

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

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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.

Introduction

The mass media are channels where information, ideas, and concepts are communicated to targeted group of people as well as the general public. They are important weapons in the development of public health goals and objective.

Communication of health using the media could be complex. According to Winett and Wallack (1996, p.173), "using the mass media to improve public health can be like navigating a vast network of roads without any street signs-if you are not sure where you are going and why, chances are you will not reach your destination". This is why the media are driving forces for the dissemination of packaged information targeted at specific group of people or all.

Well packaged information is a vital component of health care delivery. Enzensberger (1970) sees the mass media industry as consciousness-based industry. The media industry is seen as the fourth estate of the realm that cannot be ignored. Literature is replete with evidence that suggests that there is no development without the mass media involvement because the media can raise awareness of an issue, enhance knowledge and beliefs and reinforce existing attitudes (Mustapha, 2008, pp.19-23).

The media in every society shape culture, influence policies, as well as play important role in health issues. Without the media, it would be impossible for health promoters and stakeholders to disseminate information as well as monitor and co-ordinate the activities of various countries (Mustapha, 2008). The media are capable of creating awareness of certain diseases, sensitize and orientate the masses. Umechukwu (2004, p.8) sees the media as "a social force to be reckoned with and a vehicle for mobilisation".

Breast cancer is considered the most common diagnosed cancer among women, and constitutes a major public health issue globally. Over 1 million new cases of breast cancer are diagnosed annually, resulting in over 400,000 annual deaths, and about 4.4 million women living with the disease (Fasoranti, 2008). The attack on women is reported to be three times higher in developed parts of the world than in less developed parts, while death toll is greater in less developed regions (Azenha, Ramo, Agilar, Granja, 2011).

Proper campaign is needed to help control, prevent death and reduce infection of breast cancer among women using a powerful medium like Television. Television as a medium of communication tends to be effective in influencing and causing change in both attitude and behaviour of viewers, hence, the need for this study to assess television campaign on the prevention of breast cancer among women in Kogi State.

Objectives of the Study

1. Determine the type of televised campaigns/programmes on the prevention of breast cancer that are available to women in Kogi State Nigeria.
2. Find out the effectiveness of televised campaigns/programmes on the prevention of breast cancer that are available to women in Kogi State Nigeria.
3. Determine whether the women in Kogi State adopt the preventive measures

Overview of Breast Cancer

Breast cancer is the proliferation of breast cells, characterised by an abnormal growth and division of cells to the destruction of the surrounding tissues through the filtration of the cancerous cells into the blood stream (Medical Women's Association of Nigeria, 2011). Breast cancer can be found in both male and female patients, the disease occurs hundred times more in women than in men (Russel, 2007). The disease is a cancer that originates from breast tissue; otherwise regarded as cancer of the glandular tissue of the breast. The cancer of the glandular tissue of the breast is traceable to both single and married women.

According to the American Cancer Society (2007) and Medical Women's Association of Nigeria (2011), breast cancer at the early stage shows physical signs of a painless lump or tumour, when the cancerous cells in question exhibit no symptoms due to the smallness of the lump. The symptom of the breast cancer at the later stage includes:

1. A lump in the breast or armpit,
2. A bloody nipple discharge
3. Inverted nipple
4. Orange-peel texture or dumpling of the breast's skin
5. Breast pain or sore
6. Swollen lymph nodes in the neck or armpit and
7. A change in the size or shape of the breast or nipple

According to the American Cancer Society (2007), over 230,000 new cases of invasive breast cancer are diagnosed each year in women and over 2,300 in men, approximately 40,000 women and 440 men died of breast cancer in 2015. Breast cancer is diagnosed through physical examination, self-examination of the breast, mammography, ultrasound testing, and biopsy. Treatment of breast cancer depends on the type of cancer and its stages (0-1v) and may involve surgery, radiation, or chemotherapy.

Television Campaign on Public Health

Communication of health matters is necessary to help eradicate or reduce ignorance, reduce death rate and risk factors in the society. The National Cancer Institute and the Centre for Disease Control and Prevention (2010) see health communication as the study and use of communication strategies to inform and influence individual and community decisions that enhance health (Cited in Okpoko, 2013).

Communicating health information to the masses has led to the adoption of different campaign strategies including the use of television media, which has a powerful effect. Wakefield, Loken and Hornil (2010), argue that campaigns have been employed over past decades to affect different health behaviours in large populations. The use of television is important for the promotion of public health and

creation of awareness to end ignorance on the part of the people. Television being a powerful appealing medium, reaches the audience irrespective of age, sex, income or educational level with double feature of sight and sound that produce dramatic and life-like representations of people and products (Russell, 2007). The dual feature is powerful enough to influence changes in the mind of people if proper campaign is launched against diseases. The dramatic portrayal of issues, unravelled events of victims could cause an intentional change of attitude for women. The fear of not allowing such disease to infect them will cause adherence to preventive measures they see on television programmes.

