

RELATIONSHIP BETWEEN EXPOSURE TO MEDIA CAMPAIGNS ON FAMILY PLANNING AND ADOPTION OF FAMILY PLANNING METHODS AMONG WOMEN IN DELTA STATE

By

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Abstract

Family planning is a birth control strategy employed by individuals to avoid unintended pregnancies and to ensure appropriate child birth spacing. Studies on media exposure family planning have been carried out in many parts of the world, but largely to the exclusion of Delta State, Nigeria. The study therefore investigated media exposure on family planning and the correlation between media exposure and adoption of family planning methods among women in Delta State. The Value Change theory which informs people about the harm or benefit of certain kinds of attitude, behaviour or action and makes them to examine their own values with a view to adopting the acceptable values was adopted for this study. Survey and questionnaire were used as the method and instrument respectively. The results show a high level of media exposure among women in Delta State, positive perception of media campaign messages on family planning; and a significant correlation between exposure to media campaign messages on family planning and the adoption of family planning methods. Media owners, media operators, governments and health authorities should sustain the tempo of media campaigns on family planning.

Introduction

Family planning as a birth control measure has become a crucial issue in many societies. Until recently, large family size has been a symbol of wealth, success and respect in many parts of Nigeria. Tsoaledi and Takayindisa (2014) explain that many men married wives and had many children for the purpose of working in the farm and other means of livelihood. Hamid, (2007) and Townshend (2008) explain separately that many men maintained large families as status conferral as well for economic purposes.

Family planning deals with measures and methods employed to prevent unintended pregnancies and to effectively space the birth of children by couples. Family planning is not limited to only married couples, it also concerns unmarried people as far pregnancies outside wedlock are concerned (Ugoji, 2008). Some of the methods, according to Osakue (2013:79), “include the use of safe period, calendar or rhythm, oral pills, condoms,

injectables, intrauterine devices (IUDs), Norplant and sterilization”

Johnson, Pion and Jennings (2013) assert that the idea of family planning had long been in the United States of America and several European countries. They point out that one major means of enforcing family planning was the use of contraceptives which were introduced in the 1960s to women in Europe and the United States of America. Despite the use of contraceptives and other methods, according to them, 49% of pregnancies in the USA, as at 2001 were unwanted.

However, according to Okonkwo (2003), the era of bloated family is no longer fashionable. Many reasons may account for this. Some of the reasons include unfavourable economic real, growth in education, health care, stigma in polygamy, among others.

Governments, some international donor organizations and civil society organizations have also launched campaigns for the maintenance of a manageable family

size. The military regime of General Ibrahim Gbadamosi Babangida was very prominent in the campaign for family planning in Nigeria in the 1980s and 1990s. The regime campaigned for a maximum of four children per family, a policy that was not popular with the Islamic north.

After the regime of General Babangida, successive administrations in Nigeria have campaigned for family planning and healthy family life. Most of the campaigns were carried out in the mass media. Olaleye and Bankole (1994) explain that the mass media play significant role in family planning and in shaping the attitude of husbands and wives towards embracing family planning methods. Cheng (2011) writes that the use of mass media in creating awareness for family planning is very good and effective. The mass media help to drive the message home and many people adhere to the messages. However, there could be challenges in the area of exposure to the mass media awareness campaigns on family planning.

Asmah, Twerefou and Smith (2013) explain that in the campaign for family planning, exposure to the messages by the target audience, especially women within the reproductive age bracket, is very important. The target audience has to be exposed to the media campaign messages adequately.

Apart from exposure to media campaigns on family planning, the perception of the people to the messages is also very important. The perception may be shaped by the content and form of the message as well as the belief system of the people and other variables. Thomas (2013) asserts that getting the intended people, mainly women, to have a favourable perception of media campaigns is a vital component in the campaign for family planning.

Despite all militating factors, mass media campaign messages could be very influential in the family planning campaigns. This is because the mass media are the general, open and most accessible platforms through

which people could easily get messages. That apart, many people tend to believe what they read, hear or watch in the mass media. Writing along this line, Folarin (2001) explains that the mass media have much influence on the audience decisions and actions. People easily accept what they get from the mass media and this could influence them in many ways. Zimmerman, Philip, Seth, Mia, Hung-Yi L (2007) note that mass media campaigns could have positive influence on the application of measures towards effective family planning.

