

Media Role in the Campaign against Breast Cancer in Ikorodu in Lagos State, Nigeria

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Abstract

Media awareness campaigns have been a significant intervention in health communication. Within this context, this study examines the role of the media in the campaign against breast cancer, the study has four broad objective, which are: to examine the extent to which women in Ikorodu get knowledge about breast cancer from the mass media, to investigate the level of education of women in Ikorodu on breast cancer from the mass media, to determine the extent of knowledge-gap among literate and non-literate women in Ikorodu on breast cancer from the mass media and to determine the relationship between media use and knowledge of breast cancer among women in Ikorodu. The positivist approach of research design was adopted and the population consists of women in Valley View Estate in Ebute Ikorodu. The sample size of the study is 103 respondents and was determined using the Taro Yamane sample size determination. The study used questionnaire to collect the data. Data was analyzed using Statistical Package for Social Science (SPSS) in form of frequency, percentages and simple descriptive analyses. The findings revealed that breast cancer is highly prevalent among the women in Ikorodu. The findings also showed that the media has created awareness on breast cancer to an extent, but there are areas that the media need to address to achieve desired results in their campaign on breast cancer. The mass media have changed women's perception, attitude and behaviour towards breast cancer. The study concludes that breast cancer awareness significantly affect the knowledge of symptoms, risk factors of breast cancer disease and practice of breast self examination.

Keywords

Breast Cancer, Campaign, Ikorodu, Media and Role



I. Introduction

Campaigns to raise media awareness have significantly improved health communication. This is because there are a plethora of communication channels and approaches available to enhance people's understanding and awareness of health issues and interventions. In the meanwhile, various, multidimensional, meticulously organized, and carefully planned media awareness campaigns aim to raise awareness, educate, or alter target audiences' behavior. Media awareness campaigns are organized forms of communication that are customized for a specific audience in order to address health issues and diseases that plague members of the general public. This perspective supports that of Aondover and Phillips (2020), who noted that media campaigns aimed at raising public awareness of certain health issues. The literature has focused a great deal of attention on the use of media campaigns to try and influence various health habits in the public. But the topic of the breast cancer campaign hasn't been sufficiently investigated.

Through a variety of media channels, the campaigns have placed their messages in the public eye in order to reach the intended audiences more widely. For instance, the problem of cancer has gained international attention and is thought to be quite serious. Its occurrence is currently rising in tandem with life expectancy as a component of modern life. Breast cancer is the type of cancer that is diagnosed with the highest frequency worldwide and is the primary cause of mortality for women worldwide (World Health Organization, 2020). While there are other types of cancer, breast cancer is more common among women. According to Howlader et al. (2019), underdeveloped nations have high rates of breast cancer incidence and fatalities. The study by Torre et al. (2015), which suggested that 62% of cancer deaths worldwide occur from breast cancer and half of all instances of breast cancer occur in low-income cultures. For example, Gokyigit and Demirdamar's (2016) study discovered that breast cancer was the most common malignancy among women in North Cyprus.

Goyigit and Demirdamar (2016) emphasized that breast cancer in some instances is inherited, and as such, women should be made aware of the risk of breast cancer. Aondover (2020) noted that a country with high soil cadmium concentrations may have a higher incidence of breast cancer in women, which is consistent with the findings of Akun et al. (2020), which found that cadmium has a causative effect on the development of breast cancer. According to this discovery, women who live in nations with high soil cadmium concentrations are more likely to get breast cancer, which emphasizes the need for more public education or campaigns regarding breast cancer (Odugbesan & Rjoub, 2020; Airaoje et al., 2024).

