



Perception and Responsiveness of Broadcast Media Campaign on Family Planning Methods among Resident Married Men in Anambra North Senatorial District

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Abstract

The process of planning and deciding the time to have children, generally referred to as family planning, has been viewed by many as a foreign contraption and not meant for the African man. This, therefore necessitated the study to investigate the perception and responsiveness of married men on broadcast media campaign on family planning methods among Anambra North residents of Anambra State. The study adopted the theory of reasoned action (TRA). A descriptive survey research design was adopted. Research questions were raised to guide the study. The population of the study was 1,496,000 (One Million Four Hundred and Ninety-Six Thousand) persons made up of married men from Anambra North Senatorial Zone of Anambra, Nigeria. A multi-staged random sampling technique was used to select the respondents. A sample size of 400 was gotten using the Taro-Yamani formula. The instrument for data collection was structured questionnaire. The data collected were analysed using frequency and percentage. The study revealed that married men's awareness about family planning is high, perception of men towards some family planning measures is positive though felt it's a woman's thing. The study therefore recommended among others, that the government and civil societies partner to reach out to traditional rulers and community chiefs to conduct health orientation programmes in various communities in Anambra North on repositioning and importance of family planning.

Keywords: perception, responsiveness, broadcast, media, campaign

Introduction

Numerous research in Nigeria have proven that despite the various institutional and domestic efforts, including mass media programmes aimed at improving family health, high fertility rates persist in Nigeria, particularly in rural areas. Cultural norms, religious beliefs,

and gender dynamics are significant barriers to these initiatives, hindering the effectiveness of family planning campaigns. Nigeria's fertility rate is among the highest globally, with the Northwest region recording the highest within the country at 6.6 live births per woman, according to the 2018 Nigeria Demographic and Health Survey (NDHS, 2018). The low engagement of men in family planning in Africa is closely tied to cultural norms and perceptions surrounding ideal family size and the value of male children. Men's perspectives on family planning are influenced by traditional beliefs that equate masculinity and social status with having more offspring, particularly male children. According to Nwagoro (2017), women in this region often average 8.3 births over their reproductive lifetimes, contributing to a high-risk environment for maternal health. The continued preference for large families is deeply entrenched in cultural and religious values, making it challenging to promote smaller family sizes. This situation exacerbates maternal health risks, with Nigeria recording the highest number of maternal deaths worldwide and the fourth highest maternal mortality ratio, highlighting a severe public health crisis. Efforts to reduce fertility rates and improve maternal health must consider these cultural and gender-related factors, incorporating culturally sensitive strategies that engage local communities and address misconceptions about family planning.

Family planning is seen as a health/medical talk among married couples that involves the use of different kinds of contraceptive measures depending on the choice of the couple. However, men seem to have a different orientation and view about it. In modern African homes, men are seen as the major decision makers in the family. Often, their decisions form a major guide for the women and children. Practicably, many African men particularly those in Nigeria are of the view that family planning is a foreign and European concept used by the developed countries of the world. It is a new concept in Nigeria which has since been accepted by many, especially those who seems to be civilized. According to Eyitope et al (2017), in a survey on Zimbabwe reproductive health as far back as 1984, 42% of married women stated that it was the husband's responsibility to decide whether his wife should use family planning method or not. Research around family planning interests many scholars globally, though not without divergent views.

The concept and idea of family planning has traditionally received conflicting reactions from academics, clergy, and laity alike due to different religious interpretations, cultures, gender perspectives, and value (belief) systems. The significance of racial identification, religious preference, cultural norms, and family planning attitudes has been discussed by several family health specialists. The experience in Nigeria demonstrates the range of opinions on the use of contraceptives, a topic of discussion and the implementation of laws in the country (Ineji, 2012). Women often think that their partners oppose family planning. This was why Dalal et al. (2010) assert that spousal attitude may result in a lack of family planning and contraceptive usage. Most people believe that the adoption of a certain technique of family planning depends on the support of the spouse. Family planning is now viewed as a tool for both reproductive health and rights, in addition to serving as a means of population control.

