



Influence of UNICEF's Facts for Life on the Knowledge, Attitude and Practices of Infant Health among Akungba-Akoko Residents.

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Abstract

The regular inclusion of infant's health in national development plans serves as a reminder of how crucial it is to a country's progress. This study examined the knowledge, attitudes and behaviours of Akungba-Akoko residents in relation to UNICEF's Facts for Life radio play. The study used the survey methodology. All 25,506 AkungbaAkoko inhabitants are included in the study's population. However, three hundred and seventy-seven (377) women from AkungbaAkoko participated in the study, and data were collected via questionnaires. Using descriptive statistics, 368 copies of the questionnaire that were collected were examined. Results showed that, given how frequently respondents use radio, infant care can be improved by increasing exposure to radio programmes. In order to effectively spread messages about infant health, radio programming must be more accessible in terms of both language and content. Further finding of the study revealed that UNICEF's Fact for Life radio play has the potential to significantly lower infant death rates to the lowest possible levels. The researchers concluded that, as a result of the radio drama's extensive coverage of child health issues, attitudes toward these issues have changed completely in line with the preventative behaviours described therein. The study suggests stepping up the use of radio to spread messages about Infant health.

Keywords: Infant Health, Facts for Life, Knowledge, Attitude and Practices, Influence

Introduction

Radio has since played pivotal roles over time in promoting public health by helping to reach a large, scattered and heterogeneous audience. According to Matamoros (2011), radio campaigns often try to alter knowledge, awareness, and attitudes, which helps to achieve the goal of altering behaviour. There have been cases where the mass media was used to sensitize the populace on some health behaviours, an example is the Ebola breakout (2014), deadly meningitis (2017), HIV/AIDs, Polio, Measles, Malaria etc.

Radio is an effective tool used to promote public health. The most effective and affordable mass media for reaching huge populations in remote regions continues to be audio. It is cheap to purchase and therefore is the one mass medium with which rural and slum communities are familiar; it is versatile and anyone (literate or illiterate) can learn from it (Moemeka, 1994 cited in Andesiah, 2015).

Radio has put in some efforts in promoting health. This is evident in the *Fact for Life* radio drama programme aired on radio stations regarding behavioural health. The United Nations Children Fund (UNICEF), with the goal of educating parents on the proper care for their wards, has designed a radio drama program entitled "Fact for Life". Through the *Facts for Life* radio play, UNICEF works to improve health behaviours and practises in order to safeguard children's lives and promote their healthy growth and development. Insofar as people have a right to know and apply the knowledge that has been made available to them, the *Fact for Life* radio play offers useful information. Families may make better decisions with the aid of Facts for Life. It is a tool for building and sustaining settings, such as those in homes, businesses, and educational institutions (UNICEF, 2015). However, it is of significant academic interest to understand how parents perceive, understand, feel about, and accept the messages from the radio play "Fact for Life". Therefore, the purpose of this study is to assess how this programme has affected Akungba- Akoko residents' knowledge, attitudes, and practises.

Statement of problem

The media frequently covers public health. Each year, enormous sums are spent on the materials and wages used to create and distribute brochures, exhibitions, newspaper articles, radio shows, and television programmes. One of these programmes is the radio play "Fact for Life." This programme was implemented at all public health levels in the hopes that it would have the following three effects: increase access to accurate health information and knowledge, alter health attitudes and values, and create new health behaviours (Matamoros, 2011).

Despite the sensitization programme sponsored by UNICEF, a study by Ekweme and Toluhi (2017) showed that there is still a surge in the infant mortality rate in Nigeria. This brings to mind the understanding, acceptability and practices of the messages aired on the programmes by a parent. However, previous studies such as Ekweme and Toluhi (2017), Andesiah (2013) and Ben-Enukora, Oyero, Okorie, Oyesomi, and Adeyeye (2020) focused on whether broadcast health programmes devote enough time to issues bothering infant mortality and health as well as if the programmes were planned to adequately address core infant issues such as immunization, danger signs to watch out for, and family planning. None of these studies focused attention on the knowledge, acceptability and usage of radio health messages by parents with infants to care

for. This study, however, sought to evaluate the influence of the *Fact for Life* radio drama on the knowledge, attitude and practices of parents in Akungba-Akoko.

