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Towards Effective Health Sensitisation in Akwa Ibom State: Appraisal of Passion FM's Jingles on Cholera and Monkeypox (Mpox)

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Abstract: This study examined the use and impact of public service announcement (PSA) jingles on Cholera and Monkeypox (Mpox) aired on Passion FM in Akwa Ibom, Nigeria, with a focus on frequency, prominence, language, content, and sponsorship. The study was anchored on the agenda-setting theory. Using a content analysis research method, with a saturation sampling technique to select all jingles that provided new information across multiple broadcast times, data were collected for analysis. Findings showed that Passion FM consistently aired jingles on Cholera and Monkeypox sensitisation throughout the day, with the highest frequency in the evening, thereby enhancing exposure and potential retention among listeners. The jingles were presented in Ibibio, English, and Pidgin, which facilitated comprehension of the campaign messages among diverse audiences, although some major local languages were not covered. Content analysis revealed that the jingles effectively communicated disease symptoms and preventive measures but lacked immediate contact information for health support. Sponsorship analysis showed that Cholera jingles were supported by the Federal Ministry of Health and the Nigeria Centre for Disease Control, whereas Mpox jingles were sponsored by Passion FM. This demonstrates collaboration between government and local media in health sensitisation. The study highlights the importance of strategic scheduling, multilingual messaging, and collaborative sponsorship in enhancing public health awareness. The study recommends that radio stations in Akwa Ibom State and beyond provide emergency contact information for prompt assistance regarding health issues advertised, and conduct regular evaluation of audience engagement to improve the effectiveness of health sensitisation campaigns.

Keywords: Public service announcement, Cholera, Monkeypox, Health communication, Radio, Passion FM, Akwa Ibom

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INTRODUCTION

Globally, especially in developing and underdeveloped countries, local radios are the primary medium of communication for the masses, as is the case in Akwa Ibom, Nigeria (Sabo & Kente, 2024). While the elite may also appreciate the universal appeal of radio, the artisans and commuters form a significant portion of the audience, using it as a source of entertainment during long hours spent behind the wheel (Nautel, 2025; UNESCO, 2022). Passengers in these vehicles, in turn, become passive listeners, exposed to the broadcast content. It is rare to enter a public transport vehicle in Nigeria without hearing a radio station playing. At intervals, these bus drivers often change channels in search of music or stumble upon programmes discussing topical issues. This can lead to longer listening times and even transform occasional listeners into regular followers. As Akpan (2006) noted, the frequency and accessibility of radio make it unique in its ability to reach people, often influencing public opinion without the audience's conscious engagement.

Building on this, the unique nature of local radio as the media of the people raises increasing concerns that it can effectively reach a large number of people at the grassroots for any form of education, information, or mobilisation, depending on the need (Akpan et al., 2025).

Local radio's easy accessibility and affordability make it a medium that bridges the gap between urban and rural populations (UNESCO, 2022). This positions it as a powerful tool for health sensitisation. Health crises often affect a significant portion of the population at the grassroots level, where access to other forms of media and healthcare services can be limited (Ezeah, 2020). Thus, when pandemics or epidemics occur, local radio becomes an ideal platform for raising awareness, spreading accurate information, and countering misinformation. Its ability to broadcast in local languages ensures that even the most remote communities can be reached. Whether through jingles, talk shows, or public service announcements, local radio's accessibility ensures that vital health information can be shared widely, making it a perfect match for sensitising the public and promoting preventive measures (Akpan et al., 2025, UNESCO, 2022).

In light of these factors, looking at our society today, outbreaks of epidemics and pandemics are becoming increasingly frequent and somewhat rampant. In recent years, outbreaks like Ebola, Zika, and particularly COVID-19, have raised global awareness of how interconnected and vulnerable societies are to health threats. The most astonishing of these outbreaks was the novel COVID-19 pandemic, which broke out in 2019 and placed the entire world under quarantine. According to

the World Health Organization (WHO)(2024), in June 2024 (epidemiological weeks 23 to 26), a total of 40,531 new cholera cases were reported from 18 countries, territories, and areas across four WHO regions. In Nigeria, the upsurge of cholera cases has been observed since early June 2024. The Nigeria Centre for Disease Control and Prevention (NCDC)(2024) reports that as of 2nd June 2024, a total of 882 suspected cholera cases, including 16 deaths (case fatality rate of 1.9%), have been reported across 30 states. This situation particularly concerned Lagos State, where almost half of the national total cases have been reported.

