

Broadcast Media Hepatitis B and HIV/AIDS Campaigns on Health Consciousness of Bonny Residents in Rivers State

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Abstract

This study ascertained the broadcast media Hepatitis B and HIV/AIDS campaign on health consciousness of Bonny residents in Rivers State. The objectives of the study were among others to the level of exposure of Bonny residents to broadcast media campaigns on Hepatitis B and HIV/AIDS. Agenda setting and perception theories underpinned the study. The study employed descriptive survey design and the population of the study is 302,000. The sample size for the study was 383 using Meyer's sample table. The multi-stage sampling techniques was used and questionnaire was the instrument for data collection. The data for this study were analysed using simple percentages and were arranged in frequency tables. Findings revealed that the Bonny residents were occasionally exposed to broadcast media campaigns on Hepatitis B and HIV/AIDS. Apart from the broadcast media campaign, they got information on Hepatitis B and HIV/AIDS through billboard, magazine and newspaper. The result revealed that they fully understood the broadcast media campaigns on Hepatitis B and HIV/AIDS. The study concluded that it is quite obvious the broadcast media campaigns played a significant role in making people of Bonny conscious of their health. The study recommended that broadcast stations should through their day to day reportage focus surveillance on the many ills in the society so as to use them as themes for messages.

Keywords: *Broadcast media, Hepatitis B, HIV/AIDS, campaigns, health consciousness*

Introduction

The wellbeing of the society is an important gateway to a nation's wealth. According to Okpoko (2013), "health is essential for the satisfaction human needs and to improve the quality of life" (p.122). The illness of some individuals in a society, would possibly affect the smooth running of such society. When transmission of infection is not prevented, it kills just like the silent

dreadful killer disease “Hepatitis B” and HIV/AIDs. Hepatitis B Virus (HBV) and HIV/AIDs infections are considered as a serious health problem worldwide. In preventing widespread of Hepatitis B virus and HIV/AIDs, adequate enlightenment campaign is needed to inform, educate and protect the masses. Mass media, especially broadcast media campaign can raise awareness of an issue, enhance knowledge and beliefs, and reinforce existing attitude (Okpoko, 2013). Health communication campaigns are arguably the most utilised and effective method for spreading public health messages, especially in endorsing disease prevention (Hepatitis B), HIV/AIDs and general health promotion and wellness. As Yamueh (2005) rightly put it, “without good health, families, individuals, communities and nations cannot hope to achieve their social and economic goals” (p.11).

The pandemic nature of the hepatitis disease and HIV/Aids in Nigeria are fast getting out of control. Reports from the Centre for Disease and Aids Control revealed that one in every ten Nigerian citizens is infected with the disease which is deadlier than Human Immunodeficiency Virus and Acquired Immune Deficiency Syndrome (HIV/AIDS); more so, carriers of this disease are largely oblivious of its existence and its consequences (Agada, 2016). Hepatitis infection is widely referred to as a silent killer because many carriers do not realize they are carrying the virus, even to the extent of 10 years (Libbus & Phillips, 2009). Blumberg (2002) submits that hepatitis records a large mortality both from acute infection and chronic disease conditions and is positioned among the ten top killer diseases.

Beyond being a national issue, the hepatitis disease has become a global concern as the World Health Organisation (WHO) observes that over 400 million people are currently living with the disease. WHO further estimated death rates from hepatitis related diseases is up to 1.4 million per-year, which is similar to HIV and tuberculosis (World Health Organisation Report, 2016). The goal 3.0 of the Sustainable Development Goals (SDGs) as set by the United Nations General Assembly on the 25th of December, 2015, which is to ensure healthy lives and promote well-being for all ages by the year 2030. More specifically, the goal is set with the objective of putting an end to the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases as well as combat hepatitis, water-borne diseases and other communicable diseases (WHO, 2016).

The day-to-day exposure to numerous health challenges, especially the silent killer Hepatitis and HIV/AIDs, therefore necessitates an urgent need to examine the awareness and knowledge level of the viral disease among youths in relations to broadcast media coverage of same. There is an underlying relationship between the mass media and the society. In view of the fact that the mass media are transmitter of messages from sources to receivers, they owe society, principally the Bonny LGA of Rivers state in this context. Hepatitis B and HIV/AIDS are elements that crept into the Bonny and are of high increase basically as the Bonny LGA played host to both foreign and non-Bonny LGA region oil company workers who engage people in prostitution in exchange for the so-called oil money. The oil company workers in exchange for the money sleep with different people and thus the deadly Hepatitis and HIV/AIDs are passed from one person to the other. The media have the responsibility of generating awareness and knowledge about hepatitis deadly disease. It is this type of thinking that made Okorie *et al.*, (2014) to assert that the definite and probable roles of the mass media have long been acknowledged and recognized to have the capability of enlightening heterogeneous audiences about diseases such as hepatitis. Thus, the mass media serve as a crucial purveyor of health information in any modern society.

