

NIGERIA INFO 92.3FM AND WAZOBIA 94.1FM RADIO CAMPAIGN AGAINST MENTAL HEALTH AMONGST YOUTHS IN OBIO/AKPOR LOCAL GOVERNMENT AREA, RIVERS STATE

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ABSTRACT

This study examined Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area, Rivers State. The objectives were to find out if youths in Obio/Akpor Local Government Area are exposed to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health, ascertain the perception of youths in Obio/Akpor Local Government Area toward Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health, determine if Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health has influenced the attitudes of youths in Obio/Akpor Local Government Area and examine if there are factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area. The study employed Agenda-setting Theory. A total population of 1,076,000 represents the youths in Obio/Akpor Local Government Area, Rivers State. A sample size of 400 was determined using Taro Yamene's (1967) statistical formula. While the multistage and purposive sampling techniques were used for the study. Questionnaire was the instrument used for gathering relevant data for the study. Data were presented in tables and percentages while questions were analyzed using the four point likert scale computation weighted in grand mean. The finding revealed that youths in Obio/Akpor Local Government Area are exposed to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health regularly. The finding revealed that youths in Obio/Akpor Local Government Area perceived Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health as poor. The finding affirmed that Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health has moderately influenced the attitudes of youths in Obio/Akpor Local Government Area. The finding affirmed that there are factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area which are poor funding, bureaucratic bottlenecks, epileptic power supply, poor communication facilities, poor personnel and limited access and coverage. The study concluded that state government, non-governmental organisations and community leaders should fund, support and encourage radio stations to carry out continuous awareness creation on mental health issues amongst Nigerian youths especially in Rivers State so that they can apply certain measures to improve their mental health and to live long. However, the study recommended that radio stations in Nigeria especially Info 92.3FM and Wazobia 94.1FM should continue to expose the youths to radio campaign against mental health in all nooks and crannies in Obio/Akpor Local Government Area. It recommends that radio stations especially Nigeria Info 92.3FM and Wazobia 94.1FM should carry out entertaining, convincing and educating radio campaign against mental health in English, pidgin and local languages so that the youths can see it as satisfactory. Finally, the study recommended that state

government and non-governmental organisations should fund, support and partner with radio stations to campaign vigorously against mental health amongst youths in Nigeria especially in Obio/Akpor Local Government Area, Rivers State to maintain healthy living and help the youths fulfill their career in the future.

Keywords: *Nigeria Info 92.3FM, Wazobia 94.1FM, radio campaign, mental health, youths, Obio/Akpor Local Government Area, Rivers State*

INTRODUCTION

Interestingly, radio by its unique configuration is a potent medium because of its attributes which encompasses portability, low cost, accessibility, cuts across cultural and languages barriers. Okon (2019) stresses that radio as a vital medium is ubiquitous in the rural areas because it serves as a veritable source of information, entertainment, education and mobilization of the people to embrace positive change for their collective good. Adebayo (2021) corroborates this notion clearly that radio campaigns provide opportunity to disseminate current and reliable information as well as relevant health information to a spectrum of people in the society. Ndubuisi (2020) opines that radio campaigns can raise awareness, correct misconceptions and encourage youths and adults to maintain a vital mental health.

On the other hand, the youths of any nation are the future leaders. It is therefore imperative to pay priority attention to their mental health before it jeopardizes their lives, careers and dreams in the future. This means that youths in Nigeria must be physically, mentally and emotionally fit to carry out their legitimate assignments. The rate at which mental health issues affect Nigeria youths seems alarming and on the increase. Stakeholders at different health summits have stated that if government at federal and state level, medical centres and hospitals do not take proactive measures to address it, it may spell doom for the Nigerian youths and the nation at large. Olaide (2024) stresses that the mental health issues that affect youths today include; depression, anxiety disorders, stress, frustration emotional disorder, disappointments, etc.

Mohammed (2021) reiterates that these mental health issues are exacerbated by stigma and limited access to care, unemployment, poverty and urbanization as well as lack of awareness about the menace. Furthermore, Chukwuma (2023) notes that mental health issues amongst Nigeria youths are triggered by certain contributing factors such as socio-economic challenges, family conflicts, peer group, social media influence and exposure to violence, use or traumatic events.