Specifically, the Lagos State Government officially announced a cholera outbreak on June 9, 2024 (UNICEF Nigeria, 2024). Other significantly affected states include Bayelsa, Oyo, Ogun, Zamfara, Abia, Bauchi, Cross River, Ebonyi, Delta, Katsina, and Imo, while some northern states, such as Katsina, Nasarawa, and Zamfara, also recorded significant numbers (Nigeria Centre for Disease Control and Prevention [NCDC], 2024). On the other hand, Mpox cases (2,745 confirmed and 11,505 suspected) and 456 deaths (CFR: 3.2%) have been reported across 10 African Union Member States since the start of 2024 and up to July 28 (Africa Centres for Disease Control and Prevention [Africa CDC], 2024). Nigeria had 24 cases and no deaths (Africa CDC, 2024). These outbreaks revealed that health issues and crises require all hands-on deck to manage and contain them. Effective pandemic management depends on a coordinated effort across governments, health organisations, the media, and the public. Nonetheless, the media, with its recognised impact on shaping how the masses think about topical issues, is expected to be at the forefront of health sensitisation and awareness creation efforts (UNICEF Nigeria, 2024; NCDC, 2024; Africa CDC, 2024).

While it currently appears that mass media only pays peripheral attention to health issues, it is important to guard against hasty generalisations. Even so, the media has been extremely effective at being reactive to health issues and crises, as opined by Adekeye, Adebayo and Olajide (2020). This reactivity provides initial, on-the-spot, temporary solutions to the health issues or crises that arise (Anyanwu, Olatunde, & Babalola, 2020). Even though it seems that local radio is doing its best to spread the news about health issues and crises, what is prevalent consists largely of fire-brigade, temporary, and limited-scope sensitisation to health issues and crises. The immediacy of their broadcasts can inform the public about what is happening right now, but this reactive approach may not always address the underlying causes of these health challenges (Olajide, 2022, Ajibade & Alabi, 2024). Moreover, while local radio can alert communities regarding outbreaks and provide essential information, such as preventive measures, when the outbreak begins, there remains a critical need for commitment to continuous health sensitisation.

The need heightens daily for greater commitment from local radio stations towards proactive, not just reactive, health sensitisation through their programmes, public service announcement jingles, and news segments. Local radio stations, if provided with an appropriate action plan, can serve as a standard-bearer in the fight against various health issues and crises, given the fact that they are the closest medium to the most vulnerable segment of society during the onset of an outbreak (Anyanwu et al., 2020, Ajibade & Alabi, 2024). Rather than merely responding after a health crisis erupts, these stations should consistently provide information about preventive measures, healthy habits, and potential risks (Olajide, 2022). For instance, regular discussions on cholera prevention or the importance of vaccination could arm communities with knowledge before an outbreak occurs. Additionally, airing interviews with healthcare professionals can help dispel myths and provide accurate, timely information.

As a result, this study analysed the activity of Passion FM, a local radio station in Akwa Ibom, Nigeria to examine its commitment to health sensitisation as well as use (and/or modify) the indicators observed in the practices of this local radio station to propose an action plan template to explain the role local radios can play and their expected involvement in health sensitisation and awareness creation among residents, most especially artisans who consume as the prime media.

Statement of the Problem

The recent surge of cholera and monkey pox virus cases in parts of Africa, coupled with the emergence of a new sexually transmissible strain of the mPox, poses a serious health crisis emergency not just for Africa, but for the entire world. These two among the many health crises has bedevilled Nigeria, including other parts of Africa, after the COVID-19 pandemic, which affected the entire world. While these issues made sufficient headlines following their outbreaks, the concern here is whether the media's effort in sensitisation beyond initial outbreaks was sufficient enough to trigger information saturation about these health crises within urban areas, let alone penetration into the hinterlands, where the most vulnerable populations reside.

Following this, it is necessary to question how committed the media, especially local radio stations, is to maintaining efforts that could lead to increased knowledge about disease outbreaks. It is crucial for the public to be informed about the symptoms of these diseases, where to seek help, and how to avoid infection in order to contain their spread. As a result, this study was motivated to examine how Passion FM is showing great commitment to health sensitisation through its public service announcements in Akwa Ibom, Nigeria. What is the station doing in this regard that can be modified and adopted as an action plan template for other local radio stations to play a more effective role in health

sensitisation during a health crisis, ensuring information saturation and penetration? This triggered this study.

