Attitude of Women to Maternal Health Information Sources in Chanchaga Local Government Area of Niger State, Nigeria

Abdulhameed Kayode AGBOOLA, & Aisha Nana ABDULRAHAMAN,

Abstract

This study investigated the perception of sources of maternal health information among women in Chanchaga Local Government Area of Niger State. The study employed survey method. A purposive sample of 384 respondents was drawn and questionnaire was administered to them. The response rate was 99.99%. Overall findings reveal that conventional mass media is still the major and most preferred source of maternal health information among the rural women as indicated by the majority 124(32.0%) of the respondents who strongly agreed that they preferred maternal health information being broadcast through TV, while 117 (30.2%) of them disagreed on this but they preferred maternal health information through the print media. Also, family members and health experts are still relevant in maternal health information dissemination. Language barrier is the reason why respondents reports health information as not informative. Print media and Internet are less attractive to the women in Chanchaga as a source of maternal health information. The study concludes that lack of health information in local or indigenous language is militating against good knowledge of maternal health issues among the women in the area. And that social-economic factor is one of the reasons why print media and Internet are not patronized as sources of maternal health among women in Chanchaga local government. The study recommends that government should embark on social mobilization campaigns using the indigenous languages to create awareness and in-depth knowledge on maternal health.

KEYWORDS: Maternal health, mass media, information empowerment, health-seeking behaviour

INTRODUCTION

Maternal Health in Nigeria

Maternal health issues remain a concern in the developing world and a major cause of death for women in the reproductive age group.(Gil-González, Portiñoa , & Ruiz, 2006). According to the United Nations Children's Fund (UNICEF, 2014), on daily basis, maternal health related issues claim the life of about 2,300 children below five years and 145 women of childbearing age in Nigeria. Though, international organization, such as UNICEF acknowledges the effort of Nigeria at improving maternal health, however their concern was the pace.

According to Cooke and Tahir (2013), WHO Statistics indicated that Nigeria is yet to do enough in terms of maternal healthcare. It maintained that Nigeria's annual average rate of decline (AARD) percentage for maternal mortality ratio for the period 1990-2010 stands at 630, this is a higher proportion than that of Afghanistan or Haiti, and only slightly lower than that of Liberia or Sudan. Cooke and Tahir (2013) further observed that, even in Nigeria, the level of maternal health varies among the regions. They posited that, the Northern Nigeria has the highest cases of maternal health than the Southern part of the country.

Cooke and Tahir (2013) discovered they have been instances of leadership on maternal health in Kano state, a Northern part, but the exercise suffered a setback, due to lack of sustainability. The current

insecurity in the North east, have led to partial or complete shutdown of healthcare system, this many fear that if it persist, it may likely jeopardize the little gain recorded in the area of maternal health in the last decade. Maternal health depends largely on the quality of healthcare that women receive throughout the stages of pregnancy. That is the reason why, goal number five of MDG is to enhance, unhindered access to universal healthcare for women and their children by the year 2015.

Research findings on maternal health in Nigeria found that utilization of maternal healthcare by women is a function of whether they are urban or rural dwellers, or whether educated or not. The 2013 NDHS also found the percentage of urban mothers delivered by a skilled provider to be 67% as opposed to 21.9% of rural women (Global Campaign, 2015). Information and access to health services may be view as paramount to reduce the high level of maternal deaths. However, economic and social status of women in most developing nations has been discovered to be major determinants of maternal mortality in many countries. Therefore, focusing only on the medical causes of maternal death may not yield the desire result, since the social, cultural, economic and political determinants of health is ignore (WHO, 1999). The causes of maternal deaths in Nigeria share common similarities with other African countries; however women's status in the society seems to limit the utilization of available services properly. Thus, maternal deaths are caused by cultural belief and economic factors (Warren, 2010).

Hence, a good understanding of indicators that determine maternal health and utilization of services is very important for a holistic social determinants approach to maternal health. In this regard, health information, health education would be vital tool and knowing their prefer sources of health information could be necessary to address maternal health issues that is becoming endemic in Nigeria. Therefore, this research study examines the perception of sources of maternal health information among women in Chanchanga Local Government Area, Minna, Niger State.

