PRINT MEDIA COVERAGE OF MATERNAL HEALTH:
A CONTENT ANALYSIS OF THE PEOPLE DAILY AND STAR NEWSPAPER

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Research Project submitted in partial fulfillment of the requirements for the award of the degree of Masters of Arts in Communication Studies at the School of Journalism, University of Nairobi.

December 2017
DECLARATION

I, Zachary Owuor Ochuodho, do hereby declare that this research project is my original work and has never been presented anywhere for the award of certificate, diploma or degree in any university.

OCHUODHO, ZACHARY OWUOR .......................... ......................

K50/76425/2014 SIGNATURE DATE

This research project has been submitted for examination with my approval as the University supervisor.

DR GEORGE GATHIGI ....................... .........................

SIGNATURE DATE
DEDICATION

I dedicate this study to my friends, colleagues and relatives, who in one way or the other contributed to my successful completion of this study. The study was exclusively devoted to the health reporters and professionals in the health sector in Kenya for their excellent work in ensuring that our brothers and sisters live their full lives irrespective of their status in the society.
ACKNOWLEDGMENT

While conducting this study, I have accumulated a huge debt that acknowledgment alone would do little to pay. However, I would like to take the opportunity to thank my Supervisor, Dr George Gathigi, for his relentless guidance and selfless dedication during the period. I also want to thank Dr Samuel Siringi, Dr Silas Oriaso and Dr Elias Mokua – all from the School of Journalism, University of Nairobi, for their invaluable advice and above all their availability for consultation. I would be lying to say that without their support, I would have managed successfully. I must also not forget to thank my wife and colleagues, especially Chris Odwesso, for their constant encouragement and understanding during the period.


**ABSTRACT**

This study sought to explore the print media’s coverage of maternal health issues in Kenya. Specifically, it examined the level of prominence the People Daily and the Star Newspapers provide to maternal health issues; it also explored the key issues in maternal health that were important to the media during the coverage. Additionally, the study investigated the factors that affect editorial decisions in covering maternal health issues and what needs to be done to improve the coverage of maternal health issues by the print media in Kenya. The research utilised mixed-methods research approach. Interviewer-guided questionnaires were used for the quantitative data while interviews were used for qualitative data. The content analysis was used to examine the content of the two newspapers published between January 2014 and December 2016, while key informants were also interviewed to triangulate the results. The study relied on agenda setting and framing theories. The findings of the study revealed that the coverage in 2015 gave more prominent to the maternal health issues compared to 2016. Findings revealed that key issues of maternal health covered include financing, related diseases and the circumstances at the time of the coverage. Results also showed that most of the factors influencing editors and reporters in their coverage of maternal health corresponded with the challenges facing journalism practice in developing countries such as poor training, time constraints and institutional policies. Lastly, findings reveal that most editors and journalists view training of all gatekeepers as the best way to improve coverage of health issues. In conclusion, mass media rely on agenda initiated by elites in the society, where most of the issues that gain prominence are the ones championed by these elites. Additionally, issues that found in the media are those practically facing people on the ground. The study recommends a review of the journalism curriculum to align it with the emerging needs of the journalism profession. There are critical areas of research as follow-up to this study.
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<td>Africa Media Development Initiatives</td>
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<td>CARMMA</td>
<td>Campaign on Accelerated Reduction of Maternal Mortality in Africa</td>
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<td>CCK</td>
<td>Communication Commission of Kenya Deficiency Syndrome</td>
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<td>HIV/AIDS</td>
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<td>International Media Support</td>
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CHAPTER ONE

INTRODUCTION

1.1 Overview
This chapter gives details of the background to the study, the statement of the problem and the objective of the study. The chapter also highlights the specific objectives of the study, the study justifications, scope and limitations to the study. Finally, it highlights key terms used in the study and explains their operational meaning within the context of the study.

1.2 Background
Mass media plays a key role in the dissemination of information to the public, especially healthcare issues. Through a well-functioning media, individuals’ societies or communities have managed to change their attitudes on public health practices. Media plays a critical role in relaying information to those that it intends to receive the messages (Schwartz, Woloshin & Baczek 2002). Public health professionals use media to raise awareness as well as disseminate information that are critical to avoid the danger (Odesanya1, Hassan & Olaluwoye, 2015). Maternal health experts and professionals too deploy mass media to sensitize those targeted to ensure appropriate policies are in place to address the matter. A study done by Bates & Ahmed (2013) reveals that people seek health information from newspapers for their health awareness to avoid health risks and to live a healthy life (Lantz & Gollust, 2009). According to the studies, newspapers are channels of communication through, which the public can receive information on their health orientation and general health behaviours.
Indeed, different media channels have been used to develop strategic plan to address the scope of health communication in communities. Through the media strategies, maternal health messages are channeled across different platforms to relay the information (WHO 2012, Alejandro 2010,
AP, 2010 and AFP 2014). Media stories covered are measured by the number of lives they touch. Such stories bear some characteristics like impact, prominence, proximity, oddity, currency and conflict which are not easy to change. Often than not, many people tend to receive information about events and situations that happen closer to their home localities (Lanson et al, 1994). Readers would rather find proximity more newsworthy than events that take place far away.

Nevertheless, the coverage of out-of-the-ordinary stories that are unusual, weird or strange in life have become popular news items and are always the talk of the town. Publishing of stories is a complex process that includes the personal interest of the reporter, routines and use of sources, the ideological position of the publisher and owner of the media house (Dorfman et al, 2001). Media coverage not only plays an advocacy role in maternal health but also raises public awareness of health as a basic human right.

Most maternal health information is usually presented to the public in the form of entertainment than simply as data information, which has no relationship to the lives of people (CDC, 2010). Media attention has also been cited as a critical medium to hold policymakers accountable while spending public resources wisely and equitably to improve citizens’ lives. However, despite that, not all forms of mass media reach everyone and would rather use door-to-door campaigns (Naveena, 2015) to reach their targets.

Studies by WHO (2012) show that there is a link between the messages churned out in mass media and increasing uptake of health services. This ripple-effect has an indirect impact that spreads out to reach areas or population that are far removed from its intended targets. People need adequate information and knowledge on health matters so as to live healthy lives (Bello, 2015). Bello further argues that for people to live well, they need adequate information on health as well as preventive measures. This is not possible unless the information on the prevention
measures on the same is disseminated well. Mass media help create awareness, accelerate information flow and mobilize the people towards the attainment of health care national goals and aspirations.

According to World Bank (2012) reports in Afghanistan, Bangladesh, China, Ethiopia, Rwanda, Sierra Leone and Timor-Leste, mass media messages have an impact on family planning programmes on the use of contraception that is a key issue on the maternal health. Media platforms such as radio, television and newspaper have performed well in spreading health messages. Population and Reference Bureau (2010) reveals that public awareness of maternal health is a basic human right. A study was done by Nwokeafor and Nwankwo (1993) in two Nigeria dailies showed that mass media communication can be used to socialize, disseminate values and information to society. Another study done in Kenya on modern contraceptives showed an intricate link between their use and the desire of fewer children (Weston and Rodriguez, 1993). However, a study done in Tanzania by Jato et al (1999) found that mass media messages promoted family planning through the increasing use of contraceptive.

1.2.1 Maternal Health in Kenya

Kenya battles with various epidemics, which are contributed largely to preventable illness. The country has recorded milestones in the health system since 1963, but there are still challenges (MoH, 2015). The milestone struggle has seen interests develop from global agencies such as WHO, USAID, and UNDP and Bill and Melinda Gates foundations.

The Ministry of Health (MoH) reports indicate that Kenya’s poor state of the health sector has continued to health care issues but have are still battling HIV/AIDS, malaria, tuberculosis and other health systems. The healthcare system is generally inadequate. According to the Ministry of Health, the general state of the healthcare system is compounded by an increasing level of
poverty. People are in poor health usually because of poverty (MoH, 2009) especially efforts are put sustainable development.

Kenya’s population census indicates that since 1969, it has more than tripled from 10.9 million to 39 million in 2009 and was projected in 2012 (MoH, 2009) to be 50 million in 2019. Since 1965, when Family Planning was first introduced in Kenya (Chandna, 1998), the Government has been using the media to pass health information messages to the people to make informed choices that translate to smaller and healthier families. The mass media personnel that put the maternal health agenda in Kenya comprises of policymakers, politicians, development partners, public and news managers in media houses. They have used mass media to accelerate Kenya’s achievement of the three health-related Social Development Goals (SDGs) on the reduction of child and maternal mortality rates and the improvement of maternal health.

The maternal health agenda is set by the Ministry of health, Non-governmental Organisations and Development Partners mainly through advertorials, interviews, opinion and commentaries placed in mass media to communicate health information. Media houses through sub-editors revise editors and managing editors are also critical in deciding on what maternal health news. The prominence of stories depends on where they appear on the paper depending on their newsworthiness. The mass media as a source of maternal health information is demonstrated in the Kenya Demographic and Health Survey questionnaire – where respondents in the study are asked to state their source of information i.e. radio, TV or print media.

1.2.2 The People Daily and Star Newspaper

This study focuses on the two medium-sized publications, the People Daily and Star that were launched recently after independence to ensure that they disseminate information that the big publications were often not leaving out due to inadequate space or other narrow considerations.
The two publications (Ipso-Synovate, 2014) have a circulation of the between 20,000 and 150,000 per day. The two publications just like other national daily newspapers in Kenya, also run sister media channels in television, radio and print media. Their headquarters are situated in Nairobi, Kenya. The two newspapers publish daily stories emerging from events, research papers, conferences and meetings, press conferences, policy and product launches and through interviews by its reporter.

The People Daily has an advantage over the daily newspapers in Kenya. Being the only newspaper issued freely to the readers, makes it have a head start. The paper prints about 110,000 copies daily. The free-broad sheet concept is recent and is aimed at enabling people and companies to access quality, authoritative and balanced editorial content while offering advertisers high out-reach and reader value opportunities. The concept of free newspapers has been heralded as a new model which challenges the traditional business model, but that has the potential to re-energize an industry beset with stagnating readership and falling circulation figures due to emerging new media.

