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Assessment of the Role of Radio Health Programmes in the Sensitisation of Listener against Prostate Cancer in Imo State: A Study of Darling Clinic Listener in Owerri Municipal

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Abstract

This study examined the role of radio health programmes in the sensitisation of listener against prostate cancer in municipal, Imo state: Information Integration Theory was the theory that served as the framework upon which this study was hinged. The study adopted survey research design, and from a population of 262,808, the research sampled 384 respondents. Data collected were analysed, and it was found among others that the health programme 'Darling Clinic' significantly sensitizes Owerri Municipal Council listener on prostate cancer, and the listener acquired vital information concerning the causes, prevention and symptoms of prostate cancer from the programmes. Also, it was found that Owerri Municipal listener significantly understand the information disseminated on Darling Clinic in the campaign against prostate cancer. Furthermore, the researchers' found that the education level of the Owerri Municipal audience significantly influences their understanding of the messages of Darling Clinic against prostate cancer. Hence, it was recommended among others that radio stations should continue to create more awareness to the Owerri Municipal council dwellers on health related challenges and how to stay safe. Also, radio stations should endeavour to package more health programmes especially in their respective local dialects so that the illiterate can also benefit from the information contained.

Keywords: Radio health programmes, sensitisation, listener, prostate cancer



Introduction

Since the beginning of time, mankind has waged wars against various types and forms of diseases and pestilences. Although advances in science and medicine have led to many successes, yet, humans have continued to battle several killer diseases like diphtheria, whooping cough, tetanus, measles, HIV/AIDS, tuberculosis, malaria, prostate cancer, among others (WHO, 2014).

Prostate cancer in this case is a prevalent form of cancer that affects men, specifically targeting the prostate gland, it occurs when abnormal cells in the prostate gland multiply uncontrollably, forming a tumor. It is primarily a disease believed to be associated mostly with older men, with the majority of cases occurring in individuals aged 65 and above (Adeloye, 2016).

Although the exact causes of prostate cancer are not fully understood, several risk factors have been identified. Health experts like Farhat (2015), explained that 'age' is the most significant risk factor, as the incidence of prostate cancer increases with advancing age. It was further noted that family history and genetics also play a role, as men with close relatives diagnosed with prostate cancer are at higher risk. Similarly, Bray (2018) adds that ethnicity is another factor, with African-American men having a higher incidence and mortality rate compared to men of other racial and ethnic backgrounds.

Meanwhile, the symptoms of prostate cancer according to Mutuashoyian (2018), can vary, and in the early stages, they may be absent or subtle. Common symptoms include difficulty urinating, weak urine flow, frequent urination (especially at night), blood in the urine or semen, and discomfort in the pelvic area. However, these symptoms can also be indicative of other prostate conditions, such as benign prostatic hyperplasia (BPH), which is a non-cancerous enlargement of the prostate gland. Nakandi (2019) therefore suggests that it is crucial to consult a health care professional for a proper diagnosis. Meanwhile, to detect prostate cancer, various screening methods are available, including the prostate-specific antigen (PSA) blood test and digital rectal examination (DRE). The PSA test measures the levels of a protein produced by the prostate gland in the blood (Mofolo, 2020). Elevated PSA levels may indicate the presence of prostate cancer, although it can also be caused by other factors, such as BPH or inflammation. The DRE itself involves a physical examination of the prostate gland by a health-care provider who checks for any abnormalities or irregularities (Ogunsanya, 2017).

In Nigeria, prostate cancer also poses a significant health concern. According to statistics, it is the most commonly diagnosed cancer among men in the country. The incidence rate of prostate cancer in Nigeria is reported to be about 127.8 cases per 100,000 population, with a mortality rate of 58.3 per 100,000 population (Adeloye, 2019). These numbers highlight the substantial burden of prostate cancer on the Nigerian population. Sadly, despite the prevalence of prostate cancer, there are several myths and misconceptions surrounding the disease. One common myth is that prostate cancer only affects older men. But inasmuch as age is a significant risk factor, younger men can also develop prostate cancer, although it is less common (Ogunsanya, 2017).

