

AUDIENCE PERCEPTION OF AIT'S NON-PHARMACEUTICAL PROTOCOL CAMPAIGN ON COVID-19 PANDEMIC IN NASARAWA STATE AND FCT (ABUJA)

Nkeiruka Juliet Arinze, Josiah Sabo Kente, PhD & Prof. Kaior Samuel Akpede

Department of Mass Communication, Faculty of Social Sciences,
Nasarawa State University, Keffi, Nigeria.

Corresponding author: nk.arinze@yahoo.com

Abstract

The study sought to examine audience perception of AIT's non-pharmaceutical protocol campaign on Covid-19 Pandemic. Specifically, the study sought to identify the key role played by the media in ensuring that adherence to non-pharmaceutical protocols and understanding regarding the pandemic was achieved with the people. The Health Belief Model theory was adopted for the study. The study adopted the survey method with a population size of 6,087,521 and 400 sample size using questionnaire to elicit response from the population. Findings revealed that about (30.2%) respondents affirmed that to a great extent AIT used non-pharmaceutical protocols in its campaign messages on Covid-19, 160 (40.3%) affirming somewhat while 90 (22.7%) said very little. The study's recommendation amongst others is that AIT should regularly produce infomercials and contents that will be more educating and maintain their efforts of shaping public perception in a positive manner.

Keywords: Perception, Audience, Pandemic, Campaign, Covid-19.

Introduction

In the world we live in, information sharing across individuals and continents have become a thing of great importance especially that of the media. It is used to create public awareness of any given phenomenon. According to Wakefield, Loken&Hornik (2014), with the passage of time, several health behaviour reports is important for the general wellness of the people and nation. This is because media campaign messages reach a large number of people at the same time whether it is via the broadcast channel or print.

According to Thomas (2006) he is of the opinion that information sharing is necessary in promoting well defined actions, although this definition gives a somewhat generic meaning to understanding what communication means and its importance especially in a health crisis situation.

To clarify the issue, Lederman (2008) identified two areas, in which information on health situation is crucial, he mentioned the situation of the communication between the medical doctor with the patient and also that of the patient properly understanding what the doctor is saying and also that of health related communication that cuts across friends, family, and others telling you what to do and what they think the matter is with your situation. In all of

these, proper information sharing and understanding is important.

According to a study by Adekun & Adnam (2016) and Ufuophu-Biri (2017), the Nigerian media has helped with adequate information and helped to halt the spread of misinformation especially when it grappled with the issue of ebola outbreak in the year 2014. Similarly, with the outbreak of the covid-19 pandemic, Gever & Ezeah (2020) is also of the opinion that the media in Nigeria played a major role in curtailing the crisis by constantly updating its information portal with daily updates on how to stay safe and also prevent further spread of the virus to one another. The daily updates included the government's policy on social distancing and other non-pharmaceutical protocols like hand washing and wearing of face masks/shields. Despite all these interventions by the media, some studies argue that the media however, escalated fear and half truths about the pandemic. Hartley & Khuong (2020), Tasnim, Hossain & Mazumder (2020) all argued in their work that the mass media helped spread or create the above through their updates, further creating mistrust.

The concept of health communication is essentially aimed at changing behaviours through

intervention. There are however some considerations for communication to be termed effective; These are: (1) The individual receiving the information should perceive and interpret it as intended by the sender and this is because, messages are processed based on one's experience, beliefs, knowledge etc. (2) Messages not properly constructed before it is sent may be misconstrued thereby leading to unintended consequences (Cho & Salmon, 2007; Rimal & Lapinski, 2009).

It is therefore important that communication is channeled efficiently so as not to affect the quality of life of a nation especially if sensitive health information is intended to create positive change (Swire-Thompson & Lazer, 2019).

Mass media campaign messages is used to influence public behaviour directly or indirectly as Broadcast media campaigns have high tendency to influence the behaviour of the public either directly or indirectly (Hornik & Yanovitzky, 2003).

However, according to Whitney & Viswanath (2004), as cited in Robinson, Tansil, Elder, Soler, Labre, Mercer, Eroglu, Baur, Lyon-Daniel, Fridinger, Sokler, Green, Miller, Dearing, Evans, from their study state that traditional media like print, television and the likes are far more potent in reaching a larger audience that any other and can be used to influence positive health lifestyle. (Leask, Hooker & King, 2010).

