



UNIVERSITY OF NAIROBI
SCHOOL OF JOURNALISM AND MASS COMMUNICATION
M.A IN COMMUNICATION STUDIES

**THE EFFECTIVENESS OF EGESA FM IN THE UPTAKE OF FAMILY
PLANNING BY WOMEN IN KISII COUNTY: AN OVERVIEW**

BY
OCHOMBA N. WARIOBA
K50/70231/2013

**A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF MASTER OF ARTS DEGREE IN COMMUNICATION
STUDIES AT THE SCHOOL OF JOURNALISM, UNIVERSITY OF NAIROBI**

NOVEMBER, 2015

DECLARATION

This thesis is my original work and has not been submitted for the award of a degree in any other University.

Signature..... Date.....

OchombaN.Warioba

K50/70231/2013

This thesis has been submitted for the award of a Masters Degree in Communication Studies to the University of Nairobi with my approval as the University Supervisor.

Signature..... Date.....

Dr. J. Oranga

Lecturer

School of Journalism and Mass Communication

University of Nairobi

ACKNOWLEDGMENT

My first thanks go to Almighty God for giving me strength, wisdom and the right people to guide and support me. This project will not have been completed without contributions from people whom I hold special in my life, my father Andrew and mother Seraphine. My special thanks go to my supervisor, Dr. J.Oranga for his advice, time, patience and support during this course of my study. His expert counsel, cooperation and tireless encouragement have made me complete this thesis.

LIST OF TABLES

Table 1.1: Kenya National Bureau of statistics census results	4
Table 3.1: Target Population.....	34
Table 4.1: Respondents per Subcounty.....	37
Table 4.2: Distribution of Respondents by Marital Status.....	39
Table 4.3: Distribution of Respondents by Education Level.....	40
Table 4.4: Family Planning Themes	45

LIST OF FIGURES

Figure 2.1: Family Planning Adoption Process	25
Figure 4.1: Distribution of Respondents by Age	38
Figure 4.2: Distribution by Listenership	42
Figure 4.3: Station they heard about FP	43
Figure 4.4: Application of Family Planning Messages	46

ABSTRACT

In this study, the researcher's objective was to establish the effectiveness of Egesa FM in uptake of family planning in Kisii County. The researcher sought to establish which programmes aired by Egesa FM are geared towards promoting family planning in Kisii County and also determine the impact of the messages in promoting family planning in Kisii County. The background of the study highlights the history of family planning in Kenya. It details cases where media has been successful in promoting family planning I.e. Jamaica, Egypt, Rwanda, Malawi etc. It also discusses use of media in social change and narrows to use of radio as a tool in promoting family planning campaigns. The problem statement in the study argues that despite the highest accessibility to media and radio in particular at 75% among the Kisii people, reproduction rates are high. The study was guided by the two step flow theory, Cognitive Dissonance theory and the Uses and Gratifications theory. The uses and gratification theory explains how the Kisii women of reproductive age choose and consume media programs based on their individual needs that they seek to gratify. The Cognitive Dissonance explains how Kisii women upon receiving family planning messages, make decisions to adopt or reject the messages. The study was conducted among reproductive age women (15-49 years) of Kisii County. The target population was convenient in terms of accessibility to citizens of different levels of income representing diverse population across the four sub counties of Kisii County. The County was ranked seventh among the highly populated counties in Kenya. The study used quantitative methods to collect data from the women of Kisii County.

TABLE OF CONTENT

DECLARATION	ii
ACKNOWLEDGMENT	iii
LIST OF TABLES	iv
LIST OF FIGURES	v
ABSTRACT	vi
TABLE OF CONTENT	vii
DEFINITION OF OPERATIONAL TERMS	x
LIST OF ACRONYMS AND ABBREVIATIONS	xii
CHAPTER ONE:THE EFFECTIVENESS OF EGESA FM IN THE UPTAKE OF FAMILY PLANNING BY WOMEN IN KISII COUNTY	1
1.1 Introduction.....	1
1.2 Background of the Study	1
1.3 Statement of the Problem.....	3
1.4 Objectives of the Study	6
1.4.1 General Objective	6
1.4.2 Specific Objectives	6
1.5 Research Questions.....	6
1.6 Justification of the Study	6
1.7 The Scope and Limitation of the Study	8
CHAPTER TWO:LITERATURE REVIEW AND THEORETICAL FRAMEWORK	10
2.1 Introduction.....	10
2.2 The Best Practices for Use of Vernacular Radio in Social Change	10
2.3 Effects of Media on Social Change	11
2.3.1 The Role of the Media in Use of Family Planning	13
2.3.2 How the Media Promotes Family Planning.....	16
2.4 Profile of Egessa FM & Strategy for Reaching out Rural Areas	17
2.5 The Government’s Intervention in Promotion of Family Planning	18
2.6 Review of Family Planning Campaigns since Inception	21
2.7 Research Gaps.....	22

2.8 Conceptual Framework.....	22
2.8.1 Adoption Process	23
2.9 Theoretical Framework.....	25
2.9.1 Overview of Development Communication Theories	26
2.9.2 Uses and Gratifications Theory	27
2.9.3 Two-step Flow Theory.....	30
2.9.4 Cognitive Dissonance Theory.....	30
2.10 Chapter Summary	32
CHAPTER THREE: METHODOLOGY	33
3.1 Introduction.....	33
3.2 Research Design.....	33
3.3 Site Selection & Target Population.....	33
3.4 Data Sources and Data Collection Methods	34
3.5 Sample Design and Sampling Procedure	34
3.6 Data Collection Instrument	35
3.7 Data Analysis and Presentation	35
3.8 Testing Validity and Reliability of the Data Collecting Instruments	35
CHAPTER FOUR: PRESENTATION AND ANALYSIS OF FINDINGS.....	37
4.1 Introduction.....	37
4.2 Distribution of Respondents	37
4.3 The Knowledge of Family Planning Programs Aired by Egesa FM	41
4.4 The Radio Station which the Women Like Listening To	41
4.5 The Radio Station with Family Planning Programs	43
4.6 The Family Planning Programs Aired by Egesa FM	44
4.7 The Impact of Egesa FM in the Uptake of Family Planning	46
4.8 Chapter's Summary of Findings	47
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS ...	49
5.1 Introduction.....	49
5.2 Key Findings.....	49
5.2.1 Views on Family Planning Programs Aired by Egesa FM	49

5.2.2 Views by the Women on the Roles Played by Egesa FM on Family Planning Programs	49
5.2.3 Views on the Impact of Family Planning Programs	50
5.2.4 The Effectiveness of Family Planning Programs.....	50
5.3 Recommendations.....	51
5.3.1 Involvement of the Locals in Program Development	51
5.3.2 Conduct a Needs Analysis Research.....	51
5.3.3 Collaboration with Other Stakeholders.....	51
5.3.4 Enact and Enforce Laws on Family Planning Advertisements.....	52
5.3.5 Developing Edutainment Programs for Campaigns	52
5.3.6 Demystify Myths and Misperceptions on Family Planning	52
5.4 Recommendations for Further Research.....	53
5.5 Contribution of the Study to Theory	53
5.6 Contribution of the Study to Literature.....	54
5.7 Conclusion	54
REFERENCES.....	56
APPENDIX 1: QUESTIONNAIRE.....	59

DEFINITION OF OPERATIONAL TERMS

Family Planning

For the purpose of this study, family planning refers to the planning of when to have children and the intervals between their births by means of artificial contraception.

Behaviour

It is the implementation on personal or group levels the demand recommended and suggestions of the Egesa FM family planning messages on expected behavior.

Efficacy

It is the capacity for beneficial change of the family planning messages aired by Egesa FM

Community

This is a group of individuals that interact within their immediate surroundings.

Radio

Electronic equipment used for listening to radio broadcasts.

Vernacular Radio

This is a radio that broadcasts in local language.

Reproductive Health

This is the physical, mental and social well-being in matters relating to reproductive system at all stages in life.

Unmet Need

This refers to women who are fecund and sexually active but are not using any method of contraception, and report not wanting any more children or wanting to delay the birth of their next child (WHO 2013).

Family Planning

The World Health Organization defines family planning as a voluntary planning and action to prevent, delay and achieve pregnancies.

Contraceptives

This is a drug or device that is used to prevent unwanted or planned pregnancy.

Community Radio

This is radio broadcasting with the objective of serving the cause of the community in the service area by involving members of the community in the broadcast of their programs.

Life Expectancy

The remaining number of years an individual is expected to live.

Infant Mortality

This is the death of a child less than one year of age.

Fertility Rate

This is the average number of children that would be born to a woman over her lifetime.

Population Growth

This is the increase in the number of individuals in a population.

Population Density

This is a measurement of population per unit area or unit volume.

LIST OF ACRONYMS AND ABBREVIATIONS

CBD	:	Community Based Distributor
CYP	:	Couple-Years of Protection
DHS	:	Demographics and Health Survey
FP	:	Family Planning
FP/RH	:	RH Family Planning and Reproductive Health
FPP	:	Family Planning Policy
FPAK	:	Family Planning Association of Kenya
FPSP	:	Family Planning Service Project
GOK	:	Government of Kenya
IEC	:	Information Communication Education
KDHS	:	Kenya Demographics and Health Survey
KNBS	:	Kenya National Bureau of Statistics
MDGs	:	Millennium Development Goals
NCPD	:	National Council for Population and Development
PPFP	:	Postpartum Family Planning
PSI	:	Population Services International
TFR	:	Total Fertility Rate
UNFPA:		United Nation Population Fund.
WHO	:	World health organization
DTR	:	Development through Radio

CHAPTER ONE
THE EFFECTIVENESS OF EGESA FM IN THE UPTAKE OF FAMILY
PLANNING BY WOMEN IN KISII COUNTY

1.1 Introduction

This chapter contains background information, statement of the problem and objective of the study. It also contains research questions. Lastly, it highlights the significance of the study followed by scope and limitation of the study.

1.2 Background of the Study

Dr. Julius Nyerere, the former president of Tanzania once said “while others try to reach the moon, we try to reach the villages.” In line with Dr. Nyerere, the best place to begin initiating change is in the villages in the rural areas where human resources are unproductive, or rather there is low awareness and lack of knowledge and skills required to exploit the environment leading to low per capita income.

Kenya faces a myriad of challenges due to rapid population growth that is attributed to unplanned families. The situation is dire in the rural areas where family planning resources are lacking. Early marriage and child bearing is one of the factors that have led to the rapid population growth. Among women aged 20-24, one out of four is married by age 18 and one out of four gives birth by age 18. In this same age bracket, women in rural areas are twice likely to be married by age 18 as women in urban areas, increasing the likelihood of childbearing at a young age. Worse still Poor and uneducated women in the rural areas have the youngest median age at birth.

Alongside health implications, rapid population growth impacts on development due to increasing demands on the economy, social services and natural resources. According to the Kenya government, there are not enough employment opportunities for the growing number of young people. As the population expands and becomes increasingly dense, the amount of arable land per capita available to rural farmers and their children is shrinking. Over 70 percent of the population lives in the rural areas, but two out of three farmers do not believe their land is sufficient for their children to stay and live.

Kenya's programs on contraceptive use enacted nationwide in 1968 aimed to decrease fertility rate in order to control population growth. To reach this goal, the programs which were disseminated through the media educated citizens about population growth issues, exalted the benefits of smaller families and provided information about accessing and using contraceptive techniques (NCPD, 1982). As one of the first countries in Africa to develop a population policy and establish family programs as means to reducing population growth rate, Kenya has been well placed to initiate a fertility transition through government –led actions and the media (Ian et. al. 2009) .

In the 1980s and 1990s, Kenya achieved a rapid fertility decline because of the commitment of the government and the informative role of the media messages. Indeed when the results in the 1993 Demographic Health Survey (DHS) were released, Kenya's success in achieving a phenomenal decline in fertility was lauded globally and many observers felt that social norms in favor of small families through the media had increased the use of contraception (Crichton, 2008). The programs used a variety of information dispersal techniques including placing advertisement and announcements in the mass media (Behrman et. al. 2002).