This may have served as motivation for the government to introduce family planning and the use of contraceptives to improve the family health condition of the country. Different civic and governmental efforts, however, have mostly been hindered by incorrect information, partner dissatisfaction, substandard healthcare services, cultural and religious concerns, and other issues. Gupta (2014) claims that the value, overall impact, and comprehensibility of messages are often considered while evaluating their efficacy and kind. To make sure that communication has the intended effect on the audience, audience perception studies are essential. According to Gupta (2014), the characteristics of the audience, such as its size, composition, geographic distribution, interests, attitudes, opinions, and behaviours, have been the focus of communication study. The investigations shed light on the elements that went into their choice and provide recommendations for other solutions that would better meet their needs. Researchers like Akhter and Naheed (2014) assessed the effectiveness of media programming in improving public awareness of development policies and exposing challenges with family planning, but they paid little attention to how the audience viewed these programmes that were made for them. More study on the factors that affect how viewers perceive media messages on family planning would help media managers better understand how their content is received across various groups and ensure that objectives are reached. This should be assessed throughout

time. These reasons make it crucial to evaluate perceptions and responsiveness of married men on broadcast media campaign on family planning methods in Anambra North Senatorial Zone.

Problem Statement

The findings are still quite depressing in certain parts of the country, such as Anambra North, where it seems that family planning is not practised, despite the government's efforts and the media's attention on the family institution as well as the huge, specialised institutions of healthcare providers. Various concerted institutional and domestic efforts, particularly through mass media programmes, to stop the deteriorating family health situation, especially among rural families in local communities, are hampered by the numerous barriers brought on by cultural values, differing religious beliefs, and the gender factor (Uduma 2013; Ikhioya, 2015). Numerous broadcast media family programmes and family and developmental health campaigns, including the National Population Policy for Development, Unity, Progress, and Self-Freelancers, the National Health Insurance Scheme, Better Life for Rural Women, and Sustainable Development Goals, among others, have failed to address family planning issues, even though they are crucial to the advancement of a healthy family. According to the National Demographic Health Survey, which also discovered that Nigerian couples are not likely to use contraception, just 15% of Nigerian couples reported using contraception in 2018. Only 15% of married women use contraceptives, and 10% utilize certain traditional methods of family planning, according to the Population Bureau Data Sheet (2011), which Odunola and Kolade (2012) reported. This suggests that most married women do not use contraceptives. Several scholars, including Cleland et al. (2016) have investigated how family planning programmes affect viewers of broadcast media. However, these studies are very rare when Anambra North is the subject. The usefulness of broadcast media campaigns on family planning programmes in promoting family planning among married men in Anambra North has also not been thoroughly studied as a case study, which is what this researcher intends to explore by evaluating the perception and responsiveness of married men on broadcast media campaigns on family planning methods.

Objectives of the Study

Although, primarily, the major aim of this study is to ascertain the perceptions and responsiveness of married men and media campaign on family planning methods in Anambra North Senatorial Zone, in specific terms, the objectives of the study are:

1. To assess the level of awareness of married men on media campaigns on family planning practice in Anambra North.
2. To evaluate the knowledge and practice of family planning among married men in Anambra North.
3. To find out the perception of married men towards family planning practice in Anambra North.
4. To assess married men's attitudes towards family planning in Anambra North; and
5. To identify the factors that influence family planning practice among married men in Anambra North.

Research Questions

The following questions were addressed in the study:

1. What is the level of awareness on media campaigns towards family planning practices in Anambra North?
2. To what extent do married men have knowledge and practice of family planning in Anambra North?
3. How do married men perceive family planning practice in Anambra North?
4. What are the attitudes of married men towards family planning in Anambra North?
5. What are the factors that influence family planning practice among married men in Anambra North?

Significance of the Study

Parents, the government, non-governmental organisations, health professionals, and family guidance counsellors would all benefit greatly from this research that looked at the impact of family planning. According to the theory that a happy and healthy family is the cornerstone of a happy and healthy society, by fostering an environment where people can speak freely and openly, especially about family matters, positive attitudes will be generated, spousal fear of uncertainty and fear of cultural infringement will be eliminated,

and a productive attitude will be born that encourages openness, dialogue, involvement, and support for spouses in making the best and informed decisions.

