KNOWLEDGE, PERCEPTION OF VIDEO FILM AND THEPROMOTION OF CHILD SURVIVAL RIGHTS IN NIGERIA

By

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Abstract

This study aims at determining the potentials of video film towards the promotion of child survival rights among mothers in Kaduna State. The specific objectives include: (i) to determine the level of knowledge about child survival issues among mothers and (ii) to measure the attitude of mothers regarding the adoption of video films for both entertainment and the promotion of children's welfare. The survey method served as the research technique while the questionnaire was used to collect empirical data from 1000 women of reproductive age group. The mode of selection was random. Our investigation revealed that although the women have access to video film, they were not adequately exposed to films on child survival and child right issues. And even those who claimed to have watched such film did not do so with a conscious effort to improve on how they handle their children's upbringing. The study therefore concludes that mothers have a positive attitude towards adopting the home made video film for both entertainment and development. However, with greater knowledge and perception of the medium under investigation, mothers in Kaduna State are likely to embrace more fully the child survival promotion technique. This study attempts to make valuable suggestions regarding the pursuance of 2015 MDG-4 target for improved child survival issues.

Background

Information is the most potent ingredient for acquiring the right knowledge and attitude. Lack of it limits individual's ability to have control over certain phenomenon. It is on this premise that this study sets out to measure publicknowledge, awareness and perception of home video film in promoting child survival rights in Kaduna State. It examines the effectiveness of video film in promoting child right issues, particularly on the survival of children. Survival rights refer to issues of the child's rights to life and good health. The research does not pretend to study children or even health per se, but set out to determine the level of knowledge, perception and awareness on the use of the home video film technologies in promoting child survival rights in Kaduna State. The basic issue here is to see how the home video film can adequately be employed in national development beside entertainment.

Media institutions are organized according to the type of technology (print, film, television and radio etc). There are other forms of media widely used as tools for awareness building, education, expression and action. Media function primarily as means of transmission and source of information essential to the working of most social systems.

Dubey and Bhanja (1993:195) also posit that communication is a necessary prerequisite for social change. Communication is indispensable in human affairs. It is as old as the human race.

No doubt the popular saying, "no communication, no society" has validity. Invariably, communication is the fundamental essence of human survival, relationship and development. Extolling media dynamism, Mohanty (1992:1) asserts that:

Mass communication has opened a new dimension to the horizon of human world. By applications of various media, millions of people have come to acquire new ideas, philosophies, approaches and attitudes.

These "new ideas, philosophies, approaches and attitudes" are based on media interpretation of events, personalities and social institutions through their role of agenda setting.

Statement of the Problem

The quest for an appropriate medium and the potency to equip women of reproductive age with new information and skills, and mobilize them for participation in the nation's development programmes, such as child survival rights has informed the choice of this study. In the nation's development progammes, there is dire need to give priority to "people's understanding and appreciation" of government's development programmes and schemes. (Yadava, 1993:109). Besides, under a democratic setting, it is becoming increasingly desirable that both public and private mass media outfits be given free hand to "grow anddevelop" within broad framework of national interests and priorities. At present, there is a communication revolution of which satellite, computer, television, and video are widely utilized. Hence, the utmost need to adopt "more new communication technologies to accelerate the pace of development and change" in Nigeria. (Yadava, 1993:109).

However, development communication scholars are quite curious about the potency of these technologies to deliver information, set agenda, persuade, socialize, educate, satisfy myriad audience needs, and democratize societies, (see Melkote, 2001:31). It is on this premise and other related trends that home video is chosen for this work. The assumption here is that film industry as a component of mass media has been designated certain roles in society. One of such indispensable roles borders on the contributions of film industry to the empowerment of citizens and mobilizing them towards a common goal. In the face of abject poverty among majority of the populace, and its attendant social problems, such as poor nutrition, poor sanitary conditions, increased infant and maternal mortality rates, there seems to be inadequate knowledge, awareness and perception of home video film in the promotion of child survival rights in Nigeria. It appears that entertainment is the major gratification people derive from video film.

