

Influence of Televised Breast Cancer Prevention Campaigns on Women in Kogi State, Nigeria

ASOGWA, Chika Euphemia, Ph.D.

Department of Mass Communication,
Federal University, Oye-Ekiti, Ekiti State, Nigeria

&

Oluwakemi Samuel

Department of Mass Communication
Kogi State University, Anyigba, Kogi State, Nigeria

Abstract

This study was designed to determine the influence of televised breast cancer prevention campaigns on women in Kogi State. The study was anchored on the Health belief model. The population of study was Kogi State women with total population of 1,641,140. A sample size of 400 was drawn from the population, using Taro Yamani's statistical formula for determining sample size. Survey research design was adopted, while questionnaire was used as the instrument of data collection. The Influence of televised breast cancer prevention campaigns on women in Kogi state was positive as revealed in the study. The findings also show that majority of the respondents have heard of breast cancer campaigns on television programmes like interviews, health talks, adverts, news bits and others. The study also recorded low understanding of televised breast cancer prevention campaigns on the part of the respondents who consider the television campaign programmes effective. The findings further show that majority (58.7%) of the respondents practised Breast Self Examination and strongly agreed that the practise was as a result of their exposure to televised breast cancer prevention campaigns. We therefore recommend that Kogi State government should embark on full fledged televised campaign on the prevention of breast cancer rather than the cure.

Keywords: Television Campaign, Breast Cancer, Prevention, Influence, Awareness, Kogi State, Nigeria.