The role played by the media in Nigeria for instance especially given the global covid-19 pandemic is key to positive lifestyle modifications. It goes far and above just creating awareness to actually placing more emphasis on the situation through news framing, frequency of the reports and updates to establish the much needed public perception about the situation; just like covid-19 (Wogu, Chukwu, Nwafor, Anikpe, Ugwuoke & Ugwulor-Onyinyechi, 2020).

With the outbreak of corona virus in 2019 in Wuhan, China, that was later declared a global emergency in 2020, it became a public health concern. The media and other organizations rose to the challenge of understanding the virus and also how to effectively create a health campaign messages that will drive public knowledge and prevention. Due to the serious dangers the virus poses on human lives, media organizations are grappling with how to come up with programme and news ideas to protect the people; one of such media outlets amongst so many is AIT.

Hence, with this in mind, this study evaluated public perception of AIT's non-

pharmaceutical protocol campaign on Covid -19 pandemic in Nasarawa State and FCT (Abuja). This was done in order to identify and if compliance was done and how the public viewed the campaign messages.

Statement of the Problem

The need for individuals to be more aware about their health is very important especially with the global devastating effects of covid. The myriad of challenges that our health institutions face makes it even more imperative for the media to keep informing the people on what to do in a crisis situation such as we have with the current global pandemic.

According to Odorume (2015), the wealth of a nation lies on the quality of life of its people. If this is anything to stand by, then the quality of life of the people is paramount. What better way is there to project healthy positive behaviour, than from the media? With information from different sources, it becomes concerning as to which is factual and which isn't verifiable.

The USAID report published in 2009 says that the media are very important in information sharing and an advocate of good healthy behaviour because it serves as a bridge between what is factual and what isn't while serving its main mandate of informing, educating, and entertaining. In view of the foregoing, a problem arises as to how communication can be effective and the perception from the people especially with that of covid-19.

Research Questions

The following research questions guided the study.

1. To what extent has AIT used non-pharmaceutical protocols in its campaign messages on covid-19?
2. What is the extent of exposure of audience to AIT's campaign on covid-19?
3. What is the perception of the audience about AIT's campaign on covid-19?

Review of Literature

There are several empirical reviews that was carried out on media campaign on covid 19 aimed at identifying commonalities and differences with the works of others for instance, in their research, Gever & Ezeah (2020) looked at "how media material is controlled in the wake of a health emergency in Nigeria". The purpose was to find

out if and how media reports on a global outbreak change once the outbreak has been confirmed in a particular country. The study polled six forms of media, including broadcast and print news channels. The examination of the data was done using content analysis. A scant number of reports of the virus existed prior to its confirmation in Nigeria, as shown by the findings. However, the success of the Nigerian case led to a dramatic increase of published works. The structure and suggestions for health behaviour in stories were also found to be highly related to Nigeria's COVID-19 status. However, the study did not find any connection between COVID-19's standing in Nigeria and media suggestions for policy change. According to the research, the Nigerian media did not do enough to alert the public about COVID-19 before it spread. Because public opinion is strongly influenced by media portrayals, this is likely to affect how people think about COVID-19. This is likely to have a substantial impact on their willingness to implement the recommended preventative activities. This study and the current study are similar because they both are on covid-19 but differ in terms of methodology. Other gaps are geographical, population and time.

Similarly, the understanding and attitude of Etsako West residents towards the COVID-19 Media Campaign was researched by Isah, Kadiri, and Asemah (2021). The researchers made use of a survey approach. The purpose of this research was to establish how familiar inhabitants of Etsako West were with the COVID-19 media ads, how they felt about them, and how much the efforts of health campaign had influenced their views. The research based its findings on the Health attitude model. Data were gathered by questionnaire. The results showed that people living in Etsako west got to know more about COVID-19 messages through radio, television, and social media. Data revealed that participants in the survey had a favourable impression of the coverage of the COVID-19 outbreak. Consequently, this encouraged them to take note of the COVID-19 awareness programmes, with emphasis on preventative measures. There are several theoretical and methodological overlaps between that study and the present one. While Isah, Kadiri, and Asemah only investigated the Etsako West Local Government in Edo State, the scope of this study encompasses two states. This study and the current study are similar because both are on covid-

19 but differ in terms of methodology however, other gaps are geographical, population and time. Furthermore, the reports on COVID-19 in some Nigerian mainstream media outlets were analyzed by Anwumabelem & Asemah (2021) using content analysis as an instrument of research. The research centered on the media's Agenda Setting Theory. A lack of coverage of the COVID-19 pandemic in the media was discovered. According to the data, most of the coverage took the form of traditional news articles. Contrarily, the research, noted that COVID-19 had positive reports. The methods they used and the theoretical foundation they based their investigation on are completely different from those of this study. Though their research focused on media coverage, this one examined audience reactions and attitudes to a media campaign. This study and the current study are similar because they both are on covid-19 but differ in terms of methodology. Other gaps are geographical, population and time.

