

# IMPACT OF MEDIA ON THE PERFORMANCE OF HEALTH INSURANCE SCHEME IN OGUN STATE: STUDY OF LOW-INCOME EARNERS IN ABEOKUTA

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## ABSTRACT

*This study examined “impact of media on the performance of health insurance scheme in Ogun state: study of low-income earners in Abeokuta.” This study employed survey method and questionnaire as its instrument four hundred (400) questionnaires were administered to gather the required data from the respondents. It reviewed relevant concepts theoretical framework. The study adopted four hundred sample size and used simple random sampling to draw the sample population. It also used simple percentage with frequency table as method of analysis. It was discovered that maternal health related programme on broadcast media television and radio do influence policy made for maternal health care in the country. Media is a powerful instrument for bringing change and making things happen it is the cumulated opinion of expert, citizens in the media that are used as policy formulation in Nigeria. More so broadcast media that is radio, has to a large extent addressed the maternal health needs of Nigeria such programmes are ifetosomobibi, what mothers should do when pregnant, drugs they need to take. It conclude that the broadcast media and development of the society. It has contributed in no small measure to dissemination of maternal health policies to Nigerians. In view of the findings, this study recommends that broadcast media should be more proactive about issues of maternal health. Exposure to mass media provides an increased awareness and knowledge, as well as changes in attitudes, social norms and behavior that may lead to positive public health outcome and the mass media should pay more attention to the under-reported issues of maternal health in order to not only inform the public about it but also deepen analyses and interpretation for citizens use.*

**Keywords:** impact, media, performance, health, insurance scheme

## INTRODUCTION

Health is a fundamental component of human development, as reflected in Sustainable Development Goal 3, which emphasizes ensuring healthy lives and promoting well-being for all. Nigeria continues to grapple with numerous health challenges, including malaria, tuberculosis, HIV/AIDS, cholera, diabetes, and typhoid, among others. Although the country recorded a slight improvement in its global health system ranking—from 187 to 163 out of 191 countries in 2021—it still lags significantly in terms of infrastructure, skilled personnel, quality of care, access to medicines, and government funding (Muanya & Ozioma, 2021). Nigeria’s healthcare system remains one of the weakest globally, with low life expectancy and inadequate health facilities relative to its population size (Nwachukwu, 2021). Studies attribute this situation to poor coordination, insufficient resources, weak

infrastructure, inequitable distribution of services, and limited access to quality healthcare (Muanya, 2021; Sasu, 2022).

The media play a critical role in health communication by shaping public understanding, awareness, and discourse around health-related issues. Through agenda-setting, the mass media influence what the public perceives as important, especially when development-oriented messages are consistently highlighted (Ochonogor, 2019). Global initiatives such as World Health Day and World Health Month, coordinated by the World Health Organization, further demonstrate how media attention can mobilize public interest and promote equitable access to health information. Effective health communication requires the dissemination of information on healthy lifestyles, disease prevention, healthcare services, and government health programmes. Consequently, the mass media serve as vital tools for educating the public, mobilizing communities, and supporting national health objectives by transferring media agendas into public and policy agendas.

Scholars in development and health communication acknowledge a strong relationship between media interventions and socio-economic development, particularly in the health sector (Mowlana, 2018). Media interventions—defined as purposive activities using various media platforms to inform, persuade, and motivate populations—have been shown to influence health behaviours, health service utilization, and public policy outcomes (Wakefield, Loken & Hornik, 2017; Wilson, 2016). Both traditional and emerging media platforms, including social media, play complementary roles in expanding access to health information, encouraging interaction, and shaping public opinion (Oxman, 2016; Moorhead et al., 2013). Given the media’s capacity to influence awareness, behaviour, and policymaking, this study examines the impact of broadcast media in enhancing government health policies, particularly within the maternal and broader healthcare system, with a focus on improving health outcomes.

