



Nigerian Urban Reproductive Health Initiative

Media Stakeholder Analysis



Introduction

Information on knowledge and use of family planning issues is an imperative tool for journalists whose jobs is to educate the general public on the various methods of contraceptives available. To this end a stakeholder's analysis was embarked on, using the questionnaire research tool to know the knowledge of family planning methods known to the journalists, how co-operative their medium is in reporting family planning issues and how often they report family planning amongst others.

Below is the analysis for the research

DATA ANALYSIS

SECTION A: DEMOGRAPHICS INFORMATION OF RESPONDENTS

A.1 SEX AND LOCATION OF RESPONDENTS

Location	Male	Female	Total (%)
Ibadan	4	6	10
Ilorin	8	-	8
Jos	5	5	10
Benin City	8	2	10
Kaduna	8	2	10
Abuja	3	7	10
Total	36 (62%)	22(38%)	58 (100%)

Table 1.1

From table 1.1, the respondents were made up of 58 journalists from 6 cities (Kaduna, Ilorin, Jos, Ibadan, Benin City and Abuja) states and the Federal Capital Territory (FCT). The return rate of the questionnaire is 97% as 58 of the 60 questionnaires were returned. It should be noted that each of the six cities was expected to fill and return 10 questionnaires; however, 8 questionnaires were turned in from Ilorin. Out of the 58 questionnaires returned, the male constitutes 62% (36) and the female accounts for 38% (22).

Bar Chart showing the respondents' sex and locations

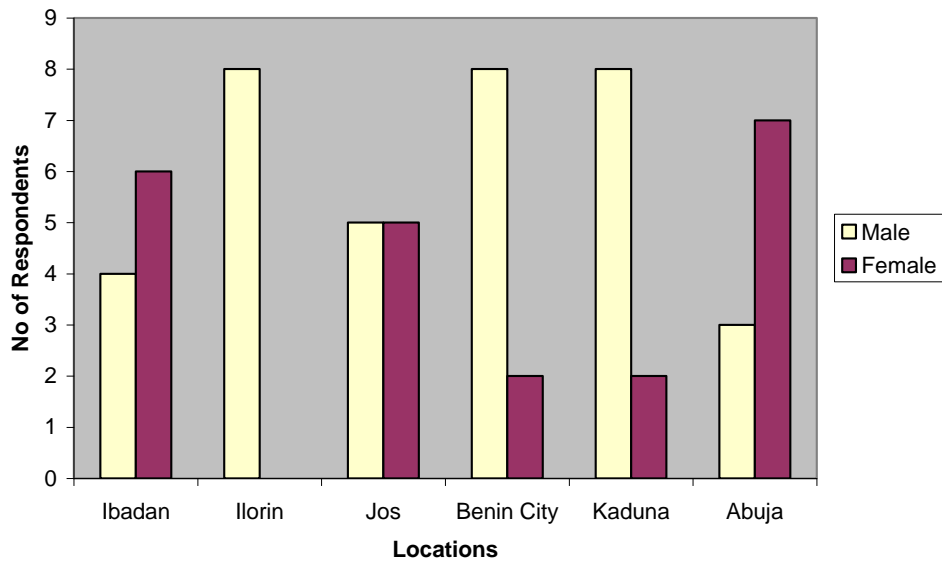


Figure 1

A.2 RESPONDENTS' MEDIA ORGANISATIONS

Medium	Male	Female	Total (%)
Print	30	13	43 (74%)
TV	6	5	11 (19%)
Radio	-	4	4 (7%)
Online	-	-	-
News Agency	-	-	-
Total	36 (62%)	22 (38%)	58 (100%)

Table 1.2

From the analysis above, it is evident that the print media constitute 74% (43), TV 19% (11), and Radio account for just 7% (4) of the total respondents (58 journalists). The total population does not include journalists from the News Agencies and the Online Medium.

