



**ASSESSMENT OF BEHAVIOURAL CHANGE CAMPAIGN TOWARDS
ERADICATING CHILD LABOUR IN DELTA STATE**

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Abstract

The objective of this study was to ascertain the effectiveness of behavioural change campaigns towards eradicating child labour in Delta State. Specifically, the paper examined communication strategies and techniques used during campaigns and assessed the level of behavioural change effected as a result of such campaigns. The study was anchored on the theories of opinion and attitude change and brand platform model which explain how human behaviour and attitudes are influenced through the messages they received from the media. The survey method was adopted for the study, with the questionnaire as instrument of data collection. A sample of 357 people drawn from Asaba and its environs in Delta State reacted to the questionnaire. The sample was determined based on purposive sampling technique. Results revealed that the communication channels used for behavioural change campaign towards eradicating child labour in Delta State were not properly combined into a communication mix hence they were not people- oriented, so they recorded abysmal failure. Also, the study found that radio, television, newspapers, personal selling, billboards, interpersonal communication and jingles were the mostly used media for campaign. The result also showed that a convenient and appropriate communication strategy for behavioural change campaign must conform to the socio-economic realities of the target audience whose behaviour was to be changed. It is recommended that the process of formulating a communication strategy that would be capable of changing people's behaviour during campaigns should involve the targeted people throughout its stages-conception, planning, implementation and evaluation. Campaign planners should also adopt a flexible approach such that varying weight could be attached to media and communication tools or channels used to achieve behaviour change communication.

Keywords: Assessment, Behavioural Change, Child labour, Eradicating, Communication Strategy

1. Introduction

The 21st century has witnessed a plethora of fundamental innovations and developments in virtually every facet of human endeavour, especially as it relates to the way things are done (Okoro, 1998). The author posited that the 21st century is the century of new ways and fresh perspectives. As we can see today, the above prediction has become prophetic. For media campaign to produce the needed behavioural change in the fight against child labour in our society there is need to align with these realities particularly in the area of adopting a communication strategy that is capable of changing the behaviour of the perpetrators and those who are vulnerable to such heinous crimes against humanity to join in the fight against this



global pandemic. This is so mainly because the influence of communication strategy in today's world would serve as a means of attaining ends or capturing a set goal and would become a roadmap for strategists whether in policymaking and implementation, campaign planning and execution in any human endeavour requiring the deployment of resources to capture an objective (Okoro, 2017). For instance, the failure of the War Against Indiscipline (WAI) campaign of the General Buhari/Idiagbon regime of 1983-1985 and the Mass Mobilisation for Self Reliance, Social Justice, and Economic Recovery (MAMSER) of General Ibrahim Babangida could be attributed to lack of sustainable communication strategy as both initiatives were unable to influence the citizens' behaviour towards the needed change mantra irrespective of their coerciveness. Also, the National Orientation Agency (NOA) initiative of General Sani Abacha could not pass the performance test when considered along the insurmountable existence of Boko Haram insurgents in Northern Nigeria that is ravaging Nigeria today and the campaign on hate speech phenomenon that is widely spread across race, religion, tribes, political parties, nationality, local communities and groups (Akpoghiran & Edewor, 2019) which has become major causes of election violence in the country. Also, the Obasanjo's Heart of Africa Project of 1999-2007 and Yar Adua's Rebranding Project of 2007-2010 failed woefully because of no concretised communication strategies put in place from beginning that is capable to influence the Nigerian citizens the projects were intended to change.

Following from the above perspectives, communication scholars have realised that strategy is important in any behavioural change campaign as it determines the message or sequence of messages, which should be shared with specific target audiences through the optimum communication mix. In recent times, the citizens have been bombarded with campaign messages through all forms of media available to campaign planners. Campaign messages are conveyed through various communication channels using certain tools. These tools include personal selling, advertising, sales promotion, public relations, (party) identity, word of mouth and publicity. Some of these tools used in the urban areas may not be useful in the rural areas in conveying campaign messages.

