FACEBOOK HEALTH MESSAGES: KNOWLEDGE AND RESPONSIVENESS BY RESIDENTS OF ABAKALIKI IN EBONYI STATE

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Abstract

Facebook is new channel of communication and the usage is witnessed in all aspects of society. Facebook has been utilized effectively in promoting public health. Despite the importance and strength of Facebook over other mass media channels little is known about the extent to which concerned health authorities use Facebook to promote public health and the extent which users were influenced to take health actions because of Facebook health messages. The study was an empirical one and survey research was adopted. The work was hinged on Precede Model. Data were collected in the city of Abakaliki, Ebonyi State, Nigeria by administering questionnaire to a sample of 372 respondents. Tables with simple percentages were used to present the data. This study found out that health organisations use Facebook to promote public health. It also established that Facebook health messages influence the respondents to take health actions. Based on these findings, this study recommended that health agency/parastatal executives should conduct research to know the media channel that is accessible, affordable and available to citizens then use such medium to promote public health. It also suggested that National Communications Commission (NCC) and health agencies should always regulate health messages on Facebook.

Introduction

The media, no doubt, play a very vital role in informing, educating, entertaining, and socializing the public. They help members of their audience to keep abreast of goings-on in their immediate environment and even beyond. The media play this role through professional purveying of news and other information to their audiences. News and information conveyed by both the traditional and new media contributes to how people live, interact, learn, and do business within a given society (Deshpande, 2020).

The various social media are generally regarded as a credible source and provider of a realistic view of what happens around the world. In communication research, the credibility of the information disseminated is generally believed to influence the processing of the communicated content, which may impact the readers' attitudes and beliefs. This is true for all types of social media, including Facebook.

Facebook broadly and generally refers to a range of applications that merge traditional media such as print, television, film, newspapers and images with digital technology to create interactive and dynamic publications, tools and uses (Jacob, 2021). Facebook is characterized by elements such as open access, user driven and collaborative content generation, feedback, and digital delivery. Youths form a considerable segment of Facebook users due to the high levels of interactivity involved. With new forms of media emerging and the convergence of media technology, the patterns of media usage undergo rapid changes.

The advent of Information and Communication Technology (ICT) brought a paradigm shift from newspaper, magazine, radio and television to social media of which Facebook is among. Tomas (2022) highlight that contemporary technological breakthrough in the electronic world has even made the accessibility of

Facebook easy with the aid of mobile phone. People with their laptops and palmtops are able to connect to social media platforms through modems.

New technology of Facebook provides various platforms of communication of which radio, television, newspaper and magazine could not afford. According to Badri and Rashedi (2017), the advent of Facebook has redefined how individuals create ties with others as well as the organization they serve. Okunna and Omenugha (2012), posit that there has been continuous expansion in the subscription and the use of internet enabled devices of which Facebook is among. Social media as a collection of interlinked computer networks or a "network of networks" enables access to information resources and supports advertising and marketing in business environment. The use of Facebook to support advertising and marketing is growing exponentially as more business organisations are recognising the potential that they offer.

As of May 2023, there were nearly 41.6 million Facebook users in Nigeria, accounting for 18.5 percent of population in Nigeria. A characteristic of the new Information Communication Technologies (ICTs) is the multifunction capacity. Although research about Facebook has grown exponentially along with the development and spread of ICTs, it still remains a comparatively small body of literature. Worldwide, a growing number of individuals are connected through Facebook and other social media platforms. Users access Facebook through related Information and Communication Technologies (ICTs), such as mobile phones, personal computers, Personal Digital Assistants (PDAs), tablets and other networked gadgets and electronic devices, which are themselves converging (Dutta, Dutton, & Law, 2011). The beginning of the 21st Century is marked by the rise of ubiquitous technology in everyday life. As more and more people are connected to Facebook, today's networked society makes it increasingly difficult to remain offline. As new products, such as the Apple iPad, Samsung Galaxy Tab, and Cisco Cius, entered the market, sales for the reinvented media tablet were forecasted to reach 19.5 million. Consequently, individual citizens are becoming more focused on the opportunities and risks electronic devices pose. Among these include the risk of indecent exposure, enculturation, pornography, and anti-social behaviors among others.