## STATEMENT OF THE PROBLEM

Nigeria occupies a strategic position in Africa, yet its healthcare system remains significantly underdeveloped, leaving many segments of the population inadequately served. The performance of Nigeria’s health system is constrained by multiple challenges, including insufficient infrastructure, poor motivation and remuneration of health workers, inequitable and unsustainable healthcare financing, corruption, low health literacy, declining government expenditure, high user fees, weak disease prevention and surveillance systems, shortages of essential drugs, and inadequate numbers of healthcare providers. Frequent policy reversals and inconsistencies have further weakened past health reforms, while ineffective implementation of national health programmes across the federal, state, and local government levels—largely due to political and resource control issues—has

limited their impact. Combined with a high disease burden and rapid population growth, these challenges have entrenched cycles of poverty and poor health outcomes. In this context, the mass media play a crucial role in health promotion by facilitating information dissemination, coordination, and monitoring of health initiatives, especially among populations with limited literacy. Media-based health messages, owing to their visual and audio appeal, help overcome literacy barriers and provide an effective means of reaching rural and low-income populations with relevant health information.

### OBJECTIVES OF THE STUDY

The main objectives of this study are examining the impact of media on the performance of health insurance scheme in Ogun State: study of low income earners in Abeokuta. However, the study seeks to achieve the following specific objectives:

- i. Ascertain the influence of media on the performance of health insurance scheme in Ogun State
- ii. Determine the relationship between the mass media and health insurance scheme in Ogun State
- iii. Determine the extent to which health programs on the media address the health insurance needs of Nigerians.

### LITERATURE REVIEW

#### 2.2 CONCEPTUAL REVIEW

##### 2.2.1 Broadcasting in Nigeria

(Adeseye and Ibagere, 2015) posited that in Nigeria, broadcasting as it is today is the handwork of the British Colonial masters who established a radio relay station in conjunction with overseas Reinfusion company in 1932 whatever their motive was then, the fact remains that this was the beginning of Nigeria's journey into the broadcast distribution continued in Nigeria until 1952 when wireless broadcasting was introduced and the Nigerian Broadcasting service was born. The history of television broadcasting in Nigeria was remarkable as Nigeria pioneered television broadcasting in Africa in 1959. This ultimately makes Nigeria a major player in broadcasting in Africa can the world. Through Decree 38 as amended to Decree 55 of 1999, the National Broadcasting commission (NBC) was established in 1992 with the responsibility of regulating and deregulating the broadcast industry in Nigeria (Udeajah, 2016). The establishment of the National Broadcasting commission gave birth to private radio stations. These radio stations came as change agents to the broadcast industry in Nigeria for they brought tremendous changes to the broadcasting landscape of Nigeria. According to Opubor report (2019), despite the success recorded in the broadcast industry through the deregulation law, Nigeria remains one of the emerging giants of the developing countries that are yet to take broadcasting to the rural people through the establishment of community radio station. Even though various efforts and reports have been presented to the government on the need to establish community radio in Nigeria, the situation seems not to be improving. Although, the government has started issuing licenses for campus radio which is also in the class of community radio, the issue however, is that for there is to be a community. Radio system as obtainable in countries where it is being practiced (South Africa, Malawi, India, etc.), Ojebode proposes that a community friendly licensing regime for community radio must be pursued; a clear delineation between community radio and campus radio must be drawn as the later seems to be given more emphasis to the detriment of the former, a clear cut community radio policy that safeguard it from hijack and abuse must be drawn and there should be a representation of the OPUBOR committee report.

##### 2.2.2 Health Education

Gordon (2017) affirmed that health education plays a crucial role in the development of healthy, inclusive and equitable social, psychological and physical environment. It reflects current best practice, using and empowering, multi-dimensional, multi professional approach which relates to all setting, organization, including the community, schools, health services and the workplace. Health education helps provide health knowledge, enhance wellness behaviors, promote health situations, facilitate healthful relationship and enable community members to make responsible decisions. The joint committee on Health Education and Promotion Terminology (2017) defined Health Education as away combination of planned learning experiences based on sound theories that provide individuals, group, and communities the opportunity to acquire information and skills needed to make quality health decisions. (Tochete and Fitch, 2017) posited that health education to the grassroots level help to address issues related to disease prevention, consumer health, environmental, emotional, sexual health, first aid, safety and disaster preparedness, substances abuse prevention, human growth and development (Tochete and Fitch, 2017). They further asserted that, health education serves as a tool to coordinate health workers in counseling as well as education services such as health risk appraisals and health screenings.

