

Assessment of Extension Communication Channels Used by Governmental and Non-Governmental Organizations in HIV and AIDS Prevention Programmes in Nigeria

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ABSTRACT This study investigated various extension communication channels used in HIV and Aids prevention programmes in Oyo State, Nigeria. A simple random sampling technique was used to select 20 non-governmental organizations from the available 54 non-governmental organizations and 10 from 24 governmental organizations available in Oyo State. Primary data were collected with the use of structured interview schedule while the secondary data were collected using relevant literature, journal articles and past records. The data were analyzed using chi-square and t-test statistical tools and summarized using frequency counts and percentages, tables, pie and bar charts. The communication channels identified by both governmental and non-governmental organizations include mobile phone, video compact disc, radio, television, posters, newspapers, seminars, entertainment education and market campaign. There was no significant relationship between communication channels used by the organizations and the selected institutional characteristics involved in the use of extension communication channels, ($\chi^2 = 5.414$; $P = 0.33$) or the institutional perceived awareness of the communication channels ($\chi^2 = 2.484$; $P = 0.275$). Similarly, there is no significant difference between the training received by the personnel in governmental and non-governmental organizations ($t = 2.281$; $P = 0.24$). The conclusion is that appropriate communication channels are required to disseminate information regarding HIV and AIDS prevention programme in Oyo State. In order to prevent the spread of HIV and AIDS among farmers in Oyo State and in Nigeria. It is recommended that governmental and non-governmental organizations should persist with voluntary provision of relevant information, adequate training, education and proper sensitization through proper communication skills to farmers. Routine monitoring through policy evaluation and change in orientation should also be encouraged.

INTRODUCTION

Agricultural extension is an on-going process of getting useful information to people and to assist them in acquiring necessary knowledge, skills and attitudes required to utilize information technology effectively (Rogers, 1971) in order to improve their quality of life. Acquired Immuno-deficiency Syndrome (AIDS) is a communicable disease transmitted mainly through sexual intercourse by the Human Immunodeficiency Virus (HIV) (Busari, 2003). Its prevention is aided when rural and urban inhabitants have adequate knowledge of the mode of transmission. For the past decades, AIDS has remained a major pandemic especially in sub-Saharan Africa (Ogoh, 2004) with a staggering 37 million people in Nigeria living with AIDS and the yearly loss of lives amounting to over 25 million while over 20 million children are orphaned within the same period.

Moreover, the continent has been confronted

with enormous economic, social and health issues all of which have been compounded by the spread of HIV infection. Of the estimated 40 million people in the world who are living with HIV and Aids, over 70% (28.5 million) live in sub-Saharan Africa with 3.5 million new cases estimated in 2000 alone (Craiel and Holmes, 2001). In most of the countries, the pandemic of HIV and Aids has had a selective impact on young men and women who constitute the mainstay of agricultural, education, commerce, industry and health.

AIDS is acquired when the HIV virus enters the body and destroys the white blood cells and antibody generating cells, which serve as soldiers protecting and defending the body against infections.

The use of right communication channels is important in effective information dissemination, if the receiver must make a meaning out of the message received. While communication is a conscious attempt to share information or ideas with others, the channel is the means, pathways,

or methods by which a message is passed from a source to the receiver (Rogers, 1971) In order to curb the menace of AIDS-pandemic, government and non-governmental organizations have developed various communication channels for AIDS-prevention programmes in Oyo state.

This study will examine the communication channels used by governmental and non-governmental organizations in the HIV and Aids prevention programme in Oyo State Nigeria. The specific objectives of this study include:

- i. To identify institutional characteristics involved in HIV and AIDS prevention programmes in Oyo state.
- ii. To determine the level of awareness by governmental and non-governmental organizations on the use of communication channels in HIV and Aids prevention programmes in Oyo state.
- iii. To ascertain the nature of HIV and AIDS prevention programme organized by government and non-governmental organizations in Oyo state.
- iv. To determine the sources of communication channels used by government and non-governmental organizations involved in HIV and AIDS prevention programmes in Oyo state.