Statement of the Problem

According to the Global Campaign (2015), it has been reported that maternal health issues are still very high in Nigeria. As reported by the Global Campaign (2015), 1,100 Sierra Leonean women die from pregnancy-related causes for each 100,000 live births. Nigeria recorded 560, 640, 400 and 28 for Liberia, Kenya, and the United States respectively. However, contrarily to the above reports, the MDGs goal of better lives for billions of people all over the world has been adjudged successful. Although, MDGs goal were claimed to have been achieved even in Nigeria where people are still living below the poverty line, even without proper awareness about health care services. Likewise, the extent at which mass media have been engaged and involved in the campaigns and information dissemination to the public toward achieving the objective number five of MDGs remain unclear. The failure of the mass media to give the much needed coverage on maternal health information might have hampered the actualization of the MDGs and its attendant sustainable development goals.

Moreover, the federal and state government of Nigeria and other health institutions have recognised the importance of maternal health in controlling maternal mortality and have since adopted the millennium development goals, which the aim is to improve maternal health. Despite several interventions, maternal health remains a major challenge in many nations. Therefore, it is against this backdrop that this study delves to examine the perception of sources of maternal health information among women in Chanchaga Local Government Area, Minna, Niger State.

Objectives of the Study

1. To investigate the level of exposure of women in Chanchaga local government area to health programmes on mass media.
2. To determine the usefulness attached to maternal health programmes by women in Chanchaga Local Government Area.
3. To find out the sources of maternal health programmes of women in Chanchaga local government area.
4. To identified the mass media strategies for improving maternal health in Chanchaga Local Government.
5. To determine which is the most preferred channels of information dissemination as sources of maternal health by women in Chanchaga Local government.

Review of Related Empirical Studies

Maternal health has been a major concern in sub-Saharan Africa with Nigeria occupying unenviable position among the countries with the highest maternal and child mortality rates in the world. There are numerous published studies on maternal health related issues. The researchers have reviewed some current and related research work in this study.

In a study, Diedong (2013) investigated the role of quality health in maintaining a good workforce for social economic development of any nation. The research was carried out to show how health issues is cover in the daily newspapers in order to create a balance view of issues and problems related to health in Ghana. The findings showed that Ghanaian newspapers create awareness on health matters through the publication of straight news stories. The study concludes that those who are illiterate or could not afford to buy newspapers may miss health reportage through the newspapers. The study recommends that other study be carried out that will cover more media outfits and not only newspapers alone to examine health issues reportage (Diedong, 2013)

Another study, which aimed at discovering knowledge and perceptions of maternal health among the men and women in rural communities in a Zaria Local Government Area of Kaduna State found that knowledge of maternal health was very low, and it concludes that socio-economic issues affect the optimal utilization of maternal health services by the population. The study suggests that government should improve reproductive health in rural communities, provide access to formal education, and create awareness about maternal health care services (Butawa, Tukur, Idris, Adiri & Taylor, 2010).

In another study by Zamawe, Banda and Dube (2016) which examined the impact of a community driven mass media campaign tag tips of life on the utilisation of maternal health care services in Malawi. The authors compared the utilisation of maternal health care services between women who were exposed to the campaign and those who were not. The relationships between the variables were examined using Pearson Chi square test and a multivariable logistic regression model. Findings indicate that the probability of using health care facilities was higher among those who are exposed to the campaign than those who lack the exposure. The study concluded that those who were expose to a community driven mass media campaign in rural setting has large tendency to utilise maternal health care services than those who lack the exposure. Therefore, they suggest local community-based mass media in disseminating public health information to the local peoples (Zamawe et al., 2016).

Yet, another study which examine the extent to which the mass media have been involves in calling the attention of all concern, government, men, women, children and all other stakeholders on the issues of maternal health, relying on secondary data sources for the research. Findings shows that the mass media have been reporting women and children's health in Nigeria and other part of the world in

and unsatisfactory manner. The study suggest a collaboration between mass media organisations, health agencies and institutions as well as media educators to devise means on how best they can equip journalists with specialized knowledge and skills to enable them write articles on health problems based on their expertise on such issues to create awareness on maternal health. (Odesanya, Hassan & Olaluwoye, 2015).

A study by Ifeoluwa and Olusegun (2015) examined the influence of Television Health Programmes on maternal health, taking a closer look on Badagry and Ikenne Local Government Area of Lagos and Ogun States, using the States own television as a case study. The study revealed that television health programmes has influenced women in the two local government areas, however, the exposure rate was discovered to be low. The study recommends that health programmes should be a mixture of education and entertainment as respondents appears to have preference for "edutainment" programmes (Ifeoluwa & Olusegun, 2015).

Mathiyazhagan, Meshram, Chand and Meena (2010) carried out a research in Mandla, a tribal dominated Districts of Madhya Pradesh. The study examined the knowledge of the tribe about common diseases prevailing in Mandla District and to identify the sources of information for the tribe about the predominant diseases. In addition, the researches attempted to understand the beliefs and perceptions of the tribe about the health care delivery system operating in the region. Findings reveals that health functionaries and relatives is the major source of information for the tribe. The tribe believes in traditional healers as compared to allopathic doctors. The study concludes that the tribe suffered from many chronic diseases in general and water-borne diseases in particular.

