An Evaluation of the Effectiveness Communication Strategies for Achieving Millennium Development Goals in Zambia

By

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A thesis submitted to the University of Zambia in fulfillment of the requirements for the degree Masters Degree in Communication for Development

The University of Zambia

2010

I, Muleba Matafwali, declare that this report:

a) represents my own work

b) has not previously been submitted for a degree at this or any other university; and

c) does not incorporate any published work or material from another report

Signed: …………………………………………………...…

Date: ………………………………………………………….

APPROVAL

This report of Muleba Matafwali is approved as fulfilling the partial requirements of the award of the degree of Degree of Master of Communication for Development by the University of Zambia.

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ABSTRACT

The title of the study is "An Evaluation of the Effectiveness of Communication Strategies for Achieving Millennium Development Goals (MDGs) in Zambia". This study was conducted with the aim of enhancing the understanding that communication plays a very critical role in the quest to achieve development in Zambia. The study was focused at getting information from both organisations campaigning for the achievement of MDGs and also from people living in these organisation's catchment areas.

Specifically, the United Nations Development Programme (UNDP), United Nations Information Centre (UNIC) and Global Call against Poverty (GCAP) were the major organisations that participated in this study. The government ministry of Local Government and Housing, World Bank and Africare Zambia are other organisations that participated in this study. The data was collected using both qualitative and quantitative methods. The data collection instruments included questionnaires, interviews with key informants, focus group discussions, literature review. The study used the SPSS software to do quantitative data analysis. Qualitative data analysis was also done by identifying common themes and patterns from field responses

Key study findings include the following: 25.5% of the respondents indicated that television and radio documentaries have been a useful tool source of information on MDGs for them. 43.6% of respondents indicated that community education on MDGs should be intensified. A total of 16.4% of respondents indicated that radio and television programs should be prioritized in an effort to accelerate the achievement of MDGs. The findings of the survey revealed that MDG experts and politicians make up 19.1% and 18.2% respectively of people who are good sources of information for them.

In conclusion, the study notes without hesitation that all key players in the MDG campaign are making significant efforts to reach the wider public with the MDG message. However there is need to accelerate these efforts in order to reach the wider population. The study recommended that MDG campaigners should use more

inexpensive communication methods such as folk media alongside conversional means of communication such as radio.

To my family, specifically, my daughter, Akende-Faith.

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ACRONYMS

ADB	Asian Development Bank
AIDS	Acquired Immune Deficiency Syndrome
ANC	Africa National Congress

APRM	African Peer Review Mechanism
AU	African Union
CARMMA	Campaign on Accelerated Reduction of Maternal Mortality
CHEP	Copper belt Health Education Programme
CSC	Community Score Card
CSO	Civil Society Organizations
CSPR	Civil Society Poverty Reduction Programme
DSA	Department of Social Affairs
EUR	EURO Currency
FIFA	Fédération Internationale de Football Association
GCAP	Global Call against Poverty
GRZ	Government of the Republic Of Zambia
HCP	Health Communication Partnership
HIPC	Heavily Indebted Poor Country Initiative
HIV	Human Immunodeficiency Virus
IEC	Information Education and Communication
INGO	International Non Governmental Organisations
INTERCOM	Chicago International Film Festival's
KAP	Knowledge, Attitudes and Practice
LCMS	Living Conditions Monitoring Surveys
MCP	Multiple Concurrent Partners
MDGR	Millennium Development Goals Report
MDGs	Millennium Development Goals
MNCH	Maternal, Newborn and Child Health
MoE	Ministry of Education
MoH	Ministry of Health
MOE	Ministry of Education
MSF	Médecins Sans Frontières
NAC	National AIDS Council
NGO	Non Governmental Organisations
NGOCC	Non Governmental Organisation Coordinating Committee
NHC	Neighbourhood Health Committee
NSP	National Strategic Plan
NSP	National Strategic Plan
PRSF	Poverty Reduction Strategy Plan
RC	Resident Coordinator
SDPRP	Sustainable Development and Poverty Reduction Programme
SMART	Smart, Measurable, Attainable, Realistic and Timely
SMS	Short Message System

STOP	Stick to One Partner
TAC	Treatment Action
TB	Tuberculosis
TV	Television
UK	United Kingdom
UN	United Nation
UNCT	United Nations Country Team
UNDP	United Nations Development Programme
UNESCAP	United Nations Economic and Social Commission for Asia and Pacific
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNIC	United Nations Information Centre
UN-REDD	United Nations Reducing Emissions from Deforestation and Forest Degradation
UNZA	University Of Zambia
USA	United States of America
USAID	United States Development A
VAT	Value Added Tax
WASAZA	Water and Sanitation Association of Zambia
WASHE	Water and Sanitation, Health and Hygiene
WHO	World Health Organisation
ZDHS	Zambia Demographic Health Survey
ZINGO	Zambia Interfaith Networking Group on HIV & AIDS
ZNFU	Zambia National Framers' Union
ZWRASM	Zambia White Ribbon Alliance for Safe Motherhood

2 CHAPTER ONE: INTRODUCTION

This study was undertaken in partial fulfilment of the Master of Communication for Development (MCD) study programme at the University of Zambia. The study is an evaluation of communication strategies for achieving Millennium Development Goals (MDGs) in Zambia. Specifically, the study looked at communication strategies being used by organizations that are involved in promoting the achievement of MDGs in Zambia. Specifically, Global Campaign against Poverty (GCAP), Zambia Office and the United Nations Development Programme (UNDP) are the two organizations that the research was focused on.

MDGs are the most broadly supported, comprehensive and specific development goals the world has ever agreed upon. These eight time-bound goals provide concrete, numerical benchmarks for tackling extreme poverty in its many dimensions. They include goals and targets on income poverty, hunger, maternal and child mortality, disease, inadequate shelter, gender inequality, environmental degradation and the Global Partnership for Development. Adopted by world leaders in the year 2000 and set to be achieved by 2015, the MDGs are both global and local, tailored by each country to suit specific development needs.

GCAP is a global organization that is working to speed up the process of achieving MDGs in all 100 member countries. GCAP is the umbrella body for over 22 organizations involved in MDG campaign in Zambia. On the other hand, UNDP is the arm of the United Nations that spearheads development in all the nations of the world. UNDP Zambia's mission is to build national capacity to help Zambia achieve the Millennium Development Goals. In order to deliver effectively, UNDP Zambia focuses its support on HIV and AIDS, environment and natural resources and democratic and economic governance

From the communication perspective, the main purpose of conducting this study was to see the effectiveness of communication strategies that organizations involved in championing the cause of MDGs in Zambia use in order to make people on the grassroots become aware of the existence of MDGs. With increased awareness, people are expected to influence the process of MDGs by advocating and championing their own developmental cause. The process of making people become aware of and consequently influence the process of achieving MDGs can only be made possible by having effective communication strategies in place. These strategies will in turn assist the country to meet the 2015 deadline set by the UN for all countries to achieve MDGs.

2.1   Study Background

In 2000, leaders of the world from 189 developed and developing countries, under the auspices of the United Nations (UN), launched an unprecedented effort to improve the lives of the world's poorest people by eradicating poverty and its accompanying factors: hunger, disease, and the lack of medical care, education and the empowerment of women. The resulting eight Millennium Development Goals (MDGs) formed a blueprint for international cooperation and declared a worldwide mandate for change, with the goals to be met by the year 2015. These goals are: to eradicate extreme poverty and hunger, achieve universal primary education, promote gender equality and empower women, reduce child mortality, improve maternal health, combat HIV and AIDS, malaria and other diseases, ensure environmental sustainability and last but not the least develops a global partnership for development.

Zambia like the rest of the world has five years remaining before reaching the 2015 deadline that the UN set for each country to attain the MDGs . The question that can be posed is this: Is Zambia on track to meeting this deadline? What challenges and successes has the country encountered in this area?

Of course, many efforts have been put in place regarding the MDG campaign. In all this, however, the study particularly looked at how much effort has been put specifically into communication for MDGs. The study looked at whether organizations involved in the

MDG campaign have established deliberate communication strategies to help them campaign for measures to attain the MDGs. It is of great interest and importance to look at the issue of communication strategy in MDG campaign because by nature, MDGs are supposed to be cross cutting issues which should be talked about at all levels-household, community and society at large.

Both ambitious and practical, the MDGs can only be attained by the cooperative efforts of people at all levels, for example, NGOs and government institutions working together to share expertise and resources. One of the challenges in meeting the MDGs that has been noted under the UN body is in providing information and an impetus for change at the individual level. The men, women and young people whose lives are supposed to be affected directly must themselves be instrumental in bringing about and sustaining change.

The main challenge however that development agencies face is reaching people effectively with the message of development. It is imperative therefore that the organizations involved in spearheading the achievement of MDGs have in place communication strategies to ensure that every person is reached. An effective communication strategy is one way of bringing everyone on board and also ensure that achievement of MDGs remain on top of the development agenda.

The purpose of this study was to do an evaluation of the effectiveness of communication strategies for the MDG campaign, with particular reference to the situation in Zambia. In themselves, MDGs possess the potential to make development more understandable to people at the centre of development policies: the poor, vulnerable and socially excluded. The potential to make development interventions more effective and, ultimately, achieve the MDGs, lies in improving the capability of these people to use information about development to claim their rights and to hold authorities accountable for their commitments.

Based on the available literature and field data, the study sought to determine effectiveness of communication strategies in promoting the MDGs at the country level. The study further sought to highlight the contribution that communication can make to the social inclusion of marginalized groups such as women, children and the people with disabilities. In addition, the study attempted to identify gaps and opportunities for communication strategies in Zambia. Of the ways in which the assessment was done was done in this study was through comparing with how other countries have used communication tools effectively in championing the achievement of MDGs.

The other core issue in the study was to see whether specific and clear communication strategies focused on MDGs exist in Zambia. In organisations where these strategies where identified, the study brought out the effectiveness or lack thereof of the strategies. In addition, the study sought to assess whether communicators were consulted as key stakeholders in the process of MDG planning and execution. Furthermore, the study sought to identify all the specific resources assigned for achieving communication strategies in Zambia. In order to increase appreciation for having communication strategies, the study also looked at the benefits that effective communication strategies add to the process of achieving MDGs in Zambia. The study further determined the importance of adequate funding for having effective communication strategies.

2.2   What a Communications Strategy is

A prior understanding of what a communication strategy consists of was critical in this study. This is because without a clear understanding it was not going to be possible to evaluate and know what an effectiveness strategy is. Lack of knowledge would have made the process of analysing effectiveness of the MDG related communication strategies very difficult. . However knowing the important elements of a communications strategy provided a guide and framework for conducting critical and good analysis on the subject matter.

In studies conducted by Mefalopulos and Kamlongera, (2004), they refer to communication strategies as being a well-planned series of actions aimed at achieving

certain objectives through the use of communication methods, techniques and approaches. Therefore, from this definition it can be inferred one of the most important things in designing a communication strategy, is to have in mind specific, measurable, attainable, realistic and time-bound (SMART) objectives. SMART objectives are important because they act as benchmarks for measuring progress in an easy and measurable manner. To a large extent though, SMART objectives are only achievable when the necessary, adequate, resources human and material, are set aside for monitoring and evaluation purposes.

Furthermore, a good communication strategy presents the following important key elements:

1. Consistency with field findings and the project framework;
2. Feasibility (in relation to the resources available and the timeframe);
3. MEffectiveness i.e., making the best use of the available resources in order to achieve the set objectives.
4. Message themes

   There is need to identify key message themes that need to be communicated to the identified target audience. Message themes can be a few sentences that explain the main ideas. These themes should be the basis of all communications such as posters, pamphlets, speeches, interviews, submissions and petitions. Everyone involved in the campaign should understand the message and stay on it. For example, one spokesperson contradicting a message on TV or radio can ruin a campaign.

5. Indentify target group/audience for the message that has been designed.
6. Means of communicating to target group

   Developing a communications strategy to get the message across to the audience is very important. People must know that the campaign is happening. For this to happen though, one can use slogans and logos on all media and at all events to make sure people identify these as part of the campaign. Logos can be used to popularize the campaign - a good example is the red HIV and AIDS ribbon which people wear to show that they support the campaign. Famous personalities can be

used to speak in support of the MDG goals. For example, a sport personality can be used to send out a message on promoting education for all. Celebrities and key figures in society can also appear on posters or endorse the campaign in a public way. It often helps any campaign to have one well-known person who acts as the public face of the campaign. This is because it is always easy for people to get a message from someone they like and they can easily relate to.

7. Developing a slogan and a media design identity like a logo.
8. Drawing up a media plan with budgets and time-frames.
9. Developing a public relations plan. A public relations and outreach plan is one that helps to communicate with key sectors and individuals to win their support for your campaign. Campaign organisers need to identify the opinion-makers who might support the campaign, explore how to make contact with them and try to get them to pledge support publicly to the campaign. There is need to explore which sectors or organizations can be persuaded to support the campaign and how these sectors might be reached.
10. Developing a campaign and training strategy that focuses on reaching and mobilizing the target audience
11. Training and developing capacity among the key players in an organization who have to implement the campaign
12. Monitoring and evaluation plan

2.3 Statement of the problem

Because communication is mostly foreign to the conference rooms and hallways where high-level decisions are discussed and agreed, arguments about its contributions often run into existing expectations and pre-assigned roles. From infrastructural deficiencies to the persistent inability of the government to deliver services, a host of issues account for some formidable obstacles on the road to the MDGs by 2015. Rarely do diagnoses demonstrate that information gaps are major contributors to terrible health and educational conditions. However, communication is still expected to deliver information messages even to the grassroots. Thus, moving from reality to ideal conditions and

behaviours requires more than announcing the desirability of the MDGs. It involves action that involves everyone.

