

**THE ROLE OF RADIO IN IMPROVING HEALTH CARE.  
CASE STUDY OF BUSIRO F.M (91.6)**

**BY  
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UNIVERSITY.**

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## DECLARATION

I Nabulime Margaret, I declare that to the best of my knowledge this research has never been produced in the department of Mass Communication and I do own the copy right on it.

This dissertation is submitted in partial fulfillment for the Award of Bachelors degree in Mass Communication at Kampala International University.

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## **DEDICATION**

I dedicate this dissertation/ project to Mr. and Mrs. Kazibwe, Madrine Ssenyonga, Sr. Clothilda, Florence and Maria Carol.

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Date : 13/10/2009 .....

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## **ABSTRACT**

There has been rapid increase in the need for healthcare in Wakiso district. This is because of the rapid increase in the business sector in the district. This has made many working class citizens to busy to attend to their healthcare adequately.

The study comprises of five chapters in which I attempt to determine the extent to which Busiro F.M has intervened to supplement the traditional face to face consultation between the doctors and patients. This is because the current situation dictates that the communication lines between the medical professions and the public should be diversified.

Therefore, this study highlights the extent to which Busiro F.M as a broadcaster in Wakiso district is effectively fulfilling its responsibility to the public through its programming and how the public perceive their efforts.



## **CHAPTER ONE**

### **INTRODUCTION AND BACKGROUND**

This study analyzes the extent to which Busiuro F.M contributes to the promotion of health care in Wakiso district. Wakiso district has been faced with the outbreak of dangerous diseases in the past years some of them include; cholera, AIDS and Malaria. However, the effects of these diseases have been reduced greatly. For instance, according to the world healthy organization report in 2000, the adult HIV/AIDS prevalence rate in Uganda has reduced from 15% in 1990s to 5% in 2001.

This therefore aims to determine how Busiuro F.M as part of the media has used the social responsibility function of the media and the considerable power of the media to influence attitudes and behaviours of the public to improve health standards in Wakiso district.

Radio broadcasting in Uganda started in 1953 under the British Colonial ordinance of dissemination of information. It was licensed under the United Kingdom act, which empowered the post office to grant broadcasting licences.

The first radio station in Uganda was “Radio Uganda” and it was government owned.

Its main roles were to inform, entertain and mobilize the population through its programs. However, the colonialists used it as the fast means to further their territorial ambitions through their regional administrators.

After the liberation of the air waves in 1993 by the NRM, private radio stations were established. Busiuro F.M was established in 2005 by the

V.P Gilbert Bukenya in Kakiri town in Wakiso district. The ministry of information is responsible for licencing and regulating the private stations.

Busiuro F.M though mainly a community F.M radio station, is well bound by the roles of the media in developing the country, i.e. to educate, inform and entertain the public for public development. The station has the roles of fulfilling the information gap of communities that it serves bearing in mind that most of these communities are closer to the city, unfortunately, they find themselves alienated from most of the programs of city based stations that don't consider the socio-economic and cultural trends of the different constituencies existing in these constituencies.

## **1.1 PROBLEM STATEMENT**

It is generally believed that many people are ignorant about many issues concerning their general health. This has led people to engage in activities that destroy their physical well being and refraining from those that could boost their health. This in turn has caused an increase in the spread of both curable and incurable diseases in the society. Therefore, the study seeks to determine the extent through which Busiuro F.M has increased the awareness, educated and impacted the public in terms of their health through its different programs.

## **1.2 STUDY OBJECTIVES**

### **1.2.1 General Objectives**

- a) To determine what health programs are available for the public at Busiuro F.M.
- b) To determine how successful the health programs are in Wakiso district.

### **1.2.2 Specific Objectives**

- a) To determine how effective programs are
- b) To find out what challenges the radio stations faces in promoting health care.
- c) To find out the different age groups and sex that are educated about health care.

