

## **Sustainable Development Goals and Communication Approaches by Select Interventionist Agencies in South-South Nigeria: An Appraisal**

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### **Abstract**

*This study investigated communication approaches used by the interventionist agencies (NDDC and NDBDA) in driving sustainable development goals in South South region of Nigeria. The objectives of the study are to; ascertain the extent to which the Sustainable Development Goals have been achieved in South South Nigeria, identify the communication channels used to facilitate Sustainable Development Goals by the interventionist agencies under investigation. The study anchored on stakeholder theory. It adopted a survey. The population of study was in two streams. The first stream comprised the population of Akwa Ibom, Bayelsa and Rivers State 14,528,026 while second streams comprised 106 staff of NDDC Rivers State, 113 staff of NDDC Akwa Ibom, 102 staff of NDDC Bayelsa State and 480 members staff of NDBDA in Rivers State. The first stream of the sample comprised 12 respondents made up of three staff each of NDDC in Akwa Ibom, Bayelsa, Rivers and also three staff of NDBDA in Rivers State. The questionnaires were accidentally administered to the respondents. Findings of the study revealed that the sustainable development goals that are notably carried out by NDDC and NDBDA in the three states in South South Nigeria include; education, provision of water, sanitation, education, free medical care but of low and moderate extent except education. Findings also revealed that the communication channels used by the NDDC and NDBDA in driving sustainable development goals include; radio, television, social media platforms. The study concluded that the visibility of these goals are blurring such that the communities in the South South Nigeria where these investigations are carried cannot make boast of sustainable development programs. Therefore, the study*

*recommended that. The NDDC and NDBDA should restructure new approaches of communication and human relations that would enhance them achieve the sustainable development goals in South South region of Nigeria. An instance, engaging in audience research to know what the people need per time but not what they want.*

**Keywords:** Sustainable, Development, Communication, Approaches, Interventionist, milestones, Opinions, South South, Nigeria

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## Introduction

Communication is one of the essential aspects of man's life. It is pivotal and of course a live wire that controls human existence. It makes life more palatable and meaningful; a society without communication is a dead society. With this, man understands what happens within his immediate and remote environments and responds absolutely to any situation that is taken place. Without communication there would be no difference between man and other animals. Worthy is the fact that communication makes man as man makes the society. In essence, man communicates verbally and non-verbally to express ideas, symbols, opinions, attitudes, behaviors, religion, values, belief etc for frame of reference. Globally, man's achievement is strongly tied to communication because it is the nucleus of development in every society. The physical products of what we enjoy globally are born out of communication which takes place at various levels. It includes; personal, intrapersonal, interpersonal and impersonal communication. Communication has made life easier, cheaper and comfortable. It includes the spoken word, signals, gestures, pictures, visual displays, print, broadcast, film and other signs and symbols through which human beings use to convey meaning and value to one another. It is so glaring that communication is a crucial element in the matrix of influence which can bring about healthy innovation and a systematic modernization of a society.

The need to address pervasive development problems prompted the emergence and evolution of development communication. It is interesting to understand that there is a marriage between development and communication owing to the fact that communication is the vehicle that drives development to any society. Development communication which is seen as the use of communication to facilitate social development in the society must be considered as sacrosanct and be treated adequately. It refers to the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential as it engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchange to create positive social change via sustainable development.

Sustainable development has become the buzzword in development discourse, having been associated with different definitions, meanings and interpretations. Taken literally, SD would simply mean "development that can be continued either indefinitely or for the given time period (Dernbach, 1998, 2003; Lele, 1991; Stoddart, 2011). Structurally, the concept can be seen as a phrase consisting of two words, "sustainable" and "development." Just as each of the two words

that combine to form the concept of SD, that is, “sustainable” and “development”, has been defined variously from various perspectives, the concept of SD has also been looked at from various angles, leading to a plethora of definitions of the concept. Although definitions abound with respect to SD, the most often cited definition of the concept is the one proposed by the Brundtland Commission Report (Schaefer & Crane, 2005). The Report defines SD as development that meets the needs of the current generation without compromising the ability of future generations to meet their own needs. Acknowledging the pervasiveness of WCED’s definition, Cerin (2006) as well as Abubakar (2017) argues that SD is a core concept within global development policy and agenda. It provides a mechanism through which society can interact with the environment while not risking damaging the resource for the future