Many studies have also sought to establish a correlation between mass media campaign messages and family planning. For instance, Strasburger (2010) stresses that there is a significant correlation between mass media campaigns and family planning. In this regard, people who are exposed to mass media campaigns on family planning are more likely to adopt family planning measures.

Since governments and different bodies have embarked upon a massive campaign aimed at establishing smaller and manageable family size, there is the need to understand if the desired result has been achieved. This study focuses on women in Delta State, Nigeria. Delta state is one of the states in Nigeria with the highest literacy rate. It is also one of the highest oil producing states in Nigeria. Delta State, which is located in the Niger Delta region of Nigeria, has an estimated population of 4,098,291 with about 55% being women as recorded in the 2006 National population Census. The geographical size of the state covers 16,842 square kilometres (6,503 sq mi).

The state is divided into three senatorial districts: Central, North and South.

Statement of the Problem

Mass media campaign messages are significant in creating awareness and promoting favourable attitude towards family planning. However, there could be challenges in the area of getting the target audience exposed to the campaigns. No matter how good the campaigns

are, if the target audience is not exposed to them, then the effort will be useless. There is also the issue of people's perception of the mass media campaign messages. If the campaign messages are incongruous with the people's value and belief systems, the campaign messages may just have minimal or no effect. The campaign messages should be able to influence the people, but this may not be very possible in many cases (Osakue, 2010). Osakue observes that in many cases, mass media campaign messages on family planning do not influence the people to do what the campaign messages want them to do. Going by this, there is therefore the likelihood that there may be no significant relationship between mass media campaigns and family planning among women in Delta state. This study thus aims at addressing these problems.

Objectives

The objectives of the study are to determine:

1. The exposure of women in Delta State, Nigeria to media campaign messages on family planning;
2. The media that women in Delta State, Nigeria are exposed to with regard to family planning campaign messages;
3. How women in Delta State, Nigeria perceive media campaigns on family planning; and
4. The correlation between exposure to the media campaign messages on family planning and the adoption of family planning methods among women Delta state, Nigeria

Research Questions

1. What is the level of exposure of women in Delta state, Nigeria to media campaign messages on family planning?
2. What media channels are the women in Delta state exposed to for information on family planning?
3. How do women in Delta state, Nigeria perceive the media campaigns on family planning?

4. What is the relationship between exposure to media campaign messages on family planning and the adoption of family planning methods among women in Delta State, Nigeria?

Literature Review

Many people in modern days are exposed to the mass media in one way or the other. Even those who are not literate are exposed to the broadcast media which, unlike the print media, do not require literacy to understand (Baran, 2002). Thus Olaleye and Bankole (1994) note that many adults, married and unmarried, are exposed to mass media messages on family planning. They stress further that such exposure tends to show significant impact on the practice of family planning.

Cheng (2011) opines that most people are adequately exposed to mass media campaigns on family planning. He finds a significant relationship between exposure to mass media messages on family planning and the actual practice of family planning. The findings of Cheng indicate that the mass media are fundamentally instrumental to promotion of methods that support and enhance family planning.

It seems, therefore, that the more people are exposed to mass media messages on family planning, the more they are likely to embrace the principles and practice of family planning. Supporting this assertion, Asmah, Twerefou and Smith (2012) note that in modern day, people cannot creditably deny that they are exposed to mass media messages on family planning. Asmah et al (2012:248) explain that:

Exposure to television, radio, newspapers or magazines are important sources from which wome obtain information that can help them understand their sexuality and protect them from unwanted pregnancies, sexuall transmitted diseases and subsequent risk of infertility.

Kwankye and Augustt (2009) also found a significant relationship between mass media exposure and adoption of family planning methods, especially among young women in Ghana. The study showed that mass media exposure has the influence of guiding people to adhere to the expected norms of family planning.

The mass media thus, tend to play a significant role in family planning. For instance, in Tanzania, a majority of the population is exposed to mass media messages on acceptable sexual behaviour, family planning. The mass media exposure has been identified as a significant player in effective family planning among adult females in Tanzania (Jata, Simbakalia, Tarasevich, Kihinga and Ngirwamungu, 1999).

