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AUDIENCE PERCEPTION OF RADIO COVERAGE OF LASSA FEVER IN ADAMAWA AND TARABA STATE, NIGERIA

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Abstract

This study examined audience perceptions of radio coverage of Lassa fever in Adamawa and Taraba States, focusing on Adamawa Broadcasting Corporation (ABC) radio and Taraba State Broadcasting Services (TSBS) radio. The study was anchored in the Agenda-Setting Theory and employed a descriptive survey approach. A valid sample of 327 respondents was used to collect quantitative data via a questionnaire, which were analyzed using descriptive statistical tools. The findings revealed that, despite the widespread availability of radio stations, listeners in Yola and Jalingo had limited exposure to programs addressing Lassa fever. The study further found that the audience generally perceived radio messages on Lassa fever as informative; however, there was a prevalent reluctance among radio listeners to adopt the recommended preventive measures against Lassa fever as advocated in the radio programs. The study also identified various challenges encountered by the audience, including disinterest in campaign messages, language barriers, technical complexity of the content, inappropriate timing of broadcasts, and socioeconomic constraints. Based on these findings, the study recommends that radio stations dedicate more programs and time to creating awareness about Lassa fever, make content more engaging and interactive, address language barriers, optimize the

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timing of broadcasts, consider socioeconomic constraints, and leverage multi-channel communication approaches.

Keywords: Audience Perceptions, Radio Coverage, Lassa Fever

INTRODUCTION

The burden of communicable diseases constitutes a major public health challenge in Africa. One of such communicable diseases is Lassa fever. The single-stranded RNA virus Lassa is what causes the acute viral hemorrhagic illness known as Lassa fever (LF). The first case of LF was identified in 1969 in Lassa Village, Nigeria (Knipe & Howley, 2015) and has been endemic in the West African sub-region, including Nigeria. In Nigeria, Lassa fever is considered one of the most vicious epidemics, affecting about 21% of the country's over 200 million population and 30% of its geographical area (Erubami *et al,* 2022). Since the first recorded Lassa fever outbreak in Nigeria in 1969, there have been several outbreaks of the disease across the country with significant deaths. Globally, Nigeria has the highest fatality rates resulting from Lassa fever (Erubami, *et al,* 2022).

According to the Nigeria Centre for Disease Control (NCDC, 2017), the frequency of the Lassa fever outbreak in Nigeria and the corollary case fatality ratio are sometimes strange and unclear as the infection rate of the disease continues to rise despite clinical efforts to curb its spread. According to Zamawe, Banda, and Dube (2016), people needlessly die every day as a result of inadequate access to health information. Therefore, access to reliable health information about Lassa fever is a cornerstone of fighting the virus. The fact is that if people are aware of the messages that pose dangers to their health, they might change their bad habits. (Hajara, 2014).

Communication is therefore a very vital tool for behavioural change because public health interventions, including those involving Lassa fever, invariably require behavioural change; behavioural change cannot occur if the specific target audience is not aware of the messages disseminated to them. Consequentially, different bodies, including the National Centre for Disease Control and Prevention (NCDC) in Nigeria, non-governmental agencies, and individuals, launched and sustained different campaigns on the prevention, control, and management of Lassa fever using different communication outlets. Generally, mass media have remained a veritable means of disseminating health risk information due

to their capability to reach a mass and diversified audience within a short time (Okorie *et al.,* 2014; Ben-Enukora *et al*., 2019). Accordingly, the mass media help to expand the audience reach of public health risk communication. They have an edge over face-to-face interpersonal health communication approaches that take longer, require a lot of human resources, and are limited to a selected audience at a time. No wonder Guanah (2022) notes that the role of the mass media in health reportage would go a long way in putting health issues on the minds and lips of everyone. He adds that the media are significant sources of health-related information and can shape the way we think about and discuss health issues.

Studies have also praised the mass media as the most prominent information channel in the amplification of risks (Perko, 2012; WHO, 2013; Huang, 2020). In this regard, the media have been used as independent and complementary interventions to create appropriate knowledge and encourage the right attitudes and practices related to Lassa fever in Nigeria (Odionye *et al*., 2019; Wogu *et al.,* 2020). Among the several mass media channels, radio is considered to be the most important medium for primary education in Africa. Because the medium is relatively cheap, it provides the opportunity for the majority of Africans, who are largely rural, uneducated settlers, to get information. Thus, radio as a mass medium has been in the vanguard of the campaign against Lassa fever in different states in Nigeria, including Taraba and Adamawa State. The medium has reported cases of outbreaks and provided sensitization about risks, causative factors, and precautionary measures with the aim of bringing about favourable behaviour changes that will mitigate the virus as well as reduce mortality.

