

Assessment of the influence of prostate cancer campaign on disease prevention and control in Enugu state

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Abstracts

This study was an assessment of prostate cancer campaign messages on disease prevention and control in Enugu State, Nigeria. The study made use of a survey design while multistage sampling technique was utilized to select a sample size of 300. A quantitative method of analysis was utilized to analyze available data in order to answer the research questions and draw inference for the study. Findings from the research showed that many of the respondents are not fully aware of prostate cancer. Other respondents opined that prostate cancer is a strange illness hence do not want to talk about it. The study revealed that radio is the leading source of information on prostate cancer among men. The study equally showed that many respondents have less knowledge of prostate cancer and do not attach importance to messages on prostate cancer. This study, therefore, recommends, among others, that radio should be used as a main communication tool in campaigns to create awareness on prostate cancer.

Keywords: Assessment, Influence, Prostate Cancer, Campaign, Disease, Prevention and Control.

Introduction

Prostate cancer is a malignant cancer and one of the most common cancers that have challenged the health of many men with much death recorded. Prostate cancer arises due to changes within the DNA of a prostate cell. Prostate is described as a walnut formed gland that produces the liquid components of semen. It is found underneath the bladder and encompasses part of the urethra the tube that transports urine out of the body. According to association of Urology USA (2008) "Prostate cancer happens when cells within the prostate grows out of control. These cells multiply and may form a tumor inside the organ or may spread to other parts of the body. Prostate cancer is the most common diagnosed cancer in men and positioned second as the cause of death in cancer related diseases with roughly 186, 000 new cases found each year (Association of urology USA 2008, p. 2).

In Nigeria, united Bank for Africa (UBA) launched a prostate cancer awareness campaign in 2011 tagged "walk, cycle and jog against prostate cancer. In Enugu State, (Sunrise FM) Radio health programmes on Radio prostate cancer in men are aired weekly. The programme stays for 30 minutes dealing on issues concerning prostate awareness and screening of male public residents who are public servants in Enugu state Nigeria.

Scientists have not been able to identify the main cause of cancer. Cancer is not just one diseases, it is a collection of multiple abnormal growth that attacks cells uncontrollably. It spreads within the human body. Cancer can include any tissue of the body and have

various different shapes in each body zone. Globocan (2012), states that there were more than 14.1 million new cancer cases, 8.2 million cancer deaths and that about 32.6 million people are living with cancer all within 5 years of diagnosis in 2012 all over the world. Information is regarded as crucial in the battle against cancer. The media are important tools for ensuring the efficient circulation of information related to cancer. One of the ways that the media can achieve this is through media campaigns.

Media campaign is usually a planned programme, it could be a series of newspaper articles, interviews radio, television or social media designed to achieve intended aim. It is a facilitated marketing design to bolster data or opinions on product, services or general brand through a media platform. There are various social *media health campaigns* that have been on for a while now with the sole aim of creating awareness and improving cancer prevention behaviors. October is known nationally as prostate cancer awareness month and it is a month when more intensified campaign is done to raise awareness of the disease as well as increase research focus on its cause, prevention and treatment. The campaign is done annually. The goal of this campaign is to support those affected by prostate cancer and encourage good health behaviors. Media campaign could go a long way in providing men with clear advice on *prostate cancer* risk by encouraging men to discuss their individual risk and seek help early. According Pew Research Center. January 2018 reports more than 69% of adults using social networking sites; YouTube was the most commonly used social media platform around the world, after which we have the Facebook, Instagram, Pinterest, Snapchat, LinkedIn and Twitter. Fox (2014) conducted a study and found that about 75% of adults who use social media, do so to talk about health. Social media provide a “socially mediated pathway” to communicate health-related information. They connect people to social networks and communities that offer integral incentives and personalized direction to form behavioral changes (Sarkar *et al.*, 2018). As a result of this, many organizations prefer to use social media to “provide users with access to valid, scientifically proven health information while also “reinforcing and individualizing messages, reach new audiences, and construct a communication foundation based on open data exchange (CDC, 2015).

