

Assessment Of Mass Media Campaign On Exclusive Breast Feeding (Case Study Of Abeokuta South Local Government) Ogun State

Omolara Oluwatoyin IDEHENRE

Department of Mass Communication
College of Arts, Social and Management Sciences (CASMAS)
Crescent University, Abeokuta
Omolaraoluwatoyin2015@gmail.com

Abstract: *This study is on assessment of mass media campaign on exclusive breast feeding (case study of Abeokuta South Local Government) Ogun State. This study made use of a mixed research method of quantitative and qualitative research design. The questionnaire was adopted using a survey while interview approach was used as qualitative research. The population of the study are pregnant women, nursing mothers and maternity homes in Abeokuta South Local Government Area of Ogun State. A total number of 125 pregnant women and nursing mothers in Abeokuta South were administered questionnaire while Three (3) health care workers and Two (2) media practitioners were interviewed. Three research questions were answered and one hypothesis was tested using Multiple Regression Analysis. Data was analyzed using SPSS version 25.0. The result of the study revealed that majority of the respondents claimed that they are aware of media campaigns on exclusive breast feeding ($X = 3.73$, $SD = 2.52$) and are aware of radio jingles on exclusive breast feeding ($X = 3.36$, $SD = 1.23$). Also, the result of the hypothesis showed that media campaign channels (radio, antenatal, mother) significantly affect the exclusive breast feeding message with Radio having the highest coefficient ($\beta = 15.606$, $P < .05$), Antenatal ($\beta = 6.023$, $P < .05$) and Mother ($\beta = 5.784$, $P < .05$). This study concludes that media campaign channels significantly influence the exclusive breast feeding. The study recommended that more media campaigns on exclusive breast feeding should be created using various media platforms.*

Keywords: *Exclusive Breast Feeding, Media, Media Campaign, Nursing Mother, Social Media*

Introduction

Communication is the process of communicating information. This signifies that a message is sent from sender to receiver via some medium, such as sound, paper, bodily gestures, or electricity (HarperCollins, 2022). Ibekwe-SanJuan and Dousa (2013) define communication as when one mind impacts its surroundings in order to share its experiences with another mind. A communication channel is necessary to transfer information from a sender to a recipient. A communication channel can be defined as either a physical transmission medium like a cable or a logical link across a multiplexed medium like a radio channel (Madhow, 2014).

Media campaigns use integrated tactics to communicate messages that aim to inform, influence, and convince target audiences to change or sustain healthy behaviors. Messages can be delivered via several kinds of channels, including conventional media (e.g., TV, radio, newspapers), the Internet and social media (e.g., websites, Facebook, Twitter), small media (e.g., brochures, posters, fliers), group interactions (e.g., workshops, community forums), and one-on-one interactions (e.g., hotline counseling) (Baron, Melillo & Rimer, 2010). The media has the potential to assist pregnant and nursing women in learning about the benefits of exclusive breastfeeding, as well as how to implement it. Catalán-Matamoros & Peñafiel-Saiz (2019) found that people frequently seek information on beneficial pharmaceutical goods to improve their health and wellness.

The media plays a crucial role in disseminating information on medical breakthroughs and health education to the public. In a developing nation like Nigeria, effective communication is vital for successful development projects. This is known as development communication, which involves strategically crafting and conveying messages to persuade and encourage the public to adopt and participate in development initiatives, ultimately driving societal change (Nzete, 2010; Nwabueze, 2012). Media platforms can be leveraged to promote campaigns, advocacy, and behavioral change by disseminating vital information and influencing public opinion. This is particularly important for development programs like exclusive breastfeeding, where targeted media campaigns can shape beliefs, opinions, and norms, ultimately driving behavior change (Catalán-Matamoros & Peñafiel-Saiz, 2018). Recent intensive media efforts have significantly raised awareness about exclusive breastfeeding, emphasizing effective communication strategies to educate the public, especially nursing mothers, on its benefits and promote a positive attitude. Through various channels like radio, TV, newspapers, and magazines, mass media has played a central role in sensitizing the public to exclusive breastfeeding.

