

**ROLE OF SOBI FM ON THE CAMPAIGN AGAINST
BREAST CANCER AND ITS EFFECTS AMONG YOUNG
LADIES IN KWARA STATE**

BY

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COMMUNICATION**

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CERTIFICATION

This is to certify that this research work has been completed, read through and approved as meeting the requirement of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic in Partial fulfillment for the Award of (HND) Higher National Diploma in Mass Communication.

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DEDICATION

This research project is dedicated to the Most High that preserved us throughout the course of our programme at Kwara State Polytechnic, Ilorin, for His infinite mercy that endureth forever in our lives and to our beloved parents and guardians who have stood by our side at all time.

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TABLE OF CONTENTS

Title page	i
Certification	ii
Dedication	iii
Acknowledgement	iv
Table of contents	v

CHAPTER ONE: INTRODUCTION

1.1 Background to the study	1
1.2 Statement of the problem	3
1.3 Objectives of the study	3
1.4 Research Questions	3
1.5 Significance of the study	4
1.6 Scope of the study	4
1.7 Definition of Terms	4

CHAPTER TWO: LITERATURE REVIEW

2.1 Conceptual Framework	6
2.2 Theoretical framework	10
2.3 Review of Related Studies	12

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction	15
3.2 Research Design	15
3.3 Population of the study	15
3.4 Sample size and Sampling Techniques	15
3.5 Instrumentation	17
3.6 Validity and Reliability of Instrument	18
3.7 Method for Administration of the Instrument	18

3.8	Methods of Data Analysis	18
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CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1	Data Presentation	19
4.2	Analysis of Research Questions	28
4.3	Discussion of Findings	29

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1	Summary	31
5.2	Conclusion	32
5.3	Recommendations	32
	References	34
	Appendix	35

ABSTRACT

The research study aimed at finding out the role of Sobi FM on the campaign against breast cancer and its effect among young ladies in Kwara State. The media, especially the radio contributed meaningfully in informing and educating the woman in Kwara State of breast cancer. This was evidenced in the high frequency of exposure to the radio and high knowledge of breast cancer, especially among the urban dwellers. There was high level of confidence in media information of breast cancer, because they perceived the information as credible and educated. The high level of knowledge of breast cancer also lead to high number of literate women that prevented breast cancer, through the practices of early detection. Measures like breast self- Examination (B.S.E) and clinical Breast Examination (CBE), All the same, the high level of knowledge of breast cancer, was evidenced in the number of urban dwellers that survived breast cancer, because they sought medical attention on time, for treatment. Immediately a lump was detected. Although most women in the rural areas mentioned friends as their major source of knowledge on breast cancer, the study was a clear departure from the past when there was loss of confidence in media reports on health issues but poverty lack of infrastructural facilities and high rate of illiterately could not allow the mass media contribute meaningfully to breast cancer knowledge among woman in Kwara State.

Keywords: *Breast, Cancer, Breast, and Cancer Campaign*

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Breast cancer remains a significant public health challenge globally, especially in developing countries like Nigeria, where awareness and early detection measures are limited. According to the World Health Organization (WHO, 2020), breast cancer is the most commonly diagnosed cancer among women, with early detection being critical for reducing mortality rates. Media outlets play a crucial role in creating awareness, disseminating information, and influencing attitudes toward health-related issues. Sobi FM, a prominent radio station in Kwara State, has been at the forefront of using its platform to educate the public, particularly young women, about breast cancer prevention, detection, and treatment. Such campaigns are vital for addressing the knowledge gaps and myths surrounding breast cancer in the region.

In Kwara State, cultural beliefs, stigma, and lack of information have hindered young women from accessing proper breast cancer screening and treatment services. Media campaigns, such as those run by Sobi FM, aim to break these barriers by providing accurate information and encouraging proactive health behaviors. Studies have shown that targeted media campaigns significantly influence health awareness and behavioral change (Okorie & Salawu, 2018). By leveraging its wide reach and popularity, Sobi FM seeks to empower young women with the knowledge needed to detect breast cancer early and seek medical intervention. This study examines the role of Sobi FM's campaign against breast cancer and its impact on the attitudes and practices of young women in Kwara State. It had been shown that African women, including Nigerians have low knowledge of the risk factors of breast cancer. Cancer, the generic name for carcinoma is the malignant type of uncontrolled growth of cells and tissues (Lawal and Adesunkanmi, 2021).

However, in line with this research work, Sobi FM with frequency 101.9 as a broadcast media which serves as a tool to campaign against breast cancer in Kwara State, Nigeria. The radio station broadcasts on a frequency of 101.9. The radio station was established on 10 July, 2017. Sobi FM Ilorin is located on top of Sobi Hill, about 390 meters above sea level. It was rated the best radio station in the north central in the year 2018, 2019 and 2020. With several awards of excellence. It was rated the best radio station in the north central in the year 2022, 2022, and 2021.

Breast cancer is one of the leading causes of death among women worldwide, with approximately 2.3 million new cases diagnosed in 2022 alone (International Agency for Research on Cancer, 2023). In Nigeria, breast cancer is also a significant public health concern, with a high incidence and mortality rate among women (Adebamowo et al., 2022). The disease is often diagnosed at an advanced stage, making treatment more challenging and reducing the chances of survival (Ogundiran et al., 2023).

The media plays a crucial role in creating awareness about breast cancer and promoting early detection and treatment (Kessler et al., 2023). In Nigeria, radio is a widely used medium for health communication, particularly among young women (National Population Commission, 2022). SOBI FM, a popular radio station in Kwara State, has been involved in various health promotion campaigns, including breast cancer awareness. However, there is a need to investigate the role of SOBI FM in promoting breast cancer awareness and its effects among young ladies in Kwara State.

