

**PERCEIVED INFLUENCE OF MASS - MEDIA ON THE UTILIZATION OF CONDOM AS A PREVENTIVE MEASURE AGAINST HIV AND AIDS AMONG STUDENTS IN TERTIARY INSTITUTIONS IN IMO STATE.**

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**ABSTRACT**

*The study examined the Perceived Influence of Mass-Media on the Utilization of Condom as a Preventive Measure against HIV and AIDS among Tertiary Institution Students in Imo State, Nigeria. Four objectives and corresponding research questions guided the study. Two hypotheses were postulated and tested for the study. Multi stage sampling procedure was employed to draw a sample of 288 male and female students. The instrument for data collection was a structured questionnaire which was validated by three experts. Data were analyzed using means while t-Test statistic was used to verify the null hypothesis at .05 level of significance and at appropriate degree of freedom. The results of the study showed that there was positive influence of mass media on condom utilization as a preventive measure against HIV and AIDS among students of tertiary institutions in Imo State. There was no significant difference on the perceived influence of mass media on the utilization of condom as a preventive measure of HIV and AIDS among students in tertiary institution in Imo State according to gender. The study therefore recommends that there should be continued promotion of condom usage and HIV and AIDS media campaign by Ministry of Health and non governmental organisations to maintain utilisation of condom among students as a preventive measure against HIV and AIDS.*

**Keywords:** Influence, Mass-media, Utilization, Condom, Students and HIV/AIDS.

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## **Introduction**

Mass media has been an effective public health tool for the promotion of preventive health services such as condom use for the prevention of Human Immune Virus (HIV) Acquired Immune Deficiency Syndrome (AIDS). Acquired Immune Deficiency Syndrome epidemic is one of the devastating health disasters in Human history. The disease continues to ravage families and communities throughout the world. Akinyemi, Aransiola, Banjo, Bamiwuye, Fadeyibi and Adewuji (2010) estimated that the number of HIV-infected individuals has multiplied greatly since the virus's discovery in the 1980s, to a figure of 3.6 million infected Nigerians and at a current prevalence rate of over 5 per cent. The authors further stated that the projected annual deaths resulting from HIV and AIDS have increased from over 50,000 in 1999 to over 350,000 in 2004. The 2008 HIV sero-prevalence and Integrated Biological and Behavioural surveillance survey in Nigeria revealed a rate of 3.2 per cent with those below the age of 29 years having the highest prevalence (Idoko, 2009). Most students in the tertiary institution fall within this age group. Prevention remains the key strategy for curbing this epidemic and one of the strategies designed for prevention is the use of condom.

Condom is one of the major forms of family planning which reduces the likelihood

of contracting sexually transmitted infections, including HIV and AIDS. Human Immune Virus is spread primarily through unprotected sexual intercourse. Male and female condoms are the key because they are currently the only barrier methods that can protect against STIs, including HIV. Correct and consistent condom use is one of the most effective means of preventing sexual transmission of HIV, and it belongs at the heart of any HIV prevention strategy.

The effectiveness of condoms in reducing the risk of HIV and STIs has been well established (Ruth, Charles and Gupta, 2004). The authors further noted that targeting condom use to populations such as students where HIV and AIDS is spreading rapidly has been shown to be an effective means in curbing this epidemic. Although HIV and AIDS has increasingly become a global health problem, different regions of the globe show varying prevalence rates of the infection (USAID, 2009). No matter what their respective prevalence rates are, several countries worldwide have long started making all efforts to halt or at least slow down the spread of the infection in their territories. Pertinently, one of the major tools among others used by the Nigerian government and other concerned agencies within the country is the mass media.

