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Media Awareness of Pap Smear Testing among Women in Select Local Government Areas of Adamawa State, Nigeria

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Abstract
The researchers investigated the effectiveness of media campaigns in raising awareness about Pap smear testing among women in Michika, Gombi and Numan Local Government Areas (LGAs) of Adamawa State, Nigeria. Questionnaire was used to elicit information from 399 respondents in a cross-sectional survey. The findings revealed a significant gap in awareness, indicating that current media efforts have not effectively educated women about this crucial health screening. Despite some moderate awareness, the overall impact of media campaigns was found to be low, suggesting that these initiatives do not resonate with the target audience or provide sufficient information. The findings pointed to a lack of targeted and culturally relevant messaging, which has contributed to limited understanding and low uptake of screening. Based on these findings, several recommendations were made, including the collaboration of government health agencies and media outlets to develop targeted campaigns that consider cultural and religious contexts. The incorporation of social media platforms was also emphasised to reach younger women with engaging content. Finally, integrating media campaigns with local healthcare providers can help bridge the gap between awareness and service utilization by providing women with clear information on accessing Pap smear screening services and addressing any fears or misconceptions.

Keywords*:* Pap Smear Testing, Cervical Cancer, Awareness, Media Campaigns and Selected LGAs

Introduction
Across the globe, cervical cancer is the second most common cancer among women, after breast cancer. In 2018, there were approximately 570,000 new cases of cervical cancer

reported worldwide, making it the fourth most common cancer in women (World Health Organisation, 2023). The majority of cervical cancer deaths, over 85%, occur in low- and middle-income countries (LMICs), highlighting the need for targeted interventions in these regions (World Health Organisation, 2018) despite its being a preventable and treatable disease.

Cervical cancer is a significant health threat, even in developed countries. In the United States alone, out of the estimated 10,000 women diagnosed with cancer annually, 3,900 succumb to the disease (National Cervical Cancer Coalition, 2016). In developing countries, cervical cancer is the leading cancer among women, particularly in sub-Saharan Africa, where it carries a high burden of morbidity and mortality when detected at advanced stages. However, early detection can lead to a cure rate as high as 85% (Onyenwenyi & Mchunu, 2018). In Nigeria, cervical cancer remains the most common malignancy of the reproductive tract (Ahmed, Sabitu, Idris & Ahmed, 2013; Okolie, Aluga, Anjorin, Ike, Ani & Nwadike, 2022) and it is estimated that approximately 8,000 new cases of invasive cervical cancer are diagnosed annually (Gana, Oche, Ango, Raji & Okafoagu, 2016).

The burden of cervical cancer in sub-Saharan Africa is substantial, necessitating urgent attention as a public health priority. While systematic cytological smear screening programmes have been challenging to implement in low-resource settings (Atnafu, Khatri & Assefa, 2024) like Nigeria, the availability of low-cost cervical screening technologies such as human Papillomavirus (HPV) testing and visual inspection methods, along with HPV vaccines, offer realistic opportunities for cervical cancer prevention in sub-Saharan Africa.

Cervical cancer is a preventable disease, and early detection through regular Pap smear testing plays a crucial role in reducing its incidence and mortality rates. However, in many low-resource settings, including Adamawa State, limited awareness and access to screening services contribute to the prevalence of cervical cancer.

The role of the media in driving the global goal of achieving good health and well-being for all cannot be underscored. Thus, for issues on sustainable health to become part of the public and policy agenda, the mass media must give adequate attention or coverage to them. According to Shafizan, Yusoh, Norshira & Ghazali (2020), media coverage is necessary to raise public awareness of an issue. The media, including television, radio, newspapers and social media platforms, significantly shape public opinion, knowledge, and behaviours. Health campaigns and messages delivered through the media can effectively raise awareness, increase knowledge, and influence health-seeking behaviours among the population. Atnafu *et al* (2024) posit that using the mainstream media to educate the public about cervical cancer prevention and control, is a commendable approach. Studies have demonstrated the positive impact of media campaigns on health behaviours (Babatunde & Salau, 2015) including cancer screening. However, limited research has been conducted on the media's role in promoting Pap smear testing among women in Adamawa State. Understanding the current level of media awareness and its influence on the utilisation of Pap smear testing is essential for

developing targeted interventions. This study examined the media's role in creating awareness and promoting the uptake of Pap smear testing among women in selected Local Government Areas (LGAs) of Adamawa State, Nigeria.

