

**THE IMPACT OF MASS MEDIA IN ACHIEVING SUSTAINABLE
HEALTHCARE IN KWARA STATE**

(A CASE STUDY OF ILORIN WEST LOCAL GOVERNMENT)

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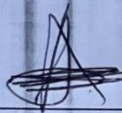
CERTIFICATION

This is to certify that this Project has been read and approved as meeting part of the requirements for the awards of Higher National Diploma in Mass Communication, Institute of Information and Communication Technology , Kwara State Polytechnic, Ilorin



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DEDICATION

This project is dedicated to Almighty God for his infinite mercy towards me for the successful completion of this project work. And also to my parents Mr. and Mrs. Bamisaye, for their parental support throughout the programme, I pray longer may you live to reap the fruit of your labour, and to my friend and loved ones, I pray God be with you all.

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This inspiration to complete this project came from different sources, the most primary of which is God the Almighty creator and originator, His guidance and protection over me before, during and after the project.

My sincere gratitude goes to my parents whom with no amount of expression can described their wonderful contribution towards the success of our project.

My special thanks goes my able project supervisor for creating time out of his tight schedule to lead me through this project, in person of MRS. SADIQ N.A., and to the H.O.D Mr. Olohugbebe F.T. and the entire staff of Mass Communication, bigger and better you I pray.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The importance of healthcare in the development of any society cannot be overstated, especially in the context of sustainable development. Sustainable healthcare refers to a system that ensures long-term access to essential health services for the population, promoting both individual and public well-being. Achieving sustainable healthcare is particularly significant for Nigeria, where access to quality healthcare remains a challenge in many regions (WHO, 2018; Oyekanmi & Adeoti, 2019).

In Kwara State, located in North-Central Nigeria, healthcare services have often been limited by factors such as inadequate funding, poor infrastructure, and a lack of skilled healthcare personnel (Abdullahi & Oyekanmi, 2018). Despite efforts from both government and non-governmental organizations to address these issues, the healthcare system still faces significant gaps in accessibility, affordability, and quality (Ibrahim, 2017). Sustainable healthcare in the state is hindered by several factors, including poverty, inadequate health facilities, and poor health literacy (Ojo et al., 2020).

Mass media, as a powerful tool for communication and information dissemination, plays a critical role in shaping public attitudes, behaviors, and policies related to health. The media's ability to influence the public perception of healthcare policies, practices, and services makes it a vital component in the pursuit of sustainable healthcare systems (Akinmoladun & Ajibade, 2020). In the context of Kwara State, particularly in Ilorin West Local Government Area, mass media campaigns have been used to raise awareness on various health issues, promote healthy behaviors, and advocate for improved healthcare policies (Eze & Olaseni, 2017).

The importance of healthcare in the development of any society is profound, as a healthy population is essential for economic growth, social stability, and overall well-being. Sustainable healthcare, which is the provision of equitable, affordable, and quality health services to meet the present and future needs of a population, is critical for achieving these broader developmental goals. Sustainable healthcare is particularly vital for countries like Nigeria, where there are significant disparities in healthcare access, quality, and outcomes. While the country has made strides in improving healthcare, challenges such as poor infrastructure, inadequate funding, and

insufficient health education continue to hinder the sustainability of the healthcare system (Akinmoladun & Ajibade, 2020).

Kwara State, located in the North-Central geopolitical zone of Nigeria, shares many of these challenges. Despite its potential as an agricultural hub, the state grapples with a number of health system limitations that affect the overall well-being of its population. The healthcare system in Kwara State, like many other states in Nigeria, faces issues such as limited access to healthcare services, outdated facilities, and a shortage of healthcare professionals (Abdullahi & Oyekanmi, 2018). In rural areas, where a significant portion of the population resides, healthcare access is particularly constrained. Healthcare facilities are often under-equipped and understaffed, making it difficult for residents to receive timely and appropriate care. As a result, preventable diseases remain widespread, and there is a growing burden of non-communicable diseases that are not effectively managed due to limited healthcare infrastructure (Ojo et al., 2020).

Furthermore, health literacy remains a major concern in many parts of the state, particularly in rural communities. A lack of access to health information and education contributes to poor health choices and behaviors. For instance, many residents may not fully understand the importance of preventive healthcare practices such as vaccination, hygiene, and regular health screenings (Olajide, 2020). This gap in knowledge exacerbates the challenges the healthcare system already faces, leading to higher rates of morbidity and mortality, especially for diseases that can be prevented through awareness and behavior change (Ibrahim, 2017).

Mass media has the potential to bridge this gap by providing reliable and accessible health information to the public. In a country like Nigeria, where mass media is the primary source of information for millions of people, the role of media in health promotion cannot be underestimated. The Nigerian government, as well as non-governmental organizations, have increasingly utilized mass media campaigns to promote health education, raise awareness about disease prevention, and advocate for healthier behaviors. These campaigns use various forms of media, including radio, television, newspapers, and increasingly, digital platforms like social media, to reach large audiences and communicate health messages effectively (Eze & Olaseni, 2017).

In Kwara State, particularly in the capital city of Ilorin, mass media campaigns have been employed to address a range of health issues, including maternal and child health, malaria

prevention, HIV/AIDS awareness, and hygiene practices (Akinmoladun & Ajibade, 2020). The role of radio is particularly important, as it remains one of the most accessible forms of mass communication in rural and semi-urban areas. Similarly, community-based programs on television and digital platforms have helped to engage a broader audience. These campaigns have the potential to influence public health outcomes by not only informing the population about health risks but also by motivating behavioral changes that contribute to sustainable healthcare.

However, despite the use of mass media in healthcare campaigns, questions remain about the effectiveness of these efforts in achieving long-term improvements in healthcare practices and outcomes. There is a need for a deeper understanding of how mass media influences public perceptions of healthcare, the adoption of preventive healthcare behaviors, and the support for policy changes aimed at improving the healthcare system in Kwara State. While previous studies have examined the impact of mass media on health promotion in Nigeria (Ajibola et al., 2021), few have focused specifically on how these media strategies translate into sustainable healthcare outcomes in the context of a state like Kwara.

Moreover, the effectiveness of mass media in healthcare promotion is not without challenges. The increasing dominance of digital media poses both opportunities and challenges in reaching different segments of the population. While younger populations may be more engaged with digital platforms like Facebook, Twitter, and Instagram, older and rural populations may still rely heavily on traditional media like radio and television. Thus, the integration of both traditional and digital media in health campaigns requires strategic planning to ensure that no demographic is left behind (Akinmoladun & Ajibade, 2020).

This study seeks to fill the gap in knowledge by exploring how mass media in Ilorin West Local Government Area of Kwara State contributes to achieving sustainable healthcare. The research will examine the effectiveness of these media strategies in influencing public attitudes toward health, promoting healthy behaviors, and advocating for necessary health policies. By understanding the specific challenges and opportunities related to mass media and health communication in the region, this study aims to provide actionable recommendations for improving the role of media in achieving sustainable healthcare in Kwara State and similar contexts in Nigeria.

This study explores the impact of mass media in achieving sustainable healthcare in Kwara State, focusing on Ilorin West Local Government Area. It aims to understand the role of

mass media in educating the public, influencing health behaviors, and advocating for systemic changes that contribute to the sustainability of healthcare services in the region.

1.2 Statement of the Problem

Despite the recognition of the importance of mass media in promoting health, there is limited empirical research on how effectively mass media campaigns have been utilized to achieve sustainable healthcare in Kwara State. The challenges in the healthcare system, such as inadequate infrastructure, poor healthcare delivery, and limited access to health information, require well-coordinated and efficient mass media strategies to address them (Ajibola et al., 2021).

Furthermore, while various health programs have been introduced, it is unclear how much these programs have succeeded in influencing the behavior and attitudes of the residents of Ilorin West. Many inhabitants of the region may lack adequate health literacy, which can lead to suboptimal health practices, increased disease burden, and poor healthcare outcomes (Olajide, 2020).

The effectiveness of mass media in changing public perception, promoting healthy behaviors, and encouraging community engagement in health initiatives remains largely underexplored. This research seeks to fill this gap by examining the specific contributions of mass media in improving healthcare sustainability in Ilorin West.

1.3 Objectives of the Study

The primary objective of this study is to investigate the impact of mass media on achieving sustainable healthcare in Kwara State, using Ilorin West Local Government Area as a case study.

The specific objectives are as follows:

- i. To assess the level of awareness and knowledge of healthcare issues in Ilorin West as influenced by mass media campaigns.
- ii. To examine the role of mass media in promoting health education and preventive healthcare practices.
- iii. To evaluate the effectiveness of mass media in influencing healthcare behaviors and attitudes in Ilorin West.
- iv. To explore the challenges faced by mass media in advocating for sustainable healthcare in the region.

