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Effectiveness of Radio Health Advocacy Program in Rural Communities: A Case of Agidigbo FM's "Ilera Wa" in Onidundu Area, Akinyele, Oyo State, Nigeria

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Abstract:

This study examined how radio helps in health advocacy in rural communities. A popular health programme, "Ilera Wa," on Agidigbo FM, a private radio station located in Ibadan, Oyo state, Nigeria, was adopted as the case study. The research is anchored on the Diffusion of Innovation and Development Theories, while the Focus Group Discussion (FGD), a subset of the qualitative method, was utilized in gathering data from twenty randomly selected respondents. The data for this research were gathered through the analysis of the audio and tape recordings, notes and participant observation derived from answers provided in the interview guide for the discussion. Findings reveal that the respondents were ardent listeners of the programme as it serves as a "broadcast hospital" for them by addressing their various health needs while also teaching and encouraging healthy behavioral lifestyle. The study recommends more of this kind of broadcast initiative globally, especially in rural communities.

Keywords: Effectiveness, radio, radio program, health advocacy, rural communities

1. Background

According to Osotimehin (2009) in the National Strategic Health Development Plan Framework (2009-2015), in every country, "Health is Wealth" is critical to both social and economic development, leading to a link between productivity and the quality of health care. This makes everyone in society, irrespective of their status (social, political, academic, religious, etc.), pay attention to health matters. Radio is one of the agents of socialization and a tool for community mobilization. It is a medium that comes with unique characteristics that make it very relevant despite globalization, media convergence and intimidation by the new media, as it still is regarded as one of the most effective means of reaching local audiences. The flexibility of radio places it at an advantage over every other media of communication, thereby making it easy to reach out to people faster and more effectively. For many decades, mass media have been employed as an instrument for health campaigns to change the behaviors of a larger audience. Most of the campaigns have notably been aimed at tobacco use and heart disease prevention but have also addressed alcohol and illicit drug use, cancer screening and prevention, sex-related behaviors, child survival, and many other health-related issues (Wakefield, Loken and Hornik, 2015).

It is established that mass media entertain, educate, enlighten and inform; thus, radio, through its health program, can perform all four functions together. Community radio, which is the most diverse mode of communication in community health care, plays an essential role in collecting and passing information and helping the public inform the right opinion about health care. Community radio mainly serves a definite community and is a form of public-service broadcasting. It reflects the culture, ideology, thoughts, norms and values of a particular community. Community radio, as the media of citizens of a particular community, has become a popular and new opportunity for both the media practitioner and grassroots people. Community radio helps to provide utilities and amenities for various development aspects of our society, such as education, health, water and sanitation, protection from natural disasters, addressing social issues at the community level, and connecting rural populations with the government. It can be useful for developing a particular target group, such as the elderly, women, and children.

However, there is a causal relationship between community radio and the people. For people to accept the community radio as a source of knowledge and as a mouthpiece for the marginalized, the community radio and people must work hand in hand. Community radio plays a vital role in the communications of a country. Wakefield et al. (2015) posit that media campaigns can be of short duration or may extend over long periods depending on the objective of the campaign and the funds available for such efforts. They may stand alone or be linked to other organized programme components, such as clinical or institutional outreach and easy access to newly available or existing products or services, or may complement policy changes. Through this, community radio stations serve as agents of social change, community

health mobilization, and tools for development that support two-way communication systems that enable dialogue and allow communities to speak out, express their aspirations and concerns and participate in community health development (UNICEF, 2012).

1.1. Statement of the Problem

Since the invention of the radio, it has been assumed that the dissemination of information in rural areas faces a lot of challenges. This is because the advent of radio and its associated programs have tremendously transformed how information is disseminated. Prior to its invention, people, especially in primitive African society, had their peculiar way of disseminating information, such as the use of town criers and assembling people in strategic locations in the village, such as the market square, to disseminate information to them. However, the massive and rapid growth and expansion of radio stations have raised concerns over whether they are contributing to the development of their designated states or the interests of advertisers and their profit-minded owners (In the case of private stations).