It is essential to launch an early breast cancer awareness campaign. According to the World Health Organization (2020), the "age-standardized rate" may be underestimated, suggesting that actual breast cancer may manifest at a young age. For this reason, early breast cancer awareness campaigns are crucial. According to Colditz and Bohlke (2018), high-income countries are seeing a decline in the incidence and mortality of breast cancer due to the availability of mammography screening, efficient health services, and successful implementation of breast cancer prevention campaigns; low- and middle-income countries are experiencing the opposite trend (Airaoje et al., 2023). According to Aondover et al. (2022), the effectiveness of media awareness campaigns in promoting breast cancer care acknowledges the potential and actual responsibility of various media platforms. The study emphasized that although mass media outlets may reach and educate a vast audience, interpersonal channels—also known as the traditional approach—have shown to be more effective in promoting changes in attitudes (Ahmed & Aondover, 2022). Within this context, there is a need to investigate the role of the media in the campaign against breast cancer in Ikorodu, Lagos State, Nigeria.

1.1 Problem Statement

The mass media are the watchdog of the society and the media played a significant role in performing the surveillance function (Usman et al., 2022). Breast cancer is one of the major problems that cause death among women in Ikorodu local government in Lagos State. The question is, given the significant contributions made by the media, why does Lagos State still have a low level of breast cancer awareness? Second, the majority of women are ignorant of the nature of breast cancer, how to prevent it, early detection techniques, and the range of treatments that is available (Airaoje et al., 2024). Is it possible that the issue stems from the large percentage of illiterate women in the state who are

unable to understand breast cancer messages in the media, or from the lack of infrastructure and amenities, particularly in rural areas where most residents are unable to access their preferred media sources? Did the high rates of unemployment and poverty also prevent the women from having access to the media's breast cancer information? These posers necessitated the study to examine the extent the mass media has contributed to the knowledge of women in Lagos State on breast cancer, and how well did the women receive and understood the information.

1.2 Research Objectives

The following research objectives guided the study:

1. To examine the extent to which women in Ikorodu get knowledge about breast cancer from the mass media.
2. To investigate the level of education of women in Ikorodu on breast cancer from the mass media.
3. To determine the extent of knowledge- gap among literate and non- literate women in Ikorodu on breast cancer from the mass media.
4. To determine the relationship between media use and knowledge of breast cancer among women in Ikorodu.

II. Review of Literature

Joan et al. (2018) investigate the use of social media to educate young people about smoking and breast cancer. The goal of the study was to create two gender-specific, youth-informed YouTube videos with the intention of educating teenage girls and boys about tobacco use as a modifiable risk factor for breast cancer. A convenience sample of 135 youth in British Columbia, Canada, was used to collect feedback on the two videos. Overall, girls' and boys' reactions to their individual videos were good, and they expressed interest in sharing them on social media, which implies that this strategy could be used for additional youth-oriented health promotion messaging. The films present a viable messaging approach to increase public awareness of tobacco use as a modifiable risk factor for breast cancer. Customized, gender-specific social media messaging could be a cost-effective way to promote health and prevent cancer among young people.

In order to determine whether there is a connection between media campaigns that promote prevention or treatment of breast cancer, Joseph et al. (2019) employed a cross-sectional survey approach that combines primary and secondary data collection techniques. The findings show that although only 31.2% of respondents learned about breast cancer through media campaigns, there was a high level of awareness of the disease. However, the cause of the awareness was inadequate knowledge of breast cancer, the high cost and lack of funding for cancer treatment, and the lack of easily accessible treatment facilities. The study concludes that there are deficiencies in the scope, reach, and content of the media campaign against breast cancer in Southeast Nigeria. The second big issue is the low standard of living and the inadequate corporate reaction to the campaign and disease treatment.

Anorue et al., (2019) reassessed public perception of mass media breast cancer awareness campaign in Nigeria. It was anchored on the model known as Health belief model. The population of the study was drawn from six state capitals in Nigeria using survey method. From the state capitals, a sample size of 252 respondents was selected. Questionnaire was served as the instrument for data collection. From the data collected and analyzed, it was revealed that the mass media have changed women's attitude and

behaviour towards breast cancer, due to the persuasive nature of its message. It was also revealed that the mass media encourages women to take preventive measure on breast cancer.