Young ladies are a critical target group for breast cancer awareness campaigns, as they are more likely to be influenced by media messages and to adopt healthy behaviors (Kessler et al., 2022). In Kwara State, young ladies are often exposed to conflicting messages about breast cancer, which can lead to confusion and misconceptions about the disease (Adebamowo et al., 2023). Therefore, it is essential to investigate the impact of

SOBI FM's breast cancer awareness campaigns on the knowledge, attitudes, and practices of young ladies in Kwara State.

1.2 STATEMENT OF THE PROBLEM

The problem of this study revolves around the deluge of the messages by the media on breast cancer and the apparent ignorance of a large percentage of women about the disease. The question is; if the media have contributed so much, why is it that knowledge about breast cancer is still low in Kwara State.

Most women don't have the knowledge of early detection measures of breast cancer, the nature, how to prevent it and various treatment available for breast cancer. The problem could be attributed to high number of illiterate women in Kwara State, who could not comprehend media messages on breast cancer or lack of infrastructural facilities and amenities, especially in rural areas, which prevent most of the rural dwellers from having access to media outputs of their choice. Also the high rate of poverty, unemployment deny the women the opportunity of getting information on breast cancer from the media.

These questions gave impetus to the problem of this study which is to extent did the mass media contribute to how well did the women receive and understood the information.

1.3 OBJECTIVES OF THE STUDY

- i. To establish the role of Sobi FM on the campaign against breast cancer in Kwara State.
- ii. To ascertain the level of the campaign against breast cancer by the station (Sobi FM).
- iii. To understand the effectiveness of the campaign on young ladies in Kwara State.

1.4 RESEARCH QUESTIONS

- i. What role does Sobi FM play in the campaign against breast cancer in Kwara State?

- ii. What is the level of emphasis placed by Sobi FM on the campaign against breast cancer in Kwara State?
- iii. How effective is the Sobi FM breast cancer campaign in influencing the attitudes and behaviors of young ladies in Kwara State?

1.5 SIGNIFICANCE OF THE STUDY

It has been noted in Kwara State that breast cancer is fast spreading, statistics show that the infected women are increasing on daily bases. It is very crucial to alert the entire masses of the dangers inherent in curing on infected person.

It is hoped therefore that the entire masses, policy makers, media practioners, stunts, government officials will benefit from this research study.

1.6 SCOPE OF THE STUDY

This research work is limited to the people in Kwara State. The scope is limited to the role of Sobi FM on the campaign against breast cancer in Kwara State. The researchers will focus on the people in Kwara State due to financial constraints to trip to other state and focus on those people listening to Sobi FM.

The public will gain from the study as their opinion will be used to shape the event of things happening in campaign against breast cancer in Kwara State. It will greatly enhance the formation of new guidelines and recommendations for Sobi FM programming on the campaign against breast cancer in Kwara State.

1.7 DEFINITION OF TERMS

- i. **Role:** It is a specific task or function played by an actor, an institution or organization for the revelation of particular objectives.
- ii. **Sobi FM:** It's an indigenous radio station based in the city of Ilorin, Kwara State, Nigeria. The radio station was established on 10th July, 2017. It was rated the best radio station in the north central in the year 2018, 2019 and 2021. The radio

broadcast with many language such as; English, Yoruba, Hausa, Nupe, Baruba, Fulfulde.

- iii. **Campaign:** It is organized series of operations in the advocacy of same cause or object.
- iv. **Breast Cancer:** A cancer that forms in the cell of the breast. Breast cancers can occur in women and rarely in men.
- v. **Kwara State:** Kwara State is a state in the middle belt region of Nigeria, bordered to the east by Kogi State, to the north by Niger State and to the south by Ekiti, Osun, and Oyo State while its Western border makes up part of the international border with Benin Republic.

CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

2.1.1 CONCEPT OF BREAST CANCER KNOWLEDGE IN KWARA STATE

Most women in Kwara State do not have knowledge about dangers for breast cancer, thereby reporting late to hospital for treatment. Women in Kwara State generally treat breast cancer with apathy, and would most probably not talk about it, or seek medical attention, even if they noticed signs of breast cancer.

It is important to enlighten women on the need to monitor the changes they might experience around their breast and report such cases to medical experts. Since early detection for breast cancer is the key to positive treatment, and if opportunity is given to people to access information on preventive measures, and breast screening and intervention, a chance is created for longer survival of breast cancer patients as it obtainable in most developed countries. (Fajoyomi, 2018, Salaudeen, 2020).

Salaudeen, (2020), did a work on knowledge and attitude to breast cancer and breast self-examination among female undergraduates in university of Ilorin and Kwara State Polytechnic, Ilorin and the results established that most respondents heard of breast cancer as a disease but the knowledge that breast cancer could be cured if detected early was low.

2.1.2 HEALTH COMMUNICATION AND ITS APPLICATION AMONG YOUNG LADIES

Health communication has been identified with the efforts of touching virtually all aspects of health and wellbeing, including diseases prevention and cure, health promotion and quality of life. Health communication has done a lot in combining theories and practice in order to understand communication process that would help change people's behavior towards health living.

The health communication should expect discrepancies between messages disseminated and received as they will arise not only as a result of differential exposure differences health communication should carefully study their audience to avoid unintended counterproductive effects.

Health communication is a vital tool for promoting public health awareness and encouraging positive health behaviors. It involves the strategic use of communication methods and channels to disseminate health-related information, influence attitudes, and inspire behavioral changes among individuals and communities. According to Kreps and Thornton (2020), health communication aims to bridge the knowledge gap, address misconceptions, and empower individuals to make informed decisions about their health. Among young ladies, who are often more active on digital platforms and social media, health communication can be effectively tailored to meet their unique preferences and needs. These platforms enable interactive and engaging campaigns that resonate with their lifestyles and encourage proactive health practices.

