
Assessment of Radio Jingles (OGBC FM 90.5) in Eradicating Malaria in Abeokuta North Local Government Area of Ogun State

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Abstract

There is a belief that media has the overreaching power to influence the perception and behavior of the public by sharing health-related information from various platforms which can ultimately impact the success of health and sustainability initiatives. Hence, this study assessed radio jingles (OGBC FM 90.5) in eradicating Malaria in Abeokuta North Local Government Area of Ogun State. The study's general objective was to measure the perception of Abeokuta North residents on the role of OGBC FM in disseminating information about malaria prevention and control and to assess ways through which OGBC Jingles has shaped Abeokuta North residents' knowledge, attitude, and practice to malaria prevention and treatment. The study adopted the Social Responsibility Theory and employed a survey research design. The study population comprised residents of Abeokuta North Local Government Area whose estimated population in the year 2022 was 338,100 (NPC, NBS, 2022). Stratified and simple random sampling techniques were used to select respondents across the 16 wards of the Local Government Area. Descriptive statistics were used to analyze data using SPSS. Findings revealed that positive and favourable perception of the role of OGBC in disseminating information about malaria prevention and control as agreed by the majority 79%. It was discovered that the jingles have also

helped to dispel myths and misconceptions about malaria and its treatment as acknowledged by the majority 69%. The result also showed that the jingles have encouraged the majority 85% of people to adopt preventive measures such as sleeping under insecticide-treated nets and keeping the environment clean, which has led to a reduction in the incidence of malaria in the area. Findings also revealed the effectiveness of OGBC jingles on malaria prevention and control in that majority 75% changed behaviour since they were exposed to it. The study concluded that the employment of radio jingles, fliers, and posters has been a part of community awareness campaigns on malaria management and eradication. It is crucial to carry out these initiatives and look into fresh approaches to combat malaria in the area.

Keywords: Radio Jingles, Malaria Prevention, Eradication, Control, Sustainable Development Goals, Abeokuta North

Introduction

There is a belief that media has the overreaching power to influence the perception and behaviour of the public by sharing health-related information from various platforms which can ultimately impact the success of health wellness and sustainability initiatives. The Sustainable Development Goals (SDGs) which is goal 3, have rightly placed good health as a central goal to ensure healthy lives and promote wellbeing for all ages. The declaration emphasizes that achieving universal health coverage (UHC) and access to quality healthcare are crucial to achieving the overall health goal (World Health Organisation, 2017). Thus, to achieve overall health goals, it presupposes that every part of the country must be safe from communicable diseases like malaria.

Malaria has been regarded as a life-threatening disease that spreads to humans by certain mosquitoes. It is mostly found in tropical countries. It is preventable and curable. The infection is caused by a parasite and does not spread from person to person (Microsoft Encarta, 2009). According to

Okonkwo, et al (2009), malaria remains the most fatal parasitic disease in the world. It is brought on by infection with single-celled parasites of the genus *Plasmodium*, which is a member of the apicomplexan phylum.

In addition to being endemic, the illness is also thought to be fatal. For example, according to the World Health Organization's (WHO) 2008 study, 3,000 children in Africa die from it every day. To make matters worse, additional data indicates that 41% of the global population resides in malaria transmission zones, translating into 350–500 million malaria cases year worldwide and a million malaria-related fatalities annually (www.malaria.com).

Microsoft Encarta, (2009) reports show that the disease claims the lives of over a million people annually, with the majority of those deaths occurring in Africa. Among all the parasitic infections in the world, it is one of the most common and fatal. Significantly, and with particular reference to Nigeria, the WHO's (2008) report on malaria reveals that 25% of all malaria cases in the WHO's African region are from Nigeria. The study states that malaria transmission is more seasonal in the north of the country and year-round in the southern part of the country. The data also demonstrates that *Plasmodium falciparum* is primarily responsible for all occurrences.

