

**CULTURAL SENSITIVITY IN COMMUNICATION CAMPAIGNS
FOR THE PREVENTION OF SEXUALLY TRANSMITTED
INFECTION IN NIGERIA**

KADIRI KEHINDE KADIJAT

**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
2015**



Awang Had Salleh
Graduate School
of Arts And Sciences

Universiti Utara Malaysia

PERAKUAN KERJA TESIS / DISERTASI
(Certification of thesis / dissertation)

Kami, yang bertandatangan, memperakukan bahawa
(We, the undersigned, certify that)

KADIRI KEHINDÉ KADIJAT

calon untuk Ijazah
(candidate for the degree of)

PhD

telah mengemukakan tesis / disertasi yang bertajuk:
(has presented his/her thesis / dissertation of the following title):

**"CULTURAL SENSITIVITY IN COMMUNICATION CAMPAIGNS FOR THE PREVENTION
OF SEXUALLY TRANSMITTED INFECTION IN NIGERIA"**

seperti yang tercatat di muka surat tajuk dan kulit tesis / disertasi.
(as it appears on the title page and front cover of the thesis / dissertation).

Bahawa tesis/disertasi tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan, sebagaimana yang ditunjukkan oleh calon dalam ujian lisan yang diadakan pada : 17 Mei 2015.

That the said thesis/dissertation is acceptable in form and content and displays a satisfactory knowledge of the field of study as demonstrated by the candidate through an oral examination held on: May 17, 2015.

Pengerusi Viva:
(Chairman for VIVA)

Dr. Rosli Mohammed

Tandatangan
(Signature)

Pemeriksa Luar:
(External Examiner)

Assoc. Prof. Dr. Siti Zobidah Omar

Tandatangan
(Signature)

Pemeriksa Dalam:
(Internal Examiner)

Dr. Adrian M. Budiman

Tandatangan
(Signature)

Nama Penyelia/Penyelia-penyelia:
(Name of Supervisor/Supervisors)

Dr. Mohd Khairie Ahmad

Tandatangan
(Signature)

Nama Penyelia/Penyelia-penyelia:
(Name of Supervisor/Supervisors)

Prof. Dr. Che Su Mustaffa

Tandatangan
(Signature)

Tarikh:

(Date) May 17, 2015

Permission to Use

In presenting this thesis in fulfilment of the requirements for a postgraduate degree from Universiti Utara Malaysia, I agree that the Universiti Library may make it freely available for inspection. I further agree that permission for copying of this thesis in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor or , in my absence, by the Dean of Research and Graduate Studies. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Request for permission to copy or to make other use of materials in this thesis, in whole or in parts, should be addressed to:

Dean of Awang Had Salleh Graduate School of Arts and Sciences
UUM College of Arts and Sciences,
Universiti Utara Malaysia,
06010 UUM Sintok

Abstrak

Kepentingan peranan budaya dalam kempen pencegahan penyakit jangkitan kelamin (STI) adalah tidak dapat disangkal. Namun, pemahaman tentang bagaimana budaya harus berperanan dalam mereka bentuk dan pelaksanaan kempen tersebut kelihatan masih kurang di Nigeria. Berasaskan fenomena yang dinyatakan, kajian ini meneliti bagaimana budaya boleh dikonsepsualisasikan untuk memperbaiki komunikasi kempen pencegahan STI di Nigeria. Data dikumpulkan melalui temubual mendalam terhadap 22 belia positif STI dan 19 negatif STI yang berusia dalam lingkungan 15 hingga 26 tahun di kawasan Selatan-Barat dan Utara-Tengah Nigeria. Data tersebut dianalisis melalui kaedah analisis tematik. Walaupun sebahagian daripada aspek budaya menyumbang secara positif, terdapat juga kesan negatif. Agama, nilai dan pantang larang, amalan budaya, dan ketamadunan didapati sebagai empat aspek utama menunjukkan pertalian dan pengaruh di antara budaya dan STI dalam komunikasi mesej STI di Nigeria. Bukti menunjukkan bahawa agama tidak menggalakkan belia terlibat dalam hubungan seks pra-perkahwinan dan luar nikah. Belia Nigeria mengakui nilai dan pantang larang sebagai mempunyai pengaruh kuat ke atas perkara berkaitan seksualiti. Walau bagaimanapun, masih terdapat beberapa amalan yang tidak menggalakkan tingkah laku seksual selamat seperti peranan kepatuhan wanita, poligami, berkhitan wanita dan menggunakan wanita muda untuk kepuasan seksual. Dapatan juga menunjukkan keperluan mesej STI dalam menangani isu-isu stigmasasi, penggunaan dialek tempatan, salah faham dalam ilmu STI, gambaran negatif STI, penggunaan maklumat semasa dan pendedahan status STI. Komunikasi pemasaran bersepadu dikenalpasti sebagai saluran berkesan kepada individu negatif STI. Walau bagaimanapun, individu positif STI lebih suka menggunakan komunikasi interpersonal dan radio. Kajian ini menyimpulkan bahawa peranan komunikasi kepekaan budaya adalah penting dan menjadi peneraju dalam intervensi tingkah laku sama ada sebagai agen mahupun pihak yang bermanfaat. Justeru itu, dua Model Kepekaan Budaya STI dikemukakan sebagai panduan berpotensi untuk menghasilkan penerimaan intervensi dalam kalangan pelbagai komuniti belia di Nigeria.

Katakunci: Kepekaan budaya, Komunikasi kempen kesihatan, Tingkahlaku seksual, Penyakit jangkitan kelamin, Belia

Abstract

The role of culture in sexually transmitted infections (STIs) prevention campaign has been crucial. However, a common vision on how culture ought to inform the design and implementation of the campaign appears to be lacking in Nigeria. Given this phenomenon, this study examined how culture can be conceptualized into improving STIs prevention communication campaign in Nigeria. Data was collected through in-depth interviews of 22 STIs positive and 19 STIs negative young people within the ages of 15 to 26 years in South-West and North-Central Nigeria. Data was analyzed through thematic analysis. While some of these cultural aspects help positively, others have negative impacts. Religion, values and taboos, cultural practices, and civilization were discovered to be the four major aspects where culture and STIs have nexus and influence communication of STIs messages in Nigeria. Evidence showed that religion discourage youths from pre-marital and extramarital sex. The Nigerian youths acknowledge values and taboos as having a powerful influence on matters of sexuality. However, there were still some local practices which discourage safe sexual behavior such as subservient roles of women, polygamy, female genital mutilation and using young females for sexual satisfaction. Findings indicate the need for STIs messages to address stigmatization, the use of local dialects, misconception in STIs knowledge, negative portrayal of STIs, usage of current information and disclosure of STIs status. It was discovered that integrated marketing communication channels will be effective to STIs negative individuals. However, the STIs positive individuals prefer the use of interpersonal communication and radio. The study concludes that a culturally sensitive communication intervention is crucial and should spearhead behavior interventions, both as agents and beneficiaries. Two STIs cultural sensitivity models were proposed as a potential guide in order to make the intervention gain acceptance among young people in various Nigerian communities.

Keywords: Cultural sensitivity, Health communication campaign, Sexual behavior, Sexually transmitted infections, Young people

Acknowledgement

The first gratitude I owe is profoundly to God Almighty for giving me the strength and good health throughout my study period. Credit must also go to my first and second supervisors: Dr. Mohd Khairie Ahmad and Professor Che Su Mustaffa whose instructive guidance, encouragement and relentless support enabled me to complete successfully this study. From conceptualization to conclusion, you two have been amazing in supervising this work. I am heartily grateful. Indeed, I look forward to working with both of you in the nearest future. To Dr Mohd Khairie Ahmad, again, I render to you a special and sincere debt. You have been a wonderful pilot. You were a mentor because you were more than a supervisor to me. You taught me the true meaning of humility and kindness. God bless you sir. I shall, and forever remain grateful to you! I am also greatly indebted to the faculty and staff members of the School of Multimedia Technology and Communication (SMMTC) who contributed in diverse ways in making my dream a reality: Dr Adrian Budiman, Dr Hisham and Dr Rosli.

I also wish to acknowledge the Vice-chancellor and the entire management of University of Ilorin, Ilorin, Nigeria, where I work for giving me study leave to undertake my Ph.d programme. Thank you so much, I sincerely appreciate this rare opportunity. My thanks are also extended to the research informants who participated in this study for their commitment. Many thanks also go to my mentor of several years, Prof. Lai Oso and Prof. Ishaq Oloyede. Thank you so much for your fatherly and scholarly support, I appreciate both of you so much. I express my profound gratitude to Mr Gbenga Gbesan for the great improvement that he gave my work. I shall forever be indebted to you sir. I wish to acknowledge my mother -in-law for being so supportive throughout the period of study. Thank you so much for your love and kindness. Semui Kazeem, Habeeb Ajala, Mubarak Usman, Sulaiman Ogungbayi, Felix Nyeche and Mrs Lai Oso, thank you so much for making my data collection a huge success. My heartfelt appreciation also goes to extended family for their love and concern: Olaniyan Yinka, Mr and Mrs Olayemi Fabiyi, Abiodun Fabiyi, Mr and Mrs Agboola Kadiri, Mr and Mrs Jasiliu Kadiri. Also, I wish to thank my mentors and colleagues, Dr Abdullahi Danjuma, Dr and Dr (Mrs) Abdul Jeleel, Dr. K.L. Mustapha, Dr Raji Olajide and Dr. K.T Omopupa for their moral and spiritual support throughout the period of my Ph.D. programme. I also wish to appreciate the support of my former students back in Nigeria: Giwa Fuad, Jesutomi Rotimi, Kehinde Adetola, Adedotun Mattew, Yinka Alaya, Bala Aliyu, Muktar Victor and others too numerous to be mentioned. You have always been a source of inspiration for me from the start of my programme till the end. Finally, I wish to express special thanks to all my Nigerian friends in Malaysia –Goke Ojeniyi, Chika Edeama, Basit Badru, Razak Madu, Adebambo Hameed, Ridwan Raji, Hector Okere, Edith, Adeyeye Seun, Peter Osazuwa, Abdulahi Gorondutse – who made my stay in Malaysia to be worth the while. You gave me love, support and strength when I was so weak to carry on. Completing the Ph.D. study was not easy, but it would have been much difficult without each person mentioned above. May Allah always bless each and every one of you. Amin.

Kadiri Kehinde Kadijat

Dedication

I dedicate this work to my parents, Mr and Mrs W.A. Kadiri for their love, prayers and encouragement. In thick, thin, and when the going was getting tough they were a constant pillar of support. Thank you so much for the countless sacrifices that you made in order for me to achieve my dream. May Almighty Allah continue to bless you beyond your comprehension.

To you equally my husband, Lai Bello and son, Baqeer Bello, I owe you deep appreciation for your love, company, support and holding the fort when this work took most of my time and energy.

And to my siblings, Pharm Bunmi, Engr Taiwo and Barr. Fatah, your words of encouragement and prayers were the tonic that continued to soothe the fatigue that was always felt.

Finally, it is to Allah who gave me life and strength to undertake this study that most importantly deserves the highest praise and honour.

Table of Contents

CERTIFICATION OF THESIS	ERROR! BOOKMARK NOT DEFINED.
PERMISSION TO USE	II
ABSTRAK	III
ABSTRACT	IV
ACKNOWLEDGEMENT	V
DEDICATION	VI
TABLE OF CONTENTS	VII
LIST OF TABLES	XIII
LIST OF FIGURES	XIV
CHAPTER ONE INTRODUCTION	1
1.1 An Overview	1
1.2 Research Background	2
1.3 Problem Statement	7
1.4 Research Questions	16
1.5 Aims of the Study	16
1.6 Significance of the Study	17
1.6.1 Theoretical Perspective	17
1.6.2 Practical Perspective	20
1.6.3 Methodological Perspective	21

1.7	Scope of the Study	22
1.8	Nigeria in Perspective	23
1.9	Conceptual Definitions	27
1.9.1	Sexually Transmitted Infections	27
1.9.2	Cultural Sensitivity	27
1.9.3	Message Content	27
1.9.4	Channels of Information	28
1.9.5	Elements of Culture	28
1.9.6	Health Communication	28
1.9.7	Message Strategies	28
1.10	Organization of the Study	29
1.11	Chapter Summary	30
CHAPTER TWO LITERATURE REVIEW		31
2.1	Introduction	31
2.2	Health Communication: Definition and Evolution	32
2.3	Issues of Cultural Sensitivity in Health Communication	36
2.4	Awareness, Knowledge and Prevention of STIs	45
2.5	Cultural Elements in STIs Communication	49
2.6	Cultural Sensitivity in Message Design	61
2.7	Cultural Sensitivity of Communication Channels	68
2.8	Health Communication Model and Theory	76
2.8.1	The Theory of Reasoned Action (TRA)	79
2.8.2	Cultural Frameworks	85
2.8.3	The Paradigm Shift	86

2.8.4	The PEN-3 Model	88
2.9	Chapter Summary	97
 CHAPTER THREE RESEARCH METHODOLOGY		100
3.1	Introduction	100
3.2	Research Design	100
3.3	Research Preparation Processes	103
3.4	In-Depth Interview	106
3.4.1	Sample Design	111
3.4.2	Data Collection	114
3.5	Data Analysis	116
3.6	Ethical Considerations	118
3.7	Chapter Summary	119
 CHAPTER FOUR DATA ANALYSIS AND INTERPRETATIONS OF FINDINGS		120
4.1	Introduction	120
4.2	Profile of In-depth Interviewees	120
4.3	Theme One: Cultural Elements in STIs Preventive Communication	124
4.3.1	Religion	126
4.3.2	Values and Taboos	133
4.3.3	Cultural Practices for STIs Communication	145
4.3.4	Civilisation	162

4.4	Theme Two: Message Conceptualization in STIs	
	Communication Campaign	168
4.4.1	Attitude towards People	169
4.4.2	Diagnosis and Symptoms	184
4.4.3	Language	189
4.4.4	Portrayal of STIs Message	194
4.4.5	Influence	202
4.4.6	Knowledge and Attitude towards STIs	212
4.4.7	Adequacy of Message	233
4.5	Theme 3: Media Channels in STIs Preventive Communication	237
4.5.1	Limitations of Media Influence	238
4.5.2	Better Media Strategies	244
4.5.3	Sources of Information	255
4.6	Chapter Summary	261
	CHAPTER FIVE DISCUSSION OF FINDINGS	264
5.1	Introduction	264
5.2	Cultural Elements in STIs Preventive Communication Campaign	265
5.2.1	Religion in STIs Preventive Communication Campaign	265
5.2.2	Values and Taboos in STIs Preventive Communication Campaign	268
5.2.3	Cultural Practices in STIs Communication	270
5.2.4	Civilization in STIs Preventive Communication Campaign	277
5.3	Message Conceptualization in STIs Preventive Communication Campaigns	279