As important and strategic as radio could be as a way to talk about health, especially when it comes to Lassa fever, it is the quality and ease of access of the medium and its content on public health emergencies about Lassa fever that would help people understand the level of risk that diseases pose and the necessary non-drug steps that can lower the chances of getting sick (Ben-Enukora *et al.,* 2022). Therefore, the effectiveness of radio reportage of Lassa fever is worth investigating. Also, past studies have shown that seeing health information that has been filtered can greatly change people's knowledge, attitudes, and actions when it comes to very serious public health problems like Lassa fever. However, despite a number of forms of mediated communication via the mass media, including radio, in Nigeria, there seems to be an increasing number of cases of Lassa fever. In recent times, cases of the disease have been recorded at the Federal Medical Centre Jalingo. Such reported cases and many others bring to mind how effective mass media, including radio,

are in the campaign against Lassa fever in Nigeria. Based on the foregoing, the current study examined audience perceptions of radio (ABC & TSBS) reportage about Lassa fever in Adamawa and Taraba States.

Statement of the Problem

Lassa fever poses a major public health challenge in Nigeria, affecting many lives, including medical personnel, particularly in Adamawa and Taraba states. Mass communication, especially through radio, has been a key strategy for raising awareness and disseminating information about the disease. Radio campaigns by Adamawa Broadcasting Corporation (ABC) and Taraba State Broadcasting Services (TSBS) are crucial due to their broad reach and cost-effectiveness. Despite these efforts, it is unclear whether these radio campaigns effectively improve awareness, promote preventive measures, and encourage early medical consultation. The literature on the effectiveness of radio for health communication, specifically for Lassa fever in these states, is limited. This study aims to address this gap by evaluating how audiences perceive radio coverage of Lassa fever in Adamawa and Taraba States.

Research Questions

The following research questions serve as a guide for the study:

1. What is the audience level of exposure to radio broadcast messages about Lassa fever in Adamawa and Taraba State?
2. How do audience in Adamawa and Taraba States perceive radio campaign messages on Lassa fever?
3. What is the perceived impact of radio campaign on Lassa fever on the audience in Adamawa and Taraba State?
4. What are the challenges faced by the listeners of ABC and TSBS in Adamawa and Taraba States respectively in accessing Lassa fever campaign messages?

Review of Literature

Audience Perception

The term "audience" refers to individuals who access information from specific media, such as radio listeners, television viewers, and newspaper readers (Okunna & Omenugha, 2013). "Perception" involves the views or opinions one holds about something. Therefore,

"audience perception" pertains to how audiences interpret, understand, and react to messages conveyed through various media channels, a concept central to media studies and marketing. The Uses and Gratifications Theory, for example, suggests that audience perception is shaped by individuals' active choices in seeking out media content that fulfills their specific needs and desires (Katz, Blumler, & Gurevitch, 1973).

Moreover, Entman's (1993) framing hypothesis suggests that the way information is presented can significantly influence how audiences perceive and interpret that information. The Agenda-Setting Hypothesis further argues that frequent media coverage of an issue can lead audiences to view that issue as more important (McCombs & Shaw, 1972). Audience perception of a media outlet influences their level of exposure and engagement, as well as the believability of the content and their subsequent behavior. For example, the effectiveness of media channels like radio in encouraging healthy behaviors, such as adopting preventive measures for Lassa fever, depends on how the audience perceives the media and the content being communicated.

Radio Coverage

Radio has two primary meanings: it can be understood as a mass medium for transmitting messages or as a device for receiving signals. Kuewumi (2009), citing McLeish (2005), describes radio as a "blind medium" that creates mental images for listeners. Although it lacks visual stimuli, it stimulates the imagination; when a voice is heard through loudspeakers, listeners attempt to picture the speaker and visualize the context. Onabajo (1999) notes that radio is an effective medium for reaching large audiences simultaneously, overcoming spatial, temporal, and literacy barriers. It can persuade and significantly influence a broad audience, playing a key role in fostering national consensus and public enlightenment on health issues, family planning, cultural awareness, and business development.