Bar Chart showing the Distribution of Respondents' Medium

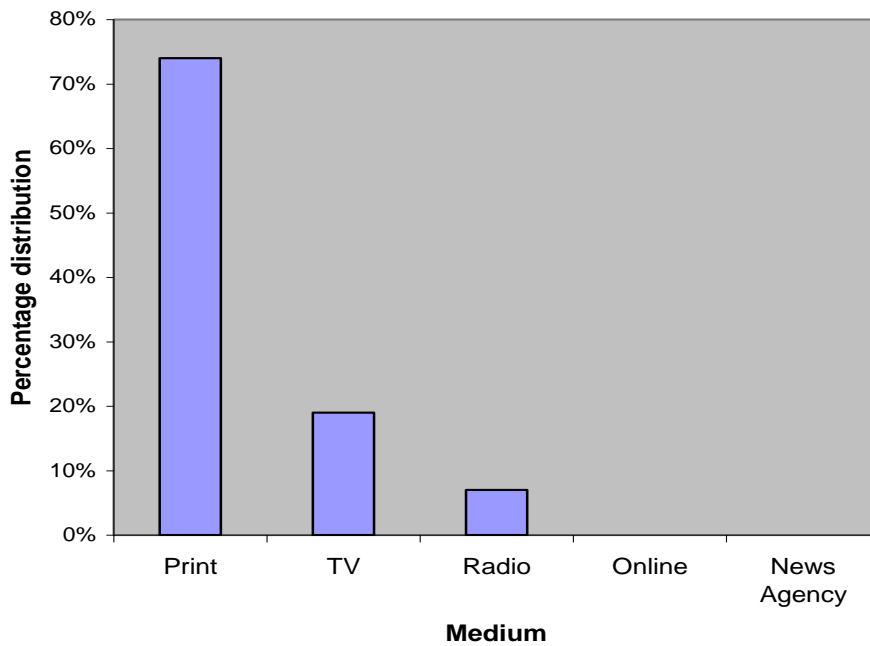


Figure 2

A.3 DESIGNATIONS OF RESPONDENTS

Designation	Male	Female	Total (%)
Reporter	9	6	15 (26%)
Correspondent	20	6	26 (45%)
Editor / Producer	6	9	15 (26%)
Others	1	1	2 (3%)
Total	36 (62%)	22 (38%)	58 (100%)

Table 1.3

The data in table 1.3 reveal that a higher percentage of the respondents are Correspondents (45%), while reporters and editors / producers make up 52%

(26% each) of the total respondents. The others in the table include a librarian and a presenter.

SECTION B: RESPONDENTS' KNOWLEDGE OF FAMILY PLANNING

B.1 RESPONDENTS' PREVIOUS KNOWLEDGE ABOUT FAMILY PLANNING (*ACQUIRED DURING TRAINING*)

LOCATION	YES			NO			TOTAL RESPONDENTS		
	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL
Ibadan	2	3	5	2	3	5	4	6	10
Ilorin	4	-	4	4	-	4	8	-	8
Jos	-	1	1	5	4	9	5	5	10
Benin	4	2	6	4	-	4	8	2	10
Kaduna	2	-	2	6	2	8	8	2	10
Abuja	2	3	5	1	4	5	3	7	10
Total	14	9	23 (40%)	22	13	35 (60%)	36	22	58 (100%)

Table 2.1

Table 2.1 shows that out of the total respondents of 58, only 40% (23 journalists) have been trained on family planning while 60% (35 journalists) have not received any form of training on family planning. It is essential to note that 9 out of 10 journalists (90%) in Jos have not received any form of training on family planning; 8 out of 10 journalists (80%) have also not received any form of training in Kaduna. However, 50% of journalists have been trained in Ilorin, Abuja, and Ibadan while 60% have been trained in Benin.

