Assessment of Nigerian Television Authority (NTA) Ongoing Programme Awareness Campaigns on Corona Virus in Nigeria

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Abstract

The study made assessment of Nigerian Television Authority ongoing programme awareness campaigns on Corona Virus in Nigeria. In order to carry out this study,

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three specified research objectives were drawn from which researchers used for the study. The research design for this study is an Expost Facto design. The population of the study consisted of twelve thousand one hundred and four (12,104) health care Workers University of Uyo Teaching Hospital, University of Port Harcourt Teaching Hospital, University of Benin Teaching Hospital and University of Calabar Teaching Hospital. Simple random sampling technique was used to select 320 respondents out of the population. The instrument used for data collection was questionnaire. The instrument was validated by two medical and research experts. Cronbach Alpha reliability technique was used for testing the reliability of the instrument and reliability index of .79 was realized, hence the instrument was regard as being reliable. Data from 300 completed questionnaires was subjected to simple percentages analysis. The finding showed and concludes that there is assessment of Nigerian Television Authority ongoing programme awareness campaigns on Corona Virus in Nigeria. The study recommended that NTA should maintain the tempo of daily awareness programme on "Corona Virus Disease" and improve in her efficiency. Other agencies and parastatals, both Governmental Organizations and Non – Governmental Organizations should enhance and sponsor awareness programmes of disease outbreaks in the country. Government should institute measures aimed at providing necessary uninterrupted power supply to the masses.

Keywords: Programme Awareness, Campaigns, Corona Virus,

Introduction:

Over the years, the Nigeria Television Authority (NTA) has been performing critically well in the area of information dissemination, educating the populace and playing advocacy roles most especially in critical moments and events. The outbreak of the world endemic of corona virus CONVID- 19 has un arguably taken the world unaware, unprepared thus, leaving the affecting country to suffer the devastating dead crises as well as economic breakdown etc. In Nigeria, the present of the deadly virus knows as corona virus, CONVID- 19, was confirmed officially on the 27th February 2020 after a virology laboratory was came out at the Lagos university teaching Hospital on the suspected Italian man who arrived Nigeria from Milan on February 24, 2020 on the Turkish Airline.

Corona virus is a large group of viruses that resemble a crown. The word corona is Latin meaning crown https://www.cdc.gov/coronavirus/types.html. There are different types of corona viruses and people around the world commonly get infected with human corona viruses 229E, NL63, OC43, and HKU1. The Middle East Respiratory Syndrome or MERS-CoV; Severe Acute Respiratory Syndrome or SARS; and novel Corona virus or SARS-CoV-2 are all caused by corona viruses and result in severe respiratory illnesses.

The 2019 novel corona virus (SARS-CoV-2, which causes the COVID-19), was first identified in Wuhan, China, among people having pneumonia. These ones were associated with seafood and live animal market https://openwho.org/courses/introduction-to-ncov. Currently at the time of writing this paper, there are a total of 107510 confirmed cases; 3658 mortalities; and 42932 active cases around the world worldometers.info/coronavirus/. In China as of February 14, 2020, there were 51986 confirmed cases in a single province (Hubei); out of which 1318 cases died Yong et. al (2020).

Routes of transmission of the virus include respiratory droplets and fecal-oral Yong et. al (2020). The virus invades the oral cavity, respiratory mucosa and conjunctiva, and has been found in stools of infected persons Yong et. al (2020). This means the virus can be transmitted through coughing, sneezing, contaminated hands, foods, and water.

Methods of preventing the onset and spread of the virus include strengthening health publicity and education; maintaining environmental health; keeping good personal hygiene; drinking boiled water; avoiding raw food consumption; frequent hand washing; avoidance of touch (especially around the eyes, ears and mouth); disinfecting surfaces of objects in households, toilets, public places, vehicles; disinfecting the excreta and environment of patients in medical facilities to prevent water and food contamination.

