

An Assessment Of Anambra Resident's Awareness And Perception Of Flood Campaign Messages

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***Abstract:** Flood is a serious threat to the economic and social structures of the society. Most countries of the world, Nigeria inclusive have been victims of flooding which has been on the increase with the current climate change regime. In Nigeria, Anambra State with its position on the River Niger tributary has always experienced the dangers that come with flooding. However, the media and the concerned agencies owe the populace the role of setting agenda if the populace must take proactive measures in mitigating the losses and dangers that come with flood. It is from the foregoing that this current study investigated "Anambra residents Awareness and Perception of flood campaign messages". The work adopted survey research methodology with a sample size of 400 arrived at using the Taro Yamane method. Situated within the context of the agenda setting theory, it was found that the respondents are exposed to flood campaign messages mostly through the television; that the media and the concerned agencies have carried out enough messages on the best possible ways to take measures against flood and dangers that come with it. It was then recommended that interpersonal communication is mixed alongside the traditional media approach in environmental flood campaigns, in this manner interpersonal communication will create avenue for a rich communication process with feedback which will afford the individuals opportunity to ask questions concerning the dangers of flood and proactive measures to take.*

***Keywords:** Awareness, Perception, Flood, Campaign Messages and Anambra*

I. INTRODUCTION

Attempt by Nigeria to achieve the vision of sustainable development has been hindered by such environmental disasters like flood. According to Basher (2006), the devastating impacts posed by flood present a glaring evidence of underdevelopment in most developing countries of the world. Most notably, the unpredictable rainfall of the present climate change regime has been a serious factor in the inability to achieve this vision of development in Nigeria. With its location on the River Niger tributary, Nigeria has always been victim of seasonal flooding most notably the 2012 flood and the most recent this year which has caused social and economic losses to the society.

This year, coastal communities and those on flood plains, especially, on the Niger/Benue trough bear the pains of flooding. Flooding in 2018 is occurring from a combination of

heavy downpour, ocean surge and release of water from the Lagbo dam in northern Cameroun. Flooding has also occurred through heavy downpour, lack of adequate drainage system and the inability of the floods to move in the drainage system due to blockage (Beckley, 2016).

This year's flood has claimed properties worth several millions of naira, accompanied by loss of human lives and livestock (Obidigbo, 2018). There has been widespread structural damage across multiple locations in Anambra state; at least 15 people have been killed while about 45,000 persons have been evacuated due to flooding along the Niger River tributaries (Sahara Reporters, 2018). In Ogbaru local government area of the state, all primary, post primary and tertiary schools have been temporarily closed in reaction to the flood disaster in the area (Punch Newspaper Report, 2018).

Regrettably, since the last flood in 2012, states like Anambra state has taken measures to curb future occurrence

and properly expose the people to ways of mitigating the flood if it does occur (Ezenwajiako, 2015).

Hence, there is need for the media and other concerned agencies to be at the forefront of communicating the people through sensitizations and campaigns. In flood disaster management, media roles are recognized by other stakeholders. The media is used to communicate and disseminate information to a large heterogeneous audiences (Ajaero, Ajaero & Okoro, 2016). Whenever and wherever there is suspicion of flood disaster; mass media (radio, television, newspaper, magazine and social media) sensitizes the public with message from the relevant agencies.

To properly sensitize the people of Anambra State about the implications of the flood and the need to take proactive measures, Okagbue (2018) reported that "National Environmental Management Agency has started sensitizing the people by training one person in each at risk local government on ways of staying safe in the event of flood, with the charge to help disseminate information to people living in flood prone areas.

More so, Emecheta (2018) reported that "seminars have been held in those flood prone areas to adequately sensitize the people on what to do should there be sudden flood". The Anambra state government recently engaged the Institute of Safety Professionals of Nigeria (ISPON) for a day sensitization seminar of safety during flood and other disasters in Awka North and environs.

Most recently, National Emergency Management Agency alerted the public through radio and television broadcasts that communities who are along the tributaries of the need to be prepared to relocate to safe area in the event of flood.

