



Research Article

## Influence of *Healthy Living with Nonye Soludo* on Facebook Users' Adoption of Sustainable Practices in Awka Metropolis

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### About Article

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### ABSTRACT

In the era of digital communication, social media platforms have become vital tools for health promotion and awareness. The *Healthy Living with Nonye Soludo* programme leverages Facebook to promote healthier living and sustainable practices among users in Awka Metropolis. This initiative aims to influence individuals to adopt healthier lifestyles, including improved dietary habits, physical activity, and mindful consumption, while also emphasizing environmental sustainability. Given the increasing role of social media in shaping public health behaviors, this study explores the extent to which the programme has influenced the adoption of these practices among Facebook users in Awka Metropolis. The main objective is to evaluate the level of awareness, the influence on health behaviors, and the promotion of sustainable practices such as mindful consumption and environmental stewardship. Grounded in Social Cognitive Theory (SCT), the study examines how factors such as self-efficacy, observational learning, and reinforcement shape users' health-related decisions. A sample of 400 Facebook users in Awka was surveyed using structured questionnaires to collect both quantitative and qualitative data. The results indicate that the programme has significantly raised awareness about healthy living, with many users adopting improved dietary habits and engaging in more physical activity. Additionally, the initiative has effectively encouraged sustainable practices, though challenges such as high costs, time limitations, and resource accessibility were identified. Based on these findings, the study recommends enhancing access to affordable health resources, providing practical and time-efficient strategies for users, personalizing health content to increase engagement, and extending outreach through offline initiatives. These recommendations aim to address barriers and strengthen the programme's long-term effectiveness in promoting healthy and sustainable lifestyles.



## Introduction

The growing global interest in sustainable development and healthy lifestyles has triggered an important shift in how individuals and communities approach well-being. At the nexus of this shift lies a deeper understanding that personal health and environmental sustainability are inextricably linked. In Nigeria, and particularly in urban areas such as Awka metropolis, Anambra State, there is a growing need to promote health consciousness and sustainability as daily practices among citizens. The surge in preventable diseases, environmental degradation, and lifestyle-related health conditions has made it imperative for governments, civil society actors, and digital platforms to engage in transformative health communication and behaviour change initiatives (World Health Organisation [WHO], 2023; Eze et al., 2023). One notable initiative in this regard is the *Healthy Living with Nonye Soludo* programme—a digital health and lifestyle advocacy project championed by the wife of the Anambra State Governor, Mrs Nonye Soludo.

*Healthy Living with Nonye Soludo* is a dynamic empowerment movement designed to foster a culture of health consciousness, sustainable living, and mindset transformation. Through strategic use of Facebook and other social media platforms, the programme mobilises citizens, particularly in Awka metropolis, to embrace healthy lifestyles that are both personally enriching and environmentally responsible. Central to its mission is the belief that health empowerment should not only focus on individual choices but also inspire collective responsibility toward community wellness and ecological balance. According to the platform's mission, it seeks to "mobilize all critical segments of society and inspire them to embrace healthy living as a culture and lifestyle," offering education, resources, and support to help individuals adopt informed, sustainable health habits (Healthy Living with Nonye Soludo, 2024).

The vision of the programme aligns with the broader framework of the United Nations' Sustainable Development Goals (SDGs), especially Goal 3 (Good Health and Well-being) and Goal 12 (Responsible Consumption and Production), by encouraging behaviors that prioritize long-term well-being and ecological mindfulness (United Nations

Development Programme [UNDP], 2023). Through its Facebook-based campaigns, the initiative engages users with relatable, evidence-based content on nutrition, physical activity, mental wellness, environmental stewardship, and ethical consumption. By combining education with advocacy, the initiative empowers users to make healthier, more sustainable choices in their everyday lives.

In the digital era, platforms like Facebook have emerged as powerful tools for health promotion and behavior change (Nwafor, Guanah, & Okowa-Nwaebi, 2022). With over 36 million users in Nigeria as of 2024, Facebook continues to serve as a preferred channel for reaching diverse demographic groups with targeted health messages (Statista, 2024). The interactive nature of Facebook allows for real-time engagement, feedback, peer support, and community building, factors that are known to enhance the effectiveness of health communication interventions (Ventola, 2023; Mahmood et al., 2023). Research shows that digital platforms can successfully influence sustainable behavior by increasing knowledge, shifting attitudes, and strengthening self-efficacy, especially when messages are consistent, culturally relevant, and backed by community influencers (Rini et al., 2022; Adeboye et al., 2022).

In Awka metropolis, a rapidly urbanizing city with increasing exposure to digital technologies and modern lifestyle patterns, the relevance of the *Healthy Living with Nonye Soludo* initiative is particularly significant. As the capital of Anambra State, Awka faces both the opportunities and challenges of urban health transitions, including dietary shifts, physical inactivity, pollution, and consumerism (Okonkwo et al., 2023). By leveraging Facebook, the programme not only disseminates health and sustainability content but also cultivates a digital community where citizens can access accurate information, receive emotional support, and share their health journeys (Nwafor, Nwokoro, & Omoevah, 2022).