Objectives of the Study

This study was conducted to:

1. find out the frequency of Passion FM's public service announcement jingles on Cholera and Mpox;
2. examine level prominence accorded Passion FM's public service announcement jingles on Cholera and Mpox;
3. identify the language used in Passion FM's public service announcement jingles on Cholera and Mpox;
4. ascertain the content of Passion FM's public service announcement jingles on Cholera and Mpox; and
5. determine sources and sponsors of Passion FM's public service announcement jingles on Cholera and Mpox.

LITERATURE REVIEW

Need for more health sensitisation after Covid-19 pandemic

The COVID-19 pandemic has had a profound impact on Nigeria's healthcare system, leading to significant disruptions in routine health services. According to the Nigeria Centre for Disease Control (NCDC, 2024), these disruptions have contributed to the resurgence of preventable diseases such as cholera, measles, and diphtheria. The World Health Organization (WHO, 2024) further emphasizes that the pandemic has strained health systems, diverting resources from essential health services and exacerbating existing health challenges. This situation underscores the urgent need for sustained health sensitisation efforts to address both the immediate and long-term health needs of communities.

Local radio has emerged as a vital tool for health education, particularly in rural areas where access to other forms of media is limited. As stated by Cultural Survival (2023), radio programmes can reach broad audiences, providing timely information on disease prevention, vaccination, and hygiene practices. For instance, stations like Liberty Radio 91.3 FM in Kaduna have launched year-long campaigns to inform communities and promote resilience during health crises (Cultural Survival, 2023). These initiatives highlight the potential of local radio to bridge information gaps and empower communities to take proactive measures in safeguarding their health. Akarika, Umoren and Ikon (2021) found that radio (18%) was rated higher than television (13%) in health sensitisation about diabetes by men in Uyo, Akwa Ibom state, Nigeria.

Despite the effectiveness of local radio in health education, several challenges hinder its full potential. Misinformation, particularly regarding COVID-19 vaccines, has been a significant barrier to public health efforts. According to Nigeria Health Watch (2024), misinformation and rumours about vaccines have undermined public trust and contributed to vaccine

hesitancy. Additionally, the World Health Organization (WHO, 2024) notes that limited training for radio personnel and insufficient resources for producing quality health content present ongoing challenges. These issues necessitate strategic interventions to enhance the capacity of local radio stations in delivering accurate and effective health messages.

Local radio and health sensitisation: Roles, challenges and way forward

Local radio has emerged as a pivotal medium for health sensitisation in Nigeria, particularly in rural areas where access to other forms of media is limited. According to Ajibade and Alabi (2024), community radio stations have significantly contributed to disseminating health information and promoting behavioural change among rural residents. These stations focus on various health topics, including maternal and child health, hygiene, and disease prevention, thereby enhancing public awareness and encouraging healthier practices. The accessibility of radio, especially in local languages, ensures that health messages reach a broad audience, fostering community engagement and participation in health initiatives.

Despite its effectiveness, local radio faces several challenges that hinder its optimal impact on health sensitisation. Mtuze (2023) noted that issues such as limited resources, inadequate infrastructure, and lack of training for radio personnel impede the production of quality health content. Additionally, the prevalence of misinformation and poorly sourced health information can undermine public trust and reduce the effectiveness of health campaigns. These challenges necessitate strategic interventions to enhance the capacity of local radio stations in delivering accurate and impactful health messages.

To strengthen health sensitisation efforts, it is essential to implement multifaceted strategies. As opined by Ajibade and Alabi (2024), fostering collaborations between local radio stations, healthcare providers, and community leaders can ensure the delivery of consistent and culturally appropriate health messages. Furthermore, investing in the training of radio personnel on health communication and misinformation management can significantly improve the quality of health content. Additionally, leveraging multimedia approaches that combine radio with other platforms, such as mobile phones and social media, can expand the reach and reinforce health messages.

REVIEW OF EMPIRICAL STUDIES

Local radio continues to play a crucial role in health sensitisation across Nigeria, as recent studies have highlighted its impact in various contexts. Adeniji, Oke, and Aderiran (2024) examined the influence of local radio broadcasts on promoting human health awareness

in Abeokuta, Ogun State. Their findings indicate that radio programming significantly enhances residents' knowledge of health issues, demonstrating the medium's effectiveness in reaching rural and semi-urban populations. Similarly, Talabi and Oko-Epelle (2024) explored the role of radio messages in raising awareness and encouraging the adoption of malaria preventive measures among rural communities in South-West Nigeria. Their study concluded that radio is pivotal in disseminating health information and shaping preventive behaviours, particularly in areas with limited access to other media.

