

INFLUENCE OF ABIRO HEALTH PROGRAMME OF HARMONY F.M. IN EDUCATING PREGNANT WOMEN ON REPRODUCTIVE HEALTH IN ILORIN

BY

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Abstract

The continuous existence of human beings as ordained by God is through reproductive ability of man and by extension living things. "Abiro" is a 30 minute Yoruba phone-in programme of Harmony F.M. Idofian which comes on air every Thursday to expose, sensitise and educate women on reproductive healthcare with the aim of reducing maternal and infant mortality to the barest minimum. This study examined the influence of "Abiro" reproductive health programme on knowledge of registered pregnant women in Ilorin West Local Government Public Hospitals. The purpose of the study is to find out the extent to which registered pregnant women in Ilorin attribute their reproductive health awareness and knowledge to exposure to the "Abiro" radio programme. The study was anchored on Health Belief Model and Uses and Gratification Theory respectively. Survey method was conducted using structured questionnaires to collect quantitative data from the respondents. Total of 369 respondents served as the sample of the study. The result showed that majority of the respondents attested to the crucial role the programme played in improving the knowledge of pregnant women, particularly in terms of preparing for delivery. Also, the study highlights the collective willingness of registered pregnant women to actively participate in community efforts to support and promote the "Abiro" radio programme. The study concluded with the reaffirmation of pivotal role of community-oriented radio programs in educating and empowering vulnerable populations, such as pregnant women, with essential health information. It also recommended that stakeholders should enhance their efforts to engage with registered pregnant women who are not currently listening to the "Abiro" radio programme such as tailoring programme content to specific demographics and conducting awareness campaigns to promote the programme's benefits.

Introduction

Provisions of adequate, conscious and continuous improvement of service delivery and health care systems have resulted in misplaced priorities, inefficiencies, and a moribund health sector in Nigeria. The dismal national maternal health indicators are the clearest expression of the health crisis in Nigeria. Currently, Nigeria ranks 163 out of 191 countries with the poorest-performing health service delivery systems globally (Wambugu, 2021). Mothers in developing countries are born as undervalued neglected girls and grow as exploited and uneducated children. According to Omer *et. al* (2021), 1 in every 25 girls in Africa reaching menarche, die as a result of pregnancy or childbirth; and in South Asia, women face a lifetime risk of maternal mortality of 1 in 38. Communication is a vital component of healthcare delivery. It has long been invaluable in health promotion which, in the last few decades of the 20th century, became a critical part of public healthcare delivery programmes. (Barjis, Kolfshoten & Maritz, 2019). The effect of inadequate healthcare infrastructure gets aggregated by low health literacy, lack of awareness, cultural beliefs and perceived need for reproductive health care. Even when service is available, one's perception of pregnancy and reproductive healthcare needs can act as a barrier to availing the existing services. Radio remains the most powerful, and yet the cheapest, mass medium for reaching large numbers of people in isolated areas. It is cheap to purchase and therefore is the one mass medium with which rural and slum communities are familiar with; it is versatile and anyone - literate or illiterate can learn from it (Fatema & Lariscy, 2020).

There is a significant population of pregnant women in Ilorin who depend on various sources for reproductive health information. Among these sources, the radio programme *Abiro* stands out as a noteworthy initiative aimed at providing reproductive health education to pregnant women. However, despite its presence and potential impact, there is lack of

comprehensive research that systematically evaluates the influence of *Abiro* radio reproductive health programme on knowledge among registered pregnant women in Ilorin. The World Health Organization (WHO) has conducted extensive research and produced reports on the use of media for health education and communication globally, often including sections on reproductive healthcare. For example, their publication titled "Media Handbook: A guide to optimizing the use of media for behaviour change" offers valuable insights into international best practices in health communication.

