

MATTHEW EMMANUEL AKPAN,
PROF. CHURCH SOLOMON AKPAN,
ANIEKEME OKON IKON Ph.D

EFFECTIVENESS OF HIV/AIDS TV CAMPAIGNS ON SEXUAL BEHAVIOUR OF YOUTHS IN IKOT EKPENE SENATORIAL DISTRICT

MATTHEW EMMANUEL AKPAN

Department of Mass Communication
Akwa Ibom State University, Obio Akpa Campus
Akwa Ibom State, Nigeria
matthewemmanuel39@gmail.com
+2347038588755

PROF. CHURCH SOLOMON AKPAN

Department of Mass Communication
Akwa Ibom State University, Obio Akpa Campus
Akwa Ibom State, Nigeria
churchakpan@gmail.com
+2348030884919

ANIEKEME OKON IKON Ph.D

Department of Mass Communication
Akwa Ibom State University, Obio Akpa Campus
Akwa Ibom State, Nigeria
ikonaniekeme@gmail.com
+2349024753231

ABSTRACT

This study examined effectiveness of HIV/AIDS TV campaigns on sexual behaviour of youths in Ikot Ekpene Senatorial District. The objectives that underline the study were: to examine the extent of TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District, determine the level to which TV campaigns against HIV/AIDS have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District, and examine the major challenges faced in TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District. The survey design was adopted for the study with structured questionnaire as the instrument for data collection. A sample size of 384 was drawn from the total population of of 1,016,700 using the Phillip Meyers formula guide. The sampling techniques employed in the study were the quota and simple random sampling technique. Findings from data collected revealed that: TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District were highly noticed among the study population; TV campaigns against HIV/AIDS have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District and that inadequate funding is the major challenge faced in TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District. The study concluded that HIV/AIDS TV campaigns are effective in increasing knowledge and promoting positive attitudes towards HIV/AIDS prevention among youths in Ikot Ekpene senatorial district. The study recommends among others that media organisations and health agencies should sustain and enhance these efforts by incorporating more localized content, interactive programmes, and testimonials from affected individuals.

Keywords: Effectiveness, HIV/AIDS, Sexual Behaviour, TV Campaigns, Youths

INTRODUCTION

The Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome (HIV/AIDS) epidemic is a severe public health challenge in Nigeria, especially among the youth population. According to UNAIDS (2023), young people aged 15-24 account for a considerable share of new infections in sub-Saharan Africa. Information meant to lower dangerous sexual behaviours has been widely shared using mass media, especially television.

Targeting cluster of differentiation 4 cells (T cells), which are necessary for the body to fight infections, HIV (Human Immunodeficiency Virus) is a life-threatening virus that mostly compromises the immune system. Untreated HIV gradually destroys these immune cells, increasing the person's susceptibility to opportunistic infections and other health problems (Okonofua, 2021). The most severe form of this viral infection is known as AIDS (Acquired Immunodeficiency Syndrome), in which case the immune system becomes seriously impaired and the body finds it difficult to fight even ordinary ailments. But with antiretroviral medication (ART), HIV can be sufficiently managed, allowing people impacted to lead long and healthy lives free from necessarily advancing to AIDS (Olawale, 2023).

Using the powerful platform of television, television campaigns constitute a strategic communication strategy used to distribute convincing messages about goods, services, or social issues to a broad audience. Usually comprising a sequence of planned ads or infomercials delivering a consistent message, subject, or plot meant to captivate viewers and encourage recall, these campaigns Television campaigns can properly reach and influence particular groups by carefully choosing airtime and channels that fit the tastes, habits, and cultural settings of the target audience. Carefully carried out, these kinds of ads have the power to change public opinion, inspire consumer behaviour, and greatly raise brand or cause awareness among several audience categories (Miller, Wong & Thompson, 2021)

Sexual behaviour is the several ways people interact with and communicate their sexuality, moulded by a mix of biological, psychological, social, and cultural factors. Fundamentally, it comprises acts related to reproduction, intimacy, pleasure, and personal identity; these expressions vary depending on person and society (Williams & Brown, 2019). Hormonal activity, reproductive architecture, and evolutionary forces supporting species continuation control biologically the sexual conduct. Beyond reproduction, however, sexual activity is essential for maintaining emotional closeness, supporting personal relationships, and so affirming one's sense of self. These actions may take place between partners of different sexes, the same sex, or entail solitary encounters, illustrating the wide-ranging nature of human sexuality (Smith & Jones, 2021).