The communicative effectiveness in promoting child survival issues in Nigeria seems to have been neglected or inadequately appreciated both by the government and development agencies like UNICEF, Considerably, the problems of communicating child survival have been approached using different media other than the video film in Nigeria. These include radio, television and theatre. There seems to be problem of difficulty in the choice of the appropriate medium or media in information dissemination. Readily available and most popular in Nigeria are the conventional media. These media are rightly available but the problem of access is a common phenomenon. The failures of these media to deliver improved standard of living, particularly at the grassroots level has given rise to new schools of thought. Television combines sound and sight, but it is hampered by prohibitive cost of establishment, erratic power supply and elite control. Radio is limited to sound. Though it is ubiquitous, affordable, and can use batteries, the absence of "community based and oriented radio station" makes it difficult to be employed in

rural education. Television, radio and print media, despite their advantages as organs of mass communication, have failed to reduce the knowledge gap in Nigeria. Participation and access are also hampered. Communication combines these attributes to achieve "understanding, acceptance and attitude change in the society." (Moemeka, 1981:23,27).

Research Questions

The following questions form the major concern of this study.

i. What is the level of knowledge on the use of video film as a medium inpromoting child survival issues among mothers in Kaduna State?
ii. What is the level of awareness on the use of video film in promoting childsurvival issues among mothers in Kaduna State?
iii. What is the level of perception of video film as a medium for disseminatingchild survival right information/message among mothers in Kaduna State?
iv. What is the level of knowledge about child survival issues among mothersin Kaduna State?
v. What is the attitude of mothers in Kaduna State in adopting home video filmfor both entertainment and promotion of children's welfare?

To further our empirical knowledge about the subject of inquiry, the followinghypotheses were subjected to scientific test.

HI Users of video technology believe that the medium is effective in promoting child survival issues.
H2 Video films on safe child upbringing are accessible to the people both inurban and rural areas.
H3 There is poor knowledge about child survival issues among mothers in KadunaState.

Literature Review

Emergence of video film format is attributed to technological developments in the electronic and telecommunication industries. Historically, the Nigerian video emerged towards the late 20th century. Mba (2006:132) traced the period to early 70s, "with the first video feature by Frank Zappa in 1972". Since then the production has been immense; with far reaching popularity. Though described by Diran (2006:83) as "a response to the renaissance of cultural nationalism", the proliferation of video film and its wide patronage was linked to economic factor; the cost of celluloid film production was prohibitive (Busson, in Diran, 2006:88). Thus, video film at present seems to be the dominant technological medium of entertainment both in urban and rural areas in Nigeria. Its audience in Nigeria cuts across every class of people; both the rich and poor watch video film, children and youths inclusive. Despite this wide popularity and patronage of video film, Ema (2006:96) argues that it is quite unfortunate "that most Nigerian films and video producers have often paid so much attention to the superficial and sensational with information lacking in substance". He perceives that human values,communities' hopes and national aspirations have always been trivialised if not neglected. Suffice it to say that traditional media have suffered similar condemnation. But considering the features of access and control, it becomes rather necessary to prioritise the medium of video film.

Extolling its potential, Sokomba (2006:162) asserts that by the power of visual images, a film can rise above the limitations of language and other cultural barriers. This attribute makes film more habitable since Nigeria comprises of multi ethnic communities with diverse cultures. For the purpose of this study, there is need to create a significant balance between educational

content and entertainment. Widening knowledge through educational programmes is the first principle to understand certain social phenomenon in order to make a change. Video technology is one of the many media through which we can learn about our environment, be it in our families, place of work, or shared cultural experiences. Once people have understanding, they can decide what actions they will take to challenge whatever is causing them problems.

