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## **INFLUENCE OF ANAMBRA BROADCASTING SERVICE SLOGAN “DOBE ANAMBRA OCHA” ON AWKA RESIDENTS’ ATTITUDE TOWARDS ENVIRONMENTAL SANITATION**

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### **Abstract**

*This study entitled Influence of Anambra Broadcasting Service Slogan “Dobe Anambra Ocha” on Awka Residents’ Attitude towards Environmental Sanitation investigated whether residents of Awka Metropolis has answered the clarion call contained in the slogan meant to sensitise them to keep their environment clean at all times. Specific objectives of the study among others are to: assess respondents’ frequency of exposure to ABS slogan “Dobe Anambra Ocha;” ascertain whether the ABS slogan “Dobe Anambra Ocha” is effective in sensitizing the residents about environmental sanitation; find out the respondents’ attitude towards the ABS slogan “Dobe Anambra Ocha;” determine whether the ABS slogan “Dobe Anambra Ocha” has helped residents in maintaining good environmental sanitation. The study was anchored on the Theory of Planned Behaviour (TPB). The survey research design was used in carrying out the study. A sample size of 399 was selected from the population of Awka Metropolis using the Taro Yamani’s sample size determination formula. The questionnaire was the instrument used in collecting data for the study. Data generated from the study were presented in statistical table with frequency and simple percentage used in analyzing the data. Results of the analysis showed among others that: 74.9 percent of the respondents had very good exposure to the ABS slogan “Dobe Anambra Ocha”, 73.6 percent attested to the effectiveness of the slogan in sensitizing the residents to keep their environment clean at all times, the respondents had a very positive attitude towards the ABS slogan “Dobe Anambra Ocha”. The study recommended among others that: Credible information is required to attract the needed response in a radio health campaign, such as with the ABS slogan “Dobe Anambra Ocha.” Messages aired continually and consistently can reach many or more persons and are capable of changing the attitude of the residents to comply with safety measures as required. It means that programming/slogan is of essence in order to reach the intended target audience with the required and relevant message. ABS should intensify the campaign/slogan to ensure that the remaining audiences who still have negative attitude towards “Dobe Anambra Ocha” heed the message to keep their environment clean.*

**Key words:** Influence; Dobe Anambra Ocha; Attitude; Environmental sanitation; Awka residents;

### **INTRODUCTION**

Maintaining a healthy environment by way of sanitary exercises and preventive measures in health-care programmes is germane to a healthy living. It underscores the increasing understanding of the relationship between environmental conditions and the state of health of human beings. Studies have shown that quite a good number of diseases suffered by human beings are preventable through good sanitary management (Udo, 2008; Nwabueze, 2011). Reinforcing the above assertions, the World Health Organization (WHO, 2019) emphasizes environmental sanitation as one of the major means of achieving healthy living at all times. It therefore becomes apt this time around to emphasize health care in Nigeria, especially as the



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cost of living and health care are rapidly increasing beyond the reach of the average Nigerian. The difficulty posed to average Nigerian to either afford the very expensive food items which are primary to him or afford the equally expensive health services which are often very secondary in his thought becomes a source of concern (Dike, 1985).

Nigerian cities are very dirty (Inyang, 1981) cited in (Ezebuenyi, Nwedo-Nzeribe & Okoye 2020). A cursory look at some of the streets and residential areas of these cities portrays their minimal level of sanitation. Such cases of sanitary abuse are not unconnected with the peculiar patterns or trends in these cities' development which evolves in phases. This development also forms part of the crises of various developing countries especially the third world nations. Consequent upon the foregoing, some health experts (Nwabueze, 2011; Nwankwo 2014; Obionu, 2011) are of the opinion that many of the diseases that are endemic to Nigerian cities are as a result of their poor sanitary conditions. The diseases can be prevented only if there are attempts to nip them in the bud. Sanitary problems have persisted in Nigerian cities despite the campaign for improved sanitation and health care by the government (Inyang, 1981 in Ezebuenyi *et al.*, 2020).