The impact of media inclusivity on the breast cancer care awareness campaign was studied by Ifeoma et al. in 2021. In all five districts of Northern Cyprus, data from 400 women were gathered using a structured questionnaire. With the use of SPSS version 23, percentage, ANOVA, and regression procedures were used to analyze the data. The study discovered that there are notable variations in the breast cancer care awareness campaign between the five Northern Cyprus districts. Additionally, it was discovered that the breast cancer care awareness campaign was significantly impacted by print media, social media, and interpersonal approach. Furthermore, the study discovered the combined impact of print, electronic, social, and interpersonal media on breast cancer care awareness in Northern Cyprus. It then recommended that the health management agencies in North Cyprus implement the media inclusivity approach.

A study on breast cancer media campaigns among women was carried out by Colditz and Bohlke (2018). The study is an explanatory analysis, and it revealed that there are numerous empirical studies on the disease as well as communication interventions and campaigns targeted at increasing women's awareness and knowledge of breast cancer prevention and early treatment. The findings, however, revealed that men are typically left out of the entirety of breast cancer awareness programs in the media. This goes against the general consensus that males should be urged to remind their spouses, sisters, moms, and female coworkers to self-examine their breasts and seek early treatment during communication interventions.

The goal of Kalu (2020) was to ascertain how health education affected female undergraduates at the University of Calabar's awareness of breast cancer. For the study, a survey research design was chosen. Validation of the questionnaire yielded satisfactory reliability scores. A total of 152 female undergraduate students at the University of Calabar were given the research instrument. The findings demonstrated that awareness of breast cancer has a major impact on people's understanding of breast cancer symptoms and risk factors, as well as how often they self-examine. The most noteworthy finding of the study was that health education significantly contributes to the decline in breast cancer cases.

Melike et al. (2021) used Google forms on social media to gather information from 476 women who agreed to participate in the study on their knowledge of breast cancer and their beliefs about health. The study took place between February and May of 2018. The findings showed that while social media usage dropped with age, health motivation and self-efficacy increased. Subjects who believed social media increased their awareness of breast cancer had higher overall health beliefs scores than those who did not. The findings also demonstrated that as individuals' awareness of breast cancer improved, so did their perceived benefit and self-efficacy levels, and as their perceived barriers dropped. It was concluded that the total scores of health belief of the subjects believing in the role of social media in raising awareness about breast cancer were high, and as their knowledge of breast cancer increased, their perceived benefit and self efficacy levels increased, and their perceived barrier levels decreased.

2.1 Theoretical Framework

The Agenda-setting theory is used as the analysis framework in this study. The primary tenet of the Agenda-setting theory is that the media has the power to shift key topics from private agendas to public ones, influencing public opinion and what should be considered the most pressing issues of the day. As a result, through its content, the media

can raise awareness of cancer prevention and treatment programs (Kalu, 2020; Aliough et al., 2023). It piques people's curiosity by framing ideas.

The fundamental tenet of Agenda-setting theory is that certain events are brought to light by the media, which then contextualizes them (Aonover et al., 2022). According to how viewers understand what they indicate, the media arranges and displays events and situations (Asemah, 2021). In this instance, people's decisions are influenced by the framing of an issue. People's views, attitudes, and behaviors are impacted by this because it gives a problem a specific meaning or interpretation. In this instance, the media links women's mortality to the significance and effects of breast cancer as well as related preventive measures. These two theories offer the framework that this research's agenda-setting theory uses to evaluate how the media's cancer awareness campaign has affected women's health behavior modification in Southeast Nigeria.

Rosenstock created the Health Belief Model (HBM) in 1950. This psychological model looks at an individual's attitude and beliefs in an effort to explain and forecast health behavior. According to the health belief model, an individual's behavior connected to health is determined by how seriously they take a health concern and how much they value taking steps to lessen that risk (Hile et al., 2023).