The people of rural areas lack proper health information relaying system in terms of government policies, programs and packaged messages that are rural oriented much as the government is committed to rural development through the use of radio to serve as the best means of communicating the rural people it has been very tough, difficult and cumbersome to involve people in the process. Generally, there are more non-illiterate than literate elements in rural communities who have no concern about knowing what is going on in their environment. This also adds to the lackadaisical attitude of some rural dwellers to be listening to radio broadcast programs. This is so that most of the aired programs are not transmitted in the mother tongues, which the rural dwellers do not understand.

Though the government is spending millions of naira in the name of rural development, such as health, it is still not getting the desired results. There can be many reasons behind this. However, the first and foremost reason is the communication gap between government-devised policies and the common masses. Though the policies are extremely good, the common masses remain ignorant because of a lack of information, illiteracy, proper guidance, and training in this field. Thus, these policies remain hardly relevant in the layman's context, and due to this, a very small section of citizens benefit from them. In order to bridge this gap, a firm communication policy will prove crucial. According to this policy, local community media should be promoted to enhance community development, at least at the grassroots level. Among various existing genres of local community media, radio will prove most effective as it can easily cover a wider range of areas as well as audiences. Besides, the government should also take firm steps to check prevailing corruption in government offices and various public sectors.

Over time, mass media health educational programs have been regarded as effective tools in educating and informing the masses on health-related issues. These programs can be read, listened to, or viewed by the masses. Community radio plays an important role in educating community members on health issues, especially those health challenges that are rampant or still seen in communities where such radios are located.

Issues like child mortality, measles, diabetes, high blood pressure, sexually transmitted diseases and more are predominant in many communities. According to Airhihenbuwa & Obregon (2012), there has been a significant increase in the use of radio-based interventions for health at international and community levels in recent years. This shows that radio plays an important role in health intervention messages in communities, but are these health intervention programs being felt by community members? Do they impact the community members who listen to these programs? Have these programs been able to increase the knowledge of the community members on these health issues and change their attitudes and behaviors? Against the above background, this topic is formulated to assess and examine community radio and health advocacy with a special focus on the selected area, Onidundu, Akinyele Local Government area of Oyo State, as a case study.

1.2. Research Questions

The research questions guiding this study are:

- Do radio health advocacy programmes address the needs of rural communities?
- Does the health information disseminated produce health changes in rural communities?

1.3. Radio and Development

Communication is important for the growth and development of a society. It is a means through which people exchange ideas, feelings, and economic systems to produce goods and services. Rural radio programs serve as a source of cultural, political, health, and other educational and enlightenment programs for the masses, leading them towards self-actualization and national development. In this light, Okam (2013) submits that much of the failure that attends government mass-oriented programs is traceable to the fact that policymakers at the national level fail to utilize this powerful and credible medium. Radio can be used as a source of entertainment through arts and cultural festivals, musicals and dramatic performances by local singing groups, masquerades and other music and drama groups. Radio is a medium of communication through which individuals share the world around them and beyond their immediate environment. Radio in a country should influence social and, especially, the political fabric. The social objective of using radio to mobilize people in Nigeria entails the areas of education, information and entertainment. It is essential to provide a kind of general education for people through radio, irrespective of their educational background. This would be by a combination of formal and informal forms of education.

Electronic media generally, according to Asemah (2014), provide the public with information. Electronic media serve as a watchdog and do not abuse power. For education, there is a thrill of learning from the source material. Radio, as an electronic media, is expected to play the role of improving and changing social, cultural, political and technological

thinking, which will, in the long run, have positive results on the process of rural development. This sensitive role expected to be played by radio is not far from the fact that it shows special qualities in disseminating information. Radio is so powerful that it brings political, economic and social news to any community or group of communities faster than other mediums. Nwuneli, cited in Asemah (2013) in his own contribution to the role of radio, says that it has brought stimulus into the house and brought about competition within families, thereby grooming people who will contribute positively to the process of development. This fact agrees with the idea of Wigwe (2015) because of the emphasis on grassroots development. Salama (2013) notes that radio serves as an opinion leader in its news commentary and editorial. It mirrors society in programs like drama that present issues relevant to society in action, which creates easy understanding and learning, entertains in its light programs like musicals, sports comedy and dances and also seeks to improve society in its special occupational programs geared towards agricultural business and other related areas. In essence, therefore, radio can be employed to pass vital information about the latest techniques in agriculture, trends in agricultural extension services, etc, to the generality of rural dwellers. Moemeka (2012) remarks that a local broadcast media like radio if well-managed and fully operated, will provide a continuous flow of educational information on all aspects that affect the lives of rural communities and also arouse their awareness with a view to changing what is detrimental to their lives. Thus, radio can be effectively used to promote health-related issues. Radio educates, informs, and enlightens the public, including the rural populace. Radio, just like television, is a tool that can be used to bring about positive attitudinal change in the audience. Radio helps achieve development, both in the rural and urban areas, as issues of development are aired to the audience in the form of various programs and individuals are exposed to happenings in and around their society through listening to programs. Radio stations in Nigeria often relay special programs that promote rural development.