Similarly, Asekun-Olarinmoye (2013) explains that radio is a crucial media tool because it can reach large audiences worldwide, with real-time reporting capabilities that make it highly effective for disseminating information. Radio is widely recognized as the most popular communication medium due to its interactivity, which fosters dialogue and engages local populations with relatively low production costs and high versatility (Familusi & Owoeye, 2014). Radio coverage refers to the reporting of events through various programs, offering information, entertainment, and education to listeners on diverse topics such as

politics, health, agriculture, family life, culture, and education (Kuewumi, 2009). According to Akintayo (2013), radio has become an integral part of daily life, providing more than just traditional entertainment and information; it also helps people understand their world and participate in societal development (Aina, 2003).

Lassa Fever

Lassa fever is a viral infection spread by multimammate rats, one of the most widespread rodents in sub-Saharan and equatorial Africa (Seladi-Schulman & Newman, 2018). The disease primarily affects Nigeria, Guinea, Liberia, and Sierra Leone, but neighboring nations are also at risk due to the prevalence of the Mastomys rat. Lassa fever was first identified in Nigeria in 1969 when two missionary nurses contracted the illness. The disease is named after the town of Lassa, where it was originally documented.

Since its discovery in 1969, Lassa fever has continued to afflict Nigerians, especially those in rural areas. In February 2022, the Nigeria Centre for Disease Control (NCDC) confirmed 358 cases of Lassa fever across 19 states, an increase from the 211 cases reported in January of the same year (News Agency of Nigeria, 2022; World Health Organisation, 2022). This rise in cases may be due to the virus often causing no noticeable symptoms in affected individuals, with Shaffer et al. (2017) noting that 80% of infections are asymptomatic. However, 20% of cases develop severe symptoms, including bleeding, respiratory issues, and organ failure, with a 1% mortality rate and 15-20% of hospitalizations resulting in death (Shaffer et al., 2017).

Review of Empirical Studies

Several studies have investigated the role of mass media in raising awareness and influencing public behavior concerning Lassa fever in Nigeria. For instance, Fatiregun et al. (2019) found that although there was high awareness of Lassa fever in Ondo State, the knowledge of preventive measures was inadequate, especially among young, less-educated males. They recommended that risk communication efforts should emphasize preventive practices to improve public health outcomes. Similarly, Ijwo, Akurega, and Barnabas (2018) highlighted the importance of behavior change communication (BCC) in preventing Lassa fever, noting that its prevalence in Abuja was linked to insufficient information. Their study suggested that community leaders should lead aggressive BCC campaigns to encourage better hygiene and waste management practices. Additionally, Smith, Smith, and Adedeji (2017) focused on the role of print media in Lassa fever coverage, finding that consistent

media coverage was necessary to maintain public awareness and preventive efforts. Further research by Ben-Enukora et al. (2022) and Erubami et al. (2022) demonstrated the influence of media exposure on public knowledge and risk perception related to Lassa fever. They found that radio and other media were significant sources of information in endemic areas, but media messages did not always lead to changes in preventive behavior. This suggests that while media plays a critical role in informing the public, there is a need for more effective communication strategies to translate awareness into action.

Despite the valuable insights provided by these studies, most were conducted in southern Nigeria, leaving a gap in understanding how radio campaign about Lassa fever is perceived and managed in the northern regions. The current study seeks to fill this gap by focusing on the role of radio in raising awareness and influencing behavior in Adamawa and Taraba States, regions where Lassa fever is also prevalent. Integrating both quantitative and qualitative data will help address these existing gaps and provide a more comprehensive understanding of the role of media in combating Lassa fever across different regions.

Theoretical underpinning

The study is premised on Agenda Setting Theory. The theory was introduced by Maxwell McCombs and Donald Shaw in 1972, posits that the media plays a crucial role in shaping public opinion on significant issues. According to McCombs and Shaw, editors and broadcasters significantly shape reality by choosing and presenting specific news stories, thereby influencing the public agenda—the topics people consider important and worthy of discussion (Wimmer & Dominick, 2006, p. 254). While the theory emphasizes the media's power to determine what people think about, it doesn't necessarily control how they interpret these issues, as personal beliefs and experiences can lead to diverse perspectives. Despite this limitation, the theory remains relevant, particularly in explaining how media can promote public issues, including health concerns. In this context, the theory is apt for understanding the role of radio in combating Lassa fever. By prioritizing public health initiatives related to Lassa fever prevention and control, radio content can effectively raise awareness and encourage essential behavioral changes among listeners.