The ultimate aim is an atmosphere in which individuals will respect and take keen interest in each other's opinions while also looking out for the good of the community as a whole. Technologies and communication media provide forum through which citizens can have conversations with each other, regardless of demographic and geographical constraints. Jacobson and Servaes (2001:25) explain that 'developing technologies' for participation and skills in using technologies and communication media are important parts of democratization effort. There should be new concept of representation of shared beliefs which transcends the act of imparting information. Children's welfare should be paramount in this art. The reason is not farfetched; 'children have inalienable rights to survival, development and participation in matters that directly affect their general wellbeing'.

Discussion on Childhood

The period of childhood is most challenging for both parents and children. A child means so much, not only to the family, but also to the community and the world at large. This is because of the special position which children occupy in the heart of parents, and because they are the continuity of any household. Kofi Annan once stated that the future of any country is largely depended on its children. He remarked that:

> Today we know better than ever that building a higher future begins with children - with ensuring that they are healthy, educated, safeand loved... some studies show that for every dollar invested in achild's development, there is seven dollar return for all society(cited in UNICEF, 2002:2).

Article 1 of the Convention on the Rights of the Child (CRC) has defined allpersons under the age of 18 as being children (NPC and UNICEF, 2001:7).However, for the purpose of this study, children have been defined as all personsunder the age of 6 (0-5 years). The reason for this choice is based on the fact that:

> The first few years of life (up to the age of about five) are thosewhen children are most vulnerable and mortality rates are highest.
> Care, nutrition and stimulation in these early years are also crucially important for the child's long term development (NPC andUNICEF, 2001:7).

Great concern should, thus be placed on the formative years of these vulnerable members of society since they constitute the basis of the country's future.

Ironically, since Nigeria's independence in 1960, two concepts have occupied its national agenda - democracy and development. These twin concepts, no doubt have dominated policy making in Nigeria. Yet, no lasting progress has been made either way, giving rise to the widespread futility and dissatisfaction that characterizes the developmental life presently.

Still, it is worth mentioning that the concern for promotion of health is not a recent phenomenon. Public health services was expressed on a worldwide scale when in 1948, health was defined by the World Health Organization (WHO) to include physical, mental and social wellbeing. This definition, obviously raises questions about the state of the health of the Nigerian child. Thus, in its study entitled 'State of the World's Children', UNICEF (2005) reveals that the Nigerian child is far from being healthy, and is less far from competing among his peers across the world. Similar report was made by the National Planning Commission (2005) in its survey on the Nigerian child. According to the commission's report,(2005: ix):

> Unacceptable rates of child mortality prevail and are preventable;urgent actions are required by all tiers of government to put Nigeriaback on track.

The report demands that Nigeria would have to work hard in order to meet the 2015 target on reducing child mortality. The obstacles to the achievement of this goal were traced to include poverty, poor access to health care facilities, poor maternal health and HIV/AIDS and human resource capacity. The report added that other reasons to increasing incidence of child mortality in the country;

> include the limited impact that has been made in addressing the determinants of ill health such as malnutrition, unhealthy environment and low level of access and utilization of quality health care services (NPC, 2005 :x).

Historically, in about 3000 BC, cities on the Indian subcontinent were said to have developed environmental sanitation programmes such as the provision of underground drains and public baths. Important aspect of health were incorporated into daily activities including personal hygiene, health education, exercise, codes of conduct and self-discipline, dietary practices, food and environmental sanitation, and treatment of minor ailments and injuries, By 1400 BC, this system, called "science of life" featured total health care through health promotion and education (Microsoft, 2003).

Similarly, in ancient Greece and Rome, the foregoing health care system was practiced. This has continued to the present, only to be overtaken by recent development featuring great advances in the prevention and treatment of disease (see Microsoft, 2003).

During Buhari/Idiagbon regime in 1984, similar practice was forced on Nigerians following the introduction of many phases of the 'War Against Indiscipline (WAI) but this has declined greatly after the very short period the regime lasted.

