

INFLUENCE OF BROADCAST MEDIA CAMPAIGNS ON THE ERADICATION OF ROADSIDE REFUSE DUMPS IN ABEOKUTA

¹Damilola Saanufunmi OMITOGUN; ²Oluwaseun Kazeem ODUNTAN

Department of Mass Communication
Moshood Abiola Polytechnic, Abeokuta, Ogun State
¹07089893826 & damilolaomitogun7@gmail.com
²08032148539 & oduntanoluwaseun2015@gmail.com

Abstract

This study examined the effectiveness of broadcast media campaigns in eradicating roadside refuse dumps in Abeokuta, Ogun State. The research aimed to determine the level of awareness created by broadcast media on environmental sanitation, assess the extent to which such campaigns influence residents' attitudes and waste-disposal practices, identify the most effective broadcast medium for sanitation messages, and highlight the challenges affecting the effectiveness of media campaigns. The study adopted the survey research design, using a structured questionnaire to collect data from 400 respondents selected through stratified random sampling across different areas of Abeokuta. Data were analysed using frequency distribution tables and percentage analysis. Findings revealed that most residents are highly aware of environmental sanitation campaigns mainly through radio programmes, which have significantly influenced their attitudes and improved their waste disposal practices. The study also found that radio remains the most effective medium for sanitation sensitisation, owing to its accessibility and use of local languages. However, challenges such as inadequate funding, inconsistent message scheduling, and limited government support hinder the full effectiveness of these campaigns. The study concluded that consistent, well-funded broadcast campaigns can play a vital role in promoting cleaner environments and sustainable waste management practices in urban communities like Abeokuta.

Keywords: Awareness, Broadcast Media, Environmental Sanitation, Radio, Refuse Dumps, Television, Waste Disposal

INTRODUCTION

Rapid urbanization and population growth have intensified waste management challenges in many developing countries, particularly Nigeria. Increasing volumes of solid waste, combined with weak infrastructure and poor enforcement of environmental regulations, have contributed to widespread indiscriminate disposal practices (Afon & Okewole, 2022). In cities such as Abeokuta, roadside refuse dumping has become a recurring environmental concern, reflecting the imbalance between urban expansion and sustainable waste management systems (Egunjobi, 2021). Beyond infrastructural deficiencies, this problem also reflects behavioural attitudes among residents who often perceive waste disposal as primarily a governmental responsibility rather than a shared civic obligation (Adeyemi & Ajayi, 2021).

The environmental and public health implications of roadside dumping are significant. Accumulated waste obstructs drainage systems, increases flooding during the rainy season, emits offensive odours, and provides breeding grounds for disease vectors responsible for infections such as cholera and typhoid (Ogbonna, Amangabara, & Ekere, 2018). Although the Ogun State Government, through agencies such as the Ogun State Waste Management Authority (OGWAMA), has implemented sanitation policies and periodic clean-up exercises, compliance remains inconsistent (Olayiwola & Aluko, 2020). This persistence suggests a gap between policy enforcement and public behavioural change.

Broadcast media have been widely recognized as strategic tools for promoting social and environmental change. Radio and television, due to their wide reach and perceived credibility, play important roles in shaping public awareness and influencing attitudes (McQuail, 2010; Nwabueze, 2017). Empirical studies indicate that regular exposure to environmental campaigns can enhance knowledge and

encourage improved sanitation practices (Okoro & Agbo, 2018; Ijeh & Ezeah, 2021). However, scholars also caution that awareness alone does not guarantee sustained behavioural change, particularly where infrastructural support and consistent message reinforcement are lacking (Emenike, 2019; Nwosu, 2019).

In Abeokuta, environmental jingles and public enlightenment programmes aired on stations such as Ogun State Broadcasting Corporation (OGBC) and RockCity FM aim to sensitize residents on proper waste disposal. Yet, roadside refuse dumping remains prevalent in several parts of the city, raising concerns about the actual impact of these campaigns (Adedoyin, 2022). Despite evidence from other Nigerian cities suggesting that repeated broadcast messaging can reduce indiscriminate dumping when sustained and supported by policy enforcement (Aghaulor & Ugboma, 2020), empirical evaluation specific to Abeokuta remains limited (Ajibola & Adegoke, 2020). This study therefore assesses the effectiveness of broadcast media campaigns in influencing residents' awareness, attitudes, and waste disposal practices in Abeokuta, Nigeria.