Mass-media campaigns utilize electronic media such as television, radio,

internet and other print media (posters, billboards, newspapers, magazines and leaflets) to address prevention of HIV and AIDS by conveying messages on the advantages of condom usage. Van Rossem, Meekers and Akinyemi (2001) stated that although many Nigerians are aware that condoms are available and its use can prevent HIV/AIDS infection, consistent condom use has remained relatively low over the years. In Nigeria, media campaigns to raise awareness of HIV are practical ways of reaching many people in different locations. Radio campaigns such as the one created by the Society for Family Health (SFH) are thought to have been successful in increasing knowledge and changing behaviour. A future dream was a radio serial broadcast in 2001 in nine languages on forty two radio channels. This programme focused on encouraging consistent condom use, increasing knowledge and skills for condom negotiation among single men and women aged between 18 and 34 (Population Services International, 2003). In 2005, a campaign was launched in Nigeria in a bid to raise more awareness of HIV and AIDS. This campaign took advantage of recent increase in owners of mobile phones and sent text messages with information about HIV and AIDS to many individuals. Another high profile media campaign is promoted by Femi Kuti, the son of Fela Kuti, the famous Afro beat musician who died of AIDS in

1997. Femi Kuti appears on billboards along roads throughout Nigeria with the slogan "AIDS no dey show for face", which means you cannot tell that someone has AIDS by mere looking at him. Therefore, there is need for a sexually active person to use condom for prevention of HIV and AIDS.

Behaviour change activities according to Ruth, Charles and Gupta (2004) are designed to educate the population in ways to prevent HIV infection, to make condoms more socially acceptable, and to promote the use of condoms for disease prevention. The authors further suggested that exposure to behaviour change communication messages broadcast through a variety of channels is the most effective way to change knowledge, attitude and behaviour. Piotrow (1997) stated that the use of multiple media types is expected to reach a larger audience and help reinforce messages which can have positive or negative influence on condom utilization.

Influence according to Hornby (2005) is defined as the effect that something or somebody has on the way a person thinks or behaves. It is the power which someone or something has to make someone behave in a particular way. Influence is used here to refer to a cognitive factor which tends to have effect on what one does, or a power to affect persons such as the mass media.

In response to the HIV and AIDS epidemic in Nigeria, the United States Agency

for International Development (USAID) mission in Nigeria initiated the VISION Project, a three-year project designed to maximize the use of family planning services, HIV and AIDS services, and child survival services in Nigeria (Agha, Escudero, Keating and Meekers, 2003). In collaboration with local sports clubs, the Project also developed an outreach strategy primarily aimed at the youth called 'Sports for Life' to promote healthy lifestyles and spread information on family planning and HIV and AIDS prevention during football competitions. The Project media campaign also included a set of weekly radio programs in target areas to disseminate family planning, HIV and AIDS, and other reproductive health information to the general public. For example, SFH implemented a television programme to promote safe sex which featured Nigerian soccer superstar Sunday Oliseh. A billboard campaign to increase awareness that someone who is HIV positive may not have symptoms supplemented the radio and television campaign. Furthermore, there is currently a radio programme campaign on condom which advises every sexually active person to always remember to use condom. These programmes strengthen intentions to alter and increase the

likelihood of achieving new behaviours such as utilizing condom for the prevention of HIV and AIDS in Nigeria.

Nigeria is one of the Sub-Saharan African countries most severely affected by the HIV and AIDS pandemic (Akinyemi et al, 2010). Due to unprotected and unplanned sexual relationships, students in higher institutions are vulnerable to sexually transmitted diseases including HIV and AIDS. The students are so attuned to mass media for information and cues about how to behave, the media have tremendous potential for reaching them with messages about condom and HIV and AIDS. Moreover, in Nigeria there has been series of HIV and AIDS adverts placed on radio and television among other media. These most often, theatrical adverts, run concurrently on both media (television and radio). Some of these adverts include 'AIDS no dey show for face', 'Zip up', 'Use condom', 'AIDS is real', 'Imagine a world without AIDS (Utulu, 2011). All of those media contents packaged inform of adverts are used to create more awareness in the minds of the people especially students in tertiary institutions.