##### 2.2.3 Nigeria's long battle with health issues and the media's role

According to the World Health Organization (WHO), Nigeria has one of the worst health indicators in Africa which makes achieving SDGs a challenge. The country's rapidly growing population and development challenges have been blamed for the weak socio-economic condition of the African continent. The rise of non-communicable such as hypertension, diabetes and neurological disorders as well as communicable diseases such as tuberculosis, HIV, cholera, amongst others, remain major public health concerns. The country ranks second highest with the number of people living with HIV globally and accounts for 9% of the global HIV burden. Malaria remains the top cause of child illness and death in Nigeria with maternal mortality ratio standing at 814 per 100,000 (USAID,2022; Global Health Observatory, 2017). While public health services are primarily the responsibility of government, healthcare is provided by public and private sectors with the private providing 60% of health services (Global Health Observatory, 2017). The sad fact remains that the well-being of Nigerians and its failing health sector has never been a subject of concern to the government who has consistently neglected this sector while seeking for better healthcare services outside Nigeria. Stakeholders have always emphasized the important role of the media in improving healthcare and well-being of Nigerians as an institution which possesses enormous potential to influence government policies, health-related behavior and perception (Muanya and Ozioma, 2021). One viable way of achieving this is by bringing these issues to the attention of the respective stakeholder by providing timely, detailed and thorough in its coverage of health issues. The fact remains that the media remains a critical influence in setting public agenda on health matters, improving the outcomes of health, improving health behavior, persuading people in times of health emergencies, acting as policy advocate amongst so many other important functions. The media play this role by duly informing the public through various programmes and by using different creative methods to reach the public. Given its pervasive, institutional structure of the media in contemporary societies, the media can profoundly influence health-related beliefs and behaviours. Hence, mass media is attested as much more important than interpersonal communication when it comes to increasing awareness and knowledge of health issues (Fishman and Casarett, 2006). Although the media has been of great impact in fulfilling

this goal, there are still gaps in terms of attention and the manner in which these issues are treated by media organizations including newspaper. In addition is the suggestion of Saraf and Balamurugan (2018) that there is need for improvement in the performance of mass media including the need to convey the best and trusted sources regarding the health issues and doctors as well as the need for medical reporters to have proper technical knowledge and ability to focus on major problems. Gevah and Ezeah (2020) underscored the fact that the fundamental way through which the media can educate the public on health issue is by providing coverage. Specifically, this can be achieved by frequently reporting public health issues, recommending appropriate health behavior and suggesting policies that will assist in combating the public health issue reported.

#### 2.2.4 National Health Insurance Scheme (NHIS) In Nigeria

The Nigerian NHIS is a Social Health Insurance Programme (SHIP) which combines the principles of Socialism (being one's brother's keeper, common good of all) with that of Insurance (pooling of Risks and resources) (Jutting, 2004). It is a body corporate with perpetual succession established under Act 35 of 1999 to provide Social Health Insurance (SHI) in Nigeria whereby the Health care services of the contributors are paid for from the pool of fund contributed by participants in the Scheme. The goal of NHIS- is to improve the health status of Nigerians as a significant co-factor in the national poverty eradication efforts. The mission of NHIS is to undertake a government led comprehensive Health Sector Reform aimed at strengthening the National public and private Health System to enable it deliver effective, efficient, qualitative and affordable Health Services. **The objectives of the scheme include to:**

- Ensure that every Nigerian has access to good health care services
- Protect families from the financial hardship of huge medical bills
- Limit the rise in the cost of healthcare services
- Ensure equitable distribution of healthcare costs among different income groups
- Ensure high standard of healthcare delivery to Nigerians
- Ensure efficiency in healthcare services
- Improve and harness private sector participation in the provision of healthcare services
- Ensure equitable distribution of health facilities within the federation
- Ensure appropriate patronage of levels of healthcare
- Ensure the availability of funds to the health sector for improved services. In order to ensure that every Nigerian has access to good health services the NHIS has developed various programmes to cover different segments of the society with joint financing from government and Public.

