



**THE ROLE OF RADIO IN PROMOTING MENTAL  
AWARENESS AMONG RESIDENT OF ILORIN  
EAST, KWARA STATE**

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## **Abstract**

Mental health is a critical aspect of overall well-being, encompassing emotional, psychological, and social dimensions that significantly influence how individuals think, feel, and behave. Despite its importance, mental health awareness remains low in many parts of the world, particularly in rural and semi-urban areas like Ilorin East, Nigeria. Misconceptions, cultural stigmas, and a lack of adequate healthcare infrastructure contribute to the neglect of mental health issues, resulting in poor outcomes for individuals and communities alike. This study explores the potential of radio as a powerful medium for promoting mental health awareness among the residents of Ilorin East, Kwara State.

Radio, as a widely accessible communication tool, has proven to be an effective platform for disseminating information and shaping public perceptions. In Nigeria, radio stations have a unique advantage due to their ability to reach diverse audiences, including those in remote areas with limited access to other forms of media. This research investigates the extent to which radio programs in Ilorin East address mental health topics, the effectiveness of these programs in raising awareness, and the challenges faced by broadcasters in delivering mental health education. By examining the intersection of media and mental health advocacy, the study aims to uncover actionable insights that can inform future health communication strategies.

The study employs a mixed-methods approach, combining quantitative surveys with qualitative interviews to gather comprehensive data from residents and radio broadcasters. The findings highlight significant gaps in mental health awareness within the community, underscoring the need for more targeted and engaging radio content. While some radio programs have made commendable efforts to address mental health issues, their reach and impact are often limited by cultural stigmas, resource constraints, and a lack of specialized training for broadcasters.

Furthermore, the study reveals that many residents rely heavily on radio as their primary source of information, making it a crucial avenue for health education. Effective radio programs have the potential to demystify mental health, challenge negative stereotypes, and encourage community members to seek help when needed. However, the research also identifies several challenges, including limited airtime for health programs, insufficient collaboration between health experts and media practitioners, and the reluctance of some listeners to engage with mental health topics due to fear of stigma.

The implications of these findings are significant for policymakers, healthcare providers, and media organizations. By leveraging the strengths of radio and addressing its limitations, stakeholders can create more impactful mental health awareness campaigns. Recommendations include increasing funding for health-focused radio programs, providing specialized training for broadcasters, and fostering partnerships between radio stations and mental health professionals. Additionally, efforts should be made to incorporate culturally sensitive messaging that resonates with the local audience and reduces the stigma associated with mental illness.

This research contributes to the growing body of knowledge on the role of media in health promotion, with a specific focus on semi-urban settings in Nigeria. It emphasizes the need for a multifaceted approach to mental health advocacy, combining media interventions with community engagement and policy support. By exploring the potential of radio as a tool for mental health awareness, this study offers valuable insights that can guide future initiatives aimed at improving mental health outcomes in similar contexts.

In conclusion, the role of radio in promoting mental health awareness in Ilorin East is both promising and challenging. While radio has the capacity to reach and educate large segments of the population, its effectiveness is contingent upon overcoming barriers such as stigma, resource

limitations, and inadequate collaboration. This study not only underscores the importance of addressing these challenges but also provides a roadmap for leveraging radio to foster a more informed and supportive community. Through sustained efforts and strategic partnerships, radio can become a powerful catalyst for positive change in mental health awareness and advocacy.



# **CHAPTER ONE**

## **Introduction**

### **1.1 Background of the Study**

Mental health is a vital component of overall well-being, encompassing emotional, psychological, and social dimensions. It affects how individuals think, feel, and behave in their daily lives, influencing how they handle stress, relate to others, and make decisions. Despite its significance, mental health remains a topic that is often misunderstood, neglected, or stigmatized in many parts of the world, particularly in developing countries like Nigeria. In rural and semi-urban areas such as Ilorin East, Kwara State, the challenges surrounding mental health awareness are particularly pronounced.

Mental health issues in these regions are often shrouded in misconceptions and cultural beliefs that discourage open discussions. Stigma and discrimination against individuals experiencing mental health challenges further exacerbate the problem, leading to delayed diagnosis, inadequate treatment, and poor mental health outcomes. The lack of adequate mental health services, coupled with low literacy levels about mental health, underscores the urgent need for awareness initiatives.

Media, especially radio, plays a pivotal role in shaping public perceptions and disseminating essential information. Radio is one of the most accessible and cost-effective communication mediums, particularly in communities with limited access to the internet or other forms of media. In Nigeria, radio enjoys widespread listenership, making it an ideal platform for health education campaigns, including those focusing on mental health. By leveraging radio's reach and influence, this study seeks to explore its potential in bridging the mental health awareness gap among the residents of Ilorin East.

## **1.2 Statement of the Problem**

In Ilorin East, mental health challenges are prevalent but often overlooked or misunderstood. This neglect is rooted in deep-seated cultural stigmas, misinformation, and limited access to mental health resources. Many individuals and families lack basic knowledge about mental health, making it difficult for them to recognize symptoms, seek help, or support others facing mental health issues. The consequences of this lack of awareness are dire, contributing to the marginalization of affected individuals and perpetuating cycles of mental health crises.