### **1.3 RESEARCH QUESTIONS**

1. What role has Busiro FM played in promoting health care in Wakiso?
2. To what extent has Busiirro F.M succeeded in improving health care?
3. What challenges has Busiirro F.M faced in promoting health care in Wakiso?

### **1.4 SCOPE OF THE STUDY**

The study was carried out in Wakiso District in Central Uganda. The study was set to find out the roles of media in promoting health care.

### **1.5 SIGNIFICANCE OF THE STUDY**

The media in any country has an important social responsibility role to educate the citizens and promote development. Hence, it is important to establish whether Busiirro F.M plays its role in the society effectively. This study also shows how influential the media is in improvement of society health care.

### **1.6 DEFINITION OF KEY CONCEPTS**

Media	This is radio, television, newspapers through which designed health messages are disseminated to the public.
Health care	This state of managing good health
Infotainment	This is information passed on during entertainment in health related message.
Edutainment	Form of education during entertainment

Socialize	Media helping people to spend their time in a valuable way
Government media	Radio stations, televisions and newspapers that are owned and controlled by the government
Private media	Media that is owned by private individuals
Incurable diseases	Diseases that cannot be cured completely
Curable diseases	Diseases that can be treated and cured
HIV	Human Immune Virus
AIDS	Acquired Immune Deficiency Syndrome

## 1.7 MOTIVATION

I was inspired to research on this particular topic because I am interested in the field of health care education to the society.

I believe everyone had a right to good health and information that helps them to live a healthy life.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

This chapter aimed at analyzing the varied literature on the role of radio in improving healthcare of the people in the world. It aimed at demonstrating how health messages created through media channels affect the attitudes and behaviours of the public towards their general healthcare.

According to Michael R. Real, the media has a great potential for transmitting health information. Radio and T.V do promote specific public health education campaigns. Since the mid 1960's, the American Dental Association was produced and distributed one minute throughout films to over 250 televisions throughout the country. The spot are intended to be shown during peak mother and child viewing hours and cover such topics as the importance of dental health to total health and appearance, brushing after meals, safety and peridental diseases.

Media can also stimulate health education Radio and T.V has been used in this pursuit in Canada and in the Great Britain and has received generally a favourable response in each country. On the British program, especially prepared post script leaflet includes names of drugs mentioned and recommended dosage printed supplement to each show.

According to Everette Dennis's social responsibility theory responsible journalism must be a representative of the citizenry, the views and interests of all constituent members of the public [Mcquail, 2004:184]

According to Bella Mody [1991: 165], A mixture of entertainment and education in developmental messages has become increasingly popular.

Such messages attract large audiences, which can pay for their costs through advertising. They carry and inform a large audience about an educational issue; This means that communicators and the mass media should employ infotainment, which is information during entertainment in health related messages. E.g., through advertising breaks, this breaks the monotony and holds the audience' attention for a long period.

Stephen Mitchell (1993:281) supports the view by saying, "features may depend heavily on emotions as expressed in peoples' voices. Actualities are essential". Thus media based programs, which involve real life experience, are important for the success of health campaigns or messages because they appeal to the emotions of the audience and relate to their circumstances.

Also signal (2003:86) says," once the media started giving heavy news coverage to the epidemics after the mid 1980's the public began expressing the concern about AIDS and the policy makers began to increase appropriations for HIV/AIDS prevention". This means that the mass media should increase their coverage on health related issues in their news casts. This ensures the empowerment of the audience to lobby for change of government regarding health. Thus, this increases the effectiveness of the healthcare communication.

In addition Anne Karpf (1988:22) says, "....the proliferation of health education failure has generated its own genre, the where-did-we-go-wrong--the audience wasn't properly targeted, segmented. pre-tested of motivated, they suggest or was given too much "information". This implies that communicators should evaluate past campaigns to see where they went wrong. This helped them to improve aspects of communication, especially the channels of communication thus they enable them to target the right audience.



