

Evaluating the Use of Public Relations Strategies in Managing COVID-19 Pandemic-Related Crises by Anambra State Government

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Abstract

The outbreak of the novel coronavirus escalated myriad of health and social crises that government at all levels had to battle with to ensure the safety of the citizenry. The effective management of these crises is highly dependent on the resources at the disposal of government institutions and their ability to appropriately employ and deploy the various public relations strategies that will effectively address the fabric of the crises escalated by the pandemic. This study evaluated how the Anambra State Government managed COVID-19 related crises through the use of public relations strategies. The study looked at the actions and inactions taken by the Anambra State government geared towards managing all the COVID-19 related crises, their use of the various channels of communication and how effective these PR strategies were in managing the crises. The study made use of library research method in carrying out the study where the researchers depended on secondary data in carrying out the investigation. It was found that the Anambra State Government used public relations strategies like press releases, press conferences, announcements, town hall meetings with critical stakeholders like the market unions, transport unions, town unions etc. in disseminating appropriate information and behavior that helped in managing the various COVID-19 related crises in Anambra State. It was also found that the state government employed various media platforms like

ABS Radio and Television, Newspapers, Facebook, WhatsApp and Twitter. The study recommended that the state government should employ such PR strategies in handling other issues of concern in Anambra state owing to its effectiveness in handling COVID-19 pandemic-related crises.

Keywords: evaluating, public relations strategies, COVID-19, pandemic-related crises, Anambra State Government

Introduction

The high death and morbidity rates of coronavirus disease (COVID-19), combined with its high degree of contagiousness, have pushed governments all over the world to put in place measures aimed at safeguarding populations against SARS-CoV-2 infection (Zylke and Bauchner, 2020). Governments adopted mandates to reduce the spread of COVID-19, according to Kalu (2020), based on recommendations from international and local public health authorities. State lockdowns, school closures, the closing of non-essential enterprises, social isolation, and the use of facial masks are all effective techniques to restrict the spread of new illnesses (Auger, Shah, Richardson and Hartley, 2020). However, they have a huge impact on enterprises, the economy, education, government services, and daily life (Abdool, 2020; Ashraf, 2020).

The hardships and losses caused by these policies and the disease, according to Wang, Xia, Xiong, Li, Xiang et al. (2020), created societal tensions and raised public questions about the wisdom, effectiveness, and integrity of people in authority. He, Shi, and Liu (2020) also noted that countries that have adopted swift and effective measures to combat the epidemic encountered resistance and non-compliance. Previous research in Nigeria has assessed the public's knowledge, attitude, and practices (KAP) toward COVID-19 (Hager, Odetokun, Bolarinwa, Zainab, Okechukwu, and Al-Mustapha, 2020; Olubunmi, Usman, Aduroja, and Gbolahan, 2020; Ehoche, Adejoh, Idoko, and Madu, 2020), but studies on the government's use and application of public relations strategies in tackling COVID-19- related crises in Nigeria, especially in Anambra State, has not received enough empirical interrogation.

The Nigerian government, like many countries, implemented a state lockdown, social distancing, self-quarantine for people with any flu-like symptoms, school closures, and the closing of non-essential stores, supermarkets, and companies to combat the spread of SARS-CoV-2. These methods are extreme and novel, bringing with them unintended suffering and devastating repercussions for people, yet they are vital to stop the spread of this highly infectious and lethal disease. This raises a serious question about the government's techniques for persuading people to comply with these regulations despite the fact that they have a negative impact on their livelihood. Such evaluations of the effectiveness of public relations methods in dealing with COVID-19-related problems and in persuading individuals to follow the control measure would aid government agencies in adapting their efforts to prevent future recurrence of such health catastrophes in Nigeria. As a result, this study explores the employment of public relations methods by the Anambra state government in managing COVID-19-related crises in order to assess their effectiveness and application in other health emergencies.

Public Relations Practice and Crises Management

Public relations is defined by the British Institute of Public Relations (BIPR) as a purposeful, organized, and continuous endeavor to build and maintain mutual understanding between an organization and its publics (Yarosan & Asemah, 2007). It is a process that must be properly designed, implemented, and meticulously monitored in order to reach a specific aim or objective, with the primary goal of fostering and maintaining mutual understanding between an organization and its stakeholders (Onwunali et al, 2006).