Public health communication would have great significance in HIV/AIDS TV campaigns targeting sexual conduct of young people in Ikot Ekpene Senatorial District. Given the great incidence of HIV/AIDS in Nigeria, especially in areas like Akwa Ibom, the media has become a vital instrument for spreading knowledge about the virus, its transmission, and prevention. TV campaigns have been created to increase awareness, advocate safe sex practices, and lower risky conduct among young people especially prone to infection. Often emphasising abstinence, condom use, and frequent testing as main tactics to stop the virus from spreading.

The effectiveness of HIV/AIDS TV campaigns in influencing the sexual behaviour of youths in Ikot Ekpene Senatorial District is a critical area of study, given the district's vulnerability to HIV/AIDS and the potential of mass media to shape health behaviours. With the United Nations' Sustainable Development Goal (SDG) 3 aiming to ensure healthy

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lives and promote well-being for all, and Target 3.3 specifically calling for ending the AIDS epidemic by 2030, understanding the impact of TV campaigns on youths' sexual behaviour is essential for informing strategies to achieve this goal and promote healthy behaviours among young people in the district.

Given this backdrop, this study looked at HIV/AIDS TV campaigns on sexual behaviour of youths in Ikot Ekpene Senatorial District.

STATEMENTS OF THE PROBLEM

Despite the proliferation of HIV/AIDS awareness campaigns on television, high-risk sexual practices persist among youths. This paradox begs questions regarding the real effects of these efforts on young behaviour, especially in semi-urban locations like Ikot Ekpene where conventional ideas and peer influence could offset the potency of contemporary media messaging.

TV campaigns on HIV/AIDS are really essential and basic for updating the understanding of young people and masses in general on sexual behaviour. Public health awareness depends on broadcast media platforms, hence its absence might result in improper knowledge of HIV/AIDS transmission, prevention, and treatment. Young people might not know the dangers of unprotected sex, several sexual partners, and the need of frequent testing-all of which are absolutely vital in stopping the HIV epidemic.

Furthermore, the absence of HIV/AIDS TV campaigns might promote harmful beliefs and stigmatization. Many young individuals can have false ideas about the mode of transmission for the disease or fail to realise that HIV is treatable with correct medication. Without proper information, HIV stigma can grow and discourage those affected from getting tested or treated. This increases the likelihood of more spread since infected persons may ignore their condition or fail to come forward out of concern about prejudice.

The HIV/AIDS epidemic remains a significant public health challenge globally, with young people disproportionately affected. The United Nations' Sustainable Development Goal (SDG) 3 aims to ensure healthy lives and promote well-being for all, with Target 3.3 focusing on ending the AIDS epidemic by 2030. In Nigeria, television campaigns have been employed to raise awareness and promote behavioural change among youths. This study seeks to assess the effectiveness of HIV/AIDS TV campaigns on the sexual behaviour of youths in Ikot Ekpene Senatorial District, contributing to the achievement of SDG 3 and informing strategies for HIV prevention and control.