- v. To provide recommendations for improving the use of mass media in achieving sustainable healthcare in Kwara State.

1.4 Research Questions

In line with the objectives, the study seeks to answer the following research questions:

- i. What is the level of awareness and knowledge of healthcare issues in Ilorin West, and how has mass media contributed to this?
- ii. How has mass media influenced health education and the promotion of preventive healthcare practices in Ilorin West?
- iii. What impact has mass media had on healthcare behaviors and attitudes in Ilorin West?
- iv. What challenges do mass media face in promoting sustainable healthcare in Kwara State?
- v. What strategies can be implemented to improve the use of mass media in promoting sustainable healthcare in Kwara State?

1.5 Significance of the Study

This study is significant because it provides valuable insights into the role of mass media in achieving sustainable healthcare, particularly in the context of Ilorin West Local Government Area in Kwara State. By evaluating the effectiveness of mass media in health promotion, the study will contribute to the growing body of knowledge on health communication, offering a basis for improving the reach and impact of health messages in the region.

The findings of this study will be of interest to policymakers, health communication experts, and media practitioners, as they provide evidence-based recommendations for the design and implementation of more effective mass media strategies aimed at promoting sustainable healthcare. Additionally, the study will be beneficial for local government authorities and non-governmental organizations in Kwara State that are involved in health promotion and disease prevention.

1.6 Scope of the Study

The scope of this study is limited to Ilorin West Local Government Area in Kwara State. The study focuses specifically on the role of mass media in promoting sustainable healthcare, including health education, health behaviors, and policy advocacy. The study considers both traditional forms of mass media, such as radio, television, and newspapers, as well as digital media, including social media platforms. It also examines the perspectives of local residents, healthcare providers, and media professionals involved in health communication efforts.

1.7 Definition of Terms

1. **Sustainable Healthcare:** Healthcare services that are accessible, affordable, and of good quality, ensuring that the needs of the present population are met without compromising the ability of future generations to meet their own healthcare needs (World Health Organization [WHO], 2018).
2. **Mass Media:** A communication platform that reaches a large audience, including radio, television, newspapers, and digital media, used to disseminate information and influence public opinion (Akinmoladun & Ajibade, 2020).
3. **Health Literacy:** The ability to access, understand, and apply health information in order to make informed health decisions (Nutbeam, 2000).
4. **Public Health Communication:** The use of communication strategies to inform and influence the health decisions of individuals and communities (Dillard & Peck, 2000).

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CHAPTER TWO

LITERATURE REVIEW

2.0. INTRODUCTION

This chapter presents a comprehensive review of existing literature relevant to the impact of mass media in achieving sustainable healthcare, with a specific focus on Ilorin West Local Government Area in Kwara State. The aim is to provide a solid theoretical and empirical foundation for the study by examining past research findings, conceptual frameworks, and relevant theories. It explores how mass media channels such as radio, television, newspapers, and social media contribute to public health awareness, influence health-related behaviors, and support healthcare delivery systems.

The review begins by discussing key concepts including mass media, sustainable healthcare, and health communication. It then delves into the theoretical framework underpinning the study, followed by empirical studies that highlight the relationship between media usage and public health outcomes. Special attention is given to studies conducted within Nigeria and other developing countries, providing context-specific insights into the effectiveness of media campaigns in promoting health initiatives and policies.

Additionally, the chapter examines the role of media in health education, disease prevention, and policy advocacy, as well as the challenges limiting the effectiveness of media in healthcare delivery in Ilorin West. The review concludes with a summary that identifies gaps in existing literature, which this study seeks to address.

2.1 CONCEPTUAL REVIEW

The conceptual framework for this study is built upon the interrelationship between mass media and sustainable healthcare delivery. Mass media, which encompasses radio, television, newspapers, and digital platforms, serves as a critical channel for the dissemination of health information, advocacy, and behavior change communication (Wakefield, Loken & Hornik, 2010). In the context of public health, the media functions not only as an information vehicle but also as an instrument for social mobilization, health education, and policy promotion.

Sustainable healthcare refers to a system that consistently provides high-quality care and promotes health equity, affordability, and long-term accessibility for all segments of the population (World Health Organization [WHO], 2015). In Nigeria, where access to healthcare services is unevenly distributed, the use of mass media has proven instrumental in reaching

underserved and rural populations with essential health messages. These messages can include information on disease prevention, immunization campaigns, maternal health, sanitation practices, and the importance of timely medical consultations (Obono & Madu, 2010).

Mass media plays a transformative role in influencing public perceptions and behaviors toward health practices. According to the Health Belief Model (HBM), individuals are more likely to take preventive health actions if they perceive a high level of susceptibility to a disease and believe in the efficacy of the advised preventive measure (Rosenstock, 1974). Media campaigns that highlight the risks of unhealthy behaviors, such as poor hygiene or vaccine hesitancy, can increase perceived severity and susceptibility, thereby motivating individuals to adopt healthier practices. Furthermore, media coverage can enhance self-efficacy by demonstrating how health-promoting behaviors can be easily adopted (Glanz, Rimer & Viswanath, 2008).

In the Nigerian context, radio and television remain the most accessible and influential forms of media, especially in semi-urban and rural areas like Ilorin West (Adegbola & Gearhart, 2019). These platforms are vital in promoting government-led health initiatives and encouraging public compliance with health directives. For instance, during outbreaks such as COVID-19 or cholera, media outlets have been essential in disseminating timely and accurate information to the public (Olapegba et al., 2020).

Digital media, including social media platforms, is increasingly significant, particularly among youth and educated populations. These platforms offer interactive and personalized health communication strategies, enabling the spread of health-related content, peer support, and engagement with healthcare professionals (Omoera, 2010). However, the proliferation of misinformation also poses challenges to achieving sustainable health outcomes, highlighting the need for media literacy and regulatory frameworks (Oyeyemi, Gabarron & Wynn, 2014).

Moreover, media advocacy—a form of strategic communication aimed at influencing policy decisions and public opinion—is another powerful tool in the pursuit of sustainable healthcare (Wallack et al., 1993). Through investigative journalism and coverage of health system challenges, the media can draw attention to policy gaps, healthcare inequalities, and government accountability.

In sum, the conceptual framework of this study recognizes mass media as both a disseminator of health knowledge and a facilitator of behavior change, which are essential components in the pursuit of sustainable healthcare. The framework also underscores the importance of

understanding the local context—such as media access, cultural norms, and audience literacy—in evaluating the true impact of media interventions on healthcare outcomes in Ilorin West Local Government.

To deepen the understanding of the mass media's contribution to sustainable healthcare, it is essential to analyze the various mechanisms through which media influences health behaviors, policy, and systems sustainability. Sustainable healthcare is not limited to the availability of medical facilities and personnel but also includes the public's health literacy, behavioral compliance, and community engagement—areas where mass media plays a central role.

One of the core concepts in this framework is health communication, which the Centers for Disease Control and Prevention (CDC) defines as the study and use of communication strategies to inform and influence individual and community decisions that enhance health (CDC, 2011). Effective health communication campaigns often involve mass media channels because of their ability to reach large and diverse audiences in a short time span. In Ilorin West, where literacy levels vary, the use of vernacular radio stations, television programs, and pictorial print media allows health messages to transcend literacy barriers, making health information more accessible (Oyekunle, 2013).

Another vital component of this framework is media pluralism, which refers to the presence of diverse media outlets that cater to different segments of society. Media pluralism in Kwara State enhances the potential of mass media to address the specific health needs of various groups—children, women, the elderly, and people in hard-to-reach areas. For instance, local radio stations often tailor programs to reflect the cultural and linguistic context of their target audience, which increases the relevance and impact of their health messages (Olorunnisola, 2006).

Additionally, agenda-setting theory plays a significant role in understanding how media shapes public discourse and government priorities. According to McCombs and Shaw (1972), the media may not always tell people what to think, but it significantly influences what they think about. When media frequently cover health issues such as maternal mortality, malaria prevention, or vaccine campaigns, they draw both public and governmental attention to those issues, potentially influencing funding allocations and policy decisions.

Furthermore, two-step flow theory is relevant in explaining the influence of media on healthcare practices in semi-urban areas. This theory, developed by Katz and Lazarsfeld (1955), suggests that media messages are first received by opinion leaders, who then interpret and transmit them

to the wider community. In Ilorin West, community health workers, religious leaders, and local influencers often serve as intermediaries who help contextualize mass media messages, thereby increasing acceptance and adherence to health recommendations.