METHODS

This study employs a cross-sectional survey design, incorporating quantitative data. The study focuses on listeners of Adamawa Broadcasting Corporation (ABC) Radio and Taraba Broadcasting Services (TSBS) Radio, specifically targeting residents of Yola and Jalingo, the state capitals. The choice of these locations is strategic, given their larger populations, greater heterogeneity, and better access to radio signals, making them representative of the states as a whole. A sample size of 385 was determined for the quantitative aspect using Krejcie and Morgan's (1970) table for finite populations. The research employs purposive sampling to select participants who are regular listeners of the targeted radio stations, supplemented by stratified sampling to ensure representation across different sub-groups, such as age, gender, and geographic location. Data collection instrument include a self-designed structured questionnaire.

RESULTS

Table 1: Demographic Data of Respondents

Variables	Frequency (n=327)	Percentage (100%)
Age:		
Under 18	29	8.9
18-24	98	30
25-34	67	20.5
35-44	101	30.9
55-64	17	5.2
65 and above	14	4.3
Gender:		
Male	219	67
Female	108	33
Highest Edu. Attainment:		
No formal education	11	3.4
Primary education	69	21.1
Secondary education	111	33.9
Tertiary education (Bachelor's degree or equivalent)	107	32.7
Postgraduate education	29	8.9

Occupation:		
Student	99	30.3
Civil service	68	20.8
Self-employed	11	3.4
Unemployed	19	5.8
Retired	130	39.8
Marital Status:		
Married	171	52.3
Single	112	34.3
Others	44	13.5
Location:		
Adamawa State	167	51.1
Taraba State	160	48.9

Source: Field survey, 2024

The data from a sample of 327 individuals reveals key demographic insights, particularly in age, gender, education, occupation, marital status, and location. The age distribution is largely concentrated between 18-44 years, indicating a predominantly young population with a significant portion in early adulthood and working age. The gender distribution is skewed, with 67% males and 33% females, which may affect the representativeness of the findings, particularly for gender-sensitive topics. Educational attainment varies widely, with many individuals having at least secondary education, although there are also notable proportions with only primary or no formal education, which could influence their perspectives and behaviors.

Occupation data shows that students and retirees make up the majority, suggesting these groups were more accessible or willing to participate. The marital status distribution is primarily composed of married and single individuals, with a small "Others" category indicating additional, unspecified marital statuses. Geographically, the sample is evenly split between Adamawa and Taraba states, suggesting an attempt to capture regional diversity. However, understanding the socio-economic and cultural differences between these regions is crucial for accurate interpretation of the results.

Table 2: Respondents frequency of exposure to radio broadcasts on Lassa fever

Responses	Frequency	Percentage
Very frequently	49	15
Frequently	97	29.7
Occasionally	105	32.1
Rarely	76	23.2
Never	0	0
Total	327	100

Source: Field survey, 2024

The data reveals that a significant portion of respondents has regular exposure to radio broadcasts on Lassa fever, highlighting the medium's effectiveness in disseminating information. Specifically, 15% of respondents are exposed to these broadcasts "very frequently," indicating a dedicated audience with heightened awareness. Nearly 30% of respondents report "frequent" exposure, while around 32% engage "occasionally." Notably, 23% of respondents are exposed "rarely," but no respondents reported never being exposed. This widespread exposure underscores the important role of radio in raising awareness about Lassa fever.

Table 3: Respondents' opinions regarding the informativeness of radio campaign messages on Lassa fever

Responses	Frequency	Percentage
Very informative	116	35.5
Informative	98	30
Somewhat informative	113	34.6
Not informative at all	0	0
Total	327	100

Source: Field survey, 2024

The data indicates that a significant majority of respondents found the radio campaign messages on Lassa fever to be informative. Specifically, 35.5% of respondents rated the messages as "very informative," suggesting a high level of educational value. An additional 30% viewed the messages as "informative," further confirming the perceived usefulness of

the content. Furthermore, 34.6% considered the messages "somewhat informative," indicating that they found the information moderately educational. Notably, no respondents felt the messages were "not informative at all," highlighting the overall effectiveness of the radio campaigns in conveying information about Lassa fever.

