

ASSESSMENT OF MIDAS RADIO 90.5FM'S 'HEALTH ISSUE' AND VOICE 89.9FM'S 'LET'S TALK HEALTH' PROGRAMME IN PROMOTING REGULAR MEDICAL CHECKUPS AMONG PREGNANT WOMEN IN ADO-EKITI, NIGERIA

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Abstract

Maternal health is a critical issue that continues to raise concern in public health globally. The pivotal role played by regular antenatal care for medical checkups during pregnancy cannot be overemphasized, as it helps in reducing maternal mortality and morbidity as well as improving safe delivery. Thus, this study assessed the effectiveness and influence of Midas Radio's Health Issue and Voice FM's Let's Talk Health Programme in promoting regular medical checkups among pregnant women in Ado-Ekiti. The paper was anchored on social cognitive theory. The paper employed descriptive survey, using quantitative data analysis with questionnaire as instrument of data collection. Slovin's formula was employed for sample size, as all the registered pregnant women in Ado-Ekiti served as the population to provide the necessary data on the topic. According to Ade-Ojo, Babatola, Ojo, et. al. (2023), annual number of registered pregnant women in Ado-Ekiti is around 20,000. The objectives of the study were to find out the level of awareness and exposure to Midas FM's "Health Issue" and Voice FM's "Let's Talk Health" among pregnant women in Ado-Ekiti, examine the influence of the programmes on their decisions to go for regular medical checkups, and compare the effectiveness of Midas FM's "Health Issue" and Voice FM's "Let's Talk Health" in promoting regular checkups among pregnant women in Ado-Ekiti. Findings from this study are significant for media

contents evaluation, improving community engagement, and to strengthen partnerships between media outlets, public health systems, and policymakers. The paper concludes that Midas Radio 90.5FM 'Heath Issue' and Voice 89.9FM's "Let's Talk Health" programmes motivated the pregnant women to attend antenatal care for medical checkups during pregnancy. Also, it provided useful information about regular medical checkups during pregnancy; as it influenced the pregnant women to make the right health decisions during their pregnancy. The study recommends need for more awareness about the efforts of radio channel on maternal healthcare programmes among pregnant women in Ado-Ekiti. Additionally, programme producers should collaborate with healthcare professionals to ensure the accuracy and relevance of broadcast content, while also incorporating interactive segments that allow pregnant women to ask questions and share experiences.

Key Words: Maternal Health, Public Health, Maternal Mortality and Morbidity, Antenatal Care, Medical Checkups, Pregnancy, Safe Delivery.

Introduction

Maternal health remains a public health concern, especially in developing countries, where maternal mortality poses a great threat. A global report revealed Nigeria leading with an estimated rate of over 28.3% (Dogbanya, 2025), with approximately 8200 maternal deaths and a maternal mortality ratio of 1,047 per 100,000 live births (WHO, 2023). Studies revealed high maternal mortality rates in Ekiti State, with 1 out of 10 women dying as a result of pregnancy-related cases, as the state ranks high in Southwestern Nigeria (Konwea, 2019).

Regular medical checkups during pregnancy are essential for positive outcomes for mothers and their fetuses, as "Mothers' survival is crucial to children's survival because the mother's death increases the vulnerability of families and their infants if they survive childbirth (Afolabi, Adeusi, Sunmola & Olatayo, 2023). A child whose mother dies at birth is liable to die before their second birthday (Kilpatrick, Ecker, & American College of Obstetricians and Gynaecologists, 2016), cited in (Afolabi et al, 2023). Thus, it is essential for pregnant women to make antenatal visits and regular medical checkups a priority, so as to reduce maternal mortality and any risks that might come up in pregnancy at every stage, and to ensure effective fetal

development (Nectar Mother and Child Care Hospital, 2025).

However, attendance at antenatal care and medical checkups, especially in semi-urban settings like Ado-Ekiti, remains a critical challenge for health stakeholders, as the rates of medical checkups attendance among pregnant women in Ekiti State cannot be ascertained.

Media, especially radio, play a significant role in shaping people's attitudes and perceptions. Through its educative and informative programmes, and due to its wide reach, affordability, and accessibility, radio health programmes have been used to educate communities and encourage health-promoting behaviours overtime. Mass media “is an important tool for disseminating information and clarifying doubts about pregnancy and normal childbirth, making pregnant women safer, more active and protagonists in the labour process” (Nascimento, Ponte, Couto, Sousa, Souza, & Hipólito, 2024). Midas FM and Voice FM have designed specialized programmes (“Health issue” and “Let's Talk Health”), aimed at increasing maternal health awareness, disseminating information and educating the public, particularly expectant mothers, about the significance of regular antenatal checkups.