Statement of the Problem

Contemporary events and studies reveal that '*Health is Wealth*'. This shows clearly that when a nation has a myriads of health challenges, that nation will definitely lose its citizens and it will adversely affects its level of economic stability, growth and socio-economic development. Mental health issues have seems rampant amongst Nigeria youths especially in Obio/Akpor Local Government Area. Mental health promotes depression, anxiety, stress, suicidal ideation, substance abuse, etc. Its causative factors may be attributed to socio-economic challenges such as poverty, unemployment and limited access to resource, family dynamics which consists of dysfunctional family relationships, parental conflict or lack of support or provision of basic needs, peer pressure and social media influence, trauma and violence. If there ugly psychological frauds are not addressed tactfully and immediately, it may adversely lead to poor academic performance of youths in examination, lead to suicide, criminal activities and cause more havoc in the state.

Radio campaigns have been employed to raise awareness on the issue but its effectiveness in changing attitudes and behaviours of Nigeria youths especially in Obio/Akpor toward mental health remains uncertain. It is against this back drop that this study seeks to find out Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area, Rivers State.

Aim and Objectives of the Study

The aim of the study was to find out Nigeria Info 92.3FM and Wazobia 94.1FM Radio campaign against mental health amongst youths in Obio/Akpor Local Government Area, Rivers State. The objectives of the study are to;

- (i) find out if youths in Obio/Akpor Local Government Area are exposed to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health
- (ii) ascertain the perception of youths in Obio/Akpor Local Government Area on Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health.
- (iii) determine if Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health has influenced the attitudes of youths in Obio/Akpor Local Government Area.
- (iv) examine if there are factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area.

Research Questions

The following questions were formulated to guide the study;

- (i) Are youths in Obio/Akpor Local Government Area exposed to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health?
- (ii) What is the perception of youths in Obio/Akpor Local Government Area on Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health?
- (iii) Has Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health influenced the attitude of youths in Obio/Akpor Local Government Area?
- (iv) Are there factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area?

Literature Review

Conceptual Review

Radio Campaign against Mental Health Issues amongst Youths

Radio has the propensity of informing, educating, entertaining, crusading, influencing people's attitudes to imbibe positive values for quality decision making for their daily living. Radio campaign plays a significant role in shaping, reshaping and making the people change their attitudes to embrace change. Radio alerts people on the health issues by providing up-to-date information and education (Oshodi, 2021). Agogwa & Omeje (2021) states that radio stations carry out campaign against mental health amongst youths through talk shows and expert sessions. Interestingly, "*Morning Crossfire*" on Nigeria Info 92.3FM and "*Wetin Dey*" on Wazobia 94.1FM invite psychologists, psychiatrists from University of Port Harcourt Teaching Hospital (UPTH) and seasoned professors of Medical Science to discuss depression, anxiety, etc, and ways to cope with them and open the lines for the public to express their views on the issue.

Moreso, the two radio stations under investigation, apart from their mental health campaign through '*Morning Crossfire*' and '*Wetin Dey*', they air a public service announcement on *Mental Health* before every major news each day.

Also, Adegbola (2023) revealed that radio stations use pidgin /English jingles and public service announcements. This helps to create awareness on mental health issues such as anxiety, disappointment, failure, stress, etc. Adegoke & Oladele (2022) reiterate that radio stations use testimonial drama to demonstrate to the youths so that they can appreciate the dangers of mental health issues like anxiety, worry, stress, frustration, etc. Eze & Wokekoro (2023) stress that radio stations use call-in counseling programme with experts in the studio and permit calls to get audience on how to cope with the mental health challenges facing youths in Nigeria today.

Furthermore, radio stations partner with Rivers State Ministry of Health, NDLEA and Non-governmental organisations for free counseling and referral to University of Port Harcourt Teaching Hospital Neuropsychiatric unit for treatment.

Mental Health Issues amongst Youths

There is a clarion call by stakeholders in Nigeria especially, Rivers State to give priority attention to mental health issues amongst youths. It is said that “*Health is Wealth*”. When the youths are ill, then the future is bleak”, but when the youths are mentally healthy, then there is great and brighter future for the youths as leaders. According to WHO (2011), there has been 70% of mental health challenges facing Nigerian youths. If these challenges are not addressed, it will spell doom for the nation. However, Omigbodun (2023) states that depression and anxiety are mental health challenges affecting Nigerian youths today, which may be attributed to poor family background, frustration and failure.

Adegoke & Oladele (2020) reiterate that there has been rising cases of suicide attempts amongst undergraduates in Nigeria due to academic failure and relationship problems. Nwosu (2022) maintains strongly that stress and burnout are some of the mental health challenges youths face today. Most youths are under pressure to register for JAMB, pay school fees, and work to continue their education while others who may not be able to cope with financial difficulties end up as school drop-outs.

Furthermore, social media induced mental health is another factor. Uche (2023) reveals that cyber bullying, fraud (yahoo) and campaign on Tiktok / Instagram increase anxiety and low self-esteem. However, Eze & Wokekoro (2023) corroborates with the idea that youths are faced with post-traumatic stress. This stems from cult-related clashes, armed robbery and pipeline explosions which are common in Rivers State.

