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The Role of Government Initiatives in Supporting Education and Health Issues in the Arab World Study in Egypt and Saudi Arabia

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ABSTRACT

The study has given a comprehensive analysis of government initiatives in education and health sectors in Saudia Arabia and Egypt, aiming to assess their impact on diverse demographic groups. The data shows key demographic statistics, perceptions of initiative effectiveness, and communication strategies employed. Findings suggested that the government initiatives have positively created an impact on education, particularly in supporting children's rights and addressing child-related concerns, while early detection and treatment for chronic diseases demonstrate holistic well-being. The study highlights the importance of communication channels like social media in raising awareness and promoting citizen engagement. It has been recommended that their strategies be enhanced in terms of tailoring the initiatives to specific demographics and continuous improvement for successful government initiatives in both countries.

INTRODUCTION

Countries must confront societal risks, particularly health ones, to achieve sustainable development. Government initiatives address various development dimensions and have varying levels of popular influence based on cultural, social, and political determinants. Arab governments like Egypt and Saudi Arabia have launched health and education initiatives to improve society. In the United States, initiatives like the "Better Food for All Initiative" and the "Health Care Initiative for the American Citizen 2013" have been successful in achieving societal change (Emanuel *et al.*, 2021). Official initiatives, like those of former US President Barack Obama, have the strength of their message and can lead to societal change. Over the past five years, Egypt has seen a rise in official initiatives in health and education, including initiatives to improve healthcare and strengthen school information infrastructure. The growth of education during the Custodian of the Two Holy Mosques era was characterized by qualitative initiatives aimed at raising university quality (Alattiq, 2023). These projects included developing faculty creativity and excellence, supporting scientific and research excellence in universities, and contributing to scientific societies. Important initiatives in education include supporting scientific research and development, developing digital skills, and the Saudi Digital Library initiatives (Fulton, 2020). However, some initiatives have not achieved their intended goals due to lack of awareness or communication.

The research aims to analyze and evaluate communication strategies and protocols used in government initiatives in Egypt and Saudi Arabia. It seeks to determine the impact of government measures on education and health concerns, the influence of communication channels on awareness, specific domains addressed, and the steps involved in executing projects (Algahtany *et al.*, 2023). The research addresses questions such as the function of government measures, appealing channels for public information, areas of efforts, and collaboration protocols. The research's significance lies in enhancing knowledge of government projects, the growing importance of government activities, political leaders' enthusiasm, and the limited number of studies examining the impact of government efforts on education and health issues.

Theory of Dependence on the Media

The media dependence theory suggests that individuals' reliance on media for information increases their importance. This is due to the media's ability to influence individuals through continuous and intensive transmission. The theory focuses on how media influences beliefs, feelings, and behavior, and how it is influenced by surrounding circumstances, past experiences, and social instability (Enders *et al.*, 2021). It suggests that mutual dependence between the public and media is influenced by media performance and conflict intensity, and the stability of the social system, media capabilities, and social system control. The cognitive effects according to this theory include four things included the media aims to clarify ambiguity in events by providing clear explanations or increasing information, while also influencing public attitudes, acknowledging the individual's role in shaping their perceptions, such as in environmental and educational issues.

Diffusion of Innovation Theory

Everett Rogers theory explores the adoption of new ideas, practices or technologies within the society,

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finding the stages such as knowledge, persuasion, decision, implementation and confirmation (Min *et al.*, 2021). It helps understand factors influencing adoption, communication channels, and the impact of social systems and individual interactions.

