



(MUDIMA)



Influence of Public Service Announcements on Primary Health Care Delivery in Nigeria

Ifeanyi M. Nwokeocha^{1*}, Uwem, A. Akpan²

Heritage Polytechnic, Nigeria

Corresponding Author: Ifeanyi M. Nwokeocha giftedmartins83@gmail.com

ARTICLE INFO

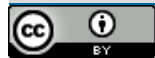
Keywords: Public Service Announcement, Healthcare, Health, Healthcare Delivery, Nigeria

Received : 1 January

Revised : 17 January

Accepted : 18 February

©2023 Nwokeocha, Akpan: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This paper examined the influence of public service announcements on primary healthcare delivery in Nigeria. The study adopted the explorative research method which reviewed literatures by scholars as related to this study. Two empirical reviews were understudied, the theory of reasoned action and social marketing theory were adopted and studied. The study recommended that all government should review their financial allocations to health care delivery in line with global best practices. High priority programmes for primary healthcare should be considered and additional resources that may be available deployed, more staff should be trained and increase in wages for those who will agree to serve in the area, effective public service announcements messages should also be strategically planned by communicators to influence behaviours; etc

INTRODUCTION

Advertising has been instrumental in building the world's strongest brands. It has also been an essential tool in educating and persuading the public on issues of health significance. Indeed, public service announcements (PSAs) a communication form similar to advertisements, are an important component of most communication campaigns. Although, public service announcements are traditionally placed in donated media spaces for these health messages. Often times, professional advertising agencies are involved in the creation and production of these media messages. In many aspects, contemporary public service announcements have become almost identical to advertisements, a probable reason for the rise of their alternative name, public service advertisements.

Public service announcements are informative short films that are made for the purpose of increasing the awareness of society and/or creating behavioral changes. Also, they are communication tools used within the context of social marketing, healthcare delivery and public relations. One of the main themes of public service announcement which may have a substantial impact on masses is "health". Tobacco, blood donation, breast milk, obesity, and diabetes themed, public service announcements which aimed to protect and improve health care delivered are examples of health communication as part of social marketing (Namik, 2017).

The importance of effective public service announcements in Nigeria health care system cannot be underestimated. Public service announcement process in health care system is basically a process of disseminating health information to individuals in the community. However, public service announcements generally, is to ensure effective accessibility and affordable health care service to individuals who are regarded as beneficiaries (Akpabio, 2016). Most great nations in the world are what they are today due to effective public service announcement system.

Healthcare -oriented PSAs are therefore recognized as a source of effective channels of bringing health information and other health care services dose to the people. Ikhioya (2019) observed that through effective public service announcement system, most people are properly informed on health issues especially when viewed within the perspective of accessibility and efficiency.

However, the state of healthcare system in Nigeria over the years had been and still remains less than desirable. A worrisome statistic shows that although Nigeria accounts for only 2 percent of the world's total population, she accounts for some 10 percent of the world's infant and maternal mortality (Ogunlela, 2011). Consequently, the Federal Government of Nigeria has made attempts to revamp the health sector through a series of reforms. Deliberate efforts have been made to initiate and sustain health sector reforms over the past years. The reform of the sector is predicated upon the fact that the sector is characterized by poor quality f public sector heath services, resulting in poor health outcomes when measured against basic health indicator (ADF, 2002). The current state of the country's health care system can be said to be quite worrisome, judging by the health indicators and statistics that are abyssal as noted earlier in fact, Nigeria's health indicators have stagnated or even deteriorated in the past decades (Gustafsson-Wright et al; 2008). A district feature of the country's healthcare service delivery and management is its decentralization at the three-tier levels involving the primary, secondary and tertiary institutions, managed by the local, state and national governments, respectively.

Both the public and private sectors are participants in healthcare delivery. Health infrastructure, being a part of a larger health system, includes the health policy, budgetary allocation implementation and monitoring (Adebanjo and Olaeji, 2006). The discussion of the health care infrastructure in sub-Saharan Africa and Nigeria in particular, has recognized the existence of different types and practices. Regarding Nigeria's situation, the picture offers little to cheer about. Therefore, it no wonder why public service announcements is thus relevant in continuous provision of health care information to individuals and to the general public. It could be said however, that there is no health care delivery infrastructure adequately put in place, but the precaution measures could also be a public service announcements message

METHODS

This study therefore was based on explorative research method and it relied mainly on secondary sources of data like books, articles, and online sources from journals and previous researches of other scholars. This paper was an explanatory or conceptual review on the subject matter of discourse.

