

## EXPOSURE AND ATTITUDE OF ANAMBRA STATE FEMALE CIVIL SERVANTS TO BREAST CANCER AWARENESS CAMPAIGNS ON FACEBOOK

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### ABSTRACT

*Breast cancer is the leading type of cancer in women. It is and still remains one of the cancers affecting all age groups of women worldwide. Since the social media can also be used to inform many of its users, including Anambra women, of the benefits of regular breast self-examination, quality breast care and the consequences of late detection of breast cancer, this study therefore sought to ascertain Anambra women's level of awareness of Facebook breast cancer awareness campaigns, their level of exposure to breast cancer awareness campaigns on Facebook, their attitude towards breast cancer awareness campaigns on Facebook and the extent to which they put the measures of the campaigns into practice. To give meaning to this study and achieve these objectives, the researcher anchored this study on the source credibility theory and adopted the descriptive survey design, respectively. With the April 2024 population of the female staff of the 19 Ministries in Anambra State which is 2, 164 and the Taro Yamane formula, the researcher determined the samples (338) she studied and selected the samples using purposive sampling technique and the formula:  $R = I \times S/N$  in order to ensure the proportionality of the samples. She also used a structured, valid and reliable questionnaire to collect data from the respondents she studied and analyzed the data using frequency tables and simple percentages. From the study, the researcher found, among others, that the respondents' level of exposure to the selected breast cancer awareness campaigns on Facebook is high. Based on her findings, the researcher recommended, among others, that Anambra women should continue to expose themselves to the selected breast cancer awareness campaigns on Facebook for the measures recommended in the campaigns to remain fresh in their memory.*

### INTRODUCTION

Breast cancer has been recognized as an urgent public health problem in high-resource regions of the world (Ogunkorode, Holtslander, Anonson & Maree, 2017). The burden of breast cancer is rising in Nigeria (Olayide, Isiaka, Ganiyu, Olatoke, Akande, Olalekan, Olaogun & Anya, 2023). The International Agency Research on Cancer (IARC) recorded 28,380 new breast cancer cases in Nigeria in 2020, representing 22.7% of new cancers and accounting for the highest proportion of all cancer types (Sung, Ferlay, Siegel, Laversanne, Soerjomataram, Jemal & Bray, 2021).

The stage of the disease at diagnosis has a great influence on determining the outcome of the illness (Jemal, Center, DeSantis & Ward, 2011 cited in Ogunkorode *et al.*, 2017; Yip & Taib, 2012). In low-middle-income countries like Nigeria, advanced stage of the disease at diagnosis and delayed treatment, represent notable problems (Oluwatosin & Oladapo, 2006 cited in Ogunkorode *et al.*, 2017; Oluwatosin, 2010 cited in

Ogunkorode *et al.*, 2017; Pruitt, Mumuni, Raikhel, Ademola, Ogundiran, Adenipekun, Morhason-Bellow, Ojengbede & Olapade, 2015; Richards, 1999 cited in Ogunkorode *et al.*, 2017). Compounding the problem of late stage diagnosis of breast cancer in developing countries, are lack of healthcare infrastructure and resources necessary to implement early detection, diagnosis and treatment of breast cancer (Ogunkorode *et al.*, 2017).

To probably ensure that the rate of ignorance and some other factors that lead to the late diagnosis of breast cancer are reduced to the barest minimum, the World Health Organization (WHO), Cancer Focus Northern Ireland, BreastCancer Now and Lapo Microfinance Bank embarked on social media (Facebook) awareness campaigns. This is in addition to other social media and traditional media campaigns that have been carried out by other organizations for the same purpose. Some studies on breast cancer awareness campaigns have also been conducted to find out whether the purpose and more have been achieved or not. The studies focused on the influence of breast cancer social media advocacy on health behaviour of female undergraduates, the influence of breast cancer awareness campaigns on the practice of breast self-examination, re-assessment of public perception of mass media breast cancer awareness campaign, the impact of media breast cancer awareness campaign on the health behaviour of women, evaluation of women's attitude to broadcast media breast cancer campaigns, the influence of televised breast cancer prevention campaigns on women, the influence of mass media campaigns on breast cancer knowledge among women, the influence of breast cancer broadcast media campaigns on the health behaviour of women, among others. While these aforementioned studies are on breast cancer awareness campaigns, they only dwelled on other media breast cancer awareness campaigns and the influence of the campaigns on women in mostly other parts of the country. It is, therefore, the need to find out the exposure and attitude of Anambra State female civil servants to other media breast cancer awareness campaigns and specifically the ones that were conducted on Facebook by different organizations which are the World Health Organization (WHO), Cancer Focus Northern Ireland, BreastCancer Now and Lapo Microfinance Bank, that necessitated this research.

To achieve the objectives of carrying out this research, the researcher sought to:

1. Find out Anambra State female civil servants' level of awareness of Facebook breast cancer awareness campaigns.
2. Ascertain Anambra State female civil servants' level of exposure to breast cancer awareness campaigns on Facebook.
3. Examine Anambra State female civil servants' attitude towards breast cancer awareness campaigns on Facebook.
4. Determine the extent to which Anambra State female civil servants put the measures of the campaigns into practice.

## LITERATURE REVIEW

### Conceptual Review

#### Concept of Breast Cancer Media Campaigns

Breast cancer refers to the erratic growth and proliferation of cells that originate in the breast tissues (Khuwaga & Abu-rezq, 2004 cited in Mbiere & Etumnu, 2020). These breast cells when they grow out of control, invade other healthy breast tissue and can travel to the lymph nodes under the arms (Mbiere & Etumnu, 2020). Typically, the cancer forms in either the lobules or the ducts of the breast (Herndon & Holland, 2019). Lobules are known as the glands that usually produce milk and ducts are the pathways that supply the milk from the glands to the nipple (Mbiere & Etumnu, 2020). Cancer, according to them, can also occur in the fatty tissues or the fibrous connective tissue within the breast.