The study looked at the effectiveness of communication strategies used by two organizations that are very important to the MDG campaign in Zambia. As mentioned previously in the introduction, these organisations are UNDP- MDG Coordinating office and GCAP Zambia office and some of its partner organizations. UNDP works with the UN family to advance the Global Partnership for Development. At the national level, UNDP works in close collaboration with UN organizations to do the following:

1. Raise awareness of MDGs and advocate for countries and sub-national regions to adopt and adapt MDGs.
2. Provide leadership and UN coordination to develop capacity in countries to assess what is needed to achieve the MDGs, to conceptualize policies and to design strategies and plans. For this purpose, UNDP organizes consultations and training, conducts research, and develops planning and information management tools.
3. Provide hands-on support to countries to scale up implementation of initiatives to achieve the MDGs, in areas such as procurement, human resources and financial management.
4. Assist countries to report on their progress

On the other hand, GCAP is a growing alliance that brings together trade unions, INGOs, the women's and youth movements, community and faith groups and others to call for action from world leaders in the global North and South to meet their promises to end poverty and inequality.

GCAP's main aim is to achieve policy and practice changes that will improve the lives of people living in poverty. It adds to existing campaigning on poverty by forming diverse, inclusive national platforms that are able to open up civil society space and advocate more effectively than individual organizations would be able to do on their own. It also organizes global mass mobilizations that express solidarity between the global North and

South, allow tens of millions of ordinary people to make their voices heard and bring pressure to bear on world leaders.

The Launch of GCAP Zambia office took place on 26 March 2005, expressing solidarity with the Global Civil Society family. For some years the coalition was called 'National Civil Society MDG/G-CAP Campaign – Zambia'. However, from 2007 it was named **'**Tiyende Pamodzi against Poverty'. The campaign is formed by networks (e.g.: Civil Society Trade Network of Zambia, National Civil Society MDG Campaign) as well as different organizations working in topics related to women, children and youth, environment, education, human development, poverty reduction, trade unions, churches and religious organizations, schools, universities and others. GCAP's general aim is to demand government commitment in eradicating poverty and hunger by the year 2015 as was promised by world leaders at the 2000 UN Millennium Summit.

2.4   Rationale/Justification

MDGs have now almost made it on the development agenda in almost every country and at every summit meeting. MDGs have become the framework for designing development programmes. Because of this reason, it is now very important to look at communication strategies designed to assist in achieving MDGs. This is because communication is very important in realising development. More so, in communication for development it is important that an understanding that framing issues and problems in terms of news or fictional content largely determines what is discussed and what solutions are considered.

According to the UNDP report (2006), success in achieving the MDGs and the broader millennium agenda was determined in large part by how well national planning processes are informed and by the genuine participation and involvement of those most affected by the people on the grassroots as they greatly affect the course of development-. UNDP believes that information and communication focused interventions are central in bringing about such participation

It is against this background that the study was conducted. The study mainly aimed to ensure that developing communication strategies is considered as important on any development table. It is important to ensure that communication is rightly considered as a key element in developmental issues that affect human beings. The study sought to bring attention to the importance of communication strategies in efforts meant to bring development. Looking at the effectiveness of communication strategies for achieving MDGs in Zambia helped further to determine whether there has been a buy in from all stakeholders across the country from 2000 to date.

Since there are different types of communication, the study sought to highlight the best kind of communication for important agendas like MDGs. In the book Diffusion of Innovations by Everett Rodgers (2003), two important aspects of communication are stipulated as being influential in determining the acceptance or rejection of an idea. Specifically, Rodgers refers to interpersonal and mass media as key determinants in the adoption, utilization, rejection or discontinuous of an idea. Since the eight MDGs are supposed to be localized in the context of Zambia, the study was cardinal in determining the best communication type to use in increasing awareness and active involvement of every Zambian citizen.

According to Gaynor (2005), Zambia's chances of achieving all MDGs are still far off. The reasons for this are various. For example, inadequate resources, inadequate systems and structures and unforeseen circumstances such as political instability, unfavourable weather conditions such effects of climate change. In the slow struggle to attain MDGs, the report looked at the role that communication has and can play in the midst of all factors that act for and against the smooth transition to development. With five more years to go to meeting the UN deadline for all countries and based on the field findings in the study the study made recommendations that if factored in, can help in the achievement of some, if not all, MDGs to the benefit of Zambians.

3   CHAPTER TWO: METHODOLOGY

The study objectives and research questions are listed below:

3.1   Study Objectives

1. To identify the specific communication strategies for MDGs in Zambia?

2. To assess whether the communicators are consulted as key stakeholders in MDG planning and execution.

3. To identify all the specific resources assigned for communication strategies for MDGs.

4. To list the benefits that effective communication strategies add to the achievement of MDGs.

5. To determine the importance of adequate funding for MDGs' communication strategies.

3.2 Research questions/hypothesis

1. What communication strategies have been put in place to achieve MDGs in Zambia?

2. What is the level of communicators' involvement in MDGs planning and execution?

3. Are they specific resources set aside for communication strategies for MDGs?

4. What values do communication strategies add to MDGs?

5. Why should MDG planners and executors assign funding for communication strategies?

3.3   **Research design**

This research used the case study and questionnaire survey design. Under the case study, the study used in-depth interviews with key respondents to get detailed information. The case study involved six different organizations from within Zambia. The six organizations are, GCAP, United Nations Information Centre (UNIC), United Nations Development Programme (UNDP), World Bank, Africare International and Ministry of Local Government and Housing:

3.4   Study site

The main study site was the GCAP office based in Thornpark, Lusaka. Secondary data was collected from the head office using past reports, proposals and other working documents being used. Primary data was collected from the six organizations which are members of GCAP in Zambia.

The methods of getting information from the six organizations included questionnaire survey, focus group discussions and in-depth interviews. These organizations were purposively selected based on the basis of the particular MDG the organization is trying to promote to the people on the ground.

3.5   Study population

A total of 126 people participated in this study through focus group discussions, interviews and self administered questionnaires. To be specific, 110 people responded to self administered questionnaires. Each of the sis organisations i.e. UNIC, UNDP, Africare, World Bank and Africare were given 22 questionnaires each to distribute to the people living in their catchment areas. The respondents to the institutional questionnaire were selected from Lusaka, Copper belt and North-western provinces. Of the 110, 52 were male whilst 58 were female.

In addition, 16 of the 126 were MDG experts coming from across the six organisations that participated in the study. Four of the 16 study respondents were from GCAP Zambia. UNIC, UNDP, Africare, World Bank and Ministry of Local Government and Housing

had three of their members participate in the survey through discussions and in-depth interviews.

3.6   Sampling techniques

Purposive and stratified random sampling methods were used specifically to select respondents in this study. Purposive sampling was used to select organisations to participate in this study. Stratified sampling was selected to select individual study participants. Stratified random sampling was particularly used in order to ensure that all different groups of the population such as women, children, men and the youth are represented.

According to Investopedia (2010), a purposive sample is one which is selected by the researcher subjectively. The researcher attempts to obtain a sample that appears to him/her to be representative of the population.

On the other hand, stratified random sampling is a method of sampling, which involves the division of a population into smaller groups, known as strata. In stratified random sampling, the strata are formed based on their members sharing a specific attribute or characteristic. A random sample from each stratum is taken, in a number proportional to the stratum's size when compared to the population. These subsets of the strata are then pooled to form a random sample. The main advantage with stratified sampling is how it captures key population characteristics in the sample. Similar to a weighted average, this method of sampling produces characteristics in the sample that are proportional to the overall population. Stratified sampling works well for populations with a variety of attributes, but is otherwise ineffective, as subgroups cannot be formed

Purposive sampling was used to choose the participants in the study. The selection was done on the basis of their active organizations involvement in the MDG campaign. Dane (1990) points out the advantage of purposive sampling is that it allows the researcher to home in on people or events, which have good grounds in what they believe, will be

critical for the research. Instead of going for the typical instances, a cross-section or a balanced choice, the researcher will be able to concentrate on instances which display wide variety – possible even focus on extreme cases to illuminate the study questions at hand

3.7   Data collection techniques

A number of data collection techniques were used in the process of data collection. These techniques included the following: questionnaires, in depth interviews, focus groups discussions and reviewing of documents. The process of using more than one data collection technique is called triangulation. According to Olsen (2004), Triangulation in data collection is the involving of two or more methods in the study, and it can help explain more fully the richness and complexity of data. Triangulation is important in the process of data collection because each method reveals different aspects of empirical facts within the same site. Apart from that, triangulation also makes use of expert judgment.

Furthermore, triangulation seeks to quickly examine existing data to strengthen interpretations. By examining information collected by different methods, using different groups and in different populations, findings can be corroborated, reducing the impact of potential biases that can exist in a single study. Triangulation methodology provides a powerful tool when a rapid response is needed, or when good data do not exist to answer a specific question. Triangulation is also often used in most studies when the collection of new data is not feasible or cost-effective.

3.8   Data analysis

The study used the SPSS software to do the quantitative and the qualitative analysis of data. The SPSS software was used because it is the recommended statistical analysis programme mostly for studies in the social sciences. Qualitative data analysis was also done by identifying common themes and patterns from field responses.

4   CHAPTER THREE: LITERATURE REVIEW

4.1   Conceptual and Theoretical framework

4.1.1   Theoretical Framework

Three theories namely agenda setting, knowledge gap and the two step flow were used to guide this study.

4.1.1.1   Agenda setting

Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting. These assumptions are as follows:

1. The press and the media do not reflect reality; they filter and shape it;

2. Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

3.

According to Untwente (2009), the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.

This theory is appropriate in the sense that if communication strategies are in place, the media can be a powerful to put MDGs on the priority list of topics that people discuss. As people discuss, they bring out existing problems, suggest possible solutions on how best MDGs can be achieved in Zambia even as the 2015 deadline set by the UN draws by.

The knowledge gap theory, according to Weng (2000), asserts that the increase of information in society is not evenly acquired by every member of society: people with higher socioeconomic status tend to have better ability to acquire information.

The knowledge gap can result in an increased gap between people of lower and higher socioeconomic status. The attempt to improve people's life with information via the mass

media might not always work the way this is planned. Mass media might have the effect of increasing the difference gap between members of social classes. This theory can thus be used to help the study make recommendations to MDG campaigners to establish communication systems that reach out to the people of low socio economic status. This is because people are the grassroots are normally left behind on current issues due to issues such as illiteracy, lack of access to T.Vs and radios among other things. Largely, the nature of the mass media itself is that it is geared toward persons of higher socioeconomic status. People at the grassroots can help make contributions to the attainment of MDGs in Zambia.

4.1.2 Conceptual Framework

The main concepts in this study are listed below

1. **Communication strategy**

    Regardless of the objectives of a project, defining a communication strategy shows attention to planning, an understanding of the situation, an ability to carry out the work, and clear identification of the goal.

2. **Millennium summit**

    The Millennium Summit was a meeting among many world leaders lasting three days from 6 September to 8 September 2000 at the United Nations headquarters in New York City. Its purpose was to discuss the role of the United Nations at the turn of the twenty-first century. At this meeting, world leaders ratified the United Nations Millennium Declaration.http://en.wikipedia.org/wiki/Millennium_Summit_-_cite_note-3 This meeting was the largest gathering of world leaders in history as of the year 2000. It was followed by the World Summit five years later, which took place from 14 September to 16 September 2005.

3. **Millennium Development Goals (MDGs)**

    The Millennium Development Goals (MDGs) are the most broadly supported, comprehensive and specific development goals the world has ever agreed upon. These eight time-bound goals provide concrete, numerical benchmarks for tackling extreme poverty in its many dimensions. They include goals and targets on income

poverty, hunger, maternal and child mortality, disease, inadequate shelter, gender inequality, environmental degradation and the Global Partnership for Development.

Adopted by world leaders in the year 2000 and set to be achieved by 2015, the MDGs are both global and local, tailored by each country to suit specific development needs. They provide a framework for the entire international community to work together towards a common end – making sure that human development reaches everyone, everywhere. It is believed that if these goals are achieved, world poverty will be cut by half, tens of millions of lives will be saved, and billions more people will have the opportunity to benefit from the global economy. The eight MDGs break down into 21 quantifiable targets that are measured by 60 indicators.

4. **Communication tool**

This refers to the means of passing on information from one medium to another. The communication tools are various. Among the most commonly used means of passing on information are concerts, songs, speeches, road shows, billboards, posters, brochures, flyers, T.V and radio discussion programs, films, demonstrations, protests and letters among them. Communication tools in this study particularly refer to the means that MDG campaigners use to send to a broad spectrum of people on MDGs.

5. **Campaign**

A campaign is a marketing program that represents one or more contracts or orders from a customer. The MDG campaign can be termed as a "social change campaigns". Kotler and Ned Roberto introduced the subject by writing, "A social change campaign is an organized effort conducted by one group (the change agent) which attempts to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices or behaviour."

