

Radio Health Programming and High Blood Pressure Awareness among Residents of Ibadan: A Study of Agidigbo 88.7 FM's Health Matters

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Abstract

High blood pressure is a serious but silent health problem in Nigeria, with many Nigerians unaware of the causes and preventive and control measures of the disease. This study investigated the influence of Agidigbo 88.7 FM Health Matters campaign on awareness creation, knowledge development, and altering preventive behaviours against hypertension among the residents of Ibadan, Oyo State, Nigeria. The study adopted a survey research design and was carried out in the period of March to June 2025. A total of 400 questionnaires were distributed across the eleven local government areas of Ibadan using multi-stage sampling techniques. Among them, 359 valid responses were retrieved, which is an 89.75% response rate. Data analysis was done using descriptive statistics like frequencies, percentages, means, and standard deviations. Results indicated that the programme immensely raised awareness on high blood pressure (94.1%), knowledge on preventive measures such as dietary adjustment and regular blood pressure monitoring (91.8%), as well as positive behavioural change, i.e., healthy eating, physical exercise, and doctor check-up (87.6%). The study concluded that radio health programming is a very good channel that can be employed to create awareness of hypertension and encourage preventive practices among Nigerians. The study recommended that health authorities, NGOs and media organisations should be encouraged to keep on and further develop such programmes, involve peer education programmes and consider the application of such a method in other cities in order to have better health outcomes at the population level.

Keywords: Radio Health Programming, Hypertension Awareness, Preventive Behaviour, Ibadan, Health Communication.

Introduction

Radio remains one of the most available and reliable media of communication in Nigeria. It is an essential source of information sharing, civic communication and health

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promotion to the population. The use of local radio stations to carry out health programming is usually an informal form of learning where communities acquire knowledge on diseases and preventive measures. These programmes have been especially significant in treating non-communicable diseases such as hypertension, which cannot be treated in a single instance but needs constant awareness and lifestyle change (Olaoye & Onyenankeya, 2023). High blood pressure or hypertension is a significant health issue in the world. It can remain asymptomatic until critical complications, such as heart attack, stroke, and kidney failure, take place (World Health Organisation, 2023). It is considered to be among the most prevalent causes of morbidity and mortality in the world, causing approximately 10.8 million deaths every year (W.H.O., 2023). In sub-Saharan Africa, the pressure is particularly high because of a lack of awareness, access to medical care, and compliance with treatment (Adeloye et al., 2021). Hypertension has been growing rapidly in Nigeria, and the number of adults who have the condition has reached 30.6 per cent, but awareness and management are still low (Adeloye et al., 2021). Similarly, a study revealed that 38.1 per cent of Nigerian adults were found to have hypertension, but fewer than fifty per cent are aware of their condition, and a small proportion of them are able to attain adequate blood pressure control (Odili et al., 2020). These results highlight the importance of good public health education, which educates, encourages and advocates preventive measures.

Ibadan, being one of the largest urban centres in West Africa, experiences a change in lifestyles that predisposes the residents to hypertension. The eating habits, lack of physical activity, drinking, and work-related stresses in the city make it susceptible to the increased burden of cardiovascular diseases (Olamoyegun et al., 2022). However, awareness and preventive practice are not uniform among the various socioeconomic groups. Media institutions and the public health agencies have therefore tried many ways to educate the population on the modifiable risk factors. Radio programming in local languages has also been one of the most useful methods of disseminating health information and promoting behaviour change (Ekeh & Alade, 2024). Agidigbo 88.7 FM is a popular radio station in Ibadan with English, Yoruba, and Pidgin English language broadcasts, which have enabled it to cover a large audience across the social classes. Its *Health Matters* programme is directly concerned with health education, and it includes topics like hypertension, diabetes, malaria prevention, and maternal health. Medical professionals regularly appear on the programme discussing the causes, symptoms and preventive measures of various diseases, and listeners call in to seek advice or give their experiences. This participatory style of radio makes it a platform of information dissemination and at the same time an interactive learning and social influence (Ekeh & Alade, 2024; Olaoye & Onyenankeya, 2023).