There are two categories that reflect the nature of breast cancer; they are the Noninvasive (in situ) cancer and invasive (infiltrating) cancer (Herndon & Holland, 2019). The Noninvasive (in situ) breast cancer cells remain in a particular location of the breast, without spreading to the surrounding tissue, lobules or ducts, while the invasive (infiltrating) breast cancer cells breaks through normal breast tissue barriers and spread to other parts of the body through the blood stream and lymph nodes (American Cancer Society, 2019 cited Mbiere & Etumnu, 2020). From normal cells, cancer cells are normally formed as a result of modification/mutation of Deoxyribonucleic acid (DNA) and or Ribonucleic acid (RNA). Cancer develops if the immune system is

not working properly and or the amount of cells produced is too great for the immune system to eliminate (Hirsch, 2010 cited in Mbiere & Etumnu, 2020).

“In the wake of this health challenge, women need information so as to be informed on the danger of breast cancer and the need for them to take proper care of their health. In carrying out campaigns on the issue as breast cancer, there are possibly some communication strategies that can play significant role in enhancing the knowledge level of women on breast cancer. Such strategies include interpersonal communication; use of posters, flyers, seminar, workshop and the use of the mass media among other communication strategies” (Mbiere & Etumnu, 2020, p. 235).

The mass media, which is a channel of communication and information, have the ability to penetrate every segment of the society, transmit ideas and new information that would help educate, entertain, create awareness and knowledge about health issues, like breast cancer (Mbiere & Etumnu, 2020). Television creates knowledge of breast cancer by scrolling messages on prime time news and programmes while the radio can also introduce musical commercials about breast cancer during peak periods (Okorie, 2013). In addition, a programme could feature a breast cancer patient, which could help educate and create knowledge of the nature, causes and importance of early detection of cancer, as well as seeking medical attention as soon as a tumor is noticed (Okorie, 2013). The social media can also be used to inform many of its users of the benefits of regular breast self-examination, quality breast care and the consequences of late detection of the disease. Although, Okeke (2018) argue that with massive campaigns on breast cancer, women will be equipped with the better knowledge of breast cancer and also the importance of routine checks on the breast but as of now, there have not been enough campaigns on breast cancer. It is expected that the media should be strengthened to help educate the women on the prevention, early detection measures and treatment of breast cancer (Mbiere & Etumnu, 2020).

Breast cancer campaigns currently have become important as a result of the increasingly death rate caused by the menacing breast cancer (Jumbo, 2019). McPhail (2009) cited in Mbiere and Etumnu (2020) stresses the urgent need of using effective campaign to bring positive messages and information that could improve developing countries of which Nigeria is part of. According to Peterson, Sprain and Endres (2008) cited in Mbiere and Etumnu (2020), some audiences can be reached with certain kinds of media; thus, when the appropriate medium is used and effective campaign done, the target audiences are allowed to be involved, motivated and their health behaviour improved.

### **Concept of Media Exposure**

The term exposure means the process of seeing, hearing and/or reading media or interpersonal messages (Uzochukwu, Nwosu & Okeke, 2022). These messages, Nwosu, Okeke and Chiaghana (2020), note, may include political, educational, financial and/or health messages. Having stated this, mass media exposure, is a conscious activity which indicates that audiences' use of the media is goal-directed (Ekanem & Idiong, 2014). According to them, exposure can be direct and indirect, for example, buying and reading a sports newspaper instead of a general interest newspaper or tuning to and viewing a news channel instead of a sports channel. On the other hand, indirect exposure may occur through people who relay contents of a newspaper they have read to others (Ekanem & Idiong, 2014). Explaining this process further, Okunna (1999, p. 102) cited in Ekanem and Idiong (2014) says “the audience can also have indirect exposure to mass communication, that is, receive mass media messages indirectly or second hand through people who have direct exposure to the mass media”. This process she explains, is prevalent among media audiences who have limited access to the contents of the media due to financial or educational constraints. She emphasized that most of those who engage in relaying contents to others, are predominantly opinion leaders. Mass media exposures can promote awareness of an issue, enhance knowledge and beliefs, and reinforce existing attitudes (Calvert, 2011 cited in Igbino, Soola, Omojola, Odukoya, Adekeye & Salau, 2020; Khan & Ali, 2017).

However, the exposure of individuals to health messages do not in itself determine the success of the message or ability of the receivers of those messages to understand, internalize and comply with the messages (Uzochukwu *et al.*, 2022). Most times, there are variables that might intervene with target audience's ability to comply with the messages (Okoro, Nwachukwu & Ajero, 2015). According to Uzochukwu *et al.*, (2022),

such intervening variables like poor planning of health messages, wrong usage of communication channels for easy transmission of health messages, poor framing of messages, poor access to network and other extraneous factors, have been implicated to intervene with effective exposure to health media messages. When this happens, the ability of the target audience to have adequate exposure to health messages is not only affected, but impeded, this somewhat, at long run, affects behaviour change which is the crucial objective of every health risk communication (Okunna & Omenugha, 2012; Uche, 2014, Nwosu & Adum, 2021).

Uses and Gratifications researchers have also isolated several factors which influence selective media exposure (Ekanem & Idiong, 2014). Emenyeonu (1998) cited in Ekanem and Idiong (2014) reports that these factors, have been classified into demographic and psychographic. The key demographic factors include gender, age, education, occupation, income and social status, while the psychographic factors are interests, nature of the medium, contents and habit. A third factor classified as environmental, has been identified and includes such variables as availability of the medium and contents of choice, preferred content, time knowledge of the usage of the medium, the nature of the individual audience member's environment, scheduling patterns of some media contents and general usage patterns. Chaffe and Choe (1981) cited in Ekanem and Idiong (2014) had earlier classified these factors as (1) traditional – structural factors (2) self-imposed factors and (3) environmental factors. They explain that the traditional-structural factors, arose from the individual audience members' location within the social structure and which were generally beyond his/her control. These are age, gender, income, education, and occupation. The self-imposed factors were those which reside in the individual personality and which relate his/her interests or apathy in the services provided by the mass media, while the environmental factors were factors outside the individual's personality and demographics.

Since exposure means the process of seeing, hearing and/or reading media or interpersonal messages, it means that it is the seeing of the selected breast cancer awareness campaigns on Facebook by the Anambra women that were studied while the factors that influence their exposure could be extraneous, demographic, psychographic or environmental factors.

### **Concept of Attitude**

Odesanya, Hassan and Olaluwoye (2015) believe that the mass media such as radio, television and the other media can be useful in changing people's attitude. They further stated that mass media can be an influential instrument not only for creating knowledge and understanding about innovations but also for motivating aspirations in people of more information, and for facilitating their efforts to apply the information to their own attitude.

