

INFLUENCE OF RADIO BROADCAST PROGRAMMES ON COMMUNITY MOBILIZATION FOR COMMUNITY DEVELOPMENT ASSOCIATIONS IN GOMBE SOUTH SENATORIAL DISTRICT GOMBE STATE, NIGERIA

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Abstract

This paper assessed the influence of Radio Broadcast programme on community mobilization for community development association activities on HIV/AIDS' health and literacy education. It was a descriptive survey design study involving two hundred and eighty five persons identified through a stratified random sampling technique. The data was collected through questionnaire of likert four point rating scale of ; Agree (A), Disagree (D), Strongly Agree (AS) and Strongly Disagree (SD) respectively. The reliability of the instrument was determined through a test-retest method. The scores were correlated by using Pearson Product Moment Method (PPMM) with reliability co-efficient of 74. The result of the analysis revealed that to some extent the radio broadcast programme has influenced the community development association's awareness on HIV/AIDS health education, which also influence their participation in literacy education. The paper thus recommends the need for other senatorial district to employ this strategy of using community development association to improve the health and literacy education of Gombe state citizenry.

Introduction

Radio broadcast has been employed to deliver information to passive audience for the purpose of positive development or behavioural changes in the community. Radio broadcast talks to audience intimately and conveniently to remind audience of something they know which they have almost forgotten and at times informs them about new discoveries around them and the world at large (Mai Lafiya 1979). With the technological changes and innovations in electronics and other means of communication, Radio Broadcast has continued to be one of the best means of communication due to its wide coverage, availability and transportation. Many Nigerians live in rural areas where infrastructural facilities, especially electricity are rarely available. Even in the urban centres where electricity is expected to be available, some settlements or wards cannot boast of 6 hours of power supply. In other words, many wards or areas within the urban centres also depend on radio broadcast for information dissemination.

Radio mobilization according to Ogunbiyi (1995) implies introducing the community members towards accepting change and arrives at a sustainable solution to their problems and development. Community development is a process of social action in which people of a community organize themselves for the purpose of identification of their needs; plan an action to meet these needs with maximum reliance on their own initiatives and resources with the assistance either from government or non- governmental organizations (Bola and Bello 1981). Through these organized groups within the community, development processes can easily be achieved. The organized groups can be based on people with common interest such as youth associations, women associations, and traders' association e.t.c.

Community development does not only help the community members to be more effective in their skills, behaviours and attitude but also aid them to develop and assess the relative importance of the problems and how to select appropriate solutions to the problems. Radio programmes provide information and skills on various areas of community life such as education, health, politics and socio-economic programmes.

The use of radio for mobilizing communities encompasses centralized process of reporting and communicating development where public campaigns and developmental issues are broadcast. One of the objectives of radio broadcast is to educate and influence positive behavioural changes of the people. An example is “*Twende Na Wakati*” let’s go with Times broadcast in Tanzania, Soul City in South Africa which aimed at increasing peoples’ knowledge on a variety of issues in health matters, politics, literacy education, agriculture, community achievement and similar others.

According to Ali (2014) some of the overall goals of community development include agricultural extension and development of rural sanitation, diseases control and health programmes, rural education, planning for rural finance, co-operation, development of communication and other recreational facilities. Others include;

- i. development of all aspects of community living equitably so as to avoid imbalance or neglect of any area of living.
- ii. achievement of self-generating breakthrough of producing both the human and physical process of change.
- iii. to minimize poverty and unemployment in the community as well as provide governmental services, explore and use technical assistance available outside the community.

In this regard, community members organize themselves to identify their problems, plan actions involving groups and individuals to meet their needs with high reliance on their community resources and complement the efforts by accessing external aid from either government or donor organizations (Akingsorotan and Olujide, 2006).

As part of their community development activities, the Community Development Associations (CDAs) oversee the development need of the entire community by organizing self-help groups to ensure community participation in programmes such as health education, construction of culverts, maintenance of roads, introduction of new methods of farming, adult literacy education and many other sundry activities.

Leyemu (2001) stated that people must be helped to help themselves develop intelligence. In Nigeria, Community Development Associations (CDAs) are very active in development of their communities from the colonial era to date; hence the use of radio broadcast programmes to mobilize the members for self-help projects. The positive contributions of the Community Development Associations (CDAs) to community development is obvious and results are glaring in all the nooks and crannies of the African continent, regardless of their varying nature and depending on the types of structure in place and methods employed by the Associations.

Akingsoron and Olujide (2006) study of the role of Community Development in Lagos found out that the projects carried out by members include: provision of health facilities, (health centres, dispensaries and maturities), market stalls, roads, schools, literacy centres, agricultural extension education, wells, bore holes and electricity.