Gullu (2022) highlight the idea of the "Second Media Age", as propounded by Mark Poster in his book "The Second Media Age", which signal important changes in media theory. Three key assumptions of the second media age include: firstly, that the concept of "media" is loosened from primarily "mass" communication to a variety of media ranging from broad to personal in scope. Secondly, the concept evaluates new forms of media use ranging from individualised information and knowledge acquisition to interaction. Thirdly, the power of media comes back into focus including a renewed interest in characteristics of dissemination and broadcast media. The first media age was said to be characterized by "(a) centralized production (one to many); (b) one-way communication; (c) state control for the most part; (d) the reproduction of social stratification and inequality through media; (e) fragmented mass audiences; and (f) the shaping of social consciousness". The second media age is the social media which is opposite of the first media age. The second media age is described as being "(a) decentralized; (b) two-way; (c) beyond state control; (d) democratizing; (e) promoting individual consciousness; and (f) individually oriented."

Gutierrez; Mcdougald and Garcia (2020) further argue that Facebook is seen as an open, flexible, and dynamic information environment, which allows humans to develop a new orientation to knowledge and thus engage in a more interactive, community-based, democratic world of mutual sharing and empowerment. Facebook constitute this new platform through which teenagers interact. Facebook provides virtual meeting places that expand social worlds, creates new possibilities for knowledge, and provide for a sharing of perspectives worldwide. Facebook contains powers as well as limits. Examples include: provision of openness and flexibility of use, can lead to confusion and chaos. Facebook greatly widen choice. Diversity is one of the great values of social media, but can lead to division and separation. Facebook may also allow flexibility in how we use time but also create new time demands. Jacob (2021) said that Facebook is one of the most used social media channel in Nigeria. The author went further to state that Facebook is second in terms of rate of usage by Nigerians.

Facebook depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals (Stelzner, 2022).

Tomas (2022) states that Facebook provides platforms that users become content creators, not just content receivers. We encounter a great deal of information in our daily life, and one of the criteria we use to filter information is its credibility, or believability. Information credibility is defined as the extent to which one perceives information to be believable, and is a strong predictor of an information consumer's further action. Because large-scale collaborative creation is one of the main ways of forming information in the social network, the user-generated content is sometimes viewed with skepticism; readers do not consider it as a reliable source of information (Morse, 2024).

However, advertising messages on Facebook platforms suffers from a lack of professional gatekeepers to monitor content. It is not unusual to find that unverified or falsified advertising messages continue to flood on social media. In this situation, consumers are forced to look for new ways to evaluate the credible advertising messages.

The emphasis to improve the health of the citizens and as a major effort on achieving development is also unequivocally expressed by the United Nations in its Sustainable Development Goals (SDGs) set out in 2015 as mandated to all nations of the world with emphasis on developing nations to be achieved by 2030.

Figure 1: Graphic Representation of the SDGs
Source: www.un.org/sustainabledevelopmentgoal

All the 17 goals directly or indirectly are related to health but importantly 6 focuses on health issues as follows:

Table 1: *List of SDGs that Focus on Health*

No.	Goal
Goal 1	No Poverty
Goal 2	No Hunger
Goal 3	Good Health and Well-being
Goal 6	Clean Water and Sanitation
Goal 12	Responsible Consumption
Goal 13	Climate Action

Out of these six goals that focused on health goals 3, 6, 12 and 13 specifically focused on environmental/public health. The UN is making effort to achieve the above goals through SDGs especially at the developing countries. This shows that the effort to improve public health conditions of the citizenry are effort towards the development of the countries involved.

In addressing the issue of public health, World Health Organisation (WHO) and other international agencies have long realised that the role of social media especially Facebook cannot be relegated to the background. And this is why they see Facebook and other social media platforms as agents that not only facilitates health development but also sustains it. Facebook provides healthcare organisations with a wide range of benefits, including extensive reach, tailored advertising, cost effectiveness and real time communication. Facebook helps to boost patient involvement or engagement levels as well as contentment rates among patients.

Availability of Facebook gives a robust opportunity for people to know the importance of health messages. Mass media have serious and complex effects for policy makers and concerned authorities. Abakaliki residents require some level of education and information on importance of health messages through Facebook.

