

The Role of Radio in the Campaign against the Spread of HIV/AIDS among Farmers in Makurdi Local Government Area of Benue State, Nigeria

V. U. Oboh¹ and R. M. Sani²

1. Department of Agricultural Economics, University of Agriculture, Makurdi Nigeria

E-mail: vuoboh@yahoo.com

2. Agric Economics and Extension Programme, Abubakar Tafawa Balewa University, Bauchi, Nigeria

KEYWORDS Radio. HIV/AIDS. Farmers. Campaign. Nigeria

ABSTRACT The study assessed the role of radio Benue in the campaign against the spread of HIV/AIDS among farmers in Makurdi Local Government Area (LGA) of Benue State, Nigeria. A total of 140 respondents were selected for interview using a simple random sampling technique. The collected data were analyzed using frequencies, percentages, Chi-square and logit regression model. Results of the study showed that HIV/AIDS radio programmes packaged in Pidgin English, local language or dramatized enhance farmers' interest, listenership and positive change in behavior. In addition, farmers' level of education, gender and ownership of radio sets were found to positively improve their level of satisfaction with HIV/AIDS radio programmes. Based on these findings, it was recommended that intervention policies aimed at combating HIV/AIDS scourge should package more radio programmes in Pidgin English, drama and local languages.