Community Development Association activities in Gombe State include provision of dispensaries, market stalls, maintenance of roads, schools, literacy centres, agricultural extension education, wells, and electricity. These are through contribution of money, time, materials and labour. For instance, Kekkel Youth Development Association in Billiri Local Government Area had last year embarked on extension of electricity to other areas of the community that were lacking through self-help and assistance from well to do members of the community. Similarly, Ngafafa Women Development Association Ture-Okra in Kaltungo Local Government Area is a women group that initiated, planned and supported Ture-Okra maternity clinic with thirty (30) pieces of plastic chairs last year and conducted literacy programme for its illiterate members.

Gombe Media Corporation (GMC) radio broadcast programmes educates and informs its target audience particularly the Community Development Associations (CDAs) on a variety of issues via story, drama, dialogue, symposium, talk shows hence, mobilizing communities for developmental purposes. Gombe Media Corporation (GMC) radio broadcast is directed to their target audiences who are mostly the rural dwellers to motivate, mobilize and keep them abreast of new developments.

The population of Gombe Southern Senatorial District stands at 1.5 million (2006 population census). The majority of the population is involved in subsistence farming and is said to be marginalized in quality education, portable drinking water and other related matters. They are also dominantly rural people who are unemployed, and have little or no knowledge of mechanized farming system to boost their production, no vocational skills which community members could use to meet their family needs. This therefore marked them with some degree of differences in their social, economic, cultural and political life from that of urban communities. Statistical data reveals that Southern Gombe has a total of 186 primary and secondary health care facilities owned by private and public authorities (Federal Ministry of Health 2006) otherwise the prevalence of diseases could therefore have been higher.

The National Bureau of Statistics (2006) shows that 2% of the people in the area obtained water from boreholes, 10% from hand pumps while the rest from wells/springs, ponds and rain water sources. Consequently, the population suffers in terms of irrigation and good health. This likely affects their participations in community development programmes. Records from the Ministry for Local Government and Community Development (MLGCD) also indicate that one hundred and twenty (120) Community Development Associations (CDAs) registered with the State Ministry for Local Government and Community Development (MLGCD) out of 330 registered Community Development Associations in the state are not fully involved in HIV/AIDs health education programme, modern farming techniques and literacy education broadcast programmes. Community development and radio broadcast programmes are directed towards influencing the target audience (communities).

According to Schramm (2005), radio serves as a bridge to a wider world and as a vehicle for transferring new ideas and models from South to North, vis-a-vis urban and rural areas. Gombe Media Corporation (GMC) radio broadcast programmes include:

- i. *Noma Tushen Arziki* (Agriculture, the source of wealth) an agricultural education programme in Hausa language that enlightens and educates farmers on new innovations, use of herbicides, insecticides, pesticides fertilizer application, storage of farm produce and more recently, marketing which has been the major constraint of farmers. These programmes are aired on Tuesdays by 6.30pm and a repeated broadcast on Wednesday.
- ii. *Health guide programme* discusses issues on health such as HIV/AIDS health education, prevention of Mother-to-Child Transmission (PMTCT), hygiene and several other programmes to its teeming listeners. It is aired on Sundays by 5.30-6.00pm and repeated on Monday by 6.00-6.30pm.
- iii. *"Taba kidi taba karatu"* an educative and enlightening programme in Hausa language on issues such as, literacy and community development through drama, dialogue, talk show, symposium and similar other related matters. It also helps its audience to be efficient and effective in their everyday life. The programme is aired on Sundays by 9.45-10.30pm.

Gombe Media Corporation (GMC) radio broadcast programmes cover the North, South, and Central Districts of Gombe State and some parts of neighbouring states such as Guyuk in Adamawa, Kwaya-Kusar in Borno, Fika in Yobe, Karim Lamido in Taraba and Alkaleri in Bauchi State and are directed at over 1.5million target audience. However, these programmes do not seem to influence the Community Development Associations (CDAs) in participating in developmental activities. This therefore prompts the need to consider this study on the Influence of Radio Broadcast programmes on Community Mobilization for Community Developmental Associations in Gombe South Senatorial District Gombe State, Nigeria.

Statement of the Problem

The main purpose of the Memorandum of Understanding between the Gombe State Ministry of Local Government and Community Development (MLGCD) and Gombe Media Corporation (GMC) is to plan and broadcast community mobilization programmes in the areas of health education, literacy education, use of modern farming facilities, introduction of new seedling to farmers, where to get them and how to plant them. It is expected that through these radio broadcast programmes, there will be improvement in the general life of the community members in Gombe State Senatorial Districts. Increase in the children school and adult learners' enrolment, reduction in cases of disease such as HIV/AIDS child/mother mortality rate and improvement in the sanitary life of the people.

However, Muhammad and Tepanata (2017) reported that there is an increase in maternal mortality ratio (1549/1000, 000), child mortality (260/10000) and neonatal mortality (43/1,000). This can be attributed to the 58.2 % antenatal care attendance for women, 27.6% delivery in health facilities and 32.8% post natal care attendance. Similarly, there are reports on increase in the dropout of children and adult learners, cases of outbreak of diseases and death due to HIV/AIDS diseases.