Moreover, radio has the capacity to mobilize support for government programs. Thus, the government at various levels – local, state and national- has used radio and television to mobilize support for its programs. Arulogun and Adesiyani (2008) note that successful governments in Nigeria have used the media to console people and reassure them of their support in times of fire disaster, religious crisis, flood and other catastrophic events. During the crises in the plateau state, the government relied heavily on the mass media to hold together the people in terms of crisis and for the continuous peaceful coexistence of the different ethnic groups. Both private and public television and radio stations have introduced programs and relayed jingles that may emphasize the need for peaceful coexistence.

1.4. Radio as a Means of Communication

Radio communication means the transmission by radio or other wireless methods of writing, signs, signals, pictures and sounds of all kinds, including all instrumentalists, facilities, equipment and services (including, among other things, the receipt, forwarding and delivering of communications) incidental to such. Radio has been used as a means of communication for over a century, and its history is intertwined with the stories of many pioneers who helped to develop and popularize the technology.

One such pioneer was Guglielmo Marconi, an Italian inventor and electrical engineer who is credited with inventing the first practical radio communication system in the late 19th century. Marconi's experiments with wireless telegraphy led to the establishment of the first transatlantic radio communication between the United States and Europe in 1901.

Another important figure in the history of radio is Edwin Howard Armstrong, an American electrical engineer who invented FM radio in the 1930s. Armstrong's work on radio frequency modulation (FM) made it possible to transmit high-fidelity audio signals over long distances and paved the way for the development of stereo radio and other modern broadcasting technologies.

Other notable figures in the history of radio include Reginald Fessenden, who made the first voice transmission over radio in 1900; David Sarnoff, who helped to popularize radio broadcasting in the United States in the 1920s and 1930s; and Hedy Lamarr, an Austrian-born actress who co-invented a radio guidance system for torpedoes during World War II.

One of the key advantages of radio as a communication tool is its ability to broadcast information to large numbers of people simultaneously. This makes it a valuable tool for reaching mass audiences, whether for the purposes of entertainment, education, or public service announcements. Radio is also an important tool for emergency communication. During natural disasters or other crises, radio stations can be used to disseminate critical information and instructions to affected communities, even in areas where other forms of communication may be disrupted or unavailable.

Radio is a valuable tool for interpersonal communication in addition to its role in broadcasting and emergency communication. Two-way radio systems, such as those used by police and other first responders, enable quick and efficient communication between individuals or groups, even in situations where other forms of communication may be impractical or unavailable.

Overall, radio's versatility and reliability as a communication tool have made it a vital part of modern society and its continued importance is likely to be felt for many years to come. Thus, we see that every medium of mass communication works in its own unique way and carries the message far and wide. Each medium has its advantages and limitations in the areas of operation, influence and impact. For instance, print depends on the ability to read. For communicating a message to a child or an illiterate person, television, film, or radio would be effective, while the print medium would not be relevant. Every medium uses its strengths to provide information, education and entertainment to the public.

1.5. Development Communication

Information and Communication Technologies (ICTs) are recognized worldwide as development agents, and they have made some strides in Nigeria. These ICTs brought about radio, of which the environment was such that it could not deliver significant dividends for development. No scholar disputes the fact that the media has an enormous impact on any society. The only disparity of thinking is on whether the media-induced changes are good or bad for the community. It is

also a question of how long it takes for media products to cause change in the lifestyles of people. Therefore, there is a need to be aware of the happenings around us and embrace change that has brought about development communication. In the opinion of Okunna (2002), development communication implies communicating the development message. Quoting Edeani further defined development communication as the use of all forms of communication in reporting, publicizing and promoting development at all levels of society. In an attempt to give a vivid definition of the concept, Okonma (2003) cited Quebral, who viewed it as the art and science of human communication applied to the speedy transformation of a country and the mass of its people.

