

# **Audience Perception and Adoption of Broadcast Media Campaign against Lassa fever in Ekiti State, Nigeria**

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## **Abstract**

The broadcast media routinely focus on public health issues by producing and airing messages that could guide the audience to make informed decisions regarding their health. This study looked at Ekiti people's level of exposure, their perception, level of adoption of the broadcast media campaign messages against Lassa fever, and the challenges in adopting the broadcast media campaigns on Lassa fever prevention and control. Anchored on Agenda Setting and the Health Belief Model; this study relied on survey research design with questionnaire and structured interview guide as instruments. Multi-stage sampling technique was used to sample 516 respondents from a total population of 1,032,398 selected from six Local Government Areas in Ekiti State cutting across the three senatorial districts. Findings amongst others indicate that Ekiti people were exposed to broadcast media campaigns on Lassa fever prevention and control and that there was a significant level of adoption of the campaign messages transmitted. Based on the findings of this study, I conclude that broadcast media campaigns against Lassa fever in Ekiti State were significantly valuable to Ekiti people, even though concerns about media's waning agenda on the issue remains a flash point in this wheel of success. It is therefore recommended that broadcast media should ensure that health sensitisation campaigns like the one against Lassa fever are not abandoned after a seeming drop in the threat levels.

**Keywords:** Lassa fever, Broadcast Media, Audience, Perception, Campaigns, Ekiti State