The concept of media synergy also reinforces the framework by highlighting how different media platforms can be used complementarily for greater impact. For example, a health campaign might be introduced via radio and TV, followed by reinforcements on social media platforms such as WhatsApp or Facebook. This multi-channel strategy ensures message repetition, reinforcement, and wider reach, especially in communities with diverse media consumption habits (Aina, 2004).

Moreover, the development communication approach emphasizes participatory media strategies in which local communities are not mere recipients of health messages but active participants in designing, producing, and disseminating health communication. This participatory model is essential for ensuring that healthcare interventions are culturally appropriate and community-owned, thereby improving sustainability and long-term impact (Servaes, 2008).

Finally, evaluation and feedback mechanisms are a crucial part of this conceptual framework. Sustainable healthcare media campaigns must incorporate mechanisms for evaluating audience understanding, behavioral response, and impact on health outcomes. Feedback from the community not only helps in assessing the effectiveness of media strategies but also guides future improvements, ensuring that media continues to meet evolving healthcare needs (Tufte, 2005).

2.1.1. Concept of Mass Media

Mass media has long been a powerful tool in shaping societal behaviors, influencing public opinions, and disseminating critical information. In the context of healthcare, the media's role extends beyond creating awareness to promoting sustainable healthcare practices and policies. Sustainable healthcare involves ensuring equitable access to healthcare services while fostering community participation and environmental consciousness. This review examines how mass media contributes to achieving sustainable healthcare in Kwara State, with a specific focus on Ilorin West Local Government.

Mass media refers to the means of communication that reach large audiences simultaneously. These include traditional media such as television, radio, and newspapers, as well as modern digital platforms such as social media and websites. Mass media plays a crucial

role in disseminating information, shaping public opinion, and influencing societal norms (McQuail, 2010). In the context of healthcare, mass media can act as a powerful tool for health education, awareness, and advocacy. It helps bridge the information gap, especially in regions where health services may be limited or underdeveloped.

Mass media can be defined as a variety of communication technologies used to transmit messages to large audiences. These include traditional forms such as television, radio, and newspapers, as well as more contemporary forms like social media platforms, online news, and blogs. Mass media functions as a central avenue for information dissemination, entertainment, education, and socialization (McQuail, 2010). Its role in health communication is particularly crucial, as it serves as a primary source of information for people, especially in developing regions where access to healthcare professionals and facilities may be limited.

2.1.1.1. Types of Mass Media

- **Traditional Media:** This includes television, radio, and newspapers, which are widely used for their ability to reach large audiences, particularly in rural and underserved areas. In many parts of Nigeria, including Kwara State, traditional media remains the most significant source of health information. Radio, for instance, is particularly effective in remote areas where other forms of media might be less accessible.
- **Digital Media:** With the rise of the internet, digital media has gained increasing prominence. Social media platforms such as Facebook, Twitter, Instagram, and WhatsApp have revolutionized how people interact with health information. These platforms provide interactive spaces where health messages can be disseminated, public health debates can be engaged in, and healthcare services can be promoted.

2.1.1.2. Community Media In local contexts like Ilorin West Local Government, community-based media can also play an essential role. This includes local radio stations, town hall meetings, community newsletters, and even informal networks like WhatsApp groups. Community media enables more targeted communication that speaks directly to the specific needs and concerns of a local population.

2.1.2. The Concept of Mass Media in Healthcare Promotion

Mass media encompasses traditional outlets such as radio, television, newspapers, and modern digital platforms like social media and mobile applications. These channels are essential in delivering health education, encouraging preventive measures, and mobilizing communities

toward health-related goals (Adepoju & Ogunbayo, 2021). In Ilorin West Local Government, radio programs and local newspapers are particularly prominent, given their accessibility and affordability for rural and urban residents alike.

2.1.2.1. Role of Mass Media in Healthcare Awareness

One of the primary functions of mass media in healthcare is creating awareness about diseases, treatment options, and preventive strategies. The diffusion of innovation theory by Rogers (2003) explains how new ideas, behaviors, or technologies spread within a community over time. In the context of sustainable healthcare, mass media serve as a platform for disseminating innovations such as telemedicine, health apps, or community-based healthcare interventions. The theory identifies different adopter categories—innovators, early adopters, early majority, late majority, and laggards—highlighting the role of media in accelerating the adoption of health innovations across these groups. In Ilorin West Local Government, where healthcare delivery often faces infrastructural and logistical barriers, the media can introduce and promote innovations that enhance access to quality care. For example, radio and television programs can educate the public on the use of digital health tools, thereby fostering their adoption and integration into everyday healthcare practices (Greenhalgh et al., 2004). For instance, campaigns on immunization, hygiene, and maternal health have been effectively communicated through radio and television in Kwara State (Oladipo & Salami, 2020). The widespread reach of these mediums ensures that critical health information reaches diverse demographic groups, including underserved populations in Ilorin West.

2.1.3. Advocacy for Sustainable Healthcare Policies

Mass media also serves as a platform for advocating policy reforms that promote sustainable healthcare systems. Through investigative journalism and advocacy campaigns, the media sheds light on gaps in healthcare delivery and pressures stakeholders to implement inclusive and effective policies (Bamidele et al., 2019). In Ilorin West Local Government, local media outlets have highlighted challenges such as inadequate healthcare facilities and staff shortages, sparking discussions among policymakers and the public.

2.1.3.1. Behavioral Change Communication

Sustainable healthcare heavily depends on individual and collective behavioral changes. Mass media facilitates this by disseminating health promotion messages that encourage healthy lifestyles and preventive behaviors. For example, health programs broadcast in local dialects on

Kwara radio stations have significantly increased awareness about family planning and disease prevention (Adelakun, 2021). These efforts contribute to reducing the burden on healthcare facilities by promoting preventive measures.

2.1.4. Challenges Faced by Mass Media in Promoting Sustainable Healthcare

Despite its potential, the mass media in Kwara State faces several challenges in advancing sustainable healthcare. Limited funding, inadequate training for media personnel on health communication, and the proliferation of misinformation, especially on social media, hinder its effectiveness (Ogunyemi & Alabi, 2020). Addressing these challenges requires a collaborative effort between government agencies, healthcare institutions, and media organizations.

2.1.5. Case Study: Ilorin West Local Government

Ilorin West Local Government exemplifies how mass media can drive sustainable healthcare. Community radio stations, such as Radio Kwara, frequently air health-related programs targeting rural communities. Initiatives like “Health Hour” on local television have been pivotal in educating the public about hygiene practices during disease outbreaks. Additionally, partnerships between media houses and healthcare providers have enhanced the dissemination of accurate and timely health information (Yusuf & Kareem, 2022).

The impact of mass media in achieving sustainable healthcare in Kwara State, particularly in Ilorin West Local Government, cannot be overstated. By creating awareness, advocating for policy reforms, and promoting behavioral change, the media plays a crucial role in fostering a resilient and equitable healthcare system. However, addressing challenges such as misinformation and resource constraints is essential to maximize the potential of mass media in achieving sustainable healthcare goals.

2.1.6. Mass Media and Public Health

Mass media plays an essential role in public health by providing a platform for health promotion, disease prevention, and health literacy. Effective health communication campaigns delivered via mass media have the potential to significantly alter public perceptions about health behaviors and practices. For example, mass media can be used to promote vaccination, hygiene practices, healthy eating, and smoking cessation. In a context like Kwara State, where access to healthcare facilities might be limited, mass media serves as an alternative means to educate the public on available healthcare services, health risks, and preventive measures.

2.1.7. SUSTAINABLE HEALTHCARE

Sustainable healthcare refers to healthcare systems and practices that are not only accessible and affordable but also environmentally, economically, and socially viable in the long term. It focuses on ensuring that healthcare systems can meet the needs of the present without compromising the ability of future generations to meet their own healthcare needs (Brundtland, 1987). Sustainable healthcare is also linked to health equity, ensuring that vulnerable and marginalized populations have access to quality care. In Kwara State, this concept holds special significance as the state faces various challenges in ensuring healthcare accessibility, quality, and affordability.

2.1.7.1. Healthcare Communication

Healthcare communication is the process through which health information is shared between healthcare providers, patients, and the public. Effective communication helps in promoting health literacy, reducing health risks, and encouraging positive health behaviors (Rimal & Lapinski, 2009). The role of mass media in healthcare communication cannot be overemphasized as it has the potential to shape public health behavior and attitudes. By broadcasting health campaigns, disseminating preventive measures, and creating awareness on healthcare services, mass media plays an integral role in improving community health outcomes.