LITERATURE REVIEW

Communication Strategies and Protocols in Government Initiatives

Saudi Arabia can enhance their educational systems by integrating ICT, but this requires stronger collaborations, increased funding, human resources, and refined assessment methods (Alghamdi & Holland, 2020). Saudi Arabian faculty members are prepared to adopt e-learning due to factors such as self-directed learning, institutional support, communication self-efficacy, and learning-transfer self-efficacy (Tayyib *et al.*, 2020). The Meaningful Communication in English (MCE) training course enhances English instructors' self-assurance and competence, promoting student-centered, interactive, and engaging classroom practices (Korucu-Kış, 2021). Whereas, in health sector the health professionals can improve crisis communication effectiveness by using fact-based, transparent messaging, people-centered tactics, and international cooperation (Su *et al.*, 2022). Health communication executives suggest risk assessments, diverse decision-makers, effective communication procedures, and maintaining a calm demeanor during potential public health emergencies (Voges *et al.*, 2023). In Egypt to effectively execute health technology assessments in Egypt, it is crucial to boost local evidence creation, utilize an MCDA framework, and coordinate among HTA organizations (A. N. Fasseeh *et al.*, 2022). Health communication executives suggest evaluating risks, involving diverse decision-makers, establishing clear communication protocols, and maintaining perspective during future public health crises (Voges *et al.*, 2023). Egypt's National Mental Health Platform is revolutionizing mental health services by reducing stigma, increasing treatment accessibility, and enabling remote assistance via social media (Noby, 2022). The development of responsible leadership abilities among business school students in post-revolution nations like Egypt can only be achieved via the implementation of responsible management education, the maintenance of learning, and the assurance of a well-planned concealed curriculum (Mousa, 2022).

The study aimed to evaluate the effectiveness of the flipped classroom in higher education, comparing it to traditional methods. A second-year undergraduate nursing class was divided into two groups, one using the flipped classroom and the other using the conventional approach (Binoy, 2024). A comprehensive and transformative understanding of New Enterprise Policy (NEP) and emphasizes the importance of technology interventions in innovative teaching and learning (Yadav & Yadav, 2023).

Government Initiatives in Education: A Comparative Analysis

The Saudi 2030 agenda prioritizes technology and education, with the National Transformation Program aiming to equip citizens with digital skills. In 2016, a review of ICT in education policies in Saudi Arabia and the Republic of Ireland was initiated, focusing on these developments (Alghamdi & Holland, 2020). The Saudi education system prioritizes economic benefits over holistic growth and continuous learning, necessitating a broader perspective in education planning to acknowledge its practical and inherent value (Algraini, 2021). Saudi Arabia's higher education sector has significantly contributed to its global market competitiveness, transforming the nation into a knowledge-based economy. The government has invested in education, established universities, and graduated students globally. However, new political and economic environments pose challenges (Jenkins, 2022). In Egypt educators must critically analyze local/national and global educational discourses, analyzing interactions and assessing global political and economic developments, such as democratization and multinational corporate capitalism (Ginsburg & Megahed, 2021). Whereas, Egyptian engineering schools graduate 35,000 graduates annually, raising concerns among stakeholders. It has been suggested for the Egyptian government that they should explore global experiences from engineering education providers to improve knowledge and skills (Elsafty *et al.*, 2020). The Egyptian education system needs restructuring, and President al-Sisi's 'National Project' presents a chance to revolutionize it. However, the political ambiguity could perpetuate current problems. Although in Egypt Civil Society Organisations (CSOs) were emerged as substitutes to improve analytical reasoning and political awareness (Mirshak, 2020). Egypt has implemented upskilling programs in its education sector to enhance results and access better opportunities from international sources (Elmassah *et al.*, 2020). Whereas, in Saudia they have adopted many programs that has improved their educational procedures as this has included vocational programs, international programs (Alanazi & Benlaria, 2023).