In addressing health issues like breast cancer, health communication plays a significant role in breaking cultural stigmas and fostering awareness. Studies have shown that campaigns tailored specifically to young women significantly improve their understanding of health risks and encourage early detection behaviors (Okorie & Salawu, 2018). For instance, messages emphasizing the importance of regular self-examinations and early screening can be impactful when delivered through relatable narratives or trusted media channels. By leveraging platforms such as radio, social media, and peer-to-peer discussions, health communication ensures that critical messages reach young ladies effectively, empowering them to take control of their health and reduce risks associated with diseases like breast cancer.

2.1.3 ROLE OF SOBI FM IN THE CAMPAGN AGAINST BREAST CANCER IN KWARA STATE

Sobi FM Ilorin, is an indigenous radio station based in the city of Ilorin, Kwara State, Nigeria. The radio station broadcasts on a frequency of 101.9.

The radio station was established on 10th July, 2017 Sobi FM Ilorin is located on top of Sobi Hill, about 390 meters above sea level. It was rated the best radio station in the north central in the year 2018, 2019, and 2020 with several awards of excellence.

As of now, there has not been enough media campaign on breast cancer, it is expected that the radio should be strengthened to help to educate the women on the prevention, early detection measure and treatment of breast cancer.

2.1.4 CHALLENGES FACING SOBI FM IN CAMPAIGN AGAINST BREAST CANCER IN KWARA STATE

Media is going through a time of huge transformation. Not just from a media agency point of view, but across all parts of the value chain, from the media owners to the value chain, from the media owners to the agencies and ultimately the marketers and advertisers on the campaign against breast cancer.

The biggest challenge facing Sobi FM in campaign against breast cancer is also lack of proving the efficacy of display advertising. Digital still remains the most measurable and traceable form of mass media and with right metrics and methodology.

But due to the overs supply to ad inventory, unscrupulous tactics by publishers and marketers to force feed ads down users throats, and the lack of progress the industry has made to show effectiveness beyond sheer click through rates, we are at a critical juncture where we need to change how we do create awareness for issue such as breast cancer and other trending issues that focuses on health importance. The scale, efficiency and target ability of media still make it an incredibly powerful tool for the campaign.

2.1.5 CAUSES AND RISK FACTORS OF BREAST CANCER

Studies have shown that risk for breast cancer is due to a combination of factors. The main factors that influence your risk include being a woman and getting older. Most breast cancers are found in women who are 50 years old or older.

Some women will get breast cancer even without any other risk factors that they know of, and not all risk factors have the same effect. This includes;

- ✓ Getting older: The risk for breast cancer increases with age most breast cancers are diagnosed after age 50.
- ✓ Genetic mutations: Women who have inherited changes (mutations) to certain genes, such as BRCA1 and BRCA2, are at higher risk of breast and ovarian cancer.
- ✓ Reproductive history: Starting menstrual periods before age 12 and starting menopause after age 55 expose women to hormones longer, raising their risk of getting breast cancer.
- ✓ Having dense breast: Dense breasts have more connective tissues than fatty tissues, which can sometimes make it hard to see tumors on a mammogram. Women with dense breast are more likely to get breast cancer.
- ✓ Exposure to the drug in diethylstilbestrol (DES) was given to some pregnant women in the United States between 1940 and 1971 to prevent miscarriage, women who took or whose mother took DES while pregnant with them, have higher risk of getting breast cancer.
- ✓ Smoking: Tobacco use has been linked to many different types of cancer including breast cancer.
- ✓ Alcohol: Research indicates that drinking alcohol can increase your risk for certain types of breast cancer.

2.1.6 SIGNS AND SYMPTOMS OF BREAST CANCER

Breast cancer symptoms can vary for each person possible signs of breast cancer include;

- ✚ A change in the size, shape or contour of breast.
- ✚ A mass or lump, which may feel as small as pea.
- ✚ A change in the look or feel of your skin on breast or nipple (dimpled, puckered, scaly, or irritated).
- ✚ Redness of the skin on breast or nipple.
- ✚ A marble like hardened area under the skin.
- ✚ A blood stained or clear fluid discharge from the nipple.

2.2 THEORETICAL FRAMEWORK

2.2.1 SOCIAL RESPONSIBILITY THEORY

This work is anchored on the diffusion of innovation theory, which is used to influence individuals to action. The diffusion of innovation theory suggested that the mass media can be an important component in influencing beliefs and attitude that will eventually lead to a behavior. The theory which was established 1903 by the French sociologist (Gabriel Tarade) noted five quartiles that determine the success of an innovation as;

- ❖ **Observable result:** The easier it is for individuals to see, the results of an innovation, the more likely they are to adopt it visible result lower uncertainty and also promote peer discussion of a new idea, as friends and neighbours of an adopter often request information about the new idea.
- ❖ **Trial ability:** This is the stage in which an innovation is experienced within a limited scope. An innovation that is trial able remains certain to the individual who is considering it.

- ❖ **Simplicity and ease of use:** This is the degree to which an innovation is neither seen as nor difficult to understand. New ideas that are simpler or easier to understand are adopted and accepted more than innovations that demand the adopter to develop new skills.
- ❖ **Compatibility with existing values and practices:** this is the degree to which an innovation is seen as being consistent with existing values, past experiences and needs of potential adopters. An idea that is not consistent with the existing values, norms or practices will not be accepted as rapidly as an innovation that is compatible.
- ❖ **Relative advantage:** This is the degree to which an innovation is perceived as better than the idea it supersedes. The greater the perceived relative advantage of an innovation, like health issues political social and economic issues, the more rapid its rate of adoption is likely to be.