An effective campaign is expected to anchor on the following characteristics (Coffman, 2002, p.20):

- i. Capturing the attention of the right audience
- ii. Delivering an understandable and credible message
- iii. Delivering a message that influence the beliefs or understanding of the audience and
- iv. Creating social norms that lead toward desired outcomes.

The role of television campaign against breast cancer is not farfetched, obvious and not subject to argument. Television is a very powerful weapon of mass sensitisation and orientation targeted at a group of people to achieve certain goals. Inherent in it are pictures and colours, coupled with the power to attract, capture, retain and direct audience attention to issues considered more important in the way issues are prominently featured on the television set. These features invariably promote the level of confidence and trust the audience place on it as these give credence to the medium of being capable of delivering health education messages (Ibagere, 2009).

Television campaign is a strong weapon of awareness creation, capable of influencing, inducing, cautioning, and checking attitudes, behaviour and acts capable of destruction. Considering the capability of the medium, television campaign against breast cancer can help caution and prevent women from endangering their lives by imitating healthy lifestyles portrayed on the TV programmes.

Mboho (2003) observes that frequent projection of issues related to breast cancer as a major health problem by the media, has the ability of inculcating in the audience, the knowledge of all that cancer entails so that the audience could live a healthy lifestyle. Therefore, continuous television campaign programmes against breast cancer are capable of effecting positive attitudinal changes in women. The programmes will possibly centre on the prevention and management of breast cancer by first responding to their body by Breast Self Examination (BSE) or visit the hospital for Clinical Breast Examination (CBE). The television campaign on prevention of breast cancer provides relevant information on signs and symptoms of breast cancer and how to manage the different situations (Okobia, Bunker, Okonogua

and Osime, 2006).

There are lots of Television programmes which centre on breast cancer, types, prevention, early detection, mammogram, and dialysis. These programmes are geared towards creating awareness, sanitising, and educate people on the extent of damages of the disease on human body. Such awareness programme comes in form of News, health talk, commercials on television stations like the Nigerian Television Authority (NTA), Channels Television, African Independent Television (AIT), ITV, Lagos Television, TVC and many more.

There are television campaigns/programmes sponsored by various individuals, NGOs, governments, institutions and corporate bodies which are persuasive with the overriding intention to force the viewers' to take drastic measures against the disease. Many of these programmes are packaged as news bulletins, jingles, commercials, press release, news features, health talk etc.

Review of Empirical Studies

Okobia, Bunker, Okonofua and Osime (2006) observe that women were more exposed to television and radio breast cancer information source. Television campaign on the prevention of breast cancer provided relevant information on how to self examine the body and what to look out for as signs and symptoms of breast cancer. The campaign was used to educate and effect attitude change on the part of women. Wakefield, Loken and Hornik (2010) in their study on the 'Use of mass media campaigns to change health behaviour', found that mass media campaigns can directly and indirectly engender positive changes or prevent negative ones in health related behaviours across extensive populations.

Pielle (2005) in his study, '2005 Public Service Breast Cancer Awareness Campaign in Pakistan' found low women exposure to breast cancer awareness where only very little information on breast cancer were made available with its late presentation, before the launch and establishment of nationwide Breast Cancer Awareness Campaign. With the launch of media campaigns in form of press releases, interviews, and investigative news stories through the print and electronic media including the Internet, succeeded in causing general acceptance of the disease by the public as part of a national agenda for women.

The study by Kayode, Akande and Osagbemi (2005) centred on a survey of knowledge, attitude and practice of BSE among female secondary school teachers in Ilorin, Nigeria, which revealed that majority of women were aware of BSE (Breast Self Examination) and mostly through television. Some of the information was gotten from health workers, friends and other sources. The secondary school teachers' attitudes to health information on BSE were positive, with low or poor practise.

has been adopted by a number of public health campaigns and is relevant to this study. According to Okpoko (2013, p.125), health belief is a health behaviour change and psychological model that was first developed in the 1950s by Hochbaum, Resenstock and Kegels. It was designed to explain the nature of individual's preventive health actions (Northouse and Northouse 1985, p.18). The health belief model theorised that peoples' belief on whether they are or not at risk of a disease or health problem, and their perceptions of the belief of taking action to avoid it, influence their readiness to take action (Glanz, 2010, p.8).

HBM is based on the understanding that a person will take a health-related action if that person:

1. Feels that a negative health condition can be avoided,
2. Has a positive expectation that by taking a recommended action, he/she will avoid a negative condition and
3. Believes that he/she can successfully take a recommended health action.