Several health scholars have speculated that early detection of prostate cancer through increased awareness can play a crucial role in improving outcomes and reducing mortality rates among men in society. It has also been widely suggested that radio health programmes have the potential to be effective platforms for disseminating information and raising awareness about prostate cancer. Prostate cancer is a significant public health issue, particularly in Nigeria, where it is the most commonly diagnosed cancer among men. However, there is limited research on the specific influence and effectiveness of radio health programmes in creation of awareness about prostate cancer among men in Nigeria.



Although, while it is observed that various other media platforms may have been used to promote health awareness, the specific impact of radio health programmes on prostate cancer awareness remains understudied. More sadly also, it is observed that prostate cancer awareness in Nigeria is relatively low, leading to delayed diagnoses and poorer treatment outcomes. Sadly, the lack of awareness about the risk factors, symptoms, and available screening methods of diseases can contribute of to this issue.

Concerns have understandably been raised about the potential of radio health programmes in bridging this awareness gap. This study therefore aims to address this gap by investigating the influence of radio health programmes such as Darling FM public health programme ‘Darling Clinic’ as sensitization tools about prostate cancer among men in society

This study has the following objectives;

1. To ascertain the extent to which the health programme ‘Darling Clinic’ sensitizes the listener against prostate cancer in Owerri Municipal.
2. To find out the extent to which Owerri Municipal listener understand the information on Darling Clinic in the campaign against prostate cancer.
3. To ascertain if education level of listener influences their understanding of the messages from radio stations against prostate cancer.

Theoretical Framework

This investigation is underpinned on Information Integration Theory. The Information Integration Theory was propounded by Norman H. Anderson in 1971 according to Osuagwu (2016, p.35), rests on the belief that “information can affect the attitude of the audience. An attitude has been defined as a predisposition to act in a positive or negative ways towards an object, situation, person, idea, concept, etc. According to this theory, the degree to which information can affect is guided by two variables. One is called “valence” and the other “weight”. valence means the degree to which the information is seen as “good news”. Information theory is usually accessed in terms of a scale from highly positive to highly negative. “If information is consistent with audience beliefs and attitudes, it will be classified “positive”. Otherwise, it will be crafted “negative”. (Simbwe, 2015). The other variable, “weight” determines the importance assigned to information. Thus, if the audience feels the information is credible, higher weight will be assigned to it since it is true. Conversely, a “lower weight” will be assigned to the information which is not credible because it is seen to be false (Anderson, 2017). The information integration theory becomes valid in this study in that it presupposes the fact that information gotten from both Darling FM health Programme, would spur the Owerri Municipal residents to positively accept the message, and join massively in the creation of awareness and massive sensitization about prostate cancer and encouragement of early screening.

Consequently, if the male public in Owerri Municipal had not initially prioritized the need to visit hospitals for screening and tests against prostate cancer, the message from the health programmes Darling FM, Owerri would spur them to action and sensitize them on the necessity to do that in order to avoid being late for the treatment.

Method

Research Design

The researchers adopted survey research design. Therefore, the survey method allows for the collection of a large amount of data from a sizeable population of the area under study in a highly economical way. This research method assisted the researchers to describe objectively the relationship that exists among



the variables within the actual environment at a definite time frame. It allows the researchers to measure behaviour of population by studying a small sample which is then used to generalize a large population. The researchers assessed the influence of Daring clinic in the creation of awareness of prostate issues amongst men, and this is done by studying a representative of the Owerri Municipal Council dwellers, survey design thus becomes the most appropriate method to be adopted for the study.

Owerri Municipal Council is the area of the study. It is a local government in Imo State, Nigeria. Its headquarters is in the city of Owerri. This Local government is made of five villages namely: Umuororonjo, Amawom, Umuonyeche, Umuodu and Umuoyima (collectively known as OwerriNchiIse). The residents of the above mentioned villages would be investigated in order to generate the required data to meet the objectives of the study.