5.3.1	Attitude towards People in STIs Preventive Communication Campaign	279
5.3.2	Diagnosis and Symptoms in STIs Preventive Communication Campaigns	283
5.3.3	Language	285
5.3.4	Portrayal of STIs message in STIs Preventive Communication Campaign	287
5.3.5	Influence in STIs Preventive Communication Campaign	290
5.3.6	Knowledge and Attitude in STIs Preventive Communication Campaign	294
5.3.7	Adequacy of message	298
5.4	Media of STIs communication	299
5.4.1	Limitations of Mass Media	299
5.4.2	Better Media Strategies	300
5.4.3	Sources of Information in STIs Preventive Communication Campaign	303
5.5	Chapter Summary	305
CHAPTER SIX CONCLUSION AND RECOMMENDATIONS		306
6.1	Introduction	307
6.2	Theoretical Contributions	307
6.2.1	Cultural Sensitive Models	314
6.3	Methodological Contributions	322
6.4	Practical Contributions	322
6.5	Suggestions for Future Research	328
6.6	Limitation of the Study	329

6.7 Conclusion	330
6.8 Chapter Summary	333
REFERENCE	334
APPENDIX	377

List of Tables

Table 4.1: Informants Background Information	118
--	-----

List of Figures

Figure 1.1: Map of Nigeria	25
Figure 2.1: Theory of Reasoned Action	82
Figure 2.2: The PEN-3 Model	89
Figure 4.1: Main Theme and Sub-themes of Cultural Element in STIs Preventive Communication Campaign	126
Figure 4.2: Religion in STIs Preventive Communication Campaign	127
Figure 4.3: Values and Taboos in STIs Preventive Communication	135
Figure 4.4: Cultural practices in STIs Preventive Communication Campaign	146
Figure 4.5: Civilisation in STIs Preventive Campaign	163
Figure 4.6: Main Theme and Sub-themes of Message in STIs Communication	169
Figure 4.7: Attitude towards People in STIs Preventive Communication Campaign.	170
Figure 4.8: Diagnosis and Symptoms in STIs Preventive Communication	185
Figure 4.9: Language in STIs Preventive Communication Campaign in Nigeria	190
Figure 4.10: Portrayal of STIs Message in STIs Preventive Communication Campaign	195
Figure 4.11: Influence in STIs Preventive Campaign	203
Figure 4.12: Knowledge and Attitude toward STIs in STIs Campaign Preventive Communication	213
Figure 4.13: Adequacy of Message in STIs Preventive Communication Campaign	234
Figure 4.14: Main Theme and Sub-themes of Media in STIs Communication	238
Figure 4.15: Limitations of Media Influence in STIs Preventive Communication Campaign	239
Figure 4.16: Better Media Strategies in STIs Preventive Communication Campaign	245
Figure 4.17: Sources of Information on STIs Preventive Communication Campaign	256
Figure 6.1: Culture Sensitive Model for STI Negative Young People in Nigeria	361
Figure 6.2: Culture Sensitive Model for STI Positive Young People in Nigeria	321

List of Abbreviations

STIs	Sexually Transmitted Infections
UNICEF	United Nations Children's Fund
WHO	World Health Organisation
ARV	Anti-retroviral Drugs
HIV/AIDS	Human Immune Virus/ Acquired Immune Deficiency Syndrome
HSV-2	Herpes Simplex Virus type 2
PLWHA	People Living with HIV/AIDS

CHAPTER ONE

INTRODUCTION

1.1 An Overview

Sexually Transmitted Infections (STIs) constitute a major global health issue owing to the severity of its prevalence over the years and the target age group that they are ravaging. Going by the World Health Organisation's (WHO) reports, there is need for concerns regarding the plight of the youth who are at grave risk of contracting STIs. The WHO report of 2013 revealed that more than a million people acquire sexually transmitted infections (STIs) every day. The report further shows that an estimated 499 million new cases of curable STIs (gonorrhoea, chlamydia, syphilis and trichomoniasis) occur yearly. Furthermore, an approximately 536 million people are estimated to be living with incurable herpes simplex virus type 2 (HSV-2) infections. Approximately 291 million women have a human papillomavirus infection at a point in time (WHO, 2013).

The WHO reports of 2014 expounded that as at 2013, HIV/AIDS have claimed the lives of more than 39 million people since its inception. It was approximated that there are 35 million people living with HIV at the end of 2013 with 2.1 million people becoming newly infected with HIV in 2013 globally (WHO, 2014). Sub-Saharan Africa is the most affected region with 24.7 million people living with HIV in 2013. The data above further shows that about 70% of the global total of new HIV infection resides in the region. A 2014 WHO report on school and youth health further clarifies that in some countries (particularly in the developing countries) up to 60% of all new HIV infections occur

The contents of
the thesis is for
internal user
only

REFERENCE

- Abubakar, I., Iliyasu, Z., Kabir, M., Uzoho, C. & Abdulkadir, M.B. (2004). Knowledge, attitude and practice of female genital cutting among antenatal patients in Aminu Kano Teaching Hospital, Kano. *Nigeria Journal of Medicine*, 13(3), 254-258.
- Acharya, L., & Dutta, M. J. (2012). Deconstructing the portrayals of HIV/AIDS among campaign planners targeting tribal populations in Koraput, India: A culture-centered interrogation. *Health communication*, 27(7), 629-640.
- Adebileje, A. (2012). Socio-cultural and attitudinal Study of Selected Yoruba taboos in South West Nigeria. *Studies in Literature and Language*, 4(1), 94-100.
- Adedimeji, A. A. (2005). Beyond knowledge and behavior change: The social structural context of HIV/AIDS risk perceptions and protective behaviour among young urban slum inhabitants in Nigeria. *Boston, MA: Department of Population and International Health Harvard School of Public Health*.
- Adeokun, L.A., Oduwole, M., Oronsaye, F., Gbogboade, A.O., Aliyu, N., Wumi, A. *et al.* (2006). Trends in female circumcision between 1933 and 2003 in Osun and Ogun states, Nigeria (a cohort analysis). *Africa Journal of Reproductive Health*, 10 (2), 48-56.
- Aderinto, A. A. 2000. Correlates and coping measures of street children: A comparative study of street and non-street children in South West Nigeria. *Child Abuse and Neglect*, 24 (9), 1199-213.
- Admassu, A. (2000). Coping with the challenges of AIDS: The experience of persons living with HIV/AIDS in Addis Ababa. *Northeast African Studies*, 7(2), 81-100.
- Agha, S. (2003). The Impact of a mass media campaign on risk perception, perceived self-efficacy and other behavioural predictors. *AIDS Care*, 15 (6), 749-762.
- Ahmad, F., Cameron, J. I., & Stewart, D. E. (2005). A tailored intervention to promote breast cancer screening among South Asian immigrant women. *Social science & medicine*, 60(3), 575-586.
- Ahmad, M.K. & Harrison, J. (2010). Cultural sensitivity in health promotion programs: Islamic persuasive communication. In Y. Pasadeos (Ed), *Advances in communication and mass media research*, (pp. 167-180). Athens: ATINER.
- Ahmed, S., Delaney, K., Villalba-Diebold, P., Aliyu, G., Constantine, N., Ememabelem, M., ... & Charurat, M. (2013). HIV counseling and testing and access-to-care needs of populations most-at-risk for HIV in Nigeria. *AIDS care*, 25(1), 85-94.

- Airhihenbuwa, C. O. (1995). *Health and culture: Beyond the Western paradigm*. Thousand Oaks, CA: Sage.
- Airhihenbuwa, C. O. (2007). *Healing our differences: The crisis of global health and the politics of identity*. Rowman & Littlefield.
- Airhihenbuwa, C. O., & Obregon, R. (2000). A critical assessment of theories/models used in health communication for HIV/AIDS. *Journal of Health Communication*, 5, 5-16.
- Airhihenbuwa, C. O., & Webster, J. D. (2004). Culture and African contexts of HIV/AIDS prevention, care and support. *SAHARA-J: Journal of Social Aspects of HIV/AIDS*, 1(1), 4-13.
- Airhihenbuwa, C. O., Di-Clemente, R. J., Wingwood, G. M., Lowe, A. (1992). HIV/AIDS education and prevention among African-Americans: A focus on culture. *AIDS Education Prevention*, 4, 267-276.
- Airhihenbuwa, C. O., Ford, C. L., & Iwelunmor, J. I. (2013). Why culture matters in health interventions lessons from HIV/AIDS stigma and NCDs. *Health Education & Behavior*, 41, 78-84. doi: 1090198113487199.
- Airhihenbuwa, C., Okoror, T., Shefer, T., Brown, D., Iwelunmor, J., Smith, E., ... & Shisana, O. (2009). Stigma, culture, and HIV and AIDS in the Western Cape, South Africa: An application of the PEN-3 cultural model for community-based research. *Journal of Black Psychology*, 35(4), 407-432.
- Airhihenbuwa, C.O., Makinwa, B. & Obregon, R. (1998). Health communications in the next millenium. *Journal of Health Education*. 29(5): 326-327
- Airhihenbuwa, CO. (1989). Perspectives on AIDS in Africa: Strategies for prevention and control. *AIDS Education and Prevention*. 1(1), 57-69.
- Airhihenbuwa, C. O., DiClemente, R. J., Wingood, G. M., & Lowe, A. (1992). HIV/AIDS education and prevention among African-Americans: A focus on culture. *Journal of AIDS Education & Prevention*, 4, 251-260.
- Airhihenbuwa,C.O., Makinwa, B., Obregon,R. C. (2000). Toward a new communications framework for HIV/AIDS. *Journal of Health Communication*, 5(sup1), 101-111.
- Ajjawi, R., & Higgs, J. (2007). Using Hermeneutic Phenomenology to Investigate How Experienced Practitioners Learn to Communicate Clinical Reasoning. *Qualitative Report*, 12(4), 612-638.

- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behaviour. *Englewood Cliffs, NJ: Prentice-Hall.*
- Ajzen, Icek (1991). "The theory of planned behavior". *Organizational Behavior and Human Decision Processes* **50** (2): 179–211. doi:[10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T).
- Akinfaderin-Agarau, F., Chirtau, M., Ekponimo, S., & Power, S. (2012). Opportunities and limitations for using new media and mobile phones to expand access to sexual and reproductive health information and services for adolescent girls and young women in six Nigerian states. *African Journal of Reproductive Health*, *16*(2), 219-230.
- Akwara, P. A., Madise, N. J., & Hinde, A. (2003). Perception of risk of HIV/AIDS and sexual behaviour in Kenya. *Journal of Biosocial Science*, *35*(03), 385-411.
- Alabi, T., Bahah, M., & Alabi, S. O. (2014). The girl-child: A sociological view on the problems of girl-child education in Nigeria. *European Scientific Journal*, *10*(2), 393-407
- Albarracín, D., Gillette, J. C., Earl, A. N., Glasman, L. R., Durantini, M. R., & Ho, M. H. (2005). A test of major assumptions about behavior change: A comprehensive look at HIV prevention interventions since the beginning of the epidemic. *Psychological Bulletin*, *131*, 856–897.
- Alden, D. L., Friend, J., Schapira, M., & Stiggelbout, A. (2014). Cultural targeting and tailoring of shared decision making technology: A theoretical framework for improving the effectiveness of patient decision aids in culturally diverse groups. *Social Science & Medicine*, *105*, 1-8.
- Aliyu, Y. (2004). A report card for screening for sexually transmitted diseases: Bis dat qui cito dat. *Southern Medical Journal*, *97*(7), 619-621.
- Altpeter, M., Earp, J. A. L., Bishop, C., & Eng, E. (1999). Lay health advisor activity levels: Definitions from the field. *Health Education & Behavior*, *26*(4), 495-512.
- Amaro, H. (1995). Love, sex, and power: Considering women's realities in HIV prevention. *American Psychologist*. *50*(6), 437-447
- Amazigo, U., Silva, N., Kaufman, J., & Obikeze, D. (1997): Sexual activity and contraceptive knowledge and use among in-school adolescents in Nigeria. *International Family Planning Perspectives*, *23*(1), 28-33.
- Amirkhanian, Y., Kelly, J., & Issaev, D. (2001). AIDS knowledge, attitudes, and behavior in Russia: Results of a population-based, random-digit telephone survey in St. Petersburg. *International Journal of STD and AIDS*, *12*, 50-57.

- Awusabo-Asare, K., Anarfi, J. K., & Agyeman, D. K. (1993). Women's control over their sexuality and the spread of STDs and HIV/AIDS in Ghana. *Health Transition Review*, 3, 1-14.
- Aronowitz, T., Rennells, R. E., & Todd, E. (2005). Heterosocial behaviors in early adolescent African American girls: The role of mother-daughter relationships. *Journal of Family Nursing*, 11(2), 122-139.
- Arowojolu, A. O., Ilesanmi, A. O., Roberts, O. A., & Okunlola, M. A. (2002). Sexuality, contraceptive choice and AIDS awareness among Nigerian undergraduates. *African Journal of Reproductive Health*, 6(2), 60-70.
- Awang, H., Wong, L. P., Jani, R., & Low, W. Y. (2014). Knowledge of sexually transmitted diseases and sexual behaviours among malaysian male youths. *Journal of biosocial science*, 46(02), 214-224.
- Ayankogbe, O.O., Omotola, B.D., Inem, V.A., Ahmed, O.A., Manafa, O.U.(2003). Knowledge,attitude, beliefs and behavioral practices for creating awareness about HIV/AIDS in Lagos State, Nigeria. *Nigerian Medical Practitioners*, 44(1), 7-10.
- Ayenigbara, G. O., Aina, S. I., & Famakin, T. D. (2013). Female Genital Mutilation: Types, Consequences and Constraints of Its Eradication in Nigeria. *Journal of Dental and Medical Sciences*, 3 (5), 7-10.
- Azuonwu, O., Obire, O., Putheti, R., & Ekene, N. M. (2010). Prevalence and risk factors of Human Immunodeficiency Virus (HIV) in Ndoki communities of Nigeria. *Journal of Pharmacy Research*, 3(7).
- Babalola, S., Brastington, A., Agbasimato, A., Helland, A., Nwanguma, E., & Onah, N. (2006). Impact of a communication programme on female genital cutting in Eastern Nigeria. *Tropical Medical Int Health*, 11(10):1594-1603.
- Babbie, E. R. (2001). *The practice of social research*. California: Wadsworth.
- Babbie, E. R. (2007). *The practice of social research*. Belmont, CA: Wadsworth.
- Babbie, E. (2010). *The practice of social research*. Cengage Learning: Wadsworth.
- Baker, D. W., Gazmararian, J. A., Sudano, J., & Patterson, M. (2000). The association between age and health literacy among elderly persons. *The Journals of Gerontology Series B: Psychological Sciences and Social Sciences*, 55(6), S368-S374.