Exclusive Breast Feeding (EBF) is good for the first six months. This is because, in those first months, the child's stomach is still developing, and if the mother gives them anything else than breast milk, that can cause small tears in the stomach lining, and create space for infections to enter the child's blood stream (Jones, Steketee, Black, Bhutta & Morris 2003). Exclusive breast feeding plays a pivotal role in determining the optimal health and development of infants, and is associated with a decreased risk for many early-life diseases and conditions, including otitis media, respiratory tract infection, diarrhoea and early childhood obesity. It has been estimated that EBF reduces infant mortality rates by up to 13% in low-income countries (Sharmin, Chowdhury, Khatun, & Ahmed, 2016).

Globally, about 40% of infants were exclusively breastfed and this is expected to rise to 50% by 2025. Although the rates of EBF for the past two decades have been increasing, it is still a long road to achieve the 100% global target coverage recommended by UNICEF. This is evident in the current low prevalence of EBF in the developing world particularly in West and Central Africa which happen to have one of the highest rates of infant malnutrition in the world (Mensah, Acheampong, Anokye, Okyere, Appiah-Brempong & Adjei, 2017). Due to the positive effects of exclusive breastfeeding on the development of babies and their mothers, health practitioners and others have been paying more attention to the practice in recent years (Okafor, Agwu, Okoye, Uche, & Oyeoku, 2017).

Statement of the Problem

Exclusive breastfeeding is promoted through a range of channels, including television, radio, print media, digital platforms, outdoor advertising, and interpersonal communication at healthcare settings. While the media has the potential to educate expectant and nursing mothers on the benefits and implementation of exclusive breastfeeding, research in Nigeria has neglected to thoroughly examine the media's role in this context. Although the media's influence on audience attitudes and behaviors is well-established, the effectiveness of media campaigns in shaping nursing mothers' attitudes and adoption of exclusive breastfeeding practices remains unclear

Research highlights the crucial role of early nutrition in shaping human health and development. In 2001, the World Health Assembly recommended exclusive breastfeeding for six months and continued breastfeeding beyond two years. However, despite the benefits, adoption of exclusive breastfeeding remains low in developing countries, including Nigeria (Kumar & Prasad, 2022). Nigeria's 2018 breastfeeding report showed a mere 17% adoption rate, the lowest in Africa (Federal Ministry of Health, 2015). This is concerning, as optimal breastfeeding practices are rare globally, with many mothers stopping breastfeeding too early and unnecessarily supplementing with commercial formula, believing breast milk is insufficient (UNICEF, 2015). Consequently, this study is based on assessment of mass media campaign on exclusive breast feeding (case study of Abeokuta South Local Government) Ogun State.

Research Objectives

The primary objective of this study is to assess mass media campaign on breast feeding in Abeokuta South Local Government, Ogun State.

- i. To examine the major media channels for disseminating information on Exclusive Breastfeeding among women in Abeokuta South
- ii. To examine the awareness level of women on media campaigns on exclusive breast-feeding in Abeokuta South.
- iii. To examine the attitude of women towards Exclusive breastfeeding campaigns in Abeokuta South

Research Questions

- i. What are the major media channels for disseminating information on Exclusive Breastfeeding among women in Abeokuta South?
- ii. What is awareness level of women on media campaigns on exclusive breast-feeding in Abeokuta South?
- iii. What is the attitude of women towards Exclusive breastfeeding campaigns in Abeokuta South?

Theoretical Framework

Health Belief Model (HBM)

This study is based on the Health Belief Model (HBM), which states that successful breastfeeding practice is mostly determined by the target audience's awareness of the associated benefits and risks. The Health Belief Model (HBM) was developed in the 1950s by

social psychologists Hochbaum, Rosenstock, and others working for the United States Public Health Service to shed light on why people did not participate in illness detection and prevention programs. Leventhal, Rosenstock, and Becker later developed it in 1966 to elucidate disparities in symptom reactions as well as compliance to therapy.