Furthermore, the WHO (2023) report also established that in 2021, nearly half of the world's population was at risk of Malaria. In the same year an estimated 247 million cases of malaria worldwide. While in 2021, 619,000 malaria fatalities were predicted to occur. The WHO African Region carries a disproportionately high share of the global malaria burden. In 2021, the Region was home to 95% of malaria cases and 96% of malaria deaths. Children under 5 accounted for about 80% of all malaria deaths in the Region. Without a doubt, malaria is a worldwide issue that significantly affects Africa. While it was established that just

over half of all malaria deaths globally occurred in four African countries: the Democratic Republic of the Congo (12.6%), Niger (3.9%), the United Republic of Tanzania (4.1%), and Nigeria (31.3%).

Thus, the prevalence of this disease in Africa and Nigeria in particular has made it be significant risk to public health, especially amongst the rural dwellers (Ademowo, 2008). According to Do et al (2018) the burden of malaria is primarily felt in the poorest populations, who frequently have insufficient awareness of the disease's causes and effects as well as the financial means to seek treatment and take preventative measures. The demographic and gender aspects, which are typically less discussed, are added to the affordability and behavioural difficulties (Sultana, et al, 2017). Thus, SDGs suggest that good health and wellness is everyone's right to health and well-being which continue to remain the cornerstone of the sustainable development agenda.

According to Ouédraogo et al. (2013) and Agudelo et al. (2013), there is strong evidence that malaria-related morbidity and mortality are more common in children and women, with pregnant women approximately twice as likely to be at risk of transmission. To lower the prevalence of infectious diseases and enhance public health, effective preventive and control measures such as immunization, early diagnosis, and treatment are essential. Concerted efforts have been made by scholars to mitigate the effects of malaria as a significant risk to public health by helping them and communities comprehend how these affect their lives, factual knowledge is necessary. Information that modifies the people's viewpoints is being shared to broaden their comprehension. Patient information is planned to meet the demands of the general public For instance it has been established that radio broadcasts have made a big difference in the prevention and management of malaria.

The radio has been recognized as a powerful communication and education tool for promoting health education and malaria prevention

(CAF, 2015). Health education increases people's well-being, avoids sickness, lessens disability, and encourages healthy lifestyle choices. Health education that seeks to modify health-related behaviours is often designed through different programmes on radio stations to use communication methods and resources that provide the audience with an external sensation.

Research has also indicated that exposure to mass media, particularly radio, has had a significant impact on women's prevention of malaria behaviour in sub-Saharan Africa (Yaya, 2018). Furthermore, Batwala, et al (2018) assert that the timing of radio communications for malaria interventions is critical; 12:00–14:00 and 18:00–23:00 are the designated peak hours for message airing.

Additionally, data from a cluster randomized experiment conducted in Burkina Faso showed that a mass radio campaign significantly raised the number of under-five consultations for pneumonia, diarrhea, and malaria at primary health centres. This, in turn, led to an average annual decrease in under-five fatalities of 7.1% (Murray, et al, 2018). This reflects how successful radio campaigns are in encouraging people to seek medical attention and lowering the death rate from malaria. Likewise, information related to community health is needed for the promotion, preservation, and restoration of health. To maintain and advance healthy behaviour, communication is essential. The medium of health communication needs to be utilised to raise community and individual group understanding of health-related concerns. The knowledge, abilities, and capacity that health promotion offers enable people, organisations, and communities to identify health needs, gather data and resources, and organise them to effect change.

Furthermore, research on vernacular radio and malaria control in particular areas like Kenya's Emuhaya District has highlighted the

possible influence of local radio programmes on malaria control (Andesiah, 2015). These findings imply that radio programmes can be an effective means to disseminate information, raise awareness, and promote positive health-seeking behaviours in the context of malaria control to achieve sustainable development goals.

However, in all of these studies, none has ever focused on radio jingles in eradicating malaria in rural communities as part of sustainable development goals (SDGs), thus this study assessed OGBC jingles in eradicating malaria in Abeokuta North Local Government Area. This gap in the literature is recognised by the researchers and the study was carried out with a focus on the following Objectives and research questions:

Research Questions

1. What is the perception of residents of Abeokuta North LG on the role of OGBC FM in disseminating information about malaria prevention and control?
2. In what ways has OGBC Jingles shaped Abeokuta North residents' knowledge, attitude, and practice of malaria prevention and treatment?
3. What is the effectiveness of OGBC jingles in raising awareness about malaria and promoting preventive measures in the of Abeokuta North communities?