Despite the existence of these programmes, there is a paucity of empirical evidence exploring their effectiveness in changing attitudes and behaviours among pregnant women in Ado-Ekiti. Understanding the influence of these programmes is vital for the media to evaluate the contents of their programmes, improving community engagement, and to strengthen partnerships between media outlets, public health systems, and policymakers.

Thus, this study aims to evaluate the influence and effectiveness of Midas FM's “Health Issue” and Voice FM's “Let's Talk Health Programmes” in promoting regular medical checkups among pregnant women in Ado-Ekiti.

Statement of the Problem

Maternal health remains a critical challenge in Ekiti State, where it is observed that pregnant women die due to several complications during pregnancy and delivery, as a result of age, poor educational status, and early pregnancy (Konwea & Fabamise, 2019). Despite the availability of primary, secondary, and tertiary health facilities in Ekiti State, studies indicated low patronage by pregnant women (Afolabi et al, 2023). The low attendance of medical checkups during pregnancy could pose a threat to both the mother's and the fetus's well-being

It is very pertinent for pregnant women to regularly and consistently make themselves available for medical checkups during pregnancy for positive outcomes for mothers and their fetuses. Studies indicated that countries with low antenatal care coverage have high maternal mortality rate. (Fagbamigbe & Idemudia, 2015). Thus, early contact with antenatal care providers with sufficient number of antenatal care contacts/visits as recommended by World Health Organization potentially enhance pregnancy outcomes and improve child (Fagbamigbe et al, 2021). However, there is a challenge in understanding how regularly and consistently pregnant women in Ado-Ekiti attend antenatal appointments.

Programmes such as Midas FM's "Health Issue" and Voice FM's Let's Talk Health" have been introduced to educate pregnant women on the importance of medical checkups and to take antenatal visits during pregnancy as priority. Despite these media efforts, a gap remains in how the message reaches the audience and the effectiveness of those messages in influencing pregnant women's behaviour in Ado-Ekiti to regularly and consistently attend antenatal visits. Understanding how pregnant women are influenced to make decisions about attending antenatal medical checkups during pregnancy would foster media-driven health promotion strategies to increase awareness and educate pregnant women on the need to be regularly and consistently available for checkups.

Therefore, it is against this backdrop that this study aims to evaluate the influence and effectiveness of Midas FM's "Health Issue" and Voice FM's "Let's Talk Health Programmes" in promoting regular medical checkups among pregnant women in Ado-Ekiti.

Objectives of the study

This study seeks to

1. find out the level of awareness and exposure to Midas FM's "*Health Issue*" and Voice FM's "*Let's Talk Health*" among pregnant women in Ado-Ekiti
2. examine the influence of the programmes on their decisions to go for regular medical checkups.
3. compare the effectiveness of Midas FM's "*Health Issue*" and Voice FM's "*Let's Talk Health*" in promoting regular checkups among pregnant women in Ado-Ekiti.

Research Questions

1. What is the level of awareness and exposure to Midas FM's "*Health Issue*" and Voice FM's "*Let's Talk Health*" among pregnant women in Ado-Ekiti
2. What is the influence of the programmes on their decisions to go for regular medical checkups.
3. How is the effectiveness of Midas FM's "*Health Issue*" and Voice FM's "*Let's Talk Health*" in promoting regular checkups among pregnant women in Ado-Ekiti.

Review of Related Literature

Antenatal Healthcare

Antenatal health care is essential for pregnant women. It is one of the factors determining mother and child health during pregnancy (Oluwadare, Aladejare-Salako, Sunmola, Ibikunle & Ijabadeni, 2024). Broadly defined, antenatal care is the medical care and support given to the pregnant woman from the conception stage to the onset of labour (Adegbolla, 2018) cited in

(Oluwadare et al, 2024). According to WHO (2016) ANC is “the care provided by skilled health professionals to pregnant women and adolescent girls to ensure the best health conditions to both mothers and babies during pregnancy”. Also, (Aduloju, Akintayo, Ade-Ojo, Awoleke, Aduloju & Ogundare, 2016), explained antenatal care to be all-round care given to pregnant women during pregnancy. Fagbamigbe & Idemudia (2024) cited (FMoH, 2012) defined ANC to be “a care received by pregnant women during pregnancy through a series of consultations with trained health care workers such as nurses, midwives, and sometimes a doctor who specializes in pregnancy and birth”. This posits that, the outcome of any pregnancy depends on the care given to the mother during gestation period. Smooth gestation period and safe delivery lie on the consistency of the mother in visiting the hospital for regular checkups during pregnancy.

