PUBLIC RELATIONS CAMPAIGNS AND ENVIRONMENTAL SANITATION AWARENESS AMONG URBAN RESIDENTS IN ENUGU STATE, NIGERIA. A STUDY OF ESWAMA'S CAMPAIGN KEEP ENUGU CLEAN.

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Abstract
Environmental sanitation remains a major concern in rapidly growing urban centres in Nigeria, where population growth, indiscriminate waste disposal and inadequate environmental awareness continue to undermine public health and environmental sustainability. Public relations campaigns have become important communication instruments for informing citizens, shaping public attitudes and encouraging collective responsibility towards environmental sanitation. This study examined the influence of public relations campaigns on environmental sanitation awareness and residents' attitudes in selected urban areas of Enugu State, Nigeria, with particular reference to the Enugu State Waste Management Authority's (ESWAMA) *Keep Enugu Clean* campaign. The study was guided by two objectives: to examine residents' level of awareness of the campaign and to determine how the campaign influences their attitudes towards environmental sanitation and community responsibility. The study was anchored on Framing Theory. It adopted a descriptive survey research design, combining a descriptive survey with qualitative interviews. The study population comprised residents of Enugu North, Enugu South and Enugu East Local Government Areas. From a projected population of 1,026,111, a sample size of 400 was determined using the Taro Yamane formula. Stratified random sampling was employed to select questionnaire respondents across the three local government areas, while purposive sampling was used to select participants for the qualitative interviews. A total of 377 completed questionnaires were retrieved and analysed, representing a response rate of 94.3%. Quantitative data were analysed using frequencies, percentages and mean scores, while interview responses were analysed thematically. Findings revealed a high level of awareness of the *Keep Enugu Clean* campaign, with a grand mean score of 4.16. The campaign also recorded a positive influence on residents' attitudes towards environmental sanitation, with a grand mean of 4.15. In particular, respondents strongly identified environmental sanitation as a personal and community responsibility, recording a mean score of 4.78. However, willingness to participate in community sanitation exercises recorded a lower mean score of 3.45, suggesting that positive attitudes do not automatically translate into active participation. The study concluded that public relations campaigns contribute to environmental sanitation awareness and favourable attitudes, but their effectiveness requires sustained communication and

stronger grassroots engagement. It recommended continuous public enlightenment, community-based communication and strategic collaboration among ESWAMA, media organisations and community stakeholders.
Keywords: Awareness, Environmental Sanitation, ESWAMA, Public Relations, Sanitation Campaigns.

Introduction

Environmental sanitation is an essential component of public health, environmental protection and sustainable urban development (World Health Organization [WHO], 2024). It involves the maintenance of clean and hygienic surroundings through appropriate waste disposal, drainage management, pollution control, personal hygiene and other practices that protect individuals and communities from environmental hazards (WHO, 2024; Eneh, 2025). A clean environment contributes to improved public health, social well-being and the overall quality of life of residents. Conversely, poor sanitation exposes communities to environmental pollution and diseases associated with unsafe waste disposal and unhygienic living conditions (Ichipi & Senekane, 2023; Oni et al., 2024). The increasing rate of urbanisation in developing countries has intensified environmental sanitation challenges. Population growth, commercial activities, changing consumption patterns and inadequate waste management facilities have placed considerable pressure on urban sanitation systems (UN-Habitat, 2022; World Bank, 2023). In many Nigerian cities, indiscriminate dumping of refuse, blocked drainage channels, open disposal of household waste and poor environmental hygiene remain visible challenges (World Bank, 2023; UNEP, 2024). These conditions are often aggravated by limited public participation, inadequate environmental awareness and weak institutional capacity (UN-Habitat, 2022; UNEP, 2024).

The World Health Organization (WHO, 2016) emphasises the importance of safe sanitation systems in protecting human health and preventing environmental contamination. Similarly, the United Nations

Environment Programme (UNEP, 2018) identifies effective waste management as an important requirement for addressing environmental pollution and improving urban environmental quality. These perspectives demonstrate that environmental sanitation is not simply a government responsibility; it requires the cooperation and active involvement of individuals, households, communities and relevant institutions. In Nigeria, environmental sanitation has remained a significant public policy and development concern, prompting government interventions through environmental policies, regulatory frameworks and sanitation programmes at federal, state and local government levels (Federal Ministry of Environment, 2022; Federal Ministry of Environment, 2024). However, the effectiveness of these interventions depends partly on the extent to which residents understand sanitation policies, participate in government initiatives and appreciate their responsibilities in maintaining clean surroundings (Ifegbesan et al., 2022; UNICEF, 2024).

Public relations (PR) is particularly relevant in this regard because environmental sanitation requires more than the provision of waste collection services and enforcement of regulations. It also requires deliberate communication that informs the public, explains the consequences of poor sanitation, builds favourable attitudes and encourages community participation. Public relations provides organisations with communication strategies for establishing relationships with their publics, disseminating information and encouraging cooperation towards shared objectives (Cutlip, S. M., Center, A. H., & Broom, G. M. 2017; Grunig & Hunt, 1984). In environmental sanitation management, public relations campaigns are implemented through various communication channels, including radio and television jingles, public announcements, social media messages, community meetings, town criers, market sensitisation, environmental education and collaboration with community leaders (Akobe & Lukman, 2025; Bassey, 2025). These communication channels provide opportunities

for sanitation agencies to reach different categories of residents, disseminate relevant sanitation information, encourage public participation and promote responsible environmental behaviour (Ifegbesan et al., 2022; Akobe & Lukman, 2025).

