

Impact of HIV/AIDS Prevention Promotion Programmes on Behavioural Patterns among Rural Dwellers in South Western Nigeria

O.O. Adelere, M.G. Olujide* and R.A. Popoola*

Department of Adult Education, University of Ibadan, Ibadan, Nigeria

**Department of Agricultural Extension and Rural Development, University of Ibadan, Ibadan, Nigeria*

KEYWORDS Impact. HIV/AIDS. Prevention Promotion Programmes. Behavioural Patterns and Rural Dweller

ABSTRACT This study was carried out to assess the impact of HIV/AIDS prevention promotion programmes on behavioral patterns among rural dwellers in Oyo state, South West Nigeria. One hundred and eighty rural respondents were purposively selected from six randomly selected rural communities in Akinyele Local Government and Saki East Local Government areas of Oyo State. Information for this study was gathered with the aid of structured interview schedule. Data was analysed using frequency counts and percentages. Hypothesis of the study was tested using Pearson product Moment correlation (PPMC). Findings showed that majority of the rural dwellers were males, mostly married and without formal education. 73.3% were about 50 years (that is of reproductive and productive age). Abule Olokemerin; a radio drama series, and jingle on radio remains HIV/AIDS promotion programmes widely available to rural dwellers. Only 25% of rural dwellers attended lectures on HIV/AIDS prevention. The result showed that there were no changes in the behavioural patterns of rural dwellers: having sex with more than one intimate partner, was the same, vigorously practiced by 66.6% and 77.7% of the rural dwellers before and after the programmes in Akinyele and Saki East Local Government respectively. No changes in pattern of behaviour were also observed in: using knives for body scarification for medicinal purposes and sharing of clippers for hair cuttings. However, changes in behavioural pattern were found in reusing blades for nail finger cuttings, dancing to music that extols the erotic parts of women, discussing on issues about the opposite sex. The tested hypothesis showed no variation in the behavioural patterns among the rural dwellers in Akinyele ($r = 0.731$) and in Saki East Local Government ($r = 0.680$). Much efforts in terms of training and education for the rural dwellers is needed because behavioural practices that could endanger their life to HIV/AIDS infections are still widely and commonly practiced; polygamy in marriage, levirate marriage, divorce and remarriage were all common. Enforcement of positive behavioural patterns in forms of legislation and enforcement agency is required.

INTRODUCTION

AIDS is the acronym for: Acquire Immunodeficiency syndrome, whereas HIV is Human Immuno Deficiency Virus. The HIV virus can enter the human body to weaken its immune system in which the helper T. cells potentials to fight disease is thus destroyed. The human body is henceforth faced with various opportunistic infections finally resulting into death of the infected person. HIV takes 10 – 12 years to develop into full-blown AIDS disease (WHO, 2000). Infected person may look healthy for some years thus being able to infect other unsuspecting individual, during this period.

In 1981, the world first reported a case of AIDS, which was among a group of homosexuals in the cities of San Francisco, Los Angeles and New York, USA. By 1986, AIDS was reported in Nigeria on a 13 year old female kola nut seller on the streets of Lagos (AIDS preventive

Initiative in Nigeria (APIN, 2000) since then, AIDS has found its way to other regions and continents and among different occupation in different countries of the world. AIDS is Africa's largest single cause of death and the world's fourth cause of death (Joint United Nations Agency for International Development, UNAID 1999). This result is frightening in that over 60 million people the world over are already infected and at the death rate of its 5 people per minute in no time the entire human world population of 6.29 billion people would be ravaged (Population Report on AID, 2001)

In Africa, Botswana, Zimbabwe and South Africa are worst Affected while in West Africa, Nigeria Cote D'ivoire and Burkina Faso are mostly affected Senegal is least affected because of the policy of their government.

Studies have shown that education can influence risky behaviours. While risk reduction campaigns that involve diagnosis before

intervention has resulted in changes in human behaviour (Mann, 1986). In Nairobi Kenya, a health education intervention targeted at a group of women resulted in striking increase in condom use (Ngugu, et al, 1988) The World Health Organisation, WHO (1985) summarized the effect of AIDS on Agricultural production of all nations, stating that it affects the most productive age bracket, that is important to replenish labour and also remitting income AIDS intervention promotion must provide training and interpersonal skills, such as talking about sexual practices, discussing the avoidance of risk with a partner, asserting personal preference in sexual relationship and abstinence from illicit sex and using of a condom when sexual activity is to occur, accepting only screened blood during blood transfusion, avoiding the use of contaminated blades and knives during body piercing or scarification and avoiding the use of contaminated needles and syringes and mother to child transmission of infected blood.

