

**INFLUENCE OF MASS MEDIA CAMPAIGN ON FEMALE  
RESIDENTS' KNOWLEDGE AND ATTITUDE TO  
CERVICAL CANCER PREVENTION IN LAGOS STATE**

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**Abstract**

This study examines the influence of mass media campaign on female residents' knowledge, attitudes, and control of cervical cancer and the preventive measures available in Lagos State with focus on women living in Maryland and Ginti community of Kosofe and Ikorodu local government areas of Lagos State respectively. The researcher adopted survey method while the Health Belief Model served as the theoretical foundation for the study. A sample of 400 respondents was drawn using the Taro Yamane sample size calculation formula. However, 380 copies of the questionnaire were retrieved for analysis using Software Package for Social Science (SPSS). The study shows that campaign messages obtained from mass media on cervical cancer influenced the attitudes of females living in Lagos towards the prevention of the disease, and also the media campaign message on cervical cancer have compelled female dwellers to go for regular cervical cancer checkup. It was recommended among other things the need for government to show greater commitment for cervical cancer

control by expediting policy making process and increasing funding for cervical cancer control. The study concluded that mass media campaign on cervical cancer should be considered a public health priority in Nigeria.

**Keywords: Cancer, Cervical, Media Campaign, Knowledge, Lagos State**

## INTRODUCTION

Cancer starts when cells in the body begin to grow out of control. Cells in nearly any part of the body can become cancerous, and can spread to other areas of the body. Cervical cancer starts in the cells lining the cervix, the lower part of the uterus (womb). This is sometimes called the uterine cervix. Cervical cancer poses a major public health threat to women in many low and medium income countries in South and Central America, Sub-Saharan Africa, South and Southeast Asia, where it is still the leading type of cancer among women (Ferlay *et al.*, 2001; Parkin *et al.*, 2005). With about 500,000 new cases and 250,000 deaths each year worldwide, it is the second most common cancer among women (WHO, 2006) with incidence in Sub-Saharan countries ranging from 30 to 40 per 100,000 women annually (Kahesa *et al.*, 2008).

According to Cronje (2004), cervical cancer is the second commonest cancer in Nigerian women and the leading gynecological malignancy with high mortality among the afflicted. However, awareness and uptake of screening is very low among Nigerian women (Cronje, 2004). The uptake of cervical cancer screening has remained very low in Nigeria, while the mortality and morbidity associated with cervical cancer has remained high (Ogunbode, 2005). The disease progresses over many years, with an estimated 1.4 million women worldwide living with cervical cancer, and up to 7 million world-wide

may have precancerous conditions that need to be identified and treated (WHO, 2011). If not detected and treated early, cervical cancer is nearly always fatal. The disease, which affects the poorest and most vulnerable women, sends a ripple effect through families and communities that rely heavily on women's roles as providers and caregivers (Hyacinth *et al.*, 2013).

However, the true incidence of cervical cancer in Nigeria is unknown, GLOBOCAN estimates that cervical cancer is the second commonest cancer in Nigerian women with an Age Standardized Incidence Rate (ASR) of 29.0 per 100,000 (Cancer WHOIAFRO, 2012). This is similar to rates quoted from Abuja and Ibadan cancer registries, which are among the only three population based cancer registries in Nigeria. In these registry reports, the age specific incidence using world standardized population was 30.3 per 100,000 and 36.0 per 100,000 respectively (Jedy-Agba *et al.*, 2012). Incidentally, GLOBOCAN data had relied on estimates from the population based registries which cover less than 5% of Nigeria's population (Cancer WHOIAFRO, 2012; Jedy-Agba *et al.*, 2012). Although the larger population of the country is not covered by a population based cancer registry, institution based reviews across the country suggest that cervical cancer is common. A large review carried out in Lagos and Ibadan (South West Nigeria) in 2011 showed that cervical cancer was second only to breast cancer as the commonest cancer in the region (Awodele *et al.*, 2011).

The mass media on the other hand, expected to change the negative behavior of people into positive behavior regarding their health issues. They have dismissed the negative thoughts about health issues in the minds of people thereby creating awareness about the various health issues and solutions. Reaching out to large population, the mass media has a wide range of scope in reaching to the masses. In a survey carried out by Grilli *et al.*, (2002) reveals that 70% of the people are positively affected by mass media campaign related to health behavior. New ideas and advancements in the health field can

be exposed through the mass media. Thus, the role of mass media is to focus the problems of people and come up with solutions (Noar, 2006).