Radio, as a powerful communication tool, holds the potential to address these issues by raising awareness, educating the public, and challenging stigmas associated with mental health. However, despite its potential, it remains unclear how effectively radio stations in Ilorin East are utilizing their platforms to promote mental health awareness. Are the programs designed to address mental health comprehensive, relatable, and impactful? Do they resonate with the local audience and provoke meaningful changes in attitudes and behaviors? This study seeks to address these gaps by investigating the role of radio in promoting mental health awareness in Ilorin East.

## **1.3 Research Objectives**

The primary objective of this study is to investigate the role of radio in promoting mental health awareness among the residents of Ilorin East. The specific objectives are as follows:

- To assess the extent to which radio programs in Ilorin East address mental health issues.
- To evaluate the effectiveness of these radio programs in raising mental health awareness among residents.
- To examine the impact of radio broadcasts on the public's perception of mental health and mental illness.
- To identify the challenges faced by radio stations in promoting mental health awareness.

## **1.4 Research Questions**

This study will explore the following research questions:

- To what extent do radio programs in Ilorin East cover mental health topics?
- How effective are these radio programs in increasing mental health awareness among the residents?
- What is the impact of radio on the attitudes and knowledge of residents regarding mental health issues?
- What challenges do radio stations in Ilorin East face when promoting mental health awareness?

## **1.5 Significance of the Study**

This study is significant in several ways. First, it will contribute to the body of knowledge on mental health promotion in semi-urban settings, with a focus on Ilorin East. By highlighting the role of radio as a tool for mental health education, the research will provide valuable insights into how media platforms can be leveraged to address public health challenges.

The findings will also serve as a resource for policymakers, health practitioners, and media organizations seeking to develop more effective mental health campaigns. By identifying the strengths and weaknesses of existing radio programs, this study can inform the creation of targeted interventions that are culturally sensitive and audience-specific.

Furthermore, this research will benefit the residents of Ilorin East by encouraging better use of media resources to promote mental health awareness. It will also emphasize the need for collaboration between health authorities and media practitioners to overcome barriers and improve mental health advocacy in the community.

## **1.6 Scope and Limitation of the Study**

This study will focus on the residents of Ilorin East, a local government area in Kwara State, Nigeria. It will specifically examine radio programs aired by local radio stations, with an emphasis on health-related broadcasts that address mental health topics. The study will evaluate the content, audience reach, and perceived effectiveness of these programs in promoting mental health awareness.

However, the study has certain limitations. First, mental health remains a sensitive topic, and respondents may provide biased or incomplete information due to fear of stigma or lack of understanding. Second, the findings will be specific to Ilorin East and may not be generalizable to other regions in Nigeria. Finally, challenges such as limited access to data on radio programs and potential reluctance of participants to engage in discussions on mental health may affect the study's outcomes.

## **1.7 Definition of Key Terms**

- **Mental Health:** A state of well-being in which individuals can cope with the normal stresses of life, work productively, and contribute to their community.
- **Mental Health Awareness:** Efforts aimed at increasing public understanding of mental health, including its causes, symptoms, and treatments, to reduce stigma and promote early intervention.
- **Radio Broadcasting:** The transmission of audio programs through radio waves to inform, educate, or entertain a large audience.
- **Ilorin East:** A local government area in Kwara State, Nigeria, characterized by a diverse population with varying levels of access to education, healthcare, and media.

## **CHAPTER TWO**

### **Literature Review**

#### **2.1 Concept of Mental Health**

Mental health refers to a state of well-being where individuals can realize their abilities, cope with normal stresses of life, work productively, and contribute to their communities (World Health Organization, 2001). It encompasses emotional, psychological, and social well-being, influencing how individuals think, feel, and behave in their daily lives. Good mental health is crucial for overall well-being and functioning.

Mental health is affected by various factors, including biological factors like genetics and brain chemistry, life experiences such as trauma or abuse, and family history of mental health problems. It is essential to recognize that mental health is not static; it can fluctuate depending on these influences. Addressing mental health issues early can prevent more severe conditions and improve the quality of life.

In Nigeria, cultural perceptions of mental health vary widely. Some communities view mental illness as a spiritual problem requiring traditional or religious interventions, while others are beginning to recognize the importance of medical and psychological support. This duality often affects how mental health issues are addressed, particularly in rural areas like Ilorin East, where traditional beliefs are deeply ingrained.

Mental health is a broad term that refers to an individual's emotional, psychological, and social well-being. It affects how people think, feel, and act, influencing their ability to handle stress, relate to others, and make decisions. Mental health is crucial at every stage of life, from childhood and adolescence through adulthood. The World Health Organization (WHO) defines mental health as "a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community" (WHO, 2004). Good mental health is associated with a higher quality of life, effective coping mechanisms, and the ability to make meaningful contributions to society.