Research Objectives

This study sought to:

1. Examine the extent to which UNICEF'S "facts for Life" radio programme influence the knowledge of Akungba-Akoko residents on Infant health issues;
2. Ascertain the extent to which UNICEF'S "facts for Life" radio programme influence the attitude of Akungba-Akoko residents;
3. Determine the extent to which UNICEF'S "Facts for Life" radio programme influence the practice of Akungba-Akoko residents.

LITERATURE REVIEW

Concept of Infant Mortality

One of the most terrifying experiences in a new parent's life is to put their sleeping infant to bed and return a few hours later to find him not breathing. Sadly, this happens to many new parents in Nigeria and across the world due to a combination of circumstances. The definition of infant mortality rate is simply the number of infant deaths in a single year out of every 1,000 live births that year. "The infant mortality rate is a common indicator of health and social development" (Ma and Finch, 2010). Adam (2016) sees infant mortality as a major public health problem especially in developing countries. It is an indicator of quality and accessibility to primary healthcare as well as the overall health status of a country.

Infant mortality rate is one of the most significant indications of human development. Ayenigbara and Olurunmaye (2012) asserts that included in the IMR are the neonatal mortality rate (calculated from deaths occurring in the first four weeks of life), and post neonatal mortality rate (from deaths in the remainder of the first year). Neonatal deaths are further subdivided into early (first week) and late (second, third and fourth weeks). In prosperous countries, neonatal deaths account for about two-third of infant mortalities (Butawa, Tukur, Idris, Adirin& Taylor, 2010). The IMR is usually regarded more as a way of evaluating social affluence than a measure of the quality of antenatal and obstetric care. The infant mortality rate is widely accepted as one of the most useful single measure of health status of the community (Ayenigbara and Olurunmaye, 2012).

The infant mortality rate may be very high in communities where health and social services are poorly developed. For example, the neonatal death rate is related to problems arising during pregnancy (congenital abnormalities, low birth weight); delivery (birth injuries, asphyxia), after delivery (tetanus, other infections). Thus, neonatal mortality rate is related to maternal and obstetric factors. The post neonatal mortality rate on the other hand, is related to a variety of environmental factors and especially, to the level of child care (WHO, 2013). However, experts affirmed that poverty, inadequate health care, congenital problems, infectious diseases and injuries are the causes of infant mortality. Another cause is sudden infant death Syndrome (SIDS) which in the United States of America, accounted for about 2,800 infant deaths per year (Ayenigbara and Olurunmaye, 2012).

Fact for life: A World Health Concept

“Facts for Life” is a manual of crucial knowledge that communities and families need to know in order to raise healthy mother and children. It is packed with useful guidance on child development, parenting, child safety, child care, and child assistance (United Nations Children's Fund, 2010).

Since 1989, this manual has aided families and communities all around the world (United Nations Children's Fund, 2013). It provides solutions to issues about child protection, growth, learning, and development based on the most recent scientific findings. It's written in simple, understandable terms. Protecting kids from aggressive, risky, and destructive acts and behaviours are its main objective. Information on neonatal health is also included (United Nations Children's Fund, 2013).

Facts for Life (United Nations Children's Fund, 2010) was a collaborative effort between the World Food Programme (WFP), the Joint United Nations Programme on HIV/AIDS (UNAIDS), the World Bank, the World Health Organization (WHO), the United Nations Development Programme (UNDP), the United Nations Population Fund (UNFPA), the United Nations Educational, Scientific, and Cultural Organization (UNESCO), and the United Nations Children's Fund. A reliable source is Facts for Life. There are 215 dialects spoken worldwide, and there are close to 15 million copies of prior versions in circulation.

