

Influence of Billboard Advertisements on Audience Awareness of Insecurity Issues in Nigeria: A Study of Edo State Residents



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Abstract

Billboard advertising is one of the oldest and traditional forms of advertising. The unique features of billboard advertisements are that they reach a wide variety of consumers. Billboard advertisements can be used to advertise products and services. This study seeks to investigate the influence of billboard advertisements on Edo residents' awareness of insecurity issues in Nigeria. This study is concerned with the static billboards placed at geographical locations in Edo State and only those who stay in Edo State for about four months and above were the respondents who took part in the research. The study focuses on the audience exposure to billboard advertisements on insecurity in Edo State. The choice of this issue amongst several societal issues was occasioned by the alarming high rate of insecurity in Edo State. The study population stood at 4,777,000. Edo State is politically divided into three senatorial districts; Edo South, Edo Central and Edo North and by tribes are the Benin, the Esan and the Afemai respectively. The sample size of this study stood at 111. This sample is not too large but we agreed that it is fair and the findings obtained from this sample can be generalized. An online questionnaire (Google Form) was shared across Edo State to ensure that the questionnaire gets to people across the three senatorial districts of the state. The findings showed that 28(25.2%) respondents have been exposed to billboard advertisements on insecurity matters in Edo State, while 64(57.7%) respondents said that they have not seen billboards advertisements on insecurity in Edo State and 22(19.8%) respondents declined comment. The data showed that 44(39.6%) respondents rated their awareness of insecurity issues in Edo through billboard advertisements very low and 12(10.8%) respondents rated their awareness low, while 27(24.3%) respondents' rated somewhat

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low. the data showed that 25(22.5%) of the respondents said that their exposure to billboard advertisements on insecurity has helped increased their security consciousness while 21(18.9%) respondents said that their exposure to billboard advertisements has helped them to take some kinds of security precaution and 11(9.9%) respondents' said that their exposure to insecurity information on billboards advertisements have impacted them negatively because they rarely could travel within Edo State. The implication here is that billboard advertisements on insecurity has both positive and negative implications. Since many respondents said that, they were not exposed to billboards advertisements on insecurity and that it has no influence on them, there is a significant relationship between audience exposure to billboards (media) advertisements (contents) and impacts. We therefore recommends that, more billboards advertisements on insecurity should be mounted on strategic locations across Edo State. We also recommend that the language should not be such that will heighten fear but rather creates awareness and direct residents on what to do in event of security treats.

Keywords: influence, billboard advertisements, awareness, insecurity issues, Edo state residents.

Introduction

Billboard advertisements are classified as outdoor advertising. Amongst the outdoor advertising, billboard stands out as the most patronized form of outdoor advertising. Billboard advertising is one of the oldest and traditional forms of advertising. The unique features of billboard advertisements are that they reach a wide variety of consumers. Billboard advertisements can be used to advertise products and services; thus, a billboard advertising is defined as "any word, letter, model, sign, placard, board, notice, device, or presentation, whether illustrated or not, used for the purpose of advertisement announcement or direction" (John-Kamen, 2006, p.77), while Wasserbauer (2023, p.9) sees "billboard advertisements as advertisements placed on boards made of iron frames, wood and the like. Billboard advertising is a billboard, promotional board, media that conveys a message that can reach consumers wherever billboards are placed such as on the street, and in public places". Tyler *et al* (2020, p. 57) equally said that, "billboards present large advertisements to passing pedestrians and drivers. Typically showing witty slogans and distinctive visuals, billboards are highly visible in the top designated market areas".

Billboard advertisements can be used for political advertisements, service advertisements, religious advertisements, entertainment, educational information, promotion of a course, government announcements, and Non-Governmental Organizations' campaigns on several societal issues, such as insecurity. During COVID-19, many organizations used billboards and other media forms to disseminate COVID-19 messages, including safety protocols (Ngonso, 2021). Despite the numerous means of disseminating advertising messages, the billboard has remained one of the leading advertising media. The effectiveness of a billboard is dependent on the location; the busier the location, the better the opportunity for the advertiser. Therefore, it is recommended that billboards are placed in high-traffic areas such as major roads, busy bus stops, and commercial nerve centres of a city or community to ensure ultimate visibility to traffic in motion. Wasserbauer (2023, p.10), states that "boards that contain advertising messages or visualizations are generally placed in the center of the game, major roads or strategic places that are visited by many people who are generally in the

open". The modern cities and even rural communities are marred with several issues including security challenges. Government, non-governmental organizations, and some spirited individual have contributed in some way or the other to effectively bring under control these issues particularly the insecurity-related issues. Sometimes rallies are organized, religious worshipper centres are used, village or town hall meetings are held, social media platforms are used and mainstream media are also used to disseminate security information, but we do not know if billboards are also used to disseminate security information particularly in Edo State in spite of the wider use of billboard to disseminate information to the mass audience and the impacts of such information on Edo residents. This is the reason for the interrogation of the influence of billboard advertisements on Edo state residents' awareness of insecurity issues in Nigeria. For effective interrogation, the following objectives were framed:

- i. to ascertain if Edo residents have sighted billboard on insecurity issues.
- ii. to measure the level of awareness of insecurity issues billboard advertisements have on Edo residents
- iii. to find out the level of understanding of insecurity issues billboard advertisements have impacted on Edo residents, and,
- iv. to ascertain the influence Edo residents exposure to billboard advertisements on insecurity.
- v. to find out the geographical location in Edo State with high concentration of billboard on insecurity
- vi. to ascertain the sponsors of the billboards on insecurity in Edo State.

Literature Review

Billboard Advertising and its impacts in the Society

Billboards are media through which advertisers sell their products, services, philosophies, ideas, and concepts to the public. Billboards are targeted at traffic in motion. Billboards present compulsory information to the mass audience in the sense that, as much as you pass through a place where billboards are, you are bound to see them and consume the information on them directly or indirectly. Today, billboards are found everywhere in and around the cities, semi-urban and in some rural communities. However, the larger sizes of billboards are usually found in the urban centres. Wasserbauer, (2023, p. 9) collaborated the above and averred thus, "size of a billboard can vary depending on the company that provides advertising services. In addition, to support the awareness of potential buyers, billboard advertisements are placed in places that are easily visible, easily accessible and strategic". The price offered on billboard advertisements varies depending on the size of the billboard itself, the duration of the advertisement, taxes and permit fees. This is a global practice. According to Tyler et al (2020, p. 57) billboard sizes can vary greatly depending on location. The typical size is 14 feet high by 48 feet wide. Billboard advertising can be relatively inexpensive depending on the size and location, but the expense must be weighed against the kind of message you want to get across. Billboards are a very quick read, so they shouldn't contain a lot of information.

Ozoh (1998, p.69), asserts that "billboard can be seen at all major points in our towns and cities. They have become an enduring feature of the landscape of most towns in the country. Its potential as advertising medium is enormous".

Billboards advertisement is still very useful in the contemporary Nigerian society and has been utilized by many organizations for information dissemination to the target audience. As Bassey (2021, p.207) writes, “outdoor media outlets such as billboards, moveable vehicles, posters displayed at strategic locations...have been exploited maximally by politicians and their parties in attempt to reach the electorate”. Nworisa et al (2023, p.200), writing on the use of outdoor advertising in political campaign opined that, “outdoor political advertising is an essential aspect of communication strategy designed for political mobilization and participation. It has been used over the years by politicians and their agents and supporters to canvass for votes”. Quoting Amifor (2016), Nworisa et al (2023), said that there is no election in Nigeria that politicians and their parties would not use the billboards. This underscore the importance of billboard advertisements in the political life of Nigeria. Similarly, Nwachukwu and Usua (2022), in their study of billboard in the 2019 presidential election in Port Harcourt found that, billboards advertisements were used and Port Harcourt voters were significantly exposed to them but were not significantly persuaded to vote presidential candidates presented by the parties during the elections. Elections in Nigeria particularly the presidential elections are usually the focus of the Nigerian electorate and for this reason politicians invest so much in their campaigns including large-sized billboards to drive the campaign messages home, as Ekhareafu and Ngonso (2013) stated “political campaign uses persuasive communication to convince the target to key into the ideas embedded in the message”. Billboards advertisements hold this benefits to the advertisers, Tyler et al (2020) captures it a bit differently thus, “billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it”.

In Edo State, a south-southern state of Nigeria, insecurity has gotten to the crescendo and there is need for deployment of all strategies to curb the situation. Recently, a terrible security situation was recorded in the State. Precisely on March 27, 2025, a group of Northern travelers suspected to be Fulani herdsmen were lynched in Uromi. (*Thisday* newspaper). Many Edo residents have also attributed the Uromi incident and many others to the suspension of the state government-owned vigilante services in the state by Inspector General of Police, Mr. Kayode Egbetokun, shortly before the September 21, 2024 governorship election. There have been calls on the state Governor, Monday Okpebholo, to restore it in view of the deteriorating insecurity in the state. There have been several complaints from the local farmers in Edo State, since 2024, alleging that herdsmen and kidnappers have taken over their bushes, unleashing mayhem and agonies on them (*Thisday* newspaper).