Problem

The World Health Organisation (2000) defined HIV/AIDS prevention promotion as basically health education intervention programmes that make use of advertisement campaigns on: Television through drama series, jingles on radio, drama on radio, stage drama, posters, handbills, pamphlets, music, seminars, conferences, symposia and lectures organised from time to time mostly by governmental and non-governmental organisations for the purposes of creation of awareness and educating the general public about how HIV is transmitted and how to avoid contracting the AIDS disease.

However, the problem of these prevention promotions is finding an acceptable and entertaining means of reaching more people and encouraging them to practice positive behavioural patterns in their sexual and blood contact practices. Records are not available on how much of the knowledge acquired is practiced, therefore, it is necessary to conduct this study on how the food producing communities are sensitized against HIV/AIDS spread and to find out strategies that can be adopted to further improve people's behaviours. In view of this and other reasons, this study intends to find answers to the following research questions:

1. What are personal characteristics such as gender, Age, marital status, Religion, Educational attainment and occupation of the rural dwellers?
2. What are the channels of communication used for HIV/AIDS prevention promotion programmes?
3. What is the level of awareness of rural dwellers on HIV/AIDS
4. What are the HIV/AIDS prevention promotion programmes going-on in the study areas.
5. What are the changes in behavioural patterns of the rural dwellers?

Hypothesis

Null hypothesis (H_{01}): There is no significant relationship in the behavioral patterns of the respondents sampled from the two local governments selected for the study.

Objective of the Study

The general objective of the study is to assess the impact of HIV/AIDS prevention promotion programmes on behavioural patterns among rural dwellers in Oyo State. The specific objectives are:

1. To identify the personal characteristics such as gender, age marital status, religion, educational attainment and occupation of the rural dwellers.
2. To identify the channel of communication in use of HIV/AIDS prevention promotion programmes.
3. To determine the rural dwellers level of awareness about HIV/AIDS.
4. To identify the on-going HIV/AIDS prevention promotion programmes in the rural areas.
5. To investigate changes in behavioural patterns of study dwellers.

METHODOLOGY

The study was carried out in Akinyele Local Government and Saki East Local Government areas of Oyo State, South West Nigeria. Saki East was purposively picked for the study because the first case of AIDS reported in Oyo State was from Saki Area when it was then Ifedapo Local Government before it was split in 1996 into Saki East Local Government and Saki West Local Government Saki East has its headquarter at Ago

Amodu and lies at the north western corner of Oyo State and about 170km from Ibadan, the state capital. Akinyele Local Government is one of the Local government within Ibadanland and was selected because of its proximity to urban life.

Akinyele Local Government has a land space of 1292.92km² with twenty five major settlements. According to National Census, 1991, it has a human population of 140, 118 people and is inhabited by Yoruba, Ibo, Hausa, Fulani, Nupe, tivs, Efiks who are migrant farmers.

Thirty rural dwellers each were purposively selected from each of six randomly selected communities from the two Local Government Area to give a total of one hundred and eighty 180 respondents. Data for the study was collected through structured interview schedule because respondents were mainly without formal education. Assistance from two already trained enumerators were also sought.

RESULTS AND DISCUSSION

Research Question 1: What are personal characteristics such as gender, Age, marital status, Religion, Educational attainment and occupation of the rural dwellers?

The overall proportion of the rural dwellers according to gender was 85% male and 15% female. On local government basis, however, 83.3% of rural dwellers are males in Akinyele Local Government, while 16.7% of them are female whereas 88.6% of them are male in Saki – East Local Government while 11.4% of them are female.

About 26.7% were below 50 years while 73.3% were above 50 years. 89.4% of the rural dwellers were married, 2.2% separated and 3.9% either widowed or divorced with 4.4% being single who have not married. Majority in Akinyele practice Christianity 63.3%, while 61.1% in Saki East were muslims. 72.2% in Akinyele have primary education, while 77.8% in Saki East Local Government were without formal education Majority of the rural dwellers practice crop farming 80.6%.

Research Question 2: What are the channels of communication used for HIV/AIDS prevention promotion programmes?

Rural dwellers were asked to indicate the channel of communication through which they hear, view, read or receive information about the dangers of HIV/AIDS. About 53.3 of Akinyele

Table 1: Demographic characteristics of rural dwellers in both Akinyele Local Government and Saki East Local Government.