Mojaye (2008) explains that the Health Belief Model (HBM) is based on the idea that individuals will engage in health-promoting behaviors if they believe that doing so will prevent a negative health outcome and lead to positive consequences. According to the HBM, people's health behaviors are driven by their desire to avoid illness (perceived susceptibility) and their confidence that taking recommended actions will achieve this goal. Therefore, by understanding the benefits of exclusive breastfeeding (perceived benefits) and recognizing the risks of not completing the recommended six months (perceived severity), mothers can be empowered to overcome challenges and protect their children from potential harm.

Ogwezzy-Ndisika (2012) suggests that access to information increases awareness, shapes perception, and ultimately leads to acceptance. Educating women about the benefits of exclusive breastfeeding and providing guidance on overcoming challenges can encourage them to adopt this behavior. However, cultural beliefs and personal perceptions can create barriers to adoption. For instance, mothers may hesitate to breastfeed due to concerns about the adequacy of breast milk for their baby's nutrition. External factors, such as social support and cues from healthcare professionals, media, and family members, can also influence a mother's decision to exclusively breastfeed, making the Health Belief Model a suitable framework for understanding this behavior.

Conceptual Review

Mass Media

The term "mass media" refers to communication means that have a large audience, such as television, radio, and newspapers. Broadly speaking, media are channels of communication. It is assessed based on its software and hardware (Ogunmilade 1984). Mass is defined as a large number of people or items gathered together, or a cohesive unit of substance with no distinct shape, whereas media is defined as the primary modes of communication (especially television, radio, and newspapers) perceived collectively. The media is critical for knowledge diffusion as well as the intellectual, moral, and social growth of individuals. It is a means of communicating views, ideas, information, or news to a large number of people.

According to Esteve (2018), mass media has become an important factor in people's socialization. The media affects behavior by presenting individuals with ideas to embrace or reject. Mental models can thus be expressed more forcefully and persuasively. Critical thinking is suppressed when presented in this manner. This implies that teaching and information transmission are secondary goals for today's media. There is little argument concerning the arrangement and diversity of entertainment programs given by media outlets. In addition to family, church, and friends, the media plays a significant role in molding ideas. (Pusateri and Liccardi, 2015).

As a consequence, influential people and the mass media play a significant role in socialization and have a bigger impact on individuals. In other words, a conduct can be supported by the media, contradicted by it, or invalidated. The many types of mass media are employed as a means of spreading knowledge and increasing consciousness among a large number of people.

Mass Media and Maternal Health

Media, including radio and television, can help mold people's perspectives. They continued by explaining that the media can be a very useful tool for not just disseminating information and understanding of events but also for motivating people to learn more and assisting them in incorporating that knowledge into their own attitudes. Similar to this, communication specialists are starting to support the entertainment-education approach, which makes use of the element of humor in mass media to communicate desired messages. This tactic uses dances and songs to impart significant messages to the audience. According to Atakiti and Ojomo (2015), television has proven to be effective in situations where radio is insufficient, such as when a demonstration is necessary. Because the media is a vehicle for transferring signals from senders to receivers, they are responsible for creating public awareness about societal issues and drawing attention to anything that poses a threat, fright, or concern to our well-being. Maternal health and mortality are topics that everyone has an interest in; it is anticipated to be one of the issues covered by the media, which has been shown to impact people's opinions.

Empirical Review

According to Eze (2020), social interaction within the community and the social structure of communities influence mothers' perception and degree of acceptance of the campaign messages, even in the face of the enormous benefits of exclusive breastfeeding that have been widely acknowledged and a notable campaign that has raised outstanding awareness about the need to breastfeed babies exclusively. Uwalaka and Nwala (2020) investigated the effect of social media on exclusive breastfeeding among expectant

moms using a survey research methodology. Even after adjusting for every other component in the model, the results showed that breastfeeding moms in Port Harcourt who reported learning about exclusive breastfeeding from social media platforms were more likely to report actually practicing exclusive breastfeeding. Once internet-enabled mobile phones were widely available, social media emerged as the most effective way to disseminate exclusive breastfeeding knowledge and communications. Cajetan, Anyaegbu, and Etumnu (2021) investigated the efficacy of broadcast media initiatives in increasing awareness of exclusive breastfeeding. The study was based on the health belief model. The Australian sample size calculator was utilized to divide the 555,500 study participants into 385 samples as part of the survey procedure. A questionnaire was utilized as the data collection tool in this multistage sample study.