Evolution of Health Initiatives in the Arab World

In Egypt government should focus on healthcare professionals' perspectives on antibiotic stewardship programs, as they have considered barriers like time and awareness, emphasizing the need for supervised training and successful implementation (Salem *et al.*, 2023). Egypt should prioritise the foundational education, practical training and exploring the potential funding in healthcare to promote pharmacogenetic implementation (Nagy *et al.*, 2020). In Egypt the interdisciplinary teams were working in the HCC Hepatocellular Carcinoma and promoting institutional, national and worldwide levels with the help of government of health administration support. However, there were many aspects in health that

they were considering and focusing in promoting health aspects (Rashed *et al.*, 2020). In Egypt the government has endorsed the Universal Health Insurance law in 2018 and is working on improving cancer prevention, screening, and early detection in healthcare initiatives (Alorabi *et al.*, 2021). Whereas, in Saudi Arabia's 2030 vision aims for comprehensive healthcare coverage, while the 2020 National Transformation Program focuses on improving access and establishing a patient-centered model, funded by an independent organization (Al Khashan *et al.*, 2021). Saudi Arabia initiated a digital healthcare system overhaul, focusing on telemedicine, AI, cybersecurity, and blockchain to address challenges in the upcoming healthcare sector (Alsaywid *et al.*, 2023). Artificial intelligence has gained significant traction in Saudi Arabia, particularly in the field of healthcare. It is being progressively used for image analysis, interpretation, and natural language processing (Alkhalifah, 2023).

Public Perception and Participation in Government Initiatives

The study indicates that incorporating cultural heritage courses into Saudi Arabian college curriculums is crucial for the Saudi Education sector (Alhefnawi *et al.*, 2023). Saudi Arabia's higher education system lacks language planning and policy, with unrestricted English language use in academics, potentially raising concerns about gender disparities in professional environments (Alnasser, 2022). Government of Saudia Arabia are progressively exploring the use of AI in several public sector domains, such as military operations, surveillance, healthcare services, medical research, transportation, education, and emergency response (Alshahrani *et al.*, 2022). The Egyptian government has been implementing Public-Private Partnerships (PPPs) to improve the education sector, with the Egyptian Education Initiative (EEI) promoting multinational corporations' involvement in the ICT sector. The collaboration aims to integrate Egyptian students into the global workforce, aligning with the government's 2030 vision plan to boost commercial and civil society involvement in education (Helmy *et al.*, 2020). In Egypt's educationist collaboration in cultural diversity, CSR, sustainability, and higher education is crucial for research combining various disciplines and examining administration perspectives to enhance educational programs (Mousa *et al.*, 2020). Saudia Arabia has adopted e-learning process in order to enhance their educational process as compare from the Egypt (Alzhrani & Alkubaidi, 2020). Saudi Arabia has experienced professionalization in English language instruction, recognizing the importance of EFL instructors for global economic success. This has led to a growing demand for skilled instructors and efficient training methods (Alshaikhi, 2020). Saudia Arabia and Egypt have different approaches to public engagement in education. Saudi Arabia is integrating Ai and e-learning while Egypt uses Public private partnerships to collaborate with multinational corporations. Both countries recognises the importance of education in their development strategies but their approaches differ in technology adoption and partnership models, reflecting their unique priorities in achieving educational excellence.

METHODOLOGY

This study belongs to descriptive studies, and relies on the (media survey) approach, with its field part in application to a simple random sample of the Egyptian public who uses new media. The electronic survey form tool in application to beneficiaries of education and health initiatives. The number of respondents was (300) on a sample of Egyptian and Saudi media platforms. The survey form's validity was tested using the face validity method, identifying its suitability for the study. It was presented to ten arbitrators with media science experience from Egyptian universities and the Gulf to identify weaknesses in form, wording, and style.

Table 1: Primary data

Demographic	Number	Percentage
Gender		
Male	138	46%
Female	162	54%
Education		
Can read and write	32	10.70%
Less than secondary (elementary-preparatory)	56	18.70%
Secondary (high school or equivalent)	98	32.70%
Post-secondary	29	9.70%
University	55	18.30%
Post-graduate	30	10.00%
Age		
18-25 years old	20	6.70%
25-35 years old	92	30.70%
35-50 years old	141	47%
50-60 years old	36	12%
60 years old or older	11	3.70%
Country		
Egypt	189	63%
Saudi Arabia	111	37%

The study reveals that both genders benefit from government initiatives aimed at education, prevention, and treatment to preserve health. The percentage of those holding an intermediate certificate increased by 32.7%, followed by those with less than average qualifications (18.7%), university (18.3%), and above-average qualifications (9.7%). The age group also saw an increase, with 47.0% of the population aged 35-50 years benefiting from these initiatives. Egypt's percentage increased to 63.0%, while Saudi Arabia's was 37.0%.

