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Assessment of the effectiveness of broadcast media campaign messages on men's knowledge of prostate cancer in Etsako West Local Government Area

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Abstract

This study seeks to assess the effectiveness of broadcast media campaign messages on men's knowledge of prostate cancer. A survey method was used to collect data from 600 respondents from Etsako West Local Government Area of Edo State. The survey instrument was designed to measure respondents' knowledge of prostate cancer, the extent to which they were exposed to broadcast media campaign messages about the disease, and their perception of the effectiveness of the messages. Descriptive statistics and chi-square tests were used to analyze the data. The results revealed that the broadcast media campaign messages were moderately effective in increasing respondents' knowledge about prostate cancer. The results also showed that the broadcast media messages had a positive effect on respondents' perception of the effectiveness of the messages. Findings shows that those familiar with the campaigns in the media have also admitted that they know very little about prostate cancer before the campaigns began. Most men still reject the idea that the disease has a genetic component, although some of them are just learning about genetic testing now. The minority of men who believe that heredity contributes to prostate cancer risk have consented to DNA analysis. Also, the attitudes of underestimating and overestimating risks of prostate cancer are influenced by high or low amounts of information collected on the subject. The study recommends that; the men in the Etsako West Local Government Area need to have their preconceived notions about prostate cancer dispelled through well-planned mass media campaigns, and that since there is no guarantee of a cure for cancer, despite the availability of medical procedures and therapies, prostate cancer prevention should be stressed in subsequent campaigns giving particular attention to the causes of prostate cancer and how it can be prevented and treated.

Keywords: Prostate cancer, broadcast media, campaign messages, knowledge, effectiveness

Introduction

In every Sphere of the society of the world the mass media acts as tools for the dissemination of information as well as education of the society by bringing to the people's knowledge the happenings in the society whether good or bad. It is also used to educate people about a particular happening especially technological innovation and otherwise. The mass media as a tool of public enlightenment has played a major role in societal development by ensuring that people comply with rules and regulations and also expose them to happenings that could positively impact in their lives. Apart from the role of information, sensitization and education carried out by the media they are also deployed by agencies and government to campaign against diseases to ensure the well-being of the people. The media either electronic or print play major function in ensuring a better life of a people especially when used accurately. The media expose people to a new way of life and make them know certain diseases with their risk factors and how to live a disease-free life. The electronic media popularly known as the broadcast media has positively impacted in lives of people especially in Nigeria by way of campaigns on different health related messages which have exposed the

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negative effects of such diseases by way of changing of health attitudes and values and establishment of new health behavior. In early 80s the campaigns against HIV/AIDS were more in media especially in the broadcast media where signs of the disease were conspicuously illustrated with a red symbol of the disease which means that the disease is dangerous. This was followed by the campaign against tuberculosis, hepatitis B and malaria disease where several adverts were made in the television, newspapers and magazines and in the social media. The campaign against cancer was less obvious in the 80s as the disease was seen as a big man sickness not until recently when the World Health Organization started the campaigns against the disease.

One of the media campaigns and awareness that has dominated the media in recent time is cancer with more attention on the prostate cancer which was not known by people before the 80s. Cancer is a disease in which the cells of a tissue undergo uncontrolled and rapid proliferation (Advanced Learner's Dictionary). Cancer is a disease in which abnormal cells divide uncontrollably and destroy the body tissue. It is a genetic disease which is caused by mutation that has dominated other cells. Cancer is caused by changes to the DNA and this happens in the genes of one which makes it genetic changes. There are over 16 million people suffering from cancer globally with reported cases of new cancers of about 1,220,000 annually and 552,200 cancer deaths, this figure according to the World Health Organization (WHO) on cancer facts and figures, cancer increased by the end of 2022 with 1.9 million and 609,360 cancer deaths globally. Cancer is the second leading cause of death globally, accounting for an estimated 9.6 million deaths or one in six deaths. Lungs, prostate, colorectal, stomach, and liver cancer are the most common types of cancer in men while breast, colorectal, lungs, cervical and thyroid cancer are the most common among women (WHO). The rapid spread of cancer as a disease could be as a result of unawareness or ignorance of its early symptoms which can be taken care of if early detected.

According to the International Agency for Research on Cancer (IARC) in 2008 an estimate of about 681,000 and 512,400 new cases of cancer and death are detected annually which increased to 1.4 million cases and 714,000 deaths in 2010 and by 2022, the figure had risen to 1.9 million new cases (IARC report 2022).