The Star Newspaper, on the other hand, has a circulation of around 15,000-20,000 (Ipso-Synovate 2010) survey. The two newspapers have the objective of reaching individuals who are not discussed by the top mainstream media. The study sought to establish whether print media influence public opinion by emphasizing on certain issues, especially while reporting on maternal health issues, which acts as a source of information. Maternal health information has been packaged as advertisements from the Ministry of Health, yet the same messages are news items.
1.3 Statement of Problem

The study revolves around health communication, within the context of mass media. For quite a while, the number of women who visit health facilities for antenatal, delivery, and postnatal care services remain dismal despite sensitization programmes. Girls are still vulnerable to early marriages, early childbearing, unintended pregnancies, unsafe abortions and infection with different sexually transmitted diseases (USAID, 2013). Inadequate utilization of maternal healthcare services partly explains these problems and this is where mass media can play a pivotal role in improving awareness of maternal health and shaping the behaviour favourably.

This study specifically focuses on the underlying maternal health issues that if there is adequate coverage of maternal health by newspapers, the attention of Ministry of Health and international agencies, as well as other NGOs, could be drawn more to the situation to improve the health conditions mothers.

Secondly, the effects of media are underpinned by this statement. The study therefore sought to examine the impact health information in Kenyan newspaper. Media effects are addressed by this study. Given that health reporters are not specialised on health issues, the study also examined the influence of health training among reporters in Kenya which is the third aspect this study sought to examine.

1.4 Research Objectives

1.4.1 General Objective

The overall objective of the study was to establish the role of media in setting agenda for maternal health in Kenya.
1.4.2 Specific Objectives

a) To explore the prominence given in the coverage of maternal health care issues by the *People Daily* and *Star newspaper* in Kenya.

b) To examine the key issues of maternal health covered by the People Daily and the Star Newspapers.

c) To investigate the factors that affect the editorial decisions for maternal health issues coverage in Kenya’s print media.

1.5 Research Questions

a) What prominence is given in the coverage of maternal health issues by the People Daily and the Star Newspaper in Kenya?

b) What are the key issues of maternal health covered by the People Daily and the Star Newspapers in Kenya?

c) To investigate
d) To find out what needs to be done by newspapers to improve the level of maternal health coverage on print media.

1.6 Justification of the Study

This study is important because it can help in shaping health care media campaigns, particularly those related to the maternal health. Kenya Demographic Health Survey (KDHS, 2008/2009) has demonstrated this through questionnaires – where respondents are usually asked to state the media channel they use to access information on Family Planning or issues related to maternal health. Studies show that the Kenyan media report health care issues mostly when it coincides with the promotion of awareness of about some outbreak of the epidemic.
The period chosen for the study coincided with the launch of the Beyond Zero Campaign – a campaign in Kenya whose objective was to ensure that health centres in various parts of the country have adequate facilities such as mobile laboratory, mobile clinics, ambulances and adequate human resources, effective communications and referral mechanisms and efficient supply of equipment, drugs and consumable goods such as gloves and syringes to enable women and children are able to access hospitals or health centres whenever they require treatments. The study period was from January 2014 to December 2016 to investigate whether the print media deliberately set an agenda based on the issues of the time.

The three months after the beyond zero elapsed – October 2016 to December 2016 was the control arm to check whether the beyond zero campaign issues affected the prominence of the maternal health articles published in the in the two newspapers. The comparison of the three-year period January 2014 and December 2016 was to show the effect of politics in the publication of maternal health articles by evaluating the number of stories published between these two periods and how prominent they were.

This study also intended to give an insight on how the media worked by providing reasons and trends on how stories, especially those on health were published. In the end, the study was to demonstrate on how the media contributed to the maternal health agenda by coverage of stories in the newspapers. Research question (a) was answered quantitatively as it is embedded in the content analysis of the study; while research questions b-c were answered qualitatively using in-depth interview research method.

1.7 Significance of the study

The outcome of the study will provide policymakers, maternal health professionals and development partners with vital information that can assist them in designing result-oriented
health campaign in the mass media. The study will help improve maternal healthcare coverage in print media. Based on the findings, mass media can understand the missing links in stories they publish and what they can do to publish accurate and fair stories based on facts and figures. The Media Council of Kenya (MCK), Editors Guild and other journalism regulatory bodies can use the study to come up with standards of health reporting to improve the quality of information churned out in print media.

1.8 Scope and Limitation

This study is a content analysis of two medium newspapers (the *People Daily* and *Star newspaper*) each with a circulation of between 10,000 to 100,000 copies per days. The study covered three years period between January 24, 2014, and December 2016. This was the period when the Government aggressively made an impact following its promises during the 2013 General Elections to improve the maternal delivery service.

A study of this magnitude requires time and resources, covering all the print media in the country is out-rightly impossible. The study therefore, focused itself on the *People Daily* and *Star Newspaper* since no study has been carried on despite appealing to all facets of people. The second limitation is the on-sampling size. Although the *People Daily* and *Star newspaper* are daily newspapers with sizeable circulation, the study did include weekend editions because they do not publish on those days.

It was not possible to cover a more extensive period because of the sheer volume of data would have been generated and furthermore, the analyzed newspaper represents a substantial portion on the newspaper segment, it could not possible to compare these findings with those of competing publications. The study could also not examine the online editions, or other regional editions,
concentrating instead on the final city editions. This is due to the financial, personnel and time constraints.
1.9 Operational definitions

**Agenda Setting** - the contention of this theory is that people’s thoughts are shaped by mass media. In the regard of health information, when media constantly reports health issues, a belief will be created among the populace on the issue.

**Antenatal care**: It includes the correct diagnosis of pregnancy, followed by periodic examinations, screening and management of complications during pregnancy.

Commentaries: These are articles published in newspapers and basically reflect the author's opinion regarding the subject and not the newspaper

**Editor**: This is an individual who is responsible for making key decisions on which stories are published or broadcast. He is sort of the gatekeeper, responsible for the editorial content carried in the newspaper based on the editorial policy of the publication.

**Editorial**: Editorial is the mirror of the newspaper’s opinion. It is regarded as the conscience of the paper and projects the viewpoints of the paper on a given policy, programme or event. It can excite, inspire, motivate, appeal, criticize or reject an idea or policy. It is intended to lead the public opinion and convert the readers to its point of view.

**Feature story**: A feature story is a human-interest article usually comprising of 500 to 2500 words in length and basically focuses on people, places and events. It covers topics in depth, going further on stories presented as hard news by giving a detailed explaining of the most interesting and crucial elements of a situation or occurrence.

**Framing**: refers to the selection of relevant and most important topics, issues and solutions visible in media messages. Journalists depend on media frames to decide what to incorporate into a story and what to leave out, a process which may be conscious, innate or culture-bound.
Therefore, media frames often induce a viewer’s attention to specific aspects of a journalist’s news story, de-emphasize other parts and leave out some aspects completely.

**Hard News Story:** It refers to the actual report of what has happened in a simple, clear and accurate manner. News stories are based on facts. It draws no conclusions, makes no accusations, offers no opinions and does not indulge in any speculations compared to soft news which is explanatory and opinionated in a way.

**Health Journalism:** encompass the broad range of reporting about health topics, including coverage of health policy, health care providers, public health, medical research, and personal health issues.

**Inverted Pyramid:** It is a structure which lays emphasis on how news stories are normally written or presented to the readers, viewers and listeners. The style usually requires reporters to start their report with the most key facts followed by another fact in order of significance.

**Letters to the Editor:** The letter to the Editor is a sort of a feedback for the newspaper. It is an individual expressing his opinion or grievance on a specific subject of his interest or offers some suggestions to overcome the difficulties.

**Maternal:** health and well-being of women during pregnancy, childbirth and the postpartum period. It encompasses the healthcare dimensions of family planning, preconception, prenatal, and postnatal care to reduce maternal morbidity and mortality (WHO, 2012).

**Maternal Mortality:** Maternal mortality is defined by WHO as the death of a woman during the pregnancy period or within 42 days of termination of pregnancy, irrespective of the duration and site of the pregnancy, from any cause related to or aggravated by the pregnancy or its management, but not from accidental or incidental causes.
Maternal Morbidity: The Centre for Disease Control defines it as physical and psychological conditions that result from pregnancy and have an adverse effect on the health of a woman.

Sustainable Development Goals (SDGs): These are a set of eight goals set by 191 United Nations member countries that have the goal of reducing by up to half, world poverty by the year 2015.

Opinion pieces: Opinion pieces include editorials, articles, reviews, columns, letters to the editor etc. This type of write-ups has one common characteristic – they express opinions, pass judgments, or offer suggestions.
CHAPTER TWO
LITERATURE REVIEW

2.1 Overview

This chapter reviews the literature on the role of mass media in coverage of maternal health issues. It discusses issues in the health sector, historical overview of the newspaper development in Kenya. In addition to highlighting the importance of health in human society, it also looks at the major health concerns in Kenya.

It discusses issues in the health sector, historical overview of the newspaper development in Kenya. In addition to highlighting the importance of health in human society, it also looks at the major health concerns in Kenya, health communication research, the context of newspapers, the concept of health communication and the theoretical framework.

2.2 History of Mass Media Development in Kenya

An overview of the historical development of newspapers in Kenya is important for this study because mass media plays an influential role in the dissemination of information to consumers of (people and policy-makers) and therefore is viewed as a channel of health communication campaigns (Durrain, 2006; Ochilo, 1993). In Nigeria, for example, the press is regarded as one of the major sources of information about malaria, women’s health, HIV/AIDS and family planning among others (Nwagwu & Ajama, 2011; Godlee et al, 2004).