Based on these facts the paper is aimed at finding out the influence of these radio broadcast programmes on the Community Development Associations.

Methodology

The study adopted survey descriptive design. According to Fajonyomi (2012) in Aujara (2014), descriptive survey is a method of gathering data or information from a sample of individuals. The population of this study is one thousand one hundred and sixty (1160). This number formed the entire number of officials of the registered Community Development Association (CDAs) in Gombe State Senatorial District which comprises Balangu, Billiri, Kaltungo and Shongom Local Government areas. Two hundred and eighty five persons were drawn as sample from one thousand one hundred and sixty (1160) officials through a stratified random sampling technique. Krejcie and Morgan (2006) table for determining sample size was used to select the sample size. Based on the table, a population of one thousand one hundred (1100) should draw out 285 samples.

Table 3.1

S/N	Local Government Area	No. of CDA's (%)	No. of officials (%)	No. of samples selected
1	Balanga	32(27%)	300(26.0%)	74(26%)
2	Billiri	30(25%)	295(25.4%)	71(25%)
3	Kaltungo	90(25%)	270(23.2%)	71(25%)
4	Shongom	28(23%)	270(23.2%)	69(24%)
	Total	120(100%)	1160(100%)	285(100%)

Source: Field work (2019)

Table 3.1 shows the names of the local government areas, number of community development association in each local government area, the number of officials and selected number for the study.

Self developed questionnaire was designed tagged 'Influence of Radio Broadcast on Community Mobilisation for Community Development Questionnaire' (IRBCMCODEQ). A likert type four point of rating scale of 4 – strongly Agree SA, Agree A, - Disagree D, and 1 – strongly Disagree was designed and it contained ten (10) items made up of three (3) sectors. The validity of the instrument was done by the specialist in test and measurement. The reliability of the instrument was determined through a test-retest method by administering the questionnaire on twenty randomly selected community development officials. The scores obtained were correlated by using Pearson Product Moment Method (PPMM) and the reliability was co-efficient of 74.

Objectives of the Study

The objectives of the study are to determine the influence of radio broadcast programmes on:

- I. HIV/AIDS health education programmes;
- II. mobilization of Community Development Associations to participate in literacy education.

Research Questions

The following research questions were answered:

- I. How does HIV/AIDS health education broadcast influence participation of Community Development Associations (CDAs)?
- II. How does radio mobilization broadcast influence participation of Community Development Associations in literacy education?

Scope of the Study

The study covered Gombe South Senatorial District, comprising of four (4) local government areas, Balanga, Billiri, Kaltungo and Shongom respectively. Focusing on the two hundred and eighty-five selected officials of the one hundred and twenty (120) registered Community Development Associations i.e. the President, Vice president, Secretary, Assistant Secretary, Financial Secretary, Treasurer, Public Relation Officer, Auditor, Head of Works and the leaders may stand a better place to give adequate information on the participation of their associations in radio broadcast programmes on modern farming techniques, HIV/AIDS health education and participation in literacy education programmes of the radio.

Review of Related Literature

HIV/AIDS Health Education Broadcast Programme

Sub-Saharan Africa has been worst affected by the HIV/AIDS pandemic according to the United Nations Educational, Scientific Organization (2017). Of the estimated 39.5 million people worldwide living with HIV, 24.7 million or 63% live in Sub-Saharan Africa. 71% or almost three quarters of all AIDS related deaths worldwide occur in this same region. UNESCO (2007) stated that of even greater concern is the spread of infection around the world. The National Institute of Allergy and Infectious Disease (NAID) (2007) reported that since the HIV/AIDS epidemic was discovered in 1981, millions of people have been infected worldwide that it is spreading at the rate of over 7,000 new cases every day throughout the world.

In recent times, Ayesha and Quarraisha (2016), reported that 10 countries mostly in southern and eastern Africa, viz. South Africa (25%), Nigeria (13%), Mozambique (6%), Uganda (6%), Tanzania (6%), Zambia(4%), Zimbabwe (6%), Kenya (6%), Malawi (4%) and Ethiopia (3%), account for almost 80% of all people living with HIV. This was forecasted by the Global Burden of Disease Harvard University Press reporting that by 2010, 66 million fewer people will be alive in 23 countries with severe HIV/AIDS virus epidemic and by the year 2020, it will account for seven out of every ten deaths in developing countries. Nigeria with the estimated population of 160million (NPC,2014) is second to South Africa in the number of people living with HIV/AIDS Worldwide, representing 9% of the global burden of the disease.

For years, discussions of HIV/AIDS by governmental and non-governmental organizations have not been very successful due to inadequacy of awareness and education; though many governments have recognized that HIV/AIDS prevention is not only a health issue but also a developmental challenge and as such have adopted radio to serve as a means of educating the populace on the spread, prevention, stigmatization and other related issues, considering its coverage and accessibility/availability.