LITERATURE REVIEW

Public service announcement: Its concept

According to Hoffman (2000), public service announcement has a central focus on welfare. Its main objective is to persuade the audience to implement and support some kinds of social and economic cause considered to be beneficial to the general public. This was summed by Weilbathche (1984), in Maria (2017) as thus; such advertising primarily focused on sustaining or improving our health morals, environment, institution, heritage, culture, etc. the intention is to increase the probability that those reached by social advertising messages will behave or believe as the advertiser wishes them to behave or believe.

Public service announcement or advertising is also called “cause advertising” or “advocacy advertising” in which the advertising is targeted at a controversial issue in order to gain a favourable following or to mould public opinion in line with the advertiser’s point of view. This type of advertising can be employed to influence legislation so that obnoxious laws are not passed. For instance, whenever the issue of gun control and the use of firearms are progressed in the United State of America, the American Rifle Association and their hobbyist group take a stand against it and advertise in favour of the right to bear arms for self defence (Chandon, Singh and Malhan, 1990) in Marria (2017).

In Nigeria, public service announcements has been used by government and their agencies, non-governmental organizations, private sector organization and religious organization to campaign for social change in the society. According to Ogunbiji (1999) in Maria (2017), this type of advertising is used to connate and mobilize the citizens. He stressed that it is able to enlighten family planning and the dangers of the acquired immune deficiency syndrome. Public service advertising help to correct certain societal ills, changes attitude and

propel people to take positive action (Ochomogor and Irohan, 2011).

However, public service announcement or public service advertising is a message in the public interest, disseminated by the media without charge, with the objective of raising awareness, changing public attitude and behaviours towards a social issue. In UK, they are generally called “public information films” (PIFs), in HongKong, they are known as “announcement in the public interest” (AIPs) (Wikipedia, 2017).

Healthcare Delivery: An Overview

Healthcare delivery deals with giving people the opportunity to enjoy the benefit of the programs and practices that would affect their health positively. It goes beyond administering medications to the sick, to touching the preventive practices that would preserve the health personnel. Healthcare include immunization, vaccination, health education, diagnosis, tests, prescription and treatment, etc.

Healthcare delivery in this case refers to public health care. This is basically a situation where the government comes up with health policy (plans and programmes) that would give people access to health care service at little or no cost. It comes in various forms. However, this paper considers closely, health education.

World Health Organization (1993) in Anthony (2022) defines health as a state of complete physical, mental and social wellbeing and not merely the observance of a disease of infirmity to renders this satisfactorily some service, effect or mechanism must apply so that health care delivery is rendered in both structural and physical dimension. The mass interplay in healthcare delivery, therefore embody the act (message assemblage and preparation) and the process (channelization of the message, i.e; through the accessible mass media channels to the health care recipient of the resort). Under health care delivery, message comes more often from a wide variety of health issues. According to World Health Organizations (WHO) publication (WHO Undated), health issues to which Nigeria involved include: Leprosu, Tuberculosis, Breastfeeding, polimoyelitics, Diabetes, Hiv/Aids, Heart attack and mental Health etc. others also include anthrax, meningitis, Malnutrition, Cancer, birds or avian flu, and sickle cell anemia etc.

Levels of Health Care Delivery System in Nigeria

Healthcare system is categorized into three level:

Primary healthcare level, secondary healthcare level and tertiary healthcare level (Drugxpert, 2017).

a. Primary Healthcare (PHC)

The equipment and facilities in primary health care settings are far and less advanced. They are just to diagnose and treat minor conditions. In most cases, the facilities are not open for 24hours and all the seven days of the week. Meanwhile, the staff treat general diseases without much emphases on speciality. The qualifications of the healthcare providers have little or no years of experience in health care provision except for the years spent in this setting. Most are fresh diploma and certificate holders in different health courses.

The service provided by PHC to the community are: the staff do not have expertise in treating a particular disease or condition. However, they only treat minor disease conditions. Primary healthcare mainly focus on health prevention and promotion, patients counseling etc. they also render services such as immunization, antenatal care services family planning, health education, sex education, sanitation, etc. and most cases patients do not spend the night.