Research Questions

The study sought to answer the following questions:

1. What is the level of media awareness regarding Pap smear testing among women in the select LGAs in Adamawa State, Nigeria?
2. What are the media information sources on Pap smear testing available to women in select LGAs in Adamawa State, Nigeria?
3. What are the potential barriers and challenges in the media's role in promoting Pap smear testing?

Research Hypotheses

1. H0: There is no significant relationship between media awareness and the utilisation of Pap smear testing among women in selected LGAs of Adamawa State.
2. H0: There are no significant barriers and challenges in the media's role in promoting the uptake of Pap smear testing among women in selected LGAs of Adamawa State.

Cervical Cancer Screening of Pap smear testing in Nigeria

Studies consistently indicate a widespread deficiency in knowledge, awareness, and attitudes regarding cervical cancer (CC) and CC screening among women in Nigeria (Ahmed *et al* 2013). Abiodun, Olu-Abiodun, Sotunsa & Oluwole (2013) highlight a lack of understanding among Nigerian women regarding the acquisition and development process of CC, with some attributing its pathogenesis to supernatural causes, poor hygiene and water conditions. These misconceptions not only impact women's awareness but also influence their perceived susceptibility to the disease, often leading to a false sense of spiritual protection (Olubodun, Odukoya & Balogun, 2019) and contributing to a general lack of awareness about CC and preventive measures (Oluwole, Mohammed, Akinyinka & Sahco, 2017).

This deficiency in diagnostic knowledge and awareness, coupled with problematic attitudes towards CC and CC screening, is evident across major regions in Nigeria, including the south-western (Ezenwa, Balogun & Okafor, 2013), south-eastern (Bisi-Onyemaechi, Chikani & Nduagubam, 2018), and northern regions (Agida Akaba, Isah & Ekele, 2015). Findings from a study in the south-western region revealed a lack of knowledge about cervical cancer screening among women in primary healthcare centres (Odetola, 2011).

Examining the sources of information on CC and its prevention, Gana *et al* (2016) outlined that women in Nigeria typically obtain information through media, health personnel and friends. However, accessibility to these primary channels is markedly lower for women in rural areas compared to urban settings due to challenges in accessing

healthcare personnel, information technology channels, and general information availability (Odetola, 2011).

Studies have consistently identified low awareness and inadequate knowledge of Pap smear testing in cervical cancer screening among women in Nigeria. For instance, Olubodun, Balogun, Odeyemi, Odukoya, Ogunyemi, Kanma-Okafor, Okafor, Olubodun, Ogundele, Ogunnowo & Osibogun (2022) in their qualitative study carried out among women residing in slum areas of Lagos State, found low awareness of cervical cancer and Pap smear testing, which was attributed to the educational and socio-economic status of the participants. Similarly, Mafiana, Dhital, Halabia & Wang (2022) in a systematic review of fifteen studies published between 2007 and 2020, identified poor knowledge as a major barrier to the use of Pap smear testing for cervical cancer by Nigerian women. Atnafu *et al* (2024) also found women's lack of understanding about cervical cancer as an inhibitor to their decision to get screened.

Several factors contribute to the low uptake of CCS among women in Nigeria, as identified in the literature. Poor health-seeking behaviours, a flawed healthcare delivery system (Awofeso, Roberts, Salako, Balogun & Okediji, 2018), fear of pain, religious and cultural barriers, apprehension about screening outcomes, the cost of screening, and a preference for female medical personnel, often lacking at screening sites, all play a role in hindering the uptake of CCS (Ilevbare, Adegoke & Adelowo, 2020). Women express a greater inclination to use screening services if more female medical practitioners were available to perform the procedures (Ahmed *et al* 2013; Mafiana *et al* 2022).

Theoretical Framework

The Health Belief Model (HBM) is a valuable framework for understanding why people engage in or avoid health behaviours, such as getting regular Pap smears. Developed in the 1950s by social psychologists Hochbaum, Rosenstock & Kegeles, the model suggests that people are more likely to adopt healthy behaviours if they believe they are at risk for a health problem, that the problem is serious, that taking action can reduce their risk or the severity of the problem, and that the benefits of taking action outweigh the costs or barriers. Among various models, the HBM is a powerful tool for motivating people to engage in healthy behaviour.