#### 2.2.5 Communication Strategies as an Educational tool to Promote Health

Unite for sight (2018) posited that radio is often used to broadcast health information because it has a large reach while at the same time, maintaining a strong impact. Certain media interventions have been determined to be particularly cost-effective, considering the benefits that are associated with expenditure. Radio disseminated health messages have been found to be more cost effective than television, as radio can reach people in their homes, cars, or at work. Brief educated radio segments can be inserted between programs during primetime hours, when the maximal number of people are turned in. American study demonstrated that people who listen to radio have surprisingly accurate ability to recall details of broadcasts from months earlier, in this way, the study findings support the potential of radio to disseminate educational message that is significantly affect listeners. Unite for sight (2018) further stated that the use of radio to disseminate health education messages is particularly advantages because of the wide

range of people it can reach. In developing countries, many rural villages do not have access to electricity or television but battery operated radios are common place consequently, its ability to reach people in a diverse range of settings has made radio a prime medium for educational initiatives, and various health topic have been addressed through radio programming throughout the developing world. In Kenya, for example the national weekly radio program "giving birth and caring for your children" has been effective in educating audiences about modern childcare practices by using a program framework that combines entertainment; humors and instruction (unite for sight, 2018). Radio in this sense can be used to educate mothers on certain health care procedures, before and after child birth, this will cause a reduction in preventable infant mortality.

**Entertainment:** For years now entertainment education (EE) has been a tool for changing health behavior. EE uses drama, music or other communication formats that engage to inform audience and change attitudes and social norms, worldwide, several hundred major projects have used EE to improve health. Entertainment education has encouraged people to live healthier lives for example, EE projects for family planning and reproductive health have helped motivate people to use contraception, to prevent HIV infection by having fewer sex partners and to use antenatal care services. Entertainment education dramas can persuade because they show characters that change their behavior to improve their lives stories have unique power and nuance to describe people's behavior and interactions and their consequences when audience members see that they could be in the same situation as the characters, stories can move them to changes too. EE is particularly able to influence behavior rooted in traditions that are hard to change (info report, 2019).

### 2.3 THEORETICAL FRAMEWORK

#### 2.3.1 Social Responsibility Theory

The social responsibility theory was conceptualized, devoid of the inadequate and above of the libertarian theory of the press. In 1947, Robert Hutchins was appointee to chair the Hutchins commission which reviewed the libertarian theory and made source recommendation for which the social responsibility theory was conceived theory is an extension of the libertarian theory since the media recognize that it is their responsibility to resolve conflict, through discussing and promoting public opinion, consumer action, private right, and important social interest. The theory states that it is the moral obligation of the media to consider general needs of the society when secession in journalism to produce the people. This cannot the utilitarian undertone. Me quail (2013) in a more detailed and conspectus us view highlight the basis assumption and underplaying of their social except and fulfill certain obligations to the society and should be accountable to the society as well as the employees and the market. In addition, the media should reflect and respect the diversity of the society and give room for pluralism as well as divines points of view and right of reply.

#### 2.3.2 Agenda Setting Theory

Communication Strategies play an important role in our society by informing the public about current and past event mass communication is defined in mass media," mass culture" as the process whereby professional communication use technological device to share message over great distance to influence large audience within the media, which is television (AIT and NTA) take control of the information we see or hear the media then acceding Tolie (2017-28) was gate keeping and agenda setting to control our access to news, information and enlargement as agenda setting theory also know was the agenda setting function of the mass medium media. It was first put forth by McCall public opinions quarterly. They originally suggested that the media at the public agenda, in the scene that they may not exactly tell you what to think

about. In this first article where they bright this light their absent states they brought theory to light their abstract states. In choosing and displaying news, editions newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. In reflecting what candidates are saying during campaign, the mass media may well determine the important issues that are the media may set the "agenda of the campaign. MsConbs and Shaw went on to write on agenda setting at great length, they have produced many articles and research on the various facets of the theory. Since their introduction of this theory there has been a plethora of research regarding its uses, and their non-exist and extension of the theory called second level agenda setting. This theory is intended to apply to the news media although in certain cases it has been applied to other area of the media and messages which they transmit to audience. Daniel (2018) opined that when news happen, the world mass media organizations take notice whether it's the president of the US making an announcement or a serve storm bothering a region, when I son alert to cover it, provision viewers with the facts and information they need to understand what is happening. But sometimes it may seem, with so much media focus and security on a single even ignoring other important stories. This is the crux of the agenda setting theory.