The research may also be used as a needs assessment for the Anambra State Government, donor agencies, and family intervention initiatives on regions that need the greatest attention in terms of reproduction and family development. It may serve as a guide to inspire more devotion to the struggles of women and give suggestions for enhancing different radio family planning programmes.

This study will serve as very useful information to the public, particularly those that would have reason to use the mass media to reach out to the people. This is because it will help such people in making decisions based on rational grounds. Again, findings in this research will add to the existing knowledge on mass media and society.

The research should theoretically contribute to the corpus of information about the progress made in the use of family planning up to this point. Publishing in journals, workshops, conferences, and seminars will be used to spread this body of knowledge.

The study will serve as reference material to other researchers who may find its findings stepping stones on which to build further research works.

Scope of the Study

Considering the scope of the study, this research covers media reports on the issues of perceptions of married men and family planning, including the approach in reporting the events and the effect of the report on the public especially married men with the age of reproductive formation (19-59 years). Also, it includes their awareness, knowledge and practice, attitudes, or opinions towards reports by the media on family planning issues. The area of coverage for this study are residents of Anambra North. The reason for the choice of the area is because family planning media campaigns seem not to be popular within the study area and because most married men are mostly businessmen who rarely listen to media platforms on health-related family planning programmes.

Literature Review

Conceptual Review

The Concept of Family Planning

The idea of family planning has been the subject of several hypotheses. The concept has been defined in a variety of ways. For instance, Somulo (2013) defines it as the practice of

exercising choice regarding the addition of a child to the family while considering the mother's health, the welfare of the children, the happiness of the family, and all other current economic circumstances. He continued by saying that such plans urge couples to only have children that they can properly and effectively care for, particularly because at the point when families are prepared for them, every kid should be desired by choice rather than happen by chance. According to Nwangoro (1999), child-spacing is a component of family planning. He continues by saying that having children at regular intervals helps women preserve their own and their children's health. Therefore, it seems that the main goal of family planning is to limit the number of families and, inevitably, the nation's population to prevent undesired births. According to the economic postulation of Adedokun et al (2012), several nations are now witnessing population explosions that leave the social infrastructures that are accessible for the people severely inadequate. Food security for such a population has become a serious issue for the local administration, which has generally turned to blocking foreign help from international organisations like UNICEF and the UN as the Third World struggles with endemic issues.

Media Campaign and Family Planning

Well-designed mass-media campaigns have proved their ability to increase the use of family planning in Nigeria. Between 1985 and 1988, television promotion of family planning in the cities of Ilorin, Ibadan, and Enugu helped increase the numbers of new and continuing contraceptive users (Piotrow et al., 1990). After the campaign, the number of new clients had almost quintupled in Ilorin, tripled in Ibadan, and more than doubled in Enugu. About half of respondents surveyed reported having seen the family planning messages on television; of these viewers, more than two-thirds recalled the specific clinics promoted. In Borno State, meanwhile, a mass media campaign involving radio, television, print materials, and an advocacy forum with religious leaders showed similar results. The number of first-time users in sentinel clinics rose by 24 percent over pre-campaign levels, and the number of continuing users rose to 37 percent (Nyakundi et al, 2018). Research in other African countries confirms the strong association between exposure to family planning messages and contraceptive use. According to data from the 1989 Demographic and Health Survey (DHS) in Kenya, women who were exposed to mass media messages

were more likely than their peers who had not been exposed to use family planning and to use a modern method (Westoff & Rodriguez, 1995).

The need for family planning in Nigeria, had Pontianus and Oruonye (2021) estimating the current population of Nigeria at over 200 million. He further posited that it is estimated to rise to 239 million by 2025. Because the mass media are widespread in Nigeria, they are an important vehicle for disseminating information about family planning to this large population. Nigeria has 31 daily newspapers, 81 radio transmitters, and 61 television transmitters. There are 171 radios and 27 televisions per 1,000 people- higher ratios than in most sub-Saharan African countries (United Nations, 1992). A survey of predominantly urban areas found that nearly 90 percent of all households have radios and 60 percent own television sets. Since almost every state has its own radio and television stations, it is possible to broadcast on a regional as well as a national basis. The Nigeria Television Authority (NTA) is the primary national television station, with affiliates in each state. The affiliates broadcast national programs such as the news from NTA in addition to their own local programming.