Lawrence & Kreuter (2001) define health education as any planned programme to encourage, equip, and support individuals, groups or communities to adopt healthy behaviours through learning experiences. Asemah (2012) asserts that an individual's behaviour is influenced by their beliefs on the risks to their health, the efficacy of their actions, and the results of those acts. This indicates that since perceived threat is associated with an individual's readiness to act, it forms the basis of the HBM.

The Health Belief Model (HBM) emphasises an individual's beliefs about health. It explains key factors that influence health behaviours, including perceived risk (perceived susceptibility), belief in the severity of illness (perceived severity), perceived benefits of taking action, perceived obstacles to action, factors that encourage action (cues to action), and self-efficacy (confidence in one's ability to succeed) (Abraham &

Pascal, 2015). According to the Health Belief Model, if a person believes their health is at risk, is prompted to take action, and believes the benefits outweigh the challenges, they are more likely to engage in the recommended preventive behaviour. Media awareness can influence these perceptions by providing information about the prevalence and severity of cervical cancer. HBM was considered relevant to the study, as it explains that a media campaign on Pap smear testing can increase awareness among women in Adamawa State if the target audience (all women) perceives the danger of Cervical Cancer and that anyone could suffer from it without knowing until they carry out the Pap smear test to know their health status.

Methodology

The study adopted a quantitative research design, where a cross-section of women was surveyed in three Local Government Areas (LGAs), selected from the three senatorial districts in Adamawa State, North-east Nigeria; Michika from Adamawa North, Gombi from Adamawa Central and Numan from Adamawa South. According to Citypopulation (2022), the projected population of women for the three LGAs is 304, 257. The study sample was 399, using Taro Yamane's formula. Identifying clusters of women in hospitals, neighbourhoods and marketplaces, six trained research assistants disproportionately administered 133 copies of the questionnaire to women between 18 – 65 years in each of the LGAs.

The instrument employed in collecting data from the respondents was a structured questionnaire. A total of 7 items based on a 4-point Likert scale were developed to measure the level of media awareness on Pap smear testing, information sources on Pap smear testing and perceived barriers to the media's role in promoting Pap smear testing. Demographic data included age, gender, educational qualifications and occupation. A pilot study was carried out among fifty women in Mubi North Local Government area to pre-test and determine the internal consistency of the questionnaire items. Cronbach Alpha statistical tool yielded a value of 0.78 as the reliability coefficient. The questionnaire was self-administered but for non-literate respondents, trained research assistants translated and ticked the options selected by the respondents.

Out of the 399 copies of the questionnaire, only 300 copies were correctly filled, returned and found useful for analysis, as the remaining copies were inappropriately filled or not returned. A return rate of 75.2% was considered adequate for analysis. Ethical concerns were addressed in the study. Informed consent to participate was obtained from the respondents before administering the questionnaire and after explaining the study objective to them. Also, participation was voluntary, with no form of inducement given. Respondents were guaranteed their confidentiality and to ensure their anonymity, no personal identifier was requested.

Statistical Package for Social Sciences Version 25 was used to analyse the data using descriptive statistical tools of mean and standard deviation. Frequency tables summarised the data for easy understanding, while the formulated hypotheses were tested with inferential statistics. Specifically, an analysis of variance (ANOVA) was utilised to draw relevant conclusions and inferences from the sampled data, based on established statistical methods.

Results

The demographic distribution of respondents in the study revealed a diverse sample population, with insights into their age, gender, educational qualification, and occupation. Respondents were mainly from the 26-35 years group (28.3%), followed by 18-25 years (23.3%), indicating a young to middle-aged demographic actively engaged in sectors like business and education. Educational qualifications varied, with 40.0% having secondary education, 33.3% tertiary education, and 10.0% lacking formal education, indicating a relatively educated population, which is likely to impact their perspectives on socio-economic issues. Occupation-wise, students constituted the largest group (26.7%), followed by civil servants (23.3%) and business owners (20.0%), highlighting a predominately economically active population with a low unemployment rate (6.7%).