The application of mass media to influence fertility is an extension of the basic idea that the media can both inform and motivate people about complex subjects such as reproductive means and goals (McGuire, 1986) .Communication efforts have become increasingly wide spread in third world countries in reducing fertility. In 1986, the coverage by radio alone listed 250 citations describing these efforts (Gillury, 1986). In Iran, a media campaign to increase contraceptive awareness and practice showed large increases in the number of both pills and condom users. In Egypt, a large-scale before and after experimental design was implemented to evaluate a mass communication effort to promote family planning that also showed positive results , controlling for many of the variables that might jointly influence both awareness and use (Lieberman, 1973).

According to Turow (2009), the media plays a crucial role in social change; it directs people's attention towards the codes of acceptable behavior within society. It also gives people ideas about subjects that are acceptable.

According to Moemeka(1981), the media especially radio can not only reach people and areas otherwise inaccessible but also serve as a direct instrument of education. He argues they are agents of social change because they help in the country's transition to new practices which to him in turn lead to change in attitudes, beliefs and skills, without which there can be no substantial community development.

To resonate with the thoughts of MacDonald, the Family Health International (FHI) AIDCAP/FHI Experience (1997) gives a five step communication model for an effective behavior change campaign. They are awareness of the problem, gathering of the knowledge and skills by target audience, motivation to take action, preparation for trial of new behavior and sustenance of the new behavior.

In the above steps, the media plays a pivotal role. Its main role is in the Agenda setting where the media create awareness by sustaining public interest topic for long in the public forum. Sustaining such a topical issue for long normally gives the topic salience leading to extensive discussions that spur a positive action, (Kiai, 2000).

In the 1980-s, studies in Jamaica indicated that there was a wide spread awareness of family planning messages resulting from soap operas, songs and other media messages, but there was still a fraction of women with unmet need of family planning. Therefore the main conclusion was that awareness is not enough and that other considerations such as fear of side effects could be present.

1.3 Statement of the Problem

Kenya's Total Fertility Rate (TFR) is 4.7 births per woman as of 2011, which scores among the highest in the world. Her population has been growing at an annual rate of 3% rising to 38.6 million in 2009 from 15.3 million in 1979(GOK 2010).The population

has been growing in the following trend as indicated by the Kenya National Bureau of statistics census results.

Table 1.1: Kenya National Bureau of statistics census results

Census Year	Results (in millions)
2009	38.6
1999	28.7
1989	21.4
1979	15.3
1969	10.9

Source: Kenya National Census Report, 2009

Women give birth to an average of four to five children in their lifetime. These coupled with the unmet need for family planning have increased the likelihood of unintended and unwanted pregnancy, unsafely performed abortion, high –risk births and disease and death from pregnancy related complications. According to the 2008-2009 Demographic survey maternal mortality continues to be high. It is estimated at 488 maternal deaths per 100,000 live births.

Kisii County is ranked the seventh most populated county in Kenya. With a population of 1.2 million people according to the 2009 census results and an area of 1.3km², its fertility rate ranks among the highest in the world. Even though the family planning awareness is high, its uptake is as low as 15 percent (USAID, 2007). There are barriers that may impede women from taking contraceptives such as religion, cultural and societal norms and, education (Engle, 2003). The National Coordinating Agency for Population Development NCAPD (2009), estimates that 56% of unintended pregnancies occurring to women in Kenya end up in induced abortion, a major contribution to maternal mortality. According to NCAPD, some of the reasons for non-use of contraceptives among women include lack of access to family planning information and services, personal or religious believes, inadequate knowledge about the risks of pregnancy following unprotected sexual relations and contraceptive use, incest and rape.

A study by Cheng (2011), on the interrelation between the mass media and contraceptive use continues to confirm the claim that the media can influence behavior. The mass media contraceptive messages have succeeded in generating a universal knowledge about family planning methods among the masses (Gupta&Barasa 1999). But even with the high awareness of the contraceptive methods through the media, there exists a wide gap between the knowledge and practice of these methods in Kisii County. This is despite the fact that radio has the highest accessibility at 75% in Kisii County compared to the other media; reproduction continues to rise without check.

A study by IpsosSynovate Kenya in 2012 on Media consumption in Kenya found out that of the three traditional media platforms, radio continues to have significant levels of interaction amongst Kenya's adult population (persons aged fifteen years and above). The 2009 population census puts this population at twenty two million of which 9 out of every 10 people listen to the radio on a weekly basis according to the latest Audience measurement survey. Radio continues to be king as it has high levels of penetration and access. Although on average rural and urban listeners tune in to the same number of radio stations in a week, the rural listener spends one and a half hours more than the urban listener, listening to radio.

According to the 2009 household population census, among the various media outlets that are accessed by people living in Kisii County i.e. radio, television and the local dailies (The Nation and The Standard) radio scores the highest with 75% accessibility, television with 18% and the dailies at 1.8%. Given this high level of access to the media by the people living in Kisii County, fertility and productive rates are still high.

In view of the above, the study endeavored to establish whether Egesa FM (which is a vernacular radio station that broadcasts in *Ekegusi* language, given its accessibility in Kisii County contributes to family planning and how.

1.4 Objectives of the Study

1.4.1 General Objective

The general purpose of this study was to establish the effectiveness of Egesa FM in promoting family planning in Kisii County.

1.4.2 Specific Objectives

The specific objectives of the study were:

1. To establish which programmes aired by Egesa FM are geared towards promoting Family Planning in Kisii County.
2. To establish the actual messages conveyed by family planning programs aired by Egesa FM.
3. To establish the application of the messages in promoting family planning in Kisii County.
4. To evaluate the effectiveness of Egesa FM in promoting family planning in Kisii County.

1.5 Research Questions

1. Does Egesa FM have programmes which are geared towards promoting family planning in Kisii County?
2. What are the actual messages in the family planning programmes?
3. How do the women in Kisii County apply the messages of family planning aired by Egesa FM?
4. Is Egesa FM effective in promoting family planning in Kisii County?

1.6 Justification of the Study

Unplanned families are a recipe for under-development and lack of proper planning by the government. Thus family planning campaigns and messages have a significant role in mitigating population growth. This study of effectiveness of Egesa FM in promoting family planning in Kisii County is significant in that should this channel be noted to be influential or critical in positive change of behavior pattern, then this could be harnessed

to pass similar message regarding other national affairs like security and community development programs.

There is a big study gap between what has already been highlighted by communication scholars as the best practices required in a behavior change campaign and how Egesa FM are presenting their programs. Some of these gaps include the location of the station and the creation of programs meant for rural population. It is possible that failure to follow these best practices may be the cause of ineffectiveness of Egesa FM campaign on Family planning. Thus this study will help to fill this gap by identifying the areas where Egesa FM is not following what the communication scholars suggest.

There are many studies done on the effect of mass media on social change; most of these studies were done using the concept from the Western World. As a result there is a gap of knowledge on how behavior change research could be done through a vernacular radio using local settings. In addition, there is no single study done on effectiveness of Egesa FM in the uptake of family planning in Kisii County. Therefore this research is very relevant because it will address the problem from where it is occurring and will tap a lot of local knowledge which will make future campaign on the same issue more effective.

As the World Health Organization expert committee report on benefits of family planning indicates, prevention of pregnancy related health risks in women, reduction in infant mortality, prevention of HIV/AIDS, empowering people and education, reducing adolescent pregnancies and slowing population growth are the gains that accrue from family planning. This research will help sensitize the women on this benefits they stand to gain when they practice family planning.

Such information and others contained in this study are very critical if passed on to the women who are not practicing family planning. The information will educate the women and act as a catalyst in the family planning campaign. Many behavior change campaigns fail because of lack of in-depth research. Thus the finding of this research will inform,

pro-social agent on the best way to investigate some salient beliefs of people which are impediment to attitude change.

The study intended to establish whether the women in Kisii County really listen to family planning programs on Egesa FM. It could be possible the women only enjoy entertainment in family planning programs aired by Egesa FM but fail to internalize the message. The study sought to establish whether these campaigns on Egesa FM are effective and what should be done to make them effective. The findings from this study will add new body of knowledge to the future campaigns. Such campaigns will bring more acceptance messages as a result of the recommendations drawn from this study. Also the cost of doing other related campaigns will be reduced greatly because they will avoid repeating the mistakes done by Egesa FM which are highlighted by this study.

1.7 The Scope and Limitation of the Study

Although other channels of communication like TV, newspapers, brochures and bill board are used in family planning campaign in Kisii County, this study was focused on just Egesa FM radio. Out of so many media stations which also do family planning campaigns, this study only picked EgesaFM radio because studying all the media stations would have consumed more time and resources.

According to the 2009 household census, Kisii County has a population of 1.2 million people of which 0.6 million are women. The researcher therefore conducted research in four of the sub counties of Kisii County which were selected through cluster sampling. This study also faced the limitation of resources and time. In order to mitigate this problem the researcher applied for annual leave so as to be fully around the county in the interest of time while collecting data and to cut the travelling expenses since this is his home county. Also, he applied for financing from Hazina Sacco where he is a member. To curb the problem of workload, he sought the services of four researches assistant to assist him.

Egesa FM being a 24 hour channel that broadcasts in *Ekegusii* language, most of its programs that are informative and educative run from 6am to 10pm. The researcher will therefore limit himself to family planning programs aired at this duration. The programs include Radio drama, Talk shows, News, Music, Sports etc.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter provides a review of literature that is relevant to the study. It highlights the overview use of media in social change. The literature review looks to identify the communication challenges faced by the government in dissemination of family planning messages and the role of media. The review also looks at the interaction of reproductive age women with the mass media and relates to the family planning needs. The study is anchored on the two step flow theory, the Uses and Gratification theory and the Cognitive Dissonance theory.

2.2 The Best Practices for Use of Vernacular Radio in Social Change

Moemeka's views goes in line with an observation made by Federation of African Media Women of Zimbabwe (FAMWZ, 1985). FAMWZ recognized that, although the government had established Radio Four for formal and non-formal education, most of the rural people did not have access to national radio. Thus FAMWZ developed a project dubbed as 'Development through Radio (DTR)' based on radio listening clubs in rural areas to reach these groups.

DTR found that, a meaningful solution to the community problems is more effective if it comes from the members of such community themselves. This view is based on assumption that the way in which rural people perceive their problem is different from the way media practitioners and development agents perceive those same problems (Boafo, 1990).

The community-based approach has been viewed as a solid and sustainable method of many development problems and issues. Such approaches are useful because they bring issues closer to the people and seek to equip the community with requisite skills while challenging its members to take the responsibility. For instance, this approach has been proved to have motivated community members to take care of their HIV/AIDS patients (Kiai, 2000). Thus, media need to lobby for such approaches and to challenge society to

tackle behavior change issues like family planning head on rather than leave people bury their heads in the sand. This approach also uses a lot of interpersonal communication which has been proved to have effect on behavior change (Kiai, 2000).

Studies have established that when target audiences are involved in the determination of program topics, content and timing, the objectives of such programs are usually attained, Heshmat (1967). Many communication scholars have also observed that among the most important and technical task of the media is to get message across to the intended audience in a clear and understandable manner (McQual 1995). It has been suggested that the best way of achieving this is commissioning professionals to do so. Such professionals are, advertising agency, Public Relations Organizations, specialist and others (McQual, 1995).

In the view of above, there is a great need to study the effectiveness of Egesa FM radio in the uptake of family planning in Kisii County because the study would help in identifying the gap of knowledge that make the media campaigns done before on the same issue ineffective. The gaps may be in methodology or the theory used. The identification of these gaps will add a new knowledge in the future media campaigns.

2.3 Effects of Media on Social Change

Rogers, (1983) defines social change as the process by which alteration occurs in the structure and function of a social system. This definition implies that social change can produce both positive and negative results.

