

Perceived benefits of radio nutrition programmes among rural dwellers in Egbeda local government area of Oyo State, Nigeria

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Abstract

The study examines sustainable development through rural dwellers perceived benefits of radio nutrition programmes in Egbeda Local Government Area of Nigeria. Specifically, rural dwellers' socio-personal characteristics, attitude towards radio nutrition programmes, perceived benefits of various radio nutrition programmes and factors hindering the listenership of audience were examined. One hundred and fifty respondents were selected for the study using multi-stage sampling technique. Interview schedule was used for data collection. Data were analyzed using frequency counts, percentages, chi-square and Pearson Product Moment Correlation. Variables like age, education, occupation and household size are important in determining rural dwellers' perceived benefits of radio nutrition programmes. Out of the four major nutrition education programmes that are normally on broadcast in the study area, Nestle nutrition line is most benefited because it address the food and nutritional needs of rural dwellers considering their cultural norms and values. The most outstanding source of nutrition information is radio although many still obtained from parents and relations. A significant relationship exist between some selected socio-personal characteristics (such as age, occupation and education) and the perceived benefits derived from radio nutrition programmes. The study therefore recommended among other things that to ensure sustainable development, adequate awareness of the various nutrition programmes on radio should be encouraged for rural dwellers. Also, sound education and adequate funding for nutritional educational programmes is necessary in order to make dissemination of information on nutrition through radio beneficial to rural dwellers.

Keywords: Rural Dwellers, Nutrition, Education, Information

Introduction

Globally, most nutritional problems arise from people's lack of access to enough food to meet their fundamental nutritional needs on a daily basis. This is true for about 800 million people in developing countries (Babatunde *et al.*, 2007). Since nutritional well being is recognized as a precaution for sustainable development by some international societies (FAO/WHO, 2002), it is pertinent to allocate major share of development resources to assisting rural dwellers to secure their economic and physical access to enough, good quality and safe food to meet their nutritional needs.

Having access to sufficient food at household level does not guarantee adequate dietary intake for all household members. In order to ensure sustainable development, rural dwellers must have enough knowledge and information about each member's nutritional needs and how these needs could be adequately met with the resources available. Sufficient time and appropriate knowledge, attitudes and practices regarding

the use and preparation of food are essential for achieving good nutrition, thereby enhancing sustainable development among rural dwellers (ACC/SCN, 2004). Knowledge about nutritional needs and food utilization which is particularly important among poor and food insecure rural dwellers will ensure sustainable development by enhancing life and good health. Due to the increase in diet related, non-communicable diseases in many countries, adequate food and nutrition knowledge is important for food secured and affluent households as well.

The aims of nutrition education are not limited to solving nutrition problems; resulting from the consumption of insufficient amount and variety of food. Nutrition education programmes and activities must address excessive or inadequate intake of food in combination with poor eating habits (Peckenpaugh, 2002). It is very important for the rural populace to understand what constitute an appropriate diet and lifestyle and how they can best meet

their nutritional needs from available resources. Thus, nutrition education using suitable information and messages are vital for ensuring sustainability in development.

Food and Agriculture Organization (FAO), recognizing the central role of knowledge in helping the masses to practice good dietary habits has held nutrition education as a key concern since the organization's inception fifty years ago. FAO (1992) had launched a new public information initiative for consumers entitled "Get the best from your food". These educational materials emphasize basic nutrition concepts that should be communicated to the public and they provide easily understood messages for the readers.

In order to achieve the educative initiative of the food and Agriculture Organization (FAO), this study recognizes the mass media as an effective communication channel of nutrition education which can provide the public with clear accurate practical information to facilitate wise decision about the variety of food. Mass Media as a source of information utilizes major channels of communication like Television, Radio and Prints.

Due to the high level of illiteracy and poor dissemination of educative information on food and nutrition in Nigeria, there has been an upsurge of severe cases of malnutrition, under-nutrition which are indicated by nutritional status indicators such as wasting, stunting and underweight (NPC, 2003). The beneficiary population for a nutrition education intervention is normally made up of several groups. The population includes children, mothers, grand mothers, adolescents and the family (Ritchie, 1994). There had been high incidence of deficiency diseases such as Kwashiorkor, Rickets, and Pellagra in the country. In Nigeria, majority of the rural dwellers lack proper nutrition education which is manifested in the improper selection of food items and crude method of preparation, food processing activities, including lack of knowledge about food nutrients and composition of nutrients. Crude mode of processing and preparation of food items could lead to alteration of chemical nature of proteins, biodegradation of some food constituents that may lead to reduction in the nutritional value before consumption.