Government initiatives in Arab countries aim to develop and improve education to keep pace with technological progress, with Egypt and Saudi Arabia showing interest in this.

Table 2: The role of government initiatives in supporting education issues

Issue	Mean	Standard Deviation	Rank
Supporting the rights of the child and protecting them in school	2.23	0.696	17
Addressing child abuse and violence in schools	2.53	0.587	2
Linking electronic systems with child-related entities	2.68	0.509	1
Entering, tracking, and retrieving data as needed	2.38	0.543	11
Linking child rights organizations with students in public and private schools	2.45	0.685	5
Contributing databases and statistics to the development of educational services	2.38	0.691	11
Developing a technical system that relies entirely on artificial intelligence mechanisms	2.36	0.696	13
Educating and caring for children in their early years	2.42	0.642	7
Nurturing children's special skills	2.44	0.618	6
Developing positive behaviors in children in the early stages of education	2.29	0.768	16
Building a suitable environment to motivate teachers and students to work and learn well	2.34	0.715	14
Opening more channels of communication between the leadership, teachers, and students of the school	2.33	0.696	15
Identifying more proposals or complaints faced by both students and teachers	2.39	0.673	10
Enhancing family participation in the educational process	2.45	0.675	5
Providing students with the necessary life skills	2.4	0.664	9
Promoting lifelong learning values	2.33	0.742	15
Empowering youth of both genders by providing diverse educational and training opportunities	2.38	0.685	11
Supporting and developing scientific research and supporting scientific competencies	2.47	0.62	4
Achieving fair and inclusive education for all groups	2.41	0.66	8
Developing the ability to choose the appropriate technologies and digital activities within the classroom	2.37	0.708	12
Developing digital libraries and developing the ability to use them	2.48	0.667	3

The study highlights the importance of connecting electronic systems with authorities to address child abuse, violence, and promote early education. It emphasizes the development of children's academic skills, proficiency, and technological abilities, aligning with advancements in technology and digitalization in education. The phrase "supporting and developing scientific research and supporting scientific competencies" had a mean score of 2.47 and a standard deviation of 620. This facilitates the advancement of scientific inquiry and augments the proficiency of researchers. The phrase "developing digital libraries and developing the ability to use them" had a mean of 2.48 and a standard deviation of 667. Digital libraries have facilitated the use of information, worldwide digital websites, and databases in the context of the widespread adoption of remote education. Subsequently, the term (inputting data, subsequently tracking it, and retrieving it when necessary) was introduced, with an average of 2.38 and a standard deviation of 543. This signifies the use of technology in advancing education throughout the age of globalization and artificial intelligence. The average value of this term, "participation with databases and statistics in developing educational services," was 2.38, with a standard deviation of 691. Enhancing education necessitates using databases and statistical information to accurately assess the current situation and establish connections between education, the job market, and societal demands.

The development of scientific approaches was measured using the phrase "developing the ability to choose appropriate digital technologies and activities within school classrooms". The mean score for this phrase was 2.37, with a standard deviation of 708. Subsequently, the expression (creating a technological system that only depends on artificial intelligence methods) was introduced, characterized by a mean value of 2.36 and a standard deviation of 696.

The phrase (increasing family involvement in the educational process) with an average of 2.45 and a standard deviation of 675. The educational process necessitates the involvement and assistance of the family in monitoring students, resolving their issues, and fostering academic success. (Further information regarding the challenges or grievances encountered by both students and teachers) is available, with an average

of 2.39 and a standard deviation of 673. Addressing these grievances and analyzing the recommendations contributes to the advancement of education.