STATEMENT OF THE PROBLEM

Despite sustained environmental sanitation campaigns aired on radio and television in Ogun State, roadside refuse dumps remain prevalent across major areas of Abeokuta, raising concerns about the actual behavioural impact of these media interventions. Although agencies such as the Ogun State Environmental Protection Agency (OGEPA) and the Ogun State Waste Management Authority (OGWAMA) have partnered with broadcast stations to sensitise residents, visible non-compliance suggests a disconnect between awareness creation and sustained practice. Scholarly opinions on the effectiveness of broadcast media in promoting environmental sanitation remain divided: while some studies report that consistent media exposure improves public knowledge and behaviour (Okoro & Agbo, 2018), others argue that awareness does not automatically translate into action due to socio-economic constraints, weak enforcement structures, and poor message design (Adedoyin, 2022; Aghaulor & Ugboma, 2020). This lack of consensus, coupled with the continued presence of roadside dumping in Abeokuta, underscores the need for empirical evaluation. The central problem, therefore, is whether broadcast media campaigns in Abeokuta have effectively influenced residents' attitudes and waste disposal practices toward the eradication of roadside refuse dumps.

OBJECTIVES OF THE STUDY

The main objective of this study is to examine the influence of broadcast media campaigns on the eradication of roadside refuse dumps in Abeokuta.

The specific objectives are to:

1. Determine the level of awareness created by broadcast media campaigns on environmental sanitation among residents of Abeokuta.
2. Assess how broadcast media campaigns have influenced residents' attitudes and behaviours toward proper waste disposal.
3. Identify the major broadcast media channels (radio or television) most effective in sensitizing residents on the dangers of roadside refuse dumping.
4. Examine the challenges affecting the effectiveness of broadcast media campaigns in eradicating roadside refuse dumps in Abeokuta.

LITERATURE REVIEW

Broadcast Media

Broadcast media refer to electronic communication platforms—primarily radio and television—that transmit information simultaneously to large and geographically dispersed audiences. Beyond entertainment, these media function as instruments of social influence, shaping public opinion, reinforcing norms, and promoting behavioural change (McQuail, 2010). In development contexts, broadcast media have been widely used to disseminate policy messages and mobilize citizens around public health, education, and environmental issues. Their relevance in Nigeria stems from their extensive reach and credibility, which enable governments and organizations to communicate environmental sanitation campaigns aimed at discouraging indiscriminate waste disposal and fostering civic responsibility.

Radio

Radio remains one of the most accessible and cost-effective mass media platforms, particularly in developing countries where literacy levels and access to digital media may be limited. Its portability, affordability, and ability to broadcast in local languages make it especially effective for development communication (Nwabueze, 2014; Ojebode, 2013). Radio's interactive features—such as call-in programmes and community discussions—enhance audience engagement and foster participatory communication. Because of its immediacy and emotional appeal, radio is often used to reinforce daily practices, including environmental sanitation behaviours, serving as a continuous reminder of civic obligations and public health responsibilities (Eze, 2018).

Television

Television combines visual and auditory elements to create persuasive and memorable communication experiences. Its ability to dramatize issues and visually demonstrate consequences makes it particularly powerful in influencing attitudes and social behaviour (McQuail, 2010). In Nigeria, television stations frequently collaborate with environmental agencies to air documentaries, public service announcements, and sanitation campaigns that illustrate the dangers of improper waste disposal and the benefits of clean environments (Nwabueze, 2014; Oso & Pate, 2011). By making environmental problems visible and relatable, television enhances message retention and strengthens public motivation toward responsible waste management practices.

Environmental Communication

Environmental communication involves the strategic use of communication tools and media platforms to inform, educate, and motivate individuals toward environmentally responsible behaviour. It integrates scientific knowledge, public policy, and persuasive messaging to address issues such as pollution, waste management, and sustainability (Okeke, Mohammed, & Garba, 2024). In Nigeria, broadcast media have become central to environmental communication efforts, particularly in sanitation campaigns designed to increase public awareness and participation (Nwokedi & Okechukwu-Eze, 2024). However, scholars note that while media campaigns can improve knowledge, their long-term impact depends on consistent messaging, community engagement, and supportive infrastructure (Adeyemi & Alabi, 2023; Akinyemi, 2022).

