



Dynamics Of Coverage Of Health Related News By Some Selected Nigerian Newspapers

BASHIR ABDULLAHI LAWAL
(Lead Researcher)

IBRAHIM BELLO GIDADO
(Research Partner)

MOHAMMAD BELLO SADA
(Research Partner)

Department of Mass Communication
Hassan Usman Katsina Polytechnic, Katsina, Nigeria
Email: hajbash2010@gmail.com phone: 08067812782

ABSTRACT

Health is a basic requirement to improve the quality of life. A national economic and social development depends on the state of health. A large number of Nigeria people, particularly in rural areas remain with dearth of health care facilities. Even in many cases, most of the rural population has no access to information about health care and health care facilities. Most of the media outlets i.e. Television, Radio, Newspapers and on-line media services are situated in the urban areas. Due to remote rural location, lack of literacy, communication apprehension and poverty the rural people which comprise 73 percent of the total population, Health is almost out of the access to the city-based media. Being one of the significant traditional media, newspapers have still influence on the audience. The people who are habituated to reading newspapers cannot think of a day without reading the same. There are a number of newspapers in the country which have a good audience. The study looked into the role being played by the English dailies in terms of covering the health issues and aspects. All these Newspapers are published on daily basis. Newspaper is a mighty print media, having gigantic power to reach audience with news, education, entertainment and developmental motivational issues affecting the society. Due to its nature it gives people latest news that deals with developmental issues. Presently, the Newspaper is losing its appeal, coverage and reaches to its numerous readers. Therefore, the research vividly looks at newspaper and coverage of health issues in Nigeria. Both content analysis and Focus Group Discussion (FGD) methods were used in the study to gather required data. The research opens a window to understand the coverage of health issues by the prominent English dailies in the country. The research report will be a reference for the academics, researchers, journalists and the media policy makers to review and understand the role of print media, particularly the English dailies in covering health issues.

Keywords: Health, news, media outlets, Newspapers, health promotion activities

INTRODUCTION

Health is a basic requirement to improve the quality of life. A nation's economic and social development depends on its state of health. A large number of Nigeria people, especially in the rural areas don't have access to health information. Most of the media outlets such as Television, Radio, Newspapers and social media are mostly situated in the urban areas. Due to remote rural location, lack of literacy, communication apprehension and poverty with the rural people which comprises 60% percent of the total population in Nigeria make it impossible for the rural dwellers to have access to the

city-based media. Being one of the significant traditional media, Newspapers still have influence on the audience especially the online newspapers in recent times. The people who are habituated to reading Newspaper cannot think of a day without reading it. There are a number of newspapers in the country with numerous audiences. Newspaper is a mighty print media, having gigantic power to reach audience with news, education, entertainment and developmental motivational issues affecting the society. Due to its nature it gives people latest news that deals with developmental issues, health related news inclusive. Presently, the Newspaper in Nigeria is losing its appeal, coverage and reaches to its numerous readers (Alexendra 2005).

Therefore, this research looked at newspaper in coverage of health related issues in Nigeria. Nigeria is a developing country in West Africa. People of this country are known to be hardworking, most of the people in the country stay in the rural areas and prominently farmers. The country is blessed with both human and natural resources. Health in Nigeria is facing a lot of neglect and challenges. Thus, health is basic requirement to improve the quality of life and a national and social development depends on the status of a country's good health facilities (WHO 2010). A good health care system reflects the socio-economic and technological development of the country. It also a measure and responsibilities of government to assume and provide good health care for its people at all levels. The effectiveness of good health care also depends on frequent reporting of health issues by the media especially the newspaper, which gives more in-depth and analytical health related news (Okidu 2013). It is the responsibility of Newspapers Organization in Nigeria to make news available and accessible to the people in the form that the people will be able to understand. The Nigeria government should be committed to provide the basic health requirements to its citizens at all levels at federal, state and local levels. Yet, a large number of people especially the rural people are not aware of the commitments by government on health care delivery because they don't have access to media information especially newspapers. Information can't get to the people due to lack of prudent media to relay information about on health to the rural people.