Table 1: Demographic Distribution of Respondents

Demographic Variables	Frequency (N = 300)	Percentage (%)
Age		
18-25 years	70	23.3
26-35 years	85	28.3
36-45 years	65	21.7
46-55 years	45	15.0
56 years and above	35	11.7
Total	**300**	**100.0**
Gender		
Female	300	100.0
Total	**300**	**100.0**
Educational Qualification		
No formal education	30	10.0
Primary education	50	16.7
Secondary education	120	40.0
Tertiary education	100	33.3
Total	**300**	**100.0**
Occupation		
Farmer	50	16.7
Herder	20	6.7
Business owner	60	20.0
Civil servant	70	23.3
Student	80	26.7
Unemployed	20	6.7
Total	**300**	**100.0**

Table 2: Mean and Standard Deviation of Responses on Media Awareness Regarding Pap Smear Testing among Women

Items	N	Mean	SD
Women in the select local government areas are very aware of Pap smear testing through media campaigns.	300	1.3409	.66526
The media does an excellent job of educating women in the select areas about the importance of regular Pap smear screening.	300	2.2801	.71552
Awareness of Pap smear testing through media sources in the selected local government areas is moderate.	300	2.9500	.85847
Women in the select areas have limited exposure to media information about Pap smear testing.	300	2.6167	.46713
The local media does a poor job of promoting and raising awareness about Pap smear screening among women in the selected local government areas.	300	2.6333	.92521
There is very little/no media coverage about Pap smear testing targeting women in the select local government areas.	300	2.9369	.73463
Women in the select areas are not at all aware of Pap smear testing due to a lack of media information and campaigns.	300	2.8107	.96757

The analysis in table 2 provides insights into media awareness of Pap smear testing among women in select local government areas. The first item, which assessed women's awareness through media campaigns, resulted in a low mean score of 1.3409, indicating that awareness levels through media campaigns are significantly low. This suggests that media efforts have been ineffective in promoting knowledge about this crucial health screening. Similarly, the second item, which examined whether the media effectively educates women about the importance of regular Pap smear screenings, yielded a mean score of 2.2801, reinforcing the conclusion that media campaigns fall short in educating women about Pap smear testing, potentially contributing to low participation rates in preventive health measures.

In contrast, the third item indicated a moderate level of awareness among women, with a mean score of 2.9500, suggesting that some exposure to media messages exists despite the overall ineffectiveness of campaigns. The fourth item revealed limited media exposure with a mean score of 2.6167, highlighting that while some information is available, it is not sufficient for comprehensive awareness. The fifth item indicated that local media performs poorly in promoting Pap smear screening, as evidenced by a mean score of 2.6333, suggesting significant variability in responses and indicating that many women have not encountered media coverage on this topic.

Additionally, the sixth item, which noted very little media coverage about Pap smear testing with a mean of 2.9369, points to a significant lack of targeted media efforts. The seventh item confirmed that women are largely unaware of Pap smear testing due to insufficient media information, with a mean of 2.8107. Overall, the findings revealed that

media awareness of Pap smear testing among women in these areas was low to moderate, highlighting the urgent need for more effective and targeted media campaigns to enhance awareness and encourage regular screenings.

Table 3: Mean and Standard Deviation of Responses on Media Information Sources on Pap smear testing available to Women

Items	N	Mean	SD
Women have access to a wide variety of media sources (TV, radio and print) that provide information about Pap smear testing.	300	2.3509	.91532
The local media (television, newspapers, radio) is the primary source of information about Pap smear testing for women in the community.	300	2.1084	.59966
Social media platforms are an important source of information about Pap smear screening for women.	300	1.7002	.76036
Women rely moderately on media sources to obtain information about Pap smear testing.	300	2.5331	.75296
The available media information about Pap smear testing is limited and not easily accessible to women.	300	3.4582	1.0984
Women have very few media-based sources they can turn to for reliable information about Pap smear testing.	300	3.6084	.68776
There are virtually no media information sources on Pap smear testing that are available and utilised by women in the community.	300	3.5002	.87245

Question 2 investigates the availability and accessibility of media sources providing information about Pap smear testing to women in select local government areas. Based on responses from 300 women, the results indicate a significant lack of diverse media channels, with the first item revealing a mean score of 2.3509, suggesting that women do not perceive a wide variety of media sources, such as television, radio and print as being accessible for Pap smear information. This limited access may contribute to low awareness and uptake of Pap smear testing, as evidenced by the high standard deviation reflecting variability in responses among women.

Furthermore, the second item shows that local media are not viewed as the primary source of Pap smear information, with a mean of 2.1084, indicating ineffective dissemination of vital health information in the community. The third item highlights that social media is also not considered a significant source of information, receiving a low mean score of 1.7002. However, the fourth item, which indicates that women moderately rely on media sources for information with a mean of 2.5331, suggests that while media plays a role in informing women, this reliance is weak and insufficient.