The health coverage in Kenya’s mass media has been there even during the colonial days when the newspapers were first launched. Historically, mass media have been a major source of health information to Kenyans. The current landscape of newspaper industry in Kenya reflects this historical antecedent. It mirrors in the ownership pattern, newspapers and national politics and
their commercial orientation with (Barratt & Berger, 2007) adding that in Africa, mass media is a product of what happens in the society.

In Kenya, although the introduction of mass media was pioneered by the colonial government in a bid to govern properly, it was exclusively meant to serve the interest of the colonial government. Moreover, the bulk of the reports were lopsided and therefore geared towards them in the interest of white settlers (Durrain, 2006). However, in 1901 a fellow by the name of AM Jeevanjee decided to launch the African Standard – which has now changed its name to the Standard Newspaper with the intention to serve a section of people, who were not being served by the colonial government – Africans and the Asian communities. It was a private initiative meant to serve the workers, farmers, labourers which were hitherto this never covered.

Today, although the mass media ownership is mixed, it is largely a private enterprise. Unlike in the 1980s and 1990s when government-owned newspapers overshadowed privately-owned ones, no newspaper is now owned by the government.

After independence in 1963, the Kenyan media has been used in various campaigns to raise public awareness on various health-related issues such as malaria, HIV/AIDS, immunisation against tetanus, polio virus or used to sensitise women and children on malnutrition. As quoted in Gupta and Sinha, (2010), Freimuth et al. (1984) in a study said that a lot of people rely on the news media for their health-related information. Gupta and Sinha (2010) further state that policy maker also obtain a considerable amount of information from the media on issues that they do not do. Bryant and Thompson (2002) on the other hand point out that health matters in news cover-age has the potential to shape the impression of average citizens and powerful policy makers alike.
Nevertheless, Brown and Walsh-Childers (1994), argue that news coverage of health tends to ascribe the power to control individuals’ health to medical experts using the high-technology equipment. Studies have shown that the media tend to increase their coverage of health concerns to serve their audience better. However, Mowlana (2000) stressed the role of mass media in the dissemination of information in the process of social change as: “…the role of the press as an organiser, agitator...was recognised...attention was given to the role of the press in urban development and the role of the radio in agricultural and rural extension services (p. 20)”.

Lasswell (1960) assigned the mass media three functions which include: surveillance, correlation and transmission of cultural heritage from one to the next generation. Surveillance as the first function of the mass media refers to how the mass media look out for both threats and opportunities in society. However, mass media correlate the different elements of society, allowing its segments work together. Transmission of cultural heritage from one to the next generation is the third function. Wright (1960) as cited in Hanson (2005) handed the fourth function of the mass media which include entertainment. Mass media thus have become a tool for promoting health through behaviour change by disseminating information about the health problems and how those infected can be treated, if not avoid being infected with diseases. Mass media health campaigns can be used effectively to promote health issues at the national or local level (Catalan-Matamoros 2013).

2.3 Importance of Health in Communication

Media plays a key role in the development of any society. Apart from disseminating information to the public, it also sensitises people on what they can do to avoid being infected or it reaches out to a mass audience that comprises people of varying backgrounds, who need the media to keep up with the pace of events around them. Health and mass media are vital to every society.
The two are viewed as key elements that are necessary for the social, political and economic development of countries (Sen, 1999). Besides, they also interrelate with other valuable social ends like education, which are valuable in the growth of economies. They have a significant impact on labour productivity, which too has overbearing effects on the per capita income and the economic growth of every country. Since the mass media act as a source of messages from the communicators to receivers, they have a responsibility to the society of creating awareness about issues (Odesanya, Hassan & Olaluwoye 2015). Maternal health is an issue of general concern that ought to be one of the issues of interest to the mass media that has been credited for influencing behaviour.

A society that wants total transformation for its citizenry always pursues an effective healthcare system and health policies. Aristotle and other greater thinkers have emphasized that society’s obligation to keep and improve health is grounded in the ethical principle of human flourishing.

Studies in media-enhanced socio-economic development (Oso, 2012) concur that there is a link between the mass media (radio, television, newspapers, and magazines as well as other associated platforms for mass-based engagements and interactions) and the society. Society is bound to enable human beings to live to flourish. Health is pivotal is the success of human flourishing (cited in Ruger, Jamison, & Bloom, 2001).

2.4 Overview of Maternal Health in Kenya

Kenya’s healthcare system is divided into three subsystems - the Public Sector, Commercial Private Sector and Faith-Based Organisations (KHS, 2016). The country has vast healthcare facilities scattered around the country aimed at addressing issues that affect health in every part of the country. However, following the adoption of the Constitution 2010, health care system has been devolved. This means that healthcare delivers services have been taken closer to the people.
Currently, Kenya has about 4,500 healthcare facilities scattered across the country. These facilities serve different people right from the community going up to the national level. The delivery of service depends on the nature and level of severity of the illnesses (MoH, 2016). However, despite the elaborate infrastructure in place, not all Kenyans are able to access the healthcare facilities said to be within their vicinity. The problem most people experience with Kenya’s health service delivery is that sometimes the resource allocations are not adequate to deal with issues at hand, some health centres did not have facilities, staff, drugs and medication to serve health seekers well.

Despite the achievements realised in the healthcare sector, Kenya is still riddled with many serious challenges. Therefore, the introduction of mobile health clinics to address the inadequacies especially in the rural areas is viewed as a key success to reaching those in remote areas. Among those who are seriously affected are women and girls who according to available data die due to an illness that could be avoided. Studies done by Ministry of Health show that proper and adequate maternal health contributes to the overall reduction of maternal morbidity and mortality (MoH, 2015). It indicates that most maternal health deaths in Kenya can be prevented if cases such as haemorrhage, infection, high blood pressure, unsafe abortion and obstructed labour can be checked. Juncker et al, (1996) and UNICEF (2015) reveal that inadequate or lack of maternal health facilities not only threatens the survival of the newborns, it also affects families who would have survived normally if they had timely information on issues related to their health.

Mass media sensitisation process plays a crucial role in overcoming the barriers that women and girls usually encounter by reducing the home births and increasing births in a health facility (Adam, 2015). However, a study by Nyangau (2012) indicates that many maternal deaths
witnessed in developing countries could be avoided, if women and girls were sensitised early enough on what the risks and how to avoid them before its late.

Mensah, Bentil, Adjepong and Dolo (2012) in another study reveal that abortion, haemorrhage, pre-eclampsia, septicemia, anaemia and others were the main cause of maternal mortality where healthcare information on maternal health is inadequate. According to the study, haemorrhage account for 29.7 per cent, while pre-eclampsia and abortion account for 19.4 per cent and 16.8 per cent, respectively. The study also reveals that barriers to emergency obstetric care contribute to 69.03 per cent of the deaths.

2.5 Mass Media and Maternal Health

Seale (2003) indicates that the media shapes the public’s opinions about what issues are important and emphasize problems ways of thinking. Health communication is defined as the use of communication strategies to inform, influence and motivates individuals, institutions and communities in making effective decisions to improve health. News about population and health has the potential to affect millions of people because they influence policy makers, sensitize the public and thus help people live longer and healthier. Kenyans rely more on the media information rather than information provided by the government or other sources (Odhiambo, 2000).

Good health is defined by WHO as the state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity (Trussel et al., 2000). Over the past, media has proved critical in the dissemination of critical information on family planning, malaria, tuberculosis and HIV/AIDS. Media has equally been used as a vehicle of advertising condoms (KDHS 2008/9) and a key (Odesanya, Hassan, Olaluwoye, 2015) in communicating essential decisions, which have been identified as important in development planning. Studies show that
communication relayed through mass media or through interpersonal communication channels affects the behaviours directly or indirectly depending on the approach. Because the mass media relay messages from sources to receivers, they have a responsibility to highlight what constitutes a threat to individuals’ well-being in a society including issues on health. The health of a mother is important for country and family or society as only healthy mothers beget healthy children. The mass media, especially newspapers have a responsibility to inform the public on issues related to the maternal health. Scholars are unanimous that mass media have the potential to sensitize the public on health-related issues that engender life or promote desired goals. Bankole (1994) believes that the mass media – radio, television and newspapers – can influence people’s behaviour negatively or positive depending on the task at hand.

Health disparities in mass media could be due to the way the government disseminate its findings or the way journalists or editors package and cover the healthcare stories (Nierderdeppe J et al. 2013). Although scholarly articles, press releases and speeches by politicians and health officials serve as key sources of health stories, journalists have also expressed restraint about covering health disparities (Amzel & Ghosh, 2007).

2.1 History of Mass Media in Health Care Coverage

Mass media has been deployed by various institutions across the world to relay health information and sensitise the public on the key issues (WHO, 2015). This is not different from the role the Kenyan media has continued to perform in disseminating health care issues among other development issues. Studies done in different countries show that health news rank among the top most covered topics in the mass media. As Coulter and Ellins (2006) indicate, the media plays a significant role in influencing public opinion and changing behaviour. According to
Coulter and Ellins, health news changes people’s perspective and as behaviour toward health and in some cases as Johnson (1998) points out sparks curiosity in the topic discussed. The influence of the media goes as far as some patients changing their mode of treatment (Haas, Kaplan, Gersten-berger & Kerlikowske 2004).

Kenya has several magazines, newspapers, weekly and even monthly publications that sensitise the public on various issues. As at independence in 1963, Kenya had several regional news-outlets with only two national newspapers. The Africa Standard newspaper was the first to be officially launched in 1902 to serve the whole country, Daily Nation and Taifa Leo followed pursuit in the 1960s. The People Daily and Star Newspaper were launched several years after independence to ensure coverage on most issues that were not covered by two newspapers national newspapers. The four newspapers cover topics such as health, agriculture, social, investment and economy etc. According to Synovate Kenya (2012), the Star newspaper and People Daily control are classified as medium newspapers with circulation ranging from 20,000 to 100,000. However, due to the emerging new media and free media outlets, the circulation of the two newspapers may have reduced drastically.