As part of the commitment by the Nigerian Government, the federal government through the Federal Ministry of Health made it officially known to Nigerian about the reality of the virus. It is against this development that we have taken into consideration to measure the effect and the level of awareness programme by NTA especially in the Niger Delta region which had not yet record any case of this virus during the period under study according to the best of researchers' knowledge. Television is a powerful medium for appealing to mass audience. It reaches people regardless of ages, sex, income or educational level. In addition television offers sight and sound, and it make dramatic and life like representation of people, event and product. Considering the Niger Delta being the economic bench of the country it becomes imperative for NTA to strengthen the awareness effort on the region so as to preserve life and continuous activities on the oil rich region for economic growth.

The first case of corona virus reported in Nigeria was confirmed on February 27th by an Italian man who arrived Nigeria from Milan, stayed in the country for almost two days before being isolated. Before now, he had travelled through Lagos and visiting other places in the country.

The outbreak of the virus CONVID- 19, has worst hit Italy, among all other European country. The Italian man who was confirmed to have been infected with corona virus arrived Nigeria in February 24, 2020 on the Turkish Airline that had a connection with Istanbul.

It was reported that he spend a night in hotel close to the airport and later visited the neighboring state of Ogun on February 25, 2020. That is, the company where he worked in Ogun state. No one suspected him until he began to develop a serious fever and body aches on the afternoon of February 26, 2020. The company Health workers then contacted bio-security authority who transferred him to a containment facility in Yaba, Lagos state The infection was confirmed on February 27, 2020 by the Virology Laboratory of the Lagos University Teaching Hospital, part of the Laboratory Network of the Nigeria Center for Disease Control were contacted, the man was quarantine under closer monitoring and responded to treatment.

There is empirical evidence that the health of a nation significantly enhances its economic development and vice versa. Outbreak of diseases have undermined development and impoverished many developing nations like Nigeria in one way or the other as resources meant for other sectors has been channeled to preventing and halting the disease as well as treating the victims. Nevertheless, it has been enunciated that the pursuit of better health should not await an improved economy; rather measures to improve health will themselves contribute to economic growth.

At the instance of any outbreak of diseases in a country, it is the responsibility of the government through the Ministry of health to rise to the challenges by appropriating good amount of money and setting up facilities to combat the virus, Non-Governmental bodies and

other national and International Health and co-operate Organizations must of a necessity create awareness through mass media and other communication forms by sensitizing the public on the causes, signs and symptoms of the disease, preventive and protective measures against the disease. The outbreak of Corona virus diseases (COVID-19) required the same procedure of creating awareness. It was first reported of its outbreak in January 2020. Since then, the disease has claimed so many lives at its different outbreaks globally.

In order to reduce the spread of the disease, the World Health Organization recommends raising community awareness of the risk factors for Corona infection and the protective measures individuals can take. The government charitable groups, Non Governmental Organizations (NGOs) and other agencies hence so much created awareness campaigns on the Corona virus such awareness includes putting messages and jingles on radio and television stations and putting posters around communities as part of a long term programme to inform the public and help prevent further infections. Others include organizing seminars and workshops on Corona topic, as well as taking to the streets and villages educating the public on how to respond to the outbreak.

Necessary awareness on Corona virus by NTA in the Niger Delta region necessitates the research for the various programme awareness campaigns such as jingles programme and weekly messages on information about Corona virus carried out by the television broadcasting States at the Niger Delta region.

Awareness programme on any issue simply gives detailed information about the issue at hand. Television is a major medium for dissemination of information to the public while Nigeria Television Authority (NTA) is one of the numerous channels that has the statutory responsibility for transmission of these information via Television. NTA has so many branches and sub stations across the country Television is a powerful tool for the transfer of information, concepts and ideas to both general and specific audiences. It plays an important part in advancing public health goals.

The importation of Corona virus into Nigeria by an Italian man who work in Nigeria had given a serious challenge to the health sector of the country. Since the Corona Virus Disease is very deadly, it needs a thorough awareness campaign on it.