Researchers have examined different issues related to prostate cancer. Ogundele and Ikuerowo (2015) carried out a study with a goal to ascertain awareness level of prostate cancer. The researchers applied descriptive survey while using questionnaire as the instrument for data collection. The researchers found that only 47% of the sample reported awareness of prostate cancer. The implication was that 53% of the sample were not aware of prostate cancer. Gift *et al.* (2020) examined knowledge and practice of preventive measures of prostate cancer and reported that there was poor knowledge of prostate cancer as only 29% of the sample reported sufficient knowledge of preventive and management measures. Ojewola *et al.* (2017) carried out a study and found that knowledge and practice was low among the sample studied. Based on the above background, the focus of this study is to assess the influence of prostate cancer awareness campaign on the disease prevention and control in Enugu state south East Nigeria.

Research Objectives

The specific objectives are:

To examine the sources of exposure to prostate cancer campaign messages in Enugu State.

To ascertain the level of knowledge of prostate cancer among men in Enugu State.

To assess the level of priority that is attached to information on prostate cancer in Enugu State.

Theoretical Framework

The researchers applied agenda setting theory to carry out this study. This theory was provided by Mccombs Maxwell and Donald Show in 1972. The fundamental assumption of the theory is that the news media play important role in deciding issues to be given serious attention. The theory holds that the news media highlight issues that should be regarded as important. This is done through strategies such as frequency of coverage, placement of pictures, prominence, among others. Wogu (2008) in commenting on the usefulness of agenda setting notes: "Press is essentially more than a purveyor of data and supposition. It may prove not to be too effective much of the time in telling people what to think, however, is spectacularly effective in telling people what to think about" (p. 142). Gever (2015) says that agenda setting theory is critical in understanding the role of the media in shaping public views. In this study, the researchers regarded agenda setting theory as important because it helps in explaining the impact of media agenda on prostate cancer.

Research Design

A descriptive survey design was used for this study. the population of this study is made up of men aged 25 years and above in Enugu State. According to the 2020 census figure as released by the National Population Commission, Enugu State has 1, 996, 042 males. The justification for having them as the study population account to their exposure to various information sources on prostate cancer prevention and control and the risk factors prevalent among men in Nigeria.

This sample size was obtained from total population of males in Enugu that stood at 1, 596, 042 as at 2020 population census Raosoft calculator, and online software was used to calculate sample size, based on the following parameters: margin error 5%, confidence level 901, population size 1, 596, 042 and 50% response distribution. It gave the total number of men for the sample which is 271 however the researcher rounded it up to 300 respondents, since over sampling is allowed.

Sampling Techniques

Cluster random sampling techniques was utilized to select the eventual population for the study, it involves dividing the population into cluster (regions, districts etc) it was used to eliminate other members of population that do not meet the requirement. Three sectional districts in Enugu East, west and North were selected. Using quota sampling, three local government were chosen (Enugu North, Oji River, Enugu East local government Areas) from which six villages were randomly selected from the East which were Obinagu and Azama, from North ,Amokwe and Artisan and from the west Agu-ugwu and Ndiugwu.

Measuring Instrument

The researchers used a structured questionnaire to collected data for the study. The choice of a questionnaire was because of its capacity to generate large volume of data (Anibueze, *et al.*, 2022; Ahmad *et al.*, 2022; Madukwe *et al.*, 2022).Three researchers in mass communication, university of Nigeria validated the instrument. A pilot study with 30 participants revealed a correlation coefficient of 0.77, implying that the instrument is reliable.

Method of Data Analysis

The data for this research were analyzed using tables, percentages, and frequency. In analyzing it quantitative methods were used to measure the proportion between the studied subjects. This formula is this:

$$\text{Percentage} = \frac{\text{actual response}}{\text{total sample size}} \times \frac{100}{1}$$

Actual response = total number of respondents for the research

Total sample size = Total number of respondents for the study

So the data collected will be analyzed using above formula.