Expounding on the imperatives of communication strategy in behavioural change campaign, Porter argues that strategy is all about competitive position; about differentiating oneself in the eyes of the target market; about adding value by differentiating one's offers in the market from those of the competitors. Strategy, according to Porter (1996), 'is a combination of the ends (goals) for which the marketer is striving and the means (policies) by which it is seeking to get there'. Jonas (2000) pointed out that in a competitive sphere strategy, whether designed (to show the way) adaptive (in response to pressures) framed (a set of action with little or no details) or executed (integrated into a way of doing things) is a plan, a method or series of action for obtaining a specific goal or intended result.

Looking at communication strategy as profiled here, it is clear that designing, implementing or adopting any communication strategy for any campaign such as campaign towards behavioural change in eradicating child labour in Delta State, caution must be exercised to make it people-inclusive and guided by their particular appropriateness for the target audience, the rate at which each communication tool will generate awareness and the rate of response if not it will all boil down to a mere rhetoric and waste of time, efforts and resources and an exercise in futility.



Since child labour has become a global phenomenon and one of the greatest challenges in sub-Saharan Africa, efforts have been made both at international and national levels to eradicate the endemic cankerworm. For instance, the United Nations (UN) designated the year 1979 as the “International Year of the Child” and has developed a list of children’s rights (Edewor, 2017). In 1990, the then Organisation of Africa Unity (OAU, now African Union(AU) at its Heads of States Summit in Addis Ababa, adopted a Charter on the Rights and Welfare of the African Child. The Charter, which stemmed from the UN Convention, recognised the socio-cultural characteristics of the African Child (Awosola & Omoera, 2008). The Charter notes that:

The situation of most African children remains critical due to the unique factors of their socio-economic, cultural, traditional and developmental circumstances, natural disasters, armed conflicts, exploitation and hunger and on account of the child’s physical and mental immaturity, he/she needs special safeguards and care.

The Nigerian government has also made various efforts towards eradicating child labour in Nigeria. In one of such moves made on August, 2003, government formally adopted three International Labour Organisation (ILO) Conventions by setting a minimum age of 18 for the employment of children. The country signed a Memorandum of Understanding (MOU) to cooperate with ILO in launching a country programme under the International Programme for Elimination of Child Labour (IPEC).

The above declarations provided the basis for promoting the rights of the African child and a total eradication of child labour, especially through an appropriate and convenient communication strategy capable of influencing behavioural change. Perhaps, this expectation to vigorously pursue the universal goals and targets of the rebranded Sustainable Development Goals (SDG) aimed at achieving a society free from child abuse, molestation, forced labour, unfair socio-economic and exploitation, underscores the importance of communication strategy in behavioural change campaign towards eradicating child labour in Delta State.

Many behavioural change campaign planners used several communication tools to reach the target audience during campaigns for child labour eradication. It is thought that such planners often waste time and energy on too many communication tools. Some of the communication tools used in the urban areas might not been suitable for use in the rural areas. As a result some audience frown at such campaigns while others do not appreciate the evil in the practice of child labour the campaigns are out to address. This has become a problem for the management of behavioural change campaigns towards eradicating child labour and the targeted audience who get confused with too many influences and sometimes, become disinterested in the campaign process.

It is against this background that this study was inspired to assess the various communication strategies used by child labour agencies during behavioural change campaign towards eradicating child labour in Delta State; how useful were the communication channels during the campaigns?; which medium was mostly used during the campaigns and what is the relationship between the socio-economic characteristics of the audience and their perceptions of the communication strategies used in the campaigns for behavioural change? The study, therefore, is to assess the most appropriate and convenient communication strategy to be use during behavioural change campaign towards eradicating child labour in Delta State. Delta State is one



of the 36 states and Federal Capital Territory (FCT) in Nigeria with heavy incidences of child labour.