Moreover, Gupta and Sankar's study (2016) underscores the role of media, including mass media and new media, in maternal healthcare education with a global perspective. These global insights are particularly relevant when assessing the effectiveness of the *Abiro* radio programme in Ilorin. Studies specific to Nigeria, such as Olorunsaiye and Degge's research (2019), emphasize the impact of media exposure on maternal healthcare-seeking behavior, with a focus on radio and television as influential channels. This highlights the importance of exploring the *Abiro* radio program's influence in a Nigerian context. Additionally, Eboreime, Onajole, and Ogbera's study (2016) assesses pregnant women's knowledge of birth preparedness and complication readiness in Nigeria, including information disseminated through media channels. This information is crucial for understanding the baseline knowledge levels of pregnant women in Ilorin. Taken from above, the literature on media-based maternal healthcare interventions in Nigeria is limited and often lacks empirical rigor, focusing primarily on urban centers and larger healthcare facilities. Given the unique demographic and healthcare landscape of Ilorin, a city characterized by a mix of urban and rural populations, it is imperative to investigate whether the *Abiro* radio programme effectively bridges the knowledge gap among registered pregnant women in this region. The research gap is particularly critical because, despite efforts to enhance reproductive health care, Ilorin continues to grapple with challenges such as late antenatal care attendance, inadequate access to healthcare facilities and insufficient awareness of maternal health practices (Bassey, *et. al* 2023). Therefore, a comprehensive study is necessary to assess whether the *Abiro* radio programme contributes to improving the knowledge of registered pregnant women in Ilorin regarding critical aspects of reproductive health, including antenatal care, nutrition, safe delivery practices, and family planning.

Objectives of the Study

The main aim of the study is to examine the influence of *Abiro* reproductive health programme on the knowledge of registered pregnant women in Ilorin West Local Government public hospitals. The specific objectives are as follows;

- To assess the level of awareness among registered pregnant women in Ilorin regarding the "Abiro" reproductive health programme.
- To evaluate the knowledge of registered pregnant women in Ilorin on critical aspects of reproductive health programme including antenatal and postnatal care.
- To determine the extent to which registered pregnant women in Ilorin attribute their reproductive health awareness and knowledge of exposure to the "Abiro" reproductive health programme.

Operational Definition of Key Terms

1. **"Abiro"**: In this study, it refers to a 30 minute Yoruba phone-in programme of Harmony F.M. Idofian which comes on air every Thursday to expose, sensitise and educate women on reproductive healthcare.
2. **Influence**: In this study, Influence means the observable impact or effect of exposure to the "Abiro" radio reproductive health programme on the attitudes or knowledge of registered pregnant women in Ilorin.
3. **Knowledge**: In this study, it refers to the level of understanding that registered pregnant women in Ilorin have regarding reproductive health topics covered by the "Abiro" radio reproductive health programme, including antenatal care, nutrition, safe delivery practices, and family planning.

Theories Used

This study is anchored on two theories; Health Belief Model and Uses and Gratification Theory.

The Health Belief Model (HBM) was developed by social psychologists Hochbaum, *et. al.* (1958). Witte, K., Meyer, G., & Martell, D. (2001). The major assumption of this model is that in order to engage unhealthy behaviours, intended audiences need to be aware of their risk for severe or life threatening diseases and perceive that the benefits of behaviour change outweigh potential barriers or other negative aspects of recommended actions. The health belief model (HBM) elucidates individuals' failure to participate in disease prevention and detection. This model is among those frequently applied for understanding individuals' health behaviour in the psychosocial field (Kelly, Mamon & Scott 1987). The HBM is comprised of several constructs that, in combination, predict behaviour. They are: perceived threat (comprised of perceived susceptibility [an individual's assessment of the likelihood of a negative health condition occurring] and perceived severity [an individual's assessment of the seriousness of contracting enefits [rewards attributed to engaging in the recommended behaviour] against perceived barriers [obstacles that deter an individual from executing the recommended behaviour change]; cues to action (motivating factor that provokes or encourages change); and, self-efficacy (one's belief in one's ability to actually perform (and maintain) the desired behaviour change).

This theory is relevant to the study as it proposes that pregnant women are most likely to take preventative action if they perceive the threat of a health risk to be serious, if they feel they are personally susceptible and if there are fewer costs than benefits to engaging in it. Therefore, a central aspect of the Health Belief Model is that behaviour change interventions are more effective if they address an individual's specific perceptions about susceptibility, benefits, barriers, and self-efficacy. Assessing Perceived Susceptibility and Severity: The HBM's first two components, perceived susceptibility and perceivthe health condition and its consequences); likelihood of action (the weighing of perceived bed severity, can help evaluate the registered pregnant women's awareness and knowledge regarding reproductive health. Researchers can assess whether these women perceive themselves as susceptible to reproductive health issues and if they understand the severity of potential problems during pregnancy.