The environment shapes the lives of human beings and is in turn shaped by human beings. This is because human beings depend to a very large extent on the environment for their survival. Human beings exist in the environment, eat from it, and all their activities take place in the environment. Commenting on the centrality of the environment to man, Nwabueze (2011, p.1) says, "Without the environment, man will be nothing. In fact, man is the environment and the environment is man." This symbiotic relationship is germane to the growth, development and well-being of both man and his environment especially when a conscious effort is made to harness it. In his views about the environment, Nwankwo (2014) posits that "it is the conditions, circumstances and influences surrounding and affecting the development of an organism or group of organisms." The fact is that man is the principal being whose activities have a huge influence on the environment. For Olatunji (2004, p.2), "the environment is an all-embracing concept, involving all the aspects that comprise planet earth and its surroundings." Man's environment includes the land unto which he is born, lives and dies, the air he breathes, the hydrographic and aquatic lives. Man therefore is both a product and a shaper of his environment.

The exposition made by some scholars holds that the inter-relationship between man's environment, his life and state of health, has long been a common knowledge and widely recognized (Mogbo, 2004; Obionu, 2011). The need to preserve, protect, and promote the environment has not only become highly topical but has also continued to task the wisdom of every country and continent in the world. The challenges are dominating discussions and activities of government and non-governmental organizations in the world today. The establishment of a healthy and functional roadmap to preserve and protect the environment has become the beginning of wisdom. The nature and prospects of the future are determined by the safety of the environment (Nwabueze, 2011). The various environmental problems being experienced in the present-day world are further giving humanity a warning sign. Tsunami, hurricanes, typhoons, earthquakes, volcanic eruptions, global warming, desertification, erosion, landslide, etc. are some of the disasters that threaten the environment.

Apart from the natural disasters, human beings have contributed a great deal to the environmental problems today. The issues of green house emissions, oil spillage, toxic waste dumping, deforestation, indiscriminate disposal of refuse, water and air pollution, etc. are



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among the anthropogenic, or man-made, causes of environmental degradation (WHO, 2006). Based on the above challenges, the need to evolve functional programmes to educate human beings to understand the nature of the environment and to make it safer and more comfortable for habitation becomes imperative.

Environmental communication is therefore a vital aspect of the effort to make human beings aware of the workings of their environment. According to Nwabueze (2011), environmental communication is the application of communication principles and strategies in keeping human beings abreast with environmental concerns. One of the consequences of man's ignorance of his environment is outbreak of diseases. Nwankwo (2017) makes it succinct when he describes the environmental health as "an aspect of health concerned with keeping the environment clean. Its primary focus is to prevent diseases and create health support environments.

The last three decades have witnessed attempts to shape up scholarly thoughts, arguments, theory and research on the role of communication in the development process, aggregating it as a critical resource input (Soola, 2009). Similar attentions have been paid to the differential effects of the media across a wide range of stakeholders of development. It shows certain media to be most effective in certain situation-specific, socio-economic and cultural contexts, while being less effective in others. There is thus the need for a synergistic media-mix approach to communication in the development calculus. Environmental awareness is regarded as essentially a development issue.

Okafor, Nwankwo, Oli, Oguamanam (2016) defined health information dissemination as all processes aimed at educating, enlightening, informing or transmitting to the people, health issues that are of benefit to them. It is intended to improve health awareness or information at their disposal such that they can live much healthier lives, shaped by informed choices they make. Such choices are derived or anchored on correct health information at their disposal. The concepts of health education and health information dissemination are thus considered as interchangeable terms with complimentary meanings and objectives.

Improper use of the environment owing to ignorance could be significantly approached through media narratives and programming. Mass communication options considered relevant to environmental health education include newspaper and magazine publishing, radio, television and film or cinema, and the social media (McQuail, 2010). All the aforementioned channels are used for spreading important information, education of the people, entertainment, advertising and marketing (Nwosu & Uffoh, 2005). The focus of this paper is however on media role in health information dissemination with emphasis on environmental health education, sensitization and awareness creation using simple radio slogan such as the ABS' "Dobe Anambra Ocha".