In Owerri metropolis, Onyebuchi et al. (2023) investigated how radio health sensitisation programmes affected HIV-related stigma. The study found that radio initiatives can significantly reduce stigma, promote understanding, and encourage acceptance of individuals living with HIV, highlighting the medium's influence on social as well as health outcomes. Ukpog, Anyanwu, Oliora, and Onyebuchi (2021) examined the role of social media in risk communication during the coronavirus outbreak in Nigeria, focusing on mass communication and public health students at Imo State University. The study revealed that platforms like Twitter significantly enhanced access to timely health information, shaping public knowledge and awareness during the pandemic. While this study focuses on social media, its findings underscore the broader principle that accessible, trusted, and timely communication channels, whether digital platforms or local radio, are crucial for effective health sensitisation.

Furthermore, Ukpog (2019a) examined the use and impact of traditional communication in Abak, Akwa Ibom, and found it to be an effective tool for creating health awareness among rural, poor, and often illiterate populations, highlighting traditional media such as town criers, community meetings, folk songs, and drama as strategic channels for mobilising grassroots communities. This insight relates directly to the present study by emphasising the importance of culturally resonant communication, showing how radio jingles can complement traditional communication methods to effectively disseminate vital health information to vulnerable populations.

Radio and setting the agenda for more health awareness: Theoretical purview

Local radio has long been acknowledged as a powerful tool in setting public agendas, particularly in the domain of health awareness. Agenda-setting theory, first formally introduced by McCombs and Shaw in 1972, emerged from studies of the 1968 U.S. presidential election, which revealed a strong correlation between media coverage and public perception of issue importance (Barikui & Ikon, 2018). In 2022, Jumbo, Macaulay, Megwa, Okpongkpong, Ukpog and Etumnu (2022) affirmed this claim that the media (broadcast) is an effective agenda setting mechanism in politics.

According to McCombs and Shaw (1972) cited in Barikui and Ikon (2018), the central premise is that the media sets the public agenda by emphasizing certain topics, thereby shaping the issues people consider most important. The core assumptions of agenda-setting theory revolve around the influence of media on public perception. Firstly, it assumes that media coverage is selective and that what is prominently covered signals importance to audiences (McCombs & Shaw, 1972). Secondly, it assumes a strong correlation between the emphasis placed on issues by media outlets and the level of importance attributed to those issues by the public (Meraz & Papacharissi, 2024). Thirdly, the theory presupposes that repeated exposure and prioritisation of certain topics over time can lead to the establishment of public opinion and even policy discussions, particularly in matters of social relevance such as health, politics, or environmental issues.

These findings affirm the theory's core assertion: that media does not dictate what people think but is highly effective in shaping what people think about, particularly when reinforced through repeated exposure and culturally resonant programming. This also the crux of this study.

METHODOLOGY

This study employed content analysis research method to examine the frequency and manifest content of health-related public service announcement jingles aired on Passion FM, specifically concerning cholera and mpox virus. Passion FM was purposively selected for this study because the station aired these jingles at a level the researcher considered somewhat sufficient for achieving information saturation. The public service jingles from Passion FM served as the unit of analysis. Given the transient nature of broadcast media, the study population was considered infinite, encompassing all health-related public service jingles aired concerning cholera and mpox virus. A saturation sampling technique was used, wherein every jingle aired on Passion FM that provided new information or aired at different times from previously selected jingles was included in the sample. This continued until no new information could be obtained.

Data was collected using a researcher-structured coding sheet and guide. The objectives of the study were used to develop the coding categories for the sheet and guide. These categories were as follows: frequency, which entailed the time of day and the number of times the jingles were repeated in a day, prominence was measured by coding the nature of the programme the jingle aired before, during, or after. The language in which the jingle was broadcast was coded under Language Used. Message Content assessed the specific health information conveyed in the jingles. The source or sponsor of the public service announcement was another content category. The reliability of this instrument was ensured using the paired coding approach, which was

previously adopted in the Global Media Monitoring Project (GMMP). Two content analysis experts performed the coding simultaneously to eliminate potential researcher bias.

Data collected for this study was analysed thematically using the explanation-building technique. In addition, percentages were used to describe the frequency of jingles by the time of placement, which was interpreted as a measure of prominence.