5 CHAPTER FOUR: LITERATURE REVIEW

For a long time now, within the development field it has been difficult to answer the bottom-line question the MDGs pose: what impact does development communication have on people living in poverty? According to Warren (2005), the MDGs make up the landscape on which we are walking. Every major bilateral agency or UN agency is focusing on the MDGs for their policy and funding strategies. So people working in development communication must engage with the MDGs. Despite a mismatch between the MDGs and development communication, it is possible to answer questions of impact. Furthermore, Warren outlined five areas of action that would enable a better match between development communication and the MDGs. These five are listed below:

1. Identify and accelerate communication that enables people to hold governments accountable.
2. Return to basic information and use simple, culturally appropriate ways to get information out.
3. Use technology strategically to connect people.
4. Enable collective analysis and action by the people most affected by a development problem.
5. Harness existing communication processes rather than seeing them as a tool to deliver a message.

In view of the above, it is imperative that communication strategies are clearly outlined in the development process involving MDGs even in Zambia. The communication strategy should further be localized to the Zambian context for it to work effectively and produce desired results

According to the 2008 report by Zambia's Ministry of Finance and National Planning, Zambia is most likely to achieve all the goals but one. The MDG status at a glance shows that the MDG targets on hunger, universal primary education, gender equality, maternal health, and HIV and AIDS are likely to be achieved by 2015. It further shows that

Zambia has the potential to achieve the MDG targets on extreme poverty, child mortality, malaria and other major diseases, and water and sanitation

The report further says that statistics from the Living Conditions Monitoring Survey of 2006 indicate that poverty levels dropped to 64 percent in 2006 from 68 percent in 2004. The just released provisional highlights of the 2007 Zambia Demographic and Health Survey Results show an improvement in all the major health indicators".

According to the UN progress report of 2009, it is reported that with only six years until the 2015 deadline to achieve the MDGs, the global picture is mixed. The Millennium Development Goals Report 2009 highlights gains and obstacles to achieving the MDGs and underscores the need to accelerate progress and revitalize efforts to strengthen the global partnership for development. In this context, the UN development system has continued to increase its coherence and cooperation in support of national efforts towards attaining the MDGs.

These positive elements are however dampened by findings that the MDG target on ensuring environmental sustainability is unlikely to be achieved without bold measures by the country. Although modest efforts to create a supportive environment have been made, there is urgent need for further impetus to enable Zambia to fully integrate principles of sustainable development in order to achieve environmental sustainability.

In addition, the UNDP (2007) however in its report allude to the fact that the challenge in the MDG campaign is to include communication in all MDG-related interventions and to use the MDGs to improve a two-way flow of communication between excluded groups and policy makers. This paper seeks to advocate more for a more systematic use of the MDG agenda as a communication for development tool, exploiting UNDP partnerships with governments and civil society and its work in the neediest communities. From this statement, it is clear to note that even the UN has acknowledged the fact that communication plays a key role in the process of achieving MDGs.

The 10th UN Inter-Agency Round Table on Communication for Development advocated a common strategy on the MDGs, with the theme 'Towards a Common UN System Approach for Harnessing Communication for Development to Achieve the Millennium Development Goals'. The proceedings of the round table recognized the need for communication systems, stating that the commitments encompassed in the eight Millennium Development Goals demand communication systems and processes that enable dialogue and allow communities to speak out, express their aspirations and concerns, and participate in the decisions that relate to their development

According to Pagliani (2007), who reported on the UN 10th Inter-Agency round Table, he said The round table also noted a need for focus on planning when it expressed concerns "about the lack of appreciation among many development institutions of the need to include communication for development principles and methodologies at all stages of the development process and to allocate resources for that purpose.

UNESCO (2007) Progress report further indicates that The UN has realized that generally, the communication strategies for MDGs often receive insufficient thought by development planners and are not sufficiently integrated at the start of any strategic planning process. In addition, very few resources are accorded to communication strategies and often their implementation is insufficiently met by untrained personnel. The level of ownership, participation and public discourse required for success is a fundamental reassessment and reprioritization of the role of communication in meeting the MDGs.

5.1 Communication strategies on MDGs for Different Countries MDGs

Some countries within Africa and outside have developed clearly laid down communication strategies in their quest to achieve MDGs. This is out of the realization

that it is important for each country to localize communication strategy in the road to attain MDGs.

5.1.1 Ukraine

Ukraine (Douglas Gardner) 2002: One advocacy experience that has had a profound impact at many levels was the October 2002 MDG Youth Summit in Kiev. The UNCT felt that adults only on this topic would be an injustice and that it would be critical to tap the ideas and voices of young people as equal partners, especially since the goals for the year 2015 are fundamental to today's youth who will be at the prime of adulthood during the target year! It has ignited the young people on this issue and led to a network of young activists called Ukraine MDGnet. The Network is picking up MDG's with local officials and provides a fantastic support base for UNCT activities around the nation. Their recommendations are also featuring in Ukraine's first MDG Report. The whole event cost under $25,000.

5.1.2 Belgium

Belgium as a country ran a campaign between 2005 and 2008 to sensitize its entire nation on MDGs. The main objective of this campaign was to inform and sensitize Belgian citizens to the MDGs in order to build support to achieve them, including support for the Government's commitment to 0.7% by 2010. As the logo shows they focused on the solidarity dimension between people as well as the dates 2000-2015. In more specific material they focused first on poverty reduction followed by an outline of the other goals.

Key features of the Campaign 2005-2008 included the following:

1. Planning and research for the campaign which started in 2003.
2. A travelling exhibition stand to communicate and build awareness of the MDGs and Belgian cooperation;

3. A national media campaign, mainly in the written press, focusing on information, communication and awareness of the MDGs and Belgian Cooperation;

4. A national media campaign in the audiovisual press, focusing on information, communication and awareness of the MDGs and Belgian Cooperation

5. A brochure (general and more detailed) on the MDGs and the actions of Belgian Cooperation relating to these MDGs.

6. Budget for the three years, including VAT, circa 700,000 EUR. Part of this was supplementary to the usual budget allocation to communication and awareness-raising. All material was prepared in two languages: French and Flemish.

- **Major Lessons learnt from this national wide campaign included the following:**

   1. The need to be realistic with expectations in terms of the level of recognition and awareness being aimed for with the Campaign.

   2. Need to engage with members of the public – usually opinion leaders and more informed – who are critical of the MDGs, or who do not think they are credible goals. This credibility will not be gained until progress can be demonstrated in achieving the goals. Demonstrating this progress was a bigger challenge in later MDG campaigns, that is, Campaigns closer to 2015.

   3. Three sets of the exhibition were conducted. In hindsight they would have made at least one more to meet the demand.

   4. Belgium realized the need to organize a second campaign after 2008 but will have to change the message given the proximity to the deadline.

5.1.3 Cameroon

In Cameroon, Mowbray reports that the Government is using MDGs as the vision and objective for the participatory process for preparing the Interim and Final PRSP and for the 2nd MDG Report. Political parties using the conclusions of the 1st MDG Report as part of the campaign debate during the 2002 municipal and legislative elections. The Government's commitment is reflected in the 2003

budget, which includes a large amount for education and health, and especially for the construction of schools and employment of teachers.

5.1.4   Chad

In Chad (Modibo Toure): Following the publication of the MDG Report, the new Prime Minister explicitly referred to the incorporation and achievement of MDG as one of the key objectives of national policies and programmes. A joint plan was adopted by the government and the UNCT, which called for dissemination and advocacy at all levels of society, and culminated by a televised debate on poverty and the MDG. The PRSP fully integrates the MDGs, covering the 2015 time frame and setting as its central objective the halving of poverty by 2015. As Chad steps into the oil era, various initiatives are underway to help boost the country's absorptive capacities and ensure that future oil revenues will contribute to achieving the MDGs.

5.1.5   Egypt

Egypt (Sophie de Caen): Egypt's baseline report, the research and analysis for which was conducted by a local NGO, attracted considerable interest among policy makers. The UNCT is now concentrating on the preparation of a second report with particular attention to: fine-tuning methodological issues to better fit country level monitoring requirements; fostering greater involvement from the Ministry of Planning; and carrying out the first costing exercise.

A 3-series TV documentary on the work done by the UN in Egypt to support the achievement of the MDGs was broadcast on national TV, helping to overcome negative stereotypes about the difficulties faced by the UN in the Middle East process by showing more powerfully what we do to help Egypt embracing human development. Conversely, the TV program will also make people more aware of their country's commitment to achieve the millennium targets at the national level (i.e. putting the question of accountability on the table).

5.1.6 Armenia

Armenia (Joel Boutroue): The preparation of the MDG Report 2002 Report was a highly participatory process in two dimensions – institutional and geographical. A set of new indicators relevant to Armenia is being developed by the focal Ministries and civil society experts, which will promote the national ownership. The Government has included MDG targets in its Social-Economic Development Programme, and has planned concrete activities to be implemented by sectoral Ministries this year. The public awareness campaign includes a series of TV programmes and interviews, preparation of a documentary film on MDG status in Armenia, and production of pens and cups devoted to MDGs in Armenia with the UNDP logo in both English and Armenian.

5.1.7 Ethiopia

Ethiopia (Antonius Broek): At the MDG Action Forum in Addis, the Government presented a preliminary action plan for the internalization and monitoring of the MDGs. It includes simplification and translation of the MDGs into at least one local language and production of brochures for wide distribution, as well as awareness workshops down to the district level that involve the parliamentarians, civil society, the private sector, donors and UN staff.

Ongoing consultations, led by the RC (as chair of the Donor Assistance Group), led to agreement, endorsed at a CG meeting, that MDGs reporting was linked with the annual reviews of the widely-credited participatory and consultative Sustainable Development and Poverty Reduction Programme (SDPRP). The MDGs Task Force, chaired by the Head of Economic Policy and Planning Department at the Ministry of Finance and Economic Development, will drive the campaigning and monitoring process. A number of UN Agencies, including the World Bank and UNDP, are represented on the Task Force.

5.1.8 The Italian MDG Campaign

The Italian Campaign was premised on the recognition that the MDG can only be achieved if Goal 8 is realized. But the goal did not have any clear targets or indicators.

The Campaign therefore undertook lobbying of its own government through public demonstrations and meetings; alliances with other civil society organizations in European countries to lobby rich countries collectively through a petition; and alliances with organizations in developing countries to incorporate their needs and demands into the MDG campaign.

5.1.9   Zambia: White Ribbon Alliance for Safe Motherhood - Zambia

According to Rick Hughes (2001), the Zambia White Ribbon Alliance for Safe Motherhood (ZWRASM) was formed in June 2000. The launch of the White Ribbon Campaign in Zambia took place on 4th March 2000 at M'tendere Health Centre in Lusaka. The mission of the ZWRASM is to contribute to the reduction of maternal and neonatal morbidity and mortality through developing partnerships and strengthening capacity and collaboration at community, district, and province, national and international levels. This will be achieved through advocacy, awareness-raising, and capacity building by the Alliance as a whole, combined with focused programmatic activities and community mobilization by individual Alliance member organisations.

Some of the Zambia White Ribbon Alliance for Safe Motherhood activities are listed below:

➢ White Ribbon launched in Zambia as a symbol for safe motherhood
➢ Theatre for community action dramas on safe motherhood conducted in 5 communities in Lusaka
➢ Prototypical safe motherhood drama script developed, tested and revised
➢ White ribbon messages integrated into Nurses Association of Zambia activities for International Nurses & Midwives week around the country, and into World Population Day 2000 and 2001

- White ribbon messages and activities integrated into the national agenda and programme for World Population Day 2000 and 2001
- Successfully worked with the government IEC committee to adopt a birth preparedness message as the main theme for WPD 2001: Make Pregnancy Safer, Plan Ahead
- Four representatives of the Zambia White Ribbon Alliance for Safe Motherhood (ZWRASM) updated in MNH better practices by the Regional Centre for Quality of Health care (Uganda) in preparation for capacity building activities in Zambia

The alliance member related activities of ZWRASM include the following:
- Television and radio spots and articles addressing maternal and neonatal health issues produced
- Better Health Campaign (TV, Radio, and newspaper); one month focused on safe motherhood
- TV talk show on malaria in pregnancy
- TV talk show on women's empowerment, with emphasis on reproductive and maternal health
- Page newspaper insert produced focused on safe motherhood
- Various editorials and articles written
- Safe motherhood competition for journalists conducted
- 1 journalism technical expert updated in MNH topic areas at the 2000 Safe Motherhood conference (Tunisia)
- Press kit and technical update provided to 19 journalists (print, TV & radio)
- 25 print articles, 12 two-part radio programs, and 3 TV news spots were produced and submitted
- Neighbourhood health committee (NHC) safe motherhood interventions strengthened
- 10,000 sets of informational cards addressing safe motherhood issues developed, printed, and being disseminated to NHC members enrolled in distance education and to all health centres and district health management teams

> ➢ Birth preparedness

> ➢ Sample birth plan

> ➢ Danger signs in pregnancy

> ➢ Mother-to-child transmission of HIV/AIDS

> ➢ Family planning

> ➢ Use of community theatre (linked to prototypical SM drama script)

Membership to the Zambia White Ribbon Alliance for Safe Motherhood is open to all interested NGOs, private and commercial sectors, interested stakeholders and individuals.

