

## **Knowledge, Attitude and Practice (KAP) Study of Diffusion of Flood Alert Campaign in Anambra State**

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**Abstract:** *This study evaluated the knowledge, attitude and behaviour of diffusion of flood alert campaign in Anambra State. The study is premised against the background of the warnings issued by the Nigerian Hydrological Services Agency and the National Emergency Management Agency, informing residents of suburb-basins about imminent flood disaster. The campaigns by the Federal Ministry of Information, which resulted from the warning alerts gave rise to this study. Anchored on the Diffusion of Innovation theory and the theory of Planned Behaviour/Reasoned Action, the study, among other things aimed at ascertaining the degree of the knowledge of the respondents of the 2016 flood disaster, the respondents disposition towards the flood disaster campaign, and the likelihood of the exposure to the campaign to motivate the respondents to relocate. The study adopted both the survey research design and the focus group discussion and drew a sample of 400 respondents from a total population of 3,182,190 people living in the riverine areas of Anambra State. Both the questionnaire and the interview guide were used as the instruments for data collection. The results obtained from the study revealed that the respondents knew about the 2016 flood disaster alert. The result also revealed that the high level of awareness did not significantly motivate the respondents to relocate. In line with these findings, the integrated communication approach is recommended for public communication campaign.*

**Keywords:** *Knowledge, Attitude, Flood alert, Campaign*

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### **I. INTRODUCTION**

On 26th July, 2016, the Director General of the Nigeria Hydrological Services Agency, Moses Backley, alerted Nigerians -about the imminent flood disaster, in 2016 (Afuma, 2016). The Director - General, also, advised residents of flood-prone areas to be vigilant and relocate to safer places to avoid disaster (Nigerianeye, 2016). Moses Backley, attributed the fear of the impending flood to expected rise in sea levels and tidal surges, along the river basin areas. The most likely areas to be affected are areas identified as the river basin of Nigeria, namely: Benue, Sokoto-Rima, Cross River, Anambra - Imo, Komadougua-Yobe, Niger Delta, Ogun-Osun and several other suburb-basins in the country (Obia, 2016). The Director General, during the public presentation of the 2016 annual flood outlook, further predicated the source of this warning alert to the signal sent by the Niger Basin Authority, Niamey, which informed neighbouring countries about expected rise of Niger River - a development that will rub off on Benin Republic and then Nigeria. According to the Nigeria Hydrological Services Agency, 34 states of the federation have reasons to worry.

Also, the Republic of Cameroon gave an indication that the country will release excess water from their dam which will likely increase water along the coastal regions of River Benue. To further emphasise this worrisome and danger signals, the Director- General of the National Emergency Management Agency (NEMA), Alhaji Muhammadu Sidi, replicated the same warning alert few days after the Nigeria Hydrological Services Agency (NIHSA). The NEMA and the NIHSA extended their warnings to the states prone to flooding.

In response to this, the Minister of Information and Culture, Alhaji Lai Mohammed directed all the parastatals under the ministry (Voice of Nigeria (VON), Federal Radio Corporate of Nigeria (FRCN), Nigerian Television Authority (NTA), National Orientation Agency, (NOA), the Nigerian Broadcasting Corporation (NBC), and the News Agency of Nigeria (NAN), to commence without delay, awareness and sensitization campaigns. The awareness and sensitization campaigns from these agencies are complemented by the awareness and sensitization tours, campaigns and capacity building from the States Emergency Management Agency of the affected states.

These awareness and sensitization campaigns unarguably fall into public communication campaign, which Atkin(2001) agrees is used to reach and inform the mass audience about important social issue. According to Cho and Salmin, (2007), it is called Public communication in the sense of excluding no one from the message and also in the sense of addressing the audience... as an active public who have to choose to be persuaded to take action on a (social) problem.

The thrust of the public communication campaigns on the 2016 flood disaster is to create the necessary awareness, educate the people on the devastating effects of the flood, and to advise the people to relocate to higher grounds.

The Riverrine local government areas of Anambra State are not excluded from the impending dangers of the forecasted flood-disaster. Against the background of the public communication campaigns in the State, this study undertakes to evaluate the success or otherwise of the campaigns in sensitizing the residents of Anambra River basin to relocate. The essence therefore, is to evaluate what the people know about the campaign, how they react and their feeling. The emphasis in this study therefore, is to ascertain how the 'flood disaster alert campaign diffused among the residents of riverrine communities in Anambra State. As a KAP study, the researcher seeks to investigate what the respondents know about the campaign, their attitude to the campaign and whether they practice the knowledge gained from the campaign.