2. Literature Review

Empirical Literature

There is consensus among earlier scholars that communication has no significant impact on peoples' behaviour (Lazarsfeld, 1944; Berelson, et al, 1954; Key, 1966; Blumler & McQuail, 1969). This is because their findings were based principally on presidential elections with no consideration for states elections. But later studies revealed that communication has greater persuasive power and impact on peoples' behaviour (Lang and Lang, 1968; Adams, 1972; Blumler, 1974; Palda, 1975; Butter & Collins, 1994). These studies affirmed the earlier statement of Klapper (1960) in an influential review of research that mass communication does not ordinarily serve as a necessary and sufficient cause of audience effects, but rather functions through a nexus of mediating factors'(McQuail, 1983). In view of the fore-going, Communication is the act or process of moving a message, intelligence, or information from source to destination. It is a social interaction through knowledge (Gerbner, 1967). It is how we interact with our entire world, whether it is through spoken words, written words, gestures, music, paintings, photographs or dance (Hanson, 2005). Communication is a communion between an encoder and a decoder which involves an 'interchange or sharing of thoughts or emotions.... the act of sharing or holding in common,' denoting association, fellowship and participation. In biological parlance, it is an activity by an organism which changes or has the capacity or potential to change or influence the behaviour of other organisms. On communication platform, this activity represents the message which must be crafted in such a way to evoke the desired response (feedback) which enables the encoder to measure the fidelity of such communication. A process which the Shannon-Weaver Mathematical Model, 1949 made so clear. That is, from source-encoder-channel-decoder-destination.

Communication in this light is justified as the hub on which campaign activities revolve. It provides the plank for the satisfaction of live-saving human wants in social, economic, political and cultural milieu without which the survival and success of campaign activities cannot be guaranteed. Edewor (2017) notes that communication is an integral part of the efforts to eradicate child labour because it is central to every human activity and as such, would be used in coordinating the efforts towards its eradication. Therefore, child labour communication consists of all forms of communications to keep the public enlightened about and aware of child labour issues and trends. It is based on this reason that the role of communication in child labour eradication becomes imperative. These roles, as highlighted by Rim Rukeh and Ogbemi (2007), are to raise awareness in child labour issues and it can be used to promote responsible human behaviour, especially for eradicating child labour. In addition, it enables government and its agencies to know areas where child labour practice needs serious and urgent attention.

In the same vein, Macawile and Sia Su (2009) believe that a conscious effort through sound communication strategy is needed to "incorporate the interests of both the community leaders and the public in understanding their roles, relationships and contributions through their perceptions and attitudes as all are recognized as important stakeholders in attaining a sustainable human oriented effort". Okunna (2002) believes that effective communication



strategy is centers on mobilisation, which implies motivating people to achieve set goals. Agbanu and Nwabueze (2007) advocated for the application of traditional media in the efforts to stem child labour practice from the society. They believe that traditional media are virile tools for channeling child labour communication of all sorts with a view to convince the masses, especially rural masses, to adopt a participatory approach to the fight against child labour.

In essence, communication is one of the vital ways by which people in any given society could relate. The essence of society which deals with living together of people from different heterogeneous background is only possible and realizable through the use of communication. According to Nwabueze (2007, cited from Ayantayo, 2004), communication is a fundamental process of socialisation of people in any given society. Communication in this study goes beyond mere sharing of information, but as a way of influencing beliefs, views, perceptions and to induce behavioural or attitudinal change. The public holds the media in high esteem in terms of information and enlightenment. McQuail (2010) believes that whenever the media exert influence they also cause change. Communication can be a potent force to influence public perceptions on various issues of life. Communication can therefore be used to influence people's dispositions for a friendly society. Although, mass communication messages may not change existing deep rooted attitudes but may rather influence it. The ultimate goal is to activate public efforts towards behavioural change in child labour practice.

Behavioural change towards child labour eradication may sometimes require consistent and systematic applications or activities to achieve desired goals. This may be achieved through a sound communication strategy. A strategy, as Clause Witz (cited in Nickols, 2016) puts it, "as a means of attaining ends or capturing a set goal has become a roadmap for strategists whether in policymaking and implementation, campaign planning and execution in any enterprise or endeavour requiring the deployment of resources to capture an objective". In view of the nature of strategy, its application is marked by high degree of dynamism. Depending on the situation at hand, strategy is: "a plan, a 'how,' a means of getting from here to there" or "a pattern in actions over time, for example, a company that regularly markets very expensive products is using a 'high end' strategy." As Mintzberg aptly points out, because strategy emerges 'as intentions collide with and accommodate a changing reality, one might start a perspective and conclude that it calls for a certain position, which is to be achieved by way of a carefully crafted plan, with the eventual outcome and strategy reflected in a pattern evident in decisions and action over time.' In the same vein, Porter (1996) making a case for the need to be different in the marketing place of competition argues that strategy is all about competitive position; about differentiating oneself in the eyes of the target market; about adding value by differentiating one's offers in the market from those of the competitors. Looking at strategy as profiled here, it is clear that designing, implementing or adopting any strategy for any campaign such as changing peoples' behaviour towards eradicating child labour in Delta State, utmost disciplinary commitment and missionary zeal, must involve both the campaign planners and the people whose behaviour is to be changed. No matter how good or well-crafted a campaign policy or project is, if it is not people-inclusive and guided by discipline, commitment, a sense of mission and competence, it will all boil down to a mere waste of time, efforts and exercise in futility (Okoro, 2017). Hence, McQuail (2010) defines a campaign as the planned attempt to influence public opinion, behaviour, attitudes and knowledge on behalf of some cause, person, institution