Statement of Research Problems

Social media messages influence people to take action. Health authorities use social media to offer pieces of advice to patients. Currently in Nigeria one of the social media channels used in promoting healthy living is Facebook. Manufacturers of health products use Facebook to cultivate consumer purchase behaviour. In Abakaliki City, one of the ways for measuring effectiveness of residents' new media skills today is the extent to which they have knowledge in the use of Information and Communication Technology (ICT), that is, the level of computer literacy and ability to access and surf social media of which Facebook is part of. Online health world have taken over the initiative and are taking advantage of numerous benefits of Facebook health messages and health organisations in Abakaliki are not left out. In Nigeria and parts of Africa, the diffusion of new digital technologies and their use are increasing by the day. In countries like Nigeria, Facebook health message is gaining ground. The focus of the study is on whether Facebook health messages influence Abakaliki residents to take health actions.

Research Questions

In order to give direction to the investigation, the following research questions were posed:
1. Do health organisations use Facebook in promoting public health?
2. To what extent do Abakaliki residents have knowledge of Facebook health messages?
3. What means do they use in getting Facebook health messages?
4. To what extent do Facebook health messages influence them to take health action?

Health Communication and the Concept of Risk

Most health communication campaigns involve risk, i.e. risks to people and societal risk. The concept of risk has been at the focus of contemporary thinking in recent years because of the salience and threat of health related issues, which have received extensive public and media attention. Paudel, Bastola and Lopchan (2020) argue that most traditional cultures did not have a concept of risk, that it is a concept associated with modern industrialized civilization, embodying ideas about controlling or conquering the future. People are forced to negotiate their lives around risks, and to rely increasingly on their own judgments about risks. Experts can assess the likelihood and magnitude of a given risk; however the public understanding of a given risk takes on meaning through our cultural practices.

WHO (2021) explains risk communication to be the exchange of sustained information, advice and opinions between experts and people facing the threats to health, economy and social wellbeing. WHO further states that risk communication is fundamental in ensuring a successful public health response and practice in health crises. Effective risk communication is also essential for improving public understanding of health threats. It influences the concerned authorities and stakeholders to make rightful decision on risk threat. Change agents in risk communication use Facebook as social media channel in mobilising community members to take positive actions in order to achieve the desired goal. Facebook is important tool that can be used in discussing health risk. People understanding of risk surrounding some health issues depends on the way

Facebook present them to the audience. For instance the way Facebook framed and presented Covid-19 pandemic in 2020 made the masses to understand it more. Risk communication is a key element in achieving sustainable public health in cities like Abakaliki.

Facebook and Health Messages
Facebook is a tool for promoting, improvement and sustenance of public health. Health messages are sent to the audience through Facebook. Health messages involving diverse topics published for consumption of targeted audiences. Such messages are frequently competing with factors, such as powerful social norms, and behaviours driven by addiction or habit. Facebook is fast becoming a primary resource for users looking for health information. Over 40 percent of respondents in a survey by National Research Corp rely on social media networking for health information, and nearly all of those people (94 percent) turn to Facebook. They are looking for healthy living ideas such as diet and exercise, to find health events, and to view health education videos from hospital, medical practices and other healthcare providers (Gandolf, 2024).

According to Adum, Ekwenchi, Agbasimelo and Ojabo (2019), social media platforms such as Facebook media are intensively employed in promoting health programmes. Concerned authorities such as WHO, Ministry of Health, Ministry of Environment, etc spend huge sum annually for salaries and composing of health messages that have been published on Facebook. Facebook is employed at all levels of health campaign in the hope that three effects might occur: knowledge of health messages, the changing of health attitudes and values and the establishment of new behaviour.

In today's digital care and digital age, individuals researching care and medical services are increasingly turning to online especially Facebook to find information about doctors, treatments, and preventive care. Haft (2024) says that with the advent of Facebook, the dynamics of communication have undergone a significant transformation, offering a new realm of possibilities for healthcare marketing. Health messages on Facebook has purpose. In understanding campaign, it is crucial to first recognize that a campaign is purposive. The specific outcomes can be extremely diverse ranging from individual level cognitive effects to societal or structural change. Health campaign on Facebook in a deliberate measure aimed at specific goals. With the efforts of the concerned authorities, Facebook campaigns are most likely to reduce unhealthy attitudes if their health messages are reinforced by other efforts. Reinforcing factors may include grassroots activities, and other media messages.