2.2.2 THE HEALTH BELIEF MODEL (HBM)

The Health Belief Model (HBM) is a psychological framework that explains and predicts health-related behaviors by focusing on the attitudes and perceptions of individuals. Developed by Rosenstock in the 1950s, the model posits that people are more likely to engage in health-promoting behaviors if they perceive a threat to their health and believe that taking a specific action will reduce that threat. The model includes key components such as perceived susceptibility (the belief that one is at risk for a health issue), perceived severity (the belief about the seriousness of the health condition), perceived benefits (the belief in the effectiveness of taking an action), and perceived barriers (the obstacles to taking action). Additionally, cues to action external triggers such as media campaigns or advice from health professionals play a significant role in prompting individuals to take health-related actions (Champion & Skinner, 2018).

In the context of Sobi FM's campaign against breast cancer in Kwara State, the Health Belief Model can be applied to understand how the radio station's outreach

influences young ladies' perceptions of breast cancer risk and their willingness to engage in preventive actions, such as self-examinations and regular screenings. Through its informative programs and educational content, Sobi FM provides cues to action that encourage young women to recognize the susceptibility to breast cancer, understand its severity, and believe in the effectiveness of early detection. By using relatable messaging and expert testimonies, the station addresses barriers to health behavior, such as misinformation and cultural stigma, and enhances the perceived benefits of taking preventive measures. As a result, Sobi FM's campaign can be seen as an effective tool in shaping young women's health behaviors and attitudes toward breast cancer prevention in Kwara State, empowering them to take proactive steps toward maintaining their health.

2.3 REVIEW OF RELATED STUDIES

Globocan (2022) reported that 8.2 million people worldwide died from cancer in 2022; 60% of world's total new annual cases occur in Africa, Asia and Central and South America. Also, 30% of cancers could be prevented. Furthermore, Okorie (2021) reasoned "Breast cancer is the most common cancer in women worldwide; it is a major cause of deaths among women aged 30 and above. It is the most common form of cancer among women in both high- and low-resource setting countries".

Thus, breast cancer is a major public health concern across the globe. Breast cancer and its treatment constitute a great physical, psychological and economic challenge in resource -limited societies as found in Africa. The danger of this disease affecting women has increased the interest of many communication and health researchers to engage in various studies centred on breast cancer.

Okorie, Oyesomi and Kayode (2020) citing Okorie (2021) observed that "breast cancer is a lifestyle disease that affects women in developing and developed countries; the disease has contributed to the deaths of many women in different countries of the world. The various risk factors associated with breast cancer can be categorized into

epistemological and lifestyle factors”. Thus, there is a snowball effect of breast cancer incidences all over the world, which is a major cause of deaths among women in developing and developed countries.

In the same vein, Okorie, Oyesomi and Kayode (2020) observed that due to the increase of breast cancer incidence, “there are a number of agencies that are spearheading the media awareness campaigns in the Nigerian society. Some of these agencies include: Care. Organisation. Public Enlightenment (C.O.P.E), Princess Nikky Foundation, Breast Cancer Association of Nigeria (BRECAN), Pink Pearl Foundation, Breast without Spots, etc.

From existing breast cancer researches and literature regarding Nigerian women, there are five phenomena consistently reported: (1) breast cancer is the common cancer among women in the Nigerian society (Krep & Sivaram, 2019; Salaudeen et al., 2019; Okorie, 2021); (2) breast cancer is the second leading cause of death among women between the ages of 30 to 50 years in Nigeria (Salaudeen et al., 2022; Okorie, 2021; Okorie, 2023); (3) Nigerian women with breast cancer face twice the risk of dying compared to Caucasian women because they present themselves to the hospital at the advanced stage of the disease (GLOBOCAN, 2019; Okorie, 2023); (4) One out of eight women face the chance of having breast cancer (Kreps & Sivaram, 2019); (5) the peak age incidence for breast cancer is reported to be between the ages of 25 to 50 years, in contrast to Europe and America, where it is reported to be between 65 to 75 years (Okorie, 2021; Okorie, 2022).

In previous studies, the significance of information sources used in media awareness campaigns for breast cancer communication interventions in the Nigerian society has only been highlighted but not thoroughly discussed. There have been various qualitative and quantitative studies on the role of health communication in creating awareness of breast cancer. Some have reported the rise and fall of media coverage on

breast cancer in Nigeria (Lee, 2020; Amosun, 2021). However, the importance of information sources in creating awareness and knowledge of breast cancer among women has not been extensively debated and discussed among Nigerian scholars and social scientists. This study focuses on the gap between information sources used in media awareness campaigns and breast cancer interventions in the Nigerian society.

It investigated the role of media awareness campaigns in creating awareness and knowledge of breast cancer among Nigerian women. This is pivotal because knowledge is built on information, which makes information sources essential health communication tools for media awareness campaigns and interventions. Also, previous studies addressed knowledge of the disease but not breast cancer care. It is essential that attitude of women to breast cancer care be examined.

This study was designed to investigate and evaluate the influence of media awareness campaigns on breast cancer care among Nigerian women. In the field of health communication, awareness and knowledge are key elements of communication that affect the attitude and behaviour of individuals in the society. This study, therefore, presents the influence of media awareness campaigns on breast cancer care among women.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This research is aimed at examining the audience perception of the role of Sobi FM on the campaign against breast cancer in Kwara State for this purpose, survey research/ design method would be used in this research because samples of different population, local governments would be conducted in Ilorin metropolis.

