

Influence of Women Radio Fm's Radio Doctor Programme on Nursing Mothers' Knowledge and Adoption of Exclusive Breastfeeding in Ikeja LGA, Lagos State

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Paper Number: 240378

Abstract:

Previous studies have explored various strategies implemented to enhance the awareness and practice of exclusive breastfeeding (EBF). However, there is still need to examine the impact of Women Radio's Radio Doctor programme, which focuses on female-related health issues, on the adoption of EBF among nursing mothers. Therefore, this study investigates the influence of Women Radio FM's Radio Doctor programme on the knowledge and adoption of EBF practices among nursing mothers in Ikeja, Local Government Area (LGA), Lagos state. Specifically, the challenges nursing mothers encountered while adopting EBF were also examined through the theoretical lens of Rogers' Diffusion of Innovation Theory. The study adopts a qualitative research design, using FGD approach with an interview guide as the instrument of data collection. Findings indicate that participants demonstrate a high level of awareness regarding the importance of EBF, attributing the RadioDoctor programme on Women Radio FM as their major source of getting information about EBF. However, despite a high level of awareness, more than half (60%) of the nursing mothers admitted not practicing EBF for their babies as a result of some inhibitors such as cultural norms, maternal health conditions, nature of job/job status and peer influence. Based on findings, it is recommended that these influences can be addressed through targeted interventions at each stage of the adoption process as informed by diffusion of innovation theory.

Key Words: *Nursing Mothers, Knowledge, Adoption, Exclusive Breastfeeding, Women FM, Radio Doctor Programme*

Introduction

Breastfeeding is one of humanity's oldest and most universal practices, providing optimal nutrition, immunity, and long-term health benefits for infants. Global health organisations, including the World Health Organisation (WHO), recommend early initiation within the first hour of birth, exclusive breastfeeding (EBF) for the first six months, and continued breastfeeding alongside complementary foods thereafter (WHO, 2020).

Despite these recommendations, EBF prevalence remains low worldwide, particularly in low- and middle income countries such as Nigeria (Jama et al., 2020; Dukuzumuremyi et al., 2020). Cultural norms, maternal health challenges, and occupational demands often hinder adoption (Asemah et al., 2021).

Breastmilk contains essential nutrients that provide optimal growth, development, and health benefits for infants by building and boosting their immunity while reducing the risk of mortality and morbidity. In the long term, breastfeeding offers numerous benefits beyond saving lives, including fostering a strong mother-child bond and significantly reducing the risk of various childhood illnesses and chronic conditions, such as obesity, infections, diarrhea, pneumonia, diabetes, asthma, and dermatological diseases (Okafor et al., 2018; WHO, 2020). Although breastfeeding is a natural process, it still requires skill and education to perform effectively. This is particularly true especially among first-time mothers (also called primiparous women), who often face challenges due to limited information and also their inexperience with breastfeeding (Liseli et. al., 2023).

Despite the WHO's recommendations for exclusive breastfeeding (EBF) during the first six months of life, many nursing mothers in Nigeria, including Lagos State, remain unaware of its benefits and guidelines. For instance, a study by Alade et al. (2022) revealed that only 35% of mothers in Nigeria exclusively breastfed, which falls below the global average of 43%. Findings from Okafor (2018)'s study also revealed that breastfeeding initiation and exclusivity for 6 months were inadequate among nursing mothers in Lagos state. Research has indicated that lack of awareness is a major barrier to achieving optimal breastfeeding outcomes, underscoring the need for intensified media campaigns, greater engagement from healthcare professionals, and efforts to address cultural and socioeconomic barriers to improve EBF awareness and adoption (Meme & Oche, 2019; Eze, 2020; Fatile, 2022).

Mass media, especially radio, play a vital role in health communication by informing, educating, and influencing public behaviour (Soola, 2009; Mheidly & Fares, 2020). Women Radio (WFM 91.7 FM), Nigeria's first female-focused station, broadcasts the RadioDoctor programme—a daily one-hour health consultation segment addressing maternal and child health, including breastfeeding. By aligning with initiatives such as World Breastfeeding Week, the programme consistently promotes EBF awareness. However, despite these efforts, studies reveal inadequate breastfeeding initiation and exclusivity among mothers in Lagos State (Okafor et al., 2018).