It is on this background, that it is necessary for the research to find out the individuals views on the efficacy of awareness programmed on Corona Virus through NTA station located within the Niger Delta region

Objectives of the study:

Study shall be guided by the following objectives

    i.   To assess the type of ongoing programmes awareness presented on NTA that create awareness on Corona Virus in Nigeria
    ii.   The assess the effectiveness of the ongoing programme awareness Corona Virus in Nigeria
    iii.   To examine the impact of ongoing NTA programme awareness on Corona Virus in Nigeria

Research Questions:

Study shall answer the following questions:

i.   What type of ongoing programmes awareness presented on NTA that create awareness on Corona Virus in Nigeria?
ii.   What is the effectiveness of the ongoing programme awareness Corona Virus in Nigeria?
iii.   What is the impact of ongoing NTA programme awareness on Corona Virus in Nigeria?

Functions of Mass Media in Creating Awareness on Issues:

Mass media are tools for the transfer of information concepts and ideas to both general and specific audience. They are important tools in advancing public health goals. Communicating about health though mass media is complex. According to Liana Wineth and Lawrence (1997), says that using the mass media to improve public health can be like navigating a vast network of roads without any street signs.

The channels used are not audience appropriate, or if the message being delivered is to emotional, fear arousing, or controversial- undesirable side affects usually can be avoided through proper formative research, knowledge of the audience, experience in linking media channels to audiences and message testing.

Mass media performs three key functions; educating, shaping public relations and advocating for a particular policy or point of view. As education tools, media not only impart knowledge but can be part of larger efforts (e.g., social marketing) to promote actions having social utility. As public relations tools, media assist organizations in achieving credibility and respect among public health opinion leaders, stakeholders and other gatekeepers. Finally as advocacy tools, mass media assist leaders in setting a policy agenda, shaping debates about controversial issues, and gaining support for particular viewpoints.

As one of the mass media, Television is a powerful medium for appealing to mass audiences. It reaches people regardless of age, sex, income or educational level. In addition, television offers sight and sound, and it makes dramatic and life like representations of people and products.

Radio health massage campaigns have been effective in developing countries, especially when combined with posters and other mass media. Ronny Adhikarya showed that mass media message targeted at wheat, farmers in Bangladesh increased the percentage of those who carried out rat control from 10% to 32% in 1983. Continuation of campaign in subsequent years saw rat control efforts rise to 72%. Radio also reaches mass and diverse audiences. The specialization of radio stations by listener age, taste and even gender permits more selecting in reaching audience segments.

Sophisticated societies are dependent on mass media to deliver health information Marshall McLuhan Call's media "Extension of Man" Kreps and Thompson, (2005) believe media extend "people's ability to communicate, to speak to others far away, to hear messages, and to see images that would be available without media". It follows that employment of mass media to disseminate health news (or other matters) has in effect reduced the world's size. The value of health news is related to what gets and how it gets reported.

According to Ray Moynihan (1999) the news media are important source of information about health and medical therapies, and there is level of quality of reporting the media can also have a positive public health role as they did in communicating simple warnings about the connection between Reye's Syndrome and the use of aspirin in children.

The mass media are capable of facilitating short term, intermediate term and long term, intermediate term and long term effects on audiences. Short term objectives include exposing audiences to health concepts, creating awareness and knowledge, altering out dated or incorrect knowledge and enhancing audience recall of particular advertisements Or Public Service Announcements (PSAs), promotions or program name. Intermediate term objectives include all of the above as well as changes in attitude, behaviours and perceptions of social norms and maintenance of behaviour change. Evidence of these three tiers of objectives is useful in evaluating the effectiveness of mass media.

Television offers sight and sound and it makes dramatic and lifelike representations of people and products. Television presented or reinforced certain wealth messages through product marketing in late 1990s some of the messages were related to tooth paste, hand soaps multiple vitamins, fortified breakfast cereals, and other items. These devices are readily found in most public agencies, offices of private practitioners, health care institutions and voluntary health organizations. Mass media have been major sources of information in both developed and developing nations like Nigeria about HIV/AIDS and other disease outbreaks like Bird flu, Swine Flu, Ebola, Monkey pox etc. In a 2017 study, 96% of 1290 men aged 22 to 26 reported hearing about these subjects through television advertisements, radio or magazines.

Following a need assessment that revealed an abnormally high birth – deject rate in a four (4) country area of Virginia mass media were tapped to inform more than 22,000 women of child-bearing age about the health benefits of folic rich foods. The campaign included television and radio PSAs, brochures, posters and display boards, as well as the co-operation of a local grocery store chain that provided other media print. In a 1999 evaluation, centre for Disease control Investigation reported a statistically significant increase in folic acid awareness between 1997 and 1999.