Statement of the Problem

The high prevalence of Hepatitis B and HIV/AIDS in Rivers State, particularly among the residents of Bonny, presents a significant public health challenge. However, the effectiveness

of broadcast media campaigns in raising awareness and promoting health consciousness about these diseases in this specific region remains inadequately understood. Limited research has been conducted to assess the impact of broadcast media campaigns on Hepatitis B and HIV/AIDS in Bonny and this knowledge gap hinders the development of targeted and evidence-based interventions to address these health issues. The unique socio-cultural and demographic characteristics of Bonny, including its diverse population, traditional beliefs and access to healthcare, may influence the reception and impact of broadcast media campaigns. These complex factors require in-depth investigation to determine how they affect health consciousness and information dissemination regarding Hepatitis B and HIV/AIDS.

Recently, on the World AIDs Day, Nigeria launches five-year media HIV prevention campaign “WAD 2022” WAD is commemorated on 1st December annually to raise awareness of HIV/AIDS epidemic and mourn those who have died of the disease. The global theme for the 2022 WAD is “equalise” and the national theme is “Equalise to end AIDs: Equal Access to Treatment and Prevention Services.” Also, Nigeria Centre for Disease Control has media campaign tagged “Let’s stop HIV Together” campaign which is a campaign of ending the HIV epidemic. Equally, the silent but prevalent nature of the hepatitis disease now calls for greater concern across borders of human ecology. Despite the global burden of the viral disease, little emphasis has been placed both as a health and a development issue (World Health Organisation Report, 2022). There is therefore a need to align with the recently launched “Global Health Sector Strategy on Viral Hepatitis”, a plan developed to engender a quick and effective achievement of the 2030 Agenda for Sustainable Development. The strategy focuses on eliminating the infectious viruses of Hepatitis.

The National HIV/AIDS Indicator Impact Survey (NAIIS) released in March 2019 pegged the HIV prevalence rate in Rivers State at 3.8% above the national prevalence of 1.4%. The survey reported that Rivers State has an estimated 210,082 persons living with HIV with only about 40,314 (21%) on life-saving antiretroviral treatment (ART). The National Agency for the control of AIDs has called for HIV/AIDS awareness campaign, with emphasis on state-owned media as vehicle to delivering HIV prevention messages. Besides, it is importance to state that studies have been done to find out the social media and print coverage and level of public enlightenment. Consequently, understanding the extent to which broadcast media initiatives influence health consciousness and behaviours related to Hepatitis B and HIV/AIDS among Bonny residents is crucial for designing more effective public health strategies and reducing the prevalence of these diseases in the region.

Objectives of the Study

The objectives were to:

1. find out the level of exposure of Bonny residents to broadcast media campaigns on Hepatitis B and HIV/AIDS;
2. ascertain the disposition of Bonny residents towards broadcast media campaigns on Hepatitis B and HIV/AIDS;
3. determine the influence of broadcast media campaigns on Hepatitis B and HIV/AIDS on Bonny residents; and
4. evaluate factors other than broadcast media campaigns that influence the actions of Bonny residents on Hepatitis B and HIV/AIDS.

Theoretical Framework

Agenda Setting Theory

The agenda setting theory as propounded by McCombs and Shaw (1972) posits that the mass media do not instruct what people think but what they should think about. Due to the gate

keeping function of the media, they determine and direct public attention to issues considered more important, by the emphasis and prominence given to the issues in the media. It is to this end that the theory maintains that the issue or message that constantly features in the media becomes the public agenda of the people (Coffman, 2002).

There is wide agreement that awareness leads to knowledge, and knowledge leads to behaviour modification (Rimal, 2000). Various theories and models acknowledge the importance of the mass media in creating awareness in the society. One of such theory is the agenda setting theory, which holds that the media have the ability to advise or tell audiences what issues are major and relevant, thus setting the agenda. They can achieve this by choosing what stories to consider newsworthy and how much prominence and space they give those stories (Folarin, 1998).