Enugu State, particularly Enugu metropolis, has experienced increasing urbanisation, population growth and expansion of commercial and residential activities, placing additional demands on urban infrastructure and environmental services (Eneh, 2025; Uzoma & Eze, 2025). Enugu metropolis comprises three Local Government Areas: Enugu North, Enugu South and Enugu East (Eneh, 2025; Onyishi et al., 2023). These areas accommodate diverse social, economic and occupational groups whose residential, commercial and other daily activities contribute to the environmental conditions of the city. Consequently, increasing waste generation and the demand for regular waste collection and disposal services have made environmental sanitation a significant concern for the state (Eneh, 2025; Onyishi et al., 2023). The Enugu State Waste Management Authority (ESWAMA) has introduced various environmental sanitation initiatives aimed at improving waste management and promoting environmental cleanliness across the state. These initiatives include the *Keep Enugu Clean* campaign, public sensitisation through different media channels, waste management education and monthly environmental sanitation exercises (ESWAMA, n.d.; Didigwu, 2023). These interventions are intended to raise public awareness, encourage proper waste disposal practices and promote residents' participation in maintaining clean and healthy surroundings (ESWAMA, n.d.; ESUT Journal of Education, 2023).

Despite these efforts, environmental sanitation challenges continue to attract public attention. This raises questions about the extent to which residents are aware of the campaigns and whether the messages communicated through public relations activities have influenced their

attitudes towards sanitation. Awareness is an important preliminary stage in communication-driven behavioural change because individuals are more likely to understand and respond to sanitation policies when they receive relevant information. However, awareness alone does not necessarily guarantee active participation or the adoption of appropriate sanitation practices, as environmental awareness may exist alongside poor waste management behaviour (Emma Etim, 2024). The relationship between communication and public attitudes is important in evaluating the effectiveness of environmental sanitation campaigns. Public relations messages can influence how residents understand sanitation problems, perceive their personal responsibilities and appreciate the collective benefits of maintaining clean environments (Sani & Aminu, 2022; Al Adwan et al., 2025). However, the extent to which such messages influence public attitudes and behaviour depends on factors such as message clarity, frequency, accessibility, credibility and the suitability of communication channels (Haruna, 2023; Bassey, 2025; Akobe & Lukman, 2025).

Consequently, effective sanitation communication requires clear, credible and consistent messages delivered through accessible media and community-based channels to encourage public understanding and responsible environmental practices. It is against this background that this study examines public relations campaigns and environmental sanitation awareness among urban residents in Enugu State, with particular reference to ESWAMA's *Keep Enugu Clean* campaign.

Statement of the Problem

Environmental sanitation remains a significant public health and environmental challenge in Nigerian urban centres despite government policies, regulatory measures and public enlightenment initiatives. Problems such as indiscriminate waste disposal, blocked drainage and poor environmental hygiene continue to undermine environmental sustainability

and public health (World Health Organization [WHO], 2018). In Enugu Metropolis, the Enugu State Ministry of Environment employs public relations strategies and sanitation campaigns to promote environmental cleanliness and encourage responsible sanitation practices. However, the persistence of sanitation-related problems raises questions about the reach and effectiveness of these communication interventions. Although public relations campaigns are designed to create awareness and influence public attitudes, exposure to campaign messages does not necessarily translate into adequate understanding or desirable behavioural responses (Rice & Atkin, 2013; McKenzie-Mohr, 2011).

The central concern, therefore, is whether the Ministry's public relations strategies have generated sufficient awareness and positively influenced residents' attitudes towards environmental sanitation in Enugu North, Enugu South and Enugu East. Differences in educational background, occupation and access to communication channels may affect residents' exposure to and understanding of sanitation messages, while awareness alone may not necessarily encourage positive attitudes or active community participation (Rice & Atkin, 2013; McKenzie-Mohr, 2011). Consequently, there is a need for empirical investigation into the extent to which the Ministry's public relations strategies have created sanitation awareness and influenced residents' attitudes towards environmental cleanliness and collective environmental responsibility in Enugu Metropolis.

Objectives of the Study

The general objective of this study was to examine the influence of ESWAMA's Keep Enugu Clean public relations campaign on residents' awareness, attitudes and exposure to sanitation messages in Enugu Metropolis.

The specific objectives are to:

1. Examine the level of residents' awareness of ESWAMA's Keep

Enugu Clean public relations campaign in Enugu metropolis.

2. Assess the perceived influence of ESWAMA's Keep Enugu Clean campaign on residents' attitudes towards environmental sanitation and their sense of community responsibility.
3. Examine the consistency of residents' exposure to Keep Enugu Clean campaign messages through communication channels.

