

TACKLE PROSTATE CANCER MEDIA AWARENESS CAMPAIGN AND HEALTH BEHAVIOUR OF MEN IN SOUTH-EAST NIGERIA

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<p>Corresponding Author Ikpeama, Chijioke John Ph.D</p> <p>Department of Mass Communication, Clifford University</p> <p>Article History</p> <p>Received: 18 / 03 / 2025</p> <p>Accepted: 02 / 04 / 2025</p> <p>Published: 06 / 04 / 2025</p>	<p>Abstract: This study was anchored on Tackle Prostate Cancer Media Campaign and Health Behaviour of Men in South-East Nigeria. The objectives of the study were to find out the extent South-East Nigerian men access media information on tackle prostate cancer, find out the extent to which media promote campaign on tackle prostate cancer amongst men in South-East Nigeria, examine which of the media channels that South-East Nigerian men mostly use in getting information on tackle prostate cancer, ascertain the extent to which the media campaign on Tackle prostate cancer affect the health behaviour of men in South-East Nigeria, unravel the challenges associated with the media campaign on tackle prostate cancer amongst South-East Nigerian men and identify the ways in which the challenges can be handled. The study adopted framing and social judgment theories. The study also adopted triangulation 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 revealed that there is a high level of regularity in media access to information to tackle prostate cancer, awareness of media campaign about the tackle of prostate cancer, and their accessibilities to messages about prostate cancer. 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 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 and severe painful nature. It is therefore recommended that South-East Nigeria men and beyond should endeavour to seek and access information about prostate cancer in order to be updated about the ailment as well as preventing and remedying the situation.</p> <p>Keywords: Tackle, Prostate, cancer, media, awareness, campaign, health behaviour, men.</p>
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Background to the Study

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 sensitizing the people on the need to be health conscious in order to prevent some health challenges that may hamper their wellbeing in the society. This may be because, health is tantamount to wealth. However, the health campaigns include prostate cancer screening and prevention, tobacco use and heart-disease prevention, and also transcends to have also addressed alcohol and illicit drug use, child survival, and many other health-related issues. (Gulick, 2018). Typical campaigns have been placing messages on media that reach large audiences, most frequently via television or radio, outdoor media, such as billboards and posters, 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 © Copyright IRASS Publisher. All Rights Reserved

assistants), but recipients have so far generally been required to actively choose to seek information, for example by clicking on a web link, and accessing the discussions of health professionals on the causes of some health challenges like the prostate cancer and its prevention or remedy.

Thus, according to the www.adforum.com, 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" (Facebook.com/Tackle Prostate Cancer) which started in January, 2021 by United Kingdom (UK) Ministry of Health with some Non-Governmental Organizations that found it pertinent to be established 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 messages were intensively sponsored in order to affect the life of the people positively. Impressingly, 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, (www.sciencedirect.com).

Today in Nigeria, tackle prostate cancer media awareness campaign which took off in May, 2021 with a "Slogan your health is our concern", had become the issue of the moment 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, mostly Facebook. The message is targeted to every male person most especially, men who are between the ages of forty five years and above, who may likely fall victim of the ailment without adequate sensitization or those who are already suffering from it. The intention of the campaign is to inform, educate and sensitize the men properly about the likely risk factors that may give room for one to be a victim of it as well as symptoms, remedies and preventive measures respectively.

Objectives of the study

The general objective of this study was to investigate Tackle Prostate Cancer Media Awareness Campaign and Health Behaviour of Men in South-East Nigeria. However, the specific objectives were to:

- Determine the extent South-East Nigerian men access media information on Tackle prostate cancer.
- Find out the extent to which media promote campaign on Tackle prostate cancer media awareness campaign towards men in South-East Nigeria.

Literature Review

The Concept of the Media

Any type or channel of mass communication is referred to as media. This includes art, journalism, instructional materials, and a wide range of other types of information, from printed paper to digital data. Media can include everything that has the ability to reach or impact people, such as phones, television, and the Internet. The choice of the methods to be utilized in an advertising campaign is of the utmost importance since it directly affects the results that are obtained with it. The media are the channel that marketers and advertisers use to communicate a message to your market goal. Zhou (2020)

Therefore, media users should endeavour to know what are the different types of media, and what are their advantages and disadvantages, with the aim that can make the best decisions when selecting the media to be used for sharing of information. Moreover, there are different kinds of media in our contemporary society which include, Electronic, Print, and Social media. (Brown, 2017).

