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HEZEKIAH UNIVERSITY
UMUDI, IMO STATE
NIGERIA

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APPRAISAL OF RSTV CAMPAIGN AGAINST INFANT MORTALITY IN OBIO/AKPOR LOCAL GOVERNMENT AREA OF RIVERS STATE

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ABSTRACT

The purpose of this work is to make known the appraisal of RSTV campaign against infant mortality in Obio/Akpor Local Government Area of Rivers state. This is to present detailed and comparative information on the television campaign against infant mortality in the area sponsored by some Non-Governmental Organizations (NGO's). In course of this research work the researcher used the opinion survey method, which required the administration of questionnaire to gather data. The total population of this work is the residents of Obio/Akpor Local Government Area (464,789 according to the 2006 census) from which a sample was drawn (sample size of 1,858). 330 copies of the questionnaires were administered to respondents in Obio/Akpor Local Government Area, which comprises of both male and female adult. Findings of the study shows that the RSTV campaign against infant mortality in Obio/Akpor Local Government Area is vital to the reduction of infant mortality rate in the area and suggest the government make available community viewing centres in the area then intensify enlightenment campaign through street rallies and the social media.

Keywords: RSTV, Infant Mortality, obio/Akpor Local Government Area of Rivers State.

Introduction

The rate of infant mortality has assumed an alarming dimension and indeed becomes a source of concern and worry to many families of child-bearing age and mothers in Obio/Akpor Local Government Area. Perhaps, it is against this backdrop that Rivers State Television Authority (RSTV) introduced a television programme titled: Safe Motherhood Enlightenment and Empowerment Initiative (SMEEI). The core objective of this programme is to educate and enlighten the expectant mothers and nursing mothers on the essentials of antenatal and post-natal health care in reducing infant mortality among nursing mothers in the area.

This television campaign against infant mortality will motivate the United Nation and other foreign bodies to declare war against infant and maternal mortality. Also, the importance of this programme will motivate the United Nations (2000) to declare war against infant and maternal mortality, the reduction of infant mortality is presently turning into "The Millennium Development Goals (MDG No. 4) which states: "reduce by two thirds, death of children under the age of five in or before 2015 (Ndolo, 2011: p. 43). The MDG's articulate eight (8) goals against which nations must strive to achieve but goal 4 clearly focuses on the survival of children, especially infants. According to Ndolo (2011), the infant mortality rate of children in Nigeria is very high when considered against the very basic indicator that is used in measuring infant mortality rate; children who died from day one till they attain age five are many in Nigeria.

Based on the survey conducted by Nigeria's Bureau of Statistics, mortality rate for less than five stands at between 86 and 138 per 1,000 births. The current findings by the agency now seem most likely that of Obio/Akpor Local Government Area in Rivers State would not meet the MDG's because of the lack of proper immunization, patronage of traditional births

attendants in some local areas, lack of adequate antenatal and post antenatal care because of accessibility of the rural populace to medical facilities and refusal of some nursing/expectant mothers to visit health centres for adequate care due to ignorance and lack of adequate information on its importance. There is hardly any day without the lamentation of mothers whose children are admitted in the Special Intensive Care Unit (SCICU) at the University of Port Harcourt Teaching Hospital and Braithwaite Memorial Hospital owned by Rivers State Government. The dilemma as to what to do to enhance infant survival in this unit of the hospital compelled the Shell Petroleum Development Company to partner with the management of UPTH in equipping the SCICU Unit, to an acceptable standard with modern state-of-the art equipment.

In spite of this gesture, infants are still lost almost on daily basis as a result of infant morbidity, antenatal and postnatal problem, which directly or indirectly affect the health of the infant's child. In order to confront the rate of infant and under-five mortality rate, an international conference on child survival was held in Bellagio, Italy in 2003. The outcome of the conference was the publication of the Lancet series on child survival (Ndolo, 2011). One point that is clearly discernible from the analysis of the reports is the constraint of communication to the improvement or prospects of children surviving better, especially the infants. The report shows that large-scale behavioural change in four key practices can reduce infant mortality significantly (UNICEF). These four essential practices according to Ndolo (2011) are "Exclusive breast feeding, sleeping under insecticide treated nets, hand washing at critical times and using oral dehydration therapy to treat diarrhea" (p. 56). It is against this background, that this study was undertaken to ascertain the usefulness of the television campaigns against infant mortality in Obio/Akpor Local Government Area of Rivers State.

