

Students' Awareness and Attitudes to Billboards Campaigns on Sexual Behaviour and HIV/AIDS in Selected Tertiary Institutions of Adamawa State, Nigeria.

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Abstract

The National Agency for Controlling AIDS (NACA) and State Agency for Controlling AIDS (SACA) have designed advertising messages on billboards in Nigerian university campuses to sensitize students on the prevalence of HIV/AIDS in Nigeria. However, the rate at which the disease is spreading is becoming worrisome. This study is therefore carried out to determine the impact of the billboards on HIV/AIDS on the sexual behaviour of tertiary institutions' students towards the disease. The study is titled, "Students' Awareness and Attitudes to Billboards Campaigns on Sexual Behaviour and HIV/AIDS in Selected Tertiary Institutions of Adamawa State, Nigeria." It has the objectives of examining how often the students of the selected tertiary institutions in Adamawa are exposed to Billboards on HIV/AIDS, determining the extent to which students believe in adverts on HIV/AIDS through billboard on campuses, finding out the influence of Billboards on HIV/AIDS on sexual behaviour of male and female students of the selected tertiary institutions in Adamawa State, and finding out whether there are other factors that influence the sexual behaviour of students of selected tertiary institutions in Adamawa State. The study adopted the survey research design and sampled 380 students from the tertiary institutions in Adamawa State using questionnaire titled, "IBSBADASTATE". The study was anchored on the Persuasion theory. The findings indicated that billboard messages help students to abstain from unnecessary sex, or engage in protective sex and avoid risky sexual behaviours that have potential for contracting sexually transmitted diseases within and outside these campuses. The study therefore recommended that, even though students' sexual behaviour is influenced by their exposure to billboards on HIV/AIDS, other means of reaching them with persuasive messages about the disease such as radio, television, newspapers, magazines, social media, friends, face-to-face meetings and so on, should not be neglected or taken for granted. The study also recommended that since billboards adverts on HIV/AIDS have significant influence on the sexual behaviour of students, more of them should be put up on campuses of tertiary institutions across Nigeria.

Keywords: Billboards, Sexual Behaviour, Hiv/Aids, Campus

Introduction

HIV and AIDS awareness is a topic that is of uttermost importance because of the impact and devastation that the epidemic has and continues to cause. In general, from observation, it can be said that people are becoming more and more aware of the epidemic and that the main focus now is geared towards the promotion of ways to decrease incidences of HIV through promoting behaviour change. In order for this to happen, information must be disseminated to the people. The realistic model considers, in addition to HIV and AIDS knowledge, factors that influence people to decide to behave responsibly i.e. the social, cultural, economic and environmental context of people (Setswe, 2010). In other words, as HIV and AIDS awareness continues, for it to be effective, the context always must be taken into account.

Results released by the Government of Nigeria indicate a national HIV prevalence in Nigeria of 1.4% among adults aged 15–49 years, the age group which the students in tertiary institutions fall within. Transmission rates is highest for individuals in this age group because people within

this age range most commonly engage in unprotected sexual intercourse, which remains the main transmission method at the moment. This is also the group where other sexually transmitted diseases (STDs) are most prevalent (Stasha, 2022).

Previous estimates had indicated a national HIV prevalence of 2.8%. The HIV prevalence was equally projected to further decrease to 0% by the end of 2030 (NACA, 2018). UNAIDS and the National Agency for the Control of AIDS estimate that there are 1.9 million people living with HIV in Nigeria (NACA, 2018).

Despite a high level of awareness from the media and other platforms, there is a noticeable level of stigmatization in Nigeria, concerning HIV and AIDS. Many people fear to be tested for HIV as they are afraid of being socially alienated, losing their jobs or partners (NACA, 2018). Those who are HIV positive usually keep it secret and this often lessens their access to adequate care and support. This scenario is magnified for men who have sex with men, as this is an illegal practice in Nigeria. Other reasons for the spread of HIV transmission include cross-generational sex, the widespread practice of multiple and concurrent partners, excessive alcohol consumption and gender inequalities (NACA, 2018). Gender inequalities manifest in constrictive attitudes towards female sexuality whilst men have total liberty. Women tend to be unable to negotiate to use condoms and are therefore prone to sexual abuse, rape, coerced sex, and sex for survival (NACA, 2018). The bad economy has increased poverty and unemployment, giving rise to high-risk sexual behaviour. Sex work is particularly a cross-border activity that fuels the HIV epidemic (NACA, 2018). A perception of little or no risk of contracting HIV is an attitude contributing to HIV spreading (Setswe, 2010).

The National Agency for the Control of AIDS (formerly National Action Committee on AIDS) was established in February 2000 to coordinate the various activities of HIV/AIDS in the country. Among other purposes, NACA's mandates are to:

*Coordinate and sustain advocacy by all sectors and at all levels for HIV/AIDS/STDs
Develop the framework for collaboration and support from all stakeholders for a multi-sectoral and multi-disciplinary response to HIV/AIDS in Nigeria;*

Develop and present to the Presidential Council on AIDS, PCA, all plans on HIV/AIDS in Nigeria for policy decisions;

Develop and articulate a strategic plan for an Expanded National Response to HIV/AIDS in Nigeria;

Coordinate, monitor and evaluate the implementation of the Strategic National Plan for the control of HIV/AIDS/STDs in Nigeria and all other approved policies;

Coordinate and facilitate the mobilization of resources for an effective and sustainable response to HIV/AIDS/STDs in Nigeria, and

Undertake any other duties as assigned by the PCA from time to time.

