

Social marketing programs and content analysis of Ivorian online newspaper reporting on breast cancer awareness

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Abstract

This article highlights the examination of the true gravity of numerous other malignancies. A public health concern is cancer, especially breast cancer as the most prevalent type in women. The content analysis of online newspapers covering breast cancer prevention with social marketing initiatives among Cote d'Ivoire's vulnerable population was reviewed in this study purposely to educate and guide the public on the value of early detection. Using a 123-item survey, 307 people from 5 Abidjan municipalities provided the data. To analyze the data, the nonparametric Kruskal-Wallis Test was used. $\chi^2 = 17.005, 6.685, \text{ and } 11.528, df = 4, p < .05$ indicated that social marketing initiatives had an impact on the goods and services.

Keywords: social marketing; health behavior change; content analysis; cancer prevention

1. Introduction

One serious issue in public health is cancer, a non-communicable disease. As released by the World Health Organisation (WHO), the number of cancer patients will have doubled between the current and 20-year timeframes. More than 11 million people lost their lives to cancer in 2020 (Khuhaprema et al., 2012). Globally, breast cancer is the most frequent cancer in women, accounting for approximately 16% of all female cancers. Kouame et al. (2012) stated that breast cancer is one of the cancer types that can be prevented and treated. This is a complicated illness with numerous risk factors. Cancerous lesions that have a dreadful prognosis in developed countries can be diagnosed sooner thanks to screening using imaging and needle biopsy. The incidence rates in underdeveloped nations are found low, but they are gradually increasing and potential to be a public health issue. Because most of these nations lack suitable policies, the outlook is dire (Kouame et al., 2012).

As the most prevalent cancer among women and the primary cause of cancer-related deaths among women in Côte d'Ivoire, Tchounga, Jaquet, Coffie, Horo, Sauvaget, Adoubi, and Ekouevi (2014) contended that midwives in the country must be well-versed in and practice cervical cancer prevention knowledge and attitudes. Furthermore, low-resource nations can now avoid this malignancy with the HPV vaccine and reasonably priced screening tests. Abidjan claimed that online publications featured articles about health awareness and breast cancer prevention (Richard, 2020). In Cote d'Ivoire, for

example, cancer ranks as the 19th most lethal disease; in 2018, over a million new cases were reported, and initially alarmed by this free screening initiative in the Abidjan municipalities. In Côte d'Ivoire, out of 2,248 new cases identified annually, 1223 women died. Because of this concerning circumstance, Echo Médias started the "My Breasts Without Cancer" free screening campaign to educate and raise public awareness of the value of early detection.

The International Agency for Research on Cancer (IARC) WHO reported on the risks of cancer-related to the consumption of red meat and processed meat (Reported by Koaci.com, 2016), while Abidjan.net reported that the National Program to strengthen the capacity of Ivorian journalists in breast cancer prevention for the Fight Against Cancer and Health awareness (African News Agency, 2020) and the Africa Women's Positive Initiatives Network organized a conference to encourage women to be early screened to overcome breast cancer (Reported by Coulibaly, 2020).

The study stressed that while infectious diseases like HIV/AIDS, malaria, and related conditions have proliferated throughout the Ivorian population, women's breast cancer has become less prominent. With a frequency of 10.52% of cases, breast cancer was the second most common disease in women, after cervical cancer, according to a study conducted in the pathological anatomy labs of hospitals, the University of Cocody, and Treichville (Kouame et al., 2012). As a result, the condition now is not a public health priority in most sub-Saharan African countries, including Cote d'Ivoire, which focus their financial resources on infectious diseases like AIDS, TB, and malaria. This has resulted in a lack of resources to fight cancer, which is already wreaking havoc

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(Lebanco.net, 2019).

This study aims to support health centers in developing the comprehensive, long-term strategies for cancer prevention and awareness campaigns with the overarching goal of effectively combating breast cancer and by reducing its associated mortality rates in Côte d'Ivoire. Recognizing the significant role of education and communication in public health initiatives, this research focuses on the integration of social marketing practices with targeted online newspaper messaging. By leveraging these tools, the study seeks to educate vulnerable populations about breast cancer prevention, early detection, and awareness, ultimately driving positive changes in health behaviors and fostering a culture of proactive healthcare engagement.