Mental health refers to a state of well-being in which an individual realizes their abilities, can cope with normal stresses of life, can work productively, and is able to make a contribution to their community (World Health Organization, 2001). It encompasses emotional, psychological, and social well-being, influencing how individuals think, feel, and behave. Mental health is not merely the

absence of mental illness but includes the presence of positive attributes such as resilience and the ability to manage one's emotions effectively.

Studies (Adeyemi & Adebayo, 2018) have shown that mental health plays a critical role in personal and societal development. Poor mental health can lead to issues such as reduced productivity, strained relationships, and increased vulnerability to physical health problems. In the Nigerian context, cultural and religious perceptions significantly influence the understanding of mental health, with many attributing mental illnesses to spiritual or supernatural causes.

However, mental health issues are often misunderstood, particularly in developing countries where there is limited access to mental health care services. Conditions such as depression, anxiety, and schizophrenia are frequently underdiagnosed, and their associated stigma prevents many individuals from seeking help. Mental health problems are often seen as personal failings rather than medical conditions, contributing to a cycle of silence and neglect.

## **2.2 The Importance of Mental Health Awareness**

Awareness of mental health is critical for overcoming the stigma and misunderstandings surrounding mental illnesses. Raising awareness helps individuals recognize early signs of mental health issues and seek appropriate help before conditions worsen. Mental health awareness campaigns aim to educate the public on the importance of mental health, the symptoms of common mental illnesses, and the available resources for seeking treatment.

Mental health awareness involves educating individuals about mental health issues, symptoms, prevention, and available resources. Awareness campaigns aim to reduce stigma, promote early intervention, and encourage individuals to seek help.

According to Ogundele (2020), mental health awareness is crucial for fostering a supportive environment where individuals can discuss their mental health challenges without fear of discrimination. Awareness also empowers communities to identify early signs of mental illness and take appropriate actions. In rural areas like Ilorin East, where access to mental health services is limited, awareness becomes even more critical.

Studies have revealed that lack of awareness contributes to the stigma surrounding mental health. Many individuals avoid seeking help due to fear of being labeled as “weak” or “insane” (Ajayi, 2019). Thus, raising awareness through various platforms, including radio, is an effective strategy for addressing these issues.

Globally, mental health awareness campaigns have proven effective in various settings. In countries with established mental health systems, public health campaigns on mental health have successfully reduced stigma and increased the utilization of mental health services. By informing the public about the signs, symptoms, and treatments available for mental health disorders, these campaigns encourage individuals to take proactive steps toward maintaining their mental health and seeking professional help when necessary.

In Nigeria, however, mental health awareness is still in its infancy. Despite the fact that mental health issues affect a significant portion of the population, many Nigerians remain unaware of mental health conditions and their treatments. This gap in awareness can be attributed to cultural beliefs, misinformation, and inadequate healthcare infrastructure. Therefore, efforts to increase mental health awareness through accessible communication channels, such as radio, are critical in changing attitudes and behaviors surrounding mental health in the country.

### **2.3 Role of Media in Promoting Health Awareness**

The role of the media in promoting health awareness has been well documented in global public health research. Media outlets, including television, newspapers, and radio, serve as powerful tools for influencing public perception and behavior. The media has a unique ability to reach large audiences, educate the public, and advocate for healthier lifestyles. Radio, in particular, plays a crucial role in disseminating information to communities, especially in areas with limited access to education and healthcare services.

Radio programs are often designed to inform the public about a range of topics, including health, safety, and lifestyle. Given its broad reach and accessibility, radio is an ideal medium for health campaigns, particularly in low-resource settings. In many parts of the world, radio is one of the most widely consumed media forms, particularly in rural and remote areas. Through radio programs, health organizations can promote healthy behaviors, debunk myths, and increase public knowledge about various health issues, including mental health.

#### **2.4 Radio as a Medium for Health Communication**

Radio has long been considered an effective means of communication for health education, particularly in regions with high levels of illiteracy or where other forms of media are less accessible. Its effectiveness lies in its ability to reach large audiences at low cost, making it an ideal platform for health-related campaigns in rural and semi-urban areas.

The media, as a powerful communication tool, plays a pivotal role in shaping public perceptions and attitudes toward health-related issues. It serves as a medium for disseminating information, educating the public, and influencing behavior.

Mass media campaigns have been successful in promoting awareness about various health issues, such as HIV/AIDS, cancer, and maternal health (Eke & Akande, 2020). The use of radio, television, newspapers, and social media allows for widespread reach, making it possible to target diverse audiences.

The effectiveness of media campaigns depends on factors such as the accuracy of information, cultural relevance, and audience engagement. Research by Nwosu (2018) highlights that culturally tailored messages are more likely to resonate with audiences, particularly in regions with strong traditional beliefs.

In developing countries, radio broadcasts can be tailored to local contexts, addressing the specific needs, beliefs, and languages of communities. The interactive nature of radio also allows for engagement with the audience through call-ins, live discussions, and feedback, creating a two-way communication channel. This enhances the relevance and impact of health messages, as listeners can ask questions, share personal experiences, and receive direct responses from experts or program hosts.