Uwagbale (2025) reacted to the high rate of insecurity in Edo State, thus:

The principal purpose of any government, whether at the national or State level, is to secure and protect the lives and properties of its citizens. Since December 2024, Edo State has been seemingly grappling with a resurgence of crime and insecurity and this has left many residents wondering how the State, which was repositioned as one of Nigeria's safest places to live and do business during the Godwin Obaseki-led administration has now become so unsafe.

Yakubu (2025), seems to differ slightly with Uwagbale (2025), as the former who writes for the *Punch* newspaper states, “the House of Representatives on Tuesday

commended Edo State Governor, Senator Monday Okpebholo, for the establishment of a Joint Security Taskforce to tackle the worsening insecurity in the state. Yakubu who defended the present Governor, Senator Monday Okpebholo, while reporting on the National Assembly also admitted that there is rate of crime and insecurity in the state and averred thus:

"We are deeply saddened by the recent increase in the number of victims, including Mr Sylvester and his mother, Mr Kingsley Okoboh, Mr Odion Onobhoebhin, Mr Akhere, Mrs Magaret Akpa, Mr Monday Ikah, Mr Eboh, Mr Ehiabhili (the Chairman of the Tipper Drivers' Association), Madam Sokoto, Miss Peace, Mr Eze, Seminarian Ephraim Akhere, Mr Victor and his wife, Mrs Samuel Inegbenebor,

Similarly, on the issue of insecurity in Edo State, the Director of Communication of the Catholic Diocese of Auchi in Edo State, Rev. Fr. Peter Egielewa, has stated thus:

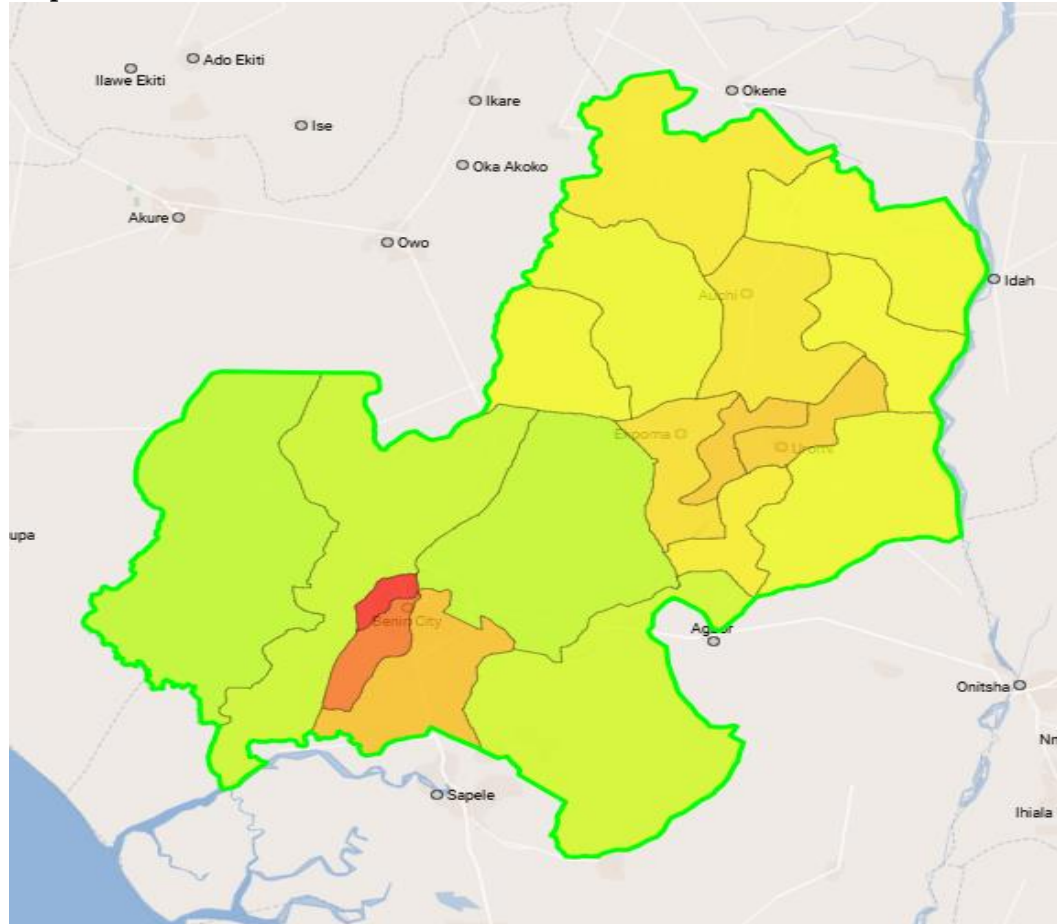
The Catholic Diocese of Auchi in Edo State has suffered greatly as a result of insecurity in Edo State which has had impact on her priests and parishioners in the different parishes of Edo North Senatorial District. For example, a catholic priest, Rev. Fr. Christopher Odi, was killed in June 2022, a seminarian Andrew Peter was murdered in March 2025. Our Parishes, our schools, our convents have been attacked severally. Only recently, our minor seminary at Ivhianokpodi (Agenebode) Etsako East Local Government Area was attacked thrice in quick succession, in October 2024, April 2025 and then in July 2025, resulting in the kidnap of the Rector, Rev. Fr. Thomas Oyode and three seminarians. As I speak to you in September 2025, two of the seminarians kidnapped on the 10th of July 2025 are still with their abductors, over 60 days after their kidnap. These are just a few of the so many cases of kidnappings around Edo North senatorial district. We see it, we feel it, we experience it. We hope the Governments both at the State and Federal levels will do more to secure our people because this is one of worst times to be living in Edo North Senatorial District of Edo State.