A woman who believes she is at risk for breast cancer is more likely to regularly examine her breasts, according to the Health Belief Model (HBM). This is predicated on the knowledge that she will take a medically relevant step (Msughter et al., 2023). According to the Health Belief Model (HBM), a woman's belief that secondary measures can prevent breast cancer is a bad health condition. According to the Health Belief Model (HBM), if a woman consciously examines her breasts once a month, eliminates the risk factors linked to breast cancer, and notifies her doctor if she feels any lumps or abnormalities during the examination, the preventive measures will also be successful (Namadi & Aonover, 2020).

It is impossible to overstate the contribution that health education and information make to raising awareness of breast cancer. In order to improve population health and foster health capital, health education is an essential instrument for health promotion. The practice of giving people more power to take charge of and make improvements to their health is known as health promotion (Obada et al., 2024). It is believed that adopting health-promoting public policies and engaging in health-educational activities together constitute health education and information. The goal of health education is to increase people's capacities using instructional, inspiring, skill-building, and consciousness-raising methods. Environmental support, encouragement, and enhancement of behavioral change are provided by public health policies (Obada et al., 2021).

III. Research Methods

3.1 Research Design

This study adopted a cross-sectional approach using a descriptive research design. This is because the study covers a larger population of people. Survey method is considered appropriate in generating data for the study through the use of questionnaire and also, the survey method is economical in terms of time and resources involved (Obada et al., 2021). The population for this study consists of women in Valley View Estate in Ebute Ikorodu with the total number of 135. The estimated total number of women in Valley View Estate is 135 and this 135 figure was gotten from the Estate Landlord Association Chairman. The sample size for this study is determined using the Taro Yamane sample size determination:

$$n = \frac{N}{1 + N(e)^2}$$

Where: n: Sample size

N: Elements of population of the study: 135

e: Sampling error: 0.05

1: Constant value

$$= \frac{135}{1 + 135(0.05)^2}$$

$$= \frac{135}{1 + 135(0.0025)}$$

$$= \frac{135}{1.3}$$

n= 103. Therefore, the sample size for this study is 103.

Simple random sample was used in selecting respondents from the sample frame. The researcher used this technique to ensure that each member of the target population will get an equal and independent chance of being included in the sample of this study. Cronbach alpha coefficient was stipulated for the reliability test and the reliability ratio for the study was recorded to show if all the research questions in the questionnaire are well structured and measured.

[DataSet1] C:\Users\Documents.sav
VALIDITY STATISTIC

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0.959	20

(Source: SPSS Version 22)

Data Collection Instrument was subjected to Cronbach Alpha reliability analysis. A measuring instrument is said to be reliable if it provides consistent results (Kothari, 2021). The study used Cronbach's Alpha coefficient which ranges between 0 and 1. Cronbach's alpha reliability coefficient of 0.959 was attained and found good. This means that the instrument (questionnaire) is reliability and also valid for administering and also further shows the extent to which the study can confidently rely on the information obtained through the use of the instrument adopted to gather data for the research work. Statistical Package for Social Sciences (SPSSv25) using tables, frequency, percentage and simple descriptive was adopted in analysing the data. Ethical issues are curtail to any research study, thus, ethical approval was obtained through a verbal consent of the target respondents to participate in the study.

IV. Result and Discussion

Table 1. Demographic Data of the Respondents

Sex	Frequency	Percent
Male	57	63.3%
Female	33	36.7%
Total	90	100.0%
Age group		
20-29 years	19	21.1%
30-39 years	38	42.3%
40 years above	33	36.7%
Total	90	100.0%
Ethnicity		
Yoruba	17	18.9%
Igbo	45	50.0%
Hausa	8	8.9%
Others	20	22.2%
Total	90	100.0%
Working years		
0-10 years	42	46.7%
11-20 years	33	36.7%
21-30 years	12	13.3%
31 years above	3	3.3%
Total	90	100.0%
Education qualification		
SSCE	1	1.1%
Under graduate	42	47.7%
Graduate	33	36.7%
Post Graduate	14	15.6%
Total	90	100.0%

Source: Field Survey (2023)

Table 1 showed demographic data of the respondents. Descriptive statistics of gender showed that 63.3% of the total respondents are male, while the remaining 36.7% are female. This implies that both genders were sampled. Descriptive statistics of age group showed that 21.1% of the total respondents are 20-29 years old and below, 42.3% are between 30-39 years old, while the remaining 36.7% are 40 years above. This implies that majority of the respondents who participated in the study were sampled.