While Joel and Paul's (2021) research supports the idea that media coverage of illness outbreaks like COVID-19 plays a significant impact in raising awareness and generating public support for fighting the disease. People's opinions, attitudes, and actions can be changed by their understanding of the disease, its prevention strategies, and the health implications of those diseases. This shows that familiarity with COVID-19 influences individuals' openness to adopting and implementing control measures. This study and the current study are similar because they both are on covid-19 but differ in terms of methodology. Other gaps are geographical, population and time. And in other to fully under the topic under discuss, some concepts were reviewed as follows:

Corona Virus (COVID–19)

Corona virus disease (COVID–19) is a newly discovered virus that is infectious when you come in close contact with an infected person. With the rise of the virus globally in 2020, the world health organization declared it a global pandemic in January of 2020 and subsequently, countries all over the world began to take preventive measures to contain the spread. According to (Lai, Shih, Ko, Tang & Hsueh (2020), cited in Nwaoboli *et al* 2021), the international committee on taxonomy classified it as a virus and thus of international concern.

Essentially, it is a communicable disease that causes respiratory illness and difficulty breathing. Although its origin is thought to be from a lab animal, its spread continues to be rapid on humans, Shereem, Khan, Kazmi, Bashir & Siddique (2020). The question about how to treat this global pandemic is a thing of concern and discussions around the world with Xie & Chen (2020), in their study, noting that vaccine is being researched and produced in some countries to control its spread and health implication especially on the vulnerable members of the society.

On February 27, 2020, COVID-19 was first detected in Nigeria. A total of 209,298 people tested positive for the virus as of October 18th, 2021, with 2,837 people having lost their lives as a direct result. Testing of potential contacts and isolation of confirmed cases in Nigeria allegedly commenced in the states of Lagos and Ogun. To stop the disease from spreading, multiple layers of lockdown and other precautionary measures were put into place. It was also stressed on how important it was for people to practice good hygiene, put on protective gear, and keep their distance from others. It was found that making use of the media to educate the public was a very efficient tactics (radio, television, newspapers and social media).

Media Campaign

Media campaign are usually messages that covers and reach a large audience most frequently through television, radio, billboard, newspaper, magazine, and recently, through the various social media platforms. Media campaigns are typically planned series of television programmes, radio programmes, newspaper articles, etc. that are calculated to achieve a particular aim, like that of COVID-19 Pandemic that ravaged the whole world and placed everything on a stand still. According to Wakefield & Loken (2010), media campaign can be for short or long depending on its intents and purposes. It may be a singular campaign about a health concern or be linked to existing programmes to pass home the message of public health

Stating further, Wakefield *et al* (2010) posit that the strength of the media lies in its ability to create well defined programmes that are focused on the interest and wellbeing of the people with the purpose of creating a change.

The power to influence peoples' attitude and perception has been one of the characteristics of the mass media, as noted by Wimmer & Domnick (2000), cited in Asemah, Nwammuo & Nkwam-Uwaoma (2017, p.75). If the media gives priority times to any story like that of covid, it will stick in the minds of the people as the power of repetition brings about understanding and helps drive action. This echoes the sentiments of Iyorza (2015) who maintains that the media are pervasive in any society.

In the same vein, media campaign can help create widespread discussions which in turn can lead to attitudinal change and also certain government policies. However, as observed by Adebimbe (2015), the level of health compliance amongst Nigerians is poor despite the repeated awareness regarding covid-19 by the media. Thus, Renner, Gamp, Schmalzle & Schupp (2015) agreed that people look at the risk factor or otherwise of a given situation to determine the health implication before taking any action. While Hager, Adetokun, Bolarinwa, Ahmed, Okechukwu & Al-Mustapha (2020) in a survey on knowledge, attitude and perceptions towards the pandemic, discovered that countries like Nigeria and Egypt had more increased cases of the virus due to low compliance level.