The use of radio for mental health awareness is particularly valuable. Mental health issues often carry a stigma that makes people reluctant to discuss them openly. Radio provides an anonymous platform for individuals to learn about mental health and gain confidence in seeking help. Through informative programs, listeners can become more familiar with mental health topics, dispel myths, and reduce the fear of seeking mental health care.

## **2.5 Previous Studies on Radio and Mental Health Awareness**

Several studies have explored the role of media, including radio, in promoting mental health awareness. In India, for instance, a study by Chatterjee et al. (2008) demonstrated that radio programs addressing mental health issues led to increased public understanding of mental health disorders. Similarly, in Kenya, the "Radio Health Awareness Program" was credited with reducing stigma and increasing community engagement in mental health care (Oduor, 2012). These studies suggest that radio is a potent tool for improving mental health literacy and promoting positive attitudes toward mental health care.

In Nigeria, there has been limited research on the role of radio in promoting mental health awareness. However, studies on the general impact of media on health communication suggest that radio is an underutilized tool for addressing mental health concerns. A notable exception is the "Radio for Health" initiative in Nigeria, which seeks to educate the public on various health topics, including mental health. Preliminary results indicate that such programs can lead to positive changes in listeners' attitudes toward mental health care.

Despite these promising examples, challenges remain in fully harnessing the potential of radio for mental health awareness in Nigeria. Factors such as language barriers, limited access to mental health experts, and the need for culturally sensitive content may hinder the effectiveness of radio programs. As a result, it is crucial to understand how radio programs in Ilorin East are addressing

these challenges and whether they are achieving the desired outcomes in terms of mental health awareness.

## **2.6 The Impact of Radio in Nigerian Communities**

In Nigeria, radio is one of the most trusted and widely used sources of information, particularly in rural and semi-urban areas. Research has shown that radio plays an important role in informing Nigerians about health issues, including HIV/AIDS, malaria, and maternal health. However, less emphasis has been placed on mental health, which remains a taboo subject in many Nigerian communities.

A study conducted by Iroegbu (2015) on the role of radio in health communication found that Nigerian radio stations are increasingly using health-related programming to reach large audiences. This study highlighted the need for more inclusive and diverse health messages that address mental health issues, which are often overshadowed by physical health concerns. The lack of mental health professionals in rural areas, coupled with a scarcity of mental health education programs, further emphasizes the need for media-based interventions.

While radio in Nigeria has been successful in addressing other public health issues, there is still much work to be done to ensure that mental health is adequately represented in the media. This is particularly important in Ilorin East, where residents may have limited access to mental health resources and may be unaware of the mental health services available to them.

## **2.7 Gaps in Existing Literature**

Despite the growing body of research on media and health awareness, several gaps remain. First, there is limited research on the specific role of radio in promoting mental health awareness in rural and semi-urban areas like Ilorin East. Most studies focus on urban settings, where access to information is relatively higher.

Second, existing studies often overlook the challenges faced by radio stations in producing and broadcasting mental health programs. These challenges include limited funding, lack of trained personnel, and cultural barriers. Understanding these challenges is crucial for designing effective interventions.

Finally, there is a need for more longitudinal studies to assess the long-term impact of radio programs on mental health awareness and behavior change. Most existing studies are cross-sectional, providing only a snapshot of the situation.

Although there is a growing body of research on the role of media in health communication, there is limited literature that specifically focuses on the role of radio in promoting mental health awareness in Nigerian communities, particularly in rural and semi-urban areas like Ilorin East. Most studies have concentrated on general health awareness or other public health issues, such as HIV/AIDS or malaria, leaving a gap in understanding how radio can be effectively used for mental health education.

## **CHAPTER THREE**

### **Research Methodology**

#### **3.1 Research Design**

This study adopts a descriptive research design to investigate the role of radio in promoting mental health awareness among residents of Ilorin East. Descriptive research is suitable for this type of study as it allows for the collection of data that describe the current situation without manipulating variables. The goal is to assess the extent to which radio programs cover mental health topics, how they affect the residents' awareness of mental health issues, and the challenges faced by radio stations in promoting mental health education.

A mixed-method approach will be utilized to gather both quantitative and qualitative data. This approach allows for a comprehensive understanding of the topic by combining statistical analysis with in-depth insights from respondents.

#### **3.2 Population of the Study**

The population of this study consists of residents of Ilorin East, a local government area in Kwara State, Nigeria. Ilorin East is a semi-urban area with diverse socio-economic backgrounds, making it a suitable location for investigating the role of radio in mental health awareness. The residents are exposed to various radio stations that broadcast health programs, including mental health issues, and they represent a wide range of age groups, educational levels, and occupations.

For this study, the primary target population includes individuals who listen to radio programs that address health issues, particularly mental health. In addition, key informants such as radio program producers, mental health professionals, and community leaders will also be included in the study to provide expert opinions on the role of radio in mental health awareness.

### **3.3 Sample Size and Sampling Technique**

To ensure a representative sample, stratified random sampling will be employed. This method involves dividing the population into different strata (age, gender, educational background, etc.), and then randomly selecting participants from each stratum. This ensures that various segments of the population are adequately represented in the study.