Schramm (1964) argues that an efficient use of mass media for the economic and social development implies that they should be as local as possible. Their programs should originate no further than necessary from their audience; the programs should be prepared by persons who understand the culture to which they are speaking and means should be available for the audience to report back to the media.

In contrast, the proponents of the Centralized Mass Media argued that centralized control of mass media personnel, infrastructure, content and the control of direction and flow of mass media message for the purpose of development is the best way to go. Gunter and Theroux (1977) argued that the government knows more about development priorities and therefore should have complete control over activities directed towards development of social system.

The two scholars further argued that, a good and useful message is capable of being accepted by the people whether or not they were part of the process of constructing the message and whether or not they were consulted.

Following the above view, it is a fact that the government could know more about development priorities, however, what is a priority for the government may not necessarily be a priority for communities. To use mass media resources for the people without involving them in the activities is missing the point. In fact this is talking at or talking to the people rather than talking with them. Information dumped on people hardly ever wins their support (Maoke, 1977).

Much has been written and said about media effect, the question is, what brings social or behavior change? Could it be the channel or communication? Or could it be the source or information? Or could it be the content or the message that is being passed on by the channel of communication? In an endeavor to answer this question, Harold Lasswell (1948) came up with a theoretical perspective of mass media, who says what, to whom, in which channel with what effects. He illustrated that all the component of communication starting with the source, the message, the receiver of the message and the feedback are necessary for the effective communication.

Lasswell (1948) placed importance to the source of information, the message, the receiver and the effects of the message to the receiver. The source of the message is very important in that if a message comes from a credible source, it would be highly believable. For instance if a doctor gives a report of research that 90% of those who are

not practicing family planning are developing health problem hence people who don't practice should visit hospital immediately to arrest this problem. Surely, many women who don't practice family planning would respond to such a call from the doctor rather than a politician. According to Cultural Effect Theory, media play a big role in social relation which leads to social change (Turow 2009). However, according to Parris Sprowl (1998), although the media is hugely involved in communication process, there is lack of consensus on how communication affects the behavior.

According to George Johnson (1984), no one is qualified to change the system he does not understand. This means that before coming up with a behavior change communication strategy, it is important to do as Moemeka (1998) postulated, that is; one needs to fully understand his or her target audience or the target social system, know their strength and weakness as well as their aspiration and expectation. This would help one's gain supremacy of the community.

However, Kiai, the head of School of Journalism University of Nairobi, in her book *Media and HIV/AIDS* differs with other communication scholars like Parris that media only plays the role of awareness creation and has little or no effect on behavior change. Kiai argues that sometime media could positively affect the behavior (UNESCO, 2000). She argued that although media have been termed as having limited effects on attitude and behavior change, there are experiences which have shown media contribution can be valuable and powerful in determining behavior change (UNESCO, 2000). However, there is a general consensus among scholars that media play a very vital role in creating awareness.

2.3.1 The Role of the Media in Use of Family Planning

According to Cohen B (2000) mass media exposure to family planning messages and seeing adverts on condoms has a significant positive effect on use of modern contraceptives.

In Malawi, the Malawi Broadcasting Corporation (MBC) has been broadcasting several radio programs i.e. the Radio Doctor on health and women's issues (One world, 2003) and evidence suggests that women who learned about family planning from the Radio Doctor program are more likely than others to use modern contraceptives (Lawrence, S.D).Positively, the demand for Family Planning went high and grew. In 2010, almost three out of every married woman reported a demand for Family Planning. 26% of married women use injectable and 10% use female sterilization when choosing a modern method of spacing and limiting.

According to the National Media survey Tanzania July 2010, radio scores highest at 81% as playing a pivotal role in delivering family planning information to vulnerable groups among the mass media in Tanzania. In Rwanda, 36% of the population now uses the radio as their main source of health information. Example the Rwandan radio soap opera *Urunana* brings health information to an estimated audience of 10 million people each week. As a result of using radio in family planning promotion, Rwanda has achieved what no other country has done to date. According to the 2010 DHS, it has increased its contraceptive prevalence rate (CPR) more than 10-folds in less than a decade.

Andrew Moemeka (1987) identified two models of the use of radio for rural development. The first model is the extension of the program operations of an urban centralized radio station to the rural areas as the control and direct operational powers still rests completely in the center of operation in the urban areas. The second model augments what Wills (1997) calls community Responsibility Perspective in Rural development. In this context, radio stations are built in rural communities; programme content and operation are based on norms, socio-economic and cultural conditions of the rural community. Thus the whole community feels a sense of ownership because they are part and parcel of this radio.

Communication has a greater role to play in promoting of use of family planning. Its principal function is not merely to inform but to also educate with a view to raising aspiration of the people in the right direction, generating among them the willingness to

work in order to improve on their conditions, motivating them to action and guiding and directing their activities to successful end (Andrew Moemeka, 2000).

Media should understand four main relationship strategies in social change when engaging in the promotion of family planning. These relationship strategies were stipulated by Zaltman and Duncan (1977,) which are facilitative, persuasive and re-educative.

Musa (1996) argues on the weakness of media on behavior change issues. He discusses the need to review and redesign the structure and ownership of the media. In his opinion, structural areas of routine professional practices, profitability and survival have constrained majority empowerment by the media. These include time constrains and lack of adequate training facilities. Media owners also set specific priorities which would bring profit, for instance focusing on politics instead of paying attention to other issues that are affecting the society in a bad way. That is why media skew emphasis on politics instead of behavior change issues.

Daniel Lerner (1958) linked development to communication. In his book *Passing of Traditional Society*, he stresses that development requires change of attitude. He argues that in traditional society people exist in a state of initial or traditional settings. Lerner advocates for a powerful media that could expand the imagination of people where they appreciate reality. He argues that Mass Media is a tool for spreading new idea, new customs and new practices required for rapid change. Joseph Klapper (1960), another communication scholar, postulates that communication operates through mediated factors like group membership, selective exposure, and defense mechanism.

Using the above scholars' lines of thought, for a significant social and behavioral change to occur, the media have to employ a lot of participatory communication strategies by strengthening the degree of interaction among its target audience. Egesa FM therefore should involve its audience in designing and deciding its programs.

Social change occurs when a group or community change their ways of doing and viewing things. For instance when mobile phones arrived in the market, many people abandoned land line telephone and embraced mobile phones. The other avenue of social change is behavior and attitude formation. The pro-social campaigners activate the locals to abandon undesirable behaviors which are retrogressive and adopt the new ones. For instance, social campaigners succeed in a greater percent in fighting female circumcision and in encouraging male circumcision among Luo community.

2.3.2 How the Media Promotes Family Planning

Tan (1985) pointed out that mass media has a big role in social change which include, the diffusion of information, the diffusion of new opinion and behavior, and the diffusion of culture.

In line with the above view, it is correct to say that media (Egesa FM radio) has a role to play in the promotion of family planning. The media (Egesa FM) provides a platform for the public participation where the members of the public freely air their views. The media also give adequate, relevant, appropriate and factual information on such issues. Radio is one of the most popular and widely accessible communication media in Kenya especially in rural areas (MacDonald, et al., 1984).

Mass media can also be used to build positive public opinion for behavior change by increasing knowledge or providing a forum for debate or creating debate and to mobilize (Zimbabwe National Family Planning Council, 1998). According to McQuial (1995) media empowers its audience with relevant information that would help them to make rational decisions on the issues which affect them.

Kisii is a cosmopolitan County dominated by the Gusii community. According to the GOK (2010) Kenya's Total Fertility Rate is 4.7 births per a woman. Most of the people living in the rural areas like listening to either Egesa FM or Minto FM (Consumer insight, 2011).

Among so many radio stations in Kisii County, it is only Egesa FM which has a keen interest in promoting family planning in the County. Egesa FM has its headquarters in Nairobi. However, most of its family planning presenters a time take the gospel of family planning to rural areas using road shows. Egesa FM also has programs which address issues of family planning in a more comprehensive and clear manner. The Newspapers, television, posters and fliers are among the other media that also promote family planning.

2.4 Profile of Egesa FM & Strategy for Reaching out Rural Areas

Egesa FM 103.2 is a station that broadcasts in *Ekegusii* language and it belongs to Royal Media Services. It was started in 2003 with a vision to be the only most trusted media organization in the region. The name Egesa is a Kisii word which means a hut. A hut according to the Gusii society was a meeting place for the wise elderly men where they could assemble to deliberate on issues affecting the society. Children, women and young men were never allowed into the Egesa. It was considered a house of wisdom. Egesa FM therefore is a source of knowledge for the Gusii people. Through its slogan *EngubayaMwanyagetinge* (the shield of the anklet wearer) the station has been giving information on topical issues ranging from security, health and agriculture. Family planning messages is one of such topics that the study is trying to establish the efficacy of Egesa FM in promoting it in Kisii County.

Egesa FM empowers its listeners in various ways through its objective oriented programs. Its programming is aimed at connecting with audience through relevant content provisions. It upholds unbiased and reliable news reporting with focus being in rich local content. Egesa FM has a unique format and style of presentation that caters for almost all the socio-economic groups across the board. It offers news bulletin, highly interactive talk shows, Agricultural programs, health issues, sports, politics, music and other programs that appeal to its target audience. Consumer Insight ranked Egesa FM as number three in popularity in 2011 survey on listenership.

Egesa FM a times uses a rural out-reach strategy almost similar to the one advocated by Moemeka and Willis in 1987 and 1997 respectively. These two scholars argue that the use of the radio for the rural development is effective where radio station is built in rural community and program content and operations are based on norms, social economic and cultural conditions of the rural community. Even though Egesa FM station is in Nairobi City Center rather than being in the rural area as recommended by the above scholars, it has an outside broadcasting van which takes the Family planning campaign to different parts of Kisii County.

2.5 The Government's Intervention in Promotion of Family Planning

In 1967, Kenya became the first African country to adopt a family planning policy-FPP and in 1984 it adopted a National Population Policy and has maintained an effective program with the MOH. The Family Planning Association of Kenya (FPAK) has also contributed to the country's ability to keep family planning on the agenda from as early as the 1960s. It has contributed greatly to the country's Couple Years of protection (CYP), which peaked at an average of more than 100,000 CYP per year in the mid-1990s. At this period, FPAK adopted broad and aggressive implementation strategies that included widespread community based distributor (CBD) coverage and outreach activities as well as countrywide coverage of static delivery sites (clinics). Limited resources has caused the organization to close down a number of its clinics and reduce its CBD coverage in recent years, and this has seen a reduction of its CYP to an annual average of about 60,000 per year.

In 1982, NCPD was formed and this further reinforced the government's commitment to implementing a focused and coordinated population policy. This culminated into the development of the *National Population Policy* in 1984. As a major component of the promulgated population policy, the 1980s marked the peak for both government and donor support for Kenya's FPP.

In 2001-2005, the government published the *condom policy and strategy*. This was to ensure an adequate national supply of and access to condoms and drum up public

education and advocacy to create demand for condom use (MOH, 2001). Through the social market strategy that was mounted, it was acknowledged that 15 percent of condoms were provided by Population Services International (PSI) for the *Trust* brand condoms.

Despite these concerted efforts, condom use for family planning is generally low. According to the 1998 KDHS, only 1.3% of currently married women and 1.8% of all women, report condom use. Even among sexually active unmarried women, condom use is at 8%, which is third after family planning injections at 12.2%. Pills are at 10.7% although they are most used among those aged 15-19 years. Nearly one half of unmarried men (47%) report using condoms while 8% of married men use a condom, but only 4% reported using the pill or injections against 21% of married men.

The family planning policy like in most developing countries has made contraceptives more widely available and acceptable in Kenya. The proliferation of service delivery points (SDPs) for family planning and intensified effort on information and education, the stronger implementation of the government's population policy during the 1980s and 1990s provided the opportunity for women and couples to practice family planning easily. At the same time, socioeconomic conditions, especially the really monetary cost of children, also played a crucial role in motivating the adoption of small family norms (Ferguson, 1991).