According to UNICEF (2013), before turning five, about 9 million children worldwide pass away from diseases that may be avoided or treated. Many people pass away in the first year of life. Many more kids now face bleak prospects and poor living conditions. According to UNICEF (2013), Facts for Life can assist alter attitudes and routines in order to save and protect children's lives as well as promote their healthy growth and development.

Facts for Life messages may be included in a variety of media, including radio interviews, soap operas, the Internet, community theatre, comic books, cartoons, literacy primers, storybooks, flip charts, and school textbooks (United Nations Children's Fund, 2010). Anyone who is concerned with the health, development, learning, protection, care, and support of children and families may benefit from Facts for Life.

Broadcast Media and Health Programmes

The transmitters that produce the waves (or electrical impulses) that transport the voice broadcasts or messages that makeup radio and television programmes are known as broadcast media. These airborne waves deliver the programmes to residences and other locations, where television and radio receivers pick them up (Okunna, 1999). According to a study, radio is a very popular method of information in Nigeria, even among rural communities (Okigbo, 1995). As a result, it has been determined to be the most effective mass media for rural residents' education at the current stage of development in the nation. Okigbo (1995) outlines a few benefits of radio. He claims that radio's low cost of ownership and low purchase price are what draw rural residents to it. Both educated and illiterate people can utilise the radio since it is conveniently portable. Some radio stations in the state transmit more than 80% of their shows in the local language.

The broadcast medium of television has the extra benefit of merging sound and image elements, making it "one of the most potent forces in the history of civilisation," in addition to the similarities and benefits it has with radio (Utalor, 2019).

Because it combines sight and sound, television has a clear advantage over the radio as a development tool. Television has been shown to be effective when the radio is insufficient, such as when a demonstration is needed (Atakiti&Ojomo, 2015). According to Akinfeleye (2003), the fundamental philosophical tenet of television's early role in Nigerian growth was education. He did note that it is currently being utilised to mobilise individuals for national development initiatives like family planning, basic healthcare, and many others. A soap opera or drama series, a jingle, a campaign, a discussion show, or a magazine format can all be used to deliver health messages on television (Atakiti&Ojomo, 2015).

One example of how television has been used for health education is a popular television soap opera that has been shown in Uzbekistan since 2003 and focuses on issues that viewers encounter on a daily basis, such HIV prevention. The largest HIV and AIDS campaign in the world, "Staying Alive" by MTV, has reached 166 countries and territories. Girls and women were the focus of its 2004 campaign, which had the backing of UNFPA, UNAIDS, the World Bank, Family Health International, and the Kaiser Family Foundation (Bernstein & Hansen, 2006). Additionally, in December 2009, the Silverbird Galleria Cinema in Lagos screened three short films about maternal mortality in Nigeria. "Too Young, Too Far, and Too Late" was the title of these films. The leading social networking firm in the country is CFC. The brief video explored the potentially dangerous pregnancy-related situations in Nigeria (CFC, 2009). The Maternal Health Channel television in Ghana was established, in accordance with CFC (2009), with the "aim to improve awareness and boost maternal health throughout Ghana." The programme is divided into three segments: theatre, document, and conversation. Two Ghanaian stations will air the programme once a week.

The objective is to "raise maternal health rates since 4,000 women and girls continue to perish in delivery or from problems connected to pregnancy each year, while as many as 117,000 have a long-term disability in Ghana." The Maternal Health Channel airs on GTV every Thursday at 8 p.m. and on TV3 every Friday at 8:30 p.m. Many Nigerian television stations broadcast health education programmes. Health Wise airs every Monday at 9:30 p.m. on Television Continental. Health Tips airs every Thursday at 4:30 p.m. on Galaxy Television, while Health Talk airs every Monday at 6:45 p.m. on African Independence Television (AIT). While OGTV has Health Scope and Ilera, a Yoruba health show, LTV has Health Wise, Health Center, and Healthy Living. According to Miller (2010), the many programming categories and variety of factual and fictitious content on television channels seem to provide a wide range of options and cater to the requirements and preferences of various viewers. According to results from a 1999 Health styles Survey in America, those who regularly watch soap operas have greater health issues than people who don't (Farhana& Ahmed, 2008). A radio play series in Afghanistan that addresses issues important to the wellbeing of the population is showing promise in improving people's awareness of immunisation and other issues. More thorough information is provided to help it in supporting radio programmes and cartoon periodicals (Farhana& Ahmed, 2008).