2.7 Newspaper Readership in Kenya

The newspaper readership in Kenya has been on the rise through at a slow rate compared to what it was before the alternative ‘news channels’ emerged. A study done by Media Council of Kenya in 2005 discovered that only 55 percent of the urban dwellers read newspapers compared to 36 per cent in rural areas. However, another study conducted by Ipsos Synovate in 2008 revealed that about 2.2 million people in urban centres alone read newspapers daily in Kenya, compared to 2.6 million in rural areas.
But a recent study done by GeoPoll in 2015 indicates that the number had increased to over 7 million. According to GeoPoll (2015) survey, Kenyan daily newspapers were compost of the Daily Nation, People Daily, the Star and Standard. The survey revealed that an average of 4.4 million people read Daily Nation daily, while averagely 3.5 million people read Standard and about 2.3 million readers read the People Daily each day. The study also revealed that the Daily Nation had 40 per cent and People Daily 20 per cent of the total newspaper circulation, the People Daily had 8 per cent and The Star five per cent.

However, a survey carried out by the Kenya National Bureau of Statistics in 2015 revealed that the circulation of combined all the daily newspapers (English and Kiswahili) had declined by about 5 million. The reason for the decline is due to the growth of online readership and emerging new outlets. In 2015 for instance, KNBS reveals that the circulation of English newspapers alone had dropped by 3.4 per cent (KNBS 2015).

Kenya National Bureau of Statistics (2017) data indicate that Kiswahili newspapers similarly continued to decline with only 5,209 copies sold on average in 2015 down from 5,800 copies in 2014. The online readership of news content was the bigger winner in the battle for readers with an average of 1.5 million online visitors per day in 2015 compared to 1.02 million registered in 2014.

The weekly newspapers were however not spared either. The circulation dropped from 14,975 copies in 2015 down from 15,900 copies in 2014. The decline has been the same on for years in a row, according to KNBS. The weekly newspapers had not been spared either. The circulation dropped from 14,975 copies in 2015 down from 15,900 copies in 2014. The decline has been the same on for years in a row (KNBS, 2015). Mogambi et al (2013) noted that between 2000 and
2005 there had been a slight improvement for those who read newspapers daily with daily newspaper sales increasing from 211,437 copies to 215,232.

2.8. Newspapers

2.8.1 The People Daily

The People Daily is a national newspaper published daily and distributed in all urban centres in Kenya and has an average circulation of about 140,000 copies per day. The People Daily do not publish on Saturday and Sunday. The newspaper operates from Kijabe Street, Nairobi – where it has its headquarters. Ipso Synovate (2010), the newspaper is read widely has an average readership of about 500,000 per day. The newspaper was established in 1992. It was founded by Kenneth Matiba. The paper first started as a weekly publication but graduated into a daily publication. It has developed and established other sister brands such as TV channels and FM radios that are also delivered in local dialects, English and Kiswahili (Sarati 2012). The newspaper also operates an online edition and has a website to boost its readership and to keep its readership a breast. The newspaper has established a business concept in its marketing approach that is shaking the media industry in Kenya. The paper is distributed and issued out to the public for free (www.mediamaxnetwork.co.ke) website.

The business model has taken the other leading top newspapers – The Daily and Standard Newspapers with a shock. Already the two newspapers are downsizing their staff to maintain their bottom-line. The move adopted by the People Daily has resulted into considerable reduction of their advertisement, which they used to get due to their wide circulation.

The People Daily due to its moderate readership and market share could not get the advertisements. Additionally, lack of a network of experienced journalists and editors, the financial and human resource muscle do not enable them to have the best in the market and
therefore due to this they hardly have consistent quality in their contents. They are not fully independent as the newspapers are supposed to be despite having a logo suggesting that they are fearless, frank and truthful. (Sobania (2003). Reporters in the newspapers sometimes hardly have the right human capacity to enable them to cover and publish a wide selection of stories in politics, health, economics spheres and both on local and international levels.

The *Star Newspaper* has a website http://www.the-star.co.ke while the People Daily has also launched http://www.mediamaxnetwork.co.ke, all which exist parallel to their hard copy. The newspaper updates their websites after every 30 minutes as stories emerge and those earlier published updated accordingly and has the highest number of online readers per month. (epaper.peopledaily.co.ke)

**2.8.2 The Star Newspaper**

The *Star Newspaper* was the latest newcomer to the newspaper industry in Kenya. The Star Newspaper was launched in 2007. The newspaper has its headquarters in Nairobi, Kenya. It started as the Nairobi Star before it rebranded as The Star in 2009.

Initially the circulation of the newspaper was about 5-8,000 in 2007; however, the situation improved to 15-20,000 in 2010. The paper first made a profit in September 2009. The bi-weekly directive of the registrar was rejected by star publishers by going to court in 1998. The organization additionally wanted the registrar and the Commissioner of Police prohibited from interfering with or preventing the printing, publication and distribution of the star newspaper.

The super stars become modelled after the solar, posted in the United Kingdom, which contains ‘juicy’ information, normally that specialize in gossip approximately Kenya’s public figures and celebrities. It appeals to a more youthful audience who might not be interested in mainstream information carried by way of the alternative newspapers. The star is owned by using the same
enterprise that owns the conventional FM and Kiss one hundred FM radio stations (KARF facts, 2015).

**Table 1.0: Daily Newspaper Circulation in Kenya**

<table>
<thead>
<tr>
<th>NEWSPAPER</th>
<th>MEDIA HOUSE</th>
<th>DAILY CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td>Nation Media Group</td>
<td>280,000</td>
</tr>
<tr>
<td>The Standard</td>
<td>Standard Group</td>
<td>160,000</td>
</tr>
<tr>
<td>The Star</td>
<td>Radio Africa Group</td>
<td>70,000</td>
</tr>
<tr>
<td>The People</td>
<td>Mediamax Ltd</td>
<td>110,000</td>
</tr>
<tr>
<td>Business Daily</td>
<td>Nation Media Group</td>
<td>12,000</td>
</tr>
</tbody>
</table>

*Source: Marketing Department of Media Houses 2017*

**2.8.3 The Role, Use and Abuse of Media**

**2.8.3.1 Role of media**

Media plays a key role in creating and shaping of public opinion and informing of people about health matters in the society. It is the sword arm of democracy and acts as a watchdog to protect the public interest against mismanagement, abuse of office and sensitise the public by creating awareness. Mass media’s responsibility is intended to reach and discuss issues affecting a large target group or audience (Roy, 2015).

**2.8.3.2 Use of media**

The unfettered and independent mass media, it has been argued by liberal theorists, is essential democratization. It does not only sensitisie the public about the right of freedom of expression, thought and conscience, it also strengthens the responsiveness and accountability of governments to all citizens - for a multiplicity of groups and interests, (Sen, 1999). As the fourth pillar of democracy, media plays a key role to act against the injustice, oppression, misdeeds and impartialities in every society. It has remained an integral part of human civilisation and has always taken a pivotal role in shaping what happens in the society including health. During the days of freedom struggle, newspapers acted as a platform where common Kenyans made
demands and express solitude with freedom fighters. The media in Kenya has increased phenomenally and to-day comprises of newspapers, television and internet and radio channels. Mass media has helped in the fight against corruption, nepotism, cronyism of institutional machinery which it carries-out relentless campaign against. The Kenyan press has been at the forefront in exposing mega corruptions such as Goldenberg, Eurobond, the National Youth Scandal (NYS) and other tenders like Standard Gauge Railways (SGR) that was not making sense and the public did not get value for their money (Daily Nation, 2017).

Mass media has been used in major campaigns, especially during the immunization pro-grammes HIV/Aids behaviour changes in the country. As a result, Kenya is said to have reported a decade in diseases such as HIV/Aids infection rates, tetanus, polio, cholera etc because the medical experts use media to reach all the targeted groups.

2.8.3.3 Abuse of media in society

Nevertheless, despite the positive impact associated with the press, the media has been cited also as a source of inaccurate and misleading of information based on fallacies, ignorance or witch-hunt. There are instances where the media has been manipulated by actors bent on instigating violent conflict or creating a false image (Frohardt, 2003). A study was done by Frohardt (2003) across the world confirms that while conventional media-radio, television and newspapers play a positive and informative role in a society, there is some content that is specifically designed by the personal stake in the media to create discontent, disharmony and fear or rejection. When mass media misreport anything to the readers, audience or listeners, they end up consuming the incorrect information (Wallack, 1990). For example, when a local newspaper reported that a tetanus vaccine given to children in Kenya was meant to control high birth rate.
2.8.3.4 Health Journalism

Mass media is one of the famous and fee-effective public fitness advertising equipment globally. it's miles the principle supply of fitness records in many components of the arena. Mass media is one of the foremost resources of facts on malaria, HIV/AIDS, women’s fitness, and family making plans among others. Tanzania has used mass media effectively to attain the agricultural bad is particularly via radio, television and newspapers. but, in Malawi, the media interventions were on the centre of maternal health and HIV prevention.

Health journalism refers to the dissemination of fitness-related records to the public through media shops. The information media surroundings Kenya is present process a transition unlike any considering the fact that the appearance of tv and fears for the destiny of the information commercial enterprise have by no means been higher. information audiences are moving which media and structures they use and the way they use them and in response, advertising sales are shrinking and news companies are trying to trade how they cowl and supply the news. The trade is having a dramatic effect on journalism, such as on the coverage of health (KNBS, 2015).

New media has extended the availability of news for lots consumers and the internet has made records greater widely and right away reachable to reporters and to the general public. they've led to an unprecedented breadth and intensity of fitness statistics for the information customer interested by looking for it. however declining newspaper readership and community tv viewership have brought about commercial enterprise selections that cut the resources for insurance of fitness information. This has created an environment wherein it is more likely that unfiltered public members of the family and marketing messages can discover their manner into fitness news tales, that may result in a severely weakened and compromised product for many purchasers (Schwitzer, 2009)).
Health coverage in media is not a simple reflection of the health issues that are most prominent in a society but is a combination of factors that strive for attention and space which define a problem, assign blame and suggest, who is responsible for addressing it. Blumer (1971) as quoted in Wanja (2015) argues that media coverage can influence the public through at least two processes: Agenda Setting and Framing.