METHODOLOGY

Sources of Data: Primary and secondary sources were used to generate data for the study. Primary data were obtained using structured questionnaires and interview schedules from Oyo state of Nigeria, while secondary data were obtained from relevant literature, journals, articles, past records and Internet.

Data Collection and Sampling Techniques: From the list of non-governmental organizations and governmental organizations obtained from the state Action Committee on HIV and Aids (SACA) and the Ministry of Women Affairs in Oyo State, simple random sampling technique was used to select 20 non-governmental organizations and 10 governmental organizations out of 54 non-governmental organization and 24 governmental organizations respectively. The number of years of establishment is the same as the level of experience of the organization in disseminating information about HIV/AIDS prevention programmes.

Measurement of Variables: The dependent

variable is assessment of communication channels. This was measured by asking personnel in the organizations to pick yes or no from different channels of communication in terms of awareness, and availability. The communication channels include mobile phone, radio, television, pamphlets, brochures, newspaper, posters, seminars, market campaign and entertainment.

Independent Variables: Independent variables in the study include: institutional characteristics, type of people working with the organizations, linkage with other organizations, training programmes, sources of fund, nature of HIV and AIDS prevention programme, and sources of information on HIV and AIDS prevention programmes.

RESULTS AND DISCUSSION

Year of establishment

Figure1 indicates that 56% of the organizations were established within between one and 15 years of this investigation. Of these, 38%, 14% and 4% were established within 1-5, 6-10, 11-15 years before this study. 44% of the organizations had been in operation for over 15 years as of the time of this study, and would have acquired some experience in HIV and AIDS enlightenment programme and possess sufficient materials and equipment to carry out such programmes.

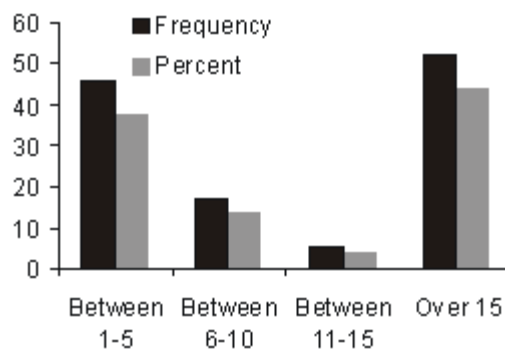


Fig. 1. Distribution of the organization according to the year of establishment educational qualification of head of organization involved in HIV/AIDS prevention programme

Figure 2 shows that a majority (79%) of the heads of organizations attained to university level

in their educational pursuit, 4.0% stopped at the secondary school level, 3.0% were NCE/HND holders while 14% of them were PhD holders. This shows that majority of the heads of organization are highly knowledgeable. They will be able to impact knowledge to others and carry out their duties successfully.

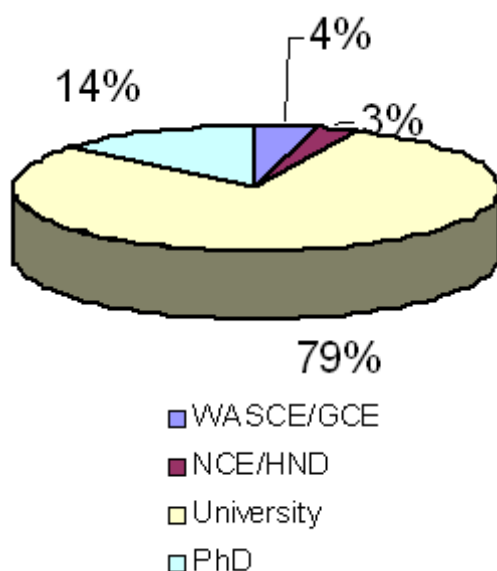


Fig. 2. Educational qualifications of heads of organizations involved in HIV/AIDS prevention programme

Effectiveness of the Communication Channels

Table 1 reveals that amongst the communication channels ticked, television was ranked the highest (80%) followed by market campaign (77%) while, radio; entertainment and pamphlet had 75% respectively. The implication is that television is the most effective because it can reach a lot of people at the same time; radio can also reach many people at the same time, even if there is no electricity. The same reason is applicable to market campaign entertainment and pamphlets. This confirms the fact that all of them are very effective communication channels.