Nigeria is Africa's most populous nation with about 200 million people. It currently has reported HIV prevalence of 1.4%, next only to South Africa in the Sub-Saharan Africa. The Nigerian government's response to the epidemic is based on a national strategic workplan known as the HIV/AIDS Emergency Action Plan, which originally was a four-year plan with a US \$190million cost for programme execution. The plan was designed to be jointly executed by the Government of Nigeria, bilateral donors, and a World Bank IDA credit.

The HEAP document identified over 200 activities which the government is to pursue over a four-year period. Designed to promote a multi-sector, participatory response to HIV/AIDS prevention and impact mitigation, the HEAP guided the implementation of activities and

appropriate allocation of available resources. In 2004-05 at the expiration of the life of the HEAP a new framework, the National Strategic Framework NSF was developed with wide participation from Civil Society, the Private sector, Government entities and implementing bodies and the international donor community in Nigeria. The NSF designed with a life span Expanded Responses in Nigeria; of 5 years would guide the National Response and all implementing and coordinating entities to contain the spreading epidemic.

It is apparent that the mandate of NACA in advocacy, mobilization of resources, in creating awareness on HIV and AIDS issues is effected in different manners. While the agency makes use of different mass media, emphasis on this study is on billboards. The billboard otherwise referred to as out-door advertising are cited in strategic locations for the masses to be exposed to information about ideas, products or services for patronage or behavioural change. This shows why even on campuses of tertiary institutions, billboards are scattered all over. Fundamentally therefore, this study seeks to find out whether billboard on HIV/AIDS which are cited are cited in tertiary institutions have been able to influence students' attitude against unprotected sex with focus on Adamawa State University), Mubi (ADSU) and Modibbo Adama University, Yola (MAU).

Statement of Research problem

There are billboards all over, around and in universities and other tertiary institutions generally in Nigeria campaigning against different social vices. Significantly, the billboards provide information and educate students on the risks associated with certain behaviors and habits. There are therefore, billboards against many vices such as religious intolerance, cultism, examination malpractice, indecent dressing, terrorism, and banditry.

Since HIV and AIDS is still prevalent in the Nigerian society, there are billboards advocating for the use of condoms, warning students against unprotected sex, advising them to zip up where they do not want to adopt protective measures. How far these bill boards have succeeded in attracting believability among the students and how far they have succeeded in influencing their sexual behavior towards this dreadful disease have not yet been ascertained. This becomes more worrisome given the fact that the students in the tertiary institutions are the most active sexually. This is also true as most of the stories about students of tertiary institutions always accuse them of promoting prostitution and other vices (Oti-Boadi, 2013).

While statistics about the number of students infected by HIV/AIDS appear to be scarce (Bankole and Abioye, 2018), the negative stories about students in tertiary institutions in Nigeria in respect to their sexual behaviour raise doubt about whether the billboards are actually influential or not. This study therefore investigates the influence of bill boards on students' sexual behavior towards HIV/AIDS in selected tertiary institutions in Adamawa State.

Objectives of the Study:

The broad objective of this study is to determine the influence of campus billboards on HIV/AIDS on students of selected tertiary institutions in Adamawa State.

Other specific objectives of the study include:

To determine how often students of selected tertiary institutions in Adamawa State are exposed to billboards on HIV/AIDS.

To determine the extent students of the selected tertiary institutions in Adamawa State believe in advert campaigns against HIV/AIDS through billboards on campuses.

To fine out the influence of billboards on HIV/AIDS on the sexual behaviour of male and female students of the selected tertiary institutions in Adamawa State.

To identify other factors that influence sexual behaviour of students of selected tertiary institutions in Adamawa State.

Review of Related Literature

Billboard Advertising

Billboard advertising is an outdoor advertising used by companies in open areas where a high traffic is found, exposed to passing pedestrians and drivers. Billboards are very visible in selected market segments which are expected to have its communicative effect on consumers (Zeqiri et al, 2019). Organizations use billboards to communicate and inform the target segments (Chien, 2011, cited by Iqbal and Batool, 2011). In tandem to the above assertion, organizations use billboard advertising because is relatively less expensive compared to other forms of traditional media advertisement but still it needs to be very well planned, to be read quickly, and not containing a lot of information. Advertising is cost efficient when it reaches a vast number of the targets at a low cost per person (Pride and Ferrell, 2009).

According to Skinner (1980) cited in Bidemi (1999, p.5) opines that “advertising is an attempt at controlling human behaviour by appealing to human conscience and emotions”. In the other hand, Billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it. They have to be readable in a very short time because they are usually read while being passed at high speeds. Thus, there are usually only a few words, in large print, and a humorous or arresting image in brilliant color (Wikipedia, 2012). To (Nwankwo,2013), the term billboard advertising relates to the usage of signs along the waysides for the purpose of advertising and promoting a range of products and services. He added that Billboard advertisements are designed to catch a person’s attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it. Billboard advertising continues to be an effective method of reaching out to the consumers. Since these advertisements can be viewed by the consumers at any point of time, the principal aspects of its effectiveness are cost saving and greater market coverage. Billboards are surely an efficient method to publicize products and services anywhere and anytime. It has become a common trend in contemporary Nigeria society to use billboard medium to publicize government’s acclaimed achievements or intended development programme (Nwankwo, 2013).