Statement of the Problem

The rate of infant mortality in Obio/Akpor Local Government Area of Rivers State has assumed an alarming dimension which calls for urgent attention from governmental and Non-Governmental Organizations (NGOs) including well-meaning individual in order to tackle the unwanted development which is presently on a rise in the area.

Infant mortality has become perennial in the area and our preliminary investigation shows that there is hardly any month without the cry of dead infants in the area. Some have attributed the cause of this problem to low level of media exposure measures in fighting the scourge which could as a result of lack of interest on the part of viewers or insufficient power supply in the area which makes it almost impossible for viewers to tune in. In some quarters, some argued that the wrong attitude and behaviours of pregnant mothers and nursing mothers to medical attention. The importance of the RSTV programme is to bring infant and maternity mortality in the area to a minimum rate. The campaign is targeted at pregnant women and nursing mothers in the area. Most of the pregnant women and nursing mothers prefer to visit traditional/herbal birth homes than to visit medical centres for antenatal and postnatal while others self-medicate.

Perhaps, it is against this backdrop that Rivers State Ministry of Health, in collaboration with some NGOs, conceptualized and introduced some medically-oriented television programmes with a specific objective of reducing infant and maternal mortality in Obio/Akpor in Rivers State. Another goal of this TV programme is to create awareness on the causes of infant and maternal mortality, educate and enlighten the public, particularly child-bearing mothers on the mechanisms for mitigating the menace. The television programmes are called: Safe Motherhood Enlightenment and Empowerment Initiative (SMEEI) and Know

your doctors at all time during pregnancy. In the light of the above, the researcher sought to establish the role of the television campaign in raising awareness to reduce infant mortality in Obio/Akpor local government area of Rivers.

Objectives of the Study

1. To determine the extent of exposure to Safe Motherhood Enlightenment and Empowerment Initiative campaign on RSTV by viewers in Obio/Akpor L.G.A.
2. To ascertain the level of awareness to Safe Motherhood Enlightenment and Empowerment Initiative campaign messages on television has been created among Obio/Akpor local government area viewers.
3. To find out women's response of the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor local government area.
4. To examine constraints among women in executing the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor local government area.

Research Question

1. To what extent are the people of Obio/Akpor local government area exposed to the Safe Motherhood Enlightenment and Empowerment Initiative television campaign against infant mortality?
2. To what extent are the people aware of the Safe Motherhood Enlightenment and Empowerment Initiative campaign messages on television in Obio/Akpor local government area?
3. What is the response of women on the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor local government area?
4. What are the constraints of executing the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor local government area?

Literature Review

Conceptual Review

Overview of Television

Television is a medium of mass communication that broadcasts both audio and video to a large and heterogeneous audience. Traditionally, television stations make their broadcasts by sending specially encoded, radio signals over the air, called terrestrial television (Hasan, 2013, p. 298). Individual television stations are usually granted licenses by a government agency to use a particular section of the radio spectrum (channel) through which they send their signals. Some stations use broadcast translators to retransmit or rebroadcast to further areas. Television stations are a form of television channel but not all television channels are necessarily stations.

According to Hasan (2013), large television stations usually have some sort of television studio, which on major-network stations, is often used for newscasts or other local programming. There is usually a news department, where journalists gather information. There is also a section where electronic news gathering operations are based, receiving remote broadcast-via remote pick-up unit or outside broadcasting van (OBV) or satellite television. The OBVs or transmitting trucks with this equipment are usually sent out with

reporters who may also bring back news stories on videotape rather than sending them back live. Television as it were, is an audio-visual medium. Its broadcasting depends on the relationship between light and electricity.

Thus, the beginning of attempts at first photo telegraphy and later television which dates back to early experiments on light and electricity spearheaded by Vladimir Kosa Zworykin and Edmond Becquerel (Okoye, 2009, pp. 12-13). A television station is a type of broadcasting station that broadcasts both audio and video to television receivers in a particular area. Traditionally, television stations make their broadcasts by sending specially encoded radio signals over the air, called terrestrial television (Hasan, 2013, p. 298). Individual television stations are usually granted licenses by a government agency to use a particular section of the radio spectrum (a channel) through which they send their signals.

