

ASSESSMENT OF SOCIO-CULTURAL FACTORS HINDERING HEALTH PROMOTION AMONG COMMUNITY MEMBERS IN PLATEAU CENTRAL SENATORIAL ZONE, PLATEAU STATE, NIGERIA

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ABSTRACT

The purpose of the study was to assess socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial Zone of Plateau State, Nigeria. To achieve the purpose of the study two specific objectives were formulated with two corresponding research questions and one null hypothesis postulated to guide the study and tested at .05 level of significance. The study employed a Cross-section research survey. The study was carried out in Plateau Central Senatorial Zone of Plateau State, Nigeria. The population of the study consisted of all the community members in Plateau Central Senatorial Zone of Plateau State which was estimated at 45,000. The sample size for the study comprised 150 respondents gotten through purposive sampling technique. The instrument used for the study was structured questionnaire developed by the researchers after thorough review of the literatures. Data was collected from the respondents after receiving their oral consent through research assistants. The data collected was analyzed using descriptive statistic of frequency counts and percentages while the null hypothesis was analyzed using Chi-square statistic at 0.05 level of significant and presented in Tables. The study identified socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial Zone of Plateau State. The study recommends among others that intensive health education campaign and health counseling be carried out in the area to create awareness in the community members for health promotion.

Keywords: *Assessment, Socio-cultural, Health Promotion, Community Members*

INTRODUCTION

Assessment is a systematic process of collecting, reviewing and use of information about educational programme undertaken for the purpose of improving learning and development. Applying it in this study is the process of collecting, reviewing and use of information about socio-cultural factors hindering health promotion among community members (Adekeye, Wole, Adebayo, Mustapha & Kayode 2015). Social means living together or enjoying living in communities or organized groups relating to human society and its members (Vera & Holbrook, 1996). Culture is the patterns of ideas, customs and behaviours shared by a particular people or society. These patterns identify members as part of a group and distinguish members from other groups. Culture may include all or a subset of the following characteristics ethnicity, language, religion and spiritual beliefs, gender, socio-economic class, age, sexual orientation, geographic origin, group history, education, upbringing and life experience (Vera & Holbrook, 1996). When social is used with culture it becomes socio-cultural.

Social influences together with local cultural norms are central factors hindering health promotion of the community members. Socio-cultural factors are the larger scale forces within cultures and societies that affect the thoughts, feelings and behaviours such as attitudes, Child rearing practices, Cross cultural difference, Cultural deprivation, Cultural identity, Culture change, Discrimination and Ethnic identity (Ajiboye, & Adebayo, 2012; Abdullahi, Samar, Samia, & Mona, 2017). They further stated that when they use the term, they are referring to the social, cultural, political, economic, commercial and environmental factors that shape the conditions in which people are born, grow, live, work and age in health.

Health is not just the physical wellbeing of an individual but also the social, emotional and cultural wellbeing of the whole community, in which each individual is able to achieve their full potential as a human being, thereby bringing about the total wellbeing of their community (Natalie & Jo, 2019). Health promotion according to Da'am (2015) is the process of enabling people to increase control over their health and its determinants, and thereby improving their health status. Daam further stated that health promotion is determined by several factors such as genetic inheritance, personal behaviours, access to quality of health care, and the general external environment such as the quality of air, water, and housing conditions. Edlyne (2020) opined that health promotion can be

seen as the whole process of enabling or empowering people to increase control over and improve their overall health by focusing on creating awareness on health issues, engendering behaviour modification consistent with prevention and attitudes to ill health and motivating increased usage of available health facilities

Activities for promoting health and preventing disease in any population, whether directed at individuals, groups, or communities, are a formidable task which requires an organized effort characterized by an understanding that culture and cultural forces, among other social forces, are powerful determinants of health-related behaviours (Robert & Michael, 2008). They further stated that culture in any group or subpopulation, can exist as a total or partial system of interrelationships of human behaviour guided and influenced by the organization and the products of that behaviour such as beliefs, ideologies, knowledge, institutions, religion, and governance, as well as all activities including efforts to achieve health-related behaviour change, are affected by the forces of culture that guides one's group or subgroup.

Okueso and Oke (2017) opined that socio-cultural perspective enables us to understand the existing habits of the people, and the linkages between these habits, thus identifying major barriers in the implementation of health promotion programme. They went further to say that socio-cultural factors influence individuals directly and very likely change the course of conduct that an individual may be compelled to take to promote his/her health such as parenting style, economic status, level of education, belief system, living style; health seeking behaviour and values. A society's customs and ideas have a great impact on the health status of its members. Abdullahi, et al (2017) posited that these factors in combination with other factors such as family structure, ignorance, illiteracy and poverty can lead to severe ill health especially malnutrition in children which hinders their health promotion. It is therefore important to identify and understand these socio-cultural factors that put community members at a greater risk of developing ill health. The present study thus aims at assessing the socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial Zone, Plateau State, Nigeria.