In Lagos State, despite the comprehensive health policies aimed at coping with health care delivery services, cervical cancer screening and awareness campaign came to lime- light in 2008 with the “Stand-alone” campaign which was launched by the state government in affiliation with the states’ Ministry of Health. Several scholars (Donatus *et al.*, 2019; Balasubramaniam *et al.*, 2019) have worked on cervical cancer screening among women majorly from the medical angle, but none of these works have evaluated media campaigns on the disease in other to ascertain the influence of the campaigns on female residents’ knowledge and attitude towards prevention in Lagos State Nigeria.

Hence, this study examined the influence of mass media campaign on female residents’ knowledge, attitude, and control of cervical cancer in Lagos State.

## **OBJECTIVES OF THE STUDY**

The objectives of the study include:

1. To ascertain the level of awareness of cervical cancer among female residents in Lagos State
2. To determine the level of exposure to cervical cancer campaign among female residents in Lagos State
3. To ascertain the level of knowledge on cervical cancer media campaign among Lagos State female residents.
4. To find out the extent to which cervical cancer media campaign have influenced the attitudes of female residents in Lagos towards the disease.

## LITERATURE REVIEW

### Use of mass media campaigns to change health behavior

Over the past few decades, media campaigns have been used in an attempt to affect various health behaviors in mass populations. Such campaigns have most notably been aimed at tobacco use and heart-disease prevention, but have also addressed alcohol and illicit drug use, cancer screening and prevention, sex-related behaviors, child survival, and many other health-related issues. Typical campaigns have placed messages in media that reach large audiences, most frequently via television or radio, but also outdoor media, such as billboards and posters, and print media, such as magazines and newspapers.

Exposure to such messages is generally passive, resulting from an incidental effect of routine use of media. Some campaigns incorporate new technologies (e.g. the internet, mobile phones and personal digital assistants), but recipients have so far generally been required to actively choose to seek information, for example by clicking on a web link. Media campaigns can be of short duration or may extend over long periods. They may stand alone or be linked to other organized program components, such as clinical or institutional outreach and easy access to newly available or existing products or services, or may complement policy changes. Multiple methods of dissemination might be used if health campaigns are part of broader social marketing programs (Kotler *et al.*, 2008). The power of mass media campaigns to disseminate well defined behaviorally focused messages to large audiences repeatedly, over time, in an incidental manner, and at a low cost per head cannot be over-emphasized (Wakefield *et al.*, 2010).

WHO (1986) health promotion glossary explains Health education as the combinations of learning experiences which are designed to help individuals and communities have improved control over their health. This improvement in control is done by increasing their knowledge about the surrounding or influencing their attitudes towards health. WHO further explains health education is not limited to the dissemination of health-related information but also inspiring and motivating the populace, to take necessary action to improve health, WHO's health promotion glossary also emphasizes on the communication of information concerning the underlying social, economic and environmental conditions impacting on health, as well as individual risk factors and risk behaviors, and use of the health care system. Health promotion glossary further explains that main objective of health education is not only to increase knowledge about personal health behavior, but also to develop skills demonstrating the political feasibility and organizational possibilities of various forms of action to address social, economic and environmental determinants of health.

To this end, WHO's definition of health education emphasizes on the following:

- a) Maintaining healthy behavior / lifestyle
- b) Taking necessary action (behavior change)
- c) Improved health

Motivating a large number of people simultaneously is a herculean task. That is done at several levels. Health education aims to empower individuals, groups, organizations, and communities, by imparting health information and addressing health issues with a view to positively influence their health behavior. Gupta and Sharma (2015) suggest that mass media impart necessary health information in our daily life enabling common people to take appropriate decision about

the different aspects of their lives especially about health. Evidences suggest that mass media play a central role in informing and educating people about important events / changes happening around the world. Especially because media connect the audience to the world beyond their immediate reach. In other words, media bring the world closer to the audience and increase their reach and access. Mass media is one such institution which has the ability and potential to influence every individual's life in a big way. We see that media has ability to influence, our behavior, our culture and even it can affect our thinking and attitude towards different issues in our daily life (Gupta, 2006).