3.2 RESEARCH DESIGN

Methodology is a scientific method of carrying out research work within which the facts are placed so that their meaning may be seen clearly, according to OSUALA (1993) research is oriented towards the discovery of the relationship that exists among the phenomenon of the world in which we live research methodology if carefully selected help to place on self of variable against another set in such a way that gave us meaning of situation and occurrence the analysis of the principal employed by a diesel line.

3.3 POPULATION OF THE STUDY

The population refers to the numbers of people living in a particular geographical location.

According to Wikipedia.com (2022), the population of Kwara State is 3,551,000 (Thirty Million Five Hundred and Fifty One Thousand) whom One Hundred and Fifty (150) respondents will be randomly selected.

3.4 SAMPLE SIZE AND SAMPLING TECHNIQUE

The overall selected population proportion for this research work is One Hundred and Fifty (150). Consequently, questionnaire was administered to the respondents respectively for each of their view so students of Kwara State Polytechnic and government workers and the other respondents that reside in Ilorin for further responses towards achieving the research design or objective.

On the other hand, in accordance with the survey research, method suitable to be utilized for this work would be the random sampling technique.

Depicting the fact that random sampling technique is advantageous in the sense that result of the investigation could be extended to entire population, the random sampling technique is significant in the light of this work on audience perceptions of Sobi FM on the campaign against breast cancer in Kwara State.

Therefore, the sample size for this study was calculated using Taro Yamane method;

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

$$1 + N(e)^2$$

Where:

n signifies the sample size

N signifies the population of the study

e signifies the margin error

$$n = \frac{114623}{1 + 1146(0.03)^2}$$

$$1 + 1146(0.03)^2$$

$$n = \frac{114623}{1 + 114623(0.0015)^2}$$

$$1 + 114623(0.0015)^2$$

$$n = \frac{114623}{(1 + 136.5575)}$$

$$(1 + 136.5575)$$

$$n = \frac{114623}{879.5576}$$

$$n = 150$$

$$n = 150$$

Sampling techniques helps the researcher to devote more definition and this greater attention devoted to the population of study results in superior accuracy. In this study, random sampling was used in analysis the data gathered in this research work. Random sampling gives equal chance of being selected at all members of the population. The most important advantage if the random sampling is that, the result of investigation can confidently be extended to the entire study population.

3.5 INSTRUMENTATION

The type of instrumentation and researcher instrument that was employed in this research was the use of questionnaire because it was a survey method that is employed in the research. The questionnaire was administrated personally to individuals in Ilorin metropolis that live in Ilorin.

A total of One Hundred and Fifty (150) copies of questionnaire were disturbed to the respondents. All the copies of the questionnaire administrated was immediately collected form the respondents after completion for the purpose of data analysis.

The questionnaire is used for data collected. It was made up of Fifteen (15) questions (item) One Hundred copies of the questionnaire were produced and administrated for One Hundred and Fifty (150) respondents that form the three selected group in Ilorin metropolis.

3.6 VALIDITY AND RELIABILITY OF INSTRUMENT

The instrument was cross examined by the supervisor, a lecturer in the department of mass communication in Kwara State Polytechnic, Ilorin, Kwara State. The test method was employed by the researchers to determine the reliability of instrument.

3.7 METHOD FOR ADMINISTRATION OF THE INSTRUMENT

The nature of this study has necessitated the use of questionnaire. The questionnaire method is adopted to elicit information from respondents on audience perception of the media campaign against abuse of codeine in Kwara State.

In order to have an unbiased selection of the sample, the study area is divided into three (3) sample unit based on three (3) groups in Ilorin metropolis. Three questionnaires shall be distributed to One Hundred and Fifty (150) respondents that form the three selected groups in Kwara State.

3.8 METHOD OF DATA ANALYSIS

In analyzing the data collected through our questionnaires, simple percentage table and cross tabulation will be used in the course of this research and conclusion of the findings will follow. This is one of the most adopted means of data analysis employed by many researchers.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 DATA PRESENTATION

This chapter is concerned on the analysis and interpretation of data collected through the use of questionnaires administered to respondents. The questionnaires were represented in two sections; a basic question and demography question which are relevant for the study. All data collected from the questionnaire are represented in table and percentage analyses were done under table. A total of 150 questionnaires were administered and the study answered the following research questions.

SECTION B

ANALYSIS OF RESPONDENTS BASED ON DEMOGRAPHY

Table 1: Sex of respondents

Sex	Number of respondents	Percentage (%)
Male	64	42.7%
Female	86	57.3%
Total	150	100%

Source: Research Field Survey, 2025

From the table above 64 respondents representing (42.78%) are male, while 86 respondents representing (57.3%) are female respondents outnumber that of female.

Table 2: Age Distribution of respondents

Age	Number of respondents	Percentage (%)
16-20 years	36	24%
21-30 years	100	66.7%
31-40 years	14	9.3%
40 and above	-	-
Total	150	100%

Source: Research Field Survey, 2025

From the table shows the age bracket of the respondents 36 respondents representing (24%) select 16 – 20, 100 respondents representing (66.7%) selects 21 – 30, while 14 respondents representing (9.3%) and no respondents are at the range of 40 and above.

Table 3: Marital Status of respondents

Marital Status	Number of respondents	Percentage (%)
Single	128	85.3%
Married	22	14.7%
Total	150	100%

Source: Research Field Survey, 2025

From the table above 128 respondents representing (85.3%) are single, while 22 respondents representing (14.7%) are married.

Table 4: Academic qualification of respondents

Qualification	Number of respondents	Percentage (%)
O'level	36	24%
ND/NCE	96	61.3%
HND/BSC	20	13.3%
Others	2	1.3%
Total	150	100%

Source: Research Field Survey, 2025

The table above shows that 36 respondents representing (24%) are O'level holders, 92 were students representing (61.3%) are ND/NCE holders, while 2 respondents representing (1.3%) are holders another academic qualification.