Primary health care always refers patients to secondary or tertiary health care centres on cases that are beyond their capacity. Government owned primary health care are managed and controlled by the local government councils, which is called health centres and unit hospitals (clinic). Most private owned PHC are called clinics primary health care centres in Nigeria are managed by the following personnel community extension health workers (CHEW), environmental health workers (i.e EHA and EHO), pharmacy technician, x-ray technician, laboratory technician and village health guides. In addition to that, the village “health team” bridges the cultured and communication gap between the rural people and organized health sector.

b. Secondary Health Care (SHC)

Secondary healthcare includes government general hospitals and central hospitals and other private hospitals, they provide special medical care to patients. They treat general disease and provide advance care compared to PHC centres. The health care providers have advanced degree experience and training compared toPHC staff.

The facilities used in secondary health care are advanced and it employed more staff than PHC. Many ailment can be diagnosed and treated in the facilities. When a disease cannot be treated or managed in SHC, they referred to tertiary healthcare. They operate 24/7 render services in all units of speciality, such as emergency, neonatal care, obstetric acute care. Tec. Patients can be admitted and stay in the hospital for many days, weeks, months or years.

c. Tertiary Health Care (THC)

This is a type of healthcare system provided by a specialists. General cases are treated and consultative services are also provided to patients. The staff working in those facilities have both advanced degree and years of experiences in the service they render. The facilities in the tertiary health care are advanced, very sophisticated and expensive THC is the biggest among the three level of healthcare system in terms of the number of staff, equipment and structure some of them provide just one special service such as orthopaedic service, eye specialist, dentist, etc while some few may cover some more such as national hospital, teaching hospital and federal medical centres.

Resources for Effective Health Care Delivery

The resources required by the health services include finance, manpower, material and management

a. Financial Resources

The financing of health services can be in different forms. In some countries, healthcare is provided as a welfare service which is paid mostly from government revenue a compulsory insurance schemes. In some cases, government provides some general public health service, but individuals and communities must pay for other items of healthcare.

Furthermore, some services are being subsidized by government and other services paid for by individuals either directly or through insurance schemes. In some developing countries like Nigeria, the funds that are quailable for the health sectors are very limited and in adequate to provide all the service that are desired by the community. Therefore, difficult and painful choices have to be in allocating these scarce resources. Locally, such judgments should be made objectively giving highest priority to the most cost effective way of achieving the desired goals and distributing the resources with a sense of

social justice, to ensure that the most needy are served (Park, 2011).

b. Material Resources

Material resources are buildings, drugs, vaccines, consumables and other equipment required for the efficient delivery of healthcare system. A difficult issue to resolve is the correct balance between expenditure for buildings and capital equipment on the one hand and the running costs of the services on the other hand.

In many developing countries including Nigeria, there is a tendency to invest too heavily in lofty buildings and expensive equipment, often poorly maintained, whilst relatively few forms are left for the purchase of drugs, vaccines and other essentials. Careful planning is also required for the purchase storage and distribution of drugs which would meet the most important needs of the service, concentrating initially on simple, safe remedies of proving the value at reasonable cost (Park, 2011).

c. Management Resources

Management resources are authorities that skillfully manage healthcare institutions at all level from the most peripheral unit to the central office at the headquarters of the ministry of Health. They can be health workers and other administrative staff that devote their time in dealing with administrative and other managerial issues. Moreover, training in management is essential for health workers especially those who are placed in position of authority and supervision.

In small units, the health workers would need to devote some of their time to dealing with administrative and other managerial issues. In large units such as large tertiary hospitals, trained administrative can make a useful contribution to the management of the services (Park, 2011).

d. Health Personnel

A team of personnel with different skills who are working together in pursuance of common goals are required in various component of health service. Some of these personnel are usually described as professionals.

Primary Health Care Service: Its Overview

Primary or basic healthcare service are defined in Alma-Ata Conference in 1978 as essential healthcare made universally accessible to individuals as acceptable to them, through their full participation and at a cost the community and country can afford. The primary healthcare service are provided through

primary healthcare (PHC). This approach came into existence following international conference at Alma-Ata (USSR). This is known as “primary Health care”. It was first proposed by Bhore committee in 1946 (Simons-Morton, Greene, & Gottliebe, 1995) in Eke (2017).

