

Employing Strategic Communication in Managing Flood Menace in Nigeria

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Abstract

This study evaluated the strategic communication strategies applied by Federal Ministry of Environment to inform the public about flooding in Nigeria. Three research objectives and research questions guided the study. Agenda-Setting Theory and Social Responsibility Theory provided the foundation for the study. The study adopted a descriptive survey research design. The study was carried out on the residents of Anambra, Kogi and Bayelsa state who have experienced flooding in their areas, with an estimated population size of nine million one hundred and ninety-six thousand three hundred and eighty-six (9,196,386). The researcher used Wimmer and Dominick online sample size calculator to determine the sample size of three hundred and eighty four (384). The data were collected through a structured online questionnaire. The data collected were analyzed with Google statistics in simple percentages and tables. The findings of the study show that: Up to date information about flooding was strategically communicated by the ministry in form of news, adverts, through electronic, internet and print media to reach the target public precautionary measures against the menace of flooding. The communication tactics applied by the Ministry about flooding in Nigeria were majorly on TV program, radio program and others. The level of proactive measures used by Federal Ministry of Environment to inform people about flooding in Nigeria was low. The study concluded that the Federal Ministry of Environment has not effectively applied strategic communication. The study recommended that more effort should be made by the ministry to inform the citizens on the measures to forestall flooding especially using local languages.

Key words: Strategic Communication, Flooding and Solutions

Introduction

There have been more severe floods in several African urban and rural areas during the past three decades (Jalayer, 2015), which has had an adverse effect on the social, economic, and environmental conditions (Adelekan 2010). Like the majority of nations, Nigeria is renowned for being particularly susceptible to the effects of climate change, particularly variations in rainfall brought on by extreme weather events. These occurrences result in flooding or the destruction of farms, homes, and commercial buildings. Due to the consequences of the flood in the area, it is now more important than ever for professionals to take on the duty of making sure that a favorable atmosphere is prepared in case of a natural disaster. Interestingly, awareness creation of this turmoil through different strategic communication measures have being a veritable catalyst to solve environmental problems like flood in the society (Amadi and Nwaubeta, 2018).

The Nigerian media industry boosted its coverage of flood-related topics after the 2012 flood. In these situations, media houses evolved from merely serving as a means of disseminating information to serving as a crucial forum for discussion and a means of contextualizing and comprehending flood occurrences (Bohensky and Leitch 2014). Rapid urbanization, poor spatial planning, and poor solid waste management, particularly the exploitation of drainage systems as dump sites, were found to be the main contributors to floods in Nigeria.

The estimated population of Nigeria has increased quickly from 122.3 million in 2000 to over 200 million at this time (Odume, 2022). Additionally, over the past 60 years, urbanization has increased quickly. The percentage of people who reside in urban areas today is roughly 55%. People are building on flood-prone locations, such as river banks, marshes, and low-lying areas, as a result of the rapid population increase, urbanization, and inadequate spatial planning.

Urban flooding is expected to worsen as a result of climate change, which is expected to cause increasing alterations in Nigeria's climate in the twenty-first century in terms of temperature, rainfall, storms, and sea level (Abiodun et al. 2011). Urban floods cause damage to vital infrastructure in addition to the loss of life and property, which disrupts socioeconomic operations and, in some situations, forces people to relocate temporarily or permanently. Due to the difficult issues of inadequate and deteriorating urban infrastructure (Ogu 2009), as well as the poverty that urban dwellers face, the necessity to effectively manage floods in Nigerian urban centers is even more crucial (Babanyara et al. 2010).

According to the situation report as of October 24, 2022, the flood this year has resulted in 612 fatalities and 2,776 injuries, according to Sadiyya Farouq, the minister of humanitarian affairs, disaster management, and social development in Nigeria (Ogunnigbo and Ogunwumi, 2022). Understanding the underlying causes of flooding is essential to finding a solution, which may include both natural and artificial influences. Natural factors can be divided into two categories. First, there are two main causes of flooding: excessive rainfall that generates pluvial flooding due to climate change, and sea level rise that results in coastal flooding. The second is the secondary element, which includes things like culvert blockages, dam failures, and small drainage channels.

On the other hand, disasters caused by flooding were greatly impacted by human causes. They include land reclamation, inefficient waste management techniques, increased impermeable surfaces, and urbanization which, due to limited space, forces people to build in risky locations.

