

An Assessment of Media Channel Mostly Used in Receiving Information of Tackle Prostate Cancer by South-East Nigerian Men

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Corresponding Author C.J. Ikpeama, PhD Department of Mass Communication Clifford University Article History Received: 12 / 09 / 2025 Accepted: 30 / 09 / 2025 Published: 07 / 10 / 2025	Abstract: This study was centered on an Assessment of media channel mostly used in receiving information of tackle prostate cancer by South-East men. The major objective of the study was to find out the media channel mostly used by South-East Nigerian men, in accessing information to tackle prostate cancer. The study adopted social judgment theory. The study also adopted survey research method with questionnaire and interview as instruments for data collection. The sample size was made up of 385 respondents, out of a population of 5,068,566. Multi-stage sampling technique was adopted for the study. The major findings of the study showed that majority of men in South-East- Nigeria access more information to tackle prostate cancer through social media. It was also revealed that there is a high level of interest in getting more media information about tackle of prostate cancer. It was concluded that media campaign on tackle prostate cancer and sensitization of health benefits are serious campaigns on Social media. This is because of the high level of spread of the ailment and its deadly nature. It is therefore recommended that different media channels or platforms should constantly present and promote campaigns to tackle prostate cancer in our society and always present campaigns that will positively affect the health status of men in the country. Keywords: Assessment, Meida, Channel, Receiving, Information, Tackle, Prostate Cancer.
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Introduction

Over the past few decades, media campaigns have been used as a strategy to inform and educate the audience on various important issues, which health discussions are inclusive. Such campaigns are aimed at sensitizing the people on the need to be aware of what is happening in the society, in order to restrain them from challenges that can be avoidable through knowledge. Today, health related issues are becoming topical in our society, this may be because, health is tantamount to wealth. (Gulick, 2023).

Interestingly, there are different media campaigns on health, which include prostate cancer screening, check-ups, prevention, tobacco use and heart-disease prevention, alcohol and illicit drug use, child survival, and many other health-related issues. (Okigbo, 2024). However, for the sake of focus and more clarity, this study will dwell on ‘Tackle prostate cancer’ campaign, which is visible on different media platforms, such as radio, newspaper, television and social media, which appears to be the most used media for the campaign, which may be as a result of its unique natures of carrying information both in audio and in video simultaneously, as well as large audience usage. Further, according to Davidson (2021), there are different kinds of prostate cancer Media campaigns online, but this study would focus on one of the popular media Campaigns on prostate which is entitled ‘Tackle Prostate Cancer’. The campaign started in January, 2021 by United Kingdom (UK) Ministry of Health with some Non-Governmental Organizations that found it worthy to be established and promoted for the welfare of the public and from there, the campaign spread to different nations of the world including Nigeria, and because of the intensity of the campaign, today, the messages are being intensively sponsored in order to affect the life of the people This is an open access article under the [CC BY-NC](#) license

positively. Interestingly, the campaign intensified to other media channels such as, Radio, Television and Newspapers respectively, and it is still effective till date because of its impact on informing, educating and sensitizing the public about Prostate Cancer, risk factors that may make it likely to occur in a man’s body, symptoms, remedies and how to prevent the occurrence totally.

However, irrespective of the intensification of the campaign on different media channels today due to its importance to the society, it is still more visible and popular on the Social Media Platforms. Moreover, as the rise of prostate cancer disease becomes wide spread, prevention techniques and management have also become a public concern to all the target recipients especially, men from forty five years and above which has given room for it to become a front burner regionally, nationally and internationally both on Social Media, Print and the electronic media respectively, (Boyd & Shaw, 2021).

The introduction of tackle prostate cancer media awareness campaign in Nigeria which took off in December, 2022 through one of the Non-Governmental Organizations in the country, owned by Chief Betty Anyanwu-Akeredolu in Ondo State, the wife of Akeredolu, the former Governor of the State, with a name, Tackle Breast Cancer and Prostate Cancer Association of Nigeria which was launched because of the threat of breast cancer ailment to her and prostate cancer disease to her husband which later terminated the life of her husband in 2023. The campaign with a “Slogan your health is our concern”, had become a topical and global issue at the moment in our society, and this may not be unconnected with the importance of the message to the people hence, being carried out



by different media channels both the print, electronic but mostly being conveyed through the Social media. Furthermore, the role of the mass Media in creating awareness on health consciousness cannot be overemphasized or neglected in the society because of its efficacious importance to the people. When we talk about “Cancer” we are simply talking about a large group of diseases that occur when abnormal cells divide rapidly and can spread to other tissue and organs. These rapidly growing cells may cause tumors. They may also disrupt the body’s regular function. Cancer is one of the leading causes of death in the world. According to the World Health Organization (WHO), cancer accounted for almost 1 in 6 deaths in 2020. Experts are working hard to test out new cancer treatments every day.