### **STATEMENT OF THE PROBLEM**

Mass media campaigns are widely used to expose high proportions of population to messages through routine uses of existing media such as television, radio, newspaper and lately social media (new media). Exposure to such messages has been generally passive though, the mechanism used in delivering such messages is germane for its success Wakefield, Loken & Hornik 2010). In particular, radio programmes, slogans and public affairs broadcasts bring to the front burner the menace of environmental pollution. Slogans as "Health is Wealth" and "Cleanliness is next to Godliness" support the claims that environmental sanitation is



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synonymous with healthy living. The health of the people is really the foundation upon which all their happiness and powers as a state depend (Dike, 1985).

It is against the backdrop of the aforementioned issues that this study was undertaken to evaluate the Anambra Broadcasting Service Slogan “Dobe Anambra Ocha” to ascertain its influence on Awka Metropolis residents’ attitude towards environmental sanitation exercises as well as know whether the ABS slogan offers incidental health education (aimed at countering environmental health problems that may have arisen from unsanitary conditions of the environment).

### **OBJECTIVES OF THE STUDY**

The main objective of the study is to evaluate Anambra Broadcasting Service (ABS) Slogan “Dobe Anambra Ocha” and its influence on residents of Awka Metropolis’ attitude towards environmental sanitation. Specific objectives of the study are to:

1. Assess respondents’ frequency of exposure to ABS slogan “Dobe Anambra Ocha”
2. Ascertain whether the ABS slogan “Dobe Anambra Ocha” is effective in sensitizing the residents about environmental sanitation.
3. Find out the respondents’ attitude towards the ABS slogan “Dobe Anambra Ocha”
4. Determine whether the ABS slogan “Dobe Anambra Ocha” has helped residents in maintaining good environmental sanitation.

### **THEORETICAL FRAMEWORK**

This work was anchored on the Theory of Planned Behaviour (TPB). The Theory specifies the nature of relationships between beliefs and attitudes. This theory as propounded by Ajzen and Fishbein (1980) cited in Ifegbesan, (2009) is based on the assumption that individual behavioural intentions are directly related to their attitudes. For example, a person who believes that performing a given behaviour will lead to most positive outcomes will hold a favourable attitude towards performing the behaviour. The theory also states that what an individual does is determined by personal motivation which is determined by attitude, beliefs, social support and perceived behavioural control. Application of the theory of planned behaviour can be found in the field of environmental psychology.

Generally speaking, actions that are environmentally friendly carry a positive normative belief. That is to say, sustainable behaviours are widely promoted as positive behaviours. However, although there may be a behavioural intention to practice such behaviours, perceived behavioural control can be hindered by constraints such as a belief that one’s behaviour will not have any impact. For example, if one intends to behave in an environmentally responsible way but there is a lack of accessible recycling infrastructure, perceived behavioural control is low, and constraints are high, so the behaviour may not occur.

Applying the theory of planned behaviour in these situations helps explain contradictions between sustainable attitudes and unsustainable behaviour (Nwabueze, 2007). The theory of planned behaviour is thus a very powerful and predictive model for explaining human behaviour. People's evaluations of, or attitudes towards behaviour are determined by their accessible beliefs about the behaviour, where a belief is defined as the subjective probability that the behaviour will produce a certain outcome. Specifically, the evaluation of each



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outcome contributes to the attitude in direct proportion to the person's subjective possibility that the behavior produces the outcome in question (Obionu, 2011).

Studies have used the theory of planned behaviour as a framework as not only good for understanding, explaining and predicting behaviours, but also to provide a useful guide for designing intervention strategies to change or maintain behaviour (Agunwamba, 2001 and Ifegbesan 2009). The theory of planned behaviour has been widely used in environmental behaviour research to predict a person's intent to participate in a specified behaviour (Afun, 2009 Ifegbesan, 2009). It explains that people's perceptions of the environment are related to their actions. Attitude towards the environment can be influenced by environmental news.