Further more, Von Feilitzen (1999:17) says, "In cities where television is less common, above all in areas outside the televised cities, radio is the medium children use most". This means that in order to get the attention of the majority of the children in health programming, communicators should employ the radio for effective results.

## **2.1 THEORETICAL FRAMEWORK**

My research was premised on the following theory.

"Social responsibility theory" which was proposed by Everrette Dennis. It argues that responsible journalism must be representative of the citizenry, (the views and interests of all constituent members of the public) as it is cited in [Mcquail, 2004: 184]

The idea of social responsibility has developed as a counter point to libertarianism. Although this theory continues to emphasize freedom, it holds that responsibility is necessarily a partner to freedom in institutional behaviour. Codes of ethics are encouraged as self regulatory device to promote social responsibility. [Louis .D. Day, 1991: 33]

According to Joseph Pulitzer, he viewed social responsibility as the salvation of their profession from the ravages of the economic market place "nothing less than the highest ideals, the most scrupulous anxiety to do right the most accumulate knowledge of the problems it has to meet and sincere sense of moral responsibility will save journalism from the subservience to the business interests, seeking selfish ends, antagonistic to the public welfare.

Theodore Peterson, a professor of journalism cited in (Louis A. Day, 1991:33) summarized the idea as "freedom carries concomitant obligations and the press, which enjoys a privileged position under our

government; it is obliged to be responsible to the society by carrying certain essential function of Mass Communication in contemporary society.

The media as an institution radio inclusive, it has to provide "A truthful, comprehensive and intelligent account of the day's events in context that give them meaning".

The press/media must not only accurate, it must also clearly distinguish between the facts and opinions the media must report the truth above the facts.

According to Robert W. Hutchins, chancellor of the University of Chicago took a study and in his report he said that "The media should serve as a forum for the exchange of comment and criticism by providing platform for views that are contrary to its own while not abducting its traditional right of advocacy.

He further explained that the media as project that "a representative picture of the constituent group in society". In other words racial, social and cultural groups should be depicted accurately without resorting to stereo types. Social responsibility demands an affirmative role for the media in building positive images both in their informational and entertainment content.

The media should also be responsible for the presentation and clarification of the goals and the values of the society. They should transmit traditional values and virtues. The media are the representative of the public, a fourth branch of government alongside with the executive, legislative and Judicial with the responsibility for informing the citizenry about governmental activities.

The Medias are among our most visible institution entering daily into the homes of millions of people. And because of the bigness of the virus has also infected the media, it is only natural that customers would place increasing demands on an institution that plays such a pivotal role in the formation of public opinion.

## **2.2 HYPOTHESIS**

Society needs to enable the basic activities that could enable them to attain and maintain a healthy existence. Also, due to prevalence of deadly diseases like HIV/AIDS and malaria in Wakiso, people need to know how to operate themselves from infection. In addition, radio is the most accessible medium in Wakiso, with an average dweller owning at least a pocket size receiver. Therefore I assume that a wide section of the public can access educational programs on Busiiri F.M be informed. I also assume that most people in Wakiso tune in to Busiiri F.M.

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter aims at outlining the methods I used to collect data and the ethical considerations. I analyzed each method giving each method's relevance to the study.

I have used both qualitative and quantitative methods this chapter which have helped me to detail the scope of research.

#### **3.1 RESEARCH DESIGN**

The research design applied in study is a “case study design” that is Busiuro F.M's health program called “Eby'obulamu”. The survey of the relevant literature is also applied in this study.

##### **3.1.2 Explanation of Research Design**

A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims at combining relevancy with the research purpose.

In this context therefore, the case study design that is Busiuro F.m's Eby'obulamu health program excels at driving me into understanding of the complex issues which is health care in this particular study.

Meanwhile, survey of relevant literature deals with finding out related literature to the study where by different scholars express their views on this particular topic study –health care. The designs help to bring out details of the study as in they convey specific questions into any researcher's mind. Basically centered around the SW's and H.