Non-Pharmaceutical Protocols

Non-pharmaceutical protocols (NPP) are measures taken by the government to control the spread of communicable diseases. It is used alongside any approved government vaccine formulated to protect the community or individuals that are at risk. NPP as the short form for the purpose of this study can range from travel restrictions to isolation of an individual or a community for the prevention of the spread of a virus.

With the international spread of covid-19, the use of NPP became imperative to curtail the spread and transmission of the disease amongst the vulnerable populace and the larger members of the society in Nigeria and all over the world. NPPs such face shield and masks, frequent hand washing, the use of hand gloves especially by health care providers, physical distancing and even travel restrictions were introduced.

In order to achieve an effective compliance of the use of NPPs, effective communication strategy was implemented to educate the people and also inform them on how to use and observe where applicable. Communication strategies were implemented by the government and civil society organizations on how to properly wash hands for at least 20 seconds, strict adherence to respiratory hygiene when sneezing into one's elbows or handkerchief, to how to avoid touching the face when in public so as to reduce transferring the virus to one's face to other interventions.

Although there are studies on covid-19 pandemic, it however lacked in the area of time, geography and methodology with reference to this study.

Theoretical Framework

This research work is anchored on Health Belief Model (HBM). The theory revolves around the concept that an individual's health-related behaviors are influenced by their beliefs and perceptions. It posits that people are more likely to engage in health-promoting actions if they believe they are susceptible to a particular health problem, perceive the severity of the issue, believe that taking a specific action would reduce their susceptibility or severity, and perceive the benefits of taking that action as outweighing the costs or barriers. Essentially, the HBM seeks to understand and predict health-related decision-making by examining individual perceptions and beliefs regarding health risks and the efficacy of preventive measures.

According to (Hochbaum & Rosenstock, 1952), it is an extensively investigated model of health behavior) that seeks to anticipate health-related conduct based on specific sets of beliefs. Motivation for engaging in health behavior is categorized into three groups: individual perceptions, modifying factors, and likelihood of action. Individual perceptions encompass elements influencing the understanding of illness and the importance of health, including perceived susceptibility and severity. Similarly, (Janz & Becker, 1984, Rosenstock & Strecher, 1988). Posit that modifying factors involve demographic variables, perceived threat, and cues to action. The probability of an action is determined by removing perceived barriers from perceived benefits of adopting the recommended health action. The

interplay of these factors elicits a response that often translates into the likelihood of the intended behavior occurring. The Health Belief Model is applicable for designing interventions, whether short-term or long-term. The model's effectiveness in pinpointing and influencing crucial health behaviors relies on five pivotal action-related components:

- i. Gathering information through methods like health needs assessments to identify at-risk individuals and target populations.
- ii. Clearly conveying the consequences of risk behaviors to enhance understanding of perceived severity.
- iii. Communicating the steps involved in undertaking recommended actions and emphasizing the associated benefits.
- iv. Assisting in recognizing and alleviating barriers to action.
- v. Facilitating skill development activities and offering support to boost self-efficacy and increase the likelihood of successful behavior changes.

These actions constitute fundamental aspects of the Health Belief Model and can be employed in the design or modification of health promotion or disease prevention programs. The model is suitable for standalone use or in conjunction with other theories or models. To ensure efficacy with this model, it is crucial to identify meaningful and appropriate "cues to action" for the target population.

The Health Belief Model theory (HBM) suggests that the perception of a personal health threat is shaped by a minimum of three factors; these are: general health values, encompassing interest and concern for one's well-being; specific health beliefs regarding susceptibility to a particular health threat; and beliefs concerning the consequences of the health issue (Hochbaum & Rosenstock, 1952). When an individual recognizes a threat to their health, receives subsequent signs to take action, and assesses that the benefits of the recommended preventive health action outweigh the barriers, they are inclined to engage in the suggested behavior and this can be linked to the above study and the use of NPP.

The research design used for this study is survey research design, considered appropriate for this study because of the large population of the study and also because the survey method help in choosing a sample to represent the entire population of the study. This method also allows the collection of a large amount of data from a sizeable population in a highly economical way (Saunders, Lewis, & Thornhill, 2003, p. 92).