All media including newspapers educate and constantly update the public on matters of health and health risks. The impact of mass media and effect on individual and public health is a major interest area in health education (Nandy and Nandy 2009).

Theoretical Perspective of the Study

The theoretical framework of the present study bases on some established perceptive of media and communication which ideally include, Uses and gravitational theory and Agenda setting theory of the media. According to the Uses and gravitational theory, the role of the media has been defined the "Social Responsibility" through their 'Watchdog Functions (V. Held 2002). The role the media are usually determined reflecting expectations of the majority people in the society while in the society. Public interest is really difficult to understand through the matters of public welfare should be the priority of media content. However, Mc Quail (2002) emphasize four objectives of the role of media in a democratic society which includes:

- i. Surveillance in the cases of violation of social and moral discipline in the society and access to information without interference.
- ii. Timely criticism of the functions of society and its organs.
- iii. Encouraging people's participation through access to information.
- iv. Transmission of values and culture of particular groups to generations.

According to Kurt L and Gladys E (2010), the agenda setting of the media denotes putting importance on those issues and affairs they think important and beneficial to people while they similarly ignore those issues which they think are less important. Defleur (2008) the media formulate the framework of people's thinking explains that power exists in all core elements of a society especially the media.

Husain and Raman (2004) "Newspapers play a pioneer role in promoting socio- economic, political and health development." The research is anchored on the basis of both Uses and Gravitational theory and Agenda setting theory. Thus, both Uses and Agenda Setting theories are social theory which was developed on the basis of examining the long- term effects of media audience. They were concerned with effects of Media programming on the attitudes and behavior of the public. Miller (2005) argued that "while religion and education had previously been greater influences on social trends and mores, now "Newspaper" is the source of the most broadly shared images and messages in history.

Both Uses and Gravitational theory and Agenda setting theory in its most basic form, then suggest that exposure to Media over time subtly "cultivates" viewers perceptions of reality. Both Uses and

Gravitational theory and agenda can have an impact even on light viewers and listeners of the media, because the impact on heavy viewers and listeners has an impact on our entire culture. Burke (2012) Newspapers are medium of the socialization of most people standardized roles and behaviors. Using newspaper especially for issues like health can be very useful if the newspaper and message used are audience appropriate or if the message is of great significance. Undesirable side effects usually can be avoided through proper formative research, knowledge of the audience and experience in linking media message. Lady's Lang (2005) opines that the agenda setting of the media denotes putting importance on those issues and affairs they think important and beneficial to people while they similarly ignore those issues which they think less important. Thus, the media formulate the framework of peoples' thinking.

Selected Newspapers of Study and Rationale for Selection

Nigeria Press Council (2009) In Nigeria, there are approximately over 50 newspapers, most of which are not daily publications and are regional in coverage and circulation. The researcher selected four national newspapers for the purpose of this study. These newspapers include: The Guardian, The Punch, Nigerian Tribune and Daily Trust. It is important to note that the selected newspapers are well ranked among the 50 national newspapers in Nigeria in terms of readership and circulation. According to Dragomir and Thompson (2012), The Punch is ranked 1st, Daily Trust 4th, The Guardian 5th and Nigerian Tribune 6th. These newspapers were purposely chosen based on their common attributes and unique characteristics. For instance, all the newspapers have national coverage and circulation. These make them popular across Nigeria. All the newspapers have been in existence for at least ten years in the country. These newspapers are consistently published since their establishment and enjoy readership across the length and breadth of Nigeria. Also, Okidu (2013) notes that these newspapers have a strong network of national correspondents and thoroughly bred professionals, which have over the years, earned them respect for their in-depth analysis and coverage of such national issues as politics, health, education, economy, sports, marine, insurance and so forth. In view of this, these newspapers have been widely cited in workshops, seminars, and training sessions on health communication in the country (Okidu2013). The newspapers are English language dailies. The selection of only English language newspapers in this study is based on the fact that the English language is the official language in Nigeria. This brings these newspapers a wider readership in Nigeria than indigenous newspapers, which mostly focus on particular geo-ethnic areas or regions. In Nigeria today, the selected newspapers are among the top eight standing in terms of circulation, coverage and readership (Dragomir and Thompson 2012) They all also have online versions for online readership and this is important because Nigerian audience are now conscious of reading online version of newspapers. Similarly, these newspapers have certain unique characteristics that qualify them for selection in this study. The Guardian Newspaper which is based in Lagos State, south west Nigeria, readily draws the attention of the elite class of the country. Still, this newspaper is substantially commercial in orientation and for many years, it has attracted the largest proportion of advertisements among the national newspapers (Osewa, 2005). The Punch Newspaper, a Lagos-based publication is one of the most widely circulated newspapers in Nigeria 2005 over the years; The Punch Newspaper has been the leading national newspaper in Nigeria in terms of circulation and readership (Dragomir & Thompson, 2012). So, the newspaper readily attracts the attention of many newspaper readers in the country. The Nigerian Tribune is the oldest newspaper in Nigeria. The newspaper was established in 1949, which makes it the only existing pre-colonial newspaper, and the only national newspaper currently being published in Ibadan - the largest city in Africa, Oyo State, south west of the country.

