

**INFLUENCE OF MEDIA EXPOSURE ON BREAST SELF-
EXAMINATION PRACTICE AMONG FEMALE NURSES AT
LAGOS UNIVERSITY TEACHING HOSPITAL, IDI-ARABA,
LAGOS**

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Abstract

Breast cancer remains a leading cause of mortality among women globally, particularly in developing countries where late detection is prevalent. Breast self-examination (BSE) is a cost-effective early detection method, yet its practice remains suboptimal. Media exposure plays a critical role in health communication by shaping awareness, knowledge, and behavior. This study examined the influence of media exposure on BSE practice among female

nurses at Lagos University Teaching Hospital (LUTH), Idi-Araba, Lagos. The study adopted a quantitative approach using a survey research design. A structured questionnaire was administered to 230 female nurses selected from a population of 576 using convenient sampling technique. Data collected were analyzed using descriptive statistics, including frequencies and percentages. Findings revealed a high level of media exposure among respondents, with social media, television, and radio serving as primary sources of health information. A large proportion of respondents reported being encouraged to practice breast self-examination through media. The study also found a high effect of media message on the appropriate age of commencement and its role in early detection of breast cancer. The study concludes that media exposure significantly enhances and promotes the regular practice of breast self-examination among female nurses. It recommends sustained and strategic media campaigns, as well as the use of digital reminder systems and collaborative health communication efforts to further strengthen preventive health behaviors.

Keywords: Awareness, Breast self-examination, Health communication, Media exposure, Mortality.

1.0 Introduction

Cancer has been identified as one of the primary causes of death worldwide and one of the commonest among women is breast cancer (WHO 2021). Breast cancer is prevalent in low- and middle-income nations where delayed diagnosis is still common (WHO 2021). Over 666 000 people died and 2.3 million new cases were reported globally in 2022, with 146 130 cases and 71 662 deaths coming from sub-Saharan Africa. Breast cancer incidence and mortality in the region are expected to climb by 85.7% in new cases and 89% in deaths by 2040 (WHO 2024). Due to low awareness, cultural barriers, and limited access to early detection services, late presentation of breast cancer cases has contributed to increased death rates in Nigeria (Anyigba et al 2021).

In order to lower the death rate from breast cancer, early detection is essential. Breast self-examination (BSE) is one of the most widely available and economical early detection techniques. Breast self-examination helps

women learn how their breasts should feel and look, which facilitates the early detection of problems (American Cancer Society, 2020). As a result, breast self-examination programs have gained popularity as preventative health measures, especially in underdeveloped nations with limited access to sophisticated screening facilities.

In Nigeria, late identification of breast cancer continues to be a major public health concern despite expanded awareness initiatives on breast cancer prevention. Treatment choices and survival rates are decreasing due to delay in diagnosis which may likely cause by low awareness, cultural beliefs, and reliance on traditional healers(Hoveling et al 2025). Consequently, many women continue to present at severe stages of the disease (Cissé et al 2024). Although breast self-examination is advised as a preventive measure, accurate and regular practice is still not ideal.

The media channel used to disseminate information have a significant impact on the efficacy of breast self-examination programs. Because it raises awareness, shapes attitudes, and influences health behaviors, media exposure is vital to health education. Health-related information is frequently disseminated through digital media platforms including social media and online health portals, as well as mass media like radio, television, and newspapers (Oladimeji et al 2024). Media messages can improve comprehension and encourage healthy behaviors like routine breast self-examination through frequent exposure and visual demonstrations.

One important group in the fight against breast cancer is female nurses. As front-line healthcare workers, nurses are required to be knowledgeable about breast self-examination and to act as role models and health educators for patients and the community at large (Mahaseth et al 2025).

Although media exposure is a crucial component of health promotion, little research has been done on how much it affects the efficacy of breast self-examination programs among female nurses at Lagos University

Teaching Hospital. Health communication tactics may continue to be ineffective in the absence of empirical data regarding the connection between media exposure and program efficacy. In order to close this gap, this study looks at how media exposure affects the efficacy of breast self-examination programs among female nurses at LUTH, Idi-Araba, Lagos.

Objectives of the study

The general objective of this study is to examine the influence of media exposure on breast self-examination practice among female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos. The specific objectives are to:

1. Assess the level of media exposure among female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos.
2. Examine the relationship between media exposure and BSE awareness among female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos.
3. Investigate the influence of media campaign on the practice of breast self-examination among female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos.