or topic, using different media over a specific period of time. Public campaigns are usually directed towards socially approved goals. In this wise, child labour communication campaigns entails the adoption of specific steps towards a child labour eradication objective. The essence is to bring about behavioural change, and inculcate a child labour friendly attitude or culture in the people concern.

Child labour eradicating campaigns can be pursued using different media like radio and television. Radio, for example, is believed to be the most effective, popular and credible medium for reaching a large and heterogeneous audience. It is relatively cheap, available and accessible. It can be powered by battery, requiring insignificant literacy level to comprehend. Radio remains the most potent and effective behavioural change communication tool for reaching a vast range of audience in developing nations like Nigeria (Nwabueze, 2007). In the same development, television is believed to make the most impact on the audience. This is because of its audio-visual advantage. It leaves a lasting impression in the minds of the audience. Television can reach diverse people simultaneously and provide opportunity for a message to be demonstrated in images or pictures. Radio and television are often associated with their wide geographical coverage and the relatively cheap cost of acquiring and using them in contrast to the print media (Banjo, Adebambo & Dairo 2009).

Communication strategy on behavioural change campaign towards child labour eradication can come in any form of: printed media such as newspapers, publicity and campaign literatures; display media such as stickers, billboards, posters, radio jingles, television commercials, main news bulletin, public service announcement, children programmes; organisational media such as agencies like National Agency for the Prohibition of Traffic in Persons (NAPTIP), United Nations International Children Emergency Fund (UNICEF), Ministry of Women Affairs (MWA), that promotes child labour eradication programmes and personal media; such as formal speeches, rallies, press conferences, etc.

It is instructive to know that the degree to which the communication strategy devote air time to child labour news also affect people's attitudes and behaviour towards its eradication. As it were, heavy dependency and exposure to the media tend to shape people's beliefs and perceptions about various issues of life. Aptly put, the degree of dependency on the media is a key variable that can help to explain why audience's beliefs, feelings or behaviours are altered. In this wise, child labour news is a potent force for developing a responsible child labour behaviour. Individual exposure to a greater amount of child labour news is more likely to show concern with child labour eradication.

Taken from above, much of contemporary child labour studies are predicated on the belief that human and non-human welfare are threatened by a growing array of human-induced economic problems namely poverty, unemployment, illiteracy, ignorance, lack of information and others. It is universally agreed that human behaviour has been and will continue to be, of central importance in identifying, understanding and dealing with such problems. Therefore, it can be taken that human behaviour towards children is affected by the level of public awareness created by the mass media on child labour issues.



Theoretical framework

There are numerous theories suitable for researches in behavioural change. For the purpose of this research paper, the Opinion and Attitude Change (OAC) and the Brand Platform Model (BPM) were adopted and redefined to suit the present study. The opinion and attitude change theory, posited by Hovland, *et al* (1953), is a theory used to influence the behaviour, attitude and opinion of people through persuasion to achieve a desired objective. The brand platform model, which is relatively a marketing theory used in a competitive world, is used in communication to emphasise the brand promise which goes beyond the tangible product or service to include the feelings that consumers get when they use the product or service (Gunelius, aytm.com, 2020). Also, the BPM stresses the brand perception which is anchored on the fact that brands are actually built by consumers not the organisations or institutions. Like the brand platform model, behavioural change campaign should emphasise the benefits those involved in the practice of child labour whose behaviour was to be changed would get should they desist and embrace the eradication of child labour. For this reason, communication strategy aimed at both the internal and external audiences should be so crafted as to create the right impressions that will yield favourable perceptions about the brand.