Population of Study

The entire inhabitants of Owerri Municipal make up the population of study. These include but not limited to; Male and female, students, workers, artisans, civil servants who are exposed to radio programmes. The figure of this population according to the National population commission (NPC, 2006) is 127,213. The researcher however projected this population to year 2025 using the formula;

$$N_t = P e^{r \cdot t}$$

Where;

N_t = number of people at a future time P = population at the beginning time (127, 213) being the base of the natural logarithms (2.71828) r = rate of increase(natural increase divided by 100) $4\%=100= 0.04$
 t =time period involved (2025-2006=19 years)

Sample Size/Sampling Technique

The sample size for this study was gotten by using the online Australian calculator for sample size determination.

Where;

Confidence level = 95%,
population size =262,808
Confidence level= 0.05

Upper= 0.55000,
Lower= 0.45000
Standard error= 0.02551,
Relative standard error = 5.10
Therefore sample size = 384



For the sampling, the researchers used purposive sampling technique to sample only those who have been exposed to radio programme on health particularly Darling FM. This was the inclusion criteria before they were sampled.

Instrument for Data Collection

Copies of questionnaire were used for collection of data. The questionnaire comprises two (2) sections made up of close ended questions. The items in the questionnaire were composed in plain English language to avoid ambiguity. Section one of the questionnaire deals with the demographic variables of the respondents while section two deals with the psychographics of the study.

Validity/Reliability of Instrument

To test the validity of the instrument, a sample of the questionnaire was submitted to an expert in the field of communication and media studies for vetting to ensure it measures what it intends to measure. All corrections were effected on the final instrument. In order to ensure reliability of the instrument a test retest approach was adopted with two sets of respondents sharing the same characteristics at different time. Their responses were computed with Cronbach Alpha procedure and it showed a coefficient of .87 which indicated the instrument is reliable..

Method of Data Collection

The copies of the instrument were administered on the spot basis by the researchers and assistants. The respondents were approached by the researchers to complete the questionnaire, and also the researchers were available to collect the same from them, upon duly completion of the instrument. During the data collection process informed consent was obtained from the respondents. They were assured of their confidentiality and were also informed that the data are purely for academic purposes. The researchers notified them that they can withdraw at any time if they feel so.

Method of Data Presentation and Analysis

The study adopted quantitative method of data analysis to analyse the data gotten through the questionnaire. The various data gotten from the study were analysed with simple frequency and percentage method.

Findings

In the course of obtaining the data required for this study, 384 copies of the questionnaire were administered but 12 of the collected instruments were invalid due to errors in filling and respondents not heeding to instructions. This therefore leaves the researchers with 372 valid copies of questionnaire to work with.

Table 1: Respondents response on whether they have you listened to any health programme on radio concerning Prostate Cancer Disease

Options	Frequency	Percentage (%)
Yes	372	100%
No	-	
Can't say	-	
Total	372	100



This table labelled Table1; shows that all the respondents 100% listened to any health programme on radio concerning prostate cancer disease. This shows high level of awareness on prostate cancer as a particular health programme concern on radio programme.

Table 2: Respondents' response on what can they remember from the radio programme

Options	Frequency	Percentage (%)
Encouraging the public to visit the hospitals for early screening.	236	63.4%
Encouragement for a clean environment	89	23.9
Encouragement of the public to maintain healthy lifestyle and diet	47	12.6
Total	372	100

Table 2 aims to explore the effectiveness of such programmes to the audience especially various crucial topics that could have being discussed during each sessions. With a majority of the respondents 236 (63.4%) agreeing to the message of early screening at hospitals as what they can remember from the radio programme.

Table 3 Respondents' response on whether they were you able to get enough understanding about the causes, prevention and symptoms of prostate cancer through the radio health programme

Options	Frequency	Percentage(%)
Yes	321	86.2
No	27	4.6%
Can't say	34	9.1
Total	372	100

Participants were asked about their understanding of prostate cancer 'causes, prevention and symptoms' that had being acquired through health programme. A vast majority of 321 (86.2%) acknowledged to the fact of being exposed to prostate cancer's prevention, causes and symptoms through health programmes. This means they were you able to get good understand about the causes, prevention and symptoms of prostate cancer through the radio health programme they were exposed to.