All the types of media play pivotal roles in the society in educating, informing, promoting as well as setting agenda to the people. Thus, modern digital media include all forms of communication that are transmitted electronically across the world through computer networks and fiber optic cables. Some of these modern forms of media, such as the Internet or social media such as Facebook, Twitter, Instagram, used for the purpose of sharing ideas to the people have completely revolutionized our world (Ghodsbin & Zare, 2014).

Concept of Prostate Cancer

In the United States, prostate cancer is the most prevalent cancer in males and the second leading cause of cancer-related deaths in men. It is the second most common disease in men globally and the fifth leading cause of cancer-related deaths in men. Ninety-five to 95 percent of prostate cancers are acinar adenocarcinomas. The bulk of new instances are caused by neuroendocrine and ductal carcinoma. Prostate tumors, including subtypes of acinar adenocarcinoma, are listed in detail in the 2016 World Health Organization classification. WHO, 2020 According to their review, prostatic acinar adenocarcinoma is referred to be prostate cancer. One prevalent malignancy that affects men is prostate cancer. The majority of prostate cancers stay in the prostate gland and grow slowly.

For a small number, the disease can be aggressive and spread quickly to other parts of the body. Men with slow-growing prostate cancers may choose active surveillance. With this approach, you can postpone, and sometimes completely forego, treatments. Your healthcare provider can discuss the best treatment option for you based on your Gleason score and Group Grade.

The prostate gland, a component of the male reproductive system, is where prostate cancer starts. Because prostate cancer tends to grow slowly and remain in the gland, many men opt for active surveillance, which involves no therapy. Treatments for malignancies that spread quickly include targeted therapy, prostatectomy surgery, and brachytherapy (internal radiation). The prostate gland, a component of the male reproductive system, is where prostate cancer starts. Because prostate cancer tends to grow slowly and remain in the gland, many men opt for active surveillance, which involves no therapy. Treatments for malignancies that spread quickly include targeted therapy, prostatectomy surgery, and brachytherapy (internal radiation). (Garg, Chauhan, & Dhanashree, 2020).

Types of Prostate Cancer

Additionally, nearly all prostate cancers are adenocarcinomas, or aggressive tumors, according to Onyeizu (2014). The cells of glands that produce secretions are where this kind of cancer begins. On rare occasions, the prostate might develop other forms of cancer. Sarcomas, neuroendocrine tumors, transitional cell carcinomas, and small cell carcinomas are a few of them. He continued by talking about the potential causes of certain prostate gland cells developing into malignant (cancerous) cells. There seems to be a genetic component. For instance, having a father, brother, or son with prostate cancer increases a person's risk of developing the disease by two to three times. A tiny percentage of prostate cancers are caused by inherited mutations in the BRCA1 and BRCA2 breast cancer genes as well as other gene mutations.

Additionally, according to the World Health Organization (2020), early-stage prostate cancer hardly ever exhibits symptoms.

As the illness worsens, these issues could arise: frequent, occasionally urgent urination, particularly at night, Erectile dysfunction (ED), bowel (fecal) incontinence, weak or intermittent urine flow, painful urination (dysuria), and painful ejaculation blood in urine or semen (hematospermia), Chest, hip, and lower back pain; numbness in the legs or feet. Not every prostate development is malignant, and not every prostate issue is a sign of cancer. Similar symptoms of prostate cancer can also be caused by the following other conditions: BPH, or benign prostatic hyperplasia: Nearly all men will experience benign prostatic hyperplasia (BPH) at some point. The prostate gland enlarges in this disease, but the danger of cancer is not increased. Squeezing the urethra, the enlarged gland prevents urine and semen from flowing. Sometimes surgery and medication can help. Prostatitis: Inflammation and swelling of the prostate gland are more common in men under 50. Infections with bacteria are frequently the cause. Antibiotics and other drugs are used as treatments.