One of the foremost and earlier study on OAC as a communication strategy for behavioural change was done by Fishbein and Ajzen, cited by Akpan, *et al* (2005), who observed that there was need for communication practitioners to put the people (electorates) first in any organised programme to change their attitudes or win their support for campaign programmes. Akpan and Edewor (2005), citing Okigbo (1992), argued that elections are won and lost largely on the ability of communication managers to use opinion and attitude change theory effectively. But the case today is such that campaign programmes are reduced to mere guess-work or chance games that hardly produced dependable results. The reverse could be the case with the application of the OAC theory as heavy dependency and exposure to the media tend to shape people's beliefs and perceptions about various issues of life through persuasion.

Ibru (2008), having recognised the importance of brand platform model, advocated that the brand creates an emotional bond or connection, which not only "plants love marks in the minds and wallets" of the target market (people), but makes selling easier "as a result of this connection." Brands are "intrinsically striking" and their prime function is to create and sustain a positive brand attitude that will translate into brand equity – an added value that goes far beyond the brand itself (Elliot & Percy, 2007). By implication, this theory emphasise the bond and love shared between the mother and child relationship. Therefore, in today's world the theory of opinion and attitude change and the brand platform model provide the nexus for this study as they both agreed on the imperativeness of convenient and appropriate communication strategy that could be used to change the behaviour of the targeted audience towards the eradication of child labour, particularly in Delta State.

3. Methodology

Methods

Survey research design was used to achieve the objectives of the study. Survey is usually the most desirable design when the objective is to describe or explore a subject of study (Babbie 2013; Wimmer & Dominick 2011). It is the most appropriate and suitable design for



behavioural studies and hence this study adopted it for the assessment of behavioural change campaign towards eradicating of child labour in Delta State. The population of this study was all the residents of Asaba in Oshimili South Local Government Area (LGA) of Delta State. The total population of Asaba is 149,603 (one hundred and forty nine thousand, six hundred and three) as at the 2006 National Census and a metropolitan population of over half a million people (National Population Commission of Nigeria Web, 2011). To determine the sample size for the study, the geographical and purposive principles were adopted in selecting 360 respondents from the Asaba metropolis. Officials of the National Agency for the Prohibition of Traffic in Persons (NAPTIP), United Nations International Children Emergency Fund (UNICEF), Ministry of Women Affairs (MWA), Broadcasters, Traders and workers were among those interviewed. Though, Oshimili South LGA of Delta State has about 106 villages and towns where there are visually incidences of child labour and under the reach of broadcast media messages, questionnaire were distributed only in about thirty villages and towns which were considered appropriate and representative of the population area. Since the survey research method was adopted, attitude scales were used to assign values. Nominal values were assigned to the items according to scales. In the questionnaire, Likert Scale was adopted. In the Likert scale, number 5 was assigned for Strongly Agree (SA); number 4 for Agree (A); number 3 for Undecided (UD); number 2 for Disagree (D) and number 1 for Strongly Disagree (SD). There were five questions in open-ended thereby giving respondents the liberty to provide on their own answers to the questions asked.

A Brief History of Asaba

Asaba (Igbo:Ahaba) is a city strategically located on a hill at the western edge of the Niger River, overlooking its sister city, Onitsha, across the Niger Bridge. It is the capital of Delta State. Asaba is a fast developing urban area where there are challenges of child labour. The people of Asaba are predominantly Anioma speaking people except the migrants from other places especially the Ibo speaking people who have similar culture, norms, tradition and other characteristics of the Anioma people. Being a state capital, the town is densely populated by civil servants under the employment of the state government hence it has the nature of a mini Delta State accommodating all shades of opinions that reacted to the questionnaire used for this study.