Table 4: Respondents' opinion on the extent radio campaign messages on Lassa fever effectively communicate preventive measures

Responses	Frequency	Percentage
Very High	22	6.7
High	62	19
Moderate	205	62.7
Very Low	19	5.8
Low	19	5.8
Not at all	0	0
Total	327	100

Source: Field survey, 2024

The data reveals a diverse range of opinions on the effectiveness of radio campaign messages about Lassa fever in communicating preventive measures. Only 6.7% of respondents rated the messages as "very high" in effectiveness, suggesting that a minimal portion found them exceptionally effective. In contrast, 19% considered the messages to be "highly effective," indicating general approval but not exceptional. However, a substantial majority, 62.7%, rated the effectiveness as "not at all," reflecting significant dissatisfaction with the clarity and impact of the messages. Additionally, 5.8% of respondents found the effectiveness to be "very low," with another 5.8% considering it "low," further underscoring that many view the campaigns as inadequate. Overall, while some respondents found value in the messages, the majority felt they were insufficient in effectively communicating preventive measures for Lassa fever.

Table 5. Respondents' opinion on the influenced of radio campaign messages on their knowledge about Lassa fever

Responses	Frequency	Percentage
Yes, significantly	117	35.8
Yes, to some extent	174	53.2
No, not at all	61	18.7
Total	327	100

Source: Field survey, 2024

The data shows that most respondents believe radio campaign messages have positively impacted their knowledge about Lassa fever. Specifically, 35.8% reported that the messages significantly enhanced their understanding of the disease. Additionally, 53.2% felt that the messages had some influence on their knowledge, indicating a general recognition of their informational value. However, 18.7% of respondents felt that the radio messages did not impact their understanding of Lassa fever at all. While this group is smaller, it highlights that the radio campaigns may not have been effective for everyone. Overall, the findings suggest that while many respondents find the radio campaigns informative, a minority perceive no impact on their knowledge of Lassa fever.

Table 6. Respondents' opinion on the frequency they adopt the preventive measures discussed in the radio campaign messages against Lassa fever

Responses	Frequency	Percentage
Always	19	5.8
Often	31	9.5
Sometimes	189	57.8
Rarely	71	21.7
Never	17	5.2
Total	327	

Source: Field survey, 2024

The data reveals varied adherence to preventive measures against Lassa fever as promoted by radio campaign messages. The majority of respondents, 57.8%, reported adopting these measures only occasionally, indicating an inconsistent approach to prevention. Additionally, 21.7% reported rarely adopting the measures, suggesting infrequent engagement with preventive practices. A smaller portion of respondents demonstrated more consistent adherence: 9.5% adopted preventive measures often, and 5.8% did so always, reflecting a higher commitment to disease prevention. Conversely, 5.2% of respondents reported never adopting preventive measures, highlighting a segment of the population that does not prioritize or follow recommended practices.

Table 7: Respondents' opinion on the overall effectiveness of the radio campaign messages on Lassa fever

Responses	Frequency	Percentage
Very effective	5	1.5
Effective	15	4.6
Somewhat effective	199	60.9
Not effective at all	108	33
Total	327	100

Source: Field survey, 2024

Table 7 highlights diverse perceptions of the effectiveness of radio campaign messages on Lassa fever. A small percentage of respondents found the messages "very effective" (1.5%) or "effective" (4.6%), indicating limited belief in their success. In contrast, a majority of 60.9% rated the messages as "somewhat effective," suggesting they perceive some benefit but also see room for improvement. A significant 33% of respondents viewed the messages as "not effective at all," reflecting considerable skepticism or dissatisfaction. Overall, while some respondents acknowledge a degree of effectiveness, a substantial portion remains doubtful, pointing to potential areas for enhancing future communication strategies.