Varabyova (2014) examines perceptions of information source trustworthiness on social media and the ways in which self-concepts relate to interpretations about trustworthiness of an online information source. The finding reveals that individuals do not adhere to single process but use several strategies to evaluate information sources on social media. Another discovery from the research was that individuals' relational self, derived from ties with specific others was discovered to influence trustworthiness judgments on social media (Varabyova, 2014).

Tsehay (2014) investigates the convenient sources of maternity health information that promotes the health needs of the community. Findings from the study reveal that lack of knowledge, perceived personal risk of health complications, and seeking a healthy life are the major factors that motivates women to seek for information. The research reported that women have sought and used various kinds of interpersonal and media related sources to satisfy their maternity information needs during the course of their reproductive life (Tsehay, 2014). The study concludes that illiteracy, perception towards information providers and ignorance related to traditional and cultural barriers are the major bottlenecks of information dissemination, seeking and their usage.

Maternal health remains one of the most prominent health challenges in the developing world (Germaine, 2015). This study investigates the mothers' perceptions and experiences of accessing maternal health in Rwanda and explored the potential of Community Health Workers (CHWs) and Continuing Professional Development (CPD) to improve maternal healthcare. The study adopts qualitative research approach and it was found that socio-economic and geographical factors are the main barriers to accessing maternal healthcare. Part of the findings was the revelation of crucial role of CHWs to improving maternal health. The study concludes that provision of training and resources for CHWs and expanding CPD programs would help to improve the quality of care provided to mothers. The study suggests that reducing barriers to accessing maternal healthcare and training health professionals in emergency maternal health care are critical components of improving overall maternal health (Germaine, 2015).

Theoretical Framework

This study is anchored on the Comprehensive Model of Information Seeking (CMIS) theory as proposed by David J. Johnson in 1997. *Comprehensive Model of Information Seeking (CMIS):* Comprehensive Model of Information Seeking (CMIS) is a theoretical framework proposed and designed to predict how people will seek information. David J. Johnson was the originator of the theory in 1997 and has been used in different field of studies to explain information need and behaviour (St. Jean, 2012). The CMIS model has been developed and empirically tested for cancer related information seeking and now it has been widely used as a model applicable to universal health information seeking cases (Case, 2012). CMIS model propose that a person's information seeking behaviours are directly influence by the nature and utilities of information sources, which in turn are influenced by the person's demographic background, direct experience with the disease, and his or her beliefs, as well as the salience of the disease. CMIS model has three sections; antecedent factors, information carrier factors and information action (Johnson & Meischke, 1993).

This theory is relevant to this study because it emphasises on peoples' beliefs. Because, beliefs are important in information seeking as beliefs constrain the individual's thinking and level of motivation regarding information seeking. If people do not believe that knowing more about a topic will allow them to effect a change, then they are not likely to seek information. On the other hand, feeling that they can solve a problem will motivate them to look for information (Johnson, 2003). These beliefs may shape an individual's information seeking behaviour. In summary, antecedent variables will either motivate or discourage individuals' information-seeking behaviours and influence the intensity with which such is undertaken, while the information carrier factors shape a person's selection and usage of various information sources.

RESEARCH DESIGN

This study investigated the perception of sources of maternal health information among women in Chanchaga Local Government Area, Minna, Niger State, Nigeria. The population of Minna is put at 2,919, 05 people according to 2006 census (NPC, 2006). Minna comprises of two local government areas; Bosso and Chanchaga local government areas. While, the population of Chanchaga was 202,151. However, this study employed survey research design, which covers only women in Chanchaga Local Government area, who have given birth in the last two years. The choice of this area was inform by the semi-urban nature of the local government area. As for the sample size, the researchers relied on Krejcie and Morgan Table for determining appropriate sample size that correspond with the population. According to the Table, the sample size is 384 respondents, who were purposively given questionnaire based on their availability across the various wards in the area under study. The instrument was validated with the help of experts in the area who provided suggestions, opinions and views on the items of the questionnaire, which were incorporated into the instrument before it was administered to the respondents. While, reliability was established through Alpha Cronbach which shows **(0.82%).** Descriptive statistical analysis was conducted on the data by using SPSS, analysed data and results were presented in tabular format.