Relating this theory to the study, the agenda setting posits that media determine the issues and its importance to the public. Media scholars believe that by giving a particular topic a prominent treatment in their agenda over a period of time, the media would have succeeded in making the audience believe that the reportage is indeed important. This theory is significant in this study because Ministry of Health knows the power of the mass media and therefore uses them to their advantage of committing awareness messages on health issues such as HIV and HBV. In this respect, the mass media need the Ministry of Health and the Ministry of Health needs the media to reach out to the public. This is a good example of how the mass media especially the broadcast media should carry out their agenda setting functions for the purpose of health benefits of the people.

Perception Theory

The proponents of this theory are Berelson and Steiner (1964). It simply states that individuals have ways of shutting out information that is not in line with what they believe in. Weimann (2010) describes perception as the “complex process by which people select, organize, and interpret sensory stimulation into meaningful and coherent picture of the world” (p.21). It simply means that individuals most often process campaign message to suit the worldview they are conversant with. According to Weimann, studies in human perception have shown that people’s values, needs, beliefs and attitudes play important roles in determining how they select stimuli from the enormous campaign contents in their environment and how they ascribe meaning to such stimuli from their existing frames of reference. Anaeto *et al.*, (2011) posit that “the theory tells us the process of interpreting message is complex and that these goals may be difficult to achieve” (p.66).

Perception as it were, is subjective, and therefore, individualistic in nature. Whether implicitly or explicitly, the individual’s ability to ‘choose’ which stimuli he will perceive has been portrayed as a filter through which all forms of communication must pass (Baker, 2011). This means that people screen campaign contents in such a way that it makes it easy for them to take what they like and discard what they dislike. For Baker (2011), an unconscious filtration process therefore comes into operation, when there is need for an individual to choose what to pay attention to out the various pieces of information to which he is exposed. This filtering process is also referred to as the ‘ways’ through which people ‘consume’ contents of the media they have an inkling for and avoid the ones that are contrary.

In relating this theory to the study, it is evident that it is consistent with people's attitudes and views. Once a person has been exposed to and given attention to campaign messages, the next step is to analyse the message to ensure that it will be useful in the long run. People's interpretations of the messages will be aligned with their rooted attitudes and beliefs. People

interpret the messages they receive from the campaigns based on their attitudes and beliefs. People will if possible, shape their interpretation of campaign messages to be congruent with their existing beliefs as a result of the following factors: interests, beliefs, knowledge, attitudes, needs, and values. They will perceive messages differently because of their innate compositions and abilities. Before the people decide to ponder on a broadcast media messages on HIV/AIDs and HBV, they would have to screen it to make sure that it is consistent with what they believe in or are comfortable with.

Conceptual Review

Epidemiology of HIV and Hepatitis B Co-infections

The similar transmission routes (vertical, parental and sexual) of human immunodeficiency virus (HIV) and hepatitis B virus (HBV) co-infections is common globally (Barth *et al.*, 2010; Pittman *et al.*, 2014). The chronic infection of either HIV or HBV alone severe. An estimate of 36.7 million people are currently living with HIV/AIDS, while hepatitis B accounts for 325 million chronic infections. A co-infection of the disease then complicates the individual severity. The disease which is difficult to treat has a high tendency of chronic infection (Dabis & Ekpini, 2002) thereby causing high rate of liver mortality and morbidity (Mendes-Correa & Nunez, 2010).

Broadcast Media and HIV/HBV Co-infection Awareness

Broadcast media: Broadcasting which simply means the transmission of news, instruction and entertainment contents by radio or television (Omoera, 2010) goes beyond the obstacles of literacy and it reaches a mass of people without prejudice except those imposed by the people's own selective decision (Babalola, 1986). Despite their long age of existence as well as categorization under the traditional mass media, radio and television have remained the most accessible sources of information for people all over the world. In the submission of Babalola (1986) radio has been adjudged the most effective medium for getting across to the heterogeneous population setting as Nigeria (Okorie, 2013). Television which has a dynamic technical leap over radio has synchronized features of light, motion and sound. It therefore has the capacity of reaching the rural, semi-urban as well as urban audiences.

Recognising that the increased understanding of the endemic nature of HIV/HBV co-infections is very necessary and urgent to mitigating its morbidity and mortality effect, the broadcast media can serve a veritable channel of getting people aware of the disease. Messages could be developed around soap opera, jingles, documentaries, feature stories. Since the broadcast media have a role in setting the agenda, HIV/HBV knowledge and awareness campaigns must be targeted at primetime schedules when a large percentage of the people are connected to the listening and viewing devices. The HIV/HBV messages could be scrolled during prime time news broadcast.