The study is guided by two primary objectives: (1) To analyze the impact of social marketing strategies on healthcare outcomes and behavioral changes related to breast cancer prevention and treatment, and (2) To enhance public access to reliable and accurate cancer-related information through online health campaigns, thereby raising overall healthcare awareness and empowering individuals to make informed decisions about their health.

To achieve these objectives, the study addresses the following research questions: (1) Do online newspaper health campaigns have an important role in information delivery to the population for disease prevention? and (2) How does social marketing impact people's healthcare and behavior change in Cote d'Ivoire?

By examining these questions, the study aims to provide valuable insights into the role of digital communication tools and strategic marketing approaches in shaping public health outcomes, ultimately contributing to the design of more effective health promotion programs in Côte d'Ivoire.

2. Literature review

2.1. Social marketing programs

White-Kaba and Wilson (2015) stated that the primary objective of social marketing is not to sell products but to spread ideas, values, and behaviors. Social marketing is the application of marketing principles and tools to achieve socially desirable goals, i.e., benefits for society entirely rather than for profit or other organizational goals. It involves the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involves considerations of product planning, pricing, communications, and market research (Kotler & Zaltman, 1997). According to a 2011 Population Services International report, social marketing is used in poor nations for five reasons: first, it directly targets target groups; second, it makes marketing more accessible. On the other hand, social marketing, including cyber public relations, is widely employed by governments worldwide as a strategic tool to address and manage public health crises effectively (Nihayah & Afifi, 2023, Ashrianto, et.al. 2023).

The Ivorian Social Marketing Agency (AIMAS) was prompted in December 2001. It has been developed into an efficient and resilient organization, which is capable of increasing provision even during the country's period of

instability, and now ensures country-wide coverage of contraceptives, complementing the limited services provided by the health system still recovering from the war (USAID and PEPFAR, 2019).

2.2. Social marketing and behavior change communication

In keeping with the Health Communication Capacity Collaborative goal in Côte d'Ivoire to reduce vulnerability to HIV/AIDS among higher-risk populations through social and behavior change communication (SBCC) activities, this study sought to determine the social marketing and behavior change in online newspaper health coverage. Social marketing and media campaigns are particularly helpful in reaching hard-to-reach groups, such as vulnerable people, with information and messages about diseases prevention and treatment and the measures to avoid, such as breast cancer. It can improve local the stakeholders' ability to carry out SBCC initiatives that promote HIV/AIDS prevention, care, and treatment services, specifically, pair communication and healthy social norms (Health Communication Capacity Collaborative, 2019).

Social media initiatives that target certain demographics with messages about HIV prevention and treatment in an effort to raise awareness and alter behavior. similar to Côte d'Ivoire, where a popular AIDS television series called SIDA dans la Cite was broadcast in an intervention area. The influence was strong even in remote places with power. According to the findings, 65% of the survey group had watched at least one episode, and 69% of them were aware of the program. On average, viewers viewed seven episodes, suggesting that the audiences were regularly targeted and that important campaign concepts were reinforced (Population Services International, March 2011).

2.3. Online newspapers health coverage and cancer's vulnerability

The idea that "a communication system is both an index and an agent of social change in a total social system" describes how the media influences people's adoption of healthier and more social behaviors. According to Abana (2017), Rogers (1969) also noted evidence on the use of the media for national development, pointing to a modest but expanding body of study in less developing countries that shows the crucial role of mass media in national development. According to Sarkar, Le, Lyles, Ramo, Linos, & Bibbins Domingo (2018), primary prevention of cancer is a crucial strategy of focus in the new era of communication as it has been well proven that roughly 50% to help to prevent cancer in young adults by means of social media.

In this study, the online newspapers serve as the sources of health information and campaigns. As a result, a content analysis of online newspapers covering cancer awareness can support social marketing campaigns and mass media efforts to combat breast cancer. The online newspaper Fratmat.info announced the implementation of an international health program, establishing "Akwaba House" to welcome children with cancer in Côte d'Ivoire. This facility will house children with cancer and their families while receiving the treatment, as part of public health initiatives to improve access to

affordable cancer treatments in the country. This clause enables them to improve these children's vital prognosis and their chances of recovery. NGOs "Lalla Salma Foundation" and others have collaborated to carry out the project.