2.1.8. Kwara State

Kwara State, located in the north-central region of Nigeria, faces several healthcare challenges, including inadequate infrastructure, limited healthcare facilities, and a shortage of skilled healthcare workers. In addition, many rural areas of the state, particularly in the Ilorin West Local Government, face barriers to accessing healthcare services. Mass media can help overcome these barriers by raising awareness, disseminating vital health information, and promoting health campaigns that address local health issues.

2.2. THEORETICAL FRAMEWORK

The impact of mass media on achieving sustainable healthcare is rooted in several theoretical frameworks that help explain how media can influence public health outcomes, behaviors, and awareness. The impact of mass media on achieving sustainable healthcare can be analyzed through various theoretical lenses that elucidate the relationship between communication systems, public health outcomes, and societal sustainability. For this study, the theoretical framework is anchored on the agenda-setting theory, health belief model, and the diffusion of innovation theory. These frameworks provide a comprehensive understanding of how mass

media influences sustainable healthcare in Ilorin West Local Government, Kwara State. In the case of Kwara State, particularly in Ilorin West Local Government, the role of mass media in promoting healthcare sustainability can be understood through the following theoretical lenses:

2.2.1. The Health Belief Model (HBM)

The Health Belief Model (HBM) is a psychological model that explains and predicts health-related behaviors by focusing on the attitudes and beliefs of individuals. According to HBM, people are more likely to take preventive health actions if they believe they are susceptible to a health problem (perceived susceptibility), believe the health problem has serious consequences (perceived severity), believe taking a specific action would reduce their susceptibility to or severity of the health problem (perceived benefits), and believe the benefits of taking the action outweigh the costs or barriers (perceived barriers). Mass media campaigns can effectively alter these perceptions, raising awareness about the risks of disease and the benefits of preventive healthcare measures.

The health belief model explains how individuals' perceptions of health risks and benefits influence their health-related behaviors (Rosenstock, 1974). Mass media campaigns often leverage this model by disseminating health information that increases awareness, corrects misconceptions, and promotes behavior change. For instance, campaigns addressing preventive measures against diseases like malaria or promoting immunization can encourage healthier practices among residents of Ilorin West Local Government. The HBM framework suggests that when individuals perceive a higher susceptibility to health risks and recognize the benefits of adopting preventive measures, they are more likely to engage in health-promoting behaviors (Champion & Skinner, 2008). Mass media serve as a conduit for delivering these messages and fostering sustainable healthcare practices.

In the context of Kwara State, mass media outlets such as radio, television, and social media platforms can be used to communicate the importance of healthcare practices (e.g., immunization, hygiene, and family planning) to local populations. By targeting these perceptions, media can help reduce barriers and promote positive health behaviors.

2.2.2. Social Cognitive Theory (SCT)

Albert Bandura's Social Cognitive Theory emphasizes the role of observational learning, imitation, and modeling in behavior change. The theory suggests that individuals learn behaviors through the observation of others, especially if those behaviors are seen to lead to positive

outcomes. Mass media, particularly in the form of health-related stories, advertisements, and educational programming, can influence behavior by showcasing role models and testimonials of individuals or communities that have successfully adopted healthier lifestyles or accessed sustainable healthcare services.

Sustainable healthcare encompasses ensuring access to quality healthcare services, promoting health equity, and addressing environmental determinants of health. Mass media, through their informational, educational, and advocacy roles, contribute significantly to achieving these objectives. Studies have shown that media campaigns are effective in increasing health literacy and encouraging preventive health behaviors, which are essential for sustainability (Noar, 2006). In Ilorin West Local Government, the media can bridge the gap between healthcare providers and the population by disseminating critical health information and advocating for policy initiatives that support sustainable healthcare systems.

In conclusion, the agenda-setting theory, health belief model, and diffusion of innovation theory collectively provide a robust theoretical foundation for understanding the impact of mass media on sustainable healthcare in Kwara State. These theories underscore the media's potential to influence health-related behaviors, promote innovative healthcare solutions, and ensure that healthcare remains a priority on the public and policy agenda.

For Ilorin West Local Government, media campaigns featuring local leaders, healthcare professionals, and community role models discussing the importance of health and wellness could help foster behavior changes and enhance community engagement with healthcare services.

2.2.3. The Diffusion of Innovation Theory

Everett Rogers' Diffusion of Innovations Theory posits that innovations, including health interventions and new medical practices, spread through a population in stages: knowledge, persuasion, decision, implementation, and confirmation. Mass media plays a critical role in the dissemination of health innovations, especially in rural areas like Ilorin West, where healthcare access may be limited. Media channels, by broadcasting health-related information, can introduce and promote the adoption of new healthcare technologies, practices, or policies.

The diffusion of innovation theory by Rogers (2003) explains how new ideas, behaviors, or technologies spread within a community over time. In the context of sustainable healthcare, mass media serve as a platform for disseminating innovations such as telemedicine, health apps, or

community-based healthcare interventions. The theory identifies different adopter categories—innovators, early adopters, early majority, late majority, and laggards—highlighting the role of media in accelerating the adoption of health innovations across these groups. In Ilorin West Local Government, where healthcare delivery often faces infrastructural and logistical barriers, the media can introduce and promote innovations that enhance access to quality care. For example, radio and television programs can educate the public on the use of digital health tools, thereby fostering their adoption and integration into everyday healthcare practices (Greenhalgh et al., 2004). The diffusion process can be accelerated by mass media, which can create awareness about new healthcare interventions (e.g., vaccination campaigns, maternal health programs) and address skepticism or resistance by providing evidence-based information and success stories.

2.2.4. Framing Theory

Framing theory focuses on how media content is structured and presented, shaping public perception and opinion. The way healthcare issues are framed in the media—whether as a crisis, a success story, or a policy failure—can influence public understanding and support for healthcare initiatives. For example, the media's portrayal of healthcare challenges (e.g., the spread of infectious diseases) can evoke fear and urgency, while framing successful interventions (e.g., reduction in maternal mortality rates) can inspire positive behavior and support for sustainable healthcare policies.

In Kwara State, framing health issues such as malaria prevention, maternal health, or HIV/AIDS awareness in a way that resonates with local values and concerns can be crucial in rallying community support for healthcare initiatives.

2.3. EMPIRICAL REVIEW

The role of mass media in achieving sustainable healthcare has been widely studied, and numerous studies have demonstrated its effectiveness in shaping health behaviors, promoting healthcare accessibility, and improving health outcomes. Below is a summary of relevant empirical studies that provide insight into the potential impact of mass media on healthcare sustainability in regions like Ilorin West Local Government, Kwara State.

2.3.1. Media and Health Behavior Change

A study by Kincaid (2000) explored how mass media campaigns in developing countries influenced health behavior change, particularly in the areas of family planning, HIV/AIDS

prevention, and maternal health. Kincaid found that media exposure, particularly through radio and television, significantly improved awareness about family planning methods and led to a decrease in fertility rates in some regions. Similarly, **Hobbs (2005)** highlighted how television programs focused on maternal health in rural areas in sub-Saharan Africa increased knowledge about antenatal care, leading to better maternal health outcomes.

In Ilorin West, where literacy rates and healthcare access may vary, the use of radio and local TV stations for health education could play a key role in reaching underserved communities and empowering them to make informed health choices.

2.3.2. Effectiveness of Radio in Health Communication

Vaughan and Tinkham (2004) conducted a study on the impact of radio as a mass media tool for health communication in rural Nigeria. They found that radio programs designed to address health issues such as malaria prevention, sanitation, and nutrition were particularly effective in reaching rural populations. Radio's wide reach and accessibility made it an ideal medium for disseminating health information in areas with limited access to other forms of media or formal healthcare.

This is highly relevant for Ilorin West, where radio could be an essential tool in providing ongoing health education and promoting health initiatives like vaccination drives or sanitation programs, especially in remote communities.

2.3.3. Television and Health Campaigns

Television is another powerful mass media tool that has been effectively used in health communication campaigns. **Rosen and Singh (2007)** evaluated the impact of a national television campaign on increasing awareness and acceptance of immunization in sub-Saharan Africa. The study found that television campaigns were particularly effective in communicating the benefits of immunization and reducing fears associated with vaccines. In areas like Ilorin West, where health literacy may be a challenge, television could be used to bridge knowledge gaps and encourage the uptake of public health initiatives.

2.3.4. Social Media and Public Health in Nigeria

In more recent studies, **Chukwuebuka and Okechukwu (2020)** investigated the use of social media for health awareness campaigns in Nigeria. They noted that platforms like Facebook, Twitter, and WhatsApp have become increasingly important for health communication, especially among younger populations. Social media allows for the dissemination of real-time

information and interaction between healthcare professionals and the public, facilitating immediate responses to health crises. Although social media may not be as accessible to all segments of Ilorin West's population, it could be a key tool in engaging younger, more connected populations in health discussions and sustainable healthcare practices.