Due to the vast size of the Nasarawa State and FCT population, a survey is seen as the best method for collecting data on attitudes and opinions. Moreover, it was considered that survey methodology was the best suited for this study since it allows the researcher to deal with features of the selected population, whose opinion and behaviour are critical for the gathering of information needed for the research.

Residence of Nasarawa and the FCT constitutes the population for this study. These were selected to cover north central Nigeria. The respondents are AIT audience who are residents of Nasarawa state and Abuja. Nasarawa state has a population of 2,523,395 and Abuja 3,564,126 (*National Bureau of Statistics 2022*). The population of the two put together is six-million eighty seven-thousand five hundred and twenty one (6,087, 521) people. This is the population of the study.

A sample size of 400 respondents was drawn from the population using the Taro Yamane formular. Subsequently, using the simple random sampling, multiple rounds of sampling were used to choose participants for this analysis. In the initial step, the researcher constructed three distinct senatorial districts; two in Nasarawa state (Nasarawa West, Nasarawa South) and one in FCT, (Municipal Area Council). Two local governments were chosen at random from the specified senatorial districts each (Keffi and Lafia) and the FCT which is the Municipal Area Council using the Fishbowl method. The second step was a random selection of two towns from each of the local

governments. For Keffi LG, (Nasarawa State University Keffi, Student Community; High-Court- Angwan-Lambu and Kofan Fada), for Lafia (Lafia Central and Lafia North), and for Municipal Area Council (Central Area and Garki) were picked. In order to reduce bias, we employed the fishbowl technique to randomly select municipalities from each of the jurisdictions under consideration.

Questionnaire as an instrument for data collection was used in a structured way. The open and close-ended type of questionnaire specifically was used. This scaled the variables to enable a cause and effect of the research. The open-ended questionnaires allow respondents to suggest their own opinion while the questions for close-ended appears in 5 point likert-scale format.

The questionnaire was divided into five sections. The first section shall cover the bio data of the respondents. The other four sections shall address the research questions and expressed in clear terms to allow for rating of the opinion of the respondents.

To ensure adequate data collection to address the research questions raised, research assistants were used for the distribution of data gathering instruments and collection of data in Nasarawa State and FCT (Abuja) for this study. Also, primary and secondary sources of data collections approach were utilized. The primary data were sourced through administration of questionnaire and interview to help in getting information regarding the research. The secondary data sources were textbooks, journals, articles, book chapters and internet sources to either reinforce or refute the findings of this study.

The study used simple percentages in tables to analyze and present quantitative data collected. This method was adopted because it presents data in a less complex and easily understandable manner. All respondents remain completely anonymous, and have each been referred to as “a participant”.

Data Presentation

Demographic Data Presentation

Table 1: Age, gender, marital status and educational qualification of respondents

Age	Frequency	Percentages
18-30	98	24.6%
31-40	198	49.8%
41-50	61	15.3%
51 and above	40	10.1%
Total	397	100%
Gender	Frequency	Percentages
Male	252	63.5%
Female	145	36.5%
Total	397	100%
Marital Status	Frequency	Percentages
Single	136	34.2%
Married	259	65.3%
Divorced	2	0.6%
Total	397	100%
Qualification	Frequency	Percentages
MSc/PhD	208	52.4%
Degree/HND	189	47.6%
ND/RN	0	0.0%
SSCE	0	0.0%
First School Cert	0	0.0%
Total	397	100%

Source: Field Survey, 2022

The result above shows that adult between the ages of 31-40 form bulk of the population.

Table 1 show the distribution of sex among the respondents. From the above, 252 (63.5%) of the respondents are males while 145 (36.5%) respondents are female. The distribution above shows that the majority of the respondents are males as compared to the number of females.

The above shows marital status of the

respondents. Table 1 shows that 136 (34.2%) respondents are single, 259 (65.3%) are married while 2 (0.6%) are divorced.

What is obtainable in the above table is that married respondents constituted the highest respondents compared with the singles and divorced. From the distribution on table 1 above, 208 (52.4%) respondents have post graduate degrees, 189 (47.6%) are degree students.

This implies that majority of the respondents having access to Television won't be a major challenge for them. With this formal educational

background, they are now aware of technological trends around the world and are willing to improve their output against all odds.

Table 2: To what extent has AIT used non-pharmaceutical protocols in its campaign messages on covid-19?