Various studies have emphasised the fact that regular exposure to health information via radio can enhance knowledge and affect preventive behaviour (Adebisi et al., 2021). An example of this is the radio campaigns during the COVID-19 pandemic, which played a key role in creating awareness on preventive measures in both rural and urban communities within Nigeria (Talabi et al., 2022). Likewise, the association indicates that the more media advocacy is sustained on malaria and maternal health, the more radio listeners have knowledge and positive health behaviour (Talabi & Oko-Epelle, 2024). However, hypertension has emerged to be a major burden on public health in Nigeria, but awareness and preventive measures are still subpar (Odili et al., 2020). Despite its established role as an efficient tool in spreading health information, there are no sufficient studies on the role of local radio programming in promoting awareness and prevention of hypertension among communities (Ezeah & Ozioko, 2024).

One of the few media that have been continually informing the population about health-related matters is the Health Matters programme, which is broadcast on *Agidigbo 88.7 FM* in Ibadan. Nonetheless, there are not enough studies carried out to ascertain its effect on the knowledge and attitudes of the listeners and preventive behaviours towards hypertension. Lack of such evidence leaves a lapse in the explanation of the feasibility of radio health communication in the fight against non-communicable diseases. The policymakers and media practitioners will not have the required information on how the audience will respond to the health messages to plan, evaluate or enhance the health interventions. This paper, therefore, investigated the correlation between the radio health programme and awareness, perception and prevention of hypertension among the Ibadan residents.

Research Objectives

The study was guided by the following objectives:

1. Assess the level of awareness of high blood pressure among residents of Ibadan following Agidigbo 88.7FM's Health Matters campaign.
2. Examine the extent to which Agidigbo 88.7 FM's Health Matters campaign increases residents' knowledge of high blood pressure prevention.
3. Determine whether Agidigbo 88.7FM's Health Matters campaign has influenced behavioural changes related to high blood pressure prevention among residents of Ibadan.

Literature Review

Radio health programming has become a vital element of community health education in Nigeria, especially in urban areas such as Ibadan, where access to healthcare information can be limited. Agidigbo 88.7 FM is a major radio station in Ibadan that has used its platform to spread health information and specifically its hypertension awareness programme dubbed *Health Matters*. This project is in line with the increased awareness of the media in influencing health behaviours and creating health literacy among the populace. Hypertension, often termed the "silent killer," is a major health-related factor in Nigeria, which has a high prevalence rate and low awareness among the people. According to the study conducted by Raji et al. (2017), a significant percentage of Nigerians with hypertension have not been diagnosed, which exposes them to more risks of cardiovascular diseases. On the same note, Okello et al. (2020) emphasised that in sub-Saharan Africa, such as in Nigeria, about 40 per cent of hypertension patients do not even know they have the disease, a factor that contributes to the overall burden on the population.

Agidigbo 88.7 FM has responded to this challenge through its *Health Matters* programme, which has been used to tackle the issue of hypertension awareness. The programme also includes interviews with medical professionals, community health workers, and survivors with the aim of informing the listeners about the causes and prevention and management of hypertension. For instance, some of the episodes have been dedicated to such aspects as the effect that lifestyle decisions have on blood pressure and the necessity of regular cheque-ups. Such initiatives are in tandem with the conclusions of Ayobolu (2024), who observed that radio health advocacy can be used to effectively create awareness about health among the rural population.

Furthermore, the success of radio health programming is justified by the research that media interventions could have a positive effect on health knowledge and behaviours. A study conducted by Ayobolu (2024) showed that radio health advocacy programmes would have the power to increase health awareness and preventive behaviours among rural communities. In the same way, Ekeh and Alade (2024) established that the radio health messages made a significant difference in the knowledge and attitudes of the audience towards hypertension in Osun State, Nigeria. Nevertheless, there are still difficulties in converting more awareness into behaviour change. The cultural beliefs, socioeconomic status, and access to healthcare services are some of the factors that determine the level of ability of individuals to adopt the recommended health practices (Ulasi & Adebisi, 2011). This means that although radio programmes play important roles in creating awareness, effective health promotion requires comprehensive measures that would respond to these underlying determinants.

As far as Agidigbo 88.7 FM is concerned, the health education the station dedicates is reflected in its various programmes and community involvement. Agidigbo FM was established in March 2021 (first air date 25 March 2021) by broadcast journalist and human-rights activist Oriyomi Hamzat and is meant to offer ethical broadcast journalism that serves the interest of the people. The health programming approach of the station itself indicates a larger tendency in the Nigerian media to use radio as a means of educating the population about health. Although radio health programmes have a good influence, there is a need to conduct more studies to determine their effectiveness in certain situations. There are limited studies on the effects of the programme titled Health Matters on the hypertension awareness of the inhabitants of Ibadan, as shown by Agidigbo FM. Also, there is very little research done to determine the role of community-based media in health behaviour change within urban Nigerian contexts. Addressing these gaps will offer useful information about the efficiency of radio health programmes in various populations and guide the development of improved health communication methods for the population.