In 2016, World Health Organisation reviewed the numbers of antenatal contacts required to guarantee safe delivery from 4 to 8 to strengthening ANC programmes as follow-up strategies to realize the sustainable development goals (SDG) by 2030 (WHO, 2016). This explains how essential antenatal care visits is to the affected mothers and the world at large.

UNICEF (2024) explains that pregnant women are able to learn about healthy behaviours and better understand warning signs about pregnancy and childbirth from skilled health workers; and can also receive social, emotional and psychological supports during this critical period. Fagbamigbe, Olaseinde & Setlhare, (2021) added that ANC helps in early detection of any negative condition that might affect mothers and the fetus. This signifies the pivotal role of antenatal care to both the mother and the unborn child. However, poverty, rural residence, marital status and low level of education are some of the barriers to antenatal care contacts (Fagbamigbe & Idemudia, 2015).

Radio as a Tool for Health Education and Mobilisation

Radio is an essential medium for both cultural transmission and public education. Its ubiquitous nature makes it accessible regardless of age, language, gender, educational background, or religious affiliation (Okorie & Bigala, 2016). It gets to a more significant number of people all simultaneously. Another reason for its easy accessibility is that it is affordable, easy-to-understand communication medium and allows even uneducated individuals in remote areas to obtain an education, information, and entertainment (Okorie & Bwala, 2017). It also eliminates any inequity that might arise in formal schooling settings. According to report, radio is the most popular means of reaching the masses in Sub-Saharan Africa because of its capacity to reach a large number of people at once at a low cost, particularly in areas with poor electricity supply with approximately 75% of African families having a radio (Adekunle, 2025)

Radio as one of the agents of socialisation and a tool for community mobilisation, comes with unique characteristics that make it still very relevant despite the globalisation, media convergence and intimidations of the new media (Ajisafe, 2025). This means that radio still has the ability to reach local audience where internet connection is not strong. The flexibility of radio placed it at the advantage over every other media of communication thereby making it easy to reach out to people faster and effectively especially on health matters before, during and after an outbreak of any disease and the actions to take in order to prevent health problems which may arise within or from the environment (Okeke, et. al., 2024). This is because radio is a tool for information when there is an outbreak or certain activities in some areas and educating the people on steps to take to prevent any health-related problem in the society.

Health education forms an important part of the health promotion activities currently occurring in the countries that make up the WHO Eastern

Mediterranean Region. These activities occur in schools, workplaces, clinics and communities and include topics such as healthy eating, physical activity, maternal health, mental health, and safety. Staff who are recognized as “health educators” are hard-working, enthusiastic and dedicated. However, a number of challenges exist, including having access to appropriate up-to-date tools on how to engage in effective health education practice can meaningfully contribute to the goals of health promotion (WHO, 2022).

According to Ahmad, & Isyaku, (2023), health education done through mass communication is key to enhancing awareness and improving health outcomes and countries with effective public health communication strategies experience higher compliance with health guidelines and lower disease burden. Ajibade and Alabi (2024) observed that radio has become a vital channel for disseminating health information, especially in rural areas. Some of the focus of radio health programmes are maternal and child health, hygiene, and disease prevention. Unlike digital media, radio reaches populations with limited internet access, making it an essential tool for health communication. Al-hassan (2021) pointed out that radio stations have successfully influenced behavioral change in many rural communities. They further maintained that radio remains an effective medium for closing the gap of health information, especially in areas where the levels of literacy are low.

Empirical Review

Different studies have been conducted on antenatal care by pregnant women, but few have focused on how radio serves as a motivator to encourage pregnant women to attend antenatal regularly, especially in Ado-Ekiti. Oluwadare, Aladejare-Salako, Sunmola, Ibikunle & Ijabadenyi (2024), conducted a cross-sectional survey on socio-economic differentials of antenatal health care utilization in Ekiti State, Nigeria. The aim of the study was to examine how socio-economic factors influence the pattern of antenatal care utilisation. Structured interviews was used to gather data from nursing mothers aged 15-49 years with at least a child aged one year cutting

across 444 households across six local governments areas of the state. Findings revealed that majority of pregnant women in the state are aware of antenatal care, however, most did not complete the recommended numbers of contacts required as several factors such as: age, income, religion, ethnic status serve as factors for non-attendance of antenatal care. The study recommended family support and improved economic status to boost antenatal utilisation and promotion of maternal and child health care utilisation.