In all, the application of this theory to the study is that attitude or change in behaviour is predicated on a person's intent to participate in a specified behaviour that is friendly with the environment. It points to responsible environmental behaviour, which means actions taken by an individual or a group of individuals to do what is right in order to protect the environment. The broadcast media are expected to enlighten the inhabitants on positive attitudes towards the environment.

## LITERATURE REVIEW

### **An Overview of Environmental Conditions of Nigerian Settlements**

The environmental conditions in most urban and rural settlements in Nigeria in particular have not only become appalling but also life-threatening (Abah& Ohimain, 2011). In these urban or rural settlements, it has been observed that water supply and sanitation are grossly inadequate for domestic and personal hygiene; commercial and domestic wastes are not properly disposed of; large volumes of rubbish left to litter the streets and to accumulate in open dumps; open drains are often clogged and exude unpleasant odour; pools of stagnant water and waste water gushing from bathrooms and kitchens. The result has been a high incidence of epidemics like diarrhoea, Lassa fever and cholera. Therefore there is the need for various levels of government in Nigeria to embark on well-coordinated sanitation measures which would enhance the reduction of infectious diseases( Abah *et al.*, 2011).

Consequent on the need to embark on well-coordinated sanitation measures, Anambra State Government has made efforts in this direction for instance, there are refuse bins in some strategic waste collection points before waste trucks convey them for proper disposal, daily sweeping of major roads has been contracted to consolidate for clean and disease-free environment, setting aside of last Saturdays of every month for general sanitation in the state. However, despite all these efforts, there still exists some form of un-sanitary situations in the state that is worrisome especially littering of polythene bags and water sachets which is popularly known as "pure water". It has been observed that people drink and dispose of empty water sachets indiscriminately without due regard for hygiene as a result making the environment untidy and the dirt blocking drainages.

In achieving a healthy and clean environment especially in Anambra State, the role of the mass media has been acknowledged to be of immense benefits (Ezebuenyi *et al.*, 2020). This is essentially because mass media are the wheels that drive development. For this reason, any development plan that negates the mass media reduces its capability of achieving its goal. The agenda setting function of the media brings to limelight issues of development, such that peoples' opinions are shaped for the sole reason of achieving specific goals (Alabi, 2010). This is obviously important in the case of environmental health which emphasizes the need



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for quality life as determined largely by physical, chemical, biological, social and psychosocial factors in the environment. It also refers to the practice of assessing, correcting, controlling and preventing those factors in the environment that can potentially affect the health of present and future generations (Agunwamba, 2001). This is in consonance with the fact that man is aware of the crucial relationship between his health and the environment.

In many countries of Africa, the scale of the problem is increasing. Adequate and effective sanitation in Nigeria and in other developing countries is germane for good health and sustainable human development. According to a World Bank Study (Abel, 2007), 360 – 400 million people are living in malaria-prone areas. More than 200 million episodes of clinical diseases resulted in one million deaths from malaria in 2000. These frightening figures call for concerted efforts on the part of various levels of government in Africa, particularly Nigeria to be more committed to sanitation matters.

Environmental sanitation is the promotion of hygiene and the prevention of diseases and other consequences of ill health relating to environmental factors (WHO, 2017). Environmental sanitation includes issues such as disposal of human excreta, urban solid waste management, domestic water supply, drainage systems, sewage and waste management, personal hygiene, household and community cleanliness, food hygiene, disease vectors and pest control. Adequate and effective environmental sanitation practices are the foundation of national development. In-adequate and improper sanitation and poor solid waste management remain two of the main transmitters of diseases in the world's developing countries (Adelegan, 2001 in Rukeh 2007).