This scenario greatly contributed to Kenya's fertility decline from a high 8.1 child per woman in the 1970s to 4.7 during 1995-1998 (KDHS, 1998). However because of high population growth and the young age structure of Kenya's population more women enter reproductive age annually necessitating the need for expanded and sustained FP services to raise the contraceptive prevalence rate (CPR) at 39 percent (in 1998) and reduce further (or even maintain) the fertility rate.

Pathfinder in 1985 developed a comprehensive Community Based Distribution (CBD) strategy for the GOK that included the establishment of District population officers to

work with communities, which was later adopted as a national programme. Under the Family planning service project (FPSP) in the 1990s partners ranged from church networks and universities to public sector agencies, national NGO networks and private practitioners. Innovative approaches employed under FPSP have included community-based, and market place service delivery initiatives (Casey et al., 2008).

In collaboration with the GOK, pathfinder developed programs to deliver Post abortion care, youth friendly services and Peer Education programs in Kenya. In the 1990s as HIV and AIDS surfaced as an urgent public health issue, existing partners were enhanced to integrate HIV with FP programming. By the year 2000 Pathfinder was building on a foundation of former CBD agents and maintaining FP within the mix of Community Home Based Care (CHBC) services, Pathfinder has built a model for integrating and strengthening services at the community level (UNFPA 2004).

In 1999-2000, the MOH in collaboration with development partners sought to improve the quality of RH/FP services in urban settings. Condom distribution was given a multipronged approach comprising CBD agents, peer motivators, referral sites and, condom dispensers. Over a 12-month period, more than three and a half millions were distributed. Secondly, Information Education and Communication (IEC) materials were developed and distributed through youth centers, youth and women's club, schools and community meetings (Casey et al 2008).

An integrated reproductive health and peer counseling initiative conducted in Kenyan universities in 1988 with USAID funding and later with private support, Pathfinder supported RH and peer counseling at Kenyatta University (KU) in Nairobi and later (1990-2004) at Egerton University in Njoro. To reduce prevalence of STIs and HIV, as well as unintended pregnancies, students receive RH/FP guidance and counseling through peer based IEC activities.

According to UNFPA (2004), the beginning of 1990 with funding from USAID, pathfinder assisted Kenyatta National Hospital to establish and manage an adolescent

High Risk Clinic (HRC) in collaboration with the Department of Obstetrics and gynecology of the University of Nairobi. The HRC focused on expanding Post Abortion Care (PAC) to include quality counseling, FP, and referrals for STIs and HIV/AIDS. The clinic continues to provide RH and contraceptive information, counseling and services to young women and men while educating their partners and spouses on the hazards of unprotected sex and unsafe abortion.

Despite all these historical gains and efforts in promoting family planning, the absorption level and consumption of family planning services remains low and wanting in Kenya going by the untamed number of population growth. Kisii County is the 7th most populated in Kenya, an omen that something is yet to be done to promote family planning in the County. The study will therefore look at the efficacy of vernacular radio (Egesa FM) in attempting to address this problem of family planning in the County.

2.6 Review of Family Planning Campaigns since Inception

The Government of Kenya through the ministry of Health has been using the broadcast, print media and health workers to deliver the FP messages (GOK 2014). The application of mass communications to influence fertility is natural extension of the basic idea that the media can both inform and motivate people. Communication efforts have become increasingly widespread in the third world as part of international technical assistance and government programs designed to reduce fertility (Westoff and Rodriguez 1993).

In 1993, PSI/Kenya launched *Trust* condoms targeting at high-risk and sexually active groups. PSI/ Kenya also implements a campaign on multiple concurrent relationships- *wachampangowakando*, *Epukaukimwi*(shun spare wheel relations- avoid HIV). Awareness is mainly through mass media. It also launched the first major edutainment TV drama series called SIRI, which was run on Citizen TV in 2006 and Africa magic channel 3 in 2013 to promote preventive behaviors of Kenyans related to HIV and family planning

PSI/Kenya helps to bridge the unmet need gap through distributing quality family planning products at reasonably subsidized prices, educating communities and distributing education materials, and improving the knowledge, skills, attitudes, and performance of health care providers in the provision of quality family planning services. PSI/Kenya implements activities under *TUNZA* family network, Femi plan and C-word. C word is a contraceptive awareness campaign in Kenya sponsored by both USAID and UKAID aimed at promoting contraceptives use in Kenya population and particular target group are the youths of Kenya (PSI 2011).

2.7 Research Gaps

There is a big study gap between what has already been highlighted by communication scholars as the best practices required in a behavior change campaign and how Egesa FM are presenting their programs. Musa (1996) has discussed the need to review and redesign the structure and ownership of the media. In his opinion, structural areas of routine, professional practices, profitability and survival have constrained majority empowerment by the media. These include time constrains and lack of adequate training facilities. Media owners also set specific priorities which would bring profit that is why media skew emphasis on politics instead of other big issues like behavior change.

In line with Musa's argument, the behavior change programs are given less time by the media than entertainment and politics. The time given to family planning programs is also very limited because during the interactive section, some callers waste a lot of time by asking questions which some of them are out of topic. Calls on large families by politicians are another impediment. Since these calls are well designed and their aim during the campaign is to demolish the newly formed opinion advocated by family planning campaign, anti-family planning campaigns and calls nullify the behavior change campaigns and turn them ineffective.

2.8 Conceptual Framework

In order to make this research operational, it will be necessary to develop a conceptual framework that explains the processes that the women take to adopt the new message

given to them by the mass media. Paulo Freire (1964) who worked on critical awareness noted that, normally, real learning and radical change takes place when a community experiences dissatisfaction with something. He also noted that the effective adoption of the message occurs where all stakeholders are actively involved in all stages of communication.

Studies have shown that, before the target audience adopts a new idea or a message, it has to go through several stages as explained below in the adoption process of MacDonald.

2.8.1 Adoption Process

MacDonald discusses the adoption process for successful rural communication. He points out that when a person hears of a new idea, before adopting it, the person will go through a number of stages as explained below.

i) Awareness

When a person learns about a new idea, product or practices, the person only gets a general knowledge about such idea. The person only knows very little about its special quality or usefulness.

ii) Interest

A person is not just satisfied with just knowing the existence of an idea. He or she wants detailed information about what it is, what it will do and how it will work. He will listen, read about it and seek more information.

iii) Information Seeking

After the person develops an interest in a new idea, they will seek the opinion of their peer groups and friends. What do the friends think about it?

iv) Evaluation

The person then evaluates all information he has and decides whether the new idea is good for him.

v) Trial

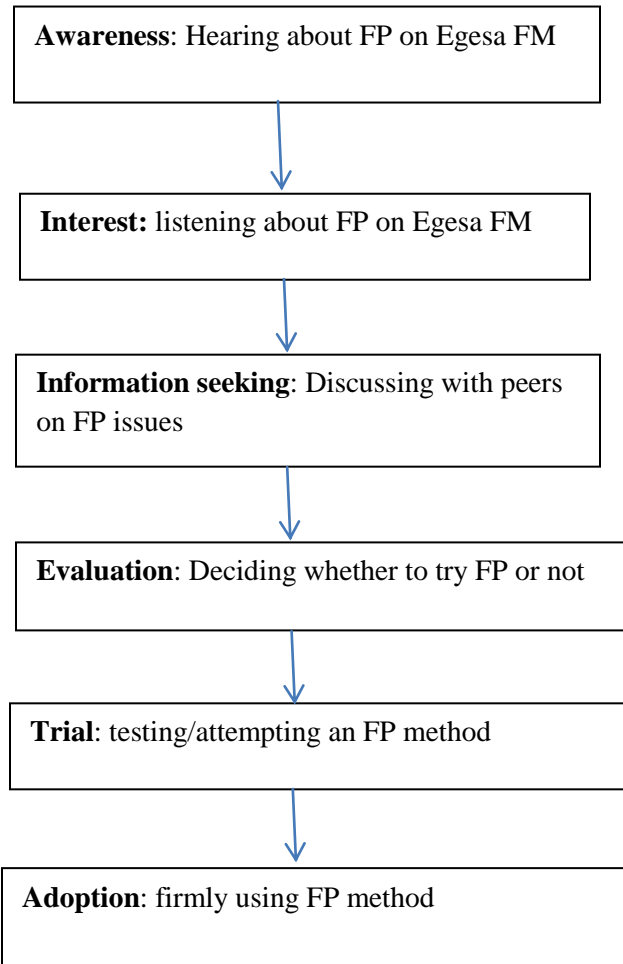
After the person decides whether or not he likes the idea, he will give a trial. This may be for a long period of time or on a limited scale.

(vi) Adoption

At this stage, the person firmly adopts the idea and then may encourage others to do

The diagram below illustrates how the women of Kisii County will finally adopt family planning usage after going through the various stages. They get awareness of family planning through Egesa FM, newspapers and any other media available. They then develop interest on family planning and start reading and listening to family planning while also seeking information and opinion from friends and peers in women groups. After gathering the information and opinion about family planning they will engage in evaluation of the practice of either to use family planning or not. This is a climax of the family planning campaign because it defines the success or otherwise of the exercise. This will involve weighing the options to attempt using family planning against many cultural, spiritual and environmental factors. If it sails through successfully, the women will give an attempt to family planning method it being a try and see or try and feel venture. They will finally fully adopt family planning based on the outcome of the trial.

Figure 2.1: Family Planning Adoption Process



Source: Field survey 2015

This process will therefore be crucial in illustrating and understanding the processes that a family planning message goes through before it is accepted and adopted by women in Kisii County. Hence the study on the effectiveness of Egesa FM in the uptake of family planning by women in Kisii County was guided by this process.

2.9 Theoretical Framework

According to Jackson (1997), Behavioral Science and Communication theories can play a pertinent role in the design and implementation of communication strategies. Theory provides communicators with a conceptual framework why people act the way they do and how best to respond. By understanding the theories, one can develop an

understanding of how people communicate, why and how beneficial information is sought, passed around and the barriers to effective communication.

This study was predicated on the Two Step Flow theory, the Uses and Gratification theory and the Cognitive Dissonance theory. The cognitive Dissonance is ideal in explaining the decision guiding process in the adoption of family planning messages by women of Kisii County. The Uses and Gratification theory is ideal in explaining the way Kisii County women choose and consume media in their search for family planning information to gratify their needs. The Two step Flow theory is ideal in explaining the flow of information through interpersonal networks among the Kisii County women.

2.9.1 Overview of Development Communication Theories

Not long ago, communication in the development arena had been simple, one-way flow of information from sender to receiver usually through the mass media. This Shannon-weaver model of communication reflected the norms of the modernization paradigm that emphasized transferring technology and norms from the 'developed to the undeveloped'. In the 1960s, a two-step flow model emerged, recognizing the importance of social networks and opinion leaders as go-between for the media (WHO- 2007).

In the mid-1970s, there was a major shift in global development and communication practice began to pave way for participatory approaches. According to WHO (2008), there is need for reversals in development so that local people, especially the poor could be active participants in their own developments. According to Singhal and Sthapitanonda (1996) values that promoted a focus on income-poverty and economic development broadened to include social development and good government, eliminating poverty, and decentralization and democracy.

The community-based approach has been viewed as a sustainable method for many development problems and issues. This is because they bring issues closer to the people and seek to equip the community with requisite skills while challenging its members to take the responsibility. For instance, this approach has been proved to have motivated

community members to take care of their HIV/AIDS patients (Kiai 2000). Thus media need to lobby for such approaches and to challenge society to tackle behavior change issues like Family planning head on rather than leave people to bury their heads in the sand. This model also embraces use of interpersonal communication, which has proved to be effective in behavior change (Kiai 2000).