Also, Fagbamigbe, Olaseinde & Setlhare (2021) did a study on sub-national analysis and determinants of numbers of antenatal care contacts in Nigeria. The study aimed to assess the compliance with the World Health Organization recommended standard guidelines on antenatal contacts in Nigeria, and also identify the associated factors. A cross-sectional survey was employed to gather data from 21,785 most recent births within five years (2014-2018). The number of antenatal contacts was categorized into “None”, “1-3”, “4-7”, and “8 or more” contacts based on subsequent WHO guidelines. The study adopted a descriptive statistics, bivariable and multivariable multinomial logistic regression at $p = 0.05$ to analyse the data collected.

Finding revealed more than half of respondent (58%), had at least four contacts, while just 20% had only “8 or more” contacts and one quarter (25%) of the respondents did not have any ANC contact during pregnancy at all. Additionally, the significant variables responsible for the ANC attendance were: education (primary, secondary, and tertiary) as those with higher education attended more than those with other levels of education. Also, wealth categories is a significant variable in determining ANC contact those from richest to middle wealth categories have higher ANC contacts, compare to those with low wealth categories. Other determinant factors were: spouse education, health care decision making, media access, ethnicity, religion and other community factors. The study concluded that compliance with WHO guidelines on the minimum number of ANC contacts in Nigeria is still poor.

The study suggested urgent intervention to narrow the identified inequalities and substantial disparities in the characteristics of pregnant women across the regions and states in Nigeria. It also suggested review of existing policy on maternal and child health, and develop new policy to tackle the challenges of adherence to WHO 8 ANC contact.

Similarly, Afaya, Azongo, Dzomeku, Afay, Adetara, Alhassan, Amponsah, Atakro, Adedan, Asiedu, Amuna, & Ayanore (2020) carried out a cross-sectional study to examine women's knowledge and its associated factors regarding optimum utilization of antenatal care in rural Ghana. The study aimed to assess factors associated with optimum utilization of antenatal care in rural Ghana. The study was carried out between October, 2019 and January, 2019. The study also adopted consecutive sampling method to select 322 women who gave birth and attended the postnatal clinic as sample size for the study. Additionally, ordinary least squares logistic regression at 95% confidence in STATA version 14.0 was adopted to examine association between dependent and independent variables.

Finding revealed that more than half of the respondents (69.0%) utilizing at least four or more times antenatal care services, with the determinants of this findings significantly associated with age, educational level, and insured with National Health Insurance Scheme. The study concluded that, despite the fact that majority of pregnant women attended antenatal care services, large number of them did not complete the recommended number of antenatal care visits, which is four times during a normal pregnancy. The study highlighted the importance of awareness to reproductive age women to educate them on the benefits of adequate antenatal care in advancing health and well-being among rural women in Ghana.

Also, Aduloju, Akintayo, Ade-Ojo, Awoleke, Aduloju & Ogundare (2016), conducted a study on gestation age at initiation of antenatal care in a tertiary hospital in Southwestern Nigeria. The study aimed to determine the

time of initiation of antenatal care among pregnant women and possible factors that influence such timing. The study adopted a cross-sectional method with sample size of 530 pregnant women from the booking clinic of the University Teaching Hospital, Ado-Ekiti, between September 3, 2013, to March 4, 2014. The study employed questionnaire as an instrument of data collection.

Findings revealed the prevalence of early booking to be 22.7%, and the mean gestation age at booking to be 21.09+/-6.98 weeks. The age gap, parity and occupation of the women and counselling on early booking were significantly associated with early booking among the respondents. It was discovered that the occupation of the women was one of the significant factors that influence early antenatal care initiation among respondents. Additionally, more than half of the respondents (50.9%) believed that early monitoring also influenced their antenatal care initiation. The study concluded that late antenatal initiation was still prevalent in our environment. It suggested that pregnant women should be adequately informed about the concept and importance of early antenatal registration.

All the above studies reviewed revealed the pivotal role played by antenatal care in reducing maternal mortality. However, compared to the current study, there is a gap on how pregnant women in Ado-Ekiti respond to media-driven messages to regularly and consistently attend antenatal care. Also, most of the studies adopted only survey to gather data while this study adopted mixed methods of survey and focus group discussion to get a robust opinion and different views on the topic of discourse. Focusing on how radio programmes influence pregnant women behaviour towards antenatal care visits for medical checkups will enhance effective media strategies towards heighten awareness and educating pregnant women in Ado-Ekiti.

Theoretic Framework: Social Cognitive Theory (SCT)

This study was anchored on Social Cognitive Theory. This theory started as the Social Learning Theory (SLT) in the 1960s by Albert Bandura before it developed into the Social Cognitive Theory (SCT) in 1986 and posits that learning occurs in a social context with a dynamic and reciprocal interaction of the person, environment, and behavior.