Table 5: Occupation of respondents

Occupation	Number of respondents	Percentage (%)
Student	108	72%

Civil servant	40	26.7%
Others	2	1.3%
Total	150	100%

Source: Research Field Survey, 2025

This table above shows that 108 respondents representing (72%) are students, 40 respondents representing (26.7%) are civil servants while 2 respondents representing (1.3%) belong to other occupations.

ANALYSIS OF QUESTIONS FROM THE QUESTIONNAIRE

Table 6: Do you listen to radio programmes?

Response	Number of respondents	Percentage (%)
Yes	120	80%
No	30	20%
Total	150	100%

Source: Research Field Survey, 2025

The analysis of the table above shows that 120 respondents representing (80%) select Yes that they listen to radio programmes while 30 representing (20%) chose No that they don't listen to radio programmes.

Table 7: Which type of the following programmes do you often list to?

Response	Number of respondents	Percentage (%)
News	13	8.7%
Sport	13	8.7%
Politics	12	8%
Health	20	13.3%
Crime	11	7.3%
All	81	54%
Total	150	100%

Source: Research Field Survey, 2025

From the table, it could be deduce that 13 respondent representing 8.7% select News, sport programmes 12 respondents representing (8%) chose politics, 20 respondents representing (13.3%) chose Health, 11 respondents representing (7.3%) chose crime, 81 respondents representing (54%) chose all programmes.

Table 8: Do you listen to Sobi FM only or all radio station?

Response	Number of respondents	Percentage (%)
Yes	115	17.7%
No	35	23.3%
Total	150	100%

Source: Research Field Survey, 2025

This table shows that 115 respondents representing (17.7%) listen to Sobi FM, 35 respondents representing (23.3%) listen to all radio station.

Table 9: Do Sobi FM has enough programmes health issues?

Response	Number of respondents	Percentage (%)
Strongly Agree	42	28%
Agree	85	56.7%
Neutral	15	10%
Disagree	8	5.3%
Strongly	-	-
Total	150	100%

Source: Research Field Survey, 2025

This table shows that 42 respondents representing (28%) strongly agree that sobi fm has enough programme on health issues, 85 respondent representing (56.7%) agreed, 15 respondents representing (10%) were neutral, 8 respondents representing (5.3%), non-respondents strongly disagreed.

Table 10: Do Sobi FM need to improve on programme pertaining to health?

Response	Number of respondents	Percentage (%)
Yes	115	76.7%
No	35	23.3%
Total	150	100%

Source: Research Field Survey, 2025

The table above shows that 115 respondents representing (76.7%) select Yes that Sobi FM need to improve on programmes pertaining to health, 35 respondents representing (23.3%) chose No.

Table 11: Health program on breast cancer in Kwara State is it educative and informative enough?

Response	Number of respondents	Percentage (%)
Yes	115	76.7%
No	35	23.3%
Total	150	100%

Source: Research Field Survey, 2025

The table above shows that 115 respondents representing (76.7%) select Yes that health program on breast cancer in Kwara State is educative and informative enough, 35 respondents representing (23.3%) chose No.

Table 12: Radio promotion on breast cancer should come in form of educative rather than informative

Response	Number of respondents	Percentage (%)
Strongly Agree	62	41.3%
Agree	39	26%
Neutral	44	29.3%
Disagree	4	2.7%

Strongly disagree	1	0.7%
Total	150	100%

Source: Research Field Survey, 2025

The analysis of the above table, 62 respondents representing (41.3%) strongly agreed that radio promotion on breast cancer should be informative than educative form, 39 respondents representing (29.3%) neutral 4 respondents representing (2.7%) disagreed while 1 respondents disagreed representing (0.7%).

Table 13: Non-governmental organizations are often involves as intermediaries to help disseminate the message on breast cancer

Response	Number of respondents	Percentage (%)
Strongly Agree	48	32%
Agree	62	41.3%
Neutral	31	20.7%
Disagree	6	4%
Strongly disagree	3	2%
Total	150	100%

Source: Research Field Survey, 2025

Form the table above, 48 respondents representing (32%) strongly agreed that non-governmental organizations are often involve as intermediaries to help disseminations the message on breast cancer, 62 respondents representing (41.3%) agreed, 31 respondents were neutral, 6 respondents representing (4%) disagreed, while 3 respondents representing (2%) strongly disagreed.

Table 14: Breast cancer has negative effect on woman

Response	Number of respondents	Percentage (%)
Strongly Agree	3	1.5%
Agree	2	1%

Neutral	30	15.1%
Disagree	75	37.5%
Strongly disagree	40	20%
Total	150	100%

Source: Research Field Survey, 2025

From the table above, 75 respondents representing (50%) strongly agree that breast cancer has negative effect on women, 40 respondents representing (26.7%) agree, 30 respondents representing (20%) were neutral, while 2 respondents representing (20%) strongly disagreed respondents representing (2%) strongly disagreed.

Table 15: Creating awareness to the grass roots will reduce the level of breast cancer

Response	Number of respondents	Percentage (%)
Strongly Agree	62	41.3%
Agree	39	26%
Neutral	44	29.3%
Disagree	4	2.7%
Strongly disagree	1	0.7%
Total	150	100%

Source: Research Field Survey, 2025

The analysis of the above table, 62 respondents representing (41.3%) strongly agreed that creating awareness to the grassroots will reduce the level of breast cancer, 39 (29.3%) neutral 4 respondents representing (2.7%) disagreed while 1 respondents disagreed representing (0.7%).