Environmental sanitation has links to health, social and economic development. It affects many but is championed by few. An important factor in achieving success in sanitation is good leadership, which is manifested by establishing clear institutional responsibility and specific budget lines for sanitation, and by ensuring that public sector agencies working in health, in water resources, and in utility services work together better. In many countries, Environmental Health Officers are responsible for ensuring the sanitary condition and hygienic emptying of toilets and have the power to sanction dissenting households with fines and court action. This enforcement role of the health sector is particularly important in urban areas where high-density living increases the risks of fecal contamination of the environment and where one person's lack of sanitation can affect the health of many other people (Moon, Florkowski, Brückner, & Schonhof, 2002).

Sanitation has been regarded as a function of the government to centrally provide for such services. However, the private sector and communities should be encouraged to become involved in the business of sanitation through activities like pit-emptying, sale of safely composted human excreta as fertilizer, generation of methane from biogas toilets, and the operation of public toilets.

### **The Role of Radio and other Information Channels in Environmental Communication**

Radio is believed to be the most effective, popular, and credible medium for reaching a large and heterogeneous audience, especially in developing nations (Ezebuenyi *et al.*, 2020). It is relatively available, affordable, and accessible. It has wider reach when compared with other mass media, and its message is easily understood – requiring insignificant literacy level to comprehend (Nwabueze, 2011). It is flexible and can reach a large audience at the same time. Its basic disadvantage is that it is transient, except for radio stations that run a simulcast,



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reacting, repeating their broadcast on the Internet. This does not completely remove the fact that radio is transient because once a message is aired, only those who tuned in at that time can receive it. Radio also lacks visual impact which could be essential in convincing the audience to accept certain messages. It has only audio resource. Radio remains the most potent and very effective environmental communication tool for reaching a vast range of audience in developing nations like Nigeria (Ottah, 2017).

Though television is believed to make the most impact on the audience but radio has the widest reach. It can reach diverse people simultaneously. It enjoys the immediacy advantage that other channels do not enjoy. Its basic disadvantage is that it is transient although today some stations store aired messages in their websites. In a developing nation like Nigeria the advantage of television is affected by epileptic power supply, inability of signals of some stations to get to some remote rural and even some urban areas (Ogwueleka, 2009). It is not easily affordable, portable or accessible. It is however an effective environmental communication tool which could be used to raise public awareness and consciousness towards environmental concerns with a high degree of effectiveness.

Radio continues to maintain a central position in developing countries' health communication. Nwosu (2004) points to the contribution of community; national and international radio to health programmes in the developing world and describes it as a strategic tool for human development and poverty reduction. Similarly, Davies, Taylor, Fahy, Meade & O'Callaghan-Pla (2005) rate radio as highly cost effective, and a high penetration medium which offers affordable communication support services to remote, poorly-equipped and minimally-staffed health facilities and communities.

The established nature of the radio medium and its key role in the course of decades of health communication means that radio enjoys an analytical credibility. There seems to have been a re-discovery of radio in the context of new ICTs, making it a two-way medium and that can help in bridging the digital divide by providing a powerful tool for information dissemination and access, especially for hard-to-reach rural audiences (Nwosu, 2004).

The rise of the new media which is popular among the younger generation is debatably the path to take in enhancing effective communication on radio. The rise of new media facilitates discussions through live blog using interactive tools like Facebook, Yahoo! Mail, Google Mail, Flickr, Twitter and other social networking sites. Such new media should be supplements of radio broadcasts.

The Nigerian mass media play their basic roles of information, education, and entertainment in society. The information role includes information on environmental or green issues in the nation and on the global scene. When incidents with great significance to the environment and to the health of the people take place in society, the media expose such incidents and make the public aware of them (Aruguete, 2017). The basic questions then are: what is the nature of media coverage of environmental issues in Nigeria? Do the media give adequate coverage to the environment in view of its vital place in human existence? Even when the media cover the environmental issues, what approach is adopted in treating environmental reports, or put differently, what is the nature of the message content of the coverage? Can the coverage be said to be purposeful and capable of achieving societal change towards ensuring an environmentally friendly society?