In public relations, problems management refers to the proactive monitoring and resolution of simmering situations with negative potential before they become a crisis (Odigbo et al., 2013). Crisis management, on the other hand, is a concerted attempt to mitigate the negative consequences of negative publicity while also providing prompt and accurate communication in times of disaster (Uduji, 2012). During a crisis, the communications management

role is used to deliver correct facts and data to the general public and to specific publics in order to minimize unfavorable publicity that could harm the organization's success. It entails recognizing a problem, devising a response, and addressing and resolving the crisis. Although crisis management can be utilized in practically any subject, it is most typically used in international relations, political science, and business and management (Coombs, 2007).

Public relations (PR) is one of the most important communication strategies for getting goal-oriented communications to the right people. Public relations, as a communication instrument, strives to provide exact information to the target in order to inform or educate them about the subject. According to Ukonu et al (2017), public relations is an important strategy for behavior change. Public relations could be an effective method for communicating behavior change (Uduji 2013). This is because public relations tools may be critical processes for shaping public opinion.

According to Seitel (2007), the goal of public relations is to educate the public, potential consumers, investors, partners, employees, and other stakeholders in order to persuade them to hold a particular opinion about the business, its leadership, products, or political actions. Scholars have noted that public relations is a vital tool for opinion shaping, attitude change, and perceptions about an organization, as well as determining the nature of the interaction between an organization and its audience (Cureteanu and Maxim, 2007; Shamsan and Otieno, 2015). To summarize, public relations can be effective in behavior modification; hence, public relations methods could be valuable for health campaigns, particularly those involving reproductive health.

Public relations is one of the methods for increasing public awareness. Public relations, according to Kotler and Armstrong (2006), can have a significant impact on public awareness at a far lesser cost than advertising. To achieve this goal, public relations uses a variety of tactics. Public relations can be used by for-profit and non-profit companies alike. This research is limited to non-profit organizations since providing healthcare to women is

motivated by a desire to save lives rather than to make profit.

In the non-profit sector, Kotler (2008) describes two public relations models: This comprises the following: 1) the classic, traditional approach, which is centered on an institutional image and aims to preserve a particular level of balance in the public-institutional interaction. 2) Public awareness (advocacy), which is more akin to modern public relations, is used to spur social action. Press releases, lobbying, product marketing, investor interactions, and development are all methods utilized in public relations, according to Rivero and Theodore (2014). As one of the tools, Josan (2010) includes advocacy.

According to IPR (2012), the following are the most often utilized PR tools:

Participation in public events: PR professionals take advantage of every public event and opportunity to speak publicly in order to gain public attention and keep it engaged with a certain organization or individual. This allows them to communicate directly with the attendees of the event as well as indirectly with a much bigger audience.

Press Releases: Advertisements have a far smaller impact than information given as part of a normal TV or radio program, newspapers, magazines, or other forms of mainstream media. This is because most consumers believe that such information is more reliable and significant than paid advertisements. As a result, one of the oldest and most powerful PR techniques is the press release.

Newsletters: Sending newsletters to the target audience, which contain important information about the organization or/and its products/services, is another typical way to build and maintain a solid relationship with the public. Rather than simply marketing items or services, PR professionals utilize it to convey news and general information that may be of interest to the target audience.

Blogging: To reach an online audience, public relations professionals employ digital versions of press releases and newsletters, as well as blogging and, more recently,

microblogging. It enables them to build and sustain a relationship with their target audience, as well as establish two-way communication with them.

Marketing on social media: It is mostly utilized in the marketing industry. An increasing number of public relations professionals, on the other hand, use social media networks to establish direct engagement with the general public, consumers, investors, and other target groups. It's worth noting that there could be a slew of other PR tools that experts employ on a regular basis (Josan 2010).

Public Relations and Healthcare Delivery

Healthcare is a basic requirement for all humans. Healthcare, as a critical necessity, refers to health services provided to people in order to maintain a healthy lifestyle. Healthcare is defined by the World Health Organization (2004) as services offered by health service providers to individuals or communities with the purpose of promoting, maintaining, monitoring, or restoring health. Healthcare, according to Kehinde and Chukwuemeka (2016), is "service to the sick, psychologically and physically impaired people of society who require medical attention and assistance." This service is given by health facilities such as hospitals, clinics, and medical centers, according to Kehinde and Chukwuemeka (2016). The WHO definition of healthcare was found to be the most accurate in this analysis since it includes services targeted at promoting and maintaining healthy living rather than just treating the sick. In order to promote healthy living, public relations could be effective in healthcare. Perhaps as a result of the changing character of society, public relations practice in healthcare has seen certain adjustments throughout the years.