Furthermore, Simons-Morton, Greene and Gottliebe (1995) in Eke (2017) stated that the concept of provision of primary health care through basic healthcare was accepted by all countries as key to attainment of health for all by 2000AD. It is also been accepted as integral part of country’s health system. Although specific services provided very in different countries and communities. The Alma-Ata declaration has outlined 5 essential components of basic healthcare provided under the umbrella of PHC, as follows:

- a. Education concerning prevailing health problems and the method of preventing and controlling them (Health education).
- b. Promotion of food supply and proper nutrition.
- c. An adequate supply of safe water and basic sanitation
- d. Material and child health care, including family planning
- e. Immunization against major infections
- f. Prevention and control of locally endemic disease
- g. Appropriate treatment of common diseases and injuries
- h. Provision of essential drugs.

Primary Health Care Providers

The following are notable primary healthcare providers in Nigeria

- a. **Government:** Healthcare provision in Nigeria is a concurrent responsibility of the three tiers of government in the country i.e federal, state and local governments. The federal government’s role is mostly limited to coordinating the affairs of the university teaching hospitals, federal medical centres (tertiary healthcare) and specialist hospital such as national orthopedic hospitals, national eye centres, national psychopathic hospital, among others. The state government manages the various general hospitals (secondary healthcare) and few specialist hospitals under the state ministry of health hospital management board and other agencies within the state. The local government focuses on dispensaries, health unit and health post (primary healthcare), which are coordinated by the local government

health department through state primary health care management board (SPHCMB).

b. National Health Insurance Scheme (NHIS): Health insurance Scheme refers to a programme that covers or shares the expenses associated with healthcare of individuals. It is on the basis of the need to ensure effective healthcare services to all Nigerian at an affordable cost that the Federal government established the national health Insurance scheme under Act 35 of 1999.

The national health insurance scheme (NHIS) is an agency established for the purpose of facilitating easy access of health care service to all Nigerians. As an effort by the federal government to revitalize the worsening state of health (Eke, 2019). The objective of the scheme were to:

- Ensure that every Nigerian has access to good health care service.
- Protect Nigerians from financial burden of medical bills
- Reduce the cost of health care services
- Ensure efficiency in healthcare services
- Ensure equitable distribution of healthcare costs among different income group
- Maintain high standard of healthcare delivery service within the scheme.
- Improve the harness private sector participation in the provisions of health care services
- Ensure adequate distribution of healthcare facilities within the federation.
- Ensure the availability of fund to the health sectors for improved service (Eke, 2019).

c. Private Health Sectors: Private healthcare is a healthcare provided by entities other than the government. On the other hand, private healthcare can sometimes be more efficient than public sector provision. Meanwhile, the private healthcare sector operates as private hospitals, polyclinics, clinics nursing home, dispensaries, general practitioners and specialist health centres.

Ethical issues relating to private healthcare primary concerns the argument that the seriously ill be entitled to spend money on saving their lives. In Nigeria, private health care can sometimes be more efficient than public sector provision. Private operators may be more innovative in areas such as tele medicine. Due to the profit motive, they can be more productive. Patients usually didn't stay on the cue for long hours waiting for medical consulting. The friendly behaviour of staff and doctors are the

main reason for the people relying on private healthcare centres (Akhton 1991) in Eke (2019).

d. Non-Governmental Organization (NGOs): The main tasks of NGOs in the health system are providing services and health advocacy. Provision of service includes medical, social and psychological service as well as, integration activities, material and financial support, educational and information services and training. Other roles of NGOs includes, health advocacy – is a combination of individual and social actions designed to gain political commitment, policy support, social acceptance and system support for a particular health goal or program. An important task carried out by NGOs is participation in the formation of health policy.

There are many international and national NGOs that provide healthcare service in the area of disease prevention, healthpromotion, provision of logistics and training in Nigeria, such as centre of disease control, society for family health, save the children, adolescents health information, centre, community health research initiatives, Nigerian Red Cross Society, among others. These NGOs get their fund from international governments, foundations and Philanthropists that have concern on health issues. Example includes united State Agency for international Development (USAID), department for international development (DFID), European Union (EU), Bill and Melinda Gate Foundation, etc (Piotrowicz, and Ganciare, 2013)

Review of Empirical Studies

Ikeji, C.C. (2013). A policy analysis of the Primary Health Care Delivery Programme in Calabar South Local Government Area. *Journal of Humanities and social science (IOSR-JHSS)* Vol. 14, pp. 52-59 at www.iosrjournals.org.