STATEMENT OF THE PROBLEM

Health promotion programme aims to engage and empower individuals and communities to choose healthy behaviours and make changes that reduce the risk of developing chronic diseases and other morbidities. Health promotion enhances the quality of life for all people by focusing on preventive ventures among the populace. Health promotion also reduces the costs of financial burdens that individuals, employers, families, insurance companies, medical facilities, communities, the state and nation would spend on medical treatment. Observation has revealed that there is a higher rate of poverty among the masses in Plateau Central Senatorial Zone of Plateau State which make it difficult for the community members to pay for goods and services brought to them. There are also some cultural and social norms surrounding the health behaviour of the people which makes life unbearable, low health literacy, low levels of education or disparities, poor sources of water supply, poor methods of solid and liquid waste disposal among others constitutes a great challenge to the inhabitants of Plateau Central Senatorial Zone of Plateau State. The above scenario is worrisome and unacceptable which calls for this present study to assess the socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial Zone of Plateau State, Nigeria.

Purpose of the Study

The purpose of the study was to assess socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial Zone, Plateau State, Nigeria.

Specific objectives of the study

Specifically, this study intended to:

1. Identify the socio-cultural factors hindering health promotion among community members.
2. Determine socio- cultural factors that influence health promotion among community members.

Research Questions

1. What are the socio-cultural factors hindering health promotion among community members?
2. What are the socio- cultural factors that influence health promotion among community members?

Hypothesis

1. There is no significant difference in socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial Zone, Plateau State based on gender.

Significance of the Study

Health promotion is a serious issue all over the world hence the significance of this study cannot be over emphasized. The study is having both theoretical and practical significance. Theoretically, the study is going to add to the body of existing literatures on health promotion issues in Plateau State and other States in the country with particular reference to community members. Practically the research results will serve as reference points for future research work by other researchers on health promotion among community members where little or no research has been done on health promotion. Finally, the findings of the study will serve as an eye opener for the general public to know the various socio-cultural factors hindering health promotion and those influencing health promotions among community members in Plateau Central Senatorial Zone of Plateau State.

Scope of the Study

The study covers the assessment of socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial Zone of Plateau State, Nigeria. The study also looks at the socio-cultural factors that influence health promotion among community members.

MATERIALS AND METHODS

Research Design

The study employed a Cross-sectional survey research design in order to accomplish the objectives of the study.

Population of the Study

The population of the study consisted of all the community members in Plateau Central Senatorial Zone of Plateau State, Nigeria which was estimated at 45,000 people.

Sample and Sampling Technique

The sample size population for the study consisted of 150 community members gotten through purposive sampling technique.

Instrument for Data collection

The instrument used for data collection for the study was a structured questionnaire developed by the researchers after thorough reviewed of the literatures comprises three sections A, B and C. Section A consists of bio-data of the respondents; section B consists questions on socio-cultural factors hindering health promotion and section C consists questions on effects of socio- cultural factors on health promotion among community members.

Method of data collection

The researchers used three Environmental Health Officers (EHO) as research assistants who administered the questionnaires on the respondents after receiving their oral consent to participate in the study. The questionnaires were retrieved from the respondents after filling and cross-check for completeness.

Method of Data Analysis

The study employed descriptive statistic of frequency counts and percentages to analyze the data while Chi-square statistic was used to test the null hypothesis of no significant difference on socio-cultural factors hindering health promotion among community members at 0.05 level of significance.

Table 1: Socio- Demographic Information of the respondents

S/no	Variable	Group	F	%
1	Age	15-24	20	13
		25-34	82	55
		35-44	32	21
		45-54	10	7
		55 and above	6	4
2	Gender	Male	65	43
		Female	85	57
3	Educational attainment	Non-formal education	32	21
		Completed primary education	45	30
		Completed secondary education	31	21
		Completed tertiary education	42	28
4	Religious affiliation	Christian	105	70
		Islam	35	23
		Traditional religion	10	7
5	Marital Status	Single	33	22
		Married	84	56
		Separated	12	9
		Divorce	13	8
		Widow	8	5

Table 1 showed the characteristics of the participants who participated in the study. The Table further revealed the frequency counts and percentages for individual characteristic. This is confirmed by the frequency counts and percentages for individual item.

Research Question One

What is the Socio-Cultural Factors Hindering Health Promotion among Community Members? Data answering this research question is contained in Table 2.