- Baker, J. G., Rosenthal, S. L., Leonhardt, D., Kollar, L. M., Succop, P. A., Burklow, K. A., & Biro, F. M. (1999). Relationship between perceived parental monitoring and young adolescent girls' sexual and substance use behaviours. *Journal of Pediatrics and Adolescent Gynecology*, *12*, 17–22.
- Baker, T.L. (1999). *Doing social research*. Boston: McGraw Hill.
- Bandura, A. (1985). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice Hall.
- Bandura, A. (1994). Social cognitive theory and exercise of control over HIV infection. In *Preventing AIDS* (pp. 25-59). Springer US.
- Barbour, R. (2007). *Doing focus groups*. London: Sage Publication.
- Basen-Engquist, K. (1992). Psychosocial predictors of safer sex behaviours in young adults. *Evaluation Program Planning*, *19*, 120–135.
- Basen-Engquist, K., & Parcel, G. S. (1992). Attitudes, norms, and self-efficacy: A model of adolescents' HIV-related sexual risk behavior. *Health Education & Behavior*, *19*(2), 263-277.
- Baumer, E. P., & Scott J. S. (2001). Community effects on youth sexual activity. *Journal of Marriage Family*, *63*(2) 540–554.
- Bauni, E. K., & Jarabi, B. O. (2000). Family planning and sexual behavior in the era of HIV/AIDS: The case of Nakuru District, Kenya. *Studies in Family Planning*, *31*(1), 69-80.
- Baxter, L. A., & Babbie, E. (2004). *The basics of communication research*. Australia: Thomson Wadsworth.
- Bayer, R. (1994). AIDS prevention and cultural sensitivity: Are they compatible? *American Journal of Public Health*. *84* (6), 895-898.
- Bekalu, M. A., & Eggermont, S. (2012). Advancing HIV/AIDS combination prevention through mass media: A review of practices in sub-Saharan Africa. *Information Development*, *28*(3), 189-198.
- Benda, B. B. & Corwyn, R. F. (1996). Testing a theoretical model of adolescent sexual behavior among rural families in poverty. *Child and Adolescent Social Work Journal*, *13*(6), 469–94.

- Benda, B. B. (2002). The effects of various aspects of religion and the family on adolescent sexual behaviour. *Marriage and Family in Christ Journal*, 5(3), 373–90.
- Bender, M. S., & Clark, M. J. (2011). Cultural adaptation for ethnic diversity: A review of obesity interventions for preschool children. *Californian Journal of Health Promotion*, 9, 40-60.
- Berger, C. (1991). Chautauqua: Why are there so few communication theories? *Communication Monograph*, 58, 101-113.
- Bertrand, J. T., & Anhang, R. (2006). The effectiveness of mass media in changing HIV/AIDS related behavior among young people in developing countries. *World Health Organization Technical Report Series*, 938, 205-41
- Bessinger, R., Katende, C., & Gupta, N. (2004). Multi-media campaign exposure effects on knowledge and use of condoms for STI and HIV/AIDS prevention in Uganda. *Evaluation and Program Planning*, 27(4), 397-407
- Bettinger, J. A., Celentano, D. D., Currier, F. C., Adler, N. E., Millstein, S. G., & Ellen, J. M. (2004). Does parental involvement predict new sexually transmitted diseases in female adolescents? *Archives of Paediatric and Adolescent Medicine*, 158, 666-670.
- Bhattacharya, G., Cleland, C., & Holland, S. (2000). Knowledge about HIV/AIDS, the perceived risks of infection and sources of information of Asian-Indian adolescents born in the USA. *Aids Care*, 12(2), 203-209.
- Biddlecom, A., Gregory, R., Lloyd, C. B., & Mensch, B. S. (2008). Associations between premarital sex and leaving school in four sub-Saharan African countries. *Studies in Family Planning*, 39(4), 337-350.
- Bird, J. A., Otero-Sabogal, R., Ha, N. T., & McPhee, S. J. (1996). Tailoring lay health worker interventions for diverse cultures: Lessons learned from Vietnamese and Latina communities. *Health Education Quarterly*, 23, S105-S122.
- Bloor, M., Frankland, J., Thomas, M., & Robson, K. (2001). *Focus groups in social research*. London: Sage.
- Blum, W. & Mmari, N. (2005). *Risk and Protective Factors Affecting Adolescent Reproductive Health in Developing Countries*, Geneva: World Health Organization.
- Boyce, C., & Neale, P. (2006). *Conducting in-depth interviews: A guide for designing and conducting in-depth interviews for evaluation input*. Watertown, MA: Pathfinder International.

- Brabin, L., Kemp, J., Obunge, O. K., Ikimalo, J., Dollimore, N., Odu, N. N., Hart, C. A., & Briggs, N. D. (1995). Reproductive tract infections and abortion among adolescent girls in rural Nigeria. *The Lancet*, *345*, 300–304.
- Bresnahan, M., Lee, S. Y., Smith, S. W., Shearman, S., & Yoo, J. H. (2007). Reservations of the spirit: The development of a culturally sensitive spiritual beliefs scale about organ donation. *Health Communication*, *21*(1), 45-54.
- Broman, C. L. (2007). Sexual risk behaviour among adolescents. *Journal of African American Studies*, *11*, 180-188.
- Bronfenbrenner, U., & Bronfenbrenner, U. (1979). *The ecology of human development: experiments by nature and design*. U.S.A: Harvard university press
- Browning, C. R., Leventhal, T., & Brooks-Gunn, J. (2004). Neighborhood context and racial differences in early adolescent sexual activity. *Demography*, *41*(4), 697-720.
- Bryce, J., el Arifeen, S., Pariyo, G., Lanata, C. F., Gwatkin, D., & Habicht, J. P. (2003). Reducing child mortality: can public health deliver?. *The Lancet*, *362*(9378), 159-164.
- Bryman, A. (2001). *Social research methods*. UK: Oxford University Press.
- Bryman, A. (2012). *Social research methods*. UK: Oxford university press.
- Bull, F. C., Holt, C. L., Kreuter, M. W., Clark, E. M., & Scharff, D. (2001). Understanding the effects of printed health education materials: Which features lead to which outcomes? *Journal of Health Communication*, *6*(3), 265-280.
- Buhi, E. R., & Goodson, P. (2007). Predictors of adolescent sexual behavior and intention: A theory-guided systematic review. *Journal of Adolescent Health*, *40*(1), 4-21.
- Cates Jr, W., & Dallabetta, G. (1999). The staying power of sexually transmitted diseases. *Lancet*, *354*, siv62.
- Calderón, J. L., & Beltran, B. (2005). Culture and linguistics: Neglected variables in the health communication equation. *American Journal of Medical Quality*, *20*(4), 179-181.
- Caliendo, A. M., Jordan, J. A., Green, A. M., Ingersoll, J., Diclemente, R. J., & Wingood, G. M. (2005). Real-time PCR improves detection of *Trichomonas vaginalis* infection compared with culture using self-collected vaginal swabs. *Infectious Diseases in Obstetrics and Gynecology*, *13*(3), 145-150.

- Campbell C. (2003). *African Issues. Letting them die: why HIV/AIDS Prevention Programmes fail*. Oxford: James Currey.
- Campbell, A., McNamara, O., & Gilroy, P. (2004). *Practitioner research and professional development in education*. London: Sage.
- Capaldi, D. M., Crosby, L., Stoolmiller, M. (1996). Predicting the timing of first sexual intercourse for at-risk adolescent males. *Child Development*, 67, 344–59.
- Caron, S. L., Knox, C. B., Rhoades, C., Aho, J., Tulman, K. K., & Volovk, M. (1993). Sexuality education in the workplace: Seminars for parents. *Journal of Sex Education & Therapy*. 19(3),200–211.
- Carter, M. W., Hock-Long, L., Kraft, J. M., Henry-Moss, D., Hatfield-Timajchy, K., & Singer, M. (2012). Strategies for managing the dual risk of sexually transmitted infections and unintended pregnancy among Puerto Rican and African American young adults. *American Journal of Public Health*, 102(3), 449-456.
- Chanakira, E., Alicia, O., Goyder, E. C., & Freeman, J. V. (2014). Factors perceived to influence risky sexual behaviours among university students in the United Kingdom: a qualitative telephone interview study. *BMC public health*, 14(1), 1055.
- Chassin, L., Presson, C.C., & Sherman, S.J. (1987). Application of social development to adolescent health behaviour. In N. Eisenberg (Ed.), *Contemporary topics in developmental Psychology* (pp 353-376). New York: Wiley.
- Cooper, M.L. (1994). Motivations for alcohol use among adolescents: Development and validation of a four factor model. *Psychological Assessment*, 6, 117-128.
- Cooper, M.L., Shapiro, C.M., Powers, A.M. (1998). Motivations for sex and sexual behaviour among adolescents and young adults: A functional perspective. *Journal of Personality and Social Psychology*, 38, 668-678.
- Cherie, A., & Berhane, Y. (2012). Knowledge of Sexually Transmitted Infections and Barriers to Seeking Health Services among High School Adolescents in Addis Ababa, Ethiopia. *Journal of AIDS & Clinical Research*, 3(153), 1-6.
- Chimbutane, F. (2012). Language practices in radio programs on HIV/AIDS: A call forculturally-sanctioned ways of communication. *Stellenbosch Papers in Linguistics Plus*, 41, 25-40.

- Chinenye, S., & Ogbera, A. O. (2013). Socio-cultural aspects of diabetes mellitus in Nigeria. *Journal of Social Health and Diabetes, 1*(1), 15.
- Cochran, S. D., & Mays, V. M. (1993). Applying social psychological models to predicting HIV-related sexual risk behaviours among African Americans. *Journal of Black Psychology, 2*, 142-154.
- Cohen, L., & Manion, L. (1994). *Research methods in applied linguistics*. London: Routledge.
- Cole, G. A. (2004). *Management: Theory and practice*. Cengage Learning EMEA.
- Conway, A. (2012). Quality improvement learning collaboratives in public health: Findings from a multisite case study. *Journal of Public Health Management and Practice, 18*(1), 87-94.
- Conway, C. M. (2012). Sequential learning. In R.M. Seel (Ed.), *Encyclopedia of the Sciences of Learning* (pp. 3047-3050). New York: Springer Publications.
- Cowdery, J. E., Parker, S., & Thompson, A. (2012). Application of the PEN-3 model in a diabetes prevention intervention. *Journal of Health Disparities Research and Practice, 4*(1), 3.
- Coolican, H. (1994). *Research methods and statistics in psychology*. London: Hodder & Stoughton
- Crabtree, B.F., and Miller, W.L. (2004). "Research Methods: Qualitative." In Jones, R. (Ed). *Oxford Textbook of Primary Medical Care*. Oxford: Oxford University Press.
- Crawford, R. (1994). The boundaries of the self and unhealthy other: Reflection on health, culture and AIDS. *Social Science and Medicine, 38*, 1347-1356.
- Creatas, G. (1997). Improving adolescent sexual behavior: A tool for better fertility outcome and safe motherhood. *International Journal of Gynecology & Obstetrics, 58*(1), 85-92
- Creswell, J. W. (2012). *Qualitative, quantitative and mixed methods approaches*. Thousand Oaks, CA: Sage Publications.
- Crosby, R. A., & Danner, F. (2008). Adolescents' sexually transmitted disease protective attitudes predict sexually transmitted disease acquisition in early adulthood. *Journal of School Health, 78*(6), 310-313.
- Crotty, M. (1998). *The foundations of social research: Meaning and perspective in the research process*. Sage Publications Limited.

- Darteh, E. K. M. (2011). Adolescents' exposure to mass media campaign messages on HIV/AIDS in Ghana. *African Population Studies*, 25(1), 132-150.
- de Anda, D. (2002). The GIG: An innovative intervention to prevent adolescent pregnancy and sexually transmitted infection in a Latino community. *Journal of Ethnic and Cultural Diversity in Social Work*, 11(3-4), 251-277.
- De Nooijer, J., Lechner, L., & de Vries, H. (2002). Tailored versus general information on early detection of cancer: a comparison of the reactions of Dutch adults and the impact on attitudes and behaviors. *Health Education Research*, 17(2), 239-252.
- De Nooijer, J., Lechner, L., & de Vries, H. (2003). Social psychological correlates of paying attention to cancer symptoms and seeking medical help. *Social science & medicine*, 56(5), 915-920.
- De Vroome, E. M., Paalman, M. E., Sandfort, T. G., Sleutjes, M., De Vries, K. J., & Tielman, R. A. (1990). AIDS in the Netherlands: The effects of several years of campaigning. *International Journal of STD & AIDS*, 1(4), 268-274.
- Dehne, K. L., & Riedner, G. (2001). Sexually transmitted infections among adolescents: the need for adequate health services. *Reproductive Health Matters*, 9(17), 170-183.
- Deighton, J, Romer, D., & McQueen, J. (1989) Using drama to persuade. *Journal of Consumer Research*, 16, 335-43.
- Denzin, N. K., & Lincoln, Y. (2003). *Collecting and interpreting qualitative materials*. Thousand Oaks: Sage.
- DiCicco-Bloom, B., & Crabtree, B. F. (2006). The qualitative research interview. *Medical education*, 40(4), 314-321.
- DiClemente, R. J., Crosby, R. A., Wingood, G. M., Salazar, L. F., Rose, E., Levine, D., ... & Silver, B. J. (2004). Associations between sexually transmitted disease diagnosis and subsequent sexual risk and sexually transmitted disease incidence among adolescents. *Sexually transmitted diseases*, 31(4), 205-208.
- DiClemente, R. J., & Peterson, J. L. (1994). *Preventing AIDS: Theories and methods of Behavioral Interventions*. New York: Plenum.
- DiClemente, R. J., Salazar, L. F., & Crosby, R. A. (2007). A review of STD/HIV preventive interventions for adolescents: Sustaining effects using an ecological approach. *Journal of Pediatric Psychology*, 32(8), 888-906.

- DiClemente, R. J., Wingood, G. M., Crosby, R., Sionean, C., Cobb, B. K., Harrington, K., ... & Oh, M. K. (2001). Parental monitoring: Association with adolescents' risk behaviors. *Pediatrics*, *107*(6), 1363-1368.
- Dixon-Mueller, R. (2009). Starting young: Sexual initiation and HIV prevention in early adolescence. *AIDS and Behavior*, *13*(1), 100-109.
- Dougherty, M.R. (2001). Integration of the ecological and error models of overconfidence using a multiple-trace memory model. *Journal of Experimental Psychology*, *130* (4), 579-599.
- Feldman, D. A., O'Hara, P., Baboo, K. S., Chitalu, N. W., & Lu, Y. (1997). HIV prevention among Zambian adolescents: developing a value utilization/norm change model. *Social Science & Medicine*, *44*(4), 455-468.
- Dutta, M. J. & Basu, A. (2007). Health among men in rural Bengal: Exploring meanings through a culture-centered approach. *Qualitative Health Research*, *17*(1), 38–48.
- Dubois, W.E.B. (1969) . *The souls of black folk: Essays and sketches*. Greenwich, Conn.: Crest Book.
- Drysdale, R. (2004). Franco-Australian Pacific Regional HIV/AIDS and STI Initiative.
- D'Souza, C. M., & Shrier, L. A. (1999). Prevention and intervention of sexually transmitted diseases in adolescents. *Current Opinion in Pediatrics*, *11*(4), 283-291.
- Dube, L., & Ocholla, D. N. (2005). Insight into the management and diffusion strategies of HIV/AIDS Information in institutions of higher education in South Africa. *South African Journal of Libraries and Information Science*, *71*(2), 187-198.
- Dutta, M. (2007). Communication about culture and health: Theorizing culture-centred and cultural-sensitivity approaches. *Communication Theory*, *17*, 304-328.
- Dutta, M. (2008). Communicating health: A culture-centred approach. *Cambridge, England: Polity*.
- Ebire, S., & Ola, G. T. (2014). Waning Cultural Values and Adolescent Chastity: A Study of Arugba in Nigeria. *Developing Country Studies*, *4*(4), 45-51.
- Ebisi, N.T. (2012). The impacts of culture on the transmission of infectious diseases in Nigeria: The case of Akwa South, Anambra State. *African Journal of Social Sciences*, *2*(4), 173-190.
- Edem, C. U., & Harvey, S. M. (1995). Use of health belief model to predict condom use among university students in Nigeria. *International Journal of Community Health Education*, *15*, 3-14.