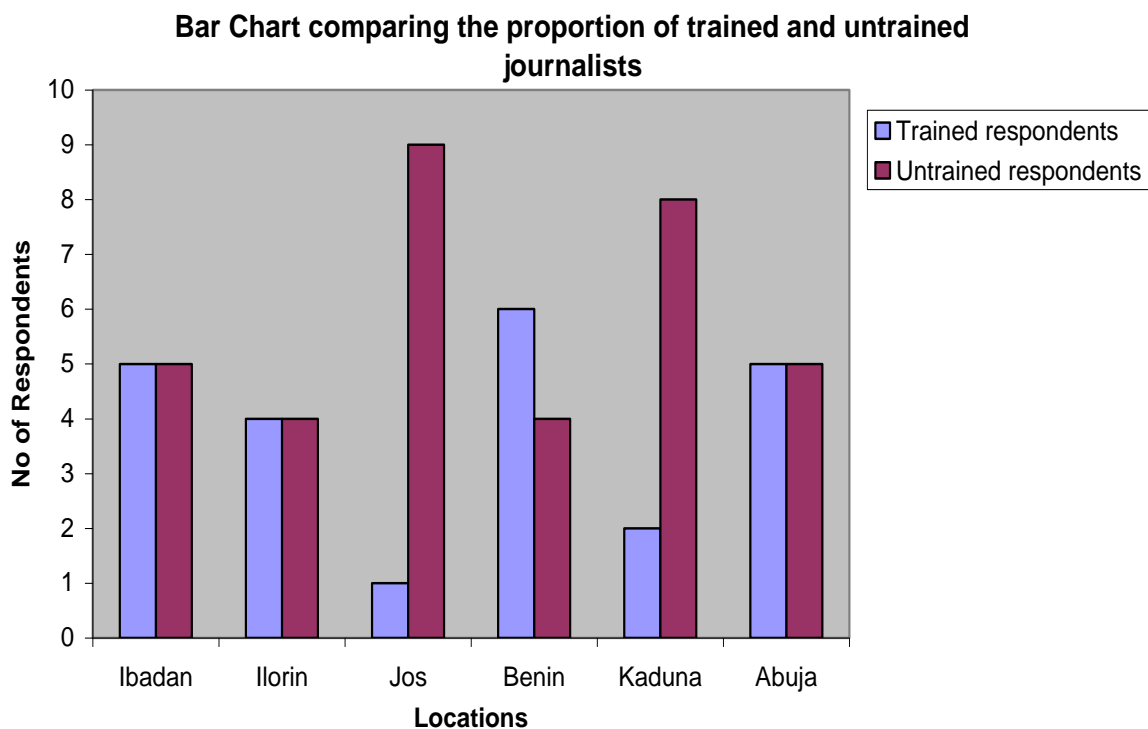


Figure 3

B.2 RESPONDENTS' AWARENESS / KNOWLEDGE ABOUT FAMILY PLANNING METHODS

METHOD	RESPONSE	PERCENTAGE (%) OF 58 RESPONDENTS
Condom	40	69%
IUD	18	31%
Timing (safe & unsafe period)	7	12%
Birth Control Pills	34	59%
Injection	14	24%
Coil	4	7%
Withdrawal Method	12	21%
Abstinence	12	21%
Vasectomy	6	10%
Cervical Cap	1	2%
Norplant	2	4%
Natural Method	7	12%
Tube Ligation	4	7%
Billing's Method	1	2%
Spermicidal Method	2	4%
Diaphragm	5	9%

None	3	5%
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Table 2.2

It is glaring from the table above (table 2.2) that the respondents were aware of several family planning methods though 3 journalists (5%) were in the dark about the family planning method. The responses are a product of the respondents' pre-knowledge of family planning as they were given the liberty to freely write out the methods they know. From data collected, 69% (40 out of 58) of the respondents were familiar with the Use of Condom and 59% (34 out of 58) were familiar with Birth Control Pills, albeit some of these people were also familiar with other family planning methods like Injections (24%), withdrawal method (21%), abstinence (21%) and so on.



Bar Chart showing the respondents awareness of the various family planning methods