Sustainable Development Goal -3 (SDG-3)

One of the 17 objectives listed in the United Nations' 2030 Agenda for Sustainable Development is Sustainable Development Goal 3 (SDG 3). Ensuring healthy lives and promoting well-being for all people of all ages is the goal of SDG 3. Its goals, targets, and metrics are made to address many facets of global health and well-being. Some of its objectives are:

- i. Diminish Maternal Death Rate,
- ii. Put an End to Preventable Infant and Youngster Deaths,

- iii. Fight Infectious Diseases,
- iv. Prevent and Treat Non-Infectious Diseases (NCDs),
- v. Reduce traffic fatalities and injuries,
- vi. Increase mental health and well-being, and provide universal access to sexual and reproductive healthcare,
- vii. Realise Universal Health Coverage (UHC),
- viii. Vaccines and Medicines Must Be Affordably Available, Safe, Effective, and of High Quality

However, there are clear disparities in the burden of infectious diseases, with some populations and regions experiencing higher rates of diseases like malaria, tuberculosis, HIV/AIDS, and neglected tropical diseases. The burden of infectious diseases remains substantial, even with advances in prevention and treatment, especially in low- and middle-income countries (WHO (2017). Through cooperation between international organisations, initiatives like the Global Action Plan for Healthy Lives and Well-being for All (SDG3 GAP) seek to expedite progress on health-related SDG targets (Do, et al., 2018). Monitoring instruments such as those created by the Institute for Health Metrics and Evaluation facilitate the tracking of worldwide progress towards the SDG3 targets. Although there has been global progress towards achieving the SDG 3 targets, discrepancies still exist between areas and demographic groups. It will take sustained cooperation, creative thinking, and focused actions to close these gaps and guarantee everyone has a healthy life and a fulfilling 2030 (WHO, 2023).

Since sustainable development depends on good health, SDG 3 is essential. People are unable to prosper, learn, work, or fully engage in their communities when they are ill. In addition to improving health outcomes, achieving SDG 3 targets also promotes gender equality, economic growth, poverty reduction, and environmental sustainability (Sultana, et al., 2017). Furthermore, enhancing well-being and funding

health systems can have long-term positive social and economic effects on people, communities, and even countries. To further the larger goal of sustainable development, SDG 3 is crucial (WHO, 2023).

Literature Review

Malaria has been one of the nightmares in the continent of Africa, especially in Nigeria. Significant studies had earlier been carried out to eradicate or at least mitigate its effects among the populace. One such study is Batwala (2012) titled 'Timing of malaria messages for the target audience on radio airwaves'. The study established that both national and local malaria campaigns attempt to contact people using radio because face-to-face communication is limited when it comes to teaching families how to manage, treat, and prevent malaria. Nevertheless, there is a dearth of knowledge about when radio signals should be broadcast to the intended listeners. Data on the duration of radio listening was gathered from 1,628 willing outpatients (as well as carers for minors) who attended six rural government primary-level health care centres in the Ugandan districts of Bushenyi and Iganga between February and July 2011 as part of a large-scale trial (Clinicaltrials.gov: NCT00565071).

It was revealed that 1,099 (67.5%) of the homes were radio owners. Of the participants, 1,221 (86.3%) had heard about malaria on the radio. Men listen to the radio on average for 20.00 minutes (interquartile range [IQR]: 18.30–21.00) and women for 19.30 minutes (IQR: 13.00–20.30). The study concluded that radio intervention planners for malaria must transmit their messages between the hours of 12 a.m. and 14 a.m. and 18 a.m. and 23 a.m.

Yaya, et al. (2018) examined mass media exposure and its impact on malaria prevention behaviour among adult women in sub-Saharan Africa: results from malaria indicator surveys. The study measures the prevalence of malaria prevention behaviour among adult women in eight

malaria-endemic countries in sub-Saharan Africa (SSA) and assesses the influence of mass media exposure in the adoption of those behaviours. Cross-sectional data from the Malaria Indicator Surveys (MIS) carried out in Burkina Faso, Ghana, Mali, Malawi, Kenya, Nigeria, Sierra Leone, and Uganda on 46,822 women between the ages of 15 and 49. The use of insecticide-treated nets (ITNs) and the use of antimalarial medications during the previous pregnancy served as proxies for the outcome variable of malaria prevention behaviour.