- Remarkably, screenings are the best method for detecting prostate cancer early, according to Adelabu (2020). A person's first prostate screening is likely to occur around age 55 if their cancer risk is average. If the patient is Black or has a family history of the illness, the doctor may begin testing early. After the age of 70, screening usually stops, though it may continue under specific conditions. Once more, the prostate cancer screening tests are as follows:
- Digital rectal exam: Your provider inserts a gloved, lubricated finger into the rectum and feels the prostate gland, which sits in front of the rectum. Bumps or hard areas could indicate cancer.
- Prostate-specific antigen (PSA) blood test: The prostate gland makes a protein called protein-specific antigen (PSA). Elevated PSA levels may indicate cancer. Levels also rise if you have BPH or prostatitis.
- Biopsy: A needle biopsy to sample tissue for cancer cells is the only sure way to diagnose prostate cancer. During an MRI-guided prostate biopsy, magnetic resonance imaging (MRI) technology provides detailed images of the prostate.

According to Zhon & Luo (2020), the medical professional stages prostate cancer according to its anticipated aggressiveness using the Gleason score and Grade Groups. The pathologist grades each type of cell in your sample to obtain this information. On a scale of three (slow-growing) to five (aggressive), cells are ranked. Normal tissue is defined as samples that test between one and two. Your Gleason score, which ranges from six to ten, is calculated by adding the two most prevalent grades. assigns you to a Grade Group between one and five based on your Gleason score. You are in Grade Group 1 (slow-growing cancer that may not need treatment) if your Gleason score is six. You fall into Grade Group 5 (aggressive, faster-growing cancer that needs rapid treatment) if your score is nine or higher. A higher Grade Group is assigned to samples that contain a greater percentage of more aggressive cells.

On the other hand, some aggressive tumors spread outside the prostate very fast. The lymph nodes and bones are where prostate cancer most frequently spreads. The liver, brain, lungs, and other organs may also experience its development. In the meantime, some people never require therapy because their cancer spreads slowly.

Health Behaviour of Men

Prostate cancer is a serious health condition that affects men, particularly those over the age of 50. Medical screening and checkups for prostate cancer involve several methods to detect the disease at its earliest stages when it is most treatable and curable. Here, we will discuss the various screening and checkup methods that should be adopted for prostate cancer by men, (www.mayoclinic.org/tests-procedures/psa-test/about/pac-20384731. Accessed on 25 October 2021.).

Medical Screening for Prostate Cancer

American Cancer Society (2021) Medical screening for prostate cancer involves testing men who have no symptoms of the disease to detect the presence of cancer in the prostate gland. The screening methods used for prostate cancer which reveals the health behaviour of men towards the campaign include:

Digital Rectal Exam (DRE)

The DRE is a quick and simple exam in which the doctor inserts a lubricated, gloved finger into the rectum to feel the prostate gland for any abnormalities, such as lumps or hard spots. Although the DRE has a low sensitivity for detecting prostate cancer, it is an essential part of the screening process, especially when combined with other tests.

Prostate-Specific Antigen (PSA) Test

The PSA test measures the level of PSA, a protein produced by the prostate gland, in the blood. An elevated PSA level may indicate the presence of prostate cancer, but it may also be caused by other conditions, such as benign prostatic hyperplasia (BPH) or prostatitis. Therefore, the PSA test should be used in combination with other tests to confirm or rule out prostate cancer amongst men in the society.

Magnetic Resonance Imaging (MRI)

MRI uses a magnetic field and radio waves to create detailed images of the prostate and surrounding tissues. MRI may be used to detect prostate cancer in men with an elevated PSA level or those suspected of having prostate cancer based on other screening tests.

Medical Checkup for Prostate Cancer

www.pcf.org/prostate-cancer/treatment-options/ reveals that Medical checkups for prostate cancer involve a comprehensive evaluation of the patient's overall health and prostate-specific health. The checkup may include:

Medical History

The doctor will ask the patient about any symptoms he may be experiencing, such as difficulty urinating, painful urination, blood in the urine or semen, or pain in the lower back, hips, or thighs. The doctor will also ask about the patient's family history of prostate cancer and any other medical conditions or medications that may affect his risk for prostate cancer.

Physical Exam

In addition to the DRE, the doctor may perform a thorough physical exam to check for any other signs of prostate cancer, such as enlarged lymph nodes or abnormal masses in other parts of the body.