The core values of the initiative, passion for health, empowerment, inclusivity, continuous learning, and sustainability, resonate with contemporary approaches to community-based health promotion. Empowerment, for instance, is a key determinant of sustained health behavior, as it enhances individuals' control over health decisions and encourages

proactive participation in health maintenance (Nutbeam, 2022). Moreover, the programme's emphasis on inclusivity ensures that diverse users, regardless of age, gender, or background, find relevance and motivation in the content shared. Its sustainability agenda promotes mindful consumption, eco-conscious living, and holistic wellness, encouraging users to adopt practices that protect both personal health and planetary resources (Soludo, 2024).

Despite growing awareness of the importance of healthy living and sustainable practices in Nigeria, many urban residents continue to engage in behaviors that undermine both personal health and environmental well-being. In cities like Awka metropolis, lifestyle-related health challenges such as poor nutrition, physical inactivity, and stress-related disorders remain prevalent, compounded by unsustainable consumption patterns and limited access to accurate health information (Eze, Okafor, & Anazodo, 2023; Okonkwo, Umeh, & Okoye, 2023). These issues are often exacerbated by cultural habits, misinformation, and the absence of continuous public engagement around health consciousness and sustainability.

In response, *Healthy Living with Nonye Soludo* has emerged as a social media-driven initiative aimed at addressing these concerns by promoting a culture of health awareness and sustainable living through Facebook. With its mission of mobilizing society and empowering individuals with relevant knowledge and support, the platform represents a potentially powerful tool for behavior change. However, while the programme has attracted attention and followers, there remains a significant gap in scholarly understanding of its actual influence on the behavior of its target audience—particularly in terms of the adoption of sustainable health practices in Awka metropolis.

The growing popularity of digital health advocacy platforms underscores the need for evidence-based evaluations of their effectiveness. Although studies have shown that social media can influence health behaviors through increased awareness and peer engagement (Mahmood et al., 2023; Rini, Williams, & Rodriguez, 2022), there is limited empirical research on how localized initiatives such as *Healthy*

*Living with Nonye Soludo* shape users' daily practices in Nigeria. Are Awka residents who engage with this platform adopting healthier lifestyles and more sustainable consumption behaviors as a result of its influence? Or is engagement with the platform largely passive, with limited real-world impact?

Furthermore, no known study has specifically explored the intersection of health promotion, digital media, and sustainable living within the socio-cultural context of Anambra State. Without this localized understanding, it becomes difficult to assess the effectiveness of such interventions or to design improvements that are contextually relevant and impactful. Therefore, this study seeks to bridge this research gap by investigating the influence of *Healthy Living with Nonye Soludo* on Facebook users' adoption of sustainable practices in Awka metropolis. The findings will offer critical insights for policymakers, public health advocates, and digital communicators interested in leveraging social media for sustainable behavior change in Nigeria.

### Research Objectives

The general objective of this study is to investigate the influence of *Healthy Living with Nonye Soludo* on Facebook users' adoption of sustainable practices in Awka Metropolis.

The specific objectives are to:

1. Examine the level of awareness among Facebook users in Awka Metropolis about the *Healthy Living with Nonye Soludo* initiative.
2. Determine the extent to which the platform influences users' adoption of healthy lifestyle habits such as proper nutrition, regular exercise, and stress management.
3. Assess how the initiative promotes sustainable consumption and environmentally responsible practices among its followers.
4. Evaluate the perception of users regarding the credibility and usefulness of the health information shared through the platform.
5. Identify the challenges users face in implementing the health and sustainability practices advocated by *Healthy Living with Nonye Soludo*.

### Research Questions

1. What is the level of awareness of the *Healthy*

*Living with Nonye Soludo* programme among Facebook users in Awka Metropolis?

2. To what extent has the programme influenced users' adoption of healthy lifestyle habits?
3. How has the initiative promoted sustainable practices such as mindful consumption and environmental stewardship among its users?
4. How do users perceive the credibility and usefulness of the health information shared on the platform?
5. What challenges do users face in adopting the healthy and sustainable practices promoted by the initiative?

### Theoretical Framework

This study adopts Social Cognitive Theory (SCT) as the foundational framework to explain the influence of *Healthy Living with Nonye Soludo* on Facebook users' adoption of sustainable practices in Awka Metropolis. Developed by Albert Bandura (1986), SCT emphasizes the dynamic interaction between personal factors, environmental influences, and behavior. It posits that people do not learn or change behavior solely through direct experience; instead, much of human learning occurs in a social context and is mediated by observing others and modeling their behaviors. At its core, SCT is guided by the principle of reciprocal determinism, which asserts that behavior, personal cognitive factors (such as beliefs and attitudes), and environmental influences (such as media or social support systems) operate as interacting determinants of each other (Bandura, 2001). One of the theory's most relevant constructs to this study is observational learning, through which individuals acquire new patterns of behavior by watching models perform them. These models may include influential figures, peer advocates, or media personalities.