Billboard advertising is the process of using a large-scale print advertisement (a billboard, or a *hoarding* to those in the UK) to market a company, brand, product, service, or campaign. Billboards are typically placed in high traffic areas, such as along highways and in cities, so they’re seen by the highest number of drivers and pedestrians Decker Allie (2021). Decker added that billboard advertising is effective for building brand awareness and broadcasting your business (or product or campaign) to as many people as possible. Because they are in such busy areas, billboards tend to have the highest number of views and impressions when compared to other marketing methods.

HIV/AIDS

Human immunodeficiency virus infection and acquired immunodeficiency syndrome (HIV/AIDS) is a spectrum of conditions caused by infection with the human immunodeficiency virus (HIV), a retrovirus. Following initial infection an individual may not notice any symptoms, or may experience a brief period of influenza-like illness (Wikipedia, 2020). HIV

(*human immunodeficiency virus*) is a virus that attacks cells that help the body fight infection, making a person more vulnerable to other infections and diseases. It is spread by contact with certain bodily fluids of a person with HIV, most commonly during unprotected sex (sex without a condom or HIV medicine to prevent or treat HIV), or through sharing injection drug equipment (Felman, 2020). It is a virus that targets and alters the immune system, increasing the risk and impact of other infections and diseases. Without treatment, the infection might progress to an advanced stage called AIDS (Felman, 2020) added. HIV/AIDS has become one of the most devastating diseases humanities has ever faced. It has become a major public health concern with about half of new infections occurring in young people (Asante & Oti-Boadi, 2013). HIV/AIDS is one of the greatest health challenges threatening the developing countries today. It leaves indelible marks that are avoidable with proper knowledge and compliant behavior (Obono, 2020).

Importance of Bill boards Advertising

Billboard advertising is when Billboards are positioned in a way to attract the maximum number of people to the advertising. They are generally put up on roads where there are various audiences (Hitesh, 2021). Billboard are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it (Nwankwo, 2013). The name billboard is derived from the term "billing board," and is a large outdoor advertising space designed to capture the attention of motorists and pedestrians. Typically placed around high traffic areas (both automotive and foot traffic), billboards are meant to be simple, striking, and creative. In fact, the creative department in any advertising agency still prizes the billboard space, as it is a golden opportunity to do groundbreaking, impactful work (Illinois Cary, 2022). Billboard advertising is a process of using large scale print and digital advertising boards called billboards or hoardings to promote a brand, offering, or a campaign (Prachi, 2021). Over the course of time, billboards remain as a top medium in the advertising world because of their power compared to other popular marketing practices, their complex strategies considered prior to creation, and there are successful design and execution elements.

Unlike television and radio advertisements, billboards cannot be turned off or skipped. Iveson (2011) pointed out how, "It has become the only mass medium capable of reaching consumers as they go about their everyday lives". Meaning that students who have little or no time to listen to radio, watch television or read newspapers can rely on billboards advertising as they go about their normal business. Consumers spend a great amount of time each week in the car, and billboards are there to catch their attention whether they are on the freeway or alongside the main road. Williams (2009) noted in his study how billboards are ultimately the last method of communication consumers' fathom before taking action. It is likely for consumers to see the same billboard more than once a day in various locations.

To have the ultimate turnover rate, it is best to couple billboard advertising with other form(s) of media. Using out of home billboards in combination with other media improves the decay rate, or time it takes for a person to forget a campaign's advertising message," (Iveson, 2011). Billboards are an unavoidable part of driving and can be a powerful outdoor advertising tool. As some may question if billboard advertising is really the right solution, Primary Media (2022) an online publication identifies five major benefits that come from using striking billboard advertising.

1. People see it.

Billboards are strategically placed along busy roads and intersections, which mean people, will always be looking at your large and eye-catching display.

People have a choice to click on an Internet ad or change the channel away from a commercial, but they can't avoid looking at your billboard as they go throughout the day.

2. Always working.

You could pay to run an ad on the radio or TV, but the price only guarantees your commercial is played a few times a day. Conversely, a billboard is always working 24/7. Customers might be exposed to a brand or service just once or twice through other forms of advertising, but billboards lead to repeat exposure as people continually pass by. Although the message is short than it would be in other ad forms, it can hold in people's minds more because no matter what time of day they pass it will always be there.

3. Customized location.

Because billboards are everywhere, you usually have your choice of where you want to put your message. Use your billboard location to target certain customers or to get people's attention, either at a location by your business or near a busy intersection or freeway exit. Because billboards are so large and central, you can easily reach lots of people if you choose the right location.

4. Builds brand awareness.

Billboards aren't very effective at getting a response, like having customers visit your website or call your store, but they are incredibly powerful at building brand awareness. Because most people see the same billboard multiple times, they remember it and can often later associate it with the brand and company. Billboard designs can be catchy and memorable and provide a great way to potential customers to learn about your business and tuck it away in their minds until they might need to use your service. A billboard for a chiropractor, for example, could help build brand awareness and stick with people until the day they need a chiropractor, when they can think back to the billboard and the brand that is engrained in their mind.

5. Targets a variety of customers.

Billboards allow companies to reach a huge variety of customers with a single advertising tactic. Instead of spending extra time and money to identify and research niche target customer groups, a billboard allows you to reach a large part of the diverse general population. Billboards also bring the customers to you, which mean you don't have to spend your advertising time and budget trying to reach potential customers. This can be extremely beneficial for widespread services that attract a variety of demographics and can also help you find customers you might not expect would be interested in your company.