Tomic, Lasic, and Tomic (2010) agree that the practice of healthcare public relations has evolved in tandem with substantial advances in healthcare. According to them, public relations in health care isn't all that dissimilar from public relations in other industries, because the overall goal of public relations is to "match long-term connections" and "manage reputation." Nonetheless, because it involves human lives, public relations in healthcare is regarded unique. Healthcare, according to Traynowicz-

Hetherington and Parkinson (2001), is a unique industry because of the items it has at its disposal, such as life, death, and recovery.

According to Cutlip, Center, and Broom (2003), health institutions are expected to adapt more and better to their market's preferences and needs. Cutlip et al contributions imply that institutions must serve their constituents in the same way that other organizations do. Public relations is one approach to accomplish this. Public relations has been found to be a useful technique in the delivery of health care. In three ways, good public relations techniques are likely to influence healthcare delivery. First, it will most likely impact health center selection, second, it will most likely influence healthcare management performance indices, and third, it will most likely influence public perceptions of healthcare services. Evidence in the literature supports this idea about the tripod role of public relations in health care delivery.

Tengilimoglu, Yesiltas, Kisa, and Dziegielewski (2008), for example, looked at the impact of public relations initiatives on consumer decisions and choices in a sample of 971 patients from public, university, and private hospitals in Ankara, Turkey. Consumer hospital choice was found to be influenced by public relations initiatives, according to the study. According to the findings, the majority of respondents said that personnel behavior and attitude, as well as public relations activities that support the hospital's public image, were the most important factors in hospital selection. Kehinde and Chukwuemeka (2018) used Hetta Medical Centre in Ota, Ogun State, Nigeria, as a case study to evaluate public relations as a strategy for effective healthcare administration. The findings revealed a link between effective public relations and the management performance of Hetta Medical Centre. Gbadeyan (2010) investigated how marketing and public relations efforts in Nigerian not-for-profit health care organizations led to the achievement of organizational goals.

Responses to COVID-19 Related Crises in Nigeria

With the reported index case of COVID-19, public health education and risk communication initiatives on coronavirus began

in earnest. Both traditional and social media, such as WhatsApp, Twitter, and Facebook, have aided in the dissemination of viral updates (Akinmayowa and Amzat, 2020). With the help of major telecommunications companies in the country, the NCDC offers daily updates on the outbreak. The National Orientation Agency (NOA), non-governmental organizations (NGOs), faith-based organizations (FBOs), and other development partners are also conducting sensitization programs on several of the country's streets.

The NCDC publishes instructions on coronavirus prevention (social distance, proper handwashing, personal and respiratory hygiene, etc.) as well as a database of helplines for each state on a regular basis (NCDC, 2020). COVID-19 infection messages were also translated into native languages in order to reach the general Nigerian community. For a Nigerian audience, the NCDC conducts a social media campaign using the hashtag #TakeResponsibility (NCDC, 2020). This is to emphasize the individual's involvement in both COVID-19 prevention and social health maintenance during the pandemic's duration. However, it is unclear how much public health education has encouraged favorable behavioral changes among Nigerians.

Many people and faith-based organizations have defied the instructions on social separation and public gatherings by hosting social parties, and some worship places have even held congregational services. As a result, the government implemented enforcement methods that included the deployment of police, military, and paramilitary forces. However, because of the aggressiveness of some security officers, this development has caused numerous problems (Kalu, 2020). The country could have been better prepared for the COVID-19 outbreak based on lessons learned from the 2014 Ebola and Lassa fever outbreaks. Contact tracing was the first strategy following the index case. Lack of assistance and cooperation from returnees who apparently supplied bogus contact addresses and erroneous phone numbers in the forms at the point of entry are among the obstacles to the contact-tracing strategy's implementation (News Agency of Nigeria, 2020b).