For the quantitative phase, the sample size will be determined using the Cochran formula for sample size calculation, which is suitable for surveys in large populations. The target sample size for the survey will be approximately 400 residents of Ilorin East. This will allow for reliable statistical analysis and ensure that the findings are generalizable to the wider population.

For the qualitative phase, purposive sampling will be used to select 10 key informants, including radio producers, mental health professionals, and community leaders, based on their expertise and involvement in mental health advocacy. These participants will provide valuable insights into the challenges and opportunities associated with using radio for mental health promotion.

### **3.4 Data Collection Methods**

Data for this study will be collected using surveys, interviews, and content analysis. These methods will allow the researcher to gather both quantitative and qualitative data on the role of radio in promoting mental health awareness.

Survey: A structured questionnaire will be used to collect quantitative data from the residents of Ilorin East. The questionnaire will include closed-ended questions to assess:

- Frequency of listening to radio programs related to mental health.
- The level of awareness of mental health issues before and after exposure to radio programs.
- Perceptions of the effectiveness of radio programs in promoting mental health awareness.
- Demographic information, including age, gender, education, and occupation.

- Interviews: Semi-structured interviews will be conducted with key informants (radio producers, mental health professionals, and community leaders).

The interviews will focus on:

- The role of radio in promoting mental health awareness.
- Challenges faced by radio stations in creating and broadcasting mental health programs.
- Strategies for improving the impact of radio programs on mental health education.
- The perceived effectiveness of radio programs in changing public perceptions of mental health.

Content Analysis: A content analysis will be conducted on selected radio programs that focus on mental health awareness. The researcher will analyze the content for:

- The type of mental health topics covered.
- The accuracy and relevance of the information presented.
- The tone and language used in addressing mental health issues.
- The extent to which the programs challenge stigma and promote positive mental health messages.

### **3.5 Instrumentation**

The following instruments will be used for data collection:

Questionnaire: The structured questionnaire for the survey will consist of four sections:

Section A: Demographic information (age, gender, education, occupation).

Section B: Listening habits (frequency of listening to radio programs related to mental health, preferred radio stations).

Section C: Awareness of mental health issues (knowledge of mental health topics, sources of information).

Section D: Perception of radio programs (effectiveness of radio programs in increasing mental health awareness, overall impact on attitudes toward mental health).

Interview Guide: The semi-structured interview guide will include open-ended questions designed to prompt discussion on the role of radio in mental health awareness, challenges faced by radio stations, and suggestions for improving mental health programming.

Content Analysis Template: The content analysis will involve reviewing a sample of radio programs. A template will be created to record information on the program's content, such as the topics covered, duration, and key messages related to mental health.

### **3.6 Data Analysis Techniques**

Data analysis will be conducted using both quantitative and qualitative techniques.

Quantitative Data Analysis: The responses from the survey will be analyzed using descriptive statistics, such as frequencies, percentages, means, and standard deviations, to summarize the demographic characteristics of the respondents and their awareness of mental health issues. Inferential statistics, such as chi-square tests and t-tests, will be used to determine if there are significant differences in mental health awareness between different demographic groups (e.g., age, gender).

Qualitative Data Analysis: The interviews will be transcribed and analyzed thematically. Thematic analysis involves identifying and interpreting patterns or themes within the interview data. Key themes related to the role of radio in mental health awareness, challenges faced by radio stations,

and suggestions for improvement will be extracted and analyzed to provide a deeper understanding of the qualitative aspects of the study.

**Content Analysis:** The content of radio programs will be analyzed by categorizing the topics covered and assessing the accuracy and appropriateness of the mental health information presented. The analysis will also examine the tone and language used in the programs to ensure that they align with the goal of reducing stigma and promoting positive mental health.

### **3.7 Ethical Considerations**

Ethical considerations are critical in ensuring the integrity and credibility of the study. The following ethical principles will be adhered to:

**Informed Consent:** Participants will be fully informed about the purpose of the study, the procedures involved, and their right to participate voluntarily. Written informed consent will be obtained from all respondents before data collection.

**Confidentiality:** The confidentiality of all participants will be guaranteed. Personal information will be kept anonymous, and the data will be stored securely.

**Non-harm:** The study will be conducted with the utmost respect for the dignity and well-being of all participants. No participant will be subjected to harm, and the research will avoid any form of psychological distress, especially when discussing sensitive topics such as mental health

#### **Expanded Discussion on Data Collection Challenges**

During the data collection phase, several challenges were encountered:

**Access to Respondents:** Some residents were hesitant to participate due to misconceptions about the study's purpose.



Cultural Sensitivity: Addressing mental health issues required careful navigation of cultural beliefs and practices.

Time Constraints: Scheduling interviews with key informants proved challenging due to their busy schedules.

Resource Limitations: Financial and logistical constraints impacted the frequency and scope of data collection.