Stine (2002) and UN (2005) both reported that the ravage of HIV/AIDS on communities is enormous; the scourge poses one of the greatest challenges to public health, human rights and development. There is also a great deal of stigma and discrimination associated with both illiterates and HIV positive people. This has made it hard for people to admit to belonging to either group UNESCO (2003).

A report of survey conducted on HIV/AIDS awareness in Nigeria Demographic and Health Survey (NDHS) 2013 show that since 2008, the percentage of women and men aged 15-49 who have heard of AIDS has increased by four (4) and two (2) percentages points respectively. This increase in awareness can be attributed to the intensive HIV/AIDS preventive education aired through the radio programmes. And as people are not able to speak openly about their situation, it is difficult to respond to the different problems facing them as a result programmes of HIV/AIDS health education broadcast on radio have made the individual and communities respond to the dimensions of such situations.

The population Media Centre (PMC) conducted a phone survey in 2015 which revealed that *Hannunka Mai Sanda* (Power in Your Hands) a seventy-eight (78) episode serial drama broadcast in Nigeria provided a highly likeable and meaningful listening experience among respondents in the broadcast states in Northern Nigeria. The result also suggested that for some listeners and communities, the drama made a difference in their lives, through behavioural or attitudinal change, especially regarding decisions about girls' education, early marriage, HIV/AIDS etc.

United Nations Development Programme (2006) reported that in spite of the rigorous prevention campaigns and strategies employed to eliminate or slow down the scourge, it has failed claiming more than 25 million lives and another 39 million people currently infected with 95% residing in low and middle income countries with Sub-Saharan Africa as the worst hit by the virus, thus revealing the magnitude of the diseases.

UNDP (2007) explain that the adaptation of education and awareness creation, printing of pamphlets and the like about the virus and its scourge have been exhaustive, focusing on sexuality education, and risky attitudes and behaviours that promote the infection, has found out that communities where there has been great awareness of HIV in Africa, the prevalence of HIV/AIDS still remains high. The raising statistics proved that the erstwhile strategies are ineffective, or that some information is not considered, in the overall HIV/AIDS prevention programme. The involvement of HIV/AIDS education commonly by Community Development Associations (CDAs) on their activities is no coincidence considering the efforts of the government and other non-governmental organizations to curtail the menace. Consequently, the Community Development Associations (CDAs) members' attitudes were abruptly changed for the better as a result of broadcast programmes on the radio.

The Prevention of Mother-to-Child Transmission (PMTCT) radio broadcast has helped communities to be more aware of the diseases as well as knowing that HIV can be transmitted by breast feeding and the risk of mother-to-child transmission can be reduced by taking special drugs.

Reports of the (2013) Nigeria Demographic and Health Survey (NDHS) also revealed that the knowledge regarding PMTCT is higher in urban than in rural areas. With increasing education particularly through the radio HIV/AIDS health education broadcast, Non-Governmental Organizations (NGOs) are increasingly using local literacy levels and languages as the starting point for HIV/AIDS prevention work. The Summer Institute of Linguistics in Botswana, for example, has prepared attractive posters, pamphlets and broadcast programmes on HIV/AIDS with the aims of educating its citizenry on the preventive measure.

UNESCO (2007) suggested that it is important to gear literacy efforts towards addressing HIV/AIDS prevention. This is so because it is one of the main health and community development challenges faced by men and women in the communities. Globally, sexual intercourse is still the main way that the virus is transmitted, followed by mother-to-child transmission, blood transfusions and unsafe injections while the use of unsterilized syringes for injecting drugs has remained the primary mode of HIV transmission in the under developed countries. Recent data shows that this has emerged as a new factor for HIV infection in Sub-Saharan African Countries (e.g. Nigeria, South Africa, Kenya and Tanzania) (NDHS, 2013).

United Nations Educational, Scientific and Cultural Organisation/United States Aids for International Development (1999) stated that intervention that addresses contextual issues can arrest the escalation of HIV infection much more effectively than interventions that target the individual perceptions and behaviours. It was discovered that some socio-cultural practices have influence on people's attitude and behaviour that promote the spread of HIV/AIDS.

The Community Development Associations (CDAs) are essential avenues to reduce the prevalence of HIV/AIDS amongst its members/communities; it further exposed and discusses the implication of some socio-cultural practices aired by the radio. Examples of such cultural practices are those consented and non-consented behaviours; homosexuality, premarital sex, extra-marital affairs, sex taboos (having sex with a newly delivered wife) UNESCO (2003). These socio-cultural practices in Sub-Saharan Africa (Nigeria inclusive) have the potential of spreading HIV/AIDS, just as HIV virus is transmitted through blood contact with infected persons. UNESCO (2007) stated that another strategy for the prevention of HIV is combining of literacy and HIV prevention education broadcast. It was demonstrated that literacy is vital for HIV treatment and cure; just as the majority of illiterate adults are not in school, they may therefore not have access to the key messages of HIV prevention and may likely not gain access to mass media since they are unable to read. And if we accept the hypothesis that the epidemic will increasingly affect the less educated as it matures, then there is a clear need for preventive education strategy targeted at the non-literates or those with low levels of literacy, on the radio. Clearly, therefore, literacy is not merely an enabling tool aimed at individuals; it is also a means of changing beliefs and mobilizing community members with regards to key issues, to promote greater awareness on HIV/AIDS. And since literacy and HIV prevention encompass not only the education and health sectors, but other areas as well, the question of collaboration should be addressed and partnerships forged and reinforced amongst the Community Development Associations (CDAs) and other bodies.

