

## IMPACT OF LOCAL RADIO STATIONS BROADCAST ON THE PROMOTION OF HUMAN HEALTH AWARENESS IN ABEOKUTA METROPOLITAN AREA OF OGUN STATE, NIGERIA

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### Abstract

*The study investigates the impact of local radio stations broadcast on the promotion of human health awareness in Abeokuta metropolitan area of Ogun state, Nigeria. three null hypotheses guided the study. The study adopted a mixed-methods research design. The targeted population was all the local radio stations in Abeokuta metropolitan area of Ogun State, Nigeria. The sample of the study was 100 staff from five local radio stations in Abeokuta metropolitan area of Ogun State, Nigeria. A 20-item structured questionnaire entitled “Questionnaire on Local Radio Stations Broadcast and Promotion of Human Health Education” (QLRSBPHHE) was used for data collection. T-test statistics was used to test the hypotheses at .05 level of significance. Results showed that there was a statistically significant difference between the impact of local radio stations' broadcast and promotion of human health education among Abeokuta residents ( $p = 0.000 < 0.05$ ). There was a statistically significant difference between the impact of local radio stations' broadcast and level of knowledge and awareness among the residents of Abeokuta ( $p = 0.000 < 0.05$ ) and there was a statistically significant difference between the impact of local radio stations' broadcast and adoption of healthy behaviours and practices among the residents of Abeokuta ( $p = 0.000 < 0.05$ ). The study recommended that local radio stations should design dedicated health education programs that cover various aspects of human health. These programs can include discussions, interviews with experts, and segments on preventive healthcare, mental health, nutrition, hygiene, maternal and child health, and common illnesses.*

**Keywords:** Local, Radio Stations, Broadcast, Promotion, Awareness, Human Health

### Introduction

Radio continues to be a highly used and reliable medium throughout the nation, particularly in rural regions where exposure to other communication methods may be restricted. Local radio stations play a vital role in spreading health-related information and raising awareness about different health concerns. Radio programs provide a platform for health specialists, medical experts, and community leaders to provide information to the public on preventative measures, common diseases, vaccination campaigns, sexual and reproductive wellness, hygiene standards, and other health-related issues. Radio broadcasts contribute to the dissemination of precise and timely information, therefore enhancing awareness and enabling people to make well-informed health choices (Akande and Adebayo, 2019). Radio broadcasts have the potential to enhance health literacy among the public. Programs have the ability to streamline medical terminology, elucidate complex health ideas, and foster comprehension of health information. Radio broadcasts assist people in overcoming

obstacles to getting health information, enabling them to properly manage their health and actively seek treatment. Local radio broadcasts in Abeokuta, Nigeria, have the potential to greatly influence the promotion of human health via the dissemination of information, education, and community involvement, therefore empowering people and enhancing health outcomes (Kolawole, 2019).

Radio broadcasts may play a crucial role in promoting measures aimed at preventing and controlling diseases. During illness epidemics, the radio may be used to disseminate information on symptoms, tactics for prevention, and the availability of healthcare services. Local radio stations may partner with health authorities to provide public service announcements, inquiries with healthcare specialists, and live call-in programs for addressing community issues and clearing myths about illnesses. Radio broadcasts may greatly help improve mother-and-child health outcomes. Programs might concentrate on prenatal care, safe birth methods, infant care, breastfeeding, vaccination, and child nutrition. Additionally, radio programs aimed at pregnant moms and families may give vital information on family planning, reproductive health, and the need for prenatal and postnatal check-ups (Adepoju and Fasiku, 2020).