This confirms the need to educate and inform rural dwellers on modern method of processing and preparation of food that could guarantee high dietary intake of families and hence high nutritional status (FAO, 2003). Nutritional problems arising from poor dissemination of educative information on food and nutrition might not be unconnected with insignificant attention, attached to communication channel like radio. Effective use of mass medium such as radio can assist rural dwellers to overcome food and nutrition problems.

There are two radio transmitting stations in Oyo State, namely Broadcasting Corporation of Oyo State (BCOS) and Federal Radio Corporation of Nigeria (FRCN). Each of these two stations broadcast some food and nutritional programmes namely: Nestle Nutrition line, family line, kitchen delight and "Enu dun rofo". No Known study had been done to determine the perceived benefits derived by rural dwellers from these radio nutrition programmes.

Objectives

1. To study the socio-personal characteristics of rural dwellers.
2. To determine rural dwellers' sources of information on foods selection and preparation issues.
3. To investigate the attitudes of rural dwellers to radio nutrition programmes.
4. To examine rural dwellers perceptions of the benefits derived from radio nutrition programmes.
5. To determine the relative importance of factors hindering the listenership of audience to radio nutrition programmes.

Methodology

The area of study is Egbeda Local Government Area of Oyo state. Egbeda Local Government Area was created in 1989. It is bounded to the north by Lagelu Local government Area, to the east by Irewole Local Government Area of Osun State and to the South by Ona-Ara Local Government Area while to the West by Ibadan North and Ibadan North East Local Government Areas. The Local government is located on a relatively undulating topography (of about 235m above sea level). Soils in the area are mainly sandy and loamy soil and these dictate most of the agricultural practices which are mainly farming and keeping of ruminant and non-ruminant animals. Agricultural crops include maize, cassava, yam, palm trees, cocoa and vegetables.

The study area is predominantly Yoruba speaking area with few Hausas, Ebiras and Igbos. The inhabitants of the rural wards are mainly farmers while others engaged in petty trading and food processing.

The population of the study comprises of the rural dwellers in Egbeda Local Government Area of Oyo state. Multi-stage sampling was used in selecting the respondents that were involved in the study. Firstly, out of the eleven political wards in the area, three wards were randomly sampled systematically. This was done by listing all the wards in the study area in a paper and selecting every third - third ward, thus wards in number 3, 6 and 9 were systematically selected. The wards were Egbeda, Owobaale and Osegere. Ten percent of each ward population were sampled for the study. The total population for Egbeda, Owobaale and Osegere were 5041, 4962 and 4983 respectively (Egbeda Local Government Office). Thus 49.6, 50.4 and 49.8 which gave 50 respondents for Egbeda and 50 respondents each for Owobaale and Osegere respectively. One hundred and fifty respondents were sampled for the study.

Method of data collection

Data were collected through the use of interview schedule which was used to obtain information from rural dwellers with the help of trained enumerators under close supervision.

Measurement of variables

The dependent variable is perceived benefits of radio nutritional programmes among rural dwellers while the independent variables are socio-economic characteristics, rural dwellers' sources of information on food selection and preparation issue, rural dwellers' attitudes to nutrition education programmes and factors hindering the listenership of audience to radio nutrition programmes. The variables were measured as follows:

Perceived benefits of radio nutrition programmes: Respondents were presented with 15 statements on their perception of benefits derived from radio nutrition programmes on a 2 point scale of Yes (1) and No (0).

Rural dwellers' sources of information on food selection and preparation issues was measured by presenting some sources of information gathered through literature search and they were asked to indicate the sources of information they utilize.

Respondents were presented with 17 statements on their attitudes to nutrition education programmes on a five point scale of strongly agree, Agree, undecided, disagree and Strongly Disagree. This was scored 5,4,3,2,1 for negative statements.

Factors hindering the listenership of audience to radio nutrition programmes. A list of factors gathered from literature were presented to respondents and they were asked to rank these factors in descending order.

Socio-economic characteristics that were measured include age, educational attainment, household size, occupation and religion.

Method of data analysis

Descriptive and Inferential statistics were used in analyzing the data. Descriptive statistics include frequency counts, percentages and means, while the inferential statistics include chi-square and Pearson product moment correlation.

