

THE EFFECT OF COMMUNICATION AND REORIENTATION ON THE IMPLEMENTATIONS OF PUBLIC POLICY IN NIGERIA

Abdulmalik Abdulkadir

Department of Political Science, Faculty of Social Science
Prince Abubakar Audu University
Anyigba, Lokoja, Kogi State, Nigeria
abdulmalik.a@ksu.edu.ng

Abstract

Quality public policy implementation requires not only quality public policy formulation, but also quality communication and the ability of the government to influence citizens' attitude and behaviour through reorientation programmes. Many good policies in Nigeria have been unsuccessful in achieving their desired results due to weak communication strategies and strategies that are not coordinated and have limited involvement from the public, particularly in the process of implementing reorientation programs. The study focuses on the impact of communication and reorientation on public policy implementation in Nigeria, looking at how stakeholder engagement, public awareness, behavioural change campaigns, public policy communication and institutional communication affect public policy implementation in Nigeria. The study is of a qualitative nature using the documentary analysis method and literature review as the source of data, which comprises scholarly literature, government reports, policy documents and empirical research on communication and governance in Nigeria. Results show that when there is good communication, there is better policy awareness, public trust, compliance, and participation of stakeholders, while there is misinformation, resistance, low compliance, and failure of implementation when there is poor communication. The study also highlights that basic reorientation programmes can have a positive effect on citizens' attitudes towards public policies, as long as these programmes are led by credible institutions, supported by a consistent message and involve community members. The article concludes that a strategic policy tool for communication should be established throughout the policy process and not used only for the purposes of publicity after the policy has been adopted.

Keywords: Public Policy, Communication, Reorientation, Governance, Nigeria

Introduction

Public policy is one of the important tools through which the State can contribute to national development, social change, economic growth and political stability. Governments develop policies concerning education, health, security, agriculture, infrastructure, the environment, and public administration. However, the effectiveness of the policy outcomes is reliant on

how well it is implemented as well as being well formulated. The implementation in Nigeria is a major challenges because of weak institutional capacity, lack of public participation, lack of political commitment, and lack of effective communication tools.

Communication is a key element in policy implementation since it brings together policy makers, citizens, institutions and stakeholders. In addition to providing information about government, communication can be used to make policy objectives understandable, encourage behaviour change, alleviate uncertainty, engage stakeholders, counteract misinformation, and foster a sense of legitimacy. To achieve effective policy communication, it is important to know the target groups, choose communication media, involve stakeholders on an ongoing basis, and ensure the availability of and access to timely and accessible information.

Throughout history, the medium of communication has influenced governance in Nigeria, whether through traditional methods like the town crier, symbolism or mass media, digital platforms, and government information campaigns. However, public awareness of policies, involvement of stakeholders, institutional coordination, and uniformity of official messages are still limited in technological advancements. Since 1999, there have been ongoing challenges in relation to citizen involvement, policy continuity and strategic communication planning in the reform process. Public reorientation, which complements communication, aims to positively affect citizens' values, attitudes and behaviours towards socially desirable goals. Patriotic campaign programs like the Ethical Revolution, War Against Indiscipline (WAI), MAMSER, National Orientation Agency programmes, and Rebranding Nigeria were among the programs that promoted patriotism, discipline, civic responsibility, transparency, and cooperation. Their mixed results highlight the need for ongoing communication, institutional legitimacy and public confidence.

Fuel subsidy, tax, health, security, environmental, and educational reforms have all had mixed results, and the technical design of a policy is not enough to ensure success. A lack of communication, transparency and sensitivity to local circumstances frequently leads to resistance. The study is therefore interested in exploring the link between communication and public reorientation and policy implementation in Nigeria with respect to concepts of communication, theories, history of communication, challenges and strategies for strengthening communication as strategic governance tool.