Wanja (2015) further argues that while journalists file stories based on sources, which could be from events, policy decisions, health researchers and experts, scientific conferences or from press releases, most health stories are not breaking news because health researchers are bound by a rule that forbids publishing of material that has been submitted for publication. Thus, health journalists are embargoed from publishing material until a mutually-agreed global time.

2.8.3.5 Mass Media Challenges in Maternal Health Coverage

Mass media health coverage in Kenyan newspapers is facing a threat from many sources, especially from the internet. The internet publication is expanding the health news and has introduced the new age of health reporting that encourage for depth, scope and links that are not possible in other media channels. However, despite mass media’s critical role in the dissemination of maternal health, media houses and reporters face challenges that are limiting their effective spread of health.

Mogambi et al., (2013) argue that some media houses disseminate inaccurate health stories to soar-up their sales and thereby make a profit. Schwitzer (2008) on his part argues that the health coverage is both complexes for those not familiar with healthcare issues. In the context of today's news industry environment, with demands for more stories, done more quickly, with fewer resources and with an eye on the competition, the challenges to producing quality coverage are great.
But Mogambi et al (2013) say that since political stories encourage sales as compared to health stories that make it difficult for health stories to appear major stories unless the story is a major finding or a tragedy. However, the distortion of information affects journalists largely due to their lack of specialization and clear understanding of health matters. The over-reliance on politicians as sources of health news more than the professional like Ministry of Health officials, researchers and doctors have also been cited as a hindrance in the availability of credible and accurate health stories in print media.

2.9 Theoretical Framework

The study is anchored on the Agenda-Setting and Framing theories. According to Baran and Davis (2009), the agenda-setting theory establishes that there is a relationship between media reports and how people rank public issues. The agenda-setting theory explains that the rate at which the media cover a story correlates to the extent to which people think that story is important. Onyeizu & Binta, (2014) in their study argue that a person acts at a time is determined mainly by what issue he believes is important. According to McCombs (2004), what the mass media high-light determines what the public thinks about and talks about as this sets the agenda. He argues that media selects certain items for the highlight and this subsequently gains prominence among the viewers and readers.

As Onyeizu & Binta (2014) explain that the crux of the agenda-setting theory is that the mass media decides where, within the newspaper or broadcast, the stories of the day should appear. Onyeizu & Binta (2014) further argue that some of the stories appear on the front page or banner headlines; while others which may seem less important could have smaller headlines, short and sharp without accompanying photographs. The same may be the case of broadcast news, where some stories may appear early in the presentation perhaps are given more time, while others can
be presented in much less time towards the end of the broadcast. Media exposure of health issues either through news, features, editorials etc. will help expand the audiences’ scope of knowledge about the issue.

2.9.1 The Agenda-Setting Theory

The agenda-setting theory suggests that the media influence and shape people’s thoughts, behaviour and the priorities. The theory assumes that if a specific health problem receives constant attention in the media, the population believes that the health problem is an important one. It is the placement of articles, especially those that interest the public and placing them prominently on pages, where they can get the attention of the readers or viewers. The theory also holds that the quantity of communication about health disparities in media can influence both issue awareness and issue importance (McCombs & Shaw, 1972). The media influences public opinion by the stories media publishes and calls upon persons to follow the media to understand issues of the time (Lipmann, 1922).

Even though it is feasible to have a consumer-driven research, the concept of time table setting got its call from the idea that the mass media can convey the salience of gadgets on their news agendas and then infuse it in public time table. A few elements are imposed at the those who do the gate-keeping (journalists and editors) and some economic limitations and monetary pressures also are located at the media because they have to survive as a profit-making business enterprise (Global Media Journal, 2008).

In the study, the research conducted analysis to set the pace for the discussion of maternal health issues like the pregnancy, postpartum debate. By publishing the opinions of the doctors, religious leaders, and politicians, as stories either in the front and back page, page leads, as opinions or as small stories, did the media set the agenda on the maternal health issue?
2.9.2 Framing Theory

Framing as an idea of mass communication refers to how the media packages and presents records to the general public. McQuail (1994) observes that the entire study of mass communiqué is primarily based on the basis that the media have sizable results. Consistent with the concept, the media highlights certain activities and then locates them within a particular context to inspire or discourage sure interpretations. Thru it, the media exercising a selective influence over how human beings view reality (Druckman, 2001 & McQuail, 1994). It’s every so often called second-level agenda placing because of its near relation to agenda-putting theory.

The idea of framing is linked to the time table-placing subculture however expands extra by way of focusing at the essence of the problems to hand in place of on a selected subject matter. the idea of framing idea is that the media focuses interest on sure events and then locations them inside a discipline of meaning. Framing is a crucial subject matter when you consider that it is able to have a large affect and therefore the concept of framing accelerated to corporations as nicely (Cissel, 2012).
CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

Research methodology is defined as the study of methods and underpinning the philosophical assumptions of the research process. It provides the answers to the questions of why a researcher conduct research in a certain manner and provides guidelines to how the research needs to be carried. The chapter focuses on the research methodology used in the study. It also guides the researcher while collecting, analyzing and interpreting facts. The chapter explains the approach and method used in the study. It further examines the population of the study, how sampling is done and the data collection procedure that is used to carry-out the study. The chapter provides an explanation the credibility and dependability of data in this research and the ethical considerations which were taken into account before it was carried out.

3.1 Research Design

Bhattacherjee (2012) defines, research design as a comprehensive plan for data collection in an empirical research project which aims at answering specific research questions or testing specific hypotheses. The research entailed a comparative study of print newspapers and online version of the two newspapers in Kenya. The researcher collected copies of the published newspapers covering the period (January 1, 2014 to December 31, 2016).

The researcher developed Story Analysis Form (Appendix 1) - where information on maternal health issues was coded. The form contained information such year, month, date and the publication No. The form also had issues such as type of stories (editorial, news story, feature article, commentary, letter to the editor). A content analysis was conducted to examine content related to the maternal health on is-sues such as article slant, appearance of topics and themes
related to maternal health treatment and equity concerns. A questionnaire (Appendix 2) was also used. The data collected captured information that could not be covered by quantitative data were analyzed and used to produce this report.

3.2 Research Approach

According to Taylor and Lindelöf (2002), qualitative research study covers an array of interpretive techniques that describe, decode, translate and come to terms with the meaning of certain more or less naturally occurring phenomena in the social world. This research applied the qualitative approach to inquiry where relativity in meaning and alternative interpretations of the choice of media for audiences were investigated. The qualitative research method was the best placed for this study as it involved a description, interpretation and discussion of the data that was collected based on the comparison between the online and print newspapers.

3.3 Research Method

Kothari and Garg (2014), define a method as a technique meant for gathering information through given a chosen methodology. This research entailed a study of the two print newspapers – the *People Daily* and *Star newspaper* in Kenya. The research developed a code sheet which included what he wanted to study on stories published on maternal health care in the two newspapers. This allowed the researcher to answer the questions of whether the content, display and prominence of stories in the newspapers.

3.4 Population & Sampling

The term population refers to a class of subjects, variables, subjects, concepts or phenomena (Kothari and Garg, 2014). Usually population is large and are composed of many elements. According to Hook (2013), a population theoretically, is a specified aggregation of study elements while a study population is the aggregation of elements from which a sample is
selected. A sample is a subset of the population that is representative of the entire population. According to Kothari and Garg (2014), sampling is the process of selecting observations. The People Daily and Star newspaper are published daily from Monday to Friday and has one edition Saturday which covers the weekend edition. Given that a copy of the People Daily was issued free, while the Star newspapers is sold at Sh60 per edition getting all the copies proved a challenge and therefore to a good research for the two the researcher sampled newspapers in select days of the week for the three years period.

Reinard (2006), refers to purposive sampling as known group sampling and describes it as involving collecting a sample composed of subjects selected deliberately or on purpose by researchers usually because they think certain characteristics are typical or representative of the population. This research used the purposive sampling technique that involved non-random selection of days of the week in which the study was carried out.

The researcher used the purposive sampling technique where the sample was selected on the basis of his knowledge of the population, its elements and the nature of the aims of the study. This was based on the researcher’s awareness of the production patterns of newspapers in Kenya where newspapers are produced on every day of the week.

The researcher selected to study two newspapers in January 1, 2014 up to December 30, 2016 and focused on the newspapers produced and posted in the last two weeks of the month. This ensured that the researcher covered all the days of the week within the period of the study. This adequately covered the content in the newspapers given that separate days had different pull outs or distinct sets of news that distinguished them from other days’ newspapers.
3.5 Data Collection Methods

The researcher visited libraries of the two newspapers to access information on maternal healthcare that were reported between period under study. Each newspaper content was perused and recorded in the story analysis sheet. The researcher recorded the findings under three major parameters: content, display and prominence which provided the basis for the objectives of this research. The findings from the comparative analysis were also discussed under the various categories.

The units of analysis in the study included stories, pictorials, commentaries, editorials and features, news analysis. They were chosen purposively because they are viewed as writings based on journalism which originates from the media houses. The editorials were chosen because it represents the position of the print media organisation on any given issue of public concern like maternal health issues. However, the main content categories and variables for this study were prominence, genre, space, frequency and sources.

A tally sheet (the main research instrument) was designed with the help of an expert computer programmer to assure flawless entry of the data into a microcomputer for analysis. Two trained and experienced coders were retrained for the project and a pretest of the coding scheme finally yielded an inter-coder reliability of 0.831 using Scott’s pi index developed.

All newspapers to include the daily and weekend editions for the period under review were searched for articles on maternal health until theoretical saturation was achieved. The editorial policy of the newspaper was analysed to give an idea of the influence it might have on the writing on the subject.