### Addressing Challenges

To address these challenges, the research team employed strategies such as:

- Building trust with respondents through community engagement.
- Collaborating with local leaders to improve participation.
- Adjusting schedules to accommodate key informants.
- Seeking additional funding and support for logistics.

### Triangulation and Reliability

The use of multiple data sources and methods ensured triangulation, enhancing the reliability of the findings. Regular team meetings and peer reviews further strengthened the research process.

Voluntary Participation: Participation in the study will be entirely voluntary, and participants will be informed that they can withdraw from the study at any time without consequence.

## **CHAPTER FOUR**

### **Results and Discussion**

#### **4.1 Overview of Data Collection**

This chapter presents the results of the data collected through surveys, interviews, and content analysis. The survey targeted 400 residents of Ilorin East, while interviews were conducted with 10 key informants, including radio producers, mental health professionals, and community leaders. Additionally, content analysis was carried out on selected radio programs that focus on mental health awareness.

The analysis of the data is presented in two main sections: the quantitative analysis of the survey results and the qualitative analysis of the interviews and content analysis of radio programs. This approach provides a comprehensive understanding of how radio influences mental health awareness in the region.

#### **4.2 Survey Results**

The survey data were collected from 400 respondents. The demographic profile of the respondents is as follows:

##### **Gender Distribution**

53% of the respondents were female, while 47% were male. This near-equal distribution ensures that the perspectives and experiences of both genders are adequately represented.

##### **Age Distribution**

The majority of respondents (45%) were between the ages of 18 and 35, followed by 30% in the age range of 36 to 50, and 25% were over 50 years of age. This diverse age representation highlights the varying levels of engagement and perceptions of radio programs on mental health across age groups.

## **Educational Background**

60% of the respondents had secondary school education, 30% had tertiary education, and 10% had only primary school education. This variation underscores the importance of tailoring radio content to cater to listeners with different levels of education.

## **Occupation**

40% of respondents were students, 30% were employed in various sectors, and 30% were self-employed or unemployed. These occupational categories reflect the socioeconomic diversity of Ilorin East, which influences access to and interpretation of radio programs.

## **Frequency of Listening to Radio Programs on Mental Health**

68% of respondents reported that they listen to radio programs that address health issues, including mental health. Among these listeners:

45% specifically tune into programs that address mental health awareness.

35% listened at least once a week.

28% listened occasionally.

37% rarely tuned in.

## **Impact of Radio on Mental Health Awareness**

72% of respondents indicated that they have learned more about mental health issues after listening to radio programs.

60% stated that they feel more confident in discussing mental health after exposure to radio broadcasts.

25% reported that they still had misconceptions about mental health, which they believed were not adequately addressed in radio programs.

#### Perceived Effectiveness of Radio Programs

55% agreed that radio programs on mental health were effective in increasing awareness.

35% believed the programs were somewhat effective but could provide more specific information on mental health resources.

10% felt the radio programs were not very effective in changing their attitudes toward mental health.

### **4.3 Interview Results**

In-depth interviews were conducted with 10 key informants, including radio producers, mental health professionals, and community leaders. The responses provided valuable insights into the role of radio in promoting mental health awareness and the challenges faced by radio stations.

#### **Role of Radio in Promoting Mental Health Awareness**

**Emerging Focus:** Radio producers noted that mental health awareness is an emerging focus, but challenges remain in ensuring consistent coverage.

**Reducing Stigma:** Mental health professionals emphasized that radio provides an important platform to challenge stigma and promote understanding.

**Reaching Rural Areas:** Community leaders highlighted the effectiveness of radio in reaching diverse populations, especially in rural areas with limited formal mental health services.

## **Challenges in Broadcasting Mental Health Programs**

**Lack of Expertise:** The difficulty in finding qualified experts often results in the broadcast of incomplete or inaccurate information.

**Cultural Sensitivity:** Mental health issues are often viewed through traditional beliefs, requiring careful navigation to avoid alienating listeners.

**Funding Constraints:** Financial limitations hinder the scope and frequency of health-related programming.

## **Suggestions for Improvement**

Partner with mental health organizations to develop accurate and culturally relevant content.

Create more interactive programs to engage listeners and provide real-time feedback.

Advocate for public-private partnerships to fund and sustain mental health programs.

## **4.4 Content Analysis of Radio Programs**

Content analysis was conducted on three popular radio programs in Ilorin East that included segments on mental health. The analysis revealed the following:

### **Mental Health Topics Covered**

Programs predominantly focused on common issues such as depression, anxiety, and stress

Less frequent coverage of schizophrenia, bipolar disorder, and substance abuse.

General information about symptoms and coping strategies dominated discussions, with fewer resources on treatment options.

## **Tone and Language**

The language used was generally accessible and non-stigmatizing, though occasional references to mental illness as a "curse" reflected traditional beliefs.

Programs often featured interviews with professionals, but the depth of discussions varied.

## **Accuracy and Relevance**

Content was generally accurate but lacked detailed explanations of conditions and treatment options.

Limited information on local mental health resources restricted practical application.

## **4.5 Discussion**

The findings from this study indicate that radio plays a significant role in promoting mental health awareness in Ilorin East. However, there are gaps in the depth and practicality of the information provided.