### 2.3.3 Magic Bullet Theory

It has been stated and re- stated by development and communication experts that if there is any medium that can facilitate development in the rural area in the developing world, than that medium is none other radio. Indeed Myers (2017) has pointed out that radio, if employed in the right way, can facilitate fast development. According to McLeish (2017), the characteristic that make radio an ideal medium for fostering development are that it disseminates information fast, can reach million within a short time personalize messages, addressing each listener individually, if it programmes are well- made, they can create mental pictures. Other feature are that messages are simple in production, its receivers are not expensive, it can make a significant contribution in the transformation of a given community, it receiver is portable. One can easily carry it around. One can listen to radio while performing their tasks, and today, mobile telephone, which are ubiquitous, have FM radio receiver features. Umana and Ojebode (2017), posited that nonetheless, it is slowly merging that whereas in some part of the world radio has done splendidly well, in others, this medium has failed to deliver the much needed impact. According to Umana and Ojebode (2017), although radio was the most important source of health information for the resident of rural region of Nigeria, when it came to slide cell disorder, this medium failed the. Programmes of radio in rural communities did not cart any messages about the disorder and even the worker of the station did not know the magnitude of the problem, let alone being competent enough to inform their audience about it. Whereas by far more people had sickle cell disorder than HIV/AIDS, there were more message on HIV/AIDS and therefore more people were aware of their disease than they know of the disorder. There are therefore many other reasons why the radio failed to communicate knowledge of health related issue, besides those stated by Omani and Ojebode (2017) as lack of sponsorship.

## 2.4 EMPIRICAL STUDIES

Andesiah (2013) study investigated Vernacular radio and health promotion exploring the programmes the use and impact of vernacular radio in the control of malaria in Eruhaya district, Kenya, the primary data was obtained using questionnaires, interview guides and focus group guides which were administered to a sample size. The data was analyzed by the use of descriptive

statistics. The findings of the study were there were several vernacular radio stations broadcast in emuhaya district that have health programme addressing malaria control, these health programmes specifically give information on the cause, effects, symptoms and preventive measures against malaria and that there is a close relationship between malaria attacks, its prevention and the message presented on vernacular radio stations broadcast in Emuhaya district. Based on the result of the findings, the study concluded that there are health programmes broadcast on vernacular radio and that are very effective complementary and capable of making a great impact on the populace in the fight against malaria. Therefore, the study strongly recommended that the stake holder in the ministry of health and media owners should work cloys together and using the media, more so radio, incorporate the communication the fight against malaria in Emuhya district and beyond.

Gupta and Sinha (2010) citing Freimuth et al (2018) in an article title health coverage in mass media, a content analysis assert that many people rely on the news media for their health related information. Policy makers also obtain considerable amount of information from the media, in an article a content analysis of cancer news coverage in application Ohio community newspapers. Abubakar et al (2013) conduct a study with the objective of ascertaining the depth of media reportage of cervical cancer- another material health issue. Using two purposively selected national weekly news magazines, nine copies each of which they qualitatively content analyzed. Three editions were selected for each month, using simple random sampling method. Thus, they randomly picked nine (9) editions each representative three per month from the news magazine to arrive at a sample size of 18 editions, whose content categories dealt with the study its focus, position, source and length. They found a finding (such as the preceding study) Adeniran (2009) did a study that examine media coverage give the study that findings Echoed Aninira (2007) which Millennium Development Goals (MDGS) of which material health is one Adeniran, who content analyzed two Nigeria newspapers. The punch and the guardian used editorial, straight news, news analyses, feature and opinions as unit of analysis for stories in the two newspapers over a period of six months.

## METHODOLOGY

### 3.1 RESEARCH DESIGN

The research design adopted for the study is survey method. According to Adeosun H. S and Udabbah (2013) "the survey is a kind of quasar experiment research design which involves the study of a large amount of study units over a continuous period. Based on survey research method to be adopted relevant findings will be made through the use of questionnaire, interview and observation.