Television stations are a form of television channel but not all television channels are necessarily stations. Large television stations usually have some sort of television studio, which on major network stations is often used for newscasts or other local programming. There are usually a newscasts or news department, where journalists gather information. There is also a section where electronic news gathering operations are based, receiving remote broadcasts via remote, pickup unit or satellite. Television vans or trucks with this equipment are sent out with reporters who also may bring back stories on videotape rather than sending them back live. However, a television studio is an installation in which television or video productions take place, either for live television or for recording life to tape, or for the acquisition of raw footage for postproduction. The inventions for discoveries in the late 1990s and early twentieth century which gave us radio, films, telephone, also led to the invention of television by Vladimir Zworykin, an American scientist, who developed an all electronic television system in 1923 and perfected it by 1928.

Television “as Channel of Campaign”

One of the central questions that development communicators have always asked is how to measure the effectiveness of mass media in creating attitudinal and behavioural change among the audience particularly in communicating development programmes. When an epidemic breaks out, health officials look for ways to get information across to the target audience, using television, radio and other channels of mass communication. But how effective has television achieved the goal of such campaigns in the rural communities? In the Wisdom of Wilson (2005, p. 22) the success of any campaign depends on the articulation of the problem from the perspective of the people based on research and the medium of mass communication.

Wilson further posits that the function of campaign is to provide information education, enlightenment and persuade the public on a given action. Therefore, television is a potent medium for programmes that are intended to demonstrate or illustrate how a new idea or innovation is used for the good of the people (Wilson, 2005, p. 23) Ndimele and Innocent (2006, p. 148) state that television as a medium of mass communication provides some services to society. Among which are: Information function. Education function, Entertainment function, Socialization functions.

The further assert that the first function of the mass media is to provide information to people and to keep a close watch on the activities, individuals and government. It is the basic duty of the media to alert the society and to create awareness through the provision of information concerning societal events like causes of infant and material mortality, outbreak of epidemic, violence, conflict, hunger, famine etc. For instance, the media, particularly

television is creating awareness on the growing level of infant and maternal mortality, in Nigeria, in order to attract government and non-governmental organizations' attention. Alumuka (2006) writes that television and other audio visual media can be used to mobilize and educate the masses, especially the rural people on the adoption and adoption to modern equipment or ways of fighting health-related problems in developing countries. This can be done by the use of public reviewing centers or indoors audio-visual devices or tapes on the guidance of an instructor or teacher. (Alumuku (2006). Baran (2004, p.4) discussing the role of electronic media, television inclusive, points out that: "the media fully saturate our everyday lives. That we are often unconscious of their presence, not to mention their influence"

He further posits:

Mass media inform us. They also move our emotions, challenge our intellects and insult our intelligence. Television as a medium of mass communication often reduces us to mere commodities from, subs to the higher bidden. It helps define us and shape our realities.

Infant Mortality

Infant mortality rate refers to deaths of children under the age of five years for every one thousand live births. The infant mortality rate is often broken down into two components relating to timing of death; neonatal and post-neonatal (Liston, 1999). The neonatal mortality rate refers to the number of deaths to babies within 28 days after birth. Sometimes, a special type of neonatal mortality is assessed. The prenatal mortality rate which measures the number of late fetal deaths (at or after 28 weeks' gestation) and deaths within the first days after gestation. (Liston, 1994). According to population Reference Bureau Data Sheet (2001), the post-neonatal mortality rate involves the number of deaths to babies from 28 days to the end of the year per 1,000 live births.

Paradigm for effective television campaign on infant mortality and other health related problems

Most media effects studies have shown that when the usual sources of information become non effective or non-functional, people become more active in their search for new sources of information. This normally takes place during moments of crisis e.g.; when there is a serious health problem or epidemic in our contemporary society.

According to Ihiejiroka (2006), when there is an epidemic and the traditional family way of cure is adequate, there will be no need to resort to campaigns. But when the traditional health systems fail, everybody begins to look for new sources of information. Ihiejiroka further observes that induces changes of attitude and behaviour among people. This moment of crisis, when people are disposed to change, has been called by a Russian Psychologist, Ivan Lillich, "the educable moment". He asserts that education should be applied to moments when they are useful to the people. This education should be done via audio-visual media, which television stands to a primary medium in the educable moment".