Several studies have shown that when beneficiaries are involved in determination of programme topics, content and timing, the goals and objectives of such programmes are usually attained (Heshmat 1967). Many communication scholars have also observed that among most important and technical task of the media is to target the message across to the intended audience in a clear and understandable manner (Mc Quail 1995). It has been argued by communication scholars that the best way of achieving this, is commissioning professionals to do so. Such professionals are advertising agencies, Public relations organizations, specialist and others.

In view of the above, there is need to study the effectiveness of media (Egesa FM) in promotion of family planning because the study would help in identifying the gap of knowledge that enables the media campaigns done before on the same issue ineffective.

2.9.2 Uses and Gratifications Theory

Developed by Blumler and Katz, the theory is an approach to understanding mass communication with a view that people use the media to fulfill specific needs. It places more focus on the consumer or the audience. In the 1940s and 1950s, the mass media were perceived as a powerful tool in influencing behavior, thus a conception of theories, which assert that the mass media has a direct, powerful and powerful impact on audiences.

Thereafter other studies were done and it was established that the audiences were also active participants in the communication process and though the mass media had an influence on the audience, the audience had a choice on what to view or listen to in the media. In the 1950s through to 1970s, the uses and gratification theory became prevalent

when television had expanded. According to Blumler and Katz (1974), patterns of media use are shaped by more or less definite expectations of what certain kinds of content have to offer the audience. This theory has been proven handy in understanding consumer motivations and orientations for media use and has been applied in areas ranging from radio, telephone, TV, cable TV, TV remote controls, internet, and recently mobile phones (Ruggiero 2000).

Uses and gratification theory's proponents (Blumler & Katz) argue that media users play an active role in choosing and consuming the media. Users play an active role in the communication process and are goal oriented in their use of media. They further argue that a media consumer chooses a media source that best fulfills their needs. Uses and gratifications argue that the user has an alternative option to satisfying their needs (Blumler & Katz 1974).

The Uses and Gratifications theory has five basic assumptions that were crucial in guiding the study. The assumption that the audience is conceived as 'active' can be used to explain how Kisii County women choose and consume media in search for information. Their choice of Egesa FM as their radio of choice and their decision to listen to some of the programmes that offer family planning information can be well explained by this tenet. Windahl (1981) argues that the notion of activeness leads to a picture of the audience as super rational and very selective. This therefore means that the audience is goal oriented and attempts to achieve their goals through the media use.

The assumption of linking need gratification and media choice lies with the audience member can be used to explain why Kisii County women use Egesa FM to their advantage as opposed to it having effect on them. The women determine what they are going to listen to and do not allow Egesa FM to influence them otherwise. This supports the idea that an individual is more powerful than what the media is presenting.

The argument that media competes with other sources for need gratification demonstrates that Kisii County women have several needs and as such they have created a wide range

of choices to meet this needs. Hence Egesa FM has to compete strongly with non-media related sources like face to face communication and help create a need for itself as well as a proper balance between the two.

The assumption that many of the goals media use can be derived from data supplied by the individual audiences themselves show that Kisii County women are very aware of their motives and choices and are able to explain them verbally if necessary. The fifth assumption is that value judgments about cultural significance of mass communication should be suspended while audience operations are explored on their own terms. This means that the audiences can only determine the value of the media content. It is the Kisii County women who make the decision to listen to Egesa FM therefore they place the value on it by their individual decision to listen to it.

According to Larose et al., (2001) uses and gratification theory is considered one of the most appropriate perspectives for investigating why audiences choose to be exposed to different media channels. This is as traditional mass media and new media continue to provide people with a wide range of media platforms and content. This means that in the mass communication process, uses and gratification approach puts the function of linking needs, gratifications and media choice clearly on the side of audience members. It is more concerned with what people do with media and suggests that people's needs influence their choice of media, how they consume certain media and the gratifications the media gives them.

Information about family planning is very crucial to people and more so to a life of a woman and a reproductive woman from Kisii county in that matter. If surrounded by family planning related problem, they will look for family planning information from the available sources. If their need for family planning is gratified, they will use the information to make a decision and if not, the reproductive age women will look for other sources of family planning information until they find the one which gratifies them and will put into use that information. Their choice of Egesa FM is a choice to gratify their

needs on matters family planning and their choice to listen to certain programs aired by Egesa FM and not all can be explained by the uses and gratification theory.

2.9.3 Two-step Flow Theory

This theory was discovered by Katz and Lazarsfield. It is concerned with factors that play a part in shaping what happens between media and the masses. The two-step-flow theory presumes movement of information through interpersonal networks, from the media to influential people (opinion leaders) and from there to other audiences instead of from the media directly to the ordinary people. Thus, a member of mass audience was not an impersonal individual without effective social ties with others. In other words, audiences are influenced by their others in the interpretation of mass media message and in making decisions on whether to act one way or another on basis of such messages.

Primary social relationships were a significant factor in the way people behaved. The nature of mass communication rests upon the assumption that small intimate groups have a profound influence on nearly every aspect of social life-including the activities engaged in by people involved in the flow of information from the media to the masses. The concept of how people can be expected to act and interact as they perceived messages from the media, passed those messages to others, received influences from others whom they trusted and eventually made some form of response to the media content.

According to Katz and Lazarfields, small groups provide meaning for their members regarding ambiguous situations for which individuals do not have an adequate or standard interpretive framework. Media have the ability to create informed public opinion. It has power to enlighten people.

2.9.4 Cognitive Dissonance Theory

This research is also informed by cognitive dissonance theory of Festinger (1957). Whenever there is a gap between what we do and what we think, then we experience cognitive dissonance, which is felt as stress. Thus, if I think I am a nice person then do something that hurts someone else, I will experience dissonance and stress.

Dissonance also occurs when we cannot meet our commitments. We believe we are honest and committed, but when circumstances prevent us from meeting our promises we are faced with the possibility of being perceived as dishonest or incapable which one may regard as a social threat.

According to this theory, cognitive dissonance begins with a consideration of the relations between two cognitive elements. These elements refer to the things a person knows about himself, about his behavior, and about his surrounding (Festinger, 1957). This theory helps researchers to identify specific belief or value terms in messages.

In our case study, the fact that there have been so many family planning campaigns in the media, we would be right to say that the women know very well practicing family planning is good. Most of them must also have some information from school and their environment on the dangers of unplanned families. However, despite all this information, they continue giving birth. The term dissonance, consonance, and irrelevance are used to describe three kinds of relations that may exist between any two cognitive elements. “Two elements are in a dissonant relation if, considering these two alone, the observation of one element would follow from the other. For instance, “I know I practice family planning” would not follow from the element “I know family planning causes loss of sex appetite ” hence these two cognitive elements are dissonant.

“If, considering a pair of elements, either one follows from the other, then the relation between them is consonant”. For instance, I know I practice family planning, followed by “I know family planning is healthy”. This pair of cognitive elements is in a consonant relation.

In this case the study focused on those cognitive elements. The theory will help us to understand what goes on in the mind of the women before and after adopting family planning. The finding will be a pointer to the future research on family planning on where to begin another research. This was because the study will establish the elements of dissonance that influence the women attitude and belief systems.

2.10 Chapter Summary

According to the literature review highlighted in this chapter, involving the target audience in media communication strategy was viewed by many scholars as the most effective way that lead to the absorption of the message by the target audience. However, there are a number of constraints which may prevent people from adopting new ideas, for instance, lack of awareness, lack of interest, incorrect messages, too much information and insufficient feedback.

The conceptual frame work of participatory communication and adoption of the messages are used as communication tools to address this constraint. The study is also guided by the Uses and Gratifications theory to demonstrate how the target audiences consume media in search for family planning information to gratify their need. However, Uses and Gratification setting theory does not include interpersonal communication. Therefore, this study will use the Two-Step-Flow theory of Paul Lazarfield to fill that gap left by the Uses and Gratifications theory.

The Uses and Gratifications and two-step-flow theories were still not sufficient enough because they lacked intra-personal communication which is an important ingredient in decision making processes. Therefore, this study filledthis gap by using Cognitive Dissonance theory. This theory empowers the media and how it can create acceptance of the message by employing consonance messages which are compatible with the family planning audiences.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology and design that will be used in gathering data. It describes the site where the research will be conducted, data sources, sample design and data analysis process.

3.2 Research Design

The research design that was used in this study was descriptive research design. Descriptive research design is a method of collecting information by interviewing or administering a questionnaire to a sample of individuals (Orodho, 2003). According to Kombo and Tromp (2006), the major purpose of this type of design is description of the state of affairs as it exists. Descriptive research design is useful in that it can be used when collecting information about people's attitude, opinions, habits or any of the variety of education or social issues (Orodho and Kombo, 2002).

This is quantitative research. It purposed to elicit more detailed information about Egesa FM on uptake of family planning in Kisii County. Since there is no intention to generalize the findings of this study, the approach is therefore seen as the most appropriate to gather information on the role, effects and impact of Egesa FM in promoting family planning campaigns in Kisii County.

3.3 Site Selection & Target Population

Kombo and Tromp (2006) define population as a group of individuals, objects or items from which samples are taken for measurement. This study will be conducted in Kisii County. Kisii County was ranked the 7th most populated county in Kenya with a total population of 1,152,282 according to the 2009 population census results. Among this population, women comprise of 601,818 and among this number of women, reproductive age women total to 285962. These form the target population or the population of this study.

Therefore, the population of this study consisted of women of age 15-49 (reproductive age) who use family planning, those who used and stopped and those who have not yet (or never) used family planning. A total number of 384 women were studied. The researcher found this number to be sufficient to offer a variety of views that he needed for investigation.

Table 3.1: Target Population

Sub County	Frequency	Percentage
Marani	96	25
Kisii Central	96	25
Kisii South	96	25
Sameta	96	25
Total	384	100%

Source: Field survey 2015

3.4 Data Sources and Data Collection Methods

The study focused on the messages that are aired by Egesa FM radio. Data was collected using the quantitative method of approach with the aid of questionnaires. This method was used as the means of primary source of data collection with an intention of capturing the opinion and the views of the participants on the research questions. The key respondents were women aged 15-49 years of Kisii County who listen to Egesa FM.

Literature review had been done to define the adoption process for successful rural communication. The information had been obtained from government reports, book and, journals. The principles of the adoption process spelt out in the secondary were used to benchmark the Egesa FM's family planning messages and programming to determine adherence to or deviation.

3.5 Sample Design and Sampling Procedure

According to Kombo and Tromp (2006) a sample is defined as a set of respondents selected from a larger population for the purpose of a survey. Sampling is a process of

selecting a number of individuals or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group (Orodho&Kombo, 2002).

The sample for this study was drawn from reproductive women in Kisii County between the age of 15 to 49. This is because it is the most active reproductive age according to the census conducted in 2009. Cluster sampling was used to divide the county into sub counties where the study was done. The sub-counties were: Gucha, Marani, Kenyena, Sameta, Kisii Central, Kisii South, Gucha South, Masaba South and Nyamache. Random sampling was then used to select the sub counties the study was being carried in. Then purposive sampling was used to select the sample.

3.6 Data Collection Instrument

The researcher used primary data which was obtained by use of open and closed ended questionnaires. According to Kothari (2004) questionnaires are good to use because the cost involved is low even when the population is large and widely spread geographically. Questionnaires are also free from the bias of the interviewer and answers are in respondents' own words. The researcher wrote an introductory letter to the deputy commissioners indicating the intention of carrying out the study and also the purpose of the study which was purely academic.

3.7 Data Analysis and Presentation

As soon as the questionnaires were filled and collected, the researcher went through them to eliminate all the unusable data. The valid questionnaires were counted and compared to the targeted number. The researcher then went through all the open ended question responses and grouped similar so as to develop a scale for data entry for easy data analysis and presentation.

3.8 Testing Validity and Reliability of the Data Collecting Instruments

A pilot study was conducted to test the validity and reliability of data collecting instrument of this study. Sample questionnaires were administered in Kisii Central Sub

County to check for validity of the responses. The pilot study was to help remove misunderstandings in the form of unclear questions. It was also to help estimate the appropriate time to be used in the main study.