OBJECTIVES OF THE STUDY

The major aim of this study was to examine the effectiveness of HIV/AIDS TV campaigns on sexual behaviour of youths in Ikot Ekpene Senatorial District. Specifically, this study set out to:

1. investigate the extent to TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District
2. ascertain the level of awareness of youths in Ikot Ekpene Senatorial District to TV campaigns against HIV/AIDS
3. determine the level to which TV campaigns against HIV/AIDS have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District
4. examine the major challenges faced in TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District

RESEARCH QUESTIONS

The following research questions were formulated to guide the study:

1. What is the extent of TV campaigns against HIV/AIDSs in Ikot Ekpene Senatorial District?
2. Are the youths in Ikot Ekpene Senatorial District aware of these TV campaigns against HIV/AIDSs?
3. To what extent have TV campaigns against HIV/AIDSs influenced sexual behaviour of youths in Ikot Ekpene Senatorial District?
4. What is the major challenge facing TV campaigns against HIV/AIDSs in Ikot Ekpene Senatorial District?

LITERATURE REVIEW

HISTORICAL CONTEXT OF HIV/AIDS AND CAMPAIGNS

Human Immunodeficiency Virus (HIV) is a virus that targets and weakens the human immune system, specifically affecting CD4 cells, which are essential for immune response. Over time, HIV reduces the body's ability to fight infections and diseases, leading to severe immune system damage if untreated (UNAIDS, 2020). HIV is transmitted through contact with certain body fluids such as blood, semen, vaginal fluids, rectal fluids, and breast milk, primarily through unprotected sex, sharing of needles, or from mother to child during childbirth or breastfeeding (CDC, 2021).

The last and most severe stage of HIV infection is called acquired immunodeficiency syndrome (AIDS). It results from severe damage to the immune system that renders the person susceptible to opportunistic infections and malignancies normally under control. The HIV to AIDS progression can take roughly 10 to 15 years without treatment; yet, with antiretroviral medication (ART), this process can be greatly delayed or stopped (WHO 2019). By helping to keep a low viral load, ARV lets people living with HIV lead healthy lives and lower their risk of passing the virus on to others.

Controlling the HIV epidemic and enhancing the quality of life for persons infected depend much on public health initiatives including preventive campaigns, education, and ARV access. For those living with HIV/AIDS, stigma and discrimination are major obstacles that often keep people from seeking testing, treatment, or support. Addressing the epidemic and making sure people feel empowered to receive treatment depend on combating the stigma by education and awareness efforts (HIV.gov, 2022). HIV/AIDS is a major public health issue that calls for continuous efforts in prevention, treatment, and education; the continuous development of HIV prevention strategies, including pre-exposure prophylacticism (PrEP), has been vital in lowering new infections, especially in high-risk populations. Although major developments in medical science have turned HIV from a fatal illness into a treatable condition, further development depends on tackling the social and structural obstacles sustaining the epidemic even if medical science has advanced greatly.

Since the disease was initially discovered in the early 1980s, HIV/AIDS campaigns have changed drastically. With the main objectives of raising awareness, lowering stigma, and supporting preventative actions, these campaigns started globally as urgent public health reactions to a fast expanding epidemic (HIV.gov, 2020). Reflecting a crisis-driven approach aiming at stopping the spread of the virus, early initiatives in the United States and Europe concentrated mostly on teaching on safe sex practices and the dangers of drug use (Merson *et al.*, 2017). Global campaigns have grown over time to incorporate thorough plans addressing treatment access, human rights, and support for persons living with

HIV/AIDS, therefore stressing a change towards a more holistic public health stance (UNAIDS, 2021).

Although the history of HIV/AIDS campaigns in Nigeria reflects the worldwide fight, local, cultural, social, and financial settings greatly shapes the outcome. Beginning their first significant HIV/AIDS campaigns in the early 2000s, the Nigerian government and several NGOs concentrated first on awareness and education (NACA, 2021). These initiatives aimed to lower high rates of transmission by means of focused messaging on safe sex practices and the need of HIV testing, but they encountered difficulties because of widespread stigma and false information on the disease (Bamidele *et al.*, 2019). Making these campaigns more successful in Nigerian environments required the integration of community-based techniques and the participation of local leaders (Onyebuchi *et al.*, 2020).