The Federal Ministry of Environment strives to promote sustainable development, resource conservation, and environmental protection. Since its founding, the Ministry has had an impact on increasing environmental awareness among Nigerians and fostering connections to international environmental best practices. It has placed a strong emphasis on implementing cutting-edge strategies that highlight the use of environmental re-engineering as a real tool for job creation, alleviating poverty, ensuring food security, encouraging sustainable economic development, and generally improving the standard of living for the Nigerian populace. Environmental advocacy informs the public on their responsibilities, legal rights, and the impact of a healthy or unhealthy environment on people's and animals' lives (Ezema, 2021). This study aimed to investigate the role of strategic communication in curbing flooding in Nigerian. Strategic communication is a communication tactic aimed to create consistent and compelling messaging and multimedia assets that reach key audiences to achieve a specific goal.

Statement of the Problem

Heavy rains and disastrous floods in Nigeria have resulted in fatalities, population displacement, and significant infrastructure destruction. The worst flooding the nation has witnessed in over ten years has affected over three million people in 34 states since July 2022. Over 2,400 people have been hurt, and at least 603 people have died.

Since the floods began on October 24, more than 1.4 million people have been forced to relocate, according to the National Emergency Management Agency (NEMA, 2022). OCHA (2022) also reported

that more than 300,000 homes have reportedly been demolished or damaged, according to reports. Along with losing their homes, hundreds of thousands of people now have limited access to work opportunities and food. Damage to an estimated 569,251 hectares of agriculture prevents households from cultivating their crops, which results in a loss of food source and income. Worse still the effort of government to stop this menace have proved abortive.

Notwithstanding, it appears to be a lack of literature on the place of strategic communication as a tactics of tackling flooding in Nigeria. Most studies in this area have focused mainly on media coverage of natural disasters or environmental issues, which flooding is part of it. However, none has been carried out on how strategic communication can be used in curbing flooding in Nigeria. It is based on this gap that the present study find it worthy to investigate the level of strategic communication in tackling flooding by Federal Ministry of Environment in Nigeria.

Objectives of the Study

The general objectives of the study are to evaluate the level of strategic communication adopted by Federal Ministry of Environment in tackling flooding in Nigeria. The following formed the specific objectives formulated to guide the study:

1. To ascertain the strategic communication measures used by Federal Ministry of Environment to curb flooding in Nigeria
2. To find the communication tactics applied by Federal Ministry of Environment in informing people about flooding in Nigeria.
3. To evaluate the level of proactive measures used by Federal Ministry of Environment to inform people about flooding in Nigeria

Research Question

1. What are the strategic communication measures used by Federal Ministry of Environment to curb flooding in Nigeria?
2. What are the communication tactics applied by Federal Ministry of Environment in informing people about flooding in Nigeria?
3. What are the level of proactive measures used by Federal Ministry of Environment to inform people about flooding in Nigeria?

Literature Review

Flooding is one of the major environmental crises one has to contend within the century. This is especially the case in most wetlands of the world (Nwigwe and Emberga, 2014). The reason for this is the general rise in sea level globally, due to global warming as well as the saturated nature of the wetlands in many parts of the world such as Nigeria. Periodic floods occur on many rivers, these rivers overflow for reasons like excess rainfall etc. Generally, causes of flood in Nigeria could be as a result of natural cause

or human cause. Natural causes describes the heavy or torrential rains/rainstorm, Oceans storms and tidal waves usually along the coast. Human causes include burst water main pipes, dam burst, and dam spills. However, according Odume (2022) Flooding occurs throughout Nigeria in following forms: Coastal flooding, River flooding, Flash floods, Urban flooding, Dam burst levee failures and Dam spills.

Modes of Communication

There are a number of communication strategies that can be used in curbing flood. According to Amadi and Nwaubeta (2018), the strategies include:

a. Traditional media (town criers): To educate the people especially those in rural and semi-urban areas on the need to avoid unhealthy habit of dropping refuses on drainages and building on waterways and channels.

b. Press Releases to print and electronic media: Enlightenment of the people emphasizing on the economic, environmental and human/animal losses from the occurrence of flood and of course the need. to check future occurrence.

c. Jingles and advert placement: Depending on the budget, radio jingles and adverts in selected media houses to further create awareness on why flood is not a good visitor and how to avoid its negative impact.

d. Films shows and door-to-door campaign: This campaign is carried out in selected flood, areas as aforementioned. The visuals on flood and ifs tragedies on doubt will encourage residents of the flood prone areas to “choose to build houses and cities in ways that can keep them safe from flooding”.

e. Summit on flood: The essence of the summit is to engage environmental experts to do holistic analysis on the problems of flood as well as fashion out workable paper for policy making. Victim of floods are also encouraged to share their experiences and suggest way forward. The findings and recommendations of the environmental summit on flood will be forwarded o government for necessary consideration and action.

f. Bill against Floods: Executive (Government) or private bill is encouraged at the State House of Assembly. When the bill is passed into law, the fight against flooding in the state has been given a legislative backing and offenders of the law stand the risk of prosecution. Generally, the legislation against flooding will check the excesses of human activities which result to flood.

g. Periodic Monitoring and Evaluation: This move is not only necessary but’ also crucial in two areas. Firstly, to create awareness on need to, sustain healthy environment l living. Secondly, to remind residents of flood areas that their plight though pitiable, can be avoided if they take environmental precautions.