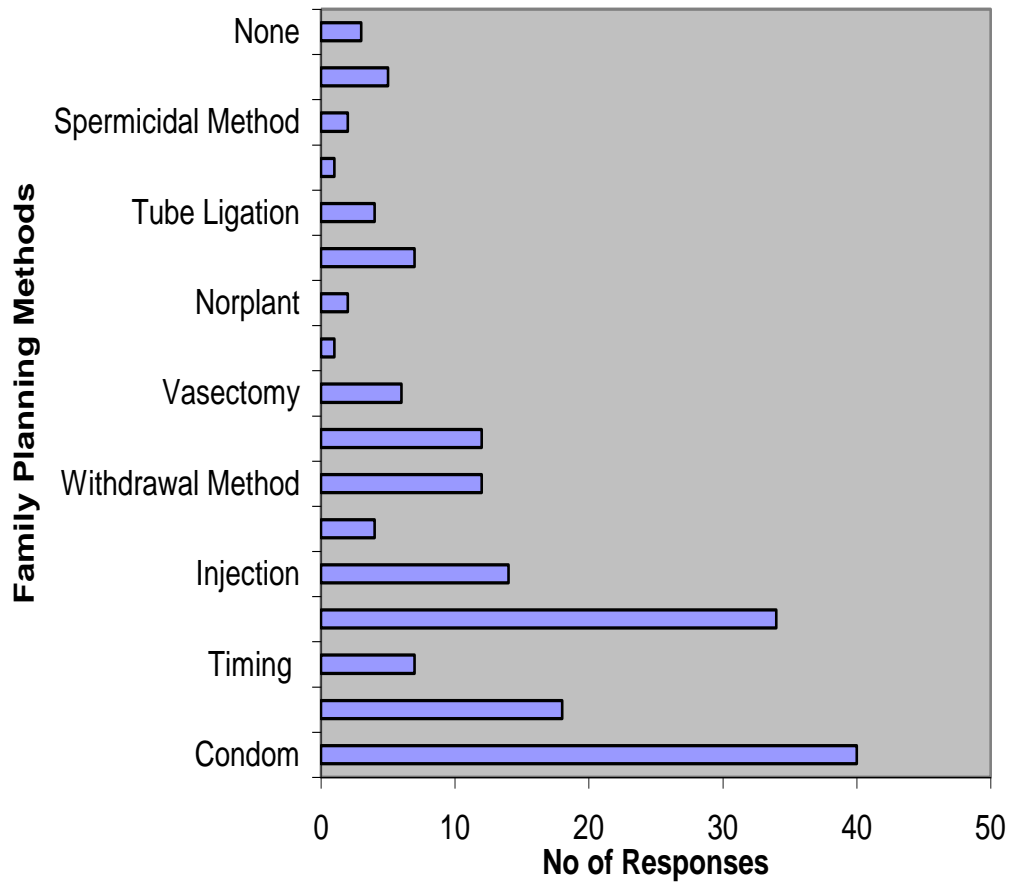


Figure 4

B.3 USING ANY FAMILY PLANNING METHOD MAKES SEX LESS PLEASURABLE

LOCATION	TRUE			FALSE			NOT SURE		
	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL
Ibadan	1	-	1	2	4	6	1	2	3
Ilorin	-	-	-	5	-	5	3	-	3
Jos	-	-	-	4	3	7	1	2	3
Benin	3	-	3	3	2	5	2	-	2
Kaduna	2	1	3	6	1	7	-	-	-
Abuja	-	1	1	1	3	4	2	3	5
Total	6	2	8 (13%)	21	13	34 (59%)	9	7	16 (28%)

Table 2.3

As shown above in table 2.3, 13% of the total respondents admitted that family planning methods make sex less pleasurable, 59% disagreed with the notion, while 28% were not sure whether family planning methods could make sex less pleasurable or not. From the ongoing, it could be said that the respondents' knowledge about family planning and sex is still low as 28% were not sure of their stance on family planning mechanisms and sex drives.

Pie Chart showing the opinion of respondents about family planning methods

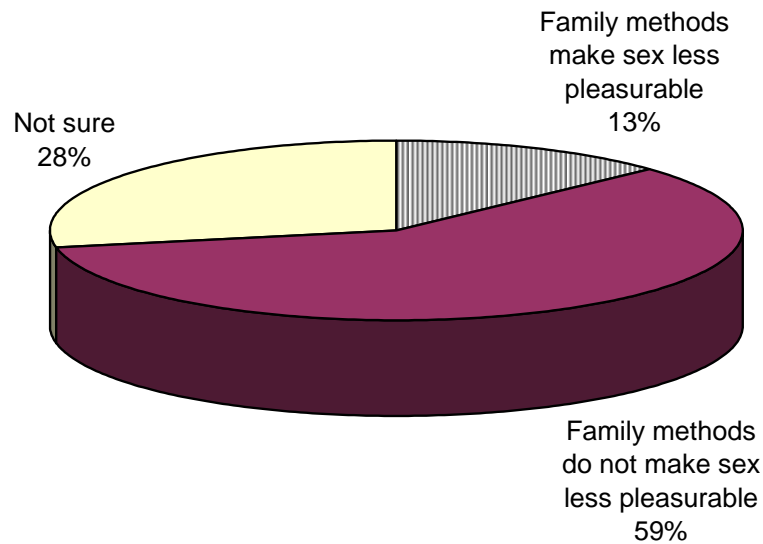


Figure 5

SECTION C: INTERESTS RELATED TO FAMILY PLANNING

C.1 RESPONDENTS WHO HAVE WRITTEN STORIES ON FAMILY PLANNING

LOCATION	YES			NO			TOTAL RESPONDENTS		
	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL
Ibadan	2	2	4	2	4	6	4	6	10

Ilorin	4	-	4	4	-	4	8	-	8
Jos	4	2	6	1	3	4	5	5	10
Benin	3	2	5	5	-	5	8	2	10
Kaduna	4	-	4	4	2	6	8	2	10
Abuja	3	5	8	-	2	2	3	7	10
Total	20	11	31 (53%)	16	11	27 (47%)	36	22	58 (100%)

Table 3.1

Although table 2.1 showed that only 40% have been trained on family planning, table 3.1 reveals that 53% (31 out of 58) of the journalists have written stories on family planning, while 47% have not shown any interest in reporting stories on family planning. Some of the reasons given for not being able to write on the issue include: lack of up to date information on family planning, inconsistency on the health beat, unawareness about the topic, time constraint, organisation's editorial unwillingness, concentration on other beats, inadequate knowledge about the topic and few years of experience. However, those who have written stories on family planning complained that; the terminologies in the field, reluctance of the people to talk about sex, inadequate facts and documents, lack of adequate knowledge, the people's religion and culture (especially the catholic faith that believes in abstinence, and the non-willingness of the Northern women), as well as the government insincerity to address complaints from users of FP methods; are the major challenges they face when reporting family planning issues.

The figure below shows the frequency of news reported on family planning.