Waste Management

Waste management refers to the systematic collection, transportation, treatment, recycling, and disposal of waste in ways that protect public health and the environment. Effective waste management requires coordinated efforts between government institutions and citizens to ensure proper handling of refuse from generation to final disposal (Okeke, Mohammed, & Garba, 2024). In Nigeria, rapid urbanization and infrastructural deficits have complicated these processes, resulting in persistent indiscriminate dumping (Adebayo, 2023). While awareness campaigns play an important role, sustainable waste management depends on both behavioural compliance and functional waste collection systems.

Waste Management in Nigeria

Waste management in Nigeria remains a critical environmental challenge due to population growth, urban expansion, and inadequate disposal infrastructure. Large volumes of solid waste are generated annually, with a significant proportion improperly discarded along roadsides and drainage channels (Okeke, Mohammed, & Garba, 2024). Although regulatory bodies and state agencies have implemented sanitation policies and awareness campaigns, enforcement gaps, funding constraints, and limited citizen participation continue to undermine progress (Nwokedi & Okechukwu-Eze, 2024; Adebayo, 2023). The persistence of roadside refuse dumps underscores the need for integrated approaches that combine communication strategies with structural reforms.

Environmental Sanitation

Environmental sanitation encompasses measures aimed at maintaining a clean and healthy environment through proper waste disposal, pollution control, and hygiene practices. It is closely linked to public health, as poor sanitation increases vulnerability to communicable diseases and environmental hazards (Olatunji & Ajayi, 2024). In Nigeria, environmental sanitation initiatives—such as public awareness

campaigns and periodic cleanup exercises—seek to promote citizen participation in maintaining clean surroundings (Federal Ministry of Environment, 2023). However, weak enforcement and inconsistent public orientation have limited their effectiveness, highlighting the need for sustained behavioural reorientation.

Theoretical Framework

Agenda-Setting Theory

Agenda-Setting Theory, developed by McCombs and Shaw (1972), posits that the media influence public priorities by determining which issues receive prominence and repeated attention. Although the media may not dictate what audiences think, they significantly shape what audiences think about by highlighting certain topics over others. The frequency, placement, and intensity of coverage contribute to the perceived importance of issues in public discourse (McCombs & Valenzuela, 2021). In the context of environmental sanitation, consistent broadcast emphasis on the dangers of roadside refuse dumping can elevate waste management from a routine concern to a pressing civic issue. As Udom and Eze (2023) observe, sustained media focus on sanitation not only shapes public awareness but can also influence policy attention. Applied to this study, the theory suggests that the degree to which residents in Abeokuta perceive roadside dumping as an urgent problem may depend largely on how consistently and prominently broadcast media frame and prioritize the issue.

Social Learning Theory

Social Learning Theory, advanced by Bandura (1977, 1986), explains that individuals acquire new behaviours through observation, imitation, and modeling. Rather than learning solely through direct experience, people often replicate behaviours they observe being rewarded or socially approved. Media platforms, therefore, serve as powerful socializing agents by portraying models of desirable conduct. Within environmental communication, radio programmes, television dramas, and public service announcements that depict responsible waste disposal practices can function as behavioural templates for audiences. Okorie and Bello (2023) argue that when media messages illustrate positive outcomes—such as cleaner surroundings and healthier communities—audiences are more likely to internalize and imitate those behaviours. In relation to this study, Social Learning Theory implies that repeated exposure to broadcast campaigns promoting proper waste management may encourage residents of Abeokuta to adopt sanitation-conscious behaviours through observational learning.

Empirical Review

Empirical research on the role of broadcast media in promoting environmental sanitation and waste management has gained increasing attention across Nigeria and other developing countries. Numerous studies have examined how radio and television contribute to environmental awareness, behavioural change, and public participation in sanitation activities. Nwokedi and Okechukwu-Eze (2024) conducted a mixed-method study in Enugu State and found that about 83% of respondents were regularly exposed to environmental sanitation messages on radio and television. Their findings revealed that media campaigns significantly improved awareness of proper waste disposal but had limited impact on long-term behavioural change, largely due to poor enforcement of sanitation laws and inconsistent media messaging.