Theoretical Framework: The Socio-Cultural Model

The socio-cultural model attributes change in human behaviour to culture, values and norms of a given society. These are external factors. It explores the cultural role and social organization 'in making people resistant to persuasion' (Aina, 2003:227). Aina opines that people often refuse to adopt new ideas due to cultural reason to avoid being tagged deviants. Persuasion strategy in communication could prove unrealistic due to socio cultural requirements. This need be dealt with or taken into consideration in message design; and to implore people to adopt new idea being proffered. This procedure can work out successfully in programmes like breast-feeding and immunization campaigns which borders on child survival right issue.

This brings to bear, a period in 2003 when polio immunization in Nigeria became a controversial issue. This was as a result of the popular suspicion about the safety of the polio vaccines. The controversy was triggered off in July that year following allegations by some Islamic clerics that the vaccine contained anti-fertility contaminants. This was seen as a conspiracy by western government agents against the Muslims to control birth. To this end, about seven state governments in Northernpart of Nigeria suddenly announced the suspension of the immunization exercise in their states. According to the reports of Daily Trust of August 3, 2004: 40, parents naturally reacted by refusing to have their children immunized. However, The Punch (March 18,2003:53) gave various opinions of the people for the outright rejection of immunization campaign:

- That immunization was a ploy by the government to enforce family planning on the people.
- That some linked it to the Human Immune Deficiency virus (HIV).
- That some said the vaccines were imported from the USA who are not adherent to Islam.
- That for some of the parents, it was only God who offered protection to the children and hence, there was little or no need for immunization.
- That some have no reasons for the rejection.
- That some regarded it as an encroachment on their rights and as such they rejected it.

These notwithstanding, the hypothesis of socio-cultural model is proved in this regard. The model is further illustrated using the figure below:

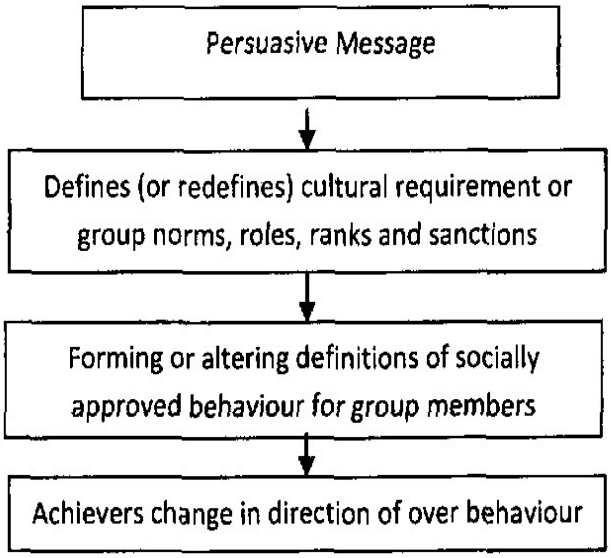

Fig. 1: The socio-cultural persuasion strategy model. Source: Defleur and Ball Rokeach (inAina, 2003: 228).

Research Methodology

The study was conducted in four local government areas of Kaduna State, namely Ikara, Kaduna south, Kubau and Sanga. The target population for this study include all women of reproductive age group in Nigeria, but the accessible population ismade up of all women of reproductive age group in the four local government of Kaduna State. The data obtained were first subjected to computer analysis using statistical package for social scientists (SPSS). The result of the computer analysis are represented in tabular format, using tables, frequencies and percentages for easy and clear understanding of the respondents responses to research questions.

The survey technique was employed to generate empirical data for the study. One thousand women of reproductive age group were sampled, out of which 937 responded. The questionnaire served as the instrument for the collection of data. Multistage and simple random sampling techniques were used to select and study the population. The questionnaire was administered by self and three other research assistants. Results have been tabulated using percentages and frequencies while analysis was done using the descriptive method.