Prostate cancer is one of the deadliest diseases in men, it is a disease which only affects man especially men from age 40 and above. It is the second leading cause of death in men (World Cancer Report) it occurs when tumor begins to grow in the prostate gland of a male reproductive organ. It is called prostate because it stands in front of the male organ and directly at the base of the bladder. Prostate cancer is also called prostate carcinoma and it is a small walnut sized gland that produces seminal fluid in men which prepares them for sexual activities. It is the most spread cancer in men. The World Health Organization report of 2022 indicates that there are 1.4 million new cases of prostate cancer annually with about 375,000 deaths globally which has shown that prostate cancer is the second most cause of death in men (Global Cancer Statistics 2022) ^[22].

Prostate cancer is the most frequently diagnosed cancer in 112 countries and the leading cause of cancer death in 45 countries (Wang, Bin, *et al* 2022) ^[32]. In 2020, about 1.4 million men were diagnosed with prostate cancer; France

had the lowest incidence rate among high-burden countries, while Zimbabwe had the highest fatality rate (World Cancer Research Fund 2020) ^[23]. This demonstrates the lack of attention being paid to the illness that is steadily killing the majority of males. Developing nations are significantly harmed as a result of the media's inability to sufficiently increase awareness of this terrible disease in those nations. Most people in underdeveloped nations have never even heard of it, much less know how to catch it early or cure it. Governments have given public campaigns on this topic top priority because they care about their residents (Clinton, Giovannucci & Hursting, 2020) ^[31].

Most men undoubtedly want to know what causes prostate cancer. What techniques are used for both diagnosis and treatment? Its specific causes are still a mystery. Age, lifestyle, race, genetics, and medications are just a few of the variables that researchers have theorised may contribute to its onset. Over time, research has demonstrated that heredity plays a key influence in the development of prostate cancer. For instance, a guy is more likely to develop prostate cancer himself if his father or sibling does. Another important factor is age. With age, a man's chances of developing it rise. However, it is very prevalent in men over the age of 50 but highly rare in men under the age of 45. For instance, research have shown that diets high in vegetables reduce the incidence of prostate cancer. While other research has connected a lack of vitamins like vitamin D to an increased chance of getting prostate cancer, several studies have linked consuming a lot of red meat to an increased risk of prostate cancer (Clinton, Giovannucci & Hursting, 2020) ^[31]. Similarly, research has raised the possibility of a link between routine anti-inflammatory drug usage and a higher risk of prostate cancer. Guys who have experienced gonorrhoea are more likely to get prostate cancer than men who have never had the virus. In addition to these, other elements play a role in the development of prostate cancer in men.

This is where advancements in prostate cancer education from the media come into play. The media has a crucial role in educating the public about health problems. Through their monitoring role, they are able to generate new information. That's the same as telling the public what to worry about. In order to ensure the health of their patients, health care providers and patients alike must have open lines of communication. Medical professionals develop a healthy respect for the persuasive potential of the media. Citizens gain knowledge to make better health decisions, such as the value of prostate cancer screenings (Williams, 2016) ^[25]. The media, as a powerful tool for disseminating information, must have the resources necessary to educate and enlighten men about prostate cancer prevention and early detection. The widespread media campaign educating men about prostate cancer will increase their awareness of the disease and the value of regular prostate exams. There are now a number of media efforts aimed at raising awareness about prostate cancer. A greater effort to use the media to inform men about prostate cancer and how to screen for it early and treat it effectively is hoped for. Knowledge of prostate cancer and how to avoid and diagnose it early is greatly aided by educational efforts. Because of the difficulty in gaining access to and making use of health information, low literacy, defined as the inability to read and write, may have a direct and negative effect on health, particularly in illnesses like prostate cancer.

The ability to access, absorb, and understand essential health information and services in order to make informed health decisions is what we mean when we talk about health literacy (Popoola, Igwilo, Sowunmi, 2013, p. 3) [30].

Statement of the problem

The effectiveness of broadcast media campaigns as a tool to increase public awareness of prostate cancer is understudied. Despite the fact that prostate cancer is a leading cause of morbidity and mortality among men in the Nigeria, there is a dearth of research examining the impact of broadcast media campaigns on men's knowledge of prostate cancer and how these campaigns affect behavior change related to health-seeking behaviors (Harrison, *et al.*, 2019) [28]. For this reason, there is a need to assess the effectiveness of broadcast media campaigns on men's knowledge of prostate cancer.