Attitude, here, refers to one's perception and inclined behaviour regarding an experience whether favourable or unfavourable (Zhang & Aikman, 2007 cited in Ikwuka, Onyali, Olugbemi, Etodike, Igbokwe & Adigwe, 2020). In the views of Beri and Sharma (2019), attitude is an inclination to respond positively or negatively towards a certain idea, object or situation. In psychology, attitude is a set of emotions, beliefs and behaviours towards a particular object, person, thing or event (Ikwuka *et al.*, 2020). Semerci and Aydin (2018) define attitude as an element that guides the behaviour of an individual in coherence with their feelings and thoughts. From the views of these authors, attitude is the state of mind of an individual at any given time and situation (Ikwuka *et al.*, 2020). Velnampy (2008) as cited in Oden and Owolabi (2021) defined Attitudes as the feelings and beliefs that largely determine the perception of employees about their environment, commit themselves to intended actions, and ultimately act as accordingly as expected. This idea is further supported by Adesina (2013) who postulated that attitudes are acquired through learning and can be changed through proper orientation. For Adesina (2013), attitudes, once built, would help to shape the experience an individual encounter with objects, subjects or persons. From an individual perspective, according to him, attitudes varies while the reasons for such variation in individual's attitude, may be connected to the fact that they have different upbringing, experience, education, skill, level of exposure, government policies, organizational policies and others. It can be said that people's attitudes are dynamic and constantly changing, thus new attitudes are formed and old ones are modified when an individual or group of individuals are exposed to new experiences and ideas (Adesina, 2013).

Abubakar (2013) further states that attitudes exhibited by people, can be categorized into two major headings such as explicit and implicit. The explicit means characters of attitudes that are formed and the implicit which are the behaviours or pattern of attitudes registered in our subconscious minds. He stated that this particular implicit attitude affects people's behaviour or reactions to issues in different ways.

According to Opara and Ekeh (2017), attitude as a complex psychological construct, does not just occur in isolation or by accident but is subject to the influence of other factors. Little wonder, the driving force of attitude is strengthened by its structural components (Mbofung, 2020). Stern (2009) cited in Mbofung (2020) highlighted three essential elements of attitude. The first is the emotional factor impinging on sensitivity and reactions of feeling. The second component is cognitive, including thoughts and beliefs. The third is the behavioral component that considers the way attitude influences how one acts or behaves, thus suggesting action and experiences learned from somewhere. With this said, there is a continuous reciprocal interaction between these components and the environmental influences of the individual and subsequent reaction (Bandura, 1999 cited in Mbofung, 2020).

Since attitude is a set of emotions, beliefs and behaviours towards a particular object, person, thing or event while new attitudes are formed and old ones are modified when an individual or group of individuals are exposed to new experiences and ideas, it means that the attitude of Anambra State's female civil servants are their emotions and beliefs towards the selected breast cancer awareness campaigns. Whether or not their attitude is old or newly formed or both, it was either formed or/and modified because of their exposure to the selected breast cancer awareness campaigns.

### **Empirical Review**

To ascertain the influence of breast cancer social media advocacy on the health behaviour of Gregory University female undergraduates, Ukaegbu, Efetobor and Ugoriji (2023) adopted descriptive survey design and used Taro Yamane's statistical formula to determine the sample size of 268 female students that they studied. They used multi-stage sampling procedure to select the sample they studied and used questionnaire as their measuring instrument for data collection. From their study, they found, among others, that the attitude of the female undergraduates towards breast cancer risk factors, prevention, treatment, screening methods and practices, is highly dependent on their level of knowledge of social media breast cancer campaigns. Based on their findings, they recommended, among others, that various kinds of health programmes that are not only interactive but user-friendly, should be designed for deliberate postings and sharing on the social media space. This study focused on the general health behaviour of Gregory University female undergraduates in Abia State while the current study will focus specifically on the attitude of women in Anambra State to Facebook breast cancer awareness campaigns. The study also focused on the social media breast cancer awareness campaigns which are completely different from the Facebook breast cancer awareness campaigns that the current study focused on.

In their examination of the influence of breast cancer awareness campaigns on the practice of breast self-examination among women in Owerri municipal, Mbiere and Etumnu (2020) adopted the survey research design and derived the sample of 207 women in Owerri municipal using Wimmer and Dominick sample size calculator at 95% confidence level and 5% error limit. They used questionnaire to collect data and analyzed the data they collected using simple percentages. From their study, they found, among others, that the extent that breast cancer awareness campaigns influence the practice of breast self-examination among the respondents is low. Based on their findings, they recommended, among others, that women should be encouraged to pay close attention to information that will enable them practice breast self-examination. This study focused on breast cancer awareness campaigns generally while the current study only focused specifically on Facebook breast cancer awareness campaigns.

In their assessment of the knowledge of the risk factors and prevention of breast cancer among female senior secondary school students in Awka South Local Government Area of Anambra State, Nigeria, Obasi, Ilo, Agbapuonwu and Makata (2020) carried out a descriptive cross-sectional study and used a structured self-administered questionnaire as their data collection instrument. They analyzed the data they collected using simple percentages and represented the data in charts and tables. From their study, they found, among others, that although there is a high knowledge about breast cancer among the students, they have a poor knowledge

of its risk factors. Based on their findings, they recommended, among others, that efforts should be geared towards increasing awareness and enhancing the implementation of breast self-examination as a tool for early detection and treatment and for reducing the occurrence of breast cancer. This study focused on how much female senior secondary school students know about the risk factors and prevention of breast cancer while the current study focused on the exposure and attitude of women to Facebook breast cancer awareness campaigns.

While assessing the awareness of rural women on breast cancer and its screening methods in Ibadan, Oyo State, Nigeria, Edet, Ekundina and Bolarinwa (2020) used the descriptive cross-sectional survey design with the aid of a semi-structured questionnaire to generate data among 422 rural women in selected communities in Ibadan, respectively. From this study, they found, among others, that majority of the respondents had heard of breast cancer while the attitude of the respondents towards breast cancer screening was not encouraging. Based on their findings, they recommended that a concerted effort must be made to ensure that there are adequate awareness programs to educate rural women on breast cancer and the need to go for breast cancer screening regularly. This study was conducted in Ibadan, Oyo State while the current study was carried out in Anambra State.