The Nigerian drama "SHUGA" is another instance of how television has been utilised for health teaching goals. The play focuses on concerns that people face every day, such as HIV

prevention. For instance, Kwara Television, the state television station in Ilorin, airs several health-related programmes. A few of these programmes are Health Line, which instructs audiences on a range of health worries, documentaries on malaria and AIDS, as well as jingles about illnesses like Ebola, Lassa fever, and others. The women's programme "Mother Care" is broadcast on Nigerian Television Authority (NTA), the country's official television network, with the primary goal of educating women about maternal health.

Radio stations in Nigeria used to include health-related information in their programming for listeners. For instance, Radio Kwara features OmoKaola, a Yoruba show that focuses on healthiness, children's health, etc. In addition to Afinjuwojo, a Yoruba programme created to rectify unhealthy behaviours, Harmony FM also airs Abiro, a Yoruba programme that concentrates on maternal health, and Ifetosiomobibi, a Yoruba programme that focuses on family planning.

Fact for life on Broadcast Media

One of the programmes that radio stations employ to occupy, enlighten, and educate their audience is radio drama. Nigeria is a fortunate nation with a large child population. But regrettably, the majority of these kids have problems as a result of careless parenting and inadequate nutrition. In an effort to teach parents how to properly care for their children, the United Nations Children's Fund (UNICEF) introduces the radio play programme "Fact for Life" (United Nations Children's Fund, 2010).

The purpose of fact for life is to inform parents about the potential health risks that their young children may experience. Facts for Life offers useful knowledge that everyone has a right to possess and apply (United Nations Children's Fund, 2010). Families may make better decisions with the aid of Facts for Life. It is a tool for developing and enhancing safe spaces in the community, at home, and at school.

Major radio and television stations in Nigeria are airing this radio play. 14 different topics are covered in Facts for Life. Birth planning, healthy pregnancy and infant development, early childhood education, breastfeeding, nutrition and growth, vaccination, diarrhoea, coughs, colds and more severe diseases, cleanliness, malaria, HIV, child protection, injury prevention and emergency are a few of these. United Nations Children's Fund, 2013). The radio drama also teaches parents how to get ready and react to their children.

The Facts for Life radio play also offers suggestions for utilising the main ideas and further data on the various themes. Using Facts for Life to modify habits and behaviours in support of children's rights, it offers suggestions for communication campaigns (United Nations Children's Fund, 2013).

Health professionals can utilise it to assist families in forming better behaviours. It may be used by teachers to teach kids life skills. It may be used by journalists to produce stories regarding regional children's rights issues.

Medical professionals, decision-makers, community-based workers educators and volunteers, government officials, development workers, writers, artists, athletes, entertainers, youth groups, and members of women's organisations as well as community-based, international organisations and religions can all find information in the Facts for Life radio drama. According

to UNICEF (2010), it serves as a resource for knowledge and a tool to support advocacy for policies and programmes while also educating families and communities about the rights of children and women.

Theoretical Review

Fishbein and Ajzen introduced the Theory of Planned Behavior in 1975. This theory is an extension of the Theory of Reasoned Action (Fishbein&Ajzen, 1975). For thirty years, this concept has served as the major theoretical framework for investigations on health-related attitudes. According to the theory, attitude toward the behaviour, subjective standards, and perceived behavioural control (PBC) all influence behavioural intention, which in turn governs behaviour (Ajzen, 1988).