5.2 Examples of Campaigns on MDGs

5.2.1 FIFA 2010 World Cup

The Millennium Campaign in Africa has been utilizing the 2010 FIFA World Cup as a key opportunity to build support for the Millennium Development Goals (MDGs) across the continent. The Kick out Poverty Campaign has helped to give a voice to the marginalized and promote the peoples' movement for the MDGs across Africa, through partnerships and public activities. These events have included alternative football matches, road shows and community concerts where local leaders -- including politicians, teachers and religious leaders -- have articulated campaign demands and affirmed their commitments to the achievement of MDGs. The Kick Out Poverty Campaign has enjoyed the international endorsement of it is message 'Take Action for the Accelerated Achievement of the MDGs' by world-class football players who believe in making a difference. Soccer superstar and USA defender Oguchi Onyewu is one of the players calling on governments to achieve the MDGs and ensure a world free of poverty and hunger.

5.2.2 "8 Goals for Africa Song"

The '8 Goals for Africa' song is part of an awareness and advocacy campaign developed by the United Nations System in South Africa on the 8 MDGs. Eight African artists (one for each MDG) from across the continent recorded the '8 Goals for Africa' song. The

song was produced by world-renowned music producer, Arthur Baker. The music for the song is composed by Jimmy Dludlu (South Africa), and the lyrics have been written by Eric Wainaina (Kenya). The participating artists were: Yvonne Chaka Chaka (South Africa), Angelique Kidjo (Benin), Oliver Mutukudzi (Zimbabwe), Mingas (Mozambique), Eric Wainaina (Kenya), HHP (South Africa), Baba Maal (Senegal), and the Soweto Gospel Choir (South Africa). Hugh Masekela (South Africa) and Jimmy Dludlu (South Africa) are 2 of the instrumentalists.

Some of the above artists are already involved in global and regional anti-poverty campaigns (Global Stand Up Against Poverty, African Stand Up Against Poverty and Free the Hungry Billion programs) and some are already UN goodwill ambassadors.

Accompanied by a music video, '8 Goals for Africa' is being disseminated free of charge locally and internationally, before, during and after the 2010 FIFA World Cup. The performing artists will also make special appearances during the soccer tournament, promoting the MDGs and calling for action from relevant parties.

The '8 Goals for Africa' music video will be screened throughout the World Cup, across all the Fan Parks and Public Viewing areas. On the day of the finals, all 8 artists will come together to sing the song in a live performance at the Soccer City Fan Fest in Johannesburg. The video will also be distributed globally to other partners such as television channels, multimedia partners among others.

5.2.3 Fair Play for **Africa Campaign**

Fair Play for Africa brings together over 200 organizations from across Africa that have seen the fantastic opportunities the year 2010 brings with it to campaign on Africa's health issues. The time and platform for a 'big push' with consolidated energy is now. The campaign aims to ensure people in Africa are aware of their health rights and government commitments and create excitement and energy among civil society in order to mobilize grassroots communities to push their governments on for the delivery of their health commitments. In order to do this, we need to work with a whole range of organizations to be able to effectively tap each section of society as well as reaching the

decision makers themselves. In order to do this, Fair Play for Africa brings together a wide variety of organizations and actors that are already working on health and development issues, for example:

- Small community-based organizations working at a grassroots level,
- National-level non-profit and non-governmental organizations,
- International non-governmental organizations,
- Football institutions, e.g. clubs and national associations,
- Media, e.g. journalists, national and regional newspapers/radio/TV,
- Government departments for health/sport/young people/women.

The key thing about Fair Play for Africa is that instead of creating new campaigns, the aim is to strengthen existing campaigns through the creation of one platform that recognizes local or regional concerns, and unites organizations from across the continent on one issue - Health. By joining forces, it is hoped that a single, unified message: Health for All will be created

5.2.4 Kick Out Poverty Campaign

Furthermore, the Millennium Campaign in Africa has been utilizing the 2010 FIFA World Cup as a key opportunity to build support for the Millennium Development Goals (MDGs) across the continent.

The Kick out Poverty Campaign has helped to give a voice to the marginalized and promote the peoples' movement for the MDGs across Africa, through partnerships and public activities. These events have included alternative football matches, road shows and community concerts where local leaders -- including politicians, teachers and religious leaders -- have articulated campaign demands and affirmed their commitments to the achievement of MDGs.

The Kick out Poverty Campaign has enjoyed the international endorsement of its message 'Take Action for the Accelerated Achievement of the MDGs' by world-class football players who believe in making a difference. Soccer superstar and USA defender

Oguchi Onyewu is one of the players calling on governments to achieve the MDGs and ensure a world free of poverty and hunger.

5.2.5   Stand Up 2010 Campaign"

When world leaders gather at the United Nations for the Millennium Development Goals (MDGs) Review Summit in September, the voices of their citizens will follow them, telling them, loudly and clearly: *"We will no longer stay seated or silent in the face of poverty and the broken promises to end it!'*. The demands and expectations of citizens across continents and countries, made visible and audible throughout 2010, will culminate in the "Stand Up 2010" mobilization. Stand Up 2010 will take place over three days beginning Friday September 17th till Sunday 19th.

Stand Up 2010 campaigns hope to see widespread participation in this global action and are urging everybody to think of creative ways to generate a noise which is also relevant to their particular area or scope of work. Examples of noise- making ideas include citizens gathering in a public space to bang spoons on metal plates as a way of illustrating Hunger ; Church groups and temples could arrange for their church/temple bells to be rung at the same time on that date in cities across their country; local musicians could come together to play their instruments in innovative locations – African drummers on Mt. Kilimanjaro; the French National Orchestra from the top of the Eiffel Tower; football fans in South Africa blowing their local "Vuvuzelas (trumpets) at football matches that weekend. An online action allowing people to generate a noise through an online and mobile phone application will also be made available.

The Stand Up 2010 will strive wherever possible to create relevant messaging for each national campaign based on a set of clear "citizen demands".

5.2.6   MDG Movie: A Future Within Reach

Five years on, Asia and the Pacific has a mixed bag of results. A Future Within Reach is a short video film that looks at how this region characterized by much diversity and

disparity, is trying to create better living conditions, livelihoods and choices for its people. Home to more than half of humanity, Asia-Pacific's performance is crucial for winning global battles against poverty, HIV AND AIDS and other threats to human survival. With less than a decade to go, what is needed for a major leap forward?

The film draws findings from the second regional MDG report, a tripartite initiative of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), UNDP and the Asian Development Bank (ADB). Produced by TVE Asia Pacific (TVEAP) for UNESCAP, the10-minute film is available on DVD, in 7 languages (Bahasa Indonesia, Bengali, Chinese, English, Hindi, Russian and Urdu), for free distribution

5.2.7 The "No Excuse" Campaign

"We know what to do
We know when to do it
We know who should do it
We have adequate resources
We can monitor progress
There is no excuse not to fulfil the…
…Millennium Development Goals"

The Millennium Development Goals are realistic and achievable by 2015. The main challenge of the MDG campaign is to change political attitudes. The MDGs are achievable with the right combination of policy action and policy sequencing, the right application of resources and effective communication. Central to achieving these goals are the networking and co-operation required between rich and poor countries. The UN at the highest level, reporting directly to the Secretary General and working closely with the head of the UNDP, set up the Millennium Campaign.

The Campaign's explicit purpose is to increase public awareness of the MDGs and support national actors in holding their own governments to account. The Campaign

works with existing efforts, connects them with similar efforts by civil society organizations (CSO) in other parts of the world, and provides information and linkages within the UN system. Several international networks of CSOs, local authorities, media and parliamentarians are already engaged in campaigning specifically for the achievement of the MDGs.

The Campaign provides an umbrella and common message under which individual sector and national campaigns can work.

5.2.8 Goal Links to local campaigns

Below is a summary of several campaigns being conducted in different counties on the different aspects of the MDGs:

1. Eradicate extreme poverty and hunger

    a) Campaigns against hunger e.g. Zero Hunger Campaign in Brazil

    b) Campaigns that mobilize the poor e.g. speak out on Poverty Hearings in South Africa

    c) Budget campaigns e.g. Mexico women's budget

    d) Campaigns for an end to agricultural subsidies e.g. Oxfam's Stop the Dumping Campaign

    e) Campaigns to build the asset base of the poor e.g. Slums Dwellers International

2. Ensure that all boys and girls complete primary school

    a) Global campaign for education e.g. Elimu Yetu in Kenya and Global Campaign for Education

b) Campaigns to ensure girl children attend schooling e.g. Global Movement for Children

c) Campaigns against child labour e.g. Stop child labour, school is the best place to work and the Stop child trafficking campaigns

3. Promote gender equality and empower women

a) Campaigns for gender political representation e.g. the Women's movement in Bangladesh or the ANC in South Africa

b) Campaigns to strengthen the economic base of women through savings and credit e.g. Mahila Milan

c) Campaigns against female genital mutilation e.g. Baobab or the Somali FGM campaign

4. Reduce by two thirds the mortality rate among children under five

a) Primary health care campaigns e.g. Health Now Campaign

b) Immunization campaigns e.g. global polio campaign mainly supported by World Health Organisation (WHO)

c) Nutrition campaigns e.g. Global Alliance for Improved Nutrition, India's right to food campaign

d) Campaigns for improved water and sanitation e.g. Water, Sanitation and Hygiene for All (WASHE) campaigns which are conducted by different NGOs across the world.

5. Reduce by three quarters the ration of women dying in childbirth

Health care campaigns e.g. People's Health Movement. The activities under the Health care campaign included the following:

a) a rally for Health for All - Now!;

b) meetings in which the testimonies on the health situation from many parts of the world and the struggles of people were shared and commented upon by multidisciplinary resource groups; (People's Health Movement 2002)

c) parallel workshops to discuss a range of health and health-related challenges;

d) cultural programs to symbolize the multi-cultural and multiethnic diversity of the people of the world;

e) exhibitions and video/film shows; and

f) An abundance of dialogue, in small and big groups, using formal and informal opportunities.

g) This People's Health Assembly was preceded by a long series of pre-assembly events all over the world. The most exceptional of these was the mobilization in India. For nearly nine months preceding the Assembly, there were grassroots, local and regional initiatives of people's health enquiries and audits; sensitization including health songs and popular theater; sub-districts and district level seminars; policy dialogues and translations of national consensus documents on health into regional languages, as well as campaigns to challenge medical professionals and the health system to become more Health-for-All-oriented.

a) Campaigns around maternal mortality e.g. International Planned Parenthood campaign in Nepal

6. Halt and begin to reverse the spread of HIV and AIDS and incidence of Malaria and other major disease.

b) HIV and AIDS campaigns e.g. Treatment Action Campaign (TAC) or Stick to One Partner (STOP) campaigns. TAC campaigns for access to medicines for all people with HIV, to prevent new HIV infections and for a better public health system. TAC runs a large treatment literacy programme. TAC has a policy, communications and research department, whose aim is to develop and provide scientifically accurate information about the epidemic to all people. Underpinning the STOP campaign is a broader Information, Education and Communication (IEC) Strategy known as $e = mc^2$, (an analogy taken from Albert Einstein theory on relativity) that focuses on empowerment of women, male reaffirmation in order to accelerate efforts on reducing further spread of HIV infections (c_T) in line with the South African National Strategic Plan (NSP) on HIV and AIDS to prevent HIV transmissions by 50% in 2011.

a) Awareness campaigns e.g. Tuberculosis (TB) awareness campaign

b) Campaigns against pharmaceutical companies drug prices e.g. AIDS activists campaign

c) Campaigns to access drugs e.g. The Campaign for Access to Essential Medicines is an international campaign started by Médecins Sans Frontières (MSF) to increase the availability of essential medicines in developing countries. MSF often has difficulties treating patients because the medicines required are too expensive or are no longer produced. Sometimes, the only drugs available are highly toxic or ineffective, and they often have to resort to inadequate testing methods to diagnose patients. The Campaign is made up of a team of medical, legal, policy and communications specialists working together to tackle these various issues.

7. Ensure environmental sustainability

a) Water and sanitation campaigns e.g. Water is Life Campaign and Mercy Corp Clean Water Campaign

b) Re-forestation campaigns e.g. Forest People Alliance

c) Climate change campaigns e.g. Friends of the Earth. Friends of the Earth consider environmental issues in their social, political and human rights contexts. Their campaigns stretch beyond the traditional arena of the conservation movement and seek to address the economic and development aspects of sustainability. Originally based largely in North America and Europe, its membership is now heavily weighted toward groups in the developing world.

d) Fair trade campaigns e.g. Trade Justice Movement

8. Develop a global partnership

a) Debt campaigns e.g. Jubilee 2000. Jubilee Debt Campaign is demanding an end to the scandal of poor countries paying money to the rich world. We are calling for 100% cancellation of un-payable and unjust poor country debts. The campaign is under the premise that world's most impoverished countries are forced to pay millions of dollars every day to the rich world in debt repayments, while poverty kills millions of their people. Meanwhile, creditors

use their power over indebted countries to force them to privatise their services, open up their markets or cut essential spending.

b) Campaigns around investment priorities e.g. Global Trade Watch or Anti-Free Trade and Globalisation Movement

c) Campaigns for effective aid e.g. Italian MDG campaign. The Italian Campaign was premised on the recognition that the MDG can only be achieved if Goal 8 is realized. But the goal did not have any clear targets or indicators. The Campaign therefore undertook lobbying of its own government through public demonstrations and meetings; alliances with other civil society organizations in European countries to lobby rich countries collectively through a petition; and alliances with organizations in developing countries to incorporate their needs and demands into the MDG campaign.

d) Campaigns against hunger e.g. Zero Hunger Campaign in Brazil. President Lula da Silva's Zero Hunger Campaign is an innovative approach to eradicating hunger and achieving MDG Goal 1. Brazil has one of the highest income inequalities in the world. There are 46 million poor people in Brazil. Zero Hunger was created to fight hunger and its structural causes, going beyond eliminating hunger today by ensuring long-term food security for all Brazilians. Zero Hunger gives the poor an electronic Food Card to receive food aid if they take a three month literacy course. It teaches them how to build cisterns to collect rainwater and how to plant vegetable gardens among other things.