It is sacrosanct to bring to bear the concept of Millennium Development Goals (MDGs) and its significance to the people. The main essence of MDGs was to unanimously set the agenda that would change the economic narrative and wellbeing of the people especially in the developing world where leaders of one hundred and eighty nine countries assembled at the United Nations headquarters and signed the historic declaration in which they committed to ascertain a set of eight (8) objectives, starting from eradication of extreme poverty and hunger, universal primary education, gender equality and women empowerment, child mortality, improvement of material health, combating HIV/ AIDS, malaria and other diseases, ensuring environmental sustainability and develop a global partnership for development.

Therefore, this study is hinged on unleashing the impacts of interventionist agencies in accordance with sustainable development goals and it worth investigating.

### **Statement of the Problem**

Interventionist agencies like the NDDC and NDBDA were established to enhance and promote the sustainable growth and development of South South region of Nigeria. Over time, measures have been put in place by the government so as to see how these agencies can function effectively to ensure that people’s wellbeing in South South region is secured. The eradication of extreme poverty and hunger, combating against diseases, universal primary education, improvement of material health care, creation of job opportunities etc were the cardinal reasons of establishing these agencies. As a matter of fact, the goals stated above were in consonance with the sustainable development agenda which would have been a propelling force that would enhance development. For instance, Nigeria boasts of over 21 billion barrels of proven oil reserves. Nigeria is Africa’s largest oil producer and therefore the world’s sixth most vital exporter of petroleum with the majority of its exports getting to us (Nisirimovu, 2000).

It is pertinent to understand that the crude oil which is the backbone of Nigerian’ wealth is extracted from the South South. However, this region where the oil is extracted from is in serious pain and suffering because of environmental degradation and climate change which poses a serious challenge to human health. Agriculture which was a major source of livelihood in the South South of Nigeria before the emergence of oil exploration and exploitation is no longer resourceful because the land has lost its fertility. NDBDA which is saddled with the responsibility of managing the agricultural sector in the region is inconsistent. South South Nigeria that would have been a zone of development has not recorded great developmental

change in terms of education, healthcare and other amenities. With this, Sustainable development agenda that would have been a good template and guidepost to development in South South Nigeria is not taken into cognizance hence, the line of development in the South South region is blurring.

South South region of Nigeria is an epitome of contradictions. While being the richest region in Nigeria, it is the poorest in terms of both human and infrastructural development. However, several government efforts to develop South South region through several intervention agencies in order to expedite action on sustainable development projects particularly on human development, infrastructure and ecological development in the region has not yielded much fruit (Jack-Akhigbe and Okuowa, 2013). This has generated a whole lot of grievances which have been expressed in various ways from peaceful protests to violent agitations, kidnapping and disruption of oil exploitation in the region.

Therefore, this study is to investigate the communication approaches applied in driving sustainable development goals by interventionist agencies like NDDC and NDBDA particularly in South South Nigeria.