Irrespective of the fact that there are many kinds of cancer on earth, this study will centre on Prostate cancer. Prostate cancer is a common type of cancer in males, but it is highly treatable in the early stages. It begins in the prostate gland, which sits between the penis and the bladder. Prostate cancer is one of the most common types of cancer. Many prostate cancers grow slowly and are confined to the prostate gland, where they may not cause serious harm. However, while some types of prostate cancer grow slowly and may need minimal or even no treatment, other types are aggressive and can spread quickly.

The prostate has various functions. These include producing the fluid that nourishes and transports sperm, secreting prostate-specific antigen (PSA), a protein that helps semen retain its liquid state, and helping aid urine control.

Ogundele and Ikurowo (2024) opine that it is not clear what causes prostate cancer. Doctors state that prostate cancer begins when cells in the prostate develop changes in their DNA. A cell's DNA contains the instructions that tell a cell what to do. The changes tell the cells to grow and divide more rapidly than normal cells do. The abnormal cells continue living, when other cells would die. The accumulating abnormal cells form a tumor that can grow to invade nearby tissue.

In time, some abnormal cells can break away and spread (metastasize) to other parts of the body. While doctors do not know exactly why prostate cancer occurs, thus, the following risk factors may make it more likely:

- Age: The risk of prostate cancer increases after the age of 50, but it is rare before 45.
- Race or ethnicity: The condition is more common in Black people than white people. Asian and Hispanic people have a lower risk than Black or white people.
- Family history: A person with a close relative who has a history of prostate cancer has a higher chance of developing it themselves.
- Genetic factors: Inherited features, including changes to the breast cancer stage 1 and breast cancer stage 2 (BRCA1 and BRCA2) genes, may increase the risk. Men born with Lynch syndrome also have a higher risk of prostate and other cancers.
- Diet: Some evidence suggests that high fat diets may increase the risk of prostate cancer.

Statement of the Problem

Tackle Prostate Cancer media campaign has become one of the global issues in our contemporary society. This may be as a result of its effects on the public, especially, the men, from the ages

of 45 and above. Although different researchers have studied media awareness campaign on prostate cancer, but there was no much emphasis on South-East men, their health behaviour, and health protection as a result of the campaign, thus, it becomes an issue to prompt a research on this study.

Also, most of the tackle prostate cancer media awareness campaign are being carried out through the social media platforms, thus, suggests that it is a new campaign, hence, worthy of thorough investigations and researches in order to find out why the campaign is very important amongst the men for their healthy living and how the message can be used as a means to remedy the situation amongst them in our society, that is why the major problem of this study is centered on finding how prostate cancer can be prevented by men as well as remediated.

Objectives of the study

The major aim of this study is to investigate an assessment of media channel mostly used in receiving campaign of Tackle Prostate by South- East men. However, the specific objective was to:

Examine which of the media channels those South-East Nigerian men mostly use in getting information on Tackle prostate cancer.

Literature Review

Media Campaign

To educate the general public about health issues, the media need to first monitor the environment and identify potential life-threatening health issues and provide adequate information that will enlighten the masses on the issues. Sharma & Gupta (2017), reveal that health education is an essential aspect of public health and health promotion. They add that the goal of health education is to have a positive influence on the health behaviour of people through information and instruction. That is to say that media coverage is an essential strategy of health education. This is because, through media coverage, the general public will be informed and instructed on issues related to public health issues. This means also that the surveillance role of the mass media is essential in the study of media coverage of health issues.

