

**ROLE OF RADIO CAMPAIGN IN THE
PROMOTION OF MANAGEABLE FAMILY
SIZE IN A DPRESSED ECONOMY**

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Abstract

This study examined the challenges of raising large families under the present economic depression, which is taking its toll on individuals, families and the entire Nigerian society. It aimed at determining the role of radio in the development campaign in promoting the idea of raising manageable family sizes among parents of different socio-economic status with a view to improving family welfare. It identified from the literature point of view ignorance, culture, lack of awareness and education as major factors responsible for raising large families. It discusses the potentials of radio as a development communication tool for the promotion of family health awareness/education towards raising manageable family sizes. The study adopted a qualitative approach using indepth interview technique as its research method and interview guide as the data collection instrument. The interview drew a sample of 60 parents in Ijebu Ode area of

Ogun State. Findings showed that 33 out of the 60 families represented in the study were large in sizes (of four children/ward/dependants and above). Most parents with large family sizes worked for longer hours than those with small family sizes (of three children/wards/dependants and below). Parents with large family sizes enumerated more economic challenges in managing their families, though majority of them expressed no regret for their situation. The challenges identified which were associated with raising large families under today's economic hardship include inadequate time for monitoring of children due to long period of work hours; health risk of parents occasioned by the stress of daily work; child labour and its attendant risks. Most respondents in the study identified radio drama as the most appealing strategy for the campaign for manageable family sizes. The study recommended strategic awareness creation, consideration of economic implications of raising large families, avoidance of crowded households and proper family planning based on shared vision of the couple in a marriage as measures to solve the problems associated with large families.

Key words: Radio campaign, family sizes, family welfare, economic depression,.

Background to the Study

Family is both a divine and social institution that comprises essentially parents and children and/or other dependants. Children are indeed the joy of every home/marriage and having them is desirable by married people across different cultures of the world. It is however not enough to have children, it is essential to cater for them adequately. God and the society demand the duty of raising children/younger ones from parents, guardians and other caregivers. The duty to ensure the welfare of children is thus primarily placed on the parents and guardians. To achieve this, parents and guardians need some economic powers derivable from the society. But the size of the family a couple raises

determines the level of welfare attainable in the family, especially under the present economic conditions. Raising large families in a depressed economy places some challenges on the parents, affects children's welfare and impacts negatively on the society, especially if the family finance which is derived from the societal economy is poor. But first, what is a family?.

A family can be defined as a fundamental social group in society typically consisting of one or two parents and their children (Blessing, 2014). Family can also be defined as a group that involves marriage, rights and duties of parents, common residence for parents and children and reciprocal relations between parents and children (Linton, 2014). In most societies, the family is the principal institution for socialisation of children. It is the first point of contact for a new member of a society. Macionis (2005) describes a family as a social institution found in all societies, which unites people in co-operative groups to oversee the bearing and raising of children. He asserts that a family is characterised by "kinship" - a social bond based on blood, marriage or adoption. These sociological perspectives of family point to certain essential features which explain the nature of family. They are marriage, rights and duties, common residence, blood relation/ adoption, bearing and raising of children.

Marriage as a feature of family is a divine, social and legally sanctioned relationship between two people of opposite sex and from different (family) background and it involves economic co-operation, sexual activity and child bearing. It is the foundation of every legally and socially recognised family relationship. Divinely, it is a union created by God in the Garden of Eden. It is a socially approved union between two people of opposite sex. Legally, the laws of the Nigerian society approves marriage as the basis of family.

Family is also characterised by rights and duties. In a family, children enjoy certain rights: the rights to be fed, clothed, sheltered, live a good life, be well-catered for, be trained and educated are basic. These rights dictate the duties of parents to which are attached divine social and legal sanctions. Such duties include the provision of food, shelter, clothing, security, access to education, moral and spiritual guidance. It is important to state that the economic powers of parents and the family sizes they raise would determine how effectively they perform

these duties, which would in turn determine the welfare of members.

Another characteristic of family is that members usually live together in the same household – common residence – especially at inception. Parents and their children as well as other relatives, friends and domestic assistants who live together in the same household make up a family. However, there are occasions when some members of a family may temporarily live outside the home for reasons of education or work. Children who are grown-up and/or married often leave the home permanently to set up their homes/families. In either of the two cases above, those who live outside the home remain members of the family by blood.