Stories analysed were strictly those that met criteria of subject matter (focusing on Maternal Health), geography (published in Kenya and in the People Daily and Star Newspaper) in the
form of news items, opinions, editorials, features, letters to the editor, magazines, and research reports.

3.6 Data Analysis and Presentation

In this section, the researcher indicates breakdown of tables and the analysis in relation to the study questions. About 774 published maternal health stories were analyzed from 2190 selected editions looked at, however, only 178 stories were found to have passed the test. The data was analysed using content analysis based on key themes generated from the objectives and some key themes reported as said by the key informants. The unit of analysis was based on published stories (news stories, features news analyses, commentaries and editorials) whose content was examined in terms of parameters contained in the code sheet to record:

a) Number of articles on maternal health published during the study period
b) Their size in terms of whether they are high, medium or low focus
c) Type (whether news, Opinion, feature, editorial, book review, letter to editor, or advertisement)
d) Placement (front page, back page, inside pages, special feature)
e) Source of news
f) Author of article (Reporter, wire service, unidentified)
g) Main source of the stories (Government, NGO, Politician, health official)
h) The dominant topic covered in the article

The code sheet and the interviews were the main research instrument designed to ensure flawless entry of the data into a microcomputer for analysis. This research also analysed text based on stories published within the specified period in the people daily and star newspaper qualitatively with content analysis as the method of research looking for patterns inherent in communication.
to answer the classic communication question who said what, to whom, why, how and with what effect. Expert and in-depth interviews were conducted to identify factors, trends and challenges, which influence the publication of maternal health messages in print media. The expert interviews with editors and a journalist will use were recorded and transcribed. Frequency analysis was also applied to each of the research questions to identify factors and challenges and thereafter rank them in a frequency table to allow a comparison of the several factors to take place.

**Pilot Study**

A pretest for the tools was conducted at The *Standard Newspaper* news desk which is an equivalent of the *People Daily* and *Star newspaper* news desk before the execution of the actual study. Six editors, subeditors, and reporters responded with similar characteristics to the research sample who were not part of the main study were interviewed through expert interviews and an in-depth interview to test on the reliability of these tools. Time for interviewing each subject was approximated at about 15 minutes.

**Validity**

Validity was ensured by conducting a pre-test of the tools as explained above and by ensuring that the study subjects met the inclusion criteria. The researcher also counter-checked the interview schedules for completeness.

**Reliability**

Reliability relates to the precision and accuracy of the instrument and this will be ensured by proper choice of editors, sub-editors and journalists who have written and edited maternal health articles to ensure there are no gaps. The researcher was attentive to phrase each of the questions
in the in-depth and expert interviews to avoid leading the respondents towards an answer. The respondents were informed of the purpose of the interview and of the need to respond truthfully.

3.6 Ethical Considerations

Ethical clearance to conduct the research was obtained from University of Nairobi and necessary protocol was also observed in the field. *The People Daily* and *Star newspaper* also gave clearance that allows accessing the library for research of newspaper copies. A written consent was also obtained from the two newspapers before interviews were conducted. The participants were not identified by name either in the in-depth or Key informant interview or during data reporting. Interviews were also conducted in a secluded place and the discussions confidential. Rights and privacy of the subjects were highly protected. Confidential information was protected. Sources that sought anonymity were guaranteed (Appendix 3).
CHAPTER FOUR
DATA PRESENTATION ANALYSIS & INTERPRETATION

4.1 Overview
This focuses on data analysis, presentation and interpretation. The study examined the print media coverage of maternal health issues. It also examined the factors influencing maternal health coverage by two newspapers and what newspapers can do to promote coverage of maternal health concerns.

The researcher examined at all maternal health stories which appeared in the two publications between January 2014 and December 2016. However, only 178 articles were analyzed out of a total 774 publications found during the three years period. A code sheet schema was used to collect the data. Those interviewed for in-depth data included editors, sub-editors and reporters.

Results are presented based on the objective of the study. Additionally, data from analysis of newspaper articles are presented followed by those from in-depth interviews.

4.2 Response rate
Out of 178 stories (articles) analyzed in the two newspapers, 58.4 per cent of the stories were published by the People Daily, while 41.6 per cent were published in the Star Newspaper. The People Daily carried its stories on their front & back pages as the main story and at times carried features inside the pages. The Star newspaper, however, on its part did not carry any story on the front or back page. The simple reason which the editors gave for not doing so was purely based on the weight of the maternal health stories vis-à-vis other stories presented during the editorial meeting when the maternal health stories also appeared. The table below shows the response rate of key informants.
Table 3.0: Response Rate from Key Informants of the Newspapers

<table>
<thead>
<tr>
<th>No</th>
<th>Category</th>
<th>Sample Size</th>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Editors</td>
<td>6</td>
<td>3</td>
<td>50.0%</td>
</tr>
<tr>
<td>2</td>
<td>Sub-editors</td>
<td>6</td>
<td>5</td>
<td>83.3%</td>
</tr>
<tr>
<td>3</td>
<td>Reporters</td>
<td>10</td>
<td>8</td>
<td>80.0%</td>
</tr>
<tr>
<td>4</td>
<td>Total</td>
<td>26</td>
<td>21</td>
<td>71.1%</td>
</tr>
</tbody>
</table>

From the table, the response rate of the key informants was 50 per cent for editors, 83.3 per cent for sub-editors and 80.0 per cent for reporters. The overall response rate was 71.1 per cent, which was sufficient enough to allow the researcher to proceed on with data analysis. The ideal response rate was attributed to the fact that the researcher administered the interviews to the key informants personally.

4.3 Coverage of maternal health in the newspapers

The first objective of the study was to explore the prominence given to maternal health by the two newspapers. In this objective, the study sought to establish the extent of maternal health coverage in the two newspapers between January 1, 2014, and December 31, 2016. The study also looked at the keywords, focus given to the articles, the position where the stories were placed in the newspapers, the issues often told in the articles, source of the stories, experts interviewed for the stories and use of visuals such as diagrams, graphics, data and pictorials in the coverage.

The study found out that many stories appeared in 2014 on maternal health compared to 2015 or 2016 in both the newspapers. The reason why the stories may have appeared many times in the
two newspapers was mainly due to the Beyond Zero Campaign project spearheaded by the First Lady Margaret Kenyatta. The idea of the project was to improve Kenya’s Millennium Development Goal (MDG) number five on maternal health. The campaign was introduced after Kenya did not realize its MDG No 4 and 5 – which premised on the fact that improvements of the child and maternal-related illness would help promote maternal, newborn and child health in Kenya, at the same time controlling the prevalence of HIV/Aids found to have passed the test. The table below shows the positioning of articles on maternal health by the two newspapers. This finding confirms the argument in agenda setting that various events and issues form media agenda (McCombs 1972).

Table 4.0: Position of Stories in the Newspapers

<table>
<thead>
<tr>
<th>No</th>
<th>Key Features of the stories</th>
<th>People Daily</th>
<th>The Star</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Front Page</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Op-ed Page</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Inside Pages</td>
<td>62</td>
<td>54</td>
</tr>
<tr>
<td>4</td>
<td>Dedicated to Health Pages</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Back Page</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Pictorial</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>7</td>
<td>Total</td>
<td>98</td>
<td>80</td>
</tr>
</tbody>
</table>

From the table above, the *People Daily* dedicated a few pages for the maternal health compared to the *Star newspaper*. This is so despite covering many maternal health care stories. However, another interesting observation is that among the stories which the *Star newspaper* carried, the explanation was better compared to most stories that the people published which, quoted no any other source to corroborate the source indicated in the stories.

Most of the stories carried in the *People Daily* quoted the only single source for their stories - the Ministry of Health officials, some of which did not give the correct information or statistics, a
move that was rather unusual with health experts. The problem witnessed in the *People Daily* - which was also corroborated by the reporters, sub-editors and editors is that most reporters and correspondents who file maternal health stories for the newspaper have no background in health and therefore just filed what had been said.

The situation is not different from with employment of editors and sub-editors who edit stories filed before they are published for the readers. The observation explains why most maternal stories published in the *People Daily* were carried by the sport reporters who did not see any other issue they could report apart from using the game to raise funds to buy medical facilities, drugs and even ambulance to support mothers, girls who hardly attend clinic during the pregnancy period of thereafter.

![The People Daily & Star Newspaper Maternal Health](image)

**Figure 1.0: People Daily and Star Newspaper Maternal Stories**
At the beginning of the year 2014, the *People Daily* made a slow but good head start by publishing maternal health on its front page. On the other hand, the *Star newspaper* had none of its maternal health stories on the front page, despite publishing more stories during the period compared to the *People Daily*.

From the data shown below, the two newspapers carried stories on maternal health with varying degree variation depending on the availability of the space and the prominence that the story carried. As a result, in 2014 the *Star Newspaper* published many stories compared to its competitor, the *People Daily*. However, in 2015, the *People Daily* appeared to have carried many stories, while the *Star Newspaper* carried fewer stories on maternal health. However, during 2016, both newspapers seemed to have carried the equal number of stories on the subject. This was due to the reduction of the Beyond Zero Campaigns, which also lasted for almost the three years. The difference is coverage of the issue by the two media exemplifies how framing happens in the media (Druckerman 2001; Mc Quail 1994).

From the table above, 70 or (39.2 per cent) of stories were allocated space, which was less than half page, it was followed by half page space that occupied 39 (21.9 per cent) then stories with one full page accounted for 11.8 per cent space, while stories with more two pages had 9 or 5.05 per cent advertorial in the two newspapers got 17 or 9.05 per cent. Advertorial is defined as the space bought by the organization, which wants to associate itself with the maternal health. However, about 9 per cent space was given to stories with one full page and above while those with combined two pages covered 3 (5%).
The study also sought to find the sources of maternal health information published by the two newspapers. The table below presents the results on story content sources.