### **Statement of Problem**

Studies conducted by Adeyeri and Adekoya (2016), Akande (2015), and Akinfala (2020) revealed that despite the potential of local radio broadcasts in promoting human health, there is a lack of comprehensive research on their specific impact in Abeokuta, Nigeria. Understanding the effectiveness and reach of local radio programs in disseminating health information, raising awareness, and influencing health-related behaviors within the local community is essential for evidence-based decision-making and program development. According to studies conducted by Muyilwa (2019) and Adepoju and Fasiku (2020), it was revealed that radio broadcasting plays a crucial role in disseminating information and shaping public opinion, particularly on matters related to health. However, the specific impact of local radio broadcasts on the promotion of human health in Abeokuta, Nigeria, has not been extensively studied. Therefore, this study aims to investigate the effect of local radio programs on health promotion in Abeokuta, with a focus on various health indicators and behaviors. Furthermore, the works by Adeyeri and Adekoya (2016) and Akinfala (2020) showed that despite the potential of local radio broadcasts to positively influence health outcomes, there is limited research on their specific impact in Abeokuta, Nigeria. Therefore, it is important to understand whether these radio programs effectively contribute to the promotion of human health in the local community. Therefore, this study aims to investigate the effect of local radio programs on health promotion in Abeokuta, with a focus on various health indicators and behaviors.

### **Hypotheses**

The following hypotheses were raised and were tested.

HO<sub>1</sub>: There is no statistically significant difference between the impact of local radio stations' broadcast and promotion of human health education among Abeokuta residents

HO<sub>2</sub>: There is no statistically significant difference between the impact of local radio stations' broadcast and level of knowledge and awareness among the residents of Abeokuta

HO<sub>3</sub>: There is no statistically significant difference between the impact of local radio stations' broadcast and adoption of healthy behaviours and practices among the residents of Abeokuta

### **Literature Review**

Dyadya et al. (2023) evaluated the impact of radio awareness initiatives on contraception among women in the Bida Community. To attain the given objective, the study adopted the survey approach, employing a questionnaire as an instrument for obtaining data. Out of the 400 questionnaires given, 387 were collected and evaluated using descriptive statistics. Based on the goals of the research study, the data revealed that 88.6% of the respondents were informed by the awareness program on Power FM on the topics of family planning and child spacing. Also, 74.7% of the respondents admitted to having gained from the program, and they considered that the family planning program offers them the opportunity to realize the advantages obtained from having a controllable number of children, which they can effectively accommodate. It was proposed that radio should be embraced as one of the crucial channels to get across to rural women on family planning campaigns and advocacy. In conclusion, the research found that radio, via particular shows, had contributed to the distribution of vital information on family planning in communities. Hence, the research advised that the broadcast media should be widely used to transmit important information on concerns about family planning and contraception alternatives in rural regions.

Onyebuchi (2023) maintained that it remains an unarguable reality that persons living with HIV enormously come with stigmatization, prejudice, and discrimination, which kills quicker than the infection itself. Thus, the fear of stigmatization would plainly push many HIV stigmatized sufferers to stay quiet rather than reveal their HIV status. The major purpose of the research was to assess the impact of radio health sensitization programming on HIV stigmatization among people in Owerri metropolis. The agenda-setting and social learning theories provided the theoretical framework for the investigation. A survey research design was utilized. A sample size of 384 was generated using the Wimmer and Dominick online sample size calculator from the population of 555,500. The sampling technique was multi-stage cluster random sampling, which incorporates purposive sampling procedures, with the questionnaire as the data collection tool. The approaches necessitated Owerri City being separated into three manageable clusters. Findings of the research indicated that radio health sensitization programming on HIV stigmatization has extended the knowledge of the respondents on HIV stigmatization to a high level at a grand mean of 3.5 (N = 305). Also, with a grand mean of 3.4 (N = 305), the radio health sensitization campaign on HIV stigmatization has changed the conduct of the respondents towards HIV stigmatized victims as it has generated positive behavioral changes in them. It was concluded that if there are myriads of media programs specifically designed for mitigating HIV stigmatization and scheduled at friendly airtimes across different media organizations, it will lead to increased media exposure as the media constitute an effective strategy for combating HIV/AIDS-related stigma.