Data Analysis and Interpretation

Frequency of Passion FM's Public Service Announcement Jingles on Cholera and Mpox

Passion FM demonstrated a strong commitment to public health sensitisation by consistently airing public service announcement jingles on Cholera and Mpox across different times of the day and on multiple days. From the data, it is clear that the jingles were broadcast almost every day of the week, including Monday, Wednesday, and Thursday. For instance, on Wednesday, 18th September 2024, the station aired an Mpox jingle at 08:46 a.m., followed by a Cholera jingle later that same day at 8:49 p.m. The next day, Thursday, 19th September 2024, Passion FM broadcast Cholera jingles at 1:49 p.m., 3:16 p.m., 4:17 p.m., 5:46 p.m., and 7:46 p.m., while Mpox jingles were aired at 4:15 p.m., 5:45 p.m., and 7:15 p.m.. Additionally, on Monday, 23rd September 2024, a Cholera jingle was broadcast in the afternoon at 1:45 p.m.

Passion FM aired public service announcement jingles with varying frequencies throughout the day. The morning accounted for only 8.33% of the total broadcasts, while the afternoon represented 41.67%. The evening saw the highest frequency, with jingles comprising 50% of the total. This distribution suggests that Passion FM prioritised airing jingles during the afternoon and evening, likely due to the higher listenership during these time slots, thereby enhancing the reach of their health messages. These jingles were aired at approximately one to two-hour intervals during key listening periods, such as morning, afternoon, and evening. For instance, on 19th September 2024, the jingles was aired in the early afternoon, with consecutive broadcasts at 1:49 p.m., 3:16 p.m., 4:15 p.m., and later times. This pattern was consistent across the data, showing that the station made deliberate efforts to ensure that listeners were frequently exposed to the health messages throughout the day. This level of frequency is particularly significant as it increased the likelihood of information saturation and penetration.

By airing the jingles several times, a day and covering multiple days of the week, Passion FM ensured that listeners had repeated exposure to the health messages, which is crucial in public health communication. The consistent two-hour intervals between the jingles provided a steady stream of information that could effectively reinforce the messages

about Cholera and Mpox, thus improving retention among the public. Additionally, airing the jingles at various times of the day—from morning to evening—ensured that different segments of the population, such as commuters, bus drivers, and other public transport users, had multiple opportunities to hear the messages. This strategic timing ensured that even those who may have missed an earlier broadcast were likely to encounter the jingle later in the day, further contributing to information penetration. The frequency with which these jingles were aired indicates a deliberate effort by Passion FM to maintain a high level of public health awareness.

This approach is essential for effective health sensitisation, as repeated exposure to information increases the chances that the public will internalise and act on the messages. Moreover, the frequent broadcasts during key listening times enhanced the likelihood that a wide audience was reached, making it more likely that the information would spread beyond urban centres and penetrate into more remote areas. The high frequency of these jingles, combined with their strategic placement throughout the day, illustrates Passion FM's strong commitment to ensuring public awareness and engagement with health information related to Cholera and Mpox. This approach not only enhances the chances of disease prevention but also highlights the critical role that local media can play in public health sensitisation during health crises.

Level of Prominence Given to Passion FM's Public Service Announcement Jingles on Cholera and Monkey Pox

The level of prominence given to Passion FM's jingles on Cholera and Monkey Pox can be characterised as average. Many jingles were integrated into music sessions, which generally attract a broad audience, including bus drivers and car owners who primarily tune in for music. This strategic placement likely enhanced the chances of listeners encountering the health messages, as it captured the attention of individuals who may not have been engaged with traditional health programming.

Additionally, some jingles were aired amidst regular programmes during commercial breaks. While this placement allowed the jingles to reach those who were actively listening, it limited the potential audience to only those tuned in at that moment. This average level of prominence indicates that while the jingles were not positioned in the most optimal slots for maximum reach, they were still accessible to a significant number of listeners. However, the jingles were not aired immediately before, during, or after major news sessions, which typically draw in a larger audience and higher levels of concentration. This decision may have hindered the jingles' overall impact, as these time slots are ideal for disseminating important health information.

Be that as it may, the prominence given to these jingles reflects a balanced approach. The integration into music sessions provided an average level of exposure, while their placement during programme commercials reached engaged listeners. For effective health awareness, it is essential for media outlets like Passion FM to consider optimising the timing and placement of health-related jingles, thereby fostering a more informed and health-conscious community.