The model is primarily aimed at motivating people to take positive health actions that reduce negative health consequences. The relevance of this model to this study is that women in Kogi State have the tendency to adhere to television campaigns against breast cancer to avert deaths and wide spread of the virus to other parts of their body, if the television campaign against breast cancer is capable of making them belief and realise that they are individually susceptible to the disease 'breast cancer', late attention to the infected part can lead to transmutation to other body part which can lead to death.

Methodology

Survey design was adopted for this study, considering it is appropriate for sampling the opinion of women as it is the main source of data collection. The women in Kogi State constitute the population of study; According to City population (2017), the total population of Kogi state women is 1,641,140. The population is therefore 1,641,140. The sample size for the study was 400, drawn from across the three senatorial districts of Kogi State, using the Taro Yamane's sampling size determination formula $n = N/[1+N(e)^2]$, where n is Population, N is Total Population, e is Expected error image $(0.05)^2$ or level of precision, and 1 constant.

The study adopted the multistage sampling design. Considering Kogi state is already in a cluster of three senatorial districts; Central, West and East senatorial zones, the researcher purposively selected three local government areas from the three senatorial district (with 21 local government areas, wards and unit) with electrical power supply and medical/health centre. The Local Government Areas are Okene LGA from the Central, Mopa-muro LGA from the West and Dekina LGA from the East and Lokoja being the state capital. Accidental sampling was used in the administration of the research instrument, the questionnaire, by locating a junction and health centre where women frequently visit so as to ensure fair distribution of the

The instrument for collecting data in this study was the questionnaire, designed in a way to sample the opinion of women from various locations. Data gathered were analysed using frequency distribution tables and simple percentages.

Out of 400 copies of the questionnaire distributed, 397 copies were returned, representing 99.25% response rate. Responses were analysed using the SPSS software and expressed in percentages. The summary of the results are presented below.

Table 1: Respondents' Exposure to Television Breast Cancer Prevention Campaigns

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Options	Frequency	Percentages
Yes	392	98.7
No	5	1.3
Total	397	100

The responses summarised in table 1 was designed to determine whether the respondents are exposed to television breast cancer campaign. The data show that majority of the respondents are aware and are exposed to television breast cancer prevention campaigns.

Table 2: Responses on the Television Programmes with Breast Cancer Prevention Campaigns

Options	Frequency	Percentages
Drama	-	-
TV news bit	71	17.9
TV adverts	97	24.4
TV interviews/health talks	115	29.0
Others	114	28.7
Total	397	100

The above table shows that television interviews and health talk are the most watched television programmes with breast cancer awareness; this explains that the respondents are indeed exposed to television breast cancer campaigns.

Table 3: Level of Understanding of the Television Breast Cancer Prevention Campaigns

Options	Frequency	Percentages
Very well	31	7.81

Well	22	5.54
Can't say	37	9.32
Low	101	25.44
Very Low	206	52.89
Total	397	100

Table 3 above shows that there is high percentage of respondents (52.44%) with low level of understanding of the television breast cancer awareness programmes; this is not good against 7.81% of respondents who understood the campaign very well.

Table 4: Respondents' Perception of the Effectiveness of the Television Breast Cancer Prevention Campaigns

Options	Frequency	Percentages
Very effective	77	19.4
Effective	194	48.9
Undecided	41	10.3
Less effective	74	18.6
Not effective	11	2.8
Total	397	100

The above table reveals that television breast cancer prevention campaigns as effective, despite the low level of understanding of the television breast cancer prevention campaign content as revealed in table 3.

Table 5: Practise of Breast Self Examination and Clinical Breast Examination as a Result of Exposure to Television Breast Cancer Prevention Campaigns

Options	Frequency	Percentages
Strongly agree	137	34.5
Agree	93	23.4
Undecided	27	6.8
Disagree	91	22.9
Strongly Disagree	49	12.9
Total	397	100

Table 5 shows that Breast Self Examination (BSE) was mostly practised as a result of their exposure to television breast cancer prevention campaign.

Table 6: Regularity of Practising Breast Self Examination

Options	Frequency	Percentages
Daily	21	5.3
Every two days	-	-
Once in a week	53	13.4

Once every two weeks	62	15.6
Once in a month	11	2.8
Once in two months	27	6.80
Once in six months	51	12.8
Once in a year	-	-
No response	8	2.01
Total	397	100

Table 6 above shows the regularities of practising Breast Self Examination; it explains that majority of the respondents with 15.6% practises Breast Self Examination once every two weeks while 5.3% of the respondents practices Breast Self Examination daily. Despite the level of understanding and perception of television breast cancer prevention campaign, the respondents still practise the exercises of Breast Self Examination as expected but not Clinical Breast Examination as needed.