Uwagbale (2025), writing for *Thisday* newspaper, also states that Edo State is located in a strategic and unique geographical sphere in Nigeria that requires a multi-faceted approach that addresses immediate threats, strengthens institutions, and tackles root causes of crime and insecurity.

Taking a cue from Uwagbale's assertions that Edo State requires a multi-faceted approach that addresses immediate threats, strengthens institutions, and tackles root causes of crime and insecurity, the use of billboards advertisements to educate, and inform the public about insecurity and the need to support government efforts at fighting crimes and insecurity, therefore, becomes pertinent. Billboards are unique because everybody sees them and could also see any information on them. Billboards are also affordable and effective, so, multi-national corporations, small, medium scale organizations, non-governmental organizations and the government can actually afford billboards for the announcement of security issues in the state. Billboards are static and can be seen anytime, this is one of the numerous reasons why billboards are placed in high traffic zones for visibility to drivers and pedestrians. Billboards advertisements can easily create awareness of products, services and issues advertised. Billboards messages

are usually short, giving room for creative expression, clarity and simplicity, visual appeal with the use of colours and logos leading to eye-catching designs -a trick that captures the audience's attention quickly. The Billboard is all-locations-possible; a philosophy that allows billboards to be mounted both in the urban and the rural areas. These are some of the advantages of billboards that can be leveraged on to sensitize the public on security matters in Edo State.

Map of Edo State



Source: https://citypopulation.de/en/nigeria/admin/NGA012_edo/

Methodology

This study is concerned with the static billboards placed at geographical locations in Edo State and only those who stay in Edo State for about four months and above were the respondents who took part in the research. The study focuses on the audience exposure to billboard advertisements on insecurity in Edo State. The choice of this issue amongst several societal issues was occasioned by the alarming high rate of insecurity in Edo State. The study population stood at 4,777,000 spread across a land mass measuring 19,559Km². Edo State is politically divided into three senatorial districts; Edo South, Edo Central and Edo North and by tribes are the Benin, the Esan and the Afemai. The sample size of this study stood at 111. This sample is not too large but we agreed that it is fair

and the findings obtained from this sample can be generalized. An online questionnaire (Google Form) was shared across Edo State to ensure that the questionnaire gets to people across the three senatorial districts of the state. The data were analyzed based on the stated objectives.

Data Presentation and Analysis

Gender

111 responses

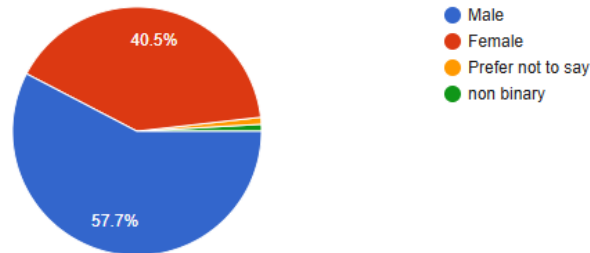
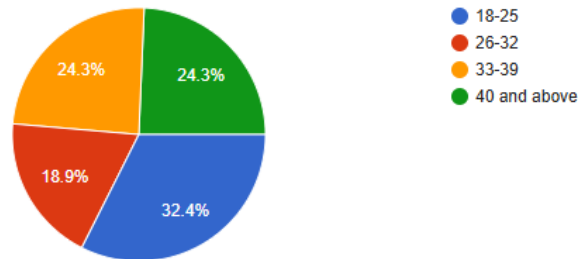


Figure 1 above presents the data on the distribution of respondents' gender. The data indicate that 98.2% of the respondents identified their gender, of which 45(40.5) % were identified as female respondents, while 64 (57.7%) were male respondents.