Biopsy

If prostate cancer is suspected based on the results of the screening tests or medical history and physical exam, the doctor

may recommend a biopsy. During a biopsy, a small sample of prostate tissue is removed and analyzed under a microscope to determine if cancer cells are present.

Medical screening and checkups for prostate cancer are critical for early detection and prevention of the disease. The American Cancer Society recommends that men discuss their prostate cancer screening options with their doctors and make an informed decision based on their age, risk factors, and overall health. Men should also maintain a healthy lifestyle, including regular exercise and a balanced diet, to reduce their risk of developing prostate cancer.

Methodology

The research methodology adopted in this research was the survey research method and in-depth interview. The method of data analysis was the Special Package for Social Science (SPSS) version 29.

Population of the Study

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

Sample Size and Sampling Techniques

385 people made up the study's sample size. This was computed at a 95% confidence level and a 5% confidence interval using the surveysystem.com online sample size calculator. A multi-stage cluster sampling technique was employed to choose the sample units.

First, the population was grouped as clusters of state capitals, namely: Umuahia, Awka, Abakiliki, Enugu and Owerri. Then, the sample elements were proportionate allocated according to the population of the states.

Thus, the major streets in the capital cities were purposively selected to form the clusters within the towns. Finally, the available sampling techniques were used to select the sample units along the selected streets.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGSS

Demographic information of Respondents

Section A of the questionnaire sought to determine the demographic distribution of the respondents. The generated data to that regards are presented in Table 4.1

A total of 385 copies of questionnaire items were distributed to the respondents, 335 or 87% were correctly filled and returned.

Table 4.1: Demographic Distribution of Respondents

Categories	Strata	Frequency (F)	Percentage (%)
AGE	45-48	45	13
	49-54	75	22
	55-59	120	37
	59-Above	95	28
	Total	335	100
GENDER	Male	335	100
	Female	0	0
Total		335	100
LOCATION			
	Umuahia	60	18
	Awka	80	24
	Abakiliki	45	13
	Enugu	65	19
	Owerri	85	25
Total		335	100
MARITAL STATUS	Single	22	7
	Married	273	81
	Divorced	10	3
	Widowed	30	9
	Total	335	100
OCCUPATION	Civil Servant	120	36
	Trader	115	34
	Artisan	94	28
	Unemployed	6	2

	Total	335	100
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Table 4.1 started by showing that majority of the respondents were within the ages of 55-59 years. This implies that the respondents could be categorized as active media users who could as well be regarded as those who understand the importance of media messagess and can access information on how to tackle prostate cancer. These respondents have thus, captured the essence of this study, which was on media users and those prone to prostate cancer. Again, the data distribution shows that all the respondents were males (100%); while no female was given a questionnaire because, prostate cancer only be found amongst the males. Further information presented in Table 4.1 shows that 25% of the respondents are from Owerri, Imo State of Nigeria. Also, majority of the respondents were married (81%), while the remaining were single, divorced or widowed (7%, 3% or 9% respectively). The marital status indicates that the group of people under study are in a position to access information about prostate cancer from the different channels of media.

Finally, majority of the respondents (36%) are civil servants. This finding is in tandem with the fact that majority of them are young adults who can have access to information from different channels of the media. Thus, the income level will determine the kind of item they consume. Nevertheless, the data showed that 36% are civil servants, 34% are traders, 2% are artisans while the remaining 28% are unemployed.

Analysis of Research Questions and their Responses

The following presentations will dwell on data generated from section B of the questionnaire, which hinged on the research questions.

RQ1: To what extents do South-East Nigerian men access media information on Tackle prostate cancer?

The measurement indices were subjected to the modified 5-point Likert Scale where:

SA (5) = strongly agreed

A (4) = agreed

FA (3) = fairly agreed

D (2) = disagreed

SD (1) = strongly disagreed

To take decisions, the mean scores were determined in such a way that the mean values of 3.0 and above were significant. Consequently, the respondents were asked to rate their; regularity in access to media information about prostate cancer, awareness of media campaign about the tackle of prostate cancer, and their accessibilities to messages about prostate cancer. Table 4.2 contains the data distribution for their responses to the various enquiries.