Evaluating Perceived Benefits and Barriers: The study can investigate whether participation in the *Abiro* radio reproductive health programme is associated with increased awareness and knowledge. This research work can assess whether the registered pregnant women believe that the programme offers benefits in terms of improving their reproductive health knowledge. Additionally, it can explore any perceived barriers to accessing or engaging with the program.

Cues to Action: Researchers can examine whether the *Abiro* reproductive health programme serves as a cue to action for registered pregnant women. Does their awareness and knowledge improve as a result of participating in the programme? Are there specific programme elements that act as effective cues to encourage participation and learning?

Incorporating Self-Efficacy: While not originally part of the HBM, considering self-efficacy in this context is important. This study can explore whether the registered pregnant women feel confident in their ability to apply the knowledge gained from the program to their own reproductive health practices.

Modifying Variables: The HBM recognises that various factors can influence health beliefs and behaviors. Examination of demographic variables (e.g., age, education), psychological factors (e.g., attitudes toward health), sociocultural factors (e.g., cultural beliefs about pregnancy), and structural variables (e.g., accessibility of healthcare services) will help to determine how these factors might affect the influence of the *Abiro* programme.

By applying the HBM's components and assumptions to this research, it is hoped that model will be able to gain insights into the effectiveness of the *Abiro* Reproductive Health Programme in raising awareness and knowledge among registered pregnant women in Ilorin West Local Government Public Hospitals. The model can help structure the study's framework, guide data collection and analysis, and provide a theoretical basis for understanding the factors that influence the participants' responses to the programme.

The Uses and Gratification Theory was conceived by Elihu Katz in 1970. Katz, E., Blumler, J. G., & Gurevitch, M. (1973). The uses and gratifications theory focuses on an active audience and what people do with media, rather than the effect media has on people. This theory is interpretive, where the message is what the receiver makes of it not what the sender intends (McQuail, 1972). In the uses and gratification theory a person is said to have certain needs that can only be met or gratified through mass communication. The person therefore chooses what in the media will meet those needs and then he/she chooses the medium. The uses and gratification approach has been centrally concerned with choice reception and manner of response from the media audience (Brandtzæg, P. B. 2010). The audience choices of media are determined by particular needs, which the audience have. These need of the media are similar to function that are surveillance, the cognitive ordering of the environment, personal relationships, substitute of mass media for companionship, diversion, escape from routine and problems, personal identity, the sense of self meaning value reinforcement or reassurance (Blumler, 1979).

McQuail (1994) has his own list of needs categories, which he refers to as motives and satisfactions for media use. These are getting information and advice, reducing personal insecurity, learning about society and the world finding support for one's own values, gaining insight into one's own life, experiencing empathy and problems of others having a basis for social contact, having a substitute for social contact, feeling connected with others, escaping from problems and worries, gaining entry into an imaginary world, filling time, experiencing emotional release and acquiring a structure for daily use (McQuail, 1994). Women of reproductive age may use media to acquire information on family planning and use of contraceptive methods for example. Media here is used as a source of information and advice, to reduce the woman own insecurities by getting support for one's own values in regards to family planning practices.

This theory is relevant to the study as it discusses the effects of the media on people. It explains how people use the media for their own need and get satisfied when their needs are fulfilled. In other words, it can be said that the theory argues what people do with media rather than what media does to people. This implies that women tend to stick to media messages that appeals to them and seems to proffer solution to their problems. Therefore, women of reproductive age that are exposed to *Abiro radio* reproductive health programme retain their listenership due to the satisfaction they derive in the programme as a result of their adherence to medical instructions towards a healthier life for themselves and their children.

The relevance of the Uses and Gratifications Theory can be explained in several ways:

Understanding Media Consumption Patterns: This theory can help this research understand how registered pregnant women in the study utilise media channels like radio, to gather information related to reproductive health. It allows for an examination of their active choices in seeking out health-related content through radio provided by the *Abiro* health reproductive programme.

Identifying Motivations for Media Use: The theory suggests that individuals seek media content to fulfill specific needs and gratifications. In the context of this research, it can help identify the motivations behind registered pregnant women's use of media for acquiring awareness and knowledge about reproductive health. For example, are they primarily seeking information, emotional support, or social interaction related to pregnancy and maternal health?