Pie Chart showing the Frequency of Reporting

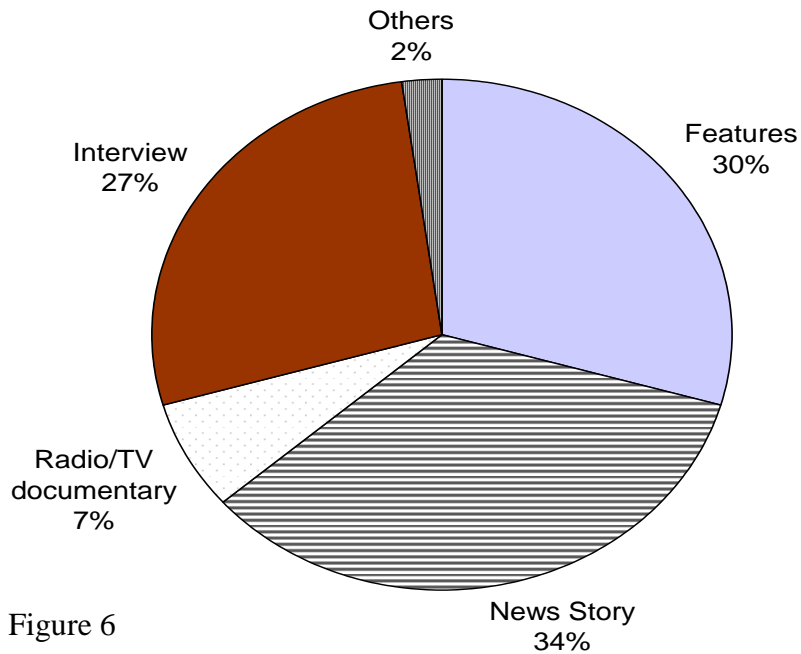


Figure 6

SECTION D: POSITION FOR OR AGAINST FAMILY PLANNING

D.1 FAMILY PLANNING HELPS THE TOTAL WELLBEING OF COUPLES WHO ADOPT IT

LOCATION	TRUE			FALSE			NOT SURE		
	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL
Ibadan	3	5	8 (80%)	-	-	-	1	1	2
Ilorin	8	-	8 (100%)	-	-	-	-	-	-
Jos	5	5	10 (100%)	-	-	-	-	-	-
Benin	5	2	7 (70%)	1	-	1	2	-	2
Kaduna	8	2	10 (100%)	-	-	-	-	-	-
Abuja	2	5	7 (70%)	-	1	1	1	1	2
Total	31	19	50 (86%)	1	1	2 (4%)	4	2	6 (10%)

Table 4.1

From table 4.1 above, 86% (50 out of 58 respondents) of the respondents believe that family planning is beneficial to couples, 4% believe it does not contribute to the wellbeing of couples while 10% are neutral to the benefits of family planning to couples. It is important to note that all (100%) the respondents in Ilorin, Jos and Kaduna gave a total support to family planning while only 80% in Ibadan and 70% in both Benin and Abuja supported family planning.

Pie Chart showing the knowledge of respondents about the benefits of family planning to couples

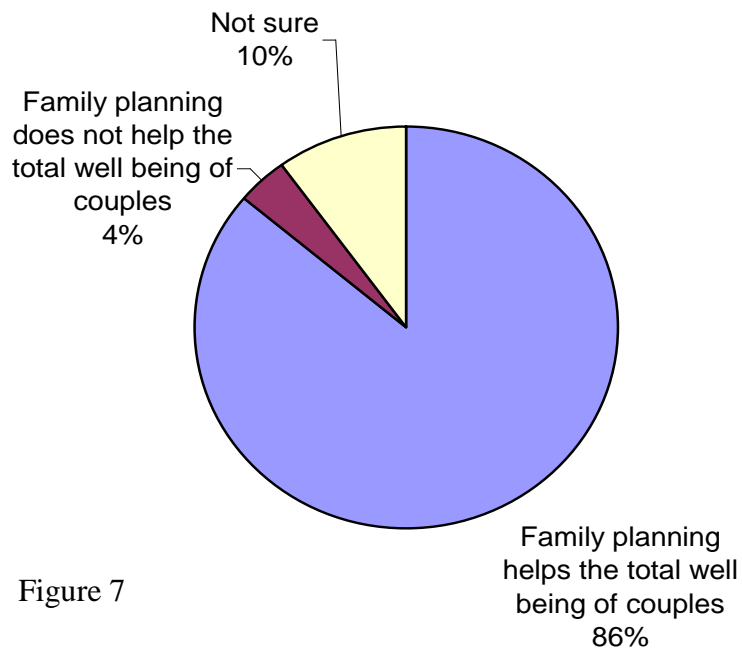


Figure 7

D.2 FAMILY PLANNING PRE-EMPTS GOD, THUS, IT IS UNGODLY

RELIGIOUS BELIEF	TRUE	FALSE	NOT SURE	TOTAL
African Indigenous	-	-	-	-
Christian	1	44	2	47
Muslim	-	7	3	10

All of the above	1	-	-	1
Total	2 (3%)	51(88%)	5 (9%)	58 (100%)

Table 4.2

From the analysis above it is evident that 88% of the total respondents were of the view that family planning does not pre-empt God, so it is Godly, while (9%) of the respondents were not sure if family planning pre-empt God or not. Only (3%) were of the opinion that family planning pre-empt God, thus, it is not Godly. With the analysis above the view of respondents differ on the issue of family planning because of the different religious beliefs.

