

**HEALTH COMMUNICATION AND BEHAVIOURAL PRACTICE OF
WOMEN TOWARDS BREAST CANCER SCREENING IN LAGOS
STATE**

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(20PBE02144)**

AUGUST, 2022

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STATE**

BY

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF
POSTGRADUATE STUDIES IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE AWARD OF A MASTER OF SCIENCE
(M.Sc.) DEGREE IN DEPARTMENT OF MASS
COMMUNICATION, COLLEGE OF MANAGEMENT AND SOCIAL
SCIENCES, COVENANT UNIVERSITY.**

AUGUST, 2022

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirement for the award of a Master degree in Mass communication in the Department Of Mass Communication, College of Management and Social Sciences, Covenant University Ota.

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DECLARATION

I, ADEDOYIN PRECIOUS DORCAS (20PBE02144), declares that this dissertation was carried out by me under the supervision of Dr. Evaristus Adesina of the Department Of Mass Communication, College Of Management and Social Sciences, Covenant University, Ota . I attest that this dissertation has not been presented either wholly or partially for the awards of any degree elsewhere. All sources of data and scholarly, information used in this thesis are duly acknowledged.

ADEDOYIN, PRECIOUS DORCAS

Signature and Date

CERTIFICATION

We certify that this dissertation titled “**Health Communication and Bebehavioural Practice towards Breast Cancer Screening in Lagos State**” is an original research work carried out by **ADEDOYIN, PRECIOUS DORCAS (20PBE02144)** in the Department Of Mass Communication, College Of Management and Social Sciences, Covenant University, Ota, Ogun State Nigeria, under the supervision of Dr. Evaristus Adesina. We have examined and found this work acceptable as part of the requirements for the award of master degree in Mass Communication.

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DEDICATION

This dissertation is dedicated to God almighty. His mercies endure forever. Without him, I could do nothing. And to my mother, Mrs Adedoyin Oluwafunmilayo Mary, who inspired me to enroll for a master's degree programme and bore all the financial costs due to her passion for quality education and dream for excellence. I cannot appreciate her enough for all her sacrifices. Lastly, I dedicate this dissertation to my father, Mr Daniel Adedoyin and my brothers, Mr Moses Adedoyin and Dr Gabriel Adedoyin, for their support, love, and care; above all, their financial support I am indeed grateful.

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TABLE OF CONTENTS

ACCEPTANCE	iii
DECLARATION	iv
CERTIFICATION	v
DEDICATION	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	x
LIST OF TABLES	xiv
LIST OF ABBREVIATIONS	xv
ABSTRACT	xvi
CHAPTER ONE: INTRODUCTION	1
1.1 Background to the Study	1
1.2 Statement of the Research Problem	4
1.3 Aim of the Study	6
1.4 Research Objectives	6
1.5 Research Questions	6
1.6 Research Hypotheses	6
1.7 Significance of the Study	7
1.8 Scope of the Study	8
1.9 Operational Definition of Terms	8
CHAPTER TWO: LITERATURE REVIEW	10
2.1 Conceptual Review	10
2.1.1 Health and Care Management	11
2.1.2 Health	13
2.1.3. The Right to Health and Breast Cancer	14
2.1.4 Breast Cancer and Health Communication	14
2.1.5 Right to Health	16
2.1.6 Right to Health Information	18
2.1.7 A Nexus to Right to Health: Health Information	19
2.1.8 Health Communication	20
2.1.9 Breast Cancer	22
2.1.9.1 Epidemiology of Breast Cancer .	23

2.1.9.2 Risk Factors	23
____Modifiable Risk Factors	23
Non-Modifiable Risk Factors	24
2.1.9.3 Breast Cancer Incidence in Nigeria	25
1.1.9.4 Health Communication and Breast Cancer Screening	25
2.3 Empirical Review	27
2.3.1 Empirical Review Summary	30
2.4 Theoretical Framework	56
2.4.1 Health Belief Model	56
2.4.2 Breast Cancer Screening Behaviors Scale for HBM	58
CHAPTER THREE: METHODOLOGY	61
3.1 Research Design	61
3.2 Population of the Study	61
3.3 Sample Size	62
3.4 Sample Techniques	62
3.5 Instrument of Data Collection	64
3.6 Validity and Reliability of the Instrument	64
3.7 Methods of Data Collection	66
3.8 Methods of Data Presentation and Analysis	66
3.9 Ethnical Consideration	66
CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION	67
4.0 Preamble	67
4.1 Response Rate	67
4.2 Demographic Profile	67
4.3 Descriptive Statistics	73
4.4 Test of Hypotheses	85
4.4 Discussion of Findings	111
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS	128
5.1 Summary	128
5.2 Conclusion	129
5.4 Recommendations	132
5.5 Limitations of the study	133
5.6 Suggestions for Further Studies	133
APPENDIX I	153
APPENDIX II	154