Environmental Governance

In terms of political and legal rights, laws, and obligations, every member of society including the government, the commercial sector, and civil society is addressed by environmental governance. Simply expressed, "environmental governance" refers to the official and informal institutional arrangements used by a particular country or culture to address environmental problems and concerns. The concept also encompasses interventions intended to alter environmental-related practices, institutions, decisions, knowledge, and behaviors. International treaties, national laws and regulations, regional decision-making bodies, transnational institutions, and environmental non-governmental organizations are just a few examples of the many different ways that environmental governance can be practiced. There are many different types of environmental governance, which is important, and it is practically universal (Adeboyejo and Ogunkan, 2013). The idea received international prominence with the first global conference on the environment, held in Stockholm in 1972, sparking the discussion, negotiation, and adoption of numerous international environmental treaties. As a result, many international environmental organizations have developed in various ways, but they all share one trait in common: they are exceptionally accessible to both the business community and civil society actors. The evolution of international environmental politics and policy has given rise to the idea of global environmental governance. Consequently, the organizations, policies, funding schemes, rules, procedures, and standards that direct the world's environmental protection mechanisms comprise global environmental governance (Najam, Papa, and Taiyab, 2016). Federal Ministry has been in strong partnership national and international organizations in developing policies that forms strong governance.

Adaku (2020) carried a study titled "The impact of flooding on Nigeria's sustainable development goals (SDGs)" The paper highlights the impact flooding has on Nigeria reaching SDGs and enumerates the specific SDGs most directly impacted. The study used systematic literature review which provided an overview of the relationship between flooding in Nigeria and the SDGs. It highlighted the main causes of Nigeria's flooding problem as man-made and advocates spatial planning as a suitable Flood Risk Management (FRM) strategy for the Nigerian environment. The study called for collaborative action by all concerned stakeholders to address the flooding problem and to help move Nigeria closer to meeting the United Nations (UN) 2030 SDGs. Most importantly, the evidence presented in this paper seeks to promote action on a national scale to combat the flooding in Nigeria and help the nation work more effectively toward achieving the SDGs. The study only looked at the impact Nigeria's sustainable development goals, how to prevent the flood from not affecting the SDGs and not finding ways to prevent future reoccurrences, which this current study is set to elaborate on the strategic communication measure the federal ministry of environment apply to curb flooding in Nigeria.

In another study conducted by Olalekan and Lamond (2018) A media framing analysis of urban flooding in Nigeria: current narratives and implications for policy. The study used quantitative content analysis to explore the frame of five policy actor groups (government, local communities, business, multilateral organizations and non-governmental organizations (NGOs)) as expressed in local and national newspapers between 2012 and 2016 to understand their narratives of causes and strategies to solve the problem of urban flooding in Nigeria. The narratives of government, local communities and businesses align with the premise that flooding can and should be prevented whilst that of multilateral and business actors champion adaptation strategies on the basis that flooding is inevitable and hence more energy should be directed at 'living with water emergency response, damage reduction and the aftermath. The

study also identified areas of potential consensus and conflict between direct actors such as government and local communities on the one hand and funders on the other. Better discussion among actors aiding understanding of contemporary thinking and local realities will aid policy-making and policy implementation in the Nigerian context. the study recommend that an important step would be design urgently on Nigerian policy on flooding' which currently does not exist. This study made use of secondary data to carry out their research, the current study set out to use primary data from the affected flood victims and the ministry of environment for the study, which offer a better result to prevent reoccurrences.

Adaku Jane Echendu (2022) Flooding in Nigeria and Ghana: opportunities for partnerships in disaster-risk reduction. This research analyzes the cause of flooding in Nigeria and Ghana, two countries regularly affected by floods. Previous analysis of the causes of flooding has mainly been done on a national scale. This work adopts a transnational approach by studying the flooding phenomena in both countries. It highlights an opportunity for international partnership in disaster-risk reduction (DRR) as both Nigeria and Ghana are signatories to the Sendai Framework for Disaster Risk Reduction that advocates an understanding of disaster risk and aims to foster international cooperation. Appreciating the root causes of flooding is the first step in building awareness of the common problem that could be the foundation of seeking and adopting solutions. A systematic review of peer-reviewed papers was conducted. This study finds that the underlying drivers of flooding are similar in the two nations and advocates research and data-sharing as ways of partnering to tackle the common problem. This finding has the potential to promote and facilitate capacity building for DRR and flood-risk management (FRM). Potential solutions could also be scaled to other countries of comparable profiles facing related flooding challenges. This approach is likely to yield better and quicker results while presenting opportunities for partnership in achieving the United Nations 2030 Agenda for Sustainable Development that has already suffered COVID-19-related setbacks. This study is basically on finding ways to reduce the disaster risk and not finding ways to reduce the disaster itself. The current study wants to know ways at which the ministry of environment can communicate the preventive ways of flooding to the people who have been affected by the flood previously.