Tertiary institution students are a pivotal group for the growth of any nation. As with other groups of young persons, the consequences of HIV infection seem to be grave both for the individuals and the society at large. The consequences of HIV infection

have contributed to a reduction in the quality of life and decline in national productivity. In view of the high rate of risky sexual practices among tertiary institution students and the effectiveness of condom use in preventing HIV and its consequences, the researchers were motivated to determine the perceived influence of mass media on condom utilization among students in tertiary institutions.

### **Purpose of the study**

The purpose of the study therefore is to find out the perceived influence of mass-media on the utilization of condom as a preventive measure of HIV and AIDS among students in tertiary institution in Imo State. Specifically, the study sought to find out the

1. extent of condom utilization as a preventive measure against HIV/AIDS,
2. perceived influence of mass-media on condom utilization;
3. extent of condom utilization as a preventive measure against HIV and AIDS according to gender and
4. perceived influence of mass-media on condom utilization according to gender.

### **Research questions**

The following research questions were posed to guide the study

1. What is the extent of condom utilization as a preventive measure

against HIV and AIDS among students in tertiary institutions?

2. What is the perceived influence of mass-media on condom utilization among students in tertiary institutions?
3. What is the extent of condom utilization as a preventive measure against HIV and AIDS among students in tertiary institutions according to gender?
4. What is the perceived influence of mass-media on condom utilization among students in tertiary institutions according to gender?

### **Hypotheses**

The following null hypotheses were tested at .05 level of significance.

1. There is no significant difference in the perceived influence of mass-media on utilization of condom as a preventive measure of HIV and AIDS among students in tertiary institutions according to gender.
2. There is no significant difference on the extent of condom utilization as a preventive measure of HIV and AIDS among students in tertiary institutions according to gender.

### **Methods**

The research design adopted for this study was a descriptive survey research design. The

population for the study consisted of all the students of tertiary institutions in Imo state. A multi-stage sampling procedure was used to draw a sample of 288 students (136 males and 152 females) from the institutions. The sample was done in four stages. Stage one involved simple random balloting without replacement to select three institutions from the five existing tertiary institutions in Imo state. The second stage involved simple random sampling of balloting with replacement to select four faculties from each institution giving a total of twelve faculties. The third stage involved systematic selection of two departments each from the twelve selected faculties giving a total of twenty four departments. The last stage involved purposive selection of twelve students each from the twenty four selected departments which constituted the sample. Frankel and Wallen (2003) asserted that purposive sampling technique enables the researcher to use her personal judgment to select a sample that is believed to give the appropriate information of the population. The instrument for data collection was the researchers' designed questionnaire on Perceived Influence of Mass-media on the Utilization of Condom as a Preventive Measure against HIV and AIDS among Tertiary Institution Students Questionnaire (PIMUCPMQ). It had three sections. Section "A" was concerned with the bio-data of the

respondents, section "B" consisted of seven questions on the influence of mass-media on utilization of condom while section "C" also comprised of five questions on the extent of utilization of condom for prevention of HIV and AIDS. The instrument was validated by experts from the Department of Health and Physical education, University of Nigeria, Nsukka. Split-half method using Cronbach Alpha statistic was used to establish the internal consistency of the instrument which had a reliability of .83 coefficient. The validated instrument was administered by the researchers and three research assistants on face to face basis to the respondents. Two hundred and eighty eight (288) copies of the questionnaire were distributed but two hundred and seventy-one (271) copies were returned, correctly filled and used for data analysis. On the extent of condom utilization, the students were required to respond to the items as follows; Very Great Extent (VGE), Great Extent (GE), Low Extent (LE) and Very Low Extent (VLE). Means using real limit of numbers and criterion mean were used in answering research questions while t-Test statistic was used to test the null hypotheses at .05 level of significance and appropriate degrees of freedom.