4. Results

Table 1: Demographics of the respondents

Variable	No of Respondents	Percentage
Sex		
Male	234	66%
Female	123	34%
Age Range		
18-25 years	32	9%
25-32 years	74	21%
32-39 years	120	33%
39-46 years	82	23%
46 years and above	52	14%



Variable	No of Respondents	Percentage
Marital Status		
Single	70	19%
Married	250	69%
Separated/Divorced	25	8%
Widowed	15	4%
Educational Qualification		
SSSCE/GCE/NECO	58	16%
OND/NCE	84	23%
HND/BA/BSc	186	52%
MA/MSc/PHD	32	9%
Occupation		
Business/Self Employed	122	34%
Civil Servant	108	30%
Professional	62	17%
Others	68	19%
Total	357	100%

Source: Researcher's field work, 2020

Table 2: Respondents notice of communication techniques used for behaviour change campaigns

	Noticed (%)	Unnoticed (%)	Total (%)
Posters	25 (7%)	332 (93%)	357(100%)
Billboards	285 (79.8%)	72 (20.1%)	357 (100%)
Television	310 (86.8%)	47 (13.2%)	357 (100%)
Radio	195 (54.6%)	162 (45.4%)	357 (100%)
Magazines	175 (49%)	182 (51%)	357 (100%)
Newspapers	236 (66.1%)	121 (33.1%)	357 (100%)
Jingles	225 (63%)	132 (37%)	357 (100%)
Interpersonal Communication	252 (70.6%)	105 (29.4%)	357 (100%)
Stickers	25 (7%)	332 (93%)	357 (100%)
Personal Selling	310 (86.8%)	47 (13.2%)	357 (100%)

Source: Researcher's field work, 2020

Table 3: Usefulness of communication channels for behaviour change campaigns

Responses	Frequency	Percentage
Excellent	38	10.6 %
Good	66	18.5 %
Average	152	42.6 %
Poor	51	14.3 %
Very Poor	50	14 %
Total	357	100%

Source: Researcher's field work, 2020



Table 4: Respondent's views about which medium was mostly used for campaigns

	Yes (%)	No (%)	U/decided (%)	Total (%)
Printed media such as newspapers, publicity and advertising, campaign literature, radio and television were the mostly used media for campaign on the eradication of child labour.	257 (72%)	77 (21.6%)	23 (6.4%)	357 (100%)
Organisational media which refer to agencies which deals with child labour related matters were the mostly used media.	268 (75.1%)	71 (19.9%)	18 (5.0%)	357 (100%)
Display media such as bumper stickers, billboards, posters and other visual aids were the mostly used media for campaigns.	293 (82.1%)	38 (10.6%)	26 (7.3%)	357 (100%)
Personal media such as formal speeches, rallies, press conferences were the mostly used media for campaign by agencies of child labour eradication.	263 (73.7%)	74 (20.7%)	20 (5.6%)	357 (100%)

Source: Researcher's field work, 2020.

Table 5: Respondents' opinion on the relationship between the socio-economic characteristics of the people and their perception on communication strategy for child labour eradication campaigns

	SA (%)	A (%)	D (%)	SD (%)	U (%)	Total
People's geographical environment whether urban or rural, and the size of their population will have relationship with the way people perceive communication strategies used for campaigns.	57(16%)	162(45.3%)	60(16.8%)	42(11.8%)	36(10.1%)	357(100%)
Demographic issues like age, sex, family, size, occupation, income, education, religion, tribe, interests, cultural learning's, nationality and social class will affect people's perception of communication strategies for campaigning.	81(22.7%)	209(58.5%)	16(4.5%)	25(7%)	26(7.3%)	357(100%)
The attitudes of people in the area where child labour is predominant and the prediction on how they will behave towards child labour eradication campaigns will	62(17.4%)	189(52.9%)	49(13.7%)	20(5.6%)	37(10.4%)	357(100%)



	SA (%)	A (%)	D (%)	SD (%)	U (%)	Total
affect people's perceptions of communication strategies.						
How the people spend their time, what takes place in their immediate environments; their stage in life cycle, their income, education and where they live will have relationship with the way they perceive communication strategies.	44(12.3%)	216(60.5%)	40(11.2%)	27(7.6%)	30(8.4%)	357(100%)
The conditions of the people and their communities as well as what can be done to improve on the past measures will definitely affect people's perception of the communication strategies used for campaign on child labour eradication.	77(21.6%)	197(55.1%)	52(14.6%)	12(3.4%)	19(5.3%)	357(100%)

Source: Researcher's field work, 2020.