The unique feature of SCT is its emphasis on social influence and external and internal social reinforcement. SCT considers the unique way in which individuals acquire and maintain behavior, while also considering the social environment in which individuals perform the behavior. The theory takes into account a person's past experiences, which factor into whether behavioral action will occur. These past experiences influence reinforcements, expectations, and expectancies, all of which shape whether a person will engage in a specific behavior and the reasons why a person engages in that behavior.

The goal of SCT is to explain how people regulate their behavior through control and reinforcement to achieve goal-directed behavior that can be maintained over time. The first five constructs were developed as part of the SLT, while the construct of self-efficacy was added when the theory evolved into SCT.

1. Reciprocal Determinism - This is the central concept of SCT. This refers to the dynamic and reciprocal interaction of person (individual with a set of learned experiences), environment (external social context), and behavior (responses to stimuli to achieve goals).
2. Behavioral Capability - This refers to a person's actual ability to perform a behavior through essential knowledge and skills. In order to successfully perform a behavior, a person must know what to do and how to do it. People learn from the consequences of their

behavior, which also affects the environment in which they live.

3. **Observational Learning** - This asserts that people can witness and observe a behavior conducted by others, and then reproduce those actions. This is often exhibited through "modeling" of behaviors. If individuals see successful demonstration of a behavior, they can also complete the behavior successfully.
4. **Reinforcements** - This refers to the internal or external responses to a person's behavior that affect the likelihood of continuing or discontinuing the behavior. Reinforcements can be self-initiated or in the environment, and reinforcements can be positive or negative. This is the construct of SCT that most closely ties to the reciprocal relationship between behavior and environment.
5. **Expectations** - This refers to the anticipated consequences of a person's behavior. Outcome expectations can be health-related or not health-related. People anticipate the consequences of their actions before engaging in the behavior, and these anticipated consequences can influence successful completion of the behavior. Expectations derive largely from previous experience. While expectancies also derive from previous experience, expectancies focus on the value that is placed on the outcome and are subjective to the individual.
6. **Self-efficacy** - This refers to the level of a person's confidence in his or her ability to successfully perform a behavior. Self-efficacy is unique to SCT although other theories have added this construct at later dates, such as the Theory of Planned Behavior. Self-efficacy is influenced by a person's specific capabilities and other individual factors, as well as by environmental factors (barriers and facilitators).

Social Cognitive Theory is considered appropriate for this study because it looks into many levels of the social ecological model in addressing behavior change of individuals. When a pregnant woman knows the outcome of the

behaviour, that is, going to antenatal would prevent complication during pregnancy and at childbirth, she will want to comply. Additionally, hearing about on radio couple with her seeing other pregnant women around her doing it will motivate her to join, knowing fully well that the action will yield positive result.

Methodology

This study employed the descriptive survey research design, a method particularly suited for systematically collecting, analyzing, and interpreting the opinions, attitudes, and perceptions of a defined population. The descriptive survey design was deemed appropriate because the study sought to first-hand information from diverse views of the pregnant women on the issue under investigation. The population of the study consisted of all registered pregnant women in Ado-Ekiti, Ekiti State. Official demographic statistics indicate that the annual estimated total population of pregnant women in Ado-Ekiti is approximately 20,000 (Ade-Ojo et. al. 2023). Approval was sought and given by the Ekiti State Primary Healthcare Development Agency (EKPHDA). However, due to the constraints of time, it was not feasible to include every registered pregnant woman in the area. Consequently, the study adopted a representative approach (a subset of the population that seeks to reflect the characteristics specified in a target population) by focusing on two strategically selected healthcare facilities - Primary Healthcare Centre, Irona, and Primary Healthcare Centre, Federal Housing, Ado-Ekiti. These centres were chosen because they are among the major public healthcare facilities that provide maternal and antenatal care services to a significant proportion of pregnant women within Ado-Ekiti (Ekiti State Primary Healthcare Development Agency (EKPHDA), 2025). The sample size for this research comprised all the 43 registered pregnant women attending antenatal clinics at the two selected healthcare centres at the time of the study while 37 registered pregnant women were available for this study. According to Nworgu (2015), when a population is small and

accessible, it is methodologically sound to study all its members, as this enhances the accuracy and representativeness of the data collected.