Corroborating the primary media position, Inman Paul (2016) put the benefits of billboard advertising specifically to students in higher institutions beyond the sheer size, scope and versatility of the billboard medium. Here are some of the most prominent benefits: –

Billboards are a constant and immovable Medium: Rather like social and digital outlets, billboards offer a constant and immovable advertising medium. While promotional brochures are easy to discard and expensive television adverts can be switched off in mid-flow, billboards and roadside slots can be secured for as long as your budget allows and display your message prominently. This makes it easier to reinforce your message and engage audiences on a deeper level.

Billboard's target students while they are on the move: As a general rule, young adults are spending more and more time out of the home. This is linked to the fact that Millennials currently have more buying power than any other demographic, enabling the next generation of students to invest in their favourite recreational pastimes. Billboards are therefore the best medium for targeting this demographic, as they can capture their attention while they are on their travels.

Billboards Make use of unconventional advertising space: Perhaps the greatest advantage of billboards is that they enable marketers to leverage unconventional spaces, such as the sides of buildings and sparse roadsides. Universities are ideally placed to take advantage of this, as they are usually comprised of several large buildings and towering walls that offer free-to-access advertising space. This reduces costs while optimizing reach, so it well worth consideration when targeting students.

According to authors (Taylor & Franke *et al*, 2006), Billboard's advertising among the others offers these benefits:

Communicate appropriate messages with a low cost;

Advertisements can be placed in locations easily to be accessed;

Billboards are exposed to existing and to potential customers through 24-hour exposure;

Billboards can offer visual influence as well as a verbal influence.

This kind of advertising can also improve sales

Billboards Advertisement and Behavioral Change

Truly great advertising can often stop us in our tracks, make us feel a range of emotions and even change beliefs and behaviour and it's this considerable influence that makes advertising so powerful. Great advertising should not only inspire. It should help shape the way you think and illicit positive behaviour change (Nicola, 2021). Behaviour change is generally best served by a mix of interventions, delivered over a long period of time and modified in response to measured impact (Eufic, 2014). It is important to recognize that if great advertising can change behaviour, how those ads are created must also be informed by how real people think, feel and act. The industry has adapted quickly to this, turning its focus to consumer understanding, psychology, and research – these key fundamentals serve to unlock a much deeper understanding of human behaviour and motivation.

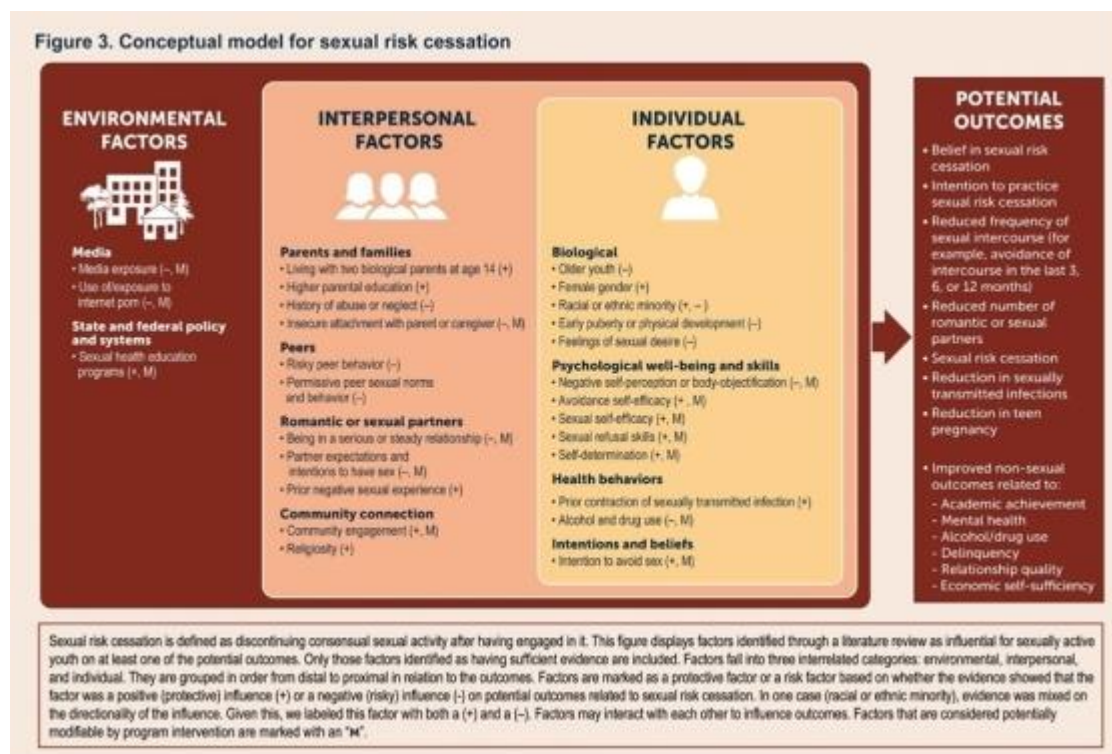
Other Factors influencing Sexual Behavioral Change

Sexual behaviour is complex partly because it is influenced by a wide array of personal, social, cultural, moral and legal factors (Chanakira* et al, 2014). (Asante & Oti-Boadi, 2013) sited peer pressure to obtain luxury items, such as expensive clothing, jewellery, fashionable hairstyles, accessories, and makeup, as factors that motivates young women to engage in transactional sex. While many factors such as poor negotiating skills, low self-esteem, gender norms and peer pressure have been identified to influence the sexual behavior of adolescents in Nigeria, the influencing factors differ according to the context in which adolescents in Nigeria live (Envuladu et al, 2017). Evidence of differences in the sexual behavior between the literate and the illiterate adolescents have been reported, others have also viewed economic status, a proxy for poverty as an important influence to adolescent sexual behavior mainly among adolescents who are out of school (Envuladu et al, 2017).