A family is also characterised by blood relation. Members are related by blood which makes kinship very strong. It is common to observe stronger ties among blood related members of a household or family than those that do not share the same blood. Alternatively, someone can become a member of a family by adoption. A couple or an individual can adopt members of his extended family or even children whose parents are not known from charity homes. Such individuals become members of the family by adoption, which is legally recognised.

A family is usually characterised by bearing and raising of children. In fact, procreation is an essential function of marriage, which is divine, social and legal. The blessing (in Gen 9:7) to mankind is an indication of God's approval of child bearing and raising in every family (Holy Bible, KJV). The society derives its population and by extension, productive strength in the reproductive activities of family. This is why in African societies, childlessness or infertility is considered a "disease" that must be cured. In traditional African societies, where agriculture was the major occupation, the measure of the wealth of a household lied in the number of wives and children in the family. The reason for this was to have enough hands in the family to work in the farms. But changing social relation, employment structures complexity of the society, enlightenment and more importantly, economic depression of the modern Nigerian society have made raising large families highly challenging. The parents derive their socio-economic well-being from the societies' economic structure. If the economy is bad, it is felt directly by parents who are responsible for raising the children. Hence, there is

a ripple effect of a depressed economy on the family, children being the most adversely affected. Providing basic life necessities - food, shelter and clothing becomes challenging, especially in large families.

Family performs a number of functions to its members and the society as a whole. Moore (1997), citing Murdock, lists four universal functions of the family. They are sexual, reproductive, economic and educational functions. He then adds two key functions of the family suggested by Parsons: primary socialisation and stabilisation of adult personalities. To these functions, Macionis (2005) adds social placement, regulation of sexual activity, and material/financial security. In view of the dwindling economic fortunes of the Nigerian society, which is taking its toll on family finance and welfare, raising large families has become challenging especially among families of low socio-economic status. There is thus a need for a concerted effort to create massive awareness/enlightenment about the need to raise the number of children that a family can adequately cater for. This effort lies with every stakeholder in family health/welfare, particularly development communication experts. Various communication strategies can be adopted to promote the idea of raising manageable family sizes although, radio is perhaps the most suitable medium for this kind of campaign. This is because, among other factors, it is the medium that is relevant to rural people and those of low economic status who commonly raise large families. It is important to note that this category of people constitutes the larger percentage of the Nigerian population. Radio thus possesses the grassroots appeal required for such a campaign.

Radio Campaign and the Promotion of Family Life Education

The need to raise manageable the family sizes arose when it was established that rate of the population growth of Nigeria ranged between 3 to 3.5% as against China, the world's most populous country, whose growth rate is about 1.3% (Agbodike, 2010). This issue of high population growth rate according to Agbodike (2010), is one major factor which contributes very significantly in lowering the standard of life in the rural areas and in stunting the growth of the economy. This sudden increase was linked to high level of illiteracy as well as inadequate level of information. Even those that are considered to be educated still bow to customs/tradition of their land, hence the

increase in family sizes – child bearing. This is said to be due to the quest for male children by some parents – people that give birth to female children are considered to be barren. Ozumba (2011) alleged that traditionally, most Nigerian cultures are highly patriarchal, value high fertility and male child preference. This perhaps could have a negative impact on the utilisation of family planning services.

A study carried out by Isiugo-Abanibe (1994) on reproductive motivation and family size preferences among Nigerian men revealed that the characteristic male dominant and patrilineal traditions support large family sizes and that men's reproductive motivation to a large extent, affects the reproductive behaviour of their wives. These cultural values undermine the utilisation of family planning in many communities in Nigeria like the traditional core areas, where families still support large family sizes of more than four children per woman, and where polygamy is commonly practised. Other factors include the need to fulfill the commandment 'multiply and fill the earth'.

As a result of the enlargement of the family size in the country, the government initiated National Family Planning Programme. According to Lasisi, Bassey & Awoyemi (2014), family planning has attracted global attention due to its importance in decision making about population growth and development issues. The World Health Organization (2001) defined family planning as the practice that helps individuals or couples to attain certain objectives such as avoiding unwanted pregnancies, bringing about unwanted babies ..., regulating the interval between pregnancies, controlling the time at which birth occurs in relation to the ages of the parents and determining the number of children in the family. Lasisi et al (2014) reported that people do not make use of family planning in birth control even though they are aware of the programme. This proportion of women not making use of family planning calls for immediate concern and the need for increased campaign hence the need for communication strategies in order to enlighten the people. There are different media campaign strategies used to motivate the couples in order to support behavioural practices for raising manageable family sizes. The role of radio in promoting family planning programme cannot be over-emphasised due to its uniqueness and relevance to the subject. Radio helps to achieve development in the

society, as issues of development are aired to audience in the form of various programmes and individuals are exposed to happenings in and around their society, through listening to these programmes (Asemah, Anum & Edegoh, 2013). Asemah et al reports that radio being an electronic medium, is an important tool for entertaining, informing and educating the society which invariably can lead to improving and changing social, cultural, political and technological thinking, which will in the long run, have positive results on the process of society building.