Language Used in Passion FM's Public Service Announcement Jingles on Cholera and Mpox

The jingles aired by Passion FM on Cholera and Mpox employed three different languages (Ibibio, English and Pidgin), though not all were used simultaneously. For the Cholera jingle, the Ibibio language was featured first, followed by an English version. This bilingual approach demonstrates the station's commitment to bridging language barriers and enhancing awareness and understanding of this health issue among diverse listeners. In contrast, the Mpox jingles incorporated English and Pidgin, but, like the Cholera jingles, these languages were not presented together. This approach highlights the station's effort to ensure that important health information is accessible to a wider audience. This is corroborated by Ukpogon (2019b) that effective communication in indigenous languages enhances social cohesion and facilitates understanding among diverse populations. This supports the strategy adopted by Passion FM in using multiple languages for their jingles.

However, it is notable that the station did not incorporate other major languages in Akwa Ibom, such as Annang, Ekid, and Oro. By not covering these languages, Passion FM missed an opportunity to further enhance the inclusivity and effectiveness of their health messages. Including these languages could significantly increase awareness and knowledge of critical health issues like Cholera and Mpox among all community members. Expanding linguistic diversity in their jingles would reflect a stronger commitment to public health sensitisation and a more inclusive approach to serving the diverse population of Akwa Ibom.

Content of Public Service Announcement Jingles on Cholera and Mpox Aired on Passion FM in Akwa Ibom, Nigeria

The jingles aired on Passion FM regarding Cholera and Mpox encompassed vital information essential for public health awareness. The content effectively outlined the symptoms associated with each disease, educating listeners on what to look for if they or someone they knew was at risk. For Cholera, symptoms such as severe diarrhoea, dehydration, and vomiting were described, while the jingles for Mpox detailed symptoms like fever, rash, and swollen lymph nodes. By clearly identifying these signs, the jingles served as a crucial resource, empowering the community with knowledge to recognise potential health threats. In addition to

symptom identification, the jingles also provided practical guidance on preventive measures to help individuals stay safe and reduce the risk of contracting these diseases. For Cholera, information on the importance of drinking clean water, proper sanitation practices, and good hygiene was highlighted. Similarly, the jingles for Mpox included recommendations on avoiding close contact with infected individuals and ensuring proper hygiene practices when handling potentially contaminated materials. This focus on prevention is vital, as it not only raises awareness but also equips listeners with actionable steps to protect themselves and their families from these health issues.

While the jingles succeeded in addressing symptoms and preventive measures, there was a notable absence of immediate contact information for listeners seeking further assistance. The jingles referred listeners to physically visit healthcare centres for support, but they did not provide any phone numbers or hotlines for quick responses. In an era where instant communication is paramount, the lack of accessible contact details may hinder prompt action in seeking medical help. Providing emergency numbers would significantly enhance the jingles' effectiveness, allowing individuals to quickly reach out for assistance, especially in urgent situations where immediate medical intervention is necessary.

Nonetheless, the content of the jingles served as a valuable resource for raising awareness about Cholera and Mpox in Akwa Ibom. By detailing symptoms and preventive measures, they contributed to the community's understanding of these health issues. However, the effectiveness of the jingles could be further improved by incorporating direct contact information, such as hotlines and emergency numbers. This addition would ensure that listeners have the means to seek help promptly, thus enhancing the overall impact of Passion FM's health sensitisation efforts. A more comprehensive approach that includes immediate contact details would not only reflect the station's commitment to public health but also foster a more informed and proactive community.

Sources/Sponsors of Passion FM's Public Service Announcement Jingles on Cholera and Mpox

The jingles aired by Passion FM on Cholera and Mpox were supported by distinct sponsors, reflecting the collaborative efforts in health sensitisation. The Cholera jingle was sponsored by the Federal Ministry of Health and Social Welfare, the Nigeria Centre for Disease Control (NCDC), and their partners. This sponsorship underscores the importance of government involvement in public health initiatives, highlighting a commitment to combating Cholera through increased awareness and education. The involvement of reputable health organisations signifies that the messages conveyed in the jingles are backed by expert knowledge and resources, enhancing their credibility and effectiveness in reaching the public.