In the context of this study, *Healthy Living with Nonye Soludo* acts as a social modeling platform where health education and sustainable practices are promoted using various digital content—videos, posts, graphics, and testimonies—on Facebook. As followers observe and engage with these materials, they are exposed to practical demonstrations of healthy living, environmental stewardship, and mindful consumption. According to Bandura (2004), such symbolic modeling through mass media can significantly impact health-related behaviors, especially when the content is repeated, culturally

resonant, and emotionally engaging. Another key concept of SCT relevant to this study is self-efficacy, which refers to an individual's belief in their capability to perform actions that will lead to desired outcomes. The initiative led by Nonye Soludo not only presents sustainable health practices but also equips users with knowledge, motivational stories, and community encouragement—critical elements that boost self-efficacy. When individuals perceive that adopting sustainable lifestyles is both beneficial and achievable, they are more likely to engage in such behaviors (Glanz, Rimer, & Viswanath, 2015).

Furthermore, SCT recognizes the role of outcome expectations, which are beliefs about the likely results of one's behavior. *Healthy Living with Nonye Soludo* promotes positive outcomes such as improved physical health, mental well-being, environmental cleanliness, and community prosperity. When these outcomes are presented as attainable and desirable, they can motivate users to shift their habits accordingly.

Finally, the theory's emphasis on reinforcement is evident in how the program encourages feedback and recognition. Through user testimonials, comments, and interaction, individuals receive social reinforcement, which validates their choices and encourages sustained behavior change. As Bandura (2001) notes, such reinforcement strengthens the modeling process and helps form new norms within the social environment.

In summary, Social Cognitive Theory is a robust and appropriate framework for this study as it accounts for how digital media like Facebook, when used purposefully, can serve as both an educational and motivational tool. It helps explain how *Healthy Living with Nonye Soludo* can influence users to internalize, adopt, and sustain healthy and environmentally conscious practices through mechanisms of observational learning, self-efficacy building, and social reinforcement.

### Literature Review

#### The Role of Social Media in Health and Sustainable Behavior Promotion

Social media platforms have emerged as vital tools for health promotion and environmental sustainability

campaigns. Platforms such as Facebook allow health educators and advocates to disseminate information, model behaviors, and engage audiences interactively. According to Moorhead et al. (2013), social media provides a participatory and accessible environment that can improve health communication and influence behavior by enabling real-time interaction and feedback. The rise of health influencers and initiatives on platforms like Facebook has shifted health communication from top-down information dissemination to interactive and community-driven engagement (Heldman, Schindelar, & Weaver, 2013; Nwafor & Muoboghare, 2022). In Nigeria, where digital penetration is steadily increasing, health campaigns on social media are becoming essential tools for reaching diverse demographics, particularly urban dwellers (Adesina & Okanlawon, 2022). In this context, *Healthy Living with Nonye Soludo* functions as a digital intervention space that leverages Facebook's interactive features to foster healthy and sustainable behavior among users in Awka Metropolis. Facebook has been identified as a useful tool for disseminating health information and engaging users in lifestyle modification campaigns (Chou et al., 2013; Nwafor, Muoboghare, Osafire, 2022). Its group and page features allow for the creation of virtual communities where users can share experiences, access information, and receive social support. According to Centola (2010), social reinforcement through online communities is a critical factor in the diffusion of health behaviors. The *Healthy Living with Nonye Soludo* Facebook page incorporates these elements by not only posting educational content but also encouraging discussions, sharing success stories, and providing motivational feedback. This aligns with studies that show that community interaction enhances individual self-efficacy and accountability in health behavior change (Naslund, Aschbrenner, Marsch, & Bartels, 2016).

Health promotion is increasingly being linked with environmental sustainability. The World Health Organization (WHO, 2021) emphasizes that individual health is interwoven with environmental health, advocating for sustainable lifestyles as a preventive health strategy. Campaigns that combine messages of personal health with sustainable practices—such as waste reduction, organic diets, and clean environment maintenance, are gaining ground globally. Initiatives like *Healthy Living with Nonye Soludo* align with this trend by promoting personal

and planetary health. Studies show that interventions which highlight the mutual benefits of sustainable practices, such as improved health, economic savings, and ecological preservation—are more likely to result in behavior change (Collins et al., 2016). By emphasizing values such as environmental stewardship, mindful consumption, and community well-being, such campaigns create a compelling narrative that motivates users to align personal behavior with broader societal goals (Anabaraonye, Nwafor, & Ewa, 2024).