Challenges Facing Radio Campaign against Mental Health amongst Youths

Radio stations in Nigeria have been at the forefront in the campaign against mental health issues such as anxiety, depression, suicidal ideation, substance abuse, stress and burnout, social media induced mental illness and post-traumatic stress. However, despite their laudable efforts in addressing mental health challenges amongst youths, there are inherent factors that militate against their effectiveness and efficiency. Oso (2023) reveals that there are social and cultural challenges. Many youths and parents believe mental illness is spiritual attack not medical.

This made parents to ignore calling radio stations for solution or advice. Uche (2023) states that there are station and content challenges which include inadequate funding. Mental health public service announcements are not sponsored, stations depend on free air time. Lack of mental health experts. Few psychologists are willing to come on radio regularly to discuss the causes and way out from mental health issues amongst youths. This helps to hinder information, knowledge and self-seeking help to address the challenges. Furthermore, Uche (2023) maintains that there are also systemic challenges. These challenges include; poor referral system and misinformation online. After awareness, there are few affordable counsellors and clinics that can handle mental health challenges facing youths. Misinformation online: TIKTOK and Instagram spread fake “cures” faster than radio can correct. This is prevalent in our society because so many Nigerian youths depend heavily on social media handles (platforms) for interaction, news, programmes, information and relationships, etc, than exposing themselves to radio programmes for their own good on mental health issues.

Theoretical Framework

The Agenda- Setting Theory

The Agenda –Setting theory was propounded by Maxwell Mccombs and Donald Shaw in 1972. The theory posits clearly, that the media may not tell you what to think but, the media may succinctly and stunningly tell you what to think about. Nwabueze (2018) emphasizes strongly that the media play up on vital issues that affect public interest which inform policy makers and government officials to take informed decisions so as to carry out people oriented programmes and policies for the good of the people. Folarin (2016) reiterates that the elements that are predominantly found in agenda setting include; the quality and prominence given to the report through headline, display, pictures,

jingle, programmes, documentaries exclusive interviews and daily press reviews. Udeze & Okechukwu (2024) reveal strongly that Agenda-Setting theory draws the attention of the mass media to critical issues that demands urgent attention addressed on the platform of public opinions which drastically influence government policies, actions and decision aimed, at promoting good governance, enhancing socio-economic development, peaceful co-existence and sustainable health development. Ukaegbu et al. (2024) strongly maintained that Agenda-Setting theory helps the media to draw the attention of the people to critical mental health issues for discussions which influence the government to provide infrastructural facilities, health programmes and economic empowerment to address youths deviant behaviours in Rivers State. This theory is relevant to the study because it helps to draw government and health stakeholders' attention on ways to address mental health issues amongst youths in Obio/Akpor through effective radio campaign messages.

Empirical Review

A study carried out by **Nwankwo (2022)** on "Evaluation of Radio Campaigns on Drug Abuse among Port Harcourt Youths". It ascertained the level of awareness, exposure, perception and how the programme influenced their behaviour against such unwholesome practice. The study employed Agenda-setting and Social Influence theories. Survey research design was used for the study. Questionnaire was used to collect relevant data for the study. Multistage sampling technique was used for the study. A population of 1,060,604 was used. A sample size of 400 was used and determined by Taro Yamane's formula. Data were presented in tables and analyzed in four point likert scale and criterion mean. The findings revealed that there was low awareness and exposure to the programme and it influenced their behaviour positively and moderately. The study concluded that radio stations should carry out wider publicity and sensitization of the people on public mental check. It was however recommended that radio stations should present programme regularly and consistently to address mental health challenges amongst youths in Port Harcourt. However, the reviewed study and the present study are related in the sense that both are on youths mental health.

Odoemelum & Nwanebu (2019) undertook a study on "Radio and Youth Health Information Seeking Behaviour in Enugu Metropolis". The study employed four objectives and questions. It employed agenda-setting and stakeholder theories. Survey research design was used. The population of the study was 1,970,200. A sample size of 400 was determined using Taro Yamane's formula. Questionnaire and interview were used to gather relevant data for the study. The multi stage sampling technique was employed for the study. Data were presented in tables and responses from the questionnaire were analyzed in four point likert scale and criterion mean. The findings revealed that youths had little information and awareness about issue related to mental health challenges and how to cope with it.

The study concluded that radio as variable tool should sensitize, inform and influence youths towards improving their mental health through education and knowledge. It recommended that radio stations should present up-to date information and messages to educate the people on ways to maintain their mental health. This study is relevant to this present study because the two studies are on youths health information.