While re-assessing public perception of mass media breast cancer awareness campaign in Nigeria, Anorue, Ezugwu and Agughasi (2019) adopted the survey research method and used cluster sampling technique to select the 252 people that they studied and who reside in the capitals of Imo, Delta, Lagos, Borno, Kaduna and Benue States which are Owerri, Asaba, Ikeja, Maiduguri, Kaduna and Makurdi, respectively. In carrying out this study, they used questionnaire to collect and used tables and simple percentages to analyze their findings. From this study, they found, among others, that the mass media have changed women's attitude and behaviour towards breast cancer. Based on their findings, they recommended, among others, that the concentration of mass media campaign messages on modern media alone should be discouraged to achieve better result in the campaign on breast cancer. This study focused on mass media breast cancer awareness campaigns generally and was carried out in Imo, Delta, Lagos, Borno, Kaduna and Benue States while the current study focused on social media (Facebook) breast cancer awareness campaigns and was carried out in Anambra State.

To ascertain the impact of media breast cancer awareness campaign on the health behaviour of women in Southeast Nigeria, Wogu, Chukwu, Ugwuoke, Ugwulor-Onyinyechi and Nwankiti (2019) adopted a cross-sectional survey research design and used a structured questionnaire (primary source) to collect data from 1000 women in the capitals (Abakiliki, Awka, Enugu, Owerri and Umuahia) of the five States in Southeast Nigeria who they selected using the multi-stage sampling procedure. They also collected data from secondary sources like books, journals and newspapers and analyzed the data they collected using descriptive statistics in the SPSS version 20.0 tools. From this study, they found, among others, that there is high level of breast cancer awareness among the respondents which did not orchestrate health behaviour modification among them. Based on their findings, they recommended, among others, that there should be appropriate modification of media campaign contents and programmes to incorporate the nature, signs, consequences and curative measures of breast cancer. This study focused on the impact of media breast cancer awareness campaign on the health behaviour of women while the current study focused on women's exposure and attitude to breast cancer awareness campaigns on Facebook.

In their evaluation of women's attitude to broadcast media breast cancer campaigns in Awka, Anambra State, Nigeria, Amannah and Ugwu (2018) adopted the survey research method and distributed 399 copies of questionnaire to women in Awka out of which 320 were correctly filled and returned. They analyzed and presented the data they collected using simple percentages and tables. From this study, they found that the broadcast media awareness campaigns on breast cancer is still very inadequate coupled with the fact that majority of the respondents are yet to imbibe the habit of engaging in early detection measures. Based on their findings, they recommended, among others, that the broadcast media should intensify efforts in their breast cancer awareness campaigns. This study focused on broadcast media breast cancer awareness campaigns while the current study focused on social media (Facebook) breast cancer awareness campaigns.

To determine the influence of televised breast cancer prevention campaigns on women in Kogi State, Nigeria, Asogwa and Oluwakemi (2018) adopted the survey research design and determined a sample size of the 400 women they studied from across the 3 Senatorial Districts of the State using Taro Yamane's sampling size determination formula. They selected their sample using multi-stage sampling procedure and used questionnaire to collect data. They analyzed the data they collected using frequency distribution tables and simple percentages. From this study, they found, among others, that majority of the respondents practised breast self-examination and strongly agreed that the practice was as a result of their exposure to televised breast cancer prevention campaigns. Based on their findings, they recommended, among others, that Kogi State Government should embark on full fledged televised campaign on the prevention of breast cancer rather than the cure. This study focused on televised breast cancer prevention campaigns while the current study focused on Facebook breast cancer awareness campaigns.

In their study to determine the influence of mass media campaigns on breast cancer knowledge among women in Enugu State, Nigeria, Okeke (2018) adopted the survey research design and used questionnaire and interview guide as their measuring instruments. In determining their sample of 384 women, they used Cochran sampling method and used simple random sampling technique to select the sample. They also used the Statistical Package for the Social Sciences (SPSS) to analyze the data they collected. From their study, they found, among others, that there is a relationship between media use and knowledge of breast cancer among the respondents. Based on their findings, they recommended, among others, that the mass media should increase their scope of coverage of breast cancer for the benefits of Enugu State women in particular and Nigerian women in general. This Study focused generally on mass media breast cancer awareness campaigns and was carried out in Enugu State while the current study focused specifically on social media (Facebook) breast cancer awareness campaigns and was carried out in Anambra State.

In order to ascertain the knowledge and practice of breast self-examination among rural women in Iddo Local Government Area of Oyo State, Nigeria, Hanson, Adejumo and Wyk (2017) adopted the cross-sectional survey design and studied 345 women who were between 20 and 60 years from 5 villages in the Local Government Area. They used a self-administered questionnaire to collect data and analyzed the data using descriptive and basic inferential statistics. From their study, they found, among others, that most of the women had low level of knowledge about breast self-examination and did not practice breast self-examination. Based on their findings, they recommended, among others, that an intervention programme should be designed to educate women on the importance of early diagnosis of breast cancer and to empower them with knowledge on how to practice breast self-examination. This study was carried out in Oyo State while the current study was carried out in Anambra State.

To ascertain the level of breast cancer knowledge among women in Ebonyi State, Nigeria, Ilo, Omaka-Amari, Nwimo and Onwunaka (2015) adopted a cross-sectional survey design and studied 845 women who they selected using multi-stage sampling procedure. They collected data using questionnaire and tested their hypotheses using chi-square statistics. In the analyses of their findings, they used descriptive statistics of frequency and simple percentages. From their study, they found, among others, that the respondents had average knowledge of all the components of breast cancer. Based on their findings, they recommended, among others, that health workers should embark on intensive breast cancer education programmes with emphasis on early detection of symptoms and personal risk assessment through the instrumentality of health care providers and through community-based organizations like women associations. This study was conducted in Ebonyi State while the current study was conducted in Anambra State.

To determine the demographic differences in the knowledge of breast cancer among women in Ebonyi State, Nigeria, Omaka-Amari, Ilo, Nwimo, Onwunaka and Umoke (2015) adopted a cross-sectional survey design and drew a sample of 1, 845 women who they studied through the multi-stage sampling procedure. They distributed questionnaire to them and analyzed the data they collected using simple percentages. They also tested their hypotheses using inferential statistic of chi-square at an alpha level of 0.05. From their study, they found, among others, that education was a strong determinant of knowledge of breast cancer among the women. Based on their findings, they recommended, among others, that programmes on breast cancer

interventions should focus more on rural women, women with non-formal level of education as well as older women that are between 44 years and above. A cross-sectional survey design was used in this study while a descriptive survey design and focus group discussion was used in the current study.