The statement focuses on ensuring equal and inclusive education for all demographics, promoting lifelong learning, and providing necessary life skills. The phrase focuses on empowering youth of both genders by providing diverse education and training opportunities. The phrase also emphasizes creating an appropriate environment to inspire teachers and students, enhancing communication channels between administration and students. However, these phrases aim to address student attrition, promote lifelong learning, and enhance educational institutions.

Table 3: The role of government initiatives in supporting health issues

Issue	Mean	Standard Deviation	Rank
Early detection of viral infections	2.47	0.661	5
Evaluation and treatment of hepatitis units	2.34	0.761	11
Early detection of diabetes, high blood pressure, and obesity	2.36	0.701	10
Reducing deaths from diseases	2.41	0.68	8
Speedy completion of waiting lists for surgery and critical medical interventions	2.32	0.683	13
Early detection of chronic kidney disease	2.54	0.656	1
Early detection and treatment of hearing loss in newborns	2.5	0.62	3
Early intervention to facilitate treatment and avoid speech problems and delayed speech	2.41	0.709	8
Early treatment of eye diseases	2.43	0.659	6
Providing one million pairs of glasses and performing 250,000 eye surgeries	2.48	0.667	4
Reintegration and empowerment of the visually impaired	2.37	0.718	9
Early detection of anemia, obesity, and stunting in school students	2.53	0.603	2
Clinical examination and screening for breast tumors and providing free treatment	2.28	0.774	14
Awareness of reproductive health and family planning	2.42	0.673	7
Detection of diseases (diabetes, high blood pressure, obesity or overweight)	2.33	0.71	12
Early detection of infection with hepatitis B, HIV, and syphilis in pregnant women	2.37	0.736	9
Monitoring the condition of the mother and child for 42 days after the end of pregnancy to detect risk factors for the mother or child	2.34	0.698	11

Governments have been interested in discovering and treating diseases in a way that helps create healthy individuals capable of work and production, and there are many expressions that reveal the achievement of this purpose, namely: (early detection of chronic kidney disease) with a mean of 2.54 and a standard deviation of 656. Followed by the phrase (early detection of anemia, obesity, and dwarfism for students Schools) with an average of 2.53 and a standard deviation of 603. It was followed by the phrase (detecting and treating hearing impairment and loss in newborn children) with an average of 2.50 and a standard deviation of 620. This helps reduce the impact of hearing loss on the level of relationships or academic achievement. It is followed by the phrase (providing one million medical glasses and performing 250,000 eye surgeries) with a mean of 2.48 and a standard deviation of 667. The study reveals that the most important phrases in the text are protection from poor eyesight, early detection of virus infection, early treatment for diseases of weakness and loss of vision, clinical examination and detection of breast tumors, early intervention to facilitate treatment opportunities, reducing deaths from diseases, reintegrating and empowering the visually impaired, early detection of Hepatitis B, HIV, and syphilis for pregnant women, evaluation and treatment through hepatitis virus treatment units, following up the

Table 4: The extent to which Arab governments are keen to publicize their community initiatives using multiple means of communication

Response	Saudi Arabia (Number)	Saudi Arabia (%)	Egypt (Number)	Egypt (%)	Total (Number)	Total (%)
Yes	88	46.6	43	37.8	131	43.6
To some extent	74	39.2	50	45	124	41.3
No	27	14.3	18	16.2	45	15
Total	**189**	**100**	**111**	**100**	**300**	**100**

condition of the mother and newborn for 42 days after the end of pregnancy to discover risk factors, detecting diabetes, blood pressure, obesity or overweight, and speeding up the end of waiting lists for critical surgical and medical intervention patients. The study emphasizes the importance of health awareness, early detection of diabetes, high blood pressure, and obesity, and directing those diagnosed to receive treatment.