Statement of the Problem/ Justification

Newspapers are published daily in Nigeria. Most of the newspapers are written in English language and mostly concentrated in the urban areas. However, some newspapers are published using the local dialect. The Newspaper in Nigeria is considered as the medium for the rich and educated populace. Therefore, the research vividly looks at some selected newspapers in Nigeria and the preference they give to coverage of health related issues.

Research Questions

The following questions would guide the study:

1. Which Newspaper in Nigeria gives maximum coverage to health related issues?
2. Which newspaper do people read most for their health issues?

3. Have reader's health habit change for reading the Newspaper? If yes, how? If not how?
4. What changes do readers experience after reading health news from Newspapers
5. What opinion do people have when they read health news from Newspapers?
6. What is your view on health related news by newspapers in relation to rural people?
7. Which type of health related news from Newspapers do you like most?
8. How do you view the health related news from the Newspapers?

Aim of the Research:

The aim of this research is to explore how health News receives attention and coverage in Nigeria by some selected Nigerian newspapers.

Objectives of the Research:

The study was conducted in order to understand the following:

- a. How health news receive attention by newspapers in Nigeria.
- b. To understand Issues and subjects about health news that are generally covered with due importance by Nigeria newspapers.
- c. To understand how health news is been utilized by Newspapers readers in Nigeria
- d. To know which newspaper gives more preference to health related news in Nigeria.

Significance of the study

This research gives an insight; on how newspapers in Nigeria cover health related news.

1.8 Scope and Limitations of the Study

This research only covers four (4) most read Nigeria Newspapers and ardent Newspapers readers.

1.9 Geographical scope

The study restricted to four (4) major Nigeria newspapers which cross across all Six (6) geographical representations of Nigeria.

LITERATURE REVIEW

2.1 Literature Review

Newspapers are a major source of information, opinion and analysis. They impart knowledge, influence the understanding of issues and act as advocates for the recipients of news items. A smorgasbord of items is offered but most people will neither read all of the articles nor read to the end of selected articles. Newspapers are less likely to therefore grab attention on low salience stories unless presented in a manner designed to attract attention, Neuman et al (2013). Many public health issues, may be seen as poor attention grabbers in many Newspapers, but are none the less important for the general population. Much of the determinants of personal health status lie within the control of individuals including issues of life-style, nutrition, consumption of alcohol and tobacco products. Such behavior may be modified through health promotion activities and proper Newspaper reporting. How these issues are presented in the Newspapers can influence the response by individuals and the subsequent effects on their health status.

Newspaper items included in this study as health news were those which featured as their major component the three main objectives developed by the World Health Organization (WHO Health for All, 2010) of life-styles conducive to health, prevention of preventable conditions and rehabilitation Health promotion activities feature strongly in the first two of these. Also, included were broader

issues increasingly being incorporated into public health of life-style factors, beliefs, religion, culture, language and social groups; and their interaction with factor sand conditions including economic circumstances, work, education, political and cultural/urban issues (Wenzel and McMichael 2007). This is consistent with health promotion being seen as any combination of health education and related organizational, political and economic interventions designed to facilitate behavioral and environmental adaptations that will improve health coverage by most of the Newspapers (Bates and Windsor, 2006).