While investigating the influence of breast cancer broadcast media campaigns on the health behaviour of women in South-East Nigeria, finally, Ezugwu and Nzekwe (2015) adopted the survey and in-depth interview methods and studied 384 women who they selected using multi-stage sampling procedure. From their study, they found, among others, that there is a significant relationship between the respondents' level of knowledge of the breast cancer risk factors, prevention, treatment, screening methods and practice and their attitude towards broadcast media campaigns on breast cancer risk factors prevention, treatment, screening methods and practice. Based on their findings, they recommended, among others, that mass media messages should be incorporated as key machineries in broadcast media awareness campaigns for improving breast cancer care among women. This study focused on broadcast media breast cancer awareness campaigns while the current study focused on social media (Facebook) breast cancer awareness campaigns.

### **Gap in Literature**

The review shows that past researchers have only focused on the influence of breast cancer social media advocacy on health behaviour of female undergraduates, the influence of breast cancer awareness campaigns on the practice of breast self-examination, assessment of the knowledge of the risk factors and prevention of breast cancer among female senior secondary school students, assessment of the awareness of rural women on breast cancer and its screening methods, re-assessment of public perception of mass media breast cancer awareness campaign, the impact of media breast cancer awareness campaign on the health behaviour of women, evaluation of women's attitude to broadcast media breast cancer campaigns, the influence of televised breast cancer prevention campaigns on women, the influence of mass media campaigns on breast cancer knowledge among women, the knowledge and practice of breast self-examination among rural women, the level of breast cancer knowledge among women, the demographic differences in the knowledge of breast cancer among women and the influence of breast cancer broadcast media campaigns on the health behaviour of women. Nonetheless, there appears to be a dearth of studies focusing specifically on Anambra State female civil servants' exposure and attitude to breast cancer awareness campaigns on Facebook. This represents, in the opinion of the researcher, a knowledge gap which the current study filled.

### **THEORETICAL FRAMEWORK**

Ekeanyanwu (2012) described a theory as 'the benchmark upon which new and novel ideas could be tested. Theories therefore provide an empirical support to novel ideas'. In the words of Pearce (2013) cited in Okorom (2014), theory strengthens a study by providing a framework of concepts, definitions, assumptions and existing literature. Supporting this observation, Odemelam, Okeibunor, and Okorom, (2015), affirmed that a theory allows a phenomenon not only to be described, but also to be generalized under a particular circumstance.

Going by the scholarly positions above, the researcher anchored this study on the source credibility theory.

#### **Source Credibility Theory**

Studies have demonstrated that the theory of source credibility dates back to the Aristotelian era (Asemah & Ogwo, 2013; Umeogu, 2012). Confirming this, Nwosu, Ajagu and Anyaogu (2021) stated that the theory of source credibility was originally developed by Aristotle in a text of his work called 'The Rhetoric'. Aristotle first espoused that the source of the message, which he partly referred to as ethos, contributes to the persuasiveness of that message (Teven as cited in Umeogu, 2012, p. 114). Such an ethos entails the communicators' knowledge, understanding of the message, moral authority and expressed goodwill of the sender, all of which contribute to the credibility and trust placed in the communicator (Umeogu, 2012).

As research on source credibility evolved, Hovland, Janis and Kelly (1953) in their seminal work on persuasive public speech, propounded the source credibility theory. The theory stresses the premise that a message receiver is more prone to be persuaded when the source of the communication presents itself as credible (Hovland *et al.*, 1953). According to them, the believability of a source rests on two primary perceptions: trustworthiness and expertise of the information source. Trustworthiness according to Hovland



and Weiss (1951) cited in Asemah and Ogwo (2013) is the degree of confidence in the communicator's intent to communicate the assertion he considers most valid. Research has shown that when a communicator is perceived to be trustworthy, he is able to positively affect his receivers (Asemah & Ogwo, 2013). Expertise, on the other hand, is defined as the extent to which a communicator is perceived to be a source of valid assertion (Asemah & Ogwo, 2013).

The theory holds that the perceived credibility of the originator determines how the receiver will react to the message. This implies that the attitude that the audiences display when they receive a message to a great extent is dependent on how they see the source; how and what they perceive the source to be (Asemah & Ogwo, 2013, p. 2).

While citing Murphy and Auter, (2012), Nwabueze and Ikegbunam (2015) assert that the source credibility theory provides a template for explaining the ways through which the characters of communications influence the receivers into processing and utilizing the contents received from the source. Here, the consideration of the receiver's attitudinal change occasioned by the message received, is dependent on the views of the receiver concerning the source (Nnabuife & Jarra, 2019). Subsequently, according to them, what controls believability, is the ability of the receiver of media content to adjudge such content as credible. The theory is used to imply a communicator's positive characteristics to affect the receiver's acceptance of a message (Asemah & Ogwo, 2013).

Since "the attitude that the audiences display when they receive a message to a great extent is dependent on how they see the source; how and what they perceive the source to be", the attitude of female civil servants residing in Anambra State to the selected Facebook breast cancer awareness campaigns could be dependent on how they see the campaigners (source[s]); how and what they perceive the campaigners (source[s]) to be (trustworthy or untrustworthy and experts or non-experts).

## **METHODOLOGY**

The researcher adopted the descriptive survey design for this study. Using the April 2024 population of Anambra State female civil servants (2, 164) and the Taro Yamane formula, the researcher determined the samples (338) she studied and selected the samples using purposive sampling technique and the formula:  $R = I \times S/N$  in order to ensure the proportionality of the samples. The researcher also used close-ended, valid and reliable copies of questionnaire as the study instrument and analyzed the findings of this study using frequency tables and simple percentages. The researcher equally used the Statistical Package for the Social Sciences (SPSS) version 20 for data management.