Table 2: Socio-Cultural Factors Hindering Health Promotion among Community Members in Plateau Central Senatorial Zone, Plateau State (n=150)

S/n	Socio-Cultural Factors Hindering Health Promotion	Yes	%	No	%	Decision
1	Some communities are living in swampy areas	145	97	5	3	Socio-cultural factor
2	Some communities are living in slum areas	143	95	7	5	Socio-cultural factor
3	Open defecation	144	96	6	4	Socio-cultural factor
4	Poor sewage disposal	140	93	10	7	Socio-cultural factor
5	Early marriage system	142	95	8	5	Socio-cultural factor
6	Traditional beliefs possessed by communities for example female genital mutilation (FGM)	143	95	7	5	Socio-cultural factor
7	poor education or illiteracy affects the health of a community	143	95	7	5	Socio-cultural factor
8	Polygamous system of marriage	148	99	2	1	Socio-cultural factor
9	Large family size	143	95	7	5	Socio-cultural factor
10	Lack of acceptance of preventive or health promotion measures (e.g., vaccination, prenatal care, birth control, screening tests, etc.).	140	93	10	7	Socio-cultural factor
11	Religious beliefs and opinions	140	93	10	7	Socio-cultural factor
12	Alcohol consumption	148	99	2	1	Socio-cultural factor
13	Inadequate basic social services like potable drinking water and good road	146	97	4	3	Socio-cultural factor
14	Working away from family is a source of psychosocial disorders, resulting in potentially risky behaviour, (nervousness, tiredness, stress, depression)	146	97	4	3	Socio-cultural factor
15	Resistance to change results to a frustration feeling	147	98	3	2	Socio-cultural factor
16	Traditional values, and norms	147	98	3	2	Socio-cultural factor
17	Cultural barriers such as fear, stigma and loss of face, self-control to establish trust					Socio-cultural factor

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	with health care professionals	184	99	2	1	
18	Food taboos	142	95	8	5	Socio-cultural factor
19	Rape	146	97	4	3	Socio-cultural factor
20	Headers famers crisis	146	97	4	3	Socio-cultural factor
21	Ethno religious crisis	143	95	7	5	Socio-cultural factor
22	Drug use and misuse	146	97	4	3	Socio-cultural factor

Data in Table 2 showed that majority of the respondents responded that all the items were the socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial zone, Plateau State. This is confirmed by the frequency counts and percentages for individual items in the table.

Research Question Two

What are Socio-Cultural Factors that Influence Health Promotion among Community Members? Data answering this research question is contained in Table 3.

Table 3

S/n	Socio cultural factors that influence health promotion	yes	%	No	%	Decision
1	Education level enables community members to promote their health status	150	100	-	-	Socio-cultural factor
2	People with higher incomes tend to be healthier and live longer than people with low incomes	142	95	8	5	Socio-cultural factor
3	Decent housing contributes to promoting your health and provides you with a safe place to be.	142	95	8	5	Socio-cultural factor
4	Access to health care helps you to visit your doctor on a regular basis for screenings and preventive care that keep you from developing chronic diseases	149	99	1	1	Socio-cultural factor
5	Access to nutritious foods promote healthy growth and development of the community	150	100	-	-	Socio-cultural factor
6	Access to potable water supply and basic sanitation prevent diseases in the community	148	99	2	1	Socio-cultural factor
7	Access to modern family planning services reduce the size of family and promote their health	147	98	3	2	Socio-cultural factor
8	Empowerment of the community members promotes their health	148	99	2	1	Socio-cultural factor
9	Elimination of early marriage will					

	improve the health status of the girl child	146	97	4	3	Socio-cultural factor
10	Employment of the community members will promote their health	149	99	1	1	Socio-cultural factor
11	Healthy lifestyle	150	100	-	-	Socio-cultural factor
12	Health education and health counseling	150	100	-	-	Socio-cultural factor

Results obtained in Table3 above showed that majority of the respondents responded that all the items were the socio-cultural factors influencing health promotion among community members in Plateau Central Senatorial zone, Plateau State. This is further confirmed by the frequency counts and percentages for individual item in the Table.

Hypothesis

There is no significant difference in the socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial zone, Plateau State based on gender. Data testing this null hypothesis is contained in Table 4.