Roles of Nigerian Media in the Promotion of Family Planning

Even though the government of Nigeria is working hard to encourage the use of modern family planning methods by integrating them into maternity and child health, it seems that many people still do not utilise these approaches. Nigeria has one of the lowest rates of contemporary family planning usage in the whole globe. There may be a dearth of information that is useful to people who truly need it since the bulk of Nigeria's population lives in rural areas with limited access to modern means of communication, including the mainstream media. Family planning benefits society in terms of socioeconomics and health (Pontianus & Oruonye (2021). By making people more aware of their benefits, the use of contraceptives may rise significantly. Population growth would be slowed as a result, which would ultimately aid in the development of the nation. To reduce mother and infant mortality, Ugoji (2018) points out that family planning programmes work to prevent unplanned pregnancies, help couples space out their births, and support them in having fewer children. The use of a safe period, a calendar or rhythm, oral pills, condoms, injectables, intrauterine devices (IUDs), Norplant, sterilisation, and other family planning methods are also covered. Oladeji (2018) contends that communication and decision-

making are essential in ensuring that family planning and reproductive health behaviours are selected with an understanding regarding the current strategies. When communication and decision-making are successful, people may exercise their right to high-quality healthcare and seek out what is best for their own health. Along the same lines, it has been said that radio and television have been particularly effective in promoting family planning awareness in urban Nigeria. Maybe this is a consequence of increased media availability for city dwellers.

According to a study of mostly metropolitan regions in Nigeria which Onitsha is no exception, around 90% of all urban households have radios, and about 60% have TVs. Consequently, it is quite possible that family planning information disseminated via radio and television media will be easily accessible to persons living in metropolitan regions. For Nigerians to have this degree of family planning information, the mass media must be present in the rural areas where the bulk of the population lives. Due to the expansion of television and radio, the independent press, and growing literacy rates in many countries, family planners and other health care organisations today have unparalleled opportunities to inform the public and sway opinion leaders (Piotrow et al. 2018). Making the most of these opportunities necessitates media relations experience for family planning coverage. In her investigation on how currently married adolescent women (CMAW) in India understood and used family planning methods, Narsary (2019) discovered that media exposure and communication between the husband and wife are crucial aspects of family planning difficulties. Obaid (2017) cited radio and television as effective media for family planning education in Jordan and Egypt, respectively. In developing countries, there are now only around three children born to each woman on average, down from six to seven in 1972. This trend has saved millions of lives and provided women and children extra benefits since, in good health, they may achieve greater levels of education and empowerment.

Married men Awareness/Exposure to Family Planning Campaigns

Mass media are widely used to expose high proportions of large populations to messages through routine uses of existing media, such as television, radio, and newspapers. Over the past two decades, the world has evolved in dramatic ways about mass communication and public health. A communication revolution occurred that has blurred the traditional

distinctions between mass and inter-personal communication, and it changed in many ways how we must think about using the media to promote the public's health (Abroms & Maibach, 2017). The USA mass media campaign has been consistently associated with an increase in anti-tobacco attitudes and beliefs and is responsible for 22% of the observed decline in youth smoking within three years.

Most mass media campaigns on public health have notably been aimed at tobacco use and heart-disease prevention, but have also addressed alcohol and illicit drug use, cancer screening and prevention, sex-related behaviors, child survival, and many other health-related issues. Typical campaigns have placed messages in media that reach large audiences, most frequently via television or radio, but also outdoor media, such as billboards and posters, and print media, such as magazines and newspapers. Exposure to such messages is generally passive, resulting from an incidental effect of routine use of media. The great promise of mass media campaigns lies in their ability to disseminate well defined behaviourally focused messages to large audiences repeatedly, over time, in an incidental manner, and at a low cost per head (Abroms and Maibach, 2017, Melanie et al., 2017).