Empirical Review

Lucas *et al.*, (2022) carried out a work on "Evaluation of the input of broadcast media to Lassa Fever scourge preclusion in select communities of Nasarawa and Plateau states, Nigeria." The study evaluates the inputs of broadcast media to Lassa fever scourge preclusion in select communities of Nasarawa and Plateau States, Nigeria. It adopts the survey research design, employs the multistage sampling technique and makes use of questionnaire to collect data. Furthermore, the Health Belief Model serves as the theoretical framework. Findings among others reveal that the broadcast media have not done enough on the provision of information regarding Lassa fever. From the findings, the study recommends that broadcast media need to increase their coverage of Lassa fever with a view to widening the horizon of the people on the causes, control, prevention, management and symptoms of the disease. There is need for the

broadcast media to improve their signals by purchasing and installing digital equipment. Equally important is for broadcast stations to make use of indigenous languages in the broadcast of health related issues such as Lassa fever. The time allotted to broadcast on Lassa fever should be increased and, above all, government should allocate stronger frequencies to broadcast stations so that their signals can get to rural communities. The reviewed work is related to the present study as both studies focus on broadcast media messages and health issues in Nigeria. The points of divergence are on the objectives, scope and methodological approaches.

Euphemia and Oluwakemi (2017) did a study “Media public enlightenment campaign and awareness of hepatitis B in Lokoja metropolis of Kogi State, Nigeria.” The study aimed at investigating the knowledge and attitudes of the public towards hepatitis B enlightenment campaigns. A Cross-sectional survey design was adopted, using the convenience sampling technique. The population of study is 195,261, which are the people living in Lokoja metropolis with a sample size of 400 arrived at with the use of Taro Yamane formula. A well-constructed questionnaire was used as the instrument for data collection. 376 retrieved questionnaire were analysed using frequency and simple percentage table, and 5 point likert scale. Findings reveals that majority of the respondents have the knowledge of Hepatitis B, through different media, and acquired the knowledge from Health workers, one-on-one communication, television etc. Despite the level of knowledge acquired, majority are yet to be vaccinated. The study further showed that many of the respondents believe that the awareness on hepatitis B is low and preferred medium for the awareness are social media, radio, television, banners, door-to-door and others. The study thereby recommended that the government should sponsor different media awareness campaign geared towards the prevention of the transmission of “Hepatitis B Virus” (HBV) and the use of vaccine as a major alternative for prevention. The work is related to the current study as both hinge on media enlightenment campaign and awareness of health issues. The difference is on the objectives, scope and methods.

Methodology

The study employed descriptive survey design. The method adopted was considered appropriate because it is essentially a design that is useful in gathering data on peoples’ views, opinions, actions and reactions towards social issues and phenomena such as the prevention of Hepatitis B and HIV/AIDs. Male and female who reside in Bonny local government area of Rivers State formed the population of the study. The population of male and female from the age of 18 and above in Bonny in 2023 as projected by National Bureau of Statistics stood at 302,000. Therefore, the population of the study is 302,000. The sample size for the study was 383 using Meyer’s sample table. The multi-stage sampling technique was used to select the subjects for this study. Bonny Local Government Area has twelve political wards and these wards formed twelve clusters that is the first stage. At the second stage, purposive sampling was used where only male and female of 18 years and above and those who were exposed to broadcast messages were considered. At the next stage, the convenience sampling technique was used to administer the questionnaire on only respondents that met the criteria and were willing to participate in the study. Since the exact population in each of the clusters could not be determined, all clusters were made to produce the same number of respondents. Hence, the sample size of 383 was adjusted to 384 to enable all clusters to produce 32 respondents each. The data for this study were generated using the questionnaire. The researcher personally administered the questionnaire, assisted by three assistants and retrieved the instrument by the same method. The data for this study were analysed using simple percentages and were arranged in frequency tables.

Data Presentation and Analysis

Research Question 1: what is the level of exposure of Bonny residents to broadcast media campaigns on Hepatitis B and HIV/AIDs?

Table 1: Exposure to Broadcast Campaign on Hepatitis B and HIV/AIDs

Option	Number of respondents	Percentage
Often	119	31
Occasionally	213	56
Rarely	47	13
Total	379	100

According to Table 1, the majority of the respondents were occasionally exposed to broadcast campaigns on Hepatitis B and HIV/AIDs.