Descriptive statistics of ethnicity showed that 18.9% of the total respondents are Yoruba's, 8.9% are Hausas, 50% are Igbos, while the remaining 22.2% are other tribes. This implies that Igbos participated more in the study. Descriptive statistics of working years of experience showed that 46.7% of the total respondents have between 0-10 years, 36.7% are 11-20 years, 13.3% are 21-30 years, while the remaining 3.3 are 31 years above. This implies that majority of the respondents who participated in the study were sampled.

Table 2. The Extent Women in Ikorodu get Information on Breast Cancer from the Mass Media

Qs 1. Issues on women’s health have become regular features in the Nigerian mass media		
	Frequency	Percent
Strongly agree	15	16.7%
Agree	37	41.1%
Undecided	7	7.8%
Disagree	19	21.1%
Strongly disagree	12	13.3%
Total	90	100.0%
Qs 2. There are radio programme on breast cancer prevention and treatment		
Strongly agree	35	38.9%
Agree	26	28.9%
Undecided	9	10.0%
Disagree	12	13.3%
Strongly disagree	8	8.9%
Total	90	100.0%
Qs 3. I have listen to radio programme on breast cancer prevention and treatment		
Strongly agree	32	35.6%
Agree	23	25.6%
Undecided	13	14.4%
Disagree	16	17.8%
strongly disagree	6	6.7%
Total	90	100.0%
Qs 4. In an article in the newspaper I have come across breast cancer prevention and treatment		
Strongly agree	27	30.0%
Agree	36	40.0%
Undecided	12	13.3%
Disagree	10	11.1%
Strongly disagree	5	5.6%
Total	90	100.0%
Qs 5. On my social media platforms I do come across post on breast cancer prevention and treatment		
Strongly agree	20	22.2%
Agree	32	35.6%
Undecided	14	15.6%
Disagree	15	16.7%
Strongly disagree	9	10.0%
Total	90	100.0%

(Source: Field Survey, 2023)

Descriptive statistic in question 1 shows that 16.7% of the total respondents strongly agree that issues on women’s health have become regular features in the Nigerian mass media, 41.1% agree, 7.8% are indecisive, 21.1% disagree, while the remaining 13.3% strongly disagree. This implies that issues on women’s health have become regular features in the Nigerian mass media. Descriptive statistic in question 2 showed that 38.9% of the respondents strongly agree that there are radio programmes on breast cancer prevention and treatment, 28.9% agree, 10% are indecisive, 13.3% disagree, while the remaining 8.9% strongly disagree. This implies that there are radio programmes on breast cancer prevention and treatment.

Descriptive statistic in question 3 showed that 35.6% of the total respondents strongly agree that they have listened to radio programmes on breast cancer prevention and treatment, 25.6% agree, 14.4% are indecisive, 17.8% disagree, while the remaining 6.7% strongly disagree. This implies that most of the respondents have listened to radio programmes on breast cancer prevention and treatment. Descriptive statistic in question 4 showed that 30% of the total respondents strongly agree that in an article in the newspaper they have come across breast cancer prevention and treatment, 40% agree, 13.3% are indecisive, 11.1% disagree, while the remaining 5.6% strongly disagree. This shows that some respondents have come across breast cancer prevention and treatment in the newspaper.

Descriptive statistic in question 5 showed that 22.2% of the total respondents strongly agree that on their social media platforms they do come across posts on breast cancer prevention and treatment, 35.6% agree, 15.6% are indecisive, 16.7% disagree, while the remaining 10% strongly disagree. This implies that on their social media platforms they do come across posts on breast cancer prevention and treatment. The finding is in accordance with the view of Anyanti (2018) that the internet, with its multimedia abilities has affected the traditional methods, individuals access the mass media. With the advent of internet as new media, the means of expressing one’s self has become easier.