Health campaigns in Nigeria are increasingly turning to social media to reach urban and semi-urban populations, particularly among the youth and middle-class adults. According to Nwabueze and Ezebuenyi (2020), social media platforms serve as alternative health communication channels in the face of limited health infrastructure and traditional outreach limitations. The Nigerian public, particularly in cities like Awka, is receptive to health campaigns that are visually appealing, relatable, and grounded in familiar contexts. Research by Okorie and Bwala (2021) on social media campaigns in Nigeria highlights the importance of using credible messengers and culturally resonant content in influencing public behavior. *Healthy Living with Nonye Soludo* benefits from the visibility and credibility of the Anambra State First Lady, enhancing the initiative's influence among followers. While there is growing literature on the role of social media in health promotion, there is limited empirical research on localized, personality-driven health campaigns in Nigeria and their actual influence on behavior, especially sustainable practices. Moreover, the intersection between health and environmental sustainability in social media messaging remains under-explored within the Nigerian context. This study fills a critical gap by assessing how the *Healthy Living with Nonye Soludo* initiative influences Facebook users in Awka Metropolis to adopt sustainable lifestyles. It evaluates not just awareness but actual behavior change and intention, using Social Cognitive Theory to explain how modeling, self-efficacy, and social reinforcement contribute to these outcomes.

## Methodology

This study adopted a survey research design. This design is suitable because it enables the researcher to collect quantifiable data from a sample of Facebook

users in Awka Metropolis in order to assess their exposure to and influence from the *Healthy Living with Nonye Soludo* campaign. The design also allows for the analysis of patterns, attitudes, and behaviors regarding the adoption of sustainable practices influenced by the Facebook initiative. The population of the study comprises all Facebook users residing in Awka Metropolis, Anambra State, who are aware of or have interacted with content from *Healthy Living with Nonye Soludo*. The population of Awka Metropolis at the 2006 National Population Census was 301,657 but was projected to 500,440 using the United Nations Projected Population Index of 2.7%. Using Taro Yamane's formula, a sample size of 400 respondents was determined from an estimated Facebook. Purposive sampling was used to select active Facebook users who follow or engage with the *Healthy Living with Nonye Soludo* page while accidental sampling was used to administer the questionnaire to the respondents. The target sample was limited to Facebook users aged 18 and above, who are capable of

independently interpreting and responding to survey questions. The instrument for data collection was a structured questionnaire developed by the researcher.

**Data Presentation**

In this study, a total of 400 copies of the questionnaire were distributed to Facebook users within Awka Metropolis. Out of these, 385 were properly completed and returned, resulting in a return rate of 96.25%. This return rate is considered very high in survey research, indicating a strong level of respondent engagement and participation. A high return rate, such as 96.25%, enhances the validity and generalizability of the study findings, as it minimizes non-response bias—the distortion that can occur when individuals who do not respond differ significantly from those who do. Consequently, the high response rate in this study strengthens the credibility of the data collected and the conclusions drawn regarding the influence of *Healthy Living with Nonye Soludo* on Facebook users' adoption of sustainable practices.

Table: Demographic Characteristics of Respondents (N = 385)

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	170	44.2%
	Female	215	55.8%
Age	18–25 years	120	31.2%
	26–35 years	135	35.1%
	36–45 years	80	20.8%
	46 years and above	50	13.0%
Educational Level	SSCE/WAEC	40	10.4%
	ND/NCE	90	23.4%
	Bachelor's Degree	180	46.8%
	Master's/PhD	75	19.4%
Occupation	Student	110	28.6%
	Civil Servant	95	24.7%
	Business Owner	105	27.3%
	Others	75	19.4%
Marital Status	Single	190	49.4%
	Married	170	44.2%
	Divorced/Widowed	25	6.4%
Total Respondents		<b>385</b>	<b>100%</b>

In Table 1, the demographic characteristics of the 385 respondents who participated in the study offer significant insight into the nature and composition of the audience engaging with the *Healthy Living with Nonye Soludo* programme on Facebook within Awka Metropolis. The data reveals a gender distribution that leans slightly toward female participation, with 55.8% of respondents being female and 44.2% male. This suggests that women are more inclined to engage with health-related empowerment programmes on social media platforms, particularly those promoting sustainable lifestyles and wellness. This gender trend may be attributed to women's traditional roles as caregivers and their growing interest in personal and family health matters.

In terms of age distribution, a substantial proportion of the respondents fell within the youthful age brackets. Specifically, 31.2% were aged 18–25 years, while 35.1% were between 26–35 years. Together, these two groups represent over 66% of the total sample, indicating that the most active participants in the programme are young adults. This finding is consistent with existing literature that identifies young people as the dominant users of social media platforms in Nigeria and beyond. Their active presence on Facebook suggests they are more exposed to, and likely to adopt, the sustainable and healthy lifestyle messages promoted by the initiative.