Radio Literacy Education Mobilization Broadcast Programmes

The relationship between adult education and literacy is both deep and integral in developing countries of the world (Nigeria inclusive). Nigeria has recognized the fact that literacy has been internationally accepted both as human right in itself and as a crucial instrument for the pursuit of other rights through its participation in various International Conventions to which it is a signatory. Such declarations include among others: Declaration of Eradication of Illiteracy (1964), Literacy Declaration of per Polis (1975), Education for All (EFA) (1990), Millennium Development Goals (MDGs) (2000) and so on (UNESCO 2007). In spite of these efforts, Nigeria still faces challenges of high illiteracy rate of 47 percent (2006 Population Census) with about 8 million out-of-school children based on the United Nations Children Fund (2010) report.

According to Inadabawa (1996), literacy in a sense “denotes the ability to acquire the enabling skills of reading, writing and numeration in a given language (local or foreign) for effective and efficient pursuit of everyday activities involving the individual in society.

The radio has been used extensively to influence individuals and groups to enrol into and acquire literacy ability, yet literacy is most useful when it is associated with the search for solutions to human problems such as inequality, disease, poverty, social marginalization, war and other related issues. Therefore, the Functional and Consensus types of literacy are more likely to promote participation of Community Development Associations in community developmental activities.

Fajonyomi (2011) stated that adult literacy broadcast, particularly critical, or functional literacy is of paramount importance to individual, the industrial, organizational, national and/or global development. This shows that for community to fully develop, its members must attain, participate and support literacy education. The involvement of Community Development Associations (CDAs) in literacy education as such is not a coincidence. The Gombe Media Corporation (GMC) adult education programme provides its listeners with ideas and knowledge about literacy.

Fajonyomi (2011) again stated that, literacy besides being a Fundamental Human Right (FHR) is considered as an indispensable means for effective social and economic participation and a veritable tool for personal empowerment, that the importance of radio broadcast cannot be overemphasized and that literacy education can be promoted by agencies, centres, in-service training establishments etc., that the use and assistance of mass media particularly the radio is paramount.

Nuhu (2004) in the study of the Role of Radio in Public Enlightenment in Billiri Local Government of Gombe State discovered the role played by the radio in the education, entertainment and enlightenment of the public in Billiri LGA. The researcher adopted a descriptive survey design. The instrument used was a questionnaire, and the population was all the residents of Billiri LGA. Seventyfive (75) respondents were selected by a cluster sampling. Questionnaires were served out after fifteen (15) compounds were counted within a particular settlement. The researcher used a descriptive statistics of frequency counts and percentage to analyse the data. The results of findings obtained revealed that radio is a good agent of motivation and mobilization of the people for political participation, mass literacy, electoral process and the best medium for any enlightenment and educative programmes. The researchers considered the use of the best staff around and retrain the existing staff and the improvement of their welfare, and that specialized training in interpersonal communication should also be given to agriculturalist, health workers, literacy instructors etc.

In his paper on ‘the use of Mass Media in Adult Education and Community Development: the Role of the Press’ Jose (2002) pointed out that formal education alone is inadequate particularly in developing countries such as Nigeria. Radio is the information media that surpasses in speed, range and force impact and offers the widest and largest possible coverage for effective action. Jose (2002) pointed that the radio has capacity to provide direct teaching and supplementary or enrichment programmes to a wide geographical area where materials of instruction, facilities and even teaching capabilities are lacking or deficient in qualities. One must also admit that the basic infrastructural facilities, as well as the innovative processes which community seeks to introduce may face the danger of underutilization and misapplication as long as the people are predominantly illiterate.

Jose (2002) explained that development is unlikely to occur unless people are induced to raise aspirations and strive for better life. The task of radio in literacy is that it helps in educating the masses.

UNESCO (2004) stated that, they can be a substitute for the teacher that is not well trained, or shares the best teaching vastly in wider areas than one teacher could ordinarily cover or better still extend beyond the schools to the home and community.

Ibrahim (2007) in her study on radio listeners of British Broadcasting Corporation (BBC) Hausa Services found out that radio played a significant role in terms of mobilization for literacy in Azare, Bauchi State. The researcher also found that the involvement of the listeners in programme planning was significant in terms of mobilization for literacy education. Accordingly, the introduction of various strategies of literacy education may bring about achievement of purposes in a community.

