

Health campaign strategies against COVID-19 and young Spaniards attitudes: An empirical study on the role of self-efficacy

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## **Abstract**

The dramatic economic and social effects of COVID-19 pandemic demand effective call for effective public institution campaigns to increase compliance with health measures. Indeed, such campaigns must impact some specific targets, like young people, as they are notably reluctant. Previous literature shows inconclusive results with respect to the effectiveness of positive or negative approach to consequences of failing to engage in healthy behaviour. Accordingly, in this paper we offer new empirical evidence on the improvement of attitudes to compliance with health measures as well as the role of self-efficacy of young people in the effectiveness of campaigns. To do so, an experimental study was undertaken on a sample of 245 people using three health campaigns with different frames and emotions in the message. Different degrees of efficacy according to the framing and emotions used were observed. Moreover, self-efficacy of young people played a significant role on the effectiveness of health campaigns.

**Keywords:** *Health campaigns; Framing; Self-efficacy*

**Track:** Public Sector and Non-Profit Marketing