The findings indicated that 64% of respondents agreed that the broadcast media's campaigns on exclusive breastfeeding had assisted them in realizing the advantages of breastfeeding exclusively, 54% of respondents were only vaguely aware of these campaigns, and 94% of respondents thought the campaigns were a successful awareness initiative. Additional information showed that 46% of the respondents agreed to practice exclusive breastfeeding with a moderate level of compliance. Consequently, the study suggested that in order to greatly strengthen the practice of exclusive breastfeeding, there should be more awareness campaigns and opportunities for mothers to be exposed to media coverage.

Research Methodology

This study made use of a mixed research method of quantitative and qualitative research design. The questionnaire was adopted using a survey while interview approach was used as qualitative research. The population of the study are pregnant women, nursing mothers and maternity homes in Abeokuta South Local Government Area of Ogun State. There are Fifteen (15) wards in Abeokuta South Local Government and about 26 hospitals and medical centers (NIGERIA Health Facility Registry (HFR)). The sample pregnant is focused on nursing mothers and health care workers (doctors, nurses and midwives) and media practitioners.

Table 1: The Political Wards in Abeokuta South Local Government

S/no	Political Wards in Abeokuta South
1	Ago-egun/ijesa
2	Ake I
3	Ake Iii
4	Ake Ii
5	Erunbe/oke Ijeun
6	Ibara I
7	Ibara Ii
8	Igbore/ago Oba
9	Ijaye/idi-aba
10	Ijemo
11	Imo/isabo
12	Itoko
13	Keesi/emere
14	Sodeke/sale-ijeun I
15	Sodeke/sale-ijeun Ii

Source: wikipedia. Abeokuta South Local Government

For this study, Keesi Primary Health Centre was purposively selected for this study because it is a popular health care that had been established as far back as 1974 and it has a rich history of child birth delivery and post natal care services.

The sample size was determined using Slovin's Formula:

$$n = \frac{N}{(1 + Ne^2)}$$

where:

n = number of samples

N = total population

e = error margin / margin of error

$e = 0.05$

A sample size of 125 was gotten using the Slovin's Formular

The sample of 125 pregnant nursing mothers and pregnant women were selected randomly from the Primary Health Center used. Also, Three (3) health care workers from the PHC and Two (2) Media Practitioners were selected using randomly sampling and interviewed.

The media campaign used in this study are the exclusive breastfeeding media campaigns among nursing mothers and pregnant women given during postnatal care, immunization and children in Keesi Primary Health Centre.

The sampling technique used in this study was purposive sampling. The study was focused on participants that possess certain attributes or experiences required in the study (nursing mothers). In this way, nursing mothers were purposively selected for this study because they fit into study. The justification for using purposive sampling was because it selects only certain groups that possess the required attributes for the study (in the case of the study, nursing women were selected).

A structured questionnaire and interview guide were used for data collection. The women were administered questionnaires. The data used in this study was collected directly from the nursing mothers using research questionnaire. Therefore, the information is a first hand information from the participants. Also, interview guide was administered to health care professionals and media practitioners. The interview guide was designed based on the research questions of the study.

Data collected was analyzed using SPSS version 21.0. The demographic characteristics of the respondents were analyzed using frequency table, percentages and pie charts. Research questions were analyzed using frequency table, percentages, mean and standard deviation while hypothesis was analyzed using Multiple Regression Analysis

Data Analysis

Socio Demographic

The demographic characteristics of the respondents are analyzed using frequency table, percentage and pie charts.