Consequently, radio becomes a medium used to contribute to the development of the society through family life enlightenment. This is based on the fact that families especially the rural dwellers are easily accessed through radio as it is a development communication tool that has been proven to be easily accessible; the ability to tune into radio wherever the family members are – it can be taken to the fields listen to it in the car. The people can also do other things while they listen. It is affordable, easily understood as it can broadcast in local dialects and these make it enjoy wide rural acceptance (Asemah et al). It does not demand any complexity in broadcasting or listening. It can be used or listened to anytime and anywhere. Other unique attributes of radio include the ability to reach almost everybody including the poor, the marginalized and those who cannot read or write as well as the rich and elites. Radio is immediate. It now serves as the modern equivalent of the village story-teller. Through words, sounds and the human voice, radio talks to an audience directly by inviting listeners to explore new experiences, new places, and new ideas. It gives listeners the stories they need to know in order to better understand the world. Radio formats/strategies for the promotion of family life education towards achieving manageable family sizes include the following:

Radio talk: The radio talk probably is the oldest format on radio. There has been a tradition in India and Britain to invite experts or prominent persons to speak for 10 or 15 minutes on a specific topic. These talks have to go through a process of being changed into radio's spoken word style. This format is still in practice in Nigeria today and it is used as a strategy to promote family life enlightenment.

Radio interviews: There are different types of interviews in terms of

their duration, content and purpose. There are full-fledged interview programmes. The duration of these may vary from 10 minutes to 30 minutes or even 60 minutes depending on the topic, and the person being interviewed. Most of such interviews are personality based. Well known people in the field of family health that are also very familiar with the cultural and religious belief on large family size are interviewed in order to shed more light on the issue.

Radio discussions: Through discussions, solutions are sought to problems. In any discussion there are more than two or three people and their ideas can be pooled to come to some conclusion. On radio, this technique is used to let people have different points of view on matters of public concern. Radio discussions are produced when there are social or economic issues which may be controversial such as family health, welfare or size. So when different experts meet and discuss such issues, people understand various points of view. The moderator conducts the discussion, introduces the topic and the participants and ensures that everyone gets enough time to speak and all issues are discussed.

Radio documentaries: This documentary is generally feature film, which is story based and not real, though there are also documentary films which are based on real people and issues. One of the uniqueness of radio comes to play here, for instance, talking directly to audience as if there is a specific person involved with the use of the human voice, music and sound effects. So a radio documentary is a programme based on real sounds and real people and their views and experiences. Radio documentaries are based on facts presented in an attractive manner or dramatically which follows radio's own creative format. Radio documentaries are also called radio features and they treat social issues such as those related to family planning and welfare.

Radio drama: A radio drama or a radio play is like any other play staged in a studio, theatre or a hall. The only difference is that while a stage play has actors, stage, sets, curtains, properties movement and live action, a radio play has only three components: the human voice, music and sound effects. Radio uses its greatest strength for producing radio plays and that is the power of imagination and suggestivity.

Issues commonly presented through radio dramas include family health and family planning, which have direct bearing on family sizes.

Magazine programmes: Radio magazine programmes are like those in the print media. A radio magazine is broadcast at a particular time on a particular day of the week or a month. That means it has periodicity. Similarly it has plenty of variety in contents. Some or many formats of radio packaged in one programme is called a radio magazine. These may be talks, discussions, interviews, reviews, music etc. The duration of each segment or item in a magazine programme also varies. In the beginning, the titles of the day's programme will be given by the presenters after the signature tune. They also give continuity and link the whole magazine. Magazine programmes are generally broadcast for a special or specific audience - listeners with specific needs.

News: Among all the spoken word formats on radio, news is the most popular. News bulletins and news programmes are broadcast every hour by radio stations. In India, only All India Radio is allowed to broadcast news. Duration of news bulletins vary from five minute to 30 minutes. The longer news bulletins have interviews, features, reviews and comments from experts. Radio news commonly present stories about the activities of health organizations and other stakeholders in their efforts to ensure family welfare.