Olusola, Kehinde, Taiwo, Ajiboye & Tolulope (2018) , Strategic communication for climate change awareness and behavioural change in Ado-Odo/Ota Local Government of Ogun State. The study investigates the practices surrounding climate change and its awareness in Ado Odo/Ota local government of Ogun State. The survey data obtained from randomly selected 970 residents in Ado Odo/Ota local government was complimented with six key in-depth interviews with opinion leaders. The findings show that the current behaviours surrounding climate change in the study location includes burning of waste and bush (41.1%), %, indiscriminate disposal of waste (18.1%), and the use of kerosene (45.4%), fire wood (6.4%) and coal for domestic purposes (3.3%). The study recommends multi-sectoral communication strategy (MCS) and the use of television for effective climate change awareness campaign for behaviour medication. This study is basically strategic communication for climate change and the current study narrows it down to flood which is part of climate change and how to prevent it through strategic communication.

Oluwadare (2018), Strategy for Tackling Flood and Water Scarcity for Adequate Water Supply and Public Health in Nigeria. The aim of this research is to obtain strategy for tackling flood and water security for adequate water supply and public health in Nigeria. The net benefits from flood plains were

highlighted in order to reduce flood risks and minimize loss of human life due to flooding in a sustainable manner. Ground water flooding occurs as a result of water rising up from the underlying rocks or from water flowing from abnormal springs. This tends to occur after much longer period of sustained high rainfall. Recommendations given in this paper can serve as a strategy for tackling flood issues. This study is basically to improve water supply and not to prevent flooding in the country, it has nothing to with finding proper information from the ministry of environment or the affected victims of flood. The current study majorly want to find ways to prevent flood through strategic communication, and getting information from the affected victims.

Theoretical Framework

The study is anchored on the Agenda-setting theory and the Social Responsibility theory. The core assumption of this theory is the creation of public awareness and concern of salient issues by the news media. The two underlined assumptions of agenda-setting theory: the press and the media do not reflect reality, they filter and shape it; secondly, media concentration on a few issues and subjects led the public to perceive those issues a more important than other issues. The opportunity for agenda setting by the mass media can be enhanced when the value structure of a society is in a state of flux. The media attach certain weight of news stories through placement size and frequency of appearance of such stories. Agenda setting theory posits that media audiences learn about the salience of issues from the news media, and then a similar set of weights and importance into their own personal agenda (Okoye and Oparaugo, 2019). No doubt, the emphasis placed on environmental issues like flooding would determine the degree of interest it would generate hence public discussion and debate (Akakwandu, 2017). This theory tried to explain that the media consider issues of flooding as important, hence use strategic communication to inform people about it as well as solutions to it.

Methodology

The researchers adopted cross sectional survey research approach to evaluate the place of strategic communication on flooding in Anambra, Kogi and Bayelsa States in Nigeria. This methodology enabled the researchers reach out to victims of flood in the three selected states. The researchers sourced the data for the study through a structured questionnaire administered to the randomly chosen respondents in the three states.

The population of the study consists of citizens of Anambra, Kogi and Byelsa states who were victims of flooding in their state. The estimated population of these states according to the National Population Commission census (NPC,2006); Anambra: 4,177,828; Bayelsa: 1,704,515; Kogi: 3,314,043. The total population figure is 9,196,386. The sample size of the study was determined through Wimmer and Dominck Mass Media Research Online Sample Size Calculator. The confidence level of the calculation was 95% with a 5.0 margin error. The sample size of the study is Three Hundred and Eighty Four (384).

The sampling technique adopted in this study is quota sampling. This is the type of sample technique in which the researcher share the instrument for data collection based on sizes of the population group. The reason for using this technique is to enable the researcher to get the appropriate respondents in the three states under study. The researchers collected data through a questionnaire administered to the respondents as a source of the primary data. This was done through Google forms and face to face distributions of the instrument. A structured questionnaire was used as an instrument for data collation. The questionnaire was designed to cover all the criteria that were necessary variables among the subject under study. The

copies of the questionnaire were shared directly with the respondents with the help of some research assistants.

