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Nursing Mothers' Perception of Maternal and Childcare Television Messages in Lagos, Nigeria

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ABSTRACT This study addresses the critical issue of maternal and childcare knowledge among nursing mothers in Lagos, Nigeria, with a focus on the impact of exposure and adherence to television messages. The objective was to investigate the relationships between exposure, adherence, and knowledge levels. A survey design was used, employing a Structural Equation Modelling approach, specifically Partial Least Squares. Data were collected from 391 nursing mothers aged 18 to 49. The findings revealed significant positive relationships between exposure and adherence to maternal and childcare television messages and the knowledge levels of nursing mothers. The conclusion highlights the need for targeted television interventions, while recommendations underscore the importance of tailoring content and collaborating with broadcasters to optimise the impact of maternal and childcare campaigns. The policy implications suggest the integration of television as a strategic tool in disseminating evidence-based information to enhance maternal and childcare practices.