Results and discussion

The socio-personal characteristics of respondents measured include age, educational level, sex, household size and religion, (Table 1). The age distribution of respondents as shown in Table 1 reveals that

they are generally middle aged. Majority (50.8%) are between the ages of 31-40 years, while (34.1%) are between the ages of 41-50 years. A higher percentage of the respondents (84.9%) thus represent the active age range of 31-50 years accounts for the labour force of the study area. Sixty one point two percent of the respondents are literate i.e. they can read and write while 38.8 percent of them do not have any formal education. The policy implication of this is that agricultural development trainers (nutrition educators, home economists) in the study area should recognize that the rural dwellers in the study area have some formal education, which might enhance their level of adoption of improved food and nutrition practices.

Majority of the respondents (67.3%) are male while 32.7% are female. This is an indication that men are also relevant in radio nutrition programmes. However, it is possible for men to listen to developmental programmes on radio and then pass the

message heard on the radio to their spouses and subsequently they remind their spouse of the need to listen to the programme on the radio at the scheduled time on radio.

Household size is another important variable in determining perceived benefits of radio nutritional programmes among rural dwellers. The study reveals that 64.8 percent of the respondents are from households made up of 4-9 members. Families with fairly large members may not be able to provide nutritious and adequate meals to members of their households as against another family of the same income but with less members. Majority of the sampled rural dwellers (78.4%) are farmers while others engaged in some other livelihood activities. About 51.0 percent of the rural dwellers are Christians while 44.4 percent are Muslims. Religion barriers could affect their ability to adopt appropriate nutrition education practices due to the influence of cultural taboos.

Table 1: Socio-personal characteristics of rural dwellers (N=150)

	Frequency	Percentage
A.) Age (Years)		
21-30	10	6.6
31-40	76	50.8
41-50	51	34.1
51 and Above	13	8.6
Total	150	100.0
B.) SEX		
Male	101	67.3
Female	49	32.7
Total	150	100

Table 1 (Contd).

	Frequency	Percentage
C.) C.) Educational Attainment		
None	58	38.8
Primary	46	30.4
Secondary	30	20.2
Others	16	10.6
Total	150	100.0
D.) Household Size		
1-3	42	27.9
4-6	60	40.2
7-9	37	24.5
10 and Above	11	7.4
Total	150	100.0
D.) Occupation		
Farming	118	78.4
Civil Servant	19	12.7
Artisans	5	3.5
Others	8	5.4
Total	150	100
E.) Religion		
Christians	77	51.0
Muslims	67	44.4
Traditional Worshipers		4.6
Total	150	100.0

Source: Field Study, 2004.

Findings from the study reveals that majority of the surveyed rural dwellers (44.2%) obtain their nutrition information on food selection and preparation issues from radio, though appreciable number of the respondents obtain information from parents and relations with 30% and 21% respectively. This implies that radio is a very good source of disseminating information/ideas or technology to the people in the rural areas, most especially if the messages are disseminated or relayed in local languages. Corroborating this view is Yahaya (2003) who

stated that radio has been recognized for its outstanding qualities in mass communication. Apart from being an excellent medium for mobilization, motivation and its capability to draw the attention of its diverse audience to new ideas, techniques and latest information requiring urgent public attention, it also has a wide coverage, relatively available to both urban and rural populace. However, parents and relations also play significant roles in passing across nutritional information to rural dwellers (Table 2).

Table 2: Sources of information

Sources	Frequency	Percentage
Parents	45	30.0
Relations	32	21.0
Radio	66	44.2
Extension workers	7	4.8
Total	150	100.0

Source: Field Study, 2004.

Attitude of rural dwellers to radio nutrition programmes

Table 3 revealed that majority (60.1%, 2.0%, 69.7%, 54.0% and 72.4%) of the respondents strongly agreed as follows that: radio nutrition messages are very understandable for rural dwellers use; the duration of these nutrition programmes should be increased; religion determines the utilization of nutrition information; rural dwellers food consumption patterns can be positively changed through radio nutrition programmes and also that: radio nutrition programmes organizers should provide forum for listeners to make contributions

respectively. Moreover, majority (69.8%) of the respondents also agreed that constant listening to nutrition programmes can improve ones household food security level. Majority (52.4% and 73.3%) of the respondents strongly disagreed that radio nutrition programmes are only meant for highly educated people and also that only married people benefit from nutrition programmes respectively. These imply that rural dwellers attitude to radio nutrition programmes is favourable since most rural dwellers strongly agreed to statements that predispose them to radio nutrition programmes.