In contrast, the Mpox jingle was sponsored directly by Passion FM itself. This demonstrates the station's initiative and commitment to health sensitisation, taking an active role in promoting public health issues that may not be receiving adequate attention from external sponsors. By producing and airing the Mpox jingle independently, Passion FM illustrates its dedication to serving the community by addressing urgent health concerns. This sponsorship approach reflects a proactive stance, allowing the station to control the messaging and ensure that it aligns with local needs and priorities.

The sponsorship dynamics of these jingles reveal a broader narrative about collaboration in health communication. The partnership with the Federal Ministry of Health and NCDC for the Cholera jingle indicates a strategic alliance aimed at leveraging governmental expertise and resources to educate the public effectively. This collaboration is essential, especially for diseases like Cholera, which require coordinated efforts to ensure that health messages reach vulnerable populations who may be at risk. The backing of established health authorities enhances the legitimacy of the information presented, thereby increasing the likelihood that the community will heed the warnings and take necessary precautions.

On the other hand, Passion FM's sponsorship of the Mpox jingle suggests that local media outlets can play a crucial role in health sensitisation, particularly in regions where government campaigns may be limited or insufficient. By independently funding and producing the Mpox jingle, Passion FM not only fills a gap in health communication but also showcases the potential for local media to influence public health outcomes positively. This dual sponsorship approach—government-supported for Cholera and station-driven for Mpox—highlights the importance of both collaborative and independent efforts in fostering a well-informed community, ultimately contributing to better health awareness and practices.

CONCLUSION

The role of local radio stations in achieving health sustainability cannot be overemphasised. Over time, radio has proven to be a powerful tool for health-related sensitisation and awareness creation, particularly in reaching diverse and often remote audiences. However, media efforts, including those of local radio stations, have often been reactive rather than proactive in addressing health crises. This calls for a stronger commitment to proactive media engagement, ensuring that the public, especially rural dwellers and grassroots communities, are consistently educated on maintaining healthy hygiene and behaviours as a precaution against future health crises. The activities of Passion FM, as seen through the evaluation of its public service announcement jingles on Cholera and Mpox, demonstrate the significant role local radio can play in health sensitisation. The station's regular and frequent

broadcasts on these critical health issues show that consistent messaging is key to raising public awareness and promoting healthier communities.

Recommended Action Plan for Local Radio's Involvement in Health Sensitisation in Nigeria

To enhance the role of local radio stations in health sensitisation and public awareness campaigns across Nigeria, particularly regarding critical health issues such as Cholera and Mpox, a comprehensive action plan is proposed.

1. First and foremost, local radios should focus on the creation and consistent broadcasting of health-related content. This involves developing and airing public service announcements (PSAs), interviews, call-in programmes, and commentaries at least twice daily across three key time slots: morning, afternoon, and evening. Regular exposure to health messages will reinforce awareness and encourage positive health behaviours among listeners.
2. In addition to consistent messaging, it is essential to increase the prominence of health PSAs by scheduling them around news programmes, which tend to attract a larger audience. By positioning health announcements just before, during, or after news broadcasts, local radio stations can maximise listener engagement. Integrating health jingles within live programming can also help maintain audience interest. Given that news attracts active attention while music and other programmes garner less focus, leveraging news slots will significantly enhance the impact of health messages.
3. Localisation of health content is another crucial aspect of this action plan. Local radios should ensure that health-related content resonates with the indigenous populations of their respective regions. This can be achieved by producing health PSAs in at least five languages, including English as the lingua franca, Pidgin as the Nigerian variation of English, and the major local languages such as Ibibio, Ekiti, Annang, and Oro. By using languages that create a sense of connection and purpose, the relatability and effectiveness of health messages can be greatly increased.
4. Furthermore, the content of health-related PSAs should provide essential information, including symptoms of diseases or viruses, causes, preventive measures, where to seek help, emergency hotlines, and contact numbers. Comprehensive information empowers communities to recognise health threats and seek assistance effectively. To ensure the sustainability of these efforts, local radios should actively seek sponsorship and support from governmental and non-governmental agencies, both national and international. Engaging with potential sponsors to fund the production and airing of health PSAs, as well as developing partnerships that can provide resources for health education campaigns, will be crucial for maintaining the frequency and quality of health messaging.

5. By implementing this action plan, local radio stations in Nigeria can significantly enhance their role in health sensitisation. The focus on frequent, engaging, and localised health messaging will not only inform listeners but also empower communities to take proactive measures in managing their health. This strategic approach will help bridge the gap in public health awareness and contribute to improved health outcomes across Nigeria.

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