In addition to the above assertion, Sex and HIV education among youth decrease sexual risky behavior and increase the use of condom and contraceptives (Kirby, 2007). This implies that individuals with better knowledge have the likelihood of resisting pressure from their peer and will have healthy relationship. Parental involvement and having open discussion with children can be one of the ways of promoting safe sexual life. Study shows that poor parental involvement and lack of discussion on safe sexual life leads to lack of skill that helps youth to make important decision about their sexuality (Kasiye, 2014).

Lack of sufficient information, peer pressure and lack of follow-up of the parents are among some of the identified factors (Taffa, 2003; Taffa, 2002). This has corroborated Envuladu *et al* (2017) position on factors influencing sexual behavioural change. Unfavorable attitude, lack of self-efficacy and social influence are also identified as causes for lack of exercising safe sex specially on the use of condom (Taffa, 2002). Factors related to cultural and social values, addictive behaviors and weak child parental relationship are also identified in many of the studies (Borawski, 2003; Fekadu, 2007; Molla, 2008). Socioeconomic status, joblessness, sexually active friends, family instability, single-parent household, sibling sexual activity, and each characteristic (race, gender, age, and puberty status) have all been associated with adolescent risky sexual behavior (Srahbzu & Tirfeneh, 2020). In conformity to the above factors, Asante and Oti-Boadi (2013) revealed that young adults are also at risk as a result of high risky sexual behaviours, attitudes, and constraints of the societies in which they grow up. Asante and Oti-Boadi added that the lifestyles of university students are placing them at risk of contracting the HIV.

Going a little more in-depth, Moratoriohm and Myreasohn (2020) identified a range of factors that may influence youth decision making, sexual behavior, and related outcomes. These influencing factors which can be risk or protective occur at the environmental, interpersonal, or individual level, and many can be modified through educational intervention.



Source: Moratoriohm and Myreasohn, 2020

In affirmation to Moratoriohm and Myreasohn, (2020) that some factors are risk incline, Babalola. (2018) stated that negative information such as pornography accessible via media

channels such as the internet has an adverse effect on how adolescents think, feel or act sexually. Furthermore, sexuality is often used as a symbol to portray different messages aimed at catching the attention of the viewers, through forms which include; musical videos, television advertisements and romantic movies. The ease of access of this information through the readily available media channels (such as mobile phones, laptops) creates a major dilemma in adolescent sexual behavior (Babalola, 2018). The electronic media which consists of many social networking sites such as Facebook, Twitter, WhatsApp, Instagram etc., is characteristic of an in-flock of sexual contents and materials. More worrisome is the fact that these communication trends will be on a rapid increase even as the world of technology improves. Although many schools have created strict rules that restricts the use of handheld technology during school hours; many adolescents are still able to connect during school hours as they please, causing distractions as well as having a negative impact on their sexual and overall behaviors (Babalola, 2018).

According to Babalola (2018), there is equally a wide range of personal, social, and environmental factors that influence behaviour. Babalola further stated that most can be assigned to three levels which includes:

- Personal or individual: beliefs, knowledge, attitudes, skills, genetics
- Social: interaction with other people including friends, family and the community
- Environmental: the area in which an individual life, e.g. school, work place, local shops and facilities, and wider factors including the economy (such as prices) and technology.

A complex web of societal and biological factors must be considered when one aims to tackle obesity-related behaviour. Behaviour change is generally best served by a mix of interventions, delivered over a long period of time and modified in response to measured impact. Interventions that only address factors at the individual level, and do not take into account the social and environmental influences mentioned above, are unlikely to work. An ecological approach “that identifies and addresses the factors influencing behaviour at all three levels is likely to be most effective at bringing about behaviour change”. (Babalola, 2018), added.

Theoretical Framework

Persuasion theory

This study is anchored on the Persuasion Theory. The theory focuses on psychological characteristics that affect a person’s perception and response to messages. According to De Fossard (1997, p.8) the characteristics include: i. knowledge and skills ii. Attitudes towards behaviour and social issues iii. Predisposition or preference iv. Beliefs and consequences v. Attitudes towards the sources of the message. Many of these are related to demographic characteristics, such as age, gender, ethnic group, income and level of education. Persuasion theory also draws attention to the importance of message factors and source factors in influencing an audience. De Fossard (1997, p.9) opines that Message factors are the characteristics of a message that make it appropriate and effective for a particular audience; how long or complex it should be, what languages is best etc. different audience will have different preferences for message style. Source factors are characteristics of a message’s source that make it interesting, relevant and persuasive for a particular audience member. Among the most influential source are: credibility, attractiveness, similarity, authority and expertise.

Persuasion is the process of changing the attitude and perception of a target audience through the content of mass media messages. Steiner (1972) posits that persuasion is a process in which a communicator attempts to induce the belief, attitude or behaviour of another person or groups.