Previous studies have such as Uwalaka & Nwala (2020) have focused on how the use of radio, a widely used medium, has played a pivotal role in

disseminating information on breastfeeding. While other studies (e.g. Adetunla, 2022; Udujih et al, 2023) have explored various strategies implemented to enhance the awareness and practice of exclusive breastfeeding. Despite media interventions such as Radio Doctor, little is known about their actual influence on mothers' knowledge and practice of EBF in Ikeja, LGA, Lagos State. The *RadioDoctor* programme has continuously aired episodes on EFB and is expected that nursing mothers are exposed to necessary information about breastfeeding practices.

This study therefore investigates the influence of Women Radio's Radio Doctor programme on nursing mothers' knowledge and adoption of EBF practices in Ikeja Local Government Area, Lagos State. By examining this relationship through Rogers' Diffusion of Innovation Theory, the study seeks to contribute to maternal and child health outcomes and advance progress toward Sustainable Development Goals 2 (nutrition) and 3 (Child Health). It also examine the challenges nursing mothers face while adopting EBF despite their exposure to *RadioDoctor* programme on Women Radio.

Literature Review

Exclusive Breastfeeding (EBF), Radio's role in promoting adoption of EBF among Nursing Mothers in Nigeria

Breastfeeding serves as an important foundation for a child's path to a healthy future and well-being. According to the United Nations International Children's Emergency Fund (UNICEF, 2018), EBF is the practice of providing only breast milk to an infant for the first six months of life, without the addition of any other food or water, except for vitamins, minerals, supplements, and medicines. In Nigeria, breastfeeding rates remain suboptimal as only 45% of mothers initiate breastfeeding within the first hour, two-fifths of children under six months are exclusively breastfed, and 45% of young children continue breastfeeding during their first two years (Casanovas et al., 2019). Also, a 47% of children under six months old are given water, 5% are given milk while 23% gets complementary foods in addition to breast milk (Bhattacharjee et al., 2019).. This practice of supplementing breast milk contributes to high mortality rates among children under five.

Ezeah and Odionye (2021) highlight the role of EBF in reducing infant mortality. Exclusive breastfeeding for the first 6 months provides infants with optimal nutrition and antibodies that protect against diarrhea, pneumonia, and malnutrition, while reducing infant mortality and supporting brain development. Specifically, Holtzman and Usherwood (2018) emphasise maternal health benefits of EBF that extend beyond the child, by reducing the risk of depression, various types of cancer, and haemorrhage in breastfeeding mothers, positively impacting the health and well-being of

nursing mothers. This suggests that advocacy must address both mother and child outcomes. Additionally, Anthony et al. (2024) suggest that breastfeeding plays a vital role in achieving global health, and prosperity with benefits extending beyond individual health outcomes to include economic, environmental, and social development.

However, despite recommendations for exclusive breastfeeding, research has consistently shown a sharp decline in exclusive breastfeeding especially in low-and middle-income countries such as Nigeria even though breastfeeding initiation rates remain high (Jama et al. 2020); Mwiza et al., 2023). According to Dukuzumuremyi et al. (2020), 38% of infants are exclusively breastfed, highlighting a critical gap in maternal and child healthcare. Furthermore, traditional beliefs and practices continue to hinder exclusive breastfeeding efforts. According to Asemah et al. (2021), some women still opt to give their infants meals like pap and water, rather than practicing prolonged exclusive breastfeeding. This preference undermines the recommended six months of exclusive breastfeeding, highlighting the need for targeted interventions to promote optimal breastfeeding practice.