**Results**

Table 1

**Mean Ratings of Extent of condom utilization as a preventive measure Against HIV and AIDS among Students of Tertiary Institutions in Imo State (n = 271).**

S/n	Items	VLE	LE	GE	VGE	$\bar{X}$	Dec
1.	Condoms act as a barrier in transmission of HIV or AIDS.	19.9%	19.6%	32.8%	27.7%	2.68	GE
2.	I used condom the last time I had sexual intercourse	22.5%	17.7%	41.7%	18.1%	2.55	GE
3.	I do not use condom in sexual relationship as it deprives me of full sexual satisfaction	14.4%	24.0%	39.1%	22.5%	2.69	GE
4.	Use of condom regularly during sexual intercourse with persons other than the regular partner reduces the chance of contracting HIV and AIDS	46.1%	17.0%	21.8%	15.1%	2.05	LE
5.	I use condom only when I have sex with a different partner	11.1%	31.0%	48.3%	9.6%	2.56	GE
Cluster Mean						2.50	GE

**Key: VGE=Very Great Extent, GE=Great Extent, VLE=Very Low Extent, LE=Low Extent**

Data in Table 1 reveals the responses on the extent of condom utilization as a preventive measure of HIV and AIDS among students of tertiary institutions. The Table shows that a higher proportion of students utilized condom to a great extent with a cluster mean of 2.50.

Table 2

**Mean Ratings of Influence of Mass media on condom utilization as a preventive measure Against HIV and AIDS among Students of Tertiary Institutions in Imo State (n = 271).**

S/n	Items	SD	D	A	SA	$\bar{X}$	Dec
1.	Exposure to media messages on condom influences my actions and intesion to use it.	15.1%	26.2%	28.8%	29.9%	2.73	+ve
2.	My primary source of information on condom use for HIV and AIDS preventon is through the mass media	18.8%	19.2%	34.7%	27.3%	2.70	+ve
3.	I have seen or heard condom programmes through radio, internet, postrs, magazines and television for prevention of HIV and AIDS.	18.5%	28.4%	24.0%	7 9.2%	2.63	+ve
4.	Media messages are useful in the prevention of HIV and AIDS	22.1%	26.9%	17.0%	33.9%	2.62	+ve
5.	Mass media programmes or advertisement promote and encourages me positively to adopt or use condom	29.2%	30.3%	19.9%	20.7%	2.32	-ve
6.	Regular media campaign promotes consistent use of condoms in the prevention of HIV and AIDS.	25.5%	26.2%	26.9%	21.4%	2.44	-ve
7.	Campaign programmes on condoms and HIV and AIDS gives me the boldness to insist on condom use during sexual intercourse	25.5%	23.6%	26.6%	24.4%	2.49	-ve
<b>Cluster Mean</b>						<b>2.56</b>	<b>+ve</b>

Table 2 show that the cluster mean of 2.56 is greater than the criterion mean point of 2.5 indicating that students of tertiary institution have positive influence of mass media on condom utilization as a preventive measure of HIV and AIDS in Imo State. The items with negative influence of mass media were insignificant.



Table 3

**Mean Rating of Extent of Utilization of Condom as a Preventive Measure Against HIV and AIDS Between Male and Female Students of Tertiary Institutions(n = 271).**

S/n	Items	Gender					
		Male (n = 130)			Female (n = 141)		
		$\bar{X}$	SD	Dec	$\bar{X}$	SD	Dec
1.	Condoms act as a barrier in transmission of HIV.	2.61	1.117	GE	2.75	1.049	GE
2.	I used condom the last time I had sexual intercourse	2.48	1.058	LE	2.62	1.004	GE
3.	I do not use condom in sexual relationship as it deprives me of full sexual satisfaction	2.65	1.018	GE	2.74	.936	GE
4.	Use of condom regularly during sexual intercourse with persons other than the regular partner reduces the chance of contracting HIV and AIDS	2.15	1.14	LE	1.97	1.121	LE
5.	I use condom only when I have sex with a different partner	2.45	.827	LE	2.67	.788	GE
	<b>Cluster Mean</b>	<b>2.46</b>		<b>LE</b>	<b>2.55</b>		<b>GE</b>

Data in Table 3 show a cluster mean rating for male (= 2.46) and female (=2.55) students of tertiary institutions. This implies that female students utilize condom to a great extent while their male counterparts utilize condom for prevention of HIV and AIDS to a low extent.