Individual demographic analysis of the data collected showed that 535 (57.1 %) of the respondents live with their spouses while 402 (42.9 %) representing the divorced, single and widowed live as Single parents. Distribution of respondents according to marital status was aimed at possible selection of mothers within the reproductive age group. Besides, it is possible that the categories selected for study have children or are living with children.

In terms of religion, 461 (49.2%) of the respondents were Christians while Muslims accounted for 408 (43.5%). Very few of the respondents, 68 (7.3%) were traditionalists. The issue of child survival is applicable to all religious groups. Watching of video films is likewise applicable to all religious categories.

On the account on age, 353 (37.7%) of the respondents were between 20 and 29 years. Older mothers (30-39 years) accounted for 215 (27.1%). Only 110 (11.7%) of the respondents were below 20 years. 40-49years category were 150 (16.0%). We deduce from this that majority of the respondents were of marriageable age and capable of bearing or having children under their care. This is good for the study since it is concerned with women within the reproductive age category.

Distribution of the respondents according to educational status revealed that 490 (48.5%) of the respondents had post secondary school education; 189 (20.2%) hold the secondary school certificate; only 118(12.6%) were not formally educated. 140(14.9%) of the respondents ended up at the primary school level. This is considerably good for the study as the respondents can understand and properly respond to the questions in the study.

Distribution of the Respondents according to Occupation showed that 237 (25.3%) were engaged in farming; 194 (20.7%) were teachers in either private or public schools; 134 (14.3%) were students; Civil servants accounted for 120 (12.8 %) 105 (11.2 %) were full time house wives. This shows that the respondents were drawn from different occupational groups.

Table 1: Rate your knowledge about the use of video films for child survival issues.

	Frequency	**Percent**
Very high	198	21.1
High	272	29.0
Poor	219	23.4
Very poor	142	15.2
Don’t know	106	11.3
Total	**937**	**100.0**

Source: *Field Survey*

The respondents were asked to rate their knowledge about the use of video firms for child survival issues. To this end, 272 (29.0 %) of the respondents rated their knowledge on the use of video film for promoting child survival issues as high; 198 (21.1%) rated it very high while a significant figure of 219 (23.4 %) were rated to have a poor knowledge of the use of video film for child survival issues; 142 (15.2 %) had very poor knowledge,

Table 2: Video Him is effective on safe child upbringing

Attitudinal statement	Frequency	Percent
Strongly agree	113	12.1
Agree	421	44.9
Strongly disagree	231	24.7
Disagree	66	7.0
Don't know	106	11.3
Total	**937**	**100.0**

Source: *Field Survey*

However, 113(12.1%) and 421 (44.9%) of the respondents respectively indicated strongly agree and agree to the claim that video film technology is a valuable medium which if expertly harnessed is adequate in effectively communicating messages, particularly on safe child upbringing while 231 (24.7%) and 66 (7.0%) showed strongly disagree and disagree respectively to the claim. On the other hand, 106 (11.3%) were ignorant of the effectiveness of the medium.

Table 3: Awareness of video film in promoting Child Survival issues

	Frequency	Percent
Very high	246	36.9
High	161	17.2
Poor	68	7.3
Very poor	222	23.7
Don't know	140	14.9
Don't know	140	14.9
Total	**937**	**100.0**

Source: *Field Survey*

Concerning the degree of awareness of video film in promoting child survival issues, 246 (36.9 %) and 161 (17.2%) of the respondents respectively indicated very high and high while 68 (7.3%) and 222 (23.7%) respectively showed poor and very poor awareness of the medium in promoting child right issue. 140 (14.9%) of the respondent had no response.

Table 4: Rate your perception about video film for Child Survival Rightissues

	Frequency	Percent
Very high	152	16.2
High	102	10.9
Poor	89	9.5
Very poor	371	39.6
Don't know	223	23.8
Total	**937**	**100.0**

Source: *Field Survey*

Respondents were asked to rate their perception about the use of video film in promoting child survival right information. 371 (39.6 %) of the respondents indicated they have very poor perception;89 (9.5 %) had poor perception, while 152(16.2 %) had very high perception; 102 (10.9 %) indicated that their perception was high. 223 (23.8 %) had no opinion. We deduce from this that the overall perception of the respondents was poor.