Data Presentation and Analysis

Out of 384 copies of questionnaire distributed, 383 were found useful, representing 99.74 percent response rate. These data were analysed using SPSS and the results were presented accordingly. According to findings, the majority 61.36% were married, while 42.82% were within the age range of 25-

31 years. Most of the respondents 39.69% have only secondary school certificate as their highest level of education, whereas 47.26% were civil servants. Considerable number 42.56% of them claimed receiving (N15, 000 – N20, 000) naira as monthly incomes, whereas 26.89% claimed receiving (N20, 000 – N30, 000) naira as monthly incomes.

Table 1: Exposure to Sources of Maternal Health Information

	Exposure	**Frequency**						
		1	2	3	4	5	6	7
1	I am always expose to maternal health information on radio / TV	37 (9.5%)	51 (13.1 %)	8 (2.1%)	23 (5.9%)	63 (16.2 %)	97 (25.0%)	104 (26.8%)
2	I only expose myself to few newspapers I lay my hands on as a free reader, since I do not have the money to buy newspapers.	120 (30.9%)	108 (27.8 %)	22 (5.7%)	17 (4.4%)	36 (9.3%)	50 (12.9%)	29 (7.5%)
3	I only get to hear about Maternal health occasionally.	74 (19.1%)	28 (7.2%)	60 (15.5 %)	21 (5.4%)	64 (16.5 %)	55 (14.2%)	81 (20.9%)
4	I have seen or heard information about maternal health on TV, or radio	42 (10.8%)	7 (1.8%)	20 (5.2%)	24 (6.2%)	81 (20.9 %)	96 (24.7%)	113 (29.1%)
5	It is common for women in my community to look for information about maternal health	103 (26.5%)	62 (16.0 %)	47 (12.1 %)	19 (4.9%)	63 (16.3 %)	64 (16.5%)	25 (6.4%)

As for the respondents' exposure to sources of maternal health information, Table 1 (above) shows that the majority 55.9% of the respondents strongly agreed that they have been exposed to maternal health on either radio or TV, whereas only 27.8% of the strongly disagreed to having exposed to those newspapers that they could lay their hands on as a free reader, since they could not afford to buy one.

In terms of level of exposure of women to health programmes on mass media, Table 1 (above) shown that the majority 29.1% of the respondents agreed to have been exposed to maternal health through either radio or TV, whereas, 26.5% of the respondents disagreed to seek for information regarding maternal health.

Table 2: Usefulness of Maternal health programmes to Women in Chanchaga Local Government Area.

	Maternal Health Needs	**Frequency**						
		1	2	3	4	5	6	7
1	Health information helps to improve the maternal health of women	18(4.6%)	24 (6.2%)	21 (5.4%)	15 (3.9%)	68 (17.5%)	116 (29.9%)	121 (31.2%)
2	Health information about maternal health influence your decision making	9(2.3%)	26 (6.7%)	19 (4.9%)	18 (4.6%)	82 (21.1%)	139 (35.8%)	90 (23.2%)

3	Maternal health programme is always directed to maternal related issue	106 (27.3%)	98 (25.3%)	78 (20.1%)	20 (5.2%)	19 (4.6%)	29 (7.5%)	34 (8.8%)
4	Maternal health programme is always informative	97(25.0%)	107 (27.6%)	89 (22.9%)	13 (3.4%)	22 (5.7%)	30 (7.7%)	25 (6.4%)
5	I always used the information sources to get maternal health information	50 (12.9%)	15 (3.9%)	109 (28.1%)	26 (6.7%)	47 (12.1%)	23 (5.9%)	113 (29.1%)

As for usefulness of maternal health programmes on mass media, Table 2 (above) shows that the majority 35.8% of the respondents strongly agreed that health information about maternal health influence their decision making, while 29.9% and 31.2% strongly agreed and very strongly agreed respectively that health information helps to improve the maternal health of women. Whereas, 28.1% of respondents very strongly disagreed that they always use the information sources to get maternal health information. Also, the Table 2 (above) shows that the majority 31.2% of the respondents strongly agreed that health information that they received helped to improve their health. While, the respondents were of the view that maternal health information sources were very useful to them and that it improve their health, in addition to influencing their decision making.