In developing countries like Nigeria which Anambra North is part of, exposure to television has increased rapidly in recent years. In Asia, one estimate in 2017 indicated a twelve-fold increase, to about 1.3 million sets since the 1980s. In China alone, access to satellite cable television increased from 270,000 households in 1991 to about 26 million by 2018. Data collected in the Demographic and Health Surveys (DHS) over the past two decades also show steady increases in television exposure (MacCorquodale, 2019).

In addition, media campaigns have proven crucial to not only introducing the law, but also educating parents and community members, especially married men, about the risks associated with non-use of or involvement in family planning and the benefits of reducing mortality and morbidity rates. Communication interventions have included radio serial dramas, public plays, and printed literature (Marshall et al., 2018).

Knowledge of family planning, family planning methods, and related issues comprises an essential component of the decision to use a contraceptive method. Individuals with higher levels of knowledge about family planning and family planning methods are more likely to

be using contraceptives than those with lower levels of such knowledge (MacCorquodale, 2019).

Factors Influencing Family Planning Practices

The participation of men in family planning is largely influenced by an array of factors. This includes having knowledge about FP, the cost of FP methods, the desire to have more children, the desire to space children, attainment of desired family size, desire for a male or female child, religious beliefs and cultural practices, fear of partner's promiscuity, fear of resultant barrenness, availability, and accessibility of the services (Dreweke, 2019).

Some of the factors encouraged men to participate in family planning while others discouraged their participation (Kiogora, 2017). While women were said to be reluctant in discussing family planning with their husbands unless their husbands introduce the subject, an Enugu study found desire for more children (61%), fear of side effects (11%), religious beliefs (9%), and lack of FP knowledge (1%) as the major cause of the non-acceptance of FP among men (Austin, 2017). This is like the findings in Uganda (MacCorquodale, 2019).

In another study in south-western Nigeria, 71% of the men participated in FP because of desire to space their children, 20% did so because they have attained their desired family size, while 44% disapproved use of FP because of religious dictates. Similar reasons were found in an Ethiopian study where desire to have more children (28.9%), source of contraceptive not known (10.28%), wife opposed (9.34%), fear of side effect (8.41%), health concern (8.41%), religious prohibition (5.6%) were the factors elicited (Abraham, Adamu & Deresse, 2019). Cultural practices were found to be generally very influential in Nigerian men's participation in FP, especially in relation to visiting health facility for FP services and discussion of FP with their partners (Ijadunola et al, 2018).

Theoretical Framework

The Perception Theory (Berelson & Steiner, 1964)

According to the perception theory, the media wants the audience to pay attention to their messages, learn the contents of the messages and make appropriate changes in attitudes or beliefs or produce the desired behavioural responses. The perception theory tells us that the process of interpreting messages is complex and that these goals may be difficult to achieve. Berelson and Steiner (1964, p.88) cited in Anaeto et al. (2018:66) states that

perception is the “complex process by which people select, organise and interpret sensory stimulation into a meaningful and coherent picture of the world”. It involves learning, updating perspective and interacting with the observed.

This theory is relevant to this study because of the tendency of people to be influenced by wants, needs, attitudes and other psychological as well as physical factors. It means that different people can react to the same message in very different ways. So, when the media disseminates messages on population growth and national development, it is expected to elicit different responses from the members of the public.

This theory deals with how the public perceives media messages and, as such, reflects on public perception of media reportage on population growth and its implication on national development. The public perceives media messages in different ways as perception is influenced by the public’s different demographic variables such as age, sex, religion, educational background, cultural beliefs etc.; hence the need for the media to be more detailed in educating the public putting into cognizance these different demographic variables. In so doing, they will be able to reach out and influence members of the public on the need to curb the rapidly growing misconceptions by married men as it affects family planning.

Current Gap in Literature

The literature reviewed shows that men are important stakeholders in family planning. As the traditional heads of households in our society, they have tremendous influence in decision-making as regards reproductive health behaviours such as contraceptive use and utilization of health facilities for reproductive health needs. Their approval, support and actual involvement in family planning is therefore critical in achieving good reproductive health of the entire family.