Table 16: Poor funding toward the campaign are few challenges most broadcast media are facing with the sensitirary Kwaran's on breast cancer

Response	Number of respondents	Percentage (%)
Strongly Agree	45	30%
Agree	56	37.3%
Neutral	28	18.7%
Disagree	4	2.7%
Strongly disagree	17	11.3%
Total	150	100%

Source: Research Field Survey, 2025

The above table shows that, 45 respondents (30%) strongly agreed that, poor funding towards the campaign are few challenges most broadcast media are facing with the sensititriary kwaran's on breast cancer, 56 respondents representing (37.3%) agreed, 28 respondents representing (18.7%) were neutral, 4 representing (2.7%) while, 17 respondents representing (11.3%) strongly disagreed with the statement.

Table 17: Broadcast media is the appropriate means for the campaign against breast cancer in Kwara State

Response	Number of respondents	Percentage (%)
Strongly Agree	42	28%
Agree	85	56.7%
Neutral	15	10%
Disagree	18	5.3%
Strongly disagree	-	-
Total	150	100%

Source: Research Field Survey, 2025

The table above shows that 42 respondents representing (28%) strongly agreed that campaign media is the appropriate means for the campaign against breast cancer in Kwara State, 85 respondents representing (56,7%) agreed, 15 respondents were neutral representing (10%), 8 respondents representing (5.3%) disagreed.

Table 18: How will you rate degree of instructiveness of Sobi FM program in campaigning health?

Response	Number of respondents	Percentage (%)
Very high	36	24%
High	90	60%
Undecided	17	11.3%
Low	3	2%
Very low	4	2.7%
Total	150	100%

Source: Research Field Survey, 2025

From the table above, 36 representing (24%) select very high, 90 respondents representing (60%) select high, 17 respondents representing (11.3%) choose undecided, 3 respondents representing (2%) select low, while 4 respondents representing (2.7%) chose very low.

Table 19: Radio promotion of breast cancer should be created in different language

Response	Number of respondents	Percentage (%)
Strongly Agree	42	28%
Agree	85	5.6%
Neutral	15	10%
Disagree	18	5.3%
Strongly disagree	-	-
Total	150	100%

Source: Research Field Survey, 2025

The analysis of the above table, 42 respondents representing (28%) strongly agreed that broadcast media is the appropriate means for radio promotion of breast cancer, 85 respondents representing (56.7%) agreed, 15 respondents were neutral representing (10%).

Table 20: To what extent do you agree that broadcast media played a vital role in educating Kwaran's on breast cancer?

Response	Number of respondents	Percentage (%)
Very large extent	16	10.7%
Large extent	82	54.7%
Average	37	24.7%
None	15	10%
Total	150	100%

Source: Research Field Survey, 2025

The table above shows that 16 respondents representing (10.7%) select very large extent, 82 respondents representing 54.7% choose large extent, 37 respondents representing (24.7%) select average , while 15 respondents representing (10%) choose non as the extent they agree that broadcast media play a vital role in education the Kwaran's breast cancer.

4.2 ANALYSIS OF RESEARCH QUESTIONS

RESEARCH QUESTIONS 1: What role does Sobi FM play in the campaign against breast cancer in Kwara State?

Question 20 of the research questionnaire provided answer to research question 1 in chapter one that broadcast media played a vital role in educating Kwaran's on breast cancer.

RESEARCH QUESTIONS 2: What is the level of emphasis placed by Sobi FM on the campaign against breast cancer in Kwara State?

Cancer should come in from of educative rather than informative and it should be created in different language.

RESEARCH QUESTIONS 3: How effective is the Sobi FM breast cancer campaign in influencing the attitudes and behaviors of young ladies in Kwara State?

The item 15 of the research questionnaire provide answer to research questions in chapter one which states that creating awareness to the grass root will reduce the level of breast cancer 62 respondents strongly agreed and 39 respondents agree that campaign influence women in Kwara State positively.

4.3 DISCUSSION OF FINDINGS

This research work have been able to attain authentic and reliability as it confirms to what is obtainable as on investigation on the role of Sobi FM on the campaign against breast cancer in Kwara State.

In the administered questionnaire, table 9 shows that 42 respondents representing (28%) strongly agree that Sobi FM has enough programmes on health issues.

However, the main theory used is social responsibility theory and agenda setting theory. As a result of this, these research shows that audience are aware of the rate of breast cancer in Kwara State.

One fifty questionnaire (150) was administered on the respondents.

Agenda setting theory provides a framework for understanding how Sobi FM influences the sequence of an issue in the minds of audience while social responsibility theory states that individual decided to engage in behavior based on the outcome that they expect because of the behaviours.

With these findings, this research work has shown that many audiences understand the media campaign against breast cancer in Kwara State.

The result of the present study also revealed that knowledge gap existed among literate and non-literate women of Kwara State regarding breast cancer information from the mass media.

Furthermore, Most of the educated respondents, belong to higher socio-economic status, and s such can access the contents of both electronic and print media, with the less educated respondents who belong to lower socio-economic status cannot avail themselves of the mass media contents n the relationship between media use and knowledge of breast cancer, it was shown in the study that an obvious relationship existed between medium use and knowledge of breast cancer. It was revealed that a strongly relationship existed between radio use and knowledge of breast cancer with a correlation measure of 86.4 percent, while a positive relationship existed between television use and knowledge of breast cancer with correlation measure of 63.3 percent, also, a weak relationship existed between newspaper use, magazine, poster internet and bill boards/ sign board with corresponding correlation measures of 47.7% percent, 47.2% percent, 44.0%, 46,6% and 41.4% respectively.

What this meant was that many respondents exposed themselves to radio contents followed by television, they tend to get knowledge about breast cancer through media.