The development of primary health care which should be included in the health news as being central to the attainment of good health care for any nation(Ashton and Seymour 2013). Health News must given special attention and reportage to enhance good living conditions of any nation Baum *et al.*, (2015).The medical model provided a suitable counterpoint to public health for the purposes of analysis of Newspaper reporting, Macklin (2000). It has been the basic paradigm of medicine since the development of the germ theory of disease in the nineteenth century Abercrombie *et al.*, (2009) and assumes that all disease is caused by specific etiological agents (the ‘disease entity’) and all this can properly be known by people through prompt coverage of health News by the Newspaper. The patient tends to be seen as the passive target of medical intervention rather than part of a complex social environment.

Newspaper health News included under the medical model were those which featured as their main theme, medical intervention or treatment, scientifically based procedures, technology and institutionally based care (usually in hospitals or other facilities) founded on laboratory based research about disease processes. These included items dealing with hospitals, medical treatment and technology and those items with a focus on restoration of health through treatment of people who were already sick. Medical ‘experts ‘featured prominently and complex medical terminology was frequently utilized Pasternak and Pine (2007).

Historically, the proper utilization of Newspapers promotes good health, and taken account of the etiology of chronic diseases due to life-style factors and has generally been inappropriate in the treatment of mental illness Lupton & Najman (2007). However, the roots of hospital involvement in health promotion go back to community health education and Media impact (Newspaper Inclusive), Burke (2012) argues that it became incumbent on Newspapers to try and reduce illness through frequent reporting of health news by the Newspapers.

Health news issues carried by Newspapers may be a feature of given the fact that many newspaper readers only scan portions of each item and infrequently read the full text of longer items Chapman and Lupton (2008), public health issues may be better focused on short to mid-length items as a means of imparting important information. Photographs usage in Newspaper is a vehicle to attract attention and to reinforce messages. They represent a confirmation of the message in the body of the text and ‘prove’ that the event described really happened or that the person concerned really exists and looks as described in the text, Windschuttle (2006). Photographs should be encouraged as a means of better transmitting public health messages in the Newspapers.

2.2 Health Issues in Nigeria: An Overview

Essentially, the prevalence of various health issues in Nigeria and the degree of attention received from mass media with particular reference to newspapers is, as rightly noted, the core focus of this

study. Nigeria is noted for various diseases and other health issues among which are malaria, HIV/AIDS, polio, infant mortality, cancer and maternal mortality, communicable diseases such as tuberculosis, measles, peruses (whooping cough) and poor health facilities. Other health issues of concern in Nigeria include: poor primary, secondary and tertiary health care, shortage of health personnel and ineffective implementation of health policies. The state of the health system as well as the prevalence of diseases in Nigeria has over the years, attracted attention locally and globally. For instance, since the global efforts to eradicate polio around the world, Nigeria and two other countries (Afghanistan and Pakistan) remain the only countries where polio is yet to be eradicated (World Health Organization (2013)). Despite the fact that malaria is preventable, treatable and curable, it remains the most prevalent parasitic endemic disease in Africa, Sachs and

Malaney (2002), and constitutes a major health problem in Nigeria (Federal Ministry of Health (2010)). Since the first case of HIV/AIDS was reported in 1986 in Nigeria, the pandemic continues to evolve with multiplier effects resulting into a total death of 2.1 million people (Federal Ministry of Health (2010)) while communicable diseases along with maternal, prenatal and nutritional conditions in Nigeria accounts for an estimated 67 percent of all mortality (Commonwealth Health Online, 2013), the country is rated the fourth highest tuberculosis burden-zone in the world (Federal Ministry of Health (2010)). Although this study engages in a more comprehensive exploration of health issues in Nigeria this insight is, however, considered important as a background to the research, given this insight, mass media have an important role to play in raising health awareness among Nigerians by promoting health information to improve the health orientation and the general health behaviors of the Nigerian populace. This research, therefore, examines the role of print media in the coverage of health issues in Nigeria with particular reference to newspapers in order to achieve the earlier stated objectives.