Data Presentation and Analysis

The section showed the analysis of the result from the field

Item One to four showered results of the demographic data of the respondents

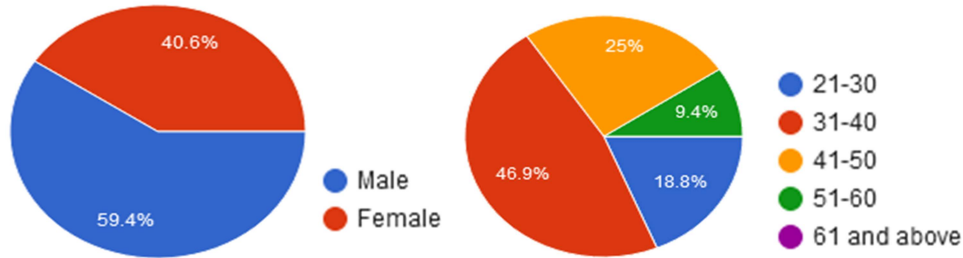


Figure 4.1: Gender

Figure 4.2: Gender

From the chart above the majority of the respondents were male with 59.4% while the female were 40.6%. From figure two, the age brackets of the respondents shows that the 46.9% (31-40) was the largest. The age range of 41-50 were 25% while 21-30 were 18.8% and 51-60 was the least with 9.4%. The implication of the results shows that the majority of the respondents were youths where are more accessible with Internet.

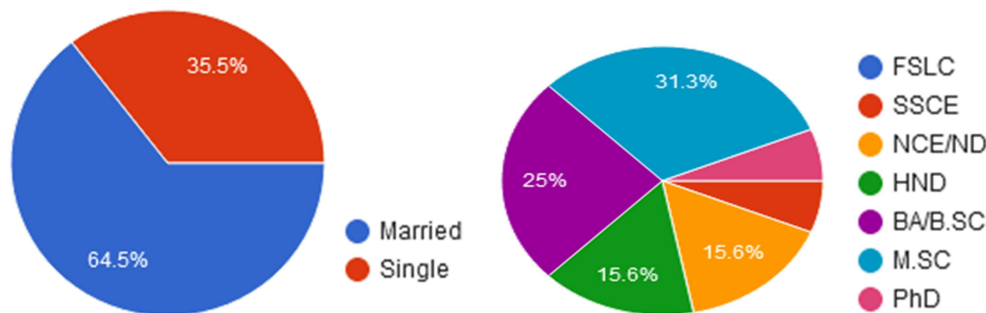


Figure 4.3: Marital Status

Figure 4.4: Education Qualification

Figure 4.3 showed that the more than half of the respondents were married. This indicated that the respondents have developed sense of responsibilities and ability to express their conditions in the environment. In the same vein, figure 4.4 shows that the majority of the respondents hold Bsc and above.

The least of the respondents were SSCE and PhD holders. This shows that the respondents of this study were well educated to offer good information about the study.

Research Question One: What are the strategic communication measures used by Federal Ministry of Environment to curb flooding in Nigeria?

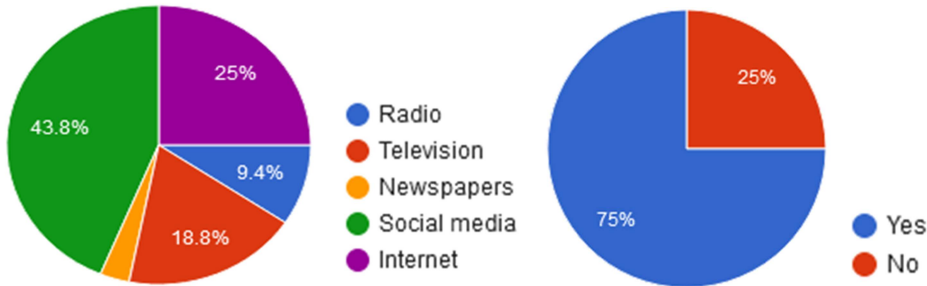


Figure 4.5: Medium mostly use to receive news. **Figure 4.6:** level Environmental News.

From the figure 4.5 above shows that most of the respondents access news through social media, followed by the internet, television, radio and the newspapers in that order. The figure 4.6 indicated the level of environmental news. In it, the result shows that 75% of the three states noted that they have not received environmental news within this study while 25% of the respondents agreed that they been receiving environmental related news.