Responses	Frequency	Percentages
To a great extent	120	30.2%
Somewhat	160	40.3%
Very little	90	22.7%
Neutral	20	5.1%
Not at all	7	1.7%
Total	397	100%

Source: Field Survey, 2022

From the above table, it translates that AIT used non-pharmaceutical protocols in its campaign messages on covid-19, since a good percentage from the data obtained fall between the respondents

who affirmed to a great extent and those who affirmed Somewhat. This in the overall means AIT adhered to the non-pharmaceutical protocols.

Table 3: To what extent are the residents of Nasarawa state and FCT exposed to AIT campaign on covid-19?

Responses	Frequency	Percentages
To a great extent	120	30.2%
Somewhat	160	40.3%
Very little	90	22.7%
Neutral	20	5.1%
Not at all	7	1.7%
Total	397	100%

Source: Field Survey, 2022

From the above table, it translates that the residents of Nasarawa state and FCT were exposed to AIT campaign on covid-19, since a good percentage fall between the respondents who affirmed to a great

extent and those who affirmed somewhat. This in the overall means the AIT campaign on covid-19 reached FCT and Nasarawa residents.

Table 4: What is the perception of the audience about AIT campaigns on COVID-19?

Responses	Frequency	Percentages
Positive	167	42.1%
Negative	120	30.2%
Neutral	90	22.7%
Not at all	0	0.0%
None of the above	0	0.0%
Total	397	100%

Source: Field Survey, 2022

The above table shows that a high degree of priority was given to reports of covid-19 by AIT

and this was enough to educate and enlighten the residents on how to manage the pandemic.

Discussion of Findings

The study assessed audience perception of AIT's non-pharmaceutical protocol campaign on Covid-19 Pandemic in Nasarawa state and FCT (Abuja). Findings from questionnaire and interview revealed thus:

Table 2 examined the extent AIT used non-pharmaceutical protocols in its campaign messages on covid-19. From the table one can conclude that AIT used non-pharmaceutical protocols in its campaign messages on covid-19, since a good percentage fall between the respondents who affirmed to a great extent and those who affirmed somewhat. These in the overall is what Ngonso and Chukwu (2021) revealed in their study that broadcast media messages have helped in shaping behaviour of people through their interpretation of the messages received. This finding is tandem with the Health Belief Model, which revolves around the concept that an individual's health-related behaviours are influenced by their beliefs and perceptions.

Table 3 examined the extent residents of Nasarawa state and FCT were exposed to AIT campaign on covid-19. From the table one can conclude that the residents of Nasarawa state and FCT were exposed to AIT campaign on covid-19, since a good percentage fall between the respondents who affirmed to a great extent and those who affirmed somewhat. And that is why Robinson et al. (2004) noted that mass media health communication campaigns are effective in improving healthy behaviours.

Table 4 indicates AIT's reportage of COVID-19 in the country had a huge impact with shaping attitudes towards the pandemic as AIT's reports on COVID-19 in Nigeria had a productive outlook. This conforms to that of Wakerfield et al (2010) in their findings that the media plays a huge role in other to change certain health behaviour and cause positive change. This is in line with the HBM theory which seeks to understand and predict health-related decision-making by examining individual perceptions and beliefs regarding the issue

Conclusion

From the findings, the study concluded that it is worthy of note that AIT's campaigns was significant in making people in Nasarawa State and Abuja more conscious about their health after being exposed to covid-19 messages on television and other outlets. The media with emphasis on the broadcast channel played its role of information sharing and gate-keeping thus, helped in changing perceptions and the spread of not only the virus but misinformation. Most of the respondents attested that their attitude towards hand washing, use of nose mask, social distancing etc, as a way to curtail the spread of covid-19 was greatly influenced by their exposure to media campaign on the pandemic. The role of the broadcast media in re-awakening our consciousness to healthy practices in the wake of covid-19 cannot be over emphasized.

Recommendations

1. The broadcast media should constantly be evolving with information regarding health situations around the world and not just on covid-19 so as to be on the forefront of curtailing the spread of any future virus and also maintaining healthy behavior.
2. AIT should regularly produce infomercials and contents that will be more educating and maintain their efforts of shaping public perception in a positive manner.
3. Given that a significant percentage of respondents are exposed to broadcast media campaigns on COVID, then the channel of communication could be a great platform where authorities can leverage on in educating the masses on the proper use of non-pharmaceutical items and other health related concerns in the future.

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