Table 4

Mean Ratings of Perceived Influence of Mass media on Utilization of Condom as a Preventive Measure Against HIV/AIDS Between Male and Female Students of Tertiary Institutions (n = 271).

S/n	Items	Gender					
		Male (n = 130)			Female (n = 141)		
		$\bar{X}$	SD	Dec	$\bar{X}$	SD	Dec
1.	Exposure to media messages on condom influences my actions and intension to use it.	2.838	1.01	+ve	2.63	1.077	+ve
2.	My primary source of information on condom use for HIV/AIDS preventon is through the mass media	2.707	1.13	+ve	2.702	1.005	+ve
3.	I have seen or heard condom programmes through radio, internet, postrs, magazines and television for prevention of HIV and AIDS.	2.569	1.08	+ve	2.702	1.093	+ve
4.	Media messages are useful in the prevention of HIV and AIDS	2.746	1.17	+ve	2.517	1.15	+ve
5.	Mass media programmes or advertisement promote and encourages me positively to adopt or use condom	2.292	1.117	-ve	2.34	1.096	-ve
6.	Regular media campaign promotes consistent use of condoms in the prevention of HIV and AIDS.	2.430	1.07	-ve	2.45	1.11	-ve
7.	Campaign programmes on condoms and HIV and AIDS gives me the boldness to insist on condom use during sexual intercourse	2.400	1.11	-ve	2.589	1.12	+ve
<b>Cluster Mean</b>		<b>2.54</b>		<b>+ve</b>	<b>2.55</b>		<b>+ve</b>

Data in Table 4 show that the grand mean rating of perceived influence of mass-media on utilization of condom of male students is slightly higher than that of female students (males = 2.54 > females = 2.55). This implies that mass media have positive influence on both male annd female students' utilization of condom as a preventive measure of HIV and AIDS.

Table 5

**Summary of t-Test Analysis Testing the Null Hypothesis of no Significant Difference on the Perceived Influence of Mass-Media on Utilization of Condom as a Preventive Measure Against HIV and AIDS Between Male and Female Students**

Gender	N	SD	t-Cal	df	P-value	
Male	130	2.5692	.20310	.054	269	.958
Female	141	2.5643	.13255			

Level of significance = .05

Table 5 shows that the P-value (P-val = .958 >.05) was greater than .05 at 269 degree of freedom. The null-hypothesis of no significant between male and female students was therefore accepted. This implies that there is no difference on the perceived influence of mass media on condom utilization as a preventive measure against HIV and AIDS between male and female students of tertiary institutions in Imo State.

Table 6

**Summary of t-Test Analysis Testing the Null Hypothesis of No Significant Difference on the Extent of Utilization of Condom as a Preventive Measure Against HIV and AIDS Between Male and Female Students**

Gender	N	SD	t-Cal	df	P-value	
Male	130	2.4662	.19399	-.509	269	0.624
Female	141	2.5532	.32937			

Table 6 shows that the P-value was greater than .05 (P-val = 0.624 >.05) at 269 degree of freedom. The null-hypothesis of no significant between male and female students was therefore accepted. This implies that the extent of utilization of condom as a preventive measure against HIV and AIDS between male and female students of tertiary institutions in Imo State are the same.

## **Discussion**

Table 1 show that there was positive influence of mass media on utilization of condom as a preventive measure of HIV and AIDS among students of tertiary institutions in Imo state. This finding is expected and not surprising. This may be that students of tertiary institutions are the major users of mass media(internet, magazines, radio and television) and are exposed to media public health programmes which influences their behaviour. This is an encouraging finding in terms of continuing the promotion of condom and AIDS education through radio, newspaper, television. This finding is in line with the findings of Ruth, Charles & Gupta (2004) which revealed that women and men who reported being exposed to messages in the mass media were at least twice as likely as those with no exposure to know of condoms as a mean to avoid HIV and AIDS. This is in line with the findings of Agha and Ronan (2002) which reported that mass media exposure had a significant positive impact on intentions to use female condom.