Research Questions

The study is guided by the following research questions:

1. What is the level of residents' awareness of ESWAMA's Keep Enugu Clean public relations campaign in Enugu metropolis?
2. To what extent has the campaign influenced residents' attitudes towards environmental sanitation and their sense of community responsibility
3. How consistently do residents encounter Keep Enugu Clean campaign messages through communication channels?

Conceptual Review

Public Relations

Public relations is a strategic communication and management function through which organisations establish, manage and sustain relationships with their various publics to achieve organisational objectives. Contemporary perspectives emphasise its strategic, participatory and relationship-building dimensions rather than viewing it merely as publicity or information dissemination (Andersson, 2024; Mundy, 2022). It involves understanding public concerns, developing communication strategies, facilitating stakeholder engagement and evaluating communication outcomes. Public relations extends beyond the transmission of information to include stakeholder participation, mutual understanding and the management of relationships between organisations and their publics. Andersson (2024) explains that public relations practice is fundamentally

strategic and goal-oriented, involving the planning, execution and evaluation of organisational communication. Similarly, Mundy (2022) advocates a public-centred approach to public relations that prioritises public participation, empowerment and meaningful engagement in organisational communication.

In environmental sanitation management, public relations serves as an important instrument for communicating government policies, educating residents, encouraging responsible environmental practices and mobilising community participation. Nmere et al., (2020), Sani & Aminu, (2022) agree that through media campaigns, public enlightenment programmes, advocacy and grassroots engagement, environmental agencies can communicate sanitation challenges and promote sustainable environmental behaviour. Similarly, Ifegbesan et al. (2022) emphasise the importance of systematic public awareness campaigns in improving residents' attitudes and participation in environmental sanitation programmes. More recently, Bassey (2025) demonstrates the relevance of diverse communication strategies, including community meetings, town criers, posters and stakeholder engagement, in promoting sanitation awareness and addressing environmental health challenges. Udoha and Willard (2023) emphasise the relevance of community-based social marketing in promoting positive environmental attitudes and improving environmental health through targeted communication and community engagement.

The relevance of public relations to environmental sanitation therefore lies in its capacity to translate government policies and technical environmental information into understandable messages that encourage public cooperation and responsible sanitation practices. Recent studies in Nigeria demonstrate that effective environmental communication requires appropriate media selection, participatory engagement and sustained public enlightenment to achieve meaningful behavioural change (Haruna, 2023;

Etim et al., 2024).

Public Relations Campaigns

Smith, 2020 and Luttrell & Capizzo, (2025) agree that public relations campaign is a coordinated, strategic and goal-oriented communication programme designed to achieve specific objectives among identified target audiences within a defined period. It involves situation analysis, identification of target publics, objective setting, message development, selection of appropriate communication channels, implementation and evaluation. Goldberg and Gustafson (2023) explain that the effectiveness of strategic communication campaigns depends on their reach, influence on exposed audiences and the sustainability of their effects over time. Goldberg & Gustafson (2023) explains that public relations campaigns are employed to create awareness, correct misconceptions, influence public attitudes, promote institutional policies and encourage behavioural change. Their effectiveness depends on message relevance, audience exposure, source credibility, appropriate communication channels and the ability of messages to influence public understanding and responses Andersson (2024) further emphasises that strategic public relations requires deliberate planning and the integration of communication activities with clearly defined organisational objectives.

In environmental sanitation, public relations campaigns provide opportunities for sanitation agencies to communicate the health, social and environmental consequences of poor sanitation, promote compliance with sanitation regulations and encourage hygienic practices (Sani & Aminu, 2022; Ezeaka & Bartholomew, 2025). Through public enlightenment, media engagement and community-based communication, these campaigns can improve public understanding of sanitation risks, encourage responsible waste disposal and promote positive environmental behaviour (Bassey, 2025; Nweke et al., 2026). Udoha and Willard (2023) also identify

community-based communication and social marketing as useful approaches for improving environmental attitudes and encouraging sustainable environmental practices. Similarly, Haruna (2023), in a study of communication strategies employed by the Abuja Environmental Protection Board, found that although radio communication contributed significantly to sanitation awareness, its limited use of other communication channels weakened its capacity to generate behavioural change. These findings underscore the importance of integrated communication strategies, community participation and sustained engagement in environmental sanitation campaigns.

ESWAMA's *Keep Enugu Clean* campaign represents a public relations intervention aimed at promoting environmental cleanliness and responsible waste disposal among residents of Enugu metropolis. Abugu, J. O., Alio, F. C., Anetoh, J. C., & Okolo, V. O. (2020) believed that the authority seeks to educate residents on proper waste management and encourage collective responsibility for maintaining a clean and healthy environment through media sensitisation, public announcements and scheduled environmental sanitation exercises, (ESWAMA, n.d.; NEMA, 2025). These communication and community engagement approaches are important in promoting public awareness, encouraging residents' participation and improving waste management practices (Abugu et al., 2020; Henry et al., 2026).

However, the success of a public relations campaign should not be assessed solely by the existence of communication activities. It is also important to determine whether the intended audience is aware of the campaign, understands its messages and develops favourable attitudes towards the issues being promoted.