Another study was conducted by **Eze (2020)** entitled "Effect of Pidgin English Radio Campaigns of Youth Comprehension of Mental Health Issues in Port Harcourt". The study employed three objectives and questions. The study employed the Uses and Gratification and Agenda -setting theories. Survey research design was used. A population of the study was 1, 07,406. A sample size of 400 was used and was determined by Taro Yamane's formula. Questionnaire and interview were used to gather relevant data for the study. The multistage sampling technique was used for the study. Data were presented in tables while the questions were analyzed and interpreted in four point likert scale and criterion mean computation. The findings revealed that youths who have mental health issues tend to comprehend mental health issues more in Pidgin English, speak Pidgin

English and use them to commit criminal activities. The study concluded that radio stations should use Pidgin English to spread health related messages amongst youths so as to reduce the alarming cases of mental health challenges experienced today. The study recommended that radio stations and government should engage regular and consistent portrayal of Pidgin English programmes to promote mental health issues amongst Port Harcourt youths. The study is relevant to this present study because both are on mental health radio campaign.

METHODOLOGY

The study employed the survey research design. The survey design was chosen because according to Akarika, Ikon & Kieran (2019) the use of survey for data collection is justified by the fact that it is the most appropriate method of gathering data on demographics attitudes, opinions and perception relevant to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area, Rivers State. The population of the was 1,076,000. The study employed multi stage sampling technique to select the respondents into communities and villages for easy investigation and accessibility. A sample size of 400 was purposively drawn from the population using Taro Yamane's (1967) formula as a guide. This is shown below;

$$n = \frac{N}{1 + N (e)^2}$$

Where n = sample size,

N= population size

E =Tolerable error (0.05)²

I = Constant

In the light of the above, the computation is presented below;

$$n = \frac{1,076,000}{1+1,076,0001} \times 0.025$$

$$= \frac{1,076,056}{1,076,057 \times 0.025}$$

$$n = 399.9$$

$$\therefore n = 400$$

Therefore, the sample size is 400

The questionnaire was used to collect relevant data for the study which was structured along demographic and psychographic lines. Data were presented and tabulated using four point likert scale and criterion mean to analyze the research questions clearly so as to arrive at the correct results.

DATA PRESENTATION AND ANALYSIS

Out of the four hundred (400) copies of questionnaire distributed to the respondents in Obio/Akpor Local Government Area, Rivers State, only three hundred and thirty (330) were retrieved in usable condition and used in the analysis. The four point likert scale and criterion mean of 2.5 was used as the benchmark for acceptance and less than this figure was used for rejection.

Research Question One (1)

Are youths in Obio/Akpor Local Government Area exposed to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health?

Table I: Exposure of youths in Obio/Akpor Local Government Area to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health

S/N	Statement	SA 4	A 3	D 2	SD 1	N	E	WMS	Remark
(i)	Yes, youths in Obio/Akpor Local Government Area are exposed to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health	240	60	20	10	330	1190	3.6	Agreed
(ii)	Yes, they are exposed to the radio campaign regularly	150	170	5	5	330	1125	3.4	Agreed
(iii)	Yes, they are exposed to the radio campaign thrice a week	60	50	120	100	330	730	2.2	Disagreed
(iv)	No, they are not exposed to the radio campaign	80	40	110	100	330	640	1.9	Disagreed
	Grand mean = 2.8								

Source: Field survey, 2026

Table I affirmed that youths in Obio/Akpor Local Government Area are exposed to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health regularly.

Research Question Two (2)

What is the perception of youths in Obio/Akpor Local Government Area on Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health?

Table 2: Perception of youths in Obio/Akpor Local Government Area on Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health?

S/N	Statement	SA 4	A 3	D 2	SD 1	N	E	WMS	Remark
(i)	Poor	220	100	7	3	330	1179	3.6	Agreed
(ii)	Very poor	50	70	100	110	330	720	2.2	Disagreed
(iii)	Good	60	50	120	110	330	730	2.2	Disagreed
(iv)	Very good	50	70	100	110	330	720	2.2	Disagreed
(v)	Fair	80	40	110	10	330	640	1.9	Disagreed
	Grand mean = 3.0								

Source: Field Survey, 2026

Table 2 revealed that youths in Obio/Akpor Local Government Area perceived Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health as poor.

Research Question Three (3)

Has Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health influenced the attitude of youths in Obio/Akpor Local Government Area?