Research Questions

1. What is the level of media exposure among female nurses at Lagos University Teaching Hospital, Idi Araba, Lagos?
2. What is the relationship between media exposure and breast self-examination practices among female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos?
3. How does media campaign influence the practice of breast self-examination among female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos?

2.0 Review of Related Literature

2.1 Conceptualising Mass media

The term "mass media" describes communication devices that disseminate information to several audiences at once to achieve mass communication (Nweze 2020). Mass media are institutionalized communication channels that use technology to quickly reach enormous audiences (Kivak2024). These communication channels include radio, television, newspapers, magazines, and digital platforms including websites and social media (Ojenike et al 2016).

Mass media are effective instruments for social mobilization, education, persuasion, and information sharing (Currie et al 2024). Apart from these functions, mass media also contributes to social development by creating awareness on political, economic, and health issues affecting the society (Fiveable 2026). Through digital media, one-way communication model has become more participatory as audiences no longer plays a passive role in information dissemination but actively engaged with content through different feedback mechanisms(Gorakh 2025).

2.1.1 Media Exposure

Media exposure is the extent to which audience members have encountered specific media messages(Neijens et al 2024). Media exposure is essential to the study of media impacts because media exposure is a prerequisite for media effects (Shi & Nagler 2020). Information dissemination, crisis alerts, social mobilization, entertainment, and emotional support are all vital functions of the media. Media technologies enable social interaction, which enables viewers to express themselves upon being exposed to a certain message in the media(Lee et al 2021).

Level of media exposure is determined by the frequency, content type and mode of presenting a message which will have significant effects on the audience attitude and behaviour towards such message (Liao 2023).

2.1.2 Breast Self-examination

The term "breast self-examination" is used to describe a woman's systematic examination and palpation of her breasts in order to spot any odd changes that might point to breast illness. It is the process of checking the breasts for any unexpected changes, such as lumps, swelling, soreness, or changes in the skin or nipple in order to detect breast problems early (BK et al 2023).

Breast self-examination can be seen as a preventative health practice that is impacted by knowledge, awareness, and exposure to health information via mass media and interpersonal communication. Women are frequently informed about the significance, process, and advantages of routine breast self-examination through health campaigns, educational initiatives, and media messaging (Pippin & Boyd 2023).

2.1.3 Factors Influencing the Practice of Breast Self-Examination

Factors influencing the practice of breast self-examination includes the following;

- **Knowledge and Awareness:** One of the most significant indicators of breast self-examination practice is knowledge about breast cancer and breast self-examination procedures. Research indicates that women who are well-informed about breast cancer symptoms, risk factors, and screening techniques are more likely to undergo BSE on a regular basis (Amegbedzi et al 2022), whereas those who are not are less likely to do so.
- **Attitude and Perception toward Breast Cancer:** The practice of breast self-examination is significantly influenced by attitudes on the prevention of breast cancer. Women who understand the advantages of early detection are more likely to use breast self-examination than those who see obstacles like embarrassment, fear, or discomfort (Jumiati et al 2020).

- **Socio-Demographic Characteristics:** Breast self-examination practice has been found to be influenced by socio demographic characteristics, including age, employment, marital status, and education level (Dadzi et al 2019). Women who are older and have more education tend to know more about Breast self-examination and use it more frequently (Sarma et al 2025).
- **Exposure to Health Information:** Breast self-examination practice is also influenced by access to health knowledge via educational institutions, healthcare providers, and media outlets (Mahar et al 2026). Breast self-examination is more common among women who learn about breast cancer through social media, health campaigns, or educational initiatives (Ikhlaq 2021). Women's awareness is raised and preventive health behaviors are encouraged when they are exposed to trustworthy health information.
- **Family History of Breast Cancer:** Another significant factor influencing BSE practice is a family history of breast cancer. Women who have family members who have had breast cancer tend to believe that they are more vulnerable, which makes them more inclined to participate in preventive measures like BSE (Hijrah et al 2024).
- **Cultural and Social Influences:** Women's desire to do BSE may also be influenced by societal conventions and cultural beliefs. Examining the breast or talking about breast health are regarded as delicate or improper in various cultures. Therefore, cultural stigma and embarrassment may deter women from routinely engaging in BSE (Jadhav et al. 2024) It has been demonstrated that cultural factors have a detrimental impact on breast self-examination knowledge, attitudes, and practices in a number of communities (Hailu et al 2025).