Environmental Sanitation

Environmental sanitation as explained by World Health Organization (WHO 2016) refers to the control of environmental conditions that may

negatively affect human health and well-being. It includes proper waste disposal, drainage management, environmental cleanliness, safe sanitation facilities, pollution control and other practices that promote hygienic surroundings. Just as the WHO recognises safe sanitation as an important public health requirement and emphasises the need for proper management of human waste and wastewater, UNEP (2018) identifies effective waste management as a major requirement for addressing environmental pollution and promoting sustainable development.

Environmental sanitation in urban areas requires cooperation between government institutions and residents. Government agencies are responsible for providing appropriate policies, facilities and waste management services, while residents are expected to maintain hygienic surroundings, dispose of waste appropriately and cooperate with sanitation regulations (World Bank, 2023; UNEP, 2024; Abugu et al., 2020).

In Enugu metropolis, sanitation management involves the activities of the Enugu State Waste Management Authority (ESWAMA) and other relevant stakeholders. The *Keep Enugu Clean* campaign is intended to encourage residents to recognise the importance of environmental cleanliness, adopt responsible waste disposal practices and participate in maintaining hygienic surroundings (ESWAMA, n.d.; Abugu et al., 2020; Henry et al., 2026).

Environmental Sanitation Awareness

Environmental sanitation awareness refers to the extent to which individuals possess information, knowledge and understanding about environmental cleanliness, sanitation regulations, proper waste disposal practices and the consequences of poor environmental hygiene. It involves the ability of individuals to recognise environmental health risks, understand appropriate sanitation practices and appreciate the importance of maintaining clean and healthy surroundings (Academe et al., 2025; Eteng &

Moses, 2026; Chikeka et al., 2024). Also, World Health Organization (WHO, 2018) explains effective sanitation is essential for protecting public health, preventing diseases and promoting human well-being. Similarly, the United Nations Environment Programme (UNEP, 2021) emphasises the importance of public awareness and environmental education in promoting responsible environmental practices.

Awareness is an important component of environmental communication because individuals need relevant information to understand sanitation problems, recognise environmental risks and appreciate the need for appropriate environmental practices (Sani & Aminu, 2022; Akintola et al., 2025). Environmental awareness provides the knowledge base upon which individuals can develop positive attitudes, make informed decisions and adopt responsible behaviours concerning their environment (Akintola et al., 2025; Menkiti, 2026). In this regard, McKenzie-Mohr (2011) argues that effective environmental communication and community-based social marketing can help individuals understand environmental problems and adopt sustainable practices. Public relations campaigns can therefore create awareness by communicating relevant information through mass media, community organisations, public announcements, interpersonal communication and other communication platforms (Rice & Atkin, 2013).

Awareness campaigns are particularly important in urban communities where residents have different educational, occupational and socio-economic backgrounds. These differences as noted by Rice & Akin (2013) may influence how individuals access, interpret and respond to environmental information. Consequently, the use of multiple communication channels, including radio, television, newspapers, social media, community meetings and interpersonal communication, increases opportunities for reaching different categories of people. Rice and Atkin (2013) observe that the combination of communication channels can

improve campaign exposure and audience reach. Similarly, Servaes (2008) emphasises the importance of participatory communication approaches in reaching diverse communities and encouraging their involvement in development-related activities.

However, environmental sanitation awareness should not be understood as merely hearing or having access to a campaign message. It also involves understanding the information communicated, interpreting its implications and recognising its relevance to personal and community welfare. Awareness represents an important initial stage in the process of behavioural change, although knowledge alone does not necessarily guarantee the adoption of desirable environmental practices (McKenzie-Mohr, 2011). This suggests that public relations campaigns by the Enugu State Ministry of Environment should go beyond disseminating sanitation information to promoting understanding, positive attitudes and active participation in environmental sanitation activities among residents of Enugu Metropolis.

Public Relations and Attitude Formation

Attitude refers to an individual's relatively enduring evaluation, feeling or disposition towards an object, issue, person or situation. Attitudes may be favourable or unfavourable and can influence how individuals interpret information, form opinions and respond to social issues (Eagly & Chaiken, 1993; OpenStax, 2020). Public relations campaigns can contribute to attitude formation by providing relevant information, highlighting the health and environmental consequences of particular behaviours and encouraging individuals to reconsider existing perceptions (Bassey, 2025; Ben-Enukora et al., 2026). In environmental sanitation communication, campaign messages may present cleanliness as a public health requirement, a civic responsibility and a collective obligation, thereby encouraging positive attitudes towards proper waste disposal, personal hygiene and environmental

protection (Menkiti, 2026; Sani & Aminu, 2022).