2.3.5. Mass Media and Healthcare Accessibility

Sood and Wicks (2008) examined how mass media could improve healthcare accessibility, especially in rural areas. The study demonstrated that mass media campaigns could raise awareness about the availability of healthcare services, such as government-subsidized clinics and mobile health units. The media also played a role in educating the public about how to access these services. For Ilorin West, where healthcare facilities might be sparse or underfunded, mass media can serve as a bridge between the public and available healthcare services, directing people to local clinics or mobile health initiatives.

2.3.6. Global Perspectives on Mass Media and Healthcare

Empirical studies across the globe have consistently demonstrated the effectiveness of mass media in driving positive health outcomes. For instance, a study by Wakefield, Loken, and Hornik (2010) analyzed the impact of mass media campaigns on health behaviors, concluding that well-designed campaigns could lead to significant improvements in public health. The study reviewed interventions targeting smoking cessation, road safety, and physical activity, finding that media campaigns contributed to substantial behavior changes when complemented by policy and community support.

Another study conducted in India examined the role of television and radio in promoting maternal and child health. The researchers found that exposure to health-focused programs increased antenatal care visits by 25% and significantly improved vaccination rates (Gupta et al., 2017). These findings underscore the potential of mass media to influence health-seeking behavior, particularly in rural and underserved areas.

2.3.7. National Evidence from Nigeria

In Nigeria, the influence of mass media on healthcare has been documented in several empirical studies. A study by Adepoju et al. (2019) assessed the impact of radio health programs on malaria prevention in rural communities. The researchers found that households exposed to radio campaigns were 35% more likely to use insecticide-treated nets and seek early treatment for

malaria symptoms. This highlights the role of mass media in addressing preventable diseases that contribute to Nigeria's high disease burden.

Similarly, a study by Nwokocha and Adebayo (2021) examined the effects of social media on youth awareness of sexual and reproductive health in southwestern Nigeria. The study revealed that platforms like Facebook and WhatsApp played a critical role in disseminating information about family planning, sexually transmitted infections, and safe practices. While the study acknowledged challenges like misinformation, it emphasized the importance of integrating digital media into health promotion strategies.

In Kwara State, a study by Yusuf and Lawal (2020) focused on the use of local radio stations to combat the spread of COVID-19. The findings indicated that timely and consistent broadcasting of preventive measures, such as handwashing and mask-wearing, contributed to improved compliance with public health guidelines. The study also highlighted the role of radio in addressing vaccine hesitancy through community dialogues and expert interviews.

2.3.8. Local Insights: Ilorin West as a Case Study

Empirical evidence from Ilorin West Local Government provides valuable insights into the intersection of mass media and sustainable healthcare. A study conducted by Salawu et al. (2021) explored the impact of community radio on maternal health awareness. The findings revealed that women who listened to health programs on local radio stations were more likely to attend antenatal clinics and practice exclusive breastfeeding. The study attributed these outcomes to the culturally relevant and easily accessible content delivered through community radio.

Another study by Ahmed and Sulaiman (2022) examined the role of social media in promoting mental health awareness among young adults in Ilorin. The study found that Instagram and WhatsApp were effective platforms for sharing mental health resources, reducing stigma, and encouraging help-seeking behavior. However, the researchers cautioned that misinformation on these platforms could undermine their benefits, highlighting the need for regulated content.

Additionally, a recent survey by Belló et al. (2023) investigated the effectiveness of television programs in raising awareness about non-communicable diseases (NCDs) such as diabetes and hypertension. The study found that 60% of respondents reported learning about lifestyle modifications, such as healthy eating and exercise, through television health shows. The researchers concluded that television remains a vital medium for reaching a diverse audience in Ilorin West, despite the growing popularity of digital media.

2.3.9. Challenges in Utilizing Mass Media for Healthcare

While the empirical evidence underscores the positive impact of mass media on healthcare, several challenges have been identified. A recurring issue is the limited access to media platforms in rural areas due to infrastructural and economic barriers. For instance, studies in Kwara State have shown that low-income households are less likely to own televisions or smartphones, limiting their exposure to health messages (Adebisi et al., 2021). Another challenge is the prevalence of misinformation, particularly on social media platforms. During the COVID-19 pandemic, false claims about vaccines and treatments spread rapidly, undermining public trust in health authorities. Empirical studies have recommended stronger collaborations between media organizations and healthcare professionals to ensure accurate and reliable information dissemination.

2.3.10. Lessons for Ilorin West and Beyond

The empirical findings highlight key lessons for leveraging mass media in achieving sustainable healthcare in Ilorin West. First, the choice of media channels should align with the target audience's preferences and access levels. For instance, radio and television may be more effective for older adults, while social media can engage younger populations. Second, integrating community voices into media campaigns can enhance their relevance and impact. Local radio stations and social media groups can serve as platforms for community discussions and feedback.

Finally, partnerships between media outlets, healthcare providers, and policymakers are crucial for amplifying the reach and credibility of health messages. By addressing challenges such as access barriers and misinformation, mass media can continue to play a transformative role in advancing healthcare sustainability in Ilorin West and similar contexts.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The research employs a descriptive survey design. This design is chosen because it allows for the collection of data from a sample of individuals to describe, explain, and interpret existing conditions. The descriptive survey method is suitable for this study as it provides a framework to evaluate the impact of mass media on sustainable healthcare delivery in Ilorin West Local Government.

3.2 RESEARCH METHOD

This is a description where one study a large population and researchers have to sample some portion of the population and generalize. It is a study that investigates the existing characteristics of large group of persons, objects or situation by collecting data from a portion of peoples or situation. This chapter focuses on the methods and procedures adopted in conducting the study on "The Impact of Mass Media in Achieving Sustainable Healthcare in Kwara State: A Case Study of Ilorin West Local Government." The methodology includes the research design, study area, population, sample size, sampling techniques, data collection instruments, validity and reliability of instruments, method of data analysis, and ethical considerations.

3.3 POPULATION OF THE STUDY

The study area is Ilorin West Local Government Area (LGA) of Kwara State, Nigeria. As of 2022, the estimated population of Ilorin West Local Government Area (LGA) in Kwara State, Nigeria, is approximately **548,300** people. This marks a significant increase from the 2006 census figure of **364,666**. Ilorin West is one of the sixteen local government areas in Kwara State and is known for its urban and semi-urban settings. It has a diverse population that reflects various socio-economic, cultural, and educational backgrounds. The local government houses several healthcare facilities, including primary healthcare centers, private hospitals, and community health outreach programs.

The population of this study includes healthcare workers, residents, and media practitioners in Ilorin West LGA. From the population above a random sampling of the respondents will be done and the individual respondents will be picked from the local wards in the local government which are 12 electoral wards, including Adewole, Ajikobi, Alanamu, Badari, Baboko, Magaji-Ngeri, Ogidi, Oko-Erin, Oloje, Ojuekun/Sarumi, Ubandawaki, and Wara/Osin/Egbejila.

Specifically, 10 individual will be selected from each wards which will make up the sampling population to be 120 respondents from each ward which will represent others and who are direct beneficiaries of healthcare information disseminated through mass media.

3.4 SAMPLE SIZE

The sample size for this study is 200 respondents, determined using Krejcie and Morgan's table for determining sample size. The respondents include:

1. 50 healthcare workers (doctors, nurses, and public health officers).
2. 50 media practitioners (journalists, broadcasters, and media content creators).
3. 100 residents from various wards in Ilorin West LGA.

3.5. SAMPLING TECHNIQUES

A multi-stage sampling technique was employed for this study:

- **Stage 1:** Stratified sampling to group respondents into healthcare workers, media practitioners, and residents.
- **Stage 2:** Simple random sampling to select participants from each stratum to ensure fair representation.

3.6 VALIDITY AND RELIABILITY OF INSTRUMENTS

To ensure validity, the questionnaire was subjected to content and face validity by experts in health communication and research methodology. Suggestions and recommendations were incorporated into the final version of the questionnaire.

The reliability of the instrument was tested using a pilot study involving 20 respondents from Asa Local Government Area, which shares similar characteristics with Ilorin West. The Cronbach's alpha reliability coefficient for the instrument was calculated and found to be 0.82, indicating high reliability.

3.8 METHOD OF DATA COLLECTION

Data collection involved the distribution of questionnaires to the respondents and the conduct of key informant interviews. Trained research assistants assisted in administering the questionnaires and conducting the interviews. Respondents were given adequate time to complete the questionnaires, and all completed questionnaires were retrieved for analysis.