- Erinosho, O., Isiugo-Abanihe, U., Joseph, R., & Dike, N. (2012). Persistence of risky sexual behaviours and HIV/AIDS: Evidence from qualitative data in three Nigerian communities. *African Journal of Reproductive Health, 16(1)*, 113-123.
- Erulkar, A., & Bello, M. V. (2007). *The experience of married adolescent girls in northern Nigeria*. Nigeria: National Population Council.
- Esiet, U.E., Bello, M.V., Adebayo, C.O. Booth, R. et al (2001). Sexuality in Nigeria. *The International Encyclopaedia of Sexuality*, Accessed online on 10/28/2012 at <http://www2.hu-berlin.de/sexology>.
- Ezenyeaku, C.C., Okeke, T.C., Chigbu, C.O.& Ikeako, L.C.(2011). Survey of women's opinions on Female Genital Mutilation (FGM) in Southeast Nigeria: Study of Patients Attending Antenatal Clinic. *Annals of Medical and Health Sciences Research, 1(1)*, 15-20.
- Ezumah, N. N. (2003). Gender issues in the prevention and control of STIs and HIV/AIDS: Lessons from Awka and Agulu, Anambra state, Nigeria. *Journal of African Reproductive Health, 7 (2)*, 89–99.
- Fawole, A. O., & Adegoke, G. S. (2011). Sexual behaviour and perception of HIV/AIDS in Nigerian tertiary institutions: University of Ilorin, a Case Study. *Global Journal of Human Social Science Research, 11(1)*, 64-72.
- Federal Ministry of Health. (2010). *National HIV Sero-prevalence Sentinel Survey Among Pregnant Women Attending Antenatal Clinics in Nigeria*. Abuja, Nigeria : Federal Ministry of Health.
- Feldman, D. A., O'Hara, P., Baboo, K. S., Chitalu, N. W., & Lu, Y. (1997). HIV prevention among Zambian adolescents: Developing a value utilization/norm change model. *Social Science & Medicine, 44(4)*, 455-468.
- Fishbein, M., & Yzer, M. C. (2003). Using theory to design effective health behaviour interventions. *Communication Theory, 13(2)*, 164–183.
- Fishbein, M., Hennessy, M., Kamb, M., Bolan, G. A., Hoxworth, T., Iatesta, M., ... & Zenilman, J. M. (2001). Using Intervention Theory to Model Factors Influencing Behavior Change Project Respect. *Evaluation & the health professions, 24(4)*, 363-384.
- Fishbein, M. (2000). The role of theory in HIV prevention. *AIDS care, 12(3)*, 273-278.
- Fishbein, M & Yzer, M.C. (2003). Using theory to design effective health behaviour interventions. *Communication Theory. 13(2)*, 164-183.

- Ford, N., Odallo, D., & Chorlton, R. (2003). Communication from a human rights perspective: Responding to the HIV/AIDS pandemic in Eastern and Southern Africa. *Journal of Health Communication*, 8, 599-612.
- Foster, P. M., Belgrave, F. Z., Randolph, S. M., & Braithwaite, N. (1993). An afri-centric model for AIDS education, prevention, and psychological services within the African-American community. *Journal of Black Psychology*, 19(2), 123-141.
- Fraenkel J. R. & Wallen, N. E. (2000). *How to design and evaluate in education*. Boston: Mcgraw Hill.
- Freimuth, V. S., Edgar, T., & Fitzpatrick, M. A. (1993). The role of communication in health promotion. *Communication Research*, 20(4), 509-516.
- Freimuth, V.S.(2004).Commentary: The health information national trends survey (HINTS). *Journal of Health Communication*, 9,483–484
- French, D. C., & Dishion, T. J. (2003). Predictors of early initiation of sexual intercourse among high-risk adolescents. *Journal of Early Adolescence* 23(3):295–315.
- Friedman, D.B., Laditka, J.N., Hunter, R., Ivey, S.L., Wu, B., Laditka, S.B., Tseng, W., Corwin, S.J., Liu, R., Mathews, A.E. (2009).Getting the message out about cognitive health: A cross cultural comparison of older adults' media awareness and communication needs on how to maintain a healthy brain. *The Gerontologist*, 49, S50–S60
- García, P. J., Chavez, S., Feringa, B., Chiappe, M., Weili, L., Jansen, K. U., ... & Holmes, K. K. (2004). Reproductive tract infections in rural women from the highlands, jungle, and coastal regions of Peru. *Bulletin of the World Health Organization*, 82(7), 483-492.
- Garcia-Retamero, R., & Cokely, E. T. (2011). Effective communication of risks to young adults: using message framing and visual aids to increase condom use and STD screening. *Journal of Experimental Psychology Applied*, 17(3), 270.
- Gausset, Q. (2001). AIDS and cultural practices in Africa: The case of the Tonga (Zambia). *Social Science & Medicine*, 52(4), 509-518.
- Geist-Martin, P., Ray, E. B., & Sharf, B. F. (2003). *Communicating health: Personal, cultural, and political complexities*. Belmont, CA: Wadsworth/Thomson Learning.
- Gerend, M. A., & Magloire, Z. F. (2008). Awareness, knowledge, and beliefs about human papillomavirus in a racially diverse sample of young adults. *Journal of Adolescent Health*, 42(3), 237-242.

- Gilbert, S. S. (2008). The influence of Islam on AIDS prevention among Senegalese university students. *AIDS Education & Prevention*, 20 (5), 399-407.
- Gisselquist, D., Potterat, J.J., Body, S. & Vachon, F. (2003). Let it be sexual: How health care transmission of AIDS in Africa was ignored. *International Journal of STD and AIDS*, 14, 148-161.
- Glanz, K., Rimer, B.K., & Lewis, F.M. (2002). *Health Behavior and Health Education: Theory Research and Practice*. San Francisco: Jossey-Bass
- Gold, J., Lim, M. S., Hocking, J. S., Keogh, L. A., Spelman, T., & Hellard, M. E. (2011). Determining the impact of text messaging for sexual health promotion to young people. *Sexually Transmitted Diseases*, 38(4), 247-252.
- Goldenberg, S., Shoveller, J., Ostry, A., & Koehoorn, M. (2008). Youth sexual behaviour in a boomtown: Implications for the control of sexually transmitted infections. *Sexually Transmitted Infections*, 84(3), 220-223.
- Gomez, C. A., & Marin, B. V. (1996). Gender, culture and power: barriers to HIV-prevention strategies for women. *The Journal of Sex Research*. 33 (4), 355-362.
- Gould, G. S., Watt, K., Stevenson, L., McEwen, A., Cadet-James, Y., & Clough, A. R. (2014). Developing anti-tobacco messages for Australian Aboriginal and Torres Strait Islander peoples: evidence from a national cross-sectional survey. *BMC public health*, 14(1), 250.
- Green, L. W., & Kreuter, M. W. (1999). *Health promotion planning: An educational and ecological approach*. Mountain View, California: Mayfield Publishing Co.
- Green, L., Richard, L., & Potvin, L. (1996). Ecological foundations for health promotion. *American Journal of Health Promotion*, 10, 270-281.
- Grier, S. A., & Brumbaugh, A. M. (1999). Noticing cultural differences: Ad meanings created by target and non-target markets. *Journal of Advertising*, 28(1), 79-93.
- Grier, S. A., & Deshpandé, R. (2001). Social dimensions of consumer distinctiveness: The influence of social status on group identity and advertising persuasion. *Journal of Marketing Research*, 216-224.
- Gubrium, J.F. & Holstein, J.A. (2002). *Handbook of Interview Research: Context & Method*, Michigan: Sage Publication.
- Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? An experiment with data saturation and variability. *Field Methods*, 18(1), 59-82.

- Guse, K., Levine, D., Martins, S., Lira, A., Gaarde, J., Westmorland, W., & Gilliam, M. (2012). Interventions using new digital media to improve adolescent sexual health: a systematic review. *Journal of Adolescent Health, 51*(6), 535-543.
- Gyimah, S. O., Tenkorang, E. Y., Takyi, B. K., Adjei, J., & Fosu, G. (2010). Religion, HIV/AIDS and sexual risk-taking among men in Ghana. *Journal of Biosocial Science, 42*(4), 531.
- Hackl, K. L., Somlai, A. M., Kelly, J. A., & Kalichman, S. C. (1997). Women living with HIV/AIDS: The dual challenge of being a patient and caregiver. *Health & Social Work, 22*(1), 53-62.
- Haider, M. (2005). *Global public health communication: Challenges, perspectives, and strategies*. Jones & Bartlett Learning.
- Hamilton, J. B., Agarwal, M., Song, L., Moore, M. A., & Best, N. (2012). Are psychosocial interventions targeting older African American cancer survivors culturally appropriate?: A review of the literature. *Cancer Nursing, 35*(2), E12-E23.
- Hansen, E. C. (2006). *Successful qualitative health research*. England: McGraw-Hill Education.
- Hanson, C., West, J., Neiger, B., Thackeray, R., Barnes, M., & McIntyre, E. (2011). Use and acceptance of social media among health educators. *American Journal of Health Education, 42*(4), 197-204.
- Harding, A., Anadu, E., Gray, L., & Champeau, D. (1999). Nigerian university students' knowledge, perceptions, and behaviours about HIV/AIDS: Are these students at risk? *The Journal of the Royal Society for the Promotion of Health, 119*(1) 23-31.
- Hausser, D., & Michaud, P. A. (1994). Does a condom promoting strategy (the Swiss STOP-AIDS campaign) modify sexual behavior among adolescents? *Pediatrics, 93*(4), 580-585.
- HEAIDS (2010). *HIV prevalence and related factors: Higher Education sector study, 2008-2009*. Pretoria: HEAIDS.
- Heise, L. L., & Elias, C. (1995). Transforming AIDS prevention to meet women's needs: A focus on developing countries. *Social Science & Medicine, 40*(7), 931-943.
- Helman, C. G. (1996). The body image in health and disease: Exploring patients' maps of body and self. *Patient Education and Counseling, 26*(1), 169-175.
- Higgs, M. (2001). Is there a relationship between the Myers-Briggs type indicator and emotional intelligence? *Journal of Managerial Psychology, 16*, (7), 509-533.

- Hogan, T. P., & Palmer, C. L. (2005). Information preferences and practices among people living with HIV/AIDS: results from a nationwide survey. *Journal of the Medical Library Association*, 93(4), 431.
- Holt, C. L., Lewellyn, L. A., & Rathweg, M. J. (2005). Exploring religion-health mediators among African American parishioners. *Journal of Health Psychology*, 10(4), 511-527.
- Huebner, A. J. & Laurie, W. Howell. (2003). Examining the relationship between adolescent sexual risk-taking and perceptions of monitoring, communication, and parenting styles. *Journal of Adolescent Health*, 33, 71–80.
- Ihekweazu, C (2014). The passing of the HIV and AIDS anti-stigma and discrimination bill. Retrived on May 22, 2014 from <http://nigeriahealthwatch.com/the-passing-of-the-hiv-and-aids-anti-stigma-and-discrimination-bill/>
- Ikimalo, J., Brabin, L., Kemp, J., Dollimore, N., Obunge, O. K., Briggs, N. D., ..& Hart, C. A. (1995). Reproductive tract infections and abortion among adolescent girls in rural Nigeria. *The Lancet*, 345(8945), 300-304.
- Imaledo, J. A., Peter-Kio, O. B., & Asuquo, E. O. (2013). Pattern of risky sexual behavior and associated factors among undergraduate students of the University of Port Harcourt, Rivers State, Nigeria. *Pan African Medical Journal*, 12(1).
- Ityavyar, D. (2010). HIV prevention and cultural challenges for women in Nigeria. Retrieved April 30, 2012 from the Inter-gender development website: <http://intergender.org/index.php/sample-sites/parks/11report>
- Iwelunmor, J., Newsome, V., & Airhihenbuwa, C. O. (2014). Framing the impact of culture on health: a systematic review of the PEN-3 cultural model and its application in public health research and interventions. *Ethnicity & health*, 19(1), 20-46.
- Iyayi, F., Igbinomwanhia, R. O., Bardi, A., & Iyayi, O. O. (2012). The control of Nigerian women over their sexuality in an era of HIV/AIDS: A study of women in Edo State in Nigeria. *International NGO Journal*, 6(5), 113-121.
- Izugbara, C. O. (2004). Patriarchal ideology and discourses of sexuality in Nigeria. In *Understanding human sexuality seminar series*,(pp. 1-34). Lagos: Africa Regional Sexuality Resource Centre.

- Izugbara, C.O. (2001). Tasting the forbidden fruits: The social context of debut sexual encounters among young persons in a rural Nigerian community. *The African Anthropologist* 8 (1) 96-107.
- Izugbara, C. O. (2008). Masculinity scripts and abstinence-related beliefs of rural Nigerian male youth. *Journal of Sex Research*, 45(3), 262-276.
- Jackson, N., & Waters, E. (2005). Criteria for the systematic review of health promotion and public health interventions. *Health Promotion International*, 20 (4), 367-374.
- Janz, N. K., & Becker, M. H. (1984). The Health Belief Model: A decade later. *Health Education Quarterly*. 11(1): 1-47.
- Janz, N. K., Champion, V.L., Strecher, V.J. (2002). The Health Belief Model. In K. Glanz, B.K. Rimer, F.M. Lewis (Eds). *Health Behavior and Health Education: Theory, Research, and Practice*, (pp. 41–59). San Francisco: Jossey-Bass Publishers.
- Jappah, J. V. (2013). The convergence of American and Nigerian religious conservatism in a biopolitical shaping of Nigeria's HIV/AIDS prevention programmes. *Global Public Health*, 8(3), 312-325.
- Jessor, R. (1991) Risk behaviour in adolescence: A psychosocial framework for understanding and action, *Journal of Adolescent Health*, 12, 597-605.
- Johnson, E. M., & Delgado, J. L. (1989). Reaching Hispanics with messages to prevent alcohol and other drug abuse. *Public Health Reports*, 104(6), 588-567.
- Johnson, D. J., Jaeger, E., Randolph, S. M., Cauce, A. M., & Ward, J. & the NICHD Early Child Care Research Network (2003). Studying the effects of early child care experiences on the development of children of color in the United States: Towards a more inclusive research agenda. *Child Development*, 74(5), 1227-1244.
- Johnson-Mallard, V., Thomas, T. L., Kostas-Polston, E. A., Barta, M., Lengacher, C. A., & Rivers, D. (2012). The nurse's role in preventing cervical cancer: A cultural framework. *American Nurse Today*, 7(7).
- Jones, R. K., & Biddlecom, A. E. (2011). Is the internet filling the sexual health information gap for teens? An exploratory study. *Journal of Health Communication*, 16(2), 112-123.
- Jones, N. R., & Haynes, R. (2006). The association between young people's knowledge of sexually transmitted diseases and their behaviour: A mixed methods study. *Health, Risk & Society*, 8(3), 293-303.