There are several advocacy groups campaigning against the increase of prostate cancer across the globe and media is one of such groups that have taken it upon itself to ensure that this disease is reduced if not completely eradicated. The media has encouraged men to be aware of the symptoms of prostate cancer and to seek medical attention if they experience any changes to their prostate since the key to preventing and ultimately eliminating cancer is early detection, and men may use the media to learn about preventive measures they can take, like prostate screening, that can help them catch the disease in its earliest stages. The research focuses on understanding the impact that broadcast media campaigns have on men's knowledge of prostate cancer. It examines the factors that contribute to an effective campaign, such as the type of message, the target audience, and the medium. Additionally, the research explores the relationship between the knowledge gained from campaigns and behavior change. It investigates whether men are more likely to seek out health services after being exposed to broadcast media campaigns. The research considers whether there are any demographic or cultural factors that influence men's responses to broadcast media campaigns and their knowledge of prostate cancer. Despite this media advocacy there seems to be an increase in cases of prostate cancer hence the focus of this investigation is how media efforts have affected the understanding and perspective of male residents of Etsako West Local Government Area.

Objectives of the study

The objectives of this study are to;

1. Investigate the level of awareness of men and sources of information about prostate cancer in Etsako West Local Government Area,
2. Evaluate the attitudes of men in Etsako West Local Government Area of Edo State towards prostate cancer,
3. Find out how mass media advocacy on prostate cancer have influenced the behavior of men in Etsako West Local Government Area.

Research questions

The following research questions were formulated during this investigation;

- i) What is the level of awareness of men in Etsako West Local Government area about prostate cancer?
- ii) What are the sources of information about prostate cancer?

- iii) What are the attitudes of men in Etsako West Local Government Area towards prostate cancer?
- iv) How has mass media campaign messages on prostate cancer influenced the behaviour of men in Etsako West Local Government Area?

Hypothesis

The null hypothesis will be tested in this work to ascertain the level of media awareness on men's knowledge of prostate cancer in Etsako West Local Government Area.

H₀₁: There is no significant relationship between exposure to media campaign messages and attitudinal change

Literature Review

What is prostate cancer?

The prostate is a sex gland in men, it is small in size about the size of a walnut and surround the neck of the bladder and urethra, the urethra carries urine from the bladder and out through the penis. Prostate cancer occurs when there is an abnormal growth in the prostate thereby causing damages to the prostate of the affected person. The only way to avoid death from prostate cancer is to ensure early detection and treatment of the disease which is seen as a life-threatening disease to men between the age of 35 and 70. In 2018 the American Cancer Society noted that about 91 percent of all prostate cancers are discovered while they are earlier localized or regional. The society also noted that the five years survival rate for men diagnosed with prostate tumors discovered at this stage is 99 percent and in the past 20 years, the 5-year survival rate for all stages combined has increased from 67 percent to 99 percent (American cancer society 2018) [1].

More than 80 percent diagnosed of prostate cancer are over 65 years. As a result of lack of awareness most men discovered they have prostate cancer when the cancer has developed to an advance stage and this is the cause of most prostate related death as a result of lack of awareness. Studies reveal a forty-fold arise in the perseverance of prostate cancer from age 50 to 85 but with less smoking, and healthy life style it can be reduced if not totally eliminated. Family affiliation could also be responsible for prostate cancer as having a brother or relative with prostate cancer can increase the probability of one having the diseases. Research also shows that having closed female relatives who develop breast cancer may also increase one's risk of having prostate cancer. This means that there could be a link between prostate cancer in male and breast cancer in female (Rawla, 2019) [29].

According to the World Health Organisation prostate cancer could be caused by some factors which include family history which is commonly called Genetic factors, anyone who has diabetes is prone to prostate cancer, obesity, poor diet, untreated sexually transmitted diseases, age and race. Most people whose families have history of prostate cancer are likely to be affected by the disease as one out of three male children in such family is likely to suffer from the disease. Age is a strong cause of prostate disease as men from age 50 and above are mostly affected. For one to think of prostate cancer there are some symptoms to look out for before one could be asked to go for screening to ascertain the presence of the disease in his system. Some of the symptoms of the disease are; Painful ejaculation, weak erection/impotence, difficulty in urination, decrease in amount of fluid ejaculated, painful urination, frequent

urination, severe pain in the back and pelvic, severe pain in the bone, skin irritation, frequent fever, weakness of the legs, changes in the testicles, weight loss and loss of appetite. (Mayor Clinic Doctors 2022) ^[12].