As a result, one of the first bottlenecks in the early days was poor contact tracking and the late closing of all entrance points into the country. A lockdown was also necessary to avoid COVID-19 dissemination in the community. From March 30, 2020, there was a four-week lockdown in two states (Lagos and Ogun) and the FCT, with limitations on inter-state travel across the country (Muanya et al. 2020). Then, on May 4, 2020, a more relaxed lockdown took effect, replacing the total lockdown with a curfew from 8 p.m. to 6 a.m., while the interstate travel prohibition remained in effect. Workers in critical services (health and security staff) and those involved in the movement of essential commodities were exempt from both the lockdown and the curfew (food and drugs). The lockdown/curfew was implemented in the hopes that people would follow fundamental safety precautions such as social distance, handwashing, and wearing facemasks in public spaces. During the eased lockdown, Nigeria saw a rise in the number of COVID-19 cases.

Nigeria recorded 6,527 positive cases between May 18 (two weeks after the eased lockdown) and June 7 (a total of 20 days), representing a 52 percent rise in the total number of positive cases (NCDC, 2020). The easing of the lockdown is a forerunner to the economy gradually reopening, which, if rushed, might result in an increase in COVID-19. Consideration of a further lockdown raises a number of issues, with both intentional and unintended repercussions. The lockdown and stay-at-home edict have a negative impact on people's livelihoods, with disproportionately negative consequences for the most vulnerable, who are mostly daily wage earners. According to the UNDP (2020), the vulnerable population works primarily in the informal sector, which necessitates intimate personal interactions for monetary transactions and patronage.

While the quarantine was necessary for disease control, it weakened the economic and social basis for survival as well as the resilience structures of Nigeria's most vulnerable citizens (UNDP, 2020). Millions more Nigerians are expected to be forced into poverty, as well as temporary and permanent unemployment,

exposing them to the "hunger-virus." As a result, lockdown-induced poverty and unemployment may exacerbate other societal issues such as general insecurity, kidnapping, and gender-based violence. The reaction to COVID-19 creates a conundrum involving trade-offs between public health initiatives and socioeconomic implications. Since the country received COVID-19 recovery loans of US \$288.5 million and US \$3.4 billion from the African Development Bank (AfDB) and the International Monetary Fund (IMF), respectively, the economy can be reactivated through sound economic stimulation and recovery plans (IMF, 2020; AfDB, 2020).

A hasty reopening would exacerbate the health problem, negate any anticipated early economic gains, and prolong the recovery process. In general, the Nigerian response to the coronavirus outbreak has been medico-centric and reactionary. Isolation centers were only established by the federal and state governments after positive cases were confirmed across the country. For example, in Ogun State, where the index case was identified, there was no molecular laboratory; the patient was sent to Lagos State for diagnosis and treatment. Other states (such as Akwa Ibom, Oyo, Sokoto, and Abia) followed suit, with governments acquiring medical equipment to combat the spread only after positive cases were discovered. The initial panic generated by COVID-19 was due to a lack of proactive preparedness in Nigeria.

The pandemic also revealed the state of the healthcare infrastructure, which was a major factor in the Nigerian elite's medical tourism. The most important COVID-19 lesson for Nigeria is that it is impossible to travel to Germany, the United Kingdom, or the United States for COVID-19 treatment. Most African politicians fly abroad for healthcare because their health systems are underfunded and underdeveloped. The federal and state governments are scrambling to find money to renovate or build some facilities to help COVID-19 respond more quickly. The Federal Government has provided the NCDC with a special intervention fund of five billion Naira (US\$ 12.5 million) as well as an aircraft for emergency response. Lagos State, the epicenter of

the outbreak, received an additional ten billion Naira (US\$ 25 million) (NCDC, 2020). The President also sanctioned the conversion of pilgrimage transit camps to isolation centers (Olaniyi, 2020). In anticipation of a further increase, the federal government recommended all state governors to create a least of 300-bed treatment facilities. After the number of positive cases increased, these notifications were made.

COVID-19's pandemic potential was underestimated in many states, with several governors believing that God would not allow COVID-19 to be reported in their states. Only a few states (such as Anambra and Cross River) have taken preventive steps such as establishing isolation centers, requiring the use of facemasks, and prohibiting public meetings before any confirmed cases have been reported. A Presidential Task Force (PTF) coordinates the national effort against COVID-19 at the federal level. A State Task Force exists in each of the federation's states. The task force's main goal is to develop ideas, put them into action, and engage stakeholders in order to provide a multi-sectoral response to the pandemic. Although there is an attempt to organize other stakeholders, the PTF is dominated by government officials. Faith leaders (FLs), for example, have been largely ignored, despite the fact that Nigeria is a religious country (Amzat, 2020).