Instrumental beliefs about the effects of the activity, such as "it would save time," are used to predict a person's attitude. These beliefs are then balanced by assessments of how desirable the outcomes are, such as "saving time is a good/bad thing." The concept that attitude having two components is a relatively new addition to the TPB: cognitive attitude, which reflects perceived advantage, and emotional attitude, which indicates satisfaction or pleasure associated with the behaviour (e.g. whether the behaviour is judged to be good, beneficial and wise). Paisley and Sparks (1998) discovered that both attitudes were equally predictive of expectations to reduce fat consumption, while Payne, Jones, and Harris (2004) discovered that affective attitude is the better predictor of intention to participate in health behaviours.

The theory of planned behaviour explains how behavioural, normative, and control beliefs influence attitude, subjective norm, and PBC in a simple, succinct, and statistically verified manner (using multiplicative composites of expectancy beliefs and outcome evaluations). French and Hankins (2003) proved the folly of this strategy and proposed other options. The concept of planned behaviour may be used to create therapies that focus on individual behaviours that are socially undesirable yet beneficial to health. Condom use, smoking cessation, self-check-ups, voluntary testing, medication adherence, and other behaviours that require individual judgement yet have varying degrees of societal acceptability are examples of this behaviour (WHO, 2008).

This study demonstrates that viewers' views about UNICEF's Facts for Life programme are influenced by their (intended) interest in the program's subject matter, and that this interest determines how they feel about (and apply) what the programmes teach. It is argued that audience interest in the radio play is the immediate antecedent of behaviour since it cognitively indicates the audience's preparedness to undertake a given action.

Methodology

Survey methodology was used for the investigation. The use of surveys by behavioural scientists to compile the views and opinions on a wide range of topics makes them the most appropriate. All 25,506 AkungbaAkoko inhabitants are included in the study's population (City Fact, 2017). Residents of Akungba were chosen for the study because radio is their main source of information and does not need formal literacy for users. The sample size for the study is 377 respondents from AkungbaAkoko. The researcher determined the sample size by using the Krejcie and Morgan sample size determination table. The purposive sampling method was

adopted in this study. Purposive sampling requires the selection of a sample on the basis of knowledge of the population, characteristics, and objectives of the study (Daramola and Daramola, 2013). The questionnaire instrument was used to gather data for the study. The data collected was analysed using simple percentage and frequency distribution table.

Data analysis and Result

Three hundred and seventy-seven (377) copies of the questionnaire were distributed to respondents and only 368 were completely retrieved. This represented a return rate of 98 percent.

Table 1: shows extent to which the “Facts for life” radio programme influence the knowledge of the respondents

STATEMENTS	SA	A	U	D	SD	Total
	%	%	No	%	No	%
FFL programme has made me to know that a child should receive vaccination to prevent him/her from disease	266 (72%)	75 (20%)	16 (4%)	8 (2%)	3 (1%)	368 (100%)
The programme has made me to know that a child should receive exclusive breastfeeding for the first 6 months	226 (61%)	82 (22%)	33 (9%)	6 (2%)	21 (6%)	368 (100%)
FFL programme has made me know that a nursing mother should maintain hygienic environment	233 (63%)	79 (21%)	42 (11%)	8 (2%)	6 (2%)	368 (100%)
FFL programme has made me know that a child should not drink contaminated water.	206 (56%)	69 (19%)	38 (10%)	29 (8%)	26 (7%)	368 (100%)

Source: Field survey, 2022.

The analysis on the table indicates that 92%, 83%, 84%, 75% of the respondents respectively admitted that *Fact for Life* Radio programme has made them to know that a child should receive vaccination to prevent him/her from disease, the programme has made them to know that a child should receive exclusive breastfeeding for the first 6 months, the programme has made them to know that a nursing mother should maintain hygienic environment, and that a child should not drink contaminated water.