Radio coverage plays a vital role in promoting EBF by increasing awareness among nursing mothers, pregnant women, and prospective mothers. Heywood and Ivey (2021) emphasised the significant potential of mass media, particularly radio, in driving advocacy and social change in Nigeria. It also preserves and transmits socio-cultural heritage while promoting healthy living among people. Research has shown that radio campaigns can successfully raise acceptability rates of health tactics and policies globally. This is supported by Mahli (2023), who asserts that due to radio's effectiveness in quick and efficient reach to a large number of people, it has gained popularity in recent years, becoming a reliable source of information and a champion of healthy lifestyle choices. This shows the role of media's intervention in improving rates of EBF in Nigeria.

Women Radio (WFM 91.7FM), Nigeria's first and only radio station licensed to create more female-centric programmes to amplify the voice of women, encourages safe health practices among women to foster national development. Women Radio's *RadioDoctor* programme is a one-hour, free health consultation programme where experienced doctors advice women on fitness, maternal and child welfare, including breastfeeding and other health-related matters. It is also a question-and-answer phone-in programme where listeners are allowed to call to ask questions and make their contributions. The station has consistently aired episodes on breastfeeding on the Radio Doctor programme for the past five years especially between August 1st-7th to commemorate the World Breastfeeding Week, inviting doctors to shed more light on the benefits of Breastfeeding to mother and child.

Although media campaigns have been shown to improve awareness, little is known about the specific impact of women-focused radio programmes on EBF adoption in Nigeria. Previous studies acknowledge radio's potential in promoting health behaviours, however, a few have examined the specific impact of women-focused radio programmes such as *RadioDoctor* on EBF adoption in Nigeria. This gap justifies your study.

Empirical Review

Previous studies have focused on investigating the significance of mass media in promoting health and safety practices among people in Nigeria. A review of a few of these studies on the subject matter helps establish the significance of radio in promoting exclusive breastfeeding practices, which foster economic, environmental, and social development.

A study by Uwalaka & Nwala (2020) explored the use of social media for the actualisation of EBF in Rivers State. Findings revealed that social media significantly influenced adoption of exclusive breastfeeding (EBF) among expecting mothers in Port Harcourt. The results showed that mothers who received EBF information through social media were more likely to practice EBF. While Samuel et al. (2019) conducted a study on the impact of exclusive breastfeeding media campaign on mothers in select metropolitan cities in South East Nigeria, evaluating their receptiveness to and attitudes towards the campaign's messages. Findings revealed that antenatal channels, rather than traditional media, were the primary source of information on exclusive breastfeeding for women in the south east, Nigeria. While Uwalaka & Nwala (2020) found social media most effective, Samuel et al. (2019) reported antenatal channels as more influential, suggesting that media effectiveness may vary by context and audience.

A study by Iheanacho et al. (2021) investigated the impact of broadcast media campaigns on raising awareness about exclusive breastfeeding in Owerri. The survey revealed that 54% of participants had moderate awareness, 7% had low awareness, 24% had high awareness, and 15% had very high awareness. This indicates a moderate level of awareness among respondents regarding EBF efforts promoted through broadcast media in Owerri. The researchers concluded that more awareness campaigns are necessary to significantly boost the number of women practicing exclusive breastfeeding.

In contrast, a cross-sectional study conducted by Udujih et al. (2023) assessed the prevalence of breastfeeding and awareness among women of childbearing age in Abia State, Nigeria. The results revealed that although most women in Akwete, Ukwa East Local Government Area, were aware of the benefits of EBF, primarily through family members and health professionals, however, despite this awareness, majority of mothers were

combining breastfeeding with formula feeding, resulting in a low exclusive breastfeeding (EBF) rate. This discrepancy suggests that awareness alone cannot translate into practice and that socio-demographic factors may influence attitudes towards breastfeeding. The study highlights the need for targeted interventions to address these factors and promote exclusive breastfeeding practices.

The empirical review suggests that the media, especially radio, is a widely accessible and frequently utilised medium for disseminating health-related information in Nigeria, making it an ideal platform for targeting nursing mothers, particularly in urban areas. Although these studies highlight the role of media in promoting EBF, none have examined the specific influence of women-focused radio programmes such as *RadioDoctor*. This study addresses that gap by investigating its impact on nursing mothers in Ikeja LGA, Lagos State.

