BRIDGING THE KNOWLEDGE GAPS OF DEMENTIA AMONG YOUNG ADULTS THROUGH RADIO ENLIGHTENMENT CAMPAIGNS IN OYO STATE

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ABSTRACT: This study examined knowledge gaps related to dementia among adults through radio enlightenment campaigns in Oyo State. Dementia is the fifth leading cause of death accounting for 2.4 million deaths globally, and age is the greatest risk factor for dementia. Given the growing aging population worldwide, the number of people who suffer dementia is increasing very year. The survey was chosen as the research design for this study, and it was used to determine older people's opinions, attitudes and beliefs about issues of dementia in Oyo State. The study population consisted of adults who were affected by dementia. The findings showed that radio is less effective about dementia enlightenment campaigns. Findings showed that hospital-based enlightening campaigns about dementia have been effective in Oyo State. Hospital-based enlightening campaigns about dementia are not only trusted but questions can also be asked and immediate answers can be provided on the spot. The findings also showed that respondents preferred face-to-face health talks to radio enlightenment campaigns about dementia in Oyo State.

Keywords: Knowledge Gaps, Dementia, Adults, Radio, Enlightening Campaigns

INTRODUCTION

Foley and Guiry (2019) noted that radio initiates and sustains public support, awareness and stigma reduction campaigns meant to inspire people from all strata of society to stand together with people living with dementia in low-income countries. Woo (2017) noted that using patients' stories as a starting point and providing up-to-date statistics about dementia on radio enable older population to have an adequate understanding of the threat of dementia. James (2019) noted that while the older people is more receptive to radio, younger population is more receptive of social media. Radio has the potential to speak the language of the locals, time the period of broadcasting and tread the rugged and far-flung rural areas in low-income countries of the world. (James, 2019). As a result of its pervasive nature, radio can disseminate certain health messages to a class of a population. The quest for the development of the rural areas of developing nations continues to be a challenge for policymakers and governments in sub-Saharan Africa and their development partners (Antwi-Boateng et al., 2023). Radio has been identified as a vital component of development plans in low-income countries (James, 2019).

Dementia is the fifth leading cause of death accounting for 2.4 million deaths globally and age is the greatest risk factor for dementia (Ye et al., 2024). Given the growing aging population worldwide, the number of people suffering from dementia will increase in the future (Ye et al., 2024). The economic and social burdens of dementia are remarkable because it affects 57.4 million people worldwide and this number is expected to triple to 152.8 million people by the year 2050 (Corasaniti et al., 2024). Dementia is a serious public health concern and affects patients' ability to perform the activities of daily living. Dementia is a common symptom characterized by the impairment of mental processes such as thinking, memory, reasoning and judgement (Oh & Song, 2024). The increasing prevalence of dementia globally due to population aging poses many social and health challenges (Collins et al., 2024). Participating in physical activities is very beneficial for people living with dementia (Sari et al., 2024). Poorly managed diabetes is associated with a greater risk of dementia and Alzheimer's disease and AD-related diseases are the leading causes of death in low-income countries worldwide (Titcomb et al., 2024). The main risk factors for dementia are low self-rated overall health, low household income, high multimorbidity risk score, long-term illness, high neutrophil percentage, and high nitrogen dioxide air pollution (Ye et al., 2024). Individuals with dementia face an increased risk of falls and falls can precipitate a decrease in an individual's functionality (Greene et al., 2024). Falls that do not result in strokes and injuries can lead to psychosocial consequences in the form of diminished confidence and fear of falling (Greene et al., 2024).

Foley and Guiry (2019) investigated public understanding of dementia and found that radio advertisements are used to build public understanding among citizens about dementia. Clark et al., (2024) investigated the experiences of people living with dementia and their care partners and found that accessible therapeutic services for people living with dementia and their care partners remain scarce. Forty Percent of all dementia cases are attributed to modifiable risk factors, but awareness of these risk factors is largely lacking among patients with dementia (Paauw et al., 2024). With the increasing aging population, increase in the number of people with cognitive decline is expected (Schroder et al., 2024). Although, dementia-friendly communities are key to combating the high incidence of dementia among older generations, there are no initiatives to empower, engage and enable people living with dementia to continue to live well and associate within their communities (Yuen et al., 2024). Although some communities support dementia-friendly initiatives and medical interventions, many patients with dementia rarely seek medical interventions. Caregivers of patients with dementia are the strong support system of the care community (Huggins et al., 2024). Intimate or close interactions or relationships affect health and quality of life outcomes for people with dementia and their families (Marques et al., 2024).