For data collection, the study employed the questionnaire as the principal instrument. The questionnaire was structured to elicit responses relevant to the research objectives, covering issues related to the perceptions, attitudes, and experiences of the respondents. It was divided into sections to facilitate logical flow and ease of completion. The administration of the questionnaire was conducted in person with the assistance of healthcare workers in the selected centres, ensuring that all respondents were properly guided in filling the instrument. The data collected were subsequently organised and analysed using descriptive statistical methods, which allowed for the presentation of findings in clear and interpretable formats

Table 1: To find out the level of awareness and exposure to Midas Radio 90.5FM's "Health Issue" and Voice 89.9FM's "Let's Talk Health" among pregnant women in Ado-Ekiti

S/N	ITEM	SA	A	D	SD	N
1	I am aware of a programme tagged "Health Issue" on Midas Radio 90.5FM	9 (24.3%)	15 (40.5%)	8 (21.6%)	3 (8.1%)	2 (5.4%)
2	I usually listen to Midas Radio 90.5FM's "Health Issue" as a pregnant woman	7 (18.9%)	10 (27.0%)	15 (40.5%)	0	5 (13.5%)
3	I am aware of a programme tagged "Let's Talk Health" on Voice 89.9FM.	5 (13.5%)	11 (29.7%)	18 (48.6%)	0	3 (8.1%)
4	I usually listen to "Let's Talk Health" on Voice 89.9FM as a pregnant woman.	5 (13.5%)	11 (29.7%)	17 (45.9%)	1 (2.7%)	3 (8.1%)
5	Both programmes on Health are educative and informative	10 (27.0%)	10 (27.0%)	10 (27.0%)	1 (2.7%)	6 (16.2%)
6	I have learnt how important antenatal care is through my exposure to the programme.	10 (27.0%)	14 (37.8%)	8 (21.6%)	2 (5.4%)	3 (8.1%)
		ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER
7	How frequently do you listen to health programmes on radio?	5 (13.5)	7 (18.9%)	16 (43.2%)	3 (8.1%)	6 (16.2%)

Source: Survey, 2025

Table 1 shows that the highest number of the pregnant women were aware of Midas Radio's 'Health Issue' programme. Majority of the respondents (64.8%) who formed the population of this study indicated that they usually listen to Midas radio 90.5FM's Health Issue programme. Meanwhile, the largest portion of the pregnant women said they were not aware and did not usually listen to Voice 89.9FM's 'Let's talk Health' programme. However, majority agreed that both programmes are educative and informative and that they have learnt how important antenatal care is through their exposure to the programme. The majority of the pregnant women who formed the population of this study said that they only listen to health programmes on radio sometimes and not always.

Table 2: Influence of the programmes on their decisions to go for regular medical checkups.

S/N	QUESTIONS	SA	A	D	SD	N
8	Midas Radio 90.5FM's "Health Issue" has motivated me to attend antenatal care for medical checkups during pregnancy	6(16.2)	12 (32.4)	13 (35.1)	1 (2.7)	5 (13.5)
9	Listening to Voice 89.9FM's "Let's Talk Health" has motivated me to attend antenatal care for medical checkups during pregnancy.	6(16.2)	16 (43.2)	11 (29.7)	1 (2.7)	3 (8.1)
10	Both programmes have provided me with useful information about regular medical checkups during pregnancy	6(16.2)	11 (29.7%)	14 (37.8)	0 (0.0)	6 (16.2)
11	These radio programmes have influenced me to make the right health decisions during my pregnancy	5 (13.5)	13 (35.1)	8 (21.6)	3 (8.1)	8 (21.6)
12	These programmes have increased my knowledge on how to live a healthy lifestyle during pregnancy.	4 (10.8)	13 (35.1)	9(24.3)	3 (8.1)	8 (21.6)
		VERY EFFECTIVE	EFFECTIVE	SOMEHOW EFFECTIVE	NOT EFFECTIVE	INDIFFERENT
13	How would you rate the effectiveness of these programmes in encouraging pregnant women in Ado-Ekiti to attend regular medical checkups during pregnancy?	7 (18.9)	11 (29.7)	8 (21.6)	3 (8.1)	8 (21.6)

Source: Survey, 2025

Table 2 shows that majority of the respondents agreed that Midas Radio 90.5FM's 'Health Issue' and Voice 89.9FM's "Let's Talk Health" have motivated them to attend antenatal care for medical checkups during pregnancy. Majority (17 [45.9%]) of the respondents agreed that both programmes have provided them with useful information about regular medical checkups during pregnancy and that the programmes influenced them to make the right health decisions during their pregnancy. Also, majority of the respondents who formed the population of this study affirmed that the radio programmes have increased their knowledge on how to live a healthy lifestyle during pregnancy. Lastly, the larger portion of the respondents said that the programmes were effective in encouraging pregnant women in Ado-Ekiti to attend regular medical checkups during pregnancy.

Table 3: Comparison of the effectiveness of Midas FMs "Health Issue" and Voice 89.9FM's "Let's Talk Health" in promoting regular checkups among pregnant women in Ado-Ekiti.