This study is considered significant given that similar predictions in the past usually occurred as predicted, thereby taking some nonchalant residents unaware. It is instructive therefore, to conduct this study to ascertain whether the respondents have learnt from history, by taking pragmatic action, to stay out of the trouble zone.

### **Statement of the Problem**

From its etymological point of view, the very essence of the concept, 'communication' is to create an understanding. According to Nwosu (2000, p. 1), the word communication originates from the Latin word, "Communicare", which means "to establish commonness." Thus, the central thrust of any communication effort is for the communicate to understand the communicator. It is this understanding that will compel further action, be it persuasion or attitude change.

In the society, at large, the functions of communication, according to Harold Lasswell (1948), cited in Ndolo (2005, pp23-24 ) are surveillance of the environment, correlating members of the society into responding to the environment and cultural transmission from one generation to another. In the context of this discourse, the dissemination of the news about the 2016 flood alert, as well as the interpretations aimed at making the target population to respond accordingly are fundamental objectives of public communication campaigns.

This is of utmost importance considering the negative, health, social and economic implications of the flood. Because water covers the entire land mass including sewages, the people find it difficult to even travel to areas they can access potable water. This often leads to outbreak of diseases, such as cholera and enteric fever. When this situation leads to death of residents, there is hardly land for burials. Economically, these people are predominantly farmers who rarely have ways of preserving and storing their produce. The annual flood usually washes these produce away, leaving the farmers with virtually nothing, to start life all over, because many are not literate and cannot access loans from banks and institutions, their situation is worse.

There is a public campaign alerting the people of the dangers of the impending flood along the Niger/Benue coasts. It is not certain how the message is diffused among the residents of the Niger/Benue Basin. Also, there is need for empirical study to ascertain their knowledge, attitude and practices regarding the flood alert campaign. The researcher therefore considers this a gap in knowledge and practice that needed to be filled via empirical study. It is against this background that the researcher is motivated to carry out this study.

### **Objective of the Study**

The general objective of the study is an evaluation of how the campaign is diffused in riverine communities of the state with emphasis on the knowledge, attitude and practices of the respondents to the campaign. The specific objectives of the study are:

1. To ascertain the degree of their knowledge of the 2016 flood disaster
2. To determine the respondents disposition toward the flood disaster campaign.
3. To ascertain if exposure to the campaign is likely to motivate the respondents to relocate.

### **Research Questions**

The following questions are raised to further guide the study

1. Are residents of Anambra State Riverine Communities aware of the news about the 2016 flood disaster?
2. What is the general disposition of the respondents towards the 2016 flood alert?
3. Are the respondents who are aware of the impending flood relocating to higher ground?

### **Research Hypothesis**

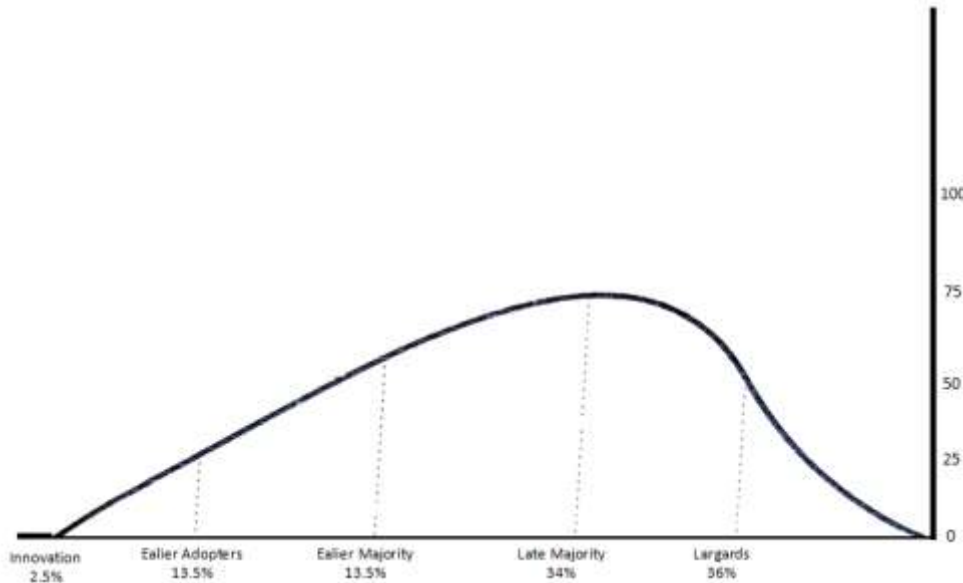
**H<sub>0</sub>:** There is no significant relationship between awareness of the campaign message and willingness to relocate.

**H<sub>1</sub>:** There is significant relationship between awareness of the campaign message and willingness to relocate.