**FINDINGS**

**Section A: Demographic characteristics of the respondents**

**Table 1: The demographic data of Anambra State female civil servants**

Items	Frequency	Percentage
<b>Age Group</b>		
18-23	0	0
24-29	5	1.5
30-35	127	37.6
36 and above	206	60.9
Total	338	100
<b>Marital Status</b>		
Single	33	9.8
Married	293	86.6
Separated	0	0
Widowed	12	3.6
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the demographic characteristics of the respondents the researcher studied. Out of the 338 respondents that were studied, 1.5% of the respondents are between the ages of 24 and 29, 37.6% are between the ages of 30 and 35 while 60.9% are between the ages of 36 and above. None of the respondents, however, is between the ages of 18 and 23. On the marital status of the respondents, 9.8% of them are single, 86.6% of them are married, 3.6% of them are widows while none of them is separated from her spouse.

**Section B: Analysis of Data on the Research Questions**

**Research Question 1: What is Anambra State female civil servants’ level of awareness of Facebook breast cancer awareness campaigns?**

**Table 2: The respondents’ response the question of whether or not they are aware of Facebook breast cancer awareness campaigns**

Items	Frequency	Percentage
Yes	322	95
No	16	5
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows how the respondents responded to the question of whether or not they are aware of Facebook breast cancer awareness campaigns. It shows that out of the 338 respondents that were studied, 95% of the respondents are aware of the campaigns while the remaining 5% are not aware. This finding, therefore, shows that the respondents are aware of Facebook breast cancer awareness campaigns.

**Table 3: The respondents’ level of awareness of Facebook breast cancer awareness campaigns**

Items	Frequency	Percentage
Very high	118	34.9
High	167	49.4
Low	45	13.3
Very low	8	2.4
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the respondents’ level of awareness of Facebook breast cancer awareness campaigns. It shows that out of the 388 respondents that were studied, 34.9% of the respondents’ level of awareness of the campaigns is very high while that of 49.4% of the respondents is high. The table also shows that the level of awareness of the campaigns among 13.3% of the respondents is low while that of the remaining 2.4% is very low. This finding, therefore, shows that the respondents’ level of awareness of Facebook breast cancer awareness campaigns is high.

**Table 4: The sources which the respondents get Facebook breast cancer campaigns from**

Items	Frequency	Percentage
World Health Organization	162	48
Cancer Focus Northern Ireland	28	8
BreastCancer Now	127	38
Lapo Microfinance Bank	21	6
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the sources which the respondents get Facebook breast cancer campaigns from. The table shows that out of the 338 respondents that were studied, the source which 48% of the respondents get the campaigns from is the World Health Organization (WHO) while the source which 8% of the respondents get the campaigns is Cancer Focus Northern Ireland. The table also shows that the sources which 38% and 6% of the respondents get the campaigns are BreastCancer Now and Lapo Microfinance Bank, respectively. This finding, therefore, shows that the World Health Organization (WHO) and BreastCancer Now are the dominant sources which the respondents get Facebook breast cancer campaigns from.

**Research Question 2: What is Anambra State female civil servants’ level of exposure to breast cancer awareness campaigns on Facebook?**

**Table 5: The respondents’ response to the question of whether or not they are exposed to Facebook breast cancer awareness campaigns**

Items	Frequency	Percentage
Yes	326	96
No	12	4
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the response of the respondents to the question of whether or not they are exposed to the selected Facebook breast cancer awareness campaigns. It shows that out of the 338 respondents that were studied, 96% of the respondents are exposed to the campaigns while the remaining 4% are not. This finding, therefore, shows that the respondents are exposed to the selected Facebook breast cancer awareness campaigns.

**Table 6: The respondents’ level of exposure to breast cancer awareness campaigns on Facebook**

Items	Frequency	Percentage
Very high	106	31.4
High	214	63.3
Low	15	4.4
Very low	3	0.9
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the respondents’ level of exposure to the selected breast cancer awareness campaigns on Facebook. It shows that out of the 338 respondents that were studied, 31.4% of the respondents have a very high exposure to the campaigns while 63.3% have a high level of exposure to the campaigns. The table also shows that 4.4% and 0.9% of the respondents have low and very low levels of exposure to the campaigns, respectively. This finding, therefore, shows that the respondents’ level of exposure to the selected campaigns is high.

**Table 7: Why the respondents’ exposure to breast cancer awareness campaigns on Facebook is at the level it is**

Items	Frequency	Percentage
Unrestricted access to Facebook in Anambra State	69	20
Good network coverage by my network provider	25	7
High cost of my network provider's internet subscription packages	0	0
My desire for knowledge	82	24
The experience and stories of people with breast cancer	144	43
Poverty	6	2
High cost of living	12	4
Bad network coverage by my network provider	0	0
Total	338	100

**Source: Researcher's Field Survey, 2024**

The table above shows why the respondents exposure to the selected breast cancer awareness campaigns on Facebook is at the level it is. It shows that out of the 338 respondents that were studied, 20% of the respondents indicated that their exposure to the campaigns is at the level it is because of unrestricted access to Facebook in Anambra State while 7% of the respondents indicated that theirs is because of good network coverage by their network providers. 24% of the respondents out of the 338 respondents that were studied also indicated that their exposure to the campaigns is at the level it is because of their desire for knowledge while 43% of the respondents indicated that theirs is because of the experience and stories of people with breast cancer. Another 2% of the respondents out of the 338 respondents that were studied, indicated that their exposure to the campaigns is at the level it is because of poverty while the remaining 4% of the respondents indicated that theirs is because of high cost of living. None of the respondents, however, indicated that their exposure to the campaigns is at the level it is because of high cost of their network providers' internet subscription packages and bad network coverage by their network providers. This finding, therefore, shows that the exposure of the respondents to the selected breast cancer awareness campaigns on Facebook is at the level it is, because of the experience and stories of people with breast cancer.

**Research Question 3: What is Anambra State female civil servants’ attitude towards breast cancer awareness campaigns on Facebook?**

**Table 8: The respondents’ attitude towards breast cancer awareness campaigns on Facebook**

Items	Frequency	Percentage
They are informative and educative	41	12.1
They can be easily understood and applied	93	27.5
They are difficult to understand and apply	0	0
They can increase people’s knowledge of breast cancer and how to avoid it	77	22.8
They can help to reduce the rate of discrimination against people with breast cancer	46	13.6
They can help to reduce the rate at which people die of breast cancer	80	23.7
They are misleading	0	0
They can make people afraid of going to hospital for screening and treatment	0	0
The breast care measures recommended in the campaigns are unscientific and should not be applied	0	0
The campaigns cannot help in the fight against breast cancer	0	0
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the respondents’ attitude towards the selected breast awareness campaigns on Facebook. It shows that out of the 338 respondents that the researcher studied, 12.1% of the respondents believe that the campaigns are informative and educative while 27.5% believe that the campaigns can be easily understood and applied. It is different for 22.8% of the respondents that were studied who believe that the campaigns can increase people’s knowledge of breast cancer and how to avoid it. 13.6% of the respondents believe that the campaigns help to reduce the rate of discrimination against people with breast cancer while the remaining 23.7% of the studied respondents believe that the campaigns can help to reduce the rate at which people die of breast cancer. None of the respondents indicated that the campaigns are difficult to understand and apply, misleading and can make people afraid of going to hospital for screening and treatment. None also indicated that the breast care measures recommended in the campaigns are unscientific and should not be applied and that the campaigns cannot help in the fight against breast cancer. This finding, therefore, shows that the respondents’ dominant attitude towards the selected campaigns is that of the belief that the campaigns can be easily understood and applied.