It was observed from the literature that men in Africa, especially South-Eastern Nigeria which Anambra North is a part of, resist the use of contraceptives even among partners, for a variety of reasons, the major ones being based on cultural, socioeconomic, religious and health issues. Some of the men-controlled family planning contraceptive methods include natural methods (periodic abstinence and withdrawal), condoms and vasectomy. While natural methods are well known to some men and condoms are a bit popular, vasectomy is the least known and least accepted among men in developing countries.

For this and many other reasons, it was observed from the literature that, women at risk of unplanned pregnancies were not using contraceptive methods because of male opposition. As a result, there are still so many unplanned, ill-spaced and unwanted pregnancies with the attendant high risks of maternal, infant and child mortalities and increasing poverty.

Method

Participants of the Study

Four hundred (400) resident married men in Anambra North Senatorial Zone would serve as participants for the study. Most residents in this area are Igbo-speaking businessmen and women, civil servants, teachers, bankers, physicians, ICT professionals, performers, and more. The sample size of this study was determined by the Taro Yamane's sample size calculation propounded by Taro Yamane (1967).

$$n = 1,496,000. / [1 + 1,496,000. (0.05)^2]$$

$$n = 1,496,000. / [1 + 3740]$$

$$n = 1,496,000 / [3741] \quad n = 399.9$$

$$n = 400$$

Thus, our determined sample size was 400.

Procedure

A multi-stage sampling technique was employed, which involves a series of random sampling processes at various levels of the population. However, random sampling was employed at the various stages of the multi-stage procedure to help get to the first respondents. At the first stage of the multi-stage sampling procedure, the town in each LGA will be selected.

Sampling Techniques

Multi-stage sampling procedure was applied to select the sample for this study. This is because Anambra North is the highest populated area in the whole of Anambra State. Thus, the researcher purposefully chose for the first phase Onitsha North, Onitsha South, Oyi and Ogbaru. In the second phase, the researcher focused on two wards from each of the four local government areas in the district that have the highest population densities, American Quarters, and GRA for Onitsha North, Fegge 1, Bridge Head 11 for Onitsha South, Awkuzu 1 and Nteje 1 for Oyi and Akili-Ogidi and Atani 1 for Ogbaru LGA. Step Three: 50 respondents were selected from the 8 wards totaling the size to 400. Step Four: a

convenient sampling technique was used to select 50 respondents from each of the 8 wards.

Instrument

Questionnaire were used as the major instrument for collection of data. A uniform set of questionnaire copies were administered to all the respondents selected for the study. The questionnaire consisted of open and close-ended questions that were related to the theme of the study. Information sought from the respondents included personal characteristics, awareness/ exposure, knowledge and practice, perception, attitudes, and factors influencing married men towards media campaigns about family planning. Online research and observations served as instruments for the generation of qualitative data for the ethnographic aspect of the study. The researcher used the test-retest approach to assess the instrument's reliability, which resulted in a reliability alpha of 0.78.

Design and Statistics

The study was carried out using a survey research design. This is because survey research is a great way to gauge the attitudes and opinions of a sizable group (Babbie, 2010). So, a survey was used as the study strategy. Frequency tables were used to further evaluate the data obtained. The plain, simple-percentage-method is said to be simple to use, interpret, and comprehend. The simple percentage would be calculated as follows:

$$\% = d/E \times 100/1$$

where d is the respondent's response frequency

E is the sample's overall response rate.

100 = Consistency in the proportion of responders for every question item.

Result

Table 1: Questionnaire Distribution

Variables	Frequency	Percentage
Number of Questionnaire Sampled	400	100
Number of Questionnaire Retrieved	375	93.5
Number of Questionnaire Lost/Invalid	25	6.5

Source: Field Survey, 2023

Table 2: Demographic Features of Respondents

Age	Frequency	Percentage
26-35	145	38.6
36-45	134	35.7
46-55	58	15.4
56 and above	39	10.4
Total	375	100
Sex	Frequency	Percentage
Male (B/w: 26-35)	194	51.7
Male (B/w: 36-55)	181	48.3
Total	375	100
Religion		
Christianity	301	80.3
ATR	74	13.1
Others	0	0
Total	375	100
Educational Qualification		
O' Level	63	16.8
OND	66	17.6
HND	65	17.3
B.Sc.	171	45.6
M.Sc.	9	2.4
Others	0	0
Total	375	100
Occupation		
Traders	105	28
Civil Servants	60	16
Transporters	120	32
Politicians	15	4
Contractors	23	6.1
Others	52	13.9
Total	375	100