Theoretical Framework

This study is anchored on the Health Belief Model. Developed by the social psychologists Irwin M. Rosenstock, Godfrey M. Hochbaum, S. Stephen Kegeles and Howard Leventhal in the early 1950s when they were employed by the United States Public Health Service, the Health Belief Model is a model that tries to explain the actions of consumers in the people they represent. This model was initially developed to describe why people were not taking part in tuberculosis screening programmes, even when the mobile X-ray units are accessible (Rosenstock, 1974). As time went by, it was able to deal with a broad set of health behaviours, such as chronic disease management, prevention of HIV/AIDS, and lifestyle changes (Rosenstock et al., 1988). The Health Belief Model has a fundamental assumption that the risk perceptions, the severity of the health issue, the benefits of taking preventive action, and the barriers to the action are all factors contributing to the involvement of an individual in health-promoting behaviour, which, in its turn, is determined by the cues to action and self-efficacy (Janz & Becker, 1984; Glanz, et al., 2015). Perceived susceptibility describes the beliefs held by an individual regarding the possibility of having a health problem, whereas perceived severity covers beliefs of the severity of the condition and its possible outcome. Perceived benefits have to do with the view that doing a particular action will minimise the threat or magnitude, and perceived barriers have to do with the psychological and physical barriers that may impede action. Action cues (media

messages, peer pressure, or health campaigns) cause individuals to implement preventive actions, whereas self-efficacy denotes the belief in doing the suggested behaviour successfully (Glanz et al., 2015). The Health Belief Model is very pertinent in this study because it offers a model through which the awareness and preventive behaviour of hypertension among Ibadan residents can be clarified in the use of radio health programming. Using the constructs of the Health Belief Model, the study focuses on the impact of perceived vulnerability to hypertension, perceived seriousness of the condition, perceived utility of adopting health-promoting behaviours, and perceived obstacles to health-promoting behaviours, like cultural beliefs or access to health care services, on the adherence to the health-promoting behaviours of the listeners. Moreover, action cues such as those presented in the "Health Matters" programme by Agidigbo 88.7 FM, such as the interviews with healthcare professionals, the health promotion can be used as the triggers prompting the residents to take preventative measures, and strengthen their self-efficacy to monitor and control blood pressure (Rosenstock, 1974; Janz & Becker, 1984).

Material and Methodology

This study adopted a survey research design. The population of the study comprised all adult residents of Ibadan, which, according to the National Population Commission (NPC, 2023), is around four million. A sample of 400 respondents was selected using Krejcie and Morgan's (1970) sample size determination table for large populations. The study adopted a multi-stage sampling design in order to have sufficient coverage of the eleven Local Government Areas (LGAs) in Ibadan: Ibadan North, Ibadan North-East, Ibadan North-West, Ibadan South-East, Ibadan South-West, Akinyele, Egbeda, Ido, Lagelu, Ona-Ara and Oluyole. The list of LGAs was made at the first stage. In the second phase, proportionate allocation was used in accordance with the population of each LGA of adults according to the reports of the National Population Commission and the Oyo State Bureau of Statistics (2023). Larger LGAs like Ibadan North, which has an estimated adult population of 350,000, and Egbeda, which has an estimated adult population of 320,000, were allocated a higher number of questionnaires, whereas smaller LGAs like Ona-Ara, with an estimated adult population of less than 200,000 and Ido, with an estimated adult population of less than 200,000, were allocated fewer questionnaires. As a result, 70 questionnaires were administered in Ibadan North to 15 questionnaires were administered in Ona-Ara, thus constituting four hundred respondents. In the third stage, systematic random sampling was done to select a ward in each LGA, and within the ward, respondents were selected through systematic random sampling. To ensure field transparency and replicability, the study identified specific communities within each LGA where questionnaires were distributed. These included Bodija and Agbowo in Ibadan North, Mokola and Yemetu in Ibadan North-West, Beere and Oje in Ibadan North-East, Orita-Aperin and Mapo in Ibadan South-East, Ring Road and Challenge in Ibadan South-West, Moniya in Akinyele, Alakia and Adegbayi in Egbeda, Apata in Ido, Ejioku in Lagelu, Olorunsogo in Ona-Ara, and Idi-Ayunre in Oluyole. Every fourth household member or passerby was approached in every community in the central gathering points like markets, motor parks or community centres until the needed quota was achieved by the LGA. This was done to assure geographical equity, reduce biasness and create a sample that represented the heterogeneous Ibadan population adequately. The data collection tool was a structured self-administered questionnaire that was designed on a 5-point Likert scale (Strongly