Discussion of Findings

Based on percentage analysis on respondents' demographics, male respondents were 66% of the responses while female respondents were 34%. The results on responses on sex category indicated that male respondents were more exposed to behavioural change campaigns on child labour eradication carried out in Delta State. The data on age categories indicated that 9% were respondents between the age ranges of 18-25; 21% of the respondents were between the ages of 25-32 while 33% of the respondents were between the ages of 32-39. The respondents that fall within the age ranges of 39-46 were 23% while 14% of the total respondents were 46 and above years. With regards to marital status of the respondents, the data shows that majority of the respondents totally 69% were married. A total of 19% of them were singles, the widowed respondents among them were 4% while 8% of the respondents were either separated or divorced. Data on educational qualification of the respondents revealed that 52% of the total respondents possessed either HND or BA or BSc degrees. The respondents that possessed either OND or NCE were 23% of the total respondents. While 16% of the respondents possessed either SSSCE or NECO qualifications only 9% of the respondents had MA or MSc or PhD degrees. With regards to occupation of the respondents, the data revealed that 34% of them were either into business or self-employed. A total of 30% of the respondents were civil servants. The professionals among them were 17% while others in different occupations amounted to 19% of the total respondents. Out of the 360 copies of the questionnaire distributed, 357 research instruments were retrieved and found useable which shows 100% response rate.

Objective one of the study was to assess the various communication strategies used by child labour agencies during behavioural change campaign towards eradicating child labour in Delta State. Results in Table 2 provided answer to research objective one. Responses showed that, to a



greater extent, the respondents noticed the use of communication techniques by the media and child labour agencies during campaigns for behavioural change towards the eradication of child labour in Delta State. Communication channels such as television, billboards, personal selling, newspapers, jingles on radio and television, interpersonal communication were among the visibly noticed techniques used during the behavioural change campaigns. This result implies that the respondents were adequately exposed to the various campaigns carried out towards eradicating child labour in the state. However, most of these communication techniques are urban-centric in nature which has no consideration for the dominant rural population of the state where the incidences of child labour and child abuse are very noticeable. This was the opinion of majority of the respondents residing in the rural areas who could not notice the use of posters, magazines, stickers, television and interpersonal communication as techniques to change their behaviour favourably to the eradication of child labour.

In response to research objective two, results in Table 3 provided answers. Objective two of the study was to assess the usefulness of the communication channels for behaviour change campaigns. As obtained in the study, respondents rated the usefulness differently. While some said they were "Excellent", others said "Good" whereas another group rated them "Poor" and "Very Poor" respectively. The views of the respondents therefore attested to the fact that some of the methodologies employed to campaign for behavioural change in the urban and were found excellent were judged to be poor or very poor in the rural areas. Also, these communication channels were not properly combined into a communication mix hence they were not people-oriented, so they recorded abysmal failure. This result was the testament of majority of the respondents. This finding confirmed Okoro's (2017) thought why campaigns on behaviour change and rebranding of Nigeria recorded abysmal failure.

Out of the twenty officials interviewed in the area of study, three were officers of NAPTIP two were officers of UNICEF, four workers of Ministry of Women Affairs, three Broadcasters, four Traders and four Workers. The non-random nature of the sample, however, limits the generalizability of this finding. It is instructive though, three of the officers affirmed that campaign for behaviour change is expensive to undertake hence no positive and meaningful results are recorded. Others hinged the failure to change people's behaviour towards eradicating child labour from the society to ignorance and poverty as majority of those practicing the act live in the rural areas. Some also held the views that many people are illiterates and lacked of information about child labour are at the heart of the challenges in the fight against child labour in Delta State. According to them, it is arguable that many families will still not end child labour even if they become aware of their guilt. This is because awareness and knowledge of child labour is a necessary, but by no means a sufficient condition for stopping it. This tended to suggest that the fight against child labour eradication cannot be won on kid gloves.

The third research objective in this study was to affirm which medium was mostly used during the campaigns for behavioural change in eradicating child labour in Delta State. Table 4 above provided the answer. All the results in Table 4 indicated that no one medium was generally accepted as the mostly used medium for behavioural change campaign. This result implies that the medium that would produce a positive response in the urban areas when used may produce a negative response when used in the rural areas. The findings above correspond with the adoption of the opinion and attitude change and the brand platform model theories for the study.



