

Maternal Mortality and Morbidity Content in Two Nigerian Newspapers

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Abstract

This study examines the coverage of maternal mortality and morbidity content of *The Punch* and *The Nation* newspapers. The methodology adopted involved content analysis and the sampling technique used in selecting the days to sample is the systematic sampling. This study covered a 12-month period (January to December, 2015). A total of 53 maternal mortality and morbidity reports were found in the two newspapers and analysed from the sample of 104 issues of the two newspapers. Haemorrhage was found to be the maternal mortality and morbidity issue that garnered the most attention and the most reported genre was the news/feature format. However, the newspapers did not give sufficient prominence to maternal mortality and morbidity issues. It is recommended that the newspapers should give prominence to maternal health issues and set the kind of agenda that could call attention to such issues. It is also recommended that editors and reporters should undertake frequent in-house training in the area of health communication to familiarise themselves with current information and knowledge on maternal morbidity and mortality issues.

Keywords: Content Analysis, Agenda Setting, Maternal Mortality, Morbidity, Nigerian Newspapers.