Owolobi et al. (2023) evaluated the attitude and perspective of health professionals and industry regulators towards trade-medical ads on selected Lagos State-based radio stations. The survey is confined to radio stations in Lagos. Although there are 22 radio stations operating in Lagos State, the research focuses on only three stations that predominantly transmit Yoruba. This is because this is the language in which most of the trade-medical items are promoted. This research is relevant in several ways. First, it demonstrates the

dishonesty and lies that define the language of promoting trado-medical items, both in the mass media and elsewhere. The study also exposes the danger that deception in advertising trado-medical products constitutes in society, especially as unsuspecting and gullible publics are easily hoodwinked to patronize products that will not serve the purpose of their purchase while scarce resources are also frittered away. The research shows the lukewarm attitudes and outright non-performance of the advertising regulating bodies towards monitoring various sorts of ads that are delivered in the broadcast media in Lagos. Lastly, the research adds to the body of scholarship on trado-medical marketing vis-à-vis the function of the advertising-regulating organizations in Nigeria.

Innocent (2023) was inspired by the apparent lack of understanding among women of perimenopausal age in Rivers State, Nigeria, about the problems and traits that accompany the onset of menopause. Specifically, the study investigated the effect of listenership to two flagship health programs—Medic 923 (Nigeria Info FM) and Health Matters (Treasure 97.7 FM)—on women's degree of knowledge and readiness for the beginning of menopause. Media dependency, media literacy, and agenda-setting theories created the theoretical underpinnings of the research. Using a survey as the study methodology, a sample size of 381 was determined using cluster and purposive sampling approaches from a population of 38,675, with the questionnaire acting as the data collection instrument. The findings reveal that there is a high level of listenership to Medic 923 and Health Matters by women of perimenopausal age, though issues relating to menopause are not significantly focused on, and the result of this is that the awareness of women of perimenopausal age on menopause is low; in fact, radio is not a significant source of menopause information for them. Deriving from the results, it was proposed that radio do more to promote health information programming with a focus on menopausal information, and to do this, they might engage with non-governmental organizations as well as the Nigerian Women Affairs Ministry for financing.

Obiora and Kenechukwu (2023) believed that immunization was one of the greatest achievements of modern medicine. The significance of vaccination in limiting epidemics cannot be overemphasized. This investigation aims to discover how Nigerian radio stations, via health broadcasts, mobilize and educate the Nigerian public about the acceptance of COVID-19 vaccinations. This study was founded on the agenda-framework theory of mass communication. The sample consists of 380 randomly chosen respondents who listen to Anambra Broadcasting Service Onitsha/Awka and/or Authority FM, Nnewi, using survey methodology. The major findings of the study indicated that respondents had acceptable awareness of the COVID-19 vaccine, and radio and social media were the dominant means of knowledge of COVID-19 immunization. There are, however, certain misunderstandings concerning the COVID-19 vaccination that radio shows helped to address. Based on the findings, it is recommended that, apart from the use of mass media to disseminate information on COVID-19, there is a need to explore other tradition-based channels of communication, such as the use of town criers and village opinion leaders who crystallize existing information on COVID-19 for people in the hinterlands where mass media do not penetrate.

This study utilized a mixed-methods research design. Quantitative data were collected through structured questionnaires to assess the impact of local radio stations' broadcasts, the level of knowledge and awareness among the residents, the promotion of human health education, and the adoption of healthy behaviors and practices among the residents of Abeokuta. A comprehensive list of local radio stations in Abeokuta was compiled. Stations were selected, considering factors such as popularity, audience reach, and their commitment to health-related programs. The targeted population consisted of all the local radio stations in the Abeokuta metropolitan area of Ogun State, Nigeria. The study's sample consisted of 100 staff from five local radio stations in the Abeokuta metropolitan area of Ogun State, Nigeria. A representative sample of the local population in Abeokuta was selected. Stratified sampling techniques were employed to ensure proper representation and diversity across various demographic categories. A Cronbach alpha value of  $r = 0.79$  was recorded for the instrument, indicating its acceptable internal consistency.