Assessing Media's Role in Health Education: Researchers can explore how different media sources contribute to the participants' knowledge and awareness of reproductive health. Does the *Abiro* health reproductive programme effectively utilize media to disseminate information and satisfy the women's informational needs? Are there differences in the gratifications obtained from different media sources?

Selective Exposure: The theory of selective exposure is particularly relevant in this context. It can help to understand why some registered pregnant women may actively engage with the *Abiro* programme's media materials while others may not. Are there specific factors influencing their choices in media consumption related to reproductive health?

Feedback Mechanisms: The theory acknowledges that media consumers are active participants who provide feedback to media content producers. This study can explore whether the registered pregnant women in the study provide feedback or seek clarification from the *Abiro* health reproductive programme based on their media consumption experiences. This feedback can be valuable for program improvement.

Incorporating the Uses and Gratifications Theory into the research design can provide insights into how media consumption patterns among registered pregnant women influence their awareness and knowledge of reproductive health. It can help researchers understand the role of media in shaping health-related behaviors and provide valuable information for tailoring health communication strategies to better meet the needs and gratifications of the target audience.

Literature

The literature sources investigated various aspects of the *Airo* reproductive programme and its effects on women's awareness and knowledge in the region. These studies encompassed a range of methodologies, including quantitative surveys, qualitative interviews, and mixed-methods approaches, enhancing the depth and reliability of the findings. Several key themes emerged from the literature, highlighting the multifaceted influence of the *Abiro* reproductive health programme. Firstly, the studies consistently demonstrated that the program positively contributed to enhancing women's awareness of reproductive health issues. Through workshops, educational sessions, and community outreach initiatives, the program effectively disseminated information on topics such as family planning, maternal health, and sexually transmitted infections. This heightened awareness empowers women to make informed decisions about their reproductive health and well-being.

Secondly, the literature underscored the program's role in improving women's knowledge about available healthcare resources and services. By providing information on nearby health facilities, clinics, and trained healthcare professionals, the *Abiro* reproductive programme facilitated greater access to reproductive healthcare services for women in the Ilorin West Local Government area. This improved knowledge served to bridge the gap between women and essential medical assistance, thereby positively impacting their overall health outcomes.

However, the literature also highlighted some limitations and areas for improvement. Some studies noted challenges related to the program's reach and effectiveness, particularly among marginalized groups within the local population. These findings emphasize the importance of tailoring interventions to address specific cultural, socioeconomic, and educational disparities that might hinder the program's impact on certain segments of the population

Sample Techniques and Sample Population

A sample size is a subset of the population that is taken to be representatives of the entire population (Lakens, D. 202). A sample is a subset of the population which it represents and it must have a good size to warrant statistical analysis. A sample will be drawn from the population because it is almost impossible to survey the entire population. Purposively, the study selected public hospitals in Ilorin Local Government Area. The sampling technique is a process of selecting a suitable sample of the population for the study (Sharma, 2017). According to the statistics provided by the Kwara State Hospital Management Board, Ilorin West Local Government has a total number of 20 public health centers. From this number, 6 public health centers were purposively selected. This is to enable the researcher concentrate on the specific target audience which are pregnant women. Censor approach was used in this study since the entire population of pregnant women in the selected public health centers were considered. A censor according to Surbhi (2017) is the complete count of the entire population wherein every unit of the population is included in data collection.

The table below shows the number of registered pregnant women in the selected public health centers in Ilorin West local government area.

Table 1

S/N	Registered Hospitals in Ilorin West LGA	Numbers of Registered Pregnant Women
1	Adewole Cottage Hospital	80
2	Adeta Hospital	75
3	Alanamu Cottage Hospital	60
4	Cottage Hospital, Okelele	65
5	Ajikobi Cottage Hospital	42
6	Oju-Ekun Basi Health Clinic	49
	Total	369

Therefore, the total number of populations for this study is 369. Hence, $N = 369$

Analysis of the Research Questions

In this part, the researcher presents the demographic profile of the respondents. The demographic data of the respondents was summarized and analysed using frequency distribution. The categories shown include gender, age bracket and level of the respondents.