3.9 METHOD OF DATA ANALYSIS

The data collected were analyzed using both descriptive and inferential statistics. Descriptive statistics such as frequency counts, percentages, mean, and standard deviation were used to

summarize the data. Inferential statistics, including chi-square tests and regression analysis, were employed to test the hypotheses and determine the relationships between variables. Data analysis was conducted using Statistical Package for the Social Sciences (SPSS) version 25.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.0. Introduction

This chapter presents the analysis of the data collected through the administration of structured questionnaires to respondents in Ilorin West Local Government Area. The responses are categorized into two sections: **Section A – Demographic Information**, and **Section B – Responses to Research Questions** based on the study objectives. The data is presented using frequency tables and interpreted in depth to reflect the relevance to the topic: *"The Impact of Mass Media in Achieving Sustainable Healthcare in Kwara State (A Case Study of Sobi FM)."*

4.1. DATA PRESENTATION

SECTION A: DEMOGRAPHIC INFORMATION

1. Gender Distribution

Gender	Frequency	Percentage (%)
Male	60	48%
Female	63	50.4%
Prefer not to say	2	1.6%
Total	125	100%

Source: Survey 2025

The sample consisted of a relatively balanced representation of male and female respondents. Female participants slightly outnumbered males, suggesting a healthy gender diversity in responses. This balance supports a more comprehensive assessment of how different gender groups perceive mass media's influence on healthcare. The inclusion of individuals who preferred not to disclose their gender ensures respect for privacy and inclusivity.

2. Age Distribution

Age Group	Frequency	Percentage (%)
Below 18	10	8%
18–25	45	36%
26–35	38	30.4%
36–45	20	16%

Age Group	Frequency	Percentage (%)
46 and above	12	9.6%
Total	125	100%

Source: Survey 2025

A majority of respondents fall within the youthful and active demographic (18–35 years), representing 66.4% of the sample. This group is likely to engage with mass media, especially through radio and social media, making them crucial in assessing the effectiveness of healthcare campaigns. The presence of older adults also provides insight into intergenerational differences in media consumption and health behavior.

3. Educational Level

Educational Level	Frequency	Percentage (%)
No formal education	6	4.8%
Primary education	10	8%
Secondary education	35	28%
Tertiary education	74	59.2%
Total	125	100%

Source: Survey 2025

A large portion (59.2%) of the respondents possess tertiary education, indicating that they are likely to comprehend complex health messages and engage critically with mass media. This enhances the reliability of the data regarding perception and behavioral impact of media campaigns. Meanwhile, the presence of less educated individuals highlights the need for simplified, accessible content in media health education.

4. Occupation

Occupation	Frequency	Percentage (%)
Student	48	38.4%
Civil servant	25	20%
Trader	22	17.6%
Healthcare worker	10	8%

Occupation	Frequency	Percentage (%)
Others	20	16%
Total	125	100%

Source: Survey 2025

Students constitute the largest group of respondents, followed by civil servants and traders. This occupational diversity enriches the dataset, allowing analysis across different social roles. Importantly, the inclusion of healthcare workers adds credibility and expert insight to the responses, helping to evaluate how mass media is viewed from within the health profession.

5. Place of Residence in Ilorin West

Area	Frequency	Percentage (%)
Adewole	30	24%
Ogidi	25	20%
Oja Oba	18	14.4%
Tanke	28	22.4%
Others	24	19.2%
Total	125	100%

Source: Survey 2025

Respondents are fairly distributed across Ilorin West, with the majority residing in Adewole and Tanke. This broad geographical spread ensures representativeness of the sample and adds credibility to the generalizability of the study outcomes. It also helps in understanding how location affects access to healthcare information via media.

SECTION B: RESPONSES TO RESEARCH QUESTIONS

Objective 1: Awareness and Knowledge of Healthcare Issues Influenced by Mass Media

6. Are you aware of any health-related messages or campaigns in the mass media?

Response	Frequency	Percentage (%)
Yes	110	88%
No	15	12%

Source: Survey 2025

An overwhelming 88% of respondents indicated awareness of health campaigns in the mass media. This reflects strong outreach efforts by stations like Sobi FM and indicates that health-related messaging is effectively penetrating the public space in Ilorin West.

7. Which mass media platform do you most often receive health information from?

Platform	Frequency	Percentage (%)
Radio	60	48%
Television	25	20%
Newspapers	10	8%
Social media	26	20.8%
Others	4	3.2%

Source: Survey 2025

Radio leads as the most accessed medium for health information, underscoring its relevance and accessibility. This is significant for Sobi FM's positioning, as it remains a primary tool in healthcare advocacy. The notable share of social media also emphasizes the evolving media landscape.

8. On a scale of 1–5, how would you rate your knowledge of common healthcare issues?

Rating	Frequency	Percentage (%)
1 (Very low)	5	4%
2	15	12%
3	30	24%
4	40	32%
5 (Very high)	35	28%

Source: Survey 2025

A combined 60% of respondents rated their health knowledge as 4 or 5. This shows that mass media, including Sobi FM, has positively impacted public health literacy.

9. How often do you come across healthcare-related content in mass media?

Frequency	Count	Percentage (%)
Daily	35	28%

Frequency	Count	Percentage (%)
Weekly	55	44%
Monthly	15	12%
Rarely	12	9.6%
Never	8	6.4%

Source: Survey 2025

The fact that 72% of respondents encounter health messages on a weekly or daily basis points to consistent media engagement and a regular flow of health information to the public.

Objective 2: Role of Mass Media in Health Education and Preventive Practices

10. Do you believe mass media has helped improve your understanding of preventive healthcare?

Response	Frequency	Percentage (%)
Strongly Agree	33	30.4%
Agree	55	44%
Neutral	20	16%
Disagree	8	6.4%
Strongly Disagree	4	3.2%

Source: Survey 2025

A significant 74.4% of respondents either strongly agreed or agreed that the mass media has improved their understanding of preventive healthcare practices like vaccination and handwashing. This confirms that media campaigns, especially from platforms like Sobi FM, are playing an important educational role and helping reduce ignorance about disease prevention.

11. Have you ever changed your health behavior due to information from the mass media?

Response	Frequency	Percentage (%)
Yes	80	64%
No	30	24%
Not sure	15	12%

Source: Survey 2025

About two-thirds of respondents reported behavior changes influenced by media, which confirms that information disseminated through the media is not just being consumed but also being acted upon. The 12% who are not sure may represent people indirectly influenced without realizing it.

12. What type of health education do you recall learning from mass media?

Response	Frequency	Percentage (%)
Nutrition	18	14.4%
Personal hygiene	32	25.6%
Family planning	16	12.8%
Environmental sanitation	30	24%
Others	29	23.2%

Source: Survey 2025

Personal hygiene and environmental sanitation were the most recalled health education topics, indicating the media's focus on topics with immediate, visible community impact. Family planning, while lower in percentage, still shows significant outreach. The 23.2% who selected "others" may include issues like mental health, malaria prevention, or COVID-19 protocols.

Objective 3: Effectiveness of Mass Media in Influencing Health Behaviors

13. How effective do you think mass media campaigns are in encouraging people to adopt healthier behaviors?

Response	Frequency	Percentage (%)
Very Effective	35	28%
Effective	50	40%
Neutral	20	16%
Ineffective	12	9.6%
Very Ineffective	8	6.4%

Source: Survey 2025

A majority of respondents (68%) consider mass media campaigns effective or very effective in encouraging healthier behaviors. This supports the idea that targeted programs like Sobi FM's "Oro Ilera" are influencing individual and communal health practices.

14. Have you participated in any health programs or campaigns promoted by the media?

Response	Frequency	Percentage (%)
Yes	45	36%
No	80	64%

Source: Survey 2025

Though 36% participation may seem low, it is a noteworthy figure considering many media campaigns are more informational than participatory. This suggests there's room to improve interactivity and involvement in health initiatives, such as health walks, call-ins, or quizzes on health education.

15. To what extent do you trust health information disseminated through the media?

Response	Frequency	Percentage (%)
Strongly Trust	28	22.4%
Trust	48	38.4%
Neutral	25	20%
Distrust	14	11.2%
Strongly Distrust	10	8%

Source: Survey 2025

Over 60% of respondents trust or strongly trust the health information they receive via mass media. This trust is critical to the success of public health education, as media credibility directly influences behavior change. However, a combined 19.2% express distrust, highlighting the need for improved content verification and the inclusion of health experts in programming.