In view of this, Alumuku (2006, p. 153) states that for effective media campaign, particularly electronic media to take place, the planner of development communication messages should consider the following approach "identifying the participants; defining the issue or problem, identification of problem-solving process and resources, determining campaign objectives or goals, assigning roles and responsibilities, cosigning of action plan and execution community feedback evaluation" (p. 153).

Ihiejiika (2006), discussing the guideline and principles for successful media campaign, posits that inadequate planning in media campaign in dissemination of development communication messages leads to cacophonous communication system. In response to this, Ihiejiika outlines the following template for development campaign message design definition of the practical problem addressed as the adequate response, development of the model of causality, definition of the target audience definition of the interpersonal flow of information, this is the application of the two-step.

Theoretical Framework

Two-Step Flow Theory

The two-step flow theory was chosen for this study because no matter how the audience are exposed to media messages, they will still need the approval and conviction of some trusted persons known as opinion leaders before they accept that media message and so the campaign against infant mortality was first accepted by the opinion leaders (Ezes/chief, elites, religious leaders, family heads etc.) who influenced others to accept and support the message, advised expectant mothers to go for antenatal and postnatal to ensure the safety of their babies and the sick infant should be taken to the clinic for proper medical attention, all forms of self-medication should be shunned and attention should be paid to personal hygiene.

This theory is a product of Gaudet Hazel & Paul Lazarsfeld (2013) study on media effect on the audience (Hasan, 2013, p. 1630). This theory asserts that information from the media moves in two distinct stages. First, individuals (opinion leaders) who pay close attention to the mass media and their messages received by the opinion leaders. Opinion leaders pass on their own interpretation in addition to the actual media content. The term personal influence was coined to refer to the process intervening between the media's direct message and the audience's ultimate reaction to the message. Opinion leaders are quite influential in getting people to change their attitudes and behaviours and are quite similar to those they influence (Hasan, 2013, p. 163).

The two-step flow theory has made clear our understanding of how the mass media influence decision-making. The theory refined the ability to predict the influence of media messages, especially television, on audience behaviour and it helps to explain why certain media campaigns many have failed to alter audience attitudes and behaviours (Hasan, 2013). From the foregoing, it is clear that the core message of this theory is that ideas flow often from the media to opinion leaders or the elite and from these leaders to the sector of the population who are passive and gullible to the mass media but do not follow media messages effectively. Consequently, this suggests that every laudable media programme should integrate people that, other people can consult for better understanding of the message.

Empirical Review

Krukrubo (2003) conducted a study on maternal and infant mortality in Nigeria, using Rivers State as a case study. In her study, she found out that maternal and infant mortality rate in Nigeria stood out at about 150/100,000 live births every year. She further estimated that about 500,000 women from the developing countries died from pregnancy and birth every year. Krukrubo, citing World Health Organization's identified that 240 women die every six hours throughout the work from pregnancy and child birth. Similarly, she found that more than 100 hundred children died every month in rural and urban cities of rivers state. Krukrubo (2003) found out some major complications which worsen pregnant women's health and lead

to infant mortality. Among which are: severe vomiting service anemia, high blood pressure, swollen legs, jaundice, service malaria genes, conflict between mother, and child, diabetes millets and cardiac toxemia as causes of maternal and infant mortality. According to Krukrubo's study result, another dangerous complication of labour is "Hemorrhage" which is synonymous with excessive bleeding which may take place before child birth (ante-partum) or after child birth (postpartum) as major causes of both maternal and infant mortality).

Jaja (2001) carried out a research on the attitude of mothers towards antenatal care in Rivers State and found out that many expectant mothers do not give adequate attention to antenatal medical care, hence, leading to series of problematic childbirth, which in many cases, causes infant and maternal mortality. According to Jaja's findings, lack of proper antenatal care leads to: child anemia, low birth weight child's sepsis, child's jaundice and high level of malaria. These lead to infant mortality. To address this problem of infant mortality. Jaja advocates in her study: aggressive sensitization and enlightenment campaign on the causes of infant mortality and how to mitigate the scourge in the society.