The study investigated primary health care delivery programme in Calabar south local government area of cross rivers state, Nigeria. Two hypothesis were tested in the study using one simple text. Sample size of 90 primary health care facilities users was used for the purpose of the study (30 in each of three primary healthcare facilities in Calabar south). Simple random sampling was used for the purpose of the study the results showed that the primary health care programme has significantly affected health care delivery in Calabar south Local Government Area, and that the primary Health care programme has significantly altered the perception of the policy target groups over healthcare practices in Calabar

South Local Government Area. Based on the findings of the study, recommendations were made Xiaoli, N (2008). The influence of linking for a public service announcement on issue attitude. *Journals of communication research*, Vol. 35, No. 4 Published at: <http://online.sagepub.com>

The research investigated the influence of an individual general liking for a public service announcement (PSA) on his or her attitude toward the advocated issue. Drawing up the attitude toward the ad theory, this research argues that one's liking for a PSA or, in other words, one's attitude towards a PSA. This asserts a significant positive impact on issue attitude and that the strength of this positive effects varies as a function of a variety of individual and situational factors. Through two studies involving a total of 230 participants, the effect of attitude toward a PSA on issue attitude is shown to be strong and positive. As expected, the effect tend to be stronger when a message recipients perceived issues relevance is low versus high, when his or her issue knowledge is low versus high, as when the tone of the message is positive versus negative. Theoretical as practical implications of the findings are discussed. However, both empirical studies relate to the strong because they seek to underlook PSA and primary healthcare delivery.

Theoretical Framework

The following theories were relevant to this study:

The Theory of Reasoned Action

Reasoned Action Theory was propounded by Martin Fishbein and Icek Ajzen in 1967. The theory aims to explain within the relationship between attitudes and behaviours within human action. It mainly used to predict low individuals will behave based on their pre-existing attitudes and behavioural intention. This theory recommends that the representation of an established behaviour is basically determined by the strength of a person's aim to execute that behaviour. Two determinants of the intention are the person's attitude (person's overall positive or negative feeling) towards performing the behaviour and/or the person's subjective norm concerning the behaviour (the person's perception about the opinions of the closest people to his or her on he or she, should or should not perform the behaviour. Attitudes are a function of behavioural beliefs and their evaluative aspects; subjective norms are viewed as a function evaluative aspects; subjective norms are viewed as a function of normative beliefs and motivations to

comply. However, this theory relates to the study in the sense that the positive or negative performance of patients or individuals towards health care issue are heavily dependent on PSAs messages and how persuasive and convincing enough it is to sway their behaviours.

Social Marketing Theory

This theory was first proposed by Kotter and Zattman in 1971. Social marketing was defined by Kotter as the design, implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product, planning, pricing, communication, distribution, and marketing research (Kotter and Zattman, 1971) in Victoria (2022). Social marketing focused primarily on influencing consumer behaviour by emphasizing the "four Ps" – product, price, place, and control of communicable disease, this meant promoting and selling over-the counter antibiotics, condoms, Aids-related drugs, antiretroviral drugs, and drugs to prevent and treat opportunistic infections at subsidized prices that were affordable to a defined population.

It is very clear that there is much overlap in the social marketing and health communication approaches and public service announcements are communication tools for these two. However, the main difference between them is that social marketing can be used to change behaviours somewhat outside of health. For example, a social marketing campaign in increasing physical activity may be used in promoting the active use of public transportation. Also, generally, social marketing campaigns include a long-term while most of the health communication campaign include a short-term (Bauman, Madill, Craig and Salmon, 2004).

RESULTS AND DISCUSSION

Health is a critical aspect of development in any country. As a matter of fact, one of the major indices for measuring development in every nation is healthcare delivery. This is why most developed countries pay adequate attention to their health delivery system. This can not be said of Third World nations like Nigeria. Public service announcement is a non-commercial advertisement that tries to modify public attitudes and behaviour by reusing awareness about specific issues such as blood donation obesity, and suicide, etc and it communicates information by using traditional and new media tools to publicize an

issue of relevance or interest to the public. Public service announcement is a very strong channel and important in creating awareness, educating, informing, and motivating various target groups for critical health issues and makes them see the need for health care.