Campaigns evolved as worldwide knowledge of HIV/AIDS grew more advanced, combining aspects such antiretroviral medication (ARV) and the advocacy of universal testing (UNAIDS, 2021). The worldwide strategy changed to a more inclusive one that addressed problems including gender disparity, the concerns of underprivileged groups, and the need of preserving adherence to treatment (Global Fund, 2019). Likewise, Nigerian campaigns have used these components more and more, mirroring global best practices and domesticating them to fit local conditions (NACA, 2021). Among these adjustments have been an emphasis on correcting gender inequalities and supporting underprivileged groups including drug injectable users and sex workers (Onyebuchi *et al.*, 2020).

HIV/AIDS initiatives now serve not only to prevent the disease but also to further more general public health and social objectives. Achieving the UNAIDS 90-90-90 targets—which aim for 90% of persons living with HIV to know their status, 90% of those diagnosed to receive sustained ARV, and 90% of those on ARV to achieve viral suppression—is now globally highly valued (UNAIDS, 2021). Nigerian campaigns not only address the particular issues the nation faces, such high rates of poverty and unequal access to healthcare, but also match these goals (Bamidele *et al.*, 2019). Central themes still concentrate on improving education, lowering stigma, and improving access to treatment.

CHALLENGES AND LIMITATIONS OF TELEVISION CAMPAIGNS

In remote communities like some areas in Ikot Ekpene Senatorial District, a number of important obstacles limit television access. Poverty is one major challenge since it influences the cost of required media tools and services. Low-income homes sometimes find it difficult to buy or keep radios or TVs, therefore restricting their access to broadcast media (Akinyemi *et al.*, 2020). Furthermore aggravating this problem in remote areas is inconsistent electricity supply since regular power outages or inadequate infrastructure stop the consistent use of electronic devices (Osei *et al.*, 2019). The high expenses linked with acquiring and maintaining a consistent power supply exacerbate this issue, therefore limiting access to media resources.

Young people from urban and rural areas have quite different media access. Better infrastructure—including more consistent electricity and more advanced media technology—which helps to enable greater media consumption—helps urban areas (Dabiri *et al.*, 2022). On the other hand, young people from remote areas like Ikot Ekpene have great difficulties including intermittent power and restricted access to contemporary media gadgets. Urban young have more access to media content, including instructional and entertainment programs, than their rural counterparts due to these differences, therefore creating a digital divide (Ogunyemi & Johnson, 2020). This disparity influences not only media consumption but also the quality of information and the educational chances accessible to young people from rural areas.

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Acceptance of HIV/AIDS messages in rural areas is strongly influenced by cultural standards and beliefs. Discussing HIV/AIDS freely is stigmatised in many civilisations; there is a huge taboo around talking about sexual health and behaviours (Ighodaro *et al.*, 2023.). Such cultural hurdles limit effective communication and education regarding HIV prevention and treatment, as media messages are often filtered through society norms that inhibit open dialogue about sex (Omotayo & Ayodele, 2019). This resistance to publically addressing sexual health issues compromises efforts to stop the HIV/AIDS epidemic and distorts the flow of vital information.

Media acceptance is strongly influenced by cultural standards. Media efforts targeted on HIV/AIDS could find difficulty momentum in societies where talking about sexual health is forbidden. Cultural sensitivity calls for the creation of sophisticated and polite messaging techniques that fit local values while so advancing public health (Ekpenyong *et al.*, 2022). Media campaigns have to negotiate these cultural hurdles in order to properly reach and inform target audiences; so, they need a careful mix between honouring traditional beliefs and tackling important health concerns (Chukwu & Eze, 2021).