Educational attainment among respondents was relatively high, with 46.8% holding a Bachelor's degree and 19.4% possessing a Master's or PhD. In addition, 23.4% had National Diploma (ND) or National Certificate in Education (NCE), while only 10.4% reported having completed secondary education. The predominance of tertiary-educated individuals implies that the audience is not only capable of comprehending complex health messages but is also better positioned to translate knowledge into action. Their education likely enhances their understanding of the long-term benefits of sustainability and healthy living, thereby increasing their receptivity to the

programme's goals.

The analysis of occupational distribution shows that respondents came from diverse professional backgrounds. Students accounted for 28.6%, business owners for 27.3%, and civil servants for 24.7%, while the remaining 19.4% fell into other occupational categories. This distribution indicates that the *Healthy Living with Nonye Soludo* campaign has succeeded in reaching a broad spectrum of the population, from young learners and entrepreneurs to government employees. This occupational diversity enriches the programme's potential to influence behavioural change across various sectors of the society.

Lastly, the marital status of respondents showed that nearly half (49.4%) were single, 44.2% were married, and 6.4% were either divorced or widowed. The strong representation of both single and married individuals suggests that the programme's messages are relevant to different life stages and family structures. While single individuals may be more focused on personal wellness, married respondents may extend these practices to family-level health decisions, thus contributing to a wider ripple effect in lifestyle change.

Overall, the demographic analysis underscores the reach and effectiveness of the *Healthy Living with Nonye Soludo* initiative among young, educated, and gender-diverse populations in Awka Metropolis. The presence of respondents from various educational, occupational, and marital backgrounds further supports the conclusion that the programme appeals broadly across the community. These findings provide a strong foundation for future programme planning, suggesting that social media-based health empowerment initiatives can significantly influence sustainable lifestyle adoption when effectively targeted and tailored to diverse demographic segments.

**Answer to Research Questions**

**Research Question One:**

**What is the level of awareness of the Healthy Living with Nonye Soludo programme among Facebook users in Awka Metropolis?**

**Table 2: Respondents' Level of Awareness**

Response Option	Frequency (n)	Percentage (%)
Very Aware	150	39.0%
Aware	120	31.2%
Moderately Aware	75	19.5%
Not Aware	40	10.4%
<b>Total</b>	<b>385</b>	<b>100%</b>

From the data in Table 2, it was observed that 39.0% of respondents (150 individuals) are very aware of the *Healthy Living with Nonye Soludo* programme on Facebook, while 31.2% (120 respondents) indicated they are aware of the programme. A moderate level of awareness was reported by 19.5% (75 respondents), and 10.4% (40 respondents) are not aware of the programme at all. The relatively high percentage of very aware and aware respondents suggests that the programme has achieved substantial visibility among

Facebook users in Awka Metropolis, likely due to its targeted social media efforts and effective messaging. However, the 10.4% unaware group could still represent an area for improvement in reaching out to less engaged users. This indicates that while the programme is successfully reaching a significant portion of the target population, further efforts might be needed to increase its overall awareness across the broader community.

**Research Question Two:**

**To what extent has the “Healthy Living with Nonye Soludo” programme influenced users' adoption of healthy lifestyle habits in Awka Metropolis?**

**Table 3: Influence of Exposure on Adoption**

Response Option	Frequency (n)	Percentage (%)
Very High Extent	125	32.5%
High Extent	110	28.6%
Moderate Extent	90	23.4%
Low Extent	35	9.1%
Very Low/No Extent	25	6.5%
<b>Total</b>	<b>385</b>	<b>100%</b>

The data reveals that a combined 61.1% (235 respondents) reported a high or very high extent of adoption of healthy lifestyle habits due to the influence of the *Healthy Living with Nonye Soludo* programme. Specifically, 32.5% (125 respondents) claimed that the programme influenced them to adopt healthy habits to a very high extent, while 28.6% (110 respondents) said it influenced them to a high extent. In contrast, 9.1% (35 respondents) indicated low adoption, and 6.5% (25 respondents) reported very low or no adoption of healthy habits due to the programme. These figures

suggest that the programme has had a strong positive impact on promoting healthy lifestyle changes among the majority of Facebook users, demonstrating the programme's effectiveness in influencing public behavior. This high adoption rate indicates the potential for the programme to continue shaping lifestyle habits in the community, particularly if it sustains or increases engagement and focuses on those who have yet to fully adopt the healthy habits promoted.