The framing of sanitation issues is particularly important because residents may respond differently depending on how campaign messages present environmental problems and their consequences (Wang et al., 2022; Li et al., 2025). Messages that emphasise the health risks associated with dirty surroundings may appeal to personal safety and health protection, while messages that highlight civic responsibility and environmental protection may encourage community participation and collective responsibility (Wang et al., 2022; Sani & Aminu, 2022). The *Keep Enugu Clean* campaign seeks to promote favourable attitudes towards environmental cleanliness by encouraging residents to recognise sanitation as both a personal and collective responsibility. Nevertheless, attitude change is not always equivalent to behavioural change. A resident may believe that environmental cleanliness is important without necessarily participating in community sanitation exercises. This distinction is important when evaluating the outcomes of public relations campaigns.

Public Relations Communication Channels and Sanitation Awareness

Communication channels are the means through which information is transmitted from a source to an intended audience. In public relations practice, the selection of appropriate channels is essential because different categories of people may have different communication preferences and levels of access. Mass media channels such as radio, television and newspapers provide opportunities for reaching large audiences. Radio is particularly useful for public enlightenment because it can reach people across different educational and occupational groups. Social media platforms also provide opportunities for rapid information dissemination, interaction and feedback.

Community-based communication channels, including town criers, market associations, religious institutions, community meetings and local leaders, are equally important. These channels provide opportunities for

interpersonal communication and can help communicate sanitation messages in forms that are familiar to residents. In the Enugu context, interviews conducted for the study indicated that radio jingles, public announcements and town criers were important sources through which residents encountered sanitation information. An ESWAMA official explained that most residents were familiar with the campaign through radio jingles and public announcements. A community leader also identified town criers and market officials as important channels for communicating sanitation messages.

These findings suggest that environmental sanitation campaigns require a combination of mass media and grassroots communication approaches to reach different segments of the population.

Empirical Review

Ezeah and Roberts (2012) examined barriers and success factors affecting the adoption of sustainable municipal solid waste management in Nigeria, using Abuja as a case study. The study adopted a quantitative survey approach, using a questionnaire-interview method to collect data from 1,557 respondents drawn from households, businesses and waste management policymakers. Findings revealed that low levels of public education and awareness constituted the most significant barrier to sustainable waste management. The study also identified poverty, rapid population growth, urbanisation and weak infrastructure as major factors contributing to waste management challenges. It recommended sustained public education on waste prevention and reuse, as well as the adaptation of effective waste management practices to local conditions. Although the study highlights the importance of public education in addressing waste management problems, it focused primarily on waste management barriers and success factors in Abuja rather than public relations strategies for environmental sanitation. It did not specifically examine residents' awareness of sanitation campaigns or the effectiveness of communication channels in influencing public attitudes

and participation. The present study addresses this gap by assessing public relations strategies for environmental sanitation in Enugu metropolis, with particular attention to campaign awareness, level of influence on residents' attitude and the consistency of ESWAMA's campaign of Keep Enugu Clean.

Duru et al. (2017) examined environmental sanitation practices in semi-urban communities in Orlu, Imo State, Nigeria. Using a descriptive cross-sectional survey design, they studied 426 respondents selected through multistage random sampling, with data collected using a semi-structured questionnaire. Findings revealed that although 95% of respondents were aware of environmental sanitation, only 22.9% had good sanitation knowledge, 38.6% demonstrated positive attitudes, and 20.8% practised appropriate sanitation. Open dumping was the most common waste disposal method (49.8%), while 80% did not separate waste before disposal. The study recommended improved sanitation infrastructure and behavioural change interventions. Although relevant to understanding residents' sanitation knowledge, attitudes and practices, it focused on waste management in semi-urban communities rather than public relations campaigns on environmental sanitations and its consistency on the media. The present study addresses this gap by examining campaign awareness, level of influence on residents' attitude towards environmental in Enugu metropolis.

Uwadiegwu and Iyi (2014) evaluated the operational efficiency of the Enugu State Waste Management Authority (ESWAMA) in Enugu City. Using a case study and survey design, they studied 79 households purposively selected from the three local government areas, collecting data through questionnaires and structured interviews. Findings revealed that ESWAMA performed satisfactorily in only 22.2% of its statutory functions, fairly in another 22.2%, and poorly in 55.6%. The study also identified operational weaknesses and recommended improved leadership, staff training and professional capacity. Although the study provides useful

institutional insight into waste management in Enugu, it focused on ESWAMA's operational performance rather than its public relations and communication strategies. It did not examine residents' awareness of sanitation campaigns or the effectiveness of media channels in promoting public participation. The present study addresses this gap by assessing public relations strategies for environmental sanitation in Enugu metropolis, particularly the ESWAMA's campaign awareness of *Keep Enugu Clean*.

Ezemerihe and Ume (2020) examined solid waste planning and management in Enugu metropolis. Using a survey approach, they studied 300 respondents purposively selected from the three local government areas that make up the metropolis, with data collected through a five-point Likert-scale questionnaire. Findings revealed that inadequate waste disposal vehicles, frequent changes in government policies and limited public awareness of environmental education contributed to poor waste management. The study recommended improved waste management infrastructure, effective legislation and public education. Although the study provides relevant evidence on waste management challenges in Enugu, it did not specifically examine public relations campaigns, residents' awareness of sanitation messages or the effectiveness of communication channels. The present study addresses this gap by assessing public relations strategies for environmental sanitation in Enugu metropolis, focusing on campaign awareness, media effectiveness and implementation challenges.