Many studies seem to point to the fact that mass media exposure encourages family planning. The study by Jata et al (1999:65) found that

Women exposure to media sources of family planning messages was associated with increased contraceptive use, especially that of modern methods. For example, only 3% of women who had not been exposed to any family planning messages in the media were using modern methods, compared with 18% of those who had been exposed to at least one media source of family planning information. Furthermore, use of modern methods rose as the number of media sources increased, reaching 45% among women exposed to six media sources.

There is also the view that exposure to mass media messages that are sexually provocative, encourages wrong and unacceptable sexual behaviours such as keeping multiple sex partners. Strasburger

(2010) explains that exposure to sexual content in the media is a significant factor in the intention to have sex in the near future. He argues strongly that exposure to some media contents, especially sexy contents, tends to encourage uncontrolled and unacceptable sexual behaviours and practices. Such exposures include those to online pornography, rap music, videos and x-rated movies.

However, adequate media exposure to messages on family planning methods can help to allay the above fear; thus, Dereje, Mebrahtu, Bayisa and Mekuanint (2016) assert that effective mass media campaigns on family planning sink the messages deeply into the receiver and internalizes the concepts and values of family planning in the receivers.

Dereje et al (2016) found that mass media exposure inculcates the necessary values among university undergraduate students, especially females, in Ethiopia East, thus propelling them to embrace best practices in sexual behaviour. These students may also be exposed to other sexually provocative mass media messages, but those messages on expected and acceptable sex behaviour and practice tend to take preeminence.

The issue of exposure to mass media, which have different content types, could prompt how people perceive media messages on family planning methods. Thomas (2013) writes that an individual's perception of mass media message on family planning determines, to a significant extent, the adherence or otherwise of the individual to the message.

Thomas (2013) points out that because most people have positive perception of mass media messages on family planning methods, there is a positive and significant correlation between media exposure and adoption of family planning methods.

Both young people and adults tend to perceive media messages on family planning positively and this has helped significantly in sexual behaviour and family planning among young people (Sawhill, Thomas and Monea, 2010). Zimmerman, Philip, Seth Mia, Hung-Yi

(2007) found that people living in Lexington, Kentucky, USA were favourably disposed to mass media campaigns which encouraged the use of condom to avoid unwanted pregnancies and contracting sexually transmitted diseases. The people were also found to have complied with the expectations for the campaigns.

However, Synder, Mark, James and Dwayne (2004) found that many people were not favourably disposed to mass media messages on the use of condom, especially for the purpose of family planning. In same vein, the messages on the use of condom did not have significant effect on sexual behaviour as only 6% of the people were influenced to use condoms as a result of the mass media campaigns.

Agha and Rossem (2002) found, in a study in Tanzania, that most people have favourable disposition towards mass media messages on condom use and family planning. This favourable disposition automatically translated into accepting and practising the use of condom to enhance family planning. The study by Agha and Rossem found that favourable disposition to mass media campaigns significantly increased the likelihood that a man or a woman would discuss the use of the female condom with a partner. In turn, discussion of the female condom with a partner strongly influenced the intention to use the female condom in the future.

There seems to be a strong connection between the pattern of perception of mass media messages and the actual practice of family planning. Media exposure may help in family planning but its influence may not be significant in some places. For instance, Lindros and Luukkainen (2004) explain that there is a high level of mass media campaign on family planning but the corresponding result of adherence is obviously low.

Odaman (2005) agrees with Lindros and Luukkainen and points out that mass media campaigns on family planning and exposure to these campaigns is very high in many

countries, including developing countries. Contrarily, the population of the Third World countries has continued to grow beyond expected proportion. This tends to cast doubts on the influence of mass media campaigns on family planning in the developing countries.

The point of Odaman tend to be in tandem with the observation of Kishindo (1995) who posits that despite massive media campaigns on family planning in Malawi, there is still a high birth rate. He argues that mass media exposure to campaign on family planning may not be strong enough to compel compliance. For such campaigns to be successful, the confidence of the men has to be won.

Despite the perceived short-comings, the role of mass media in family planning cannot be jettisoned. For instance, Oladeji (2008) found a positive and significant correlation between mass media exposure and effective adoption of family planning methods among Nigerian couples. The findings showed that couples who are exposed to mass media messages on family planning are more likely to practise a more conventional and healthy family planning. Corroborating the finding of Oladeji, Osakue (2010:77) finds exposure to mass media messages on family planning as a significant determinant of family planning in Nigeria. For instance, radio and television, through certain programmes, have helped in the dissemination of relevant information on family planning in rural settings just as they have purportedly done in urban centres in Nigeria.