The data has shown that the participants have supported for an initiative in Saudia Arabia and Egypt. In Saudia Arabia 46.6% affirmed their support, while 39.2% expressed support to some extent. In Egypt 37.8% supported and 45% supported to some extent whereas smaller percentage in both countries relied no.

Table 5: Determinants of implementing initiatives

Channel	Mean	Standard Deviation	Rank
Official pages of initiatives on social media	2.46	0.635	1
Printed publications about the initiative	2.4	0.6	2
Awareness seminars and meetings with citizens	2.37	0.71	3
YouTube	2.31	0.67	5
Newspapers	2.35	0.73	4
Television advertisements	2.25	0.728	7
Online newspapers	2.28	0.73	6

Field data shows various communication methods for raising awareness of initiatives. Social media and YouTube websites are the most popular, with a large percentage of respondents following initiatives presented by the Presidency of the Republic. Paper publications and newspapers are also used to raise awareness about the importance of initiatives. Awareness seminars and meetings with citizens are also used, with an average of 2.37. Electronic newspapers are an advanced communication method, while television advertisements reach all homes.

Hassan's study (2022) found that the "Egyptian Woman, Egypt's Health" initiative ranks first in terms of interest from TV channels.

Table 6: Methods of communication messages to raise awareness of the contents of government initiatives

Method	Mean	Standard Deviation	Rank
Used a simple, easy-to-understand colloquial language	2.32	0.74	4
Used celebrities to promote initiatives	2.33	0.71	3
Used a slogan that is consistent with the campaign	2.09	0.76	8
Explained the steps of examination and treatment	2.31	0.72	5
Was related to the goal of the campaign	2.47	0.69	2
Varied according to the characteristics of the audience	2.21	0.69	7
Highlighted the importance of citizen participation	2.23	0.67	6
Addressed the emotions and feelings of citizens	2.51	0.65	1

There are many methods of communication messages to raise awareness of the contents of government initiatives, including: Addressing the feelings and emotions of citizens: with an average of 2.51 and a standard deviation of 65. Messages that urge citizens to protect themselves and their children, and the government's keenness to help them at no cost, affect the extent of the target groups' response. Communication methods were also linked to the objectives of the campaign initiatives, with an average of 2.47 and a standard deviation of 69. Clarifying the campaign's objective helps increase awareness of these initiatives, and interest in benefiting from this campaign. Celebrities were used to promote the initiatives, with a mean of 2.33 and a standard deviation of 71. The use of celebrities represents one of the advertising methods, as many audiences trust the opinions of stars and celebrities. It also used a colloquial dialect that is easy to understand, with an average of 2.32 and a standard deviation of 74. Using the colloquial dialect helps reach all groups, and makes the beneficiary groups feel emotionally close and friendly to the person delivering the message. It also explained the examination and treatment steps with an average of 2.31 and a standard deviation of 72. The initiative raises awareness about benefits, emphasizes citizen participation, and influences success. The campaign's slogans, with an average of 2.09 and a standard deviation of 76, affect audience receptivity to the message, ensuring effective communication and audience understanding.

Table 7: Categories covered by the initiatives

Category	Educational Initiatives	Health Initiatives
Children	8%	25.30%
Women	N/A	27%
Students	92%	3.30%
Elderly	N/A	20.70%
All Categories	N/A	23.70%

The table has shown that the government initiatives allocated across demographic cateogerise in education and health. Although students receive 92% allocation, while children and women receive a significant proportion. The elderly receives 20.70% allocation, highlighting the unique healthcare needs.

Statistical analyzes indicated that there are no statistically significant differences between Saudi Arabia and Egypt with regard to government initiatives serving all groups without discrimination. The percentage of those who believe that government initiatives serve all groups without discrimination increased to 75%, and those who answered to some extent increased by 1.7%, compared to those who answered no by 23.3%.