Overall rates of using an ITN for sleep and taking an antimalarial medication during a previous pregnancy were 72.8% (95%CI = 71.3–74.2) and 67.9% (95%CI = 66.6–69.2), respectively. Nonetheless, there were differences in the study countries' rates of ITN use and antimalarial medication use. The multivariable regression analysis revealed a strong correlation between the likelihood of utilising ITN the previous night and not obtaining malaria-related information from radio, posters/billboards, community events, and health personnel.

Okonkwo, et al (2009) examined the prevalence of malaria plasmodium in Abeokuta, Nigeria. Microscopic examination of thick film techniques was employed for this study. Of the 708 (100%) patients examined, 577 (81.5%) were Plasmodium-positive. A high malaria parasite prevalence rate of 81.5% was noted in this study. Female subjects were more infected (42.4%) than males (41.9%) however, there was no significant difference in the sex of the subjects studied ($p=0.05$). A higher malaria parasite prevalence rate of 86.9% was noted in the samples collected in the year 2003 than in other years studied. There was a significant difference in the years under study ($p=0.05$). This study showed that a good percentage of people were infected by malaria Plasmodium. This could be attributed to a lack of adequate accommodation and poor sanitary conditions in the area under study.

Oyeleye, (2023) examined the perception of malaria and understanding of malaria prevention information in selected rural communities of Nigeria. The study anchored on the Health Belief Model, investigated the perception of selected rural dwellers in Oyo and Osun states, Nigeria, about malaria and their understanding of available malaria prevention information provided by Roll Back Malaria (RBM) in the two states. The study used a Survey, Focus Group Discussion, and analysis of secondary data. There were 2120 survey respondents selected through multi-stage sampling across 10 local government areas of Oyo and Osun states and 96 participants in 16 focus groups involving men, women, and expectant mothers.

The result of this study indicates that although respondents had a good understanding of the symptoms of malaria, a significant percentage still had a wrong perception of its cause, respondents had a low level of exposure to malaria prevention information and therefore a low recall of the messages on malaria prevention. Pearson Chi-Square test indicated significant relations between the perception of the rural dwellers and their utilization of malaria prevention information ($p\text{-value} = 37.947$, $DF = 16$, $\text{Asymp.Sig. (2-sided)} = .002$ while a test of correlation of Knowledge, Attitude, and Practice of information about malaria prevention indicated a positive and statistically significant relationship between the perception of malaria and knowledge of people respondents on information on malaria prevention ($r = 0.212$ $p < 0.01$).

Ladi - Akinyemi, et al (2018) examined knowledge and implementation of the National Malaria Control Programme among healthcare workers in primary healthcare centres in Ogun State, Nigeria. They stated that lack of capacity to implement programmes effectively and low public education about malaria are some of the factors that Nigerian governments must address to effectively combat malaria. This descriptive cross-sectional study assessed the knowledge and implementation of the National

Malaria Control Programme (NMCP) among healthcare workers in primary healthcare centres in Ogun state. Three hundred and twenty-five respondents were recruited into the study using a cluster sampling method.

Findings showed that about 37.8% of the respondents were within the age range of 45–54 years, with a mean of 41.7 ± 8.5 . Over 90% of the respondents knew the mode of transmission of malaria, and <50% of them could identify case definitions of simple and complicated malaria. A large percentage of the respondents knew the signs and symptoms of simple malaria. The older respondents ($P = 0.004$) with more than 15 years of work experience ($P = 0.006$) had good knowledge scores of the NMCP.

Theoretical Review

This study is anchored on Social Responsibility (SRT) Theory. SRT suggests that the press must be accountable to the public, which is the main tenet of this approach (Folarin, 2003; Anaeto, et al, 2008). The theory is predicated on the idea that freedom comes with responsibility, and that the press, which is granted special privileges by the government, has a duty to the community to carry out a certain essential function of mass communication, especially in the surveillance and correlation function. SRT also emphasises that anyone with a message to share can utilise the media, but it is prohibited from violating private property rights or upsetting important societal structures. The SRT goes on to claim that anyone with a message to share can do so through the media. For the media to serve the public, it was further stressed that there should be no interference from the government. It also outlined the rules that the media must go by to fulfil their duty to serve the public.