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Nwabueze (2011) takes a swipe on the performance of Nigerian media in the area of covering environmental issues. According to him, “The truth is that the mass media cannot be said to have given adequate coverage to green issues in Nigeria.” Oso (2006, p. 66) makes the situation even clearer. He says, “Mass media attention to the environment has been described as a relatively recent development in Nigeria, with such other issues as business, finance, information technology (I.T), and politics receiving more priority.” “The mass media give haphazard coverage to environmental issues with mainly spot news reports” (Nwabueze, 2011, p.108). The Koko waste dump issue which took place in 1998 is said to have contributed immensely to awakening the attention of the media to the environment (Oso, 2006).

Empirical data show that the Nigerian mass media have not been doing well in the coverage of the environment. With specific reference to environmental pollution in the Niger Delta region which seems to dominate environmental agenda in Nigeria Udo (2008, p.12), observes that the media have not done well in the coverage of pollution in the region specifically in the area of empathizing with and expressing the views of local communities hit by the pollution. Nwabueze (2005) found in another study that the Nigerian press does not give adequate coverage to erosion problems in the south east region, which is the most hit by erosion in the nation. After a study of selected national newspapers in 2004, it was discovered that one of the newspapers did not carry a single story on erosion in the southeast region throughout the year that was studied. This was when some buildings in some communities in Anambra State were swallowed by erosion.

In another study specifically premised on print media coverage of World Environment Day (WED) activities, Olatunji (2004, p.17) observed that from 2000 – 2004, dominant issues which often receive attention were environmental awareness, water pollution and sea/ocean pollution. “However, little or no attention was paid to other equally critical environmental problems such as unsustainable practices of natural resources exploitation, conservation, air pollution, flooding/erosion, deforestation/ desertification, and urban waste management” (Olatunji, 2004).

After studying media images of environmental issues and problems in Nigeria, Nwosu and Uffoh (2005) discovered that the media gave poor quality coverage to environmental issues they handled within the period of study. Galadima (2006) studied news magazines and discovered that they also gave inadequate coverage to environmental issues within the period of study.

Many other studies on mass media coverage of the environment exist. They expose the same pattern of coverage of the environment by the Nigerian press, which shows inadequate coverage being given to this subject. Based on these findings, it has been ascertained that environmental journalism is yet to be seen as a specialized aspect of journalism profession worth giving priority attention (Ezekiel and Peter, 2014). This observation has invariably weakened the agenda-setting role of the media on environmental concerns. With this pattern of media coverage as observed from research findings, environmental management efforts in Nigeria are bound to continue to experience retarded growth except the media change their approach to coverage of green issues. It is pertinent at this point to lay emphasis on why it is essential for the media to ensure adequate and effective coverage of the environment (Obianyo, 2004).

## **METHOD OF THE STUDY**

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The survey research method was used in conducting this study while the population of study is the 371,038 projected population of Awka Metropolis extrapolated from the 2006 census using the UNDP annual increase rate of population of 2.28%.

### Sample Size and Sampling Techniques

The sample size for this study is 399. This was determined using the Taro Yamani's, (1973) sample size formula. Wimmer and Dominick (2011) affirmed that the above sample size is good enough for a study of this nature. The purposive and convenience sampling techniques were used to select the samples. The main goal for using purposive sampling technique was to ensure that the researcher focuses on particular characteristics of a population that are of interest, which would best generate answers to research questions. For this study, the characteristics of interest to the researcher are those samples, who listen to ABS slogan "Dobe Anambra Ocha" and also reside in Awka Metropolis.

### Instrument of Data Collection

The instruments used in collecting data for this study is the questionnaire. The questionnaire was administered on face to face basis. Raw data generated in the study was manually counted, coded and presented in simple frequency distribution tables. Answers to research questions were expressed in simple percentages and frequency table.

### DATA PRESENTATION AND ANALYSIS

A total of 399 copies of the questionnaire were distributed to residents of Awka Metropolis. The filled copies of the questionnaire were collected. Out of the 399 copies distributed, 394 copies were returned and found usable, giving a response rate of 97.5 percent and mortality rate of 2.5 percent.