The Problem the Study is set to Resolved

In Nigeria, various public policies were formulated to ensure the development of the country such as policies for education, health, agriculture, security, tax, environmental management, and public administration policies. However, implementation outcomes have often been suboptimal, as citizens have limited knowledge of the purpose of the policy, how it is implemented, of the benefits it brings and what they themselves have to do in the implementation process. Inadequate communication is a key issue that is causing this implementation gap. The government tends to use communication methods that are top-

down and are heavily based on announcements and messages, not on dialogue with the affected communities. Information is occasionally delayed, incomplete, or not disseminated via the proper outlets to a large number of people. This communication gap leads to opportunities for misinformation, lack of public trust, resistance, and low compliance.

Furthermore, there are many reorientation programmes that have been implemented to promote behavioural change that have not yielded long-term results, due to little or no funding, political commitment, institutional coordination and community participation. Citizens can feel public policies are top down bottom up rather than bottom up top down and therefore not a national priority that can be supported by citizens. The study, therefore, aims to examine the influence of communication and reorientation on public policy implementation in Nigeria and develop the strategies that can enhance the public policy implementation effectiveness.

Conceptual Clarification

Public Policy: Public policy refers to deliberate actions or decisions undertaken by government to address societal problems. Thomas Dye famously defines public policy as "whatever governments choose to do or not to do." Public policies may involve legislation, regulations, programmes, administrative decisions, or institutional reforms intended to achieve collective objectives.

Public policy generally follows interconnected stages:

1. Agenda setting
2. Policy formulation
3. Policy adoption
4. Policy implementation
5. Policy evaluation

Implementation represents the stage where governmental intentions encounter practical realities.

Communication: Communication involves creating, transmitting, receiving, and interpreting information among individuals or institutions. Within public administration, communication includes:

- internal governmental communication,
- inter-agency coordination,
- public information campaigns,
- stakeholder consultation,
- media engagement,
- digital communication.

Policy communication seeks not only to inform but also to influence understanding, encourage participation, and support behavioural change.

Reorientation: Reorientation refers to deliberate efforts aimed at changing people's attitudes, beliefs, values, and behaviours toward desired social objectives. Government reorientation programmes typically involve civic education, advocacy campaigns, media sensitization, community mobilization, religious engagement, and educational initiatives.

Unlike one-time awareness campaigns, reorientation emphasizes sustained behavioural transformation.

Policy Implementation: Implementation involves translating governmental decisions into operational actions through administrative processes, institutional coordination, resource allocation, and stakeholder participation. Successful implementation requires:

- clear objectives,
- adequate resources,
- capable institutions,
- supportive political leadership,
- effective communication,
- public cooperation.

Communication and Reorientation

Communication and reorientation are closely linked processes in the process of changing individual and collective attitudes, values, perceptions and patterns of behavior. Communication is the systematic transfer of information, ideas, meanings, and experiences from one person or group to another, and from one institution to another, and from one group or institution to the rest of society. Reorientation, rather, is the conscious attempt to alter established attitudes, beliefs, values and behaviors to foster new patterns of thinking and behaving in people and communities. Their connection is thus important as it is clear that reorientation is not possible without communication. In communication, governments and other institutions try to articulate values, question practices that they see as objectionable, awaken awareness and elicit citizens to join in behaviours that they consider socially desirable.

The importance of communication in social transformation can be understood from the perspective of policy sciences. Harold D. Lasswell also makes a point about the importance of information and communication to the policy process, and suggests that:

We should examine the quality and reliability of information inputs into the policy process, as well as how the policy process operates across its various stages, to understand how information influences decision-making, implementation, evaluation, and the overall effectiveness of public policies (Lasswell 301-10).

Communication is then something more than the dissemination of government information: it is a tool that governments use to engage citizens, provide information to the public, solicit feedback, and shape public attitudes. It can minimize misunderstanding and foster understanding among policy makers and policy beneficiaries through effective communication.

