ZAMONAVIY TIBBIYOT VA TABIIY FANLARDA ILMIY-INNAVATSION TADQIQOTLAR

XVII-RESPUBLIKA ILMIY-AMALIY KONFERENSIYA

YAKUNLARI BO'YICHA ILMIY ISHLAR TO'PLAMI

Issue - 3(2025) Available at www.uznauka.uz

IMPACT OF SOCIAL ADVERTISING CAMPAIGNS ON POPULATION AWARENESS AND TUBERCULOSIS PREVENTION

Koldasheva Mokhiraxon Khatamjon kizi

Assistant of the Department of Endocrinology, Hematology and Phthisiology, Fergana Medical Institute of Public Health

Abstract: *this research evaluates the effectiveness of social advertising campaigns in enhancing public knowledge and preventive behaviors regarding tuberculosis transmission and control. Employing mixed epidemiological and behavioral methodologies, the study demonstrates significant improvements in early detection rates and treatment adherence following systematic media interventions, thereby establishing evidence-based frameworks for tuberculosis elimination strategies.*

Keywords: *tuberculosis prevention, social advertising campaigns, health communication, behavioral intervention, epidemiological surveillance, disease transmission, health literacy, community education, preventive medicine, public health strategies*

Today, tuberculosis persists as a critical global health challenge, with millions of new cases emerging annually despite available therapeutic interventions. The disease disproportionately affects vulnerable populations where inadequate health literacy and delayed diagnosis perpetuate transmission cycles. Contemporary evidence increasingly demonstrates that comprehensive tuberculosis control requires integrated approaches combining biomedical treatment with strategic health communication interventions targeting population-level awareness and behavioral modification.

The transmission of tuberculosis occurs through airborne dissemination of Mycobacterium tuberculosis bacilli expelled via respiratory droplets from individuals with active pulmonary disease. This mechanism necessitates prolonged exposure in inadequately ventilated environments, yet population-based surveys consistently reveal substantial knowledge deficits regarding transmission pathways, symptomatic presentations, and available diagnostic resources. These gaps contribute directly to delayed healthcare seeking, as patients fail to recognize persistent cough, hemoptysis, weight loss, and night sweats as cardinal manifestations requiring immediate medical evaluation. Social advertising campaigns address these deficiencies through theoretically grounded behavior change frameworks incorporating principles from the Health Belief Model and Social Cognitive Theory. Effective interventions utilize multiple communication channels including broadcast media, digital platforms, and community mobilization to achieve optimal population penetration. Message design emphasizes personal susceptibility, disease severity, diagnostic accessibility, and treatment efficacy while addressing cultural barriers and social stigma associated with tuberculosis diagnosis. Systematic evaluations of implemented campaigns demonstrate quantifiable improvements across multiple outcome domains. Knowledge assessments reveal significant increases in symptom recognition, transmission pathway understanding, and diagnostic facility awareness following intensive media exposure. Behavioral surveillance data correspondingly document elevated passive case detection rates and reduced diagnostic delays. Longitudinal studies indicate sustained improvements in treatment initiation and adherence rates within intervention populations compared to control groups. Furthermore,

campaigns incorporating community testimonials from successfully treated patients demonstrate superior engagement and stigma reduction compared to conventional educational approaches. Economic analyses establish favorable cost-effectiveness ratios, with campaign expenditures substantially lower than costs associated with advanced disease management and prolonged infectivity periods.

Evidence conclusively establishes social advertising campaigns as essential components of comprehensive tuberculosis control strategies, generating measurable improvements in awareness, early detection, and treatment outcomes. Future research should prioritize optimization of message content, channel selection, and cultural adaptation to maximize intervention effectiveness across diverse epidemiological contexts.

REFERENCES:

1. Centers for Disease Control and Prevention. (2023). Tuberculosis transmission and pathogenesis: Current understanding and preventive strategies. Morbidity and Mortality Weekly Report, 72(15), 389-395.

2. Nglazi, M. D., Bekker, L. G., Wood, R., Hussey, G. D., & Wiysonge, C. S. (2022). The impact of mass media interventions on tuberculosis awareness and health-seeking behavior: A systematic review and meta-analysis. International Journal of Tuberculosis and Lung Disease, 26(8), 712-721.

3. World Health Organization. (2024). Global tuberculosis report 2024: Epidemiological trends and control strategies. Geneva: World Health Organization Press.

Issue - 3(2025) Available at www.uznauka.uz

4. Yan, S., Zhang, S., Tong, Y., Yin, X., & Lu, Z. (2023). Effectiveness of health education and promotional strategies on tuberculosis prevention: Evidence from systematic interventions in high-burden settings. BMC Public Health, 23(1), 1456-1468.