Consequently, Jaja recommends for "effective treatment of malaria in pregnant women" to avoid jaundice and other sundry health related problems associated with pregnant women. Jaja equally recommended the use of "mosquito tested net" which is to be followed by environmental cleanness as a therapy for curing malaria, which can lead to death of infant if not properly handled by medical experts. Given the above phenomenon, under review, it can be deduced that mass media especially television, have great roles to play in transmitting child-related issues in a bid to creating adequate awareness on the antidotes or therapies for mitigating the scourge in our contemporary society.

Methodology

The study adopted the survey method. According to Ohaja (2003:11) survey is a study of the characteristics of a sample through questioning that enable a researcher to make generalizations concerning his population of interest. The total population of this study consist of all residents of Obio/Akpor Local Government Area but since we cannot reach out to the total populace, few persons were used (mainly pregnant and nursing mothers) who were exposed to television campaign of RSTV. The population size is 1,858 for pregnant and nursing women sampled in the area.

The sample size for this study was derived through the Taro Yamane's formula which states thus:

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

Where; n = sample size sought
 N = population size
 e = level of significance (0.05)

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

$$N = \frac{1,859}{1 + 1,858(0.05)^2}$$

$$= \frac{1,859}{1 + 1,858(0.00025)^2}$$

$$= \frac{1,859}{1 + 14.645}$$

$$\begin{aligned}
 &= \frac{1,859}{5.645} \\
 &= 329.14083 \\
 &= \underline{330}
 \end{aligned}$$

To arrive at this number, the Obio/Akpor local government areas was divided into 3 clusters (Rumueme, Rumuigbo and Rumuomasi community) and from each cluster 11 respondents were selected to make up the 330 samples used for the study. The respondents were selected without bias or discrimination from the areas under study. It took about four (4) weeks to administer and retrieve the completed instruments used in the area. The research instrument used for this work was questionnaire. The instrument was structured in simple language to avoid confusion and ambiguity/bias.

The research questions were used as a guide in the presentation and analysis of the data. Data generated were presented in simple tables of frequency distributions and percentages. Data obtained were analyzed, using weighted – mean-score and simple percentage calculated manually. The scores 4 – 1 are assigned points with Strongly Agree as 4 points, Agree as 3 points, Disagree 2 points, and strongly disagree 1 point. This was instrumental in determining whether the responses from the respondents were positive, negative or undecided. It further stated that, based on the above, the response that fall on 30 was undecided, below 2.5 negative, while 2.5 and above, is positive after weighting and tabulation. Response(result) from the respondents was presented in tables, the aim is to clarify the findings and make the data simple and easy to understand. The research questions were used as a guide in the presentation and analysis of data. The findings from the study were discussed, and suggestions were offered to encourage television campaigners aimed at the reduction of the rate of infant mortality in Obio/Akpor Local Government Area of Rivers State.

Data Presentation, Analysis and Discussion

Data Presentation and Analysis

Research Question 1: To what extent are the people of Obio/Akpor Local Government Area exposed to the infant mortality reduction in television campaign?

Items 6 and 7 in the questionnaire were used to address this research questions.

On the respondents' exposure to TV campaign on infant mortality, a few number of respondents strongly agreed that they have been exposed to infant mortality, few number of respondents agreed that they have been exposed to infant mortality television campaign, more respondents agreed, very few were undecided, a good number of respondents disagreed, while many strongly disagreed that that they were exposed to TV campaign, the weighted score was 627. Weighted means score 2.0; therefore, the response result is negative. Below is the table representing the above analysis.

Table 1: Respondents Exposure to SMEEI Television Campaign on Infant Mortality

Options	Respondents	Weighted	WMS	Response result
Strongly agree	23	115		
Agree	24	96		
Disagree	145	294		
Strongly disagree	122	122		
Total	314	627	2	Negative

Source: Fieldwork 2019

Weighted mean score is 2, therefore, response result is Negative

On the respondents' exposure to Antenatal and Postnatal; education and information via TV campaign. The table below represents this analysis.

Table 2: Respondents Exposure to Antenatal and Postnatal Education via TV Campaign

Options	Respondents	Weighted	WMS	Response result
Strongly agree	22	110		
Agree	23	92		
Disagree	138	291		
Strongly disagree	131	131		
Total	314	625	1.99	Negative

Weighted mean score is 1.99, therefore, response result is Negative

Research Question 2: To what extent are they aware of the SMEEL campaign messages on television in Obio/Akpor local government area?