Despite the restriction on religious gatherings at the time, some FLs held congregation services. Instead of the brusque governmental directive that has failed to produce the desired effects, the FLs should have been appropriately engaged. Religious houses, on the other hand, were rapidly reopened in early June for regular services, with the assumption that safety precautions would be observed during services. The likelihood of certain faith institutions defying state instructions complying with safety requirements is quite low; thus, religious meetings could be key in explaining the country's next pandemic spike. Daily press briefings have been held by the PTF to inform the public and address some important topics. This includes deliberate efforts to dispel some COVID-19 misconceptions or rumors. To reach rural inhabitants and illiterate groups, more efforts are needed (Akinmayowa and

Amzat, 2020).

Surveillance of rumor is critical in combating disinformation and fallacies (Amzat and Razum, 2018). In addition, some "covidiot" must be "treated." "Those who believe and spread COVID-19 fallacies and misconceptions. The "covidiot" are a group of people who believe in conspiracy theories "Those who refuse to take preventive measures due to such misunderstandings are also included. The medical response is reliant on the availability of testing kits, the establishment of isolation centers, and the provision of personal protective equipment (PPE) for health professionals. The country must also motivate health staff to fight COVID-19 on the front lines. There have been various debates about the "frontliners" modest hazard allowance and life insurance benefits. The PTF suggested case searching, which included a house-to-house search, due to increased evidence of community transmission, which has resulted in an increase in the number of cases found, particularly in Lagos (NCDC, 2020). More case detection entails more tracing of contacts. Social screening, detecting people who are at risk, and encouraging safety measures are all part of the process. The end goal is to break the host-agent relationship and reduce the spread of COVID-19. Palliatives and economic stimulus are intended to reduce the negative consequences of a lockdown or limited movement.

COVID 19 Related Crises in Anambra State

Economic crisis

During the global outbreak of the covid-19 pandemic, the World Health Organization (W.H.O.) issued some preventive measures to be taken in order to reduce the virus's contagious nature, given that no vaccine has yet been developed. The measures include social distancing, in which people are encouraged to distance themselves from other people in order to be safe from the virus, and government lockdown in response to W.H.O. directives. People were asked to stay at home, and companies of all kinds were forced to close, affecting the state's economy. The term "economy" refers to all activity in a given area that is related to the production,

consumption, and trade of goods and services. The production of goods and services, as well as other business-related activity, was halted. People felt compelled to stay at home, sleep, and then go back to sleep. Man was reduced to a powerless person who had no idea how or when this would end and everything would return to normal. People are unable to go out to obtain their regular food, which has resulted in an upsurge in hunger. Some businesses fire employees because their economies have suffered and they are unable to pay their wages, resulting in the dismissal, which has increased the number of unemployed youngsters in the country. Because nothing is going as it should, several business concepts that might have been implemented have been lost. Some public offices were closed down as civil servants were instructed to work from home.

Political Crises

At the height of the covid-19 pandemic crisis, not only was the state struggling to stop the virus from spreading so that things might return to normal, but the state's security wall had also failed. The End-SARs-rally saw young people take to the streets to protest police brutality against civilians. The end-SARS-protest is a demonstration organized by Nigerian youth to express their dissatisfaction with the way the Special Anti-Robbery Squad (SARS) performs its job, alleging that they victimize and intimidate people, particularly the youth. The protest, which began as a harmless game in Lagos, has spread to practically every Nigerian state, including Anambra. Many police officers were killed in Anambra state during the demonstration, which ultimately turned violent. Government buildings were also damaged or burned, as was the Independent National Electoral Commission (INEC) office and police stations which were also set ablaze.

Social Crisis

In Anambra state, all social activities, ceremonies ranging from traditional or church weddings, burial and funerals, and other activities that add spice to people's lives were prohibited; the government issued directives prohibiting all social activities, ceremonies, and burials and funerals in the state. At the time, life

seemed a little dull. State borders were locked, making social connection between neighbors difficult.

Academic Crisis

All schools in the state, both public and private, were asked to abandon the buildings, including tertiary institutions, since this was the only choice left to protect the lives of the state's future generation.