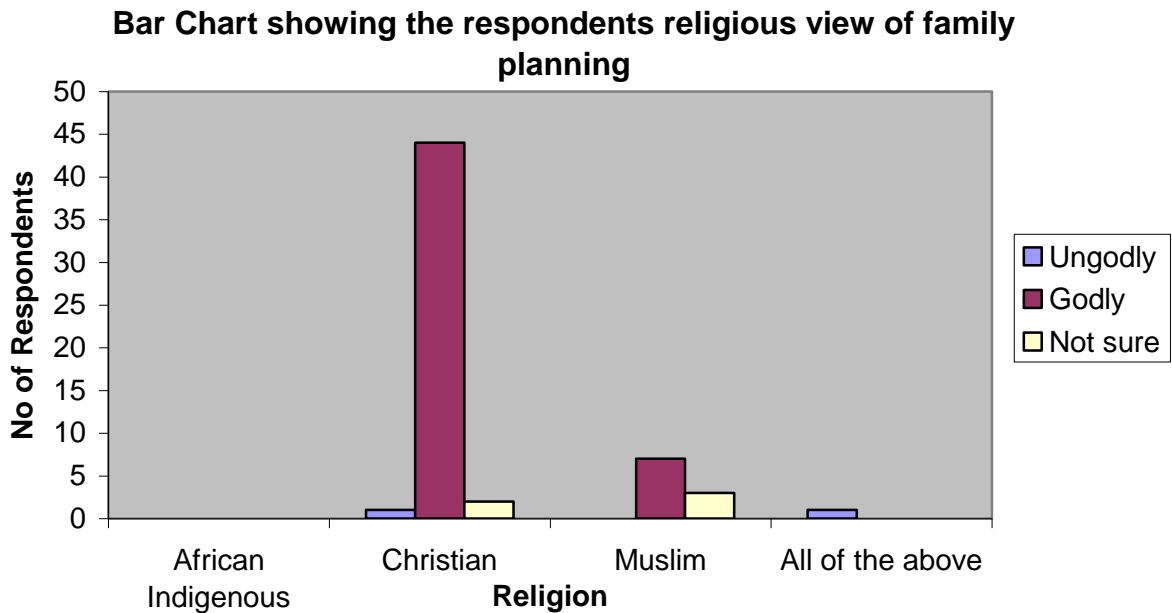


Figure 8

D3 THE ADOPTION OF FAMILY PLANNING SHOULD ONLY BE FOR WOMEN

LOCATION	TRUE			FALSE			NOT SURE		
	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL

Ibadan	-	-	-	4	6	10	-	-	-
Ilorin	1	-	1	5	-	5	2	-	2
Jos	-	-	-	4	5	9	1	-	1
Benin	1	-	1	6	2	8	1	-	1
Kaduna	-	-	-	7	2	9	1	-	1
Abuja	-	1	1	3	5	8	-	1	1
Total	2	1	3 (5%)	29	20	49 (85%)	5	1	6 (10%)

Table 4.3

The table above (table 4.3) shows that 85% of the total respondents denied the fact that family planning should only be for women while 5% were of the opinion that only the women should adopt family planning mechanisms. In addition, 10% of the total respondents remained uncertain about their position on family planning.

D4 THE SIDE EFFECTS OF FAMILY PLANNING ARE ENORMOUS, THUS, IT SHOULD BE NEGLECTED

LOCATION	TRUE			FALSE			NOT SURE		
	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL
Ibadan	-	-	-	3	5	8	1	1	2
Ilorin	-	-	-	8	-	8	-	-	-
Jos	-	-	-	4	5	9	1	-	1
Benin	2	-	2	4	1	5	2	1	3
Kaduna	-	1	1	7	1	8	1	-	1
Abuja	-	-	-	3	6	9	-	1	1
Total	2	1	3 (5%)	29	18	47 (81%)	5	3	8 (14%)

Table 4.4

It is clear from the data in table 4.4 that 81% (47 out of 58) of the respondents do not share the notion that family planning has enormous side effects, however, only 50% (5 out of 10) of the respondents in Benin share this view. While 20% (2 out of 10) of them believe that family planning should be neglected because of its enormous side

effects, 30% remain doubtful about whether family planning has side effects or not. Similarly, the total number of respondents who are of the opinion that family planning be neglected because of its side effects amounts to 5% of the total respondents in the six cities while 14% of the total respondents are undecided.