Theoretical Framework:

The Agenda Setting Theory:

This is a theory that stipulates that media have the ability to advise or tell audiences what issues are major and relevant thus setting the "Agenda". They can achieve this by choosing what stories to consider news worthy and how prominence and space they give them (Folarin, 1998). Agenda Setting describes the "Ability of the mass media to influence the salience of topics on the public agenda". That is if a news item is covered frequently and prominently the audience will regard the issues as more important. This is what really happened in Nigerian situation where messages on Corona Virus Disease were often and widely spread in almost all the media systems in the country. There are those who believe that when there is sufficient individual exposure to persuasive messages, mass media channels are effective in promoting individual health behaviour (Pistor, Kincard, Riman, Rimchart, 19977; Yanovitzky and Blitz, 2000). Kreps (2005) has also noted that mass media channels play the role of a catalyst to bring change in the development process, and they become one of the key social and cultural institutions in society. The influence of mass media cuts across social and geographical barriers in society (Soola, 2003, Okorie, 2011), as they disseminate information to target audience in society. This extents to almost every segments of society that is exposed to their programmes.

In sum, mass media has been used to promote health related lifestyle behaviour because the focus of public health has undergone a rapid shift from disease. Treatment to disease

precaution or health promotion. Through mass media, the society was given the awareness of the causes of Corona Virus and the various ways to prevent the disease such as avoiding contact with infected people, regular hand washing using soap, water and disinfectant etc. The increasing amount of information available through the use of mass media has the potential to promote the health behaviour of individuals.

Area of the Study Profile and Methodology:

The study area is South region of Nigeria. The six states that comprise of the south south geometrical Zone are: Cross River, Akwa Ibom, Rivers Edo, Delta and Bayelsa. This region is popular because it is the oil producing area of the country. This Zone is sometimes referred to as the Niger Delta region. The bulk of the oil wells that generate revenue for Nigeria are from these region six states. The south south zone is bounded on the west by Ondo state, in the South Atlantic Ocean, in the east by Cameron Republic and in the east by Cameroun Republic and in the North by Imo, Abia, Ebonyi and Benue states. This work adopted ex-post facto research design. The target population of the study is made up of all health care workers in University of Uyo Teaching Hospital, University of Port Harcourt Teaching Hospital, University of Benin Teaching Hospital and University of Calabar Teaching Hospital. The population of this study consisted of registered health care workers as at 31st December, 2019 is 12,104. Out of this population, the researcher conveniently selected 3200 respondents as the sample size for the study. An instrument called "Assessment of NTA ongoing programme awareness campaigns on Corona virus questionnaire (ANOPACCVQ)" was developed by the researchers to elicit information on the independent and dependent variables presented in both sections A and B of the questionnaire. Section A of the instrument measured the demographic data of the respondents such as name, gender, age, educational qualifications and marital status while section B measured the constructs of the independent variables. The content validity of the instrument was determined by medical and research experts who marched the items of the instruments with the research questions in order to determine whether or not the instruments measured what they were supposed to measure. Items in which at least two experts agreed upon were regarded as suitable, the reliability coefficients was 0.79 and was considered substantially high enough to justify the use of the instrument. 300 questionnaire items collected were analyzed using percentage analysis and graphical representation.

Data Presentation and Analysis:

Table 1: Questionnaire Administration and Return

Questionnaire	No of Respondents	% of Respondents
Return Questionnaire	300	97%
Unreturned questionnaire	10	3%
Total	**310**	**100%**

From the above Table 1, a total of three hundred and Ten (310) copies of questionnaire were given out and the three hundred (300) of them representing about 97% of the issued questionnaires were returned while only Ten (10) of them representing approximately 3% of the questionnaires given out were not returned.

Table 2: Distribution of Respondents by sex

Sex	No of respondents	% of Respondents
Male	135	45%
Female	165	55%
Total	**300**	**100%**

Table 2 shows that one hundred thirty-five (135) respondents representing 45% of the sample population were male while one hundred and sixty-five (165) respondents, representing 55% of the population were female.