**Table 9: The dominant factor that informed the respondents’ attitude towards the selected breast awareness campaigns on Facebook**

Items	Frequency	Percentage
My level of education and understanding	47	14
My trust in the campaigners	154	46
The views of other people about the campaigns	23	7
The stories of breast cancer survivors	32	9
Health information from health care workers	61	18
Government support/approval of the campaigns	21	6
Breast cancer misinformation on Facebook	0	0
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the dominant factor that informed the respondents’ attitude towards the selected breast awareness campaigns on Facebook. It shows that out of the 338 respondents that were studied, 14% of the respondents indicated that what informed their attitude towards the selected campaigns is their level of education and understanding while 46% of the respondents indicated that theirs was informed by their trust in the campaigners. The table also shows that out of the 338 respondents that were studied, 7% of the respondents indicated that what informed their attitude towards the selected campaigns is the views of other people about the campaigns while 9% of the respondents indicated that theirs was informed by the stories of breast cancer survivors. Another 18% of the respondents out of the 338 respondents that were studied, indicated that what informed their attitude towards the selected campaigns is health information from health care workers while the remaining 6% of the respondents indicated that theirs was informed by Government support/approval of the campaigns. None of the respondents, however, indicated that their attitude towards the selected campaign was informed by breast cancer misinformation on Facebook. This finding, therefore, shows that the dominant factor that informed the respondents’ attitude towards the selected breast awareness campaigns on Facebook, is their trust in the campaigners.

**Table 10: The factors that can negatively make the respondents change their attitude towards the selected Facebook breast cancer awareness campaigns**

Items	Frequency	Percentage
Bad personal experience of breast cancer	50	15
Peer group influence	88	26
Deceitful information from the sources of the selected Facebook breast cancer awareness campaigns	113	33
Unhealthy government control of the sources of the campaigns	48	14
Misinformation about the sources of the campaigns	39	12
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the factors that can negatively make the audience change their attitude towards the selected Facebook breast cancer awareness campaigns. It shows that out of the 338 respondents that were

studied, 15% of the respondents indicated that a bad personal experience of breast cancer can negatively make them change their attitude towards the campaigns while 26% of the respondents indicated that peer group influence can negatively make them change their attitude towards the campaigns. The table also shows that 33% of the respondents out of the 338 respondents that were studied, indicated that deceitful information from sources of the campaigns can negatively make them change their attitude towards the campaigns while 14% of the respondents indicated that an unhealthy control of the sources of the campaigns can negatively make them change their attitude towards the campaigns. The remaining 12% of the respondents, however, indicated that misinformation about the sources of the campaigns can negatively make them change their attitude towards the campaigns. This finding, therefore, shows that the dominant factors that can make the respondents change their attitude towards the selected Facebook breast cancer awareness campaigns are deceitful information from the sources of the selected Facebook breast cancer awareness campaigns, peer group influence and a bad personal experience of breast cancer.

**Research Question 4: What is the extent to which Anambra State female civil servants put the measures of the campaigns into practice?**

**Table 11: The response of the respondents to the question of whether or not they put the measures of the selected Facebook breast cancer awareness campaigns into practice**

Items	Frequency	Percentage
Yes	335	99
No	3	1
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the response of the respondents to the question of whether or not they put the measures of the selected Facebook breast cancer awareness campaigns into practice. It shows that out of the 338 respondents that were studied, 99% of the respondents do put the measures of the campaigns into practice while the remaining 1% do the contrary. This finding, therefore, shows that the respondents do put the measures of the campaigns into practice.

**Table 12: The extent to which the respondents put the measures of the campaigns into practice**

Items	Frequency	Percentage
Very often	71	21
Often	128	37.9
Sometimes	133	39.3
Rarely	5	1.5
Very rarely	1	0.3
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the extent to which the respondents put the measures of the selected breast cancer awareness campaigns into practice. It shows that out of the 338 respondents that were studied, 21% of the respondents put the measures of the campaigns into practice while 37.9% of the respondents often put the measures into practice. The table also shows that 39.3% out of the 338 studied respondents put the measures into practice sometimes while the remaining 1.5% and 0.3% rarely and very rarely put the measures into practice, respectively. This finding, therefore, shows that the respondents only put the measures of the selected breast cancer awareness campaigns into practice, sometimes.

**Table 12: Why the respondents put the measures of the campaigns into practice to the extent they do**

Items	Frequency	Percentage
To avoid coming down with breast cancer	132	39
To protect my breasts	103	30
To know when I should go to a health care centre for checkup and treatment	95	28
My little or no belief in the messages of the selected campaigns	0	0
My religious beliefs	2	1
The opinions of other people	0	0
Breast cancer misinformation on Facebook	0	0
To avoid being stigmatized	6	2
Total	338	100

**Source: Researcher’s Field Survey, 2024**

The table above shows the dominant reason why the respondents put the measures of the campaigns into practice to the extent they do. It shows that out of the 338 respondents that were studied, 39% of the respondents indicated that their reason for putting the measures of the campaigns into practice to the extent they do is to avoid coming down with breast cancer while 30% of the respondents indicated that their reason for doing so is to protect their breasts. The table also shows that 28% of the respondents out of the 338 respondents that were studied, indicated that their reason for putting the measures into practice to the extent they do is to know when to go to a health care centre for check-up and treatment while 1% of the respondents indicated that their reason for doing so is because of their religious beliefs. The remaining 2% of the respondents indicated that their reason for putting the measures into practice to the extent they do is to avoid being stigmatized while none of the respondents indicated that their reasons for putting the measures of the campaigns into practice to the extent they do, are because of their little or no belief in the messages of the campaigns, the opinions of other people and breast cancer misinformation on Facebook, respectively. This finding, therefore, shows that the main reason why the respondents put the measures of the campaigns into practice to the extent they do, is to avoid coming down with breast cancer.