This confirms that government initiatives in the field of education and health aim to provide services without discrimination, given that all citizens have the right to benefit from these initiatives.

Table 8: The extent to which justice has been achieved in providing educational and health services

Country	Yes	To Some Extent	No	Total
Saudi Arabia	137	3	49	189
Egypt	88	2	21	111
Total	**225**	**5**	**70**	**300**

Table 9: Clarity of procedures for implementing initiatives

Country	Clear, understandable, and fast	Clear to some extent	Complex, unclear, and slow	Total
Saudi Arabia	84	56	49	189
Egypt	46	29	36	111
Total	**130**	**85**	**85**	**300**

Statistical analyzes indicated that there are no statistically significant differences between Saudi Arabia and Egypt regarding the procedures for implementing the initiatives. The percentage of those who believed that the procedures for implementing the initiatives were clear, understandable, and quick increased to 43.3%, and the percentage of those who believed that they were fairly clear was 28.3%, compared to those who saw them as complex, unclear, and slow, by 28.3%. This data confirms the high percentage of people who think it is clear or fairly clear, which helps in raising awareness of the initiative's goals and how to benefit from them.

Table 10: The extent of cooperation of the entities implementing the initiatives with other parties

Country	Strongly Cooperates	Moderately Cooperates	Weakly Cooperates	Does Not Cooperate	Total
Saudi Arabia	100 (52.9%)	39 (20.6%)	33 (17.5%)	32 (16.9%)	189 (100%)
Egypt	59 (53.2%)	38 (34.2%)	21 (18.9%)	5 (4.5%)	111 (100%)
Total	**159 (53%)**	**77 (25.7%)**	**54 (18%)**	**37 (12.3%)**	**300**

The study found no significant differences between Saudi Arabia and Egypt in cooperation between parties implementing educational and health initiatives. However, the percentage of cooperation increased to 53.0%, indicating community participation in supporting these initiatives. Participation in presidential initiatives benefits those involved and their attitudes towards government performance, as demonstrated.

The study found no significant differences between Saudi Arabia and Egypt in the contribution of initiatives to problem-solving. However, the percentage of those believing initiatives contributed to problem-solving increased to 41.3%, with 38.3% believing they contributed to some extent.

Table 11: The extent to which initiatives contribute to developing alternatives and solutions to specific problems

Country	Yes	To Some Extent	No	Total
Saudi Arabia	78 (41.3%)	68 (36%)	43 (22.8%)	189 (100%)
Egypt	46 (41.4%)	47 (42.3%)	18 (16.2%)	111 (100%)
Total	**124 (41.3%)**	**115 (38.3%)**	**61 (20.3%)**	**300 (100%)**

Table 12: Level of success of educational and health initiatives

Country	Succeeded Significantly	Succeeded to Some Extent	Succeeded to a Small Extent	Did Not Succeed	Total
Saudi Arabia	87 (46.0%)	50 (26.4%)	31 (16.4%)	21 (11.1%)	189 (100%)
Egypt	45 (40.5%)	31 (27.9%)	19 (17.1%)	16 (14.4%)	111 (100%)
Total	**132 (44.0%)**	**81 (27.0%)**	**50 (16.7%)**	**37 (12.3%)**	**300 (100%)**

The study found no significant differences in the success of educational and health initiatives between Saudi Arabia and Egypt. However, the success rate increased by 44.0%, with moderate success rates at 27.0% and weak success at 16.7%. This indicates the importance of these initiatives and their effectiveness in serving target groups.

The study found no significant differences in the achievement of health initiatives between Saudi Arabia and Egypt. However, the percentage of those believing the initiatives achieved their objectives increased significantly to 67.7%, with 16% stating they achieved moderately, and 16.3% stating they achieved weakly.