Table 4: Frequency distribution of respondents' understanding of information on 'Darling Clinic' health programmes against prostate cancer base on their educational level

Options	Frequency	Percentage(%)
Yes	372	68.3
No	55	14.8%
Can't say	63	16.9
Total	372	100

In table 4, respondents were questioned on their understanding of information passed on Darling Clinic against prostate cancer. A total of 254 (68.3%) were knowledgeable of the information on Darling Clinic based on their educational level.



Discussion

The first objective was to ascertain the extent to which the health programme 'Darling Clinic' sensitizes the listeners against prostate cancer in Owerri Municipal. From the results of the study, and from the data analyzed in the course of the study it was revealed that radio health programmes create adequate awareness concerning prostate cancer in Owerri municipal council of Imo state.

This finding confirms the earlier findings of Adebayo (2015) who found in a related study that radio stations significantly create adequate awareness to the existence of various health challenges to residents of rural communities and ways to avoid such diseases. His study focused on the efforts of radio stations in the campaign against malaria in rural communities, and he went further to note that various radio stations broadcast such health programmes in local dialects to the rural audience members.

Similarly, the findings of this first objective is in line with the earlier findings of Harold and Olayinka (2014) who found that almost all the information and preventive measures against the Ebola virus was disseminated to the dwellers through the broadcast media, especially through radio health programmes (85%) of the respondents in the Miamina community indicated in the study that they were exposed to radio health programmes, and practice the preventive measures against several other viruses as recommended by the radio health programmes. Their study also revealed that the radio stations can be the most appropriate channels to reach a larger audience with health messages.

Also, the result of the first objective is confirmed because other researchers like Neighbors et al. (2012) found similar results in their study which examined radio health programmes and prostate cancer virus in Zawura community in Nassarawa state among tertiary institution students.

Contrary to the finding of this study, Hassan *et al.* (2015) in their study on the exposure of rural dwellers to radio health programmes amongst residents of Shinkafi town in Zamfara. They found that many of the residents are not exposed to radio health programmes, and the study thus recorded an overall low attention of the residents to radio messages. Consequently, the residents are minimally exposed to information concerning the prevention of viruses like prostate cancer in the community.

Similarly, Bello (2014) conducted related study on the effectiveness of radio stations in creation of awareness to prostate cancer in Binji local government area of Sokoto state. The researcher sought to know how effective radio stations were in creation of awareness to prostate cancer in Binji LGA. 450 respondents were sampled, and it was found that only 39% of the residents indicated that they have heard about prostate cancer on radio health programmes, but that these programmes are broadcast at odd times when audiences must have gone to bed. Yet the programmes are not done regularly, therefore it doesn't really effective in achieving the desired objective of sensitising the audience.

To oppose to the findings of Hassan *et al.* (2015) and Bello (2014), and in support of the findings of the first objective in this current study, is an earlier study by Ikweche (2018). The researcher conducted a recent study on the influence of radio health programmes in the campaign against prostate cancer in Oko LGA Anambra state. It was found that 87% of the respondents largely responded that they had heard about prostate cancer causes, symptoms and prevention most especially through radio health programmes, and further concurred that the radio medium is an effective medium to tackle and campaign against prostate cancer and related viruses

Summarily and conclusive from the above discussions therefore, it can be deduced that radio health programmes significantly create adequate awareness to the causes, symptoms and prevention of prostate cancer in rural communities.

On the other hand, the second objective was to know the extent to which Owerri Municipal listeners understand the information on Darling Clinic in the campaign against prostate cancer. From the results



gotten in the study, it was found that Owerri Municipal listeners significantly understand the information on Darling Clinic in the campaign against prostate cancer.

In line with this finding, Okoye (2016) found in an earlier study on the influence of Radio 108.5 FM in the campaign against malaria, that lack of effective communication is a major cause and setback in the campaign against killer diseases among residents in rural areas. She concluded that a properly packaged and understandable information is the panacea to effective campaign against deadly diseases in the society, and recommended that media houses should adopt various programmes that would make the health information be properly understood by the audience. Furthermore, Larimer and Ibrahim (2017) explored the effectiveness of vernacular in the fight against tuberculosis in their study. They found that most audience indicated that they understood vernacular, and its adoption in dissemination of health messages was effective in the fight against tuberculosis in rural areas 85.7 % of the sample reported that they enjoyed the vernacular programmes of the radio station and learnt a lot from the stations health programmes.