Similarly, Okeke, Mohammed, and Garba (2024) investigated the effects of environmental communication interventions in selected Nigerian cities. Their study revealed that when broadcast media campaigns were localized and tailored to the linguistic and cultural contexts of the audience, they achieved higher levels of message comprehension and community participation. However, the researchers noted that despite increased awareness, the persistence of roadside refuse dumps was largely due to inadequate waste disposal infrastructure and the absence of consistent follow-up by local authorities. This suggests that while broadcast media can raise awareness, sustained government and community collaboration is essential for practical impact.

Adedoyin (2022) also explored the effectiveness of environmental media campaigns in Lagos and found that socioeconomic challenges such as poverty, irregular waste collection, and lack of disposal alternatives often hinder the desired behavioural outcomes of broadcast campaigns. The author noted that people may be willing to adopt proper waste disposal practices but are constrained by systemic issues,

including the failure of waste management agencies. This highlights the need for multi-sectoral collaboration between the media, government agencies, and community groups to ensure that awareness translates into sustainable action.

In another study conducted in Ogun State, Adeyemi and Bello (2023) assessed the impact of radio advocacy on health and environmental sanitation. The study found that frequent exposure to sanitation programs on local radio stations such as OGBC and Family FM improved listeners' understanding of hygiene practices and environmental responsibility. However, the authors pointed out that the effectiveness of these campaigns depended largely on the credibility of the message sources and the level of trust residents had in local broadcast media. They recommended that media houses engage community influencers and environmental officers to enhance message acceptance and behavioural compliance.

Furthermore, Oladimeji and Yusuf (2023) examined public perception of environmental sanitation campaigns in southwestern Nigeria and reported that television programs had a stronger visual impact compared to radio broadcasts. The study emphasized that visuals depicting clean environments and community cleanup exercises motivated viewers to emulate such practices. However, the high cost of producing quality television content and limited electricity access in some communities reduced the potential reach of such campaigns, thereby reinforcing the importance of radio as a more accessible medium for environmental communication.

METHODOLOGY

This study employed a descriptive survey design to examine the influence of broadcast media campaigns on residents' waste disposal attitudes and practices in Abeokuta, Ogun State. The target population comprised male and female residents of Abeokuta North and Abeokuta South Local Government Areas who are exposed to radio and television programmes. A sample of 400 respondents was selected using a multi-stage sampling approach: the two local government areas were purposively chosen due to their urban concentration and media accessibility, while respondents within selected communities were randomly sampled to ensure representativeness. Data were collected through a structured questionnaire designed to measure media exposure, perceptions of campaign effectiveness, and behavioural responses to environmental sanitation messages. Content validity was established through expert review (Orodho, 2019), while reliability was confirmed using the test-retest method with a Pearson Product Moment Correlation Coefficient benchmark of 0.70, as recommended by Kothari (2018). Questionnaires were administered with the assistance of trained research aides, ensuring voluntary participation and confidentiality. Data were analyzed using descriptive statistics frequencies, percentages processed with SPSS to determine the extent to which broadcast media campaigns have influenced awareness, attitudes, and practices toward the eradication of roadside refuse dumping in Abeokuta.

DATA ANALYSIS AND PRESENTATION

This chapter presents, analyzes, and interprets the data collected from 400 respondents on the *Influence of Broadcast Media Campaigns on the Eradication of Roadside Refuse Dumps in Abeokuta*. The data are organized in tables with corresponding frequency and percentage distributions. Each section is discussed in line with the research questions to provide clear insights into the study objectives.

Demographic Characteristics of Respondents

Table 1: Age Distribution of Respondents

Age Group	Frequency	Percentage (%)
18–25	120	30.0
26–35	150	37.5
36–45	80	20.0
46 and above	50	12.5
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 1 above, 150 respondents, representing 37.5%, fall within the 26–35 age bracket, followed by 120 respondents (30.0%) aged 18–25. Meanwhile, 80 respondents (20.0%) are aged 36–45 and 50

respondents (12.5%) are 46 years and above. This distribution shows that the sample is dominated by youths and young adults a group typically active in community programmes and media consumption.