Reorientation is especially relevant in such a society where social, political and economic problems prevail. Communication strategies have often been used as the basis for campaigns aimed at national values, responsible citizenship, patriotism, peaceful co-

existence, and public responsibility in Nigeria. This could include radio and television programmes, newspapers, social enlightenment campaigns, community meetings, educational programmes and interpersonal communication. The goal is to convey other values and motivate citizens to rethink attitudes that can negatively affect the country's development. Adegoju's work on the *Rebranding Nigeria* campaign also reflects the use of governmental speeches and slogans that were used as a tool of value reorientation and a means to manipulate the image of the nation and its populace.

But, the communication does not automatically lead to reorientation. Adegoju argued that:

The power of a communication campaign is based on, among others, its credibility, accessibility, cultural relevance, clarity, consistency and citizens' trust in the institution conveying the message. Communication strategies need to take into account that Nigeria as a culturally diverse country, has differences in language, religion, ethnicity, education, socio-economic status and media consumption (36).

Failure to consider these differences in formulating messages could lead to the failure of intended behavioural change. Reorientation, therefore, needs to be communicated in a participatory fashion, not solely in a top-down way.

In addition, communication can also facilitate reorientation in terms of opportunities for dialogue between government and citizens. Citizens are more likely to grasp and be supportive of public initiatives when they are provided with sufficient information about the goals, benefits, process, and role of the citizenship. Communication also enables citizens to express concerns and provide feedback concerning policies that affect them.

Reorientation should not be interpreted as meaning to persuade citizens of the government, but as a process of mutual exchange between the government and the citizens: information, dialogue, interpretation, participation, behaviour change (Lasswell 73).

This imply that, public Policy becomes an important area for Communication and reorientation as it is to be understood and implemented by the public. If citizens do not have information or do not understand the intent behind a policy, there can be resistance, non-compliance, misinformation and distrust. This means strategic communication can take the place of the policy formulation public acceptance link and reorientation can help the necessary attitudinal and behavioural change for successful implementation. Hence, communication and reorientation are key tools in enhancing the link between government policies and citizens' actions.

Communication and Public Policy

Communication is a vital part of the public policy process because public policies are created, interpreted, implemented and evaluated as part of the process of information

sharing. Public policy typically refers to the policies and actions of the government aimed at solving social issues. But the development of a policy is not a sure way to success. Implementation of the policy will only take place if citizens, public officials, civil society organisations, media and other stakeholders understand the aims and consequences of the policy. Communication is thus the connection between governmental intentions and people's understanding.

Communication has always been a part of the policy sciences and the connection between communication and public policy has always been well known. The development and use of knowledge to make better decisions was an important consideration in Harold D. Lasswell's work on policy studies. William N. Dunn points out that:

Lasswell's policy sciences were not only intended to produce knowledge about policymaking, but also to use such knowledge to enhance the policy process. Within this context communication is crucial as policy makers need information about social problems, and citizens need information about government decisions (Dunn 53).

The nature and flow of information can therefore impact on policy development and the implementation of those policies.

The roles of communication in public policy are quite important. First, it brings to the attention of citizens government policies and their objectives. Secondly, it explains technical or administrative requirements in the appropriate way for the public to comprehend. Third, it helps to ensure compliance, by educating citizens on their rights, duties and expectations. Fourth, communication offers opportunities for feedback, allowing policy makers to see where they can improve. Last but not least, it provides accountability by bringing the government actions into citizens' sight. Communication is especially vital in the process of policy implementation. Having a good policy is not enough if its goals are not communicated to its implementers and citizens. Digital platforms, stakeholder engagement, public awareness campaigns, and media framing can help increase transparency, compliance, and institutional credibility in Nigeria. Communication should then be seen as part of policy implementation and not just a policy formulation process.

The various social and political configuration in Nigeria also calls for a diversified means of communicating through traditional media, social media, community communication, interpersonal communication, public enlightenment programmes etc. The receptivity to policy messages is shaped by citizens' education, language, socioeconomic situation, place, and technology. But unclear or conflicting messages, misinformation, insufficient information, inadequate statistics, corruption, lack of funding and poor institutional capacity can hinder implementation. Communication should thus be backed up by information, transparency, credibility, and feedback mechanisms. Finally, communication and public policy are intertwined throughout the process of policy development, implementation, monitoring and evaluation.