Table 3: Sources of Maternal Health Needs Programmes of Women

	Sources of Maternal Health Information	**Frequency**						
		1	2	3	4	5	6	7
1	I received maternal health information through Radio	20 (5.2%)	15 (3.9 %)	21 (5.4%)	25 (6.4%)	86 (22.2%)	118 (30.4 %)	98 (25.3%)
2	I received maternal health information through TV	22(5.7 %)	9(2.3 %)	37(9.5 %)	16(4.1 %)	88(22.7 %)	112(28 .9%)	99(25.5 %)
3	I received maternal health information through print media	91 (23.5 %)	113 (29.1 %)	41 (10.6 %)	24 (8.8%)	49 (12.6%)	22 (5.7%)	33 (8.5%)
4	I received maternal health information through the Internet	76 (19.6 %)	117 (30.2 %)	71 (18.3 %)	24 (6.2%)	40 (10.3%)	25 (6.4%)	30 (7.7%)
5	I received maternal health information through family and friends	44 (11.3 %)	37 (9.5 %)	20 (5.2%)	14 (3.6%)	63 (16.2%)	91 (23.5 %)	114 (29.4%)
6	I received	3(8%)	45	23	21	101	100	90

	maternal health information through family health experts	(11.6 %)	(5.9%)	(5.4%)	(26.0%)	25.8	(23.2%)

Regarding the source of maternal health needs programmes of women, Table 3 (above) displays that the majority 59.3% of the respondents strongly agreed that they received maternal health information through radio and TV, while 30.2% said that they received through the Internet. Whereas, 29.4% of the respondents agreed that they received maternal health information through family and friends. This shows that considerable number of women still source for maternal health information locally.

Table 4: Mass Media Strategies for Improving Maternal Health

	Maternal Health Improvement	**Frequency**						
		1	2	3	4	5	6	7
1	There is program for creating awareness on maternal health	64 (16.5 %)	108 (27.8 %)	83 (21.4 %)	22 (5.7%)	27 (7.0%)	30 (7.7%)	49 (12.6 %)
2	Information found answers your questions about maternal health	59 (15.2 %)	108 (27.8 %)	59 (15.2 %)	29 7.5%)	33 (8.5%)	24 (6.2%)	71 (18.3 %)
3	You make changes in your life after learning about the maternal health Information	46 (11.9 %)	37 (9.5%)	68 (17.5 %)	18 (4.6%)	26 (6.7%)	69 (17.8 %)	119 (30.7 %)
4	There is adequate maternal health information for women living in this area	108 (27.8 %)	80 (20.6 %)	38 (9.8%)	32 (8.2%)	18 (4.6%)	57 (14.7 %)	50 (12.9 %)
5	Maternal health information is available and accessible	116 (29.9 %)	67 (17.3 %)	57 (14.7 %)	29 (7.5%)	21 (5.4%)	41 (10.6 %)	52 (13.4 %)

With regards to mass media strategies for improving maternal health, Table 4 (above), indicates that the majority 30.7% of the respondents very strongly agreed that they make changes in their life after learning to the maternal health information, while 27.8% of the respondents were very strong disagreed that there is adequate maternal health information for women living in their area.

Table 5: Preferred Sources of Information on Maternal Health by Women

	Preferable Strategies for Information on MH	**Frequency**						
		1	2	3	4	5	6	7
1	I prefer maternal health information through Radio	30 (7.7%)	26 (6.7%)	67 (17.3%)	22 (5.7%)	90 (23.2%)	104 (26.8%)	44 (11.3%)
2	I prefer maternal health information through TV	27 (7.0%)	26 (6.7%)	60 (15.5%)	9 (2.3%)	77 (19.8%)	124 (32.0%)	60 (15.5%)
3	I prefer maternal health	117	80	70	34	19	31	32

	information through print media	(30.2 %)	(20.6%)	(18.0%)	(8.8%)	(4.9%)	(8.0%)	(8.2%)
4	I prefer maternal health information through the Internet	39 (10.1 %)	94 (24.2%)	108 (27.8%)	24 (6.2%)	25 (6.4%)	34 (8.8%)	59 (15.2%)
5	I prefer maternal health information through family and friends/ health experts	36 (9.3%)	58 (14.9%)	51 (13.1%)	22 (5.7%)	45 (11.6%)	58 (14.9%)	113 (29.1%)

Finally, as for the preferred channels of information dissemination on maternal health by women, Table 5 (above) shows that the majority 32.0% of the respondents strongly agreed that they preferred maternal health information being broadcast through TV, while 30.2% of them disagreed that they preferred maternal health information through print media.

Discussions

Television and Radio appears to be the most preferred sources of maternal health information to most women in Chanchaga local government. Print media and Internet are not the choice of most of the respondents. What this means is that some good number of women still prefer maternal health information through family and friends or health experts. The semi-urban nature of Chanchaga local government area could be responsible for the distribution. This result is contrary to (Nilsson, 2014) where Internet was ranked as first choice for information about healthcare. This result corroborates the research of (Hellerud, 2013), where the author maintained that, the media that people use the most are also the media they regard as having the highest trustworthiness.