Maintaining long-term influence depends much on the sustainability of media efforts. Since they do not offer continuous reinforcement of messages, short-term campaigns sometimes fail to generate long-lasting behavioural modification (Adamu *et al.*, 2021). Maintaining relevance for health problems like HIV/AIDS and adjusting to shifting social and cultural settings depend on constant, changing communications. Sustainable impact and influence behaviour are more likely to come from long-term campaigns including feedback and changing their strategies over time (Nwankwo *et al.*, 2023). This strategy guarantees that initiatives stay efficient and sensitive to the demands of the society.

Health campaigns must always change their message approach if they are to remain effective. Static campaigns that fail to fit evolving audience needs or new information can rapidly become useless (Kalu *et al.*, 2022). New research, community comments, and developing trends should all be part of continuous media efforts to be relevant and powerful. Media strategies can effectively address public health concerns and maintain beneficial behaviour changes over time by routinely updating messaging and interacting meaningfully with audiences (Uche & Okoro, 2023).

THE ROLE OF TV CAMPAIGNS ON MEETING THE 2030 SDG GOAL 3

The fight against HIV/AIDS has been a long-standing challenge for global health, with millions of people worldwide living with the disease. Despite significant progress in treatment and prevention, new infections continue to occur, and the disease remains a major public health concern. However, with the advent of innovative TV campaigns, there is renewed hope that behavioral change can be achieved, and the Sustainable Development Goal (SDG) of ending the AIDS epidemic by 2030 can be realized.

TV campaigns have been a powerful tool in shaping public opinion and influencing behaviour. By leveraging the reach and impact of television, HIV/AIDS campaigns can educate, raise awareness, and promote behaviour change among diverse audiences. From promoting condom use and HIV testing to encouraging adherence to treatment and reducing stigma, TV campaigns have the potential to drive meaningful change.

The SDG 3 target of ending the AIDS epidemic by 2030 is ambitious, but achievable. To reach this goal, innovative and effective strategies are needed to promote behavioural change and increase access to HIV prevention and treatment services. TV campaigns can play a critical role in this effort, by reaching large audiences and influencing behaviour.

Research has shown that well-designed TV campaigns can be highly effective in promoting behavioural change. By using engaging storytelling, clear messaging, and targeted outreach, campaigns can increase knowledge, shift attitudes, and drive behaviour change. However, the impact of TV campaigns can vary depending on factors such as campaign design, target audience, and cultural context.

As the world moves towards achieving the SDG goal of ending the AIDS epidemic, TV campaigns will play an increasingly important role in promoting behavioural change and increasing access to HIV prevention and treatment services. By harnessing the power of television and leveraging innovative strategies, we can drive meaningful change and create a future where HIV/AIDS is no longer a major public health concern

THEORETICAL FRAMEWORK

Health Belief Model (HBM)

Social psychologists Godfrey Hochbaum, Irwin Rosenstock, and Stephen Kegels created the Health Belief Model (HBM) in the 1950s to investigate why people often fail to participate in preventative health activities as immunisations or medical tests, which can either help to prevent or catch diseases early on. Fundamentally, the HBM holds that people are more likely to adopt a health habit if they believe they are personally susceptible to a particular health concern, grasp the seriousness of the consequences, and see the advised action as helpful.

The HBM has been criticised for its little emphasis on individual decision-making, though, and for other shortcomings. Critics contend that the approach falls short in adequately addressing the more general social, cultural, and environmental elements that also greatly affect health practices. Though these are not included into the HBM framework, an individual's capacity to adopt healthy behaviours can be much influenced by their income level, access to healthcare, social support, and cultural standards.

Using the Health Belief Model (HBM) helps one to better understand how HIV/AIDS TV campaigns affect young people's sexual behaviour in Ikot Ekpene. This model proposes that people's views of vulnerability, the degree of the health issue, and the expected benefits against obstacles to implement preventative action affect their health-related activities. TV campaigns about HIV/AIDS can help young people in Ikot Ekpene see their vulnerability to the disease. If the information given by these TV commercials heightens their knowledge of personal risk, the likelihood that they would adopt preventative measures, such as practicing safe sex or obtaining regular health check-ups, improves.