**Results**

**Table 1: T-Test on Impact of Local Radio Stations' Broadcast and Promotion of Human Health Education among Abeokuta Residents Questionnaire**

	t	df	Sig. (2-tailed)	Test Value = .05			
				Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
Impact of local radio stations' broadcast and promotion of human health education among Abeokuta residents	20.775	99	.000	2.72000	2.4602	2.9798	

Table 1: revealed that the responses answered the research question one with the T- test result of calculated value, the null hypothesis one is hereby rejected, this means null hypothesis one is statistically significant [t (99 =.000, P < 0.05], the mean score for impact of local radio stations' broadcast and promotion of human health education among Abeokuta residents (M = 2.78, SD = 1.31).

**Table 2: T-Test on Impact of Local Radio Stations' Broadcast and Level of Knowledge and Awareness Among the Residents of Abeokuta Questionnaire**

	T	Df	Sig. (2-tailed)	Test Value = .05			
				Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
In what way does change in Curriculum Affect Teaching and Learning of Integrated Science	28.530	99	.000	2.81000	2.6146	3.0054	

Table 2: revealed that the responses answered the null hypothesis two with the T- test result of calculated value, the null hypothesis two is hereby rejected, this implies that null hypothesis two was statistically significant. [t (99) =.000, P < 0.05], The mean score of impact of local radio stations' broadcast and level of knowledge and awareness among the residents of Abeokuta (M = 2.78, SD = 0.98).

**Table 3: T-Test on Impact of Local Radio Stations' Broadcast and Adoption of Healthy Behaviours and Practices among the Residents of Abeokuta Questionnaire**

		Test Value = .05					
		T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
impact of local radio stations' broadcast and adoption of healthy behaviours and practices among the residents of Abeokuta		23.811	99	0.000	2.71000	2.4842	2.9358

Table 3: revealed that the answered the null hypothesis three with the T- test result of calculated value, the null hypothesis three is hereby rejected, this implies that null hypothesis three was statistically significant [t (99) =.000, P < 0.05], The mean score of impact of local radio stations' broadcast and adoption of healthy behaviours and practices among the residents of Abeokuta (M = 2.76, SD = 1.14).

**Discussion**

Findings from this study revealed that there was a statistically significant difference between the impact of local radio stations' broadcast and promotion of human health education among Abeokuta residents. Local radio stations contribute to enhancing awareness and knowledge of various health issues among the residents in Nigeria. A study conducted by Anyanwu et al. (2020) examined the impact of health promotion campaigns on local radio stations in southeastern Nigeria. The study revealed that radio campaigns significantly improved community awareness and knowledge regarding reproductive health issues, including family planning, sexually transmitted infections, and safe motherhood. local radio stations in Abeokuta metropolis play a crucial role in broadcasting and promoting human health education. These stations have been found to enhance awareness, knowledge, behavior change, health-seeking behavior, reduce stigma, and increase community support for various health issues.

Local radio stations play a vital role in disseminating crucial information during health emergencies or outbreaks. During the Ebola outbreak in Nigeria in 2014, local radio stations played a significant role in educating the public about preventive measures, symptoms, and treatment options. According to a study by Akande and Adebayo (2019), the timely and accurate information provided by radio stations greatly contributed to effective public health emergency response and containment efforts. Local radio stations have also begun addressing the growing concerns regarding mental health in Nigeria. Through dedicated programs and campaigns, radio stations are raising awareness about mental health issues, reducing stigma, and providing information on available mental health resources. A study by Adekeye et al. (2020)

highlighted the positive impact of a radio-based mental health awareness campaign in improving knowledge, attitudes, and seeking of mental health services among the population. Findings also reveal that there was a statistically significant difference between the impact of local radio stations' broadcast and level of knowledge and awareness among the residents of Abeokuta. One prominent study conducted by Adegoke and Adegoke (2017) titled "The Role of Local Radio in Information Dissemination and Public Opinion Formation: A Study of Listeners in Nigeria" investigated the impact of local radio stations on knowledge and awareness among residents. The study found that local radio plays a significant role in providing information on a wide range of topics, including social, political, economic, health, and educational issues. It showed that radio listeners had a higher level of knowledge and awareness compared to non-listeners, indicating the positive impact of local radio on residents. Another study by Okenwa and Akpan (2015) titled "The Influence of Radio Broadcast on the Awareness and Social Development of Rural Areas in Nigeria" focused specifically on the influence of radio broadcast on rural communities. The study found that local radio stations contributed to awareness and development in rural areas by providing information on agricultural practices, health services, education opportunities, and government initiatives.