S/N	QUESTIONS	SA	A	D	SD	N
14	Midas Radio 90.5FM's "Health Issue" provide me with better information on antenatal care than Voice 89.9FM's "Let's Talk Health"	5 (13.5)	11 (29.7)	9 (24.3)	1 (2.7)	11 (29.7)
15	Voice 89.9FM's "Let's Talk Health" is more educational on issues of antenatal care compared to Midas radio 90.5FM's "Health Issue".	3 (8.1)	12 (32.4)	8 (21.6)	1 (2.7)	13 (35.1)
16	The contents of Voice 89.9FM's "Let's Talk Health" are more engaging than Midas FMs "Health Issue".	6 (16.2)	7 (18.9)	12 (32.4)	0 (0.0)	12 (32.4)
17	Midas FMs "Health Issue" provide topics that are relevant to pregnancy than Voice FMs "Let's Talk Health"	11 (29.7)	10 (27.0)	9 (24.3)	2 (5.4)	5 (13.5)

Source: Survey, 2025

Table 3 shows that the highest portion of the respondents agreed that Midas Radio 90.5FM's 'Health Issue' provide them with better information on antenatal care than Voice 89.9FM's 'Let's Talk Health'. Majority of the respondents were indecisive in their opinion on if Voice 89.9FM's 'Let's Talk Health' programme was more educational on issue of antenatal care

compared to Midas Radio 90.5FM's 'Health Issue'. Also, the largest portion of the pregnant women who formed the population of this study disagreed with the assertion that the content of Voice 89.9FM's 'Let's Talk Health' are more engaging than Midas radio 90.5FM's 'Health Issue'. Among the overall respondents, majority agreed that Midas Radio 90.5FM 'Health Issue' was able to provide topics that are relevant to pregnancy than Voice 89.9FM's 'Let's Talk Health'

Discussion of Findings

This study focused on the assessment of Midas Radio 90.5FM's "Health Issue" and Voice 89.9FM's "Let's Talk Health" programme in promoting regular medical checkups among pregnant women in Ado-Ekiti, Nigeria. Out of the 43 registered pregnant women at the Primary Healthcare Centre, Irona, and Primary Healthcare Centre, Federal Housing, Ado-Ekiti, 37 gave their consent and participated in the study.

In line with the first research question, which sought to find out the level of awareness and exposure to Midas FM's "Health Issue" and Voice FM's "Let's Talk Health" among pregnant women in Ado-Ekiti, findings revealed that 64.8% of the respondents were aware of Midas Radio's "Health Issue" programme, and the same proportion (64.8%) affirmed that they usually listen to it as pregnant women. In contrast, 48.6% of the respondents were not aware of Voice 89.9FM's "Let's Talk Health" programme, while 45.9% indicated that they did not usually listen to it. This shows that the pregnant women in Ado-Ekiti are considerably more aware of and exposed to Midas Radio's programme than its counterpart on Voice FM. Notwithstanding this disparity, 54.0% of the respondents agreed that both programmes are educative and informative, and 64.8% affirmed that they have learnt the importance of antenatal care through their exposure to the programmes. From the foregoing, it is evident that Midas Radio 90.5FM, as a channel, has played a more prominent role in educating pregnant women

on the importance of antenatal care, although both stations contribute meaningfully to maternal health education. This shows that radio serves as a source of information on antenatal care for pregnant women, and that the messages passed across are sufficiently educative to help them understand the value of regular checkups. This finding agrees with Sanda (2014), who found that radio is a major source of information on antenatal care services and that pregnant women preferred media programmes in which a health expert discusses antenatal care and maternal health issues.

With respect to the second research question, which examined the influence of the programmes on the pregnant women's decisions to go for regular medical checkups, findings showed that 48.6% of the respondents agreed that Midas Radio 90.5FM's "Health Issue" had motivated them to attend antenatal care for medical checkups during pregnancy, while a higher proportion, 59.4%, affirmed that Voice 89.9FM's "Let's Talk Health" had done the same. Similarly, 45.9% of the respondents agreed that both programmes had provided them with useful information about regular medical checkups, and 48.6% agreed that the programmes had influenced them to make the right health decisions during pregnancy. In the same vein, 45.9% of the respondents affirmed that the radio programmes had increased their knowledge on how to live a healthy lifestyle during pregnancy, and 48.6% rated the programmes as either "very effective" or "effective" in encouraging pregnant women in Ado-Ekiti to attend regular medical checkups. These findings suggest that, despite Midas Radio's "Health Issue" enjoying greater awareness and listenership, Voice FM's "Let's Talk Health" appears to exert a slightly stronger motivational influence on those who do listen to it, with both programmes nonetheless playing a complementary role in shaping pregnant women's health-seeking behaviour. This finding aligns with Yaya and Bishwajit (2022), who indicated that family planning communication through mass media and health workers could potentially improve the utilisation of antenatal and health facility delivery services in

Nigeria.