Table 3. Level of education and women’s ability to retrieve information on breast cancer from the mass media

Qs 6 Women that are literate use the media more effectively to retrieve information on breast cancer than illiterate women	Frequency	Percent
Strongly agree	23	25.6%
Agree	36	40.0%
Undecided	16	17.8%
Disagree	10	11.1%
Strongly disagree	5	5.6%
Total	90	100.0%
Qs 7 Women who cannot read and does not have access to newspaper and magazines can listen to radio and television on breast cancer prevention and treatment		
Strongly agree	11	12.2%
Agree	28	31.1%
Undecided	13	14.4%
Disagree	21	23.3%
Strongly disagree	17	18.9%
Total	90	100.0%
Qs 8 Unlike illiterate women, literate women can be motivated by the mass media to go for breast cancer screening		
Strongly agree	34	37.8%

Agree	34	37.8%
Undecided	9	10.0%
Disagree	7	7.8%
strongly disagree	6	6.7%
Total	90	100.0%

Qs 9 During radio or TV program on breast cancer prevention and treatment by medical expert, medical termininology becomes an issue for illiterate women compare to literate women

Strongly agree	27	30.0%
Agree	26	28.9%
Undecided	3	3.3%
Disagree	18	20.0%
Strongly disagree	16	17.8%
Total	90	100.0%

Qs 10 literate women pay attention to media programme on breast cancer prevention and treatment than the illiterate women

Strongly agree	32	35.6%
Agree	29	32.2%
Undecided	13	14.4%
Disagree	11	12.2%
Strongly disagree	5	5.6%
Total	90	100.0%

(Source: Field Survey, 2023).

Descriptive statistic in question 6 showed that 25.6% of the total respondents strongly agree that Women that are literate use the media more effectively to retrieve information on breast cancer than illiterate women, 40% agree, 17.8% are indecisive, 11.1% disagree, while the remaining 5.6% strongly disagree. This indicates that women that are literate use the media more effectively to retrieve information on breast cancer than illiterate women.

Descriptive statistic in question 7 showed that 12.2% of the total respondents strongly agree the women who cannot read and does have access to newspaper and magazines can listen to radio and television on breast cancer prevention and treatment. 31.1% agree, 14.4% are indecisive, 23.3% disagree, while the remaining 18.9% strongly disagree. This means that women who cannot read and does have access to newspaper and magazines can listen to radio and television on breast cancer prevention and treatment.

Descriptive statistic in question 8 showed that 37.8% of the total respondents strongly agree that unlike illiterate women, literate women can be motivated by the mass media to go for breast cancer screening. 37.8% agree, 10.0% are indecisive, 7.8% disagree, while the remaining 6.7% strongly disagree. This shows that unlike illiterate women, literate women can be motivated by the mass media to go for breast cancer screening. Descriptive statistic in question 9 showed that 30% of the total respondents strongly agree that during radio or TV program on breast cancer prevention and treatment by medical expert, medical termininology becomes an issue for illiterate women compare to literate women, 28.9% agree, 3.3% are indecisive, 20% disagree, while the remaining 17.8% strongly disagrees. This points that during radio or TV program on breast cancer

prevention and treatment by medical expert, medical terminology becomes an issue for illiterate women compare to literate women.

Descriptive statistic in question 10 showed that 35.6% of the total respondents strongly agree that literate women pay attention to media programme on breast cancer prevention and treatment than the illiterate women. 32.2% agree, 14.4% are indecisive, 12.2% disagree, while the remaining 5.0% strongly disagree. This indicates that literate women pay attention to media programme on breast cancer prevention and treatment than the illiterate women. Kothari (2021) affirms that print media have their limitation. The user must be literate in other to comprehend the messages from it. Those in the rural areas and the less educated may not benefit well from the print media as most of the publications are presented in English language.