Characteristics	Akinyele Local Govt.	Saki East Local Govt.	Total
<i>Gender:</i>			
Male	75 (83.3)	78 (88.6)	153 (85.0)
Female	15 (16.7)	12 (11.4)	27 (15.0)
<i>Age:</i>			
< 50 years	30 (33.3)	18(20.0)	48 (26.7)
50 years and Above	60(66.7)	72(80.0)	132 (73.3)
<i>Marital Status:</i>			
Single	5 (5.6)	3 (3.3)	8 (4.4)
Married	77 (85.6)	84 (93.3)	161 (89.4)
Separated	3 (3.3)	1 (1.1)	4 (2.2)
Widowed	2 (2.2)	1. (1.1)	3 (1.7)
Divorced	3 (3.3)	1 (1.1)	4 (2.2)
<i>Religion:</i>			
Islam	26 (28.9)	84 (93.3)	110 (61.1)
Christianity	57 (63.3)	6 (6.7)	63 (35.0)
African tradition	7 (7.8)	-	7 (3.9)
<i>Educational Attainment:</i>			
No formal Educ.	15 (16.7)	70 (77.8)	85 (47.2)
Primary	65 (72.2)	17 (18.9)	82 (45.6)
Secondary	9 (10.0)	3 (3.3)	12 (6.7)
Tertiary	1 (1.1)	-	1 (0.5)
<i>Occupation:</i>			
Crop farming	63 (70.0)	82 (91.1)	145 (80.6)
Livestock	1 (1.1)	-	1 (0.5)
Trading	3 (3.3)	1 (1.1)	4 (2.2)
Farming/Trading	12 (13.3)	2 (2.2)	14 (7.8)
Farming/Artisan	9 (10.0)	3 (3.3)	12 (6.7)
Farming/civil servant	-	-	-
Student	2 (2.2)	2 (2.2)	4 (2.2)
Total	90 (100.0)	90 (100.0)	180 (100.0)

Source: Field survey, 2003

Table 2: Frequency distribution of rural dwellers according to channel of communication used for HIV/AIDS prevention promotion programme.

Channel of communication	Akinyele LGA	Saki East LGA	Total
Radio	48(53.3)	54 (60.0)	100(56.7)
Television	1(1.1)	11(12.2)	12(6.7)
Radio/TV/Posters	-	-	-
Handbills	41(45.6)	19(31.6)	60(33.3)
Peer group	-	2(2.2)	2(2.2)
Newspaper/magazine	4(4.4)	-	4(4.4)

Source: Field survey, 2003

rural dwellers get information through radio, while 45.6% of them received information from combination of Radio/TV/Posters/Handbills and Peer groups, whereas in Saki East LGA 60.6% of them received information through radio only, 12.2% through Radio/Posters. Also, 31.6% of them through a combination of radio/TV/Posters and peer group. While only 2.2% got information

from their peer groups, 2.2% got information through newspapers and magazines.

Research Question 3: What is the level of awareness of rural dwellers on HIV/AIDS?

The result showed that 84.4% of rural dwellers in Akinyele local government and 85.6% of rural dwellers in Saki East local government indicated great extent of awareness. Also, 14.4% of them

Table 3: Frequency distribution of rural dwellers according to their level of awareness in HIV/AIDS prevention promotion programme frequency distribution of rural dwellers.

Level of awareness of HIV/AIDS	Akinyele LGA	Saki LGA	Total
Great Extent	67(84.4)	77(85.6)	153(85.0)
Small Extent	13(14.4)	4(4.4)	17(9.4)
Not at all	1(1.1)	9(10.0)	10(5.5)
Total	90(100.0)	90(100.0)	180(100.0)

Source: Field survey, 2003

and 4.4% of the on indicated small extent of awareness in Akinyele and Saki East local government respectively.

Research Question 4: What are the HIV/AIDS prevention promotion programmes going-on in the study areas?

Abule Olokemerin and Jingles on Radio were identified as on- going HIV/AIDS prevention promotion programmes which rural dwellers widely have access to. About 91.1% of rural dwellers have regular access to it; only 25.0% had participated in lectures on HIV/AIDS prevention promotion programmes.

Research Question 5: What are the changes in behavioural patterns of the rural dwellers?

The changes in the behavioural patterns of

the rural dwellers due to HIV/AIDS prevention promotion programme. The changes in their levels of practice of behaviour before and after the programmes will indicate the effect, which the HIV/AIDS prevention promotion had on their behavioural patterns.