5.2.9 Global Call to Action against Poverty (GCAP)

At the global level exists what is known as The Global Call to Action against Poverty (GCAP). GCAP is a growing alliance that brings together trade unions, INGOs, the women's and youth movements, community and faith groups and others to call for action from world leaders in the global North and South to meet their promises to end poverty and inequality.

GCAP's main aim is to achieve policy and practice changes that will improve the lives of people living in poverty. GCAP adds to existing campaigning on poverty by forming diverse, inclusive national platforms that are able to open up civil society space and advocate more effectively than individual organizations would be able to do on their own. It also organizes global mass mobilizations that express solidarity between the global North and South, allow tens of millions of ordinary people to make their voices heard and bring pressure to bear on world leaders. Zambia is one of the countries that have a GCAP office.

Specifically, GCAP demands the realization of the millennium goals-plus via seven key issues which are as follows:

1. Public accountability, just governance, accountable companies

2. Women's rights and gender justice as central issue of poverty eradication

3. Major increase in quality aid and financing for development

4. Debt Cancellation

5. Trade Justice

6. Climate justice

7. Peace and human security, by ending gender violence, human rights violations, occupation, militarization and war

GCAP has 40 national campaigns across the globe, which carries out local mobilization, training and advocacy work. They also provide national coordination of global campaign moments, such as Micah 2010.

5.2.10 AU Campaign on Accelerated Reduction of Maternal Mortality in Africa (CARMMA)-"Africa Cares: No Woman should die while giving Life"

The Campaign on Accelerated Reduction of Maternal Mortality (CARMMA) is a major initiative driven by the Department of Social Affairs(DSA) and launched in May 2009 on

the theme: "Africa Cares: No Woman should Die while Giving Life". CARMMA is derived from key priority areas enshrined in the 2005 AU Policy Framework for the Promotion of Sexual and Reproductive Health and Rights in Africa and the Maputo Plan of Action (2006). Maternal and Child Health was the theme of the 2010 July AU Assembly to be held in Kampala, Uganda.

CARMMA focuses on three key areas: positive messaging; encouraging achievements and strides made in some countries in reducing maternal mortality and seeking to replicate them; and intensifying actions aimed at reducing maternal and infant mortality. The campaign aims to cut maternal mortality in countries with high rates. It focuses on African factors – women's sexual rights and choices, gender equality, economic dependence and informed health choices, armed conflicts, situations of refugees, early marriage and other abuse, diseases and unsafe sex. The goal of CARMMA is to contribute to further advancement of social development in the continent through proactive support to national efforts and national leadership aimed at reducing maternal mortality. Its main objective is to accelerate the availability and use of universally accessible quality health services including those related to reproductive and sexual health which are critical for reducing maternal mortality. This would be achieved through strengthening health systems with a view to reaching the MDG and other targets and related national goals, and recognizing maternal mortality as a key indicator of health system effectiveness

5.3   Challenge communication faces in development/Review of communication strategies about MDGs in Zambia

Is the UN's latest development initiative substantially different from previous initiatives such as eradication of small pox, malaria and other communicable diseases? What are its strengths and what criticisms have been levelled against it? What impact has the MDG process been making in Zambia?

In addition to localizing the Goals, UNDP Zambia has stepped up efforts to sensitize civil society and the general public about the MDGs and to engage them in campaigning for their realization. This recognizes that unless civil society actively embraces the MDGs, develops a sense of ownership over them and uses them as a basis for advocacy and policy work, progress towards their achievement will be extremely slow.

The sensitization task, however, is somewhat complicated by the fact that certain members of civil society view the Goals as having been set at the highest intergovernmental level without the active involvement of citizens. In Zambia, for instance, Chikwanka (2004) reports that until late President Levy Mwanawasa mentioned the MDGs in 2003, nobody had ever heard of them before. Thus there is a reluctance to engage with them. Lacklustre reactions to the MDGs from civil society also stem from the fact that Zambia has had the PRSF (Poverty Reduction Strategy Plan), then HIPC (Heavily Indebted Poor Country Initiative), now the MDGs and people wonder "What's going to come next?). People seem more concerned with HIPC than MDG. This is because there is an incentive accrued to a country like Zambia to reach HIPC than MDG.

The vast majority of Zambians however are still in the dark about the MDGs Seshamani (2004). They are battling with issues of survival, of getting bread and butter. In Seshamani's view, if a lot of people knew there were these MDGs, that they have the right not to be living in poverty, that they have the right not to die when having a baby, they might not take this lying down.

The fact that in Zambia, the UNDP only started to undertake new initiatives to sensitize and engage civil society, NGOs, the public and parliamentarians on the MDGs in late 2004 leaves very little time for the process to gain sufficient momentum to make sizeable inroads into, for example, the halving of poverty levels in Zambia by 2015..

Most of the literature reviewed takes for granted that improved communication of research in the international development field will contribute to poverty reduction. This means that almost no time is spent debating the question 'Will improved communication of development research actually lead to poverty reduction?', while much time is spent

providing recommendations in answer to a second question 'How can you improve your communication?' The shift to this second question should not necessarily lead to a narrower debate, but that is what seems to have happened in practice.

Many of the current recommendations – in particular the ones aimed at improving researchers' ability to communicate rely on a questionable linear model. It is assumed that improved Knowledge will lead to improved Attitudes which will lead to improved Practice (the KAP model), even though the evidence against this is by now overwhelming. Many of the current recommendations rely on a second questionable assumption that one of the overriding problems in development is a lack of information. It is assumed that if communication of information and research could be improved, development would follow.

This view is perhaps most clearly expressed in the World Bank's oft-quoted *World Development Report* on 'Knowledge for Development':

'Knowledge is like light…Yet billions of people still live in the darkness of poverty – unnecessarily. Knowledge about how to treat such a simple ailment as diarrhoea has existed for centuries – but millions of children continue to die from it because their parents do not know how to save them' World Bank, (1999). As has since been pointed out, this statement can easily be taken to ignore the fact that the spread of diarrhoea is closely linked to sanitation, overcrowding, nutrition, and poverty – and cannot simply be solved through providing information. One gets the feeling that commentators are reminding the Bank – and themselves – of what the Bank already knows: 'It's the economy, stupid'. These two critical points are not meant to discount the importance of research; for example the importance of research on the causes and effects of HIV and AIDS can hardly be overestimated.

On the other hand, it seems that the importance of finding the right communication channels and strategies for developmental news is easily and regularly overestimated, as the problems of HIV and AIDS prevention are not mainly tied to lack of communication,

but to socio-economic conditions of insecurity and marginality Lambert (2001), and unfavourable macro-level policies Laurence, (1998).

Therefore the first challenge in relation to this topic of communication of research for poverty reduction seems to be to find ways of combining thinking about communication with thinking about the complex political and economic processes that produce situations of poverty (including communication poverty). The following three sub-sections attempt to take this into account.

In sum, communication is not only an issue to be tackled at an inter-personal, local or project level; it is also a systemic issue. Most current recommendations offer several possible options for individuals and projects, but have very little to say about how to approach communication at a systemic level.

5.3.1 Improving the conditions under which Developmental News is communicated

The poor are marginalized both from political and economic processes and communication processes in a society; they face the dual problem of not being able to 'send' information about themselves to policy-makers and, on the other hand, not being able to access information that they could use to change their situation. In two case studies from India – concerning the right to information movement Jenkins (1999) and the organization of pavement dwellers Patel (2001) – the marginalization of the poor from information systems was dealt with through influencing the political will of policy-makers. Other case studies examining why science research is not used as effectively as it could be in UK policy and why public policies are frequently not put into practice the way they were intended Lipsky, (1980), argue that the problem is not lack of communication per se, but lack of an enabling political/economic environment that would allow the practitioners to take up and use the information at hand.

In sum, the conditions under which research is communicated can have a far more decisive effect on whether the research is taken up or not than the actual communication content, channel or strategy. In particular, political and economic processes – such as lack

of political will or pressure due to lack of resources – seem to be determining factors. The case studies illustrating this are taken both from a UK/Western context and from Southern contexts.

Facilitate different levels of user engagement

User engagement is the key to taking communication beyond mere dissemination. It is frequently referred to in the literature as a good strategy for increasing the responsiveness of development research projects, making research agendas more relevant and useful to end users, facilitating trust and ownership, and thereby increasing the chances for uptake of the research results into policy and practice. User engagement can operate at different levels:

1. *Southern research demand*: This is centred on taking user realities and preferences into account in development research and communication. Recommendations at this level highlight the importance of mapping research demand, information deficit areas, information-use environment and existing communication patterns in the South – in order to make design and communication of research more responsive to these realities.
2. *Southern research capacity*: This is centred on strengthening user capacity to generate research and to access communication networks.

6 CHAPTER FIVE: RESEARCH FINDINGS

6.1 Qualitative Data

Qualitative data that was collected in this study was gathered using a combination of methods. The methods used in this study included interviews with key informants like programme managers, physical observations and review of secondary information. In the course of the study, the researcher was also privileged to attend high level meetings which included Pre African Union meetings and the World Bank planning meetings. During these meetings, an analysis of the effectiveness of communication strategies for MDGs was among the issues that were discussed.

As mentioned in the previous paragraph, from 16th to 21st July 2010, the researcher attended a meeting on behalf of GCAP Zambia in Kampala, Uganda. The purpose of the meeting was to identify analyse new communication methods for achieving MDGs, particularly, MDG four and five which focus on reducing child mortality and promoting maternal health. This was done with particular reference to the Zambian situation. Apart from Zambia, the meeting had representatives from the following countries Ghana, Nigeria, Kenya, Senegal, Tanzania, Argentina, South Africa, Malawi, Rwanda and Uganda.

Part of the workshop objectives related to communication for MDGs include the following:

1. Developing a monitoring and evaluation system based on key deliverables and milestones identified.
2. Initiating the process for developing draft MDG Charters for Africa and in country offices
3. Outlining clearly, ways of working and communication channels so as to ensure a smooth implementation and feedback mechanism within the project
4. Outlining tools for measuring progress in the implementation strategies in the areas of: public engagement, communications and media

5. Ways of working and feedback mechanism clearly outlined for sharing with wider stakeholders.

Specifically, the meeting looked at the communication tools that Zambia and other countries that were represented at the AU summit were using in order to positively influence the campaigns on MDGs. Particularly, the meeting looked at the effectiveness of the communication tools that are already being used. The measure of measuring the effectiveness of communication tools in this study was done twofold. Firstly, this was done by looking at the progress of the country in relation to achieving the MDGs. Secondly, effectiveness of the communication tools were measured by gauging the knowledge that people have towards issues of MDGs.

Public dialogues, concerts and public hearings were held during the summit. At these forums, various stakeholders were invited to discuss the general progress that African countries are making towards the achievement of MDGs which focus on child and maternal mortality. Information, Education and Communication (IEC) materials such as T-Shirts, brochures, magazines, pamphlets and other campaign materials such as headbands, key holders and armbands were distributed to summit attendees. These activities were conducted in order to raise awareness on key issues of the MDGs. The effectiveness of these activities of course cannot be seen within a short space of time. Instead results are seen overtime. That is why it is important to properly plan for a sustained campaign to occur over a long period of time. Depending on the nature of the campaign, results may take long sometimes take long especially if it has to do with changing attitudes, behaviours, beliefs and emotions.

6.1.1 Communication Strategies and Tools specific to Zambia

During the period of the study, the researcher discovered that a number of communication tools are being used in Zambia's MDG campaign in an effort to make the process of achieving MDGs inclusive, participatory and transparent. Furthermore, the researcher discovered that except for government institutions, the World Bank and the

UNDP office, the communication tools being used are not part of a well defined and clearly written communications strategy.

A list of common communication tools being used in Zambia by various civic society organisations that took part in this study are listed below:

➢ **IEC materials**

The World Bank specifically has a library and information centre which has a number of IEC materials on MDGs. Specifically, the library has magazines, brochures, flyers and newsletters on different MDG issues. One would easily find information related to the environment, poverty or HIV/AIDS at the World Bank.

UNDP as an organisation has put up billboards on MDGs with Zambian musician, Marsha Moyo, holding children as the main feature. These billboards can be found along Addis Ababa and Great East Roads in Lusaka.

➢   **Press releases and press statements**

Most organizations are involved in the issuance of press statements on MDG related matters. This is probably the most common tool that MDG campaigners use to convey the message to people. They issue press releases / statements because they know that through the press, they can easily reach wide audiences within a short period of time.

Press releases are effective in raising awareness on the important of MDG matters. This method is however very limited in its ability to inform people because producers of news stories reserve the right to publish or air what according to them is news or not. If News editors feel the press release is not news worthy, it will not be published or televised. Secondly, since press releases are carried out mainly through electronic and print media, accessibility is limited because not every household in Zambia owns a T.V or radio. Therefore, people with no TV or radio and those with low literacy levels are excluded from accessing important development information.