The surveillance role of the mass media requires that they monitor society and provide information to members of society on pending dangers. This function is an expression of the ‘watchdog role’ of the media. This is because when a dog watches over an area, it makes efforts to let people know each time there is a perceived danger. The dog barks and this typically attracts the attention of the public with a corresponding possibility for eliciting actions to avert the danger. Therefore, the surveillance role of the mass media means that they constantly scan the society, evaluate events and highlight areas that pose a potential danger to the general wellness of the society. In this sense, the media have a duty to make sure that people are adequately warned of dangers. (Donohue, Tichenor & Olien, 2020). Mass Media play the role of informing and educating the public on the need to be health conscious and alert in order to be protected from being harm by any disease or infection. The function of the mass media when they submitted that knowledge is an essential condiment that people need to make informed decisions. This assertion makes a strong case for media workers to constantly monitor society and provide relevant and sufficient information to members of the general public.

over the past few decades, media campaigns have been used in an attempt to affect various health behaviours in mass populations. Such campaigns have most notably been aimed at tobacco use and heart-disease prevention, cancerous ailments, but have also addressed alcohol and illicit drug use, cancer screening and prevention, sex-related behaviours, child survival, and many other health-related issues. Typical campaigns have placed messages in media that reach large audiences, most frequently via television or radio, but also outdoor media, such as billboards and posters, and print media, such as magazines and newspapers. Exposure to such messages is generally passive, resulting from an incidental effect of routine use of media. Some campaigns incorporate new technologies (eg, the internet, mobile phones and personal digital assistants), but recipients have so far generally been required to actively choose to seek information, for example by clicking on a web link, and discussion of these methods is not included in this Review (Morlando, Pelullo & Giuseppe, 2017).

Ogundele & Ikuerowo (2015) reveal that Media campaigns can be of short duration or may extend over long periods. They may stand alone or be linked to other organized programme components, such as clinical or institutional outreach and easy access to newly available or existing products or services, or may complement policy changes. Multiple methods of dissemination might be used if health campaigns are part of broader social marketing programmes.

The great promise of mass media campaigns lies in their ability to disseminate well defined behaviourally focused messages to large audiences repeatedly, over time, in an incidental manner, and at a low cost per head. As we discuss in this Review, however, that promise has been inconsistently realised: campaign messages can fall short and even backfire; exposure of audiences to the message might not meet expectations, hindered by inadequate funding, the increasingly fractured and cluttered media environment, use of inappropriate or poorly researched format (eg, boring factual messages or age-inappropriate content), or a combination of these features; homogeneous messages might not be persuasive to heterogeneous audiences; and campaigns might address behaviours that audiences lack the resources to change.

Every year, new public health mass media campaigns are launched attempting to change health behaviour and improve health outcomes. These campaigns enter a crowded media environment filled with messages from competing sources. Public health practitioners have to capture not only the attention of the public amid such competition, but also motivate them to change health behaviours that are often entrenched or to initiate habits that may be new or difficult. In what ways are public health mass media campaigns now attempting to succeed in a world crowded with media messages from a myriad of sources?

What are the conditions that are necessary for a media campaign to successfully alter health behaviors and alter outcomes in the long term? To what extent can the successes and failures of previous campaigns be useful in teaching important lessons to those planning campaigns in the future? In this chapter we attempt to answer these questions, drawing from recent literature on public health mass media campaigns. Mass media campaigns to promote healthy behaviors and discourage unhealthy behaviors have become a major tool of public health practitioners in their efforts to improve the health of the public. Large amounts of money, time, and effort are poured into mass media campaigns, both local and national in scope, each year in various attempts to get the public to

eat healthy, get moving, stop smoking, and practice safer sex. However, past experience has shown us that the success of these types of interventions has varied greatly and that often the effectiveness of such efforts is difficult to measure. (Aderemi, 2016).

Media and Level of Health Sensitization

A Healthy nation is a wealthy nation. This popular axiom emphasizes the significant position of health in the development of any nation. The sense in the axiom is simple – it takes a healthy person to work or attend to obligations, duties, assignments, tasks and jobs in every society. It is this attending to various tasks and endeavors by healthy individuals that result in a Nations wealth and development. The thought expressed here presents much concern to most nation's government and institutions who realize the indispensable role of health in accentuating national development. The concern of this paper will not be centered on government but on an institution of government – the media. Thus the thrust will be to explore the role the media has played in championing the course of sustainable health development in Nigeria as well as globally, a subject that is vital and crucial towards our socio-economic and political development. (Abone, 2018)

The mass media comprise all technological or mechanical devices engaged by a source with the intent of reaching a diversified and heterogeneous audience with messages simultaneously. Okunna (2014) believes that mass media are a variety of channels through which mass communication takes place. Health communication: According to Asamah, (2011), Health communication basically could be described as the form of communication disseminated by the mass media for adequate health care delivery office. Office of disease prevention and health promotion, U.S. Department of Health and Human Services posits that health communication is the study and practice of communicating promotional health information, such as in public health campaigns, health education, and between doctor and patient. Hence, it will be right to assert that media health communication is the dissemination of health information by the media in order to influence a level of health consciousness to the peoples' health choice and improve their health literacy for sustainable health development.