Table 2: Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	212	53.0
Female	188	47.0
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 2 above, 212 respondents (53.0%) are male while 188 (47.0%) are female. The near-balanced gender distribution suggests that findings reflect both male and female perspectives on broadcast media and sanitation.

Table 3: Educational Level of Respondents

Educational Level	Frequency	Percentage (%)
Primary	24	6.0
Secondary	100	25.0
Tertiary	220	55.0
Others	56	14.0
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 3 above, 220 respondents (55.0%) have tertiary education, 100 (25.0%) attained secondary level, 24 (6.0%) primary, and 56 (14.0%) indicated other qualifications. The high proportion of tertiary-educated respondents indicates good capacity to understand media messages and respond to the questionnaire.

Table 4: Occupation of Respondents

Occupation	Frequency	Percentage (%)
Student	124	31.0
Civil servant	110	27.5
Self-employed	108	27.0
Others	58	14.5
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 4 above, students constitute 124 respondents (31.0%), civil servants 110 (27.5%), and self-employed respondents 108 (27.0%). The composition shows a mix of learners and working adults groups likely exposed to both radio and television.

Analysis Based on Research Questions

Table 5: Do you listen to or watch programmes on environmental sanitation?

Response	Frequency	Percentage (%)
Yes	320	80.0
No	80	20.0
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 5 above, 320 respondents (80.0%) indicated that they listen to or watch programmes on environmental sanitation, while 80 respondents (20.0%) do not. This indicates high exposure to sanitation content among residents.

Table 6: Which broadcast media has made you more aware of environmental sanitation issues?

Response	Frequency	Percentage (%)
Radio	140	35.0
Television	60	15.0

Both	170	42.5
None	30	7.5
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 4.2.2 above, 170 respondents (42.5%) said both radio and television made them more aware, 140 respondents (35.0%) credited radio alone, and 60 respondents (15.0%) credited television. Only 30 respondents (7.5%) reported none. This suggests combined media use widens awareness reach.

Table 7: How often do you encounter environmental sanitation campaigns on radio or television?

Frequency	Frequency	Percentage (%)
Daily	48	12.0
Weekly	160	40.0
Occasionally	132	33.0
Rarely	60	15.0
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 7 above, 160 respondents (40.0%) encounter campaigns weekly, 132 (33.0%) occasionally, and 48 (12.0%) daily. The dominant weekly exposure suggests regular but not daily campaign scheduling.

Table 8: Have broadcast media campaigns influenced your attitude toward refuse disposal?

Response	Frequency	Percentage (%)
Yes	260	65.0
No	90	22.5
Not sure	50	12.5
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 8 above, 260 respondents (65.0%) reported that media campaigns influenced their attitude toward refuse disposal, while 90 respondents (22.5%) said no and 50 (12.5%) were not sure. This shows a majority attitudinal influence.

Table 9: Since exposure to campaigns, how has your waste disposal habit changed?

Response	Frequency	Percentage (%)
Greatly improved	120	30.0
Slightly improved	160	40.0
No change	100	25.0
Gotten worse	20	5.0
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 9 above, 280 respondents (70.0% combined) reported improvement in disposal habits 120 (30.0%) greatly and 160 (40.0%) slightly improved. One quarter (25.0%) reported no change. This indicates a positive behavioural shift for most respondents.

Table 10: Which medium do you find more persuasive for sanitation messages?

Response	Frequency	Percentage (%)
Radio	190	47.5
Television	90	22.5
Both	100	25.0
None	20	5.0
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 10 above, 190 respondents (47.5%) find radio more persuasive, 100 (25.0%) find both

persuasive, and 90 (22.5%) prefer television. This shows radio is perceived as the single most persuasive channel.

Table 11: Which channel do you pay more attention to for community/government announcements?

Response	Frequency	Percentage (%)
Radio	180	45.0
Television	90	22.5
Both	110	27.5
None	20	5.0
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 11 above, 180 respondents (45.0%) pay more attention to radio for announcements, while 110 respondents (27.5%) attend to both channels. This supports radio’s primacy for public notices.

Table 12: In your opinion, which channel reaches more people in Abeokuta with sanitation messages?