RESEARCH METHODOLOGY

Research Method

The research will be conducted using mixed methods of social science research. However, emphasis will be on Content analysis and FGD methods. After accomplishing the content analysis of the aforesaid newspapers and Focus Group Discussion (FGD) will be conducted with the mixed groups respondents who are the media consumers (Newspapers readers).The FGD facilitated to capture the perception and views of the readers about their perception and readership pattern on health news.

Nature and Focus of the Content Analysis

The essence of the content analysis lies in the statement of Krippendorff (2007), and as well through his famous definition of communication, framed the base of the content analysis by saying: “*Who Says What, Why, To What Extent and With What Effect?*” Dr. Klaus Krippendorff (2007) suggested considering the following questions in a content analysis:

- a. Which data are analyzed?
- b. How are they defined?
- c. What is the population from which they are drawn?
- d. What is the context relative to which the data are analyzed?
- e. What are the boundaries of the analysis?

f. What is the target of the inference?

Taking into consideration of the aforesaid aspects of content analysis the following components have been reflected in the study:

- i.** Genre of content and origin of classifications of news (event, issue based, person/ institution based).
- ii.** Nature of news (Straight jacket, investigative, interpretative, follow up, desk report etc).
- iii.** News treatment, geographical settings and coverage.
- iv.** Accuracy, objectivity and fairness of the content exploration, preparation and presentation.
- v.** Words, sentences and discourse and quotation and expression used in the content.
- vi.** Quality of information from sources and quality of investigative and gathered information.
- vii.** Variation of topic(s) covered in the content and diversification of topics used in the content.
- viii.** Overt and covert meaning of the news communicated through the content.
- ix.** Effectiveness and communicative competence of the content, taking into consideration the aforesaid research questions; the research been conducted through using mixed methods of social media research putting emphasis on the content analysis and FGD method.

Focus Group Discussion

After accomplishing the content analysis of the aforesaid newspapers, a Focus Group Discussion was conducted with the mixed group respondents who were the media consumers (newspaper readers). The FGD facilitated to capture the perception and views of the readers about the coverage of health issues in the Nigeria newspapers especially in the English dailies. Respondents who are the regular newspaper readers attended the FGD and shared their views on the print media coverage on health issues. The FGD was conducted under the direction of the supervisor.

Research Design (Sampling)

Data will collected from analyzing four(4) Nigeria popular newspapers for a period of four(4) month and focus group discussion would be conducted with one hundred and fifty (150) ardent newspapers and seek their perception and opinion on health related news .

Expected Outputs/ Results

- To know how health news items receive attention and coverage by the selected Newspapers in Nigeria
- To know the newspaper treatment, source and nature of health news in the selected Nigeria Newspapers.
- To understand people's perception about the health news they read in the selected Nigeria newspapers
- To know what preference is given to rural people in terms of health news by the selected Newspapers in Nigeria.
- To know the challenges faced by the selected Nigerian Newspapers in the coverage of health news.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Findings from the Content Analysis

a. Daily Trust Newspaper:

➤ **Number of News items:** During the four (4) months study period, a total of Three hundred and four (304) health news items were published in the Daily Trust Newspaper while the number of total news recorded was forty five thousand, four hundred and twenty four 45,424 during the period. It was revealed from the study that the coverage of health news was only 0.67 percent comprising to the total news published during the period.

b. Tribune Newspaper:

➤ **Number of Health items News:** During the study period, a total of two hundred and ninety six (296) health news items were published in the Tribune Newspaper while the number of total news was eleven thousand, six hundred and sixty four (11,664) during the period. It revealed from the study that the coverage of health news is only 2.54% comparing to the total news published in the daily during the period.

c. The Punch Newspaper:

➤ **Number of News:** During the study period, a total of one hundred and twenty (120) health news were published in the Punch Newspaper while the number of total news was 11,016 during the period. It revealed from the study that the coverage of health news is only 1.09 percent comparing to the total new Published during the period.

d. The Guardian Newspaper:

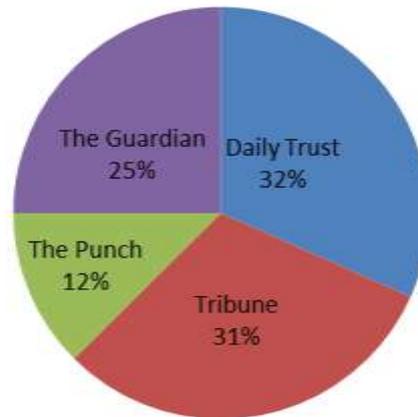
➤ **Number of News:** During the study period, a total of two hundred and forty (240) health news were published *in* the Guardian Newspaper while the number of total news was 10,520 during the study period. It revealed from the study that the coverage of health is only 2.28 percent comprising to the total news published during the period.

Table: Details of Health News Covered by each of the Newspaper

Name	Total Number of News	Total Number of Health News	Percentage of The Health News
Daily Trust	45,424	304	32%
Tribune	11,664	296	31%
The Punch	11,016	120	12%
The Guardian	10,520	240	25%
TOTAL	78,624	960	100%

The table above illustrates that: out of the total number of general news published i.e 78,624 and carving out total number of 960 health news; Daily Trust Newspaper has the highest production of health news with the total number 304 health covering (32%) of the total Newspaper Organizations health news, followed by Tribune with 296 health news (31%) and The Guardian having 240 health news (25%), then The Punch having the least of all with 120 health news making (12%).

Percentage of The Health News Covered by All the Newspapers



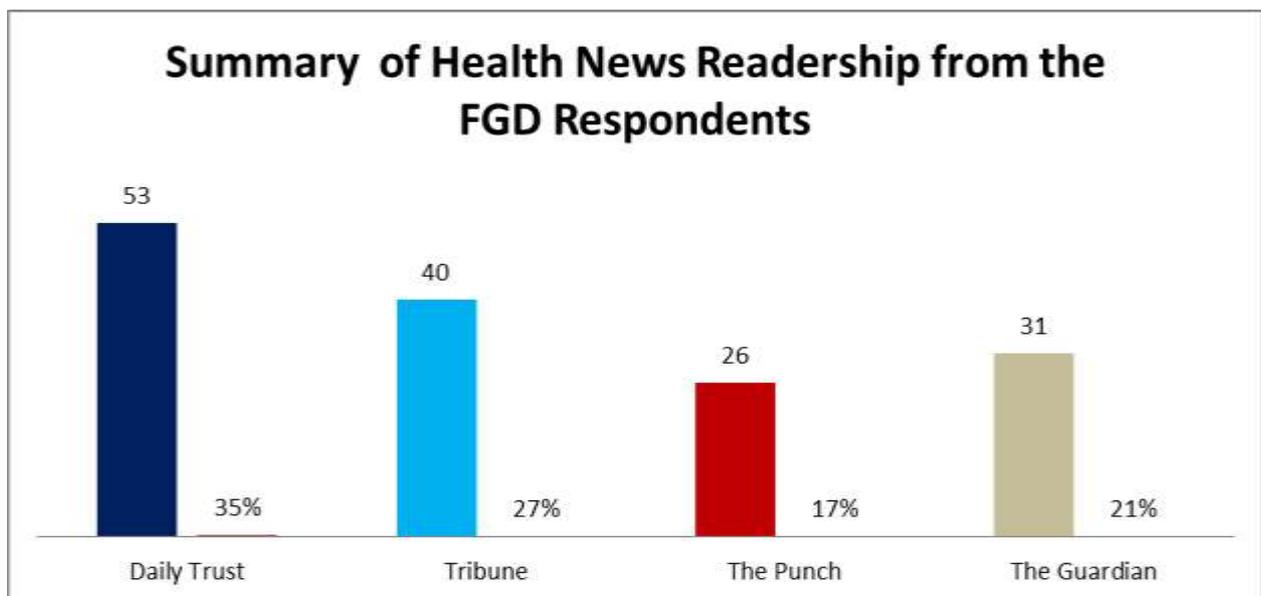
The above is a pie chart illustrating the percentage each Newspaper garnered out of the total health news produced during the period: indicating Daily trust having the highest percentage of (32%) along side with Tribune almost but with (31%), then The Guardian (25%) with The Punch having the lowest percentage of (12%). Vividly explaining that Daily Trust and Tribune are likely producing more health news that the other two (Guardian and Punch).