On the Implementation Public Policy in Nigeria

Public policy implementation requires action and outcomes to occur to the policies as they have been decided, formulated, shaped into programmes, and finally into law. It is the point where policy intentions are realised in terms of government institutions, public officials, citizens, and other stakeholders. Therefore, implementation is key as policy can only be considered successful if it is implemented successfully. A good policy without effective implementation can fail and negatively impact public confidence in government. An issue in Nigeria has been the failure to effectively implement policies. There have been many policies put in place in both the federal, state, and local levels that address issues of poverty, unemployment, education, healthcare, security, and economic development, but these policies do not always benefit citizens' lives. Other key challenges in policy implementation cited by Obiorah and Okafor include corruption, problems with resources and change of administration (27). Likewise, Adegbite et al. report that:

Insufficient budgetary allocation, politicization of appointments, lack of professionalism, and unfavourable environmental factors can negatively affect the implementation of effective programmes. These challenges may weaken institutional capacity, reduce administrative efficiency, promote poor decision-making, and limit the achievement of policy objectives, ultimately creating significant gaps between policy formulation, implementation processes, and the expected outcomes for citizens (11).

The other significant challenge is institutional capacity. Competent staff, sufficient resources, sound information, sound administration, monitoring and accountability are required for effective implementation. Effiong says unreliable statistics, shortage of personnel, lack of funding, corruption and overly high targets are among major challenges. Political, economic and social factors thus affect policy implementation.

Policy discontinuity is also a significant threat to sustainability, as changes in government may result in the abandonment, alteration, or neglect of existing programmes and projects. Such disruptions can lead to the misuse of public resources, undermine institutional continuity, create uncertainty among beneficiaries, and weaken public confidence in government policies and development initiatives (Obiorah & Okafor 88).

Participation and communication are also critical: if people do not understand, if they are misinformed or do not trust, or if they are resistant to implementation, this can impede its implementation. Hence, the success of the policy implementation in Nigeria must have political will, institutional capacity, sufficient and sustainable funding, accountability, coordination, citizen participation, effective communication and policy continuity. Increasing these factors can contribute greatly to narrowing the policy intention vs. policy outcome gap.

Communication and Behavioural Change

Communication is a basic tool in influencing the knowledge, attitude, perception and behaviour of society. From the perspective of public policy, communication is not just the transmission of information from government to citizens it is also a process of building understanding, a process of building trust, a process of addressing misconceptions, a process of engaging citizens in desired behaviours.

Communication is thus then an important linkage between policy-making and effective implementation. Citizens are more likely to support and comply with a public policy if they are aware of the goals, benefits, process and responsibilities of said policy (Adegoju 63).

Behavioural change is the process of altering the way people think and behave in a way that is a result of new information, social influences, incentives or changes in circumstances. Communication can play its part through its capacity to provide relevant information and to facilitate dialogue and social learning. Social and behaviour change communication is about listening to communities, knowing what they are going through, and crafting communication strategies that align with the communities' realities, explains UNICEF. For this reason:

Effective communication has to be more than the simple transmission of information; it must also consider the social, cultural, institutional, and psychological factors that influence people's behaviour, attitudes, perceptions, and responses. Such communication should promote understanding, trust, participation, and behavioural change while recognising the diverse circumstances and experiences of different communities (UNICEF 277).

Thus, Rogers following the above, argues that:

Communication is essential to the diffusion of new ideas because, over time, new ideas are communicated through specific channels within a social system. Effective communication enables individuals and groups to understand, evaluate, adopt, and adapt new ideas, thereby facilitating behavioural change, social transformation, and the successful implementation of innovative policies and practices (Rogers 68).

This means that citizens' acceptance of government policies can be influenced, in part, by the manner and who communicates the policy. Interpersonal communication, community meetings, religious institutions, traditional authorities, radio, television, newspapers and digital media are thus important channels that can be used to promote policy acceptance.