Theoretical Framework

The Diffusion of Innovation (DOI) theory developed by Everett Rogers, is a framework that explains how new ideas, products, and practices spread and are adopted within a social system (Rogers, 2003). The theory has been widely applied across various fields, including safety health practices, demonstrating its relevance in understanding how, why, and at what rate new health practices spread through cultures. The Innovation is an “idea, practice, or object perceived as new by an individual or other unit of adoption” (Rogers, 2003, p. 36). There are four elements of DOI that influence the adoption of new ideas which are (a) Innovation (b) Communication channels for enlightenment (c) Time involved in the adoption of the innovation and (d) the social system being introduced to the innovation. Additionally, there are five attributes of Innovation that decides if it spread, which are relative advantage, compatibility, complexity, trialability, and observability. Also, there are five adopter categories which are innovators who pioneer new ideas;, early adopters who influence others, early majority who follow established trends, late majority who adopt due to social pressure;, laggards who resist innovation (Rogers, 2003).

For an individual, adoption happens in stages. Therefore, the innovation-decision process consists of five distinct stages: knowledge, persuasion, decision, implementation, and confirmation (Rogers, 2003) which are relevant to this study. In the context of EBF practices, the knowledge stage involves becoming aware of the benefits of EBF and understanding how to practice it. At the persuasion stage, mothers-to-be form a favourable or unfavourable attitude towards EBF, influenced by factors such as family support, healthcare provider advice, and cultural norms. The decision stage is critical, as mothers-to-be decide whether to adopt EBF practices. This

decision is influenced by the information gathered during the knowledge and persuasion stages. The implementation stage involves putting EBF practice into action, which requires commitment, support, and resources. Finally, the confirmation stage involves evaluating the experience of EBF and deciding whether to continue or discontinue the practice.

This theory is essential in understanding the process of change and how it occurs. Understanding the innovation-decision process can inform strategies to promote EBF practices. By recognising the distinct stages involved in the adoption process, Women Radio's *RadioDoctor* can provide knowledge, and encourage adoption of EBF practice. healthcare providers, policymakers, and support systems can develop targeted interventions to support mothers-to-be and new mothers in adopting and sustaining EBF practices.

Methodology

The study adopts a qualitative design, with the Focus Group Discussion (FGD) as research method and FGD guide as the data collection instrument.. The study population consists of mothers are residents of Ikeja Local Government Area (LGA) in Lagos State while the sample size was drawn from nursing mothers who are had passed the exclusive breastfeeding stage, with infants between 6 to 24 months and who are attending postnatal clinic, immunization unit, and family planning unit in the selected community health centres.

For representativeness and rigour, multi-stage sampling technique was adopted for this study. First, Ikeja LGA was purposively selected due to proximity to the station. Stratified sampling technique was further adopted to stratify the LGA into 12 wards namely Anifowoshe/Ikeja, Alausa, Opebi, Ipodo, Ojodu, Onigbongbo, Oke-Ira, GRA, Wasimi, Airport, Ogba and Adeniyi Jones while Simple Random sampling technique was later used to select five wards namely Ojodu, Wasimi, Oke-Ira, Opebi and Alausa. Purposive sampling technique was adopted to select only the nursing mothers residing in Ikeja LGA, Lagos and are also listeners of *RadioDoctor* programme on Women Radio. Discussants were recruited from the community health centre of each selected ward during their vaccination visits with their babies.

