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# Effectiveness of a participatory radio programme on child health outcomes amongst women with children under-five in Jigawa State, Nigeria: a quasi-experimental analysis

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# Background and Aim

- U-5 mortality rate is high in Jigawa State, Nigeria (161/1,000 live births)
- Pneumonia and diarrhoea are leading causes of deaths
- Health Communication is critical to promote protective behaviour
- Participatory radio is a potential cost-effective and scalable intervention

**Aim:** To determine the impact of a participatory radio programme and household health volunteer visits on the coverage of preventive and protective child health indicators amongst women in rural Jigawa State, Nigeria

## Methods

- **Design:** Cross-sectional survey with quasi-experimental analysis
- **Sample and settings:** 3,343 women with children u5 from 33 clusters in Kiyawa LGA, Jigawa State, Nigeria
- **Data Collection:** January 10 to June 25, 2021
- **Analysis:** Propensity score matching (PSM) to estimate average treatment effect on the treated (ATET) for each outcome



## Key Results



Gain Knowledge

### Pneumonia Knowledge (mean score)

#### Radio+CHV:

1.91 (SD= 1.74, ATET= 1.09,  $p < 0.001$ )

#### Radio Only:

1.33 (SD=1.47, ATET=0.54,  $p < 0.001$ )

#### CHV Only:

1.07 (SD=1.47, ATET=0.38,  $p < 0.001$ )

#### Unexposed:

0.67 (SD= 1.12)



### Handwashing with Soap

Slight increase in radio+CHV group (ATET=0.04,  $p=0.213$ )



### Exclusive Breastfeeding

Slight increase in CHV only (ATET=0.04,  $p=0.150$ )



### Immunization

Slight increase in radio only (ATET=0.10,  $p=0.055$ )

## Conclusion

- Significant improvement in pneumonia knowledge score
  - Limited impact on handwashing, exclusive breastfeeding and routine immunization
  - knowledge requires more time to translate into practice
  - Future intervention should include the broader system strengthening
  - Further work is needed to find way to improve child health indicators still
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