Furthermore, according to the online newspaper, KOACI, the real dangerousness of a lot of others such as cancer, which is responsible for many deaths, is largely ignored. For instance, in Côte d'Ivoire, a rapid progression of new cases of cancer has been found. In 2020, there were 5,373 new cases of cancer among women, including 3,202 deaths as released by the Ministry of Health and Public Hygiene (Wassimagnon, 2021). However, the media awareness campaigns are planned for communication techniques designed to suit target groups to tackle diseases and health challenges that negatively affect individuals in society. The media awareness campaigns are also known as information campaigns that are used to raise the awareness of health problems, commonly with the intent of motivating people to avoid the problems (Nelson & Salawu, 2016).

2.4. Social marketing approach

Social marketing approach and the creation of social change are applied by changing people's attitudes, and modifying or eliminating certain behaviors. Maibach and Holtgrave (1995) stated that Social Marketing probably is the most developed approach to public health circles and a conceptual approach to mass media campaigns. Historically, the study of the strategies of social marketing as an alternative for health promotion is believed to be useful to improve the health status of the individual and society. Robinson, et al. (2014) and Aras (2011), as well as Fertman and Allensworth (2010) considered that social marketing is the application of commercial marketing of social change and technique to communicate and deliver value to influence the target audience behaviors that benefit society, such as public health, safety, environment, and communities to improve the personal welfare and that of the society.

In Cote d'Ivoire, social marketing and health-related behavior change are intended to improve the health status. The "cost recovery" program aims to provide critical drugs to medical institutions at a low cost in which the patients are expected to be able to pay. Comparing the two findings, White-Kaba and Wilson's (2015) study discovered that offering condoms and oral contraceptives, as well as increasing the prevalence of family planning among women from 4% to 14% and their knowledge from 73% to 93%, have significantly improved Côte d'Ivoire. Therefore, hiring a specialized local firm instead of using a time-bound "project approach" might increase the effectiveness and sustainability of a social marketing program. But, according to a study, a mix of community-level communication and online publications could be effective in promoting behavior change.

A study on HIV/AIDS in TV exposure by the Ivorian Social Marketing Agency (AIMAS) recognized that Behavior Change Communication and television made a considerable progress in promoting rights-based and gender-sensitive use of contraceptives. The Ivorian social marketing program in the area of HIV/AIDS prevention and family planning implemented by the Ivorian Agency for Social Marketing

program in 2002 was focused on promoting the use of condoms for HIV prevention (Ivorian Agency of Social Marketing, 2018).

Therefore, this article examines the Social Marketing programs in Behavior Change Communication, among the people that are vulnerable to cancer, to strengthen health information system delivery in healthcare circumstances. The United States Agency for International Development (USAID) and President's Emergency Plan for AIDS Relief (PEPFAR) (2019) confirmed that many social marketing projects have brought about major changes in health behaviors of vulnerable populations in developing countries; for examples regarding the promotion of family planning, antenatal and delivery care, personal hygiene/sanitation, and the use of condoms to prevent transmission of HIV (USAID & PEPFAR, 2019). The application of social marketing theory was adapted from the study of Wichachai, Songserm, Akakul & Kuasiri, (2016), who used them in promoting cervical cancer screening among targeted women in Thailand.

3. Methodology

Data were collected through a simple random sample from the commune of Abidjan in Cote d'Ivoire where a number of copies of a questionnaire were distributed to the sampled population. The survey instrument consisted of 123 items, involving 25 variables, and the structured questionnaire was validated by a pilot test through the Cronbach alpha reliability coefficient ($\alpha = 0.957$). The survey was created to gauge the respondents' attitudes, behavior changes, knowledge of breast cancer care, and perceptions of breast cancer promotions.

To ascertain whether the messages of online newspapers could achieve the comparable interpretations of the data linked to cancer disease coverage, a content analysis of the data was conducted using the coding pattern for three Ivorian online newspapers. While the Kruskal-Wallis Test (one-way ANOVA) and cross tabulations were used to seek any significant differences between factors.

3.1. Variables and hypothesis

To explain the connection between online newspapers' health initiatives and social marketing, the following theories were established. The following research hypotheses were examined in this study:

Hypothesis 1: Health information prospects would likely be impacted by social marketing health initiatives within online newspapers' campaigns.