Music: music is the main stay in radio. There is no radio without music. Music is used in different ways on radio. There are programmes of music and music is also used in different programmes. These include signature tunes, music used as effects in radio plays and features. Nigeria has a great heritage of music which reflects our culture greatly. Music is usually effective if it is produced in various dialects reflecting our cultures.

Despite the availability of radio formats and strategies to create promote family life education, there exists a wide gap between the knowledge and practice of these methods due to lack of adequate information. Hence there is the need for radio to disseminate this information to families to help to bring about positive attitudinal change in the audience. It is in the light of this that this study examines

the role of radio in curbing the challenges associated with raising large families through its campaign strategies.

Statement of the Problem

As the global economy is witnessing a downturn, the impacts of the depression are greatly being felt by developing societies of Africa, Nigeria inclusive. The family as the unit of the society is also no less impacted negatively by the dwindling economy. In Nigeria, while family needs have increased due to changing lifestyle, consumer taste, and innovations in various product lines. Purchasing powers have continued to dwindle due to inflation, unemployment and under-employment. Consequently, ensuring good welfare of members of the family places more economic challenges in the hands of home managers. Many parents work for long durations to adequately provide for the needs of the family. This in turn reduces the duration they spend at home with their children. The pursuit of economic well-being thus negatively affects the qualitative welfare of younger members of the family. Deep sharing of love and affection is scarified, close monitoring of children is neglected and in many cases, children are left in the hands of employed caregivers some of who engage in child abuse, kidnapping and impartation of wrong values in children.

The problem is even more pronounced in large families. In families that are extended in nature, the home managers have the responsibilities to fend not only for their biological children but also other members. This places stiffer economic burdens on the family bread winners. Even in large nuclear families, the problem is similar. The problem of managing large families in today's world of economic crises is even more challenging for parents belonging to low socio-economic echelon of the society. Low and average income earners (who represent the larger percentage of the Nigerian populace) groan in the hardship of managing their homes. It is ironical however to observe that this category of parents have more children than the educated rich partly because of the African beliefs that God would nurture them and that the children would take care of their parents at old age. They forget that only well-trained children can attain self sustenance, before considering fending for their aged parents.

Form the foregoing arise serious social problems emanating from

the family. On the part of the parents, working longer than necessary to cater for the family affects human health and well-being. An average worker in Nigeria has no yearly vacation programme. Most workers work round the clock and the year. This has led to a myriad of health issues associated with poor stress management. Untimely death is now common among young adults and life expectancy is on the decline – below 50 years. Owing to these, many parents don't even live healthily or long enough to train their children not to talk of reaping the fruits of their labour. Many parents have turned their children to money-making tools, exposing them to economic activities even at tender ages. Arising from these are vices like prostitution, child labour, child sexual abuse, robbery, kidnapping, rising cases of out of school children and poor academic performances.

Objectives of the Study

The general objective of this study is to examine the roles of radio as a development communication tool in promoting the idea of raising manageable family sizes in the face of current economic depression. Specifically, the following objectives provide a compass for this study.

1. To determine the kinds of family sizes being raised in the society by couples of different socio-economic status;
2. To examine the economic challenges associated with managing large families by parents of different socio-economic status and how they cope with such challenges;
3. To determine the consequences of large raising large families on children/dependants and the society;
4. To ascertain the roles of radio as a development communication tool in creating awareness/enlightenment about the need for raising manageable family sizes.

Research Questions

1. What are the kinds of family sizes being raised in the society by couples of different socio-economic status?
2. What are the economic challenges associated with managing large families by parents of different socio-economic status and

how do they cope with such challenges?

3. What are the consequences of raising large families on children/ dependants and the society?
4. What are the roles of radio as a development communication tool in creating awareness about the need for raising manageable family sizes?

Scope of the Study

This study is limited in scope to two areas in Ijebu Ode township of Ogun State, Nigeria. In coverage, it focuses on the Government Reserved Area (GRA) and Degun Street of the township. This is to ensure that people of two distinct socio-economic status of the society are covered in the study. The subject scope of the study is the roles radio plays in development communication efforts geared towards enlightenment about raising manageable family sizes. The study covers March 2015. Participants in the study are limited to parents (male and female) resident in the two selected areas.

Method

This study adopted a qualitative design to collect, analyse and present data. Survey research method was adopted in this study and indepth interview technique of qualitative research was employed. The research instrument used was the interview schedule. The interviews were conducted in English and Yoruba languages to achieve a flexibility that suits respondents with different educational levels.