4.2 Findings from Focus Group Discussions (FGD)

150 respondents were sampled for the FGD on health News from the four Newspapers as illustrated in the table below:

Newspaper	No. of FGD Respondents	Percentage of Response
Daily Trust	53	35%
Tribune	40	27%
The Punch	26	17%
The Guardian	31	21%
TOTAL	150	100%

The above table illustrates that 53 FGD respondents get their health news from Daily Trust given 35% making it the highest, while Tribune has 40 FGD respondents with 27% and The Guardian has 31 FGD respondents with 21% and the least is The Punch having 26 FGD respondents with 17% of response.



A bar chart illustrating the summary of Health News readership by the FGDs

CONCLUSION

It is important to note that adequate and frequent coverage of health issues can educate readers on different health related issues. Thus, frequent reports on health issues can make readers aware of latest medical products, services, latest technologies and treatments available to them. Also, the Newspaper can serve as a voice to the people to make government provide all the necessary health care facilities to the Nigeria populace e.g. hospitals, medical facilities, drugs etc. Thus, it is the responsibility of print media in Nigeria to always keep people abreast about news related to health. We should remember that a healthy nation is a wealthy nation.

RECOMMENDATIONS

- ⇒ A comprehensive media policy should be formulated. In which, it is mandatory for all media outfits, Newspaper inclusive to oversee the frequent coverage of health related issues. This would salvage Nigeria health system from total collapse and decay. Awareness should be created and proper orientation to draw the attention of the people to develop appetite in reading health news.
- ⇒ The Newspapers organizations are advised to train Journalist especially the young ones on modern and professional methods in covering and writing health related news.
- ⇒ It is the duty of Newspaper organizations to conduct research in knowing the needs of their readers about the health related issues they published. This will assist on ways of improvement especially when writing health related news.
- ⇒ Structured use of the Newspaper in reporting and informing government about health related problems affecting the people can influence allocation of funds to programs which may improve the general health of the population and reduce different types of illnesses among the people.
- ⇒ The media should create awareness about some deadly diseases such as Polio, Cancer, Malaria, HIV/AIDS etc. All media including newspapers must be at alert, to educate and constantly update the public in matters of health and health risks. The impact of mass media and effect on individual and public health is a major interest area in health education.
- ⇒ In the family planning campaigns, the concept of 'enter-educate' in which the Newspaper can be

utilized to educate the readers about family planning campaign and to reinforce the use of contraceptives and other such devices for child spacing and family planning .

- ⇒ The research sees Newspaper as tools for re-shaping and modifying the health sector in Nigeria. The people, government and Newspapers organizations should have a re think on how to improve the health coverage and ways of salvaging health related problems. All hands must be on deck to salvage the Nigeria health system from total collapse.