Hypothesis 2: Social marketing health initiatives work well for a population and are likely to be helpful in changing health-related behaviors and in promoting health.

4. Results and Discussion

4.1. Visibility of health awareness about cancer disease in online newspaper

The findings demonstrated the prevalence of health coverage

in the three online newspapers and the respondents' attitudes towards health campaigns, specifically those pertaining to cancer disease (Table 1), which showed the inclusivity of 60.8%. The online newspaper article covered "mouth cancer awareness" 40.3% of the time on Abidjan.net, "breast cancer awareness" 34.1% of the time on Fratmat.info, and cancer linked to tobacco use only 39.3% of the time on Koaci.com.

Table 1. Health awareness about cancer disease

Variable	Online Newspaper			Total
	Fratmat.info	Abidjan.net	Koaci.com	
Mouth Cancer Awareness	13 29.5%	27 40.3%	8 28.6%	48 34.5%
Breast cancer awareness	15 34.1%	13 19.4%	9 32.1%	37 26.6%
Cancer related to tobacco use	16 36.4%	27 40.3%	11 39.3%	54 38.8%

4.2. Visibility of Social marketing in online newspaper health coverage

The coverage of health issues and the visibility of social marketing in online newspapers with regard to specific "content" (see Table 2) showed 60.8% inclusivity where the online newspaper article covered the governments and non-governmental organizations' opinions regarding healthcare issues, and 39.2% exclusivity where the content article excluded any of the aforementioned ideas.

Table 2. Social marketing in public healthcare events

Variable	Online Newspaper			Total
	Fratmat.info	Abidjan.net	Koaci.com	
Public healthcare Week	16 36.4%	25 37.3%	10 35.7%	51 36.7%
Health campaigns and behavior change	16 36.4%	20 29.9%	9 32.1%	45 32.4%
Media Mobilization Day against breast cancer	12 27.3%	22 32.8%	9 32.1%	43 30.9%

The results of the content analysis of the online newspapers' coverage of health news revealed that the coders were responsible for reporting health information and health issue news in all three of the online newspapers under investigation. Here, the website that supplied the most health news stories was Abidjan.net, followed by Fratmat.info and Koaci.com.

4.3. Perceived on Social Marketing and behavior change in online newspaper health coverage

The survey study of social behavior and health campaigns among the respondents, in terms of the online newspaper on women's health issues, indicated that respondents perceived that they strongly agreed or agreed with reading the online newspaper on women's health issues and health information by 18 (40.0%) in Abobo area, 11 (22.0%) reported to strongly

agree or strongly disagree in Adjame, 15 (31.9%) reported to strongly agree in Cocody, 12 (37.5) reported to agree in Koumassi, and 12 (30.0%) reported to strongly agree in Yopougon. It implies the people awareness of Social Marketing and behavior change and health information.

4.4. Perception of Social marketing and health campaigns among the respondents

In terms of accessing a comprehensive website containing information, the respondents were asked to show the website of the online newspaper they mostly used for their online reading. This then revealed that 18 (35.3%) of respondents of Adjame and 11 (21.6%) of Cocody agreed that they accessed Fratmat.info, while 34.7% of respondents of Abobo strongly agreed, and 18.4% respondents of Yopougon. Meanwhile 22.90% of respondents of Koumassi disagreed.

The majority of respondents (67.9%) strongly agreed that connected TV is more convenient for finding health information. It was because most health information is designed to enhance interaction, communication, and sharing between users and health providers. In this case, the communication tools of the connected TV was seen much more conducive than the one normally found in health information and message used in Cote d'Ivoire.

The researcher examined the effectiveness of predicting factors that significantly influenced the people's perceptions of the online newspapers' health news coverage. Here, the cross-sectional survey and the people's perceptions of the online newspapers' health news coverage was carried out in the context of the application of the theoretical model in terms of the Social Marketing Approach-relating to the hypothesis data testing,

4.5 Statistical analysis

In answering (RQ1): Do online newspaper health campaigns have an important role in information delivery to the population for disease prevention?

The hypothesis of Social Marketing and the online newspaper's coverage. **Hypothesis H1** states that Social marketing health programs within online media campaigns would probably impact health information prospects.