Source: Field Survey, 2023

According to Table 2, there were 145 respondents (38.6%) who were between the ages of 26 and 35 and 134 respondents (35.7%) who were between the ages of 36 and 45. More than 70% of the research sample's respondents were between the ages of 26 and 35, which suggests that the bulk of respondents were young. In addition, men made up 51.7% of the responses. Since this research did not concentrate especially on one gender, the data showing gender differences will not contradict the findings in any manner.

Summary of Findings

Here are the summaries of the 16-item questionnaire in the descriptive and frequency statistics analysis.

1. Four hundred (400) copies of the questionnaire were given out during the field study, but three hundred and seventy-five (375), or 93.5 per cent of them, were returned and validated for the study's final analysis.
2. Table 2 disclosed that all the respondents paid attention to ABS radio on how to have a sound family planning programme.
3. Table 3 showed that majority of the respondents do not often listen to media campaign crusades on family planning programme. This could be because of lack of interest.
4. Table 4 showed that majority of the respondents only recently started listening to media campaign crusades on family planning practice programmes. This however does not make the data collated in the study less valid.
5. Table 5 showed that most Anambra urban residents do not listen to any media campaign on family planning programmes for birth control purpose. This implies that there are other benefits they derive from listening to numerous media campaigns.
6. Table 6 showed that aside 3.5 per cent of the respondents who were neutral, all other respondents were of the view that ABS radio's family planning programme has educated them on the need for spacing in childbirths.
7. Table 7 showed that 41.1% of the respondents strongly agreed ABS radio's family planning programme has increased their knowledge of women's reproductive health, 52.3% agreed, 6.45 were neutral, 0.3% disagreed and none of the respondents strongly disagreed.
8. Table 8 showed that majority (88.3%) of the respondents were of the view that ABS radio's Healthy Living family planning programme is relevant to help curb over population in Anambra North.
9. Table 9 disclosed that 21.6% of the respondents strongly agreed media campaign on family planning programme has helped curb maternal mortality, 34.1% of the

respondents agreed, 1.3% of the respondents were neutral, 20.5% of the respondents disagreed and 22.4% of the respondents strongly disagreed.

10. Table 10 showed that media campaign on family planning programme has helped curb infant mortality. This was affirmed by 52.3 per cent of the respondents while 43.2% of the respondents did not agree.
11. Table 11 shows that majority of the respondents use condoms as birth control strategies. This is not surprising considering that the strategy is one of the many family control strategies advocated in media campaigns.
12. Table 12 showed that all the respondents avowed that they do not use abortion as part of their family planning strategies. This could be because of their religious and moral beliefs about abortion.
13. Table 13 showed that abstinence from sex is a major birth control strategy for most men resident in Anambra North Senatorial Zone. This could be because abstinence eliminates chances of childbirth and thus helps in birth control and family planning.
14. Table 14 shows that media campaign messages on family planning programme encourages most Anambra North residents to depend on doctors on family planning strategies. This perhaps is because all family planning strategies may not be generic to everyone and, as such, medical experts' advice is needed.
15. Table 15 showed that culture does not discourage family planning programmes advocated by media campaigners. This implies that the family planning strategies do not negate the cultural values of the respondents.
16. Table 16 showed that personal philosophy determines most Onitsha married men's stand on family planning strategies and not what they listen to on media message about family planning programme.

Discussion

This study investigated the perception and responses of married men towards family planning among residents in Anambra North of Anambra State. The research objectives were to find out the level of audience awareness/exposure towards family planning media campaigns in Anambra North, to examine the knowledge of married men towards family planning practice in meeting the information needs of the study group, find out the perception towards family planning media campaigns, assess the attitudes of residents of

Anambra North towards family planning campaigns and examine the factors influencing family planning campaigns on the residents of Anambra North. This study adopted the Perception theory, Theory of Reasoned Action (TRA) and the Agenda Setting Theory. The study population was 1,496,000 (one million and four hundred and ninety-six thousand) residents of Anambra North out of which 400 were selected as sample size. Descriptive survey research design was adopted in the study, while convenient sampling technique was used. Data generated from the study were analysed using the Statistical Products and Service Solution (SPSS) version 21, while questionnaire was used as the research instruments for the study.