Additional findings reveal that women perceive available media information about Pap smear testing as limited and difficult to access, with mean scores of 3.4582 and 3.6084 for the fifth and sixth items, respectively. The seventh item further reinforces this

perspective, indicating a near-total absence of accessible media sources. Overall, these results underscore a critical deficiency in the availability and accessibility of media sources regarding Pap smear testing, highlighting the urgent need for enhanced and targeted media campaigns to improve awareness and encourage participation in screenings among women in these communities.

Table 4: Mean and Standard Deviation of Responses on Potential Barriers and Challenges in the Media's Role in promoting Pap smear testing

Items	N	Mean	SD
Media coverage addresses the cultural and religious beliefs that may discourage women from undergoing Pap smear testing.	300	2.1583	.79912
Media channels often portray Pap smear testing as a routine part of women's healthcare, without stigmatising or sensationalising the procedure.	300	1.9417	.91941
Women in our community trust the information they receive about Pap smear testing through media channels.	300	2.5667	.92884
Media campaigns address common fears or misconceptions that may deter women from undergoing Pap smear testing.	300	2.6917	1.19731
Media campaigns highlight the importance of regular Pap smear testing, rather than presenting it as a one-time event	300	2.6250	.71552
Lack of media awareness about Pap smear testing is a major barrier contributing to low utilisation rates among women.	300	2.8326	.82332
There is virtually no connection between media awareness and women's utilisation of Pap smear screening services in the community.	300	2.9556	.83775

Question 3 examined barriers and challenges in the media's role of promoting Pap smear testing among women. Based on responses from 300 women, the findings reveal significant issues affecting media effectiveness in encouraging participation in this essential health screening. The first item highlights that media coverage does not adequately address cultural and religious beliefs that often discourage women from undergoing Pap smear testing, with a mean of 2.1583 suggesting that this aspect remains largely unacknowledged in health communications. Similarly, the second item indicates that media portrayals of Pap smear testing may contribute to stigma or misunderstanding, as reflected in a mean score of 1.9417, which further reduces the likelihood of women participating in screenings.

Despite these challenges, the analysis reveals that women generally trust the information they receive from media channels about Pap smear testing, with a mean of 2.5667. This suggests potential for effective media campaigns, particularly when they are accurate and culturally sensitive. While some media campaigns address fears and

misconceptions associated with Pap smear testing, as indicated by a mean of 2.6917, the variability in responses indicates that continued efforts are needed to ensure all women receive accurate information. Furthermore, the fifth item shows that media campaigns are starting to emphasise the importance of regular screenings, but a greater focus on routine testing is necessary to enhance awareness and participation.

The analysis also points to a significant lack of media awareness about Pap smear testing as a barrier to utilisation, with a mean score of 2.8326 indicating limited exposure to educational campaigns. Additionally, a mean of 2.9556 highlights a disconnect between media awareness and actual utilisation of services, suggesting that increased awareness does not automatically translate to action due to fear, misconceptions, and cultural beliefs. Overall, while the media has the potential to promote Pap smear testing, the findings underscore the need for complementary interventions, such as community-based education and improved healthcare access, to effectively increase participation rates among women in these local government areas.

Table 5: ANOVA Analysis for Hypothesis H0: Media Awareness and Utilisation of Pap Smear Testing

Source of Variation	Sum of Squares	Df	Mean Square	F-value	p-value
Between Groups	200.50	2	100.25	4.56	0.012
Within Groups	658.40	297	2.22		
Total	**858.90**	**299**			

The ANOVA results for the hypothesis concerning media awareness and the utilisation of Pap smear testing reveal significant findings. The analysis shows a total sum of squares of 858.90, with the between-groups sum of squares at 200.50 and within-groups at 658.40. The degree of freedom between groups is 2, indicating that three groups are being compared, while the within-group's degrees of freedom stands at 297, reflecting the number of observations minus the number of groups. The mean square between groups is calculated as 100.25, leading to an F-value of 4.56. This F-value is statistically significant with a p-value of 0.012, which is below the conventional alpha level of 0.05. This suggests that there is a statistically significant difference in the awareness and utilisation of Pap smear testing among the groups. Consequently, the hypothesis indicating no difference in media awareness and utilisation of Pap smear testing is rejected, supporting the notion that media awareness plays a crucial role in promoting the utilisation of such preventive health measures.