Table 2: Socio-demographic Characteristics of Respondents

Age (Years)	Frequency	Percent
18-25 years	28	22.4
26-35 years	41	32.8
36-45 years	39	31.2
46-55 years	17	13.6
Education		
Primary School Certificate	9	7.2
SSCE/GCE	12	9.6
NCE/OND	84	67.2
First Degree	20	16.0
Tribe		
Yoruba	112	89.6
Igbo	7	5.6
Hausa	6	4.8
Religion		
Christianity	72	57.6
Islam	53	42.4
Total	125	100.0

Table 2 showed that 41 (32.%) of the women were within the age category of 26-35 years, 39 (31.2%) were within the age category of 36-45 years, 28 (22.4%) were within the age category of 18-25 years while 17 (16.0%) were within 46-55 years. Based on educational qualification, 84 (67.2%) had NCE/OND educational qualification, 20 (16.0%) had First degree educational

qualification, 12 (9.6%) had SSCE/GCE certificate while 9 (7.2%) had Primary School Certificate. Based on tribe/ethnicity, 89.6% were Yoruba, 5.6% were Igbo and 4.8% were Hausa while on religion, 57.6% were Christians while 42.4% were Muslims.

Research Questions

Research Question One:

What is awareness level of women on media campaigns on exclusive breast-feeding in Abeokuta South?

Table 3: Awareness of media campaign on exclusive breast feeding

S/No	Statement	Yes	No	Not Sure	Mean	Stand. Dev
1.	You are aware of radio jingles on exclusive breast feeding	78 (62.4%)	40(32.0%)	7(5.6%)	3.36	1.23
2.	You are aware of media campaigns on exclusive breast feeding	97 (77.6%)	28 (22.4%)	-	3.73	2.52
3.	Media campaigns on exclusive breast feeding is quite educative	80 (64.0%)	25 (20.0%)	20 (16.0%)	3.28	1.43

Table 3 shows that 78 (62.4%) claimed that they are aware of radio jingles on exclusive breast feeding while 40 (32.0%) of the respondents claimed that they are not aware of it, 97 (77.6%) of the respondents claimed that they are aware of media campaigns on exclusive breast feeding while 28 (22.4%) claimed that they are not aware of it. In addition, 80 (64.0%) of the respondents claimed that Media campaigns on exclusive breast feeding is quite educative while 25 (20.0%) claimed otherwise. The statement awareness of media campaigns on exclusive breast feeding has the highest mean score value ($X = 3.73$, $SD = 2.52$) followed by awareness of radio jingles on exclusive breast feeding ($X = 3.36$, $SD = 1.23$).

This finding was also confirmed by the qualitative data where one of the respondents that was interviewed stated that:

The awareness level of media campaign on exclusive breast feeding is quite high. There are several radio jingles and Television commercials and advertisement on exclusive breast feeding.

IDI I, Media Practitioner

Another respondent has this to say:

We are in the age of internet and social media where information is freely available. Thanks to social media platforms, several media campaigns on exclusive breast feeding are usually conveyed on social media platforms such as Twitter, Facebook etc. Also, there are several radio jingles on exclusive breast feeding especially available to people at the grass root level,

IDI II, Media Practitioner

Research Question Two:

What is the attitude of women towards Exclusive breastfeeding campaigns in Abeokuta South?

Table 4: Attitude of woman towards Exclusive breastfeeding campaigns

S/No	Statement	N	Mean	Stand Dev
1.	Breastfeeding is old-fashioned	125	1.64	0.48
2.	Breastfeeding is the healthiest feeding for a baby	125	1.42	0.49
3.	Breastfeeding means no one else can feed the baby	125	2.67	1.68

4	Breastfeeding means I have to eat differently	125	1.84	0.90
5	I think breastfeeding is good for my baby	125	2.10	0.97
6	I would be embarrassed if someone saw me breastfeeding	125	1.54	0.62
7	Breastfeeding makes my breasts sag	125	2.33	1.17
8	Breastfeeding will help me feel close to my baby	125	1.62	0.79
9	I think breastfeeding will be painful	125	1.52	0.73
10	Breastfeeding helps protect the baby from getting sick and having allergies	125	1.54	0.59

Table 4 showed that breastfeeding means no one else can feed the baby has the highest mean score ($X = 2.67$, $SD = 1.68$), followed by breastfeeding makes my breasts sag ($X = 2.33$, $SD = 1.17$), I think breastfeeding is good for my baby ($X = 2.10$, $SD = 0.97$), breastfeeding means I have to eat differently ($X = 1.84$, $SD = 0.90$) while breastfeeding is the healthiest feeding for a baby has the lowest mean score ($X = 1.42$, $SD = 0.49$).