Table 3: Distribution of attitudes of rural dwellers to radio nutrition programmes

Attitudes	SA	A	U	D	SD
1. Constant listening to nutrition programmes can improve ones household food security level.	8 (6.3)	88 (69.8)	13 (10.3)	12 (9.5)	5 (4.0)
2. Radio nutrition messages are not very clear for rural dwellers use.	90 (60.1)	30 (20.0)	7 (5.1)	15 (10.0)	8 (5.1)

Table 3 (Contd).

Attitudes	SA	A	U	D	SD
3. The duration of these nutrition programmes should be increased.	78 (52.0)	66 (43.4)	-	3 (2.3)	3 (2.3)
4. Religion determines the utilization of nutrition information.	104 (69.7)	31 (20.4)	2 (1.8)	6 (3.7)	7 (4.4)
5. All the four nutrition programmes broadcasted on the radio are equally interesting.	-	-	16 (10.8)	16 (10.8)	18 (78.4)
6. Rural dwellers food consumption patterns can be positively changed through radio nutrition programmes.	81 (54.0)	42 (27.8)	12 (1.8)	5 (5.4)	6 (4.0)
7. Radio nutrition programmes organizers should provide forum for listeners to make contributions.	109 (72.4)	16 (11.2)	15 (9.7)	4 (2.7)	6 (4.0)
8. Nutrition information is relevant only to urban dwellers.	12 (8.1)	10 (6.5)	7 (4.7)	46 (30.4)	75 (50.3)
9. Nutrition programmes are only meant for highly educated people.	26 (17.1)	15 (10.0)	-	31 (20.5)	78 (52.4)
10. Only married people benefit from nutrition programmes	2 (1.4)	9 (6.0)	7 (4.6)	22 (14.6)	110 (73.3)

Source: Field Study, 2004.

Perceived benefits derived from radio nutrition programmes

Table 4 revealed that majority of the respondents stated that time allocated for all the nutrition programmes on the radio is not adequate. However, while majority (68.3%, 91.2% and 78.6%) said information on nutrition issues on family line, kitchen delight and enu dun rofo respectively were not timely, majority (61.1%) said information on nutrition issues on Nestle nutrition line is very timely. Majority (62.7%, 90.5% and 73.0%) also stated that information broadcasted on family line, kitchen delight and Enu dun rofo respectively were not based on respondents needs. This is an indication that the broadcasted message may not likely benefit the respondents. However, majority (61.9%) said information broadcasted on Nestle nutrition line was based on the respondents needs. This is an indication that information broadcasted on Nestle nutrition line will benefit the respondents.

Moreover, while majority of the respondents stated that experts were not involved in nutrition programmes on family line, kitchen delight and Enu dun rofo, majority stated otherwise for Nestle nutrition line programme. This is an indication that respondents will derive more benefits from Nestle nutrition line programme than other nutrition programmes. In the same vein, majority of the respondents said family lines, kitchen delight and Enu dun rofo nutrition education information obtained are not instrumental to improve their food consumption patterns only on Nestle nutrition line that majority said its nutrition education information obtained are instrumental to improve their food consumption patterns.

Majority said that nutrition information about family line, kitchen delight and Enu dun rofo are not relevant to the norms and values of their communities but nutrition

information about Nestle nutrition line is relevant to the norms and values of their communities. Also, majority said all the nutrition information obtained on family line, kitchen delight and Enu dun rofo are not applicable in terms of practical only nutrition information obtained on Nestle nutrition line that is applicable in terms of practical. Finally, majority said that nutrition education about family line, kitchen delight and Enu dun rofo do not assist in discovering new ideas on how food items could be adequately utilized only nutrition education on Nestle nutrition line that assists in discovering new ideas on how food items could be adequately utilized.

However, the result implies that only on Nestle nutrition line that majority of the respondents will derive maximum benefits. Nutrition programmes on family line, kitchen delight and Enu dun rofo used to be re-worked and re-direct if listeners will enjoy any benefit from them.

Factors limiting listenership to radio nutrition programmes

Table 5 revealed that short duration of programmes, lack of money to purchase radio and lack of listening time were ranked 1st, 2nd and 3rd factors hindering listenership to radio nutrition programmes respectively. This is an indication that programme duration to the rural dwellers is short and hence the nutritional programmes on the radio should be aired in the evening when most rural dwellers are at leisure. Table 6 shows that age ($r = .003$, $p = 0.5$) occupation ($r = .00$, $p = .05$) and education ($.001$, $p = .05$) were significantly related to rural dwellers perceived benefits derived from radio nutrition programmes. This indicates that rural dwellers age, occupation and education will influence their benefits of radio nutrition programmes. Thus policy formulation should take into consideration age, education and occupation of the people while developing nutrition educational programmes.