The study revealed that women's degree of exposure can lead to more women listening to maternal health programmes dissemination on mass media in Chanchaga Local Government Area. This indicated that women attitude towards maternal health changes after learning about maternal health through the media. In addition, it was discovered that women in Chanchaga Local Government area of Niger State, are exposed or have heard about maternal health. This exposure is largely from television or radio stations. However, only few actually knew what maternal health is essentially all about. This implies that despite high exposure of maternal health, there is lack of in-depth knowledge about what maternal health entails. It is worthy of note that majority of the women in the area under study still prefer conventional media as sources of health information concerning maternal health. The ease, reliability and cheap access to these medium of communication in the rural areas make it a preferred choice to the rural women.

Also, the study has shown that targeted or directed maternal health programmes on mass media may not dictate the maternal health needs of women in Chanchaga Local Government Area. This finding has been supported with what (Abubakar, Odesanya, Adewoye & Olorede, 2013) reported, where they found out that maternal health-related recorded a very low level of coverage in the two magazines' whose contents were quite largely devoted to politics, business and advertising. Similarly, (Lai & Odunlami, 2008), asserts that "The health beat is not particularly high news yielding beat like politics or the economy".

It is worthy of noting that print media and Internet as source of maternal health information were not mostly preferred among these women. This could be explained from economic point of view or literacy level. It implies that some of these rural women do not have the money to buy newspapers or Internet subscription even when they are available. This is obvious from the income distribution where 42.56% of the respondents earns between 15,000 – 20,000 per month. This finding is in consonance with

(Abubakar et al., 2013), where the authors maintained that newspaper is more useful in urban settings, where literacy is usually higher.

Though, health information is discussed on radio or television, by were not directly targeted towards the maternal health need of the women in Chanchaga local government area of Niger state. Medium or language of communication is discovered to be barrier in effective health information dissemination in the area under study. The study has revealed that available channels of information may lead to the improvement of maternal health of women when audiences are exposed to such channels.

This finding was in consonance with what Bankole (1994) reported that mass media, such as radio, television and the mass media can be effective in influencing people's behaviour about maternal health. Therefore, the study has indicated that the available mass media strategies may lead to improvement of maternal health of women. This finding was in tandem with (Hellurud, 2013), where the author asserts that, the media people use the most are also the media they perceive as useful and reliable. Therefore, there is a positive relationship between media strategies and maternal health improvement.

The study shows that the most preferable mass media strategies among women, if adequately adopted by women may not necessarily result in the improvement of maternal health of women. Table 5 shows that respondents perceived Internet and print media as least useful. It can also be infer from the data in Table 5 that respondents perceived formal sources of maternal health information (Doctors and Nurses) to be useful for assisting them about maternal health related issues. Participants' based their selections of the preferred media types on their perceptions about the accessibility of the various media types, the extent of information available through each of them, the trustworthiness of the information available through them, and the usability and controllability of each of them.

Conclusion

In conclusion, based on the analysis of data and findings of the study, it can be concluded that, even in the 21st century, people still prefer the traditional mass media for their health information need. Most people are exposed to maternal health information through the conventional mass media communication. Health information helps to improve maternal health and most women in the study region rely on family and friends, health experts for their health information need. Finally, women in the study region prefer health information on radio and television. This preference for radio and television as reliable source of health information may be due to credibility issues embedded in other sources of maternal health information.

Findings from the study have shown that the health programmes on either radio or television did not specifically centred on maternal health. Also, that there is a need for health programmes to be focused solely on maternal health information and be incorporated into television dramas to form "Edutainment", since many women appear to prefer health information on television disseminated in the indigenous languages of the community.

Recommendations

Based on the findings and conclusion reached in this study, it is recommended that:

1. Media organizations develop health messages that specifically focus on maternal health information needs of women in the community.
2. Government authority should engage in social mobilization campaigns to create awareness and in-depth knowledge on maternal health issues and its prevention.
3. Traditional mass media (radio and television) should be used to disseminate relevant health information to the public in their mother tongue.

REFERENCES

Abubakar A., Odesanya, A., Adewoye, O. & Olorede, J. (2013). Selected Nigerian magazines patterns of cervical cancer coverage. *Journalism and Society,* 1 (2), 64-74

Asmah, E. E., Twerefou, D.K., & Smith, J. E. (2013). Health Campaigns and Use of Reproductive Health Care Services by Women in Ghana. American Journal of Economics, 3(6): 243-251. Retrieved from DOI: 10.5923/j.economics.20130306.01

Asp, G., Pettersson, O. K., Sandbeg, J., Kabakyenga, J., & Agardh, A. (2014). Associations between mass media exposure and birth preparedness among women in southwestern Uganda: a community-based survey. *Global Health Action*, 7: 22904. Retrieved from http://dx.doi.org/10.3402/gha.v7.22904

Bankole, A. (1994). *The role of mass media in family planning promotion. DHS National Papers*. Calverton, Maryland: Macro International Inc.