Table 4. Media and knowledge of breast cancer

Qs 11 Knowledge of breast cancer on the mass media has changed women's attitude and behaviour towards for early detection of breast cancer	Frequency	Percent
Strongly agree	24	26.7%
Agree	43	47.8%
Undecided	4	4.4%
Disagree	14	15.6%
Strongly disagree	5	5.6%
Total	90	100.0%
Qs 12. The media has always encourage women to take preventive measure on breast cancer		
Strongly agree	44	48.9%
Agree	23	25.6%
Undecided	8	8.9%
Disagree	9	10.0%
Strongly disagree	6	6.7%
Total	90	100.0%
Qs 13 Media campaigns on breast cancer has been positive for women in Ikorodu		
Strongly agree	14	15.6%
Agree	48	53.3%
Undecided	4	4.4%
Disagree	8	8.9%
Strongly disagree	16	17.8%
Total	90	100.0%
Qs 14 Women love social media and magazine, this channeled will be the most channel se to pass breast cancer awareness		
Strongly agree	45	50.0%
Agree	25	27.8%
Undecided	6	6.7%
Disagree	7	7.8%
Strongly disagree	7	7.8%
Total	90	100.0%

Qs 15 It is apparent that breast cancer is highly prevalent among the older women than younger women and men

Strongly agree	25	27.8%
Agree	43	47.8%
Undecided	10	11.1%
Disagree	6	6.7%
Strongly disagree	6	6.7%
Total	90	100.0%

(Source: Field Survey, 2023).

Descriptive statistic in question 11 showed that 26.7% of the total respondent strongly agrees that Knowledge of breast cancer on the mass media has changed women's attitude and behaviour towards for early detection of breast cancer, 47.8% agree, 4.4% are indecisive, 15.6% disagree, while the remaining 5.6% strongly disagree. This shows that knowledge of breast cancer on the mass media has changed women's attitude and behaviour towards for early detection of breast cancer. Descriptive statistic in question 12 showed that 48.9% of the total respondent strongly agrees that the media has always encourage women to take preventive measure on breast cancer, 25.6% agree, 8.9% are indecisive, 10% disagree, while the remaining 6.7% strongly disagree. This means that the media has always encouraged women to take preventive measure on breast cancer.

Descriptive statistic in question 13 showed that 15.6% of the respondents strongly agree that media campaigns on breast cancer has been positive for women in Ikorodu, 53.3% agree, 4.4% are indecisive 8.9% disagree, while the remaining 17.8% strongly disagree. This implies that media campaigns on breast cancer have been positive for women in Ikorodu. Descriptive statistic in question 14 showed that 50% of the total respondent strongly agrees that women love social media and magazine, this channeled will be the most channel se to pass breast cancer awareness, 27.8% agree, 6.7% are indecisive, 7.8% disagree, while the remaining 7.8% strongly disagree. This implies that women love social media and magazine, this channeled will be the most channel se to pass breast cancer awareness.

Descriptive statistic in question 15 showed that 27.8% of the total respondents strongly agree that it is apparent that breast cancer is highly prevalent among the older women than younger women and men, 47.8% agree, 11.1% are indecisive, 6.7% disagree, while the rest 6.7% strongly disagree. This indicates that it is apparent that breast cancer is highly prevalent among the older women than younger women and men.

Table 5. Effect of Audit Characteristics on Asset Turnover

Qs 16. Most literate women both in urban and rural area lack the basic knowledge of breast cancer prevention	Frequency	Percent
Strongly agree	15	16.7%
Agree	37	41.1%
Undecided	7	7.8%
Disagree	19	21.1%
Strongly disagree	12	13.3%
Total	90	100.0%

Qs 17. literate and non- literate women are aware of a disease called breast cancer		
Strongly agree	35	38.9%

Agree	26	28.9%
Undecided	9	10.0%
Disagree	12	13.3%
Strongly disagree	8	8.9%
Total	90	100.0%

Qs 18. media campaign on breast cancer is informative in arresting attention of literate and non- literate women