Screening for prostate cancer is carried out using various methods such as Ultr-sound System Scan, Magnetic Resonance Imaging MRI, Watchful Waiting, Trans Rectal Ultra Sound (TRUS), Radical Prostatectomy, Brachy Therapy and Conformal Radio Therapy. Anyone who is suffering from the disease may be placed on treatment but when the case could not be handled with normal administration of drugs or use of chemotherapy surgery is required to remove the tumor which causes the disease.

Influence of Broadcast Media Campaign Messages in Etsako West Local Government Area

The broadcast media is one of the advocacy groups that have impacted in human life especially in the health sector. The media has carried out several campaigns against diseases such as malaria, HIV/AIDS, Tuberculosis, measles, epilepsy, diabetes, stroke and other deadly ailments across the globe. The media as the third estate of the realm is saddled with the responsibilities of sensitizing the public of government policies, new ideals, cultural orientation, health campaigns and awareness. Broadcast media such as radio, television and other forms of electronic media have been playing different roles in the fight against diseases and prostate cancer is one of such diseases that have attracted the attention of the media towards ensuring that men who are the sufferers of these diseases are well educated. Some of these messages by the broadcast media are aimed towards motivating the men to have a regular medical checkup in the hospital and the need for screening for the disease because it is curable if detected early. Broadcast media in Etsako West Local Government Area has played significant role in ensuring that men in the locality are well informed of the disease to change their attitudes and behavior towards embracing a modest life style devoid of diseases.

Media awareness and prevention campaigns for prostate cancer started since the disease was diagnosed and the campaign has reached its peak with health education and prevention intervention by the media which comprised of comprehensive education on prostate cancer awareness, causes, symptoms and treatment. Available evidence indicates that mass media efforts to improve health have accomplished increase awareness of a health problem, raise the level of information about health topics, make a health topic or problem more salient, thereby sensitizing the public efforts such as personal, group education or direct mail brochures, to stimulate interpersonal influence through conversations with family, friends, doctors and other experts. Broadcast media such as the Nigerian Television Authority Uzairue has been on it toes to ensure that residents of Etsako West Local Government Area consume media messages that will impact meaningfully in the lives of the people and health show is one of such messages given to the people. Among the health topics being aired is the prostate cancer messages which have created the awareness among the men to have change of attitude. Health matter on NTA Uzairue is always aired every Friday between 6pm and 6; 30pm while a repeat is aired every Wednesday. This is to ensure that people especially men are given the awareness about their health and to also take precautionary measures towards avoiding risk of diseases.

Broadcast media coverage of health matters play major roles in shaping public opinion and views thereby influencing medical practice. Research conducted by Ashenafi, Gugsu and Gadisa in Ethiopia in 2019 ^[3] reveals that about 64 percent of the sample size have access to media messages on prostate cancer which shows that information regarding prostate cancer awareness level in Ethiopia in General and in Mizan Aman town in Particular is high (Ashenafi *et al.* 2019) ^[3]. Media advocacy on prostate cancer has increased compare to how it was in the 80s but there is the need for a collective effort towards increasing media advocacy on prostate cancer.

Theoretical framework (Attitude-Change Theory)

The attitudinal change theory was adopted in this research as a framework towards ensuring a critical analysis of the subject matter Attitudes are formed according to how a particular person or things meet our needs. Attitude change occurs when subjects receive new information from other people or media through direct experience with the object, and this forces the subjects to behave in a way different than they used to. According to Trandis 1971, attitude is an idea charged with emotion that predisposes an action to a particular social situation. According to Baran & Davis (2012, p.175) ^[6], the Attitude Change Theory emerged in the 1940s, while the United States was still involved in the war. According to this hypothesis, in order for a targeted message to make an impact, certain preconceived notions about the target audience must be altered. It goes on to say that people's preconceived notions can get in the way of spreading a positive message. According to this theory, in order for people to alter their behaviour, it is necessary to appeal to their rational and emotional intelligences through carefully planned and executed channels of communication. However, alteration in an individual's view will be effective if only the message fulfils the individual's expectation(s), if it is related to someone he admires, or if it is bound to be beneficial to him.