This finding was corroborated by the qualitative data where one of the respondents that was interviewed stated that:

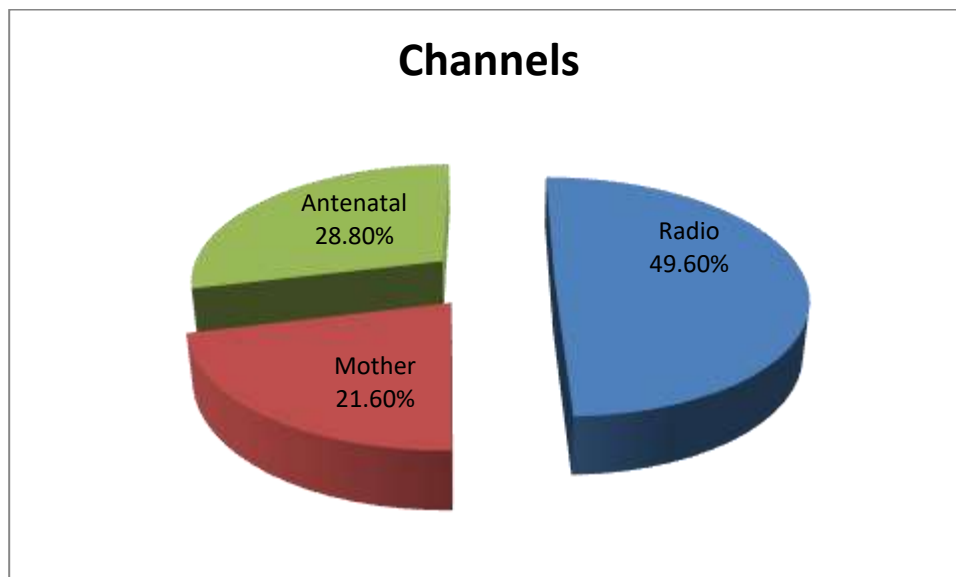
Some of the women especially the older ones show positive attitude towards exclusive breast feeding but the younger women attitude towards exclusive breast feeding is not encouraging. Many of the younger women usually claim that the nature of their job would not permit them to engage in exclusive breast feeding.

IDI IV, Health Care Worker

Research Question Three:

What are the major media channels for disseminating information on Exclusive Breastfeeding among women in Abeokuta South?

Figure 1: Major media channels for receiving information on Exclusive Breastfeeding



Based on major media channels of receiving information on exclusive breast feeding, 49.6% receive information through radio, 28.8% receive information through seminars and lectures at antenatal clinic while 21.6% receive information through their mothers. This shows that many of the respondents receive information through radio and antenatal clinics.

This finding was also confirmed by the qualitative data where one of the respondents that was interviewed stated that:

Radio and Television stations are some of the main media channels for disseminating information on Exclusive Breastfeeding among women. Radio as a media channel is more effective media channel because whether there is electricity supply or not, most homes have access to radio stations.

IDI III, Media Practitioner

Hypothesis:

H_0 : Media Campaign channels do not have significant effect on exclusive breast feeding messages

The hypothesis was tested using Multiple Regression Analysis.

Table 5:Summary of regression for the joint contributions of independent variables to the prediction of exclusive breast feeding messages

R =.976 R Square =.953 Adjusted R square = .901 Std. Error = 1.396						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	393.091	3	131.03	13.438	0.000
	Residual	19.500	2	9.75		
	Total	412.591	5	82.51		

Table 6: Relative effect of the independent variables to the prediction of exclusive breast feeding messages

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.	Remarks
	B	Std. Error	Beta			
(Constant)	43.479	12.651		3.437	.006	
Radio	.006	.001	15.606	5.116	.000	Sig.
Antenatal	.001	.001	6.023	3.081	.012	Sig
Mother/Family member	.005	.001	5.784	3.448	.006	Sig