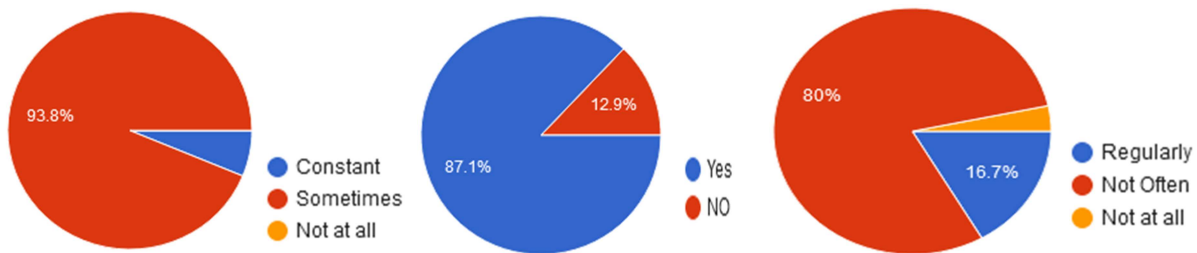


Figure 4.7: new about heavy rainfall **Figure 4.8:** News about floods. **Figure 4.9:** how often

The majority of the respondents in figure 4.7 with a massive portion of the sample affirmed that they do receive update news about heavy rainfall sometimes. Figure 4.8 shows that the majority of the respondents received news about flooding in their area. The citizens indicated that they do not often receive such news while few of them agreed that they receive such news regularly. The conclusion of the results show that the ministry gives up to date information about flooding and other environmental information.

Research Question Two: What are the communication tactics applied by Federal Ministry of Environment in informing people about flooding in Nigeria?

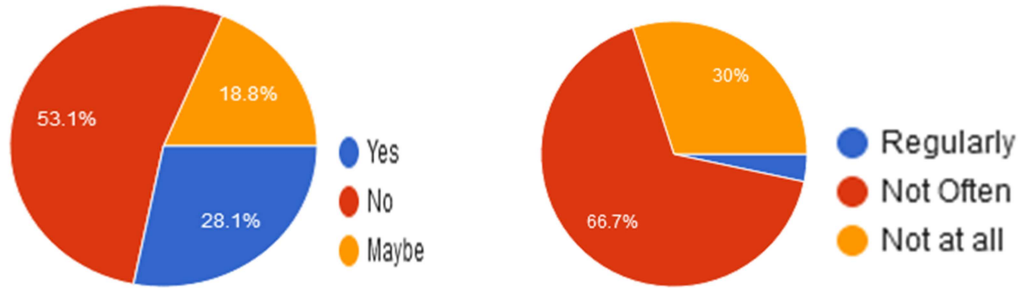


Figure 4.10: Status of Sensitization programs. **Figure 4.11:** How often the program comes up.

In view of figure 4.10 the majority of the respondents with 53.1% claimed to have not received sensitization program from the ministry while 28.1% agreed to have received sensitization programs from the ministry. However, figure 4.11 the respondents indicated that the program was not regularly (66.7%) while 30% totally disagreed of receiving any sensitization program about flood.

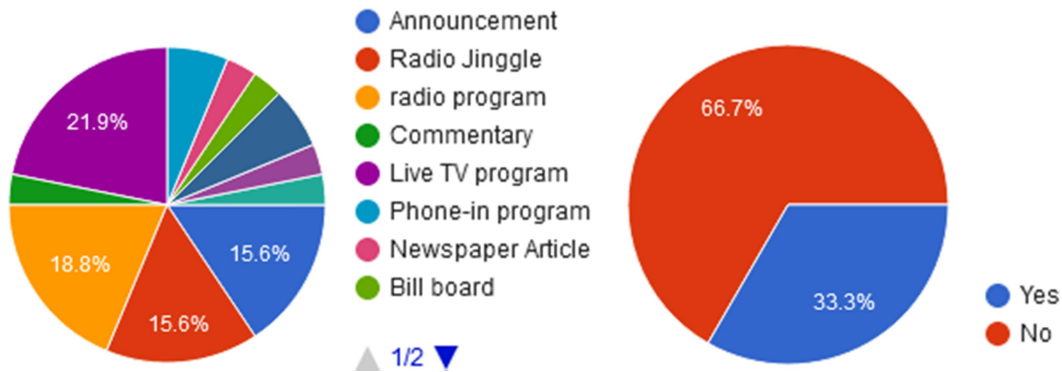


Figure 4.12: Forms of programs about flooding. **Figure 4.13:** Status of early warning Information about flooding.

The figure 4.12 shows that the majority of the ministry program were live TV program (21.9%), followed by radio program (18.8%), announcement (15.6) and radio jingle (15.6) followed by others. In figure 4.13 the majority of the respondents (66.7) did not receive early warning information about flooding while 33.3% received early warning about flooding.