REFERENCES

- Alexander, S. (2005). The role of media in attaining the MDGs. *Development*, 48(p), 129-131
- Adeyanju O. (2005). African media development initiative report: Nigeria context. Retrieved 10/12/2013
- Ashton, J. and Seymour, H. (2013) *the New Public Health: The Liverpool Experience*. Open University Press, Buckingham.
- Abercrombie, N., Hill, S. and Turner, B. (2009). *S Dictionary of Sociology*. Penguin Group, London.
- Baum, etal (2015) *Community Health Policy and Practice in Australia*. Pluto Press Australia Limited, Leichhardt, NSW.
- Burke, B. (2012) *the Historic Role of Hospital in Health Promotion*. In Sol, N. and Wilson, P. K. (Eds) *Hospital Health Promotion*. Human Kinetics Books, Champaign, IL.
- Bates and Windsor, P. (2006) *Media: The press, the public and the politics of health*.
- Chapman, S. and Lupton, D. (2008) *the Fight for Public Health: Principles and Practice of Media. Advocacy* BMJ Publishing Group, London.
- Common Wealth Online (2013) *Communications program: program keeps members informed; helps raise public awareness of nursing issues in Nigeria*
- Dragomir and Thompson (2012). *Mapping digital media in Nigeria: A report by the Open Society Foundations*.
- Defleur (2008) *Modes of transmission of health information in Russia*. *Journal of Multicultural Nursing and Health*, 3(1), 11–21, 51.
- Federal Ministry of Health (2010) *Paper on Health Promotion and the infant maternity in Nigeria*.
- Hussain and Raman (2004) *something old, something new: perspectives on five ‘new’ public health movements*. *Health Promotion Journal of Africa*,
- Krippendorff (2018) *Newspaper portrayal of disability: an intervention study*. *British Journal of Learning Disabilities*, 24(2), 77–79.
- Kurt L and Glady E (2010), *A Contribution to the critique of political Economy had forgotten* Books.
- Lady Lang (2005) *the role of public health in population health*. *The Physician Executive*, 23(7), 25–29.
- Lupton, G. M. and Najman, J. M. (2007) *Symptom Experience and Consultation: Unpublished paper from a Brisbane Health Study St Lucia, University of Queensland*.
- Macklin, J. (2000) *Hospital services in Australia: Access and Financing*. Department of Health, Housing and Community Services, National Health Strategy Paper No. 2, September 10–14, Australian Government Publishing Service. 29.
- Mc Quail. (2002) *the workplace: a key to reducing social inequalities in health*, *Health at Work Newsletter*. Summer, 1, 1–3. 46 Cited .
- Macklin (2001) *From the Executive Directors Desk. MNA builds on strengths as it faces new challenges in 1997*. *Massachusetts Nurse*, 66(10), 3.
- Miller (2005) *Hidden Arguments—Political Ideology and Disease Prevention Policy*. Rutgers University Press, New Brunswick
- Nandy, B. R. and Nandy, S. (2009) *Health education by virtue of its mission is centered on mass media and communication: implications for professional preparation*. *Journal of Health Education*, 28, 238–244.
- Neuman etal (2013) *Common KnowledgeNews and the Construction of Political Meaning*, the University of Chicago Press.
- Nigeria Press council (2009)
- Okidu, O. (2013). *A comparative study of two communication models in HIV/AIDS coverage in selected Nigerian newspapers*. *Global health action*, 6, 18993-18910.

doi:10.3402/gha.v6i0.18993.

- Osewa, O. (2005). Report of newspaper circulation in Nigeria. Retrieved 10/1/2014 <http://www.nairaland.com/515229/nigerian-newspaper-reader-b>
- Pasternak, D. P. and Pine, M. (2007) Meet the mandate to measure clinical quality. *The Physician Executive*, 23(7), 40–43.
- Sachs and Malancy (2002) The Melbourne press coverage of the in vitro fertilization story research essay, Master's Thesis (042) Latrobe University, Bundoora, Victoria.
- V, .Held (2002), An Introduction to the General Inquirer: a Computer System for the Study of Spoken or Written Material. Harvard University and Simulmatics Corp., Mimeo.
- Wenzel, E. and Micheal Mc (2007) Conceptual Issues in Worksite Health Promotion. In Chu, C. M. and Simpson, R. (eds) (2000 *Ecological Public Health: From Vision to Practice*. Institute of Applied Environmental Research Griffith University, Queensland, Australia.
- Windschuttle, K. (2006) Persecution by pictures. *New Journalist*, 21, 22 March, April. 47
- World Health Organization (2013) *Global Strategy for Health for All by the Year 2000*. World Health Organization, Geneva.