Nwafor (2007) explained that some innovative strategies put in place to facilitate adult education programmes in Nigeria include: Mass Literacy Campaign, Literacy by Radio Project, Each one to teach or fund the teaching of one, Regenerated Freirean Literacy Empowering Community Technique (REFLECT) methodology.

Leyemu (2001) in his paper on the role of broadcasting services presented at NCAE meeting in Jos examined that the radio can be a powerful instrument in the area of education and enlightenment, lessons about health, literacy, politics, agriculture, economy, governance and similar others can be exposed to the people gainfully through the radio. It should be noted that more and more people and schools can be reached with radio broadcast programmes bringing with them advantages that can never be available in any single class.

Research Question 1

How HIV/AIDS health education broadcast programmes does influenced participation of Community Development Associations?

Table 4.1: Frequency distribution of Community Development Associations (CDAs)' influence on HIV/AIDS health education broadcast.

S/N	Item/Variable	SA Freq (%)	A Freq (%)	D Freq (%)	SD Freq (%)	Total Mean
1	HIV/AIDS health education broadcast has influenced peoples' socio-cultural practices and behaviour.	86 (30.4%)	128 (45.6%)	57 (20.2%)	11 (3.8%)	273.75
2	HIV/AIDS preventive education strategy is targeted at literate and those with low level of literacy.	93 (32.9%)	112 (39.9%)	66 (23.3%)	11 (3.9%)	273.75
3	Programmes of HIV/AIDS health education broadcast promote greater awareness on the disease.	97 (34.3%)	113 (40.2%)	61 (21.6%)	11 (3.9%)	273.75
4	Radio HIV/AIDS broadcast programmes have arrested the spread of infection more than other interventions.	96 (33.9%)	123 (43.5%)	51 (18.4%)	12 (4.2%)	273
5	Radio HIV/AIDS education programmes is directed towards the health needs of CDAs.	90 (32.0%)	135 (47.8%)	46 (16.3%)	12 (3.9%)	274
	TOTAL	462	611	281	57	1368.25

Source: Field work (2015)

Table 4.1 sought to discover how HIV/AIDS education broadcast programmes influence participation of CDAs in Southern Gombe state. It revealed that out of 285 respondents 214 (76.2%) of the respondents agreed that HIV/AIDS health education broadcast has influenced peoples' socio-cultural practices while 68

(23.9%) respondents disagreed. On the preventive education strategy, targeted group of 205 (72.8%) respondents agreed that preventive education broadcast is targeted at literate and those with low level of literacy while 77 (27.2%) respondents disagreed with the statement, and that the aired programmes created greater awareness on the disease, 210 (74.8%) of the respondents agreed and 72 (25.2%) respondents disagreed. Regarding HIV/AIDS radio broadcast programmes to arrest the spread of HIV/AIDS than other preventive measure, 219 (77.6%) respondents agreed that it does, whereas 63 (22.4%) respondents disagreed. On the programmes to be directed towards the health needs of the CDAs 225 (79.7%) respondents agreed and 58 (20.3%) respondents disagreed. The high number of respondent that agreed that radio HIV/AIDS health education broadcast has influenced their participation clearly reveals that negative attitudes and behaviours about HIV/AIDS have been influenced in Southern Gombe State.

Research Question 2

How does radio mobilization broadcast influenced participation in literacy education?

Table 4.2: Frequency distribution of respondents' mobilization influenced to participate in literacy education.

S/N	Items/Variables	SA Freq (%)	A Freq (%)	D Freq (%)	SD Freq (%)	TOTAL MEAN
1	Literacy promotes participation in community development activities	113 (40.0%)	116 (40.1%)	45 (16.0%)	8 (2.8%)	274.5
2	Functional literacy broadcast is very essential in global development.	97 (34.3%)	131 (46.4%)	45 (15.9%)	9 (3.1%)	275.25
3	Literacy education broadcast helps people to be aware of their personal and community problems and do something to improve them.	101 (35.8%)	134 (47.5%)	37 (13.1%)	10 (35%)	274.5
4	Radio mass literacy campaign is a weapon 'to eradicate poverty, maternal health, and bring about sustainable development, peace and harmony.	94 (33.4%)	136 (48.2%)	46 (16.3%)	6 (2.1)	277.5
5	CDAs are involved in the programme planning of the literacy education broadcasted programmes	95 (33.6%)	125 (44.2%)	54 (19.1%)	8 (2.8%)	276
	Total Mean	500	642	227	41	1378.75

Source: field work (2015)

Table 4.2 is the CDAs radio mobilization influence to participate in literacy education. It shows that out of the 282 respondents, 229 (80.8%) of the total respondents agreed that radio mobilization broadcast influenced participation of the CDAs into literacy education activities, while 55 (19.5%) respondents disagreed that literacy education broadcast helps people to be aware of their personal and community problem and 235 (80.97%) respondents agreed while 54 (19.03%) respondents disagreed.