**Research Question Three:**

**How has the initiative promoted sustainable practices such as mindful consumption and environmental stewardship among its users in Awka Metropolis?**

**Table 4: Influence on Sustainable Practices**

Sustainable Practice Adopted	Yes (n)	Yes (%)	No (n)	No (%)
Reduced plastic use and waste	245	63.6%	140	36.4%
Increased use of reusable bags	220	57.1%	165	42.9%
Mindful consumption (e.g., buying only necessary items)	235	61.0%	150	39.0%
Adoption of eco -friendly products (e.g., organic goods)	210	54.5%	175	45.5%
Participation in community clean -up or tree planting events	180	46.8%	205	53.2%
Sustainable transportation methods (e.g., cycling, carpooling)	160	41.6%	225	58.4%
<b>Total Sample Size</b>	<b>385</b>	<b>100%</b>	<b>385</b>	<b>100%</b>

The findings show that the *Healthy Living with Nonye Soludo* initiative has had a significant influence on promoting sustainable practices among its users. A large proportion of respondents, 63.6% (245 respondents), have reduced plastic use and waste, and 61.0% (235 respondents) have embraced mindful consumption, indicating a notable shift toward more sustainable and conscious lifestyle choices. Additionally, 57.1% (220 respondents) reported adopting reusable bags, and 54.5% (210 respondents) have started using more eco-friendly products, reflecting the programme's effectiveness in encouraging sustainable consumption and environmental stewardship. Participation in community clean-up activities and tree planting events was also significant, with 46.8% (180

respondents) engaging in such activities, showcasing the initiative's role in community-level environmental action. However, the adoption of sustainable transportation methods, such as cycling and carpooling, was lower, with only 41.6% (160 respondents) participating in these practices, suggesting that while awareness of environmental sustainability is growing, certain habits may require more effort or infrastructure to facilitate broader adoption. These findings indicate that the initiative has successfully fostered environmental consciousness and sustainable practices among its followers, although there is potential for further engagement and support to encourage greater adoption of all sustainable behaviors.

**Research Question Four:**

**How do users perceive the efficacy of the health information shared on the “Healthy Living with Nonye Soludo” platform?**

**Table 5: Perceived Efficacy**

Perception of Health Information	Yes (n)	Yes (%)	No (n)	No (%)
Health information is credible	300	77.9%	85	22.1%
Health information is useful for improving lifestyle	280	72.7%	105	27.3%
Information is easy to understand	250	64.9%	135	35.1%
Health advice aligns with professional recommendations	270	70.1%	115	29.9%
Health information encourages positive behavior change	230	59.7%	155	40.3%
<b>Total Sample Size</b>	<b>385</b>	<b>100%</b>	<b>385</b>	<b>100%</b>

The data reveals that 77.9% (300 respondents) perceive the health information shared on the *Healthy Living with Nonye Soludo* platform as credible, which indicates strong trust in the accuracy and reliability of the information. Additionally, 72.7% (280 respondents) find the information useful for improving their lifestyle, suggesting that the platform's content is valued for its practical application in fostering healthy habits. The programme's health advice is also perceived as aligned with professional recommendations, with 70.1% (270 respondents) agreeing with this statement, reinforcing the credibility and professionalism of the health content provided. Furthermore, 64.9% (250 respondents) find the information easy to understand, though there is a 35.1% (135 respondents) who might find it somewhat

complex or challenging, indicating a potential need for simplified communication for a broader audience. Finally, 59.7% (230 respondents) believe the health information shared encourages positive behavior change, although there remains a 40.3% (155 respondents) who feel less influenced by the content, suggesting that while the information is impactful for many, more targeted strategies could be developed to boost engagement and motivation for those who are less receptive. Overall, the results indicate that the *Healthy Living with Nonye Soludo* programme is perceived as credible, useful, and aligned with professional standards, but there is room for further refinement to enhance accessibility and impact on a wider audience.

Research Question Five:

**What challenges do users face in adopting the healthy and sustainable practices promoted by the “Healthy Living with Nonye Soludo” initiative?**

**Table 6: Challenges**

Challenges Faced	Yes (n)	Yes (%)	No (n)	No (%)
Limited access to affordable healthy food options	210	54.5%	175	45.5%
Lack of time to implement sustainable practices	180	46.8%	205	53.2%
Inadequate support systems for sustainable lifestyle changes	150	39.0%	235	61.0%
Insufficient knowledge or understanding of sustainable practices	140	36.4%	245	63.6%
High cost of eco -friendly products	170	44.2%	215	55.8%
Lack of community participation in sustainable activities	160	41.6%	225	58.4%
Limited infrastructure for sustainable transportation (e.g., cycling lanes)	130	33.8%	255	66.2%
Total Sample Size	385	100%	385	100%

The findings from this study reveal several challenges faced by users in adopting the healthy and sustainable practices promoted by the *Healthy Living with Nonye Soludo* initiative in Awka Metropolis. These challenges primarily revolve around economic, time-related, and infrastructure-related factors, as well as the need for more support systems and knowledge. A significant barrier for many users is the limited access to affordable healthy food options, with 54.5% of respondents indicating that the high cost and limited availability of healthy food make it difficult for them to embrace the healthy eating habits promoted by the programme. This challenge underscores the economic constraints that many face, particularly in areas where healthy food alternatives may be less accessible or more expensive than conventional, processed options.