Findings

The research sample is made up of men in Enugu state representing three constituencies, North, East and West out of the 300 copies of the research instrument administered to respondents in Enugu state which was the selected sample size, 292 copies were returned, 12 copies not completely filled, 280 copies of completely filed questionnaire were used for the study. The respondents were within the age bracket of 25 to 50 age range.

Table 1: What is the source of information on prostate cancer campaign?

Response	Frequency	Percentage
Radio	82	29.6
Newspaper/magazine	50	17.8
Television	65	23.2
Friends	33	11.7
Researchers	11	3.9
Doctors/ health workers	38	13.5
Total	280	100%

The result of the study as shown above revealed different sources from where the respondents are exposed to messages on prostate cancer. However, ranked first, followed by television, newspaper and health workers friends and researchers in that order.

Table 2: Awareness of prostate cancer screening?

Response	Frequency	Percentage
Yes	97	34.6
No	121	43.2
Can't say	62	22.1
Total	280	100%

In Table 2 above, the researchers sought to determine the awareness level of prostate cancer among men. The result of the study showed that majority (43.2%) are not aware. The implication is that more awareness campaign is required to assist men to know more about prostate cancer.

Table 3: Knowledge level of prostate cancer

Response	Frequency	Percentage
High	91	33.0
Medium	65	23.0
Low	124	44.0
Total	280	100%

In Table 3 above, the researchers sought to determine the knowledge level of prostate cancer among the participants. The result of the study showed that majority of the participants reported low knowledge of prostate cancer. The implication is that efforts is needed to educate the general public so that they will demonstrate greater knowledge of prostate cancer.

Table 4: Level of importance attached to prostate cancer messages

Response	Frequency	Percentage
Very important	69	24.6
Important	101	36.0
Not important	110	39.2
Total	280	100%

From table 4, 69 respondent representing 24.6% took the campaign on prostate cancer very important, 101 respondent representing 36.0% affirmed that prostate cancer campaign were important while 110 respondents representing 39.2% said that prostate cancer campaign were not important to their health.

Discussion of findings/conclusion

This study showed that radio is one of the leading sources of information on prostate cancer among the participants sampled, followed by television. What this means is that health promotion experts who are desirous of reaching men with information on prostate cancer will need to pay close attention to radio and TV. This is more that researchers (Gever, 2015; Wogu 2008) hold the view that the source of information is a critical consideration in media agenda setting. The result of the study also revealed low knowledge of prostate cancer among the participants examined. What this means is that media awareness campaign on the health issue will need to pay attention in devising ways of improving the knowledge of the cancer among men. Knowledge level is essential because if people do not have adequate knowledge of a health issue, it will be difficult for them to take the appropriate health measures that will make them less vulnerable to it.

The result of the study further revealed that majority of the participants attach less importance to information on prostate cancer. This is a serious drawback because when people do not take information serious, this will very likely lead to them not practicing appropriate health behaviour. The responsibility is for health promotion agents and planners to come up with ways that will assist them to effectively drive the message to the general public and trigger them to take such messages serious. The current study has extended previous ones (Ojowale *et al.*, 2017; Ogundele & Ikuerowo 2015) by showing the current level of knowledge of prostate cancer among men in a less developed country like Nigeria. This information could be useful in the planning and implementation of health campaigns aimed at improving knowledge of prostate cancer among men in less developed countries. The conclusion in this study is that radio is the leading source of information on prostate cancer among men. The researchers also conclude that there is low knowledge of prostate cancer among men. Finally, it is concluded that participants in the study ascribe less importance to information on prostate cancer.

Recommendations

Based on these findings therefore, the following recommendations are presented. Information regarding prostate cancer should be communicated main through radio. Greater attention should be paid to educating the general public so that their knowledge of prostate cancer will improve. There is the need to encourage the general public to ascribe importance to messages on prostate cancer. Further studies should be carried out in other places for comparison.

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