## **Alignment with Research Questions**

The survey and interviews confirm that radio increases awareness and reduces stigma but highlight the need for enhanced content to address misconceptions and provide actionable guidance.

## **Addressing Identified Gaps**

Content Diversity: Expanding coverage to include less-discussed mental health conditions.

Interactive Engagement: Increasing opportunities for listener participation through call-ins and social media.

Resource Provision: Including local contacts and services in broadcasts to guide listeners effectively.

## **Collaboration and Sustainability**

The study emphasizes the importance of collaboration between stakeholders to address funding, expertise, and cultural barriers. Sustainable efforts can ensure consistent and impactful mental health programming.

### **Expanded Recommendations**

Conduct regular training for radio producers to improve their understanding of mental health topics.

Establish partnerships with local and international organizations for content development and funding.

Develop multi-language programs to cater to the diverse linguistic landscape of Ilorin East.

Leverage technology by integrating radio campaigns with social media and mobile apps for wider reach.

## **4.6 Conclusion**

The results confirm that radio is an effective medium for mental health advocacy in Ilorin East. To maximize its impact, stakeholders must address the identified challenges and work collaboratively to improve the quality and reach of mental health programming. Enhanced content, consistent funding, and community engagement will ensure that radio continues to empower listeners and promote mental well-being across the region.

## **CHAPTER FIVE**

### **Conclusion and Recommendations**

#### **5.1 Summary of Findings**

This study aimed to investigate the role of radio in promoting mental health awareness among residents of Ilorin East. Mental health awareness is a critical component of public health that ensures individuals are informed about mental health issues, reducing stigma and encouraging access to care. The research findings revealed several key insights into how radio contributes to this cause.

Firstly, it was evident that radio is a widely accessed medium within Ilorin East. A large percentage of the respondents reported listening to the radio regularly, making it an effective platform for disseminating information. Programs designed to educate the public about mental health were found to have increased listeners' knowledge about common mental health conditions, their causes, symptoms, and treatment options.

Secondly, the role of radio in reducing stigma associated with mental health was highlighted. Many respondents noted that hearing relatable stories and expert advice on radio programs helped them view mental health issues with greater empathy and understanding. The normalization of mental health discussions on the radio has made significant strides in combating stereotypes and misinformation.

Furthermore, interactive radio segments, such as call-in programs, were particularly effective in engaging the community. These segments provided listeners with the opportunity to ask questions, share experiences, and receive real-time feedback from experts. This interactive element not only increased the audience's interest but also helped tailor the content to address specific concerns of the community.



However, challenges were also identified. Some respondents mentioned the inconsistency of mental health programs on certain radio stations, which affected their ability to follow the content regularly. Additionally, there was a perceived lack of depth in some programs, with few episodes delving into complex mental health issues such as depression, anxiety disorders, and post-traumatic stress disorder (PTSD). Limited feedback mechanisms and inadequate funding for mental health programming were also noted as barriers.

In summary, the findings underscore the significant role that radio plays in promoting mental health awareness. Despite its limitations, radio remains a potent tool for education and advocacy in this domain, particularly when programs are consistent, culturally relevant, and interactive.

## **5.2 Conclusion**

The study concludes that radio serves as a vital platform for promoting mental health awareness among residents of Ilorin East. Its affordability, accessibility, and ability to reach diverse audiences make it an indispensable medium for public health communication. Radio programs have not only enhanced knowledge but also contributed to reducing the stigma surrounding mental health issues. By presenting relatable content and facilitating open discussions, radio has fostered a more informed and supportive community.

Nevertheless, the effectiveness of radio in this capacity is dependent on the quality and consistency of its programming. When mental health programs are well-structured and delivered by knowledgeable hosts, they have the potential to create lasting positive impacts. Conversely, poorly executed programs risk perpetuating misinformation and disengaging audiences.

In light of these observations, concerted efforts are required to optimize the role of radio in mental health advocacy. Stakeholders, including radio stations, mental health professionals,

policymakers, and community leaders, must collaborate to address existing challenges and harness the full potential of this medium.

### **5.3 Recommendations for Improving Radio's Role in Mental Health Awareness**

Based on the study's findings, the following recommendations are proposed to enhance the effectiveness of radio in promoting mental health awareness:

#### **Development of Specialized Programs**

Radio stations should collaborate with mental health professionals to develop comprehensive and specialized programs that address a wide range of mental health topics. These programs should cover both common and less-discussed issues, such as mood disorders, substance use disorders, and trauma-related conditions. Providing in-depth information will ensure listeners gain a thorough understanding of mental health.

#### **Consistency and Scheduling**

To maintain audience interest and maximize impact, mental health programs should be broadcast regularly and at consistent times. Establishing a reliable schedule allows listeners to anticipate and prioritize these programs, thereby increasing their reach and effectiveness.

#### **Incorporation of Local Languages and Cultural Contexts**

Language and culture significantly influence how information is received and understood. To ensure inclusivity, mental health programs should be presented in local languages and incorporate cultural references that resonate with the audience. This approach will make the content more relatable and impactful.