2.1.4 Mass media and various Breast self-examination Awareness programme in Nigeria

In Nigeria, hospitals, NGOs, government organizations, and the media have all carried out a number of initiatives and programs to raise awareness about breast self-examination (BSE). Through routine self-examination and screening, these programs seek to teach women about early identification of breast cancer. Such health initiatives and awareness programme include the following;

Breast Cancer Awareness Month Campaign (Pink October)

Nigeria takes part in the worldwide Breast Cancer Awareness Month campaign in every October. Public lectures and seminars, free breast screening services, radio, television, and social media media campaigns, and demonstrations of breast self-examination (BSE) procedures are typical activities of this awareness campaign. Universities, hospitals, and non-governmental organizations (NGOs) always participate in this outreach to teach women how to perform BSE and spot early indicators of breast cancer.

Project PINK BLUE Cancer Awareness Programme

A non-profit cancer group in Nigeria called Project PINK BLUE runs national campaigns to raise awareness of cancer, with a particular emphasis on early detection and breast cancer education. Established in 2013 as a community development service project in Abuja by Runcie C. W. Chidebe, the group has developed into one of Nigeria's leading voices for cancer awareness and control. Community awareness campaigns, free breast cancer screenings, breast self-examination training for women, and patient support and advocacy programs are some of its main projects(Hassan 2016). In order to increase access to screening and care, Project PINK BLUE also participates in patient navigation, policy advocacy, cancer patient fundraising, and outreach to marginalized communities.

Cancer Aware Nigeria Campaign

Cancer Aware Nigeria is a non-profit cancer intervention group with headquarters in Lagos, Cancer Aware Nigeria conducts educational campaigns on early identification and prevention of breast cancer (Cancer Aware Nigeria 2025). Increasing breast health awareness and encouraging breast self-examination (BSE) as part of more comprehensive early detection measures are the main goals of the organization's program efforts. Breast health education seminars, social media awareness campaigns, and public health outreach initiatives that instruct women on the proper timing and techniques for performing BSE are some of the program's main activities. Cancer Aware Nigeria aims to enhance outcomes and decrease late-stage diagnosis for Nigerian women at risk of breast cancer through community education and screening programs (Isaac 2024).

"Save a Breast" Campaign

In Nigeria, youth health organizations are spearheading the "Save a Breast" Campaign, a public health campaign aimed at lowering the incidence of breast cancer by promoting early identification and education. The program, which is carried out by organizations like the Youth Health Action Network, attempts to educate young girls and women about breast self-examination (BSE), raise awareness of risk factors for breast cancer, and encourage preventive health behaviors that lead to early detection and improved outcomes (Youth Health Action Network 2025). The campaign's ongoing dedication to community health education and empowerment is demonstrated by the thousands of young women it has already met and trained in proper BSE techniques.

2.3 Empirical Review

Mass media in Nigeria play a significant role in promoting breast self-examination (BSE) awareness and early detection of breast cancer.

Information about breast cancer risk factors, symptoms, and the significance of routine breast examinations is spread through a variety of channels, including radio health programs, television medical talk shows, newspaper health columns, and social media health campaigns (Qutob et al., 2025)

Hassan (2023) conducted a cross-sectional study among female undergraduate students in Iraq in order to examine the level of awareness of breast cancer and the practice of breast self-examination (BSE). The study involved 420 participants and utilised a structured self-administered questionnaire to collect quantitative data. Statistical analysis was performed using descriptive statistics and Chi-square tests to determine relationships between variables. Findings from the study revealed that majority of the respondents are aware of breast cancer, indicating a relatively moderate level of general awareness. The study further revealed that social media was the primary source of information on breast cancer. This highlights the growing influence of digital and informal communication channels in disseminating health-related information, especially among younger populations.

In a similar perspective, Nwafor et al (2022)'s work on influence of Breast Cancer Radio Campaigns on utilisation of Screening Services by Women of vulnerable Age in Tarka Local Government Area of Benue State adopted descriptive survey research design with multi stage and purposive sampling techniques to select 400 sample from the women in the local government area. The study found that, despite high level of exposure to radio campaigns on breast cancer among women in the area, majority of them do not patronise breast cancer screening services. The study recommends that breast cancer radio programme should be in the people's local dialects in order to increase understanding of the important of the breast cancer screening services.