Items 8 and 9 in the questionnaire were used to address this research question.

On respondents' awareness of infant mortality television campaigns, 23 of the total number of respondents strongly agreed that they are aware of infant mortality television campaigns, 19 agreed, 143 disagreed, while 129 strongly disagreed. The total number of respondents weighted 606, weighted main score was 1.93, and their overall response was negative. Below is the table representing the above analysis.

Table 3: Respondents Awareness to Television Campaigns Against Infant Mortality

Options	Respondents	Weighted	WMS	Response result
Strongly agree	23	115		
Agree	19	76		
Disagree	143	286		
Strongly disagree	129	129		
Total	314	606	1.93	Negative

Source: Fieldwork 2019

Weighted mean score is 1.93, therefore, response result is Negative

On respondent's assessments of interpersonal communication of infant mortality messages, few of the total number of respondents strongly agreed that the Safe Motherhood Enlightenment and Empowerment Initiative TV campaign message is passed from one person to another. However, so many disagreed, but few agreed, many strongly disagreed. The weighted score was 583 and weighted mean score 1.85. Their response result was negative. The table below represents this analysis.

Table 4: Respondents Assessment on Interpersonal Communication of Television Campaigns on Infant Mortality

Options	Respondents	Weighted	WMS	Response result
Strongly agree	21	105		
Agree	14	56		
Disagree	138	281		
Strongly disagree	141	141		
Total	314	583	1.85	Negative

Source: Fieldwork 2019

Weighted mean score is 1.85, therefore, response result is negative

Research question 3: What is the response of women on the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor local government area?

On respondents' reaction to the Safe Motherhood Enlightenment and Empowerment Initiative television campaigns against infant mortality, few respondents out of the total number of respondents, strongly agreed that TV campaign creates positive change among pregnant mothers in the community. However, not much agreed, many of the respondents disagreed, while so many strongly disagreed. The weighted score was 589, weighted mean score 1.88, thus giving rise to a negative response result. The table below represents this analysis.

Table 5: Respondents Reactions to the Television Campaigns Against Infant Mortality

Options	Respondents	Weighted	WMS	Response result
Strongly agree	15	75		
Agree	22	88		
Disagree	145	294		
Strongly disagree	132	132		
Total	314	589	1.88	Negative

Source: Fieldwork 2019

Weighted mean score is 1.88, therefore, response result is Negative

On respondents' perception of television campaign as a change agent in the community, some of the respondents perceived TV campaign on infant, mortality as a change agent, few agreed, few were undecided, so many disagreed, and many strongly disagreed. Weighted score was 605 and the weighted mean score was 1.93. Their response was negative. The table below represents this analysis.

Table 6: Respondents Response about SMEEI Television Campaign as a Change Agent in the Area

Options	Respondents	Weighted	WMS	Response result
Strongly agree	22	110		
Agree	14	56		
Disagree	147	308		
Strongly disagree	131	131		
Total	314	605	1.93	Negative

Source: Fieldwork 2019

Weighted mean score is 1.93, therefore, response result is Negative

On respondent's adherence to postnatal and antenatal medication via television campaigns, few of the total number of respondents strongly agreed to adherence of postnatal and antenatal medical via TV campaigns. However, few agreed adherence to postnatal and antenatal medication among pregnant mothers, so many disagreed, while many strongly disagreed. The weighted score was 579, weighted mean score 1.84. Their response result was negative. The table below represents this analysis.

Table 7: Respondents Response to Postnatal and Antenatal Medication via TV Campaigns

Options	Respondents	Weighted	WMS	Response result
Strongly agree	13	65		
Agree	18	72		
Disagree	150	309		
Strongly disagree	133	133		
Total	314	579	1.84	Negative

Source: Fieldwork 2019

Weighted mean score is 1.84, therefore, response result is Negative

Research Question 4: What are the constraints of executing the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor local government area?

To answer these research questions items 13-15 were used.