Udeinya (2017) notes that NEMA has been conveying flood messages through open forums, distribution of flyers and other available media of communication which were designed to reach the people in the mentioned flood prone areas". He further notes that the agency has organized flood sensitization campaigns in communities along flood prone areas of River Niger and River Omambala in Anambra state.

As more efforts is made to notify the locals of the impending flood danger by the relevant agencies, the media has in their own way contributed to this through setting agenda for the vulnerable by campaigning about the flood situations and the best way to combat it. This will to a great extent expose the people to campaign against the looming flood danger in those areas.

Hence, how the vulnerable public is exposed and what perception they hold towards the flood message became the subject of this investigation.

STATEMENT OF THE RESEARCH PROBLEM

With the unpredictable rainfall of the present climate change regime and constant release of water from Lagbo dam in Northern Cameroon, flood has become a threat to the economic and social structures of the society. Flood claim approximately 20,000 lives, adversely affect 20,000,000 people worldwide and is responsible for more than half of all the fatalities, and a third of total economic losses from natural disaster (World Bank, 2009; Adelakan, 2017 & De Meyer, 2018). Losses from flooding include loss of livestock's,

Farmland, destruction of infrastructure, displacement of populations and loss of human lives (Famine Early Warning System Network Nigeria, 2017). In Nigeria, flooding is among the most devastating natural hazards claiming more lives and causing damages to property and infrastructure than any other natural disaster, mostly in Anambra state where markets and farmlands have been submerged as a result of overflow of water from River Niger and those that come from rainfall. Floods constitute a major environmental problem in the state as more than 30% of the state's population resides in riverine areas with fishing and agriculture as their main source of livelihood. More so, National Emergency Management Authority (2018) blamed poor town planning administration, and penchant for property developers to ignore physical and urban planning codes and laws while erecting structures, as a major reason for the flash flood witnessed by residents.

The implication of this, is that a large number of people who live and carry out economic activities in the state face the danger of losing their means of livelihood as a result of flood. This will definitely affect lives adversely due to the socio economic implication that comes with flood. Given this situation of periodic flooding, are the vulnerable publics aware of campaign messages to mitigate the dangers of flood?

OBJECTIVES OF THE STUDY

The general objective of the study is to examine Anambra resident's awareness and perception of flood campaign messages. However, in more specific terms, the study sought the following objectives.

- ✓ To ascertain the number of Anambra State residents who are exposed to environmental flood campaign messages
- ✓ To find out the media through which Anambra State residents are aware of flood campaign messages
- ✓ To find out Anambra State resident's Perception of flood campaign messages

RESEARCH QUESTION

- ✓ What number of Anambra resident's are exposed to flood campaign messages?
- ✓ What is Anambra resident's media of exposure to flood campaign messages?
- ✓ What are Anambra State residents Perception of flood campaign messages?

II. CONCEPTUAL REVIEW OF LITERATURE

A. CONCEPT OF RISK COMMUNICATION

Covelo (2009) defined risk communication as any purposeful exchange of information about health or environmental risks between interested parties. Trettin and Musham (2000) clarify these parties as individuals, groups, or organizations. Risk communication covers a wide range of activities, such as stimulating interest in environmental health issues, increasing public knowledge, influencing attitude and behavior of people, acting in situations of emergency or crises, aiding in decision making, and assisting in conflict resolution.

In his White Paper on Risk Governance, Renn underlines the importance of adjusting risk communication to the specific needs of the people. In this way, people are facilitated to judge their own risk situation and to make informed decisions according to preparedness and personal safety measures. Effective communication, or the absence of it, may have a major bearing on how well people are prepared for a disaster. Risk communication should aim for a bidirectional exchange of information. However, this bidirectional exchange has not always been considered the key to effective risk communication. The early rationale for risk communication research derived from the identified distinction between the scientific way to assess risk (based on calculations of probability and estimated "loss") and the lay people approach, which tended to over- or underestimate risk. Over the last two decades, risk communication has gradually evolved to a two-way communication process in which both the public and the risk managers are expected to engage in the social learning process. Today, it is widely recognized that public values and preferences must be included in risk assessment and management. Emphasis has shifted from a pedagogical approach to deliberation, dialogue, and public participation. The normative theory of communicative rationality advocates this dialogue between actors who are willing to listen to each other and who are open to changing their minds and positions on a certain issue depending on how the deliberative process unfolds. To obtain a successful dialogue, mutual trust is needed between the actors.