Table 2: showing extent to which *Facts for life* radio programme influence the attitude of the respondents

STATEMENTS	SA	A	U	D	SD	Total
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	%	%	No	%	No	%
Based on FFL programme, I now encourage immunization of children against disease	226 (61%)	82 (22%)	33 (9%)	6 (2%)	21 (6%)	368 (100%)
Based on FFL programme, I now believe in exclusive breastfeeding for children in the first 6 months	233 (63%)	79 (21%)	42 (11%)	8 (2%)	6 (2%)	368 (100%)
Because of FFL programme, I now believe that a nursing mother should maintain a hygienic environment.	196 (53%)	86 (23%)	52 (14%)	26 (7%)	8 (2%)	368 (100%)
Because of FFL programme, I now support that a child should only drink pure/hygienic water	246 (67%)	74 (20%)	11 (3%)	14 (4%)	23 (6%)	368 (100%)

Source: Field survey, 2022.

The data in the showed that 61% of the respondents admitted that *Fact for Life* Radio programme has made them to encourage immunization of children against disease. It also indicates that 63% of the respondents believe that the programme has made them believe in exclusive breastfeeding for children in the first 6 months. Also, 53% and 67% of the respondents respectively admitted that through the influence of the programme, they now believe that a nursing mother should maintain a hygienic environment, and that they now support that a child should only drink pure/hygienic water.

Table 3: showing extent to which *Facts for life* radio programme influence the health practices of the respondents

Item	Very frequently	Frequent ly	Rarely	Not at all	Total (%)
	Fre. %	Fre. %	Fre. %	Fre. %	
Based on FFL programme, my child received vaccination to prevent him/her from disease	282 (77%)	62 (18%)	17 (5%)	7 (2%)	368 (100%)
Based on FFL programme, my child received only breast milk for the first 6 months	273 (74%)	81 (22%)	9 (2%)	5 (1%)	368 (100%)
Based on FFL programme, my child received only pure/hygienic water.	241 (65%)	73 (20%)	41 (11%)	13 (4%)	368 (100%)
Based on FFL programme, I now maintain a hygienic environment	238 (65%)	65 (18%)	48 (13%)	17 (5%)	368 (100%)

Source: field survey, 2022.

The analysis presented in the table indicate that majority of the respondents admitted that based on their exposure to *Fact for Life* Radio Drama programme, their children have received vaccination to prevent them from disease, that their children have received only breast milk for

the first 6 months, that their children only receive and drink pure and hygienic water and stay in clean environment. This implied that the attitude of majority of the respondents to adopted the practice of fetching clean, pure and hygienic water for the consumption of their children to avoid diseases and maintain sound health and well-being. It also shows that based on the influence of *Fact for Life* Radio Drama programme, they now maintain a hygienic environment. This implies that Fact of Life Radio Drama programme has influenced the practicing of maintenance of hygienic environment by Akungba residents.

Discussion of Findings

The outcome indicates that the *Fact for Life* Radio Drama programme has influenced the knowledge of the Akungba residents to know the importance of exclusive breastfeeding to child mental and physical health. Also, the outcome of the analysis shows that the majority of the respondents have been influenced by the *Fact for Life* Radio Drama to know the benefit of hygienic environment to nursing mothers and their children's health and well-being and that *Fact for Life* Radio Drama programme has influenced the knowledge of Akungba residents to knowing the danger of contaminated water to a child's health and well-being. The findings of the study is in line with Yahaya, Fadairo and Ogundele (2009) study that that women had a significant improvement in knowledge, awareness and a positive change in their health behaviour as a result health programmes on radio and television. The findings are also consistent with the submissions of Yar'zever and Said (2013). A study carried out in Kano on the knowledge and utilization of maternal health services, found a high percentage of urban and rural respondents have a good knowledge of the range of maternal health services offered in health facilities.