According to Whitehead (2004) health education relates to those activities informing individuals about the cause and nature of health /sickness and the individual's vulnerability attached with their lifestyle and behavior. Whitehead further explains that the main objective of health education is to motivate individuals, groups, and communities to adapt to a process of behavioral change by influencing their value system, attitude and beliefs. Biagi (2003) found that in today's technology driven world, an individual who uses these gadgets spends more time with these gadgets than the time he spends in sleeping or for his work or business. According to Mackintosh (1996) health education involve those activities which aim to increase an individual's awareness by providing him / her necessary health knowledge level to enable him/her to take decision on their health issues.

Similarly, Maben and Macleod-Clark (1995) are of the opinion that health promotion aims at providing people with healthier and easier choices. The main aim of health promotion is to inform people about what choices are available to them within the given framework. It also informs them what is healthier for them and what is not. According to Kreps (1988) the main purpose of health communication is health promotion and health education for various aspects of

prevention of disease and can be used in situations. Health communication helps in the designing of public health messages and encouraging people for promoting healthy behavior.

### **Role of mass media campaign on female residents' knowledge, attitudes and behavior in Lagos State**

Mass media campaigns to encourage women to have Papanicolaou test (a method of cervical screening used to detect potentially precancerous and cancerous processes in the cervix or colon.) and to also undergo mammography screening have been run in many high-income nations since the early 1990s. Initial experience, predominantly from Australia and the USA, suggested that mass media campaigns supported by tailored reminder letters prompted short-term increases in the awareness created by media, especially when there was good availability of screening services (Marcus & Crane, 1998; Black *et al.*, 2002). Later research indicated that short-duration screening programs that offered easy access to screening services, used reminder letters, and specifically included television broadcast components were associated with short-term population-wide increases in attendance for educating the females (Mullins *et al.*, 2008), including in ethnic minority populations and those of low socioeconomic status.

More so, the use of mass media campaigns and reminder letters in areas where screening was already organized and available led to an effective increase in the alteration of their knowledge, attitudes and behavior towards the message (Pasick *et al.*, 2004). Snyder and colleagues did a meta-analysis of US-based campaigns and the findings suggested a small but enormous effect. A study that assessed the behavioral change for 15 years in Australia, due to mass media campaign awareness, had shown that there has been improvements in attitudes and behavior concerning cervical cancer prevention, also, reduction in the treatment or reported cases of

precancerous lesions was observed, especially among young people due to the media campaign (Saraiya, *et al.*, 2004).

Similarly, Okeke (2018) noted a positive relationship between level of education and information seeking from the mass media about breast cancer in her study. Radio was found to be the most predominant medium used by the women. Thus, it is recommended that government should intensify media messages on breast cancer in the state, especially in the rural communities where most of the non-literate women reside. Also, Saraf and Balamurugan (2018) found that mass media play a very important role in health care and health issues except for a few articles which denote less impact of mass media on health issues.

## **THEORETICAL FRAMEWORK**

The study is anchored on Health Belief Model (HBM). Health Belief Model (HBM) is the most commonly used theory in health education and health promotion (Glanz, Kimer & Lewis, 2002; National Cancer Institute [NCI], 2003) as cited in Nwanguma (2014). The Health Belief Model (HBM) is a psychological model that attempts to explain and predict health behaviours. This theory focuses on the attitudes and beliefs of individuals. The HBM was first developed in the 1950s by social psychologists, Hochbaum, Rosenstock and Kegels working in the U.S. Public Health Services (Glanz, Rimer, & Lewis, 2002) in Nwanguma (2014).

The model was developed in response to the failure of a free tuberculosis (TB) health screening programme. Since then, the HBM has been adapted to explore a variety of long- and short-term health behaviours, including predicting behavioural response to the treatment received by chronically ill patients, but recently it has been used to predict more general health behaviours. This was properly captured in a statement made by Taylor *et al.* (2007) as citing in Hochbaum, 1958:

The HBM suggests that one's believe is a personal threat together with your belief in the effectiveness of the proposed behaviour will predict the likelihood of that

behaviour. The underlying concept of the original HBM is that health behaviour is determined by personal beliefs or perception about a disease and the strategies available to decrease its occurrence and that personal perception is influenced by a whole range of intra-personal factors affecting health behaviour.