In development communication, the people are the drivers of their own development. It also recognizes and respects the culture, attitude, intelligence and traditional wisdom of the people. Therefore, development that does not occur with the consent or involvement of the beneficiaries does not mean true development because people will not feel committed to the project. By 2003, there were 113 radio broadcasting stations in Nigeria. Among these were 83 government-controlled and 30 commercial stations. All the existing radio stations were located in urban areas, either administrative capitals or commercial locations. Therefore, radio programs cater to the tastes of the population in these areas, such as government agencies, elites, etc.

1.6. Health Advocacy

Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions. Advocacy includes activities and publications to influence public policy, laws and budgets by using facts, their relationships, the media, and messaging to educate government officials and the public. Advocacy can include many activities that a person or organization undertakes, including media campaigns, public speaking, commissioning and publishing research. Lobbying (often by lobby groups) is a form of advocacy where a direct approach is made to legislators on a specific issue or specific piece of legislation. Research has started to address how advocacy groups in the United States and Canada use social media to facilitate civic engagement and collective action. Health advocacy or activism encompasses direct service to the individual or family and activities promoting health and access to health care in communities and the larger public. Advocates support and promote the rights of the patient in the health care arena, help build capacity to improve community health and enhance health policy initiatives focused on available, safe and quality care. Health advocates are best suited to address the challenge of patient-centered care in our complex health-care system. The Institute of Medicine (IOM) defines patient-centered care as Health care that establishes a partnership among practitioners, patients, and their families (when appropriate) to ensure that decisions respect patients' wants, needs, and preferences and that patients have the education and support they need to make decisions and participate in their own care. Patient-centered care is also one of the overarching goals of health advocacy, in addition to safer medical systems and greater patient involvement in health-care delivery and design.

Patient representatives, ombudsmen, educators, care managers, patient navigators and health advisers are health advocates who work in direct patient care environments, including hospitals, community health centers, long-term care facilities, and patient services programs of non-profit organizations or private, independent practice. They collaborate with other health-care providers to mediate conflict and facilitate positive change, and as educators and health information specialists, advocates work to empower others. There may be a distinction between patient advocates, who work specifically with or on behalf of individual patients and families, or in disease-specific voluntary associations, and health advocates, whose work is more focused on communities, policies or the system as a whole. Often, however, the terms "patient advocate" and "health advocate" are used interchangeably.

Rapidly growing areas of health advocacy include:

- Advocates in clinical research settings, particularly those focused on protecting the human subjects of medical research;
- Advocates in the many disease-specific associations, particularly those centered on genetic disorders or widespread chronic conditions; and Advocates who serve clients in private practice, alone or in larger companies.

1.7. Health Advocacy in Nigeria

In Nigeria, there has been major progress in the improvement of health since 1950. Although lower respiratory infections, neonatal disorders and HIV/AIDS have ranked the topmost causes of death in Nigeria, in the case of other diseases such as monkeypox, polio, malaria and tuberculosis, progress has been achieved. Among other health threats are malnutrition, pollution and road traffic accidents. In 2020, Nigeria had one of the highest cases of COVID-19 in Africa. The Human Rights Measurement Initiative finds that Nigeria is fulfilling 48.2% of what it should be fulfilling for the right to health based on its level of income. While looking at the right to health with respect to children, Nigeria achieves 66.6% of what is expected based on its current income.

Regarding the right to health amongst the adult population, the country achieves only 61.7% of what is expected based on its income level. Nigeria falls into the "very bad" category when evaluating the right to reproductive health because it fulfills only 16.3% of what it is expected to achieve based on its resources (income).