Also, a study conducted by Otunba (2018) on the assessment of the role of radio health programmes in the campaign against cholera in Oko, Anambra. It was found that radio health programmes create significant awareness to the causes, symptoms, prevention and treatment for cholera. It was also found that radio stations often use local dialects to sensitise the audience concerning the diseases, and the use of the local dialects enables the radio health messages to reach more audience i.e including the semi-literate in rural communities..

Summarily, it could be deduced from the foregoing that adequate and effective health information is a panacea for effective campaign against prostate cancer and other related viruses in Owerri Municipal.

Also, this third objective was to find out ascertain if education level of Owerri Municipal listener influences their understanding of the messages from the Darling Clinic in the sensitization of listeners against prostate cancer. The data gotten from his study found that indeed education level of the listener significantly influences their understanding of the health messages.

This result confirms the findings of an earlier study by Okoro (2016) where it was found that 86% of the respondents opined that the reason most media health messages fail to achieve its objectives is because of the educational level of the recipients. The researcher maintained that the understanding of an educated man is far different from that of an uneducated man, and likewise, such gap in education also affects understanding of radio health messages. Similarly, according to Onabanjo (2016), “research has identified that educational level has been a major problem in packaging health messages to rural dwellers”. His study also posited that the ineffectiveness of most media campaigns are largely as a result of the educational level of the rural dwellers.

Meanwhile, in line with the Information Integration Theory propounded by Norman H. Anderson in 1971 and the result of third research question, Harold *et al.* (2016) posited that, it the responsibility of the media to disseminate relevant health messages to all segments, race, color educational level of dwellers in the society. They maintained that with this responsibility of the media, various radio stations should embark on adequate research to find out the most appropriate and most effective way to reach all listeners with the health message, irrespective of the educational status of the individuals.

With the foregoing therefore, the result of the third objective and the position of the Information Integration Theory, it has been confirmed that although educational level does influence the understanding of media health messages, however, radio stations should embark upon adequate research to carry everyone along, so as to be effective in the creation of awareness against prostate cancer.



It was also found that media health programmes motivate the listening audience to abide strictly to the recommended precautionary measures against many other diseases and viruses, therefore there is a significant relationship between exposure to such media information, knowledge of the causes and prevention of ailments, diseases and viruses like prostate cancer. Relatively, the information integration theory was reviewed in this study, and it also formed the framework on which the study was hinged.

Consequently, and in support to the result of this research question therefore, the information integration theory becomes valid in this study, in that it presupposes the fact that information gotten from both Darling Clinic health Programmes and the from the mass media generally, would spur the recipients to positively accept the message, and positively modify their attitude and join the messages against prostate cancer; this can be achieved by adhering to media health recommendations. If the members of the public had not initially prioritized the health messages from the media, it would spur them to action and sensitize them on the necessity to do adopt healthy lifestyle choices in order to avoid the cancer. Summarily therefore, the result of this research question is valid because it confirms the findings of earlier results on related studies and it has also validated the information integration theory on which the study was hinged.

Conclusion and Recommendations

Consequent upon the above findings, the researchers conclude that the respondents are aware of Darling Clinic's health programme on prostate cancer. Finding also show that they understand the programme however such understanding depends on their level of education as the study revealed.

In the line of the findings of this study, the following recommendations were made;

1. It is recommended that Darling FM should continue to create more awareness to the Owerri municipal residents on health related challenges and how to stay safe.
2. Additionally, the Government should introduce a health policy of playing encompassing media awareness campaign and jingles in every news hour in both public and private owned media. The battle against prostate cancer is continuous and may take more time especially in Africa and other developing countries. Therefore, messages in form of jingles, special announcements, formal speeches from government officials and celebrities, drama discussions, poetry, songs etc. should continuously be aired on different radio stations to equip people more on various ways of preventing prostate cancer.
3. Darling FM should endeavour to package more health programmes especially in their respective local dialects so that the illiterate can also benefit from the information contained.

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