- Kadiri, K. K., Ahmad, M. K., & Mustaffa, C. S. (2015). Sexual Abstinence and Usage of Contraceptions among Young People in Nigeria. *Journal of Biology, Agriculture and Healthcare*, 4(16), 53-59.
- Kagimu, M., Guwatudde, D., Rwabukwali, C., Kaye, S., Walakira, Y., & Ainomugisha, D. (2011). Inter-religious Cooperation for HIV Prevention in Uganda: A Study among Muslim and Christian Youth in Wakiso District. *Religions*, 2(4), 707-728.
- Kagimu, M., Guwatudde, D., Rwabukwali, C., Kaye, S., Walakira, Y., Ainomugisha, D. (2012). Religiosity for HIV prevention in Uganda: a case study among Muslim youth in Wakiso district. *African Health Sciences*, 12(3): 282 – 290
- Kalichman, S. C., & Hospers, H. J. (1997). Efficacy of behavioral-skills enhancement HIV risk-reduction interventions in community settings. *AIDS (London, England)*, 11, S191.
- Kalichman, S. C., Simbayi, L. C., Cloete, A., Mthembu, P. P., Mkhonta, R. N., & Ginindza, T. (2009). Measuring AIDS stigmas in people living with HIV/AIDS: The Internalized AIDS-Related Stigma Scale. *AIDS care*, 21(1), 87-93.
- Kandula, N. R., Khurana, N. R., Makoul, G., Glass, S., & Baker, D. W. (2012). A community and culture-centered approach to developing effective cardiovascular health messages. *Journal of General Internal Medicine*, 27(10), 1308–1316.
- Karlyn, A. S. (2001). The impact of a targeted radio campaign to prevent STIs and HIV/AIDS in Mozambique. *AIDS Education and Prevention*, 13(5), 438-451.
- Katz, B. P., Fortenberry, J. D., Zimet, G. D., Blythe, M. J., & Orr, D. P. (2000). Partner-specific relationship characteristics and condom use among young people with sexually transmitted diseases. *Journal of Sex Research*, 37(1), 69-75
- Keating, J., Meekers, D., & Adewuyi, A. (2006). Assessing effects of a media campaign on HIV/AIDS awareness and prevention in Nigeria: Results from the VISION Project. *BMC Public Health*, 6(1), 123.
- Keller, S. N., & Brown, J. D. (2002). Media interventions to promote responsible sexual behavior. *Journal of Sex Research*, 39(1), 67-72.
- Kendall, E., & Barnett, L. (2014). Principles for the development of Aboriginal health interventions: culturally appropriate methods through systemic empathy. *Ethnicity & health*, (ahead-of-print), 1-16.
- Kennedy, M. G., Mizuno, Y., Hoffman, R., Baume, C., & Strand, J. (2000). The effect of tailoring a model HIV prevention program for local adolescent target audiences.

AIDS education and prevention.. *Official publication of the International Society for AIDS Education*, 12(3), 225.

- Kennedy, M. G., Mizuno, Y., Seals, B. F., Myllyluoma, J., & Weeks-Norton, K. (2000). Increasing condom use among adolescents with coalition-based social marketing. *Aids*, 14(12), 1809-1818.
- Kinney, A. Y., Gammon, A., Coxworth, J., Simonsen, S. E., & Arce-Laretta, M. (2010). Exploring attitudes, beliefs, and communication preferences of Latino community members regarding BRCA1/2 mutation testing and preventive strategies. *Genetics in Medicine*, 12(2), 105-115.
- Kiragu, K. & Zabin, L. S. (1995). Contraceptive use among high school students in Kenya. *International Family Planning Perspectives*, 21(3):108-13
- Kitause, R. H., & Achunike, H. C. (2013). Religion in Nigeria from 1900-2013. *Research on Humanities and Social Sciences*, 3(18), 45-56.
- Kitzinger, J. (1994). The methodology of focus groups: The importance of interaction between research participants. *Sociology of Health and Illness*, 16 (1), 103-121
- Kitzinger, J., & Barbour, R. S. (1999). Introduction: The challenge and promise of focus groups. In R. S. Barbour & J. Kitzinger (Eds.). *Developing focus group research: Politics, theory and practice* (pp. 1-20). London: Sage
- Kline, K. N. (2007). Cultural sensitivity and health promotion: Assessing breast cancer education pamphlets designed for African American women. *Health Communication*, 21(1), 85-96.
- Koch, T., & Harrington, A. (1998). Reconceptualizing rigour: The case for reflexivity. *Journal of Advanced Nursing*, 28(4), 882-890.
- Koo, F. K., Kwok, C., White, K., D'Abrew, N., & Roydhouse, J. K. (2012). Strategies for piloting a breast health promotion program in the Chinese-Australian population. *Preventing Chronic Disease*, 9.
- Korda, H., & Itani, Z. (2013). Harnessing social media for health promotion and behavior change. *Health Promotion Practice*, 14(1), 15-23.
- Kreps, G. L. (2006). Communication and racial inequities in health care. *American Behavioral Scientist*, 49(6), 1-15.
- Kreuter, M. W., & McClure, S. M. (2004). The role of culture in health communication. *Annual Review Public Health*, 25, 439-455.

- Kreuter, M. W., Lukwago, S. N., Bucholtz, D. C., Clark, E. M., & Sanders-Thompson, V. (2003). Achieving cultural appropriateness in health promotion programs: Targeted and tailored approaches. *Health Education and Behavior, 30* (2), 133-146.
- Kreuter, M. W., Oswald, D. L., Bull, F. C., & Clark, E. M. (2000). Are tailored health education materials always more effective than non-tailored materials? *Health Education Research, 15*(3), 305-315.
- Kreuter, M. W., Skinner, C. S., Steger-May, K., Holt, C. L., Bucholtz, D. C., Clark, E. M., & Haire-Joshu, D. (2004). Responses to behaviorally vs culturally tailored cancer communication among African American women. *American Journal of Health Behavior, 28*(3), 195-207.
- Kreuter, M. W., Sugg-Skinner, C., Holt, C. L., Clark, E. M., Haire-Joshu, D., Fu, Q., & Bucholtz, D. (2005). Cultural tailoring for mammography and fruit and vegetable intake among low-income African-American women in urban public health centers. *Preventive medicine, 41*(1), 53.
- Krippendorff, K. (2004). *Content analysis: An introduction to its methodology*. Thousand Oaks: Sage.
- Kulukulalani, M., Braun, K. L., & Tsark, J. U. (2008). Using a participatory four-step protocol to develop culturally targeted cancer education brochures. *Health Promotion Practice, 9*(4), 344-355.
- Lau, J. T. F., & Tsui, H. Y. (2005). Discriminatory attitudes towards people living with HIV/AIDS and associated factors: a population based study in the Chinese general population. *Sexually Transmitted Infections, 81*(2), 113-119.
- Lauby, J.L., Smith, P.J., Stark, M., Person, B., & Adams J. (2000). A community-level prevention intervention for inner-city women: results of the women and infants demonstration trial. *American Journal of Public Health, 90*, 216-222.
- Lagarde, E., Enel, C., Seck, K., Gueye-Ndiaye, A., Piau, J. P., Pison, G., ... & Mboup, S. (2000). Religion and protective behaviours towards AIDS in rural Senegal. *Aids, 14*(13), 2027-2033
- Lee, H. R., Ebesu Hubbard, A. S., O'Riordan, C. K., & Kim, M. S. (2006). Incorporating culture into the theory of planned behavior: Predicting smoking cessation intentions among college students. *Asian Journal of Communication, 16*(3), 315-332.

- Lengwe, J. (2010). *Listening and talking as HIV prevention: A New Approach to HIV and AIDS campaigns at the three Universities in KwaZulu- Natal*", Unpublished Doctoral Dissertation submitted to the University of KwaZulu-Natal, Durban.
- Levine, D. (2011). Using technology, new media, and mobile for sexual and reproductive health. *Sexuality Research and Social Policy*, 8(1), 18-26.
- Lesotho, S. A. (2008). Exploring the cultural context of HIV/AIDS pandemic in a Nigerian community: Implication for culture specific prevention programmes. *Anthropologist*, 10(4), 269-276.
- Leutscher, P. D., Behets, F., Rousset, D., Ramarokoto, C. E., Siddiqi, O., Ravaoalimalala, E. V., ... & Migliani, R. (2003). Sexual behavior and sexually transmitted infections in men living in rural Madagascar: implications for HIV transmission. *Sexually Transmitted Diseases*, 30(3), 262-265.
- Lezin, N. A., Kreuter, M. W., & Green, L. W. (2003). *Community health promotion ideas that work*. Jones and Bartlett.
- Li, C., Pentz, M. A., Tunner, G., & Fan, A. (1999). Predictive utility of the health belief model for smoking cessation among adolescents. *Paper presented at: Fifth Annual Meeting of The Society for Research on Nicotine and Tobacco*, San Diego, California.
- Li, X., Stanton, B., & Feigelman, S. (2000). Impact of perceived parental monitoring on adolescent risk behaviour over 4 years. *Journal of Adolescent Health*, 27(1):49-56.
- Lindolf, T.R., & Taylor, B.C.(2011). *Qualitative communication research methods* (3rd ed.).Thousand Oaks, CA: Sage
- Little, L., & Kantor, G. K. (2002). Using ecological theory to understand intimate partner violence and child maltreatment. *Journal of Community Health Nursing*, 119 (3), 133-145
- Liu, S & Chen, G. (2010). *Communicating Health: People, Culture and Context*. *China Media Research*, 6 (4), 1-2.
- Livingston, I. L. (1992). AIDS/HIV Crisis in developing countries: The need for greater understanding and innovative health promotion approaches. *Journal of National Medical Association*, 84(9), 755-770.

- Lu, M., Moritz, S., Lorenzetti, D., Sykes, L., Straus, S & Quan, H. (2010). A systematic review of interventions to increase breast and cervical cancer screening uptake among Asian women. *BMC Public Health*, 12, 413.
- Lupton, D. (1994). Toward the development of critical health communication praxis. *Health Communication*, 6(1), 55-67.
- Longmore, M. A., Manning, W. D., & Giordano, P. C. (2001). Preadolescent parenting strategies and teens' dating and sexual initiation: A longitudinal analysis. *Journal of Marriage and Family*, 63(2), 322-335.
- Macdowall, W., & Mitchell, K. (2006). Sexual health communication. In I. Roger & P. Aggleton (Eds.), *Promoting Young People's Sexual Health. International Perspectives* (pp174-191). London: Taylor and Francis
- MacPhail, C., & Campbell, C. (2001). I think condoms are good but, aai, I hate those things: Condom use among adolescents and young people in a Southern African township. *Social Science Med*, 52, 1613-1627.
- Macro, O. R. C. (2004). Demographic and Health Survey. *ORC Macro*. <http://www.measuredhs.com>.
- Maibach, E., & Parrot, R.L. (1995). *Designing health messages: Approaches from communication theory and public health practice*. Thousand Oaks, CA: Sage.
- Maibach, E., Flora, J. A., & Nass, C. (1991). Changes in self-efficacy and health behaviour in response to a minimal contact community health campaign. *Health Communication*, 3(1), 1-15.
- Makinwa-Adebusoye, P. (1992). Sexual behaviour, reproductive knowledge and contraceptive use among young urban Nigerians. *International Family Planning Perspective*, 18, 66-70.
- Makoul, G. (1991). Communication in the health-care context: A review essay. *Communication Education*, 40(4), 407-41
- Makwe, C. C., Anorlu, R. I., & Odeyemi, K. A. (2012). Human papillomavirus (HPV) infection and vaccines: Knowledge, attitude and perception among female students at the University of Lagos, Lagos, Nigeria. *Journal of Epidemiology and Global Health*. 2(4), 199-206.
- Mandara, M. U. (2004). Female genital mutilation in Nigeria. *International Journal of Gynecology & Obstetrics*, 84(3), 291-298.
- Marshall, C., & Rossman, G. B. (1995). *Designing qualitative research*. London: Sage.

- Marston, C., & King, E. (2006). Factors that shape young people's sexual behaviour: A systematic review. *The Lancet*, 368, (9547),1581-1586.
- Marum, E., G. Morgan, A. Hightower, C. Ngare and M. Taegtmeier. 2008. Using mass media campaigns to promote voluntary counseling and HIV-testing services in Kenya. *AIDS*, 22, 2019-2024
- Marvasti, A. (2003). *Qualitative research in sociology*. SAGE Publications Limited.
- Mason, J. (2006). Mixing methods in a qualitatively driven way. *Qualitative Research*, 6 (1), 9-25.
- Mason, J. (2002). *Qualitative researching*. (2nd ed). London: Sage.
- Mathews, C., Guttmacher, S. J., Coetzee, N., Magwaza, S., Stein, J., Lombard, C., ... & Coetzee, D. (2002). Evaluation of a video based health education strategy to improve sexually transmitted disease partner notification in South Africa. *Sexually Transmitted Infections*, 78(1), 53-57.
- May, J. F. (2012). Population policies in developing countries. In *World Population Policies* (pp. 129-169). Springer: Netherlands.
- Mazrui, A. A. A. (1986). *The Africans: A triple heritage*. London: BBC Publications.
- Mbakwem-Aniebo, C., Ezekoye, C. C., & Okonko, I. O.(2012). Knowledge about HIV/AIDS and reported risk behaviours among freshmen of the University of Port Harcourt, Port-Harcourt, Southern Nigeria. *World Applied Sciences Journal*, 16(8), 1093-1103
- McCombie, S., Hornik, R. C., & Anarfi, J. (2002). Effects of a mass media campaign to prevent AIDS among young people in Ghana. In R.Hornik (Ed.), *Public health communication: Evidence for behaviour change* (pp 147-62). UK: Taylor & Francis.
- McCracken, G. (1988). *The long interview*. Newbury Park, CA: Sage.
- McCree, D. H., Wingood, G. M., DiClemente, R., Davies, S., & Harrington, K. F. (2003). Religiosity and risky sexual behavior in African-American adolescent females. *Journal of Adolescent Health*, 33(1), 2-8.
- McGrath, J. W., Rwabukwali, C. B., Schumann, D. A., Pearson-Marks, J., Nakayiwa, S., Namande, B., ... & Mukasa, R. (1993). Anthropology and AIDS: the cultural context of sexual risk behavior among urban Baganda women in Kampala, Uganda. *Social Science & Medicine*, 36(4), 429-439.