➢ **Use of IEC Materials**

In the month of October 2010, CSPR conducted a public exhibition at Arcade's shopping mall in order to raise awareness on poverty related issues.

In 2010, CSPR produced T-shirts with the message on the need to fight poverty. The message on the T-shirts is expected to raise awareness and bring to the attention of everyone who can read that the battle against poverty needs to be fought and won. T-shirts are often distributed by organisations during major campaign events such as community meetings and sports events among others.

Furthermore, according to Gerald, (2005) - Several hundreds of marchers created traffic jams on Cairo Road, the busiest street in Zambia's capital, Lusaka, as they joined millions of other marchers across the world in the Global Call against Poverty (GCAP). The marchers, mostly high school students, were adorned in white bands and white t-shirts with the message: "End Poverty Now! Cancel our Debt; Increase Aid; Make Trade Fair; 2015: It's Possible for Zambia!" Motorists waved and honked as the marchers went by, some drivers showing the thumb as a sign of agreement. The march, organized by the Zambia National Civil Society MDG Campaign, was a three-kilometer walk from the Main Post Office to the Freedom Statue, Zambia's symbol of independence from colonialism.

➢ **Community outreach activities**

These activities are conducted by a number of MDGs in an effort to raise awareness in the community on MDGs. For instance this year, 2010 on 17 September, the United Nations Information Centre (UNIC) in Lusaka, organized the 7th Zambia Millennium Development Goals (MDGs) Campaign for this year under the global theme "Stand up, take action and make noise for MDGs" in part to highlight the Global MDG Summit that was held from 20-22 September 2010, in New York.

Zambia had a strong presence at the global event, to celebrate its successes as well as learn and share on what more can and must be done to achieve the MDGs by 2015. The UN in Zambia with the Zambian Government through the Lusaka District Commissioners' office and in collaboration with other partners such as Civil Society, Global Call against Poverty (GCAP) in Zambia and the United Nations Youth Association of Zambia and members of the community in Chawama got together and "made a noise for the MDGs".

The MDGs campaign in Zambia took on a new dimension. The 2010 campaign comprised of a series of community events geared towards raising the profile of the MDGs in the country and effectively raising awareness about what can be done to meet them. The community outreach programmes were done in the form of arts and culture as the mode of informing and educating the public on the MDGs.

Those present included the Lusaka District Commissioner Ms. Christah Kalulu, Representatives from the area Member of Parliament's office, various community leaders and the Fair Play Ambassador, Maiko Zulu, and an estimated 2000 local residents.

➢ **Campaign ambassadors:**

In 2008, the United Nations System in Zambia appointed Marsha Moyo as the UN Millennium Development Goals (MDGs) Advocate for Zambia. A popular Zambian artiste, Marsha Moyo was charged with supporting the United Nations MDGs Campaign with a view to increasing public awareness and inspiring public action in support of the MDGs.

The appointment, witnessed by the Director of the United Nations Millennium Campaign Salil Shetty, came against the background of increasing concerns over African countries' commitment to meeting the MDGs on by 2015. Ms. Moyo is the first Zambian national to be appointed by the United Nations to advocate for MDGs. Her contributions in using her professional skills to garner support for the MDGs

from the various publics in Zambia is considered vital to driving greater momentum for attainment of the goals in Zambia.

Announcing the appointment, the former UN Resident Coordinator Mr. Aeneas Chuma said that Ms. Moyo's appointment would serve to help her fellow Zambians learn more about the MDGs and encourage them to contribute positively towards their attainment. He added that she would contribute significantly to furthering the role of the United Nations System in Zambia and strengthening the Organization's bonds with the local community.

Ms. Moyo's visibility will henceforth be evident at United Nations events aimed at promoting national awareness of the MDGs such as the increasingly popular annual MDGs Race held in Lusaka. In this respect, it was her role to support the United Nations Country Team in promoting national policies in support of the attainment of the eight goals. She was also expected to support the work of the UN Joint Team on AIDS to promote key national messages on HIV AND AIDS.

In addition, Zambia Association of Musicians chairperson Maiko Zulu in March 2010 was appointed as ambassador of Fair Play for Africa. Fair Play for Africa is a unique activity bringing together over 200 organisations from across the continent. Their initial aim was to use the 2010 FIFA World Cup to ensure equitable access to quality health and HIV services for African citizens, especially women, children, and people living with HIV and AIDS. The campaign further aims to make a strong push for universal access to quality health services for African citizens with HIV and AIDS through a strengthened coordinated civil society campaign supported by active and empowered citizen base in at least ten focused countries in the continent. Zulu task is to speak with authority and passion on Fair Play for Africa and to provide accurate information on the campaign and the issues around health. Furthermore, Zulu is also expected to avail himself for interviews on radio and television to support and promote the campaign.

➢ **Round tables**

The World Bank in collaboration with other stakeholders has conducted a number of meetings to discuss the road to achieve MDGs in Zambia. During the round table meetings, stakeholders from all sectors of society are invited for discussions and dialogue.

➢ **Sports events**

The 6th Annual Millennium Development Goals (MDGs)-2009 Race and Information Market took place on Saturday 26 September 2009 at the Lusaka Show grounds from 07h30 -13h30. The MDGs Race and Information Market were organized by the Government of the Republic of Zambia and the United Nations System in Zambia. To highlight the sense of urgency and the need to attain the MDGs by 2010, amid the global economic and other challenges, the 2009 race was held under the theme "Speed up the Pace – Meet the Goals". Choosing sport as a platform to promote the MDGs represented a symbolic equivalence to the effort required by Zambia to meet these goals by 2015. As such, over 1,200 people including children gathered to do a 7 km Health Walk, a 21 km marathon, assorted children's races and activities and to visit the information stands dedicated to the eight MDGs.

➢ **SMS Technology**

The Zambia National Farmers' Union publishes up to date market information on the web and sends out trader and price details to farmers using a system of SMS messages. The SMS trade and market information system in Zambia was developed from similar initiatives already operating in Kenya. After studying how these systems worked and the benefits they brought to small-scale farmers, Hamusimbi Coillard and his colleagues at the Zambia National Framers' Union (ZNFU) decided to introduce a similar price announcement service for rural farmers in Zambia. The system started operating in August 2006, initially aimed only at the small-scale farmers and giving details of six different commodities.

In addition, as part of a new measles immunization campaign, the Ministry of Health partnered with Zambia's largest mobile phone service provider, ZAIN, to use SMS as a tool for advocacy. The vaccination campaign was launched during 2010's Child Health Week, a massive outreach project held twice a year in clinics and communities nationwide.

"Do you have a child under 5? Act now and prevent measles during National Child Health Week 18-24 July -- Get your child immunized FREE at your nearest health centre," read the simple message sent to all ZAIN subscribers. Out of a total of 4,165,101 mobile subscribers in Zambia, ZAIN subscribers make up 70 percent.

An official from ZAIN said that the Ministry of Health, through the Lusaka District Health Management Team, requested the company to help and gave them a budget. ZAIN then decided to come in with SMS. ZAIN then sent SMS to parents to encourage them to send their children for immunization." In a show of corporate social responsibility, ZAIN donated the SMS service for the campaign.

➢ **Television and Radio Talk Shows**

Launched in June 2009, the One Love- Kwasila! Campaign is a Zambian national multimedia campaign designed to prevent HIV transmission caused by having multiple concurrent partnerships (MCP). The campaign is a partnership between the National AIDS Council, the Ministry of Health, Health Communications Partnership Zambia, and Zambia Centre for Communications Programmes and Society for Family Health. The campaign consists of a television mini drama series called *Club Risky Business* and other multimedia elements involving radio, television talk shows, a feature-length film, print materials, a website, and bus campaigns. One Love Kwasila! is also conducting advocacy, training, and events with parliamentarians, musicians, and faith-based organisations.

The One Love - Kwasila! Campaign is tied to a regional One Love campaign being implemented across Eastern and Southern Africa. The overall goal of the campaign is to

get men to reduce their number of partners, ideally to one. The primary audience of the campaign is married men aged 25 to 50 years, and the secondary audience is women aged 15 to 45 years (the wives and girlfriends of the primary audience). The campaign initially has an urban and peri-urban focus, as HIV prevalence in these areas tends to be much higher than in rural areas.

Recently, from September to date, GCAP Zambia has been carrying out discussion and phone in programmes on Radio Phoenix. Experts in the various MDG related sectors such as from NWASCO, Health profession and children representatives are invited to discuss what is and what is not being done with respect to the particular MDGs. In the same vein, listeners are given an opportunity to call in with questions, suggestions and clarifications.

In addition, a USAID supported organisation called Health Communication Partnership (HCP) also supports national health information, education and communication campaigns by developing job aids, radio programs, and health talk lines and video- and poster-based media. Two HIV/AIDS-related videos produced by HCP, Tikambe and Road to Hope, have won international awards. Tikambe ("Let's Talk about It") was awarded a Silver Hugo for Best Non-Broadcast Documentary at the 2004 Chicago International Film Festival's INTERCOM competition for its portrayal of a Zambian woman struggling to live positively with HIV and AIDS. On the other hand, Road to Hope, a 2007 Zambian HIV/AIDS video on living positively won the Silver medal in the Healthcare category in the New York Film and Video Festival.

Many other tools are used by MDG campaigners to pass on information related to achieving MDGs. For example, musical concerts are used to raise public and media awareness on critical public issues such as child mortality and maternal health. In addition, sport activities are also a vital communication tool for achieving MDGs in Zambia.

In addition, lobbying and advocacy are also among the tools being used by various organizations to influence policy actions in Zambia. For example, for MDGS which focuses on gender, organizations such as Women's Lobby groups, Women for change and NGOCC are actively involved in lobbying and advocacy campaigns to champion the cause of women. Particularly, the celebration of international and national days such as Women's Day are strategically used to keep the pressure on government leaders and other policy makers to keep their commitments in order to achieve MDGs.

For water and sanitation, the Water and Sanitation Association of Zambia (WASAZA) and independent organization is involved in a lot of advocacy and lobbying work with government and other stakeholders in issues of improving accessibility and availability of water situation in Zambia especially in rural communities. With the Zambian country statistics standing at 4.5 million people lacking access to safe drinking water and over 5 million people lacking accessing to adequate sanitation facilities, the situation is dire need of serious and immediate interventions. The civil society therefore is conducting lobbying and advocacy activities in order to bring government's attention to this sector which is very critical in Zambia's developmental efforts.

Another important aspect that the study looked was the different communication strategies that exist in other organizations that are working towards the achievement of MDGs. These are the organizations which had information readily available and accessible. In this vein, broad literature review from a broad spectrum of documents from across Zambia reviewed that a few of the government line ministries have come to appreciate the fact that communication strategies are important to develop. Government ministries have also realized that they have a much better chance of channelling their resources towards the desired outcomes once they have good communication strategies in place. Simply put, a strategy helps an organisation to make better choices which are likely to yield results.

At a steady pace, government ministries are beginning to put communication strategies in place. One of the government ministries with the communication strategy in place is the

Ministry of Education (MoE). The education ministry has developed a wide range of communication campaigns and training programs to raise awareness about MDGs and to bring about HIV/AIDS preventative practices among education staff, teachers and learners at all levels. The Ministry of Education further seeks to communicate to members of staff within the ministry about care and support structures that are available to infected employees and their families. Furthermore, MoE using the communications strategy maintains a stable workforce and minimize the costs of the epidemic on the education sector and provide counseling services to employees and families infected/affected by HIV/AIDS.

Besides the MoE, the Ministry of Tourism and Environment have also put in place a communications strategy. According to the government UN-Redd website, the Ministry of Tourism and Environment has in place a communication strategy which in essence covers MDG 4 which deals with the sustainability of the environment. In particular, the ministry's communication strategy forms the basis for most of the awareness raising activities on environmental issues. Zambia has an approximately 50 million hectares of forest with an estimated deforestation rate of 250,000 to 300,000 hectares per year. The communication strategy under the Ministry of Tourism and Environment is being supported by the United Nations collaborative programme on reducing emissions from deforestation and forest degradation in developing countries (UN-REDD). The main activities under this programme includes developing community capacity to preserve the forest, conducting awareness activities on preserving the environment and last but not the least supporting legislation that seeks to punish perpetrators of environment destruction.

In order to accelerate the achievement of MDG 5, the government of the republic of Zambia launched the gender based violence at Taj Pamodzi hotel in Lusaka in October 2009. The communications strategy is a two year plan communication campaign strategy on gender based violence against children and women. Given that the theme is *"Abuse Just Stop it!"* I pray that that the launch and subsequent activities mark the beginning of a new era and opens doors of hope for children and women. The Minister of Community Development and Social Services Micheal Kaingu (2009) indicated that the overall goal

of the national communication campaign strategy is to achieve a complete stop to gender based violence. Women are most vulnerable to HIV/AIDS, human trafficking and domestic violence, and commercial sexual exploitation. One of the calls brought forth as a result of this communications strategy is to involve the media fraternity in covering all cases of gender violence, abuse and harm without fear or favor

Furthermore, according to the Post Newspaper reporter Silwamba (2010), the current Zambian President Rupiah Banda has challenged the Ministry of Information and Broadcasting Services to develop a communication strategy to inform Zambians about the government's achievements. He further said that government has invested a lot in developmental programs that are aimed at alleviating poverty from the many Zambian households. It is in this vein that the president called for the ministry to devise a clear communications strategy should be devised so that the nation is well informed of the efforts that government is making to improve the lives of ordinary Zambians.