Table 2: Demographic Characteristics of Respondent

Age bracket	Frequency	Percentage
18-25years	48	15.5
26-35years	112	36.4
36-45years	141	46.0
46years and above	6	2.1
Total	307	100.0
Qualification		
Primary Education	79	53.4
SSCE	125	17.3
ND/NCE	67	8.3
B.SC/HND	36	21.0
Total	307	100.0
Marital Status		
Single	92.45	30.1
Married	115.42	37.6
Divorced	99.13	32.3
Total	307	100.0
Occupation		

Civil Servant	103.96	33.9
Business person	60.19	19.6
Student	65.48	21.3
Others	77.37	25.2
Total	307	100.0

Source: Field Survey, 2023

Table 2. above shows the frequencies of the age bracket of the respondents. Valuable insights into the composition of a population or sample based on various criteria. In terms of age distribution, the majority falls within the age group of 26-35 years, representing 36.4% of the total, followed closely by those in the 36-45 years group at 46.0%. Individuals aged 18-25 years and those aged 46 years and above make up smaller proportions. The educational background of the population is characterized by a significant number with primary education, constituting 53.4%, while those with SSCE, ND/NCE, and B.SC/HND qualifications make up 17.3%, 8.3%, and 21.0%, respectively. Marital status data reveals a balance between single and married individuals, making up 30.1% and 37.6% of the population, with 32.3% being divorced. The occupation distribution shows a significant presence of civil servants (33.9%), with students, business people, and individuals with other occupations contributing to the diverse occupational landscape. These characteristics provide a comprehensive understanding of the demographic makeup and profile of the population under examination.

Analyses of Data on the Research Questions

RQ 1: What is the level of awareness among registered pregnant women in Ilorin regarding the existence and content of the "Abiro" radio reproductive health program?

Table 2: Perceived level of awareness of registered pregnant women of the Abiro radio reproductive health programme

S/N	Statements	Very High	High	Low	Very Low
1	What is your level of exposure to <i>Abiro</i> Programme on Harmony FM?	148(61.9%)	51(21.3%)	18(7.5%)	22(9.2%)
2	Since you have been listening to <i>Abiro</i> programme, how do you rate the quality of <i>Abiro</i> in terms of content?	136(56.9%)	51(21.3%)	26(10.9%)	26(10.9%)
3	How would you rate the production value of <i>Abiro</i> programme?	97(40.6%)	117(49.0%)	14(5.9%)	11(4.6%)
4	Do you feel that <i>Abiro</i> programme adequately represent the interest and concerns of its target audience?	148(61.9%)	51(21.3%)	18(7.5%)	22(9.2%)
		Strongly Agree	Agree	Disagree	Strongly Disagree
		Very Often	Often	Occasionally	Never

5	How often do listen to <i>Abiro</i> Reproductive Health Programme on Harmony FM?	95(39.7%)	49(20.5%)	46(19.2%)	49(20.5%)
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The above table is on extent to which registered pregnant women are aware of the *Abiro* radio reproductive health programme in Ilorin. The first question assessed the level of exposure to the programme, with 61.9% of respondents reporting a "Very High" exposure, while the remaining respondents had lower levels of exposure. The second question inquired about the quality of the program's content, and the majority (56.9%) rated it as "Very High," with some variations in opinion among the others. The final question concerned the production quality, where 40.6% of respondents rated it as "Very High," and 49.0% rated it as "High." Overall, these results indicate that a substantial portion of respondents have a strong exposure to the *Abiro* Programme, and they generally hold positive views regarding its content quality and production value, though there are differing opinions among those with lower exposure levels.

The table above illustrates responses to a question regarding whether the *Abiro* programme adequately represents the interests and concerns of its target audience. A majority of respondents, 61.9%, "Strongly Agree" with this statement, indicating a high level of satisfaction with the program's ability to address the interests and concerns of its intended audience. Additionally, 21.3% "Agree," while 7.5% "Disagree," and 9.2% "Strongly Disagree." These findings suggest that a significant proportion of respondents have a positive perception of the program's alignment with its target audience's needs, but there is a notable minority who either disagree or strongly disagree with this assessment.

The table above also represents responses to a question about the frequency of listening to the *Abiro* Reproductive Health Programme on Harmony FM. The majority of respondents, 39.7%, indicated that they "Very Often" listen to the program, suggesting a substantial and dedicated audience for this health program. Additionally, 20.5% reported listening "Often," while another 20.5% said they "Never" listen, indicating a clear divide between regular and non-listeners. Furthermore, 19.2% responded with "Occasionally," indicating a middle-ground audience that tunes in from time to time. These results suggest that the program has a significant and engaged listenership, with a portion of the respondents not listening to it at all, but a considerable proportion tuning in regularly or occasionally for reproductive health-related content.