There were no changes in the behavioural patterns of the rural dwellers to: having sex with more than one intimate partner, vigorously practiced by 66.6% of the rural dwellers before and after the programmes and 77.7% of the rural dweller before and after the programme in Akinyele and Saki East Local Government respectively. Also, there were no changes in the behavioural patterns of the rural dwellers in using of a condom during each avoidable sexual encounter, 5.6% of the rural dwellers before and 8.8% of the rural dweller after vigorous practiced it in Akinyele while 1.1% vigorously practiced it before and after the programmes in Saki East Local Government. None of the rural dwellers claimed to use own clippers for haircut either in Akinyele or in Saki East Local Government Area. No changes in behavioural pattern are also found in engaging in body scarification for medicinal purposes 36.7% of the rural dwellers before and 44.4% after the programmes vigorously practiced it. While no respondent in Saki East Local Government claimed changes in their behavioural patterns. However, changes in behavioural patterns of the rural dwellers were found in: reusing of blades for nail finger cuttings vigorously practiced by 67.8% of the rural dwellers before and 44.4% after the programmes in both Akinyele and Saki East Local Government. Also, dancing to music that extols the erotic part of women and discussions on issues about the opposite sex.

Table 4: Access of rural dwellers to on-going HIV/AIDS prevention promotion programmes.

On-going HIV/AIDS prevention promotion programmes.	Akinyele Local Government			Saki-East Local Government			Total		
	R	NR	NA	R	NR	NA	R	NR	NA
Abule Olokemerin	83 (92.2)	4 (4.4)	3(3.3)	81 (90.0)	9(9.8)	-	164 (91.1)	13(7.2)	3(1.5)
Omolala	59 (65.6)	27 (30.0)	4 (4.4)	6 (6.9)	36 (40.0)	48 (56.3)	65 (36.1)	63 (35.0)	50 (25.0)
Etiemelo	2 (3.2)	12 (13.3)	50 (55.6)	30(33.3)	60 (66.7)	-	32 (17.8)	98 (54.6)	54 (27.0)
Edasoro yi	50 (55.6)	-	28 (31.1)	8 (8.9)	7(7.8)	75(83.3)	58(32.2)	19(10.6)	103(57.2)
Jingles on radio	83(92.2)	3(3.3)	4(4.4)	5055.6)	28(31.1)	12(13.8)	133(73.8)	31(17.2)	16(9.1)
Newspapers	-	1(1.1)	-	-	-	-	-	1(0.5)	-
Lecture	30(33.3)	15(16.7)	45(50.0)	20(22.2)	10(11.1)	16(66.7)	50(25.0)	25(12.5)	10(52)
Billboard	27(30.0)	4(4.4)	59(65.6)	-	-	-	27(15.0)	4(2.2)	59(65.6)

Source: Field survey, 2003.

Hypothesis

Null Hypothesis (H_{01}): There is no significant relationship in the behavioural patterns of the respondents sampled from the two local governments selected for the study.

This hypothesis is analysed using Pearson's Product Moment Correlation (PPMC). The result of the analysis is presented in table 6.

For the purposes of this study it was

necessary to examine the behavioural patterns among rural dwellers in both Akinyele and Saki East local government areas. The result of the behavioural patterns of the rural dwellers before and after the HIV/AIDS prevention promotion programmes are significantly related at the two local governments sampled for the study, that is, in Akinyele ($r=0.734$, $p \leq 0.05$) and Saki East ($r=0.680^*$, $p \leq 0.05$).

This findings do not connote a similarity in

Tables 5(a): Frequency distribution of behavioural patterns of rural dwellers in Akinyele Local Government

Statements of Behavioural Patterns of respondents to HIV/AIDS prevention	Before			After		
	VP	NVP	NP	VP	NVP	NP
Having sex with more than one intimate partner	60 (66.6)	20 (22.2)	20 (11.1)	60 (66.6)	20 (22.2)	10 (11.1)
Wearing of a condom during each avoidable sexual	5 (5.6)	55 (61.6)	30 (33.3)	8 (8.8)	42 (46.7)	40 (44.4)
Using own clippers for haircut	2 (2.2)	15 (16.6)	73 (81.1)	2 (2.2)	9 (10.0)	79 (86.7)
Drinking of alcohol and smoking of cigarette are things I do during relations	40 (44.4)	30 (33.3)	20 (22.2)	40 (44.4)	30 (33.3)	20 (22.2)
Dressing in skimpy clothes	12(13.3)	18(20.0)	60(66.0)	8(8.9)	20(22.2)	62 (68.9)
Engaging in body scarification for medicinal purposes	23(36.7)	18(20.0)	39(43.3)	40(44.4)	20(22.2)	30 (33.3)
Using re-used blades for nail finger cuttings	61(67.8)	8(8.9)	21(23.3)	40(44.4)	30(33.3)	20 (22.2)
Being in private hideout with people of opposite sex	38(42.2)	-	52(57.8)	-	1(1.1)	89 (98.9)
Dancing to music that extols the erotic parts of women.	1(1.1)	7(7.8)	82(91.1)	-	-	90 (100.0)
Discussing issue about the opposite sex	-	8 (8.9)	82 (91.1)	1 (1.1)	1 (1.1)	88 (97.8)

Source: Field Survey, 2003.