Finally, in relation to the third research question, which compared the effectiveness of Midas FM's "Health Issue" and Voice FM's "Let's Talk Health" in promoting regular checkups among pregnant women in Ado-Ekiti, findings revealed that 43.2% of the respondents agreed that Midas Radio 90.5FM's "Health Issue" provided them with better information on antenatal care than Voice 89.9FM's "Let's Talk Health," while 35.1% were indifferent or undecided on whether Voice FM's programme was more educational on antenatal care issues compared to Midas FM's. Furthermore, only 35.1% agreed that the content of Voice 89.9FM's "Let's Talk Health" was more engaging than that of Midas Radio 90.5FM's "Health Issue," with 32.4% disagreeing with this assertion. Additionally, 56.7% of the respondents agreed that Midas Radio 90.5FM's "Health Issue" provided topics more relevant to pregnancy than Voice 89.9FM's "Let's Talk Health." Taken together, these findings indicate that Midas Radio 90.5FM's "Health Issue" was generally perceived as more effective, more relevant, and more informative on antenatal care matters than Voice 89.9FM's "Let's Talk Health" among the sampled pregnant women. This may be attributed to the fact that the pregnant women listen more to Midas Radio 90.5FM, and that the station provides them with more relevant and adequate information about their maternal health. This confirms the findings of Ajibade&Alabi (2017), who stated that the level of relevance and adequacy of programme content remains one of the key factors that determine the choice of a channel for health information among health seekers.

Conclusion

Pregnant women in Irona and Federal Housing Primary Healthcare Centre are aware of Midas Radio's 'Health Issue' programme and usually listen to the channel. Midas radio 90.5FM's '*Health Issue*'. For the majority of the pregnant women and few others, Midas Radio 90.5FM's '*Health Issue*' and Voice 89.9FM's '*Let's Talk Health*' programmes are educative and

informative and able to discuss the importance attached to antenatal care. Midas Radio 90.5FM's 'Health Issue' and Voice 89.9FM's "Let's Talk Health" programmes motivated the pregnant women to attend antenatal care for medical checkups during pregnancy and provided useful information about regular medical checkups during pregnancy. The programmes influenced the pregnant women to make the right health decisions during their pregnancy and also, the radio programmes were able to increase their knowledge on how to live a healthy lifestyle during pregnancy and that the programmes were effective in encouraging pregnant women in Iroba and Federal Housing Area, Ado-Ekiti to attend regular medical checkups during pregnancy. This study also concludes that Midas Radio 90.5FM's 'Health Issue' was able to provide the pregnant women with better information on antenatal care.

Recommendations

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

1. Since the study's first objective examined the level of awareness and exposure to the two programmes, and findings revealed that a sizeable proportion of pregnant women (48.6% for Midas FM and 35.1% for Voice FM) were not aware of, or did not listen to, these health programmes, there is a need for more awareness about the efforts of radio channels on maternal healthcare programmes among pregnant women in Ado-Ekiti. Radio stations can achieve this through campaigns in primary healthcare facilities, participation in health seminars, and the involvement of health practitioners from different primary healthcare facilities within Ado-Ekiti.
2. In line with the study's second objective, which examined the influence of the programmes on pregnant women's decisions to attend regular medical checkups, and given that findings showed both programmes had a motivational effect on the respondents

(48.6% for Midas FM and 59.4% for Voice FM), radio stations such as Midas Radio 90.5FM and Voice 89.9FM should sustain and expand their health communication efforts by intensifying educative programmes focused on maternal health and antenatal care, so as to further strengthen this positive influence on pregnant women's checkup decisions.

3. Since findings further revealed that programme producers' collaboration with healthcare professionals contributes to the credibility and impact of broadcast content, programme producers should partner with healthcare professionals to ensure the accuracy and relevance of broadcast content, while also incorporating interactive segments that allow pregnant women to ask questions and share their experiences. This will further enhance the programmes' ability to influence pregnant women to make the right health decisions during pregnancy.
4. In line with the study's third objective, which compared the effectiveness of the two programmes, and given that findings revealed Midas Radio 90.5FM's "Health Issue" was rated more relevant, more informative, and more effective (56.7% relevance rating) than Voice 89.9FM's "Let's Talk Health," it is necessary for Voice 89.9FM to look inward for ways to make its health content more educative, engaging, and relevant, in order to match the level of impact recorded by Midas Radio 90.5FM among pregnant women in Ado-Ekiti.

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