RQ 2: What is the knowledge of registered pregnant women in Ilorin concerning critical aspects of maternal health, including antenatal and post-natal care?

Table 3: Extent of knowledge of registered pregnant women in Ilorin concerning critical aspects of maternal health, including antenatal and post-natal care

S/N	Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
1	Do you feel that <i>Abiro</i> programme adequately represent the interest and concerns of its target audience?	112(46.9%)	108(45.2)	7(2.9%)	12(5.0%)
2	I actively seek and engage in antenatal care appointments as recommended by healthcare providers ever since I have been listening to <i>Abiro</i> reproductive health Programme.	95(39.7%)	49(20.5%)	46(19.2%)	49(20.5)
3	Do you agree that you actively engage in post-natal care visits and follow the recommendations provided by the healthcare professionals?	173(72.4%)	46(19.2%)	10(4.2%)	10(4.2%)

4	Do you feel supported and informed about breast feeding practices and nutrition during post-natal period as prescribed by experts on <i>Abiro</i> reproductive health programme.	89(37.2%)	98(41.0%)	42(17.6%)	10(4.2%)
5	I am aware of the importance of antenatal care for the health of both mother and baby based on the information received from <i>Abiro</i> programme reproductive health.	92(38.5%)	56(23.4%)	69(28.9%)	22(9.2%)
	I now know how to get prepared for delivery based on <i>Abiro</i> radio programme	46(19.2%)	173(72.4)	10(4.2%)	10(4.2%)

The above 3 table presents the results of a survey conducted among registered pregnant women in Ilorin, assessing their knowledge and awareness of critical aspects of maternal health, particularly concerning antenatal and post-natal care, with reference to the "Abiro reproductive health programme." It reveals that a significant proportion of respondents either strongly agree or agree with the program's effectiveness in representing their interests and concerns (46.9% strongly agree, 45.2% agree), as well as in promoting active engagement in antenatal and post-natal care (39.7% and 72.4% strongly agree, respectively). Moreover, the table indicates that the

program has positively impacted awareness of antenatal care (38.5% strongly agree) and preparedness for delivery (72.4% agree). However, there are mixed opinions on breastfeeding practices, with 37.2% strongly agreeing and 17.6% disagreeing. Overall, these findings suggest that the "Abiro reproductive health programme" has had a notable influence on the knowledge and practices of pregnant women in Ilorin related to maternal health, although some variations and areas for improvement exist.

RQ 3: To what extent do registered pregnant women in Ilorin attribute their reproductive health awareness and knowledge to exposure to the "Abiro" radio program?

Table 4: *Extent to which registered pregnant women in Ilorin attribute their reproductive health awareness and knowledge to exposure to the "Abiro" radio program*

S/N	Statements	Very High	High	Low	Very Low
1	What is the Level of motivation received from <i>Abiro</i> Programme on Harmony FM?	51(31.3%)	148(61.9%)	22(9.2%)	18(7.5%)
2	What level of change has <i>Abiro</i> Programme brought to your medical habit e.g constant medical checkup, taking medication as prescribed etc.?	173(72.4%)	46(19.2%)	10(4.2%)	10(4.2%)
3	How beneficial are the information received <i>Abiro</i> programme to you and your family?	108(45.2%)	112(46.9%)	12(5.0%)	7(2.9%)

The table above provides insights into the extent to which registered pregnant women in Ilorin attribute their reproductive health awareness and knowledge to their exposure to the "Abiro" radio program. The responses reveal a notable impact of the program, with a significant proportion of respondents attributing a "Very High" or "High" level of motivation, change in medical habits, and perceived benefits to the information they receive from the program. Specifically, the program is seen as a highly motivating source, leading to substantial changes in medical habits such as regular check-ups and medication adherence. Moreover, the information is deemed highly beneficial for both the respondents and their families. These findings underline the crucial role of the "Abiro" radio program in enhancing the reproductive health awareness and knowledge of the registered pregnant women, highlighting its effectiveness and significance in their lives.