These findings could be attributed to the level of education of most of education for most of the respondents; as many of them are not highly educated. They preferred radio as their choice of getting information about breast cancer, followed by television which is also easier to understand its programmes, due to visual effects of it. Also, some of the prgrammes in the radio are done in the indigenous language or vernacular, this made it easier for the respondents to understand unlike the newspapers, magazines, internet, posters and bill boards that require education before the contents could be understood.

CHAPTER FIVE

SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

Media campaign remains an important strategy for health promotion, social orientation disease prevention and control. This fact cannot be emphasized the objective of this is to investigate audience perception of the media campaign against breast cancer in Kwara State.

This project is based audience perception of the campaign against breast cancer. This research work is divided into five main chapters. Chapter one of this research work is based on the background of the study, statement of the study, research objectives, research questions, significant of the study, scope and limitation of the study and definition of key terms.

Chapter two of this research work explained the theoretical framework of the research applied and the use of descriptive method to interpreted and interview. It also explain the nature of individual research and the target goal often determine which design to employ about literature review.

Chapter three of this research work however contains research methodology, population of the study sample size and sampling techniques, the instrument use in the research work, validity and rehabilitees of the instrument and method of data analysis.

Chapter four of this research work explain how the data was analysis for proper understanding it also contains data presentation analysis of research questions and discussion of findings.

Chapter five contains the summary of the work research work, how researcher recommends the work for another incoming researcher and how they conclude the whole work.

5.2 CONCLUSION

The following conclusions were drawn based on the finding of the study. The media, especially the radio contributed meaningfully in informing and educating the woman in Kwara State of breast cancer. This was evidenced in the high frequency of exposure to the radio and high knowledge of breast cancer, especially among the urban dwellers. There was high level of confidence in media information of breast cancer, because they perceived the information as credible and educated.

The high level of knowledge of breast cancer also lead to high number of literate women that prevented breast cancer, through the practices of early detection. Measures like breast self- Examination (B.S.E) and clinical Breast Examination (CBE), All the same, the high level of knowledge of breast cancer, was evidenced in the number of urban dwellers that survived breast cancer, because they sought medical attention on time, for treatment. Immediately a lump was detected.

Although most women in the rural areas mentioned friends as their major source of knowledge on breast cancer, the study was a clear departure from the past when there was loss of confidence in media reports on health issues but poverty lack of infrastructural facilities and high rate of illiterately could not allow the mass media contribute meaningfully to breast cancer knowledge among woman in Kwara State.

5.3 RECOMMENDATIONS

The following recommendations were considered appropriate in the view of the mentioned finding and conclusions.

- The mass media should increase their scope of coverage of breast cancer for the benefits of Kwara State woman in particular and Nigerian woman in general.
- Both federal, state and local Government should fund, sustain and encourage breast cancer knowledge campaign in the mass media, as a matter of urgency.

- Adequate infrastructural facilities should be produced in the rural areas, in order to close the gap in the mass media between the rural and urban dwellers.
- Media organizations should frequently use jingles and publicity to contribute to the campaign against breast cancer in Kwara State.
- Public should give proper attention to media to know more about symptoms, signs, negative effect of breast cancer.
- Government should stop paying lip-service to its poverty alleviation programs, as residents of rural areas are believed with illiteracy and poverty, which had continued to deny them access to the media contents of their choices.

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APPENDIX
KWARA STATE POLYTECHNIC, ILORIN
INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY
(IICT)
DEPARTMENT OF MASS COMMUNICATION

Dear respondent,

I am a student of the above institution conducting a research on a topic “**ROLE OF SOBI FM ON THE CAMPAIGN AGAINST BREAST CANCER AND ITS EFFECTS AMONG YOUNG LADIES IN KWARA STATE**”. I hereby request your assistance in answering the following question, honestly as possible and I assure you that all information supplied by you shall be used only for academic purpose and shall be kept confidential.

Your co-operation will be highly appreciated.

Thanks.

QUESTIONNAIRE

SECTION A

1. Sex: a. Male () b. Female ()
2. Age: a. 18-25() b. 26-30 () c. 30 and above ()
3. Religion: a. Islam () b. Christianity () c. Others ()
4. Marital Status: a. Single () b. Married () c. Others ()
5. Occupation: a. Civil servant () b. Business man/woman () c. Student ()

SECTION B

1. Which type of the following programmes do you often list to?
(a) News () (b) Sport () (c) Politics () (d) Health () (e) Crime ()
2. Do Sobi FM need to improve on programme pertaining to health?
(a) Yes () (b) No ()
3. How will you rate degree of instructiveness of Sobi FM program in campaigning health?
(a) Very high () (b) High () (c) Undecided () (d) Low () (e) Very low ()
4. To what extent do you agree that broadcast media played a vital role in educating Kwaran's on breast cancer?
(a) Very large extent () (b) Large extent () (c) Average () (d) None ()

SECTION C

KEY: **SD** – Strongly Disagree **D** – Disagree **A** – Agree **SA** – Strongly Agree
N – Neutral

S/N	STATEMENT	RESPONSES OPTION				
		SD	D	N	A	SA
6	Radio promotion on breast cancer should come in form of educative rather than informative					
7	Non-governmental organizations are often involves as intermediaries to help disseminate the message on breast cancer					
8	Breast cancer has negative effect on woman					
9	Creating awareness to the grass roots will reduce the level of breast cancer					
10	Poor funding toward the campaign are few					

	challenges most broadcast media are facing with the breast cancer campaign in Kwara State					
11	Broadcast media is the appropriate means for the campaign against breast cancer in Kwara State					
12	Radio promotion of breast cancer should be created in different language					
13	Health program on breast cancer in Kwara State is educative and informative enough					