

## **Promotion of Alternative Medicine on Radio and its Impact on the Health Seeking Behaviour of Men in Ilorin Metropolis**

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### **Abstract**

The media are routinely cited by patients, after physicians and pharmacists, as the key source of information on new treatment for ailments. This underscores the importance of media in engendering the learning of correct health information, changing of health attitudes and values, and the establishment of new health behaviour. This study was undertaken to assess the promotion of alternative medicine on radio and its impact on the health seeking behaviour of men in Ilorin metropolis. Out of 400 copies of the questionnaire distributed, 396 representing 99 percent were returned. The study focused on all three local government areas situated in Ilorin metropolis. Sample was selected at different levels and stages using multistage, stratified, and purposive sampling techniques. Results indicated that men that are heavily exposed to the promotion of alternative medicine on radio seek unorthodox treatment for health ailments. Thus, it is recommended that government and regulatory bodies should monitor and control broadcast of health information on various mass media to ensure that the health information the audience are exposed to are credible and such that would impact their lives positively.

**Keywords:** Quack Science, Miracle Cure, Men, Alternative Medicine, Healthcare, Radio, Ilorin Metropolis.