Result in Table 2 revealed that a higher proportion of students utilized condom to a great extent. This finding is expected and therefore not surprising considering their academic background of the students under study. The rate at which condoms are advertised both in radio, televisions and the internet may have helped in the use of condom

as the best protection against HIV and AIDS. This finding agrees with that of Choi and Gregorich, (2009) which showed that male and female condom utilized condom to a high extent.

The finding of the study in Table 3 revealed that mass media have positive influence on both male and female students to utilize condom as a preventive measure of HIV and AIDS. This finding was anticipated and consequently not a surprise. This could be the fact that the media advertisements and campaigns has influenced the use of condom among male and female students. The young people become attracted to what they see on television and tend to model their behaviour after what they see, whether it is acceptable or not. These observed behaviour patterns may, accordingly, contribute to their utilization of condom. This finding is in consonance with that of McCombie, Hornik, and Anarfi (2002) which reported that the media campaign increased awareness of AIDS and condom use among the sexually active adolescents.

The finding of the study in Table 4 show that female students utilize condom to a great extent while their male counterparts utilized condom as a preventive measure of HIV and AIDS to a low extent. This finding is expected and therefore not surprising. This may be attributed to the awareness among female students on the need to insist on condom use for fear of infections and

pregnancy. Male students always refuse to use condom during sexual intercourse. They believe that condom deprives them of full sexual satisfaction. This could be that the male students are receiving misconceptions from their friends and tending to strongly dislike condom use. It is possible that some messages may be more accessible to female students, such as campaign teachings to insist on use of condoms, a 'female condom' barrier method. Condom use was high among female students (57.4%) compared to male students (49.3%).

Table 5 indicated that there is no significant difference on the influence of mass media on condom utilization as a preventive measure of HIV and AIDS between male and female students. This finding is expected and therefore not surprising. This could be as a result of the strong condom-promotion programme of both male and female condom. Mass media promotion of condoms may also have a positive impact on safer sex behavior. Agha and Ronan (2002) which reported that mass media exposure significantly increased the likelihood that a man or a woman would discuss use of condom with a partner.

Data in Table 6 indicated that there is no difference on the extent of utilization of condom as a preventive measure of HIV and AIDS between male and female students of tertiary institutions. This finding is not anticipated and therefore a surprise. This

reason could be that the students are more enlightened as a result of their academic background in school. The rate at which condoms are advertised both in radio, televisions and the internet may have helped in the use of condom as the best protection against HIV and AIDS. Male and female condoms are the key because they are currently the only barrier methods that can protect against STIs, including HIV.

### **Conclusions**

From the findings of the study, the following conclusions were drawn;

1. Students of tertiary institution have positive influence of mass media on condom utilization as a preventive measure of HIV and AIDS in Imo State.
2. A higher proportion of students in tertiary institutions utilized condom to a great extent.
3. Mass media have positive influence on both male and female students' utilization of condom as a preventive measure of HIV and AIDS.
4. Female students utilize condom to a great extent while their male counterparts utilize condom for prevention of HIV and AIDS to a low extent.
5. There is no significant difference on the perceived influence of mass media on condom utilization as a preventive

measure against HIV and AIDS between male and female students of tertiary institutions in Imo State.

6. There is no significant between male and female students on the extent of utilization of condom as a preventive measure against HIV and AIDS.

### **Recommendations**

Based on the findings, discussion and conclusions of the present study, the following recommendations were made:

1. There should be continued promotion of condom and HIV and AIDS media campaign by Ministry of Health and non governmental organisations to maintain utilisation of condom among students.
2. Information on HIV and AIDS as well as life skills, should be integrated into primary and secondary school curricular by curriculum planners. HIV and AIDS education must no longer be left to NGOs and support groups only as it is a deadly disease. Instead, it should be fully integrated into educational system, and incentives should be provided to support HIV and AIDS specialist teachers.

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