Under the same circumstances, the credibility of the communicator is also important.

The acceptance of messages from trusted community leaders, professionals, religious leaders, civil society groups, and/or

government officials will vary based on the message recipient's past experiences and perceptions. Communication should, therefore, be culturally appropriate, understandable, accessible and responsive to citizens' concerns (Obiorah 78). Additionally, communication needs to be seen as a two way process. Citizens should be given opportunities to ask questions, to voice concerns, give feedback and engage in policy discussions. Public feedback is one of the agency's functions, the other being to educate citizens on government policies and promote positive attitudes, values and behaviours (*National Orientation Agency*). Therefore, the better the communication is when government institutions listen to its people, than when they just give orders. The importance of strategic communication cannot be overstated for Nigeria, which has linguistic diversity, cultural differences, misinformation, institutional mistrust and varying levels of literacy that can impact policy acceptance. These differences can be acknowledged by communication, which can improve the public's understanding and prompt behavioural responses that will help achieve policy goals. Successful behavioural change requires not just information but also trust, social context, participation and removal of practical barriers to change.

National Reorientation Programmes in Nigeria

National reorientation programme has been in existence in Nigeria for quite a while which aims at influencing attitudes, values, civic responsibilities and behaviours of the citizens. These programs were spurred by concerns over indiscipline, corruption, a lack of national consciousness, civic responsibility, and commitment to national development. Some of the programs which were initiated were: War Against Indiscipline (WAI), Mass Mobilization for Social Justice, Self-Reliance and Economic Recovery (MAMSER); War Against Indiscipline and Corruption (WAI-C); and subsequent programs linked to the national value promotion. Since the formation in 1993, the National Orientation Agency (NOA) has emerged as an important institutional framework for disseminating public awareness, mobilizing society, and orienting values in a new direction (*National Orientation Agency* 122).

Such programmes have typically aimed to inspire patriotism, discipline, honesty, national unity, responsible citizenship and government policies. The National Orientation Agency is specifically saddled with the responsibility of orienting Nigerians, mobilising favourable public opinion, promoting positive values and enlightenment of citizens on government programmes (*National Orientation Agency* 228). More recent campaigns have been the "Change Begins with Me" campaign, which focused on personal responsibility, ethics and patriotic behavior and behavioral change. There are also other current initiatives, such as the National Values Charter, which aims to set national expectations about the expectations of citizens and the Nigerian state (*National Orientation Agency* 236). But reorientation programmes are still coming up so slogans and publicity alone are not enough to change

public behaviour. To achieve a sustainable reorientation, it is essential to communicate, lead, involve the community, hold institutions to account and visibly enforce expected standards.

Diffusion of Innovations Theory

The Diffusion of Innovations Theory, originally conceptualized by primarily Everett M. Rogers, can be used to better understand the ways in which new ideas, practices, technologies, and policies are diffused within a social system. Rogers' definition of diffusion is a process by which an innovation is communicated slowly over a period of time among members of a social system via certain channels (Rogers 134). Theory is particularly applicable to research on communication and public policy implementation in which a government policy needs to be embraced and adopted by citizens, institutions and communities. Rogers lists five factors that he feels affect the adoption rate of an innovation: relative advantage, compatibility, complexity, trialability and observability. Relative advantage is the degree to which an innovation is viewed as superior to the traditional practice. Compatibility is related to the fit between the innovation and the values, experiences, and needs of potential adopters. Complexity:

Degree of difficulty in comprehending and/or using the innovation. The degree of trialability is the degree to which an innovation may be tried before full acceptance; observability is the degree of which the results of an innovation are observable to others (Rogers 232).

The theory also breaks down the adopters into five classes: innovators, early adopters, early majority, late majority, and laggards. These are the distinctions in the acceptance of new ideas and adoption speed, both between groups and amongst individuals.

Attitudes and actions of opinion leaders within a social system can exert influence on others, especially opinion leaders. As a result, adoption can be hastened or slowed by communication via respected persons (Rogers 562).