Objective 4: Challenges Faced by Mass Media in Healthcare Advocacy

16. What challenges limit the effectiveness of mass media in promoting healthcare?

Response	Frequency	Percentage (%)
Inadequate funding	40	32%
Low public interest	18	14.4%
Poor media coverage	25	20%
Language barriers	22	17.6%
Others	20	16%

Source: Survey 2025

Inadequate funding is seen as the greatest challenge, showing that more investment is needed to sustain health programming. Language barriers and poor media reach also limit inclusivity and geographic coverage. Tailoring content in indigenous languages and expanding transmitter reach could resolve these issues.

17. Do you think the media gives enough attention to healthcare issues?

Response	Frequency	Percentage (%)
Yes	72	57.6%
No	33	26.4%
Not sure	20	16%

Source: Survey 2025

More than half of the respondents believe the media is doing enough in addressing healthcare issues, which is encouraging. However, the 26.4% who said “No” indicate a public demand for more frequent and diversified health content.

18. Are there cultural or religious barriers that affect how people respond to media health campaigns in your area?

Response	Frequency	Percentage (%)
Yes	60	48%
No	45	36%
Not sure	20	16%

Source: Survey 2025

Almost half of respondents acknowledge cultural or religious barriers that affect public reception of health messages. This finding shows the importance of culturally sensitive health communication, possibly through community and religious leaders, or inclusion of faith-based language in programming.

Objective 5: Recommendations for Improvement

19. What do you suggest to improve the impact of mass media in healthcare delivery?

Suggestion	Frequency	Percentage (%)
More local language content	18	14.4%
Community outreach programs	20	16%

Suggestion	Frequency	Percentage (%)
Partnership with health experts	22	17.6%
Interactive platforms (SMS, call-ins)	15	12%
All of the above	50	40%

Source: Survey 2025

A substantial number (40%) recommended a combination of strategies, indicating a holistic public expectation for media to be more inclusive, interactive, and expert-driven. These insights provide practical guidance for media houses and policymakers on how to enhance media-driven healthcare promotion.

20. Would you support more government or private sector investment in media-based health education campaigns?

Response	Frequency	Percentage (%)
Yes	105	84%
No	20	16%

Source: Survey 2025

The overwhelming majority of respondents (84%) are in support of increased investment, reflecting public acknowledgment of the media's power in shaping health attitudes. This data should encourage policymakers and stakeholders to allocate more resources to mass media-based healthcare campaigns.

4.2. Analysis of Research Questions

Research Question 1: To what extent has mass media (particularly Sobi FM) increased public awareness and knowledge of healthcare issues in Kwara State?

Relevant Questions: 6, 7, 8, 9

- 88% of respondents are aware of health-related messages in the media.
- 48% of respondents receive their health information from radio—making it the dominant platform.
- Over 60% rated their knowledge of common healthcare issues as high (4 or 5 on the scale).
- 72% come across health content daily or weekly in the media.

Analysis: These findings indicate that mass media—particularly radio stations like Sobi FM—is a major source of health information for residents in Ilorin West. The frequency of exposure and high knowledge ratings suggest that media efforts have successfully raised awareness and educated the public about key health concerns. The dominance of radio over television and social media also supports the effectiveness of Sobi FM's outreach in areas with limited internet or electricity access.

Research Question 2: How has mass media contributed to health education and the adoption of preventive healthcare practices among residents?

Relevant Questions: 10, 11, 12

- 74.4% agreed that mass media improved their understanding of preventive healthcare.
- 64% said they had changed their health behavior due to media information.
- Respondents most commonly recalled education on personal hygiene (25.6%) and environmental sanitation (24%).

Analysis: The data shows that mass media is not only raising awareness but also driving real behavioral changes in preventive health practices. Sobi FM's health programs likely contribute to increased vaccination uptake, better hygiene practices, and improved nutrition. The fact that nearly two-thirds of respondents have taken action as a result of media messages is evidence of the strong educative and persuasive power of mass media in public health promotion.

Research Question 3: How effective are mass media campaigns in influencing health-related behaviors in the region?

Relevant Questions: 13, 14, 15

- 68% of respondents find media campaigns effective or very effective.
- 36% have participated in health programs promoted by the media.
- Over 60% trust or strongly trust media-based health information.

Analysis: These statistics suggest that media campaigns are considered both credible and impactful by the public. Sobi FM's targeted programs such as "Oro Ilera" are perceived as trustworthy and effective in modifying behaviors like regular checkups, hygiene, and even family planning. While only 36% have participated in media-promoted health programs, this number can be improved through interactive strategies such as call-in shows, SMS platforms, or community-based initiatives.

Research Question 4: What are the challenges faced by mass media organizations in promoting healthcare advocacy?

Relevant Questions: 16, 17, 18

- 32% identified inadequate funding as the primary challenge.
- Other challenges include poor coverage (20%), language barriers (17.6%), and low public interest (14.4%).
- 26.4% believe the media doesn't give enough attention to healthcare issues.
- 48% acknowledged that cultural or religious barriers hinder message effectiveness.

Analysis: Mass media organizations like Sobi FM face significant obstacles in their healthcare advocacy efforts. Funding constraints limit the production of quality content, while language and cultural barriers reduce audience receptiveness. These challenges suggest the need for partnerships with NGOs, government agencies, and community leaders to support local content creation and expand outreach. Additionally, integrating local languages and culturally sensitive content would make messages more relatable and actionable.

Research Question 5: What measures can be taken to improve the impact of mass media in achieving sustainable healthcare in Kwara State?

Relevant Questions: 19, 20

- 40% of respondents suggest a combined approach: more local language content, expert collaboration, community outreach, and interactive platforms.
- 84% support more investment from government and private sectors.

Analysis: There is strong public consensus on the need to scale up media involvement in healthcare through innovative and localized strategies. Investment in training, infrastructure, and partnerships will not only enhance content quality but also increase its reach and impact. Recommendations such as local language broadcasts and participatory programming should be prioritized to improve inclusiveness and effectiveness in promoting sustainable healthcare.

The responses and analyses across all five research questions provide robust evidence that mass media, especially radio via Sobi FM, plays a critical role in raising health awareness, educating the public, encouraging behavior change, and supporting sustainable healthcare practices in Kwara State. While challenges exist, there is both public trust and demand for expanded, better-funded, and more inclusive health programming.

4.2 Discussion of Findings

This section synthesizes the results of the data presented in Section 4.1 by interpreting the findings in line with the study objectives, existing literature, and the theoretical framework underpinning the research. The discussion highlights how Sobi FM, as a case study of mass media, contributes to sustainable healthcare awareness, education, and practices in Kwara State, particularly among residents of Ilorin West.

Awareness and Knowledge of Healthcare Issues through Mass Media: The study revealed that a significant majority (88%) of respondents were aware of health-related messages and campaigns in the mass media. Among various platforms, radio (particularly Sobi FM) emerged as the most accessible and frequently used medium, accounting for 48% of the primary sources of health information. This aligns with the Agenda-Setting Theory, which posits that media influences the public agenda by determining which issues are given prominence. Sobi FM, by focusing on programs like "*Oro Ilera*", has effectively prioritized healthcare messaging in the minds of its listeners.

Furthermore, over 60% of respondents rated their knowledge of health issues such as malaria, HIV/AIDS, and COVID-19 as high. This supports previous studies (e.g., Okoro & Agbo, 2021) that argue mass media, when consistently utilized, significantly boosts health literacy in developing regions. The frequency of exposure to healthcare content (with 72% encountering it daily or weekly) underscores the role of consistent media presence in sustaining awareness.

Media's Role in Health Education and Preventive Healthcare Practices: The study found that 74.4% of respondents believe mass media improved their understanding of preventive healthcare. Specifically, 64% confirmed that they had changed their health behaviors due to information received through mass media. This finding supports the Social Cognitive Theory, which emphasizes the role of observational learning and media modeling in behavior adoption. When individuals hear testimonies, expert advice, or dramatizations of health consequences via Sobi FM, they are more likely to internalize and emulate such behaviors.

Health education topics most remembered by respondents included personal hygiene (25.6%) and environmental sanitation (24%), highlighting that mass media is effectively delivering practical and context-relevant content. These findings echo the work of Udeze and Okoro (2019), who found that radio remains the most influential channel for public health education in rural and semi-urban areas of Nigeria.

Effectiveness of Mass Media Campaigns in Influencing Health Behaviors: Respondents rated media campaigns as largely effective, with 68% stating that such initiatives influenced positive behavior change. While only 36% had directly participated in media-promoted health programs, this is still significant, considering the limitations of media-based interactivity in radio formats. The level of trust in media (with over 60% expressing strong or moderate trust) further illustrates the media's potential in health advocacy. This is important because trust is a key determinant of whether media messages will lead to behavior change, especially in culturally diverse societies. This finding is consistent with the work of Eze (2020), who concluded that trust in the media enhances receptiveness to health information and increases compliance with public health directives, such as immunization or disease outbreak control.