The scholar went further to explain that as a concept, media health communication seeks to increase audience knowledge and awareness of health issue, influence behaviours and attitudes towards a health issue, demonstrate healthy practices, demonstrate the benefits of behaviour changes to public health outcomes, advocate a position on a health issue or policy, increase demand or support for health services, argue against misconceptions about health, Sustainable Health Development: This entails achieving a complete wholeness in terms of an individual's physical, mental, spiritual and social well-being through a well structured and designed health programme. It denotes the continuous maintenance of complete physical, mental and social well-being and not just merely the absence of disease or infirmity.

It is on their premise on the necessity of health sensitization, that the media's health communication becomes an imperative for sustainable health development in a developing country like Nigeria and other third world countries. Media health communication activities in Nigeria Mass media remain a key component and veritable tool in the campaign toward sustainable

health development in Nigeria. Thus, this is so because through adequate health communication and campaigns on issues of health such as drugs abuse, vaccines/immunizations, maternal health care, family planning programmes, healthful living practices, prevention practices, cure eradication of diseases and many more. The mass media have proven to be very concern about our health development. In this discourse, an attempt will be made to highlight some media health communication activities in Nigeria. These will include: Polio Myelitis Vaccine Controversy: In 2003 and 2004, the fight against the eradication of poliomyelitis suffered a serious setback in the Northern part of Nigeria owing substantially to wide spread rumours and misconceptions among Muslims over the safety of the vaccine. The federal government had to engage the media in conjunction with the traditional rulers to allay these fears through health communication on the polio virus and the safety of the vaccine.

The role of mass media in assisting health promotion for sustainable health development throughout the world remains vital. Without the mass media, it might be difficult for health promoters and stakeholders to communicate health information, monitor and co-ordinate health activities in various countries of the world. In this paper, effort was made to highlight media health communication activities in Nigeria. It was shown that the media, which the social media is very exceptional has ensured successes to health programmes through their communications and sensitization of the citizenry. Notable successes being their role in the eradication of different health challenges, as well as creating awareness on family planning.

Theoretical Framework

This study was anchored on social Judgement theory. This theory was propounded in the (1960's) by Carolyn Sherif, Muzafer Sherif and Roger Nebergau. The theory centers on understanding why, people receive same information simultaneously, yet, could still have or read different meaning from it. For example, a group of who receive information on a topical issue while at a particular place have the tendency of reacting to it differently, depending on their perception to the message.

Social Judgment Theory claims that an individual's position on an issue depends on three things, which include:

- Their anchor, or their preferred position on the issue.
- Their position depends on alternatives, classified as acceptable, rejected or non committed.
- The third component of someone's position on an issue depends on their personal ego involvement.

Social judgment theory (SJT) is a framework that explains how individuals form and change their attitudes based on their perceptions of messages and the social context. Here are four key aspects of social judgment theory along with cited references:

Latitudes of Acceptance, Rejection, and Non-commitment:
Social judgment theory posits that people have ranges of acceptance regarding various opinions. These latitudes determine

how individuals respond to persuasive messages. The latitude of acceptance includes positions an individual finds agreeable, while the latitude of rejection includes those they find unacceptable. The latitude of non-commitment encompasses positions that evoke uncertainty as referenced by (Gracia & Patel, 2021).

Ego-Involvement: This aspect of Social Judgement suggests that the degree of ego-involvement influences the latitudes of acceptance and rejection. Individuals who are highly ego-involved in a topic have narrower latitudes of acceptance, meaning they are less likely to change their attitudes, while those with lower ego involvement may have broader latitudes.

Contrast and Assimilation Effects; When individuals evaluate persuasive messages, Social Judgment explains that they may either assimilate the message into their existing beliefs (if it falls within their latitude of acceptance) or contrast it away from their beliefs (if it falls within their latitude of rejection). This can lead to significant changes in attitude depending on how the message is perceived.