The population of focus in this study consists of married male and female adults of 18 years and above who have commenced child bearing. They are parents who reside in Government Reserved Area and Degun Street of Ijebu Ode township. The focus on these areas is to ensure the manageability of the study within the available resources, particularly time, at the disposal of the researchers. The essence of focus on these areas is also to ensure that parents of different socio-economic status participate in the study.

The study drew its sample from the population of parents resident at the Government Reserved Area (GRA) and Degun Street of Ijebu-Ode township in Ogun State. A total number of 60 respondents

drawn equally from the two areas were selected in the study. This sample was drawn through accidental/availability sampling technique for the purpose researchers' convenience.

Findings

Respondents' Demographic Data

A total of 60 respondents selected equally from GRA and Degun areas of Ijebu-Ode, Ogun State where people of different socio- economic status reside. Out of the 60 parents interviewed, 24 of them were male while 36 were female. They were all parents out of which 18 were female single parents while three were male single parents. Others (39) were married parents whose spouses lived with them. A larger number of the respondents in this study (36) were Christians while 24 were Muslims. In terms of educational status, nine respondents were holders of primary school leaving certificate, 18 were holders of secondary school certificate while the rest 33 claimed to have acquired tertiary education (at OND, NCE, HND and First Degree levels). For those who are still in marriage, 30 respondents have been married for ten years and above while nine have marital experience of between five and nine years. Out of the 21 single parents, 12 claimed not to have been married at all, six have been married twice while three never had a marital experience. Out of the six who have been married, three had their first marriages seven years ago while the other two (male) got married three years ago. It was however observed that among the 39 married respondents, 27 had their weddings consummated either in the Christian, Islamic and legal forms. The remaining 12, from investigation, started co-habiting as man and wife after the occurrence of their first pregnancy. Also, 15 out of the single parents had properly consummated marriage. In terms of occupation, 18 respondents were traders, 15 were teachers, 12 were civil servants while 15 were self employed.

Research Data Analysis

Research question 1: What are the kinds of family sizes being raised in the society by couples of different socio-economic status?

Findings about the sizes of the families of the respondents showed that

33 out of the 60 families represented in the study were large in size. For the purpose of this study, families with a total of three children, wards and relatives are small while those with four and above are large. It was observed that parents of low educational status (those that had no tertiary education) had higher number of children than those who acquired higher education. Among those with large families, 18 had up to 10 children, wards and relatives living with them, which they fend for.

Findings of this study showed that 42 out the 60 parents interviewed have child bearing experiences spanning ten years and above. While nine respondents started bearing children between five and nine years ago, the remaining nine had acquired child bearing experiences of less than five years. Therefore, majority of the respondents have gained enough experiences on managing families.

Research question 2: What are the economic challenges associated with managing large families by parents of different socio-economic status and do how they cope with such challenges?

The respondents were asked the source(s) of their families' well-being to determine the economic challenges of raising children. Findings showed that out of the 39 married respondents that participated in the interview, 27 of them asserted that the men of the house were responsible for fending for the family. The other 12 confessed to collaborative efforts between the men and the women of the households in managing their homes. Out of the 21 single parents (majority of whom were female), 15 claimed that they (the women) were responsible for the children's upkeep.

All the parents that participated in the interview engaged in one economic activity or the other to either maintain or support in the maintenance of their families. On the duration parents spent at work, findings showed that 45 of the respondents worked for an average of 10 hours per day. Even many of those employed as teachers and civil servants worked extra hours outside their official hours. Some have other businesses outside their official duties while others work extra hours in their offices. All the self-employed respondents worked for longer hours of between 11 and 12 hours daily. It is however noteworthy that most parents with large family sizes worked for

longer hours than those with small family sizes. Most of them were of low educational status as well as traders and the self employed. All the 12 homes in which the fathers and mothers jointly managed the household belong to this category.

When asked how many of their children engaged in economic activities, 36 respondents confessed to engaging their children in either hawking (21), assisting in selling in shops (nine) and assisting as office attendants (six). Child labour is thus common among parents with low educational status and those either trading or self-employed. However, all the respondents said all their children of school age were in school. Those engaged in economic activities were so engaged after school hours or during vacations.

Research question 3: What are the consequences of raising large families on children/dependants and the society?