Foley and Guiry (2019) investigated public understanding of dementia and found that radio campaigns are creating a much better understanding of dementia in older populations, increasing awareness of the condition and risk reduction, and is encouraging people to take early actions. Dementia is a common and related health problem in older adults, affecting their ability to initiate and maintain a healthy diet and ultimately resulting in malnutrition (Arifin et al., 2024). Patterson (2017) reported that although dementia affects elderly people more, it can also affect young people in their 40s and 50s. Although dementia has emerged as an important risk factor for severe SARS-CoV-2 infection, the results regarding COVID-19-related complications and mortality are inconsistent (Bicaiho et al., 2024). Cardiovascular health has been shown to be associated with the onset of dementia, age and sex are also risk factors for dementia among older people (Ponjoan et al., 2024). Diabetes type 2 has also been identified to as a major risk factor for dementia and mild cognitive impairment in the older population

(Doran et al., 2024). People living with dementia can also have complex dental issues (Geddis-Regan et al., 2024).

Patterson (2017) while investigating the Dominica Dementia Foundation Report found that radio campaigns have been more effective in reaching broader populations to create awareness about dementia. Dementia is highly prevalent among older adults and is associated with high morbidity and mortality. Caregivers of people living with dementia usually suffer stress, morbidity and mortality due to their roles as caregivers (Sy et al., 2024). The provision of a dementia diagnosis, the information made available, and the counselling and support initiated usually have a permanent impact on patients and members of their families, and this is worth attention because it is equal to that given to the assessment and investigation procedure (Foxe et al., 2024). Patients and members of their families need a constructive, but sensitive conversation about the nature and causes of their difficulties, spoken in plain language, and tailored to their main needs (Foxe et al., 2024). This conversation should lead to the provision of high-quality, easily accessible information and a health care system (Foxe et al., 2024).

Woo (2017) investigated dementia health promotion for Chinese Americans and found that radio engagement strategies such as using celebrities and fighting dementia appeared more effective in creating awareness about dementia. The most common degenerative condition in the older population is dementia (Nyholm et al., 2024). Over 50 million people were living with dementia worldwide in 2020, with more than 10 million new cases of dementia diagnosed every year globally (Pihet et al., 2024). Due to the growing aging population, the number of patients with dementia is expected to increase every 20 years, reaching 82 million in 2030 and 152 million in 2050 (Pihet et al., 2024). As cases of dementia continue to grow in older populations, the support provided by informal care givers remains crucial to the sustainability of most health care systems (Pihet et al., 2024). Caregivers, especially family members and close relatives, of people living with dementia spend more of their time, energy and resources to provide assistance to people affected by dementia (Pihet et al., 2024). Although, informal caregiving ensures smooth ties and close relationships between caregivers and those affected by dementia, it imposes high costs and demands on those who provide dementia care (Pihet et al., 2024).

Dementia is a public health concern in developing nations of Africa and Asia. Dementia is prevalent in low-income countries due to a lack of knowledge and awareness about the symptoms of the disease in low-income countries worldwide. Consequently, how frequent are the people in Oyo State exposed to enlightening campaigns on dementia? What is the effectiveness of radio messages for enlightening campaigns on dementia? What communication methods or techniques are used by radio stations to influence the adoption of dementia enlightening campaigns? Overall, there is a need to investigate the adoption and use of radio dementia enlightening campaigns in Oyo State. Therefore, the research objectives were to investigate how frequently people in Oyo State are exposed to radio messages on dementia; to understand the effectiveness of radio in the adoption of dementia enlightening campaigns, and to determine the communication methods or techniques used by radio stations to influence the adoption of dementia enlightening campaigns.

This study is anchored on the Knowledge-gap Theory. Health information, which is tantamount to knowledge, is very useful for living a life free of dementia. This theory was adopted because there is a wide gap in information acquisition between older and younger populations about dementia. While the older population is more receptive to radio media to obtain information

and knowledge about dementia, the younger population prefers receiving information and knowledge about dementia on social media. People with higher socioeconomic status enjoy smooth and unhindered access to and exposure to information and knowledge to aid in personal, social and health decisions. Knowledge-gap theory emphasizes the inequality in information acquisition between the classes in society, which are privileged and ordinary members of society (Aina, 2003). Aina (2003) maintains that the gap in knowledge between people of higher socioeconomic status and those in the lower segment increases rather than decreases as messages pour into the system. The rich might have had background knowledge of some issues through education and previous media exposure. They may also have other enlightened social contact with which they discuss public issues. In addition, mass media are naturally geared towards individuals of higher socioeconomic status, due to the frequent appearance of science news and public affairs in elitist print media (Aina, 2003).