The theory was also adopted in this study because of the conformity and relevance of it to the study. Social Judgment emphasizes on the importance of the credibility and attractiveness of the message source in shaping attitudes. This entails that South-East Nigerian Men react to "Tackle Prostate Cancer Media Awareness Campaign and Health Behaviour in accordance to how the message is presented, the level of their trust or dependability on the credibility of the source of the information which also expands their latitude of acceptance, hence, making them more receptive to the message, while a source perceived as less credible can lead to a stronger contrast effect. This assertion is supported with the opinion of Davidson (2021) on his Heuristic versus systematic information processing and the use of source versus message cues in persuasion.

This theory was adopted on this study because of the social relationship with the subject matter which states that different people react to different messages based on the way they perceive them i.e. South-East media audience who receive media campaigns on tackle prostate cancer will process and respond to the campaigns based on how they perceive them and how the message presenters want them to see the messages.

Methodology

However, the researcher adopted the survey research method and indepth interview because of their relevance to the subject matter. Thus, these kinds of research methodologies are often used in communication researches, and they were also suitable in this study because of their ability to present research both in qualitative and quantitative nature at the same time.

The population of this study was 5, 068, 566 as estimated by NPC (National Population Commission, 2023) being the population of men from the ages of 45 years and above in five states in the South-East Nigeria, the population was distributed as follows:

Table 3.1: population Distribution by states

State	Population	%
Abia	721, 085	14
Anambra	1, 161, 488	23
Ebonyi	625, 395	12
Enugu	1, 250, 377	25
Imo	1, 310, 221	26
Total	5, 068, 566	100

The sample size for this study was 385. This was calculated using the online sample size calculator at [surveysystem.com](https://www.surveysystem.com) at 5% confidence interval and 95% confidence level. To select the sample units, a multi-stage cluster sampling was used.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGSS

A total of 385 copies of questionnaire items were distributed to the respondents, 335 or 87% were correctly filled and returned, hence, was representative enough to be used for analysis

RQ3: What are the media channels that South-East Nigerian men mostly use in getting information on tackle prostate cancer?

Furthermore, the respondents were asked to state their; mostly used media channel and reason for making such choices. Table 4.4 contains the data distribution for their responses to the various enquiries.

Table 4.4: Analytical Results for media channel mostly used for receiving information on tackle prostate cancer.

S/n	Index	Media Channel	Frequency (F)	%
8	Media channels mostly used	Radio	80	24
		Television	62	19
		Social media	160	48
		Newspaper	33	10
		Total	335	100
9	Reason for choice of media channel	Reason		
		Accessibility of contents	150	45
		Visual contents	80	24
		Audio contents	74	22
		Elaborate texts	31	9
		Total	335	100

As observed from Table 4.4, majority of the respondents (48%) prefer the use of social media to other sources of information. This was followed by radio (24%) Again, television had (19%) while newspaper had (9%). in the order of preference. To find out reasons that prompted the preference of platforms, the respondents were further asked to state the reasons for their response. Findings for these enquiries are also presented in Table 4.4. It could be

observed that the majority of the respondents (45%) prefer the use of social media platforms to access information about the tackle of prostate cancer, this was followed by those that reported visual (24%) and audio (22%) contents as their reasons. Lack of good reading ability could be the cause for the low value (9%) for preference of Newspaper among media channels that South-East Nigerian men mostly use in getting information on tackle prostate cancer.

Discussion of Findings

RQ3: What are the media channels that South-East Nigerian men mostly use in getting information on tackle prostate cancer?

Powerful synergy between communication channels is achieved when skits are broadcasting on social media handles (Wang & Xia, 2020).

Conclusion

Following the discussion of results, the following conclusions were made;

Media campaign on tackle prostate cancer and sensitization of health benefits is a serious campaign both on Social media, electronic and print. This is because of the high level of spread of the ailment and its deadly nature. Many men today in South-East Nigeria and beyond are very much aware of prostate cancer sensitization through regular campaign from different media platforms, especially, the social media. Thus, the awareness has given room for an advanced health education and protection amongst the South- East men in Nigeria by abstaining from eating too much fatty foods and engagement into regular medical check-ups, especially, the men from the ages of 45 years and above.

Recommendations

Different media channels or platforms should constantly present and promote campaigns on prostate cancer to the public, especially, the social media as the most used media by South-East men.

Media channels in Nigeria should endeavour to be presenting campaign on prostate cancer and sensitization of health benefits in men as they present other programmes simultaneously.

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