CHAPTER FOUR
PRESENTATION AND ANALYSIS OF FINDINGS

4.1 Introduction

This chapter discusses the responses obtained from women of reproductive age in Kisii County on the effectiveness of Egesa FM in the uptake of family planning in the County. The findings were drawn from the questionnaires that were used to collect data. The results on each objective are discussed below and separately to enable easy comprehension by the reader.

4.2 Distribution of Respondents

Data was collected in one month and the study was quantitative in nature. The total average response was 98.9 %. This response rate shows that the respondents were willing to take part in the study which gives credibility and confidence on the responses and the findings herein. A total of 384 respondents were expected to be studied between the two categories of respondents 242 youth and 142 adults. Out of the 384 questionnaires, 380 were filled to the satisfaction of the researcher and were used in data analysis as shown in table below.

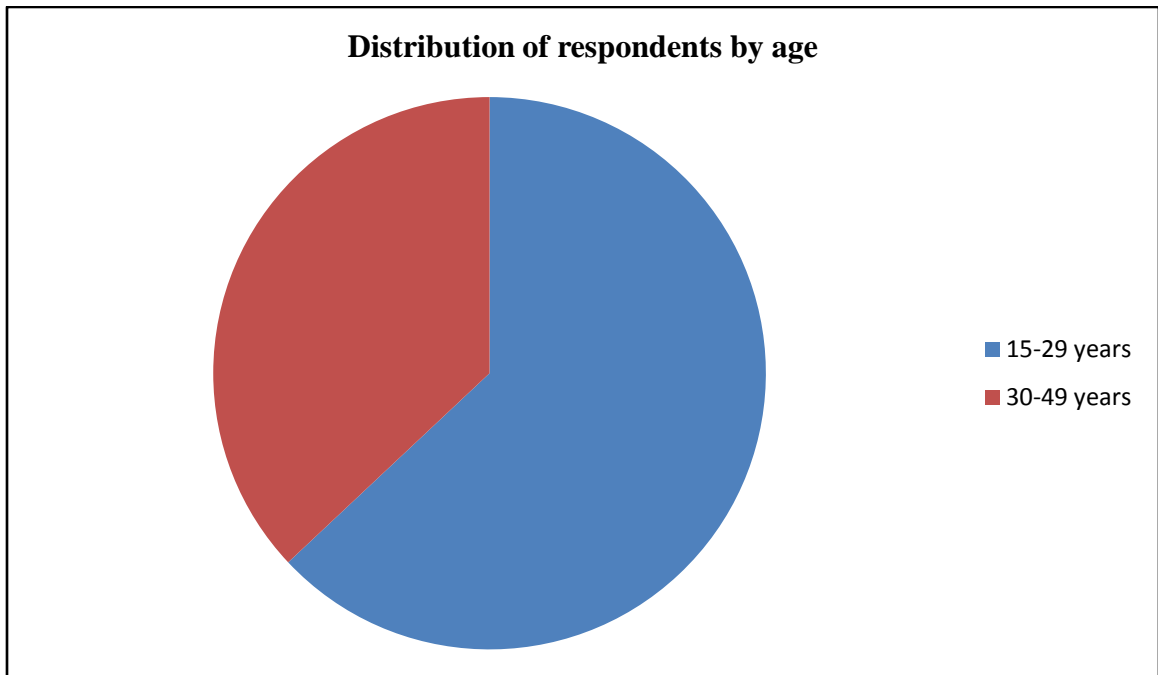
Table 4.1: Respondents perSubcounty

Sub County	Targeted number	Number of respondents(Youth)	Number of respondents(Adult)	Percentage (%)
Marani	96	59	36	98.95
Kisii Central	96	61	34	98.95
Kisii South	96	60	35	98.95
Sameta	96	60	35	98.95
Total	384	240	140	395.8

Source: Field survey 2015

The respondents were asked to respond to a set of structured questions so that the researcher could get their bio-data. While names were optional, the respondents were asked to give details of their, age, marital status and their educational level.

Figure 4.1: Distribution of Respondents by Age



Source: Field survey 2015

The respondents were the youth of 15 – 29 years who formed 63% of the sample while 37% were adults of 30 – 49 years. The high number of the youth can be attributed to the high number in the 2009 census statistics which indicated that this age group comprises 49% of the population. They also constitute a cohort that is more fertile, sexually active and reproductive compared to their 30-49 years counterparts'. Hence their most contribution and responses were enrichment to this study. This therefore implies that the study involved all the people who understood about family planning and were able to respond to questions on the effectiveness of Egesa FM in the uptake of family planning in Kisii County and their contribution and indulgence helped meet the objectives of this study.

Marital status is a prime determinant factor in the uptake of family planning. The discretion of practice is high in a single, widowed and divorced women compared to married women. While most married women acknowledged hearing family planning messages, the ability to exercise this is highly tied to the consent of their spouses. Hence the distribution by marriage status is core since hearing the message alone about family planning does not lead to conversion to practicing family planning. The table below therefore illustrates the composition of the respondents by marital status.

Table 4.2: Distribution of Respondents by Marital Status

Marital status	Number of respondents	Percentage
Single	125	33
Married	201	53
Widowed	30	8
Divorced	24	6

Source: Field survey 2015

The table above clearly illustrates that married women form the largest cohort at 53%. This is the bracket that experiences high frequency in terms of sexual activity since they live with their partners. This therefore means that they have a higher probability of contracting pregnancies should they engage in sex minus any contraceptive. The bargaining power is minimal since some of them expressed encountering spousal resistance whenever they try to use a contraceptive minus consultation with their partners.

Single, widowed, and divorced women are represented in the various percentages as portrayed above. Since their living arrangement is different from their married counterparts, their frequency of sexual activity if not at equal to their married counterparts. This therefore means their rate of contracting pregnancy is reduced for lack of day to day contact. Also there bargaining power on what contraception to use is purely a solo decision that meets negligible countenance if any.

The study therefore indulged the responses and contribution of all the women with the discretion and bargaining power and those with minimal discretion and bargaining power to establish the effectiveness of Egesa FM in the uptake of family planning.

Education level also plays key role in the uptake of family planning exercise. High literacy levels normally imply one has the acumen to make informed decisions. Education is power hence educated people are empowered to make personal even critical decisions in their lives. In this study education level was a key factor because other than hearing the message alone, the ability to practice is begged on one's education attainment. The Elaboration likelihood Model of persuasion by Leon Festinger argues that persuasion occurs through two routes: The peripheral and the central route.

This therefore means that one's education attainment dictates whether they get persuaded through either route. Hence this study had to look into the education level because it determines personal choices and the comprehension ability. The table below illustrates the distribution of respondents by education level.

Table 4.3: Distribution of Respondents by Education Level

Education level	Number of respondents	Percentage
Masters	2	0.52
1 st degree	4	1.05
Diploma	6	1.58
Certificate	10	2.63
High School	128	33.69
Primary	230	60.53

Source: Field survey 2015

From the table women with the lowest education attainment form the biggest cohort while those with diploma level and above form the lowest. Education is empowerment and from the table the highest number is slightly empowered and this can affect the decision making process of whether to adopt family planning usage upon hearing or not.

This could be the reason why the highest numbers of respondents listen to Egesa FM because it broadcasts in a language they comprehend easily.

Since the level of education dictates the cognitive ability, the reason that Egesa FM uses drama and songs alongside can be a major route (peripheral) in delivering the family planning messages to the respondents. For those with high education level, the central route (content and facts) can be the best vehicle in the delivery of family planning messages.

4.3 The Knowledge of Family Planning Programs Aired by EgesaFM

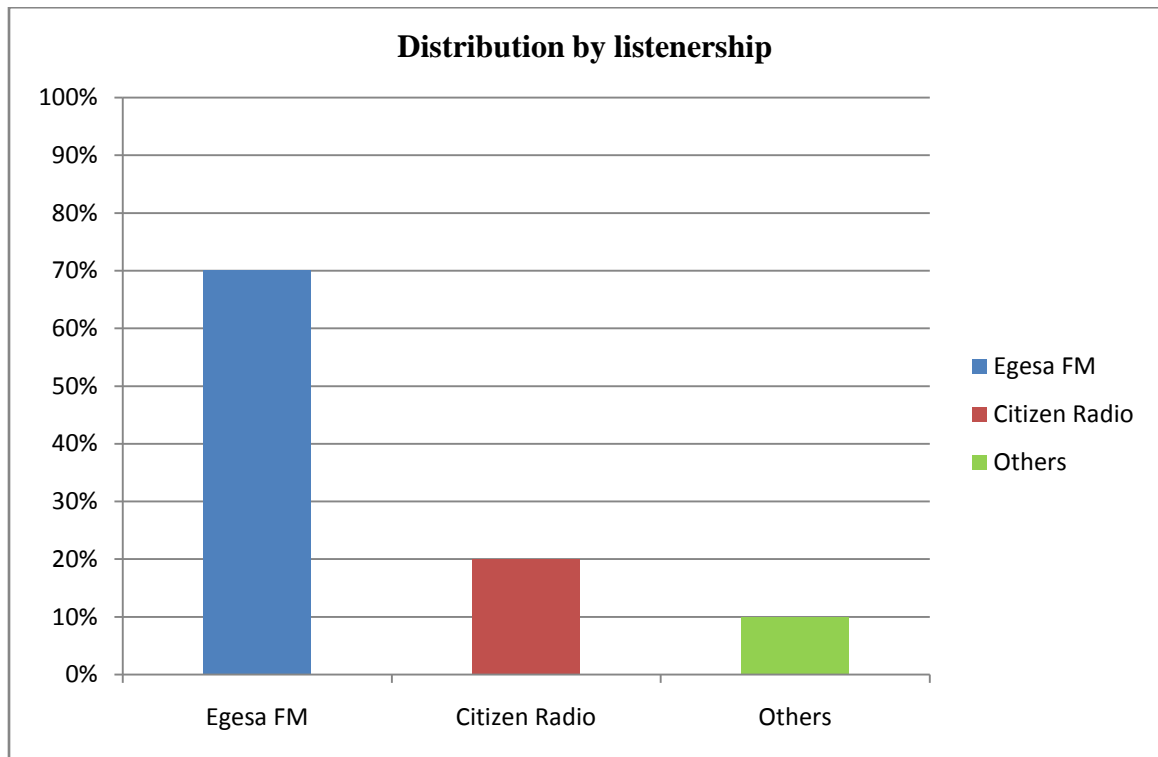
The first objective of this research was to establish the effectiveness of Egesa FM in the uptake of family planning in Kisii County. This was due to the fact that the impact and effectiveness of any radio station is gauged by listenership.

Thus, knowing whether these women pay enough attention to family planning programs helped in investigating other objectives of this study which include; the role of Egesa FM programs in the uptake of family planning and the impact of these programs.

4.4 The Radio Station which the Women Like Listening To

When asked about the radio station they like listening to, 70% of the women said they like listening to Egesa FM as their first radio station of choice while Citizen radio scored the second highest at 20% and the other radio stations scored 10%. They said they particularly like tuning to radio Citizen because it is full of gospel music especially on Sundays and humorous presenters. The graph below summarizes the findings.

Figure 4.2: Distribution by Listenership



Source: Field survey 2015

Those who said they like listening to EgesaFM cited good presenters and local music to be the key reasons which make them to listen to Egesa FM rather than other vernacular radio stations. While still others said they like listening to certain specific programs because they are presented by fellow women. Also stated are good presentation styles and involvement of the audience in their discussions.

This was a clear indication that women like listening to their fellow women presenters because they share the same characteristics. They also like to be entertained by music. This means that the family planning programs would attract a bigger listenership among women if these campaigns are laced with music and run by women.

This study shares a resemblance to Agenda setting theory as the respondents agreed that they find themselves discussing what the media have previously discussed. Majority of those interviewed said although they normally listen to all Ekegusii stations, they prefer

listening to Egesa FM more than others because their needs and problems were well addressed by it.