Pie Chart showing the respondents' views about family planning and side effects

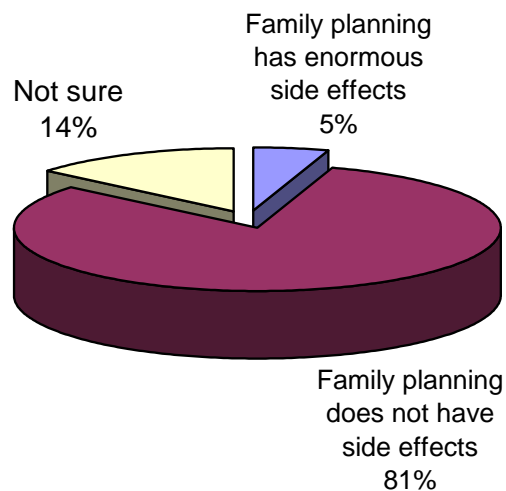


Figure 9

D5 FAMILY PLANNING SHOULD NOT BE DISCUSSED IN THE MEDIA

RANK	RESPONSE	PERCENTAGE (%)
Strongly Agree	4	7%
Agree	7	13%
Uncertain	2	4%
Disagree	11	19%
Strongly Disagree	34	57%
Total	58	100%

Table 4.5

The table above shows that 76% out of the total respondents tend to disagree with the notion that family planning issues should not be discussed in the media while 20% felt family planning issues were not worthy of reporting in the media. The other 4% were in doubt, and could not say whether the subject should be discussed or not. The general trend is towards disagreement, which indicates that the respondents support the discussion of family planning in the media.

SECTION E: FACTORS AFFECTING FREQUENT REPORTING OF FAMILY PLANNING

E.1 FAMILY PLANNING ARE FOREIGN TO OUR CULTURE

RANK	RESPONSE	PERCENTAGE (%)
Strongly Agree	2	3%
Agree	3	5%
Uncertain	4	7%
Disagree	29	50%
Strongly Disagree	20	35%
Total	58	100%

This section shows the biases people have in support of culture and religion. In table 5.1, the trend is towards disagreement. Although a total of 5 respondents (8%) believe that family planning methods are alien to our culture, the majority 85% tend to oppose the view that family planning is foreign or strange to our culture. This is evident in the statistics given in table 2.2, as 55 (95%) out of the total respondents of 58 were aware of at least one method of family planning. On the other hand, 7% of the total respondents still demonstrated total lack of knowledge (neutrality) about the relationship between family planning and culture.

E.2 _____ I AM INDIFFERENT TO FAMILY PLANNING BECAUSE OF MY RELIGIOUS BELIEF

RANK	RESPONSE	PERCENTAGE (%)
Strongly Agree	-	-
Agree	2	4%
Uncertain	3	5%
Disagree	21	36%
Strongly Disagree	32	55%
Total	58	100%

Table 5.2

The respondents in this study tend not to be religious bias as only 4% of the total sample or respondents feel reluctant to reckon with family planning (as shown in table 5.2). On the other hand, a higher percentage of the respondents (91%) tend to ignore their religious biases whenever the issue of family planning surfaced, though 5% of the respondents were unsure of their stand on the issue.

SECTION F: FACTORS AFFECTING THE FAMILY PLANNING IMPLEMENTATION

HOW CO-OPERATIVE IS THE MANAGEMENT OF YOUR ORGANISATION ON FAMILY PLANNING ISSUES

LOCATION	VERY CO-OPERATIVE	CO-OPERATIVE	QUITE CO-OPERATIVE	NOT CO-OPERATIVE	UNDECIDED
Ibadan	6	1	1	1	1
Ilorin	4	3	-	-	1
Jos	2	6	2	-	-
Benin	6	3	1	-	-
Kaduna	8	1	-	1	
Abuja	4	3	2	-	1
Total	30 (52%)	17 (29%)	6 (10%)	2 (4%)	3 (5%)

Table 6.1

This section identifies the factors that can influence the discussion of family planning in the media and ultimately the implementation of family planning. When

the management of a particular organization is co-operative, the task of reporting the issue (regularly or occasionally) is made less cumbersome. As a result, family planning implementation would be given the rightful attention. Table 6.1 above reveals that 91% of the managements of the respondents' organizations tend to be co-operative, though the degree of the co-operation differs. The data show that while 52% are very co-operative, 29% are always co-operative and 10% are fairly co-operative. More so, 4% prove difficult to approach while the remaining 5% of the respondents do not know the category to place their organizations as regards the issue of family planning.