### **Objectives of the Study**

This study seeks to design the sustainable development goals with the communication approaches of interventionist agencies in South South Nigeria so as to unveil outcomes while eliciting opinions on milestones. The objectives among others are anchored on the need to:

- i. ascertain the extent to which the Sustainable Development Goals have been achieved in the South South Nigeria by the interventionist agencies under investigation;
- ii. evaluate the discernible milestones of these communication approaches in the light of SDG's actualizations in South South Nigeria;

### **Research Questions**

- i. To what extent have sustainable development goals been achieved in South South Nigeria by the interventionist agencies under investigation?
- ii. identify the communication channels used to facilitate Sustainable Development Goals by the interventionist agencies under study;

### **Theoretical framework**

This study anchored on stakeholder theory

#### **Stakeholder Theory**

The theory that is best suitable in this research is the stakeholder theory. This theory is a theory of managing an organization and business ethics that controls morals and values in an organization, such as those related to corporate social responsibility, market economy, and social contract theory. The founding father of stakeholder theory can be traced to E. Freeman. It was etymologically detailed by Ian Mitroff in his book "Stakeholders of the Organizational Mind",

published in 1983 in San Francisco. R. Edward Freeman had an article on Stakeholder theory in the California Management Review in early 1983, but makes no reference to Mitroff's work, referring the development and growth of the concept to internal discussion in the Stanford Research Institute. Many articles and books written on stakeholder theory conventionally give credence to Freeman as the "father of stakeholder theory. He followed this article with a book Strategic Management: A Stakeholder Approach. This book identifies and models the groups which are stakeholders of a corporation, and both describes and recommends techniques by which management can render due regard for the benefits of those groups.

The stakeholder view of strategy integrates both a resource-based view and a market-based view, and adds a socio-political level. One common version of stakeholder theory seeks to define the specific stakeholders of a company (the normative theory of stakeholder identification) and then examine the conditions under which managers treat these parties as stakeholders (the descriptive theory of stakeholder salience) (Philips, 2003). In discipline like law, management, human resource, stakeholder theory gained in challenging the normal analysis frameworks, by guessing to put stakeholder's needs at the beginning of the action (Harrison, 2010).

### **Understanding Development**

To develop means to grow, become advanced, to become elaborate, stronger and to be complete. Something that develops makes progress, it changes; it could become bigger and more successful.

Development involves gradual advancement and a series of changes that lead to progress (*Webster Dictionary*) in the society. The process of development involves degrees in maturation. Even though development may take place, it might not be noticeable immediately. We notice that children grow and mature but we do not stand by them and see the various parts of their bodies grow. We simply notice the growth. Development involves the application of new ideas to practical problems to produce positive change in the society.

Development has been a matter of concern. At the beginning of the second half of the 20th Century, international agenda began to focus on development and there came up the notion that growth in the economy did not automatically lead to better quality of life for members of the society, that it was important to determine and emphasize specific policies that would direct resources and enable the various strata of the society to develop socially and economically (Israel, 2018). Governments and nongovernmental organizations then began to direct efforts towards societal change. Development indicates the need and the means through which poor countries are helped to attain better living standards. It includes, but is not limited to, economic growth, human development, better health, better nutrition, education and a clean environment. According to Akinfeleye, (2008) national development refers to the process of social change within a society or nation. It involves national integration, elite – mass integration, territorial integration and value integration. We have already indicated that development may not necessarily be immediate; however, it is visible and useful. It involves a change in quality and also creates conditions for that change.

Development is a multifaceted phenomenon that has to do with the positive changes in man's ways of living. Changes must touch the physical environment, and the economic, social, political, intellectual and spiritual lives of the people. Reviewing the concept of the development, Udoakah (1998) generalizes the definition of development point towards the desires for changes that will



affect citizen's welfare positively, and the non-allocation of responsibility for citizen's welfare to nobody but all. Uwaoma & Onu (2017) observe that development conveys the idea of becoming more profitable or more productive or useful.

The concept according to these authors, "shows a state in which things are improving, growing, increasing, advancing, progressing or a steady improvement in quantity, quality or both," (p.220). Asemah (2011) sees development as a continuous process that improves the quality of life and beatifies the living conditions of the people through positive change, spiritual, material and infrastructural transformation. He elucidates that development is ultimately not a matter of technology or gross national product but the attainment of new knowledge and skills, the growth of a new consciousness and the expansion of the human confidence.