## **DISCUSSION OF FINDINGS**

### **Research Question 1: What is Anambra State female civil servants’ level of awareness of breast cancer?**

In line with the above research question, the researcher found that the respondents’ are aware of Facebook breast cancer awareness campaigns while their level of awareness of Facebook breast cancer awareness campaigns is high. The respondents also indicated that they are not satisfied with their level of awareness of Facebook breast cancer awareness campaigns, including the campaigns that were studied and believe that there should be a partnership of Government and non-governmental organizations to raise awareness in religious places, schools, market places, streets, bus-stops, the media and other public places, eradication of the high cost of living in the country by the Federal Government, provision of good network and internet coverage in all parts of Anambra State by network providers and the eradication of insecurity in all parts of Anambra State by the Federal and Anambra State Government, for their level of awareness of the disease to increase and improve. Since according to Echedom and Offor (2023), it is still evident that a significant number of women in Anambra State also suffer from breast cancer each year, the Federal and State Governments and network providers should therefore do the needful by putting measures in place to meet the demands of the respondents. This is to enable them to seamlessly and continuously take steps that will



help them not to suffer from the disease and drastically reduce the rate of breast cancer cases in Anambra State. Since the respondents' sources of the Facebook breast cancer awareness campaigns are dominantly the World Health Organization and BreastCancer Now, more government and non-government organizations should join in the campaigns to raise more awareness of the disease.

**Research Question 2: What is Anambra State female civil servants' level of exposure to breast cancer awareness campaigns on Facebook?**

In line with the above research question, the researcher found that the respondents' have been exposed to the selected breast cancer awareness campaigns on Facebook while their level of exposure to the campaigns is high. They attributed their high exposure to the campaigns to the experience and stories of people with breast cancer. The experience and stories may not be pleasing to hear and read about but they did a positive thing which is making the respondents to expose themselves to the campaigns and at a high level, which can eventually help them take maximum care of their breasts especially since the survival rate of people with breast cancer in Nigeria, is far less satisfactory than that observed in high-income countries, because of late presentation and other unknown factors like inadequate number of cancer care specialists (Ali-Gombe, Mustapha, Folasire, Ntekim & Campbell, 2021), lack of functional equipment and other resources from the health provider's side and most worrisome, is the high level of poverty (Ajayi, Amoo, Olawande, Iruonagbe, Idowu & Adekeye, 2019).

**Research Question 3: What is the attitude of Anambra State female civil servants towards breast cancer awareness campaigns on Facebook?**

In line with the above research question, the researcher found that the respondents' dominant attitude towards the selected breast cancer awareness campaigns on Facebook is that of the belief that the campaigns can be easily understood and applied. This can be classified as a positive attitude towards the campaigns and an indication that the campaigns were well received by the respondents. They gave their reason for having this attitude as the trust they have for the campaigners that embarked on the campaigns. In other words, they found the sources of the campaigns credible, giving credence to the fact that "the attitude that the audiences display when they receive a message to a great extent is dependent on how they see the source; how and what they perceive the source to be" (Asemah & Ogwo, 2013, p. 2). Their attitude towards the campaigns can also be said to mean that the campaigners did a good job in the production of the campaigns and are right in their choice of Facebook as the medium of the dissemination of the campaigns. This is because when the appropriate medium is used and effective campaign done, the target audiences are allowed to be involved, motivated and their health behaviour improved (Peterson, Sprain & Endres, 2008 cited in Mbiere & Etumnu, 2020). While it is a relief that the attitude of the respondents to the selected campaigns is positive, they indicated that deceitful information from the sources of the selected Facebook breast cancer awareness campaigns, peer group influence and a bad personal experience of breast cancer can negatively make their attitude towards the selected campaigns change. This is why the sources of the selected campaigns should always be professional in their breast cancer awareness campaigns as not doing so would negatively affect their images, activities and their other operations. The respondents on their part should also verify any information they come across or hear about breast cancer and its treatment and only follow health safety measures from authoritative sources so as not to be misled.

**Research Question 4: What is the extent to which Anambra State female civil servants put the measures of the campaigns into practice?**

In line with the above research question, the researcher found that the respondents only put the measures of the selected breast cancer awareness campaigns into practice, sometimes. They indicated that their reason for doing this is because they want to avoid coming down with breast cancer. Because it is sometimes, it might lead to the respondents being taken unawares by the disease. Since they indicated that they trust the sources/campaigners, they should improve the rate by which they put the measures into practice by doing it often or very often as this is the only thing that shows how much they trust the sources. If they fail to do this, it is capable of causing confusion, creating panic and distrust that will not help the image of the sources and the fight against breast cancer in Anambra State.

## CONCLUSION

Breast cancer has been established in this study to be a deadly and dreaded disease that can affect anybody. It has caused many families pain and has taken many lives. In the case of Nigeria, late detection and other factors contribute to these deaths. For us to therefore have a State and country where breast cancer is not killing many people yearly and drastically reduce the number of breast cancer cases in our State and country, *ndi* Anambra should always expose themselves to the right information and media campaigns from credible sources and always put measures of the media campaigns into practice.

## RECOMMENDATIONS

Based on the findings of this study, the researcher recommends that:

1. Anambra women should always seek to improve their knowledge of breast cancer. This is for them to have updated knowledge of how to avoid it.
2. Anambra women should continue to expose themselves to the selected breast cancer awareness campaigns on Facebook. This is for the measures recommended in the campaigns of how to take care of their breasts to remain fresh in their memory.
3. The sources of the selected breast cancer awareness campaigns should continue to create breast cancer awareness through Facebook. This is for the wrong campaigns from the wrong sources not to ever gain the attention of genuine information seekers on the platform.
4. Anambra women should often put the measures of the selected breast cancer awareness campaigns into practice. This is for them to fully avoid coming down with breast cancer.
5. Other credible sources should also embark on breast cancer awareness media campaigns. This is to add to what the selected campaigns are doing and for future researchers to have other recent breast cancer awareness campaigns to study.

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