According to the principle, the media should uphold good behaviour by adhering to industry standards for forgiveness, truth, accuracy, objectivity, balance, and fairness. Radio stations and programmes serve

as a social compact between society and itself. One of the national threats that harm public health is malaria and to eradicate it, radio stations through different content must be up and doing by creating awareness and educating the general public as part of its duty through continuous airing of health-related jingles, especially on eradication of malaria parasite among the rural dwellers.

Research Methodology

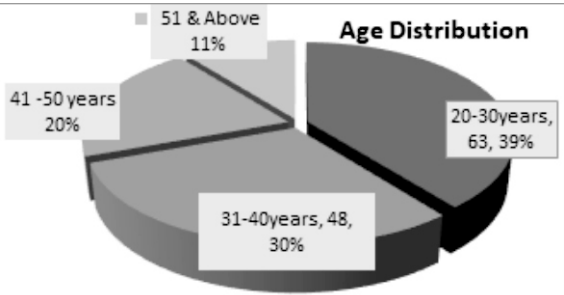
The framework for this study included research design, the population of the study, sampling procedure, sample size, data collection instrument, method of data analysis, and presentation. This study adopted quantitative methods to generate and analyse data. Therefore, the survey research design was adopted. A survey is the study of a portion or sample of a specific population (Kothari, & Garg, 2014). In the view of Baran and Davis (2013), a survey allows a researcher to measure the characteristics, opinions, and behaviour of a population by studying a small sample from that group and then generalising findings. In other words, descriptive research design involves gathering data, describing phenomena, and then organising, tabulating, depicting, and describing data collection, in the form of graphs and charts, to help the reader understand the distribution of data (Cooper and Schindler, 2011).

The study population comprised residents of Abeokuta North Local Government Area whose estimated population in the year 2022 was 338,100 (NPC, NBS, 2022). Stratified and simple random sampling techniques were used to select 160 respondents across the 16 wards of the Local Government Area. A structured questionnaire was utilised as a data collection instrument. Items on the questionnaire were closed-ended using the Likert preferential scale format. Data were collected from the residents while descriptive and inferential statistics were used to analyze data using SPSS.

Data Presentation and Analysis

Research Question 1: What is the perception of residents of Abeokuta North LG on the role of OGBC FM in disseminating information about malaria prevention and control?

Figure 1: Age Distribution of the Respondents



The above figure shows the age distribution of the respondents. The majority 39% were within 20-30 years of age, followed by 30% within 31-40 years while 20% of them were within 41-50years and 11% were within 51 years and above.

Table 1: Perception of residents of Abeokuta North LG on the role of OGBC FM in disseminating information about malaria prevention and control

Statement (n=160)	SA	A	SD	D
I listen to OGBC FM regularly	38(24%)	68(42%)	27(17%)	27(17%)
OGBC creates awareness and uses malaria prevention and control strategies	45(28%)	65(41%)	29(18%)	21(13%)
OGBC educated me against self-medication when I have contacted malaria	56(35%)	49(31%)	32(20%)	23(14%)
My perception of OGBC FM's information role is negative	15(10%)	18(11%)	69(43%)	58(36%)
I view the efforts of OGBC FM in raising awareness about malaria prevention and measuring good	45(28%)	65(41%)	35(22%)	15(9%)

The table above shows that the majority 66% of the respondents agreed that they listened to OGBC FM regularly, while 34% disagreed. In the same vein, the majority 69% of the respondents agreed that OGBC created awareness and use of malaria prevention and control strategies while 31% disagreed with the statement. Likewise, the majority 66% of them agreed that OGBC educates them on self-medication when contracting malaria but 34% of them disagreed. The majority 79% disagreed with the negative perception of OGBC FM's information role while 21% agreed. Finally, the majority 69% agreed that they view the efforts of OGBC FM in raising awareness about malaria prevention and measure good while 31% disagreed. This study implies that the perception of residents of Abeokuta North LG on the role of OGBC FM in disseminating information about malaria prevention and control was favourable.