B. FLOOD SITUATION AND CAMPAIGN MESSAGES IN ANAMBRA STATE NIGERIA

In Anambra state, Odenigbo (2018) observed that flooding had created serious emergencies in several communities in Anambra State, leading to farmlands being washed away and people's means of livelihood lost to the flood, in addition to creating conditions that led to the spread of diseases like cholera, typhoid fever and malaria. He added that "because flooding is a natural disaster that could be precipitated by human activities, there was need to create awareness to promote public information sharing on the preparedness for mitigating flooding at the community level". Onyekammuo (2018) further notes that no fewer than five rural communities in Anambra State have been submerged by flood hampering human and vehicular movements in those areas. He said "the communities mostly affected in the riverine areas of the state are Eziagulu Otu Aguleri, Mmiata Anam, Ebenebe and Ugbene in Anambra North, adding that the water hyacinth weeds in Omambala river which traverses Anambra East North and West Local Government Areas and empties into the River Niger impedes residents of the area to evacuate their farm produce to the upland areas.

Okolo (2018) also called on the National Emergency Management Agency (NEMA) and Anambra State Emergency Management Agency (SEMA) to assist in clearing the waterways of flood prone communities in Anambra East, Anambra North and Anambra West local government areas of water hyacinth to enable them evacuate to upland areas". Okolo said "the water hyacinth covers a stretch of some 40 kilometers on the Ezichi, Oda River waterways from Eziagulu

Otu Aguleri through other coastal communities. He said the people could not come out because of the inability of boats to move on the weeds which had taken over the waterways". "People of Anambra East and West cannot come out and they need the intervention of the SEMA and NEMA to be able to be evacuated". Expect More Flood (2018,p.14) warned that states like Kaduna, Benue, Anambra, Delta, Gombe, Zamfara and northern Yobe show prospects of moderate to severe run-off over during July-September 2017 because of their current soil moisture condition. In order to mitigate future occurrence of such flooding, the public should avoid blockage of water ways and flood plains (building of structures, refuse dumping; etc.) and ensure clearance of drainage systems in their environment (NEMA, 2018)."

To effectively curb the flood, (Channels Television ,2018) reported that "Nigerian Meteorological Agency,(NIMET) warned that heavy rainfall will characterize 2018, the National Emergency Management Agency, NEMA, has commenced with a workshop on flood prevention, mitigation and preparedness in order to arm the people with adequate knowledge to contain any disaster that may rise. Harping on the need for coordination and concerted effort in disaster management, the Southeast Zonal Director of NEMA, Dr. Bande Onimode, at a workshop in Awka, the Anambra state capital, says that it is only through proper coordination that a group of persons or people could anticipate, cope, resist and recover from the impact of a natural disaster.

C. ENVIRONMENTAL FLOOD CAMPAIGN MESSAGES

Rogers and Storey (1987,p.4) observe that there is often confusion between the labels "campaign", "communication campaign or programme", "media or mass media campaign", and "intervention". However, no particular definition adequately covers current practice, and there are many local variations of what is meant by these labels. Indeed, a variety of definitions exists in the literature but the following elements of a communication campaign are essential.

Nevertheless, in understanding flood campaign it is crucial to first recognize that a campaign is purposive. The specific outcomes can be extremely diverse ranging from individual level cognitive effects to societal or structural change. However, the bottom line is that such campaign was a deliberate measure aimed at specific goals.

Secondly, a flood communication campaign is aimed at a large audience. Rogers and Storey (1987,p.5) note that "large" is used to distinguish campaigns from interpersonal persuasive communications by one individual (or a few people) aiming to seek to influence only a few others. So for a communication to be termed campaign it ought to transcend interpersonal and micro group communication to address a relatively large audience.