### **Sustainability/ Sustainable Development**

Literally, sustainability means a capacity to maintain some entity, outcome or process over time (Basiago, 1999). However, in development literature, most academics, researchers and practitioners (Gray & Milne, 2013; Tjarve, & Zemite, 2016; Mensah & Enu-Kwesi, 2018; Thomas, 2015) apply the concept to connote improving and sustaining a healthy economic, ecological and social system for human development. Stoddart (2011) defines sustainability as the efficient and equitable distribution of resources intra-generationally and inter-generationally with the operation of socio-economic activities within the confines of a finite ecosystem. Ben-Eli (2015), on the other hand, sees sustainability as a dynamic equilibrium in the process of interaction between the population and the carrying capacity of its environment such that the population develops to express its full potential without producing irreversible adverse effects on the carrying capacity of the environment upon which it depends. From this standpoint (Thomas, 2015) continues that sustainability brings into focus human activities and their ability to satisfy human needs and wants without depleting or exhausting the productive resources at their disposal. This, therefore, provokes thoughts on the manner in which people should lead their economic and social lives drawing on the available ecological resources for human development.

## **2 New Media for Development Communication**

McQuail (2011) stresses the new media as the disparate set of communication technologies that share certain features, apart from being new, made possible by digitalization and being widely available for personal use as communication devices. The new media are interactive and integrate computers with multimedia (Stafford & Faber, 2005). They are the mix between older cultural conventions for data representation, access and manipulation and newer conventions of data representation, access and manipulation. The new media imbibe old orientations as regards giving information, education and moulding opinion and also extensively utilize advances in information and communication technology (Manovich, 2012). It is evident that new media are tools capable of shaping myriad forms of political power, freedom, development and social change in both developed and developing nations (Kahn & Keller, 2005; Benkler, 2006; Shinky, 2011; McQuail, 2011; Mudhai, 2013). This assumption, as Shinkafi (2006) observes, echoes the notion of technological determinism. Technological determinism holds the view that a society's technology influences and drives the development of its social structure and cultural values, shaping how individuals in a society think, feel, and act. However, that the new media drive human interaction, create social change and bring about transformative shift in the society is no longer in doubt. What

is, however, of great concern is the kind of transformative change they bring. Although it is common knowledge that access to the internet and digital technology is uneven and intermittent in various developing countries (Hulks, 2003; Fuchs & Horak, 2008).

### **Methodology**

The survey research design was adopted because the variables measured in this study were complex as in addition to other things, the study measured human perception, opinion, attitude, etc. The population of the study was in two streams. The first stream comprised the residents of Akwa Ibom, Bayelsa and Rivers States. According to the 2006 National Population Census, the population of Akwa Ibom State was 2,409,613; the population of Bayelsa State was 1,704,515; the population of Rivers State was 5,198,716. A 16-year projection was made to 2022 to arrive at a more appropriate figure to be used for this study. The appropriation was made with a population growth rate of 3.5 which totalled 14,528,036.

The second stream of population for the study comprised 106 staff of NDDC in Rivers State (as provided by the Personnel Officer), 113 staff of NDDC in Akwa Ibom State (as provided by the Personnel Officer), 102 staff of NDDC in Bayelsa State and 480 members staff of NDDBA in Rivers State (as provided by the Personnel Officer). Hence the population for the second stream was 801. The sample size in this study was in two streams;

For the first stream, the sample size was determined using Raosoft online sample size calculator. The sample size was calculated at a confidence level of 95% and an error margin of 5%. For a population of 14,528,036, the sample size was calculated to be 385. The figure was proportionately distributed among the in three states and the second stream comprised 12 respondents made up of three staff each of NDDC in Akwa Ibom State, Bayelsa State and Rivers State, and also three staff of NDDBA in Rivers State that was purposively selected based on their knowledge of the organization's communication approaches and outcomes.