Table 5(b): Frequency distribution of behavioural patterns of rural dwellers in Saki East Local Government

Statements of Behavioural Patterns of respondents to HIV/AIDS prevention	Before			After		
	VP	NVP	NP	VP	NVP	NP
Having sex with more than one intimate partner	70(77.7)	10(11.1)	10(11.1)	70(77.7)	10(11.1)	10(11.1)
Wearing of a condom during each avoidable sexual encounter	1(1.1)	49(54.4)	40(44.4)	1(1.1)	46(51.1)	43(47.8)
Using own clippers for haircut	-	89(98.9)	1(1.1)	-	89(98.9)	1(1.1)
Drinking of alcohol and smoking of cigarette are things I do during relations	-	89(98.9)	1(1.1)	-	-	90(100.0)
Dressing in skimpy clothes	-	-	90(100.0)	-	-	10(100.0)
Engaging in body scarification for medicinal purposes	-	15(16.7)	75(83.3)	-	-	90(100.0)
Using re-used blades for nail finger cuttings	61(67.8)	8(8.9)	21(23.3)	40(44.4)	30(33.3)	20(22.2)
Being in private hideout with people of opposite sex	38(42.2)	-	52(57.8)	-	1(1.1)	89(98.9)
Dancing to music that extols the erotic parts of women.	1(1.1)	7(7.8)	82(91.1)	-	-	90(100.0)
Discussing issue about the opposite sex	-	8(8.9)	82(91.1)	1(1.1)	1(1.1)	88(97.8)

Source: Field Survey, 2003.

Table 6: Pearson Product Moment Correlation (PPMC) analysis of correlation of behavioural patterns among rural dwellers in Akinyele and Saki East Local Government.

	<i>Akinyele Local Government</i>	<i>Saki East Local Government</i>
Correlated Behavioural patterns	0.734*	0.680*
Correlation significant at 0.05 level (2 – tailed test)		

the behavioural patterns across the two local governments selected for the study, it merely says that the respondents behavioural patterns are significantly related within each of the local government, that is in Akinyele ($r=0.734, p \leq 0.005$) and Saki east local government, ($r = 0.680, p \leq 0.05$). This revealed that the patterns of influence of the HIV/AIDS prevention promotion programmes on the local governments are even. This is expected given the fact that the programmes are the same.

SUMMARY AND CONCLUSION

Adoption of positive behavioral patterns to HIV/AIDS prevention is the sole aim of all HIV/AIDS prevention promotion programmes Based on the major findings; the following conclusions were arrived at. Majority of the rural dwellers were males, mostly married and without formal education, 73.3% were above 50 years and of reproductive and productive age. There was no change in the behavioural patterns of rural dwellers to such activities as: having sex with more than one intimate partner, using knives for body scarification for medicinal purposes and sharing of clippers for haircutting. However changes in behaviour were found in: reusing blades for nail-finger cuttings, dancing to music

that extols the erotic parts of women discussing on issues about the opposite sex. There was no variation in the behavioural patterns among the rural dwellers (Akinyele, $r = 0.731$; Saki East, $r = 0.680$).

REFERENCES

- Aids Prevention Initiative in Nigeria (APIN): *Journal of the AIDS prevention Initiative in Nigeria*, **1(1)**: 1-4 (2000).
- Joint United Nations Agency for International Development, UNAIDS: World AIDS campaign with children and young people: Facts and Figures. UNAIDS, Geneva, February, 4p. (1999).
- Mann, M.K.: AIDS: A global challenge. *World Health*. November, p. 12-15 (1986).
- National Population Census 1991. *A Report of the National Population Commission*. National Census. 104p. (1991).
- Ngugi, E.N., Simonsen, J.N., Bosire, M., Ronalds, A.R., Plummer, F.A., Cameron, D.W., Waiyaki, P and Ndinya – Achola, J.O.: Prevention of transmission of human immunodeficiency virus in Africa: Effectiveness of condom promotion and health education among prostitutes. *The Lancet*, **ii**: 20p (1988).
- World Health Organisation: AIDS: Where do we go from here? *WHO Chronicle*, **39(3)**: 98-103 (1985).
- World Health Organisation: *Prevention of Mother to Child Transmission of HIV: Selection and Use of Nevirapine. A Report*. World Health Organisation, Geneva 17p. (2000).