In as much as many communication tools are being used to talk about MDGs, the researcher discovered that a lot of other tools which have the potential to be very effective are not being used in Zambia due to various reasons. Some of the tools listed below are among the ones which have not been fully adopted for use by Zambian organisations

1. **Social media**

   This is media in a layman's language that is created to be shared freely. Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, wiki or video hosting site. Social media utilization is believed to be a driving force in defining the current time period as the attention age. A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value. Face book and twitter are among the examples of social media that are currently the main forms of social media being used. Organizations such as endpoverty.com are actively using face book to engage the world on

MDGs. Zambian based organizations have not adopted this innovation yet as a form of engaging the public.

2. **Social Audits and Score Cards**

Lack of a clause in the Zambian constitution that criminalises the failure by government to provide for its citizens with basic human requirements such as hospital medicines renders communication tools such as social audits and score cards automatically ineffective. The National Constitutional Conference (NCC) which recently finished its sitting in Lusaka rejected the enshrining the provision of shelter, water and food as basic human rights that should have been enshrined in the new constitution.

According to Human rights lawyer, Mumba Malila (2010), this exclusion is as a result of a basic misconception, which has had a negative effect on the appreciation of economic and social rights, is that it is impossible to define economic, social and cultural rights in legally enforceable terms; that is, if they can be defined at all. Another reason is that enforcement of these rights would be prohibitively expensive to the state as there would be endless litigation for enforcement of these rights

Social Audit (sometimes also referred to as Social Accounting) is a process that collects information on the resources of an organization. The information is analyzed and shared publicly in a participatory fashion. Social Auditing does not merely consist in examining costs and finance – the central concern of a social audit is how resources are used for social objectives. On the other hand, The Community Score Card (CSC) process is a community based monitoring tool that is a hybrid of the techniques of social audit and citizen report cards. Like the citizen report card, the CSC process is an instrument to exact social and public accountability and responsiveness from service providers. By linking service providers to the community, citizens are empowered to provide immediate

feedback to service provider. The CSC process uses the "community" as its unit of analysis, and is focused on monitoring at the local/facility levels.

During the course of the study, the researcher observed that one important communication tool that Zambian organizations are not using to champion their cause is social media. Using social media is now the latest trend in the development world. Social media are media for social interaction using highly accessible and scalable publishing techniques. Social media uses web based technologies to turn communication into interactive dialogues.

Social media utilization is believed to be a driving force `in defining the current time period as the attention age. The reason for this is that social media is relatively inexpensive and accessible to enable anyone – even private individuals – to publish or access information. Social networking alone accounts for 22% of all time spent online in the USA alone so it makes this a very powerful tool for engaging people in development. Some of the social media websites includes facebook, Hi5, Youtube, Flickr, Wikipedia and Digg among others. With social media, Zambian organizations do not have to reinvent the will. Instead, they should just tap into what is already existing e.g., create a facebook page where they post MDG information related to Zambia and engage with the public by interaction and dialogue.

Protests and demonstrations are also mainly not used to champion the MDG cause. This is because protests and demonstrations are strongly linked to politics and industrial work stoppage in Zambia than development. The country rarely sees people protesting or demonstrating because they do not have safe and clean water for use. Zambians do not demonstrate or protest because their school going children are attending school on empty stomachs. Instead, the protests and demonstrations Zambians are used to seeing mostly are politically oriented. Political cadres especially from the ruling party, for example, will protest as a sign of solidarity with certain politicians in office. When people attempt to demonstrate for other reasons such as poor conditions of service for the few unemployed people, the police service meet them with force and sometimes even fires teargas to

disperse. When Zambians hear of demonstrations and protests, they mainly link that to politics.

6.2 Quantitative Survey data

The quantitative survey findings in this study were collected using self administered questionnaires. The results of the questionnaire survey are indicated below. In total, 110 people were interviewed in the survey.

Table 2: Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	52	47.3	47.3	47.3
	Female	58	52.7	52.7	100.0
	Total	110	100.0	100.0	

Table 1 shows the total number of respondents totaling 110. Of the 110 respondents, 52 were male while 58 were women.

Table 3: Occupation of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	27	24.5	24.5	24.5
	Unemployed	16	14.5	14.5	39.1
	Full time employed	29	26.4	26.4	65.5
	Part time employed	25	22.7	22.7	88.2
	Self employed	13	11.8	11.8	100.0
	Total	110	100.0	100.0	

Of the 110 survey respondents, 24.5% were students, 14.5% are unemployed whilst 26.4% of the respondents are in full time employment.

Table 4: What is the level of education of the respondents?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Post graduate	4	3.6	3.6	3.6
	Graduate	23	20.9	20.9	24.5
	College	27	24.5	24.5	49.1
	Secondary school education	27	24.5	24.5	73.6
	Primary school education	12	10.9	10.9	84.5
	Others	17	15.5	15.5	100.0
	Total	110	100.0	100.0	

The education status of the respondents was varied. It was interesting to note that out of 110 respondents; only 4 had reached post graduate level. In addition, 27 respondents had reached secondary school education.

Table 5: Respondents who have heard of at least the word MDGs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	81.8	81.8	81.8
	No	20	18.2	18.2	100.0
	Total	110	100.0	100.0	

The survey results indicated that 81.8% have heard of the term "MDGs". On the other hand, 18.2% of respondents have not heard of the term MDGs

Table 6: Bar graph of respondents and their knowledge of MDGs

Do you know all the eight MDGs?
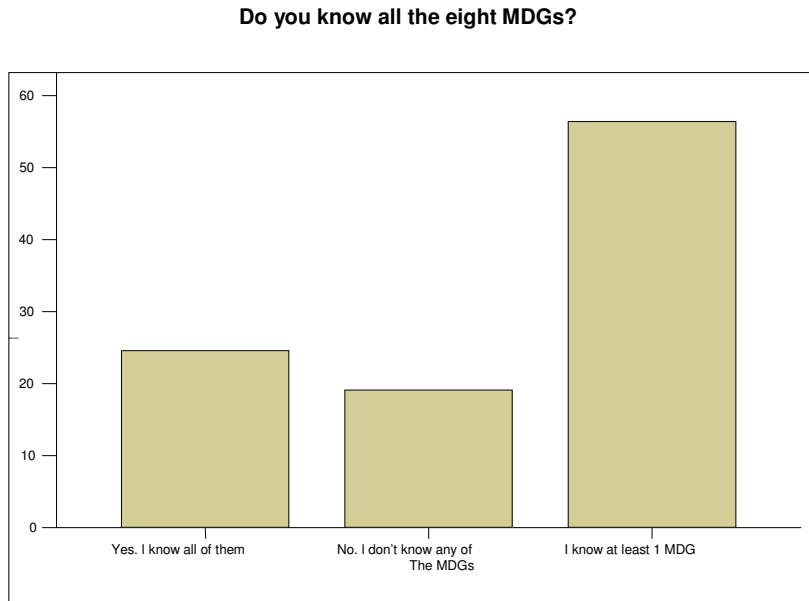
From the 110 survey respondents, the findings revealed that only 23.8% of respondents indicated that they know all the eight MDGs fully well. On the other hand, 58% of respondents indicated that they at least can mention one out of the eight MDGs

Do MDGs concern you directly?
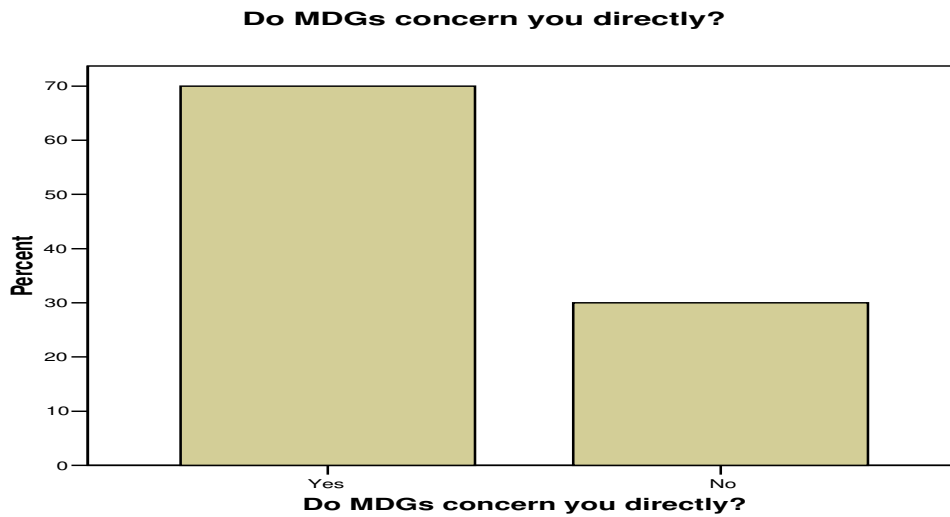
The survey further reviewed that about 70% of the respondents think and know that MDGs involve them directly. 30% of respondents on the other hand reviewed that they do not think that MDGs involve them directly.

Table 7: Media variables that are the main sources of MDGs for majority of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ZNBC 1	30	27.3	27.3	27.3
	ZNBC 2	2	1.8	1.8	29.1
	ZNBC Radio 1	2	1.8	1.8	30.9
	ZNBC Radio 2	7	6.4	6.4	37.3
	ZNBC Radio 3	2	1.8	1.8	39.1
	ZNBC Radio 4	7	6.4	6.4	45.5
	Times of Zambia Newspaper	5	4.5	4.5	50.0
	Zambia Daily Mail Newspaper	1	.9	.9	50.9
	Muvi TV	11	10.0	10.0	60.9
	TBN	2	1.8	1.8	62.7
	Posters	6	5.5	5.5	68.2
	Billboard	4	3.6	3.6	71.8
	Newsletter	3	2.7	2.7	74.5
	MDG race	4	3.6	3.6	78.2
	Internet	16	14.5	14.5	92.7
	Not applicable	8	7.3	7.3	100.0
	Total	110	100.0	100.0	

The survey findings reviewed that ZNBC TV 1 was cited by 27.3% of respondents as being a main source of information for them on MDGs. The internet was also another source of information for 14.5% of the survey respondents. Third in line was Muvi TV with 10% respondents citing it as another source of information on MDGs.

Table 8: The major sources for MDG related information for respondents

		Frequency	Percent	Valid Percent
Valid	MDG expert	21	19.1	19.1
	Former government leader	7	6.4	6.4
	Church leader	8	7.3	7.3
	Current Politician	20	18.2	18.2
	Celebrity	9	8.2	8.2
	Authority figure	3	2.7	2.7
	Member of Parliament	1	.9	.9
	Republican President	2	1.8	1.8
	Government Minister	4	3.6	3.6
	Traditional healer	2	1.8	1.8
	Others	18	16.4	16.4
	Not applicable	15	13.6	13.6
	Total	110	100.0	100.0

The findings of the survey depicted that MDG experts make up 19.1% of being a good source for MDGs. These experts include MDG campaign managers, UN officials, and civil society leaders spearheading MDG campaigns. Current politicians (e.g., Members of Parliament, government ministers, Zambian president etc) were also cited in the survey ie 18.2% as good sources of information on MDGs.

Table 9: Forms of message variables through which MDG information is relayed to the public

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Documentary	28	25.5	25.5	25.5
	Feature story	18	16.4	16.4	41.8
	Advert	11	10.0	10.0	51.8
	News story	19	17.3	17.3	69.1
	Poem	1	.9	.9	70.0
	Movie	1	.9	.9	70.9
	Speech	6	5.5	5.5	76.4
	Internet page	5	4.5	4.5	80.9
	Others	4	3.6	3.6	84.5
	Not applicable	17	15.5	15.5	100.0
	Total	110	100.0	100.0	

25.5% of the respondents indicated that documentaries have been one good source of information on MDGs for them. These documentaries are shown on either TV or radio. Secondly, news stories on Radio and TV have been another source of information on MDGs for 17.3% of the respondents. Feature stores were also cited as being third in line in terms of source for information for 16.4% of the respondents.

Table 10: Respondents who indicated knowing the benefits that lie in achieving MDGs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	67	60.9	60.9	60.9
	No	43	39.1	39.1	100.0
	Total	110	100.0	100.0	

From the survey findings, 60.9% of the respondents indicated that they are fully aware of the benefits that are in achieving MDGs. In addition, 39.1% of the survey respondents could not clearly state the benefits that exist lie in achieving MDGs.

Table 11: Reasons respondents gave for not knowing about much about MDGs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No feasible impact	7	6.4	15.9	15.9
	No interest	9	8.2	20.5	36.4
	No clear information	28	25.5	63.6	100.0
	Total	44	40.0	100.0	
Missing	System	66	60.0		
Total		110	100.0		

A number of reasons were cited as being responsible for the respondents not knowing much about MDGs. In particular, 63.6% of those who indicated they didn't know much about MDGs said this is due to lack of clear information. Secondly, 20.5% of respondents indicated a clear lack of interest on the subject of MDGs. Thirdly, the fact that there is no

clear feasible impact on MDGs has contributed to 25.5% of respondents not knowing much about MDGs.