The data presented shows that *Fact for Life* Radio Drama programme has encouraged the attitude of Akungba residents towards seeing immunization of as important in preventing children against disease. It also shows that the *Fact for Life* Radio Drama programme has influenced the attitude of the Akungba residents towards believing and practicing exclusive breastfeeding for children in the first 6 months. The outcome also implied that the attitude of majority of the respondents have been influenced by the Fact of Life Radio Drama to believing that a nursing mother should maintain a hygienic environment to facilitate sound health and well-being. The finding revealed that "Fact of Life" Radio Drama programme has influenced the attitude of Akungba residents to support that a child should only drink pure/hygienic water. This is supported by Andesiah, (2013, p.19) "attitude of audience towards health communication can contribute to all aspects of disease prevention and health promotion and its relevant in a number of contexts which include: health professionals-patient relations, individual's exposure to search for health information and adherence to clinical recommendations, the construction of public health messages, campaigns and images of health in mass media and the culture at large and the education of consumers on how to gain access to the public health care systems". The results are similar to the findings of Utalor (2019) on knowledge and willingness to utilise antenatal care services among women of childbearing age in Ilorin-east Local Government Area, it reported that more than two thirds of the respondents were aware of antenatal care services and are willing to use them following pre and post interventions.

The outcome indicated that through the help of sensitization on Fact of Life Radio Drama programme, majority of Akungba residents have vaccinated and immunized their children to prevent them from contacting any form of disease. Also, that through listenership of the Fact of Life Radio Drama programme, the Akungba residents have been influenced to practicing exclusive breastfeeding by giving only breast milk to their children for the first 6 months. The findings of the study also show that Fact of Life Radio Drama programme has influenced the practicing of maintenance of hygienic environment by Akungba residents. This finding supports Ben-Enukora, Oyero, Okorie, Oyesomi, and Adeyeye (2020) findings that the respondents have started practicing some recommended behaviours such as covering of food items in tight containers, and the use of rats' poisoning amongst others. This finding also supports a study by Ogwezzy-Ndisika (2019) which found that exposure to information about hand washing hygiene influences some mothers' behavior.

Conclusion

UNICEF's Fact for life radio drama is veritable tool for maternity and child health risk communication. This study examined UNICEF's Fact for life radio drama's effectiveness in preventing mortality rate among women. Results indicates that maternal services can be enhanced through increased exposure to radio programmes, as this medium is highly used by the respondents. This means that radio has to be more accessible with regards to language and dissemination of maternal health messages. However, there is need for an innovative and all-inclusive approach to maternal health care in Nigeria, in other to meet the goals listed in the millennium development goal agenda (MDGs), one that encourages women to not only take charge of their health and a decline of the death of women (during and after pregnancy) and children. A paradigm shift is necessary because of the wide gap that exists between knowledge and use of maternal health services in African countries. In this approach, social elements are highly significant because they symbolise possibilities for prevention which are open to change.

From the findings of the study, the Akungba residents are aware of the issues of infant health through UNICEF's Fact for life radio drama. UNICEF's Fact for life radio drama has the capacity to drastically reduce maternal mortality ratio to the barest minimum. The producers of the programme have first and foremost carry out a research on the type of issue that will capture the attention of people and the time that will be suitable for them. The study concludes that in accordance to the ample knowledge of the maternity and child health measure through the radio drama, attitude towards the maternity and child health has changed in total compliance with preventive behaviours outlined on the Radio Drama.

Recommendations

Based on the findings of the study, the following recommendations are made:

1. Since all the respondents depend on the radio for infant health information, it therefore becomes necessary to recommend that the use of radio to disseminate maternal health messages should be intensified.

2. The producer of the Radio Drama should first and foremost carry out a research on the type of content that will capture the attention of people and the time that will be suitable for them.
3. UNICEF and Radio stations should always assess themselves to ascertain if the programme is actually achieving its intent. This can be done through evaluation during the course of the programme at a given period.
4. Community radio should be established in LGAs so that these messages can be brought closer home. This will give members of the community a sense of belonging. The health messages will also be more personal as the radio will air in their local dialect.

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