Table 3: Age Distribution

Age	No. of respondents	% of Percentage
20 - 25	60	20%
26 – 30	90	30%
31 – 35	90	30%
36 – 40	40	13.33%
41 – Above	20	6.67%
Total	**300**	**100%**

Table 3 shows that sixty (60) respondents representing 20% of the sample population were between the age bracket of 20 – 25 years while ninety (90) respondents each representing 30% of the ages 26 – 30 years and 31 – 35 years respectively, also forty (40) respondents representing 13.33% of the population were between the age limit of 36 – 40 years and twenty (20) respondents representing 6.67% were within the age limit of 41 and above years.

Table 4: Marital Status Distribution

Marital Status	No of Respondents	% of Respondents
Single	120	40%
Married	140	46.67%
Divorced	10	3.33%
Widow/Widowers	30	10%
Total	**300**	**100%**

Table 4 above shows that one hundred and twenty (120) respondents, representing 40% of the sample population were single, one hundred and forty (140) respondents representing 46.67% of the population were married while only ten (10) respondents representing 3.33% of the population were divorced as well as thirty (30) respondents representing 10% of the population were either widows or widowers.

Table 5: Educational Qualification Distribution

Qualification respondents	No of Respondents	% of Respondents
WAEC/NECO	50	16.67%
OND/NCE	90	30%
HND/BSC	120	40%
MSC	30	10%

PHD	10	3.33%
Total	**300**	**100%**

Table 5 shows that fifty (50) respondents representing 16.67% of the sample population were WAEC/NECO holders, ninety (90) respondents representing 30% were OND/NCE certificate holders; one hundred and twenty (120) respondents representing 40% were holders of HND and BSC certificates, while thirty (30) respondents representing 10% were MSC certificate holders and only ten (10) respondents representing 3.33% of the population were PHD holders.

Table 6: Assessment of the type of programmes presented on NTA that create awareness on Corona Virus

Programmes	No of Respondents	% of Respondents
Jingle	15	5%
Talk programme	19	6.33%
Interview	10	3.33%
Documentaries	20	6.65%
Discussion	6	2%
Jingles and talk programme	210	70`%
None of the above	20	6.65%
Total	**300**	**100%**

The table above indicates that Fifteen (15) respondents representing 5% of the sample agreed that the type of programme presented on NTA on Corona Virus awareness is Jingle only, Nineteen (19) respondents presenting 6.33% of the population said that the programme is Talk programme only, Ten (10) respondents representing 3.33% of the population confirmed that the programme presented on NTA on Corona Virus Awareness is an interview programme, twenty (20) respondents representing 6.65% said that the programme is a Documentary, only six (6) respondents representing 2% of the population said that the programme is a discussion programme while Two Hundred and Ten (210) respondents representing 70% of the population consented to the fact that the programmes were both Jingles and Talk programmes and the remaining twenty (20) respondents representing 6.65% of the population were those that do not listen to the programme.

Table 7: Assessment of the effectiveness of the ongoing programme awareness

Answer	No of Respondents	% of Respondents
Very effective	180	60%
Effective	90	30%
Not effective	30	10%
Total	**300**	**100%**

The table above show that one hundred and eighty (180) respondents representing 6o% of the sample population consented to the fact that the programme presented on NTA on Corona Virus Awareness were very effective, ninety (90) respondents representing 30% of the population accepted that the programmes were effective while only thirty (30) respondents representing 10% of the population said that the ongoing programmes is not effective

Table 8: Assessment of the impact of programme awareness on Corona Virus

Answer	No. of Respondents	% of Respondents
Yes	250	83.33%
No	50	16.67%
Total	**300**	**100%**

Table 8 shows that Two Hundred and Fifty (250) respondents representing 83.33% of the sample population accepted that NTA programme on Corona Virus Awareness has impact on them while the remaining Fifty (50) respondents representing 16.67% of the population said that they don't feel the impact of the programme.