### 3.2 POPULATION OF THE STUDY

According to Osunbiyi and Adeosun (2015:40), population of the study is that group of resident of abeokuta ogun state. There are 200, 278 people in Abeokuta south according to 2006 census

### 3.3 SAMPLE SIZE AND SAMPLING PROCEDURE

The sampling procedure to be used for the purpose of this research is the probability sampling techniques. According to Adeosun and Ubaddah (2013), the probability sampling techniques gives the advantages of equality to the population of the study in that all the element of the population has the chance of being part of the sample. However the simple random sampling which is a type of probability sampling techniques will be used. The calculation correction. The sample size was calculated using Yoro Yamane to be 400.

### 3.4 SOURCES OF DATA

Two sources of data will be explored namely; the primary source and secondary source. Primary source will involve the use of interview and questionnaires. Secondary sources for data collection will include books, journals, reports and internet sources.

**3.5 RESEARCH INSTRUMENT**

The main research instrument used is the questionnaire. It was personally administered with several questions relating to the research objective. The questionnaire is divided into sections (A and B) section A deals with the personal information of the respondents while section B contains question concerned with the main subject of the study. In the question we used 5 point like it scale where the respondent are asked to select the most appreciate number that corresponds to extent to which they agree with a statement, the scale in our survey question is 1-5 which range from strongly disagree, disagree, undecided agree and strongly agree. The original scale of liker. He reported very satisfactory reliability data for the scales. The third part of the questionnaire is the demographic part where the respondent is asked about their gender, age, level of education, management level and working experience.

**3.6 METHOD OF DATA COLLECTION**

The primary method of data collection was adopted. The researchers administration RSS structured questionnaire to the sample within the aim to solicit the answer on whether internet has impact on study habits in tertiary institution.

**DATA ANALYSIS AND PRESENTATION****4.2 PRESENTATION AND ANALYSIS OF THE QUESTIONS****TABLE 1: DOES COMMUNICATION STRATEGIES INFLUENCE MATERNAL HEALTH CARE SYSTEM POLICY IN NIGERIA?**

RESPONSES	FREQUENCY	PERCENTAGE %
Agree	139	39.3
Disagree	118	33.3
Neutral	97	27.4
<b>TOTAL</b>	<b>354</b>	<b>100</b>

Source: Field Survey, 2025

Table 1 shows that 39.3% of the respondents agree that communication strategies influence maternal health care system policy in Nigeria, 33.3% no while 27.4% not at all.

**TABLE 2: WAS THERE ENOUGH GUIDANCE PROVIDED IN THE PROGRAMME ON HOW TO LIVE A HEALTHY LIFE?**

RESPONSES	FREQUENCY	PERCENTAGE %
Agree	304	85.8
Disagree	38	10.7
Neutral	12	3.3
<b>TOTAL</b>	<b>354</b>	<b>100</b>

Source: Field Survey, 2025

Table 2 shows that 85.8% of the respondents indicate that there was enough guidance provided on how to live a healthy life, 10.7% no, while 3.3 not at all.

**TABLE 3: TO WHAT EXTENT DO HEALTH PROGRAMMES ON COMMUNICATION STRATEGIES ADDRESS THE MATERNAL HEALTH NEEDS OF NIGERIANS?**

RESPONSES	FREQUENCY	PERCENTAGE %
To a very great extent	113	31.9
To a great extent	179	50.6
To a little extent	87	24.6

To no extent	62	17.5
<b>TOTAL</b>	<b>354</b>	<b>100</b>

Source: Field Survey, 2025

Table 3 shows that 50.6% of the respondents agree to a great extent that health programme on communication strategies address the maternal health needs on Nigerians 31.9% to a very extent, 24.6% to a little extent, 17.5% to no extent.

**4.4 DISCUSSION OF FINDINGS**

The data gathered and analyzed in this study was further discussed here in relation to the research questions with each section reflecting the objectives of the study.

**RESEARCH QUESTION 1: HOW DO BROADCAST COMMUNICATION STRATEGIES INFLUENCE MATERNAL HEALTH CARE SYSTEM POLICY IN NIGERIA?**

It was evidence from table 15 that 39.3% of the respondents agreed that communication strategies influence maternal health care system policy in Nigeria, 33.3% no, while 27.4% not at all.