Table 4.2: Analytical Results for Research Question 1

S/n	Index	Ratings	Score (x)	Frequency (F)	%	Fr
1	Regular access to media information	SA	5	221	66	1105
		A	4	57	17	228
		FA	3	26	8	78
		D	2	20	6	40
		SD	1	11	3	11
		Total	N = 5	= 335	100	= 1422
	Mean score =	4.24 (significant) = 79%				
2	Awareness of media campaign of tackle prostate cancer					
		SA	5	230	67	1150
		A	4	46	14	184
		FA	3	34	11	102
		D	2	16	5	32
		SD	1	9	3	9
		Total	N = 5	335	100	1477
	Mean score =	4.41 (significant) = 74%				
3	Messages about tackle of prostate cancer					
		SA	5	226	67	1130
		A	4	39	12	156
		FA	3	30	9	150
		D	2	25	8	50
		SD	1	15	4	15
		Total	N = 5	335	100	1501
	Mean score =	4.48 (significant) = 74%				

Note: Mean score =

It could be observed from Table 4.2 that mean scores of 4.24, 4.41 and 4.48 were obtained on a five-point scale for the recorded responses on regularity in media access to information to tackle prostate cancer, awareness of media campaign about the tackle of prostate cancer, and their accessibilities to messages about prostate cancer respectively. These significant scores

indicated that there were 79%, 74%, and 74% agreements to the regularity, awareness and accessibility indices. The result also inferred that there are high levels of regularity in media access to information to tackle prostate cancer, awareness of media campaign about the tackle of prostate cancer, and their accessibilities to messages about prostate cancer respectively by users of social media.

These responses are similar to the ones obtained in-depth interviews. In the interviews with selected men from South-East Nigeria, they all agreed that they access the media regularly in order to get information about general health education. They went further to explain that health information which also expose them to prostate cancer campaign had helped them to be conscious about their health behaviour.

RQ2: To what extent do media promote campaign on Tackle prostate cancer amongst men in south-East Nigeria?

Table 4.3: Analytical Results for Research Question 2

S/n	Index	Ratings	Score (x)	Frequency (F)	%	Fr
4	Interest in getting more media information about tackle of prostate cancer	SA	5	252	75	1260
		A	4	50	15	200
		FA	3	15	5	45
		D	2	10	3	30
		SD	1	8	2	8
		Total	N = 5	335	100	1543
	Mean score =	4.61 (significant) = 79%				
5	Regular response to the media campaigns received about tackle of prostate cancer					
		SA	5	180	54	900
		A	4	50	15	200
		FA	3	48	14	144
		D	2	35	10	70
		SD	1	22	7	22
		Total	N = 5	335	100	1336
	Mean score =	3.99 (significant) = 73%				

Summary of Findings

From the questions asked in the study, the following results were recorded.

- It was shown that there is a high level of regularity in media access to information to tackle prostate cancer, awareness of media campaign about the tackle of prostate cancer, and their accessibilities to messages about prostate cancer.
- It was also revealed that there is a high level of interest in getting more media information about tackle of prostate cancer. This interest leads to constant exposure to media information on the tackle of prostate cancer.
- It was unveiled that different media channels such as Social media, electronic and print are used in the information, education, sensitization and proffering solution to men in South-East on prostate cancer ailment.

Conclusion

Following the discussion of results and summary of the findings, 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 and severe painful nature. Many men today in South-East Nigeria and beyond are very much aware of prostate cancer sensitization through regular campaign from different media channels. Thus, the awareness has given room for abstinence from eating too much fatty foods and regular medical check-ups amongst the men especially from the ages of 50 years and above.

Recommendations

Again, the respondents were asked to rate their; interest in getting more media information about tackle of prostate cancer, Regular response to the media campaigns received about tackle of prostate cancer, Positive actions taken about media campaigns about tackle of prostate cancer makes me to be careful, and their Likeness to media campaigns on tackle of prostate cancer. Table 4.3 contains the data distribution for their responses to the various enquiries.

Based on the conclusions of the study, the following recommendations were made;

South-East Nigeria men and beyond should endeavour to seek and access information about prostate cancer in order to be updated about the ailment as well as preventing and remedying the situation.

Different media channels should constantly present and promote campaigns on prostate cancer to the public.

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