Persuasion is seen as a deliberate attempt to modify the attitude or behaviour of another person or group by transmitting a message through the mass media or any other relevant medium. This portends the reason why institutions of higher learning, Adamawa State University, Mubi and Modibbo Adama University, Yola are using campus billboards as a veritable avenue, towards behavioural change of students. The relevance of persuasion theory to this study cannot be underscored as embedded in the theory are the ideas that billboard messages in tertiary institutions about HIV/AIDS has potential to change the student's knowledge, skills, attitudes and behaviors towards the spread of the disease. The theory also emphasizes attitudinal changes among students who are presumed to have read and exposed themselves to the billboard messages in their tertiary institutions.

Methodology

Survey research designed was adopted by the study. One of the advantages of survey is that it is relatively easy to administer and more cost effective. The population of the study involved 30,837 undergraduate students of ADSU, Mubi and MAU, Yola for the 2021/2022 academic session. The study adopted the Krejcie and Morgan (1970) sampling size formula to arrive at 380 as its sample size. Different sampling selection techniques were adopted by the study. First, purposive sampling was adopted in sampling faculties from the institutions under study. The study in this regard, sampled four (4) Faculties of Social and Management Sciences, Agriculture, Science and that Arts from ADSU, Mubi and Faculties of Sciences, Agriculture, Engineering and Environmental Sciences from MAU, Yola. One department was sampled from each of the faculties. After possessively sampling the faculties and one department from each Faculty, the study, used simple random approach, based on the population of each department to sample 380 respondents. For clarity, in MAU, Yola, 180 respondents were sampled. Accordingly, in the Departments of Computer Science 45 was sampled, Agric economics/Extension 45, Building Technology 45, and Urban and Regional Planning 45 respondents were sampled.

In ADSU, Mubi, 50 respondents were sampled from the departments of Mass Communication, 50 from Agric Economics/Extension, 50 from Computer Science and 50 from history. In all, 200 respondents were sampled from ADSU. The sampling was done during lectures as students are seated in lecture halls receiving lectures. Simply, random sampling involved the use of balloting as ballot papers that were dropped in a bag were used. The ballot papers containing ‘‘ No’’ and ‘‘Yes’’, those who picked No were not sampled, and those who picked Yes were sampled for data collection.

The instrument used in collecting data was structured questionnaire. Adopting a simple random approach, the researchers administered 380 copies of the questionnaire on the respondents in the institutions under study for four days-Monday to Thursday with the help of three research assistants who are properly educated. Out of the administered 380 copies of the questionnaire, only 370 representing 97.4% were retrieved, the remaining 2.6% were lost.

Data Presentation and analysis

Table 1: Respondents' Demography

Gender	Variables	Frequency	Percentage
	Male	175	47.2
	Female	195	52.
	Total	370	99.9
Age	Variables	Frequency	Percentage
	18-35	147	89.45
	36-50	36	9.7
	51 and above	3	0.8
	Total	370	100
Class/levels	Variables	Frequency	Percentage
	100 level	74	20
	200 level	187	50.54
	300 level	53	14.32
	400 level	42	11.35
	500 level and above	14	3.78
	Total	370	100

Source: Field Survey, 2023.

The demographic data collected in table 1 revealed that 175 (47.2%) of the respondents were male while 195 (52.7%) of the respondents were female which forms the majority. This therefore means that the findings can be generalized on both genders. The data also revealed that 331 (89.45%) of the respondents fall within 18 – 35 years and 36 (9.7%) were aged between 36 – 50 years, while 3 (0.8%) were within the age bracket of 51 years and above. Therefore, this implies that data were collected from respondents with different age brackets. The data have equally shown that 74 (20%) of the respondents were in 100 level, 187 (50.54%) were in 200 level, 53 (14.32%), 53 (14.32%) were in 300 level, 42 (11.35%) were in 400 level, while 14 (378%) were in 500 level and above. This shows that data were collected from respondents who were from different academic levels.

Table 2: What is your level of awareness about HIV and AIDS?

Levels of awareness	Frequency	Percentage
High awareness	256	69.18
Low awareness	114	30.81
Not at all	Nil	0.00
Total	370	100

Source: Field Survey, 2023.

Table 2 was mainly concerned with determining the level of awareness of respondents about HIV and AIDS. Data collected on the basis of this showed that 256 (69.18%) of

the respondents claimed to be aware of the disease whereas, 114 (30.81%) of the respondents had low level of awareness. Surprisingly, 5.6% of the respondents are not aware at all. This implies that all the respondents were aware of the disease.

Table 3: What is your source of knowledge about HIV/AIDS?

Sources of knowledge	Frequency	percentage
Friends	67	18.10
Radio and television	74	20
Billboard	108	29.18
Newspapers/magazine	44	11.89
Social media	77	20.81
Total	370	100

Source: Field Survey, 2023.

Data in Table 3 were aimed at determining the source of knowledge about HIV/AIDS by the respondents. In this regard, 67 (18.10%) of the respondents indicated friends as their source of knowledge, 74 (20%) from radio and television, 108 (29.18%) billboard, 44 (11.89%) newspapers/magazines, 77 (20.81%) social media. It can be deduced from the data collected here that even though there are other sources of students’ knowledge about HIV/AIDS, billboards appear to be their major source.

Table 4: How frequent are you exposed to billboards message on HIV/AIDS?

Frequency of exposure to billboard	Frequency	Percentage
At least twice a week	114	30.8
Every day	121	32.7
Once in a week	78	21.0
Once in a month	33	8.9
Not even in a while	24	6.4
Total	370	100

Source: Field Survey, 2023.