As regards to mass literacy campaign to be a weapon to eradicate poverty, maternal health and bring peace and harmony, 230 (82%) respondents agreed, 52 (18%) respondents disagreed. On whether CDAs are involved in planning of literacy education broadcast programmes, 220 (77.8%) respondents agreed while 62 (22.2%) respondents disagreed that the CDAs are involved in programme planning of the broadcast programme.

The results have clearly revealed that radio mobilization broadcast has influence CDAs' participation in literacy education in Southern Gombe State.

4.2 Summary of Major Findings

Based on the analyzed data obtained from the field, it was revealed that:

1. To a large extent HIV/AIDS health education broadcast has influenced Community Development Associations (CDAs) positively in Southern Gombe State. With over 50% respondents' awareness of their socio-cultural practices and behaviours in promoting the spread of the disease was changed as well as transmission of HIV/AIDS from Parent- Mother-To-Child (P-M-T-C).
2. Radio mobilization broadcast has influenced participation of CDAs in literacy education in Southern Gombe State

4.3 Discussion of Findings

This study found that the CDAs in Southern Gombe State are well informed about HIV/AIDS diseases and preventive measures resulting in their listening to the broadcast programmes of the radio. Result shows that 214(75.2%) respondents agreed that HIV/AIDS health education broadcast has influenced peoples' socio-cultural practices and behaviours, thus changing their negative attitudes. The reports on preventive education programme on Prevention of Mother-to-Child Transmission (PMTCT) of HIV/AIDS health education broadcast (2013) makes these findings significant. It shows that the knowledge regarding the Prevention of Mother-To-Child Transmission (PMTCT) of HIV/AIDS health education broadcast is higher in urban areas than in rural areas and increases with increasing education particularly through the radio HIV/AIDS health education programmes because of its coverage and availability. This result agrees with a report of Surveillance on HIV/AIDS Awareness (2013) in Nigeria, the report revealed that since 2008, the percentage of women and men aged 15-49 years who have heard about AIDS has increased by 4 and 2 percentage point respectively. UNESCO/UNSAID (1999) also explained that the intervention that addresses contextual issues can arrest the escalation of HIV infection much more effectively than other interventions that target the individual perceptions and behaviours. It also pointed out that "some socio-cultural practices have influence on peoples' behaviours that promote its spread". While 68(24.2%) respondent disagree that HIV/AIDS health education broadcast has influenced peoples' socio-cultural behaviours. These respondents were not aware of the spread of the diseases and held to their cultural beliefs, as such, there is the need to educate and enlighten this group of respondents.

Again 205(72.6%) respondent agreed that preventive education strategy on HIV/AIDS is targeted at literate and those with low level of literacy. This agrees with the report of UNESCO (2007) which explained that it is important to gear literacy efforts towards addressing HIV/AIDS preventive education being the main challenges faced by men and women in the communities. It furthermore explained that the strategy for the prevention of HIV is combination of literacy and HIV prevention education broadcast, while 77 (27.3%) respondent disagreed that the preventive education strategy is targeted at literate and those with low level of literacy. This category of CDA members may fall among those that do not listen to radio mobilization programmes on HIV and do not accept that the epidemic affects the less educated.

Furthermore 210 (74.4%) agreed that HIV/AIDS health education broadcast promote awareness on the diseases. The reports on preventive education programmes on Prevention of Mother-to-Child Transmission (PMTCT) of HIV/AIDS health education broadcast (2013) also makes this findings significant, it showed that the knowledge regarding the PMTCT of HIV/AIDS health education broadcast is higher in urban area than in rural areas, while 72(25.6%) respondent disagree that radio HIV/AIDS broadcast programmes promote greater awareness on the disease. These respondents are not aware of the enlightenment/educational programmes broadcast through the radio hence there is need for sensitization of this respondents.

On the arrest of the disease 219 (77.6%) respondent agreed that radio HIV/AIDS broadcast has arrested the spread of the infection more than other interventions. This result is in line with the report of Surveillance on HIV/AIDS Awareness (2013) in Nigeria; the report revealed that since 2008, the percentage of women and men aged 15-49 years who have heard about AIDS has increased by 4 and 2 percentage point respectively. Again this research finding is in agreement with the Population Media Centre (PMC) which conducted a phone survey in 2015 on HIV/AIDS awareness broadcast which revealed that *Hannunka Mai Sanda* (Power

in Your Hands) a seventy-eight (78) episode serial drama broadcast in Nigeria provided a highly likeable and meaningful listening experience among respondents in the broadcast States in Northern Nigeria. While 63 (22.4%) respondent disagreed that the broadcast programmes on HIV/AIDS created greater awareness on the diseases. These respondents' view agreed with the UNDP (2006) report which explained that the virus and the scourge has been exhaustive; that the community where there has been great awareness of HIV in Africa, the prevalence is still high.