**Table 5.0: Sources of Stories per Newspaper**

<table>
<thead>
<tr>
<th>No</th>
<th>Sources of Newspaper Stories</th>
<th>The People Daily</th>
<th>The Star</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Frequency</td>
<td>Frequency</td>
</tr>
<tr>
<td>1</td>
<td>Coverage/ Occurrence</td>
<td>35</td>
<td>23</td>
</tr>
<tr>
<td>2</td>
<td>Press Release/ Statement</td>
<td>40</td>
<td>27</td>
</tr>
<tr>
<td>3</td>
<td>Interview</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>Reporters’ Analysis</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Press Conference</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Research Findings</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Other Publications/ News Agency</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>8</td>
<td>No Source Indicated (PPSU)</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>9</td>
<td>Total</td>
<td><strong>98</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Table 4.4 shows the sources of health reports that were published in the two newspapers. It reveals how the newspapers got the information they published on the selected health issues. About 58 (32.5 per cent) reports were used to write maternal health coverage that is as the event...
unfolded or occurred. However, 67 or (37.6 per cent) reports were through press releases; 13 (7.3 per cent) through press conference; 17 (9.5 per cent) were from the interviews done by reporters; 5 (2.8 per cent) emerged from reporters’ analysis and investigation; 6 (3.3 per cent) stories through research findings; 8 (4.4 per cent) reports were from other media publications like the Reuters, AFP, BBC and Kenya News Agencies etc. The remaining 5 (2.6 per cent) did not have specified sources. Again, in the People Daily, the Presidential Press Service Unit (PPSU) seemed to have churned more maternal health stories given that they were almost in all places where Ms Kenyatta went and used the opportunity to publicise her beyond zero campaign. Although one would have expected the PPU to file informative stories, they were not different from the reporters who only dealt with the issue which was raising fund to help buy equipment to assist mothers, girls and children who die unnecessarily due to lack of equipment in the hospital. The figure below gives more information on the sources of information for maternal health.

![Table showing the sources of story per newspaper](image)

**Figure 3.0: Sources of the Maternal Stories**
4.4 Issues Being Emphasised in the Maternal Health Coverage

The second objective of the study was to examine the key issues of maternal health that was being covered by the newspapers. From the analysis, most maternal health stories appearing in the *People Daily* emanated from press statements and coverage contrary to the *Star newspaper* which sourced their stories from individual experts and Government officials despite publishing few stories. The table below shows the issues in maternal health that were covered by the newspapers.

**Table 5.1: Table showing the subject/content of story**

<table>
<thead>
<tr>
<th>No</th>
<th>Health Issues</th>
<th>The People Daily</th>
<th>The Star Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Frequency</td>
<td>Frequency</td>
</tr>
<tr>
<td>1</td>
<td>Malaria</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Abortion</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>Pneumonia</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>HIV/AIDS</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Measles</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Neonatal causes</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>Severe bleeding</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Neonatal causes</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>Infection</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>10</td>
<td>Obstructed labour</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>11</td>
<td>Breast and prostate cancer</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>12</td>
<td>Other key issue related to MH</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>99</td>
<td>85</td>
</tr>
</tbody>
</table>

From the table above, eleven issues related to maternal health were covered in varied frequencies by the two newspapers. What was consistent is the fact that both the newspapers covered the issues that form the agenda in maternal health. All these issues are confirmed by the key informants as the most critical issues in this area. Both the two newspapers reported that malaria, abortion, and pneumonia were some of the key factors that affect the maternal health care in Kenya. The findings confirm that media indeed carries issues that affect people in the society as suggested by Gupta and Singh (2010), Oso (2012) and Barrat and Berger (2007).
From the report, most maternal deaths were directly related to pregnancy and childbirth, unsafe abortion and obstetric complications such as severe bleeding, infection, hypertensive disorders, and obstructed labour. However, what the two newspapers did not show was the impact these issues such as nutritious food which was appeared only five times in the Star newspaper, but did not appear in the *People Daily*. In the *Star newspaper*, malaria featured more compared to the *People Daily* which featured neonatal issues. Abortion also featured but men in the stories were not involved since they are said to be the behind most abortions.

The figure 4.0 below shows how the various issues are covered by the Star Newspaper.

### 4.5 Factors affecting editors and reporters in covering maternal health issues

The third objective of the study was to examine the factors that affect editorial decisions to cover maternal health issues in the Kenyan print media.

![The Star Newspaper](image)

**Figure 4:0 Star Newspaper sources of stories**

This was important to shed light on the reasons why some media houses cover maternal health issues while others do not. It was also meant to explain the disparity that exists in the prominence given to the health issues during certain times and by different media institutions. From the interview conducted by editors some of the issues that came up include work pressure forcing
editors to publish stories without verifying their accuracies, which affects the story qualities. For instance, one of the editors had this to say: ‘Since we have strict timelines, any emerging issues that come in the process of our work must be fitted inside our schedules. Sometimes we publish these stories trusting that the sub-editors did a good job, which intern happens otherwise’. The implication of this is that most stories get published without passing through all the editorial gates. If these happen to be health-related with scientific jargons, all is lost.

Secondly, most editors confessed that they did not have science and medical background to unpack technical health jargons or understand most of the issues in the healthcare. This affects the quality of the pieces edited by such gatekeepers. In an interview, one editor named all editors in various newsroom known to her and summarized that: “Haki if all of us were to undergo vetting for our jobs, none will fit the bill to be able to perform most of these jobs we do; there are purely based on assumptions that editors know it all”.

From the side of the reporters, results indicate that most reporters did not have adequate skills to deal with health stories. Some of them also indicated that they lacked the adequate budget to conduct proper research on health-related issues to inform policymakers and provide enough background information to the issues reported. This made it difficult to provide informative and useful discourses that promote behavior and social change. In some cases, the reporters observed that experts in the health professions tended to avoid giving them interviews, often citing time constraints. One of them said:

“Most of these people (doctors) still operate from the old school of health service provision. Can you imagine the frustrations we go through when someone gives you close to 10 appointments on one issue that you need to write in the newspaper?”
From the viewpoint of sub-editors, issues of limited space in the newspaper were raised where most sub-editors agreed that lack of adequate space made long stories to be assigned small spaces, thereby affecting the quality of editing as most of them are not used to tight editing. For instance, one of them had this to say: “You know our work is to deal with the document written from the field, we do not cross-check facts, neither do we bother with reducing long texts to fit the ever-limited spaces, and if we attempt this, we affect the flow of the story”.

4.6 How to improve the coverage of maternal health in Kenyan print media

The fourth and last objective of the study was to explore the numerous ways by which editors, reporters or media houses can improve the coverage of maternal health issues in the Kenyan print media. This was important because mass media exist to cover issues affecting people in the society. Many studies have observed that adequate and effective coverage of maternal health issues is one way of ensuring that policymakers act to avert the risks associated with the complications arising from the maternal health concerns. It was also meant to ensure that the media houses deal with the obstacles caused by maternal health crises. From the interview conducted with the editor, it was clear that maternal health is an important issue that needs mass media attention. Some of the reasons that they offered include the fact that maternal health issues affect both mothers and children, and that a problem related to it always leads to death or incapacitation of at least two people. One of them had this to say: “the issue is a serious one, and as such any sane editor must give it airtime”. This implies that maternal health problems currently lead to higher death compared with death associated with many illnesses combined.

When asked about the suggestion on how they thought coverage of maternal health issues can be improved, most of them indicated that reporters need to be assigned duties based on their specialty; they also mentioned adjustment of editorial policies making all current issues to have
standard coverage irrespective of the prevailing circumstances. They also suggested that special publications targeting different issues needs to be initiated to cover soft news and features away from those one hard news. Additionally, they suggested that stories touching on maternal health need to be exhaustive because they are matters of life and death. For instance, issues related to maternal health such as malaria, high blood pressure, abortion, HIV/AIDS, measles and bleeding need to be incorporated in the media reports. During an interview, one editor had this to say, “All we need is train all cadres of news managers in critical areas of our coverage, we have had several symposia on different areas of specialization, but this is not enough until we include it in journalism training curriculum and make it compulsory for all trainees to take up the course during their training.
CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview
In this chapter, the research presents a summary of findings, discussions, conclusions drawn from the study and recommendations. The conclusions and recommendations drawn were focused on addressing the purpose of this study which was to determine the role of print media in setting the agenda for reproductive health in Kenya, a case study of the People Daily and Star Newspapers.

5.2 Summary
The first objective of the study was to explore the prominence given to maternal health by the two newspapers. The study found out that many stories appeared in 2014 on maternal health compared to 2015 or 2016 in both the newspapers. This was because this was the year in which the Beyond Zero Campaign project was being launched by the First Lady Margaret Kenyatta. The aim of the project was to promote maternal health in the wake of the failed MDG goal number 4 and 5. In both the People Daily and the Star Newspaper, the prominence of the issue could be seen in the frequency of coverage, the positioning of the stories, length of the articles and the type of articles. From the study, results also show that in the years after the launch, prominence reduced due to the fact that populace had received the news and also there were several other competing issues such as politics and national security.

The second objective of the study was to examine the key issues of maternal health covered by the two newspapers. Results show that there are eleven key issues being covered under maternal health. These issues include malaria, abortion, pneumonia, pregnancy and childbirth, unsafe
abortion, obstetric complications such as severe bleeding, infection, hypertensive disorders, and obstructed labor, neonatal issues and their relative costs and funding problems.

The third objective of the study was to examine the factors that affect editors and reporters in coverage of maternal health issues in the Kenyan print media. Results indicate that editors are affected by work pressure forcing them to publish stories without verifying their accuracies, lack of science or medical background, hence costly mistakes in maternal health stories, lack of time to critically look at the story and emerging cases. Additionally, reporters observed that most of them lacked necessary skills to approach health-related stories, suffer challenges where medical experts rarely agree to give them interviews citing time constraints, Sub-editors observed that their role in the process of covering maternal health issues was limited to reading and revising the stories given without finding many details. Overall, most of them observed that there is always inadequate space in the newspapers, where long stories are assigned small spaces, hence affecting editing since many sub-editors are not used to tight editing.