All the parents interviewed identified one challenge or the other in keeping their homes economically, regardless of the sizes of their families. However, parents with large family sizes enumerated more consequences in managing their families, though majority of them expressed no regret for their situations. Majority of them believed children were God's gifts and their hope for a better future, especially at old age. The consequences identified with raising large families under today's economic hardship include inadequate time for monitoring of children due to long period of work hours; low family income; inadequate time for family bonding and recreation; poor stress management due to lack of good vacation plans; health risk of parents occasioned by the stress of daily work; child labour and its attendant risks of accident on the road, child kidnapping, child sexual abuse, child trafficking, ritual killings, poor academic performances of children; social vices like prostitution, child sexual abuse, child emotional abuse, armed robbery; health and nutritional problems of children arising from low economic powers to cater for children's well being.

Research question 4: What are the roles of radio campaign in promoting the need for raising manageable family size?

When asked if they are aware of media campaign for raising

manageable family sizes, all respondents answered in the affirmative. They claimed to have listened to messages about family life, sizes and welfare more frequently on radio than any other medium. Majority (45 respondents) also agreed to the suitability of radio to this kind of campaign because it is a portable and cheap medium which can be powered by batteries. These attributes make radio a suitable development communication medium that can be effectively used to promote manageable family size enlightenment.

Respondents were also asked what radio format used for the campaign for manageable family size appeals to them the most. Responses to this question showed that 30 respondents chose radio drama, 18 chose radio jingles, six each chose interview/discussion and news. Some of those who chose drama could remember 'Abule Oloke Merin' – a radio drama that promoted family health on Eko FM – while all those who chose radio jingles recalled the slogan of a popular jingle – 'omo beere, osi beere'. Therefore, radio drama has the highest rate of appeal among the respondents in this study.

On ways of curbing the social vices associated with raising large families which parents cannot cater adequately, respondents suggested that government should create more employment and social security programmes for citizens. The media were advised that to adopt massive and more targeted strategies to educate the public on the need to raise family sizes they can cater for. Education and enlightenment have been identified as measures that can solve the various problems associated with raising large families.

Conclusion

By way of drawing inferences from above findings, raising large families, though desirable among parents who uphold African beliefs, is highly challenging to parents, children and the society at large. The increasing family demands due to changes in lifestyle and taste, dwindling purchasing power, high cost of living and the pursuit of better living conditions in the face of rising inflation, currency devaluation, dwindling oil revenue and general economic downturn has made the challenges of managing large families stiffer on home managers. Children and wards as well as other younger members of the family have their share of the hardship. The society at large

is also affected by the negative ripples of the economic and social consequences of managing large families. In fact, raising large families which is characteristic of developing African societies partly accounts for poverty in such societies. This is because the productive energy of parents which should have been channeled to other activities are engaged in child rearing (economic and non-economic) activities. Many homes have become poorer out of the crave for more children and/or a particular gender of the child.

Recommendations

Children are divine gifts and their possession is good. In fact, children are the fruits and joy of marriage because infertility in marriage can lead to frustration, temptation, affliction, shame and other emotional trauma (Amanza & Amanze, 2014).

This explains the joy and strengths of having children, even in large numbers, a belief also held in traditional African settings due to the need for more hands in farming. But it should be realised that parents are 'caretakers' of children on behalf of the Giver of life. And unto Him shall all give accounts of stewardship on the way children were raised. The Bible in Timothy (5:8) describes a parent who fails in his/her divine responsibility of taking adequate care of his/her children as having denied his/her faith and thus, worse than an infidel. Hence the economic implications of raising large families should be a paramount consideration in child rearing for human reproductive activities to fulfill divine, social and legal purposes.

Parents should avoid crowded households, the sort that characterise many extended families in Africa. Accepting to cater for cousins, nieces, nephews, aunts, uncles, mothers, fathers and even grandparents when the family cannot cope with the economic demands of such family expansion should not occur. Apart from the financial strains such expansions cause, there are social implications that accompany them. Conflicts in the family due to lack of shared vision about the family or home values is a major problem associated with this extended families.

Proper planning based on shared vision of the couple in a marriage should guide home managers on the number and spacing of children. This is to ensure proper welfare of the parents and children as well as

the well-being of the society at large.

The mass media in Nigeria have been partners in the family life and welfare project. Media professional, owners/operators and policy makers should step up campaign to create more public enlightenment about ensuring family welfare through raising of manageable family sizes. Radio and other mass media should consider this campaign as their social responsibility, realizing that the well being of the society is derived from the well being of the family as a unit of the society. Drama as a radio format should be utilised more in this campaign. Health institutions, NGOs and the government should go into workable partnership in the promotion of family welfare through the practice of raising manageable family sizes.

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