Davidson and Scholz (2020) observe that people do not usually want to change the attitudes and behaviour which they have held over the years, in achieving any health agenda, attitude and behaviour change is required. Family Health International (FHI, 2018) goes further to explain that Facebook campaign can be tailored into changing behaviour and attitude from negative to positive, in developing countries. According to Uzochukwu, Onyenekwe and Chinedu-Okeke (2020), one of the objectives of health communication is to use mass media such as Facebook to inform and influence individual and community decisions with the goal to improve and enrich personal and community behaviours and public health practices. Though Facebook has so many functions, everything boils down to affecting the behaviour of the receiver, whether communicating to educate, inform, entertain, socialise, mobilize, set-agenda, etc (Asema, Nkwam-Uwaoma and Tsegyu, 2017). This study seeks to know the level of exposure of Abakaliki residents to Facebook health messages.

Facebook performs key roles in the society which include sourcing for information, dissemination of information, articulation of opinions and issues and mass mobilization for health actions. These roles are essential in every society. People need right information about issues that concern good health. The freedom of Facebook to perform its dutiful role and the right of the public to have access to information cannot be toiled with. Facebook is necessary in creating public enlightenment or awareness and education on benefit of good health. Facebook play a central role in shaping our understanding of the natural world and the role of humans therein. FHI (2018) believes that Facebook facilitates positive change to the target audience in terms of improving their living conditions. This is possible when there is effective mobilisation aimed at creating favourable attitudes and behaviours among the target audience. In the same vein, Facebook could

be a potent force for public enlightenment and popular education. Facebook is also the terrain where diverse points of view are negotiated. Facebook, for example, is central arena for amplifying health issues and can influence the course of policy and attitudinal change. The cause of health problems and possibilities for addressing them depend on human perceptions, attitudes and behaviours, which are linked to values, preferences and beliefs about the world. Facebook is veritable tool for addressing any health issue.

Facebook has helped to promote health behaviour. Facebook can help individuals to understand the interaction between resources (natural) and the healthy environment. Greater knowledge of health principles, attitudes and theories of healthy environment is embedded in Facebook messages to enhance individual's ability to achieve good health. Facebook made effort to bring people to the knowledge of health problems around them; encourage them to desist from actions that are harmful to health and sensitise them to show greater commitment to activities aimed at safeguarding the environment. Facebook message is an integral part of health management because it is central to every human activity and as such, would be used in coordinating the resources for a 'synergistic' approach towards achieving healthy environment (FHI, 2018).

The place of Facebook in achieving good health goes beyond mere sharing of information, but as a way of influencing behaviour, beliefs, views, perceptions and attitude towards a positive change. The public holds Facebook in high esteem in terms of information and enlightenment. Facebook is powerful force to reckon with when influencing people on the proper health behaviour. Kalawa, Wok and Ahmed (2020) state that attitudes and predispositions are at work before and during exposure to mass media messages such as Facebook on achieving healthy living, and it in fact largely determine the communication, how the audience interpret the contents and the effect which the health message has upon the audience. Facebook messages can purposely be prepared to influence people to take proper health actions.

The Place of Facebook in Achieving Health Goals
There is no gainsaying the fact that Africa as a continent has been bedeviled with series of health challenges which both governments at all levels and international organizations have been trying to assist in improving the life of the citizens as well as achieving an environment free of disease. Ono, Chiaghana and Okunna (2020) are of the view that development in any society is an interface of varied but sensitive issues such as the economic growth of the nation, technological advancement, improved health care system, agricultural development, improved human and social values, better infrastructure, democracy and good political values, and standard education, among other issues.

However, WHO (2021) have identified Facebook and other social media platforms as important social agent in achieving public health agenda in any society. Facebook is powerful tool when it comes to serving the purpose of extending public health education. Facebook channel serve the society by gathering, writing and distributing health information to the audience. Facebook has the people as an audience and this made it a veritable tool in health communication. Consequently, Facebook being persuasive in the society play a central role in educating the public on public health issues such as healthy eating, eating more fruits and vegetables, limiting fats and sugars, doing regular exercise, etc. It has been observed over the years that Facebook has a greater role to play particularly in educating the public on the causes, effects and prevention of diseases which constitute issues in the public health system (FHI, 2018). According to WHO (2021) in addressing issues of public health in general, it has long been realized that the place of mass media channels (of which Facebook is among) cannot be overemphasized. This has equally led to a relatively new area of study in mass communication – HEALTH COMMUNICATION.