On respondents' assessment of constraints to the effectiveness of the television campaigns, 134 of the total number of respondents strongly agreed that there are constraints hindering effective communication of this TV campaign message, 119 agreed, 37 disagreed, while 24 strongly disagreed. The weighted score was 1248 and the weighted main score was 3.98, their response result was positive. Below is the table representing the above analysis?

Table 8: Respondents Perception about Constraints to Effectiveness of the TV Campaigns

Options	Respondents	Weighted	WMS	Response result
Strongly agree	134	670		
Agree	119	474		
Disagree	37	78		
Strongly disagree	24	24		
Total	314	1248	3.98	Positive

Source: Fieldwork 2019

Weighted mean score is 3.98, therefore, response result is Positive

On respondents' assessment on language and timing as a major constraint of the television campaign, 124 strongly agreed to language and timing as major constraints to effectiveness of the TV campaign message. However, 109 agreed, 53 disagreed, while 28 strongly disagreed. The weighted score is 1208, weighted mean score 3.84 therefore, response result positive. The table below represents this analysis.

Table 9: Respondents Assessment on Language and Timing as Major Constraints to the Effectiveness of TV Campaign

Options	Respondents	Weighted	WMS	Response result
Strongly agree	124	620		
Agree	109	436		
Disagree	53	124		
Strongly disagree	28	28		
Total	314	1208	3.84	Positive

Source: Fieldwork 2019

Weighted mean score is 3.84, therefore, response result is Positive

On respondents' attitude towards content of televisions messages, 127 of the respondents strongly agreed that the content of the TV campaign against infant mortality poses a major challenge to the effectiveness of the message in the community, 111 agreed, 45 disagreed and 31 of the respondents strongly disagreed. The weighted totaled 1211 with weighted mean score 3.85, thus positive response result. The table below represents this analysis.

Table 10: Respondent's Attitudes Towards Content of Television Messages as a Constraint to Effectiveness of the Campaign

Options	Respondents	Weighted	WMS	Response result
Strongly agree	127	635		
Agree	111	444		

Disagree	45	101		
Strongly disagree	31	31		
Total	314	1211	3.85	Positive

Source: Fieldwork 2019

Weighted mean score is 3.85, therefore, response result is Positive

On statement which claims that respondents are inaccessible to television set, 123 respondents strongly agreed that availability and accessibility to TV sets by rural women poses difficulty to the effectiveness of the message, 109 respondents agreed, 49 disagreed, while 33 strongly disagreed. The weighted score totaled 1187, weighted mean score 3.78. Their response result was positive. The table below represents this analysis.

Table 11: Respondent's Inaccessibility to Television Sets as a Medium of Communication

Options	Respondents	Weighted	WMS	Response result
Strongly agree	123	615		
Agree	109	436		
Disagree	49	103		
Strongly disagree	33	33		
Total	314	1187	3.78	Positive

Source: Fieldwork 2019

Weighted mean score is 3.78, therefore, response result is Positive

Discussion of Findings

Research Question 1: To what extent are the people of Obio/Akpor local government area exposed to the Safe Motherhood Enlightenment and Empowerment Initiative television campaign against infant mortality?

The first research question was intended to investigate the extent of exposure of the people of Obio/Akpor L.G.A. to Safe Motherhood Enlightenment and Empowerment Initiative television campaign. The study result shows that the people of Obio/Akpor L.G.A. are not adequately exposed to the Safe Motherhood Enlightenment and Empowerment Initiative television campaign against infant mortality.

This is tied to absolute dependency upon the television as a medium of disseminating the message. The findings of this work demonstrates that there are some factors which can impede the effectiveness and functionality of media programme in contemporary society but sees the needs for multi step in diffusion of innovation approach from the top through the bottom in order to achieve its effectiveness. The findings also lend credence to Alumuku's (2006), as cited in the literature, that television and other audio visual media can be used to mobilize and educate rural/urban dwellers on adoption and adaption of remedies to health related problems such as infant mortality by using public viewing centers or audio-visual devices on the guidance of an instructor or teacher.

Research Question 2: To what extent are the people aware of the Safe Motherhood Enlightenment and Empowerment Initiative campaign messages on television in Obio/Akpor local government area?