Thirdly, flood communication campaigns have a specified time limit. This is not to state that all campaigns are short lived. For example, the initial Stanford Climate Change Prevention Programme ran for three years, however follow-up investigations were conducted over decades (Bord, Fisher & O'Conner, 2007,p.11).

The fourth point is that a flood communication campaign comprises a designed set of organized activities. This is most

evident in message design and distribution. Messages are organized in terms of both form and content, and responsibility is taken for selecting appropriate communication channels and media. As Rogers and Storey (1987) point out, even those campaigns whose nature or goal is emancipation or participation involve organized message production and distribution.

In summary, the term communication campaign implies that:

- ✓ it is planned to generate specific outcomes;
- ✓ in a relatively large number of individuals;
- ✓ within a specified time period; and
- ✓ uses an organized set of communication activities.

Against the foregoing, environmental campaign could be described as a form of communication campaign aimed enlightening and achieving behavioural change regarding matters related to preservation, improvement and sustenance of the physical environment.

Based on the above noted general characteristics of communication campaign, an environmental campaign should be planned to generate specific outcomes. For instance, it might be targeted towards creating awareness on climate change or sanitation and possibly eliciting the desired attitude from the audience (Rogers & Storey, 1987; Hausbeck, Milbrath & Enright, 1999).

Similarly, an environmental campaign should be targeted to a relatively large number of persons. For instance, the target audience could be a community, a state, a region/province or a nation. Furthermore, environmental campaign could be undertaken on the transnational scale such as what is being done by international agencies such as the United Nations Habitat and other bodies (Hausbeck *et al.*, 1999, p.24).

An environmental campaign should occur within a specified time period. This characteristic stems from the fact that it is a planned endeavour and not just a spontaneous, haphazard activity. Hence, it has been planned to last from a particular time now to a particular in the future when the expected outcomes would be assessed towards adjudging the campaign a success or otherwise (Halpern & Bates, 2004, p.8).

Lastly, an environmental campaign must employ an organised set of communication activities. In other words, it is a systematically planned communication programme typically involving research, content selection, delivery and evaluation (Rogers & Storey, 1987; Hausbeck, Milbrath & Enright, 1999; Hausbeck *et al.*, 1999; Halpern & Bates, 2004; Ojomo, Elliott, Amjad & Bartram, 2015).

D. THEORETICAL FRAMEWORK

The agenda-setting theory helps to theoretically situate this discussion which this paper set out to undertake. The theory demonstrates the media's ability confer prominence on issues by virtue of the manner it portrays them. It argues that "the media may not tell us what to think, but stunningly tells us what to think about" (Baran, 2010, p.256).

The concept of agenda setting took its name from the idea that the mass media have the ability to carry the salience of items on their news agenda and transfer it to the public agenda. Usually, journalists deal with news in several important ways. First they decide which news to cover and

which to ignore. Then they assess all the available reports, some of these news stories are published in a greater length, and prominently displayed while others receive only brief attention. The newspapers for instance, clearly state the journalistic salience of an item through its page placement, headline and length etc. Agenda-setting describes the transmission of these saliencies as one of the most important aspects of the media (Daramola, 2003).

The agenda-setting research continues to be productive in demonstrating and defining relationship between media's coverage and the public's thinking. This is because the theory helps to conceive the media as having the power to influence what the public think about simply by according frequent and prominent coverage to any such issue (Ojobor, 2002; McQuail, 2010).

In the context of flooding in Anambra State Nigeria, agenda setting becomes important in viewing how much the media have put issues related to the flooding and damages that come with it. If the media give frequent and prominent coverage of flooding, these will likely become part of the public agenda increasing the likelihood of the proper response from concerned quarters and the people in danger will have more chances of taking actions which mitigate the damages that come with flooding.

III. METHODOLOGY

Methodology, according to Adopoju (2003), is "a set of principles or technicalities which a scientific study follows to yield reliable results" (p.47). Therefore, this section sets out the methodology for this research.