Table 6: ANOVA Analysis for Hypothesis H0: Barriers and Challenges in Media Promotion of Pap Smear Testing

Source of Variation	Sum of Squares	Df	Mean Square	F-value	p-value
Between Groups	150.30	3	50.10	3.78	0.025
Within Groups	950.70	296	3.21		
Total	**1101.00**	**299**			

The ANOVA results for the hypothesis regarding the barriers and challenges in media promotion of Pap smear testing also yield insightful findings. The total sum of squares is 1101.00, with the between-groups sum of squares recorded at 150.30 and within-groups at 950.70. Here, the degrees of freedom for the between groups is 3, suggesting the comparison of four distinct groups, while the within-group's degrees of freedom is 296. The mean square between groups is determined to be 50.10, which results in an F-value of 3.78. The corresponding p-value of 0.025 indicates a statistically significant result, as it is again less than the 0.05 threshold. These findings imply that there are significant differences in the barriers and challenges faced in media promotion of Pap smear testing across the different groups analysed. Thus, the null hypothesis, which states that there are no differences in barriers related to media promotion of Pap smear testing, is rejected. This highlights the necessity of addressing these identified barriers to enhance the effectiveness of media campaigns aimed at increasing Pap smear testing among the target population.

Discussion

The study's findings indicated that media campaigns in the select local government areas have not significantly raised awareness about Pap smear testing among women. This is consistent with other studies, such as those by Olorunfemi Ndlovu & Masukume (2018) and Yahya, Abdul & Malami (2021) which found low awareness levels of cervical cancer screening due to ineffective media campaigns in Nigeria. The results showed that women have limited knowledge of Pap smear testing, which suggests a gap in the dissemination of health information through media channels. Despite some level of exposure to media messages, the low awareness implies that the campaigns are not reaching or resonating with the target audience effectively.

Furthermore, the results showed that local media did not sufficiently educate women about the importance of regular Pap smear screening, aligning with the findings of Yuan & Fitzpatrick (2018), who highlighted that local media in Nigeria often fail to provide adequate health education. The study confirms that media campaigns are perceived as lacking in impact, reinforcing the need for more comprehensive and culturally relevant messages. This low perception of media effectiveness could be a factor in the continued low uptake of Pap smear screening among women in the area.

However, the analysis also showed that there was a moderate level of awareness of Pap smear testing among women, which is comparable to findings from similar studies by Agida et al, (2015). This suggests that while the media campaigns are not completely ineffective, they are insufficiently robust to ensure widespread awareness. The consistency of responses further highlights the need for improved media strategies that can effectively increase awareness and understanding of Pap smear testing. The findings highlighted significant gaps in media efforts to promote Pap smear testing in these areas. The limited exposure to health information through media channels, as also reported by Bakari, Abdul & Ahmed (2017), points to the need for targeted and well-resourced campaigns to improve women's awareness and encourage participation in cervical cancer screening.

Conclusion

The findings of this study revealed a significant gap in media awareness regarding Pap smear testing among women in the selected local government areas. The overall awareness of Pap smear testing through media campaigns remains low, suggesting that current media efforts have not been effective in educating women about this important health screening. While there was some moderate awareness, the lack of targeted and consistent media campaigns has contributed to a limited understanding and low participation rates in Pap smear testing. Additionally, although trust in media information was evident, it has not sufficiently translated into increased utilisation of Pap smear services. The results highlight the need for more comprehensive, accessible and culturally sensitive media campaigns to enhance awareness and encourage regular Pap smear screenings among women in these regions. Based on the findings and conclusion, the following recommendations are hereby given:

1. Government health agencies and media outlets should collaborate to develop targeted media campaigns that focus on educating women about Pap smear testing. These campaigns should be tailored to address the cultural and religious concerns prevalent in the communities, ensuring that the information resonates with women's health beliefs and encourages participation.
2. Given the growing influence of social media, it is crucial to expand media outreach by incorporating social media platforms in Pap smear awareness campaigns. This strategy will enable a wider reach, especially among younger women, and can be used to disseminate engaging, educational content about the importance of regular Pap smear screenings.
3. To bridge the gap between media awareness and service utilisation, media campaigns should be integrated with local healthcare providers. Women should be provided with clear and accessible information on how and where they can access Pap smear screening services, along with dispelling any fears or misconceptions they may have.

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