Terwase, Asuzu and Mtsor (2014, p. 2) cited in Ekwueme and Ngene (2017) corroborate the above assertion when they opined that “for prostate screening among men, the health belief model has value in predicting how individuals are likely to respond if an intervention is designed to stimulate screening behaviour among men through innovative health education strategies emphasizing intensive cognitive and health promotion activities to improve their knowledge of the disease and the benefits of screening”.

The health belief model is related to this research, because women will respond best to the campaigns on cervical cancer when they perceive the risk of being affected, and thus believe that the risk is serious and that the consequences of developing the disease is undesirable. Through media campaigns creating awareness, and the possibility of overcoming cervical cancer, people will tend to have a positive expectation by accepting the recommendations in the campaigns to avoid being a victim.

## **METHOD**

In carrying out this study, survey research method was adopted based on the nature of the study. The study evaluates female residents' knowledge, attitudes, and control of cervical cancer in Lagos State. The target population of study consists of sexually exposed women between the ages of 18 – 65 years, who resides in Lagos State. This study randomly selected Ikorodu representing the rural LGAs and Ikeja LGA representing urban LGAs. Ikeja LGA and Ikorodu population according to the National Population Commission (2006) is 437,400 and 535,619 respectively which sum to 973,019.

Multi-stage sampling technique was used in selecting the study participants. A list of all the LGAs in Lagos State constituted the sampling frame. Two LGAs (Ikeja and Ikorodu), were selected through random sampling technique to represent both the urban and rural LGAs in Lagos. Taro Yamani formulae was used to determine the sample size for the study:

$$n = \frac{N}{1 + N(e)^2}$$

where:-

n = Sample size

N = Number of population

1 = is constant

e = Tolerable error (usually 0.05)

Therefore, the sample size is determined thus:

$$n = \frac{535,619}{1 + 535,619 (0.05)^2}$$

$$n = \frac{535,619}{1 + 535,619 (0.0025)}$$

$$n = \frac{535,619}{1 + 535,619 \times 0.0025}$$

$$n = \frac{535,619}{1340.05}$$

$$n = 399.7$$

$$n = 400$$

The sample size of 400 respondents will be used. However, 380 copies of the questionnaire were analyzed as 20 appeared to be invalid at the end of the field work.

## DATA PRESENTATION

**Research Question One: Level of awareness of cervical cancer among female residents in Lagos State**

**Table 1: To what extent do you know what cervical cancer is all about?**

Options	Frequency	Percentage
Very high extent	105	
27.63%		
High extent	125	32.89%
Some extent	70	18.42%
Low extent	80	21.05%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The analysis above revealed to a greater degree that, majority of the respondents 125 (32.89%) knows what cervical cancer is all about.

**Table 2: Has there been an awareness of mass media campaign on cervical cancer on female residents in Lagos State?**

Options	Frequency	Percentage
Yes	162	42.63%
Maybe	118	31.05%
Can't say	100	26.32%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

This analysis on Table 2 implies that to a larger extent majority of the respondents are aware of mass media campaign on cervical cancer on female residents in Lagos State.

**Table 3: How well are you satisfied on how mass media has been able to air cervical cancer campaign?**

Options	Frequency	Percentage
Very satisfied	154	40.53%
Satisfied	146	38.42%
Dissatisfied	80	21.05%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

Going with the analysis on Table 3, majority of the respondents 154 (40.53%) posits that they are very satisfied with the way mass media do air cervical cancer campaign.

**Table 4: To what extent has the campaign been effective?**

<b>Options Percentage</b>		<b>Frequency</b>
Very high extent	164	43.16%
High extent	98	25.79%
Some extent	66	17.37%
Low extent	52	13.68%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The result in Table 4 implies that majority of the respondents 164 (43.16%) are opine that mass media campaign on cervical cancer is very effective in the state.

