

Mass Media Health Promotion Campaign as Determinant of Behavioural Responses to the Prevention of Lassa Fever Epidemic in South-West, Nigeria

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Abstract

The study focused on mass media health promotion campaign as determinant of behavioural responses to the prevention of Lassa fever epidemic in South-West Nigeria. The study adopted survey design while questionnaire was used as instrument of data collection. The findings showed that there was a significant influence of health promotional messages on the prevention of Lassa fever infection ($\beta = 0.238$, $t_{(854)} = 6.898$, $p < 0.05$). There was a weak significant influence of health promotional messages on the attitude of residents towards Lassa fever infection ($\beta = 0.362$, $t_{(854)} = 11.028$, $p < 0.05$). In addition, the combined adoption of television and radio (*Adjusted R*² = 0.006, $F_{(2, 788)} = 3.409$, $p < 0.05$) influenced respondents behaviour towards Lassa fever infection. It was also discovered that radio is the most preferred channel for the Lassa fever media campaign. The study concluded that an increase in health promotional messages on Lassa fever resulted in improved behaviour of respondents towards the infection. In addition, residents adopted washing of hands more than other preventive measures against Lassa fever virus. It was recommended that an increase in mass media health promotional messages on Lassa fever by broadcast stations would create more awareness on Lassa fever preventive methods.

Keywords: Health Promotion Campaign, Lassa fever, Attitude, Behaviour, Mass Media, Television, Radio, Health Communication