**Theoretical Underpin**

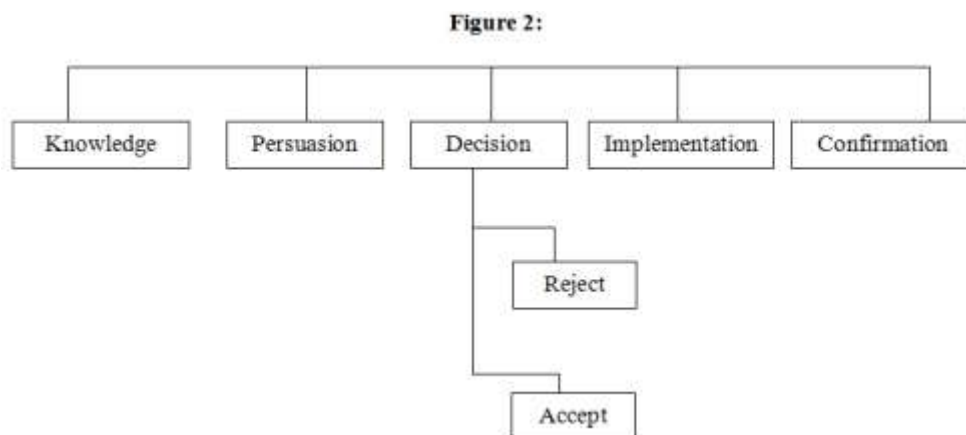
This study is anchored on the Diffusion of Innovation and the Reasoned Action theories. *Diffusion of Innovation* theory seeks to explain how, why, and at what rate new ideas and technology spread (Peacock, 2005). McQuail (2005) informs that Evereth Rogers popularized the theory in his Book, *Diffusion of Innovation* in 1962, adding that Rogers argues that, diffusion is the process by which an innovation is communicated overtime among the participants in a social system.

Rogers, according to Severin and Tankard (2010), proposes that four main elements influence the spread of a new idea: the innovation itself, communication channels, time, and a social system. This process, Rogers (2003, p. 221) explains, relies heavily on human capital, and the innovation must be widely adopted in order to self-sustain. Peacock (2005) quotes Rogers as explaining that the categories of adopters are innovators, early adopters, early majority, the late majority and the largards, represented graphically below:



**Figure 1:** The Diffusion of Innovation, according to Rogers

With successive groups of consumers adopting this new technology (shown in blue) its market share (yellow) will eventually reach the saturation level in mathematics; the yellow curve is broken into sections of adopters. Furthermore, diffusion occurs through a five - step - decision making, which occurs through a series of communication channels over a period of time among the members of a similar social system (Rogers, 2003, pp. 221), Rogers' five stages (steps): awareness, interest, evaluation, trial and adoption as represented in a model below:



In the field of mass communication in particular, the diffusion paradigm has provided a useful framework for theoretical and empirical research in consumer advertising, public relations, social advocacy, mass mobilization, rural media, development journalism and mass audience profiling. In the contemporary semantic application of the concept, it has become accepted as a process of communication which is increasingly targeted at diverse and often anonymous audiences akin to any other mass media audience.

Specifically for over half a century, researchers in the fields of agriculture, educational technology and rural sociology have relied heavily on diffusion theory in their constant search for the best tools and methodologies of introducing and sustaining innovations for rural development. The foregoing explains the reasons for the adoption of this theory for this study.

The Theory of Planned Behaviour/Reasoned Action: Ajzen and Fishbein formulated the theory of Reasoned Action (TRA) in 1980 as an attempt to provide consistency in studies of the relationship between behavior and attitudes (Fishbein and Ajzen, 1975; Wermer, 2004). Wermer (2004, p76) writes that the main assumption of TPB and TRA is that individuals are rational in considering their actions and the implications of their actions, adding:

*There are two main conceptions in TRA: Principles of Compatibility and the concepts of behavioural intention. Principles of compatibility specify that in order to predict a specific behavior directed to a specific target in a given context and time, specific target, time and context should be assessed. The concept of behavior intention, on the other hand, states that an individual motivation to engage in behavior is defined by an attitude that influences the behavior. Behaviour intention indicates how much efforts an individual will like to commit to perform such behavior.*

The diagram below is representation of the intervening variable to attitude change, theorized by Ajzen and Fishbein