Facebook messages can reach far and wide audience as a complementary effort of health workers, health scientists, health agencies/parastatals and international organizations such as WHO, UNICEF, World Bank, AFDB, UNEA and so on in combating health challenges. Facebook spurs social mobilization, social orientation and behaviour change among Abakaliki residents towards achieving health goals.

Theoretical Framework

A good number of theories have been used in the campaign traversing the domain of media and behaviour change towards public health issues. In order to achieve the objective of the research, the study is anchored on Precede Model.

The Precede model was developed by Lawrence Green in 1974. The model proposes that there are health factors responsible for behaviour change during the communication process. The aim of the model is in disseminating messages with the goal of deterring people from one health risk activity or the other which they embark on. This model can be used as a pattern to evaluate or influence individual behavioural change. Batta (2010) is of the view that the aim of Health Communication is to create and disseminate messages which goal is to encourage healthy practices and also encourage people to alter their behaviour such as: to stop smoking, reduce alcohol intake, engage in regular physical exercise, use condoms, space children, stop over-speeding, use crash helmets and seat belts, stop environmental pollution, etc.

There are certain factors that contribute to behaviour change in health communication. According to Batta (2010), factors that contribute to behavior changes in this model are:

- **Predisposing factors**: Before one is exposed to messages that influence them there are already existing values, behaviours, beliefs, knowledge and attitudes which the person had. Such existing values, attitudes, etc are called predisposing factors in health communication.
- **Enabling factors**: These are the structures of the environment or community and individual situations that facilitate or present obstacles to change.
- **Reinforcing factors**: "These include both positive and negative effects of adopting the behavior, including social support, that influence continuation of behaviour. The import of these factors is that when designing health communication messages, individuals should be regarded on the basis of the context of their community and social setting" (Batta, 2010 p. 197).
- United States Centers for Disease Control and Prevention (USCDCP) (2007) maintains that no matter the criticism or weakness of the Precede Model that it is appropriate in communicating health implication of some actions to the audience because it will make them to accept the recommended health action which they perceived as beneficial. In area of pollution it will make the audience to dispose wastes at the appropriate places.

United States Centers for Disease Control and Prevention (USCDCP) (2007) maintains that the Precede model is appropriate in communicating health implication of some actions to the audience because it will make them to accept the recommended health action which they perceived as beneficial. The relevance of Precede model to this study is that if Abakaliki residents get information about health dangers through Facebook they will desist from any practice that will constitute health danger to their environment. Such will result to sustainable healthy environment.

Methodology

This study was designed as a survey with questionnaire as instrument of data collection. The geographical area of this study was Abakaliki, Ebonyi State, Nigeria. Theoretically, the population for this study comprised all the Abakaliki residents. According to Metro Area Population Review (2022), the population of Abakaliki City is six hundred and sixty-two thousand (662,000). Abakaliki is the city where Federal Medical Centre (FMC) is located. Since the site of FMC is located in Abakaliki means that Abakaliki residents are likely to be visiting hospital for treatment. A sample of 384 was drawn from a study population of 662,000. This sample size was determined for this study by looking at the guideline in determining the adequacy of a sample size as worked out by Philip Meyer (1973).

Table 2**:** *Populations and Sample Sizes as Determined by Meyer (1973)*

S/N	Population Size	Sample Size

1.	Infinity	384
2.	500,000	384
3.	100,000	383
4.	50,000	381
5.	10,000	370
6.	5,000	357
7.	3,000	341
8.	2,000	322
9	1,000	278

From the calculations of Meyer (1973) in Table 2, the suggestion is that a sample of 384
would do for a population of 662,000. So a sample of 384 respondents was selected for the study. Valid
copies of questionnaire used was 372. The city of Abakaliki was purposely selected because the researchers
usually visited the city, the city has a lot of government establishments, tertiary institutions, corporate offices,
markets and hospitals which resulted to higher population. Thus, there was the possibility of getting a good
number of respondents with different perception about Facebook health messages.

Results
Table 3: *Respondents Access to Facebook*

Variables	Frequency	Percent
Yes	288	77.4
No	84	22.6
Total	372	100

From the above table majority of the respondents (77.4%, N= 288) have access to Facebook. Respondents
that said they do not have access to Facebook resulted to 22.6% (N= 84). Why majority of the respondents
have access to Facebook might be as a result of prevalence of internet-enabled devices.