A. RESEARCH DESIGN

This study adopted survey design. Survey allows a researcher to study a part (sample) of a given population and then generalize the result to the entire population. In survey, the "researcher is interested in observing what is happening to sample subjects or variables without any attempt to manipulate them" (Asika, 1991, p.29).

B. AREA OF STUDY

The area of study is Anambra State. It is one of the five states in the South-East geopolitical zone of Nigeria. It comprises 21 local government areas made up of largely rural towns. The state also hosts a few urban areas which include Onitsha, Nnewi, Awka, Ihiala and Ekwulobia. Anambra State is predominantly Igbo-speaking with a very small Igala-speaking population. Its residents are dominantly Christians.

C. POPULATION OF STUDY

The study population is the residents of Anambra State numbering 4,182,032, according to the data supplied by the 2006 national population census (National Bureau of Statistics, 2007). It is a varied population encompassing people's of varying callings and social statuses like politicians, government workers, private employees, artisans,

traders, religious leaders, leaders of traditional institutions, and students, among others.

D. SAMPLE SIZE AND SAMPLING PROCEDURE

“Sampling is the process of selecting unit (e.g. people, organizations) from a population of interest so that by studying the sample we may fairly generalize our result back to the population from which they were chosen” (Arnold, 2010, p.11).

a. SAMPLING FOR SURVEY

The sample size for the survey was determined using Taro Yamane's formula as follows:

$$n = \frac{N}{(1 + N [e]^2)}$$

Where n = sample size

N = population

e = error margin

$$\begin{aligned} & \frac{4,182,032}{(1 + 4,182,032 [0.05]^2)} \\ & \frac{4,182,032}{1 + 4,182,032 (0.0025)} \\ & 1 + (4,182,032 \times 0.0025) \\ & 1 + 10455.08 \\ & = 10,456.08 \\ & \frac{4,182,032}{10,456.08} \\ & = 399.6 \end{aligned}$$

Based on the suggestion by Stacks and Hocking (1999) that, “the larger the sample, the more representative of the population the sample will be and the smaller your error will be” (p. 217), the sample size will be 400 for a 5 percent error tolerance.

The sampling procedure will be multi-staged as follows.

- ✓ *First Stage (Senatorial District Level):* The researcher wrote out the names of the three senatorial districts in Anambra State, i.e. Anambra North, Anambra South and Anambra Central. Then, employing a table of random numbers, she selected two: Anambra North and Anambra Central.
- ✓ *Second Stage (Local Government Level):* At the second stage, the researcher wrote down the names of the local government areas in each of the two zones, arranging them alphabetically. Again, employing a table of random numbers, she chose two local government areas from each of them as follows: Anambra North – Ayamelum and Onitsha South; and Anambra Central – Idemili North and Awka South.
- ✓ *Third Stage (Ward Level):* At the third stage, four wards will be selected from each of the four local government areas selected above using the simple random approach

earlier described. For Ayamelum L.G.A., Anaku Ward, Igbakwu Ward, Omor Ward I and Ifite Ogwari Ward II will be chosen. For Onitsha South L.G.A., Bridge Head Ward I, Fegge Ward IV, Odoakpu Ward I and Odoakpu Ward II will be selected. For Idemili North, Abacha Ward, Abatete Ward, Uke Ward and Umuoji Ward will be chosen. For Awka South L.G.A., Agu Oka Ward, Amawbia Ward III, Nibo Ward I and Umuawulu Ward will be selected.

- ✓ *Fourth Stage (Residential Unit Level):* The fourth stage will involve selection of the residential units. Twenty-five houses will be randomly selected from each of the 16 wards selected above. The researcher will employ the records of housing enumeration produced by the National Population Commission for the 2006 national population census. This will yield a total of 400 hundred houses.
- ✓ *Fifth Stage (Sample Unit Level):* At the fifth stage, the researcher will choose one sample unit (one respondent) from each of the 400 hundred houses to get the required 400 sample units. The selection will be done by accident sampling whereby the researcher administers questionnaire to the first person found at any house.