As shown in Table 5, the results showed that the online newspaper's coverage of women's health issues influenced, $\chi^2 = 11.257, 10.925, \text{ and } 2.562, df = 4, p < .05$). People use Internet services to access health information via online newspapers; however, overall in all five areas it is not significant in information and reading if they were to pay for information sharing services using the online newspaper, which can bring negative impact on increasing health awareness.

Table 5, Significant difference for Social Marketing in Online Newspapers

Variable	X ²	df	P
I read in the online newspaper on women health issues	11.257	4	.024
The articles minimize local citizen health difficulties	10.925	4	.027
The women with sickness can work and earn a living	2.562	4	.634

As depicted in Table 6, the results showed that the online newspaper's coverage about raise cancer disease was $\chi^2 = 5.851$, 3.701 and 10.060, $df = 2$, $p < .05$, respectively in terms of health awareness about cancer disease and raise awareness about AIDS. However, overall in all three variables it was not significant in information and reading if they must pay for information sharing services using the online newspaper. The Awareness about donation campaign was significant, $\chi^2 = 10.060$, higher than 9.49 at $df = 2$ in service giving a positive impact on increasing health awareness.

Table 6

Variable	χ^2	df	P
Health Awareness about Cancer disease	5.851 ^a	2	.054
Raise awareness about AIDS	3.701 ^a	2	.157
Awareness about donation campaign	10.060 ^a	2	.007

Regarding the hypothesis testing of Social Marketing and Health Behavior Change. In answering, (RQ2): How does social marketing impact people's healthcare and behavior change in Cote d'Ivoire?

Hypothesis H2. It states that social marketing health programs is effective on a population and would likely contribute to health promotion and health behavior change among the respondents.

The researcher hypothesized that the social marketing programs and health campaigns, free health products, maximized price of health products, and accessibility of health products are the important determinants of behavior change, which significantly motivate health behavior change among the respondents.

As depicted in Table 7, a significant difference value ($X^2 = 11.528$, $df=4$, $p > .05$), higher than 9.49 at $df = 4$ showed a significant difference in the effectiveness of Social Marketing and health campaigns in increasing health awareness and change behavior.

Table 7, Social behavior and health campaigns among respondents

Variable	χ^2	df	P
Health promotion to access medicine information	11.528	4	.021

Generally speaking, the researcher talked about how health behavior can be changed and how social marketing can be used to promote and run health campaigns. Free health products were a major factor in the respondents' behavior change, and they had a big impact on their decision to adopt healthier habits. The study concludes that lower product pricing and health campaigns did not help Ivorian people maximize the costs of medicines among the respondents, which is in contrast to social marketing, which was used to maximize the price of health items and was the least predictive. Therefore, there is a negative correlation between the individuals' health behavior and the difference.

5. Conclusion

The deadliest poisoning that exists in our communities now is cancer. After a year of polarization over a very harmless

sickness, COVID-19, we tend to forget how terrible many other diseases are, including cancer. The cases of cancer is still possible to be prevented; therefore, the effective technique for combating cancer is prevention through awareness and behavior change. Social marketing has made it possible to reach communities with health promotion and campaigns and encourage an access to goods and services that alter attitudes and behaviors in a variety of health-related domains. Public health in Cote d'Ivoire should prioritize social marketing across several networks to combat the emergence of infectious diseases, including women's breast cancer, rather than just the prevention of infectious disease.

However, by increasing public knowledge of health issues and producing high-quality health services through behavior-change communication that can reach target audiences and alter health behaviors, online newspapers may have an impact on health behavior change. It is crucial for public health concerns and efforts to prioritize the fostering of positive health behaviors to reduce the cases of cancer diseases. The impact and sustainability of a social marketing program can be enhanced by investing in a dedicated local agency rather than a time-bound 'project approach'. This study recommended that a combination of online newspapers and community-level communication could be effective in promoting behavior change. The practical implications of this article are the ideas of promoting communication campaigns, and encouraging the people and community to adopt attitudes and healthy behavior.

The online newspaper messages and health campaigns are designed to inform about breast cancer prevention and awareness. Thousands of lives can be saved in Africa, provided that adequate prevention and early detection are put in place of cancer, as well as access to appropriate treatment and care, as stated by the General Director of the World Health Organization (WHO). In light of this, more research should be done to report on the online newspaper's reporting of health campaigns and the leading causes of death, including breast cancer awareness, and many more.

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