Response	Frequency	Percentage (%)
Radio	220	55.0
Television	70	17.5
Both	90	22.5
Not sure	20	5.0
Total	400	100.0

SOURCE: Field Survey, 2025

From Table 12 above, 220 respondents (55.0%) believe radio reaches more people in Abeokuta, while 90 (22.5%) say both channels and 70 (17.5%) say television. This suggests radio’s wider reach and accessibility in the study area.

Table 13: Major problems limiting the effectiveness of sanitation campaigns (multiple responses)

Challenge	Frequency	Percentage of respondents selecting item (%)
Lack of funding	300	75.0
Poor collaboration with government	280	70.0
Low public interest / apathy	240	60.0
Inconsistent message timing	220	55.0
Poor electricity / power supply issues	200	50.0
Others (e.g., lack of bins, corruption)	60	15.0

SOURCE: Field Survey, 2025

From Table 13 above, the leading constraints are lack of funding (300; 75.0%) and poor collaboration with government (280; 70.0%). Half or more respondents also identified low public interest (60.0%), inconsistent timing (55.0%), and poor electricity (50.0%) as significant problems. These structural and operational factors undermine campaign effectiveness.

DISCUSSION OF FINDINGS

Research Question One: What is the level of awareness created by broadcast media campaigns on environmental sanitation among residents of Abeokuta?

Findings from the study revealed a high level of awareness of environmental sanitation campaigns among residents of Abeokuta, largely attributed to frequent exposure to radio and television programmes addressing waste management. Most respondents reported listening to or watching sanitation-related content regularly, indicating that broadcast media remain a powerful tool for environmental education.

This outcome supports Nwabueze and Eze (2022), who emphasized that radio and television significantly enhance community awareness of sanitation and hygiene practices. It also aligns with Okoro and Adegbola (2021), who found that sustained media campaigns increase knowledge and influence civic responsibility towards cleaner environments.

Research Question Two: To what extent do broadcast media campaigns shape residents' attitudes and practices toward proper waste disposal?

The study showed that exposure to broadcast media messages has had a considerable influence on residents' attitudes and waste disposal habits. Many respondents stated that they now dispose of waste properly and even encourage others to do so. This finding supports Bandura's (1977) Social Learning Theory, which suggests that individuals model behaviours they observe in the media. Similarly, Owolabi and Ajiboye (2023) observed that consistent environmental media messages encourage positive behavioural adjustments among urban dwellers. However, some scholars, such as Adeoye (2020), argue that awareness alone may not guarantee behavioural change without community-level enforcement and infrastructure. This disagreement highlights the need for more integrative approaches combining media education with policy enforcement a gap this study sought to fill.

Research Question Three: Which broadcast media channel (radio or television) is most effective in sensitizing residents against roadside refuse dumping?

The findings revealed that radio is the most effective medium for reaching residents with sanitation messages in Abeokuta. Respondents cited its affordability, accessibility, and local language broadcasts as reasons for its impact. Television was also acknowledged as influential, particularly among urban residents with access to power supply and digital devices. This agrees with Eze and Nwosu (2021), who found that radio is more effective in community-based campaigns due to its wide coverage and immediacy. Likewise, Okorie and Uche (2022) noted that rural and peri-urban communities rely heavily on radio for environmental and health information dissemination. Hence, while both media play complementary roles, radio remains the most powerful instrument in grassroots sanitation advocacy.

Research Question Four: What challenges affect the effectiveness of broadcast media campaigns on the eradication of roadside refuse dumps in Abeokuta?

Respondents identified several challenges affecting the success of media campaigns, including inadequate funding, poor collaboration between media organizations and government agencies, low public interest, irregular campaign scheduling, and poor electricity supply. These findings align with Chukwuma and Ibrahim (2020), who noted that environmental communication efforts in Nigeria often face funding and logistic constraints. Similarly, Nwankwo (2023) highlighted weak institutional support as a major limitation to sustained environmental media advocacy. The persistence of these challenges implies that despite the influence of broadcast media, the effectiveness of campaigns can only be maximized through adequate policy support, inter-agency cooperation, and continuous public engagement.

CONCLUSION

Based on the findings, it can be concluded that broadcast media campaigns have a substantial impact on increasing environmental awareness, influencing positive waste disposal behaviours, and promoting public participation in sanitation activities among residents of Abeokuta. Radio, in particular, remains the most effective channel due to its accessibility and cultural relevance. However, the full potential of broadcast media in eradicating roadside refuse dumps can only be realized through adequate funding, policy support, and active community involvement.