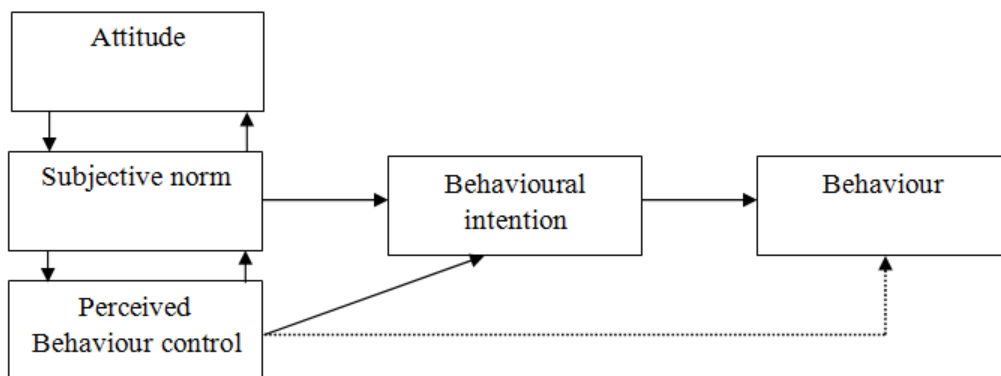


Figure 3: The Theory o Planned Behaviour, adapted from Ajzen (1991)

This theory is the modified version of the theory of reasoned action (TRA) (Ajzen and Fishbein 2003), where the additional variable of 'perceived behavioural control' has been added. The TRA originally proposed that any intervention attempting to change behaviour should focus on beliefs, as these influence attitude and expectations and in turn influence intentions and behaviours. It was then proposed that behaviours are not under 'Volitional control' and the model was re-visited and expanded to include "perceived behaviour control" (Noar and Zimmerman, 2005). The TRA was revised to the theory of planned behaviour (TPB) (Ajzen 1991). The TPB follows the same hypothesis as the TRA with the addition of "behavioural control" as a determinant of behavioural intention and behavioural change (see Figure 3). The TPB states that the closest determinant of behaviour is the intention to perform (or not to perform) that behaviour (Aronson 2003). The TPB's main determinant of behaviour is based on the person's intention to perform that behaviour, and intention is determined by three factors:

1. **Attitude to the behaviour:** the balancing of the pros/cons of performing the behaviour or the risks/rewards they associate with that choice.
2. **Subjective norm:** social pressure from significant others, for example peers, media or family.
3. **Perceived behavioural control:** the perception that person has about their ability to perform the behaviour.

This model can be represented more diagrammatically as shown below:

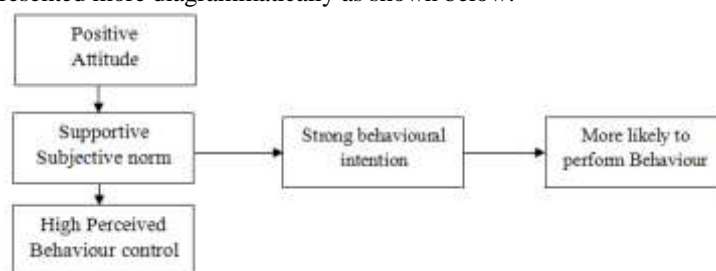


Figure 4: A simplistic view of the theory of planned behaviour hypothesis

The simplistic version of the model proposes that the more positive the attitude, supportive of the objective norm and higher the perceived behavioural control and the stronger the intention, the more likely it is that a person will perform that behaviour (Parker et al. 2004).

The TPB has been widely applied in the context of understanding and predicting behaviour (Terry, Hogg, and White, 1999). Recently it has been used for a number of different health behaviours, including promoting walking among sedentary adults (Reger et al. 2002), smoking cessation (Bledsoe, 2005), a predictor of exercise take-up (Normal et al. 2000; Kelley and Abraham 2004), exercise motivation (Papaueissis et al. 2005), dental floss behaviour (Lavin and Groarke 2005) and blood donation behaviours (Giles et al. 2004). This theory is suitable for this study in that the 2016 flood disaster sensitization campaigns expect a specific behaviour and actions from the target audience. The actions and behaviours expected are for people to be vigilant and relocate to higher ground as soon as the tidal surges are observed.

## **II. LITERATURE REVIEW**

### **Conceptual Overview of Communication**

The concept, "*communication*" is central to all forms of human interactions-cum-endavours. According to Oso (2002:198) "*communication is an important resource to any social organization...*" This is true given that communication, irrespective of the level or setting carries with it meaningful messages that could lead to healthy exchange of ideas, knowledge, feelings, experiences and other factual information. Communication according to Baran (1990:4) is "*the transformation of a message from a source to a receiver*". Soola (1998:13) has earlier elaborated on this where he defines communications as:

*A Dynamic, integrative, on-going and recursive process of transmitting thoughts: of sharing and imparting information: of conveying and receiving ideas, fads, data, attitudes and feeling... A two-way, not a linear unidirectional flow from source to the receiver.*

The import is that communication is a two-way interactive process, which involves the sharing of ideas and experiences. It is indispensable lubricating oil that drives the wheel of human interactions. Regardless of the setting (intra-personal, interpersonal, or mass communications), or the mode (verbal, non-verbal and extra mundane communications), the fact remains that man, as a social being, inexorably lives in communication continuum.