This implies that maternal health related programme on broad communication strategies ast media, television and radio do influence policy made for maternal health care in the country. This support wake field ET at (2017) assertion that in health care, communication strategies can convey health professional. They can also influences individual communication strategies behavior for instance, media campaign were shown to be effective in decreasing tobacco intake, reducing alcohol impairing driving and alcohol related crashes and influencing health services utilization.

**RESEARCH QUESTION 2: WHAT IS THE RELATIONSHIP BETWEEN THE COMMUNICATION STRATEGIES AND GOVERNMENT POLICY ON MATERNAL HEALTH CARE SYSTEM IN NIGERIA?**

Table 20, shows that 56.8% of the respondents agree that there is a relationship between the communication strategies and government policy on maternal health care system in Nigeria, 27.4% no while 15.8% not at all. This suggest that communication strategies media is a powerful instrument for bringing change and making things happen it is the cumulated opinions of expert, citizens in the media that are used as policy formulation in Nigeria. This support Buse et al (2017) finding that, in the area of policy making, media can contribute to setting the agenda for the press, the public and policymakers media influence how the public and policymakers view or think about certain issues.

**RESEARCH QUESTION 3: TO WHAT EXTENT DO HEALTH PROGRAMME ON THE COMMUNICATION STRATEGIES ADDRESS THE MATERNAL HEALTH NEEDS OF NIGERIANS?**

Analysis on Table 30 showed that 50.6% of the respondents agree to a great extent that health programme on communication strategies address the maternal health needs of Nigerians, 31.9% to a very great extent, 24.6% to a little extent while 17.5% to no extent. This implies that communication strategies that is, radio has a large extent addressed the maternal health needs of Nigerians, such programs as "Ifetosomobibi", what mothers should do when pregnant, drugs to be taken etc. This support, Hess et al (2017) findings on communication for healthy living in Egypt which says that media (television and radio) provide health information to families to help them reduce family size, improve maternal health and promote breast feeding.

**CONCLUSION AND RECOMMENDATION****Summary of Findings**

1. The study found that broadcast communication strategies significantly influence maternal health care system

- policy in Nigeria, as a substantial proportion of respondents (39.3%) agreed that media communication affects policy decisions related to maternal health.
2. Maternal health–related programmes aired on broadcast media, particularly radio and television, were identified as important tools for shaping maternal health policies through information dissemination and public sensitization.
  3. A majority of respondents (56.8%) confirmed that there is a strong relationship between communication strategies and government policy on maternal health care in Nigeria, indicating that media messages contribute to policy formulation and review.
  4. The findings revealed that broadcast media serve as an agenda-setting platform by reflecting expert opinions and public concerns, which in turn influence policymakers' decisions on maternal health issues.
  5. Health programmes delivered through communication strategies were found to address the maternal health needs of Nigerians to a great extent, with over half of the respondents (50.6%) affirming their effectiveness.
  6. Radio-based maternal health programmes were particularly effective in educating women on pregnancy care, medication use, and healthy practices during pregnancy.

### **CONCLUSION**

Conclusion it was obvious from the analysis material health related program on broadcast media television and radio do influence policy made for material health care in the county media is a powerful instrument for bringing change and making things happen, it is the cumulated opinions of expert, citizen in the media that are used as policy formulation in Nigeria. Also broadcast media that are used as policy formulation in Nigeria. also broadcast media that is radio, has to a large extent addressed the maternal health needs of Nigerians such programmers' as Ifetosobibi, what mothers should do when pregnant, drug they need to take etc. this study therefore concluded that the broadcast media is a powerful tool for transformation and development of the society. It has contributed in no small measure to dissemination of material health policies to Nigerians.

### **RECOMMENDATIONS**

As a result of finding gatherer from the research work on the Impact of communication strategies on the performance of Ogun State health policy on maternal health care system

The following recommendation was considered:

- i. Communication strategies should be more proactive about issues of material health. Exposure to mass media provider an increased awareness and knowledge, as well as channels in attitude, social norms and behaviors that may lead to positive public health outcome.
- ii. The Communication strategies should pay more attention to the under-reported issue of material health in order to not only inform the public about it but also deepen analysis and interpretation for citizen use
- iii. The broadcast Communication strategies should intensify their watchdog role on government media effort on MGGS.
- iv. There should be better mobilization of the Communication strategies by the government, development agencies and urged individual to speak to the mass media on problems affecting them.

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