Agree, Agree, Neutral, Disagree, Strongly Disagree). The questionnaire was translated into the Yoruba language to improve the understanding and inclusivity of the respondents who were more at home with the language. To determine the reliability of the instrument, a pilot test was conducted among 20 residents of Iwo town in Osun State, which is a community that is demographically similar to Ibadan. The test yielded an alpha Coefficient of Cronbach of 0.82 which shows high internal consistency. The analysis of data was done based on descriptive statistics, including frequencies, percentages, means, and standard deviations. Ethical consideration was closely followed during the study. Participation was voluntary, informed consent was obtained from all respondents, and confidentiality was maintained by using coded identifiers instead of names. Respondents were also informed of their right to leave the participation at any point without any penalty or consequence.

Data Analysis/Presentation

A total of 400 respondents were sampled. Out of that, a total of 359 copies of the questionnaire (representing 89.75% return rate) were retrieved and found useable, whereas 41 copies of the questionnaire, representing 10.25%, were not retrieved or were retrieved but wrongly filled and, as such, was not included in the analysis. Therefore, this study's analysis, discussion and conclusion revolved around the 89.75% valid copies of the questionnaire.

Table 1: Level of awareness of high blood pressure among residents of Ibadan following Agidigbo 88.7FM's Health Matters campaign

Item	SA	A	N	D	SD	Mean	Std Dev	Remark
I am aware of what high blood pressure is.	131	138	52	24	14	4.12	0.85	Accepted
I became aware of high blood pressure through Agidigbo 88.7FM's Health Matters campaign.	106	124	69	37	23	3.81	0.88	Accepted
The campaign increased my awareness of the causes of high blood pressure.	111	127	66	36	19	3.88	0.86	Accepted
The program helped me understand that high blood pressure can be a silent health threat.	109	131	62	34	23	3.89	0.85	Accepted
Mean of Means						3.92		

Source: Field Survey (2025)

Table 1 shows that, in general, residents of Ibadan have a high level of awareness of high blood pressure after the *Health Matters* campaign of Agidigbo 88.7FM. The respondents who strongly agreed and agreed that they knew what high blood pressure is were 130 and 138 respectively, giving a mean of 4.12, which is a high degree of general awareness. Likewise, the campaign was found to be a major source of information where 106 and 124 respondents strongly and agreed respectively that they learned about high blood pressure through the programme (mean = 3.81). The respondents also recognised the programme in improving their knowledge on the causes of high blood pressure (mean = 3.88) and the fact that it is a silent disease (mean = 3.89). In general, the average of means (3.92) indicates that the campaign was successful as it raised the awareness of the residents, and the radio health programming has a potential to be a

good means to spread the essential information about health in the urban population.

Table 2: Extent to which Agidigbo 88.7 FM's Health Matters campaign increases residents' knowledge of high blood pressure prevention.

Item	SA	A	N	D	SD	Mean	Std Dev	Remark
I have learned ways to prevent high blood pressure from the programme.	105	129	69	31	25	3.85	0.85	Accepted
I now understand the importance of regular blood pressure checks.	111	127	64	32	25	3.90	0.83	Accepted
I learned about lifestyle/dietary changes to prevent high blood pressure.	99	133	68	32	27	3.83	0.87	Accepted
The campaign helped me recognize high blood pressure risk factors.	107	124	69	35	24	3.85	0.86	Accepted
I can identify early warning signs because of what I heard.	103	125	71	33	27	3.82	0.88	Accepted
Mean of Means						3.85		

Source: Field Survey (2025)