Humans therefore, have no choice than to communicate - the good, the bad, the mundane, name it. And given that man is enveloped in a communication continuum, the best we can do is to use communication resources positively so as to achieve deserving safe and positive social change. This is the case when communication according to UNESCO sponsored researchers (O'Sullivan-Rayn and Kaylun: 1981 cited in Oso, 2002:22) is "*a series of actions forming part of a popular pedagogy that will help group solidarity and concerted action for social change*".

A study of the meaning of communication would reveal very many interesting ideas. Some of them are quite commonsensical, having been put together in a few words that convey immense meaning. Stassinopoulou (1971:80) cited in Okeke (2003:45) wrote that the "*fundamental purpose of communication is to enable men to agree... if only to agree to differ*". Dance (1970) compiled 98 different definitions of communication out of which we can pick one that says that it is "*the process by which we understand others and in turn endeavour to be understood by them... it is dynamic constantly changing and shifting in response to the total situation*". This definition agrees very much with Moemekas' (1989:4-5) later description of communication as "*exchange of ideas; an interaction process which works in a circulate dynamic way; a talking with people; not as the mechanical transfer of facts and figures; not as talking people*." Every definition of communication however fits somehow into Severin and Tankards (1979) three categories of definitions of communication. They are those that stress sharing, definitions that stress intentional influence and definitions that include any kind of influence or response (with or without intent).

Ekwelie (1999:6) cited in Okunna (2000:293) took the discussion of the meaning of communication a step higher when he averred that development and communication have been proved to be complementary and that even if some communication steps do not produce development, there remains abundant evidence that links development with communication.

Public communications campaigns impart ideas for a strategic purpose. The American Heritage Dictionary tells us that communication is the art and technique of using words effectively to impart information or ideas. That definition is a good starting point, because even though communications might involve images or music, we are usually most concerned about the words. The American Heritage Dictionary also tells us that campaigns are an operation or series of operations energetically pursued to accomplish a purpose. This definition also provides a good beginning, because the efforts we examine may be singular events or long-term courses of action, but they will all have a specific purpose. And, we assume they will be energetically pursued.



## **Empirical Review**

### **Understanding Public Communication Campaign**

Public Communication Campaign attempts to mobilize public action for policy change. According to Coffman (2002), public communication campaign attempt to legitimize or raise the importance of a social problem in the public eye as the motivation for policy action and change. Elaborating this explanation, Coffman (2002) informs that public communication campaigns impart ideas for a strategic purpose adding:

*They are the attempt to shape behaviour towards desired social conditions; they encompass strategies for producing effects on the knowledge, attitude and behaviour of large groups, across a variety of domains, including politics, pro-social, environmental and health outcome.*

Atkin (2001) defines public communication campaigns as purposeful attempt to inform, persuade, or motivate behaviour change in a relatively well-defined and large audience, generally for non-commercial benefits to the individuals and/or society at large, typically within a given time period, by means of organized communication activities involving mass media online/interactive media and often complemented by interpersonal support.

The Harvard Family Research Project's overview of public communication campaigns, begins with the classic definition from Rogers and Storey: "Public communication campaigns use the media, messaging, and an organized set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time."<sup>1</sup> Other experts have emphasized similar qualities. For instance, Rice and Atkin say that public communication campaigns "may involve a conventional mix of brochures, posters, advertisements, and commercials or a different array of communication methods". For the purpose of achieving certain objectives, Communications campaigns use a variety of techniques and strategies in hopes of improving individual lives and making the world a better place.

But the classic definitions immediately raise questions. Do communications campaigns have to be directed at "large numbers of individuals" as Rogers and Storey suggest? What about efforts with very narrow targets, sometimes one person? Does Rice and Atkin's definition over-emphasize the "media" aspect of campaigns? What exactly should be classified as part of a communications campaign?