The effectiveness of mass media campaign messages in entrenching the practice of good family planning values tends to have a universal outlook. Dhingra, Manhas and Kohli (2010) also found the mass media to be very effective in the propagation and practice of family planning in India. They reported a positive and significant relationship between mass media exposure and effective family planning in India while Thomas (2013) also found a positive and significant relationship

between media exposure, prevention of unintended pregnancies and family planning in the United State of America. He asserts that media campaigns on the use of contraceptives have helped extensively on the prevention of unintended pregnancies.

The foregoing review has shown the place of mass media exposure on family planning. Majority of the works reviewed indicated a positive and significant relationship between mass media exposure and family planning.

Theoretical Framework

The Value Change theory was adopted. The theory, according to Folarin (2001), employs the technique of inducing attitudinal and behavioural change in the targeted individuals. The theory postulates that when people are informed about the harm or benefit of certain attitude, behaviour or action and they made to examine their own values they could adopt the acceptable values. Therefore, if an individual becomes aware that his or her value system, behaviour or actions are not in consonance with the societal accepted standard such an individual is much more likely to change to the generally accepted behaviour. Folarin explains further that since values underline attitude and attitude underlines behaviour, the theory assumes that change in value will lead to a corresponding change in attitude and behaviour. To achieve this change the individual has to be furnished with the necessary information thus the role of the media becomes crucial in this theory. The media are used to disseminate the information on the expected value system and what should be done to attain it. This theory is adopted for this study because the study is concern with the adoption of family planning methods which could be regarded by some people as a deviation from the norms and they have to be convinced before accepting the family planning methods.

Research Methods

The study employed the survey method to determine the level of exposure to media campaign message on family planning, as well as the relationship between exposure to mass media campaign messages on family planning and adoption of family planning methods among women in Delta State. The study was carried out on women within the reproductive age of 18 and 45 years in the three Senatorial Districts of Delta State, Nigeria namely: Central, North and South Senatorial Districts. The population of women in Delta State is estimated at 2,254,060 (2006, National Population Census). A sample of 800 people was selected from each of the three Senatorial Districts, thus totaling 2,400. Two urban and two rural areas were randomly sampled from each of the Senatorial districts. The following towns and village were randomly selected: Ughelli and Sapele (urban areas), Owahwa and Okpara Waterside (rural areas) from Central Senatorial District; Asaba and Agbor (urban areas), Ishiagwu and Ebede (rural areas) from North Senatorial districts, Warri and Oleh (urban areas) Ozobo and Eyakoromo (rural areas) from South Senatorial District. Questionnaire was used to gather the data. To ensure the reliability of the instrument, a pilot test was conducted on 55 persons in neighbouring Benin City, Edo state, which is outside the scope of this study. SPSS Version 20.0 was used to determine the Cronbach coefficient alpha and the reliability index for the test was established at 0.91, which is acceptable. Descriptive statistics (tables and percentages) were used to analyze some of the data while correlation coefficients and regression analysis were used to test the relationship between variables. The data analysis was done using the Statistical Package for the Social Sciences (SPSS) Version 16 and Microsoft Excel.

Results and Discussion

The analysis was based on 2,122 retrieved copies of the questionnaire, which accounts for 88.42 % return rate.

Table 1. Exposure to media campaign message on family planning

The data showed that all the respondents were exposed to media messages on family planning. The finding is in tandem with the views and findings of Asmah, Twerefou and Smith (2013), Lindros and Luukkainen (2004), Odaman (2005), Osakue (2010) Olaleye and Bankole(1994)

Table 2. Exposure to campaigns on family planning on different types of media channels

The result also showed that the respondents were more exposed to family planning messages on television (35.4%), followed by Radio (31.1%). 25.2% of the respondents said they were exposed to the messages on the media which included billboards, posters in hospitals and other health centres and handbills. Only 6.4% and 1.9% were exposed to the messages on newspapers and magazines.