### Research Question One

What is respondents' frequency of exposure to the ABS slogan "Dobe Anambra Ocha?"

**Table 1:** First, the researcher assessed the number of respondents, who are exposed to the ABS slogan "Dobe Anambra Ocha." Obtained result was expressed in the table below:

Response	Frequency	Percentage
Yes	295	74.9
No	39	9.9
Don't know	60	15.2
<b>Total</b>	<b>394</b>	<b>100</b>

Analysis of data in Table 1 reveals that 295 representing 74.9 percent of the respondents answered 'Yes' when asked to indicate whether they are exposed to the ABS slogan "Dobe Anambra Ocha", 39 or 9.9 percent answered 'no' while 60 or 15.2 percent had no opinion on the question. This is an indication that a more than two-thirds of the respondents listen to the ABS slogan "Dobe Anambra Ocha."

**Table 2:** Assessment of respondents' frequency of exposure to the ABS slogan "Dobe Anambra Ocha"

Response	Frequency	Percentage
Very often	137	34.8
Often	153	38.8



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Fairly	71	18.0
Don't know	22	5.6
Low	11	2.8
<b>Total</b>	<b>394</b>	<b>100</b>

Analysis of data in Table 2 shows that 137 representing 34.8 percent of the respondents answered 'Very often' when asked to indicate their frequency of exposure to the ABS slogan "Dobe Anambra Ocha", 153 or 38.8 percent said 'Often', 71 or 18 percent said 'Fairly', 22 or 5.6 percent had no opinion on the question while 11 or 2.8 percent said 'low'. This means that a more than two thirds of the respondents had a highlevel ofexposure to the ABS slogan "Dobe Anambra Ocha"

#### 4.2.2 Research Question Two

Is the ABS slogan "Dobe Anambra Ocha" effective in sensitizing the residents about environmental sanitation?

**Table 3:** Assessment of the effectiveness of ABS Slogan "Dobe Anambra Ocha"

Response	Frequency	Percentage
Yes	298	75.6
No	44	11.2
Can't say	52	13.2
<b>Total</b>	<b>394</b>	<b>100</b>

Analysis of data in Table 3 shows that majority of the respondents numbering 298 or 75.6 percent accede to the effectiveness of the ABS slogan "Dobe Anambra Ocha," 44 or 11.2 percent answered 'no' to the question while 52 or 13.2 percent had no opinion on the question. This is an indication that more than two-thirds of the respondents believe that the ABS slogan is effective enough to sensitise the residents on environmental sanitation.

**Table 4:** Assessment of respondents' perception towards the ABS slogan "Dobe Anambra Ocha"

Response	Frequency	Perception
Highly informative	102	25.9
Mobilizes the residents	151	38.3
Reminds residents about sanitation	131	33.2
Don't know	25	6.3
Not useful	5	1.3
<b>Total</b>	<b>394</b>	<b>100</b>

Analysis of data in the Table above indicates that 102 representing 25.9 percent of the respondents answered 'Highly informative when asked to indicate their perception of the ABS slogan "Dobe Anambra Ocha", 151 or 38.3 percent answered 'Mobilizes the residents,' 131 or 33.2 percent answered 'Reminds residents about sanitation', 25 or 6.3 percent had no opinion on the question while 5 or 1.3 percent answered 'Not useful'.

#### 4.2.3 Research Question Three

What is respondents' attitude towards the ABS slogan "Dobe Anambra Ocha?"

DOI: [doi.org/10.47851/naujocommed.v2i1.109](https://doi.org/10.47851/naujocommed.v2i1.109)**Table 5:** Assessment of respondents' attitude towards the ABS slogan "Dobe Anambra Ocha"

Response	Frequency	Percentage
Very interesting	154	39.1
Interesting	143	26.3
Fairly interesting	62	15.7
Don't know	12	3.1
Not interesting	23	5.8
<b>Total</b>	<b>394</b>	<b>100</b>

Analysis of data in Table 5 reveals that 154 representing 39.1 percent of the respondents said the slogan is 'Very interesting' when asked to indicate their attitude towards the ABS slogan "Dobe Anambra Ocha", 143 or 26.3 percent said it is 'Interesting', 62 or 15.7 percent said it is 'Fairly interesting', 12 or 3.1 percent had no opinion on the question while 23 or 5.8 percent said it is not interesting. This shows that a more than two-thirds of the respondents have positive attitude towards the ABS slogan "Dobe Anambra Ocha".