Dependent Variable: exclusive breast feeding messages

Table 5 shows the joint contribution of the media campaign channels (radio, antenatal, mother) to the prediction of exclusive breast feeding messages. The table also shows a coefficient of multiple correlation ($R = .976$ and a multiple R^2 of .953. This means that 95.3% of the variance was accounted for by economic factors when taken together. The significance of the composite contribution was tested at $\alpha = 0.05$. The table also shows that the analysis of variance for the regression yielded F-ratio of 13.438 (significant at 0.05 level). This implies that the joint contribution of the media campaign channels (radio, antenatal, mother) to the dependent variable was significant and that other variables not included in this model may have accounted for the remaining variance.

Table 6 revealed the relative contribution of media campaign channels (radio, antenatal, mother) to the prediction of exclusive breast feeding messages, viz: Radio ($\beta = 15.606$, $P < .05$), Antenatal ($\beta = 6.023$, $P < .05$) and Mother ($\beta = 5.784$, $P < .05$), respectively. Hence, it could be deduced that media campaign channels (radio, antenatal, mother) were all statistically significant i.e. could independently and significantly predict exclusive breast feeding messages.

Discussion of Findings

This study is based on assessment of mass media campaign on exclusive breast feeding (case study of Abeokuta South Local Government) Ogun State. The study made use of survey method which comprises of questionnaire and interview guide. A total number of 125 respondents were administered questionnaire while Three (3) health care workers and Two (2) media practitioners were interviewed. The result of the study showed that the major media channels for disseminating information on Exclusive Breastfeeding among women are radio, antenatal clinics and through their mothers Findings also revealed that majority of the respondents claimed that they are aware of media campaigns on exclusive breast feeding and radio jingles on exclusive breast feeding.. The result of the hypothesis showed that media campaign channels (radio, antenatal, mother) significantly affect the exclusive breast feeding message with Radio having the highest coefficient ($\beta = 15.606$, $P, <.05$), Antenatal clinics ($\beta = 6.023$, $P, <.05$) and Mother ($\beta = 5.784$, $P, <.05$). This finding supports the study of Uwalaka and Nwala (2020) who reported that social media are the most efficient means of communicating exclusive breastfeeding information.

Conclusion

The result of the study showed that media campaign channels (radio, antenatal, mother) significantly affect the exclusive breast feeding message with Radio having the highest coefficient ($\beta = 15.606$, $P, <.05$), Antenatal clinics ($\beta = 6.023$, $P, <.05$) and Mother ($\beta = 5.784$, $P, <.05$). Hence, it could be deduced that media campaign channels (radio, antenatal, mother) were all statistically significant. The radio as a communication channel is one of the major media channels that is readily available to the masses because it is one of the media channels that is easily available to people and affordable. As a result several people make use of the radio as source of media through which they receive vital information. This study therefore concludes that media campaign channels (radio, antenatal, mother) significantly impact the exclusive breast feeding messages.

Recommendations

- i. More media campaigns on exclusive breast feeding should be created using various media platforms.
- ii. Media houses should make use more of radio jingles in localized language in order to communicate effectively to people in rural areas.
- iii. It is important that media messages and campaigns are packaged and delivered in such way that they would meet the targets and yield the desired goals of those who designed them especially where they concern health and quality health care.