Institutional Characteristics Involved in the Use of Communication Channels

Table 2 reveals that there was no significant relationship between institutional perceived awareness involved in the use of communication channels and channels of communication used. Therefore the null hypothesis is accepted and the alternative hypothesis is rejected. The implication is that selected institutional characteristics involved in the use of communication channels have less effect in the course of bringing a positive change in HIV/AIDS enlightenment in Oyo state.

Moreover there was no significant relationship between institutional perceived awareness of the communication channels used by the governmental and non-governmental organization and the channels of communication used in

Table 1: Distribution of effectiveness of the communication channels

Communication channels	Very effective Freq/ Percent	Effective Freq/ Percent	Moderately effective	Not effective	Total
CD ROM	78(65.0)	21(17.0)	14(12.0)	7(6.0)	120(100)
Mobile phone	87(73.0)	16(13.0)	12(10.0)	5(4.0)	120(100)
Video compact disc	71(59.0)	28(23.0)	14(12.0)	7(6.0)	120(100)
Computer visual	76(63.0)	22(18.0)	16(13.0)	6(5.0)	120(100)
Radio	90(75.0)	20(17)	7(6.0)	3(2.0)	120(100)
Television	96(80.0)	19(16.0)	3(2.0)	2(2.0)	120(100)
Pamphlets	90(75.0)	17(14.0)	9(8.0)	4(3.0)	120(100)
Brochures	87(72.0)	17(14.0)	8(7.0)	8(7.0)	120(100)
Posters	88(74.0)	15(12.0)	15(12.0)	2(2.0)	120(100)
Newspaper	83(69.0)	24(20.0)	12(10.0)	1(1.0)	120(100)
Seminars	87(73.0)	21(17.0)	9(7.0)	3(3.0)	120(100)
Field days	82(68.0)	20(17.0)	8(7.0)	10(8.0)	120(100)
Exchange visits	81(67.0)	12(10.0)	13(11.0)	14(12.0)	120(100)
Entertainment	90(75.0)	10(8.0)	11(9.0)	9(8.0)	120(100)
Folk music	81(67.0)	14(12.0)	14(12.0)	11(9.0)	120(100)
Market campaign	92(77.0)	16(13.0)	10(8.0)	2(2.0)	120(100)

Source: Field survey, 2006
Hypotheses testing

Table 2: Chi-square test of relationship between selected institutional characteristics and channels of communication used.

<i>Channels of communication used</i>	χ^2	<i>Df</i>	<i>P -value</i>	<i>Remark</i>
Institutional characteristics involved in the use of communication channels	5.414	1	0.33	NS
Institutional Perceived Awareness of the communication channels used	2.484	2	0.275	NS

NS=Not Significant

Df- Degree of freedom

HIV/AIDS prevention programme in Oyo state. The null hypothesis is therefore accepted and the alternative hypothesis rejected.

Training received by Governmental and Non-Governmental Organizations Personnel

Table 3 reveals the result of the t-test for equality of means. This shows that there is no significant difference in the training received by governmental and non-governmental staff involved in HIV/AIDS prevention programme.

Table 3: t-test of significance difference in the training received by governmental and non-governmental organizations personnel

<i>t-test for equality of means</i>	<i>df</i>	<i>P-value</i>
2.281	118	0.24

df = degree of freedom

CONCLUSION

Concerning the effectiveness of the communication channels, the study revealed that television has the highest frequency of 96, representing 80%, followed by market campaign with frequency of 92, representing 77%.

Moreover, various institutional communication channels and their uses have less effect in the course of bringing a positive change.

It is recommended that governmental and non-governmental organizations should persist with voluntary provision of relevant information, adequate training, education and proper sensitization through proper communication skills to farmers.

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