Table 13: The extent to which the goals of the initiatives have been achieved

Country	To a Large Extent	To a Moderate Extent	To a Small Extent	Total
Saudi Arabia	133 (70.4%)	25 (13.2%)	31 (16.4%)	189 (100%)
Egypt	70 (63.1%)	23 (20.7%)	18 (16.2%)	111 (100%)
Total	**203 (67.7%)**	**48 (16%)**	**49 (16.3%)**	**300 (100%)**

DISCUSSION

The study has analysed the government programs pertaining towards education and health in Saudia Arabia and Egypt. The study examined the important factors that has included public endorsement, effectiveness of implementation process, collaboration across organisation, impact on problem solving, and overall attainment related to the objectives. The analysis has shown a significant degree of support for these activities in both Saudia Arabia and Egypt with a major indicating agreement. Saudi Arabia has made significant progress in its healthcare system through increased spending, improved infrastructure, and better care quality. However, challenges like shortages of healthcare workers, lack of preventive care, and health disparities remain, necessitating a more equitable and sustainable approach (Gurajala, 2023).

The study highlights transparency, collaboration among project teams, and Saudi Arabia's superior performance in education and medical facilitation compared to Egypt, indicating a high public perception of these initiatives. Saudi Arabia has successfully implemented e-learning for higher education as part of its educational system upgrade (A. M. M. Alharbi, 2024). Also, they are more focusing in EFL learners by adopting visual learning styles with the strong preferences for group and kinesthetic learning styles (J. M. Alharbi, 2024). In Saudia the ministry of education aims to enhance the Kingdome's educational sector by enhancing learning outcomes and ensuring that the equal opportunities and enhancing environment and services should be given (Kosárová, 2020). Whereas, the public education system in Egypt comprises three levels that has included kindergarten for 4-14 years, primary school for six years, and preparatory school (ISCED Level 2) for three years (Ewiss, 2021). Egypt boasts a robust tertiary education system, comprising 17 public universities, 16 private universities, 89 private institutions, and 51 public non-university facilities (Mahmoud, 2020). Saudi Arabia's national healthcare system offers free universal coverage through government agencies, with increasing private sector participation in service provision (Alkhamis & Miraj, 2021; Rahman & Qattan, 2021). Saudi Arabia's Ministry of Health offers integrated healthcare services across all regions, free of charge, under a new health strategy catering to the sector's needs (Sajjad & Qureshi, 2020). Whereas, the Egyptian healthcare system is diverse, involving public and private providers, with the government providing universal health coverage and private services for those financially capable (A. Fasseeh *et al.*, 2022). Egypt offers subsidized healthcare services, with 80% being free, but those with financial means opt for private care over the low-quality public system (A. Fasseeh *et al.*, 2022). The poorest households receive 40% of public subsidies for ambulatory care, while the

richest receive 16%, a pattern also observed in inpatient care at MOHP hospitals (Adhikari *et al.*, 2021). In terms of comparison it has been found that the study has found no different in health initiatives among Saudia Arabia and Egypt as both countries fulfilling the objectives in terms of health.

CONCLUSIONS

The study examined government initiatives in Saudia Arabia and Egypt related to education and health. It has been found that public support for these initiatives with Saudia Arabia showing significance improvements in the healthcare. However, challenges like shortage of healthcare workers and health disparities persist. The study has also emphasise the collaboration in project teams, with Saudia Arabia integrating e-learning into the higher education and prioritising English as foreign language learners. Whereas, Egypt has also upgraded with advancement in both education and health. Study uses a survey method and media reliance theory to understand these roles. The research emphasizes the importance of publicizing community initiatives through various channels, confirming high implementation clarity and cooperation rates. Media plays a crucial role in shaping knowledge and trends.

RECOMMENDATION

• It is important for the government to use social media in promoting government initiatives and maintained the sustained communication through social media platforms. Government should also promote different programs of health and education.

• The study suggests that clear implementation of the methods and calls for transparency in government to build the trust. It emphasises the communication and emotional relationship for public awareness should be build.

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Conflict of Interest

This study does not have any conflict of interest.

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