Table 4: Distribution of perceived benefits derived from radio nutrition Programme

S/N	Statements	Nestle nutrition line		Family line		Kitchen delight		Enu dun roof	
		Yes Freq (%)	No Freq (%)	Yes Freq (%)	No Freq (%)	Yes Freq (%)	No Freq (%)	Yes Freq (%)	No Freq (%)
1.	Time slot is adequate for listeners	43(34.1)	83(69.5)	12(9.5)	114(9.5)	8(6.3)	118(93.7)	20(15.9)	106(84.1)
2.	Information on nutrition issues is very timely	77(61.1)	49(38.9)	40(31.7)	86(68.3)	9(7.1)	117(91.2)	27(21.4)	99(78.6)
3.	Information broadcasted is based on our needs	78(61.9)	48(38.1)	47(37.3)	79(62.7)	12(19.5)	114(90.5)	34(27.0)	92(73.0)
4.	Experts are involved in nutrition programme	72(57.1)	54(42.9)	46(36.5)	80(63.5)	10(7.9)	116(92.1)	23(18.3)	103(81.7)
5.	Nutrition education information obtained is instrumental to improve our food consumption patterns	84(66.7)	42(33.7)	56(39.7)	76(60.3)	16(12.7)	110(87.3)	30(30.2)	88(69.8)
6.	Nutrition information is relevant to the norms and values of our communities	73(57.9)	53(42.1)	45(5.7)	81(64.3)	10(7.9)	116(92.1)	30(23.7)	96(76.2)
7.	All the nutrition information obtained are applicable in terms of practical	75(59.5)	51(40.5)	43(34.1)	83(69.9)	14(11.1)	112(88.9)	34(27.0)	92(73.0)
8.	Nutrition education assists in discovering new ideas on how food items could be adequately utilized	85(67.5)	41(32.5)	51(40.5)	75(59.5)	21(16.7)	105(83.3)	42(33.3)	84(66.7)

Source: Field Study, 2004.

Table 5: Factors hindering listenership to radio nutrition programmes

	Factors	Responses of rural dwellers in decreasing priority (%)					Rank
		1 st to 5 th most important questions.					
1	Short duration of programmes	45	30	11	8	6	1 st
2	Lack of Money to purchase radio.	34	23	20	14	9	2 nd
3	Lack of time	20	39	18	16	7	3 rd
4	Poor Health	18	18	15	20	29	4 th
5	Old age	13	15	18	24	30	5 th
6	Inappropriate feed back	3	5	18	30	44	6 th
7	Poor Communication Channels	2	2	28	32	26	7 th
8	Illiteracy	2	1	26	34	37	8 th

Source: Field Study, 2004.

Table 6: Relationship between some socio-personal variables and perceived benefits derived from radio nutrition programmes.

Variables	T Values	Remarks
Age	.003	S
Occupation	.000	S
Education	.001	S

KEY: S = Significant; NS = Not Significant

Level of Significance = 0.05

Multiple R = 0.683

R² = 0.467

Summary, conclusion and recommendation

It can be concluded that majority of the rural dwellers obtain nutrition information on food selection and preparation issues from radio although appreciable number obtain from parents and relatives. Majority agreed that frequency of listenership to nutritional programmes can boost their household food and nutrition security level. The nutrition education programmes that are featured on

broadcasting radio stations are Nestle nutrition line, family line, kitchen delight and "Enu dun rofo". However, finding reveals that Nestle nutrition line programmes always address their food and nutrition needs. The most outstanding factors such as short duration of programme, lack of money to purchase radio and lack of time to relax at home and listen to nutrition programme constitutes a major set back to their benefiting from such programme.

However, the following recommendations are hereby made base on the findings of the study:

- Radio nutrition programmes should be well evaluated before they are executed for the learning audiences to be able to learn adequately from such programmes.
- These nutrition programmes should be audience participatory oriented where the audience would contribute to such programmes from their various homes through the use of cell phones and Telephones.

- Government should provide basic support systems like release of funds. Sound educational facilities, electricity, personnel and other relevant facilities needed for disseminating and receiving radio nutrition information.
- Other media apart from radio should be used in communicating nutrition education information to the rural populace.

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