



Logout

ABSTRACT SUBMISSION

Title: The perception of maternal health messages in two urban television stations in Nigeria

Abstract No. 0679

Title The perception of maternal health messages in two urban television stations in Nigeria

Abstract [ICUH2018 Abstract 2 template.doc](#)

Template used Yes

Text Abstract

Countless numbers of women across the globe lose their lives virtually every day for reasons associated with childbirth. Maternal mortality is a national dilemma that does not only affect females in rural areas but those in urban areas as well. A recognized and unarguable fact about the social responsibility of the media whether in a rural or urban setting, as Folarin (2005) avers, is that of informing the public to engender its self-determined action; it, therefore, means that the public engages in health actions based on the health message at its disposal from the media. This study, using survey as the research design and with the aid of a questionnaire, was an attempt at answering research questions on: the major source of maternal health information among urban school children; how often the broadcast media are used by urban school children; the degree of exposure to broadcast media health programmes among urban school children; and the extent to which broadcast media health programmes address the issue of maternal health. The population of the study constituted the entire SS3 students of three urban secondary schools. It was discovered, among other things that, interpersonal sources rather than the mass media, served as the major sources of maternal health information; the television was indicated as the broadcast medium used by majority of the urban school children on a daily basis. The conclusion of the study was that breaking the cycle of death among females resulting from childbirth is achievable when maternal health dissemination becomes a central focus of media business and it was recommended that a paradigm shift was required from a media routine of merely creating awareness on maternal mortality to promoting the prevention of maternal mortality.

App Yes

Full Abstract App Permission Yes

Approval Confirm

Copyright Yes

Affiliations (1) Covenant University, n/a, Nigeria
 (2) University of Ibadan, n/a, Nigeria

Authors A.O.I. Adebayo (1) Presenting
 E.O. Soola (2)
 O. Omojola (1)
 E.O. Amoo (1)

Presenter email angie.igbinoba@covenantuniversity.edu.ng

Categories Other

Other theme Urban Media and Health

Keyword1 AIT

Keyword2 Maternal Health Messages

Keyword3 Media

Keyword4 OGTV

Presentation Oral

AV requirements Computer projection