The theory when applied to public policy implementation in Nigeria indicates that citizens are more accepting of policies when they are aware of their benefits, perceive them to be in congruence with their social realities and witness improved policy outcomes. Communication is thus an important feature in the diffusion of policy innovations, their explanation, their interpretation and their legitimation. Awareness can be created through mass media and attitude and adoption can be influenced through interpersonal and community-based communication. This is because public policies often call for behavioural change which is something the theory can help with this study. Policy goals in areas such as civics, health, education, agriculture, environmental sanitation, or taxation can only be met if they are truly embraced by government as a matter of policy. Citizens need to be aware and use them in their daily activities. The Diffusion of Innovations Theory, in turn, offers an analytical framework for analyzing the role of communication and reorientation in helping to accept and implement public policy.

Behaviour Change Communication

One important strategy to grasp is the use of Behaviour Change Communication (BCC) as a deliberate effort to use communication to affect communities and individuals to change their behaviour in a positive direction. BCC understands that giving information is not enough to ensure behaviour change, unlike standard approaches to information dissemination. People can learn about a policy or suggested practice, but not have the ability to use the policy because of social norms, cultural expectations, economic barriers, institutional barriers, distrust, or lack of access to needed resources. UNICEF also notes that just changing knowledge does not necessarily lead to behavioural change and that the key to successful interventions is to understand communities and understand what is needed to drive positive behaviours.

BCC can thus be seen as a strategic and research-based process, which aims to change knowledge, attitudes, perceptions, social norms and behaviours through the communication channel. Behaviour change communication is defined by UNICEF as the "strategic use of communication to influence positive development outcomes with a purpose of specific messages and communication channels". The approach is based on formative research to identify what they know, their attitudes and behaviours before designing communication interventions (UNICEF 67). One of the key features of BCC is audience segmentation. There may be various sub-groups in the society that have different levels of knowledge, cultural orientations, needs and motivation. Thereby the same message can induce different reactions in different citizens. Effective BCC targets particular audiences and creates messages which are suitable to their situation. Language, communication channels, cultural symbols, social networks and trusted messengers are thus relevant factors when designing behavioural interventions.

BCC also values interaction and participation. The approach is not a one-way street in which citizens are merely consumers of information being provided by government but invites dialogue and feedback. Citizens can recognize and help develop strategies for successful implementation of policies. The participatory aspect is especially significant in Nigeria, where, for example, citizens' sensitivity to cultural and linguistic differences can impact their understanding of government policies. Effectiveness of BCC also depends on communication channels.

Depending on the target group the television, radio, newspapers, social media, community gatherings, schools, religious institutions, traditional authorities and interpersonal communication can all be used. The objectives of behaviour change communication align much with the functions of the National Orientation Agency which include public enlightenment, mobilization, feedback and promoting positive attitudes and behaviours (*National Orientation Agency* 177).

BCC can play a role in the implementation of public policy by helping to connect the dots between policy intention and citizen behaviour. For instance, a policy in favor of tax compliance, needs to include, in addition to the legal aspects, communication that explains the importance of taxation, how citizens can do it, and what the advantages might be. Likewise, public health, civic responsibility, environmental protection, security, education and sanitation policies are all seeking behavioural responses from citizens. This relevance of BCC to the present study is thus significant. It offers a structure for considering whether communication and reorientation programmes achieve any of the following: raise awareness to understanding; understanding to positive attitudes; and positive attitudes to sustained behaviours. It thus reinforces the hypothesis of the need for communication processes that are continuous, participatory, culturally oriented and connected to institutional processes that can facilitate the desired behaviour in order to implement effective public policies.

Conclusion

Putting public policy into practice in Nigeria is a complicated process, which depends on institutional capacity, political will, public involvement, and most of all, the quality of communication and reorientation of society. The study has shown that good communication is vital to making the government's policies in official documents into real programmes which citizens can comprehend, embrace and back. In cases where policies are poorly communicated, citizens might not understand what the policies are intended to achieve, or they might object to the policy, or they might not know what their responsibilities are, and what they are supposed to gain from it. Communication should therefore not be seen as an administrative function but as a tool that can help to implement public policies successfully.