For the first stream, multistage sampling technique was used. For Akwa Ibom State, in the first stage, the state was divided into three senatorial districts which are: Akwa Ibom North East, Akwa Ibom North West and Akwa Ibom South senatorial districts. The same process was used in other senatorial districts and as well as other States selected in this study. The researcher employed the use of questionnaire as instrument for data collection. The questionnaire consisted mainly of close ended questions so as to ease response to the items and facilitate speedy coding. The other format of questions on the questionnaire followed the template of a Likert Scale. Furthermore, the questionnaires were divided into two which measured the respondents' demographic and psychographic variables as they relate to the study. The researcher administered the questionnaire to the respondents on a face-to-face basis. The completed copies of the questionnaire were collected on the spot after administration. This was to ensure that the total number of copies of questionnaire that were administered were the same as the number retrieved. It also afforded the researcher the opportunity to be present so as to answer any oral questions from respondents and to give guidance within the confines of research ethics where necessary on how the questionnaire were answered and the data was presented and displayed in frequency distribution tables. The data was analyzed using simple percentage and weighted mean score to provide a descriptive guide to matters emanating from the research environment.

## Data Presentation and Analysis

### Extent to which NDDC has embarked on good health and wellbeing (Goal 3)

No.	Category	Frequency	Percentage (100%)
1	High	105	28.5
2	Moderate	185	50.2
3	Low	69	18.7
4	Can't tell	9	2.4
	<b>100</b>	<b>368</b>	<b>100</b>

The data in table showed that the majority of respondents are of the view that NDDC embarks on good health and wellbeing in their area at a moderate extent constituting 50.2%.

### Extent to which NDBDA has embarked on good health and wellbeing (Goal 3)

No.	Category	Frequency	Percentage (100%)
1	High	109	29.6
2	Moderate	185	50.2
3	Low	66	17.9
4	Can't tell	8	2.1
	<b>100</b>	<b>368</b>	<b>100</b>

The data in table showed that the majority of respondents are of the view that NDBDA embarks on good health and wellbeing in their area at a moderate extent constituting 50.2%

### Extent to which NDDC has embarked on provision of clean water and sanitation as in SDG (Goal 6)

No	Category	Frequency	Percentage (100%)
1	High	98	26.6
2	Moderate	105	28.8
3	Low	157	42.6



4	Can't tell	8	2.1
	<b>Total</b>	<b>368</b>	<b>100</b>

The data in table revealed that the majority of respondents are of the view that NDDC embarks on provision of clean water and sanitation in their area at a low extent constituting 42.6%.

**Extent to which NDBDA has embarked on provision of clean water and sanitation (Goal 6)**

No	Category	Frequency	Percentage (100%)
1	High	93	25.2
2	Moderate	105	28.5
3	Low	161	43.1
4	Can't tell	9	2.4
	<b>Total</b>	<b>368</b>	<b>100</b>

The data in table revealed that the majority of respondents are of the view that NDBDA embarks on provision of clean water and sanitation in their area at a low extent constituting 43.1%.

**Extent to which NDDC has embarked on education in your area (Goal 4)**

No	Category	Frequency	Percentage (100%)
1	High	158	42.9
2	Moderate	145	39.4
3	Low	58	15.7
4	Can' tell	7	1.9
	<b>Total</b>	<b>368</b>	<b>100</b>

The data in table explained that the majority of respondents are of the position that NDDC embarks on education in their area at a high extent constituting 42.9% and followed by the moderate extent constituted 39.4% of the respondents

**Extent to which NDBDA has embarked on education in your area (Goal 4)**

No	Category	Frequency	Percentage (100%)
1	High	158	42.9
2	Moderate	145	39.4
3	Low	56	15.2
4	Can' tell	9	2.4
	<b>Total</b>	<b>368</b>	<b>100</b>

The data in table explained that the majority of respondents are of the position that NDBDA embarks on education in their area at a moderate extent constituting 42.9% and followed by the moderate extent constituted 39.4% of the respondents

**Whether respondents have heard messages about NDDC programmes on the radio**

No.	Response	Frequency	Percentage (100%)
1	Yes	156	42.3
2	No	203	55.1
3	Can't tell	9	2.4
	<b>100</b>	<b>368</b>	<b>100</b>

The data in table indicated that the majority of respondents representing 55.1% disagreed that messages about NDDC programs on the radio are not carried out in their area.