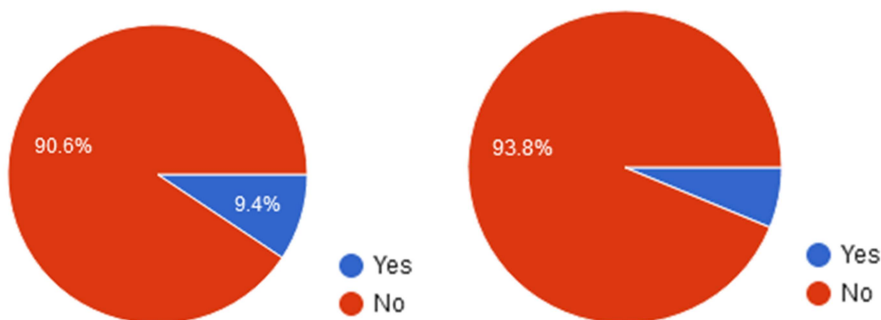


Figure 4.14: Flooding sensitization. **Figure 4.15:** Level of Flooding sensitization

The majority of the respondents (90.6%) indicated that there was no availability of environmental personnel for flood sensitization while 9.4% only agreed. However from figure 4.15 the majority of the respondents agreed that there was no enough sensitizations but 6.2% agreed that the sensitization was enough.

Research question three: What are the level of proactive measures used by Federal Ministry of Environment to inform people about flooding in Nigeria?

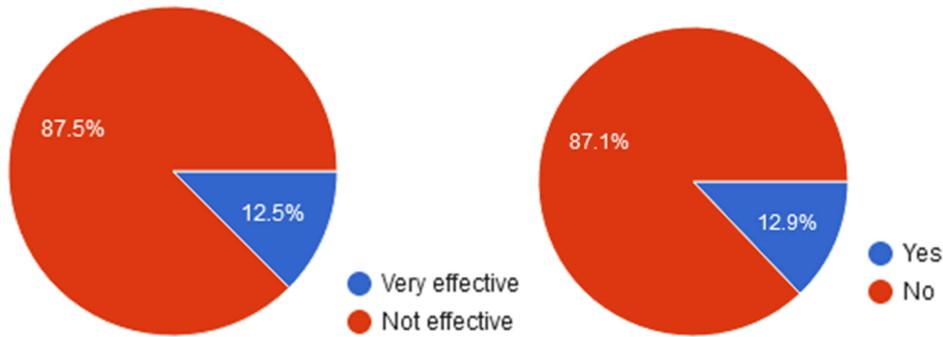


Figure 4.16: level of awareness creation about flood. **Figure 4.17:** Rate of proactive measures against flooding

The figure 4.16 shows that the level of awareness creation about flood was not effective while few of the respondents (12.5) accepted that it was effective. In figure 4.17 the respondents (87.1) said that the ministry did not take proactive measure against flooding in Nigeria.

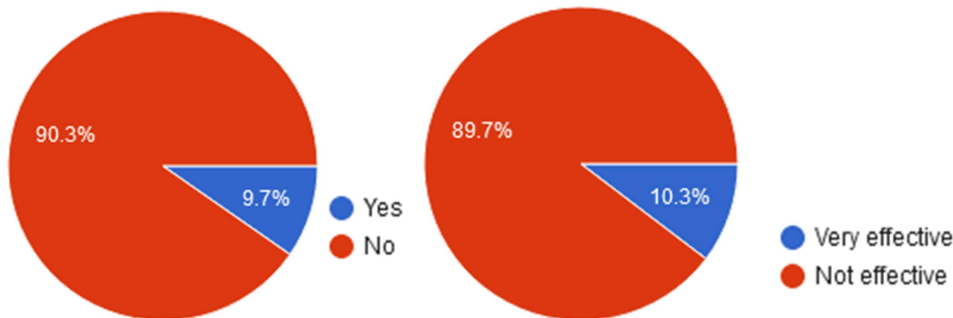


Figure 4.18: Rate of early warning of flood. **Figure 4.19:** Rate of the effectiveness of information about flooding

In the same vein, ,Figure 4.18 the respondents (90.3%) rated the level of early warning very low. also in figure 4.19 the respondents (89.7) rated the effectiveness of information about flooding low.