Reorientation is also significant, as it is essential to implement effective policies when both public officials and citizens' attitude, values, behaviours and perceptions change. Corruption, institutional indiscipline, lack of civic responsibility, lack of change and lack of trust in the institutions, are all other factors that Nigeria is facing and are not solely blamed on lack of good policies. An ongoing civic education and reorientation process can enable citizens to grasp the concept of collective responsibility and public officials can be encouraged to be accountable, transparent, professional and devoted to public interest.

Accordingly, the study suggests that communication and reorientation are both reinforcing processes in enhancing implementation of public policies in Nigeria. Sustained reorientation and clear, timely, inclusive and culturally sensitive communication can build awareness and promote public understanding, and help to boost citizens' commitment to policies and responsible practices of the institutions that implement them. It is, therefore, necessary for the Government at all levels to intensify public enlightenment through the use of the existing traditional and digital communication platforms, involve the community leaders and civil society organisations and ensure the implementation of feedback mechanisms to ensure citizens' participation in the policy process.

However, policy implementation is not enough of a process; it also needs to be communicated, understood, institutionalised and behaviour changed. The use of communication and reorientation throughout the policy cycle can help minimise implementation gaps, build public trust, increase citizen engagement and improve public policies' effectiveness in Nigeria. The method will help ensure responsible governance, sustainable national development and implementation of policies that truly reflect the needs and aspirations of the Nigerian people are met.

WORKS CITED

- Adegbite, Kehinde John, et al. "Bureaucracy and Policy Implementation in Democratic Governance: A Focus on Nigeria's Fourth Republic." *International Journal of Public Administration*, Vol. 45, Issues. 15, 2022, pp. 1070-1080.
- Adegoju, Adeyemi. "Coercive Persuasion in the Rebranding Nigeria Campaign Discourse." *Critical Discourse Studies*, Vol. 20, Issues. 1, 2023, pp. 36-52.
- Ahmed, Iyanda Kamoru, and Bello Sanusi Dantata. "Problems and Challenges of Policy Implementation for National Development." *Research on Humanities and Social Sciences*, Vol. 6, Issues. 15, 2016.
- Dunn, William N. "Harold Lasswell and the Study of Public Policy." *Oxford Research Encyclopedia of Politics*, Oxford University Press, 2018.
- Effiong, A. N. "Policy Implementation and Its Challenges in Nigeria." *International Journal of Advanced Legal Studies and Governance*, 2023.
- Lasswell, Harold D. "Communications Research and Public Policy." *Public Opinion Quarterly*, Vol. 36, Issues. 3, 1972, pp. 301-310.
- Maiwada, Abdullahi Aliyu. "Advances in Government Policy and Regulatory Communication: Nigeria Customs Service Perspective." *Polit Journal Scientific Journal of Politics*, vol. 5, no. 3, 2025.
- National Orientation Agency. "About the National Orientation Agency." *National Orientation Agency*, Federal Republic of Nigeria, www.noa.gov.ng/about/.
- Obiorah, Chidozie B., and Uzodinma C. Okafor. "Problem of Policy Implementation in Nigeria: A Study of Anambra Integrated Development Strategy (ANIDS)." *Nnamdi Azikiwe Journal of Political Science*, Vol. 5, Issues. 1, 2017, pp. 191-204.
- Paul, Amanda. "Challenges and Strategies for the Implementation of Public Policies by Bureaucrats in the Federal Republic of Nigeria." *International Journal of Intellectual Discourse*, Vol. 7, Issues. 1, 2024, pp. 308-322.
- Rogers, Everett M. *Diffusion of Innovations*. 5th ed., Free Press, 2003.
- UNICEF. "What Is Social and Behaviour Change?" *UNICEF*, 6 May 2025.
- UNICEF. *Communication for Development: Technical Guidance on Behaviour Change Communication*. UNICEF, 2019.