Research Question 2: In what ways have OGBC Jingles shaped Abeokuta North residents' knowledge, attitude, and practice of malaria prevention and treatment?

Table 2: Ways OGBC jingles has shaped Knowledge, attitude, and practice of malaria prevention & treatment

Statement (n=160)			
Through jingle, I have the knowledge of increased awareness of the disease and its prevention	Very True	Not True	Neutral
	98(61%)	23(14%)	39(24%)
OGBC FM jingles have also helped dispel myths and misconceptions about malaria and its treatment	Very True	Not True	Neutral
	110(69%)	19(12%)	31(19%)
I am now seeking early treatment when I experience symptoms of malaria	Very True	Not True	Neutral
	120(75%)	29(18%)	11(7%)
The jingles have encouraged me to adopt preventive measures	Very True	Not True	Neutral
	135(85%)	12(7%)	13(8%)

The above table shows that the majority 61% affirmed it was true that through jingles they had knowledge of increased awareness of the disease and its prevention but 24% were neutral, likewise, the majority 69% confirmed that OGBC FM jingles had helped them dispel myths and misconceptions about malaria and its treatment while 12% had a different opinion and 19% were neutral. Similarly, the majority 75% acknowledged that they now seeking early treatment when they experienced symptoms of malaria but 18% believed the statement was not true and 11% were neutral; finally, majority 85% of them confirmed that the jingles had encouraged them to adopt preventive measures while 7% held a different opinion and 8% neutral.

Research Question 3: What is the effectiveness of OGBC jingles in raising awareness about malaria and promoting preventive measures in the Abeokuta North communities?

Table 3: Effectiveness of OGBC FM jingles in raising awareness about malaria and promoting preventive measures

Statement (n=160)			
The frequency of the jingles and the messaging used in the jingles are appropriate	Very Effective	Ineffective	Neutral
	135(85%)	12(7%)	13(8%)
My behaviour has changed since I have been exposed to the OGBC jingles on malaria prevention and control	Very Effective	Ineffective	Neutral
	120(75%)	29(18%)	11(7%)
Exposure to the jingles has made me use Treated Net with my family	Very Effective	Ineffective	Neutral
	110(69%)	19(12%)	31(19%)
Despite the distance of my community, I hear OGBC radio jingles frequently.	Very Effective	Ineffective	Neutral
	98(61%)	23(14%)	39(24%)

The table above revealed that the majority 85% affirmed the effectiveness of the frequency of the jingles, and the messaging used in the jingles on OGBC FM, while 7% of them believed it was ineffective and 8% were neutral. Similarly, the majority 75% also affirmed the effectiveness of OGBC jingles on malaria prevention and control of their changed behaviour since they were exposed to it, 18% believed it was ineffective, and 7% were neutral. In addition, the majority 69% of the respondents affirmed the effectiveness of OGBC jingles on malaria prevention and control as the exposure to the jingles made them use a treated net with their family while 12% acknowledged its ineffectiveness and 19% neutral. Finally, the majority 61% acknowledge the effectiveness of the jingles despite the distance of their community, they heard OGBC radio jingles frequently.

Discussion of Findings

Efforts to reduce malaria transmission remain a serious issue in Nigeria and other impacted nations, some environmental elements have been linked to an increased risk of malaria. Thus, a significant number of studies have established a high prevalence of malaria in Abeokuta North (Idowu, et al, 2015; Adeleke, et al, 2008), which raises serious health concerns. It is imperative to persist in executing preventive measures, such as the utilisation of insecticide-treated nets and mosquito coils, to mitigate the likelihood of malaria transmission and effectively combat the illness within the area.

