

**INFLUENCE OF “IRETI EDA” RADIO PROGRAMON FAMILY
PLANNING UPTAKE BY WOMEN OF REPRODUCTIVE AGE
IN AKINYELE LGA OF OYO STATE.**

A DISSERTATION SUBMITTED BY

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TO

**THE DEPARTMENT OF COMMUNITY HEALTH,
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IN PARTIAL FULFILMENT OF THE OF THE DEGREE OF
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DEDICATION

This research work is dedicated to God the Father, the creator of Heaven and Earth and to God the Son, Jesus Christ for being the greatest friend and advocate of all time, and to God the Holy Spirit for His guidance and comfort. It is also dedicated to my parents, Elder and Mrs D.O. Ishola and my siblings, AdenikeIshola and AdeniyiIshola.

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LISTS OF ABBREVIATION

ARV	Anti retroviral
COCP	Combined Oral Contraceptive Pill
EE	Education Entertainment
FGD	Focus Group Discussion
FP	Family Planning
HIV/AIDS	Human Immuno-deficiency Virus /Acquired Immune Deficiency Syndrome
KAP	Knowledge, Attitude and Practice
LAM	Lactational Amenorrhea Method
LGA	Local Government Area
NDHS	Nigeria Demography and Health Survey
NURHI	Nigerian Urban Reproductive Health Initiative
PCI	Population Commission International
SBCC	Social Behavioral Change Communication
SPSS	Statistical Package for Social Sciences
SRH	Sexual and Reproductive Health
STI	Sexually Transmitted Infections
TFR	Total Fertility Rate

UNFPA	United Nations Population Funds
USAID	United State Agency for International Development
WHO	World Health Organization

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ABSTRACT

The study assessed the knowledge of women in Akinyele Local Government Area of Oyo State about “IretiEda” radio program on family planning, and their attitude toward “IretiEda” radio program. The study also identified the types of family planning messages respondents received from the radio and determined the women’s uptake of modern family planning methods attributable to “IretiEda” radio program. These were with a view to improving Family Planning uptake by women of reproductive age in Akinyele LGA of Oyo State.

The study was a cross sectional descriptive survey that employed both quantitative and qualitative research design. Multistage sampling technique was used to select 300 women of reproductive age (15-49 years) who are radio listeners from Akinyele LGA. A semi-structured questionnaire was used to elicit information on socio-demographic characteristics, knowledge about “IretiEda” radio program, attitude towards the radio program and its influence on respondents’ Family Planning uptake. Focus Group Discussion sessions were conducted in two wards, which involved two groups of women; the younger ones (15-24 years) and the older ones (25-49 years). Data were analyzed using descriptive and inferential statistics on SPSS version 23 software. The level of significance was determined at p less than 0.05.

The results showed that 70.0% of the respondents had a good knowledge of the “IretiEda” programme. Ninety-six percent had a positive attitude toward the radio program. Family planning messages received by the respondents from the radio are Jingles/advert (54.4%), playlet (32.6%), call and response (13.0%). The study showed that the uptake of modern family planning methods increased from 40% to 43.3% after exposure to “IretiEda” program. Twenty-

eight percent of the women not exposed to the radio program, reported using modern family planning methods while the proportion of women exposed to the program and reported using modern family planning methods is 43.3%. The factors that were significantly associated with modern Family Planning methods uptake after exposure to “IretiEda” radio program included age ($\chi^2=25.454$, $p=0.000$), marital status ($\chi^2=10.646$, $p=0.005$), and number of living children ($\chi^2=15.119$, $p=0.002$).

The study concluded that exposure to “IretiEda” radio program on Family Planning increased uptake of modern Family Planning methods by women in the reproductive age group ($\chi^2=20.218$, $p=0.002$).