**Research Question Two: Level of exposure to cervical cancer campaign among female residents in Lagos State.**

**Table 5: Have you been exposed to any mass media message about the prevention and control of cervical cancer?**

<b>Options Percentage</b>		<b>Frequency</b>
Yes	230	60.53%
No	150	39.47%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The result in Table 5 above reveal that majority of the respondents 230 (60.53%) are exposed to mass media message on the prevention and control of cervical cancer in the state.

**Table 6: How often do you get exposed to such messages?**

Options	Frequency	Percentage
Very often	120	31.58%
Occasionally	85	22.37%
Seldom	55	14.47%
Rarely	45	11.84%
Not at all	75	19.74%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

Result from Table 6 shows that majority of the respondents 120 (31.58%) are exposed to the mass media message on the prevention and control of cervical cancer very often in the state.

**Table 7: Through which medium do you often get exposed to the media campaign on cervical cancer?**

Options	Frequency
Radio	95
TV	85
Newspaper	60
Magazine	45
Social media	70
Billboard	25
<b>Total</b>	<b>380</b>

**Source: Field Survey, 2020**

Table 7 above reveals majority of the respondents 95 (25%) get information on cervical cancer via radio. This implies that radio as a medium carries and travels far with the campaign messages than the other media.

**Table 8: To what extent are you satisfied with mass media campaign and its impact on female dwellers on cervical cancer?**

<b>Options</b>		<b>Frequency</b>
<b>Percentage</b>		
Very high extent	107	28.16%
High extent	121	31.84%
Some extent	94	24.74%
Low extent	58	15.26%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The analysis in Table 8 revealed that majority of the respondents 121 (31.84%) was satisfied to a high extent with the mass media campaign on cervical cancer and its impact on female dwellers in Lagos State.

### **Research Question Three: Level of knowledge of cervical cancer media campaign among Lagos State female residents.**

**Table 9: Do you think the campaign is educative enough or it does not portray any meaning as expected?**

<b>Options</b>		<b>Frequency</b>
<b>Percentage</b>		
Yes, it is educative		178
46.84%		
No, it is not	116	30.53%
Cannot say	86	22.63%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The analysis in Table 9 shows that majority of the respondents 178 (46.84%) agree to the thought that, mass media campaign on cervical cancer has been educative enough.

**Table 10: Have you been able to utilize what you learnt from the campaign awareness program to your daily life?**

<b>Options Percentage</b>		<b>Frequency</b>
Yes	193	50.79%
No	95	25.0%
Cannot say	92	24.21%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The result in Table 10 above revealed that majority of the respondents 193 (50.79%) said they were able to utilize what they have learnt from mass media campaign awareness program on cervical cancer to their daily life.

**Research Question Four: Extent to which cervical cancer media campaign has influence the attitudes of female residence in Lagos towards the disease.**

**Table 11: The media campaign messages on cervical cancer have opened my eyes to unhealthy practices that exposed me to contacting the disease.**

<b>Options Percentage</b>		<b>Frequency</b>
Strongly agreed	130	34.21%
Agreed	100	26.32%
Disagreed	60	15.79%
Strongly disagreed	50	13.16%
Undecided	40	10.53%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The result in Table 11 above show that majority of the respondents 130 (34.21%) strongly agreed that the media campaign messages on cervical cancer have opened their eyes to unhealthy practices that exposes them to contacting the disease.

**Table 12: The media campaign messages on cervical cancer have influence me to avoid unprotected sex.**

<b>Options</b>		<b>Frequency</b>
<b>Percentage</b>		
Strongly agreed	130	34.21%
Agreed	100	26.32%
Disagreed	60	15.79%
Strongly disagreed	50	13.16%
Undecided	40	10.53%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The result in Table 12 reveal that majority of the respondents 130 (34.21%) opined that the campaign messages have influenced them to avoid unprotected sex in order to avoid the disease.

**Table 13: The media campaign messages on cervical cancer have influenced me to avoid multiple sexual partners**

<b>Options</b>		<b>Frequency</b>
<b>Percentage</b>		
Strongly agreed	99	26.05%
Agreed	130	34.21%
Disagreed	65	17.11%
Strongly disagreed	55	14.47%
Undecided	31	8.16%
<b>Total</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The analysis in Table 13 above shows to a greater extent that, majority of the respondents 130 (34.21%) agreed that, the media campaign messages on cervical cancer have influenced them to avoid multiple sexual partners.