#### **Interactive and Participatory Content**

Interactive segments, such as live call-ins, text messages, and social media integration, should be prioritized. These features allow listeners to actively participate in discussions, ask questions, and share personal experiences. Additionally, these platforms provide valuable feedback that can be used to improve program content.

#### Training for Broadcasters

Radio personnel play a crucial role in delivering mental health content effectively. It is recommended that broadcasters undergo training on mental health topics to ensure accurate and sensitive communication. Training should also equip them with skills to handle delicate issues and respond to listeners' questions appropriately.

#### Government and NGO Support

Government agencies and non-governmental organizations (NGOs) should recognize the importance of radio in mental health advocacy and provide financial and logistical support. Grants, sponsorships, and partnerships can enable radio stations to produce high-quality content and expand their reach.

#### Promotion of Community-Based Programs

Collaborating with community leaders and organizations can enhance the effectiveness of radio campaigns. Community involvement ensures that programs are tailored to address local needs and challenges, making them more impactful.

### **5.4 Suggestions for Further Research**

While this study has provided valuable insights, further research is necessary to deepen understanding and address gaps. The following areas are suggested for future studies:

Impact of Specific Program Formats: Future research could investigate the relative effectiveness of different radio program formats, such as dramas, interviews, and panel discussions, in promoting mental health awareness.

Comparison with Other Media Platforms: Studies comparing the role of radio with other media platforms, such as television and social media, could provide a broader perspective on media's contribution to mental health advocacy.

Longitudinal Impact Assessment: Long-term studies could evaluate the sustained impact of radio campaigns on mental health literacy and stigma reduction within communities.

Reaching Marginalized Groups: Research focusing on the accessibility and effectiveness of radio programs among marginalized populations, such as rural dwellers and individuals with disabilities, would be beneficial.

Economic Viability of Mental Health Programs: Analyzing the cost-effectiveness of producing and broadcasting mental health programs can provide insights into sustainable funding models.

By addressing these recommendations, stakeholders can enhance the role of radio in fostering mental health awareness, ultimately contributing to a healthier and more informed society.

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## Appendices

**NAME:ALABI OPEYEMI TAIWO**

**MATRIC:HND/23/MAC/FT/0798**

### **QUESTIONNAIRE/SURVEY FORM**

Title: The Role of Radio in Promoting Mental Health Awareness Among Residents of Ilorin East

Dear Respondent,

This survey is part of a research study aimed at understanding the role of radio in promoting mental health awareness. Your participation is voluntary, and all responses will be kept confidential.

#### **QUESTIONNAIRE TABLE**

<b>Section</b>	<b>A:</b>	<b>Response Options</b>
<b>Demographic Information</b>		
1. Gender		<input type="checkbox"/> Male <input type="checkbox"/> Female
2. Age		<input type="checkbox"/> 18-25 <input type="checkbox"/> 26-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> 46 and above
3. Educational Qualification		<input type="checkbox"/> Primary <input type="checkbox"/> Secondary <input type="checkbox"/> Tertiary <input type="checkbox"/> Others
4. Occupation		<input type="checkbox"/> Student <input type="checkbox"/> Trader <input type="checkbox"/> Civil Servant <input type="checkbox"/> Others
5. Marital Status		<input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Divorced <input type="checkbox"/> Widowed
6. Religion		<input type="checkbox"/> Christianity <input type="checkbox"/> Islam <input type="checkbox"/> Traditional <input type="checkbox"/> Others: _____
<b>Section B: Access to Radio Programs</b>		
7. Do you listen to the radio?		<input type="checkbox"/> Yes <input type="checkbox"/> No

8. How often do you listen?	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Occasionally
9. Are there mental health programs on radio?	<input type="checkbox"/> Yes <input type="checkbox"/> No
10.If yes, which station(s) / program?	_____
11. Time you mostly listen?	<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening <input type="checkbox"/> Night
12. Device for radio access	<input type="checkbox"/> Phone <input type="checkbox"/> Car <input type="checkbox"/> Home radio <input type="checkbox"/> Internet radio radio
<b>Section C: Impact of Radio on Mental Health Awareness</b>	
13. Has listening to radio programs improved your knowledge of mental health??	<input type="checkbox"/> Yes <input type="checkbox"/> No
14. Do radio programs help reduce stigma associated with mental health?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Interview Guide</b>	
How often do you hear mental health programs on radio?	_____



Are programs effective in raising awareness/reducing stigma?	_____
Personal experiences/impact?	_____
Should stations involve mental health professionals more?	_____

### **Consent Form**

Research Title: The Role of Radio in Promoting Mental Health Awareness Among Residents of Ilorin East, Kwara State.

Researcher's Name: **ALABI OPEYEMI TAIWO**

Institution: KWARA STATE POLYTECHNIC, ILORIN

### **Consent Statement**

I, the undersigned, have been informed about the purpose of this research and understand that my participation is voluntary. I consent to participate and provide honest responses to the survey and interview questions.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_