Butawa, N.N., Tukur, B., Idris, H., Adiri,F. & Taylor, K.D. (2010). Knowledge and Perceptions of Maternal Health in Kaduna State, Northern Nigeria. *African Journal of Reproductive Health Sept.* 2010 (Special Issue); 14(3): 71

Case, D. O. (2007). Looking for information: A survey of research on information seeking, needs, and behavior. Boston, MA: Elsevier

Cooke, J., & Tahir, F. (2013). *Maternal health in Nigeria: with leadership, progress is possible*. A report of the CSIS Global Health Policy Centre. Rhode Island, Washington DC: Centre for Strategic and International Studies. Retrieved from https://csis.org/files/publication/130111_Cooke_MaternalHealthNigeria_Web.pdf

Diedong, A. L. (2013). Covering Health Issues: The Role of Newspapers in Ghana, *International Journal of Humanities and Social Science, Vol. 3 No. 12 [Special Issue – June 2013]*

Diaz, J. A., Griffith, R. A., Ng, J. J., Reinert, S. E., Friedmann, P. D., & Moulton, A. W. (2002). Patients' use of the Internet for medical information. *Journal of General Internal Medicine*, 17(3), 180–185

Ekström, Y. (2010). *"We are like chameleons!": changing mediascapes, cultural identities and city sisters in Dar es Salaam.* Diss. Uppsala: Uppsala Universitet, 2010

Gil-González, D., Portiñoa, M. C., & Ruiz, M. T. (2006). Knowledge Gaps in Scientific literature on Maternal Mortality: a Systematic Review. *Bulletin of the World Health Organization 84,* 903-909

Global Campaign: healthcare information for all by 2015. Retrieved from http://www. hifa2015.org/about/why-hifa2015-is-needed/

Godlee, F., Pakenham-Walsh N, Ncayiyana, D., Cohen, B., & Packer, A. (2012). Can we achieve health information for all by 2015? Retrieved from https://www.ncbi.nlm.nih.gov/pubmed/15262109

Germaine, T. (2015). "Mothers' Perceptions and Experiences of Accessing Maternal Health Care: Exploring the Role of Community Health Workers and Continuing Professional Development in Rwanda:" (2015). *Electronic Thesis and Dissertation Repository.* Paper 2832. Retrieved from

https://open.library.ubc.ca/collections/ubctheses/24/items/1.0165821

Hellerud, E. (2013). *The power of expectations – News media confidence among social audiences in Dar es Salaam: An Mfs–study*. Bachelor thesis. Södertörns högskola, 2013. Retrieved *www.diva-portal.org/smash/get/diva2:691483/FULLTEXT02*

Idowu, A.E., Edewor, P.A. & Amoo, E.O. (2014). Working Conditions and Maternal Health Challenges in Lagos State, Nigeria. *Research on Humanities and Social Sciences*, 4(9), 136-147. Retrieved from http://eprints.covenantuniversity.edu.ng/4472/1/Working%20Conditions.pdf

Ifeoluwa, A. O. & Olusegun, O.W. (2015). Influence of Television Health Programmes on Maternal Health. *International Journal of Humanities and Social Science*, 5(8), 170-180. Retrieved from http://www.ijhssnet.com/journals/Vol_5_No_8_1_August_2015/23.pdf

Johnson, J. D. & Meischke, H. (1992). Differences in evaluations of communication channels for cancer-related information. *Journal of Behavioural Medicine*, 15, 429–445.

Johnson, J. D., & Meischke, H. (1993). A Comprehensive Model of Cancer-Related Information Seeking Applied to Magazines. *Human Communication Research*, 19(3), 343–367. https://doi.org/10.1111/j.1468-2958.1993.tb00305.x

Johnson, J. D. (1997). *Cancer-related Information Seeking*. Cresskill, NJ: Hampton Press.

Johnson, J. D. (1995). A comprehensive model of information seeking: Tests focusing on a technical organization. *Science Communication, 16*(3), 274-303.

Lai, O. & Odunlami, D. (2008). Breadth or depth: A content analysis of health pages in the Nigerian press. *Sexual Health Matters*, 9(1), 9-13.