Table 4 is mainly concerned with the frequency of exposure to billboards messages on HIV/AIDS by respondents. 114 (30.8%) agreed to have been exposed to billboard messages on HIV/AIDS at least twice a week, 121 (32.7%) every day, 78 (21.0%) once in a week, 33 (8.9%) once in a month, while, 24 (6.4%) responded not in a while. This implies that the respondents are frequently exposed to campus billboards on HIV/AIDS.

Table 5: To what extent do you believe in advert campaigns on HIV/AIDS through billboards?

HIV/AIDS message believability	Frequency	Percentage
To a high extent	226	61.0
To a low extent	121	32.7
To no extent	23	6.2
Total	370	100

Source: Field Survey, 2023.

Data in Table 5 indicated that 226 (61.0%) of sampled respondents believe in the advert campaigns on HIV/AIDS through billboards to high extent, 121 (32.7%) believe in them to a low extent whereas, 23 (6.2%) of the respondents do not believe in the advert campaigns on HIV/AIDS through billboards on campuses. This implies that respondents' believability in the advert's messages or campaigns on billboards in respect to HIV/AIDS is high extent.

Table 6: What is the amount of influence do advert messages through billboards on HIV/AIDS have on you?

Amount of influence	Frequency	Percentage
High	186	50.2
Low	133	35.9
They have no influence on me at all	51	13.7
Total	370	100

Source: Field Survey, 2023.

Table 6 indicated that 186 (50.2%) and 35.9% of the respondent agreed advert messages through billboards on HIV/AIDS have high influence on them, 133 (35.9%) have low influence while, 51 (13.7%) of the respondents said they have no influence on them. This implies that advert messages on campus billboards in respect to HIV/AIDS have different influence on the students' sexual behaviour towards the disease. Data collected here have further reinforced the one earlier collected in Table 7.

Table 7: What specific influence do billboards adverts on HIV/AIDS have on you?

Specific influence of billboard advert	Frequency	percentage
They make me believe the message of HIV/AIDS	149	40.2
They prevent me from casual sex	70	18.9
They make me to abstain from sex	57	15.4
They make me to be using condom and protective measures	53	14.3
They have no any influence on me	41	11.0
Total	370	100

Source: Field Survey, 2023.

Data in Table 7 is mainly concerned with the specific influence billboards adverts have on respondents. 149 (40.2%) claimed that billboards advert on HIV/AIDS make them believe the messages on HIV/AIDS, 70 (18.9%) claimed they prevent them from casual sex, 57 (15.4%)

said they make them to abstain from sex, while, 53 (14.3%) claimed they make them to be using condom and protective measures. This implies that the respondents agreed that billboards advert on HIV/AIDS make them believe in the existence of HIV/AIDS.

Table 8: What other factors influences your sexual behaviour towards HIV/AIDS?

Other factors that influence sexual behaviour towards HIV/AIDS	Frequency	Percentage
Personal factor	104	28.1
Social factor	93	25.1
Cultural factor	21	5.6
Peer pressure	35	9.4
Economic status	5	1.3
Religious factor	79	21.3
No other factor	33	19.8
Total	370	100

Source: Field Survey, 2023.

Data in Table 8 above shows that 104 (28.1%) of the respondents’ sexual behaviour towards HIV/AIDS were influenced by personal factor, 93 (25.1%) were influenced by social factor, 21 (5.6%) by cultural factor, 35 (9.4%) by peer pressure, 5 (1.3%) by economic status, 79 (21.3%) religious factor, while, 33 (19.8%) of the respondents’ sexual behaviour towards HIV/AIDS claimed to have influenced by no other factor. This implies that even though there are other factors that influences the sexual behaviour of the respondents towards HIV/AIDS, personal factor appears to be their major factor.

Discuss of the Findings

The research indicated that Gender status of the respondents involves both males and females from the selected tertiary institutions in Adamawa State. This shows a fairly distributed sampled and balanced view for Modibbo Adama University, Yola and Adamawa State University, Mubi. Similarly, the respondents were within the age bracket of 18-35 years and therefore, fit into the desired sample size. In addition, most of the respondents for both institutions were between 100level and 200level. The significance of gender and age bracket to this study was captured in a study carried out by Asante and Oti-Boadi (2013) on *HIV/AIDS Knowledge among Undergraduate University Students: Implications for Health Education Programs in Ghana*. The study revealed a significant gender difference in HIV knowledge among university students in Ghana, with females more knowledgeable than males. This finding is consistent with studies conducted in Nigeria which found that AIDS knowledge differs on the basis of gender among university students.

In terms of the level of awareness about HIV and AIDS, 256 (69.18%) of the respondents in Table 4 said that they are highly aware of HIV/AIDS while 114 (30.81%) indicated low level of awareness about the disease. Importantly, finding here has shown that respondents are aware of the existence of HIV/AIDS. Information about the dreaded disease originates from different sources. This has made the study to probe into the respondents’ source of information about the disease which is the concern of data in Table 3.

In line with this, 108 (29.18%) of the respondents claimed that their source of knowledge about HIV/AIDS is from billboards. This shows that billboards are the major source of knowledge

about HIV/AIDS by respondents in the selected tertiary institutions. Other sources such as friends, radio and television, newspapers/magazine as well as social media, however, also complement in this regard.