Table 3. The respondents' perception of mass media campaign messages on family planning methods

The work also examined how the respondents perceived media messages on family planning and found that most of the respondents (78.1%) have positive perception of the media messages on family planning. 13.6% has negative perception of the messages, while 8.3% reportedly maintained passive/neutral perception of the media messages on family planning and family planning. The result thus suggests that the respondents are favourably disposed to media messages on family planning. The finding is in tandem with those of Thomas (2013) and Agha and Rossem (2002). The finding deviates from those of Synder, Mark, James and Dwayne (2004) who found that the people had negative perception of media messages on family planning

Table 4. Respondents' level of use of family planning methods

The finding indicated a high rate of usage of

family planning methods among the respondents. For instance, 72.2% of the respondents reported using family planning methods always, 17.2% reported using family planning methods occasionally, while 6.6% reported not using any family planning methods.

The findings are in line with those of Olaleye and Bankole (1994), Cheng (2011), Zimmerman, Philip, Seth, Mia, Hung-Yi L (2007), Dereje, Mebrahtu, Bayisa and Mekuanint (2016), Sawhill, Thomas and Monea, (2010) and Osakue (2010) who postulate that there is high usage of family planning and family planning among people who are exposed to media campaigns on family planning and family planning. However, the findings deviate from those of Odaman ((2005), Luukkainen (2004) and Kishindo (1995) who found low usage of family planning methods among people who are exposed to family planning campaign message.

The result also showed that 80% reported adoption of family planning methods as being influenced by exposure to media on family planning. 16.4% of the respondents said the usage of family planning measures was not influenced by media exposure. Meanwhile, 3.6% of the respondents were undecided as to whether they were influenced by media exposure to use family planning methods.

Table 5. Correlation co-efficient and regression analysis of media exposure and adoption of family planning methods

The result on table 5 shows a correlation coefficient output of .574 which is positive and significant. The R square of .330 is also significant. The committed F value of 1044.072> significance level of .000 and the computed t value of 32.312> significance level of .000 also indicated a positive and significant correlation between the variables. The result thus shows a positive and significant relationship between exposure to mass media campaign messages on family planning and adoption of family planning methods among

women in Delta State. This finding is in line with those of Strasburger (2010), Kwankye and Augustt (2009), Jata, Simbakalia, Tarasevich, Kihinga and Ngirwamungu, (1999) and Oladeji (2008) who found a significant correlation between media exposure and adoption of family planning methods.

Summary

The study examined the exposure of women in Delta State to media campaigns on family planning and established a high media exposure among women in Delta State as it pertains to family planning. The study also found that women in Delta State were exposed to family planning campaign messages on different media channels such as newspapers, magazines, radio, television and others (posters, billboards and handbills). It also found a positive and significant correlation between media exposure and the use of family planning methods among women in Delta State, Nigeria.

Conclusion

Conclusion could be drawn based on the findings that women in Delta State are adequately exposed to media campaign messages promoting family planning, and majority of them practice family planning. Media exposure is also a significant correlate of family planning among women in Delta State.

Recommendations

1. The media should continue with the campaign on family planning and family planning.
2. Media campaigns should also be intensified to sustain people's perception and tempo towards the use of family planning methods.
3. Government and health authorities should collaborate with the mass media to sustain the campaign messages on family planning.

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(TABLES)

Table 1. Exposure to media campaign messages on family planning

Exposure	Frequency	Percent
Exposed	2122	100

1. Table 2. Media channels which the respondents are exposed to for information on family planning

Media Type	Frequency	Percent
Newspaper	136	6.4
Magazine	40	1.9
Radio	660	31.1
Television	752	35.4
Others	534	25.2
Total	2122	100

Table 3. The respondents' perception of mass media campaign messages on family planning methods

Perception	Frequency	Percent
Positive	1657	78.1
Passive	289	13.6
Negative	175	8.3
Total	2122	100.0

Table 4. Level of Use of Family planning and family Planning methods

Usage level	Frequency	Percent
Use always	1622	76.2
Occasional usage	366	17.2
No usage	141	6.6
Total	2122	100

Table 5. Correlation co-efficient and regression analysis of exposure to mass media campaign messages on family planning and adoption of family planning methods

Model	R	R Square	Adjusted R Square	Change Statistics								
				R Square Change	F Change	df1	df2	Sig. F Change	F	Sig. T	Sig.	
1	.574 ^a	.330	.330	.330	1044.072	1	2120 ^a	.000	1044.072	.000	32.312	.000 ^b