Mathiyazhagan, D. T., Meshram, M.P., Chand, R & Meena, L.L. (2010).Knowledge, Perceptions and Sources of Information for Tribals about common Diseases Prevailing in Mandla District of M. P. Health and Population- Perspectives and Issues 30(2), 94-106.

Musbau, R. (2012). Tackling Maternal Mortality. PM News. Retrieved from http://pmnewsnigeria.com/17/06/2017/tackling-maternal-mortality/

Nigeria Millennium Development Goal End-point Report (2015). Retrieved from http://www.genderhub.org/get-in-the-know/resource-library/nigeria-mdgs-end-point-report-2015/

Naugle, D. A. & Hornik, R.C. (2014) Systematic Review of the Effectiveness of Mass Media Interventions for Child Survival in Low- and Middle-Income Countries, *Journal of Health Communication*, 19:sup1, 190-215. Retrieved from DOI: 10.1080/10810730.2014.918217

Nwagwu, W.E. & Ajama, M. (2011). Women's health information needs and information sources: a study of a rural oil palm business community in South-Western Nigeria. Retrieved from *https://pdfs.semanticscholar.org/0479/e43169f4e572a88b3ac51fbab471552cb07c.pdf*

Odesanya, A., Hassan, S. & Olaluwoye, D. (2015). Mass Media and Maternal Healthcare: A Critical Discourse, *New Media and Mass Communication*, vol. 34, 63-71.. Retrieved from https://pdfs.semanticscholar.org/031c/d1e7ead121ddcb68e7620d3ab258d5ae4c10.pdf

St. Jean, B. L. (2012). Information Behavior of People Diagnosed with a Chronic Serious Health Condition: A Longitudinal Study. Thesis submitted at University of Michigan. Retrieved from https://deepblue.lib.umich.edu/handle/2027.42/91570

State Bureau of Statistics (2015). Niger State Planning Commission. Retrieved from *www.sparc-nigeria.com/RC/files/1.1.18_Niger_Framework_Guidelines_MTDP.pdf*

Tsehay, A.B. (2014). Seeking Health Information In Rural Context: Exploring Sources of Maternal Health Information in Rural Ethiopia, Library & Information Science Research 27, 115 – 127.

UNFPA (2005). Women and HIV/AIDS: Confronting the crisis. A Joint Report by UNAIDS/UNFPA/UNIFEM. Retrieved from http://www.unfpa.org/hiv/women/report

UNFPA (2008) The Role of Traditional/Religious Leaders on Reduction of Maternal Mortality and survival of women. UNFPA: Nigeria. Retrieved from www.nigeria.unfpa.org

UNICEF (2008). The State of the World‟s Children 2009: Maternal and New born Health. Retrieved from www.unicef.org/protection/sowco9.

UNICEF (2014). Maternal Health and It's Challenges. Retrieved from www.unicef.org.

Varabyova, V. (2014). Source of Information: perceptions of Trustworthiness and Beyond in Ewom, *Journal of Communication*, 60(3), 413-439.

Warren, C. (2010). Care Seeking for Maternal Health: Challenges remain for Poor Women. *Ethiopian Journal of Health Development, 24*(1), 100-104. Retrieved from https://www.ajol.info/index.php/ejhd/article/view/62950

West, D. M. (2015). Using mobile technology to improve maternal health and fight Ebola: A case study of mobile innovation in Nigeria. *Brookings Issues in Technology Innovation*. 1-19. Retrieved from *https://www.brookings.edu/wp-content/uploads/2016/06/CTINigeria.pdf*

WHO (2011). Maternal Health. Retrieved from www.who.int/topics/maternal_health/en/.

WHO (1999). Reduction of maternal mortality: A joint WHO/UNFPA/UNICEF/World Bank statement. Geneva: WHO. Retrieved from https://apps.who.int/iris/handle/10665/42191

World Bank (2011) *World Development Indicators*. USA: Washington, D.C.

World Bank, "Maternal Mortality Ratio (per 100,000 Live Births)", 2015. Retrieved from https://datacatalog.worldbank.org/dataset/world-development-indicators/resource/53ba87ad-54d4-41e4-ac83-16066f651bc5

World Health Organization, *CIA World Factbook* 2013, and International Telecommunications Union *Facts and Figures*, report, 2011. Retrieved from http://www.who.int/mediacentre/factsheets/fs348/en/

Zamawe, C. O. F., Banda, M. & Dube, A.N. (2016). The impact of a community driven mass media campaign on the utilisation of maternal health care services in rural Malawi, *Journal of Health Communication*, 12, 601–607.