- McKee, N., Bertrand, J. T., & Becker-Benton, A. (2004). *Strategic communication in the HIV/AIDS epidemic*. New Delhi: Sage.
- McKoy, S.S. (2001). *When whites riot: Writing race and violence in American and South African cultures*. Madison: University of Wisconsin Press.
- McManus, A., & Dhar, L. (2008). Study of knowledge, perception and attitude of adolescent girls towards STIs/HIV, safer sex and sex education: A cross sectional survey of urban adolescent school girls in South Delhi, India. *BMC Women's Health*, 8(1), 12-23.
- Merriam, S. B. (2014). *Qualitative research: A guide to design and implementation*. John Wiley & Sons.
- Michal-Johnson, P., & Bowen, S. P. (1992). The place of culture in HIV education. In T. Edgar, M.A. Fitzpatrick, & V.S. Freimuth (Eds). *AIDS: A communication perspective* (pp. 147-172). Hillsdale, NJ: Erlbaum.
- Mill, J. E., & Anarfi, J. K. (2002). HIV risk environment for Ghanaian women: Challenges to prevention. *Social Science & Medicine*, 54(3), 325-337.
- Miller, K. S., Forehand, R., & Kotchick, B. A. (1999). Adolescent sexual behavior in two ethnic minority samples: The role of family variables. *Journal of Marriage and the Family*, 61, 85-98.
- Miller, K. S., Forehand, R., & Kotchick, B. A. (2000). Adolescent sexual behavior in two ethnic minority groups: A multisystem perspective. *Adolescence*, 35, 313-333
- Mimiaga, M.J., Reisner, S.L., Goldhammer, H., Tetu, A.M., Belanoff, C., & Mayer, K.H.(2010). Sources of human immunodeficiency virus and sexually transmitted disease information and responses to prevention messages among Massachusetts men who have sex with men. *American Journal of Health Promotion*, 24(3):170 7.
- Minkler, M. (1999). Personal responsibility for health: A review of the arguments and the evidence at century's end. *Health Education and Behavior*, 26, 121–140.
- Mmari, K. N., Oseni, O., Fatusi, A.O. (2010). STIs Treatment Seeking Behaviours among youth in Nigeria: Are there gender differences? *International Perspective Sex Reproductive Health*, 36, 72-79.
- Momoh, S. O., Moses, A. I., & Ugiomoh, M. M. (2013). Women and the HIV/AIDS epidemic: The issue of school age girls' awareness in Nigeria. *Journal of International Women's Studies*, 8(1), 212-218.

- Montano, D. E., & Kasprzyk, D. (2002). The theory of reasoned action and the theory of planned behavior. In K. Glanz, B. Rimer, & F. Lewis (Eds). *Health behaviour and health education: theory, research, and practice* (pp. 132-187). San Francisco: Jossey-Bass.
- Montano, D. E., & Kasprzyk, D. (2008). Theory of reasoned action, theory of planned behavior, and the integrated behavioral model. *Health behavior and health education: Theory, research, and practice*, 4, 67-95.
- Moodley, E. (2007). *An assessment of students' sexual practices at the University of KwaZulu-Natal: towards student participation HIV/AIDS message design*, Unpublished Masters thesis submitted to the University of KwaZulu-Natal, Durban.
- Morgan, D. L. (2004). *Focus groups*. Thousand Oaks, CA: Sage.
- Morgan, D. L., & Krueger, R. A. (1993). When to use focus groups and why. In D. L. Morgan (Ed.), *Successful focus groups: Advancing the state of the art* (pp. 3-19). Newbury Park, CA: Sage
- Morgan, L., & Wabie, J. L. (2012). Aboriginal Women's Access and Acceptance of Reproductive Health Care. *Pimatisiwin*, 10 (3), 313.
- Morrison, M. J. (1998). Parents' and young people's attitudes towards bedwetting and their influence on behaviour, including readiness to engage in and persist with treatment. *British Journal of Urology*, 81(s3), 56-66.
- Mullen, P. D., Ramirez, G., Strouse, D., Hedges, L. V., & Sogolow, E. (2002). Meta analysis of the effects of behavioral HIV prevention interventions on the sexual risk behavior of sexually experienced adolescents in controlled studies in the United States. *Journal of Acquired Immune Deficiency Syndromes*, 30,S94-S105.
- Mulwo, A. (2010) *An Analysis of Students' Responses to ABC and VCT Messages at three Universities in KwaZulu-Natal Province*, Unpublished Doctoral Dissertation submitted to the University of KwaZulu-Natal, Durban.
- Muturi, N. (2008). Faith-Based Initiatives in HIV/AIDS Communication: The Jamaican Situation. *International Journal of Communication*, 2, 24.
- Muturi, N. W. (2005). Communication for HIV/AIDS prevention in Kenya: Social cultural considerations. *Journal of Health Communication*, 10(1), 77-98.
- Mwambete, K. D., & Mtaturu, Z. (2006). Knowledge of sexually transmitted diseases among secondary school students in Dar es Salaam, Tanzania. *African Health Sciences*, 6(3), 165-169.

- Myrick, R. (1998). In search of cultural sensitivity and inclusiveness: Communication strategies used in rural HIV prevention campaigns designed for African Americans. *Health Communication, 10* (1), 65-85.
- National Agency for Control of AIDS (2012). Global AIDS response: Country progress report. Abuja, Nigeria: Federal Republic of Nigeria.
- National AIDS/STI Control Programme, Kenya. (2009). *2007 Kenya AIDS indicator survey*. (KAIS) Final Report. Nairobi: NASCOP.
- National Cancer Institute. (2007). *Theory at a glance*. Retrieve on July, 2013 from URL:<http://www.cancer.gov/PDF/481f5d53-63df-41bc-faf5aa48ee1da4d/TAAG3.pdf>.
- Neiger, B. L., Thackeray, R., Van Wagenen, S. A., Hanson, C. L., West, J. H., Barnes, M. D., & Fagen, M. C. (2012). Use of social media in health promotion purposes, key performance indicators, and evaluation metrics. *Health promotion practice, 13*(2), 159-164.
- Neuhauser, L., & Kreps, G. L. (2003). Rethinking communication in the e-health era. *Journal of Health Psychology, 8* (1), 7-23.
- Neuhauser, L., Kreps, G.L. (2008). Online cancer communication: Meeting the literacy, cultural, and linguistic needs of diverse audiences. *Patient Education and Counseling, 71*, 365–377.
- Neuhauser, L., Sparks, L., Villagran, M.M., Kreps, G. (2008). The power of community-based health communication interventions to promote cancer prevention and control for at-risk populations. *Patient Education and Counseling, 71*, 315–318.
- Neuman, W. (1997). *Social science methods: Qualitative and quantitative approaches*. Boston: Allyn & Bacon.
- Niang, C. I., Tapsoba, P., Weiss, E., Diagne, M., Niang, Y., Moreau, A. M., ... & Castle, C. (2003). 'It's raining stones': stigma, violence and HIV vulnerability among men who have sex with men in Dakar, Senegal. *Culture, Health & Sexuality, 5*(6), 499-512.
- Nieuwenhuis, J., & Smit, B. (2012). Qualitative Research. In C. Wanger, B. Kawulich, & M. Garner (Eds). *Doing social research: A global context* (pp.124-139). New York, NY: McGraw-Hill.
- Nigeria Federal Ministry of Health. (2004). Technical report on the 2003 National HIV/Syphilis Sentinel Survey among pregnant women attending antenatal clinics in Nigeria. Abuja, Nigeria: Federal Ministry of Health: April 2004.

- Nigerian Demographic and Health Surveys (2003). National Population Commission, Abuja/Nigeria and ORC Macro 2004: Nigerian Demographic and Health Survey 2003.
- Njikam née Savage, O. M. (2005). Risky sexual behaviour, sexually transmitted infections, HIV/AIDS and health promotion among students in the University of Douala. *African Population Studies*; 20, 1-13
- Noar, S. M. (2006). A 10 years retrospective of research in health mass media campaign: Where do we go from here? *Journal of Health Communication*. 11 (1), 21-42.
- Noar, S. M., Palmgreen, P., Chabot, M., Dobransky, N., & Zimmerman, R. S. (2009). A 10-year systematic review of HIV/AIDS mass communication campaigns: Have we made progress? *Journal of Health Communication*, 14 (1), 15-42.
- Noden, B. H., Gomes, A., & Ferreira, A. (2010). Influence of religious affiliation and education on HIV knowledge and HIV-related sexual behaviours among unmarried youth in rural central Mozambique. *AIDS care*, 22(10), 1285–1294.
- Nwagwu, W. E. (2007). The Internet as a source of reproductive health information among adolescent girls in an urban city in Nigeria. *BMC Public Health*, 7(1), 354.
- Nwokoji, U. A., & Ajuwon, A. J. (2004). Knowledge of AIDS and HIV risk-related sexual behavior among Nigerian naval personnel. *BMC Public Health*, 4(1), 24-34.
- Nzioka, C. (1996). Lay perceptions of risk of HIV infection and construction of safer sex: Some experiences from Kenya. *AIDS Care*, 8(5) 565-579.
- Obidoa, C. A., M'Lan, C. E., & Schensul, S. L. (2012). Factors associated with HIV/AIDS sexual risk among young women aged 15-24 years in Nigeria. *Journal of Public Health in Africa*, 3(1), e15
- Obiechina, N.J., Nwosu, O.B., Okafor, C.I., & Ikpeze, O.C. (2001). Knowledge, awareness and perception of sexually transmitted diseases (STDs) among antenatal patients at Nnewi, Nigeria. *Journal of Obstetric and Gynaecology*, 21(3):292-4.
- Obioha, E. E. (2008). Exploring the cultural context of HIV/AIDS pandemic in a Nigerian community: Implication for culture specific prevention programmes. *Anthropologist*, 10(4), 269-276.

- Obregon, C. O. (2000). A critical assessment of theories/models used in health communication for HIV/AIDS. *Journal of Health Communication*, 5(1), 5-15.
- Ocholla-Ayoyo, A. B. C., & Schwarz, R. A. (1991). *Report on Sex Practices and the Spread of STDs and AIDS in Kenya*. University of Nairobi, Nairobi.
- Odusanya, O. K., & Bankole, O. M. (2006). A survey of information sources used by secondary school students in Ogun State, Nigeria for knowledge and attitudes towards HIV/AIDS. *African Journal of Library, Archives and Information Science*, 16(1), 53-63.
- Ogundipe, S. (2013). Nigeria's HIV reduction rate slowest in the World. *The Vanguard*. Retrieved from <http://www.vanguardngr.com/2013/07/nigerias-hiv-reduction-rate-slowest-in-the-world/> on the 3rd of July, 2013.
- Oguntuyi A.(1979). History of Ekiti. Ibadan: Bisi Books, p. 28 –29.
- Okaka, W. (2009). Assessing Uganda's public communications campaigns strategy for effective national health policy awareness. *Journal of Media and Communication Studies*, 1(4), 073-078.
- Okereke, C. I. (2010). Unmet reproductive health needs and health-seeking behaviour of adolescents in Owerri, Nigeria. *African Journal of Reproductive Health*, 14(1), 43-54.
- Okonko, I. O., Akinpelu, A. O., & Okerentugba, P. O. (2012). Prevalence of sexually transmitted infections (STIs) among attendees of AFRH Centre in Ibadan, Southwestern Nigeria. *Middle-East Journal of Scientific Research*, 11 (1), 24-31.
- Okonofua, F. E. (1992). Influence of socio-economic factors on treatment and prevention of malaria in pregnant and non-pregnant adolescent girls in Nigeria. *Journal of Tropical Medicine and Hygiene*, 95(5), 309-315
- Okonofua, F. E. (1999). Assessment of health services for the treatment of sexually transmitted infections among Nigerian adolescents. *Sexually Transmitted Diseases*; 26, 184-190.
- Oladepo, O., & Fayemi, M. M.(2011). Perceptions about sexual abstinence and knowledge of HIV/AIDS prevention among in-school adolescents in a western Nigerian city. *BMC Public Health*, 11(1), 304-312.
- Olakolu, S. S., Abioye-Kuteyi, E. A., & Oyegbade, O. O. (2011). Sexually transmitted infections among patients attending the General Practice Clinic, Wesley Guild Hospital, Ilesa, Nigeria. *South African Family Practice*, 53(1).

- Olaseha, I. O. Ajuwon A. J., & Onyejekwe O. C. (2004). Reproductive health knowledge and use of contraceptives among adolescent mothers in a sub-urban community of Oyo State, Nigeria. *African Journal of Medicine and Medical Science*, 33(2), 139-143
- Olasode, O. A. (2007). Sexual behaviour in adolescents and young people attending a sexually transmitted disease clinic in Ile Ife, Nigeria. *Indian Journal of Sexually Transmitted Diseases and AIDS*, 28(2), 83.
- Omadjohwoefe, O. S. (2011). Gender role differentiation and social mobility of women in Nigeria. *Journal of Social Science*, 27(1), 67-74.
- Omorodion, F.I. (2007). Rural women's experiences of micro-credit schemes in Nigeria: case study of Esan women. *Journal Asian Africa studies*, 42, 479-494.
- Oncel, S., Kulakac, O., Akcan, A., Eravsar, K., & Dedeoglu, N. (2012). Apprentices' knowledges and attitudes about sexually transmitted disease. *Sexuality and Disability*, 30(1), 53-66.
- Onoh, H. E., Mbah, A. U., Chukwuka, J. C. & Ikeme, A. C. (2004). HIV/AIDS awareness and sexual practices among undergraduates in Enugu, Nigeria. *Nigerian Postgraduate Medical Journal*. 11 (2), 121-125
- Onuh, S. O., Igberase, G. O., Umeora, J. O., Okogbenin, S. A., Otoide, V. O., & Gharoro, E. P. (2006). Female genital mutilation: knowledge, attitude and practice among nurses. *Journal of the National Medical Association*, 98(3), 409-418.
- Onwuliri, V. A., & Jolayemi, O. M. (2006). Reaching vulnerable and high-risk groups in Nigeria. *AIDS in Nigeria: A nation on the threshold. Havard Centre for Population and Development Studies, USA*, 310-311.
- Onyeonoro, U. U., Oshi, D. C., Ndimele, E. C., Chuku, N. C., Onyemuchara, I. L., Ezekwere, S. C., ... & Emelumadu, O. F. (2011). Sources of sex information and its effects on sexual practices among in-school female adolescents in Osioma Ngwa LGA, South East Nigeria. *Journal of Pediatric and Adolescent Gynecology*, 24(5), 294-299.
- Ortega, J., Huang, S., & Prado, G. (2012). Applying Ecodevelopmental Theory and the Theory of Reasoned Action to Understand HIV Risk Behaviors Among Hispanic Adolescents. *Hispanic health care international: the official journal of the National Association of Hispanic Nurses*, 10(1), 42.
- Osei, J. (2006). The value of African taboos for biodiversity and sustainable development. *Journal of Sustainable Development in Africa*, 8(3), 42-61.