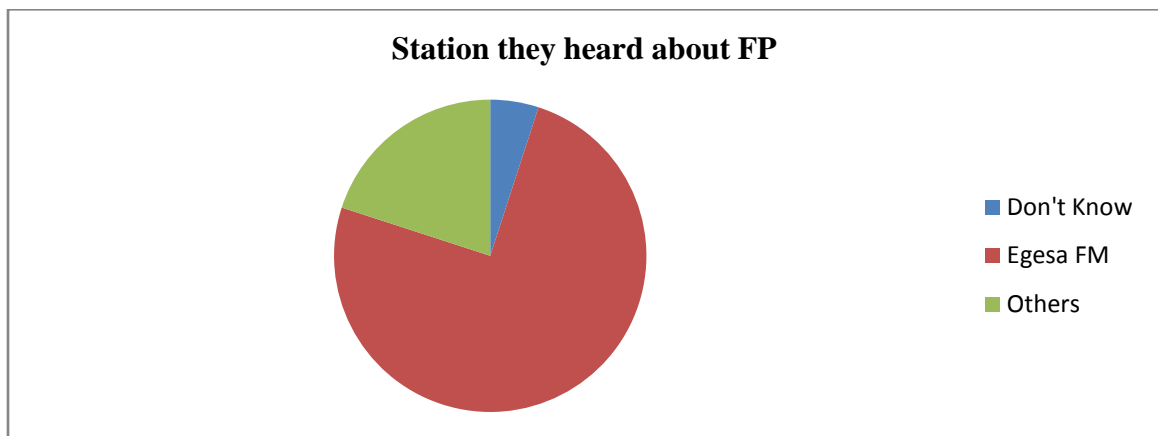
4.5 The Radio Station with Family Planning Programs

When asked which radio station they heard information about family planning, 75% of the respondents (285) said they received information on family planning through Egesa FM either voluntarily or involuntarily while 20% (76) responded that they received family planning messages through other radio stations and only 5% (19) expressed they do not know any radio station with family planning messages.

The 20% who said they receive family planning information through other radio stations have education attainment of certificate level and above. This is because their cognitive ability to comprehend the family planning messages in other official languages other than Ekegusii is high compared with their counterparts of education level of high school and primary.

This supports the tenets of the Uses and Gratifications theory in that the women of primary and high school education level mainly listen only to Egesafm because their language need is met at Egesa FM while those who listen to other stations have their various language needs met at the stations. The pie chart below illustrates this finding.

Figure 4.3: Station they heard about FP



Source: Field survey 2015

A young respondent who finished form four recently responded that Egesa FM has a lot of information on family planning and that in her business shop in MaraniSub County, many people like tuning their radio to Egesa FM hence this forces her friends to listen to Egesa FM.

The findings further revealed that many women listened to EgesaFM because of the interactive programs and its presenters. They said they like listening to Joel Onyancha, LydiahNyaboke and William Atandi because these presenters are also good entertainers. They said that they came to know about family planning from the mentioned presenters who also like playing family planning songs. This was confirmed by a 23 year old respondent who responded:

“To be honest, I don’t tune to Egesa FM to listen to family planning programs but I go to Egesa to listen to LydiahNyaboke ‘Mokogoti’. But in the process I hear about the family planning songs like ‘bangaoroiboro.’

Giving family planning programs to the best and the most preferred presenters implies that Egesa FM is so determined in the promotion of family planning. The women who like listening to these presenters get family planning messages.

This study confirmed the theoretical perspective in the literature review of Harold Lesswel who demonstrated that all the communication beginning with the source, the message, the receiver of the message and the feedback are necessary for the effective communication.

4.6 The Family Planning Programs Aired by EgesaFM

When respondents were asked to mention the names of family planning programs aired by EgesaFM, 2% of them were able to name any of the programs. However, they were able to remember most songs with family planning messages aired by EgesaFM. They were also able to highlight the contents of the Family planning programs. This was well

expressed by a 25 year old respondent from Masongololocation when she was asked to mention family planning programs aired by Egesa FM.

“To be sincere I can’t recall the name of any family planning program but I normally hear presenters like ‘LydiaNyaboke’ talking on family planning, I also know so many songs which warn us against large families.

This affirms that there is a correlation between the education level and the retention level. The 2% who could remember the programs and the name of the songs were from a higher education level cohort. This therefore implies that the ability and probability of a person with high education attainment to adopt a family planning method is higher because they can remember the messages compared to a woman with a low education level.

When asked about the messages in the family planning programs aired by Egesa FM, the respondents in varying percentages gave various themes represented in the table below.

Table 4.4: Family Planning Themes

Theme	Frequency	Percentage
How to use FP devices	92	24
Where to find the FP devices	84	22
The cost of devices	49	13
The dangers of the devices	19	5
Benefits of family planning	136	36
Total	380	100

Source: survey 2015

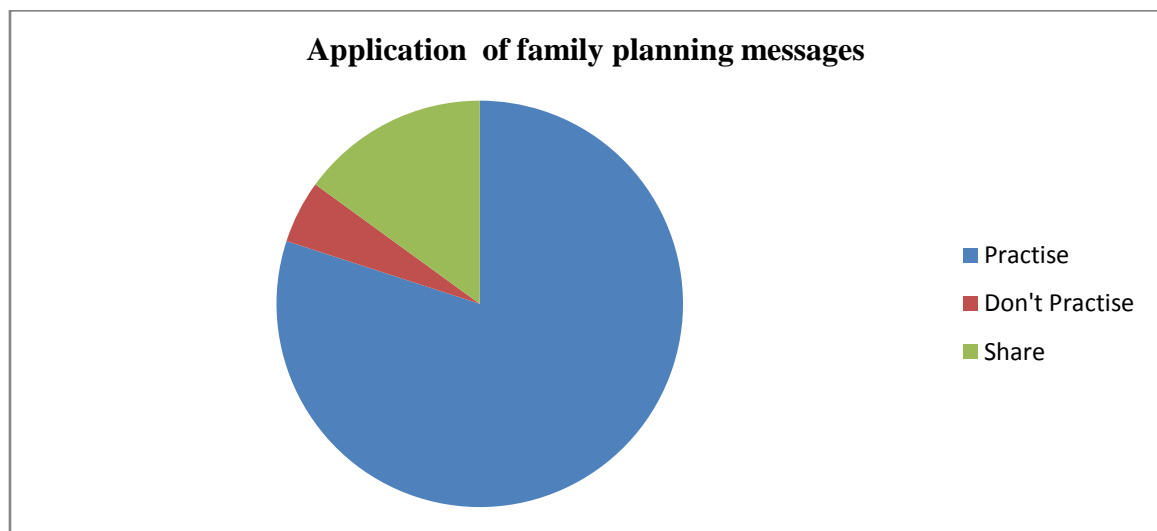
The most common topic discussed in FP messages aired by EgesaFM is benefits of family planning as indicated by 36% of the respondents. This is followed by usage at 24% and location of devices at 22%. The messages provide very little information on the dangers of the devices at 5% and the cost at 13%.

This shows that Egesa FM has succeeded in creating awareness on family planning in Kisii County because the various responses on messages contained or heard about in the programs may be due to selective listening.

4.7 The Impact of Egesa FM in the Uptake of Family Planning

When the respondents were asked what they do with the information derived from the family planning messages, 15% of them said they use the information to discuss with their peer groups, 80% practiced what the messages called for while 5% never did anything with the messages.

Figure 4.4: Application of Family Planning Messages



Source: Field survey 2015

It was also found that the women who listen to Egesa FM Family planning campaigns accept the message; however, those messages do not translate to behavior change. This was expressed by a young respondent who said:

“Even though we fully accept what Egesa says in the campaign, we continue having unplanned families because we are refused by our husbands whenever we try.”

The fact that the use of family planning has gone up in many areas of Kisii County because of constant reporting of use statistics by FP clinics to Egesa FM as a monitoring and evaluation measure, implies that Egesa FM has an impact in creating acceptance and in promoting use of family planning in Kisii County.

This corresponds with MacDonald communication principal in the literature review that communication intended for rural people should start by the rural people themselves expressing their needs and wishes hence the message should be suited to their needs and many channels of communication should be used. In our case scenario, locals and clinics voluntarily report to the Egesa FM through Short Message Services (SMS) instead of phone calls which are expensive; that is they have started using family planning.

4.8 Chapter's Summary of Findings

It was found out that women know the songs and the content of family planning programs aired by Egesa FM. However it was established that a bigger percentage did not know the names of the programs. This is a clear indication that the producer of the family planning programs did not involve the locals when preparing these programs and that is why the participants could not mention any program. This observations share semblance with what Moemeka pointed out in the literature review; that to have an effective behavior change communication, the program should be planned and developed by locals in all stages up to implementation stage.

It was also found out that some women despite the high awareness of family planning don't practice family planning for other factors like spousal resistance. This implies that the media particularly the radio plays a great role in raising awareness but play a very minimal role in behavior change. The family planning songs like '*Banga Oroiboro*' were really helpful in spreading the FP messages among the women.

This study found out that these programs have made some women to go to health centers or seek counseling from the health experts. However, after coming out of the health centers some women found themselves going back to not using family planning.

This is a clear indication that there are no effective social support systems which can help the women in practicing family planning. This is purely a personal decision and thus has far reaching implications on the success of the family planning campaign by Egesa FM.

This corresponds with studies that have established that when target audiences are involved in the determination of program topics, content and timing, the objectives of such programs are usually attained, Heshmat (1967). The population communication has identified the need to develop messages that will attract and engage the audience. Messages which are culturally relevant and are built on ideas, concept and practices that the communities already have which audiences can relate to are more effective Bagui (1995).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter contains summary, conclusion and recommendations on the effectiveness of Egesa FM in the uptake of family planning by women in Kisii County; it also has contribution of the study to: literature and theory.

5.2 Key Findings

5.2.1 Views on Family Planning Programs Aired by Egesa FM

The study found that good presenters and music are the key reasons that make women listen to family planning programs of Egesa FM. However, though they know the family planning songs played by Egesa FM and the content of family planning program, they did not know the names of the programs.

This is a clear indication that the producer of the family planning programs did not involve the locals when preparing these programs and that is why the participants could not mention any program. This observations share semblance with what Moemeka pointed out in the literature review; that to have an effective behavior change communication, the program should be planned and developed by locals in all stages up to implementation stage.

5.2.2 Views by the Women on the Roles Played by Egesa FM on Family Planning Programs

This study also found that the greatest role brought by the family planning programs aired by Egesa FM was to raise awareness on the importance of family planning. Other roles which these programs have played were those of updating the women on the issues concerning family planning and how those who are willing to start practicing family planning could be helped. However, these family planning programs played a very minimal role in changing the behavior of women as some are still not using family planning methods despite the programs. This implies that the media particularly the radio plays a great role in raising awareness but play a very minimal role in behavior change.

This goes in line in what J. Wood (2008) pointed. He argued that media play a role of perpetuating certain stereotype perception, hence stereotyping is a major obstacle in behavior change. Egesa FM and other Media portray Kisii as a densely populated County.

5.2.3 Views on the Impact of Family Planning Programs

This study found out that these programs have made some women to go to health centers or seek counseling from the health experts. However, after coming out of the health centers some women found themselves going back to not using family planning.

This is a clear indication that there are no effective social support systems which can help the women in practicing family planning. This is purely a personal decision and thus has far reaching implications on the success of the family planning campaign by Egesa FM.

This corresponds with studies that have established that when target audiences are involved in the determination of program topics, content and timing, the objectives of such programs are usually attained, Heshmat (1967). The population communication has identified the need to develop messages that will attract and engage the audience. Messages which are culturally relevant and are built on ideas, concept and practices that the communities already have which audiences can relate to are more effective Bagui (1995).