In trying to define what constitutes a "campaign," we found the word used for everything from a single media event to a multi-year, multi-pronged, multi-million-dollar initiative. The National Campaign to Prevent Teen Pregnancy, for example, is in fact a large nonprofit organization whose goal is to reduce the teen pregnancy rate by one-third between 1996 and 2005. The Campaign pursues legislative, educational, community organizing, and entertainment media initiatives in an attempt to raise awareness of the problem, shift cultural messages on teen sexuality and pregnancy, disseminate research on what programs help prevent the problem, and advocate for comprehensive sex education in schools. In recent years, the Campaign's activities have been as varied as influencing pregnancy-related story lines on "Dawson's Creek/" testifying on Capitol Hill about welfare reform reauthorization legislation, and facilitating efforts to find common ground between religious leaders and public health leaders around teen sexual behavior. Clearly, this effort employs a broad definition of "campaign" although not all aspects of the Campaign's work are communication (though differentiating between what is and what is not communication is a messy business). Nearly all of the Campaign's activities impart ideas for a strategic purpose, and many go further to prescribe individual and policy action.

In contrast to the National Campaign to Prevent Teen Pregnancy, other campaigns exist without a formal organization. For example, emergency room physician and researcher Garen Wintemute, well before he directed the Violence Prevention Research Program at the University of California, Davis, was a savvy user of communications who, it could be said, had his own campaign. Prior to initiating research studies he would consider how the findings could attract news attention to influence policy. One such study, "When Children Shoot Children," examined the deaths of 88 children shot by other children. At the news conference he held to release the study, Dr. Wintemute presented a plywood board bearing real guns paired with toy guns that replicated their look perfectly. This was part of the problem, in fact. Some children had killed playmates when they picked up a real gun thinking it was a toy. The visual was commanding and even the local reporters, who pounced on the story, could not tell the difference between the real and toy guns. Dr. Wintemute successfully used the study — and the national news coverage it garnered — to pressure Toys R Us to remove the replica guns from its shelves.\*<sup>1</sup> He imparted his information for a specific strategic purpose.

Defining what constitutes a communications campaign turns out to be more art than science. The variation is so great, as we will demonstrate throughout this paper, that a concise definition encompassing every possibility -- impart ideas with strategic purpose -- remains so general it is almost useless. Communications campaigns, it turns out, are what their practitioners say they are.

Despite our inability to define them both comprehensively and succinctly, we nevertheless can say a great deal about the characteristics of campaigns, and be able to, offer a system for classifying public communications campaigns that we believe will be applicable in almost every instance.

### III. METHODOLOGY

The research methods adopted for this study are focus group discussion (FGD) and the survey research design. According to Parker and Duignan (2010, p. 5) focus groups are a data collection method through a semi-structured group interview process. Focus groups methods emerged in the 1940s with the work of Merton and Fiske, who used FGD to conduct audience studies (Parker and Duignan, 2010). Merton and Fiske (1942), cited in Parker and Duignan (2010) explain that FGD may be used in researches that involve attitudes, decision-making, perceptives and experiences. In particular, FGD may be used to gather preliminary data to aid in the development of surveys and/or to clarify research findings from another method. Focus Groups Discussion is suitable for this study because it is oriented towards attitudes and perceptions. FGD will aid in eliciting depth information from the respondents and to achieve human interests. These are unexpected important facts which will not be gotten through survey.

On the other hand, the FGD was complemented with the survey research method. Survey research studies both large and small population by selecting and studying samples chosen from the populations to discover the relative, distribution, and interrelations of sociological and psychological variables (Osuala, 2005, p. 170). Surveys are oriented toward the determination of the status of a given phenomenon rather than toward the isolation of causative factor (Wimmer and Dominick, 2011). The survey design method was considered for this study because it will give the researcher an opportunity to investigate disposition of the residents of Anambra State riverine areas towards the flood alert campaign and if they were willing to embrace the campaign and act accordingly by relocating to safer ground.

The essence is to quantify and get a picture of the numeric strength of those that compiled and those who did not since it involves selecting samples from the population. It will also give all the elements in the sample a chance to be selected.

Also, Gravelter and Forzano (2009) explain that "a research study that uses survey to obtain a description of a particular group of individuals, is called a survey design." They believe that the goal of the survey research design is to obtain an accurate picture from the individuals being studied. The individuals being studied in this case are the people living along the flood-prone river basins in Anambra State.

The population of the study is diverse and the context of the study is oriented toward the interaction of communication effect and attitude. Hence the use of survey to complement the FGD for this study.

The area of study is the riverine areas of Anambra State. The riverine areas in Anambra state comprises all the communities and local government areas that are located along the river Niger basin and all other tributaries of the River Niger. The Local Government Areas are Anambra East, West, Ayamelum, Onitsha North and South, Ogbaru, Ekwusigo, Ihiala, Awka South and North, and Orumba North and South, Aguata, Nnewi South Local Government areas (14 LGA's). The distribution of the Local Government Areas according to the senatorial districts in the state are: Anambra North - 6 Local Government areas; Anambra Central - 2 Local Government Areas; and Anambra South Senatorial District - 6 Local Government Areas.