- Otoide, V. A., Orosanye, F., & Okonofua, F. E. (2001). Why Nigerian adolescents use induced abortion rather than contraception: Evidence from focus group discussions. *International Family Planning Perspectives*; 27, 77-81
- Owuamanam, D. O., & Bankole, M. O. (2013). Family type and attitude to sexual promiscuity of adolescent students in Ekiti State, Nigeria. *European Scientific Journal*, 9(17).
- Oyefara, J. L. (2013). Sociology of HIV/AIDS Pandemic in Nigeria. *Developing Country Studies*, 3(1).
- Oyeyemi, Y. A., Abdulkarim, A., & Oyeyem, B. O. (2011). The influence of knowledge and sociodemographics on AIDS perception and sexual practices among secondary school students in Nigeria. *African Health Sciences*, 11(3), 67-76.
- Palmer-Wackerly, A. L., Krok, J. L., Dailey, P. M., Kight, L., & Krieger, J. L. (2014). Community Engagement as a Process and an Outcome of Developing Culturally Grounded Health Communication Interventions: An Example from the DECIDE Project. *American journal of community psychology*, 53(3-4), 261-274.
- Palmquist, M. (1993). Overview: Content Analysis. *Colorado State University* Retrieved 18 April 2013 from <http://writing.colostate.edu/guides/research/content/index.cfm>.
- Panford, S., Nyaney, M.O., Amoah, S.O. & Aidoo, N.J. (1996). Using Folk Media in HIV/AIDS prevention in rural Ghana. *American Journal of Public Health*. 91 (10), 1559-1562
- Parker, E. A. (2001). Community-based participatory research: policy recommendations for promoting a partnership approach in health research. *Education for Health*, 14(2), 182-197.
- Parker, R., & Aggleton, P. (2003). HIV and AIDS-related stigma and discrimination: a conceptual framework and implications for action. *Social Science & Medicine*, 57(1), 13-24.
- Patton, M. Q. (1990). *Qualitative evaluation and research methods*. Newbury Park: Sage.
- Patton, M. Q. (2002). *Qualitative research and evaluation methods*. Newbury Park, CA: Sage Publication.
- Payne, J. G., Ratzan, S. C., & Baukus, R. A. (1989). Newspaper Coverage of the Harvard Medicare Project: Regional Distinctions or Discreet Disregard?. *Health Communication*, 1(4), 227-238.

- Pedlow, C. T., & Carey, M. P. (2003). HIV sexual risk-reduction interventions for youth: A review and methodological critique of randomized controlled trials. *Behavior modification*, 27(2), 135-190.
- Peltzer, K., & Oladimeji, Y. (2004). Some factors in condom use among first year Nigerian University students and black and white South Africans. *Psychological Report*, 94(2), 583-6
- Peltzer, K., Parker, W., Mabaso, M., Makonko, E., Zuma, K., & Ramlagan, S. (2012). Impact of national HIV and AIDS communication campaigns in South Africa to reduce HIV risk behaviour. *The Scientific World Journal*, 1-6, doi:10.1100
- Pengpid, S. & Peltzer, K. (2008). Dual protection, contraceptive use and HIV risk among a sample of South African male and female students. *Gender and Behaviour*, 6 (2) 1858-1869
- Perkins, D. F., Tom, L., Francisco, A. V., & Stephen S. (1998). An ecological, risk factor examination of adolescents' sexual activity in three ethnic groups. *Journal of Marriage and Family*, 60, 660-73.
- Piotrow, P. T., Kincaid, D. L., Rimon, J. G., & Rinehart, W. (1997). *Health communication: Lessons from family planning and reproductive health*. Westport, CT: Praeger Publishers.
- Potard, C., Courtois, R., & Rusch, E. (2008). The influence of peers on risky sexual behaviour during adolescence. *European Journal of Contraception and Reproductive Healthcare*, 13(3), 264-270.
- Purnell, J. Q., Katz, M. L., Andersen, B. L., Palesh, O., Figueroa-Moseley, C., Jean-Pierre, P., & Bennett, N. (2010). Social and cultural factors are related to perceived colorectal cancer screening benefits and intentions in African Americans. *Journal of Behavioral Medicine*, 33(1), 24-34.
- Rahamefy, O. H., Rivard, M., Ravaoarino, M., Ranaivoharisoa, L., Rasamindrakotroka, A. I., & Morrisset, R. (2008). Sexual behaviour and condom use among university students in Madagascar. *SAHARA J (Journal of Social Aspects of HIV/AIDS Research Alliance)*, 5(1), 28-35
- Ramana, D., & Rani, D. U. (2015). A Study Of Knowledge Awareness And Perception Among Rti/Std's On Tribal Women. *Journal Of Business Management & Social Sciences Research*, 4(3), 290-294.
- Rankin, W. W., Brennan, S., Schell, E., Laviwa, J., & Rankin, S. H. (2005). The stigma of being HIV-positive in Africa. *PLoS medicine*, 2(8), e247.

- Ratzan, S. C., Payne, J. G., & Bishop, C. (1996). The status and scope of health communication. *Journal of Health Communication, 1*(1), 25-41.
- Reddy, P., Meyer-Weitz, A., Van den Borne, B., & Kok, G. (1999). STD-related knowledge, beliefs and attitudes of Xhosa-speaking patients attending STD primary health care clinics in South Africa. *International Journal of STD and AIDS, 10*(6), 392-400.
- Reis, M., Ramiro, L., de Matos, M. G., & Diniz, J. A. (2013). Determinants influencing male condom use among university students in Portugal. *International Journal of Sexual Health, 25*(2), 115-127.
- Resnicow, K., Soler, R., Braithwaite, R. L., Ahluwalia, J. S., & Butler, J. (2000). Cultural sensitivity in substance use prevention. *Journal of Community Psychology, 28*(3), 271-290.
- Rew, L., & Wong, Y. J. (2006). A systematic review of associations among religiosity/spirituality and adolescent health attitudes and behaviours. *Journal of Adolescent Health, 38*(4), 433-442.
- Rice, P. L., & Ezzy, D. (1999). *Qualitative research methods: A health focus* (p. 291). Melbourne: Oxford University Press.
- Roberto, A. J., Krieger, J. L., Katz, M. L., Goei, R., & Jain, P. (2011). Predicting pediatricians' communication with parents about the human papillomavirus (HPV) vaccine: an application of the theory of reasoned action. *Health Communication, 26*(4), 303-312.
- Robin, L., Dittus, P., Whitaker, D., Crosby, R., Ethier, K., Mezoff, J., ... & Pappas Deluca, K. (2004). Behavioral interventions to reduce incidence of HIV, STD, and pregnancy among adolescents: A decade in review. *Journal of Adolescent Health, 34*(1), 3-26.
- Rogers, E. M. (1995). *Diffusion of Innovations*. The Free Press: New York.
- Rogers, E. M. (1996). Up-to-Date Report. *Journal of Health Communication, 1*(1), 15-23.
- Romer, D., Stanton, B., Galbraith, J., Feigelman, S., Black, M. M., & Li, X. (1999). Parental influence on adolescent sexual behavior in high-poverty settings. *Archives of Pediatrics & Adolescent Medicine, 153*(10), 1055.
- Rosenfield, P. L. (1992). The potential for transdisciplinary research for sustaining and extending linkages between the health and social sciences. *Social Science and Medicine, 35*(11), 1343-1357

- Rosenstock, I. M., Strecher, V. J., & Becker, M. H. (1994). The health belief model and HIV risk behavior change. In *Preventing AIDS* (pp. 5-24). US: Springer
- Rosenthal, S. L., Ranson, V., Cotton M. K., Frank M. B., Lisa, M., & Paul, A.S.(2001).Sexual initiation: Predictors and developmental trends. *Sexually Transmitted Disease*, 28(9), 527–32.
- Rubin, H. J., & Rubin, I. S. (2011). *Qualitative interviewing: The art of hearing data*. California: Sage Publications.
- Rubin, H. J., & Rubin, I. S. (2005). *Qualitative interviewing: The art of hearing data*. Thousand Oaks, California: Sage Publications.
- Rosenthal, S. L., Von Ranson, K. M., Cotton, S., Biro, F. M., Mills, L., & Succop, P. A. (2001). Sexual initiation: Predictors and developmental trends. *Sexually Transmitted Diseases*, 28(9), 527-532.
- Ross, M. W., & Williams, M. L. (2002). Effective targeted and community HIV/STD prevention programs. *Journal of Sex Research*, 39(1), 58-62.
- Royak-Schaler, R., Blocker, D. E., Yali, A. M., Bynoe, M., Briant, K. J., & Smith, S. (2004). Breast and colorectal cancer risk communication approaches with low-income African-American and Hispanic women: Implications for healthcare providers. *Journal of the National Medical Association*, 96(5), 598.
- Rudertam, K. E., & Newton, R. R. (2001). *Surviving your dissertation: A comprehensive guide to content and process*. (2nd ed) Thousand Oaks, California: Sage.
- Rumisha, S. F., Senkoro, K. P., Ngadaya, E., Shayo, E. H., Mayala, B. K., Mtandu, R. & Mboera, L. E. G. (2006). Community knowledge and information communication gaps on HIV/AIDS in Iringa Municipality, Tanzania. *Tanzania Health Research Bulletin*, 8(2), 101-108.
- Sabogal, F., Otero-Sabogal, E., Pasick, R., Jenkins, C., & Perez-Stable, E. (1996). Printed health education materials for diverse communities: Suggestions learned from the field. *Health Education Quarterly*, 23.
- Sambisa, W., Curtis, S. L., & Stokes, C. S. (2010). Ethnic differences in sexual behaviour among unmarried adolescents and young adults in Zimbabwe. *Journal of Biosocial Science*, 42(01), 1-25.

- Samkange-Zeeb, F. N., Spallek, L., & Zeeb, H. (2011). Awareness and knowledge of sexually transmitted diseases (STDs) among school-going adolescents in Europe: A systematic review of published literature. *BMC Public Health, 11*(1), 727-735.
- Sandelowski, M. (2000). Focus on research methods-whatever happened to qualitative description?. *Research in Nursing and Health, 23*(4), 334-340.
- Sandelowski, M., Docherty, S., & Emden, C. (1997). Focus on qualitative methods
Qualitative meta-synthesis: Issues and techniques. *Research in Nursing and Health, 20*, 365-372.
- Sandfort, J. R., & Pleasant, A. (2009). Knowledge, attitudes, and informational behaviors of college students in regard to the human papillomavirus. *Journal of American College Health, 58*(2), 141-149.
- Scarinci, I. C., Bandura, L., Hidalgo, B., & Cherrington, A. (2012). Development of a theory-based (PEN-3 and health belief model), culturally relevant intervention on cervical cancer prevention among Latina immigrants using intervention mapping. *Health Promotion Practice, 13*(1), 29-40.
- Schmitz-Robinson, E. (2006). The right to education and the girl child. *Girls' Situations*. Retrieved from www.girlsrights.org/girls.php on 2nd of July, 2013.
- Schoepf, B. G. (1991). Ethical, methodological and political issues of AIDS research in Central Africa. *Social Science & Medicine, 33*(7), 749-763.
- Scott, S. J., & Mercer, M. A. (1994). Understanding cultural obstacles to HIV/AIDS prevention in Africa. *AIDS education and prevention: official publication of the International Society for AIDS Education, 6*(1), 81-89.
- Seidman, I. (2012). *Interviewing as qualitative research: A guide for researchers in education and the social sciences*. Teachers college press.
- Sharf, B. F., & Kahler, J. (1996). Victims of the franchise: A culturally-sensitive model of teaching patient-doctor communication in the inner city. In E. B. Ray (Ed.), *Communication and disenfranchisement: Social health issues and implications* (pp. 95-115). Mahwah, NJ: Lawrence Erlbaum.
- Sharf, B. F., & Poirier, S. (1988). Exploring (un)common ground: Communication and literature in health care settings. *Communication Education, 37*, 224-235.
- Shavers, V. L., Fagan, P., Jones, D., Klein, W. M., Boyington, J., Moten, C., & Rorie, E. (2012). The state of research on racial/ethnic discrimination in the receipt of health care. *American journal of public health, 102*(5), 953-966.

- Shisana, O., & Simbayi, L. C. (Eds.). (2002). *Nelson Mandela/HSRC study of HIV/AIDS: South African national HIV prevalence, behavioural risks and mass media: household survey 2002*. South Africa: HSRC Press.
- Shotter, J. (1993). *Cultural politics of everyday life: Social constructionism, rhetoric and knowing of the third kind*. Toronto: University of Toronto Press.
- Shoveller, J. A., Johnson, J. L., Langille, D. B., & Mitchell, T. (2004). Socio-cultural influences on young people's sexual development. *Social Science & Medicine*, 59(3), 473-487.
- Silva, M. J., & Meeker, J. D. (2003). Temporal variability of urinary phthalate metabolite levels in men of reproductive age. *Environmental Health Perspectives*, 112 (17), 1734.
- Singhal, A., & Rogers, E. M. (2003). *Combating AIDS: Communication strategies in action*. New Delhi: Sage.
- Slaughter-Defoe, D. T., Nakagawa, K., Takanishi, R., & Johnson, D. J. (1990). Toward Cultural/Ecological Perspectives on Schooling and Achievement in African-and Asian-American Children. *Child development*, 61(2), 363-383.
- Smith, C. A. (1997). Factors associated with early sexual activity among urban adolescents. *Social Work*. 42(4), 334-46.
- Smith, D. J. (2010). Promiscuous girls, good wives, and cheating husbands: Gender inequality, transitions to marriage, and infidelity in South-Eastern Nigeria. *Anthropological quarterly*, 83(1).
- Smith, D. J. (2003). Imagining HIV/AIDS: Morality and perceptions of personal risk in Nigeria. *Medical Anthropology* 22(4), 343-72.
- Smith, D. J. (2004). Youth, sin and sex in Nigeria: Christianity and HIV/AIDS-related beliefs and behaviour among rural-urban migrants. *Culture, Health & Sexuality*, 6(5), 425-437.
- Snyder, L. B., & Hamilton, M. A. (2002). Meta-analysis of U.S. health campaign effects on behavior: Emphasize enforcement, exposure, and new information, and beware the secular trend. In Hornik R (Ed), *Public Health Communication: Evidence for Behavior Change* (pp. 357-383), Hillsdale, NJ: Lawrence Erlbaum Associates.
- Sofolahan, Y. A., & Airhihenbuwa, C. O. (2013). Cultural expectations and reproductive desires: Experiences of South African women living with HIV/AIDS (WLHA). *Health care for women international*, 34(3-4), 263-280.

- Sood, S., Shefner-rogers, C. M., & Sengupta, M. (2007). The impact of a mass media campaign on HIV/AIDS knowledge and behaviour change in North India. Results from a longitudinal study. *Asians Journal of Communication*, 16 (3), 231-250.
- Soola, E. O. (1991). Communication and education as the vaccine against the spread of acquired immune deficiency syndrome (AIDS) in Africa. *Africa Media Review*. 5(3), 33-40.
- Stacks, D. W., & Hocking, J. E. (1999). *Communication Research*. New York: Addison-Wesley Longman.
- Stanton, B., Li, X., Cottrell, L., & Kaljee, L. (2001). Early initiation of sex, drug-related risk behaviors, and sensation-seeking among urban, low-income African-American adolescents. *Journal of the National Medical Association*, 93(4), 129.
- Stewart, D. W., & Shamdasani, P. N. (1990). *Focus groups: Theory and practice*. Newbury Park: Sage Publications.
- Stokols, D. (1992). Establishing and maintaining healthy environments. *American Psychologist*, 47(1), 6-22.
- Stokols, D. (1996). Translating social ecological theory into guidelines for community health promotion. *American Journal of Health Promotion*, 10, 282–298.
- Stuckey, H. L., & Nobel, J. (2010). The connection between art, healing, and public health: A review of current literature. *American Journal of Public Health*, 100(2), 254- 268.
- Štulhofer, A., Šoh, D., Jelaska, N., Baćak, V., & Landripet, I. (2011). Religiosity and sexual risk behavior among Croatian college students, 1998–2008. *Journal of Sex Research*, 48(4), 360-371.
- Sue, D. W., & Sue, D. (1999). *Counseling the culturally different: Theory and Practice*. New York: Wiley
- Suominen, T., Karanja-Pernu, C., Kylmä, J., Houtsonen, J., & Välimäki, M. (2011). Knowledge, attitudes and risk behaviour related to HIV and AIDS: The case of international students in a Finnish University. *Journal of Community Health*, 36(6), 910-918.
- Susser, I., & Stein Z. (2000). Culture, sexuality and women's agency in the prevention of HIV/AIDS in Southern Africa. *American Journal of Health*. 90, 1042-1048.