Table 4: *Respondents Receive Facebook Health Messages from Health Organisations*

Variables	Frequency	Percent
Yes	310	83.3
No	62	16.7
Total	372	100

Table 4 shows that almost all (83.3%, N= 310) the respondents said they received Facebook health
messages from health organisations. Then 16.7% (N= 62) said they have not.

Table 5: *Respondents Understanding of Facebook Health Messages*

Variables	Frequency	Percent
True	324	87.1
False	48	12.9
Total	372	100

The above table showed that greater percentage (87.1%, N= 328) of the respondents said they understood
what Facebook health message is all about, 12.9% (N= 48) said they did not.

Table 6: *Respondents Means of Receiving Facebook Health Messages*

Variables	Frequency	Percent
Cyber café	5	1.3
Desktop Computer	8	2.1
Laptop	51	13.7
Smartphone	308	82.7

Total	372	100

Majority of the respondents (82.7%, N= 308) said they received Facebook health messages through Smartphone. This was followed by those who said they received it through laptop which amounted to 13.7% (N= 51), those who access with desktop computer has 2.1% (N= 8) while respondents that access through cyber café has the least percentage 1.3% (N= 5).

Table 7: *Respondents Facebook Health Messages Influence to take Health Actions*

Variables	Frequency	Percent
Strongly agree	226	60.7
Agree	105	28.2
Strongly disagree	15	4
Disagree	20	5.3
Can't say	6	1.6
Total	372	100

As shown in Table 7 Strongly agree has the highest percentage of 60.7% (N= 226). This was followed by Agree which recorded 28.2 (N= 105). The three other variables are insignificant with: Strongly disagree (4%, N= 15); Disagree (5.3%, N= 20) and Can't say has 1.6% (N= 6). The table showed that Facebook health messages influence the respondents to take health actions.

Discussion of Findings
The data analysed in this study were obtained from 372 residents in the city of Abakaliki. The overall results offer a wide range of conclusions. The key research question asked was to know if health organisations use Facebook to promote public health. Findings in table 4 led to conclusion that majority (83.3%, N= 310) of the respondents in Abakaliki said they received Facebook health messages from health organisations. Only 16.7% (N= 62) said they have not. The finding is in line with Adum, Ekwenchi, Agbasimelo and Ojabo (2019) which reveals that concerned health authorities use new media (of which Facebook is among) to promote public health. On the extent of knowledge of Abakaliki residents about Facebook health messages, information in table
5 showed that greater percentage (87.1%, N= 328) of the respondents said they understood what Facebook health message is all about, 12.9% (N= 48) said they did not. On the channel for receiving Facebook health messages, results in table 7 showed majority of the respondents (82.7%, N= 308) saying they received Facebook health messages through Smartphone. This corroborate with Jiang, Fan and Klemes (2020) which states that smartphone is now pervasive for receiving information. If Facebook health messages influence them to take health action, data in table 7 showed that highest percentage of 60.7% (N= 226) Strongly agreed that Facebook health messages influence them to take health actions.

By and large, all these other findings constitute adjunct conclusions to the key conclusion which holds that health organisations use Facebook in promoting public health; respondents studied have knowledge of Facebook health messages; smartphone is the channel majority of them use to receive Facebook health messages; Facebook health messages influence them to take actions.

Conclusion
The advent of social media has brought a shift from newspaper, magazine, radio and television to Facebook. Many citizens are ignorant of the strength of Facebook over other social media channels. This study used survey questions to establish whether citizens use Facebook to receive health messages and the means they use to access Facebook health messages. The study recorded positive results as it arrived at interesting findings that: Abakaliki City residents have access to Facebook; health organisations use Facebook to promote health messages; smartphone is the major means they use to access Facebook; Facebook health messages influence them to take health actions.

Recommendations
The paper made the following recommendations:

i.   National Communications Commission (NCC) and health agencies should always regulate health messages on Facebook.

ii.   Health agencies/parastatals should embrace Facebook as relevant tool for promotion of public health because it is the global practice.

iii.   The importance of Facebook in promoting public health should be included in the Physical and Health Education curriculum at secondary school level.

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