1.7.1. Development Media Theory

Theories are used as conceptual clarification in the conduct of research that ought to be carried out as a guide to a subject practice. This is to help a researcher design questions to apply for an investigation that is suitable for the study. The development media theory seems appropriate for this study. The theory holds that the media have a role to play in facilitating the process of health development in developing countries. According to the development media theory, the media are to be used to serve the general good of the nation. The media are seen as agents of health development and

social change in any community; thus, the theory says that the media should be used to complement the government's efforts by carrying out programs that will lead to positive behavioural change among the people.

Development media theory is a conceptual framework that explores the role of media in promoting social, economic, and political development in developing countries. It emerged as a response to the traditional modernization theory, which viewed media as a tool for disseminating Western values and models of development. Development media theory suggests that media can play a transformative role in promoting development by empowering marginalized communities, facilitating dialogue, and fostering participatory processes. It emphasizes the importance of local context, cultural sensitivity, and community engagement in media interventions.

The key principles of development media theory include:

- **Contextualized Communication:** Recognizing the diversity of cultural, social and economic contexts in developing countries and tailoring media interventions accordingly. This involves understanding local needs, values, and communication practices.
- **Participation and Empowerment:** Encouraging the active participation of local communities in the production and dissemination of media content empowers communities to articulate their needs, challenge inequalities, and shape their own development processes.
- **Local Content and Languages:** Prioritizing the production of media content that is relevant and meaningful to local communities. This includes using local languages and cultural references, as well as addressing issues specific to the local context.
- **Access and Infrastructure:** Addressing barriers to media access, such as limited infrastructure, illiteracy, and affordability. Development media theory advocates for expanding access to media technologies and promoting digital literacy.
- **Social Change and Transformation:** Recognizing the potential of media to challenge existing power structures, promote social justice, and contribute to broader social and political transformations. This involves addressing issues of inequality, discrimination, and social exclusion.
- **Monitoring and Evaluation:** Emphasizing the importance of rigorous monitoring and evaluation to assess the impact and effectiveness of media interventions. This helps refine strategies and ensure accountability.

Development media theory has influenced the design and implementation of various media initiatives in developing countries, including community radio stations, participatory video projects, and mobile phone-based platforms. Its principles continue to shape the discourse on media and development, highlighting the potential of media to contribute to sustainable and inclusive development processes.

In addition, the theory advocates that the mass media should assist the government in nation-building and that the government should control the media and journalists to achieve this goal. The theory is relevant to the study because it emphasizes using the media to develop society. This implies that the media can positively affect society. Thus, the media needs to be employed to bring about health and social, political and economic development in society.

1.7.2. Diffusion of Innovation Theory

Another theoretical framework that could be used to analyze the relationship between community radio and health advocacy is the Diffusion of Innovations theory. This theory seeks to explain how new ideas or technologies are adopted and spread within a population. In the context of community radio and health advocacy, the theory could be used to analyze how radio programs and messaging can influence the adoption of new health behaviors or technologies within a community. For example, a community radio station could promote the adoption of new health technologies, such as telemedicine or mobile health apps, by providing information about their benefits and encouraging listeners to try them out. The diffusion of innovation theory is a framework that explains how new ideas, technologies, products, or practices spread and are adopted within a society or social system. Developed by Everett M. Rogers in 1962, the theory provides insights into the process of innovation adoption and identifies key factors that influence the rate and extent of adoption. The diffusion of innovation theory proposes that the adoption of new ideas or innovations follows a bell-shaped curve and is influenced by the following five key elements:

- **Innovation:** An innovation refers to a new idea, technology, product, or practice that is perceived as new by potential adopters. Innovations can range from technological advancements to social or behavioral changes.
- **Communication Channels:** Communication channels are the means through which information about the innovation is disseminated to potential adopters. These channels can be interpersonal, mass media (such as radio, television, or the internet), or social media platforms.
- **Time:** Time refers to the period it takes for an innovation to be adopted by a certain percentage of the target population. The diffusion process occurs over time and can vary depending on the characteristics of the innovation and the social context in which it is introduced.
- **Social System:** The social system refers to the network of relationships, norms, and values within a given society or community. The characteristics of the social system, such as social norms, communication patterns, and cultural factors, influence the adoption and diffusion of innovations.
- **Adopter Categories:** Adopter categories are classifications of individuals or groups based on their relative willingness to adopt an innovation. Rogers identified five adopter categories: innovators, early adopters, early majority, late majority, and laggards. These categories represent different segments of the population in terms of their readiness to adopt new innovations.