The reviewed studies demonstrate that environmental sanitation is influenced by institutional arrangements, infrastructure, public awareness and community participation. However, there remains a need for more focused investigation into the relationship between a specific state-level public relations campaign and residents' awareness and attitudes to environmental sanitation in Enugu metropolis.

The present study addresses this gap by examining ESWAMA's *Keep Enugu Clean* campaign across Enugu North, Enugu South and Enugu East Local Government Areas. It focuses specifically on residents' awareness of the campaign and its perceived influence on their attitudes towards environmental sanitation and community responsibility.

Theoretical Framework

The study was anchored on Framing Theory and the Health Belief Model. These theories provide complementary explanations of how sanitation messages are presented and how individuals interpret information relating to environmental health and personal responsibility. Framing Theory is associated with the work of Erving Goffman (1974) and was further developed within communication scholarship by Entman (1993). It explains that individuals interpret everyday experiences through frameworks that help them organise and make sense of information. While Health Belief Model (HBM) developed by Rosenstock (1974) explains how individuals make decisions concerning health-related actions. The two theories complement one another in explaining the relationship between public relations campaigns, awareness and attitudes.

Framing Theory explains how ESWAMA presents environmental sanitation messages and how the emphasis placed on health, civic responsibility and community welfare may influence residents' interpretation of sanitation issues.

The Health Belief Model explains how residents may respond to such messages based on their perceptions of health risks, the benefits of sanitation and the importance of preventive practices. Together, the theories provide a framework for examining how the *Keep Enugu Clean* campaign communicates environmental sanitation information and how residents interpret these messages in forming attitudes towards environmental cleanliness.

Methodology

The study adopted a survey research method conducted within Enugu metropolis, covering three Local Government Areas: Enugu North, Enugu South and Enugu East. The study population was **1,026,111**, representing the projected population of the three LGAs from the 2006 National Population Census, using the United Nations Population Fund's annual growth rate projection formulae to ascertain the projected population size. A sample size of 400 respondents was determined using the Taro Yamane formula; stratified random sampling was used to select questionnaire respondents, while purposive sampling was employed to select key informants, including environmental officials and community leaders, with 377 properly completed questionnaires retrieved, representing a 94.3% response rate.

Data were collected through structured questionnaires, while instrument validity was established through expert assessment and reliability was assessed using the test-retest method. Quantitative data were analysed using frequencies, percentages and mean scores with SPSS version 23, adopting a decision mean of 3.50.

Analysis of Findings

Table 1: Residents' Awareness of ESWAMA's Keep Enugu Clean Campaign

Statement	Mean score	Standard deviation
Awareness of ESWAMA's Keep Enugu Clean campaign	4.69	0.49
Knowledge of the campaign through media information	4.66	0.66
Combined mean	**4.68**	—

The findings show that residents' awareness of ESWAMA's *Keep Enugu Clean* campaign was generally high, with a grand mean of 4.16, which is above the decision mean of 3.50. Awareness of the campaign recorded a mean score of 4.69, while knowledge of the campaign through

media information recorded 4.66. These scores indicate that respondents were generally familiar with the campaign and recognised the role of media communication in disseminating sanitation information. However, the item measuring the frequency of encountering campaign messages recorded a lower mean score of 3.12. This suggests that although residents were generally aware of the campaign, their exposure to campaign messages was not necessarily regular.

The finding indicates that ESWAMA's public relations campaign has achieved a considerable level of public awareness, although there is a need for more consistent dissemination of sanitation messages.

Table 2: Perceived Influence of the Campaign on Residents' Attitudes

Attitudinal indicators	Mean score	Standard deviation
The campaign has influenced my attitude towards keeping my environment clean	4.23	1.12
I now see environmental sanitation as a personal and community responsibility because of ESWAMA's campaigns	4.78	0.50
The campaign has made me more willing to participate in community sanitation exercises	3.45	1.32
Grand mean	**4.15**	—

The findings reveals that ESWAMA's *Keep Enugu Clean* campaign has had a positive perceived influence on residents' attitudes towards environmental sanitation, as indicated by a grand mean of 4.15. The statement that the campaign influenced respondents' attitudes towards keeping their environments clean recorded a mean score of 4.23. This indicates that respondents generally acknowledged a positive relationship between the campaign and their disposition towards environmental cleanliness. The highest mean score of 4.78 was recorded for the statement that environmental sanitation is a personal and community responsibility. This suggests that respondents strongly recognised the importance of

individual and collective responsibility in maintaining clean surroundings. However, willingness to participate in community sanitation exercises recorded a mean score of 3.45, which was below the study's decision mean of 3.50. This indicates that although residents generally expressed favourable attitudes towards sanitation, their willingness to participate actively in collective sanitation activities was comparatively weaker.

The result suggests that the campaign has contributed to positive sanitation attitudes, but further community engagement may be necessary to translate favourable perceptions into active participation.