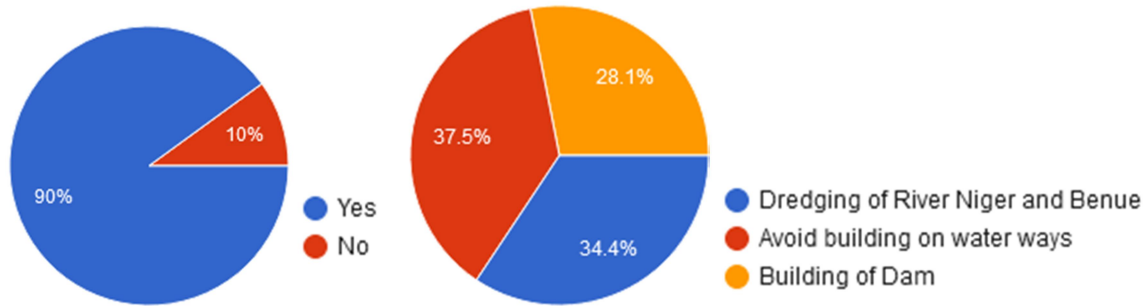


Figure 4.20: Possibility of Stopping flooding. **Figure 4.21:** Suggestions of Controlling Flooding

The respondents agreed that there is possibility of stopping flooding and suggested that some of the measures including dredging of river Niger and Benue, building of dam and avoid building on water ways.

Summary of Findings

1. Up to date information about flooding was strategized by the ministry in the in form of news, advert, through electronic, internet and print media to reach the society about the menace.
2. The communication tactics applied by the Ministry about flooding in Nigeria were majorly on TV program, radio program and others.
3. The level of proactive measures used by Federal Ministry of Environment to inform people about flooding in Nigeria was low.

Discussion of findings

Up to date information about flooding was strategized by the ministry in the in form of news, advert, through electronic, internet and print media to reach the society about the menace. The majority of the respondents in figure 4.7 with 93.8% affirmed that they do receive update news about heavy rainfall sometimes while 6.2% of them agreed that they receive such news constant. Figure 4.8 shows that the majority of the respondents (87.1%) received news about flooding in their area while 12.9% did not received information about flooding however, these strategies has been applied but the it did not yield strong result to stop the menace. This is due to the ineffective of the information they carry. in it, more close contact should be adopted to reach all the flood prone areas. the findings of this study is corroborated with the study of Ezema, (2021) who find that ineffective communication cannot bring positive change to plan against flooding in the nation.

The communication tactics applied by the Ministry about flooding in Nigeria were majorly on TV program, radio program and others. The majority of the ministry program were live TV program (21.9%), followed by radio program (18.8%), announcement (15.6) and radio jingle (15.6) followed by others but all these program were not rated high by the respondents in the aspect of early warning of the problem. people mostly rely on weather update which does not carry detail information about flooding.

The level of proactive measures used by Federal Ministry of Environment to inform people about flooding in Nigeria was low. The figure 4.16 above shows that the level of awareness creation about flood was not effective while few of the respondents (12.5) accepted that it was effective. In figure 4.17 the respondents (87.1) said that the ministry did not take proactive measure against flooding in Nigeria. strategic communication is be young press release on the past incidents. More effort should be made especially to the affected areas to avoid future occurrences. This finding was in line with the suggestion of Amadi and Nwaubeta (2018) who state that strategic communication that will curb flooding must include information packages like Traditional media, Press Releases to print and electronic media, Jingles and advert placement, Films shows and door-to-door campaign, Summit on flood etc.

Summary

Strategic communication is a communication tactic aimed to create consistent and compelling messaging and multimedia assets that reach key audiences to achieve a specific goal. This study evaluated the strategic communication strategies applied by Federal Ministry of Environment to inform the public about flooding in Nigeria. Three research objectives and research questions guided the study. The study was anchored on Agenda-Setting Theory and Social Responsibility Theory. The study adopted a descriptive survey research design with a population size of nine million one hundred and ninety-six thousand three hundred and eighty-six (9,196,386). The researcher used Wimmer and Dominick online sample size calculator to determine the sample size of three hundred and eighty Four (384). The study was carried out on the residents of Anambra, Kogi and Bayelsa state who have experienced flooding in their areas . The data were collected through a structured online questionnaire. The data collected were analyzed with Google statistics in simple percentages and tables. The findings of the study show that: Up to date information about flooding was strategized by the ministry in the in form of news, advert, through electronic, internet and print media to reach the society about the menace. The communication tactics applied by the Ministry about flooding in Nigeria were majorly on TV program, radio program and others. The level of proactive measures used by Federal Ministry of Environment to inform people about flooding in Nigeria was low.

Conclusion

study concluded that Federal Ministry of Environment has not effectively applied strategic communication. which will enable the citizens understand the ways of reducing flooding in Nigeria.

Recommendations

1. The study recommended that more effort should be made by the Ministry if Environment to inform the citizens on the measures to curb flooding especially using local languages
2. The study recommended that the media handlers of the Ministry if Environment should employ better strategies in giving out messages regarding rains and flooding to the public.
3. Government should be more proactive in their engagement with communities in flood prone area.

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