RECOMMENDATIONS

1. Government and private stakeholders should provide adequate funding to sustain broadcast media campaigns on environmental sanitation to ensure regular and high-quality programming.
2. Strong partnerships should be fostered between media houses, local governments, and environmental agencies to align campaign messages with sanitation policies and community needs.
3. Given the effectiveness of radio, especially among low-income populations, more sanitation programs should be produced in local languages to reach a wider audience.

4. Broadcast media should ensure that environmental programs are aired consistently to maintain public interest and encourage behavioural change over time.
5. Citizens should be encouraged to actively participate in sanitation drives and environmental clubs through continuous education, community mobilization, and incentive-based initiatives.
6. The government should invest in better electricity and communication systems to improve media access, particularly for television campaigns in rural and peri-urban areas.

REFERENCES

- Adeoye, T. M. (2020). Media campaigns and environmental behaviour change in urban Nigeria: Assessing citizens' response to sanitation messages. *Journal of Environmental Communication Studies*, 8(2), 45–59.
- Adesina, O. S., & Akintunde, M. A. (2021). Broadcast media and public enlightenment on environmental health issues in Southwest Nigeria. *Journal of Communication and Development Studies*, 6(1), 77–92.
- Akinfeleye, R. A. (2020). *Contemporary issues in mass communication: Media and society in Nigeria*. Lagos: Malt House Press.
- Asemah, E. S., Nwammuo, A. N., & Edegoh, L. O. N. (2021). *Mass communication theories and applications*. Jos University Press.
- Bandura, A. (1977). *Social learning theory*. Prentice-Hall.
- Chukwuma, I. P., & Ibrahim, A. O. (2020). Constraints in media advocacy for sustainable environmental management in Nigeria. *African Journal of Development and Communication Research*, 6(1), 102–117.
- Eze, C. O., & Nwosu, I. E. (2021). Effectiveness of radio in promoting environmental health awareness among rural dwellers in Southeast Nigeria. *International Journal of Communication and Media Studies*, 9(3), 66–79.
- Ibrahim, M. U., & Musa, F. T. (2022). The role of media in achieving environmental sustainability in Nigeria. *Journal of Sustainable Communication*, 4(2), 34–50.
- Mefolere, A. O. (2023). Environmental communication and policy advocacy in Nigeria: The missing link. *International Journal of Environmental Studies and Policy*, 7(1), 89–105.
- National Environmental Standards and Regulations Enforcement Agency (NESREA). (2023). *Annual report on waste management and environmental compliance in Nigeria*. Abuja: NESREA Publications.
- Nwabueze, C., & Eze, N. (2022). Broadcast media and public awareness of environmental sanitation in Nigeria. *Journal of Media and Social Development*, 4(1), 23–37.
- Nwankwo, J. C. (2023). Institutional challenges in environmental communication: Lessons from Nigerian broadcast media. *Global Communication Review*, 11(2), 88–101.
- Okoro, N., & Adegbola, O. (2021). Mass media and public enlightenment on environmental sanitation in Nigeria. *Nigerian Journal of Communication Research*, 19(2), 15–29.
- Okorie, N., & Uche, S. (2022). Radio as a tool for community environmental sanitation campaigns in Nigeria. *International Journal of Media and Development*, 5(1), 54–68.
- Owolabi, T., & Ajiboye, K. (2023). Environmental communication and behavioural change among urban residents: The role of Nigerian broadcast media. *Journal of Communication and Society*, 7(4), 111–126.
- Oyero, O. (2020). Communication for social change: The role of Nigerian broadcast media in public health and environmental issues. *Covenant Journal of Communication*, 7(1), 22–39.
- Suleiman, R. A., & Obafemi, D. J. (2024). Broadcast media influence on waste management practices among Nigerian households. *Journal of Media and Environmental Sustainability*, 3(1), 57–73.
- United Nations Environment Programme (UNEP). (2022). *Africa waste management outlook: Regional progress and challenges*. Nairobi: UNEP Publications.
- World Health Organization (WHO). (2021). *Solid waste management and health implications in urban Africa*. Geneva: WHO Press.