Alotaibi et al (2022)'s study on the Knowledge and practice of breast self-examination among female nursing students at Majmaah University, Saudi Arabia adopted descriptive cross-sectional survey to gather data from

100 selected nursing students, findings of this study revealed that there is a low level of practice of breast self-examination among nursing students in the selected institution.

2.2 Theoretical Review

Health Belief Model

Health Belief Model (HBM) was propounded in the 1950s by Irwin Rosenstock, Godfrey Hochbaum, Stephen Kegels and Howard Leventha. The model was based on the idea that individuals are afraid of illnesses, and that people are motivated to take health-related acts based on their level of fear (perceived danger) and the anticipated fear-reduction potential of those actions, provided that potential surpasses psychological and practical barriers to action (Ojetola & Onaopepo 2022).

Structural changes in the media environment have made the health practices more frequent (Paul & Headley-Johnson 2025). Health practitioners, governments and public health organizations can influence attitude and spread health messages by using mass media platforms like cable television, the Internet, social media, and mobile technologies, (Chou et al., 2025). Health belief model was initially intended to be an explanatory model but it can also be used to modify health behavior and practices.

3.0 Methodology

The study adopted quantitative research with survey research design to assess the influence of media exposure on breast self-examination practice among female nurses in Lagos University Teaching Hospital, Idi-Araba, Lagos State with the use of questionnaire as the primary data collection method.

The population for this study comprises of female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos State. As at the time of this study, the Hospital has over Two Thousand Three hundred (2,300) Staff

comprising of Consultants, Resident/Medical Officers, Nurses, Pharmacists, Physiotherapists, Medical Laboratory scientists, Nutritionists, Hospital Administrators, Engineers and other categories of staff out of which 576 are female nurses (luth.gov.ng)

This study utilized a convenient sampling technique to select 230 nurses out of 576 population. This technique was employed because only the female nurses available and willing to participate as at the time of the study were selected.

4.0 Data Analysis

Table 4.1.1: Have you ever heard about Breast Self-Examination in the media

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	205	89.1	89.1	89.1
No	25	10.9	10.9	100.0
Total	230	100.0	100.0	

In the above table, majority (89.1%) of the respondents has heard about breast self-examination through media. This indicates a high level of media penetration in disseminating breast self-examination information.

Table 4.1.2: Which mass media channel have you heard about breast self-examination

	Frequency	Percent	Valid Percent	Cumulative Percent
Radio	108	47.0	47.0	47.0
Television	75	32.6	32.6	79.6
Social media platforms	26	11.3	11.3	90.9
Newspaper/Magazine	10	4.3	4.3	95.2
Health blogs	10	4.3	4.3	100.0
Total	230	100.0	100.0	

The above table shows that (47.0%) of the respondents has heard about breast self-examination on radio, this shows that majority of the respondents has heard about breast self-examination on radio

Table 4.1.3: Information on Breast self-examination helps in early detection of breast cancer.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	89	38.7	38.7	38.7
Agreed	72	31.3	31.3	70.0
Undecided	15	6.5	6.5	76.5
Disagreed	24	10.4	10.4	87.0
Strongly Disagreed	30	13.0	13.0	100.0
Total	230	100.0	100.0	

The above table indicates that majority (38.7%) of the respondents agreed that information on breast self-examination helps in early detection of breast cancer.

Table 4.1.4: Mass media made me aware of the appropriate age to start Breast self-examination

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	98	42.6	42.6	42.6
Agreed	72	31.3	31.3	73.9
Undecided	27	11.7	11.7	85.7
Disagreed	8	3.5	3.5	89.1
Strongly Disagreed	25	10.9	10.9	100.0
Total	230	100.0	100.0	

The above table indicates that majority (42.6%) of the respondents strongly agreed that Mass media made respondents aware of the appropriate age to start Breast self-examination.