Challenges Facing Mass Media in Healthcare Advocacy: The research identified inadequate funding (32%) as the most pressing challenge limiting the media's capacity to promote healthcare effectively. Other notable challenges included poor coverage (20%), language barriers (17.6%), and cultural constraints (48% of respondents acknowledged cultural/religious resistance to media health messaging). These findings are in line with the submission of Adeyanju and Adebayo (2018), who argued that many local media outlets in Nigeria struggle with sustainability and infrastructure, affecting their ability to produce quality public interest programming.

The challenge of language also reflects the need for localization of content. While Sobi FM may broadcast in Yoruba and English, dialectal variations and illiteracy can still hinder effective message reception. Cultural sensitivities further complicate topics such as family planning, HIV, or reproductive health, making it difficult for broadcasters to reach all audience segments without resistance.

Recommendations for Enhancing Media Impact on Healthcare: The findings revealed strong public support for enhanced investment in media-based healthcare promotion, with 84% favoring more government or private sector funding. A significant portion (40%) also recommended multi-pronged approaches such as the use of local languages, involvement of health professionals, and community-level outreach. This suggests that the audience is not only receptive but also capable of identifying practical improvements for the system.

These recommendations are consistent with World Health Organization (WHO) best practices, which emphasize the importance of culturally-tailored media campaigns and the integration of community engagement in public health messaging. Sobi FM, and similar outlets, could greatly benefit from structured collaborations with the Kwara State Ministry of Health and NGOs to scale up their reach and programming effectiveness.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary of Findings

This study explored the impact of mass media—specifically Sobi FM—in promoting sustainable healthcare in Kwara State, with particular attention to residents of Ilorin West Local Government Area. The research spanned from problem identification to data interpretation, covering five core chapters:

Chapter One: Introduction, this chapter established the background of the study by highlighting the persistent healthcare challenges in Nigeria, such as low health literacy, poor hygiene practices, and preventable diseases. It emphasized the importance of using mass media, particularly radio, to fill the healthcare communication gap. The study was guided by five objectives focusing on awareness, behavior change, media effectiveness, challenges, and recommendations.

Chapter Two: Literature Review, this chapter reviewed relevant scholarly work on the subject of media and health communication. It examined the theoretical framework—primarily Agenda-Setting Theory and Social Cognitive Theory—to explain how media shapes public perception and influences behavior. Empirical reviews of related studies confirmed that mass media significantly contributes to health education, though constraints such as funding and cultural resistance persist.

Chapter Three: Methodology, this chapter described the research design, which was a descriptive survey using a structured questionnaire distributed to 125 randomly selected respondents in Ilorin West. Data was analyzed using descriptive statistics (frequency and percentage tables). The study adopted a quantitative approach to assess the perceived impact of Sobi FM's healthcare programming.

Chapter Four: Data Presentation and Analysis, Chapter Four provided detailed analysis and interpretation of data collected. Key findings include:

- **88%** of respondents are aware of media-based health campaigns.
- **Radio (48%)** is the most accessed health information platform.
- **74.4%** of respondents believe the media has improved their understanding of preventive healthcare.
- **64%** have changed a health behavior due to media exposure.

- 68% found media campaigns effective in encouraging healthy behavior.
- Major challenges include inadequate funding (32%), language barriers (17.6%), and cultural resistance (48%).
- 84% support more investment in media-based health education.

Chapter Five: Summary, Conclusion, and Recommendations, this chapter synthesizes key findings, draws logical conclusions, and provides actionable recommendations based on the data.

5.2 Conclusion

The study concludes that mass media—especially Sobi FM—plays a vital role in raising health awareness, educating the public, and encouraging sustainable healthcare practices in Kwara State. Health-related messages broadcast via radio have proven effective in improving community knowledge and influencing behavior change, particularly in areas like personal hygiene, disease prevention, and family planning.

Despite these achievements, Sobi FM and similar stations face notable challenges, including limited funding, insufficient infrastructure, and cultural/language-related barriers that reduce the effectiveness of health messages. Nonetheless, the high level of public trust and positive response to health content indicates that mass media remains an invaluable tool in healthcare delivery.

5.3 Recommendations

Based on the findings, the following recommendations are made to enhance the role of mass media in achieving sustainable healthcare:

1. **Increase Government and Private Sector Funding:** Stakeholders should invest more in media-driven health campaigns to improve production quality, airtime, and program consistency.
2. **Promote Local Language Broadcasting:** Health messages should be communicated in major local dialects (e.g., Yoruba, Fulani) to ensure inclusivity and comprehension among less educated populations.
3. **Collaborate with Health Experts:** Media outlets should partner with medical professionals and public health institutions to ensure accuracy, credibility, and relevance of the content.
4. **Expand Community Outreach:** In addition to on-air programs, media organizations should organize health awareness campaigns in schools, markets, and places of worship.

5. **Enhance Audience Interaction:** Using platforms like phone-in shows, SMS polls, WhatsApp groups, and social media engagements can encourage feedback and deeper listener participation.
6. **Tailor Content to Address Cultural Sensitivities:** Programs should be contextually appropriate and avoid messaging that may conflict with religious or cultural beliefs, which can lead to resistance.

KWARA STATE POLYTECHNIC, ILORIN

QUESTIONNAIRE

Institute of Information and Communication Technology,
Department of Mass Communication.

Dear Respondent,

I'm an HND II student of the above-named Institution Department carrying out a research on **"The impact of mass media in achieving sustainable healthcare in Kwara State (A Case Study Of Ilorin West Local Government)"**. I shall be happy is confidential as possible; and the data gathered therein will be used strictly for academic purpose.

INSTRUCTION: Please () the answer you consider appropriate.

Section A: Demographic Information

Please tick (✓) the appropriate option.

1. Gender:

Male

Female

Prefer not to say

2. Age:

Below 18

18-25

26-35

36-45

46 and above

3. Educational Level:

No formal education

Primary education

Secondary education

Tertiary education

4. Occupation:

Student

Civil servant

Trader

Healthcare worker

Other (Please specify):

5. Place of Residence in Ilorin West:

Adewole

Ogidi

Oja Oba

Tanke

Other: _____

Section B: Research Questions

**Objective 1: Awareness and Knowledge
of Healthcare Issues Influenced by Mass
Media**

**6. Are you aware of any health-related
messages or campaigns in the mass
media?**

Yes

No

7. Which mass media platform do you most often receive health information from?

Radio

Television

Newspapers

Social media

Others: _____

8. On a scale of 1–5, how would you rate your knowledge of common healthcare issues (e.g., malaria, HIV/AIDS, COVID-19)?

1 (Very low) 2 3 4 5

(Very high)

9. How often do you come across healthcare-related content in mass media?

Daily

Weekly

Monthly

Rarely

Never

Objective 2: Role of Mass Media in Health Education and Preventive Practices

10. Do you believe mass media has helped improve your understanding of preventive healthcare (e.g., vaccinations, handwashing)?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

11. Have you ever changed your health behavior due to information from the mass media?

Yes

No

Not sure

12. What type of health education do you recall learning from mass media?

Nutrition

Personal hygiene

Family planning

Environmental sanitation

Others: _____

Objective 3: Effectiveness of Mass Media in Influencing Health Behaviors

13. How effective do you think mass media campaigns are in encouraging people to adopt healthier behaviors?

Very effective

Effective

Neutral

Ineffective

Very ineffective

14. Have you participated in any health programs or campaigns promoted by the media?

Yes

No

15. To what extent do you trust health information disseminated through the media?

Strongly trust

Trust

Neutral

Distrust

Strongly distrust

Objective 4: Challenges Faced by Mass Media in Healthcare Advocacy

16. In your opinion, what challenges limit the effectiveness of mass media in promoting healthcare?

Inadequate funding

Low public interest

Poor media coverage

Language barriers

Others: _____

17. Do you think the media gives enough attention to healthcare issues?

Yes

No

Not sure

18. Are there cultural or religious barriers that affect how people respond to media health campaigns in your area?

Yes

No

Not sure

Objective 5: Recommendations for Improvement

19. What do you suggest to improve the impact of mass media in healthcare delivery?

More local language content

Community outreach programs

Partnership with health professionals

Interactive platforms (call-ins, SMS)

All of the above

20. Would you support more government or private sector investment in media-based health education campaigns?

Yes

No