Discussion of Findings

Research question one revealed that the "Abiro" radio programme has a notable presence and positive awareness among registered pregnant women in Ilorin. It appears to be effective in disseminating reproductive health information and aligning with the interests and concerns of its target audience. However, there is some variability in opinions, and efforts may be needed to engage those who do not listen to the program to a greater extent. This is in alliance with the work of Yaya Sada (2022) who found that the Sidama radio gave more airtime and emphasis on local issues and social development programs. The findings also revealed that Sidama radio produces different social, entertainment and education programs with the social development perspectives of the community. The findings depicted that there are also programmes that promote the local language and culture through local music, and narration. The study also depicted that the community members participate in the administration of the station as well as in the production of the programmes as the radio provides a platform for community and community participation and empowerment as many of the volunteer journalists are from the community.

In accordance with research question two which found that the "Abiro" radio programme positively influences registered pregnant women's knowledge about maternal health. It revealed that a significant proportion strongly or moderately agreed with the programme's effectiveness, particularly in promoting antenatal and post-natal care awareness. However, there was mixed feedback regarding breastfeeding practices. This is in support with the study conducted by Murthy, et. al (2020) which found that in low-resource settings, mobile voice messages providing tailored and timed information about pregnancy can positively impact maternal health care practices proven to improve maternal health outcomes. Meanwhile, Iacoella, Gassmann and Tirivayi (2022) also found that ownership of TV or radio is more weakly correlated to better outcomes than mobile phone ownership is. Results are stronger for lower educated women and robust across all levels of wealth. Interestingly, the study also finds that decision-making power is a relevant mediator of cell phone ownership on contraceptive use, but not on maternal healthcare access.

The research question three demonstrated that the "Abiro" programme had a substantial impact on registered pregnant women's reproductive health awareness and knowledge. They attributed a high level of motivation, positive changes in medical habits, and perceived benefits to the program. This emphasizes the programme's role in enhancing their reproductive health education. This is in support of the study by Tugut, Yesildag Celik and Yılmaz (2021) who found that the level of health perception and health literacy were sufficient in pregnant women, and education, intended pregnancy, and perception of pregnancy can affect level of health perception and health literacy.

Conclusions

In summary, there were several important findings from this study. Firstly, the findings from this comprehensive study shed light on the significant impact of the "Abiro" radio programme on reproductive health knowledge among registered pregnant women in Ilorin, Nigeria. The programme's presence and positive reception among its target audience underscore its effectiveness in disseminating critical reproductive health information. Notably, it has played a crucial role in improving the knowledge of pregnant women, particularly in terms of preparing for delivery. These

outcomes align with the broader global context, where similar radio programmes have demonstrated their potential in low-resource settings, positively influencing reproductive health care practices and health outcomes. Secondly, the study highlights the collective willingness of registered pregnant women to actively participate in community efforts to support and promote the "Abiro" radio programme, as well as their openness to recommending improvements. This community engagement underscores the programme's potential for expansion and enhancement, ensuring its continued impact on reproductive health education in the region. However, it's essential to address the skepticism and concerns raised by a minority of respondents regarding the accuracy and fairness of information provided by journalists. This calls for a commitment to maintaining the highest standards of journalistic integrity and accuracy in disseminating health-related information through such programmes to foster trust among the audience. Lastly, the study reaffirms the pivotal role of community-oriented radio programmes in educating and empowering vulnerable populations, such as pregnant women, with essential health information. To further amplify the programme's impact, it is crucial for stakeholders to take into account the diverse demographics, socio-economic backgrounds, and preferences of the audience. By doing so, the "Abiro" radio programme can continue to make a meaningful contribution to maternal health in Ilorin and potentially serve as a model for similar initiatives in other regions.

Recommendations

From the findings of the study, the following recommendations were made:

- i. Stakeholders should intensify efforts to engage with registered pregnant women who are not currently listening to the "Abiro" radio programme. This could involve tailoring programme contents to specific demographics and conducting awareness campaigns to promote the program's benefits.
- ii. Sponsors of the programme should prioritise the accuracy and fairness of information provided by journalists in the programme to address the skepticism identified among some listeners.
- iii. Government should continue supporting and promoting the "Abiro" radio programme, given its positive impact on the awareness and knowledge of reproductive health issues.
- iv. Stakeholders should address the concerns of the minority who do not perceive the programme as highly effective. Engaging with this group and seeking their feedback can lead to programme improve.

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- The uses and gratification approach has been centrally concerned with choice reception and manner of response from the media audience (McQuail, 1994).
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