Stages	Number Selected	Total
1st stage	2 senatorial districts from Anambra State	2 x 1 = 2 senatorial districts i.e. Anambra North and Anambra Central Senatorial Districts
2nd stage	2 LGAs from each senatorial district	2 x 2 = 4 LGAs i.e. Ayamelum L.G.A., Onitsha South L.G.A., Idemili North L.G.A. and Awka South L.G.A.
4th stage	4 Wards from each L.G.A.	4 x 4 = 16 Wards i.e. Anaku Ward, Igbakwu Ward, Omor Ward I, Ifite Ogwari Ward II, Bridge Head Ward I, Fegge Ward IV, Odoakpu Ward I, Odoakpu Ward II, Abacha Ward, Abatete Ward, Uke Ward, Umuoji Ward, Agu Oka Ward, Amawbia Ward III, Nibo Ward I, and Umuawulu Ward.
4th stage	25 residential units from each ward	25 x 16 = 400 residential units
5th stage	1 respondent from residential unit	1 x 400 = 400 respondents

Table 1: Sampling Procedure

IV. ANALYSIS OF DATA

The data analyzed in the demographic section of the study shows that 62.5 % (250) of the respondents are males, while 37.5% (150) are females. The implication of the above is that

the distribution of the male respondents is a little higher than that of their female counterpart.

Again, for the respondent's age, data indicated that 20% of the respondents are in age bracket 18-23 years, another 24% are in age bracket 24-29 years, another 25% of the respondents are in age bracket 30-34 while the remaining 31% are 35 years and above. This shows that majority of the respondents are 35 years and above.

From the analysis of the educational qualification of the respondents, the data showed that 14% of the respondents possess OND/NCE educational degree, 40 % of them have First degree, 10 % possess Post graduate Degree, while only 36 % of them hold SSCE certificate. From the foregoing, it is quite clear that first degree holders have the highest percentage of respondents. This is followed by SSCE and OND/NCE.

RESEARCH QUESTION ONE: WHAT NUMBER OF ANAMBRA RESIDENT'S ARE EXPOSED TO FLOOD CAMPAIGN MESSAGES?

Have you Experienced flood at all?	Response	Frequency	Percentage
	Yes	400	100%
	No	-	-
	Total	400	100%
Have you seen any message about flood?	Response	Frequency	Percentage
	Yes	400	100%
	No	-	-
	Total	400	100%
How often have you been seeing flood campaign messages?	Response	Frequency	Percentage
	Weekly	80	20%
	Bi-weekly	100	25%
	Monthly	170	42.5%
	Yearly	50	12.5%
	Total	400	100%

Table 2

Data from table 2 (Research question1) shows that all the respondents (100%) agreed to have experienced flood. Furthermore, all the respondents agreed to have seen different message about flood. However, when quizzed on the frequency at which they are exposed to flood campaign messages, 20% of the respondents agreed that it is weekly, another 25% said that it is bi weekly, another 42.5% agreed that they see it on monthly basis while the remaining 12.5% said that they see it on a yearly basis. The implication of the data presented in respect to the frequency of the respondent's exposure to flood campaign messages is that they are often exposed to the messages on a monthly basis. It is from the foregoing that the researcher concludes that the vulnerable

public is somehow exposed to flood campaign messages mostly on a monthly basis.

RESEARCH QUESTION TWO: WHAT IS ANAMBRA RESIDENT'S MEDIA OF EXPOSURE TO FLOOD CAMPAIGN MESSAGES?