Public service announcement, though a typical element of social marketing campaigns on social issue and to influence behavioural change, but still remains very instrumental at creating health communication. It is very influential and persuasive enough because most often it embodies the use of interpersonal format for the rural dwellers but in cover a mass audience it most time makes use of the mass media. But for this context, public service announcement is a vital tool of disseminating information on primary health care. For instance, in the case of immunization, blood donation, test, etc, for mostly the rural dwellers, public service announcement play major role.

However, it is right to note that health communication is a kind of methods to influence and inform individuals and also community decisions that improve health communication methods are used to increase public awareness of a disease, change individual behaviour to prevent or control a disease, its causes, and treatment, educate public about a disease, its causes, and treatment, educate public about a disease, change a person's or groups attitudes about a disease, advocate for policy changes in favour of disease control and prevention, create social norms that favour healthful living functioned health communication programme recognize and create order in audience segments, reach audiences through know channels, and deliver precise and significantly based messages from reliable sources. If individuals like, attend to and understand the health information presented in public service announcement a change in the behaviour related to health will be facilitated. Also, the function of any primary healthcare messages and perceive it as relevant public service announcement should present information in ways that are attractive, informative, encouraging, new, and useful. Telling people the right way to behave is not sufficient; the message should also provide practical suggest in compliance with the target audience's lifestyle.

Notably, primary healthcare communication campaigns have developed comprehensive health behaviours, including seat belt, user, dietary change,

medication use, exercise, dental care, family planning, use of health services and screening of diseases. In this campaign a lot of different communication tools such as posters, handouts, PSAs, discussion groups, workplaces or clinic based counseling, and in-school presentations, are also used. These tools enables for effective influence of behaviours at attitudes towards seeing the news for primary healthcare centres and its function to the general publics.

CONCLUSION

As stated earlier in the study, public service announcement is a system of health communication provision. It could be termed as non-commercial and it serves as a basic tool of relating to the general public especially as relates to their health. It is also instrumental in influencing behavioral change towards health issues, making them see the need to place primary health issues on the front burner. Primary healthcare centres are strategically placed in rural areas to reach out for these who cannot afford the secondary and tertiary health care centres. It is worth stating here that primary healthcare delivery in Nigeria is most times dependent on effectiveness of public service announcements messages. There is need for government to place more premium on healthcare delivery in the country. Most of the primary healthcare centres are neither well funded or well supplied with basic medicines and equipment to help people in rural areas access good health services. Most of these primary healthcare centres too lack personnel like nurses, doctors, laboratory technicians, pharmacists to care for the ruralites. The federal ministry of health and state ministries of health, NGOs, etc should do more and sponsor more PSAs and in local languages and dialects to enable people understand why, how, who, when, where they can access health services within their communities.

REFERENCES

- Drugxpert, A. (2017). Structure of health care delivery system in Nigeria. [www.http://drugxpert.blogspot.com/2017/07/type_inspired_nigeria.htm](http://drugxpert.blogspot.com/2017/07/type_inspired_nigeria.htm).
- Park, K. (2011). Parke's textbook of preventive and social medicine (21st ed.) Jabelpurs M/s Banarsidas Bhanot Publishers.
- Akhtar, R. (1991). Healthcare patterns and planning in developing countries. Greenwood Press, pp. 264.
- Eke, M. (2019). Understanding Nigeria's health insurance scheme. Punch Newspaper May, 28 www.punchgn.com.
- Piotrowicz, M. and Gianciara, D. (2013). The role of non-governmental organizations in the social and the health system. *Przegl Epidemiol*, 67 (i): 69-74, 151-5.
- Simons – Morton, B. g. Greene, W. H. and Gottliab, N. H. (1995). Introduction to health education and health promotion. https://www.amazon.com/introduction_health_education_promotion/dp/0881338451.
- Nimik, N. (2017). Working towards the best doctor-patient communication. *singapore medical journal*, 53(10): 720 725.
- Hoffman, M. (2007). Academic dictionary of mass communication. New Delhi: Academic media publisher.
- Maria, B. K. (2017). Influence of television PSAS on Hiv/Aid control among Eket youth. Unpublished work. Department of mass communication, school of management sciences, Heritage Polytechnic, Eket.
- Chanian, J. s. Singh, J. and Malhan, P. N. (1990). Essentials of Advertising. New Dethioxford and IBH Publishing.
- Ogunbiyi, B. (1999). Esswentials of modern advertising. Lagos: Jice Communication.