Table 3: consistently of residents' exposure to ESWAMA Messages

Statement	Mean Score	Standard Deviation
I frequently encounter ESWAMA's environmental sanitation campaign messages through radio, television and social media.	3.12	1.43
I regularly receive information about the *Keep Enugu Clean* campaign through public announcements and community sensitisation programmes.	3.46	1.21
Grand Mean	**3.29**	**1.32**

The table indicates that respondents experienced a moderate level of exposure to ESWAMA's *Keep Enugu Clean* campaign, with a grand mean of 3.29. Exposure through public announcements and community sensitisation recorded a higher mean of 3.46, compared with radio, television and social media, which recorded 3.12. This suggests that community-based communication channels may provide an important avenue for reaching residents with environmental sanitation information. However, the findings also indicate the need to strengthen and sustain campaign visibility across both traditional and digital media.

Discussion

Residents' Awareness of ESWAMA's "Keep Enugu Clean" Campaign

The first objective was to examine residents' awareness of ESWAMA's Keep Enugu Clean campaign in Enugu metropolis. The findings

revealed a high level of awareness, with a grand mean score of 4.16. The high mean scores for awareness of the campaign and knowledge of it through media information suggest that ESWAMA's communication activities have succeeded in making the campaign familiar to many residents. This finding supports the argument of Cutlip et al. (2017) that public relations plays an important role in establishing communication between organisations and their publics. It also demonstrates the relevance of using different communication channels to disseminate public information and improve public understanding of institutional programmes. The finding is consistent with the communication perspective of Grunig and Hunt (1984), who emphasise the importance of organised communication between institutions and their publics. In the context of environmental sanitation, the use of radio, public announcements and community communication provides opportunities for sanitation agencies to reach different categories of residents.

However, the relatively lower mean score of 3.12 for frequent exposure to campaign messages indicates that awareness does not necessarily mean that residents encounter sanitation information regularly. This suggests that the campaign may have achieved general recognition without maintaining consistent exposure among all residents.

The implication is that ESWAMA should strengthen the continuity of its public relations activities to sustain public awareness and ensure that sanitation messages remain visible and relevant.

Influence of the Campaign on Residents' Attitudes towards Environmental Sanitation

The second objective assessed the perceived influence of the Keep Enugu Clean campaign on residents' attitudes towards environmental sanitation and community responsibility. The findings revealed a positive perceived influence, with a grand mean score of 4.15. Respondents generally agreed that the campaign had influenced their attitudes towards keeping their surroundings clean.

The highest mean score of 4.78 was recorded for the perception that environmental sanitation is a personal and community responsibility. This indicates strong agreement that environmental cleanliness should not be left entirely to government agencies but should involve the active participation of residents. The finding can be explained through the Health Belief Model. Rosenstock (1974) argues that individuals are more likely to adopt preventive health actions when they recognise their susceptibility to health problems, appreciate the seriousness of the consequences and understand the benefits of preventive measures. In the present study, sanitation messages that communicate the health implications of dirty surroundings may contribute to favourable attitudes towards environmental cleanliness.

The finding also supports Framing Theory. By presenting sanitation as a health issue and a shared civic responsibility, ESWAMA's campaign may encourage residents to interpret environmental cleanliness as an issue that concerns both personal and community welfare (Entman, 1993). Nevertheless, the mean score of 3.45 for willingness to participate in community sanitation exercises indicates that positive attitudes have not necessarily translated into strong willingness to engage in collective activities. This distinction is important because favourable perceptions do not automatically guarantee active participation.

The result therefore suggests that while public relations campaigns can contribute to awareness and positive attitudes, additional participatory communication strategies may be necessary to strengthen residents' involvement in community sanitation activities.

Consistency of Residents' Exposure to ESWAMA's Keep Enugu Clean Campaign Messages

The third objective of the study examined the consistency of residents' exposure to ESWAMA's *Keep Enugu Clean* campaign messages through different communication channels. Findings revealed a grand mean score of 3.29, which falls below the study's decision mean of 3.50, indicating that

residents' exposure to campaign messages was not sufficiently consistent. Specifically, exposure through public announcements and community sensitisation recorded a mean score of 3.46, while exposure through radio, television and social media recorded 3.12.

This finding indicates that ESWAMA's communication activities may have succeeded in creating general awareness of the Keep Enugu Clean campaign, but the frequency of message dissemination requires improvement. Regular exposure to public relations messages is important because repeated communication helps reinforce information, sustain public interest and keep sanitation issues relevant to residents. In this regard, Goldberg and Gustafson (2023) explain that the effectiveness of strategic communication campaigns depends not only on audience reach but also on the extent to which campaign messages influence exposed audiences and sustain their effects over time.

The finding also relates to Haruna's (2023) study of communication strategies employed by the Abuja Environmental Protection Board, which identified radio as an important channel for promoting sanitation awareness but observed limitations in the use of other communication platforms. This supports the argument that environmental sanitation campaigns require consistent and integrated communication strategies to reach different categories of residents and sustain public engagement.

The result .therefore, suggests that while ESWAMA's Keep Enugu Clean campaign has achieved considerable public awareness, greater consistency in message exposure is necessary to sustain awareness, reinforce positive sanitation attitudes and encourage active community participation.