### **3.2 AREA AND POPULATION OF THE STUDY**

My study has been conducted in Wakiso district where Busiuro F.M is situated. The population study is ranging from 18 years age to 45 years of age.

### **3.3 SAMPLE SIZE AND SELECTION PROCEDURES**

The sample size taken in this study is optimum 45 individuals have been taken for this study.

Random sampling procedure has been used for it offers equal chances to the study population to be included in the sample that is basing on age, sex, marital status; and level of education.

### **3.4 DATA COLLECTION**

Both qualitative and quantitative methods of collecting primary and secondary data have been used

#### **3.4.1 Data Collection Instruments**

##### **Observation**

This is a method of research, which uses observation skills to identify the subject of the project. I was able to use the skills of observation at Busiuro F.M to see the health program in their program line-up, which is '**Ebyobulamu**' of Friday from 7:00pm - 9:00pm. I also observed that specialists were invited to the show and it's interactive with audience members calling in to ask questions.

I also observed that the '**Ebyobulamu**' is only in Luganda which narrows the audience reach.

This method helped me to analyze the information I observed. This is because it only requires the use of brains, eyes and a pen plus a note

book to record down relevant information. It was also easy because I did not have to go to the station every time but it was just a matter of tuning into Busiirro F.M and most especially to listen to Ebyobulamu.

However I got information this method and it allowed me to draw my conclusions about the issues that I observed. In addition, observation was tiresome in that I had to alert at every moment in order to record the needed information.

### **In-depth Interview**

This is a method of reach where the researcher talks directly to the respondents and get immediate results. Indirect interviewing techniques like asking respondent to comment on how they think their peers would act in a situation which eases their minds since they can project their views on third parties. (Mody,1991:135). I interviewed Mr. Kimuli, the presenter at Busiirro F.M about the goals of Ebyobulamu in promoting health education/care among its audience. He also gave me the program line-up. This helped me to locate the health program and the framework of Busiirro F.M's programming.

I was able to get accurate responses to issues with this method, it also gave me detailed information on health programming at Busiirro FM. However, it was difficult to analyze data and some information I got was too generalized. In addition getting of an appropriate an interviewee wasn't easy because some respondent were not cooperative due to busy schedule.

### **Questionnaires**

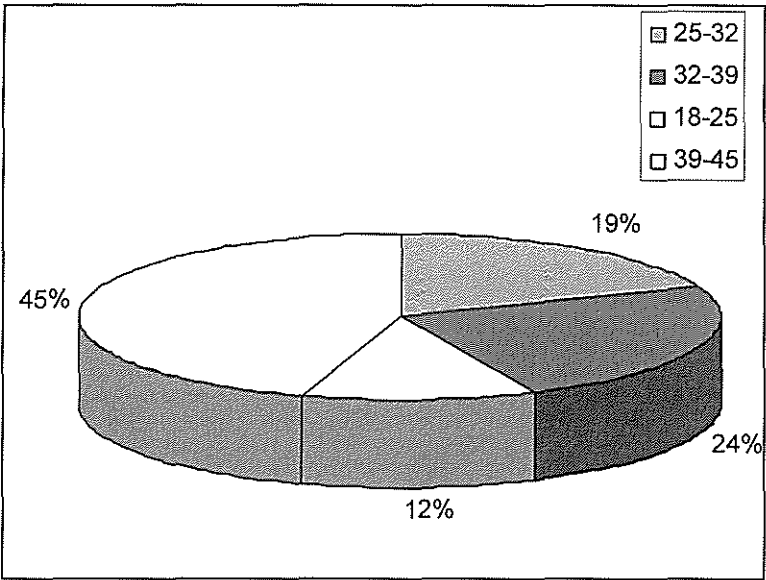
A questionnaire is a set of related questions designed to collect information from the respondent. This method saved time in the field because I don't interview many people. This speeded up the data

collection process. In addition, questionnaires save my energy I was able to get views from the public without talking for long time. However, the process of distributing and collecting questionnaires from respondents was tedious and long. Some respondents were reluctant to fill/answer the questionnaire which took me long time to get the information and to spend more money in getting the data collection.