5.2.4 The Effectiveness of Family Planning Programs

It was also found that Egesa FM was very effective in addressing the concerns of women on the issues concerning family planning. They said when they report health centers that are unhelpful to Egesa FM; they get immediate response. Egesa FM has also made the local administration very active on family planning.

This implies that the effectiveness of any program is high when the media interact directly with the locals. In such cases the people open up and share their problem with the media hence the program is seen to be effective.

This share the same resemblance with what Mac Donald (1984) had expressed in literature review. He pointed out that the communication should start with rural people expressing their needs and wishes hence the message by the media is supposed to suit these needs of the rural people.

5.3 Recommendations

Based on the findings of this study, the following policy recommendations are made:

5.3.1 Involvement of the Locals in Program Development

There is need for NCPD to use vernacular radio in all its stages of family planning campaigns. To achieve this, Egesa FM need to facilitate grassroots level communication on family planning by involving rural people in all stages of family planning program development. This would form direct links with the rural community which would make media messages more acceptable. Egesa FM need also to train rural people to be communicators for the rural radio and involve them in all communication processes. Robert chambers (1983) in his book whose priorities are these, argues that there is need for involvement of the locals in any development endeavors.

5.3.2 Conduct a Needs Analysis Research

There is a great need for Egesa FM to conduct research in the rural areas before developing the campaign messages so as to begin by establishing the needs of the local people in order to create acceptance for the campaign messages. Since most respondents said that there is resistance from their spouses on practicing family planning, a survey should be conducted to establish the priorities of these male spouses as regards to family planning. This is in order to mitigate the resistance experienced in family planning. MacDonald (1984) pointed out that communication for the rural development is suitable if the rural people are allowed to express their needs and wishes.

5.3.3 Collaboration with Other Stakeholders

Egesa FM also needs to work hand in hand with village elders in a bid to modify the culture because culture is passed on to members of society in time and keeps the society

together. Liaising with elders would enlighten Egesa program developers on how it could synthesis traditional ways of family planning and the modern ways in a bid to come up with more effective messages for the campaign. What needs to be shared includes learned behavior, beliefs and values. The elders could make the women understand family planning was not meant to reduce their fertility. Paulo freire (1970) in his book Pedagogy of the oppressed asserts that there is need to collaborate and work with all the stakeholders in every stage of development so as to enhance sustainability in development.

5.3.4 Enact and Enforce Laws on Family Planning Advertisements

The government needs to come up with policies that promote family planning advertisements. Since women are most targeted by family planning messages, the government should come up with laws that force every village to erect a family planning billboard so as to sensitize the women on the importance of family planning. Also women should be encouraged to form family planning clubs where matters family planning is discussed.

5.3.5 Developing Edutainment Programs for Campaigns

There is need for edutainment programs. Women like music as a form of entertainment thus, the family planning messages should be incorporated in this music because this would spur discussions about family planning among the peers. The government needs to come up with policies that promote consumption of family planning services. This could be achieved by providing free family planning services in the health centers.

5.3.6 Demystify Myths and Misperceptions on Family Planning

The government needs to stem up a campaign to demystify the myth laced in family planning. This has made it hard for the family planning campaign to realize its fruits despite the concerted effort by EgesaFM to create and raise awareness.

5.4 Recommendations for Further Research

There is a need for further research on various messages with respect to family planning because such messages have never been studied, for instance, the family planning meaning and perceptions derived by various audience from various part of the Kisii County.

This study was limited to four sub counties of Kisii County; there is need for other studies on family planning to be done in the other sub counties for comparative purposes. Future studies should also be conducted using other vernacular stations which have programs that are geared towards family planning.

Lack of enough social support was seen to be one of the reasons that make women not to use family planning services. Therefore there is a need for further research on how the women should be supported to indulge in family planning.

Most respondents stated getting resistance from their spouses in their attempt to practice family planning. Future studies should be conducted to establish the male understanding and perception of family planning and how this affects behavior change.

Since this study was conducted on the uptake of family planning of women in Kisii County, a study should also be conducted to establish the role of the media in the uptake of family planning among the men in Kisii County.

5.5 Contribution of the Study to Theory

The study on the effectiveness of Egesa FM on the uptake of family planning by women of Kisii County has augmented the Two Step Flow theory by Paul lazarsfeld and Katz where information flows through interpersonal networks. According to them, most people form opinions under the influence of opinion leaders who are in turn influenced by the mass media. That 15% of the respondents in this study share the information about family planning with their peers when they hear it on Egesa FM supports this multi-step flow of information through peers and women networks. This therefore confirms that behavior

change campaigns like family planning in Kisii County can successfully be predicated on the Two Step Flow Theory.

That 70% of the respondents like listening to Egesa FM other than other stations because of its good presentation style and music supports the tenets of the Uses and Gratification theory by Katz. Katz asserts that in any act of media consumption, there is always a need that the audience seeks to gratify. The search for good music and humor by the women of Kisii County that they only find to be gratified by Egesa FM confirms these arguments by the Uses and Gratifications theory.

Egesa FM sustains a topic of family planning over a period of time. This gains salience and hence Kisii County women find themselves often having talks on family planning issues. This aspect supports the Agenda Setting theory by McCombs and Shaw that postulates that the Media sets the public agenda by giving salience to some topics and issues that are repeated over and over.

5.6 Contribution of the Study to Literature

The idea that Egesa FM does not involve the locals in its development of programs contradicts what MacDonald communication principal in the literature review says that communication intended for rural people should start by the rural people themselves expressing their needs and wishes hence the message should be suited to their needs and many channels of communication should be used. This also contradicts what Heshmat (1967) established that when target audiences are involved in the determination of program topics, content and timing, the objectives of such programs are usually attained. The 5% of the respondents who don't apply family planning messages affirm to the argument by Kiai that media only plays the role of awareness creation and has little or no effect on behavior change (UNESCO 2000).

5.7 Conclusion

The major conclusion of this study is that Egesa FM has programs that are geared towards promoting family planning. However, local people are not involved in

developing these programs and that was the reason why they could not remember any of the programs aired by Egesa FM which is geared towards promoting family planning. This is a clear indication that the producer of the family planning programs did not involve the locals when preparing these programs. This observations share resemblance with what Moemeka pointed out in the literature review; that to have an effective behavior change communication, the program should be planned and developed by locals in all stages up to implementation stage.

EgesaFM has succeeded in encouraging the local women to call the station whenever they come across any problem in seeking family planning services thus the level of utilization of family planning services has gone up. Some women who have not yet utilized family planning find it easy to start using because of so many family planning messages received from Egesa FM, while some of the women who were using family planning methods and stopped have gone back to health centers in a bid to continue. However, there is a clear indication that there are no effective social support systems which can help the women in practicing family planning. This is purely a personal decision and thus has far reaching implications on the success of the family planning campaign by Egesa FM.

Although the study also found that the greatest role brought by the family planning programs aired by Egesa FM was to raise awareness on the importance of family planning. Other roles which these programs have played were those of updating the women on the issues concerning family planning and how those who are willing to start practicing family planning could be helped. However, these family planning programs played a very minimal role in changing the behavior of women as some are still not using family planning methods despite the programs. This implies that the media particularly the radio plays a great role in raising awareness but play a very minimal role in behavior change.

REFERENCES

- AIDCAP/ FHIExperience, (1997), (Ian Mac Donald et.al 1984).
- Alexis S. T. (1985), *Mass Communication Theories and Research* p.375. Library of Congress Publication.
- Atschull, J.J. (1995), *Agents of Power; the Media and Public Policy*. Longman, USA.
- Boafo, K. (1990), *Communication Processes; Alternative Channels and Strategies for Development Support*. African Council for Communication Education (ACCE).
- Central Bureau of Statistics, Kenya, Ministry of Health, Kenya and ORC Macro. 2004.
Kenya
- Demographic and Health Survey 2003. Nairobi: CBS, and Calverton, MD: ORC Macro.
- Griffin, E. (2009), *A First Look at Communication Theory*. McGraw-Hill International Edition.
- Ian MacDonald et.al, (1984).*Communication Skills for Rural Development*.Evans Brothers Limited.
- John, E., Hockin, D. W., Stacks S., & McDermott, T. (2003). *Communication Research*.
- John, W. (2007) *Research Design.QualitativeProcedures*.Sage Publishers.
- Katz, E., Blumler, J., &Gurevitch, M. (1974).*Utilization of mass communication by the individual*. In J. G. Blumler, & E. Katz (Eds.), *The Uses of Mass Communications: Current Perspectives on Gratifications Research*. Beverly Hills & London: Sage

- Kenya National Bureau of Statistics, (2009). *Kenya Population and Housing Census; Population and Household Distribution by Socio-Economic Characteristics. Volume II*
- Kenya National Bureau of Statistics, (2009). *Kenya Population and Housing Census; Population and Household Distribution by Administrative Units. Volume 1 A*
- LaRose, R., Mastro, D., & Eastin, M. S. (2001). Understanding Internet usage: A social-cognitive approach to uses and gratifications. *Social Science Computer Review*, 19(4), 395-413.
- Lasswell, H. (1948), *The Structure and Function of Communication Society*. Free Press, N. York.
- Leslie, A. B. & Babbie, E. (2003), *Communication Research*
- Fishbein, M., & Manfredo, M., J. (1992). *A Theory of Behavior Change*. In M. Manfredo J (Ed.), *Influencing Human Behavior: Theory and Applications in Recreation, Tourism, and Natural Resources Management* (pp. 29-50). Champaign, Illinois: Sagamore Publishing Inc.
- McCombs, & D. Robert (1977), *Television and Human Behavior* New York; Columbia University Press, 1968.
- McGuire William (1981). "Theoretical Foundations of Campaigns." In Ronald Rice and William Paisley (eds.), *Public Communication Campaigns*, Sage.
- Moemeka, A.A. (2000), *Development Communication in Action*. University Press of America.

- Mugenda, O.G. & Mugenda, A.G. (1999), *Research Methods; Quantitative and Qualitative*.
- Obunga A. C (2003): *Country analysis of family planning and HIV in Kenya*.
- Rodriguez, G., and Westtoff, F. C. (1993). *The mass media and family planning in Kenya*.
- Ruggiero, T. (2000). *Uses and gratifications theory in the 21st century. Mass Communication & Society, 3(1), 3-37*.
- Singhal, A. & Everett, M.R., (1999), *Entertainment Education; A Communication Strategy for Social Change*.
- Singhad, A. & Sthapitanonda, P. (1996). *The role of communication in development: Lessons learned from a critique of the Dominant, Dependency, and Alternative Paradigms. Journal of Development Communication, 7(1), 10-26*.
- United Nations Economic commission for Africa (2000), Information and communication technology for health sector.
- WHO (2014) Sexual and Reproductive Health 3, family planning: the unfinished agenda
Zimbabwe National Family Planning Council, (1998), *IEC Reference Manual for Health Programme Managers*. Ministry of Health and Child Welfare.

APPENDIX 1: QUESTIONNAIRE

SECTION A: BIO – DATA

- 1. Name (*optional*)-----
- 2. Age (tick appropriately)
15-29 () 30 - 49 ()
- 3. Marital status
Single () Married () Widow () Divorced () Single parent ()
- 4. Education level
Primary () High school () Certificate () Diploma () 1st degree () Masters ()
Any other (specify).....

SECTION B: Listenership, Programs and messages

- 5. Do you listen to Egesa FM? Yes () No()
- 6. How often do you listen to Egesa FM? Daily () Weekly () Monthly ()
- 7. (a) Do you listen to family planning programs on Egesa FM? Yes () NO ()
(b) If Yes in 7 (a) can you mention the name of the programs:-

- 8. What are the messages that are contained in the family planning programmes that you have mentioned?

SECTION C Impact of the Family Planning Messages

- 9. How do you apply the messages that you hear about on family planning.
(a) I practice ()
(b) I share with peers ()

(c) I do not practice () please explain why -----

10. How can you rate the messages contained in the family planning programs towards promoting family Planning? Helpful () Unhelpful () Do not know ()