The diffusion of innovation theory has been widely applied in various fields, including technology adoption, health care, agriculture, and social change. It provides a framework for understanding the dynamics of innovation adoption, the factors that influence the process, and the strategies that can be used to facilitate the diffusion of innovations.

It is important to note that the theory has been expanded and modified over time, and additional research has provided further insights into the diffusion process.

2. Methodology

This is a quantitative study that adopts the Focus Group Discussion. A total of twenty participants were randomly selected in the Onidundu community, Akinyele Local Government Area, Ibadan, Oyo-State, Nigeria.

Design of Focus Groups:

- Number - 20
- Timing - July, 2023
- Location - Onidundu, Akinyele Local Government Area, Ibadan, Oyo-State
- Participant Composition - Residents of Onidundu
- Participant Selection- This was done through random sampling to ensure adequate representation.

3. Findings

The findings of this study are described below:

3.1. Key Questions

- Do radio health advocacy programmes address the needs of rural communities?
- Does the health information disseminated produce health changes in rural communities?

3.2. Key Findings

3.2.1. Overall Participant Demographics

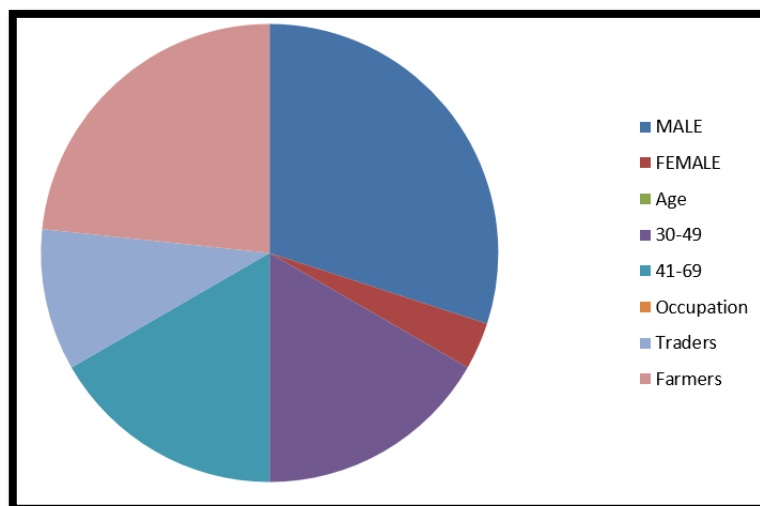


Figure 1: Socio-Economic Characteristics of All Participants

3.2.2. Focus Group Discussion Thematic Report

- **RQ1:** Do radio health advocacy programmes address the needs of rural communities?

Findings from this study show that the radio health advocacy programme "Ilera Wa" addresses the health needs of the residents of the Onidundu area. The participants, when asked about the current state of health, were able to first identify the health challenges that were predominant in the area; examples are the outbursts of malaria, the incidence of the piles, leg pains mostly for the elderly, and prevalence of the waterborne disease, among others. They were able to clearly demonstrate how listening to the radio programme "Ilera Wa" was able to assist in treating some of these identified ailments as well as providing first aid in some others that required referrals to health personnel in bigger hospitals.

It is also important to note that a majority (95%) of the participants indicated that ignorance is a major setback in the area largely due to their level of literacy, as a few of them had only the Primary Leaving Certificate while others had no formal education or certification. This implies that they do not have basic knowledge and understanding of most health issues and cannot, unfortunately, read some health materials (including those in their indigenous languages) unless they are completely pictorial or demonstrated. The radio programme, therefore, provides an audio opportunity for them to listen to the programmes from which they gain knowledge that dispels their ignorance and shortcomings while providing them with relatable solutions. They also identified the advantage of interaction and feedback with the presenter of the programme through the contact details provided on the programme. This further closes their health need gaps and allows them to air their views and opinions and participate in the production of other episodes that would answer further questions and relieve other needs.

- RQ2: Does the health information disseminated produce health changes in rural communities?