**Whether respondents have heard messages about NDBDA programmes on the radio**

No.	Response	Frequency	Percentage (100%)
1	Yes	156	42.3
2	No	203	55.1
3	Can't tell	9	2.4

	<b>100</b>	<b>368</b>	<b>100</b>
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The data in table indicated that the majority of respondents representing 55.1% disagreed that messages about NDBDA programs on the radio are not carried out in their area.

#### Messages about NDDC programmes on the Television

No.	Response	Frequency	Percentage (100%)
1	Yes	153	41.5
2	No	207	56.2
3	Can't tell	8	2.1
	<b>100</b>	<b>368</b>	<b>100</b>

The data in table explained that the majority of respondents representing 56.2% disagreed that messages about NDDC programs on the television are not carried out in their area.

#### Messages about NDBDA programmes on the Television

No.	Response	Frequency	Percentage (100%)
1	Yes	153	41.5
2	No	207	56.2
3	Can't tell	8	2.1
	<b>100</b>	<b>368</b>	<b>100</b>

The data in table explained that the majority of respondents representing 56.2% disagreed that messages about NDBDA programs on the television are not carried out in their area.

#### Messages about NDDC programmes on the social media platforms

No.	Response	Frequency	Percentage (100%)
1	Yes	208	56.5
2	No	151	41
3	Can't tell	9	2.4
	<b>100</b>	<b>368</b>	<b>100</b>

The data in table revealed that the majority of respondents representing 56.5% agreed that messages about NDDC programs on the social media platforms are carried out in their area

#### **Messages about NDBDA programmes on the social media platforms**

No.	Response	Frequency	Percentage (100%)
1	Yes	208	56.5
2	No	151	41
3	Can't tell	9	2.4
	<b>100</b>	<b>368</b>	<b>100</b>

The data in table showed that the majority of respondents representing 56.5% agreed that messages about NDBDA programs on the social media platforms are carried out in their area

#### **Discussion of Findings**

This section discusses the findings of this study in relation to the research questions adopted in the study.

#### **Research Question 1: To what extent have sustainable development goals have been achieved in South South Nigeria by the interventionist agencies under investigation?**

From the data presented above, it is obvious that the NDDC and NDBDA have carried out the sustainable development goals in South South Nigeria but it is also glaring that their achievements on SDGs are unimpressive. The data have clearly shown the numbers of SDGs embarked by these two interventionist agencies in South South Nigeria but the results are not inspiring to the people in the region. It is revealed that SDGs the NDDC and NDBDA embarked on in the region are of low and moderate extent except education which represent both NDDC and NDBDA.

From the data gathered, the NDDC and NDBDA 'visions are closely related with the tenets of the SDGs. The NDDC and NDBDA's alignment with the SDGs should have been a firm force for communities in South South Nigeria to flow in another realm of economic growth and development, how come the growth of South South Nigeria is depreciating instead of appreciating? It could be that the NDDC and NDBDA are not creating good avenues for people's views and opinions to be aired which to a very large extent would have enhance rapid growth among communities in South South Nigeria and this would have been possible using good human relations strategy. It is glaring that there is a deficiency in the communication strategy in NDDC and NDBDA and this call for ineffectiveness in the actualization of SDGs in South South Nigeria. The effective approach of human relations of course, would addressed many abnormalities among the people of South South region of Nigeria hence, human relations by these agencies under investigation are called to question.