Both theories cautioned campaign planners to be conscious of the fact that campaign programmes are reduced to mere guess-work or chance games hence they hardly produced dependable results. That is why the brand platform model particularly advocated that the brand creates an emotional bond or connection, which not only “plants love marks in the minds and wallets” of the target market (people), but makes selling easier “as a result of this connection” Ibru (2008). The BPM is a way to explain that there is an emotional bond or connection between the medium and the recipient of the campaign message to produce the expected results. In today’s world, brands are “intrinsically striking” and their prime function is to create and sustain a positive brand attitude that will translate into brand equity – an added value that goes far beyond the brand itself (Elliot & Percy, 2007).

The fourth research objective in this study is to assess the relationship between the socio-economic characteristics of the audience and their perceptions of the communication strategies used in the campaigns for behavioural change. As the results in Table 5 indicated, respondents believed that there was a significant relationship between the socio-economic characteristics of the people and their perception of the influence of communication strategies on peoples’ opinion, attitudes and behaviour towards child labour eradication. This is why Rallings and Thrasher (1997), cited by Edewor (2007) was of the view that what takes place in the immediate environment of the people, their stage in life cycle, their income, their education and where they live would have a strong correlation with the way they perceive the influence of communication strategies used to canvass for change in their opinion, attitudes and behaviour towards child labour eradication. For example, it would be foolhardy for campaign planners and behavioural change agents not to take into consideration the extra curriculum activities of the audience, illiteracy level and other social pleasures available in their environment before formulating a behavioural change communication strategy that would of influencing the behaviour of the audience both at the urban and rural communities. The study also indicated that there was a strong relationship between the demographic characteristics of the target audience like age, sex, family size, occupation, income, education, religion, tribe, interests, nationality, cultural leanings and social class and the communication strategy used to seek their support. Respondents agreed that it would be an exercise in futility for communication strategy formulators not to take into consideration the attitudes of the people in the area where child labour is predominant and the prediction on how they would behave towards child labour eradication campaigns. It was also showed that communication strategy ordinarily may achieve nothing or very little if nothing is done about recognising the behavioural patterns of the people in the area of coverage towards the subject matter.

5. Conclusion and Recommendations

This study has confirmed that child labour exists in Delta State, and ordinary people both in the urban and rural areas know it exists. It is viewed as serious and detrimental to the welfare of the child. People are aware that the fight is on-going, and that the media as well as child labour agencies have used different communication strategies and techniques to advocate for behavioural and attitudinal change on the part of the citizens in the state towards eradicating the child labour pandemic. Communication techniques such as television, radio, billboards, personal selling, newspapers, jingles, interpersonal communication were among the visibly noticed techniques used during the behavioural change campaigns and the result implies that the



respondents were adequately exposed to the various campaigns carried out towards eradicating child labour in the state. However, this does not imply that all the communication techniques used for the behavioural change campaigns produced useful results both at the urban and rural areas.

Arising from the above, the study recommended therefore that the process of formulating a communication strategy that would be convenient and appropriate, capable of influencing people's behaviour during enlightenment campaigns on child labour eradication should involve the targeted people throughout its stages-conception, planning, implementation and evaluation. The people should feel and see themselves actively involved in the decision-making process in the formulation of campaign communication strategy. In fact, it should be home-tailored.

A communication strategy that would be able to influence and change peoples' behaviour should involve more than one medium. Not only are two media better than one medium for effective communication, but also a combination of the mass media and interpersonal communication is better than using either alone. The often mistakes that the modern mass media reach everybody should be discarded. Many rural communities in Delta State have no access to mass media. They still rely only on traditional media for information. The traditional media to be used, depending on the peculiarity of the place, should include songs, dramas, folktales, concerts and storytelling that are capable of attracting the attention of the audience to the messages.

Therefore, in formulating campaign messages in both modern and traditional media, the local languages of the various communities in Delta State should be used. In urban areas, Pidgin English should be used since it has come to be widely spoken and understood by people of the urban areas.

Child labour eradication enlightenment campaigns for behavioural change should adopt a flexible approach such that varying weight could be attached to media and communication tools or channels to be used.

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