Table 5: Knowledge about child survival issues

Knowledge about child survival issues	Frequency	Percent
Strongly agree	376	40.1
Agree	221	23.6
Strongly disagree	44	4.7
Disagree	111	11.8
Don't know	185	19.7
Total	**937**	**100.0**

Source: *Field Survey*

The researcher measured the knowledge of respondents about child survival issues: 376 (40.1%)of the respondents strongly agreed and 221 (23.6 p%) agreed that child survival borders on issues such as high rate of under five mortality, poor sanitary conditions, poor attitude towards vaccine preventable diseases, 6-months compulsory breast feeding, etc, 155 (16.5%) had poor knowledge of child survival issues, while 185 (19.7 %) had no opinion. By this, we deduce that an overwhelming number of the respondents 597 (63.7 %) were knowledgeable about child survival right issues.

Table 6: Would you prefer the home video film to serve both entertainment and development interest?

	Frequency	Percent
No response	20	2.1
Yes	627	66.9
No	290	30.9
Total	**937**	**100.0**

Source: *Field Survey*

The respondents were asked to indicate if they would prefer the home video firm to serve both entertainment and development interest, to this end an overwhelming majority of the respondents 627 (66.9 %) recommended that home video film should serve both entertainment and development interests. 290 (30.9 %) of the respondents were opposed to this proposal. 20 (2.1%) had no response.

Testing of Hypotheses: In this study the following assumptions were made:
HI Users of video technology believe that the medium is effective in promoting child survival issues.
This hypothesis was tested with the chi-square procedure using the level of acceptance of video film and beliefs about effectiveness in promoting child survival issues as two major variables. The result of the test is presented in table 7.

Table 7: A contingency table showing the relationship between users and belief about the effectiveness of the medium in promoting child survival issues

Video film is effective on safe child upbringing						
Ownership/access to video set	**Strongly agree**	**Agree**	**Strongly Disagree**	**Disagree**	**Don't Know**	**Total**
Yes No	84(12.3) 29(11.5)	317(46.3) 104(4.3)	162(23.6) 69(27.4)	53(7.7) 13(5.2)	69(10.10) 37(14.7)	685(100.0) 253(100.0)
Total	**113(12.1)**	**421(44.3)**	**231(24.7)**	**66(7.0)**	**106(11.3)**	**937(100.0)**
X2=7.355,DF=4,P=0.118sis						

The frequency counts are followed in enclosed brackets by their corresponding percentages. The observed chi-square value for the test is 7.355 at 4 degree of freedom, the probability level of significance (P) is 0.118 (P > 0.05).

The test of association between ownership/access to video set and belief that video film is effective in promoting safe child upbringing reveals that there is no significant association between the variables. In other words, the null hypothesis stated in this study is accepted.

H2 Video films on safe child upbringing are accessible to the people.
This hypothesis was tested with the chi-square procedure using the level of ownership/access to video set and viewing of films on safe child upbringing. The result of the test is presented in table 8.

Table 8: A contingency table showing the relationship between ownership/ access to video films and exposure.

Ownership/access to video set	**Exposure to film on safe child upbringing**			
	Yes	**No**	**Can't say**	**Total**
	Yes 222(33,4)	205(30.8)	238(35.8)	665(100)
	No 44(18.9)	94(40.3)	95(40.8)	233(100)
	Total 266(29.6)	299(33.3)	333(37.1)	898(100)

X2 - 18.094, DF - 2, P = 0.000 sig

The frequency counts are followed in enclosed brackets by their corresponding percentages. The observed chi-square value for the test is 18.094 at 2 degree of freedom, the probability level of significance (p) is 0.000 (P < 0.05).