The application of attitude change theory to media studies is the notion that people need to change their attitudes towards a particular product in the media. The media ensures that whatever is given out to the audience is that which appeals to their conscience and also to change their thought about certain notion. In health issues people believe that whatever they see and hear will give them solution to their problem

Empirical Review

Research conducted by Ayoola in 2020, men in Lagos who work as journalists were exposed to information about prostate cancer through a variety of channels, including the television (56.3%), the radio (16.7%), the newspaper (22.4%), social media (3.1%), and magazines (1.6%). According to the research, the majority of men in the media profession in Lagos have heard about prostate cancer via the news on television. This could be as a result that many journalists whose thoughts were sought are broadcast journalists. The vast majority of respondents in the study also expressed negative sentiments about the condition.

When people learn that they may prevent prostate cancer by modifying their lifestyle, the only information they need to know is what to do and what not to do at any particular moment. Avoiding certain foods is recommended because they have been linked to an increased risk of this condition. Knowing this, the guys are able to regulate their intake

accordingly. An individual's susceptibility to the disease will play a major role in shaping their level of disease awareness.

Methodology

Survey method was used in this research to gather information in the local government area with primary data collected from a structured questionnaire that targeted the population of men of age 35 and above. Since the scope of this study is limited to Etsako West Local Government Area, the population of this study was consequently made up of all the males in Etsako West. The numerical strength of this population was expected to be 288,924 with male having 145,993 which is 50.8 percent and female 142,931 representing 49.2 percent (Edo State year book 2021) ^[10]. (Edo State year book 2021) ^[10]. The male sample size was

calculated to be 145,993 and 70,996 are male of 35 years and above which is the actual targeted population for this research work.

The researcher used the Taro Yamane techniques to arrive at the sample size since 10 percent of a sample gives a perfect response and 600 sample sizes was arrived at. A purposive sampling technique was used to select the sample size and 600 samples were selected to answer the research questions and 505 were returned and the completed responses were used in the analysis. The data collected from the questionnaires were analysed using the statistical package for social sciences (SPSS) software.

Data Analysis and Discussions

Table 1: Mean responses

	Items	N	Mean	Std. Deviation
1	Are you aware of the existence of prostate cancer	505	1.1584	.46146
2	How did you become aware of the existence of prostate cancer	505	2.0297	1.30213
3	How would you rate your level of exposure to prostate cancer message on TV	505	4.1287	1.67061
4	Do you think prostate cancer is a generic disease	505	1.9406	.74298
5	Which of the following are the available sources of information on prostate cancer?	505	2.4257	.84921
6	Do you think that these sources of information on prostate cancer are credible?	505	1.2178	.60756
7	Do you receive any media messages on prostate cancer on NTA Uzairue?	505	1.4851	.66984
8	Do you receive any other media messages on prostate cancer outside NTA Uzairue?	505	1.4257	.66587
9	How do you receive mass media messages on prostate cancer?	505	1.1089	.31184
10	Do you think that the media (NTA Uzairue) has helped influenced the attitudes of men in Etsako West Local Government Area on Prostate cancer?	505	1.5347	.86332
11	Has NTA Uzairue media messages on prostate cancer influenced your behaviour?	505	1.6040	.85773
12	To what extent has mass media campaigns on prostate cancer influenced your behaviour?	505	3.5050	.74033
13	What are your challenges in consuming media messages?	505	1.2871	.51441

Source: SPSS computation, Author's compilation 2022

As can be seen in the table above, most respondents are aware of prostate cancer, learned about prostate cancer through personal experience, but most respondents only had moderate personal experience with prostate cancer, while most respondents do not believe that prostate cancer is genetic. A large number of respondents think that media campaigns are the most reliable place to learn about prostate cancer. On average, respondents get prostate cancer awareness messages from NTA Uzairue and other media outlets, and they trust the information they receive from these sources. Respondents in Etsako West reported receiving optimistic messages about the disease. In addition,

media coverage of prostate cancer has had a significant impact on how men in state and local government think about the disease.

The result of this survey shows that the majority of men in Etsako West Local Government had seen and heard about prostate cancer in the media and also believes that the media is a strong tool for information dissemination and health care awareness sensitization. The findings of the study support the premise that male residents of Etsako West Local Government's attitudes and actions about prostate cancer are influenced by the media.