Table 3: Influence of Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health

S/N	Statement	SA 4	A 3	D 2	SD 1	N	E	WMS	Remark
(i)	Yes, Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health influenced the attitude of youths in Obio/Akpor Local Government Area moderately	210	100	10	20	330	1140	3.5	Agreed

(ii)	Yes, Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health influenced youths in Obio/Akpor Local Government Area greatly	60	50	120	100	330	730	2.2	Disagreed
(iii)	No, they do not influence their attitudes towards mental health	50	70	100	110	330	720	2.2	Disagreed
(iv)	Yes, they influenced their attitude positively	80	40	110	100	330	640	1.9	Disagreed
Grand mean = 2.5									

Source: Field survey, 2026

Table 3 affirmed that Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health has influenced the attitude of youths in Obio/Akpor Local Government Area moderately.

Research Question Four (4)

Are there factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor?

Table 4: Factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area

S/N	Statement	SA 4	A 3	D 2	SD 1	N	E	WMS	Remark
(i)	Yes, there are factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area	150	170	5	5	330	1125	3.4	Agreed
(ii)	Yes, the factors include; poor funding, bureaucratic bottle necks, epileptic power supply, poor communication facilities, etc	240	60	20	10	330	1190	3.6	Agreed
(iii)	No, there are no factors that militates against the radio campaign against mental health	60	50	120	100	330	730	2.2	Disagreed
(iv)	Yes, the factors are internal and external	80	40	10	100	330	640	1.9	Disagreed
Grand mean = 2.8									

Source: Field survey, 2026

Table 4 affirmed that there are factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area. They are poor funding, bureaucratic bottlenecks, epileptic power supply, poor communication facilities, poor personnel, limited access and coverage.

Discussion of Findings

Research Question One (1)

Are youths in Obio/Akpor Local Government Area exposed to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health?

The finding affirmed that youths in Obio/Akpor Local Government Area are exposed to Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health regularly. This agrees with the

expression of Nwankwo (2022) that radio stations carry out campaign on mental health issues amongst Nigerian youths regularly.

Research Question Two (2)

What is the perception of youths in Obio/Akpor Local Government Area on Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health?

The finding revealed that youths in Obio/Akpor Local Government Area perceived Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health as poor. This justifies the statement of Odoemelum & Nwannebu (2019) that Nigerian youths perceived radio campaign against mental health issues as poor.

Research Question Three (3)

Has Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health influenced the attitude of youths in Obio/Akpor Local Government Area?

The finding affirmed that Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health influenced the attitude of youths in Obio/Akpor Local Government Area as moderate. This corroborates with the expression of Eze (2020) that radio campaign against mental health influenced the attitude of Nigerian youths a little with moderate or minimal effect on them.

Research Question Four(4)

Are there factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area?

The finding affirmed that there are factors that militate against Nigeria Info 92.3FM and Wazobia 94.1FM radio campaign against mental health amongst youths in Obio/Akpor Local Government Area which include poor funding, bureaucratic bottlenecks, epileptic power supply, poor communication facilities, poor personnel and limited access and coverage. This agrees with the statement of Nwankwo (2022) that poor funding, poor communication facilities and bureaucratic bottlenecks affected radio stations in the campaign against mental health issues amongst youths in Nigeria.

Conclusion

Radio remains the most powerful tool to reach youths in Nigeria especially in Obio/Akpor Local Government Area, Rivers State, because it speaks their language – English and Pidgin and builds trust. Radio campaign helps to influence the youths to refrain from activities that will affect their mental health. However, for radio stations to pursue their goal of influencing youths against mental health, it must be consistent, carry out their programmes regularly to create continuous awareness and enlightenment through jingles, talk shows, drama and short stories on how to maintain regular mental health behaviours so as to live long and achieve their lofty dreams in the future.

Recommendations

The following recommendations are made;

- (i) Radio stations especially, Info 92.3FM and Wazobia 94.1FM should expose youths consistently to radio campaign against mental health in all the nooks and crannies of Obio/Akpor Local Government Area, Rivers State so as to create wider awareness on the issue.
- (ii) Radio stations in Nigeria especially, Nigeria Info 92.3FM and Wazobia 94.1FM should carry out entertaining, convincing and educating radio campaign against mental health in English, Pidgin and local languages so that the youths can see it as satisfactory.
- (iii) Radio stations in Nigeria especially, Nigeria Info 92.3FM and Wazobia 94.1FM should carry out effective radio campaign against mental health so as to influence the attitudes of the youths positively thereby reducing the health hazards amongst them.

- (iv) State government and non-governmental organisations should fund, support and partner with radio stations to campaign vigorously against mental health amongst youths in Nigeria especially in Obio/Akpor Local Government Area, Rivers State, in order to maintain healthy living and long life to fulfill their career in the future.

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