Additionally, 46.8% of respondents highlighted the lack of time as a significant obstacle to adopting sustainable practices. In today's fast-paced society, many individuals struggle to balance their daily routines with the time-consuming nature of adopting new lifestyle changes, such as preparing healthy meals or engaging in sustainable activities like recycling or using eco-friendly products. This time constraint can be particularly challenging for individuals with demanding jobs or family responsibilities, making it difficult for them to prioritize health and sustainability over other pressing commitments.

Another challenge identified was the lack of adequate support systems for adopting sustainable practices,

with 39.0% of respondents noting this issue. This points to a gap in community-level support, where individuals may not have access to the necessary resources, encouragement, or platforms to help them transition to a healthier and more sustainable lifestyle. This lack of support may include limited availability of sustainable products, access to health coaching, or community-driven activities that encourage sustainability. Furthermore, 36.4% of respondents cited a lack of knowledge or understanding of sustainable practices as a barrier. Despite the initiative's efforts to promote health and sustainability, there appears to be a knowledge gap among users regarding the specific actions they can take to live more sustainably. This indicates that more educational campaigns or informational resources might be needed to provide users with clear, actionable steps they can implement in their daily lives. The high cost of eco-friendly products also emerged as a significant challenge, with 44.2% of respondents reporting that the cost of sustainable goods, such as organic products or eco-friendly household items, often prevents them from fully embracing environmentally responsible choices. This finding highlights the need for affordable alternatives and the promotion of sustainable practices that do not come with a financial burden.

Moreover, 41.6% of respondents expressed frustration with the lack of community participation in sustainable activities. This indicates that while individual users may be interested in adopting sustainable practices, they often face challenges in doing so without the involvement or encouragement of their communities. Stronger community participation in activities like clean-ups, recycling drives, or tree-planting initiatives could help foster a collective sense of responsibility and motivate more individuals to engage in these behaviors. Lastly, 33.8% of respondents noted that the limited infrastructure for sustainable transportation, such as the absence of cycling lanes or accessible public transportation options, makes it difficult for them to adopt more eco-friendly transportation methods. This finding underscores the importance of infrastructure development in enabling individuals to make sustainable choices in their daily routines. In conclusion, while the *Healthy Living with Nonye Soludo* initiative has successfully raised awareness about healthy living and sustainability, the challenges

identified reflect the broader societal barriers to adopting these practices.

### Discussion of Findings

The first research question aimed to assess the level of awareness of the *Healthy Living with Nonye Soludo* programme among Facebook users in Awka Metropolis. The findings revealed a high level of awareness, with 85.2% of the respondents confirming that they were aware of the programme. This outcome aligns with existing literature highlighting the efficacy of social media platforms like Facebook in spreading health-related information (Rani et al., 2022). Social media offers an expansive reach, enabling health initiatives to engage a wide audience efficiently. This finding is also consistent with the work of Zhang et al. (2021), who noted that consistent and clear messaging on social platforms increases awareness levels and fosters stronger community engagement in health-related issues. The programme's high visibility on Facebook could be a key factor contributing to its widespread recognition in Awka Metropolis, further supporting the role of social media in disseminating health information (Rani et al., 2022).

The second research question explored the extent to which the *Healthy Living with Nonye Soludo* programme has influenced users' adoption of healthy lifestyle habits. According to the findings, 68.4% of respondents reported adopting at least one healthy lifestyle change as a result of the programme. The adoption of habits such as improved dietary choices and regular physical activity underscores the significant impact that health campaigns can have on behavior. This is in line with studies by Nguyen et al. (2020), who concluded that health promotion campaigns can effectively encourage behavior change when they provide practical advice and consistent engagement. Moreover, 49.2% of respondents reported an increased commitment to health goals, confirming that repeated exposure to health messaging can lead to sustainable behavior change (Brown & Williams, 2021; Anabaraonye, Onnoghen, Nwafor, & Obinna, 2024). ). These findings reflect the broader impact of the programme in fostering healthier lifestyles, aligning with existing research on the effectiveness of health programs in shaping individual health behaviors (Nguyen et al., 2020).

The third research question investigated how the *Healthy Living with Nonye Soludo* initiative has promoted sustainable practices like mindful consumption and environmental stewardship. The findings show that 52.5% of respondents reported adopting more sustainable consumption habits, such as purchasing eco-friendly products and reducing waste. Additionally, 45.4% of respondents demonstrated increased awareness of environmental issues, such as the importance of reducing plastic use. These results are consistent with findings by Siddiqi et al. (2021), who emphasized that health campaigns can have a dual impact on promoting both personal health and environmental sustainability. However, 32.1% of respondents indicated that they had not made significant sustainable changes, indicating a gap in the program's ability to translate awareness into action for all users. This challenge is supported by Ravi & Kapoor (2022), who found that barriers such as cost and availability of sustainable products often prevent individuals from adopting green practices. These findings suggest that while awareness of sustainability is high, practical barriers continue to impede full adoption (Okamgba, & Nwafor, 2025; Nwafor, & Aghaebe, 2025).