LIST OF FIGURES

Figures	Title of Figures	Page
4.1	Do you seek information on breast cancer from any information sources?	70
4.2	How frequently do you seek information about Breast Cancer from information sources?	71
4.3	What is the predominant channel you heard about breast cancer?	72
4.4	How often do you read/watch/ hear about breast cancer?	72
4.5	Information sources and women's perceived susceptibility to breast cancer model	186
4.6	Information sources and women's perceived severity of breast cancer model	91
4.7	Information sources and perceived barriers of women toward breast self-examination model	96
4.8	Information sources and perceived benefits of women toward breast self-examination model	101
4.9	Information sources and self –efficacy of women toward breast self-examination model	107

LIST OF TABLES

Figures	Title of Tables	Page
4.1	Demographic Profiles	68
4.2	Perceived Susceptibility (PSU)	73
4.3	Perceived Severity (PSA)	75
4.4	Perceived Benefits	76
4.5	Perceived Barriers	78
4.6	Cues to Action	81
4.7	Self-efficacy	84
4.8	Construct validity and Reliability for Hypothesis One	87
4.9	Discriminant Validity	88
4.10	Model Fit	88
4.11	Coefficient value of Hypothesis One	89
4.12	Construct validity and Reliability for Hypothesis Two	92
4.13	Discriminant Validity	93
4.14	Model Fit	93
4.15	Coefficient value of Hypothesis Two	94
4.16	Construct validity and Reliability for Hypothesis Three	97
4.17	Discriminant Validity	98
4.18	Model Fit	98
4.19	Coefficient value of Hypothesis Three	99
4.20	Construct validity and Reliability for Hypothesis Four	102
4.21	Discriminant Validity	102
4.22	Model Fit	103
4.23	Coefficient value of Hypothesis Four	104
4.24	Construct validity and Reliability for Hypothesis Five	108
4.25	Discriminant Validity	108
4.26	Model Fit	109
4.27	Coefficient value of Hypothesis Five	110

LIST OF ABBREVIATIONS

AD	After Death
ACS	American Cancer Society
BC	Before Christ
BC	Breast Cancer
BSE	Breast Self-Examination
BWS	Breast Without Spots
CDC	Centre for Disease Control
CHREC	Covenant University Health Research and Ethics Committee
CISCANEN	Civil Society for Cancer Eradication in Nigeria
HBM	Health Belief Model
HIV/AIDS	Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome
ICESCR	International Covenant of Economic, Social and Cultural Right
NCDC	Nigerian Centre for Disease Control
NGO	Non-Government Organization
NSCR	Nigeria National System of Cancer Registries
SDG	Sustainable Development Goal
UN	United Nations
UDHR	Universal Declaration of Human Right
UNAID	The Joint United Nations Programmme on HIV/AIDS
WHO	World Health Organisation

ABSTRACT

The global burden of Breast Cancer is increasing with an effect on the physical, mental and socio-economic wellbeing of the human population. Existing studies have majorly focused on the prevalent rate and the clinical analysis of the disease, to the neglect of the behavioural practices and the influence of information sources on breast cancer behaviours. With the aid of the Health Belief Model, this study on the one hand examined the perceived susceptibility, perceived severity, perceived benefits, perceived barrier, self efficacy and cues to action of women towards breast cancer screening in Lagos state, Nigeria and the influence of information sources on these behaviors on the other hand. A cross-sectional survey was employed in eliciting information from 400 women respondent randomly selected through multi-stage sampling technique method. The study revealed that while majority of the respondents 317(79.3%) [mean score of 3.99 and a standard deviation of 0.93] had a high susceptibility perception of having breast cancer, internet related channels of communication had a greater influence on this perception. Findings also show that internet predominantly influenced the severity perception of the women as, majority 358(49.6%) believed that the thought of breast cancer-related complications increases their fear [mean score of 4.30 and a standard deviation of 0.85]. Furthermore, radio channel of communication significantly influenced the benefits perception of women engaging in breast self examination (BSE), as a total of 377(94.3%) of the respondents believed that engaging in BSE will help detect a lump early. On perceived barrier of women towards BSE which was influenced by interpersonal communication of friends and relatives, majority 42.6% of the women believed that religious related factors hinders them from performing breast self-examination [mean score of 3.05 and a standard deviation of 1.24]. Based on the findings, this study concludes that information sources plays a pivotal role on the breast cancer beliefs and behavioural practices towards breast self examination among women in Lagos State, Nigeria. It is therefore recommended that a national communication policy that will incorporate the use of information sources to strategically influence the beliefs and behavioural practices of woman towards breast cancer management in Nigeria be developed. Such policy will further engender the achievement of the 2030 Sustainable Development Goal 3.

Keywords: Breast Cancer; Breast Self Examination; Information Sources; Health Belief Model.