The test of association presented in table 8 between ownership/access to video set and watching films on safe child upbringing reveals that those who own/have access to video set have inadequate films on safe child upbringing. The null hypothesis stated in the study is rejected while the alternative is accepted.

H3 There is poor knowledge about child survival issues among mothers in Kaduna State. This hypothesis was tested with the chi-square procedure using level of knowledge and attitude to the use of video films. The result of the test is presented in table 9.

Table 9: A contingency table showing the relationship between exposure and knowledge

Exposure to video film	**Rate your knowledge on use of video film for child survival issues**					
	Very high	**High**	**Poor**	**Very poor**	**Don't know**	**Total**
Very often	51(26.0)	39(19.9)	54(27.6)	31(15.8)	21(10.7)	196(100)
Often	40(24.1)	62(37.3)	29(17.5)	20(12.0)	15(9.0)	166(100)
Occasionally	59(17.9)	114(345)	73(22.1)	48(14.5)	36(10.9)	330(100)
Rarely	35(23.8)	32(21.8)	37(25.2)	27(18.4)	16(10.9)	147(100)
Not al all	11(11.7)	25(26.6)	25(26.6)	15(16.0)	18(19.1)	94(100)
Total	**196(20.9)**	**272(24.0)**	**218(23.3)**	**141(15.0)**	**106(11.3)**	**933(100)**

X2 - 37.888, DF = 16, P = 0.002 sig

The frequency counts are followed in enclosed brackets by their corresponding percentages. The observed chi-square value for the test is 37.888 at 16 degree of freedom, the probability level of significance (p) is 0.002 (P < 0.05).

The test of association presented in table 9 between knowledge and viewing habit reveals that the alternative hypothesis stated in the study is accepted

Discussion of Findings

The study revealed that a very few number of the respondents were below the age of 20years. This shows that the campaign against early marriage in the Northern Nigerian has gained considerable significance. Greater number of the respondents was knowledgeable and aware of the use of video film as a medium in promoting child survival issues. However, the level of perception was poor. Majority of the respondents had positive attitude about the use of home video film for both entertainment and development interests.

The first hypothesis which stated that the users of video technology believed that the medium is effective in promoting child survival issues was confirmed by the empirical data presented in table 7 on page 16. The second hypotheses which stated that video films on safe child upbringing are accessible to the people was rejected by the empirical data presented in table 8 on page 16.

Finally, the third hypothesis which stated that there is poor knowledge about child survival issues among mothers in Kaduna State was confirmed.

Conclusion

Our investigation revealed that although the women have access to video film, they were not adequately exposed to films on child survival and child right issues. And even those who claimed to have watched such film did not do so with a conscious effort to improve on how they handle their children's upbringing. The study therefore concludes that mothers have a positive attitude towards adopting the home made video film for both entertainment and development. However, with greater knowledge and perception of the medium under investigation, mothers in Kaduna State will embrace more fully the child survival promotion technique.

Recommendations

From the foregoing, particularly the conclusion reached through the empirical data presented herein, the study is making the following recommendations:

1. Conscious effort should be made to popularize the use of video film as potent medium in promoting child health issues among women of reproductive agegroup. Findings showed that those who watched video films on safe child upbringing did not do so with the intent of improving their attitudes on safe child upbringing. The films were rather seen from the perspective of entertainment. This is a challenge to child health promoters.
2. According to the Nigerian Academy of Science (2009: x ii), socio - cultural factors significantly influence child mortality in Nigeria. This is associated with high poverty level and illiteracy among mothers with high death rates among children. It, therefore, calls for action that is aimed at "enhancing female literacy and alleviate poverty" since majority of the respondents in this study subscribe to video films, this could be used extensively to a greater height in reducing the illiteracy level among mothers on child survival issues.
3. As a matter of urgency, as regards MDG's 2015 target, child survival issues should be given a wider publicity through appropriate medium of communication such as video film.

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