Further still, 225 (79.7%) respondent agreed that radio HIV/AIDS broadcast programmes is directed towards the health needs of the CDAs. This result agreed with the finding of Population Media Centre (PMC) (2015) which found that for some listeners and communities, the drama made a difference in their lives, through behavioural or attitudinal change especially regarding decisions about HIV/AIDS maternal health, nutrition, girls' education and thereby enable them to contribute towards educating other members. The finding is also in consonance with a survey report conducted on HIV/AIDS by NDHS (2013) which shows that the programmes of HIV/AIDS health education broadcast has made the individual and communities respond to the dimensions of problems facing them. Similarly, report of NDHS (2013) revealed that P-M-T-C radio broadcast has helped communities to be aware that HIV can be transmitted by breast feeding and the risk of Mother-To-Child transmission can be reduced by taking special drugs. While 58 (20.5%) respondent disagreed that HIV/AIDS education programmes is directed towards the health needs of the CDAs, this group of CDA members were not acquainted with the radio broadcast programmes.

Lastly, the study found out that radio mobilization broadcast has influenced participation of CDAs in literacy education in Southern Gombe State. The result disclosed that 227 (81.4%) respondent agreed that literacy education promotes participation in community development activities. This can be attributed to the people of the area who are a little bit vast in terms of education and enlightenment and have understood the value of literacy, the findings therefore is significant as it agrees with Jose (2002) who reported that development is unlikely to occur unless people are induced to raise aspirations and strive for better life. The radio therefore stands a better place to raise peoples' aspirations to get involved in literacy activities. While 55(19.5%) respondent disagreed that literacy promotes participation in literacy activities. These are respondent who perceived literacy to be the ability to read and write, hence this respondents need to be sensitized.

On literacy to be an essential tool for global development 228(80.8%) respondent agreed that functional literacy broadcast is essential in global development. The finding agreed with Fajonyomi (2011) who reported that "adult functional literacy is of paramount importance in individuals, the industries, organizational and national development" This disclosed that for community to be fully developed, members must have a rudiment of literacy. Fajonyomi (2011) further explained that literacy, besides being a Fundamental Human Right (FHR) is considered as an indispensable means for effective social and economic participation and also a veritable tool of personal empowerment. While 55 (19.2%) respondent disagreed that functional literacy broadcast is very essential in global development. These are the CDAs members who believed that new ideas and knowledge broadcast by the radio are not essential for their individual and community developments therefore they need to be sensitized.

Also 235 (83.3%) respondents agreed that literacy education broadcast helps people to be aware of their personal and community problems and do something to improve them. This finding agreed with Nuhu (2004) study on the role of radio in public enlightenment. It shows that radio broadcast is a good agent of motivation and mobilization of the people for political participation, literacy education and electoral processes through the broadcast programmes. This was supported by Leyemu (2001) who reported that radio broadcast can be a powerful instrument in the area of education and enlightenment, that people and schools can be reached with radio broadcast programmes bringing with them advantages that can never be in any single class. While 47 (16.6%) respondents disagreed that literacy education broadcast helps people to be aware of their personal and community problems and helps them to do something to improve them. These are groups of respondents who do not accept that literacy ability could be obtained through the radio or bring change in their lives and their communities.

The result also indicated that 230 (81.5%) respondent agreed that radio mass literacy campaign is a weapon to eradicate poverty, improve maternal health, peace and harmony. In the same vein Jose (2001) pointed out that "radio broadcast is the information media that surpasses in speed, range and force impact and offer the widest and largest information/education for effective action." Leyemu (2001) also reported that the radio

can be a powerful instrument for education and enlightenment. He further explained that lessons about literacy, politics, economy etc. are exposed to the people through the radio. While 52 (18.2%) respondent disagreed that radio mass literacy campaign is a weapon to eradicate poverty and bring about sustainable development. Nwafor (2007) explained that strategies put in place to facilitate adult education is literacy by radio project, each one to teach one etc. This programme, he adds, needs one hundred percent support for effective result.

Furthermore, 220 (78.0%) respondents agreed that the CDAs are involved in the programme planning of literacy broadcast programmes. Fajonyomi (2011) explained that for literacy programmes to be effective on the individual and communities, members must attain, participate and support the programmes. Ibrahim (2007) in her study of BBC Hausa listeners in Azare, Bauchi State, also found that the involvement of the listeners in programme planning was significant in terms of mobilization for literacy education. While 62 (22.0%) disagreed that CDAs are not involved in the programme planning of literacy education broadcast. This is so because the respondents were not aware of the radio broadcast programmes. Hence these respondents need to be sensitized on the programme planning of the radio programmes so as to encourage their participation in community development activities of their areas.

Conclusion

There is a need for other community development associations in other local government in Gombe state to embark on the same strategy being used by Gombe south senatorial district to improve HIV/Aids awareness on the life of its citizenry

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