Table 1: Selection of participants for Focus Group Discussion

Groups	Ward	Health Centre
Group A	Alausa	Alausa Primary Health Centre
Group B	Ojodu	Ojodu Primary Health Centre
Group C	Oke-Ira	Oke-Ira Primary Health Centre
Group D	Opebi	Opebi Health Centre
Group E	Wasimi	Wasimi Primary Health Centre

Following the suggestion of Lazar et al. (2017), which recommends having between 8 and 12 participants per FGD session and up to five sessions for in-depth conversation, forty (40) nursing mothers were selected to participate, with eight participants in each of the five sessions. A session was held in each of the selected wards in Ikeja. These five group sessions ensured reaching a point of saturation, where no new information was achieved by the participants after several sessions was achieved. Selection criteria included literacy, childbearing age (15-49 years) in Nigeria, occupation, marital status, and regular listenership of Women Radio's *RadioDoctor* programme. The minimum educational requirement for respondents was the First School Leaving Certificate, ensuring they could communicate effectively in English or Pidgin English, the languages used for the group discussions. To stimulate discussion and data collection, the four annual episodes since 2020, focusing on adoption of EBF were replayed to the discussants, prompting them to recall key messages and ask relevant questions.

The discussants were informed that the purpose of the study was for academic purposes only. To ensure anonymity, the discussants' names were not requested; instead, they were given label D1-40 and the five groups were given labels A-E. The sessions were moderated by the researcher while the discussion sessions were recorded, transcribed manually and verbatim to ensure that every word was captured. After transcription, using manual coding, the researchers categorised the discussants' responses under key themes, which were then analysed using thematic analysis. All these aspects of FGD research guided the conduct of this study.

Presentation of Data

Awareness and Understanding

The focus group discussion began with a the first objective of the study: to know the extent to which nursing mothers in Ikeja LGA have been enlightened on exclusive breastfeeding practices through the Women Radio's *RadioDoctor* programme. The objective is to ascertain what nursing mothers has learnt about EBF through RadioDoctor programme The FGD discussants possess knowledge about what Exclusive breastfeeding is and has been enlightened about the importance of EBF through the *RadioDoctor* programme on Women Radio FM. Additionally, their awareness rate about EBF has significantly improved because the *RadioDoctor's* special breastfeeding programmes are presented in question and answer format to educate pregnant and nursing mothers on the importance of EBF, through a phone-in segment for them to call in and ask questions during the programme.

D8(A): Breastfeeding episodes on the programme helped me understand the importance of breastfeeding a child exclusively. I understand that the first yellowish milk, colostrum as well as exclusive breastfeeding to protect a child against infection and to help them grow strong.

D17(C): I am fully aware of EBF, which I got to know through the media, including one of my favourite programmes, *RadioDoctor* on Women Radio. I know that EBF means giving a baby only breast milk for the first 6 months without water and any other food. Doing this will help keep the baby healthy by protecting them from sickness and helping them grow strong.

Impact of Exposure to *RadioDoctor* programme: Partial adoption of EBF, Alternative feeding practices

The second objective was to investigate the influence of exposure to Women Radio's *RadioDoctor* programme on adoption of exclusive breastfeeding among nursing mothers in Ikeja LGA. Although, majority of nursing mothers who were aware of the importance of exclusive breastfeeding, and also engaged in giving colostrum to their babies immediately they were born. They continued to breastfeed their babies; however, some of them said that they did not exclusively breastfeed despite being enlightened about its importance through their exposure to *RadioDoctor* programme on Women Radio FM. They believed sterilising their feeding bottles will prevent diseases for their child. This shows that despite their enlightenment, majority of the nursing mothers did not practice EBF for their children.

D2(A): Although I breastfeed my babies and ensure they receive the first yellowish milk, colostrum, exclusively breastfeeding my babies for six months is a difficult task for me. To prevent illness, I consciously sterilise their feeding bottles and use clean water to prepare their food.

D29(D): Although, I managed to practice the recommended six-month duration of EBF for my first child, however, for my other two children, I only breastfed them for a year and six months. By the third month, I had already introduced water and other food to my babies because it wasn't easy to practice exclusive breastfeeding.

D17(C): I made an attempt to exclusively breastfeed my baby, but I had to stop before the sixth month. My baby could not rely on breastmilk alone as he kept crying, so I had to introduce baby food to supplement the breastmilk.