The second research question was intended to investigate the awareness of the people of Obio/Akpor L.G.A. to the Safe Motherhood Enlightenment and Empowerment Initiative television campaign against infant mortality. The study result was negative owing to the fact that the people do not fully comprehend these television messages. This finding

brings the two-stop flow theory to bear where information from the media flows through two stages: first from people who are relatively exposed to the media and then, secondly, to those who are less limited and exposed to the media and depend on others for information.

Research Question 3: What is the response of women on the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor local government area?

The third question was intended to investigate the perception of women on the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor. The findings were negative, and this corroborates the word, of Wilson (2005, 29) cited in the literature review, which states that “mass communication alone cannot bring about the desired change, especially in the area of attitudinal change, thus communication strategy must incorporate both traditional and the modern media since development communication for human development is more or less communicating with the masses to achieve its goal.

(Katz & Wedell, 1998 p. 22) further made this point clear when they said:

Deep-rooted attitudes cannot be easily changed by exposure to the media alone to be genuinely effective. However, the broadcast media particularly television need to be reinforced by the word of mouth, preferably through trusted friends of advisers e.g., health officers, agricultural extension officers’ community development officers etc. This implies that TV campaigns are effective in diffusing development programmes. We need a mixed media or mixed communication strategy too.

Research Question 4: What are the constraints of executing the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor local government area?

The fourth research question is in line with the objectives was intended to ascertain the constraints of executing the Safe Motherhood Enlightenment and Empowerment Initiative campaign remedies on television in Obio/Akpor Local Government Area.

The study found out that there are constraints which hinder the effectiveness of the campaign and these include: language, timing, content etc. in Obio/Akpor L.G.A. The result of the findings further explains that it is not in all cases that the medium of disseminating developmental messages can be the major stimulant to the effectiveness of the message. But the structure of the message which consist of the packaging, language, manner endorser, content or testimonial of the message. These findings are in line with Jaja’s (2011) position, about the manner in which the media should embark on aggressive media sensitization. This, he said, should consider or co-opt other channels for effective results.

Findings of the Study

Based on the result of the analysis, the following findings were made:

1. The people of Obio/Akpor L.G.A. in Rivers State are negatively disposed to Safe Motherhood Enlightenment and Empowerment Initiative television campaign against infant mortality.
2. The findings also show that the people are not adequately aware of the SMEEI television campaign on infant mortality.
3. The respondents also have a negative perception of the remedies to the Safe Motherhood Enlightenment and Empowerment Initiative TV campaign against infant

mortality. Consequently, this has adversely affected the attitudes and behaviour of women especially pregnant and nursing mothers with a negative perception towards adhering to the Safe Motherhood Enlightenment and Empowerment Initiative TV campaign against infant mortality in the area.

4. Finally, there were communication constraints bedewing the effectiveness of these Television campaigns, which include timing, language, content etc. among the respondents living in the local government area under study.

Conclusion

On the basis of the result before the researcher and view of the limitation of the study we can come to the conclusion that the RSTV Save Motherhood Enlightenment and Empowerment Initiative have improved the lives of very few persons in the local government area but failed to get to its target audience and that is why only very few are exposed to it. Efforts should be made to create more awareness of the campaign, find out women's response to the campaign and examine constraints among women in Executing the Safe Motherhood Enlightenment and Empowerment Initiative campaign in the area. The government should make effort to improve the campaign against the scourge by making the campaign person centered focusing on pregnant women and nursing mothers in Obio/Akpor local government area. This implies that more work needs to be done to ensure that the people are more exposed to the campaign against infant mortality in the area.

Recommendations

Based on the above findings in the study, the following recommendations are made:

1. Therefore, it recommends for the government to include mixed communication approach in its development programmes, involving opinion leaders, youth leaders, women groups, Christian and other religious organizations, health workers and capable personalities participating in the dissemination of message to the target audience. This indeed will trigger the effectiveness of the campaign.
2. The study also recommends co-option of testimonies and endorsers as end-users in the message presentation to the target audience. As this will make the people have a personal touch with the endorsers and also trigger interpersonal communication within the people.
3. The study strongly recommends the use of community viewing centres and indoor audio-visual devices on the guidance of an instructor, teacher or group leader by the government.
4. The study also strongly recommends for co-option and adoption of education-entertainment (edu-entertainment) and information-entertainment (info-attainment) programmes by the government which should include the people's language, culture, song for rural dwellers, pregnant, and nursing mothers in the area.

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