**3.5 DATA PROCESSING AND ANALYSIS**

For qualitative data, similar responses have been identified at the end of the study and recorded according to the themes of the study. The pie – chart below illustrates it

**The pie-chart below shows the age group and percentage that listen to Ebyobulamu health program of 91.6 Busiiro F.M**



Quotations from both secondary and primary data with relevant information to the study has been included in findings.

During analysis, respondents expressions, have been included in the limitation of the study.

### **3.6 LIMITATIONS OF THE FINDINGS**

- a) Financial hardships that is when transporting the questionnaire and collecting them from the respondents. Besides that costs incurred in typing and printing of the questionnaires.
- b) Language barriers, some of my respondent did not understand English yet the questions were set in English thus giving me a burden of translating into Luganda.
- c) Time frame, some respondents too reluctant to answer that questions which affected me so much.
- d) Hostility, A few of my respondents were hostile especially those of 40-45 years claiming that they had better work to do.



## CHAPTER FOUR

### FINDINGS AND DISCUSSION OF FINDINGS

This chapter analyzes the data I collected from the field using methods explained chapter three with reference to what scholars have written about the subject.

By looking at their program line-up I observed that Busiuro FM has one health program which is "**Ebyobulamu**" which is hosted by **Mbogo Edward** every Friday from 7:00pm - 9:00pm. The program is sponsored by Malaria Consortium a Non governmental Organization which helps in fighting against malaria.

In addition, I observed that the hosts of '**Ebyobulamu**', Mbogo Edward always bring specialists on health to discuss health matters. These include medical doctors from different hospitals and officials from the ministry of health. This enables the media to be "...the most potent instrument of a society for economic and social transformation" (Kamath, 2003:264). Thus the public can get professional advice and accurate information regarding health related issues.

I also observed that '**Ebyobulamu**' is presented only in Luganda. This therefore, narrows that audience to only luganda speaking class in Wakiso and in other areas where Busiuro FM reach. Therefore, this eliminates the non-baganda audience who cannot take part in the discussion and benefit from it.

Furthermore, there is no documented method of determine the success of '**Ebyobulamu**' among the Busiuro FM audience. This makes it difficult for the presenter to measure the feedback from the public on the topic

discussed. However, according to Mcquail (1997:17) 'audience surveys can measure the relative satisfaction or trust that different sectors of the media enjoy'. The Busiir FM cannot determine the success of its health program. Therefore, they don't know what aspects of the show need to be changed or improved to increase their listen ship.

I also observed that the show is interactive. It has a question-answer session, where people call in to ask specialists about any issue pertaining to their health. This enables audience to get accurate information on health topics, thus theyu can respond positively to teh treatment and advise they receive from health care centres.

Through interviewing Mr. Kimuli, one of the presenters at the station, I learnt that '**Ebyobulamu**' started in 2005 at the start of the radio station. The program starts at 7:00pm-9:00pm every Friday. The show is slotted on Friday since the big numbers of the targeted audience tend to be at home weekend which guarantees the show good listener ship.

According to Mbogo Edward, the objectives to the program are the following

Mbogo also stated some of the challenges faced in bringing forward the program these include:-

Lack of commitment from Malaria consortium officials to participate in the program.

Although are the program sponsor, they don't contribute fully to the show. According to Mbogo, malaria consortium is given free airtime once a month however they don't use it fully as some time they fail to send any representative to the show.

He also added that there is limited sponsorship or funding from the sponsors (malaria consortium) yet the number of people to be reached are many. The two hours a week are not enough for the audience to get

enough information concerning their health.