Social Cognitive Theory (SCT)

Originally developed by Albert Bandura in 1986, Albert Bandura's Social Cognitive Theory (SCT) expands on his earlier Social Learning Theory by offering a more complete knowledge of how people acquire and implement behaviours inside a social environment. According to this view, humans can pick up fresh behaviours and knowledge by watching others, acting in imitation, and copying seen acts. SCT presents the idea of reciprocal determinism, which emphasises the dynamic interaction among the personal elements (such as attitudes and beliefs), environmental influences (such as social conventions and peer behaviour), and the individual's behaviour).

SCT is not without flaws, though either. Some contend that by focussing mostly on observation and modelling, the theory oversimplifies complicated behaviours and might thus ignore other important elements influencing learning. SCT might not, for example, adequately explain individual variations in cognition, motivation, or genetic and biological

forces driving conduct. Furthermore, the approach might underplay how much behaviour is shaped by internal elements including personality traits or emotional reactions.

A useful perspective for examining how HIV/AIDS TV campaigns could influence young people's behaviour in Ikot Ekpene senatorial district is offered by the Social Cognitive Theory (SCT). SCT holds that people pick up knowledge not only from their own experiences but also from watching others, especially those they consider as peers or role models. In the framework of HIV/AIDS awareness TV campaigns, young people are more inclined to imitate actions shown by relevant figures—media personalities, community members, or even fictional characters that fit their own background and way of life.

METHODOLOGY

Survey research method was considered most appropriate because it is a type of research method that allow the researchers to investigate problems that have to do with eliciting responses from human beings.

POPULATION OF THE STUDY

The study population mainly centred on youths in Ikot Ekpene senatorial district. This covered people within the age of 15-35. The projected figure as at 2024 is 1,016,700 (Source: National Bureau of Statistics, 2024).

SAMPLE SIZE

The researcher adopted Meyers (2010) guideline to select a sample size for the study. The guideline states thus; any population that is over 500,000 or more requires a sample size of 384, a population ranging from 5,000 to 9,999 requires a sample size of 341. Based on this, the sample size of this study was 384

Table 1: Philip Meyer's {2010} sampling formula

POPULATION SIZE	SAMPLE SIZE
500,000 and above	384
100,000	383
50,000	370
10,000	341
2000	278
1000	222

Meyers sample size formula (2010)

SAMPLING TECHNIQUE

The sampling technique that was adopted here was the quota and simple random sampling technique. Quota sampling technique helped in sharing the sample to the 10 local government areas of the senatorial district. Simple random sampling technique was used to give everyone equal opportunity of being chosen for the study.

Table 2: Sampling procedure

SENATORIAL DISTRICT	POPULATION
Ikot Ekpene	39
Abak	38
Oruk Anam	38
Ukanafun	39
Etim Ekpo	38
Essien Udim	39
Ika	38

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Ikono	39
Ini	38
Obot Akara	38
TOTAL	384

Measuring Instrument

The researchers used questionnaire as instrument for data collection. The instrument was considered very appropriate because it helped to generate data for quantitative analysis which was found very useful in addressing the objectives of the study. The questionnaire was used in sampling the opinions of the 384 selected respondents from the population.

Method of Data Analysis

The data generated through the questionnaire were collated, presented in tabular form and analysed using frequency tables and simple percentages.

ANALYSIS AND DISCUSSION OF FINDINGS

Table 3:The of TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District as perceived by the respondents

Responses	Frequency	Percentage (%)
High Extent	272	73
Average	50	13
Low Extent	50	13
Total	372	100

Source: Field Survey 2025

Table 4. shows that 272 respondents representing 73% of the total sample size stated that there is a high extent to which there are TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District, 50 respondents representing 13% of the total sample size stated that there is a mid-extent to which there are TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District while 50 respondents representing 13% of the total sample size stated that there is a low extent to which there are TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District.