Table 2: Other Sources of Information on Hepatitis B and HIV/AIDs

Option	Number of respondents	Percentage
Billboard	66	17
Magazine/Newspaper	97	26
All of the above	216	57
None of the above	-	-
Total	379	100

The Table above shows that other sources of information on Hepatitis B and HIV/AIDs among the respondents were magazines and newspapers as well as billboards.

Table 3: Respondents' Level of Understanding Broadcast Media Campaign on Hepatitis B and HIV/AIDs

Option	Number of respondents	Percentage
Very high	218	58
High	147	38
Low	10	03
Very low	4	1
Total	379	100

Table 3 shows that the majority of the respondents understood the broadcast messages on Hepatitis B and HIV/AIDs very well.

Research Question 2: what is the disposition of Bonny residents towards broadcast media campaigns on Hepatitis B and HIV/AIDs?

Table 4: Respondents' Attitude to Broadcast Media Campaigns on Hepatitis B and HIV/AIDs

Option	Number of respondents	Percentage
Participatory	241	64
Indifference	-	-
Supportive	138	36
Total	379	100

As indicated on Table 4, majority of the respondents said that their disposition towards the broadcast campaigns on Hepatitis B and HIV/AIDs were participator and supportive but not indifference.

Research Question 3: what is the influence of broadcast media campaigns on Hepatitis B and HIV/AIDs on Bonny residents?

Table 5: Influence of Broadcast Media Campaigns on Hepatitis B and HIV/Aids on Bonny residents

Options	Number of respondents	Percentage
Makes me afraid	253	67
Makes me conscious of the infections	362	96
Encourages me to go for test	352	93
Persuades me to take prescribed precautionary measure	374	99

In table 5, we do not have a total, this is because the respondents have a variety of options to choose from the table and if their total is added, it will exceed the total number of respondents. Hence, the respondents have various ways broadcast media campaigns influence them on Hepatitis B and HIV/AIDs. The respondents indicated the influence as ‘makes me afraid, ‘makes me conscious of the infections, ‘encourages me to go for test, and ‘persuades me to take prescribed precautionary measure, respectively.

Research Question 4: what factors other than broadcast media campaigns that influence the actions of Bonny residents on Hepatitis B and HIV/AIDs?

Table 6: Factors other than Broadcast Media Campaigns that Influence Action on Hepatitis B and HIV/AIDs

Option	Number of respondents	Percentage
Doctors or written advice	89	23
Experiences of other people	31	8
Cases of Hepatitis B and HIV/AIDs	18	5
All of the above	241	64

None of the above	-	-
Total	379	100

For the majority of the respondents, other influences on action concerning breast cancer were doctors' advice, experiences of other people and cases of Hepatitis B and HIV/AIDs.

Discussion of Findings

This section or the discussion is carried out using or in line with research questions, one after the other.

Research Question One: What is the level of exposure of Bonny residents to the broadcast media campaigns on Hepatitis B and HIV/AIDs?

The answers to this research question are presented in Tables 1 – 3. From the data, respondents were occasionally exposed to broadcast media campaigns on Hepatitis B and HIV/AIDs. Apart from the broadcast media campaign, they got information on Hepatitis B and HIV/AIDs through billboard, magazine and newspaper. The result revealed that they fully understood the broadcast media campaigns on Hepatitis B and HIV/AIDs. This findings are in tandem with the study Euphemia and Oluwakemi (2017) as revealed that majority of the respondents have the knowledge of Hepatitis B, through different media, and acquired the knowledge from Health workers, one-on-one communication, television etc.

Also, this study refutes the study of Lucas *et al.*, (2022) when found that the broadcast media have not done enough on the provision of information regarding Lassa fever. The imputation here is that that public health has in recent times become a subject of immense concern. The least that mass media can do in this regard is to vigorously raise attention to the plausibility of the logic of early detection and drive for action through messages. The perception theory upon which the study is anchored gives backing to this findings. The theory posits that people screen campaign contents in such a way that it makes it easy for them to take what they like and discard what they dislike. The foregoing lends credence to the assertion of Baker (2011) when posited that, an unconscious filtration process therefore comes into operation, when there is need for an individual to choose what to pay attention to out the various pieces of information to which he is exposed

Research Question Two: What is the disposition of the Bonny residents towards broadcast media campaigns on Hepatitis B and HIV/AIDs?