Research question 1: What is the level of awareness of men in Etsako West Local government area about prostate cancer?

Table 2: Level of awareness of men about Prostate Cancer in Etsako West Local government

		Frequency	Percent
Valid	Undecided	55	10.9
	Very Low	60	11.9
	Low	20	4.0
	Moderate	145	28.7
	High	80	15.8
	Very High	145	28.7
	Total	505	100.0

Still, the aforementioned table was used to gauge the male population's general level of perceptiveness. The responses show that 11.9%, or 55 respondents, were unsure about the question, that 28.7%, or 145 responses, believe that the level

of awareness is very high or moderate, that 4.7%, or 20 responses, believe that the level of awareness is low, and that 15.8%, or 80 responses, have a high level of awareness. That being said, it is fair to assume that most guys have a

solid foundation of knowledge on the topic (Prostate Cancer).

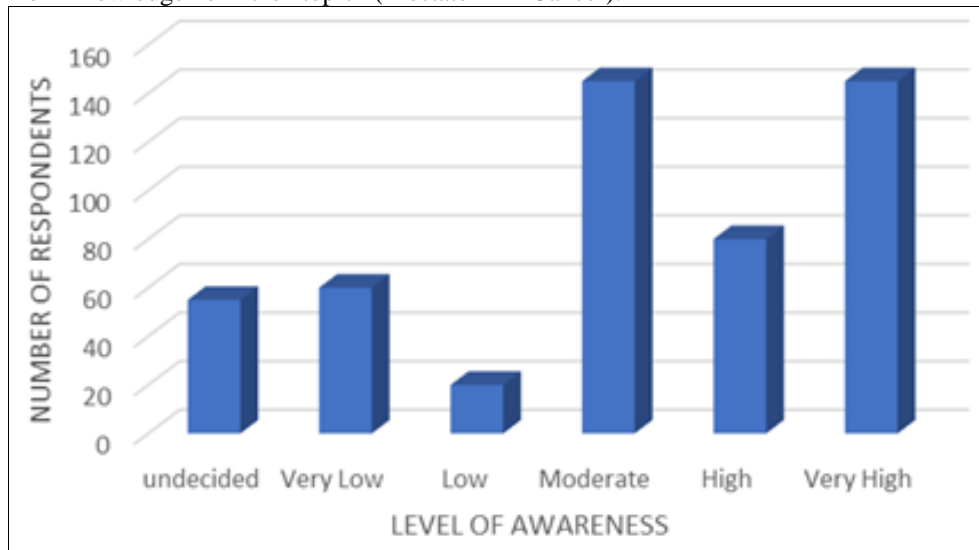


Fig 1: Level of awareness of men about Prostate Cancer in Etsako West Local government

Research Question 2: What are the sources of information about prostate

Table 3: Sources of information about prostate

		Frequency	Percent
Valid	Family and Friends	40	7.9
	Media Campaign	290	57.4
	Medical Practitioners	95	18.8
	All of the above	80	15.8
	Total	505	100.0

Results regarding Prostate cancer information sources are shown in the table above. According to the findings, 7.9 percent of respondents (40 people) learned about the issue from personal contacts, while 290 people favoured a media campaign as their source of information, 95 people learned about the issue from medical professionals, and 80 people learned about the issue from a combination of all three. Regarding the study's central topic, then, it seems reasonable to assume that most participants regularly make use of various forms of media to disseminate news and other information.