Barriers to sustain six months: Cultural inhibitors, health Issues, Work demand, Peer influence

The challenges that contributed to the adoption of exclusive breastfeeding practices among nursing mothers in Ikeja LGA despite their exposure to *RadioDoctor* programme on Women Radio FM became the third objective of the study. Responses from the discussants revealed that many women face significant challenges in practicing EBF for the recommended six months. Common obstacles include cultural traditions reinforced by family elders, health complications compounded by lack of support. As a result, some nursing mothers begin EBF but are unable to continue for the full six months.

D39(E): I could not breastfeed my baby because tradition did not permit me to. I was unable to breastfeed my baby because a traditionalist told me that I had 'bad milk' and should not nurse. I had previously lost an infant, and I did not want to lose my baby again.

D2(A): My traumatic delivery, caesarean section, and postpartum infection led to delayed lactation, making it challenging for me to practice exclusive breastfeeding. I had to explore alternative options, which unfortunately made exclusive breastfeeding impossible for me.

D32(D): When I had my last baby, I fell severely ill and was unable to breastfeed her. Even when I recovered, I was busy treating mastitis, a breast infection. I had to supplement her feeding with baby food.

D9(B): My mother-in-law, who took care of me and my child after delivery questioned the EBF method due to her own child care experience. She believes that breast milk alone is not an adequate source of fluid for infants. To avoid conflict, I have to give in to their demands and did not exclusively breastfeed my baby.

Discussion of Findings

The first objective is to ascertain what nursing mothers has learnt about Exclusive breastfeeding (EEBF through *RadioDoctor* programme. Findings revealed that the discussants possess adequate knowledge about what Exclusive breastfeeding is and has been well enlightened about the importance of EBF through the *RadioDoctor* programme on Women Radio FM.. Therefore, the programme has played a significant role in enlightening nursing mothers about the importance of exclusive breastfeeding practices.

These findings align with the findings of Anthony et al. (2024)'s study, which reveal that breastfeeding mothers in Port Harcourt received adequate information and education about exclusive breastfeeding through radio broadcast campaigns. Similarly, Chinenye-Julius et al. (2021) find that a large number of women demonstrated a good understanding of exclusive breastfeeding. Based on findings, the study showed that through repetition and emphasis, the media can significantly raise public awareness and knowledge of EBF, ultimately encouraging its adoption. In contrast, a study in Sokoto State found that only 31% of mothers there had sufficient knowledge of exclusive breastfeeding (Mogre et al., 2016). The limited understanding of exclusive breastfeeding practices in this region may be attributed to the distinct ethnic-cultural influences prevalent among northerners in Nigeria, where Sokoto State is located.

Further findings revealed that although the majority of the discussants are well-informed about the importance of exclusive breastfeeding, however, only a few of them actually practiced it for six months. A significant number of the nursing mothers introduced substances such as water, infant formula, and herbal preparations to their infants well before the babies turned six months. Although, the nursing mothers adopted other breastfeeding practices, such as ensuring that babies are given the first yellowish milk, colostrum, as they were enlightened in the *RadioDoctor* programme. This shows that increased awareness through the programme about the importance of colostrum has led to more nursing mothers feeding their babies the first milk produced after delivery. This act can actually make newborns less vulnerable to diarrhea and other life-threatening diseases. However, majority of them did not practice exclusive breastfeeding for six months but only ended up not breastfeeding during the first three or four months after delivery. The implications of this finding are significant, suggesting a gap between knowledge and practice among nursing mothers in Ikeja LGA, Lagos state. Despite understanding the benefits of exclusive breastfeeding, many mothers face challenges in implementing this practice for the recommended six months.

Relating the findings to Rogers' Diffusion of Innovation stages, the knowledge stage is evident in mothers' awareness and understanding of the