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Fabiyi (2001), defined communication as the process by which messages are transferred from a source to one or more receivers. From this definition, three important elements can be identified namely: The Source, the message and the receivers of the message. (Fabiyi, 2001). Amongst other messages that could be communicated is the health message hence the term health communication. Clear communication is essential to successful [public health](#) practice at every level of the [ecological model](#); intrapersonal, interpersonal, group, organizational, and societal. In each instance of health communication, there must be careful deliberation concerning the appropriate channel for messages to best reach the target audience, ranging from face-to-face interactions to television, radio, internet, and other forms of [mass media](#) (Maibach, 2008). Intervention efforts to change behaviors are communicative acts (Rajiv and Maria, 2009). In adopting the transmission view of communication, it is reasonable to think carefully about the channels through which the intervention messages are disseminated, to whom the message is attributed, how audience members respond and the features of messages that have the greatest impact (Rajiv and Maria, 2009). Social and Behavioral Change Communication (SBCC) has proven effective in several health areas, such as increasing the use of family planning methods, preventing HIV and AIDS, reducing the spread of malaria and other infectious diseases, and improving newborn and maternal health. SBCC channels include the mass media; interpersonal communication, such as provider-client or peer-to-peer counseling; and community-based channels, such as household outreach, street theater, or local radio (HC3, 2014). Numerous

studies have found that mass communication can significantly influence the health behavior of population (Katie, 2015). One of the health information that can be communicated is on family planning which allows individuals and couples to anticipate and attain their desired number of children and spacing and timing of their births (WHO, 2016). Abortion is a major consequence of unintended pregnancy, and in many developing countries that restrict abortion, terminations often are performed under unsafe conditions and result in women dying or suffering serious injuries. Unintended pregnancies can also lead to delayed or no antenatal care, which can pose health risks to both mothers and infants. Knowledge of the advantages of family planning and the disadvantages of unmet need for family planning is very key hence the importance of communication.

Radio, as a mass medium is often used to broadcast health information because it is capable of reaching many people while maintaining a strong impact. The use of radio to disseminate health education messages is particularly advantageous because of the wide range of people it can reach. In developing countries, many rural villages do not have access to electricity or television, but battery operated radios are commonplace. Consequently, its ability to reach people in a diverse range of settings has made radio a prime medium for educational initiatives, and various health topics have been addressed through radio programming throughout the developing world. Radio-disseminated health messages have been found to be more cost-effective than television, as radio can reach people in their homes, cars, or at work. (Nwaeronu and Thompson, 2010). Communication can raise awareness about family planning, motivate individuals to seek services, and help them to successfully use their method of choice (Orji, Pers. Comm. 2014). In developing countries about half of sexually active women of reproductive age, or 818 million women, want to avoid pregnancy, meaning that they do not want to become

pregnant for at least two years or want to stop childbearing altogether (Jacqueline, Guilda, and Haley, 2011). About 17 percent of those women, or 140 million, are not using any method of family planning, while 9 percent, or 75 million, are using less-effective traditional methods. Together, these 215 million women are said to have an unmet need for modern contraception (Jacqueline, Guilda, and Haley, 2011). Women who want to avoid pregnancy but are not using an effective method of contraception account for a large majority (82 percent) of unintended pregnancies (Darroch, Sedgh, and Ball, 2011).

Family planning programmes provide the society with some socio-economic and health benefits (Odaman, 2005). Awareness of such benefits can significantly enhance the use of contraceptives, which in turn, will reduce population growth and overtime have positive effects on national development. Ugoji (2008) observes that family planning programmes strive to prevent unwanted pregnancies, help achieve birth spacing and help couples limit family size so as to reduce maternal/infant mortality. Several full/average communication campaigns using electronic and/or the print media have been implemented in recent years. The campaigns generally carry messages at increasing people's awareness of family planning, improve knowledge and help in seeking family planning services (Omoera, 2010). *One of the campaigns on family planning is a programme named Ireti Eda*"- a weekly radio programme, aired on Amuludun 99.1 FM station situated in Moniya, Ibadan city of Oyo State. It consists of series of play on issues that has to do with family planning. It is a radio programme designed in Yoruba language which lasts for an hour every Wednesday of the week. Nurses are invited as presenters to talk about the issue each weekly short play addresses. It is a radio program that came out of a project called the Nigerian Urban Reproductive Health Initiative (NURHI) which is funded by the Bill and Melinda Gates Foundation with the vision to eliminate supply and demand barriers

to contraceptive use and make family planning a social norm in Nigeria. NURHI operated in six cities namely FCT, Ibadan, Ilorin, Kaduna, Benin and Zaria.

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