Table 4.1.5. I have learnt about breast self-examination through Mass media

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	78	33.9	33.9	33.9
Agreed	102	44.3	44.3	78.3
Undecided	20	8.7	8.7	87.0
Disagreed	12	5.2	5.2	92.2
Strongly Disagreed	18	7.8	7.8	100.0
Total	230	100.0	100.0	

The above table shows that majority of the respondents (44.3%) has learned about breast self-examination through mass media.

Table 4.1.6: Exposure to media messages influence my practices of Breast Self-Examination.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	105	45.7	45.7	45.7
Agreed	65	28.3	28.3	73.9
Undecided	15	6.5	6.5	80.4
Disagreed	14	6.1	6.1	86.5
Strongly Disagreed	31	13.5	13.5	100.0
Total	230	100.0	100.0	

The above table indicates that majority (45.7%) of the respondents strongly agreed that exposure to media messages influences their practice of Breast Self-Examination. This indicates there exposure to media message always influence and prompt the respondents to practice breast self-examination.

Table 4.1.7: How effective do you consider media campaigns on Breast Self-Examination

	Frequency	Percent	Valid Percent	Cumulative Percent
Very effective	122	53.0	53.0	53.0
Effective	59	25.7	25.7	78.7
Moderately effective	28	12.2	12.2	90.9
Not effective	21	9.1	9.1	100.0
Total	230	100.0	100.0	

The above table indicate that majority (53%) of the respondents considered media campaigns on Breast Self-Examination very effective. This implies that various mass media campaigns on breast self-examination are effective in making respondents practice it.

Table 4.1.8: How often do you practice breast self-examination

	Frequency	Percent	Valid Percent	Cumulative Percent
Monthly	150	65.2	65.2	65.2
Occasionally	52	22.6	22.6	87.8
Rarely	17	7.4	7.4	95.2
Never	11	4.8	4.8	100.0
Total	230	100.0	100.0	

The above table shows that majority(65.2%)of the respondents practice breast self-examination, which means that respondents practice breast self-examination. This indicate that majority of the Nurses in Lagos University Teaching Hospital (LUTH) practice breast self-examination regularly.

Table 4.1.9: Media information encourages me to practice breast self-examination

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	95	41.3	41.3	41.3
Agreed	92	40.0	40.0	81.3
Undecided	30	13.0	13.0	94.3
Disagreed	7	3.0	3.0	97.4
Strongly Disagreed	6	2.6	2.6	100.0
Total	230	100.0	100.0	

The above table shows that majority (41.3%) of the respondents has been encouraged to practice breast self-examination through mass media information.

Table 4.1.10: I started practicing breast self-examination after exposure to media campaigns

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	117	50.9	50.9	50.9
Agreed	62	27.0	27.0	77.8
Undecided	14	6.1	6.1	83.9
Disagreed	20	8.7	8.7	92.6
Strongly Disagreed	17	7.4	7.4	100.0
Total	230	100.0	100.0	

The above table shows that majority (50.9%) of the respondents started practicing Breast Self-examination (BSE) after exposing to media campaign. This shows that despite having knowledge of BSE. Some of the nurses at LUTH starts practicing BSE after exposing to media campaign on BSE.

Table 4.1.11: Mass Media programmes on breast cancer encourage early detection through breast self-examination

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agreed	122	53.0	53.0	53.0
Agreed	74	32.2	32.2	85.2
Undecided	11	4.8	4.8	90.0
Disagreed	16	7.0	7.0	97.0
Strongly Disagreed	7	3.0	3.0	100.0
Total	230	100.0	100.0	

The above table shows that majority (53%) of the respondents strongly agreed that mass media program on breast cancer encourage early detection through breast self-examination. This finding indicates that Mass Media programmes on breast cancer encourage early detection through breast self-examination.

4.2 Discussion of findings

In order to ascertain the influence of media exposure on breast self-examination awareness and practice among the female nurses at Lagos University teaching hospital, Idi Araba, Lagos, the researcher prepared a well-structured questionnaire and distributed it to female nurses in the teaching hospital that formed the sample of this study in order to elicit information from them and came out with the following findings in respect of the research questions of this study.

Research Question One: *What is the level of media exposure among female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos?*

Findings revealed that there is a high level of media penetration in disseminating breast self-examination information, it also reveals that mass media channels which includes radio, television, newspaper, magazines, social media platforms, blogs and websites plays a significant role in disseminating information on breast self-examination. This finding collaborates with the work of Ikhlq & Ans (2021) on Media Exposure and Breast Self-examination which states that, the general public's main source of health information is the mass media, which also influences public discourse on health-related topics by raising awareness and modifies attitudes, knowledge and beliefs about health.