importance of EBF gained from *RadioDoctor*, however, the persuasion and decision stages appear weaker due to incomplete understanding of EBF benefits and social and cultural inhibitors such as cultural beliefs, health challenges and Job status among others. This shows that knowledge was gained, persuasion was attempted, but decision/implementation is hindered. Lastly, findings also revealed that there are challenges cultural traditions reinforced by family elders, health complications compounded by lack of support that contributed to low compliance among nursing mothers in Ikeja LGA, Lagos State. This study identified several socio-cultural inhibitors, dominant among them were the belief that EBF would have significant negative impacts on the breast appearance, aesthetics, and health of the mother. Cultural beliefs and health challenges were also identified by the discussants as barriers to adopting EBF. This is in line with Joseph and Earland (2019)'s findings that reveal that nursing mothers in North-West Nigeria did not adopt exclusive breastfeeding due to religious beliefs, health challenges, and lack of support from family members, such as grandmothers and other key stakeholders in infant breastfeeding decisions, a situation that also exists in some parts of Southern Nigeria. Also, occupation of respondents had a substantial impact on the practice of EBF, with the majority of those who did not practice it were stay-at-home mothers. This correlates with Chekol et al. (2017)'s findings that work status did not affect the initiation of breastfeeding, but did impact its duration. Consequently, the majority of the nursing mothers did not practice exclusive breastfeeding. This challenge poses a significant barrier to achieving SDG targets."

Relating the findings to Diffusion of Innovation theory, the adoption of EBF practice is a complex process that involves various stages, from becoming aware of its benefits to sustaining the practice. However, social and cultural inhibitors can hinder this process, leading to low rates of EBF adoption. Findings reveal that cultural norms, spouse opposition, societal expectations around body image, family opposition to breastfeeding and misinformation negatively influence a mother's attitude towards EBF. This hinder Rogers' Diffusion of Innovation persuasion and decision stages. Healthcare providers and breastfeeding support groups can play a crucial role in addressing these concerns by promoting a positive attitude towards EBF.

However, during the implementation stage, maternity health challenges and societal barriers, such as lack of breastfeeding-friendly public spaces and workplaces, can hinder a mother's ability to implement EBF. Finally, during the confirmation stage, negative social attitudes towards breastfeeding and lack of ongoing support can lead to discontinuation of EBF practice. Consequently, this shows that *RadioDoctor* programme creates awareness

on the importance of EBF, the programme these identified does not help mothers resist cultural pressure and it is insufficient to overcome entrenched norms. Understanding the intersection of these inhibitors with the five stages of adoption is crucial in developing targeted interventions to promote EBF practice. A

Conclusion

This study concludes that Women Radio's *RadioDoctor* programme provided adequate knowledge about the importance of exclusive breastfeeding, however, majority of the nursing mothers in Ikeja Local Government Area, Lagos State, did not adopt EBF for their babies. The major challenges identified were sociocultural factors, such as peer pressure, pre-existing misconceptions, health issues, and concerns about maintaining breast aesthetics. In relation to Rogers' Diffusion of Innovation stages, showing how awareness was achieved but persuasion/implementation stages were hindered. Although *RadioDoctor* programme could not make adoption of EBF achievable, there were still positive impact of the programme in terms of awareness creation, colostrum adoption, and partial adoption of EBF. Therefore, to achieve the desired behavioural change (exclusive breastfeeding), it is essential to address these inhibitors, while providing support and guidance to mothers, healthcare providers, policymakers, and employers can play a crucial role in promoting EBF practice as well as fully utilise radio broadcast media, as it has the capacity not only to reach a wider audience but facilitate adoption of exclusive breastfeeding practices.

Recommendations

1. Women Radio station should make exclusive breastfeeding programmes more persuasive through storytelling, testimonials, and culturally tailored messaging to capture nursing mothers' interest and prevent social/cultural norms from negatively impacting attitudes and adoption regarding EBF.
2. To effectively promote exclusive breastfeeding, there should be development of community-based campaigns involving grandmothers, husbands, traditional birth attendants (TBAs), mothers-in-law, and religious leaders who are involved in infant feeding decisions to educate them on the importance of EBF.
3. To address these factors that hinder EBF adoption, health practitioners, policymakers and the government should employ targeted interventions such as workplace breastfeeding policies, culturally sensitive education, and peer support groups to help promote EBF practice and improve maternal and infant health outcomes.

Declaration of Interests

The author declares no conflict of interest for the study. The author declares not to have any known competing financial interests or personal relationships that could have appeared to influence the findings of this research.

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