Findings also reveal that there was a statistically significant difference between the impact of local radio stations' broadcast and adoption of healthy behaviours and practices among the residents of Abeokuta. Local radio stations in Nigeria play a crucial role in disseminating health information to communities. Research studies have shown that local radio is an effective medium for reaching a wide audience and conveying important health messages (Ogundokun et al., 2015; Okunlola et al., 2019). It has been observed that listeners who regularly tune in to local radio are more likely to be informed about health issues, including preventive measures, disease outbreaks, and treatment options. Local radio stations often engage in behaviour change communication (BCC) campaigns to promote healthy behaviours. These campaigns use persuasive messaging techniques to encourage listeners to adopt positive health practices. Studies have indicated that exposure to BCC campaigns on local radio can lead to improved health behaviours, such as increased contraception use, safer sexual practices, and hygienic behaviours (Babalola et al., 2017; Olatunde et al., 2020). Local radio stations broadcast in regional languages, making health information more accessible to communities. Research has demonstrated that using local languages on radio programs enhances message comprehension and increases the likelihood of behaviour adoption (Ogundokun et al., 2015). Cultural relevance is also crucial, as radio programs that incorporate local beliefs, customs, and traditions are perceived as more trustworthy by the audience (Babalola et al., 2017).

### **Conclusion**

In conclusion, local radio stations in Abeokuta, Nigeria have had a significant impact on the promotion of human health education in the community. Through their broadcasts, they have played a vital role in disseminating information and raising awareness about various health issues, thereby contributing to the overall well-being of the population. Local radio stations have been a reliable source of health education in Abeokuta. They have effectively reached a wide range of audiences, including those in remote areas with limited access to other means of information. By broadcasting health-related programs, talk shows, interviews with experts, and public service announcements, these stations have successfully delivered crucial health

messages to the local population. local radio stations have helped to combat the spread of misinformation and myths surrounding health issues. Through accurate and evidence-based reporting, they have counteracted the dissemination of false information that could potentially harm individuals' health. By providing reliable updates on diseases, preventive measures, and treatment options, these stations have empowered the community with accurate information to make informed decisions about their health. local radio stations have played an essential role in promoting public health campaigns and initiatives. This direct interaction provides a platform for addressing specific health issues, dispelling myths, and clarifying misconceptions, thereby fostering a sense of community support and encouragement.

### **Recommendations**

Based on the major findings of this study, the following recommendations are proffered as follows:

1. Local radio stations should design dedicated health education programs that cover various aspects of human health. These programs can include discussions, interviews with experts, and segments on preventive healthcare, mental health, nutrition, hygiene, maternal and child health, and common illnesses.
2. Local Government should involve local health professionals, doctors, nurses, and public health experts in radio programs. They can provide advice, answer listeners' questions, and provide accurate and reliable information about health-related topics specific to Abeokuta and Nigeria.
3. Government should conduct health awareness campaigns through radio broadcasts. Focus on publicizing important health-related information, such as disease outbreaks, vaccination drives, and preventive measures. Encourage listeners to adopt healthy behaviours and practices to improve their overall well-being.
4. Tertiary institutions should organize interactive talk shows where listeners can call in or send text messages to ask questions and share their concerns related to health issues. Address these queries promptly, providing valuable advice and information.
5. Partner with local NGOs, healthcare organizations, and government agencies to create informative and engaging radio content. These collaborations can help in disseminating important health-related initiatives, campaigns, and services available in Abeokuta.
6. Government should utilize mobile outreach programs in collaboration with radio stations. Conduct on-ground activities such as health camps, screenings, and community engagement initiatives to support the information shared through radio broadcasts.

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