Research Question Two: *What is the relationship between media exposure and breast self-examination practices among female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos?*

The findings also revealed that mass media messages on breast self-examination enhance adequate practices and early detection of breast cancer, the findings also revealed that mass media exposure enhance respondents' knowledge of the appropriate age to start Breast self-examination. This finding also corroborates with the work of Faronbi & Abolade (2012) which

focused on Breast self-examination practices among female secondary school teachers in a rural community in Oyo State, Nigeria and found that women's awareness of breast self-examination (BSE), including the right age to begin, is greatly enhanced by mass media, such as radio and television. This finding is also different from the findings of Nwafor et al (2022)'s work on the Influence of breast cancer radio campaigns on utilization of screening services by women of vulnerable age in Tarka Local Government Area of Benue State, Nigeria which found that there was high level of exposure to radio campaigns on breast cancer among women in his study area but majority of them do not patronise breast cancer screening services.

Research Question Three: How does media campaign influence the practice of breast self-examination among female nurses at Lagos University Teaching Hospital, Idi-Araba, Lagos?

The findings also revealed that health campaigns in the mass media influences knowledge and practices of breast self-examination. It also revealed that media campaigns on Breast Self-Examination is effective and always prompt the respondents to practice breast self-examination. This finding supports the work of Hassan (2023) on awareness toward breast cancer and practice of breast self-examination among Iraqi female students at faculty of basic education which found that there is growing influence of digital and informal communication channels in disseminating health-related information, especially among younger populations.

5.0 Conclusion

This study investigated the influence of mass media exposure on breast self-examination practices with a focus on female nurses at Lagos University teaching hospital; The findings reveal a significant impact of mass media messages on the practice and awareness of breast self-examination.

The study found that:

- Mass media channels both print, broadcast and online media plays a significant role in disseminating information on breast self-examination which prompt the respondents to practice breast self-examination which always leads to early detection of breast cancer
- Mass media message enhances knowledge of the correct steps involved in performing Breast self-examination and its regular practice of at least once in a month.
- Mass media provides information and awareness about the appropriate age to start Breast self-examination and exposed nurses to useful information about breast self-examination which will enhance their level of educating their patients on the importance of breast self-examination and breast cancer prevention.

5.1 Recommendations

Based on the findings of this study the following recommendations were made:

- Given the high level of media penetration and its effectiveness in disseminating breast self-examination (BSE) information, government agencies and health organizations should sustain and intensify media campaigns across multiple platforms such as radio, television, social media, and online blogs. This will ensure continuous awareness and reinforcement of BSE practices.
- Health communication Campaigns should emphasize the importance of performing breast self-examination monthly and clearly communicate the appropriate age to begin the practice. Regular reminders through media platforms can help reinforce this habit.
- Hospitals and healthcare institutions, including Lagos University Teaching Hospital, should complement mass media efforts by organizing internal awareness programs, workshops, and seminars to

encourage nurses and other healthcare workers to practice and promote BSE.

- Since media messages contribute to early detection of breast cancer, stakeholders should design campaigns that highlight the life-saving benefits of early detection through BSE, thereby motivating consistent practice.

5.2 Contributions to knowledge

This study contributes to the body of knowledge by showing that media exposure not only raises awareness but also has a major impact on nurses' and other healthcare workers' practice of breast self-examination.

5.2 Suggestions for further studies

Further studies should be carried out on other factors that could enhance the following:

- Examine the barriers to breast self-examination practice despite high awareness on mass media.
- Explore the role of emerging media technologies in health communication
- Study the frequency of mass media reportage of information on breast cancer and breast self-examination with the use of content analysis.

5.3 Ethical clearance

Introductory letter and the proposal for the study were submitted to the Health Research and Ethics Committee (HREC) of Lagos University Teaching Hospital, Idi-Araba seeking for approval. With this approval, permission was obtained from the Unit Heads in the health facility before having access to the respondents that met

criteria for the study. The purpose and objectives of the study were duly communicated to the respondents and their written consent obtained as space for their signature was provided on the instrument. The researcher ensured that all the information given by the respondents were kept in confidence.

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