Moral Crisis

All religious activities, including Sunday services and Friday Jumat prayer for Muslim believers, as well as open crusades and outreaches, were halted. People were encouraged or required to practice their faith at home. Rape and defilement of minors were commonplace, and moral degeneration was on the rise. People, particularly teenagers, were drowning in crime; high internet fraud (yahoo) was on the rise; morals were eroding; and immorality was on the rise. Many ritual killings were on the high side, with people killing others and removing their critical organs for money ceremonial purposes.

Medical Crisis

Due to the fact that this virus is wreaking havoc on the people of the state, both private and public hospitals were tasked with checking their patients for signs of COVID -19. However, due to the delay in providing and accessing virus testing machines, some hospitals were forced to rely on a trial-and-error system. People with various illnesses that shared the same symptoms as covid-19 were kept untreated, resulting in the death of many people. As a result, some patients were frightened of testing positive and being sent to an isolation unit if they went to the hospital. Because of the dangerous illness, pregnant women prefer to give birth in uncertified maternity homes at this time. These maternity homes lack adequate emergency equipment, causing the majority of them to lose either the baby or both.

How Anambra State Government Used Public Relations Strategies to Manage COVID-19 Related Crises

Unlike other Nigerian states, Anambra used a variety of public

relations efforts to keep COVID-19 contained in the state. According to data from the Nigeria Centre for Disease Control, the total number of COVID-19 cases in Anambra State was 1,641 as of February 25. However, the virus has claimed the lives of nineteen persons in the state so far. In contrast, high index cases have been reported in other states such as Lagos and Kano. Anambra, which has been dubbed "the state with the most travelled citizens," is feared to be one of Nigeria's states with the largest number of COVID-19 cases, prompting the state governor to take action if the circumstance arises. The following are some examples of public relations strategies:

1. **Press Releases:** In resolving COVID 19-related crises in Anambra, the state administration relied heavily on press releases as a public relations tactic. From the time the state's first index case was documented, this method was used. The press statement was meant to raise public knowledge about the virus's presence in the state, disclose government steps to limit it, and reassure the public that they were safe.
2. **Special Broadcasts:** To keep the public informed about COVID-19 in the state and to outline government efforts and directives on viral containment, the government employed special broadcasts on ABS Radio and Television.
3. **Press Conferences:** Because there was a lot of disinformation about the virus circulating on various social media platforms, press conferences were used extensively to ensure that the correct information was transmitted to the general public through the media.
4. **Announcements:** There were several public announcements on COVID -19 prevention methods such as hand washing, social distancing, the use of sanitizer, the wearing of nose masks, and so on. There were also announcements about COVID -19 symptoms and phone numbers to call if somebody noticed them anywhere. ABS Radio and Television were used to make these notifications.
5. **Town Hall Meetings:** The Anambra State Government also

held a number of town hall meetings with key stakeholders in the state, including Traditional Rulers and Twon Union Presidents, leaders of the state's market and transportation unions, and security agencies. The purpose of these meetings was to ensure that these stakeholders received accurate information about the virus and that government policies were communicated to their citizens and members.

6. **Distribution of Palliatives:** The Anambra State government distributed palliatives in the form of food and cash to many citizens in the state to assist them cope with the pandemic's effects and to ensure that they followed government directions on virus containment.
7. **Use of Social Media:** The government used a variety of social media channels to communicate with its inhabitants and ensure that all special broadcasts, news releases, and notifications were distributed to all residents of the state. Facebook, WhatsApp, and a blog are examples of these social media sites.
8. **Health Worker Training and Retraining:** As part of its effort to limit the pandemic, the government of Anambra State has been educating health workers to guarantee that the state has the people to respond to the virus's reported cases.

Conclusion and Recommendations

This study has noted the applicability of the Public Relations strategies by Anambra State Government and can conclude that these strategies were effectively applied hence the low rate of COVID-19 indexed cases in the state compared to other states of the federation. It has been established that the Anambra State Government used public relations strategies like press releases, press conferences, announcements, town hall meetings with critical stakeholders like the market unions, transport unions, town unions etc. in disseminating appropriate information and behavior that helped in managing the various COVID-19 related crises in Anambra State. It was also established that the state government employed various media platforms like ABS Radio and Television, Newspapers, Facebook, WhatsApp and blogs. The study

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