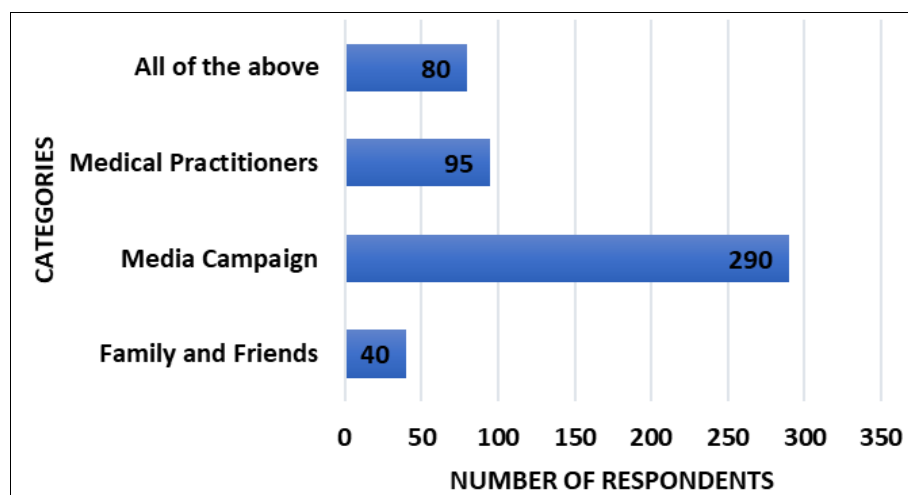


Fig 2: Sources of information about prostate

Research Question 3: What are the attitudes of men in Etsako west towards Prostate Cancer?

Table 4: Attitudes of men in Etsako west towards Prostate Cancer

		Frequency	Percent
Valid	Yes	360	71.3
	No	20	4.0
	Can't Say	125	24.8
	Total	505	100.0

Study 3's data table is up there. According to the data in the table, 71.3% of respondents agree that the media has contributed to changing men's perspectives on their local government, while 24.8%, or 125 respondents, did not respond to the question directly. Only 4%, or 20 responses, disagreed with this assessment. The following pie chart illustrates the distribution of responses received, from which it can be inferred that the media has had an impact on the perceptions and opinions of males serving in local government.

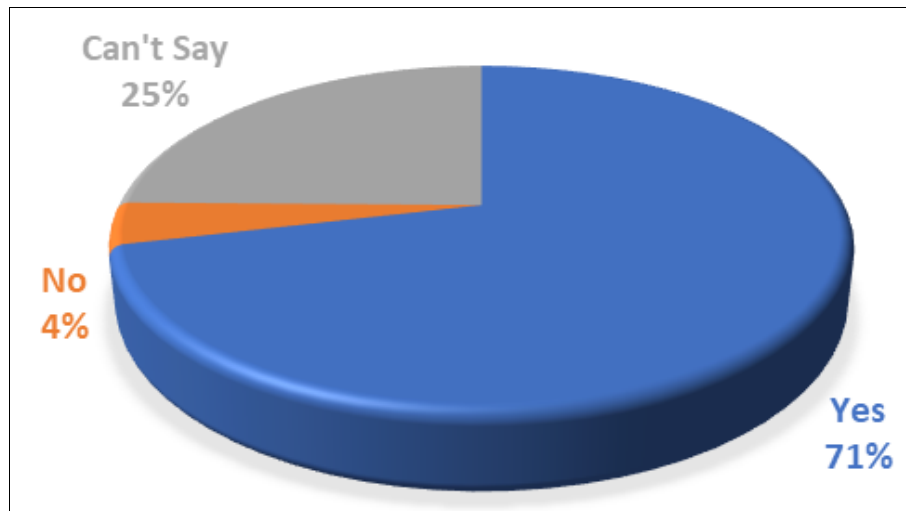


Fig 3: Attitudes of men in Etsako west towards Prostate Cancer

Research Question 4: How has mass media campaign messages on prostate cancer influenced the behaviour of men in Etsako west

Table 5: Influence of Mass media campaigns on prostate cancer and the behaviour of men in Etsako West

To what extent has mass media campaigns on prostate cancer influenced your behaviour?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low extent	15	3.0	3.0	3.0
	Low extent	30	5.9	5.9	8.9
	Moderate extent	145	28.7	28.7	37.6
	Large extent	315	62.4	62.4	100.0
	Total	505	100.0	100.0	

The following table details the impact of media campaigns on the attitudes and actions of local men. The results demonstrate that 62.4% or 315 respondents, strongly agree that mass media campaigns on prostate cancer have changed the behaviour of men in their community, while 28.7%, or

145 responses, agree that these efforts have had a moderate effect. As can be seen in the table below, 8.9 percent of respondents (45 people) agree that they have been impacted by broadcast media only somewhat or not at all.