#### 4.2.4 Research Question Four

Has the ABS slogan "Dobe Anambra Ocha" helped residents in maintaining a good environmental sanitation?

**Table 6:** Assessment of whether the ABS slogan "Dobe Anambra Ocha" has helped residents in maintaining good environmental sanitation

Response	Frequency	Percentage
Yes	291	73.9
No	43	10.9
Can't say	60	15.2
<b>Total</b>	<b>394</b>	<b>100</b>

Analysis of data in Table five above shows that a high number of respondents (291 or 73.9 percent) answered 'Yes' when asked to indicate whether the ABS slogan "Dobe Anambra Ocha" has helped in maintaining a good environmental sanitation, 43 (10.9 percent) answered 'No' while 15.2 percent had no opinion on the question. This means that more than two-thirds of the respondents commend the ABS slogan "Dobe Anambra Ocha" to have helped in maintaining a good environmental sanitation in Awka Metropolis.

## DISCUSSION OF FINDINGS

Analysis from research question one shows that majority of the respondents (74.9%) were exposed to the ABS slogan "Dobe Anambra Ocha". The finding reinforces an earlier submission by Olatunji (2004, p.17) observed that dominant issues which often receive attention from media exposure were environmental awareness, water pollution and sea/ocean pollution.



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Another finding from the study indicates that more than two thirds of the respondents reported having been exposed to the ABS slogan. Again, this finding is in tandem with an earlier observation by Ottah (2017) that media audience though selective in their exposure highly indulge in exposing themselves to interesting programmes which holds greater gratifications for them.

Further finding reveals that the ABS slogan “Dobe Anambra Ocha” is commended because it has a positive impact on the listeners in Awka Metropolis. This again, is in consonance with the responses of majority of the respondents who had a positive perception of the ABS Radio warning slogan. The finding also supports an earlier position held by Ezekiel and Peter (2014) who observed that radio is a vital channel of information dissemination because it reaches larger percentage of the people irrespective of their location; it promotes the level of awareness of the people on socio-political and economic issues and it also enables people to be adequately informed about programmes and activities of the government.

Finally, the study found that a more than two thirds of the respondents accede to the effectiveness of the ABS slogan “Dobe Anambra Ocha” in sensitizing the populace about environmental sanitation. This finding underscores the need for a campaign to keep Anambra State clean and devoid of pollutions that are detrimental to people’s health. The finding validates the result of an earlier study conducted by Nwankwo (2017), which states among others, that effective media actions proffer many other measures to limit the adverse impacts of natural hazards; the implementation of effective public awareness activities to increase the knowledge among communities of the risk they face and what risk minimizing actions they can take.

## CONCLUSION

The way the communities perceived the radio slogan on the dangers of lack of environmental sanitation differed, however, majority of them see it from a positive perspective. It was only an insignificant number that were having a negative perception about the slogan. Majority believed that the radio has done well by creating awareness about environmental sanitation. ABS should intensify the campaign/slogan to ensure that the remaining audiences who still have negative attitude towards “Dobe Anambra Ocha” to heed the message and put them on their toes to be ready to keep their environment clean.

A well packaged radio message in native languages should be used to warrant wide diffusion and persuasion. This is also achievable via sound tracks, celebrities, television shows, political leaders and heads of corporate organizations; use of local dialects; use of sound effects and repetition for emphasis and agenda setting. ABS and other local stations should consider adopting the Behaviour Change Communication approach in creating awareness about the dangers of not keeping the environment clean at all times.

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