- Swanepoel, P. (2005). Stemming the HIV/AIDS epidemic in South Africa: Are our HIV/AIDS campaigns failing us? 61-93.
- Sznitman, S., Vanable, P. A., Carey, M. P., Hennessy, M., Brown, L. K., Valois, R. F., ... & Romer, D. (2011). Using culturally sensitive media messages to reduce HIV-associated sexual behavior in high-risk African American adolescents: results from a randomized trial. *Journal of Adolescent Health, 49*(3), 244-251.
- Sznitman, S. R., Carey, M. P., Vanable, P. A., DiClemente, R. J., Brown, L. K., Valois, R. F., ... & Romer, D. (2010). The impact of community-based sexually transmitted infection screening results on sexual risk behaviors of African American adolescents. *Journal of Adolescent Health, 47*(1), 12-19.
- Tagoe, M., & Aggor, R. A. (2009). Knowledge, behaviour, perceptions and attitudes of University of Ghana students towards HIV/AIDS: What does behavioural surveillance survey tell us? *Journal of Health and Human Services Administration, 51*-84
- Takyi, B. K. (2003). Religion and women's health in Ghana: Insights into HIV/AIDS preventive and protective behavior. *Social Science & Medicine, 56*(6), 1221-1234.
- Tanjasiri, S. P., Kagawa-Singer, M., Foo, M. A., Chao, M., Linayao-Putman, I., Nguyen, J., ... & Valdez, A. (2007). Designing culturally and linguistically appropriate health interventions: The "Life Is Precious" Hmong breast cancer study. *Health Education & Behavior, 34*(1), 140-153.
- Tanton, C., Jones, K. G., Macdowall, W., Clifton, S., Mitchell, K. R., Datta, J., ... & Mercer, C. H. (2015). Patterns and trends in sources of information about sex among young people in Britain: evidence from three National Surveys of Sexual Attitudes and Lifestyles. *BMJ open, 5*(3), e007834.
- Temin, M., Okonofua, F., Omorodion, F., Renne, E., Coplan, P., Heggenhougen, H., & Joan, K. (1999). Perceptions of sexual behavior and knowledge about sexually transmitted diseases among adolescents in Benin City, Nigeria. *International Family Planning Perspectives, 25* (4), 186-195.
- Thomas, J. C., Eng, E., Clark, M., Robinson, J., & Blumenthal, C. (1998). Lay health advisors: sexually transmitted disease prevention through community involvement. *American Journal of Public Health, 88*(8), 1252.
- Thomas, R. K. (2006). *Health Communication*. New York: Springer.
- Thompson, T., Dorsey, A., Miller, K. I., & Parrott, R. L. (Eds.). (2003). *Handbook of health communication*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

- Thompson, V. D., & Tashakkori, A. (1992). Another look at heredity and environment as shapers of the person: a proximal-distal framework for consideration. *Advances in population: psychosocial perspectives*, 1, 57-84.
- Thompson, V. S., Cavazos-Rehg, P. A., Jupka, K., Caito, N., Gratzke, J., Tate, K. Y., ... & Kreuter, M. W. (2008). Evidential preferences: Cultural appropriateness strategies in health communications. *Health Education Research*, 23(3), 549-559.
- Todd, J., & Baldwin, C. M. (2006). Palliative care and culture an optimistic view. *Journal of Multicultural Nursing and Health*, 12(2), 28-32.
- Trani, F., Gnisci, F., Nobile, C. G., & Angelillo, I. F. (2005). Adolescents and sexually transmitted infections: knowledge and behaviour in Italy. *Journal of Paediatrics and Child Health*, 41(5-6), 260-264.
- Trommsdorff, G. (2009). Intergenerational relations and cultural transmission. In U. Schonpflug (Ed), *Handbook of dynamics in parent-child relations* (pp. 271-306). London: Sage.
- Tunde, B. & Olukoya, O. (2008). *Culture and Society in Nigeria: Popular Culture, language and Intergroup Relations*. Lagos, Nigeria: Concept publications.
- Ugboajah, F.O. (1987). 'Language, Culture and the Westernization Model'. In F.O. Ugboajah, I. Nwosu and T. Adaba (eds.), *Communication Training and Practice in Nigeria — Issues and Perspectives*. Nairobi: African Council on Communication Education.
- Ugoh, K. M. (2013). P3. 146 Rising STI Prevalence Among MSM Clients in Calabar, Nigeria: A Call For Action. *Sexually Transmitted Infections*, 89(1), A193-A198.
- Ulrey, K. L., & Amason, P. (2001). Intercultural communication between patients and health care providers: An exploration of intercultural communication effectiveness, cultural sensitivity, stress, and anxiety. *Journal of Health Communication*, 13(4), 449-463.
- Umeh, D. C. (Ed.). (1997). *Confronting the AIDS epidemic: Cross-cultural perspectives on HIV/AIDS education*. Canada, Trenton: Africa World Press.
- UNAIDS. (2005). *Intensifying HIV prevention UNAIDS policy paper*. August Geneva: UNAIDS. Retrieved on April 20, 2013 from http://data.unaids.org/publications/irc-pubo6/jc1165-intensif_hiv-newstyle-en.pdf.

- UNAIDS. (2010). UNAIDS report on the global AIDS epidemic 2010. Annex 1: HIV and aids estimates and data, 2009 and 2001. Retrieved on January 10, 2013 from <http://www.unaids.org/en/regionscountries/countries/china/>
- Unger, J. B., Molina, G. B., & Teran, L. (2000). Perceived consequences of teenage childbearing among adolescent girls in an urban sample. *Journal of Adolescent Health* 26, 205–12.
- UNICEF & W.H.O, (2002). *Young people and HIV/AIDS: Opportunity in crisis*.
- Utebor, S. (2013, June 25). Foundation gives out 25,000 condoms. Retrieved from <http://www.punchng.com/?s=foundation+gives+out+25%2C000+condoms>.
- Van Horn, K., & Marques, J. C. (2000). Interpersonal relationships in Brazilian adolescents. *International Journal of Behavioral Development*, 24(2), 199-203.
- Varga, C. A., Sherman, G. G., & Jones, S. A. (2006). HIV-disclosure in the context of vertical transmission: HIV-positive mothers in Johannesburg, South Africa. *AIDS Care*, 18(8), 952-960.
- Van Der Veen, Y.J., Van Empelen, P., Richardus, J.H. (2012). Development of a culturally tailored Internet intervention promoting hepatitis B screening in the Turkish community in the Netherlands. *Health Promotion International*, 27(3), 342-55.
- Vega, M. Y., & Ghanem, K. G. (2007). STD prevention communication: using social marketing techniques with an eye on behavioral change. In *Behavioral Interventions for Prevention and Control of Sexually Transmitted Diseases* (pp. 142-169). US: Springer.
- Villarruel, A. M. (1998). Cultural influences on the sexual attitudes, beliefs, and norms of young Latina adolescents. *Journal for Specialists in Pediatric Nursing*, 3(2), 69-79.
- Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). CSU 169/2011: Use of mass media campaigns to change health behaviour. *The Lancet*, 376(9748), 1261-1271.
- Walsh, F. (2003). *Family resilience: A framework for clinical practice*. *Family Process*, 42, 1–18.
- Wamoyi, J., Wight, D., & Remes, P. (2015). The structural influence of family and parenting on young people's sexual and reproductive health in rural northern Tanzania. *Culture, health & sexuality*, (ahead-of-print), 1-15.

- Wang, J. H., Liang, W., Schwartz, M. D., Lee, M. M., Kreling, B., & Mandelblatt, J. S. (2008). Development and Evaluation of a Culturally Tailored Educational Video: Changing Breast Cancer-Related Behaviors in Chinese Women. *Health Education & Behavior, 35*(6), 806-820.
- Wanyoike, P. N. (2011). The perceptions of rural Samburu women in Kenya with regard to HIV/AIDS: Towards developing a communication strategy (Doctoral thesis, University of South Africa). Retrieved from uir.unisa.ac.za
- Warenius, L.U., Faxelid, E.A., Chishimba, P.N., Musandu, J.O., Ong'any, A.A. et al. (2006). Nurse-midwives' attitudes towards adolescent sexual and reproductive health needs in Kenya and Zambia. *Reproductive Health Matters, 14*, 119-128.
- Wass, A. (2000). *Promoting health: the primary health care approach*. Harcourt Brace & Company.
- Webb, E. J., Campbell, D. J., Schwartz, R., & Sechrest, L. (1996). *Unobstrusive measures: Nonreactive research in the social sciences*. Chicago: Rand McNally.
- Webb, T., Joseph, J., Yardley, L., & Michie, S. (2010). Using the internet to promote health behavior change: A systematic review and meta-analysis of the impact of theoretical basis, use of behavior change techniques, and mode of delivery on efficacy. *Journal of Medical Internet Research, 12*(1), e4.
- Whitbeck, L. B., Yoder, K. A., Hoyt, D. R., & Conger, R. D. (1999). Early adolescent sexual activity: A developmental study. *Journal of Marriage and the Family, 61* (4), 934-946.
- Williams, J. E., & Flora, J. A. (1995). Health behavior segmentation and campaign planning to reduce cardiovascular disease risk among Hispanics. *Health Education & Behavior, 22*(1), 36-48.
- Williams, M. S. (2014). A Qualitative Assessment of the Social Cultural Factors That Influence Cervical Cancer Screening Behaviors and the Health Communication Preferences of Women in Kumasi, Ghana. *Journal of Cancer Education, 29*(3), 555-562.
- Williams, R.M. Jr. (1970). *American society: A sociological interpretation*. New York: Knopf.
- Wilson, B.D. & Miller, R.L. (2003). Examining strategies for culturally grounded HIV prevention: A review. *AIDS Education and Prevention, 15*, 184-202

- Wimmer, R. D., & Dominick, J. R. (2006). *Mass media research: An introduction*. Belmont: Thomson Wadsworth.
- World Health Organisation and Joint United Nations Programme on HIV/AIDS. (2001). *Guidelines for using HIV testing technologies in surveillance: Selection, evaluation, and implemation*. Retrieved from http://www.who.int/hiv/pub/surveillance/testing_technologies/en/index.html on the 2nd of July, 2013
- World Health Organization (2014). Media Centre: HIV/AIDS. Retrieved from <http://www.who.int/mediacentre/factsheets/fs360/en/> on 3rd September, 2014
- World Health Organization, (2013). Sexual and reproductive health: The importance of a renewed commitment to STI prevention and control in achieving global sexual and reproductive health. Retrieved from http://www.who.int/reproductivehealth/publications/rtis/rhr13_02/en/ on 3rd September, 2014
- World Health Organization (2014). School and youth health: School health and youth health promotion facts. Retrieved from http://www.who.int/school_youth_health/facts/en/
- World Health Organisation (2011). *Sexually transmitted infection fact sheet*. Geneva, Switzerland: World Health Organisation. Retrieved from <http://www.who.int/mediacentre/factsheets/fs110/en/> on 23/ 04/2013.
- World Health Organisation (1986). WHO chronicle. Geneva, Switzerland: World Health Organisation.
- World Health Organization (2013). World Health Statistics. Retrieved from http://www.who.int/gho/publications/world_health_statistics/2013/en/ on 25/05/2013.
- World Health Organization. (2003). *World Health Report 2003: A vision for global health. Shaping the future*. World Health Organization.
- World Health Organization. (2005). WHO multi-country study on women's health and domestic violence against women: summary report of initial results on prevalence, health outcomes and women's responses.
- Wright, A. L., Naylor, A., Wester, R., Bauer, M., & Sutcliffe, E. (1997). Using cultural knowledge in health promotion: Breastfeeding among the Navajo. *Health Education & Behavior*, 24(5), 625-639.

- Wright, E., Fortune, T., Juzang, I., & Bull, S. (2011). Text messaging for HIV prevention with young Black men: formative research and campaign development. *AIDS care*, 23(5), 534-541.
- Wright, K. B., Sparks, L., & O'hair, H. D. (2012). *Health communication in the 21st century*. EMEA: John Wiley & Sons.
- Wusu, O. (2011). Sexual Health Content of Mass Media in Nigeria: An Exploratory Study. *Journal of Health & Mass Communication*, 3(4), 158-167.
- Wyatt, N. (1991). Physician-patient relationships: What do doctors say?. *Health Communication*, 3(3), 157-174.
- Yahaya, L. A., Jimoh, A. A. G., & Balogun, O. R. (2014). Factors hindering acceptance of HIV/AIDS voluntary counseling and testing (VCT) among youth in Kwara State, Nigeria. *African journal of reproductive health*, 14(3), 159-164.
- Yamba, C. B. (1997). Cosmologies in turmoil: Witch finding and AIDS in Chiawa, Zambia. *Africa*, 67, 200–221.
- Yang, X., Xia, G., Li, X., Latkin, C., & Celentano, D. (2010). Social influence and individual risk factors of HIV unsafe sex among female entertainment workers in China. *AIDS education and prevention: official publication of the International Society for AIDS Education*, 22(1), 69.
- Yazdi, C., Aschbacher, K., Arvantaj, A., Naser, H., Abdollahi, E., Asadi, A., Mousavi, M., Narmani, M., Kianpish, M., Nicfallah, F., & Moghadama, A. (2006). Knowledge, attitudes and sources of information regarding HIV/AIDS in Iranian adolescents. *AIDS Care*. 18(8), 1004-1010.
- Yin, R.K. (2011). *Qualitative Research from Start to Finish*, New York: The Guildford Press
- Yoo, H., Lee, S., Kwon, B., Chung, S., & Kim, S. (2005). HIV/AIDS knowledge, attitudes, related behaviors, and sources of information among Korean Adolescents. *Journal of School Health*. 75(10), 393-399.
- Zimmerman, R. S., Palmgreen, P. M., Noar, S. M., Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L.(2007). Effects of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive-decision-making young adults. *Health Education & Behavior*, 34(5),810-826
- Zwarenstein, M., Schoeman, J. H., Vundule, C., Lombard, C. J., & Tatley, M. (1998). Randomised controlled trial of self-supervised and directly observed treatment of tuberculosis. *The Lancet*, 352(9137), 1340-1343.