Age

111 responses



The figure 2 above contains the data bordering on the age distribution of the respondents. The data showed that 18-25 age bracket participated in the survey more than other age brackets. This group made up of 36 (32.4%) of the respondents. 20 (18.9%) of the respondents were of the age bracket of 26-32 and 27(24.4%) were of the age range of 33-39% while 27(24.3%) of the respondents were 40 years and above. This result also reflect that young people are more exposed to online materials since majority are within the age range of 18-25. These findings collaborate with findings of other researchers (Ngonso, 2019b; Ngonso, 2019b; Ngonso & Chukwu, 2022, Ngonso *et.al*, 2024)

Religion

111 responses

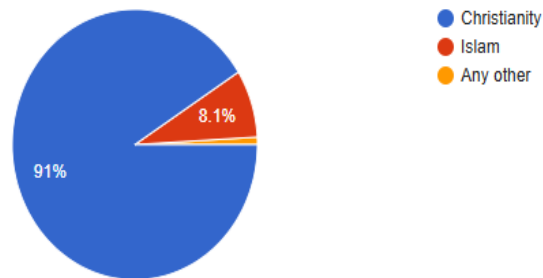


Figure 3 above presents the respondents' religious affiliations. The data showed that respondents were majorly Christians. 101(91%) of the respondents were Christians while 9(8.1%) were Muslims.

Have you sighted any billboard in Edo State, with a message on Insecurity?

[Copy c](#)

111 responses

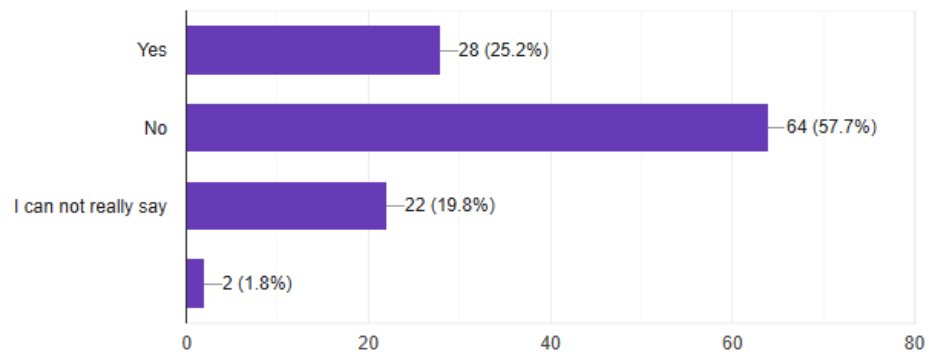


Figure 4 above deals with the thematic considerations of the research, the figure showed the respondents' views about their exposure to billboards that carry advertisements on insecurity issues in Edo State. The findings here revealed that 28(25.2%) respondents have been exposed to billboard advertisements on insecurity matters in Edo State, while 64(57.7%) respondents said that they have not seen billboards advertisements on insecurity in Edo State and 22(19.8%) respondents declined comment. The result can be interpreted to mean that, billboards advertisements on insecurity are not widespread across Edo State.

Does the message on the billboard shape your understanding of security issues in Edo State, Nigeria

111 responses

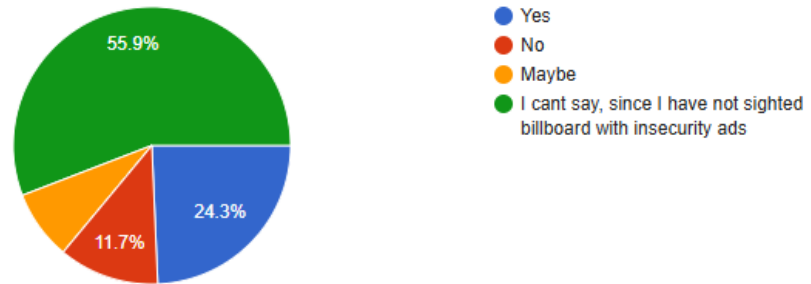


Figure 5 above shows the respondents' views on the influence of billboard advertisements. The data showed that 62(55.9%) respondents have no understanding of security issues since they have not been exposed to any billboard advertisements in Edo State. Meanwhile, 27(24.3%) respondents said that they have an understanding of security issues in Edo State through billboard advertisements and 13(11.7%) respondents said that though they have been exposed to billboard advertisements, but such has not increase or improve their understanding of security issues in Edo State.