Discussion of Findings

The major focus of this study was to determine the influence of televised breast cancer prevention campaign on women in Kogi State. This becomes imperative in view of the outrageous increase in the death rate amongst women as a result of the dreadful disease called breast cancer. The analysis of the findings as presented in the preceding pages show that Kogi State women are aware of the programmes focussing on breast cancer awareness and prevention. The women confirmed that they are exposed to breast cancer television programmes in the state. Okobia, Bunker, Okonofua and Osime (2006) note that these varied TV programmes come as news bit, adverts, interviews and health talks. The research showed that majority are exposed to television health talks/interviews; though there is the tendency on the part of some the women not exposed to television health talks/interviews on breast cancers programme since it may not fall within their programme preferences and daily schedules.

The findings further show that the level of understanding of the campaign is very low. This is in line with the findings of Pielle (2005). However, this particular study shows that the television breast cancer prevention campaign is effective. Although majority are exposed to the breast cancer awareness campaign on television and had low level of understanding of the content as indicated in table 3, which is not good enough, they were still able to practise the Breast Self Examination exercise as revealed in table 5, which is heart warming.

The findings also showed that majority of the respondents (58.7%) adopted the preventive measure of Breast Self Examination for early detection, but not Clinical Breast Examination which is also very important for detection of cancerous cells, which cannot be detected through self examination or by the ordinary eyes. This finding tallies with the findings of Kayode, Akande and Osagbemi (2005). The result

shows that the level of negligence and carelessness on the part of women are factors helping the spread of the disease. The study revealed that Breast Self Examination is done once in every two weeks; this is likely due to low level of understanding and poor exposure of the respondents in as presented in Table 1.

The findings further show that the campaign has positive influence on the women in Kogi State; this is based on the fact that the women agreed that they now practise Breast Self examination, in obedience to the advice they received from the televised campaigns. The data presented in table 6 also show that the women regularly practise Breast Self Examination atleast once every two weeks.

The findings, however, show that the campaign is not very effective. This implies that the television campaign on the prevention of breast cancer has not really presented enough information on the risk factors and preventive measures to help women, generally, to adhere to information provided by the media. This could likely lead to negligence and poor health maintenance attitude of most of the women. If the campaign had been good enough to influence her viewers, they would be ready to prevent any negative behaviour and protect themselves against future infection. Though they practice the Breast Self Examination, but the Clinical Breast Examination is very crucial and more important for early detention of microscopic cancerous growth. Most of the women claim they have not been doing this Clinical Breast Examination.

Conclusion and Recommendation

Breast cancer is a deadly disease. Once it spreads across the body system, despite the cutting off of the breast it might still lead to death except for proper medical care which is often not affordable in developing countries like Nigeria. Television as medium is a powerful channel for health communication that can reach a wider audience due to its ability to combine simultaneously its features of sound, sight and motion. Thus, every government is expected to make positive and useful use of it in the creation of awareness, orientation, sensitisation of its citizenry to prevent infection and where it occurs, stop it from spreading beyond control.

Based on the findings of this study, it is therefore recommended that:

First, Kogi State government should embark more on full-fledged television campaigns on the preventive measures associated with breast cancer. Kogi State government need to work towards the prevention of this disease through proper television sensitisation and orientation. It should not be through television adverts alone but also by organising public talk awareness which should possibly and definitely be communicated through the television to the target audience, especially women.

Second, there is need for more programmes on breast cancer which should be aired at primetime to maximise exposure by the target viewers.

There is also need for the government to establish community viewing centres bearing in mind the fact that some women may not have access to televisions in their

homes and those that have may not be able to power it when required because of the erratic power supply in Kogi state in particular and in Nigeria generally.

Fourth, television programme producers should consider producing some of the television programmes that focus on breast cancer awareness in the local languages of the target audience so as to reach more uneducated women who may be worst hit by this scourge.

In conclusion, we argue that television remains an effective medium for persuasive communication and awareness creation. In essence, we think television should be exploited positively in health communication efforts of any government, corporate organisation, NGOs or other relevant bodies working to address critical concerns in the Nigerian health sector. We also think that the findings of this particular study have largely helped in addressing the objectives we set out to pursue at the beginning of the study.

In summary, the types of televised campaigns/programmes on the prevention of breast cancer that are available to women in Kogi State Nigeria are television interviews, health talk shows, News bits, and advertorials. These are the most watched television programmes with breast cancer awareness as focus. This addressed the first objective of the study. We are also concerned of the low level of effectiveness of the televised campaigns/programmes on the prevention of breast cancer that are available to women in Kogi State Nigeria. This addressed the second objective. Finally, the results of the study show that women in Kogi State adopt some of the preventive measures from televised campaigns/programmes on the prevention of breast cancer like engaging in Breast Self Examination. We are, however, concerned of the claim by most of the women that they have not been doing the Clinical Breast Examination, which is critical to early detection and treatment.

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