Table 4: Level of Awareness of TV campaigns against HIV/AIDS among youths in Ikot Ekpene Senatorial District

Responses	Frequency	Percentage (%)
Yes	282	76
No idea	60	16
No	30	8
Total	372	100

Source: Field Survey 2025

Table 5 shows that 282 respondents representing 76% of the total sample stated ‘yes’ to the fact that youths in Ikot Ekpene Senatorial District are aware of these TV campaigns against HIV/AIDS, 60 respondents representing 16% of the total sample stated ‘no idea’ to the fact that youths in Ikot Ekpene Senatorial District are aware of these TV campaigns against HIV/AIDS, and 30 respondents representing 8% of the total sample stated ‘no’ to the fact that youths in Ikot Ekpene Senatorial District are aware of these TV campaigns against HIV/AIDS

Table 5: The extent to which TV campaigns against HIV/AIDS have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District

Responses	Frequency	Percentage (%)
Low level	80	22
Mid level	85	23
High level	207	55
Total	372	100

Source: Field Survey 2025

Table 6 shows that 80 respondents representing 22% of the respondents stated that there is a low level to which TV campaigns against HIV/AIDS have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District, 85 respondents representing 23% of the respondents stated that there is a mid-level to which TV campaigns against HIV/AIDS have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District while 207 respondents representing 55% of the respondents stated that there is a high level to which TV campaigns against HIV/AIDS have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District.

Table 6: Major challenges facing TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District

Responses	Frequency	Percentage (%)
Inadequate Funding	200	54
Limited audience reach	86	23
Competing media content	86	23
Total	372	100

Source: Field Survey 2025

Table 7 shows that 200 respondents representing 54% of the total sample size stated that inadequate funding is the major challenge facing TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District, 86 respondents representing 23% of the total sample size stated that limited audience reach is the major challenge facing TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District while 86 respondents representing 23% of the total sample size competing media content is the major challenge facing TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District.

DISCUSSION OF FINDINGS

RESEARCH QUESTION 1: What is the extent to which there are TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District?

Table 4 shows that 272 respondents representing 73% of the total sample size stated that there is a high extent to which there are TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District, 50 respondents representing 13% of the total sample size stated that there is a mid-extent to which there are TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District while 50 respondents representing 13% of the total sample size stated that there is a low extent to which there are TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District.

This implies that there is a high extent to which there are TV campaigns against HIV/AIDS in Ikot Ekpene Senatorial District. McDonald(2021) added that since the rise of HIV/AIDS in the 21st century, there has been a wide range of media campaigns and programmes providing exposition on HIV/AIDS. Johnson *et al.* (2018) also supported that TV campaigns on HIV/AIDS have recently seen a significant rise.

RESEARCH QUESTION 2: Are the youths in Ikot Ekpene Senatorial District aware of these TV campaigns against HIV/AIDSs?

Table 5 shows that 282 respondents representing 76% of the total sample stated 'yes' to the fact that youths in Ikot Ekpene Senatorial District are aware of these TV campaigns against HIV/AIDSs, 60 respondents representing 16% of the total sample stated 'no idea' to the fact that youths in Ikot Ekpene Senatorial District are aware of these TV campaigns against HIV/AIDSs, and 30 respondents representing 8% of the total sample stated 'no' to the fact that youths in Ikot Ekpene Senatorial District are aware of these TV campaigns against HIV/AIDSs. This implies that youths in Ikot Ekpene Senatorial District are aware of these TV campaigns against HIV/AIDSs. Brown and Green (2021) added that audience awareness of media campaigns against HIV/AIDSs has doubled significantly over the past decade. Martin and Wilkes (2019) also supported that both youths and young adults are passively aware of TV campaigns against HIV/AIDSs.

RESEARCH QUESTION 3: To what extent have TV campaigns against HIV/AIDSs influenced sexual behaviour of youths in Ikot Ekpene Senatorial District?