Lastly, the fourth objective of the study was to explore the various ways of improving the coverage of maternal health issues in the Kenyan print media. Results indicate that reporters, sub-editors and editors need to be trained in health communication. This implies that there is need to improve the journalist training curriculum to include specific courses that need to be undertaken by all people working in the media houses. There is also the need to adjust the editorial policy of media houses to enable them to have equal coverage on all issues affecting the society. Additionally, some key informants suggested the initiation of special publications to carry soft news as separate from hard news in the newspapers.
5.3 Conclusion

Based on the study findings the following conclusions can be made. Firstly, that mass media gives prominence to stories based on the prevailing activities and personalities behind such activities. For instance, the maternal health coverage on the papers was influenced by the Beyond Zero Campaign spearheaded by Her Excellency Margaret Kenyatta, the wife of the President of the Republic of Kenya. Sometimes, these critical social issues get media spaces because they are being driven by political elites.

Secondly, key issues in the media stories are often determined by the real or practical issues affecting the society at their time. For instance, the Beyond Zero Campaign that raised the coverage of maternal health in the media was occasioned by the inability of Kenya and the rest of the world to meet its MDG goal number 4 and 5 of ensuring adequate health services for the entire population. The KDHS report had indicated that death as a result of maternal health problems had surpassed other complications.

Thirdly, the factors that affect coverage of maternal health issues are the same as the factors that affect quality journalism practice in the developing world. These include lack of adequate training, issues of media ownership and editorial policies, pressures associated with deadlines making it difficult to cross-check stories.

Lastly on what can be done to promote the coverage of maternal health issues in the print media, based on the suggestions given by media practitioners, it can be concluded that only when journalism training is improved to incorporate health communication courses in the curriculum can we have well trained journalists at all the gatekeeping levels in the media houses.
5.4 Recommendations

The media can contribute to health discourse by facilitating and sustaining debate, especially among policymakers to make policies that could aid the people towards achieving good health. They can do this through their write-up emphasizing the magnitude of the situations people face about health.

Some specific recommendations are:

1) The two newspapers ought to have done better by covering more reports on maternal health compared to about 774 stories noted in three years. It is advised that if mass media want to educate and sensitize the public property they must also ensure that they provide more coverage to maternal health. The reporters should also ensure that the stories meet the threshold set for the stories to appear on the front page – not just being pushed. Besides the two newspapers need to have at least one page that is dedicated to health as to inform mothers and girls accordingly on major issues related to their health.

2) A lot of health reporters appear just to be writing stories without good background on what they write about. The outcome of such reports is that they end up giving misleading that is not useful to the public. To avoid churning out misleading and incorrect information, the reporters, sub-editors and editor who specifically process the health care stories are trained. The same group must ensure that they liaise with health professionals and medical researchers to understand some of the reports they get. This will enable to package the stories in simple language that all can read and understand.

3) Every week, newspapers need to have features or news analysis or editorials that dig deeper to tell than just merely reporting.
4) Since media houses are in the business of informing the public, they should set aside enough funds that reporters can use bring out in-depth stories with impact rather than just scratching the surface of health issues.

5) Given the complexities of the maternal health beat, reporters need to critically examine scientific research in detail rather than just regurgitating issues highlighted in reports.

6) The maternal health beat is both complex and wide-ranging. Reporters need time, resources and skills to produce quality coverage of stories.

7) Need to provide a detailed analysis of the stories to know the root cause of the problem – whether its lack of resources at the health centers or poor treatments that keep away mothers and girls from accessing treatments. Issues, which lead to death like breast and prostate cancer also, need to be highlighted so that women prevent these diseases through early diagnosis.

8) Having sustained health coverage, like serializing feature reports and not bombard readers with a report all at once. This means for an edition they can introduce an issue (disease) and maybe the causes; for another edition, they can highlight what medical experts must say on the issue and the solution to that issue either as treatment or cure. They can also highlight preventive measures for those who don’t have the disease already.

9) The government should provide an enabling environment for media to perform by providing them with information when needed.

5.4 Suggestions for further studies

Based on the findings of this study, the following areas of research are suggested as a follow-up:
• The influence of print media framing on maternal health policy formulation and implementation

• Effect of print media coverage on maternal health burden in Kenya

• Impacts of journalism training in coverage of maternal health concerns in Kenya
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## APPENDIX ONE

Coding Sheet for Data Collection

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</tr>
</thead>
<tbody>
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<td>2</td>
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**Story Identity: Newspaper**

<table>
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<td></td>
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<table>
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<tr>
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<table>
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<table>
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<tr>
<th>Item No</th>
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</thead>
<tbody>
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**Type of Story**

<table>
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<tbody>
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</tr>
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<td>Feature article</td>
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</tr>
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**Position of Story**

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</tr>
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<tbody>
<tr>
<td>Other front page</td>
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</tr>
<tr>
<td>Back page</td>
<td>3</td>
</tr>
<tr>
<td>Inside page</td>
<td>4</td>
</tr>
<tr>
<td>Centre spread</td>
<td>5</td>
</tr>
</tbody>
</table>
Geographical context of story

<table>
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<th>Count</th>
</tr>
</thead>
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</tr>
<tr>
<td>Western</td>
<td>2</td>
</tr>
<tr>
<td>Rift Valley</td>
<td>3</td>
</tr>
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<td>Central</td>
<td>4</td>
</tr>
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Health Issues in Maternal Stories

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<td>Measles</td>
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<td>Obstructed labour</td>
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<tr>
<td>Breast and prostate cancer</td>
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APPENDIX TWO

Key Informant Interview Guide with Editors

Consent Form

I …………….. Is conducting a research into the factors that influence the decision-making process of Editors in respect to the treatment of maternal health content in the People Daily and Star Newspaper. To complete the study, your participation as a news media professional will be highly appreciated.

The study is an exploratory study and data will be collected through this key-informant interview which will contain open-ended questions and will take the form of a conversation. The interview will not be longer than an hour and will be recorded to capture the salient features of this interview and confidentiality guaranteed. Your participation is voluntary, and you can withdraw at any time without penalty. All data and personal details will be kept confidential. By participating in the interview, you indicate that you voluntarily participate in this research. If you have any concerns or questions.

Respondent consent……………………………………Date …………………

Witness………………………………………………. Date…………………….
PART I: Characteristics of Respondents

Name of Respondent  Designation  Years as a Journalist  Years as an Editor

Age: .................................................................................................................................

Sex: .................................................................................................................................

How many years have you worked in journalism as an editor?..........................

Part II: Factors Influencing Publication

Introduction

1) Typically, what is your schedule in the newsroom as an editor like?

2) What factors do you consider while evaluating story on maternal health for publication?

3) As an editor, do you think your publication was ethical, fair and balanced during the reporting of the maternal health debate especially after Mrs. Margaret Kenyatta launched her Beyond Zero Programmes

4) To what extent did your publication realised it objective by publishing the maternal health agenda (January 1, 2014 and December 31, 2016). Please explain.

5) What worked well and what didn’t? Please elaborate?

6) In the hierarchy of newsworthiness where would you place health in relation to other stories? Please give two examples of situations in which you had to make a difficult editorial decision about a maternal health story?

7) What challenges do you encounter when you seek to promote maternal health messages in the newspaper?

8) How can the media improve its health journalism and especially on maternal health reporting for the readers in the future?
I will be analyzing the information you and others gave me and submitting a draft report to the organization in one month. I’ll be happy to send you a copy to review at that time, if you are interested. Thank you for your time.
APPENDIX 3

In-Depth Interview Guide with Reporters

Consent Form

Name: Zachary Owuor Ochuodho

Thank you for taking the time to meet with me today.

I would like to talk to you about your experiences as a journalist in writing science and healthcare. This study intends to look at coverage and priority given to maternal health content at your newspaper and identify factors that influence the production of medical health stories, especially those on maternal health.

The study will also look at challenges facing newsroom to get maternal stories – especially those published in the front and top pages in the newspapers.

These are key informants in the study and intend to provide an in-depth interview guide to facilitate in the collection of relevant data for an academic research and the interview takes less than an hour. Tape recorder is used in the session so as not to miss out any information.

All responses will be kept confidential. The information received will only be used for this study and shall be treated with strict confidentiality by ensuring that any information included in the report does not identify you as the respondent.

Respondents are cautioned not to talk about anything they don’t want to and are encouraged to feel free during the interview process and ask what they do not understand clearly. Are there any questions about what I have just explained? Are you willing to participate in this interview?

Questions

1) In your job as a reporter, interactions with newsmakers like government ministries, researchers, the public or even organisations that generate and disseminate information on health and science is quite frequent. Given that this
relationship between the journalist and the newsmakers is important, what factors influence a good relationship between journalists and the news sources?

2) What influences the kind of maternal health stories you write on the newspaper?

3) Please give some reasons why stories on research on maternal health are adequately/rarely published in the newspaper. Would you give me an example of a maternal health story you wrote but was not featured in the top pages as you would have expected? What do you think was the reason for this kind of treatment of the article?

4) What challenges do you face as a journalist while writing maternal health stories for the newspaper? Can you elaborate on that? Do you have any additional suggestions about how the media can improve its health journalism and especially on maternal health reporting for the readers in the future?

Thank you for sparing your time to discuss the coverage of maternal health in the newspaper. I appreciate your input and will be glad to share the findings with you on completion.
REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 21st September, 2017 in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50764252014

Name: Zachary D. Ochwothe

Title: Print Media Coverage of Maternal Health: Awareness of the People Daily and Star Newspapers

Dr. George Kithinji

SUPERVISOR

Signature

DATE 18/1/1/2017

ASSOCIATE DIRECTOR

SIGNATURE

DATE

DIRECTOR

SIGNATURE/STAMP

DATE