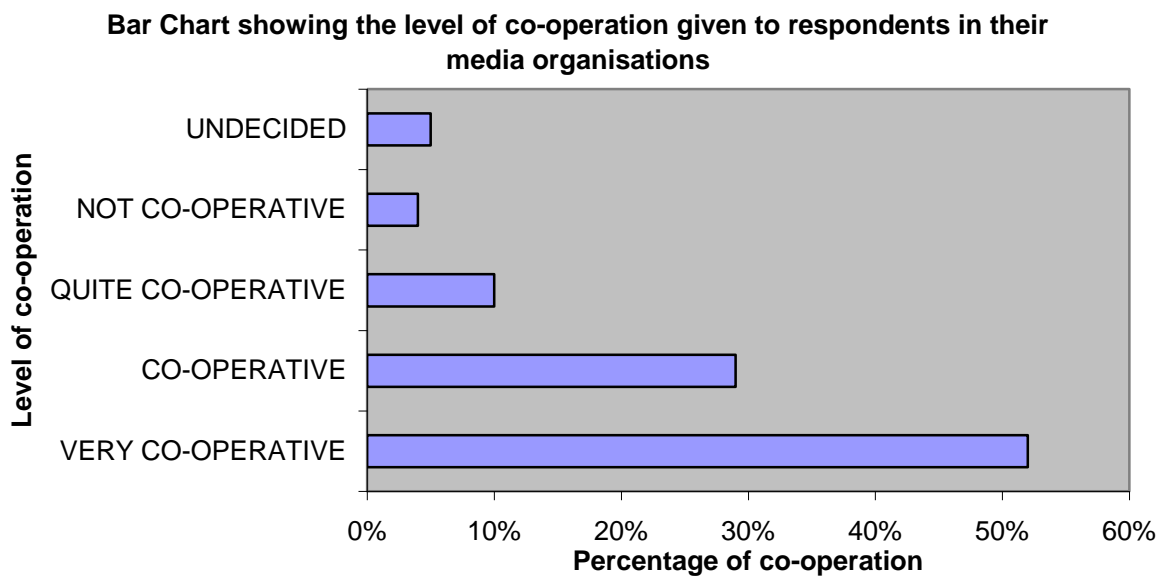


Figure 10

FINDINGS

From the data analysis above, respondents were aware of several family planning methods but the popular ones among them includes; Condom (69%), Birth Control Pills (59%), IUD (31%), Withdrawal method (21%), Injection method (24%) and abstinence (21%). The level of awareness or knowledge of family planning among the respondents is no doubt above average, albeit, there are instances where the respondents were not sure of their position on certain variables. For instance, 13% of the total respondents felt that family planning methods could make sex less pleasurable, 59% believed it wouldn't while 28% remained neutral. Consequently, it could be said that the respondents' knowledge about family planning is still low as 28% were not sure of their stance on family planning mechanisms and other issues as related to sexuality.

It is clear that quite a number of journalists have not been trained and this is evident in the responses gathered. The ratio of trained respondents to the untrained ones is 2:3, a proportion that calls for more sensitization of the respondents / stakeholders. This is because only 40% of the total respondents have attended training(s) on family planning in the past whereas 60% of them have never attended any form of training on family planning. It is essential to note that 9 out of 10 journalists (90%) in Jos have not received any form of training on family planning and 50% of journalists in Ilorin, Abuja, and Ibadan are yet to be trained while 40% have also not received any form of training in Benin.

The interest of the respondents towards family planning is just average as 53% have actually written or done something in support of family planning while 47% haven't done any thing yet (see table 3.1). This is due to lack of up to date information on family planning, inconsistency on the health beat, marital status (particularly the singles), unawareness about the topic, time constraint,

organisation's editorial unwillingness, concentration on other beats, inadequate knowledge about the topic and few years of experience. In addition, the relatively low response to family planning by the stakeholders, if compared with the number of respondents, who have been trained in the past (see table 2.1), suggests that the training and knowledge acquired by the stakeholders would eventually lead to more responses or interest towards family planning.

Interestingly, majority of the respondents stand for or are in support of the practice of family planning. For instance, 86% of the respondents believe that family planning is good for the wellbeing of couples (table 4.1), 88% said family planning cannot not pre-empt God, 85% disclosed that family planning should not be for women alone (table 4.3), 81% revealed that family planning should not be neglected because of its side effects (table 4.4) and 76% out of the total respondents felt that family planning issues should be discussed in the media (see table 4.5).

Furthermore, the respondents do not believe that culture or their religion could interfere with their stand on family planning, though, some respondents do.

Lastly, it was gathered that 91% of the managements of the respondents' media organizations were co-operative, 4% did not co-operate while 5% of the respondents were uncertain.

RECOMMENDATIONS

No doubt the issues of Family planning is well known among these group of stakeholders (journalists).However, there is still a gap in terms of in-depth knowledge of the issue, which is necessary to help demystify what family planning is to many.

Owing to this fact, it is recommended that a way of increasing the knowledge of the journalist is needed. This will go a long way to boost the interest and willingness of media audience and thus act a way of changing behavior. This at the long run will help to increase the use of Family Planning to a great extent.