Table 6 shows that 80 respondents representing 22% of the respondents stated that there is a low level to which TV campaigns against HIV/AIDSs have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District, 85 respondents representing 23% of the respondents stated that there is a mid level to which TV campaigns against HIV/AIDSs have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District while 207 respondents representing 55% of the respondents stated that there is a high level to which TV campaigns against HIV/AIDSs have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District.

This implies that there is a high level to which TV campaigns against HIV/AIDSs have influenced sexual behaviour of youths in Ikot Ekpene Senatorial District. Davis and Thompson (2021) emphasize that media campaigns play a significant role in shaping public health behaviours, particularly among youths. Similarly, Miller and Taylor (2018) assert that media interventions are most effective when they are consistent, culturally relevant, and strategically designed to engage the target audience. Their research underscores the variation in media influence based on demographic factors and message reception

RESEARCH QUESTION 4: What is the major challenge facing broadcast media campaigns against HIV/AIDSs in Ikot Ekpene Senatorial District?

Table 7 shows that 200 respondents representing 54% of the total sample size stated that inadequate funding is the major challenge facing TV campaigns against HIV/AIDSs in Ikot Ekpene Senatorial District, 86 respondents representing 23% of the total sample size that limited audience reach is the major challenge facing TV campaigns against HIV/AIDSs in Ikot Ekpene Senatorial District while 86 respondents representing 23% of the total sample size competing media content is the major challenge facing TV campaigns against HIV/AIDSs in Ikot Ekpene Senatorial District.

This implies that inadequate funding is the major challenge facing TV campaigns against HIV/AIDSs in Ikot Ekpene Senatorial District. Johnson and Adams (2020) support this finding by emphasizing that financial constraints significantly hinder the effectiveness of TV campaigns, particularly in public health advocacy. Similarly, Brown *et al.* (2023) affirm that financial resources are crucial in sustaining media campaigns, as insufficient funding often leads to inconsistencies in messaging, reduced frequency of broadcasts, and an overall decline in audience engagement. They further argue that without adequate

financial support, campaigns struggle to compete with commercial content, thereby diminishing their influence and effectiveness.

CONCLUSION

This study analyzed the effectiveness of HIV/AIDS TV campaigns on sexual behaviour of youths in Ikot Ekpene senatorial District. Based on the findings, the study established that TV campaigns against HIV/AIDS are highly prevalent in Ikot Ekpene Senatorial District, with a significant level of youth awareness. The findings indicated that these campaigns have had a substantial impact on the sexual behaviour of youths, promoting safer sexual practices and increased awareness of HIV/AIDS prevention. The study reinforces the importance of strategic media engagement in public health advocacy, particularly in shaping youth perspectives and encouraging behavioural change.

The study concludes that HIV/AIDS TV campaigns are effective in increasing knowledge and promoting positive attitudes towards HIV/AIDS prevention among youths in Ikot Ekpene senatorial district. However, sustained efforts are needed to bridge the gap between knowledge and practice.

RECOMMENDATIONS

Based on the above findings, the study recommends the following:

1. Media organizations and health agencies should sustain and enhance these efforts by incorporating more localized content, interactive programmes, and testimonials from affected individuals.
2. Efforts should focus on enhancing the effectiveness of these campaigns by making them more engaging, interactive, and action-oriented. This can be achieved through the use of phone-in sessions, real-life testimonials, peer education programmes, and community outreach activities.
3. Media organizations and health agencies should intensify their efforts by increasing the frequency and reach of these campaigns. This can be achieved by incorporating more youth-centered content, engaging influential figures and peer educators as well as local influencers to reinforce positive behavioural change and campaign effectiveness.
4. To enhance the effectiveness of broadcast media campaigns against HIV/AIDS in Ikot Ekpene Senatorial District, the government and relevant stakeholders should increase funding for media outreach programmes. Adequate financial support will ensure consistent and widespread dissemination of accurate information, provision of preventive resources, and engagement of skilled personnel.

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