A study carried out by Bang, Tailor, and Franke (2011,) on *Uses and Effectiveness of Billboards: Perspectives from Selective-Perception Theory and Retail-Gravity Models* corroborated this finding. The study found that billboards are rated higher than other media in their ability to communicate information affordably, increase sales and attract new customers (Bang et. al., 2011). Bang et al. further noted that even though billboards appear to be attracting higher revenue to media organizations, there are only few studies on it. Another study carried out by Naidoo (2006), on *Understanding First Year University Students' Perception of Poster and Television Health Communication Messages on HIV/AIDS* has corroborated this. The study found that students' perception of HIV/AIDS messages differed as a result of channels used.

In terms of frequency of exposure to billboards messages on HIV/AIDS, 121 (32.7%) respondents in Table 4 are exposed to it every day while 114 (30.8%) respondents are exposed to it at least twice a week. This indicates that students of the selected institutions are frequently exposed to HIV/AIDS message on campuses billboards. A study carried out on *Do Media Business Development & Industry Relations* by Ramser (2009) in the far away USA equally found that for out-of-home segments, advertising messages on billboards do get noticed by most travelers. There were some interesting findings relating to billboards. For example, 71% of travelers aged 18-34 noticed advertising messages on billboards sometimes, or most of the time or each time they pass one. Nearly 10% noticed the advertising message each time they see a billboard (Ramser, 2009). The breakdown to the question 'How often do you notice the advertising messages on roadside billboards?' was as follows: each time (9%), most of the time (28%), sometimes (34%), almost never (16%); never (11%). Ramser's study has proved the finding of this study right as it confirms that where billboards are placed at strategic places, there is no way people will pass without getting exposed to the messages they carry. Since the study, in this regard, discovered that respondents were exposed to billboard messages on HIV/AIDS, it made efforts to determine whether they believe in the messages or not. This is what data collected in Table 7 seek to achieve.

In this regard, 226 (61.0%) of the respondents in Table 7 believe in the advert campaigns on HIV/AIDS through billboards to a high extent while 121 (32.7%) believe in the advert campaigns on HIV/AIDS through billboards to a low extent. This finding implies that advert campaigns on HIV/AIDS through billboards are effective ways of not only creating awareness about HIV/AIDS in tertiary institutions but also making students to believe in the existence of the disease.

In terms of the amount of influence billboard messages have on the respondents' sexual behaviour towards HIV/AIDS, 186 (50.2%) of the respondents in Table 6 indicated that they have a very high influence on them with 133 (35.9%) saying that the influence is low. This finding shows that advert messages through billboards on HIV/AIDS highly influence students of the selected tertiary institutions in Adamawa State. This finding is further supported by the chi-square finding where null hypothesis which stated that there is no significant relationship between students' sexual behaviour and billboards messages on HIV/AIDS was rejected; this shows that a relationship significantly exists between the two. But if students are influenced by the billboard messages on HIV/AIDS, it is not surprising; it is not because the messages are after protecting their lives. As preached by the protection theory; a theory adopted by the study, there is no way students will not be influenced by the billboard messages in this regard. Where

interest is involved, persuasive messages can easily exercise influence as also shown by the persuasive theory of the study.

In relation to the specific influence billboards adverts on HIV/AIDS have on the respondents, 149 (40.2%) of the respondents in Table 7 indicated that they make them believe in the existence of HIV/AIDS. This finding shows that billboards advert on HIV/AIDS creates high awareness about the existence of the disease among students of Modibbo Adama University, Yola and Adamawa State University, Mubi.

Regarding factors that influence sexual behaviour of the respondents towards HIV/AIDS, 49 (27.4%) of the respondents in Table 10 indicated personal and religious factors as other factors that influence their sexual behaviour towards HIV/AIDS. Thus, this finding shows that personal and religious factors are also fundamental in influencing the respondents' sexual behaviour towards HIV/AIDS in the selected tertiary institutions in Adamawa State. Other factors identified are cultural influence, peer-group and socio-economic factors.

Conclusion

This study was conducted to empirically determine the influence of campus billboards on HIV/AIDS on the sexual behaviour of students in selected tertiary institutions in Adamawa State. Findings clearly indicated high levels of awareness of students in the selected tertiary institutions of Adamawa State about HIV/AIDS as a result of their exposure to billboards campaigns on the disease. This implies that the billboards placed on campuses are, to a high extent contributory in no small measure in informing, educating and persuading students and others alike from careless or unprotected sex habits. Billboards in this regard are seeing playing a complementary role as the assist other media like radio, television, newspapers, magazines and social media. Although billboards are considered as effective agents of behavioural change, there appears to be other factors that are socially and economically that also contribute in shaping one attitude towards health-related campaigns.

Recommendations

Based on the findings of this study, it was recommended that:

- i. More campaign awareness on the existence of HIV/AIDS through rallies should be organized at regular intervals. This is vital because people need to be conscientize about the danger of getting infected and its associated stigma. Similarly, HIV/AIDS social group can be established to undertake this task.
- ii. Since billboards adverts on HIV/AIDS have a significant influence on the sexual behaviour of students of the selected tertiary institutions in Adamawa State, more of it should be put up in the tertiary institutions.
- iii. Even though students' sexual behaviour is influenced by their exposure to billboards on HIV/AIDS, other means of reaching them with persuasive messages about the disease such as radio, television, newspapers, magazines, social media, friends, face-to-face meetings and so on, should not be neglected or taken for granted.
- iv. Lastly, since personal and religious factors also exercise influence on the sexual behaviour of students in selected tertiary institutions in Adamawa State, these factors should be considered in constructing billboard message on HIV/AIDS in the tertiary institutions under study.

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