Strongly agree	32	35.6%
Agree	23	25.6%
Undecided	13	14.4%
Disagree	16	17.8%
strongly disagree	6	6.7%
Total	90	100.0%

Qs 19. the level of influence media campaigns has on breast cancer has been positive for both literate and non- literate women

Strongly agree	27	30.0%
Agree	36	40.0%
Undecided	12	13.3%
Disagree	10	11.1%
Strongly disagree	5	5.6%
Total	90	100.0%

Qs 20 The media has motivated some literate and non- literate women to go for breast cancer screening

Strongly agree	20	22.2%
Agree	32	35.6%
Undecided	14	15.6%
Disagree	15	16.7%
Strongly disagree	9	10.0%
Total	90	100.0%

(Source: Field Survey, 2023).

Descriptive statistic in question 16 shows that 16.7% of the total respondents strongly agree that most literate women both in urban and rural area lack the basic knowledge of breast cancer prevention, 41.1% agree, 7.8% are indecisive, 21.1% disagree, while the remaining 13.3% strongly disagree. This indicates that most literate women both in urban and rural area lack the basic knowledge of breast cancer prevention. Descriptive statistic in question 17 showed that 38.9% of the respondents strongly agree that literate and non-literate women are aware of a disease called breast cancer. 28.9% agree, 10% are indecisive, 13.3% disagree, while the remaining 8.9% strongly disagree. This implies that literate and non- literate women are aware of a disease called breast cancer.

Descriptive statistic in question 18 showed that 35.6% of the total respondents strongly agree that media campaign on breast cancer is informative in arresting attention of literate and non- literate women, 25.6% agree, 14.4% are indecisive, 17.8% disagree, while

the remaining 6.7% strongly disagree. This implies that media campaign on breast cancer is informative in arresting attention of literate and non- literate women. Descriptive statistic in question 19 showed that 30% of the total respondents strongly agree that the level of influence media campaigns has on breast cancer has been positive for both literate and non- literate women, 40% agree, 13.3% are indecisive, 11.1% disagree, while the remaining 5.6% strongly disagree. This shows that the level of influence media campaigns has on breast cancer has been positive for literate and non- literate women.

Descriptive statistic of question 5 showed that 22.2% of the total respondents strongly agree that the media has motivated some literate and non- literate women to go for breast cancer screening, 35.6% agree, 15.6% are indecisive, 16.7% disagree, while the remaining 10% strongly disagree. This indicates that the media has motivated some literate and non-literate women to go for breast cancer screening. Colditz and Emmons (2018) findings showed a positive relationship between level of education and information seeking from the mass media about breast cancer. Radio was found to be the most predominant medium used by the women.

V. Conclusion

The study examined the role of the media in the campaign against breast cancer in Ikorodu in Lagos State. The findings revealed that breast cancer is highly prevalent among the women. The findings also showed that the media has created awareness on breast cancer to an extent, but there are areas that the media need to address to achieve desired results in their campaign on breast cancer. The mass media have changed women's perception, attitude and behaviour towards breast cancer. The level of mass media awareness campaigns encouraged women to take preventive measures. There are areas the media need to address to achieve desired results on breast cancer. These areas includes; involving traditional media in their campaigns strategy, thereby reaching women at the grassroots and avoid centralizing media awareness campaigns at the urban areas. Breast cancer awareness significantly affect the knowledge of symptoms, risk factors of breast cancer disease and practice of breast self examination.

Recommendations

Based on the findings, the following recommendations are put forward:

1. Much work needs to be done in order to better understand breast cancer and effective strategies or measures of preventing it.
2. The concentration of media campaign messages on modern media alone should be discouraged. There is need to combine traditional and modern media in carrying out media campaign on breast cancer
3. Media campaign messages should not be centralized at the centre alone. There should be balance dissemination of breast cancer message at grass root level and the centre for desired result.
4. The replication of this study in other settings or states in Nigeria with similar prevalent of breast cancer among women is encouraged

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