In addition, the radio station has been at the forefront of providing information and educating the public on how to prevent and control malaria, which is a major health issue in Nigeria. It would be interesting to know how effective their efforts have been and how the residents perceive their role in tackling the problem. Thus, findings revealed a positive and favourable perception of the role of OGBC in disseminating information about malaria prevention and control as agreed by the majority 79% of the

respondents. While two-thirds of them agreed that OGBC educated them against self-medication when contracting malaria. It was also discovered that OGBC FM raised awareness about malaria prevention and measures in a very good approach. These findings agreed with Oyeneye (2023) whose study established a good understanding of the symptoms of malaria from respondents. While a significant percentage still had a wrong perception about its cause, respondents had a low level of exposure to malaria prevention information and therefore a low recall of the messages on malaria prevention

OGBC Jingles have played a significant role in shaping the knowledge, attitude, and practice of Abeokuta North residents towards malaria prevention and treatment. Through the jingles, information about malaria prevention and treatment has been disseminated to the public, which has resulted in increased awareness of the disease and its prevention as affirmed by the 61% representing the majority. It was discovered that the jingles have also helped to dispel myths and misconceptions about malaria and its treatment as acknowledged by the majority 69%. As a result, the majority of 75% of people are seeking early treatment when they experience symptoms of malaria.

Additionally, the jingles have encouraged the majority 85% of people to adopt preventive measures such as sleeping under insecticide-treated nets and keeping the environment clean, which has led to a reduction in the incidence of malaria in the area. These findings are supported by Ladi Akinyemi, et al (2018) who found that a large percentage of the respondents knew the signs and symptoms of simple malaria. The older respondents ($P = 0.004$) with more than 15 years of work experience ($P = 0.006$) had good knowledge scores of the NMCP. This study implies that OGBC Jingles has had a positive impact on the knowledge, attitude, and practice of Abeokuta North residents towards malaria prevention and treatment.

Furthermore, the effectiveness of OGBC jingles in raising awareness about malaria and promoting preventive measures in the communities of Abeokuta North. Findings revealed that the majority 85% affirmed the effectiveness of the frequency of the jingles, and the messaging used in the jingles on OGBC FM, while the majority 75% also affirmed the effectiveness of OGBC jingles on malaria prevention and control on their changed behaviour since they were exposed to it. Another study conducted by Bello (2012) found that health programmes on radio, including malaria prevention messages, played a significant role in sensitizing and mobilizing the population against malaria. Findings also showed that the majority 69% affirmed the effectiveness of OGBC jingles on malaria prevention and control as the exposure to the jingles made them use the treated net with their family. It was also discovered that the majority 61% acknowledged the effectiveness of the jingles despite the distance of their community, they heard OGBC radio jingles frequently. These findings are supported by Batwala et al (2012) found that planners of malaria radio interventions need to broadcast their messages within the two peak times of 12.00-14.00 and 18.00 – 23.00 to reach the target audience effectively.

Conclusions

It is evident from the results that malaria is a serious health problem in the region that affects individuals of all ages. Malaria is highly prevalent, and attempts to control it have mostly failed for a variety of reasons, such as inadequate environmental conditions that encourage mosquito breeding, a lack of political will and government commitment to its disease management programme, and a lack of awareness of the severity of the malaria problem. The employment of radio jingles, fliers, and posters has been a part of community awareness campaigns on malaria management. It is crucial to carry out these initiatives and look into fresh approaches to combat malaria in the area. The efficacy of radio jingles in eliminating malaria in Ogun State's Abeokuta North Local Government Area requires more investigation.

Recommendations

The following are recommended

1. There is a need for continued broadcasting of radio jingles about malaria prevention on OGBC 90.5 FM to keep people's awareness raised and to encourage positive behavioural changes. Message consistency is essential for long-term influence.
2. It is also important for radio stations to create a variety of jingles that target several facets of preventing malaria, such as identifying symptoms, available treatments, and environmental management. By doing this, the communications are guaranteed to stay interesting and pertinent to the audience.
3. The station needs to think about establishing dedicated programming slots for health education, such as sections that concentrate only on preventing malaria. This makes it possible to address the subject in great detail and encourages audience participation.
4. It is equally important to establish thorough monitoring and assessment procedures to continuously monitor the impact of the radio jingles. This entails carrying out routine surveys, getting listener feedback, and examining data on malaria incidence to evaluate the program's efficacy and pinpoint areas in need of improvement.
5. The station can find ways to incorporate the radio jingles into other communication platforms, such as social media, neighbourhood gatherings, or outreach initiatives for mobile devices. The reach and efficacy of the messages aimed at preventing malaria are improved by this multiplatform strategy.

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