Based on the analysis, it was realised that: the extent of awareness of/exposure of married men to family planning media campaigns among Anambra North Senatorial Zone was high; there was a reasonable knowledge of married men about family planning programme; perception of married men on family planning media campaigns in Anambra North was positive; attitudes of married men towards family planning media campaigns in Anambra North was negative; and certain factors like culture, religion, peer group were observed as influencing family planning media campaigns in Anambra North.

Conclusion

According to the study's results, media campaigns about family planning programme are quite known to men in Anambra North and their messages have reached many married men in the area. Furthermore, family planning is now more widely accepted because of the influence of the programmes on married men among Anambra North residents.

However, there is still a lot of ambivalence and a low adoption rate, despite the growing understanding of the advantages of family planning as orchestrated by media campaigns. This is because there are still concerns about family planning, as well as traditional and religious beliefs and public (married men's) perceptions of its potential detrimental impacts. However, even though media campaigns on healthy planning programme have been effective in curbing incessant births, this research concludes that the public, particularly married men, needs to be repositioned via the use of participatory communication as the effectiveness of the programme in promoting family programme is still not very high.

Recommendations

Based on the findings and observations from the field, the study hereby offers the following recommendations:

1. To educate the public effectively and sufficiently about the need for family planning from the proper viewpoint for members of society, mainstream media efforts, particularly those of radio, television, and newspapers, should be reinforced by social media.
2. Media outlets should include cultural modes of communication into their family planning programmes. Folk music, regional play, and poetry are some of them. These techniques need to be used in a participatory manner to highlight the advantages of family planning as a method of quick adoption. They need to be used to account for audience reaction and regional circumstances. These media are particularly helpful in areas with low literacy rates. Agents may encourage the process of issue analysis and solution proposing, which is a crucial component of invoking one's cognitive process and fostering debate that can result in behavioural change, by incorporating locals in the preparation of a play's narrative.
3. Family planning messages should also address the public's concerns that using contemporary family planning techniques would not result in infertility or have any other unfavourable impacts on the user.
4. To be more successful and sustainable, the utilisation of community mobilizers and hospital personnel must be reevaluated and appropriately developed. Also, medical professionals should be sent to rural areas to educate them more on the need for family planning, if possible, in their languages and dialects for easier understanding. But for broader coverage, the communication media should be used by these professionals.
5. Media houses should always advertise birth control measures as this will help to create awareness of the issue of family planning and how the methods work so that misinformation would not occur.

Suggestions for Further Studies

Given the limited timeframe to carry out this study, as well as the lack of prior experience with conducting field work, there are several ways in which it can be extended and expanded. First, it is recommended that further field work be carried out in other

senatorial districts and locations around Anambra state and other parts of the country. The field work for this study focused only on Anambra North which comprises seven local government areas of Anambra State for their different locations and accessibility, given the timeframe. However, further study in other locations around Anambra State and other parts of the country will bring in a more varied and richer perspective.

It would be enlightening and interesting to study whether people living in rural areas have noticed the same changes around them and hold the same views as married men towards family planning media campaigns. For future studies on this topic, it is recommended that government organizations are interviewed to compare findings from informants to actual data and figures. Contacting the Ministries of Health, the Ministry of Information, etc. will provide more data and numbers for comparison with information gathered during interviews with married men, women, health workers and media experts. It will be interesting to discover whether perceived changes in perceived ways about family planning by married men in certain areas match with recorded changes in family planning data and media campaign strategies for the past several decades.

Contribution to Knowledge

The literature evaluations and empirical investigations conducted for this project provide a wealth of knowledge that media scholars and students of mass communication may find useful. To help government and regulatory organisations develop new policies and theoretical frameworks for examining the role of the media in family planning media, this research would also be beneficial to them. The study's findings and recommendations might be useful in creating and implementing this sort of policy.

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