The answer to this question is presented in Table 4. The study found out that the attitude of Bonny residents to broadcast media campaigns was that the broadcast campaigns on Hepatitis B and HIV/AIDs were participator and supportive but not indifference. The implication of this finding is that people need information to make decisions and improve their situations. It is good that the broadcast messages are providing the information which could assist Bonny residents to take informed decisions to safeguard their health. This finding is in line with the perception theory that this study is underpinned. The theory proposes that once a person has been exposed to and given attention to campaign messages, the next step is to analyse the message to ensure that it will be useful in the long run. People's interpretations of the messages will be aligned with their rooted attitudes and beliefs. People interpret the messages they receive from the campaigns based on their attitudes and beliefs. People will if possible, shape their interpretation of campaign messages to be congruent with their existing beliefs as a result of the following factors: interests, beliefs, knowledge, attitudes, needs, and

values. Therefore, it is pertinent to sustain their partnership and participation through informative contents such as Hepatitis B and HIV/AIDS. Also, account in support of this finding is Rimal (2000) when expending on the agenda setting theory explains that awareness leads to knowledge, and knowledge leads to behaviour modification.

Research Question Three: What is the influence of the broadcast media campaigns on Hepatitis B and HIV/AIDS on Bonny residents?

According to the data, broadcast media campaigns on Hepatitis B and HIV/AIDS caused Bonny residents to be afraid of Hepatitis B and HIV/AIDS, make them conscious of the ailment, encourage them to go for test and persuade the residents to take prescribed precautionary measures. The agenda setting theory upon which this study is anchored, gives credence to the finding of this study. Agenda setting theory states that the idea or information which people have about public issues such as Hepatitis B and HIV/AIDS tend to be proportionate to the amount of emphasis placed on such issues by the media. This implies that the way the media see and regard issues of Hepatitis B and HIV/AIDS is the same way the Bonny residents would regard such issue. Invariably, the ways in which Hepatitis B and HIV/AIDS are presented to the public by the broadcast media goes a long way in making the public to see the issue as important and therefore worth thinking.

Research Question Four: What factors other than broadcast media campaigns influence the actions of Bonny residents on Hepatitis B and HIV/AIDS?

Answer to this research question is presented in Table 6. The study found out that factors other than broadcast media campaigns influence actions on Hepatitis B and HIV/AIDS were doctors or written advice, experiences of other people and cases of Hepatitis B and HIV/AIDS infections. These factors, other than broadcast media campaigns, have helped Bonny residents to detect symptoms of Hepatitis B and HIV/AIDS infections. The imputation here is that knowledge is power and people become curious when they hear or see things they have never known and yet concern them. This finding corroborates with Weimann (2010), when explaining on agenda setting theory that in human perception have shown that people's values, needs, beliefs and attitudes play important roles in determining how they select stimuli from the enormous campaign contents in their environment and how they ascribe meaning to such stimuli from their existing frames of reference.

Conclusion

The study concludes that broadcast media campaigns are generally primarily to change knowledge, awareness and attitudes, contributing to the goal of changing behaviour. Hence, it is a tool for promoting public health being widely used to expose high proportions of large populations to messages through routine uses of existing media because one medium cannot effectively carry out a campaign/message in society.

Broadcast media campaigns cannot be effective unless the target audience is exposed to, attends to and comprehends its message. When a media messages on Hepatitis B and HIV/AIDS are structured over a period of time, it will educate members of the public on the need to go for test, know the risk factors and how to prevent it.

The information aspect of the mass media is very indispensable for the meaningful existence of members of the society. The broadcast media perform a number of functions which benefit the individual as a member of a society. These range from serious information and

educational functions to lighter functions like entertainment. There is absolutely no doubt that in the modern world, the mass media possess incredible power at the information level.

Drawing from the underlying notions of the agenda setting and perception theories, the broadcast stations studied significantly abdicated on a normative web of functionality embellished in information and education. Conclusively, messages on the subject matter were in depth. By inference therefore, the Hepatitis B and HIV/AIDs messages by the broadcast media studied were intensive and extensive.

Recommendations

Based on the findings of this study, the following recommendations have been made:

1. Broadcast stations should through their day to day reportage focus surveillance on the many ills in the society so as to use them as themes for messages.
2. In addition to adopting broadcast campaigns, government and NGOs can also adopt other communication channels such as interpersonal communication in handling health promotions for disease prevention.
3. Advocacy messages should be designed such that they will have depth by highlighting the rudiments of the issues that form the subject matter of such messages. In this way, many people will see the need to key into the highlights of the messages themes.
4. Broadcast stations should begin to inculcate a sense of community service into their policies on programming with a view to allotting adequate airtime to message campaigns on vital issues that will enhance the wellbeing of the people.

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