The participants indicated that the health programme has been able to assist them with good behavioral health changes and informed decision-making. They unanimously expressed satisfaction that the programme has been produced in their indigenous language, Yoruba, which makes them identify with the programme and its content. They also pointed out that the resource persons invited to the health programme add value to the programme and their knowledge gain. This is because the resource persons appear to identify with their peculiar situation, and they proffer knowledge and solutions that are within their reach and meet their needs enough to motivate health behavioural changes. The participants also identified some harmful cultural practices, beliefs and myths that were properly addressed by the programme. For instance, they were able to stop "forceful feeding" of babies, female genital mutilation, nutritional healthy eating, hygienic food preparation and storage, etc. It is also important to note that the participants indicated that since the programme is on the radio, it is easy for them to keep track of the programme without missing out on any episode. This is in tandem with the characteristics and advantages of radio as an inexpensive, portable medium that does not require electricity and is mobile. In fact, most of the participants said that they listen to the programme on the radio application (*app*) on their hand-held mobile phones wherever and whenever the programme is aired.

3.2.3. Overall Findings

Rural radio programming plays a vital role in health advocacy by serving as a platform for disseminating health-related information, promoting community engagement, and empowering local communities to take charge of their own health. It serves as a powerful tool for addressing health issues, raising awareness, and promoting behavior change within communities. This study examined the effectiveness of the Radio health advocacy programme "*Ilera Wa*", a radio programme on Agidigbo FM, in Ibadan, Oyo-State, on the residents of Onidundu Area, Ibadan. The findings of the study revealed that community radio helps sensitize and create awareness on health issues in rural areas, leading to informed decision-making as well as good behavioural health changes that would help address health issues and also provide high value-added life advantages. It was also discovered that to maximize the potential of rural/community radio in health advocacy, it is important to involve the community in planning, producing, and broadcasting health programs. By engaging the community, programs can be tailored to address their specific needs and interests, and individuals can become active participants in their own health-care and well-being. Monitoring and evaluating community radio initiatives are crucial to assessing their impact and making necessary improvements. It is also important to establish sustainable partnerships and secure funding to ensure the continuity and expansion of community radio programs for health advocacy. The impact of community radio on health advocacy has been documented through research and case studies, demonstrating increased knowledge, changed attitudes and behaviours, improved healthcare-seeking behaviors, and strengthened community cohesion. The localized nature of community radio enables it to address specific health challenges and cater to the unique needs of different communities.

4. Conclusion and Recommendation

The study aimed to find out the effectiveness of the radio health advocacy programme "*Ilera Wa*", a radio programme on Agidigbo FM, in Ibadan, Oyo-State, on the residents of Onidundu Area, Ibadan. The findings of the study revealed that radio health advocacy programs help sensitize and create awareness on health issues to help rural/community dwellers make informed health decisions and make good behavioural health changes. It concludes that ignorance is a major setback faced by indigenes of Onidundu area. The study found that the respondents do listen to *Ilera Wa* in Onidundu despite its timing (the programme hour is usually their work hour on the farm or the market as they are mostly traders) as the medium of broadcast, which is radio is mobile, inexpensive and easy to carry around. Community radio stations, with their local reach and listener-driven content, can effectively communicate health messages in a language and format that is accessible and relevant to the community. By collaborating with local health authorities, NGOs, and community leaders, community radio initiatives can ensure accurate and culturally sensitive health messaging. In conclusion, radio health advocacy programmes serve as a valuable tool for promoting health, raising awareness, and empowering communities. It has the potential to bring about positive health outcomes by effectively disseminating information, fostering behavior change, and facilitating community participation in health advocacy efforts.

Based on the findings and conclusion of this study, this study recommends increased community engagement in the planning, production, and broadcasting of health programs to ensure that the content is culturally appropriate, addresses community needs, and encourages community ownership and participation. Also, provisions should be made for diverse health information to cover a wide range of health topics, including preventive measures, disease management, healthy lifestyles, and available health services and cater to the specific needs and interests of the community while addressing common health issues. Interactive formats such as phone-ins, interviews, discussions, and question-and-answer sessions encourage audience participation, address their concerns, and provide expert advice. Finally, the health advocacy program contents should be tailored for different demographics within the community, and programs should be created that cater to different age groups, genders, and cultural backgrounds to ensure that the content is inclusive, respectful, and accessible to all members of the community.

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