Implications of the Findings

The findings have important implications for public relations practice and environmental sanitation management in Enugu State. First, the high level of residents' awareness of ESWAMA's *Keep Enugu Clean* campaign underscores the importance of continuous public enlightenment in promoting

environmental sanitation. Sanitation agencies should therefore sustain the provision of clear, accessible and relevant information to help residents understand sanitation policies and appreciate the importance of environmental cleanliness. This requires the consistent use of appropriate communication channels to maintain public awareness and reinforce the message of environmental responsibility.

Second, the positive attitudes expressed by residents towards environmental cleanliness and shared community responsibility provide an opportunity for ESWAMA to strengthen public participation in sanitation activities. However, the difference between the high attitude score and the lower willingness-to-participate score suggests that awareness and positive attitudes alone may not guarantee active involvement. Public relations strategies should therefore move beyond general publicity to embrace interactive and participatory approaches, including community meetings, market sensitisation, school programmes and collaboration with religious institutions, community leaders and other grassroots organisations. These approaches can encourage community ownership and translate positive attitudes into practical sanitation participation.

Third, the relatively lower score on the consistency of residents' exposure to campaign messages highlights the need for ESWAMA to strengthen the regularity and reach of its public relations activities. Continuous sanitation enlightenment should be maintained through radio, television, social media, public announcements and community-based communication to ensure that residents across different social and occupational groups receive campaign messages regularly. Furthermore, campaign evaluation should distinguish between awareness, attitudes, willingness to participate and actual sanitation behaviour, since these represent related but different communication outcomes. This will enable ESWAMA to assess not only the extent to which its campaigns create

awareness but also their effectiveness in encouraging sustained public participation and improved sanitation practices.

Summary

The findings revealed that residents demonstrated a high level of awareness of ESWAMA's *Keep Enugu Clean* campaign, with a combined mean score of 4.68. This indicates that the campaign has achieved considerable visibility among residents of Enugu metropolis. The findings also showed a positive perceived influence on residents' attitudes towards environmental sanitation and shared community responsibility, with a grand mean of 4.15.

However, the comparatively lower mean score of 3.45 for willingness to participate in community sanitation exercises suggests that positive attitudes do not necessarily translate into active participation. Furthermore, the frequency of residents' exposure to campaign messages through radio, television and social media recorded a mean score of 3.12, which falls below the 3.50 decision mean. This suggests that exposure to campaign messages is not sufficiently consistent to sustain public engagement. Interview responses identified radio jingles, public announcements and town criers as important channels for communicating sanitation messages. the findings indicates that although ESWAMA's campaign has contributed to public awareness and positive sanitation attitudes, greater consistency in message dissemination and more interactive, community-based communication approaches are necessary to strengthen residents' willingness to participate and encourage sustained environmental sanitation practices.

Conclusion

This study examined public relations campaigns and environmental sanitation awareness among urban residents in Enugu State, using ESWAMA's *Keep Enugu Clean* campaign as its focus. It was guided by three objectives, which examined residents' awareness of the campaign, its

perceived influence on their attitudes towards environmental sanitation, and the consistency of their exposure to campaign messages.

The findings demonstrate that the campaign has achieved a high level of awareness among residents of Enugu North, Enugu South and Enugu East. The two awareness indicators produced a combined mean score of 4.68, showing that respondents were generally familiar with the campaign and its media information. This suggests that ESWAMA's public relations activities have contributed significantly to creating awareness of environmental sanitation among urban residents.

The study also found that the campaign had a positive perceived influence on residents' attitudes towards environmental sanitation, recording a grand mean score of 4.15. Respondents strongly recognised environmental sanitation as a personal and community responsibility, with a mean score of 4.78. However, the comparatively lower mean score of 3.45 for willingness to participate in community sanitation exercises indicates that favourable attitudes do not necessarily translate into active community involvement.

Furthermore, the study established that residents' exposure to campaign messages through radio, television and social media was not sufficiently consistent, as the indicator recorded a mean score of 3.12, below the 3.50 decision mean. Interview responses identified radio jingles, public announcements and town criers as channels used to communicate sanitation messages. This finding suggests that although the campaign has achieved considerable awareness, the regularity of message dissemination remains an area requiring improvement.

The study therefore concludes that public relations campaigns are important instruments for promoting environmental sanitation awareness and positively influencing residents' attitudes. However, the effectiveness of such campaigns should not be measured by awareness alone. The findings indicate that sustained environmental sanitation outcomes also depend on consistent

exposure to campaign messages, effective communication channels and participatory grassroots engagement capable of translating awareness and positive attitudes into active community involvement and responsible sanitation practices.

Recommendations

Based on the findings, the study makes the following recommendations:

1. ESWAMA should sustain public awareness of the *Keep Enugu Clean* campaign through regular sanitation enlightenment across relevant media platforms.
2. ESWAMA should strengthen community participation by adopting interactive communication strategies and engaging grassroots organisations to translate positive sanitation attitudes into active involvement.
3. ESWAMA should ensure consistent dissemination of sanitation messages through radio, television, social media, public announcements and community-based communication channels.

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