Rate your level of awareness of insecurity issues in Edo State that billboard ads have contributed

1 is very low; 2 is low; 3-Somewhat; 4 is high; 5 is very high

111 responses

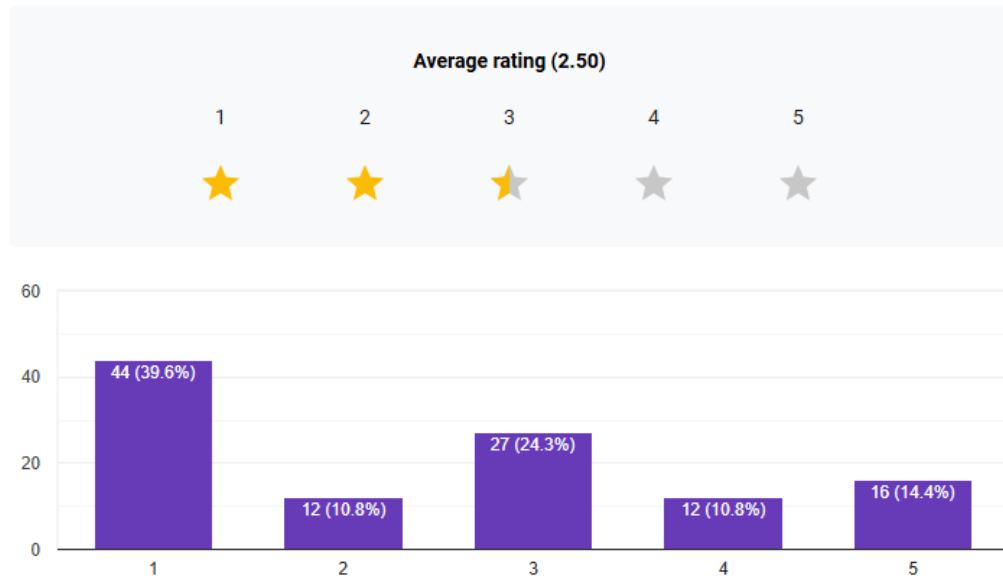


Figure 6 above measures the respondents' level of awareness of security issues in Edo State from exposure to billboard advertisements on insecurity issues in Edo State. The data presented above showed that the awareness of security issues in Edo State via

billboard is low. This result on this figure also tallies with the result on figure five which showed that many respondents have not seen billboard advertisements on security matters in Edo State. Specifically, the data showed that 44(39.6%) respondents rated their awareness very low and 12(10.8%) respondents rated their awareness low, while 27(24.3%) respondents' rated somewhat low.

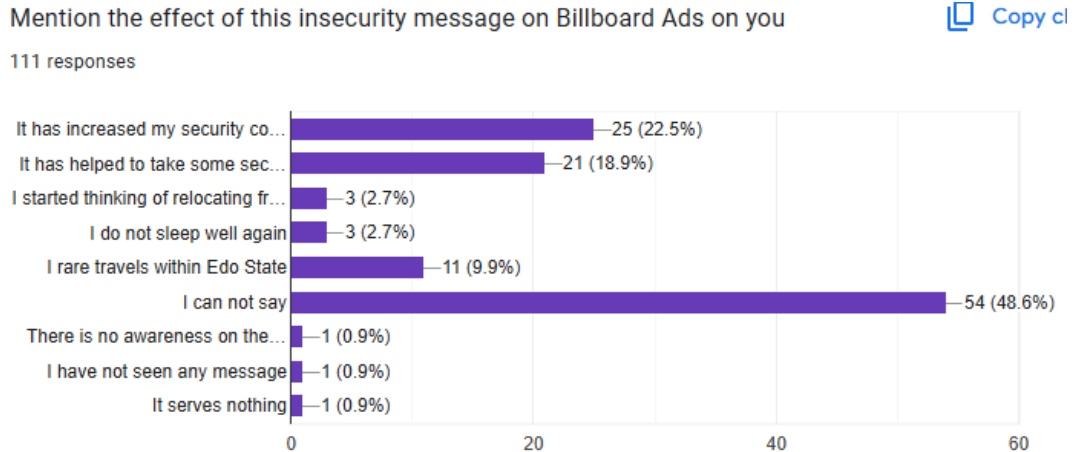


Figure seven above showed data collected on the effects of billboard advertisements on security issues. The data showed that 54(48.6%) respondents were unable to ascertain the effects on them. This result also collaborate with result shown in figure five and six which earlier indicated decline in the understanding and awareness of security issues in Edo State by the respondents. Specifically, the data showed that 25(22.5%) of the respondents said that their exposure to billboard advertisements on insecurity has helped increased their security consciousness while 21(18.9%) respondents said that their exposure to billboard advertisements has helped them to take some kinds of security precaution and 11(9.9%) respondents' said that their exposure to insecurity information on billboards advertisements have impacted them negatively because they rarely could travel within Edo State. The implication here is that billboard advertisements on insecurity has both positive and negative implications.