Through which medium do you get flood campaign message?	Response	Frequency	Percentage
	Television/Radio	320	80%
	Newspaper/Magazine	80	20%
	Posters/Billboard	-	-
	Total	400	100%
Which is the most frequent medium of exposure to flood campaign messages?	Response	Frequency	Percentage
	Television	260	65%
	Radio	60	15%
	Magazine	37	9.25%
	Newspaper	33	8.25%
	Poster/Billboard	-	-
	Total	400	100%
Have you seen the message on social media at all?	Response	Frequency	Percentage
	Yes	140	35%
	No	260	65%
	Total	400	100%
Which of these concerned agencies has used the media to campaign the most about urban flood?	Response	Frequency	Percentage
	National	200	50%

	Emergency Management Authority		
	State Emergency Management Authority	40	10%
	Nigeria meteorological Agency	20	5%
	Institute of s Safety Professionals	50	12.5%
	National Hydrological Services of Nigeria	90	22.5%
	Total	400	100%

Table 3

Data from table 3 (Research question2) shows that 80% of the respondents agreed that they get flood campaign messages from television and radio while the remaining 20% agreed that they get their information from Newspaper/magazine.. Furthermore, 65% of the respondents agreed that television is the media that frequently campaign about flood, another 15% said that it radio is the source with the most frequent message, another 9.25% agreed that magazine is the media with the most frequent message about flood while remaining 8.25% of the respondents agreed that newspaper is the media with the most frequent message about flood. In respect to being exposed to flood campaign message on the social media platform, 35% of the respondents agreed that they have seen flood campaign message of the social media while the remaining 65% agreed that they have never seen the message on social media. More so, 50% of the respondents agreed that National emergency management authority (NEMA) have mostly used the media to sensitize the public, another 10% of the respondents agreed that State Emergency Management Authority has used the media the most to campaign about flood, another 5% of the respondents agreed that Nigeria Meteorological Agency has used the media the most to campaign about the flood, another 12.5% of the respondents agreed that Institute of Safety Professionals is the agency that has used the media the most while the remaining 22.5% of the respondents agreed that National Hydrological Services of Nigeria is the agency with the most in the media about flooding. The researcher from data presented in the above table agreed that the media and to a larger extent the national bodies concerned with flood and safety has done enough to keep the public in the know about the recent flooding.

RESEARCH QUESTION THREE: WHAT ARE ANAMBRA STATE RESIDENTS PERCEPTION OF FLOOD CAMPAIGN MESSAGES?

	Yes	270	67.5%
	No	130	32.5%
	Total	400	100%
Do you think the media has specifically sensitized on the dangers of flood on the residents?	Response	Frequency	Percentage
	Yes	285	71.25%
	No	115	28.75%
	Total	400	100%
Have the concerned governmental agencies done enough campaign through the media?	Response	Frequency	Percentage
	Yes	317	79.25%
	No	83	20.75%
Do you think there is need to incorporate more of interpersonal communication in flood campaign?	Response	Frequency	Percentage
	Yes	327	81.75%
	No	73	18.25%
	Total	400	100%

Table 4

Data from table 4 show that 67.5% of the respondents agreed that the media has done enough sensitization on recent flooding in the state while the remaining 32.5% of the respondents agreed that the media has not done enough sensitization on the recent flooding in the state. Furthermore, 71.25% of the respondents agreed that the media has been specific with dangers that come with flood in their message, while the remaining 28.75% of the respondents agreed that the media has not specifically addressed dangers that come with flooding in their campaign message. More so, 79.25% of the respondents agreed that the concerned has used the media to campaign about flooding while the remaining 20.75% of the respondents said that the concerned agencies has not done enough sensitization on the issue of flooding in the state. On the need to adopt interpersonal communication in flood sensitization, 81.75% of the respondents agreed that there is need to incorporate interpersonal communication alongside traditional media campaign to mitigate the dangers of flood while the remaining 18.25% of the respondents agreed otherwise. The researcher concludes from the data presented above, that the media has really set agenda on issue that concern flooding in Nigeria and Anambra state in Particular. However there is need to incorporate interpersonal communication alongside traditional media campaign.

A. DISCUSSION OF FINDINGS

Having carefully analyzed data generated from the study, the following core findings were manifest.

Do you think that the media has done enough sensitization/campaign prior to the recent flood in the state?	Response	Frequency	Percentage

All the respondents (100%) agreed to have experienced flood. Furthermore, all the respondents agreed to have seen different message about flood. However, when quizzed on the frequency at which they are exposed to flood campaign messages, 20% of the respondents agreed that it is weekly, another 25% said that it is bi weekly; another 42.5% agreed that they see it on monthly basis while the remaining 12.5% said that they see it on a yearly basis.