**Table 14: The media campaign messages on cervical cancer have impacted me to go for regular cervical cancer checkup.**

<b>Options</b>		<b>Frequency</b>
<b>Percentage</b>		
Strongly agreed	130	34.21%
Agreed	100	26.32%
Disagreed	60	15.79%
Strongly disagreed	50	13.16%
Undecided	40	10.53%
<b>TOTAL</b>	<b>380</b>	<b>100%</b>

**Source: Field Survey, 2020**

The analysis in Table 14 revealed that, majority of the respondents 130 (34.21%) agreed that media campaign message on cervical cancer have impacted them to go for regular cervical cancer checkup.

## **DISCUSSION OF FINDINGS**

The study revealed the position of the respondents' satisfaction on how mass media has been able to air cervical cancer campaign in Lagos State. Majority of the respondents were satisfied with the performance of the mass media in championing the campaign against cervical cancer with 21.05% of the respondents holding an opposing view. The implication of this finding is that residents of Lagos State are gratified by the way the mass media have enlightened them on cervical cancer among women. This finding finds support in the works of Kotler *et al.*, (2008) where mass media campaigns are identified to

be capable of disseminating well defined behavioral focused messages to large audiences repeatedly, over time, in an incidental manner, and at a low cost per head.

While on the opinion of the respondents on the question, the extent to which the campaign has been effective, majority of the respondents opined that the campaign on cervical cancer in Lagos State have been very effective, while a combined 31.05% of respondents hold a contrary view. This finding implies that, majority of the respondents are sure that mass media campaign on cervical cancer is very effective in the state. Findings from studies carried out by (Marcus & Crane, 1998; Black *et al.*, 2002) supports the claim that mass media can perform very effectively especially when their efforts is enhanced by tailored reminder letters for more awareness creation.

Finding again reveals that although exposure to cervical cancer campaign is averagely okay, some persons were yet to be reached with the campaign messages. For instance, 14.47% of the respondents were seldom exposed to the messages of the campaign, while 19.74% of the respondents opined that they have not been exposed to the campaign messages. The implication of this finding is that the mass media in Lagos State should deploy more efforts towards reaching the unreached among the target population. This is very important because in matters of health, one percent casualty is considered a huge casualty. This finding therefore negates the findings of Kotler *et al.*, (2008).

On the aspect of the influence of the campaign among the target audience, respondents totaling 60.53% opined that their behavior have been positively influenced by the campaign messages. This analysis implies that the media campaign messages on cervical cancer have opened the eyes of the respondents to unhealthy practices that expose them to contacting the disease. This finding is supported by Saraiya *et al.*, (2004) where it was noted that campaign messages focused on certain behavioral pattern towards the prevention of cervical cancer such as avoidance of direct exposure in high ultraviolet periods and

the wearing of protective clothing and sunscreen products. This study therefore showed the influence of mass media campaign on female residents' knowledge, attitudes, and control of cervical cancer in Lagos State.

## **CONCLUSION**

Cervical cancer should be a public health priority in Nigeria, it affects many women and no region of the country is excluded. It affects women in their prime when they are very vital to their families, communities and the nation. It is a reflection of gender and economic equity. Cervical cancer is cheaper to prevent than cured, and there are cost-effective preventive strategies that can be adapted to the Nigerian situation. Controlling cervical cancer will contribute to achieving some developmental goals in Nigeria. As such, there is need to draw a national policy to guide cervical cancer screening and management in Nigeria without the exclusion of the mass media as the fourth estate of the realm.

## **RECOMMENDATIONS**

Based on the above findings, the researchers recommend that:

1. The government should show greater commitment for cervical cancer control by expediting policy making process and increasing funding for cervical cancer control.
2. Stake holders for cervical cancer control including women, politicians, heads of medical institutions, MOH officers, NGOs, professional groups including Society for Gynecologists and Obstetricians of Nigeria (SOGON), Nigeria Cancer Society, Society of Oncology and Cancer Research in Nigeria should meet and decide on policy thrust.
3. Also, the National program on cervical cancer control should be integrated into the existing health system. Thus, it should be community or population based.

4. In addition, mass media channels should endeavor to always carry out campaign on cervical cancer and addressing major issues related to the disease and the remedy.

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