Which part of Edo State, do you normally come across billboard with insecurity information



111 responses

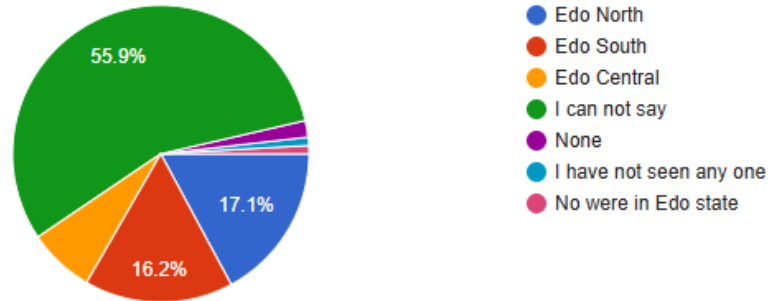


Figure eight contains data on the geographical locations of billboards advertisements on insecurity in Edo State. The data showed that 62(55.9%) respondents could not comment on the exact location where they do come across billboards on insecurity in Edo State. 19(17.1%) respondents' prefer to say that Edo North, while 18(16.2%) of the respondents said that they do come across billboards advertisements in Edo South and 12(10.8%) respondents said Edo Central. A total of 49(44.1%) shared their views on the locations of billboards advertisements in Edo State. This also indicates that billboards advertisements are found in the three senatorial districts in Edo State in as much as they are scanty.

Which organization or institution do you think sponsors billboard on insecurity awareness more?



111 responses

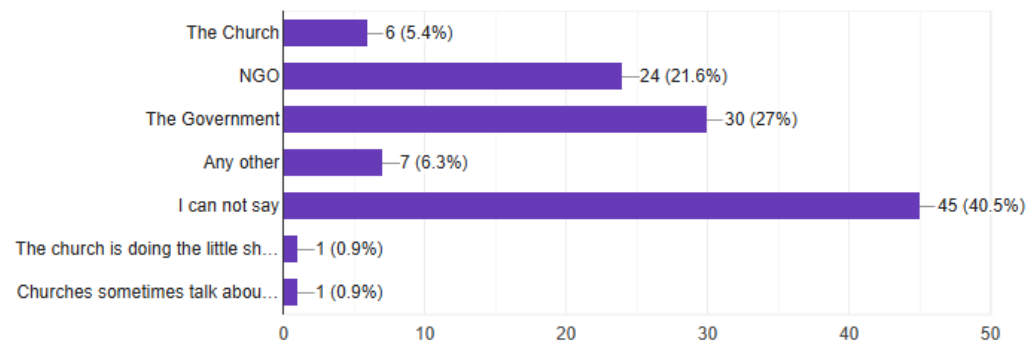


Figure nine above indicates the sponsors of billboards on insecurity in Edo State. The findings showed that Government had the highest number of billboards on insecurity, 30(27%) respondents said and followed by NGO, 24(21.6%) respondents said and Church with 6(5.4)respondents affirmed this. The implication is that government is more

interested in tackling insecurity in Edo State than individuals or Non-Governmental Organizations

Discussion of Findings

The findings of this study were discussed in line with the stated objectives.

1. To ascertain if Edo residents have sighted billboard on insecurity issues.
The data presented in Figure 4 above showed the respondents' views about their exposure to billboards that carry advertisements on insecurity issues in Edo State. The findings here revealed that 28(25.2%) respondents have been exposed to billboard advertisements on insecurity matters in Edo State, while 64(57.7%) respondents said that they have not seen billboards advertisements on insecurity in Edo State and 22(19.8%) respondents declined comment. The result can be interpreted to mean that, billboards advertisements on insecurity are not widespread across Edo State, hence many residents of Edo State have not sighted billboards advertisements on insecurity.
2. To measure the level of awareness of insecurity issues billboard advertisements have on Edo residents
The data presented in Figure 6 above measures the respondents' level of awareness of insecurity issues in Edo State from their exposure to billboard advertisements. The data showed that the awareness of insecurity issues in Edo State via billboard is low. This result on figure six also tallies with the result on figure five which showed that many respondents have not seen billboard advertisements on security matters in Edo State. Specifically, the data showed that 44(39.6%) respondents rated their awareness very low and 12(10.8%) respondents rated their awareness low, while 27(24.3%) respondents' rated somewhat low.
3. To find out the level of understanding of insecurity issues billboard advertisements have impacted on Edo residents
The finding presented in Figure 5 above shows the respondents' views on the influence of billboard advertisements. The data showed that 62(55.9%) respondents have no understanding of security issues since they have not been exposed to any billboard advertisements in Edo State. Meanwhile, 27(24.3%) respondents said that they have an understanding of security issues in Edo State through billboard advertisements and 13(11.7%) respondents said that though they have been exposed to billboard advertisements, but such have not increased or improved their understanding of security issues in Edo State.
4. To ascertain the influence Edo residents exposure to billboard advertisements on insecurity.
The finding presented in Figure 5 above shows the respondents' views on the influence of billboard advertisements. The data showed that 62(55.9%) respondents have no understanding of security issues since they have not been exposed to any billboard advertisements in Edo State. Meanwhile, 27(24.3%) respondents said that they have an understanding of security issues in Edo State through billboard advertisements and 13(11.7%) respondents said that though they have been exposed to billboard advertisements, but such have not increased or improved their understanding of security issues in Edo State. From figure seven above the data showed that 54(48.6%) respondents were unable to ascertain the effects on them. This result also collaborate with result shown in figure five and six which earlier