This finding is in consonance with Corporate sustainability theory which is an approach aiming to create long-term stakeholder value through the implementation of a business strategy that focuses on the ethical, social, environmental, cultural, and economic dimensions of doing business. The strategies created are intended to foster longevity, transparency and proper employee development within business organizations such as the media organizations. From the clux of this theory, it is obvious that there are strategies that can be adopted to mainstream the NDDC and NDBDA sustainable development goals to the people even to the rural communities but the data in the Table above have shown a contradictory positon which means that the communities in South South region of Nigeria have been sidelined. This sidelining of the communities by the NDDC and NDBDA provides possible explanation why, as Okolo (2014) found, even though the NDDC executed many community development projects in Bayelsa, Akwa Ibom and Rivers States within the 2001-2010 period, the development projects still did not contribute much to resolving the perennial poverty in the three states.

**Research Question 2: What are the communication channels used to facilitate sustainable development goals by the interventionist agencies under study in South South Nigeria?**

The data presented in this regard revealed that the communication channels used by the NDDC and NDBDA in driving sustainable development goals to communities in the region of South South Nigeria are; Radio, Television, Social Media platforms. At this point, it is important to look beyond the media of communication that had been used in communicating sustainable development goals and those that are not use, critically consider the most suitable media channel that can best address a particular sustainable development goals at a particular time because it is not all the communication channels that can be used in achieving all the SDGs in every situation, the choice of the message determines the channel of communication at a particular time. Recall that the achievement of the SDGs in South South region by NDDC and NDBDA are of low and moderate extent which means that the NDDC and NDBDA are ineffective in driving their sustainable development goals. The adverse effect of NDDC and NDBDA of not doing well as shown on the data presented above may occur as a result of the communication channels used in piloting the affairs of the SDGs to the people in South South region of Nigeria. It is worthy of note that the communication channels used in disseminating information to the people in these communities in South South Nigeria are strong determinant of effective/ ineffective message(s). Ndimele (1999:131) observes that:

Problems in communication often arise due to the nature of the message and how it is perceived by the person for whom it is intended. An ideal message is the one that is received as it intended. This can only happen when the sender and the hearer attach the same meaning to the same symbol that is used in the communication process.

Drawing from the postulation above, it is clear that messages can be transmitted haphazardly which will not produce a feedback, the initiator who is the sender should primarily consider the recipient who are the consumers and target of the message before it is disseminated else the homophily will not be achieved. From the data gathered, NDDC and NDBDA are not giving much attention on the messages disseminated to the people in the communities of South South Nigeria in light of SDGs. It could be that their intentions are good but their messages are faulty.

## **Conclusion**

The study affirmed that sustainable development goals was a programme designed by the developed world to alleviate poverty in all part of the world including South South Nigeria which happened to be the backbone of Nigerian's wealth but heavily grappling with the harsh economic realities and confronted with the possibility of becoming the least among all the regions in Nigeria. That the sustainable development goals that was seen as development that meets the needs of current generation without compromising the ability of future generation to meets their own needs using the NDDC and NDBDA in South South Nigeria is ineffective because of inappropriate communication measures that was put in place by those interventionist agencies.

The study established that the outcomes of the sustainable development goals by the NDDC and NDBDA in South South Nigeria is unimpressive because they fail to adopt the right communication approaches/channels in driving the programmes in the region. The study revealed the role of effective communication in organisational success and how essential it would have contributed to the success of SDGs in South South Nigeria. That undermining the essence of effective communication by the NDDC and NDBDA has negatively affected the outcomes and actualization of SDGs in the South South Nigeria.

## **Recommendations**

It is recommended that the agencies should enhance capacities to extend effort to other SDG as it is not good enough. This is borne out of the fact that other SDGs require the notable attention and consideration.

The idea of using a comprehensive media mix by NDDC and NDBDA in the actualization of the SDGs should be sustained. More so, there should be a concerted effort by these agencies to integrate interpersonal interlinks in the media mix. Interpersonal factors will feature the use of opinion leaders as well as social media influencers. This will on its own engender the much needed awareness and attitudinal conditioning which will bring to bear the ideals of SDGs.



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