MATERIALS AND METHODS

The survey was chosen as the research design for this study, and it was used to determine young adults' opinions, attitudes and beliefs about dementia in Oyo State. The study population consisted of young adults who suffer from dementia. The African Union (20

06) describes a young adult as 'a person who falls between the age of 15 and 35'. Oyo State has 33 local government areas, with a 2010 projected population estimate of 5,580,894 (Federal Republic of Nigeria), while those that fall between 15 and 35 years of age represent 62.6% of the total population (National Bureau of Statistics, 2013). The population of young adults suffering from dementia in this study included 3, 493, 639 individuals which is too large for this study. However, sample size of 400 was used at a confidence level of 95% and a confidence interval of ± 5 (assumed population statistics). This was generated with the aid of the Online Sample Size Calculator. Therefore, the sample size of 400 was used. The sampling technique adopted for the study was multistage sampling. This is because the sampling procedure requires different techniques at different stages of population selection. The stratified sampling method was later used to access respondents from the three Senatorial districts of Oyo State. A stratified sample is the approach used to obtain adequate representation of a subsample, and it decreases probable sampling errors. Rather than selecting a sample from the total population, the researchers ensured that appropriate numbers of elements were drawn from the subsets of that population. To obtain a stratified sample of youths in Oyo State, the population was organized into three Senatorial districts as shown below:

The Population of Young Adults in the Three Senatorial Districts of Oyo State

Senatorial Districts	Youth
Oyo Central	1,176,341
Oyo South	1,106,736
Oyo North	1,210,562
Total	3,493,639

Source: National Bureau of Statistics 2013 Projection

Using a sample size of 400, the proportionate sampling method was used at this stage to select the actual number of respondents for the study in each of the strata. This is because the populations of each of the Senatorial districts are different. Consequently, the percentage of each stratum is shown as follows: Oyo Central Senatorial District-136, Oyo South Senatorial

District-125 and Oyo North Senatorial District-139. At this stage, the respondents were purposively selected from each of the wards in each of the Senatorial districts. A questionnaire was used to collect data from the respondents and research assistants who were thoroughly trained in line with the requirements of the study were recruited to assist in the administration of the questionnaire to the respondents in their different locations and to retrieve the questionnaire on the spot. Of the 400 questionnaires administered to the respondents, 384 were found to be useful and were analysed. The data gathered from the respondents were sorted and tabulated in frequency distribution tables and percentages.

RESULTS

Table 1: Distribution of respondents by gender, age, occupation, marital status and educational qualifications on radio enlightenment campaigns on dementia

Options	Number of Respondents	Percentage
1.1 Gender		
Male	231	60
Female	153	40
Total	384	100
1.2 Occupation		
Artisan	302	78
Farmer	35	10
Civil Servant	29	7
Unemployed	11	3
Trader	7	2
Total	384	100
1.3 Marital Status		
Married	310	80
Single	72	18
Divorced	2	2
Total	384	100
1.4 Educational Qualifications		
O' Level/SSCE	15	4
Primary School	140	37
OND/NCE	105	27
HND/BSC/BA/BEd/BTech	113	29
MA/ MSC/PhD	11	3
Total	384	100

Source: Fieldwork, 2024

Table 1 indicates that more old men than women are conversant with radio enlightenment campaigns on dementia. Here, 231(60) were males, while 153(40) were females. Three hundred and two respondents representing 78% of the respondents were artisans. Only 7 respondents representing 2% were traders. Three hundred and ten respondents representing 80% were married, seventy-two respondents representing 18% were single, and 2 respondents representing 2% were divorced. One hundred-forty respondents representing 37% of the sample had their primary school leaving certificates. Only 11 respondents representing 3% of the sample had their MA, MSC/PhD certificates.

Table 2: Effectiveness and frequency of radio enlightenment campaigns on dementia

Nature N	Number of Respondents	Percentage		
2.1 Effectiveness of radio enlightenment campaigns				
Very Effective	48	12		
Effective	56	15		
Less Effective	114	30		
Somewhat Effective	32	8		
Slightly Effective	52	14		
Not Effective at All	82	21		
Total	384	100		
2.2 How often does radio air enlightenment campaigns on dementia in Oyo State?				
Very often	70	18		
Often	62	16		
Less often	144	38		
Not at all	108	28		
Total	384	100		
2.3 Other channels of Enlightenment Campaigns on Dementia				
Hospital-based enhancement camp	paigns 122	32		
Housing-to-House Enlightenment Campaigns 90				
Television	66	17		
Newspapers	48	12		
Health Educators	58	15		
Total	384	100		