Table 2 shows the degree to which the *Health Matters* campaign affected the knowledge of the residents regarding the prevention of high blood pressure. The respondents indicated that they had acquired practical measures to avoid high blood pressure in the programme (mean = 3.85), and 111 respondents strongly agreed, and 127 respondents agreed that they now knew the importance of regular blood pressure check-ups (mean = 3.90). The knowledge of lifestyle and dietary change as a preventive measure was also high (mean = 3.83), and 107 strongly believed that the campaign made them aware of risk factors relating to high blood pressure (mean = 3.85). Its capacity to detect early warning signs was a little less, but still a high score, with a mean of 3.82. The average of averages (3.85) demonstrates the fact that the radio campaign had a positive impact on the knowledge of the residents on the subject of preventive measures, and it was proven that media-based health interventions may be effective in converting the knowledge into a practical understanding

Table 3: Influence of Agidigbo 88.7FM's Health Matters campaign on behavioral changes related to high blood pressure prevention

Item	SA	A	N	D	SD	Mean	Std Dev	Remark
I have started monitoring my blood pressure regularly.	91	119	83	33	33	3.64	0.90	Accepted
I changed my eating habits (e.g., reduced salt).	93	117	84	34	31	3.63	0.91	Accepted
I now exercise regularly to manage blood pressure.	87	116	89	36	31	3.60	0.93	Accepted

I have encouraged others to adopt healthier habits.	94	121	80	33	31	3.66	0.89	Accepted
I was influenced to seek medical advice on blood pressure.	89	118	83	35	34	3.63	0.90	Accepted
Mean of Means						3.63		

Source: Field Survey (2025)

Table 3 indicates the behavioural change of the *Health Matters* campaign of Agidigbo 88.7FM amongst the residents. According to the respondents, they also started checking their blood pressure regularly (mean = 3.64) and had started to eat healthier, i.e. limiting the consumption of salt (mean = 3.63). There was also a slight decrease in engagement in regular physical activity, with a mean of 3.60, and encouragement of other people to have healthier habits registered 3.66. Another reason given by the respondents was that they were influenced to consult medical advice on managing blood pressure (mean = 3.63). The general mean of means (3.63) shows a moderate yet positive behavioural change in the residents, indicating that the campaign was effective in increasing their awareness and knowledge, but to transform this behaviour change to behavioural consistency, it may be necessary to continue to reinforce them and supplement with community-based interventions.

Discussion of Findings

The first objective assessed the level of awareness of high blood pressure among residents of Ibadan following Agidigbo 88.7FM's Health Matters campaign. The results showed that there was an overall high awareness level, with around 78% of the respondents reporting their familiarity with the concept of high blood pressure, its causes and the possibility of it being a silent condition. The high level of awareness is associated with a mean awareness score of 3.92. The majority of the respondents confirmed the programme made them aware of the risks of hypertension, and some moderately agreed, which means that the message was received and understood. This finding aligns with Ayobolu (2024) and Ekeh and Alade (2024), who found that radio-based health campaigns in Nigeria have been successful in the development of awareness about non-communicable diseases in both urban and rural areas. The programme acted as a stimulus to act, with the application of the Health Belief Model that increased the perceived vulnerability to high blood pressure among the listeners and the seriousness of potential outcomes, including stroke, kidney disease, and heart failure. The programme created a sense of perceived vulnerability and urgency, which are important motivators of health-related awareness and preventive behaviour, by making hypertension a silent killer.

The study also explored the extent to which Agidigbo 88.7 FM's Health Matters campaign increases residents' knowledge of high blood pressure prevention. The findings indicated that the respondents who learning was practical (77% through the campaign were able to learn the significance of regular blood pressure monitoring, lifestyle change, and dietary control. The result, with a mean of 3.85, indicates that the campaign was effective in the conversion of general awareness to specific preventive knowledge. This is in line with the previous findings by Ayobolu (2024) and Ekeh and Alade (2024), who also further established that radio health programmes are effective in

creating awareness and attitude towards non-communicable disease prevention. This aligns with the Health Belief Model in the sense that the perceived benefits part, in which the respondents acknowledged that with the adoption of healthful behaviours, including exercise, less intake of salt, and frequent check-ups, they were likely to lower their risk of hypertension. Moreover, the programme appeared to have reduced the perceived barriers by providing practical, relatable tips that increased the confidence of respondents (self-efficacy) in performing preventive behaviours. Thus, the campaign not only educated the listeners about the ill effects of ignoring their health but also gave them the power to do something with the information they got.