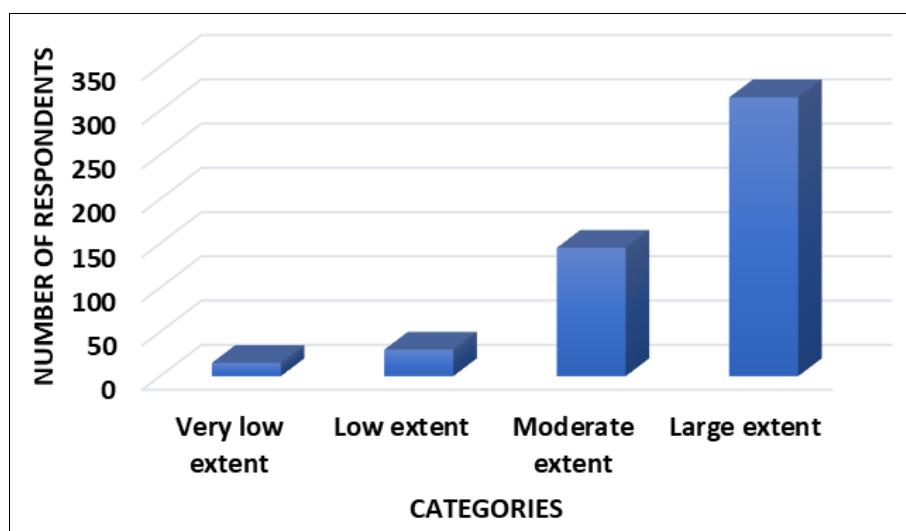


Fig 3: Influence of Mass media campaigns on prostate cancer and the behaviour of men in Etsako West

Hypothesis testing

H_0 : there is no significant relationship between exposure to media campaign messages and attitudinal change.

Table 4: Testing of Hypothesis 1

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	level of exposure to prostate cancer message & attitudes change of men	505	.695	.000

This table displays the results of our tests for correlation between the various variables. This measure of how strongly two or more variables are linked is called the correlation. The table above illustrates the correlation between men's altered perspectives on prostate cancer and their exposure to

information about the disease. There is a strong positive relationship between the variables, with a 69.5 percent degree of association indicating that more exposure to prostate cancer messaging in the broadcast media will result in a greater shift in men's attitudes.

Table 5: Testing of Hypothesis 2

Paired Samples Test									
		Paired Differences					T	DF	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Level of exposure to prostate cancer message attitudes change of men	2.59406	1.23746	.05507	2.48587	2.70225	47.108	504	.000

The test result as described by the table above indicates that there is a joint mean of 2.59, the standard error is less than the standard deviation which implies that there is a better spread as it is clustered around the mean. However, from the result of the test the calculated t- test value is 47.108 and a p-value of less than 5%, therefore, the null hypothesis (H_0) is rejected while the alternative hypothesis (H_1) is accepted and hence, conclude that there is a significant relationship between the level of exposure to prostate cancer messages and attitudes change of men.

The aforementioned findings highlight the significance of the role performed by broadcast media in disseminating information about prostate cancer. The study's findings support the premise that male residents of Etsako West Local Government's attitudes and actions about prostate cancer are influenced by the media. The result of this survey shows that the majority of men in Etsako West Local Government had seen and heard about prostate cancer in the media and also believes that the media is a strong tool for information dissemination and health care awareness sensitization. The findings of the study support the premise that male residents of Etsako West Local Government's attitudes and actions about prostate cancer are influenced by the media.

Conclusion

The media is a big contributor to the great level of awareness they have on this illness. Majority of those that are aware of the campaigns agreed that the media campaign messages have influenced their practice on how to prevent, detect and treat prostate cancer. In addition to the foregoing, most men are aware that prostate cancer is fatal if not identified in its earliest, most treatable stages. Those familiar with the campaigns in the media have also admitted that they know very little about prostate cancer before the campaigns began. Most men still reject the idea that the disease has a genetic component, although some of them are just learning about genetic testing now. The minority of men who believe that heredity contributes to prostate cancer risk have consented to DNA analysis. Also, the attitudes of underestimating and overestimating risks of prostate cancer are influenced by high or low amounts of information collected on the subject.

In view of the findings of this study, the following recommendations were made;

- The men in the Etsako West Local Government Area need to have their preconceived notions about prostate cancer dispelled through well-planned mass media campaigns.
- Since there is no guarantee of a cure for cancer, despite

the availability of medical procedures and therapies, prostate cancer prevention should be stressed in subsequent campaigns giving particular attention to the causes of prostate cancer and how it can be prevented and treated.

- Future research should consider using both descriptive and inferential statistical analysis method to validate the subject in other local government areas and states of the federation.

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