The population of the area of study is 3, 182, 190 (NPL, 2006). The population distribution is as follows:

S/N	LOCAL GOVERNMENT AREAS	POPULATION
1.	Anambra East	175,010
2.	Anambra West	192,440
3	Ayamelum	181,920
4	Onitsha North	144,840
5	Onitsha South	198,740
6.	Ogbaru	256,800
7.	Ihiala	347,700
8.	Ekwusigo	182,240
9.	Awka North	129,040
10.	Orumba North	198,740
11.	Awka South	268,430

12.	Orumba South	212,240
13.	Nnewi South	268,430
14.	Aguata	425,570
	<b>Total</b>	<b>3,182,190</b>

Using the Taro Yamemi's formula, sample size of 400 respondents were drawn for the purpose of survey study. However, in order to control the FGD and achieve efficiency, 15 respondents were selected from each of the Three Senatorial Districts. This gave rise to a sample of 45, which the researcher considered effective in view of the submission that well drawn, manageable size is preferred to a large sample size that may yield increased sampling error (Babbie, 2009). The cluster sampling procedure was used to select the 15 sample size from each of the district. In this case, each of the kindred that make up the villages formed the cluster for selection. The research instrument used was the interview guide.

Screeener questions were used to determine those who were willing to be part of the focus group discussion. The choice of Anambra East, Awka North and Ihiala Local Government Areas for the focus group discussions came as areas the people considered central to the affected local government areas within each senatorial zone.

Three sessions of FGD were held for the study on August 25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> 2016 at Anambra East, Awka North and Ihiala Local Government Areas. Each of the sessions was facilitated by the researcher, aided by research assistants appointed from each of the Local Government Areas. The research assistants coordinated the 15 respondents that attended the FGD sessions from each of the Local Government Areas. In each of the sessions, the discussion was guided by standing rules and orders, as follows.

- The discussion was moderated by the researcher;
- All participants switched off their handsets;
- No chorus answers ;
- Mode of talking/answering of questions/ responses was one after the other;
- No issue(s) already discussed was revisited;
- No two persons talk at the same time

The method of recording the dialogue was manually done by the researcher. In each of the issues raised, the researcher recorded the general position of the participants on paper and read it aloud for confirmation. The researcher joined in counting, in cases that involved ascertaining numerical position. The explanation building technique was used in recording the findings of the FGD sessions which involves synthesis and analysis plus reading same to them for reconfirmation.

For the survey aspect of the study, the 400 sample size were drawn. Again, the cluster sampling strategy was used. The research instrument used was the questionnaire administered through face to face questionnaire administration method which Nwodu says is turning out to be the most effective way of data gathering through questionnaire in Nigeria. The questionnaire copies were delivered to farmers, students, artisans, traders and civil servants living in these local government areas. 171 copies of questionnaire were distributed to each of Anambra East and Awka North Local Government Areas while 58 copies were distributed to Ihiala Local Government Area.

The questionnaire was distributed according to the table below:

S/N	LOCAL GOVERNMENT AREA	NO OF COPIES
1.	Anambra East	171
2.	Awka North	171
3.	Ihiala	58
	<b>Total</b>	<b>400</b>

#### **Data Presentation (FGD)**

- **Awareness of the flood Alert Campaign:** All the participants for the FGD affirmed that they have heard the awareness and sensitization campaign for the 2016 flood alert. The respondents were unanimous in their answers that they heard about the alert through mass media, posters and announcements from the National Orientation Agency in the Areas.
- The respondents' said they understood the warnings and the impending danger. They stressed that some previous warnings came as predicted citing the 2012 as most recent which claimed all they had including



buildings. They also testified that the advocacy visits allowed them to ask questions to representatives of government but some of their fears could not be allayed like what happens to their aged ones and property; even agricultural produce.

- **Respondents’ perception of the Flood Alert Campaign:** This indicates that the respondents unanimously perceive the flood alert campaign as effective. It also shows that apart from effective utilization of the mass media, interaction strategies which were used to further reach out to the target audience. This approach made the campaigns effective.
- **Respondents’ Attitude toward the Campaign:** Respondents were divided in their attitude toward the campaign. All the respondents said they were yet to relocate from their present abode to higher ground.
- This means that the high awareness occasioned by effective communication of the flood alert did not correspondingly translate into expected practice. The people cited instances of leaving their homestead and having property as well as their farm produce as issues to contend with. Some recounted the previous experience where the IDP camps were not equipped while food and conveniences were not also provided. They noted that the visiting advocacy teams could not dowse their stress.
- Some pointed out that the flood is an annual event that helps their agriculture but since it could cause devastation, government should relocate their villages to the higher safer ground while they retain their present abode for agriculture.