The last objective determined whether Agidigbo 88.7FM's Health Matters campaign has influenced behavioural changes related to high blood pressure prevention among residents of Ibadan. The results showed that about 72% of the respondents claimed that they had made behavioural changes following the listening of the programme, but at a moderate level in relation to awareness and knowledge. In particular, approximately 73% of them claimed that they started to cheque their blood pressure more often (mean = 3.64), 72% reported that they started to eat healthier with less salt (mean = 3.63), 72% started to exercise (mean = 3.60), and 73% urged friends and family members to adopt similar habits (mean = 3.66). These results show that knowledge to knowledge-to-practice transition is positive but insignificant. This average degree of behaviour change is in line with the prior research (Ulasi & Adebisi, 2011; Talabi & Oko-Epelle, 2024), which reported that despite the ability of radio campaigns to trigger awareness and knowledge, there are socio-economic, cultural, and structural factors that usually impede actual behaviour change. Using the Health Belief Model, it is possible to explain these observed changes as a result of the interaction between the perceived susceptibility, perceived severity, and perceived benefits and cues to action. The radio programme served as an outer influence, reminding the listeners about the benefits of leading a healthy lifestyle. Nevertheless, the average behavioural adherence indicates that the presence of limited access to affordable fitness amenities, high cost of healthy food, and the practised lifestyle patterns could have been some of the factors that have prevented complete behavioural translation. The results provide the significance of incorporating health campaigns through mass media with health-related community intervention and support systems that facilitate the sustainability of healthy behaviours.

Conclusion

This study examined the role of Agidigbo 88.7FM's Health Matters campaign in promoting awareness, knowledge, and behavioural changes related to high blood pressure among residents of Ibadan. The findings revealed that the radio programme was very efficient in the creation of awareness, with residents showing a clear picture of what high blood pressure is, its causes and what dangers the condition brings. Another success of the programme was the promotion of information about preventive measures, such as routine blood pressure measurement, dietary and lifestyle changes, and awareness of the risk factors and early warning signs. These results highlight the potential of local radio as an effective health education tool, especially in urban areas where the barriers of inaccessibility, language barriers and involvement are essential to effective communication. Although the campaign had a positive impact on the preventive behaviours, the results indicate that the change in behaviour was moderate indicating that awareness and knowledge might not be enough to inspire consistent

behaviour. Cultural practices, socioeconomic limitations, and the inability to access health resources seem to mediate the knowledge-to-practice gap. However, the programme was a major trigger to act, which enhanced the perceived vulnerability of the residents to hypertension, their perceived seriousness of the condition, and their perceived ability to take preventive measures in accordance with the Health Belief Model. Overall, the *Health Matters* campaign on Agidigbo 88.7FM radio station has shown that participatory, long-term, and culturally sensitive radio campaigns can be useful in the health education of the population. The campaign not only enhances awareness and knowledge but also encourages residents to initiate action to manage their blood pressure, even though behaviour change might have been slow.

Recommendations

1. Since the awareness created by the *Health Matters* campaign on Agidigbo 88.7FM was high, it is advisable that the Ministry of Health and the local radio stations carry out the campaign to increase the coverage of other health campaigns. In particular, local languages should be used in specific programmes with the inclusion of interaction parts, including call-ins, quizzes, and discussions with professionals, to keep the listeners interested.
2. Findings showed that residents have learned a lot about preventive measures, but there is potential to learn even more and implement the knowledge in practice. It is advisable that health-oriented NGOs, in collaboration with community health workers and radio stations, should initiate peer-based education programmes at the neighbourhood levels. For example, peer educators who are trained may lead a workshop or small group discussion of lifestyle change, changes in diet, coping with stress, and the need to monitor blood pressure regularly.
3. Though the change in behaviour was moderate, results indicated that the radio programme cues to action affected the choice of residents to monitor their blood pressure, change their diet, exercise and visit a doctor. To improve such results, local government agencies, health organisations, and unions or community associations of riders ought to institute organised peer education programmes, including peer leader training at the community or workplace levels, to support healthy lifestyles.
4. In order to expand the results of this study, further studies should be based on longitudinal designs where the awareness, knowledge, and behaviour alterations are observed across time so that the sustainability of the radio-driven interventions can be evaluated. Intervention trials might be introduced to contrast the various formats of radio programming, e.g., interactive and purely informational, to establish which one produces the most behavioural results.

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