Table 4

Table 4: Summary of Chi-square Analysis of no Significant Difference in Socio-Cultural Factors Hindering Health Promotion among Community Members in Plateau Central Senatorial Zone, Plateau State (n=150)

S/n	Items	Gender				χ^2_{Cal}	Df	P-value	Decision
		male yes	no	female yes	No				
1	Some communities are living in swampy areas	63	2	82	3	5.87	1	3.841	Reject
2	Some communities are living in slum areas	62	3	81	4	0.03	1	3.841	Accept
3	Open defecation	63	2	81	4	0.22	1	3.841	Accept
4	Poor sewage disposal	60	5	80	5	0.2	1	3.841	Accept
5	Early marriage system	62	3	80	5	0.117	1	3.841	Accept
6	Traditional beliefs possessed by communities for example female genital mutilation (FGM)	62	3	81	4	0.03	1	3.841	Accept
7	poor education or illiteracy affects the health of a community	62	3	81	4	0.03	1	3.841	Accept
8	Polygamous system of marriage	63	2	85	-	2.6	1	3.841	Accept
9	Large family size	62	3	81	4	0.03	1	3.841	Accept
10	Lack of acceptance of preventive or health promotion measures (e.g., vaccination, prenatal care, birth control, screening tests, etc.).	60	5	80	5	0.2	1	3.841	Accept
11	Religious beliefs and opinions	60	5	80	5	0.2	1	3.841	Accept
12	Alcohol consumption	65	-	83	2	1.6	1	3.841	Accept
13	Inadequate basic social services like potable drinking water and good road	63	2	83	2	0.73	1	3.841	Accept
14	Working away from family is a source of psychosocial disorders, resulting in potentially risky behaviour, (nervousness, tiredness, stress, depression)	63	2	83	2	0.73	1	3.841	Accept
15	Resistance to change results to a frustration feeling						1	3.841	Accept

		64	1	83	2	0.12			
16	Traditional values, and norms	64	1	83	2	0.12	1	3.841	Accept
17	Cultural barriers such as fear, stigma and loss of face, self-control to establish trust with health care professionals	64	1	84	1	0.03	1	3.841	Accept
18	Food taboos	62	3	80	5	0.117	1	3.841	Accept
19	Rape	63	2	83	2	0.73	1	3.841	Accept
20	Headers famers crisis	63	2	83	2	0.73	1	3.841	Accept
21	Ethno religious crisis	62	3	81	4	0.03	1	3.841	Accept
22	Drug use and misuse	63	2	83	2	0.73	1	3.841	Accept
Overall χ^2 Cal						15.194	1	3.841	Reject

Table 4 revealed that the overall χ^2 Cal was rejected since the Chi-square χ^2 Cal was greater than χ^2 tabulated under P-value of 0.05=3.841 at 1 degree of freedom (df). We therefore conclude that there was significant difference in Socio-Cultural Factors Hindering Health Promotion among Community Members in Plateau Central Senatorial Zone, Plateau State Based on Gender. The Table further showed the individual item 1 was rejected since the Chi-square χ^2 Cal was greater than χ^2 tabulated under P-value of 0.05=3.841 at 1 degree of freedom (df). We therefore conclude that there was significant difference in Socio-Cultural Factors Hindering Health Promotion among Community Members in Plateau Central Northern Senatorial Zone, Plateau State Based on Gender for that item. The Table also revealed the individual items 2-22 were accepted since the Chi-square χ^2 Cal were less than χ^2 tabulated under P-value of 0.05=3.841 at 1 degree of freedom (df). We therefore conclude that there was no significant difference in Socio-Cultural Factors Hindering Health Promotion among Community Members in Plateau Central Senatorial Zone, Plateau State Based on Gender for those items.

DISCUSSION OF FINDINGS

Findings in Table 1 showed the characteristics of the respondents who participated in the study. The Table further revealed the frequency counts and percentages for individual characteristic which agreed with the findings of Abdullahi et al (2017). Results obtained in Table 2 showed that majority of the respondents responded that all the items were the socio-cultural factors hindering health promotion among community members in Plateau Central Northern Senatorial zone of Plateau State. This is confirmed by the frequency counts and percentages for individual item. The results are in line with the findings of Robert and Michael (2008), and Adekeye et al (2015). The findings in Table 3 revealed that majority of the respondents responded that all the items were the socio-cultural factors influencing health promotion among community members in Plateau Central Senatorial Zone, Plateau State. This is further confirmed by the frequency counts and percentages for individual item in the Table. These findings were in agreement with the findings of Okueso and Oke (2017), and Edlyne (2020)

CONCLUSION

This research work has identified some socio-cultural factors hindering health promotion among community members in Plateau Central Senatorial Zone of Plateau State as well as some socio-cultural factors influencing health promotion among community members in Plateau Central Senatorial Zone, Plateau State

RECOMMENDATIONS

Based on the findings in order to improve the health status of the community members the following recommendations are hereby made:

1. There is an urgent need for basic infrastructural development in form of adequate water supply and sanitation to reduce the incidence of water borne diseases such as the chronic typhoid fever, malaria and worms infestation
2. Intensive health education campaign and health counseling be carried out in the community to create awareness in the community members for health promotion.

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