**Survey Research Data Presentation**

Four hundred questionnaires were distributed for the survey aspect of this study. 368 (92%) of the questionnaires distributed were retrieved. The analysis of the respondents’ awareness, attitude and practices of the 2016 flood alert campaign was based on the 368 questionnaires returned.

**Table 1: Are you aware of the Campaigns on the 2016 flood alert?**

Options	Frequency	Percentage
Yes	360	98
No	0	0
Neutral	8	2
<b>Total</b>	<b>368</b>	<b>100</b>

Sources: Field survey, 2016

Majority of the respondents (98%) affirmed they were aware of the flood alert campaigns.

**Table 2: Through which media do you often hear the campaign?**

Options	Frequency	Percentage
Mass Media	340	98
Community Media	28	2
Other	0	0
<b>Total</b>	<b>368</b>	<b>100</b>

Sources: Field survey, 2016

Again, most of the respondents heard the flood alert campaign through mass media.

**Table 3: Are you still resident in the flood area?**

Options	Frequency	Percentage
Yes	328	89
No	36	10
Don’t know	4	1
<b>Total</b>	<b>368</b>	<b>100</b>

Sources: Field survey, 2016

Data in table 3 indicate that most of the respondents were yet to relocate.

**Testing the Research Hypothesis**

**H<sub>0</sub>:** There is no significant relationship between awareness of the campaign message and willingness to relocate.

**H<sub>1</sub>:** There is significant relationship between awareness of the campaign message and willingness to relocate.

Table 3 of the survey data presentation shows that 89 percent of the residents of these flood-prone areas were yet to relocate inspite of the exposure to the campaign message.

The test therefore supports the null hypothesis which states that there is no significant relationship between respondents' awareness of the campaign message and they willingness to relocate.

#### **IV. FINDINGS/DISCUSSION**

Our findings show that both the survey respondents and focus group discussion participants know about the 2016 flood disaster alert. In a focus group discussion, participants reported that they heard about the flood disaster alert through television jingles which were complemented by sensitization visits by the personnel of National Orientation Agency, (NOA) and the State Emergency Management Agency (SEMA) representatives.

While 98% of the survey respondents reported that they are aware of the media campaign under study, 100% of the focus group discussion participants also indicated that they heard it in addition to the sensitization visits by NOA and SEMA.

The manifest high level of awareness was brought about by high media use among the audience as the campaign was largely spread through the organs of media. These point to the fact that the message diffused well among the target audience. In spite of the view that interpersonal mode could be very effective, this finding has proved that the media is still very effective at the level of awareness creation.

This finding is in tandem with an earlier finding in the study of Dr. Garen Wintemute on violence prevention. This also agrees with earlier studies in behavioural control as was applied in understanding and predicting behaviour according to Jerry, Hogg and white. It corroborates the theory of reasoned action and which states that stronger intentions lead to increased efforts to perform the behaviour which increases the likelihood for the behaviour to be performed.

The researchers also investigated whether the respondents are willing to relocate from their homes based on the charge by the campaign for such action. It was found that 80% of the survey respondents indicated lack of willingness to relocate as they could not identify any IDP camps with facilities that will sustain life. The implication is that the people are willing to comply with the campaign message if they are offered life supporting facilities in the designated camps.

It is instructive to note however, that the prediction eventually came true as reported by the Daily Sun of 4<sup>th</sup> October 2016 in a report titled "communities sacked by flood". Also the community news reports of Federal Radio Corporation of Nigeria (FRCN), Purity FM Mgbakwu, carried similar reports between 4<sup>th</sup> and 8<sup>th</sup> October 2016. These communities reportedly sacked by flood include Ossomala, Obe agwe, Akili Ogidi, Akili Ozizo, Ogwu Ikepele and Ogwu Aniocha all in Ogbaru Local Government Area, and Igbokeanyi, Ode, Odetamika, Ala na Onugwe in Anambra West Local Government Area.

#### **V. RECOMMENDATION**

Against the background of the findings of this study, integrated-communications approach is recommended for public communication campaigns. In this regard, the mass media campaigns will be complemented with rural engagement communication paradigms. Again, since the intention to exhibit a particular action expected from a public communication campaign is dependent upon some environmental variables, timely communication of public campaign is recommended. This is for the people to have ample time to plan the expected behaviour. It was also found that what the people described as politicizing of critical issues made the government not to provide the necessary life supporting facilities at the IDP camps which made the target group not to relocate, this should be addressed by government. Some cultural factors made the target group not to respond in the desired manner. It is also recommended that the suggestion of the people that government should relocate their homestead to safer higher ground be considered.

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