Table 8. Respondents' opinion regarding the challenges affecting the implementation of radio campaign messages against Lassa fever

Responses	Frequency n=327	Percentage
Difficulty in understanding the message clearly	88	26.9
Distractions in the environment while listening	129	39.4
Lack of interest in the campaign messages	201	61.5
Language barrier	173	52.9
Technical issues with radio reception or transmission	78	23.9
Technical Nature of the campaign messages	111	33.9
Not being aware of when the messages will be broadcast	98	30
Timing of the programmes	123	37.6
Not being aware of when the messages will be broadcast	99	100

Source: Field survey, 2024

Table 8 identifies key challenges impacting the effectiveness of radio campaign messages on Lassa fever. The most significant barrier, cited by 61.5% of respondents, is a lack of interest in the campaign messages, suggesting widespread apathy towards the content. Distractions while listening, reported by 39.4% of respondents, also hinder engagement, while 52.9% cited language barriers as a major issue, indicating that the messages may not be accessible to all segments of the population. Timing-related issues, such as unawareness of broadcast times or dissatisfaction with scheduling, affect 30% to 37.6% of respondents, pointing to problems with the timing of the campaigns. Other challenges include difficulty in understanding the messages (26.9%), technical issues with reception (23.9%), and the technical complexity of the messages (33.9%). These findings highlight several obstacles that need to be addressed to improve the effectiveness of radio campaigns in disseminating information about Lassa fever.

DISCUSSION

The study revealed that respondents in Yola and Jalingo had limited exposure to radio broadcasts addressing Lassa Fever, despite the broad availability of FM radio stations. Nonetheless, awareness of Lassa Fever was found to be high, consistent with Fatiregun et al. (2019), who noted high awareness through multiple communication channels. This contrasts with Olayinka et al. (2015), who reported low general awareness. Ijwo et al. (2018) further observed that while awareness is high, knowledge about the virus and preventive measures remains insufficient. Additionally, the study found that respondents generally perceived the radio messages on Lassa Fever as somewhat clear and informative. This aligns with Ben-Enukora et al. (2022), who found public concern about Lassa Fever risk information but inconsistent adoption of safety measures. Erubam et al. (2022) also demonstrated that media exposure influences risk perceptions, suggesting that increased radio exposure could enhance the adoption of preventive measures. However, there was general reluctance to adopt these measures, with infrequent adherence observed. This finding is supported by Tobin et al. (2013) and Wogu (2018), who noted poor attitudes and limited impact of media campaigns. Despite this, Ojih (2019) reported a positive attitude towards mass media messages.

The study further revealed challenges undermining adherence to Lassa fever messages communicated through the radio, including lack of interest, language barriers, technical complexity, inappropriate timing, and socioeconomic constraints. These findings are consistent with Asemah and Okeya (2019) and Lucas et al. (2022), who highlighted issues in comprehending and reinforcing health messages. The study's findings have implications for Agenda-Setting Theory. The limited exposure to Lassa Fever broadcasts suggests that the disease may not be a priority on the public agenda in Adamawa and Taraba States. The study underscores the gap between media framing and audience engagement, suggesting that while radio messages are perceived positively, their effectiveness in altering behavior and setting public priorities regarding public health issues, such as Lassa Fever, may be limited.

CONCLUSION

In conclusion, despite the broad availability of radio stations in Adamawa and Taraba States, the study reveals a troubling trend of minimal exposure to programs addressing Lassa fever among listeners even though radio messages on Lassa fever are generally perceived as informative Furthermore, the study identifies a widespread reluctance to adopt recommended preventive measures, exacerbated by challenges such as disinterest in campaign messages, language barriers, and socioeconomic constraints. These findings highlight the urgent need to enhance the effectiveness of health communication efforts through radio platforms. To improve awareness and encourage the adoption of preventive measures against Lassa fever, it is essential to develop strategies that address the identified challenges. This includes enhancing message engagement, overcoming language barriers, and tailoring content to the socioeconomic context of the audience. By addressing these factors, health communication initiatives can achieve greater impact and foster a more informed and proactive response to Lassa fever.

Recommendations

Based on the findings of this study, the following recommendations are made:

1. There is need for radio stations especially FM stations in Adamawa and Taraba State to dedicate more programmes and time to creating awareness about Lassa fever in order to increase level of exposure.

2. Given the prevalence of language barriers reported by respondents, efforts should be made to ensure that radio messages are delivered in languages that are widely understood by the target audience. This may involve translating content into local languages or providing bilingual broadcasts to cater to diverse linguistic needs.
3. To maximize reach and effectiveness, radio campaigns should consider broadcasting messages at times when the target audience is most likely to be tuned in.
4. Recognizing the socioeconomic constraints faced by many listeners, radio programs should take into account the practical implications of adopting preventive measures against Lassa fever. Providing information on low-cost or no-cost prevention strategies, as well as resources available for support, can help to overcome barriers to action.

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