Table 9: Assessment of the programmes impact on Respondents

Preferred Way	No of Respondents	% of Respondents
Taking precaution measures against Corona Virus	10	3.33%
Created of fear of COVID-19	12	4%
Improvement in personal hygiene and sanitation	21	7%
Reduction in welcoming and greeting behaviours like shaking and hugging	15	5%
All of the Above	180	60%
None of the Above	50	16.67%
Total	**300**	**100%**

The table above shows that only 3.33% of the sample population said that the programme on Corona Virus Awareness on NTA has impacted on them by encouraging them to take precaution measures against Corona virus only, 4% of the population said that the only way the programme has impacted on them is to put fear of COVID-19 on them, 7% of the sample population said that the programme has encouraged them in their personal hygiene and sanitation, 4% confirms of the population confirms that the awareness of COVID-19 has created fear in them, 5% of the population said that the programme has made them re-address their mode of greeting people like hugging and hand shaking to avoid body contact while 60% of the sample population widely accepted that they are generally impacted by all of the above ways and 16.67% of the programme had no impacted on them at all.

Discussions of the Findings:

After an exhaustive Data analysis, the findings are summarized as follows:

The research question one is properly answered through the analysis of some data from the returned questionnaire. The result of the data analysis in 6 indicates 15 respondents representing 5% of the sample agreed that the type of programme presented on NTA on Corona Virus awareness is Jingle only, Nineteen (19) respondents presenting 6.33% of the population said that the programme is Talk programme only, Ten (10) respondents representing 3.33% of the population confirmed that the programme presented on NTA on Corona Virus Awareness is an interview programme, twenty (20) respondents representing 6.65% said that the programme is a Documentary, only six (6) respondents representing 2% of the population said that the programme is a discussion programme while Two Hundred and Ten (210) respondents representing 70% of the population consented to the fact that the programmes were both Jingles

and Talk programmes and the remaining twenty (20) respondents representing 6.65% of the population were those that do not listen to the programme.

The research question two is properly answered through the analysis of some data from the returned questionnaire. The result of the data analysis in table 7 shows that one hundred and eighty (180) respondents representing 6o% of the sample population consented to the fact that the programme presented on NTA on Corona Virus Awareness were very effective, Seven Four (74) respondents representing 24.67% of the population accepted that the programmes were effective while only six (6) respondents representing 2% of the population said that the remaining Forty (40) respondents representing 13.33% of the population were those ones that do not listen to the programme at all.

The research question three is properly answered through the analysis of some data from the returned questionnaire. The result of the data analysis in 8 indicates that Two Hundred and Fifty (250) respondents representing 83.33% of the sample population accepted that NTA programme on Corona Virus Awareness has impact on them while the remaining Fifty (50) respondents representing 16.67% of the population said that they don't feel the impact of the programme. And also table 9 shows that only 3.33% of the sample population said that the programme on Corona Virus Awareness on NTA has impacted on them by encouraging them to take precaution measures against Corona virus only, 4% of the population said that the only way the programme has impacted on them is to put fear of EVD on them, 7% of the sample population said that the programme has encouraged them in their personal hygiene and sanitation, 4% confirms of the population confirms that they the awareness of COVID-19 has created fear in them, 5% of the population said that the programme has made them re-address their mode of greeting people like hugging and hand shaking to avoid body contact while 60% of the sample population widely accepted that they are generally impacted by all of the above ways and 16.67% of the programme had no impacted on them at all.

Recommendations:

Given the findings of the study, the followings can be recommended:

The NTA should maintain the tempo of daily awareness programme on "Corona Virus Disease" and improve in her efficiency. Other agencies and parastatals, both Governmental Organizations and Non – Governmental Organizations should enhance and sponsor awareness programmes of disease outbreaks in the country.

Government should institute measures aimed at providing necessary uninterrupted power supply to the masses.

Good governance with good polices by federal Government is the most important medium government should use to reduce poverty. They should create employment opportunity; give assistance and aids for self investments as radical approaches to reducing poverty in the country so that at least each family can afford a television set.

Government should sponsor seminars and workshops against any disease outbreak and risks in the country. Government should have the thought of the rural dwellers that are without electronic mass media when selecting medium of communication and as such they should employ other information means that will reach every nook and cranny of the target audience for more effective result.

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