

Socio-Cultural Impediments to Health Communication Research: A Study of the Polio Immunisation Campaign in Sokoto and Kaduna States in Nigeria

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Abstract

In northern Nigeria, undertaking health communication research is often hindered by socio-cultural, economic and political factors. Therefore, this study investigates some of the factors that made polio research in northern Nigeria (Kaduna and Sokoto States) difficult within the framework of the Knowledge Gap theoretical explanation. The study used a semi-structured questionnaire to gather primary data from 200 parents/guardians purposively selected from the two states. Qualitative data were also gotten from four Focus Group Discussion (FGD) sessions comprising 10 participants in each study area. The research participants for the FGD were parents who have children aged between one and five years old. The data were analysed using descriptive and inferential statistics. The regression results show that language barrier, religious beliefs, traditional values, and urban/rural background affect polio immunisation campaigns research in Northern Nigeria. Furthermore, the t-test results show no difference between the two states on the nature of the effect. It was recommended that health interventionists/promoters should engage health practitioners, religious leaders, opinion leaders, traditional leaders, victims, and parents in the fight against socio-cultural impediments. This is the practical way to achieve success in polio immunisation campaigns research.

Keywords: Socio-cultural, Political, Economic, Polio, Immunisation, Campaign, Research, North, Nigeria.