References

- Atakiti, I. & Ojomo, O. (2015). Influence of Television Health Programmes on Maternal Health. *International Journal of Humanities and Social Science*. 5. 170-180.
- Baron RC, Melillo S & Rimer BK (2010). Intervention to increase recommendation and delivery of screening for breast, cervical, and colorectal cancers by healthcare providers: a systematic review of provider reminders. *Am J Prev Med* 2010;38(1):110–7
- Cajetan, I.O. Anyaegbu I. E. & Etumnu E.W. (2021). Influence of Broadcast Media Campaigns on Creating Awareness on Exclusive Breastfeeding: A Study of Owerri Urban. *American Journal of Humanities and Social Sciences Research (AJHSSR)* e-ISSN :2378-703X Volume-5, Issue-9, pp-168-175
- Catalán-Matamoros, Daniel; Peñafiel-Saiz, Carmen (2018). “How is communication of vaccines in traditional media: A systematic review”. *Perspectives in public health*, v. 139, n. 1, pp. 34-43. <https://doi.org/10.1177/1757913918780142>
- Esteve, J. M. (2018). *The third educational revolution. Education in the knowledge society*. Barcelona: Paidó.
- Eze, N.C. (2020). Media campaign on exclusive breastfeeding: Awareness, perception, and acceptability among mothers in Anambra State, Nigeria: DOI: 10.4018/978-1-5225-9869. Retrieved from <https://www.igi-global.com>
- Federal Ministry of Health (2011), *Saving New-born Lives in Nigeria: New-born health in the context of the Integrated Maternal, New-born and Child Health Strategy*, Federal Ministry of Health, Save the Children, Jhpiego, Abuja, 2nd edition.
- HarperCollins staff (2022). "communication". www.ahdictionary.com. Retrieved 27 September 2022.

- Ibekwe-SanJuan, F. & Dousa, T. M. (2013). *Theories of Information, Communication and Knowledge: A Multidisciplinary Approach*. Springer Science & Business Media. ISBN 978-94-007-6973-1.
- Jones, G., Steketee R., Black, R., Bhutta, Z.& Morris, S. (2003). The Bellagio Child Survival Study Group: How many child deaths can we prevent this year?. *Lancet*.362 (19): 65-71. 10.1016/S0140-6736(03)13811-1.
- Kumar, A. & Prasad, R. K. (2022). Maternal Satisfaction Through Breastfeeding: An empirical study. 10.7176/JHMN/95-08.
- Madhow, U. (2014). *Introduction to Communication Systems*. Cambridge University Press. p. 1. ISBN 9781316060865.
- Mensah, K.A., Acheampong, E, Anokye, F.O., Okyere, P, Appiah-Brempong, E, & Adjei R.O. (2017). Factors influencing the practice of exclusive breastfeeding among nursing mothers in a peri-urban district of Ghana. *BMC Res Notes*. 2017;10:466.
- Mojaye, E. M., Oyewo, O. O., M'Bayo, R. and Sobowale, I. A. (eds.) *Health Communication, Gender Violence and ICTs in Nigeria*. Ibadan: Ibadan University Press. pp 1-13.
- Nwabueze, C (2012) Evaluating the application of social responsibility theory in developing societies. In .N.T. Ekeanyanwu, S.N Ngoa & I: A Sobowale (@) critique and application of communication theories. Ota. Convent university
- Nzete, O.P. (2010). *Analysis of Media Campaign on Exclusive Breastfeeding in Abuja*. (MA), University of Nigeria. Nsukka
- Ogunmilade, C. A., (1984). *Media in Education*. IleIfe: University of Ife Press Ltd.
- Ogwezzy-Ndisika, A. (2012). *Access to contraception information among adolescent girls: A study of the influence on their knowledge, attitude and practice in Nigeria*. LAP LAMBERT Academic Publishing
- Okafor, A.E., Agwu, P., Okoye, U., Uche, O. & Oyeoku, E. (2017). Factors Associated with Exclusive Breastfeeding Practice among Nursing Mothers in rural areas of Enugu State and its Implications for Social Work Practice in Nigeria. *Social Work in Public Health*.
- Sharmin, L., Chowdhury, M.A.K., Khatun, S. & Ahmed, N. (2016). Barriers to Exclusive Breastfeeding among Urban Mothers. *Journal of Enam Medical College*. 6. 88. 10.3329/jemc.v6i2.27763.
- UNICEF Statistics. Breastfeeding and complementary feeding. <http://www.childinfo.org/eddb/brfeed/index.htm>. accessed 15/11/05
- Uwalaka, T. & Nwala, B. (2020). Social media influence on exclusive breastfeeding among expecting mothers in Port Harcourt: The Nigerian Journal of Communication (TNJC), 17 (2), 191-210.