The show is only in Luganda leaving out some audience uneducated.

In addition, there is no archival data base for the topics discussed each week, the contacts of the guest specialists cannot be given out. Some scholars say, "When promises are given, the media's integrity suffers deeply unless they are kept in good faith" (Christians, et al, 2001:90). Thus the media is bound to keep their sources' contacts private. This however makes it difficult for the audience to access information from past topics.

However, the show has made the following achievements.

There has been an increase in the accurate health information/knowledge of the listeners. This has made it easier both for the doctors to treat patients and for patients to access correct treatment for their sickness. This is through question and answer sessions which gives chance to the audience to call in to ask their questions.

There has been reduced Malaria effect in the area as a result of the program. The program in partnership with the Malaria consortium, have distributed over a thousand mosquito nets to the residence of Kakiri town, Masulita and other areas which have reduced the Malaria effect in the area.

There has also been reduced sickness. People longer visit the hospital as the case before. According to Nampasa Summayah, a nurse at Umar bin Khattab clinic in Kakiri said, "The rate at which the patients visit our hospital has dramatically reduced. Few people now approach us for treatment, malaria has reduced". The program has been effective in the fight against deadly disease which was a menace to the area before the program was started.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATIONS.**

In conclusion, after analyzing all the data derived from research, Busiirro FM has launched a good effort to educate Wakiso citizens on matters concerning their health. However, the station can't fully carry out its responsibility to the public or its audience without the support of the sponsors especially the Malaria Consortium.

Therefore, I make the following recommendations to improve the health education program on Busiirro FM.

Busiirro FM should produce or start up other health programs in other languages especially English instead of having one health program moreover in Luganda. This will increase the reach of health information to every one so that they can improve the health conditions of the people within its reach.

Malaria Consortium, should take an active role or part in the program, by sending representatives for the free air time show once every month. This would provide to the public with the information which other medical specialists can't provide. Hence this will help in improving the health care of the people to which Busiirro FM targets.

Busiirro FM should advise means of evaluating and documenting the success of the health program. This will enable them to know the audience's reaction to the program. Therefore, they will be able to make meaningful corrections and additions to cater for their audience needs.

Busiirro FM should also provide finance for setting up an archival database. This will enable the host of the program '**Ebyobulamu**' to keep record of whatever is discussed each week. Therefore, the public will be able to have constant access to health related information. This will increase health awareness in the public to achieve the desired health promotion to reduce the rate to which people get infected with diseases related to bad health conditions.

Busiirro FM should also allocate more airtime to health program. The two hours from 7:00pm - 9:00pm every Friday are not enough for the audience to get enough information concerning their health care. They should look for two more hours on another day of the week at least to have programs in a week for its audience.

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## APPENDIX

### QUESTIONNAIRE FOR LISTENERS OF 'BUSIIRO FM'

Dear respondents, I am a third student at Kampala International University pursuing a Bachelor degree in Mass Communication. As requirement students have to carry out research on a topic of his or her choice.

The topic am researching on is the role of radio in improving health care with Busiirro FM as my case study. Any assistance is highly appreciated.

1. Respondent's Name: .....

2. Respondent's Occupation:.....

3. Respondent's Sex:.....

4. Respondent's Age:.....

5. How often do you listen to Busiirro FM? (Tick the relevant option)

a) Often                      b) Rarely                      c) Never

6. Do you listen to any health programs?

a) Yes                      b) No

7. If yes, what programs do you listed to mostly?

.....

8. Have they helped you in any way?

a) Yes                      b) No

If yes, how?

.....

.....



9. Are there any health issues that you would like to be taught that are not being addressed by 'Busiiro FM'?

- a) Yes                      b) No

If yes, what are these?

.....  
.....

10. Do you think the way health messages aired on 'Busiiro FM' are relevant to your needs?

- a) Yes                      b) No

If yes, in what ways?

.....  
.....