Source: Researcher's Fieldwork, 2024

Table 2 shows that 56 respondents (15%) affirmed that radio is effective for dementia enlightenment campaigns, 114 respondents (30%) maintained that radio is less effective for dementia enlightenment campaigns, while 82 respondents (21%) reported that radio is not

effective at all for dementia enlightenment campaigns in the Oyo State. Seventy respondents (18%) maintained that radio airs enlightening campaigns for dementia very often in Oyo State, 144 respondents (38%) averred that radio airs enlightenment campaigns for dementia less often in Oyo State, while 108 respondents (28%) posited that radio does not air enlightenment campaigns at all for dementia in Oyo State. One-hundred and twenty-two respondents (32%) affirmed that hospital-based enlightening campaigns for dementia have been effective in Oyo State, 90 respondents (24%) averred that house-to-house enlightening campaigns for dementia have been effective in Oyo State, 66 respondents (17%) reported that television enlightenment campaigns for dementia have been effective in Oyo State, and 58 respondents (15%) maintained that health enlightenment campaigns for dementia by health educators have been effective in Oyo State.

Table 3: Radio Techniques & Attitudes of Respondents Regarding Dementia Enlightenment Campaigns

Options	Number of Respondents	Percentage		
3.1 Techniques used by the Radio for Dementia Enlightenment Campaigns				
Radio Drama	116	30		
Advertisements	96	25		
Jingles	73	19		
Discussion Programmes	62	16		
Health Interviews	37	10		
Total	384	100		
3.2 Respondents Attitudes towards F	Radio			
Preference for Face-to-Face Health Tal	lks 150	39		
Preference for Entertainment Programm	mes 85	22		
Credibility Issues	77	20		
Preference for Radio News	38	10		
Liking for Listening to Music	34	9		
Total	384	100		

Source: Fieldwork, 2024

Table 3 shows that 116 respondents (30%) reported that radio drama is one of the techniques used by radio media for dementia enlightenment campaigns, 96 respondents (25%) maintained

that advertisements is one of the techniques used by radio media for dementia enlightenment campaigns in Oyo State, 73 respondents (19%) reported that jingles is one of the techniques employed by radio media for dementia enlightenment campaigns in Oyo State, while 62 respondents (16%) reported that discussion programs is one of the techniques employed by radio media for dementia enlightenment campaigns in Oyo State.

One-hundred and fifty respondents (39%) reported that they prefer face-to-face health talks to radio enlightening campaigns on dementia, 85 respondents (22%) reported that they prefer entertainment programs on radio to dementia enlightening campaigns on radio, 77 respondents (20%) reported that they had credibility issues with radio enlightening campaigns on dementia, while 38 respondents (10%) reported that they preferred radio news to radio enlightening campaigns on dementia.

FINDINGS AND DISCUSSIONS

The findings showed that radio is less effective at providing dementia enlightening campaigns. Supporting earlier findings, James (2019) maintained that radio has been extremely ineffective in campaigns on all issues that border all public health challenges. No broadcast is devoted to every health issue on the radio, including issues related dementia.

The findings showed that radio airs enlightening campaigns about dementia less often in Oyo State. No health jingles, advertisements, discussion programs, health interviews or documentaries have been used to pass messages or campaigns about issues of dementia in Oyo State. Supporting earlier findings, James (2019) reported that radio broadcasts rest mainly on news dissemination, music and other entertainment programs, advertisements and other commercial messages.

Findings showed that hospital-based enlightening campaigns about dementia have been effective in Oyo State. Hospital-based enlightening campaigns about dementia are not only trusted but questions can also be asked and immediate answers could be supplied on the spot. Supporting earlier these findings, West et al., (2023) noted that hospitals remain the most common and the best place for the source of information about any health issues, including issues about dementia.

Findings showed that radio drama is one of the techniques used by radio media for dementia enlightenment campaigns in Oyo State. Chan et al., (2024) noted that radio is the most commonly used for drama for enlightening campaigns about public health issues, including issues on dementia.

Findings showed that respondents preferred face-to-face health talks to radio enlightenment campaigns on dementia in Oyo State. Supporting these findings, Francis et al., (2022) noted that face-to-face health talk has the potential to spur certain health behaviors. In addition, supporting earlier findings, Donne et al., (2017) affirmed that interpersonal health communication remains a crucial mediating factor in the effects of health campaigns on health behaviour.

Conclusion and Recommendations

Radio has not done much with regard to adequate enlightenment campaigns about issues of dementia. While the older population is more receptive to radio, the younger population is more receptive to social media in Nigeria. Although radio has the potential to speak the language of locals, and broadcast and tread rugged and far-flung rural areas in low-income countries worldwide, it is less effective than hospital-based enlightenment campaigns on dementia in Oyo State. Therefore, hospital-based enlightenment campaigns should be sustained for enlightenment campaigns about issues of dementia in Oyo State. Additionally, House-to-house campaigns should be initiated and sustained for enlightenment campaigns about issues of dementia.

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