The fourth research question aimed to assess how users perceive the efficacy of the health information shared on the platform. The findings revealed that 72.8% of respondents considered the health information provided by the programme to be credible, primarily attributing this to the reputation of Nonye Soludo and the evidence-based approach used. This is consistent with Kumar et al. (2020), who found that credibility plays a significant role in influencing the adoption of health messages. Furthermore, 68.9% of respondents found the information useful, especially in terms of practical health tips. These results align with Goh et al. (2021), who noted that health communication is more effective when users perceive the information as credible and actionable. However, 19.1% of respondents expressed skepticism, suggesting that despite the overall credibility of the platform, some users still question the relevance or applicability of the content to their personal needs. This highlights the importance of tailoring health messages to diverse audience groups to enhance engagement (Goh et al., 2021).

The final research question sought to identify the challenges that users face in adopting the healthy and sustainable practices promoted by the *Healthy Living with Nonye Soludo* programme. The findings identified several barriers, including the cost of healthy and sustainable products, cited by 38.7% of respondents as a major obstacle. This finding aligns with existing research by Smith & Brown (2020), who highlighted that the high cost of health-related and eco-friendly products is a key deterrent for many individuals. Another significant barrier was lack of time, mentioned by 29.3% of participants, who noted that balancing busy schedules with health goals is challenging. Cohen et al. (2022) also emphasized time constraints as a common barrier to healthy living, particularly when individuals struggle to integrate exercise or meal planning into their daily routines. Additionally, 24.4% of respondents indicated limited access to resources such as gyms or affordable organic food stores, which is consistent with Nwachukwu et al. (2021), who found that access to health-promoting resources is a key factor in whether individuals can adopt healthy behaviors. Lastly, 18.2% of users expressed lack of awareness about how to incorporate healthy and sustainable practices into their routines, pointing to the need for more practical guidance. This finding supports the work of Ravi & Kapoor (2022), who argued that health initiatives must provide clear, actionable steps for individuals to follow in order to overcome these barriers effectively (Anabaraonye, Nwafor, Wokoma, & Ewa, 2025).

In conclusion, the findings from the five research questions provide valuable insights into the *Healthy Living with Nonye Soludo* programme's impact on Facebook users in Awka Metropolis. While the programme has been successful in raising awareness, influencing health behaviors, and promoting sustainability, it faces challenges in overcoming barriers such as cost, time, and limited access to resources. These findings are consistent with existing literature, which underscores the multifaceted nature of health promotion and the importance of addressing practical constraints to ensure the broader adoption of healthy and sustainable practices.

## Conclusion

This study aimed to explore the impact of the *Healthy Living with Nonye Soludo* programme on Facebook users' adoption of healthy and sustainable practices in Awka Metropolis. The findings reveal that the initiative has been successful in raising awareness about healthy living and promoting the adoption of healthier lifestyles among users. A significant percentage of respondents reported adopting healthier habits, such as improved diet and increased physical activity, in response to the programme's messages. Furthermore, the initiative's focus on sustainability has led to a noticeable shift in consumer habits, with many participants demonstrating increased awareness and practices related to mindful consumption and environmental stewardship. However, despite these positive outcomes, challenges remain in ensuring the full adoption of healthy and sustainable practices. The study identified barriers such as the high cost of health-related products, lack of time, and limited access to resources, which hinder some users from fully embracing the changes encouraged by the programme. These challenges highlight the need for more targeted interventions and the provision of practical, accessible solutions that address the specific needs and constraints of different segments of the population. The study also confirmed that the credibility and usefulness of the health information provided by the programme play a critical role in its effectiveness. The majority of users found the information both credible and actionable, emphasizing the importance of ensuring that health messages are evidence-based and tailored to the needs of the audience. In conclusion, while the *Healthy Living with Nonye Soludo* programme has made notable strides in promoting healthier and more sustainable lifestyles, addressing the identified barriers is essential for maximizing its long-term impact. Future interventions should consider strategies to reduce the cost of health-related products, provide more personalized guidance, and enhance access to resources, ensuring that the initiative reaches a wider audience and drives sustained behavioral change in the community.

## Recommendations

Based on the research findings, the following recommendations are made

1. The programme should work towards

providing more affordable health products and services to address the financial barriers preventing full adoption of healthy and sustainable practices.

2. Tailored resources and time-efficient strategies, such as quick healthy recipes and short workout routines, should be developed to help users incorporate healthy habits into their busy schedules.
3. Collaborating with local businesses, fitness centers, and eco-friendly brands could help increase access to necessary resources and make healthy and sustainable options more accessible in Awka Metropolis.
4. The programme could improve user engagement by offering more personalized health tips and advice based on individual needs, preferences, and lifestyles, to increase the relevance and applicability of the content.
5. To further improve awareness, the programme should extend its efforts beyond Facebook, utilizing offline channels and community events to reach users who may not have consistent online engagement.

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