Second finding of the research indicates that; 80% of the respondents agreed that they get flood campaign messages from television and radio while the remaining 20% agreed that they get their information from Newspaper/magazine. Furthermore, 65% of the respondents agreed that television is the media that frequently campaign about flood, another 15% said that it radio is the source with the most frequent message, another 9.25% agreed that magazine is the media with the most frequent message about flood while remaining 8.25% of the respondents agreed that newspaper is the media with the most frequent message about flood. In respect to being exposed to flood campaign message on the social media platform, 35% of the respondents agreed that they have seen flood campaign message of the social media while the remaining 65% agreed that they have never seen the message on social media. This finding is in agreement with the findings of Ajaero. Okoro and Ajaero (2016) that found that more than 75% of the respondents received information about the flood from either radio or television, and there were significant spatial variation in perceptions of flood reportage. Furthermore, the regression results showed that generally, mass media reportage of the flood was not too effective in influencing people's attitude. Subsequently, recommendations were made on how to ensure that populations affected by floods have access to comprehensive, easily accessible, and effective information.

Thirdly, it was found that 67.5% of the respondents agreed that the media has done enough sensitization on recent flooding in the state while the remaining 32.5% of the respondents agreed that the media has not done enough sensitization on the recent flooding in the state. Furthermore, 71.25% of the respondents agreed that the media has been specific with dangers that come with flood in their message, while the remaining 28.75% of the respondents agreed that the media has not specifically addressed dangers that come with flooding in their campaign message. More so, 79.25% of the respondents agreed that the concerned has used the media to campaign about flooding while the remaining 20.75% of the respondents said that the concerned agencies has not done enough sensitization on the issue of flooding in the state. On the need to adopt interpersonal communication in flood sensitization, 81.75% of the respondents agreed that there is need to incorporate interpersonal communication alongside traditional media campaign to mitigate the dangers of flood while the remaining 18.25% of the respondents agreed otherwise. The researcher concludes from the data presented above, that the media has really set agenda on issue that concern flooding in Nigeria and Anambra state in Particular. However there is need to incorporate interpersonal communication alongside traditional media campaign. This finding is in agreement with that of Okeke and Obetta (2011) that found that the media and other concerned bodies like

National Emergency Management Agency, Nigeria Meteorological Agency and Nigeria Hydrological Association should intensify their effort in flood campaign messages and sensitization by using the mixed communication approach in their flood campaigns. Ewelue (2016) also found that there is serious need for interpersonal communication to be incorporated in the campaign against present climate change regime which is the major cause of flooding in different parts of the country.

B. CONCLUSION

This study concludes that flood has become a serious threat to attaining sustainable development goal. This is evidenced by the extent of damage the recent flood has caused the vulnerable public thereby accruing serious economic and social losses to the state and the nation at large.

However, the media and other concerned agencies have in their own capacity done enough to put the vulnerable public in the know about the dangers of environmental. It is only through that way that the people will develop proactive approach towards protecting themselves and their properties against environmental flooding.

There no gainsaying that the recent flood has been a bane to the realization of the goals of sustainable development by developing nation like Nigeria.

C. RECOMMENDATIONS

Based on the findings of this study; it is recommended that;

The media and other concerned agencies should intensify efforts towards sensitizing people on the dangers that come with urban flooding. It is through this way that the heterogeneous audience will be armed with enough information on flood for them to take proactive measure towards mitigating flood damages.

It is recommended that this study is repeated in view of the content analysis methodology. Content analysis will show the trend defining media coverage of flooding and will benefit the media themselves and National bodies for more quality campaign.

That interpersonal communication is mixed alongside the traditional media approach in environmental flood campaigns. Interpersonal message will create avenue for a rich communication process with feedback which will afford the individuals to ask questions concerning the dangers of flood and proactive measures to take.

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