzzle 82
- 2) 2- Awareness of prevention methods 75
- 3) 3- The necessity of spacing 19
- 4) 4- The necessity of sterilizing tools 8.

The result: All ideas focused on awareness programs launched by the World Health Organization to prevent the Corona virus

#### ***Third video axis***

She focused on field visits to areas in Baghdad, Basra governorates, Dhi Qar, Maysan, Wasit, Erbil, Nineveh, Anbar, Duhok and Sulaymaniyah, meetings with the public, the advancement of advice, mobile cars in the streets and open -air conferences, all of which used direct contact with the public in the event of the event for interaction with the public with the emergence of an organization representative World Health in Iraq, Dr. Adham Adel, who is Egyptian, with the emergence of representatives of the organization in the center and southern Iraq, in addition to northern Iraq, and this indicates the work of the organization completely.

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