indicated a decline in the understanding and awareness of security issues in Edo State by the respondents. We can, therefore, ascertain that, a high level of exposure is a function of availability, and that the higher one is exposed to media contents the tendency for more impacts. Hence, there is a significant relationship between audience exposure to billboards contents (media) and impacts.

5. To find out the geographical location in Edo State with high concentration of billboard on insecurity

The data in figure eight showed the geographical locations of billboards advertisements on insecurity in Edo State. The data showed that 62(55.9%) respondents could not comment on the exact location where they do come across billboards on insecurity in Edo State. 19(17.1%) respondents' voted for Edo North, while 18(16.2%) of the respondents said that they do come across billboards advertisements in Edo South and 12(10.8%) respondents said Edo Central. A total of 49(44.1%) shared their views on the locations of billboards advertisements in Edo State. This also indicates that billboards advertisements are found in the three senatorial districts in Edo State in as much as they are scanty.

6. To ascertain the sponsors of the billboards on insecurity in Edo State.

Figure nine above indicates the sponsors of billboards on insecurity in Edo State. The findings showed that Government had the highest number of billboards on insecurity, 30(27%) respondents said and followed by NGO, 24(21.6%) respondents and 6(5.4%) respondents affirmed that they emanated from the Church. The implication is that government is more interested in tackling insecurity in Edo State than individuals or Non-Governmental Organizations

Conclusion and recommendations

This study seeks to investigate the influence of billboard advertisements on audience awareness of insecurity issues in Nigeria: A Study of Edo State Residents. This study is concerned with the static billboards placed at geographical locations in Edo State and only those who stay in Edo State for about four months and above were the respondents who took part in the research. The study focuses on the audience exposure to billboard advertisements on insecurity in Edo State. The choice of this issue amongst several societal issues was occasioned by the alarming high rate of insecurity in Edo State. An online questionnaire (Google Form) was shared across Edo State to ensure that the questionnaire gets to people across the three senatorial districts of the state. The data were analyzed based on the following objectives:

- i. to ascertain if Edo residents have sighted billboard on insecurity issues.
- ii. to measure the level of awareness of insecurity issues billboard advertisements have on Edo residents
- iii. to find out the level of understanding of insecurity issues billboard advertisements have impacted on Edo residents and
- iv. to ascertain the influence Edo residents exposure to billboard advertisements on insecurity.
- v. to find out the geographical location in Edo State with high concentration of billboard on insecurity
- vi. to ascertain the sponsors of the billboards on insecurity in Edo State.

The findings of the showed that 28(25.2%) respondents have been exposed to billboard advertisements on insecurity matters in Edo State, while 64(57.7%) respondents said that they have not seen billboards advertisements on insecurity in Edo State and 22(19.8%) respondents declined comment. The data showed that 44(39.6%) respondents rated their awareness of insecurity issues in Edo through billboard advertisements very low and 12(10.8%) respondents rated their awareness low, while 27(24.3%) respondents' rated it somewhat low. The data showed that 25(22.5%) of the respondents said that their exposure to billboard advertisements on insecurity has helped increased their security consciousness while 21(18.9%) respondents said that their exposure to billboard advertisements has helped them to take some kinds of security precaution and 11(9.9%) respondents' said that their exposure to insecurity information on billboards advertisements have impacted them negatively because they rarely could travel within Edo State. The implication here is that billboard advertisements on insecurity have both positive and negative implications. However, the data had shown that many respondents were not exposed to billboards advertisements on insecurity issues in Edo State as a result of insufficient number of billboards across the state, hence they were not influenced by the billboard advertisements.

We, therefore, conclude that a high level of exposure to billboards advertisements is a function of availability of such advertisements, and that the higher one is exposed to media contents the tendency for more impacts. Hence, there is a significant relationship between audience exposure to billboards (media) advertisements (contents) and impacts. We, therefore, recommends that, more billboards advertisements on insecurity should be mounted on strategic locations across Edo State. We also recommend that the language should not be such that will heighten fear but rather creates awareness and direct residents on what to do in the event of security threats.

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