Table 12: Recommendations that the respondents gave to improve communication on MDGs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Peer education in schools	9	8.2	8.2	8.2
	More TV programs	7	6.4	6.4	14.5
	More Radio program	11	10.0	10.0	24.5
	Drama in local languages	7	6.4	6.4	30.9
	Translation of posters and brochures in local languages	10	9.1	9.1	40.0
	More billboards	2	1.8	1.8	41.8
	Community education	48	43.6	43.6	85.5
	Not applicable	16	14.5	14.5	100.0
	Total	110	100.0	100.0	

On recommendations to improve communication on MDGs, 43.6% of respondents indicated that community education on MDGs should be intensified. Specifically they cited measures such as using the church, schools, traditional leaders and community gatherings to reach people with the message of MDGS. 10% of the respondents also indicated that translated brochures, posters and billboards would be one source of giving information to people in Zambia on MDGs. A total of 16.4% of respondents indicated that radio and TV programmes should be prioritised in an effort to accelerate the achievement of MDGs.

6.3   Institutional Responses

Six institutions respondents to this study findings. These institutions include the following: UNDP, UNIC, GCAP, the World Bank, Africare and Ministry of Local Government and Housing. In particular, UNIC, Africare and the Ministry of Local Government and Housing responded to the survey institutional questionnaire.

Overall, eight institutions were invited to participate in this study. However, only six institutions were willing to participate. Efforts to get in touch with the other two failed completely. The findings of the survey findings from the institutions are as follows:

Table 13: The names of the organisations that were surveyed are listed in the table below

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UNIC	1	33.3	33.3	33.3
	Afri-care	1	33.3	33.3	66.7
	Ministry of Local Government and Housing	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Three organizations namely UNIC, Africare and Ministry of Local Government and Housing

Table 14: The core businesses of the three organisations surveyed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non profit making	1	33.3	33.3	33.3
	Public	2	66.7	66.7	100.0
	Total	3	100.0	100.0	

In line with the table above, UNIC and Ministry of Local Government and Housing are public institutions whilst Africare is a nonprofit organization.

Table 15: Recommendations for improving communication around MDGs from the organisations surveyed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Need for a good strategy on communicating MDGs	3	100.0	100.0	100.0

All the three organizations surveyed namely UNIC, Africare and Ministry of Local Government and Housing recommended that good communications strategy is needed for their respective organizations.

Table 16: What is the core business of the organizations interviewed in the survey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Community outreach	2	66.7	66.7	66.7
	Program design and implementation	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

Community outreach consists of 66.7% of the businesses that the UNIC and Africare are involved in. As an organization, Africare reaches the community with tangible development efforts such as construction of schools and disbursement of agriculture inputs to farmers. On the other hand, the Government Ministry of Local Government and Housing has been dealing with issues of program implementation and design. Program design and implementation consists of 33.3% of the businesses that the public sector in engaged in.

6.3.1 Interview responses from three organizations: World Bank, UNDP and GCAP Zambia

The responses from the three organizations which participated in interviews are the World Bank, UNDP and GCAP Zambia is listed in the section below.

6.3.2 The World Bank

The World Bank in Zambia is in the process of introducing a communication tool called crowd sourcing in an effort to help the country to achieve the MDG number seven which is centred on ensuring environmental sustainability by 2015. According to the website, Wikipedia, which is a free internet based encyclopaedia, crowd sourcing is the act of outsourcing tasks, traditionally performed by an employee or contractor, to a large group of people or community (a crowd), through an open call. The mission of "One Billion Minds", founded in 2009, is to engage a billion young people to change the world by solving real problems posed by Corporations and Non Profits. It is a powerful open innovation platform connecting Students and Alumni from top universities to Corporations and Non Profits looking to discover innovative solutions to challenging problems in Business, Technology and Social Innovation.

With particular reference to Zambia, crowd sourcing will capitalise on the SMS technology that has already been adopted by the Zambia national farmers union in some parts of Zambia. World Bank intends to support the use of SMS technology in collaboration with the Zambia meteorological department to among other things send messages to farmers on the weather patterns. This in turn is expected to help farmers plan better for their agriculture work taking the updated information they will be receiving into consideration. The World Bank will work with its partners namely government ministries of agriculture and cooperatives and mobile companies such as ZAIN and MTN.

Nathan Eagle the founder of a company called "Text eagle", gave an incredible talk at ETech '09 about crowd sourcing on mobile phones in the developing world. Nathan said

some truly remarkable things about mobile phone adoption in Africa. In particular, he said that

1. Majority of mobile phone subscribers today, live in the developing world
2. The developing world is where we are seeing a lot of the innovation
3. Africa, is the fastest growing mobile phone market in the world
4. Kenya has some mobile phone services that are many years beyond what we have right now
5. Day labour in many parts of Nairobi is organized via SMS.
6. Now 30% of Rwandan's buy their electricity using their mobile phone

It is because of the observations above listed by Nathan that, the World Bank believes that the SMS technology can be a success in Zambia

6.3.3   UNDP on the MDG campaign

In the case of Zambia and going by the review of the effectiveness of communication tools at the in this study, it is clear to note that strides have been and are still being made in Zambia to address MDGs. However, there is still room for much more to be done.

UNDP is working with a wide range of partners to help create coalitions for change to support MDGs in Zambia, to benchmark progress towards them, and to help countries to build the institutional capacity, policies and programmes needed to achieve the MDGs.

UNDP supports MDGs in Zambia by campaigning and mobilizing for the MDGs through advocacy in cooperation with other UN agencies. The most visible example of this support is the annual MDGs Race. The race activities include an information market which brings together the general public and all stakeholders that work on the MDGs. Advocacy has also included the production and distribution of basic information on the MDGs via publications and radio and TV programmes.

Furthermore, the UNDP supports the Government of Zambia to monitor and report the progress towards the MDGs by publishing Zambia MDGs Progress Reports. Three reports have been published so far.

UNDP Zambia has a specific initiative focusing on pro-poor policy formulation and MDGs. This initiative focuses on developing capacity at the Ministry of Finance and National Planning for pro-poor policy formulation, implementation, monitoring and evaluation. This support has also been extended to tertiary institutions such as the Institute of Economic and Social Research (INESOR) and the University of Zambia (UNZA) to nurture the capacity to formulate home-grown pro-poor economic policies.

In order to effectively implement and monitor the MDG-based Fifth National Development Plan, the UN System through UNDP continued to build a critical mass of planners from Government, civil society organisations, UN agencies and other cooperating partners, with the capacity to undertake needs assessments of interventions that are essential in meeting the national development goals and costing of the next National Development Plan.

Furthermore, Zambia is one of the 10 pilot countries in Africa selected by the Africa MDG Steering Group which has been working to

1. Translate global Official Development Assistance commitments into bankable country programmes
2. Establish consensus on opportunities for scaling up in diverse countries representing different challenges in Africa, and
3. Develop the MDG/Gleneagles scenarios for advocacy on follow-through on commitments on Goal 8, financing for development, Accra High Level Forum and various UN Summits.

The UN system through UNDP and the Government have partnered with the Civil Society for Poverty Reduction to reach the grass root level in rural areas, as well as targeting the private sector through the Global Compact Zambia. In addition, sensitization activities continue to be held in collaboration with the Disability Initiative Foundation, resulting in a resolution outlining how the MDGs could be used to advocate for national planning that is more responsive to the challenges faced by disabled people.

UNDP is a key partner organisation that specifically spends huge amounts of money on the MDG campaign every year. For instance in 2009, the organisation spent US$ 299 000 whilst in 2008, the organisation spent US$ 336 600. The amounts are significant but the study is of the view that the UN body can do more to increase funding so that more people are reached with the MDG message.

6.3.4   GCAP Zambia

GCAP Zambia has been in the forefront of calling for active civil society participation in the development process. Civil society is one of the important partners in national development and social dialogue. However, GCAP Zambia is of the view that generally civil society's participation in the process has been marred by intimidation, arrest of activists, squeezed space for advocacy and abuse by politicians for egocentric reasons.

GCAP Zambia is of the understanding that civil society participation is central to assessing progress on national development and MDGs and most importantly to achieving them. GCAP continues to makes calls to the Zambian government to make social dialogue a reality at national level by giving them space for advocacy, providing them with necessary information to allow them disseminate to citizens and giving room for unconditional interaction. In addition, GCAP has continued calling on government to map out development actors at national level to avoid duplication as there are too many actors in development who are hardly talking to each other. Furthermore, GCAP endeavours to ensure the following:

i.   That its programmes are in line with MDG targets and national development plans
ii. That there is more unity amongst civil society and adherence to collective actions for bigger impact in national and continental development
iii. That there is a unified voice among all participating agencies on MDGs
iv. That GCAP continues to build a strong movement for coordinated advocacy using the bottom up approach

v. That GCAP continues to talk about pertinent issues affecting our continent

vi. That GCAP continues to share experiences to advance learning

vii. That GCAP continues to engage media to promote good examples and expose bad practices

From its inception, GCAP Zambia office has been conducting a number of activities to push for the acceleration of efforts to achieve MDGs in Zambia. For example, on August 5, 2005, Religions for Peace affiliate ZINGO (Zambia Interfaith Networking Group) and 30 faith-based organizations joined GCAP to help advocate for the achievement of the MDGs by 2015. In collaboration with the National Civil Society MDG Campaign–Zambia, ZINGO joined other faith-based organizations in challenging government and other key stakeholders to stay committed to eradicating extreme poverty within Zambia and around the world.

GCAP Zambia has been conducting community outreach on the localization of MDGs (for example, through a stand up and make noise for the MDGs and Zambia campaigns). In this line, GCAP has presented a petition to government on the civil society position on MDGs. GCAP was also able to run public discussion forums on all the eight MDGs on the national TV station from 15th to 29th September 2010.

In these forums, experts on MDGs from government, UN and other stakeholders were called to discuss Zambia's current position in line with the achievement of MDGs. GCAP Zambia's desire is to have increased funding for its programs so that it reaches to a wider community. With the 2011 elections approaching, GCAP Zambia is placing much emphasis on findings ways in which the organization can actively engage with politicians and the general public on issues of MDGs. GCAP wants to ensure that MDGs and party manifestoes are linked together.

7 CHAPTER SIX: ANALYSIS OF KEY FINDINGS

The study revealed that significant though efforts are being made to communicate the importance of achieving MDGs in Zambia, there is still much more that needs to be done to ensure that the communication that is going forth to public members is both effective and efficient. From the researcher's point of view, organisations that are communicating MDGs are doing so in a haphazard manner and not as part of a proper, designed communication strategy.

The researcher is thus of a view that there is a lack of a coordinated message on MDGs in Zambia. This has resulted in people not having a comprehensive knowledge on MDGs. The result of people not having comprehensive knowledge over MDGs is that they cannot place demands on their leaders to ensure that MDGs are achieved. From the interviews done and observations made in this study, many organisations say they have communication strategies for MDGs but in reality, these communication strategies do not exist. For example, the failure by many organisations to answer the institutional questionnaire speaks to the fact that no coherent steps are being done on the ground to clearly communicate to people on the ground on MDGs.

Among the most common means of communication preferred and used by most organizations are both electronic and print media. Traditional forms of communication have not been used as much by organizations promoting MDGs. As a result, people on the grassroots with low literacy levels are left behind in the developmental process. Most, if not all NGOs have been formed under the premise of helping the underprivileged people on the ground understand developmental efforts. Therefore, it is only ideal for NGOs to explore other means of communication which will reach out to them in a way that they will easily understand.

7.1.1 Analysis of education status of respondents

The education status was one of the key variables that were analyzed in this study. The researcher was interested to see whether in designing communication tools, education

status of the target audience is one of the factors taken into consideration by change agents. Unfortunately, proper audience survey is not done many times when deciding to use a communication tool. As a result, forms of communication are used which majority of the people fail to access or comprehend. The education status of the respondents, to a large extent, determines what they know and their general understanding of issues. When people are educated, they understand development issues very well and easily. In fact, when people are educated, they are able to influence the course of development for a nation or community in a positive manner. This is because they are able to engage their leaders and analyze issues from a point of knowing and not from a point of ignorance.

When it comes to issues of development and MDGs in particular, as can be demonstrated in the table below, the education status of respondents clearly determines what they know about MDGs. For instance, 68 of the 88 respondents who said they are fully aware of all the eight MDGs are people have attained full secondary school education i.e., secondary education up to grade twelve. This is demonstrates that education helps to enhance one's comprehension levels when it comes to MDGs.

Table 17: Level of Education * Knowledge of MDGs Cross tabulation

		Knowledge of MDGs			Total
		Yes	No	I know at least 1 MDG	
Level of Education	Post graduate	4	2	0	6
	Graduate	20	4	1	25
	College	26	3	3	32
	Secondary school education	19	6	0	25
	Primary school education	4	0	0	4
	Others	15	3	0	18
Total		88	18	4	110

Organization involved in the campaign for MDGs should therefore ensure that they take a careful analysis of the target audience's educational status for them to design user friendly communication tools. With an audience survey, the change agents in the

respective organizations should, for instance, know whether to translate the materials e.g., brochures, in a local language or not. They would also be in a good position to determine the right communication channels to use in order to get information to the target group. Understanding the educational status of target audience will ensure that there is no wastage of resources when it comes to using a particular communication tool. For instance, printing a brochure in English for an audience whose English literacy levels are very low would be a waste of resources. However, for an audience whose English literacy levels are high, brochures printed in English language will be more effective.

It is a fact that people in the developing world, Zambian inclusive, lag behind partly due to the inability to correctly understand and analyze issues objectively. The leading cause for this is poor illiteracy levels among the general public. Therefore, when designing radio or TV a program, knowing the educational status of the people is very important because that will greatly affect their response to that program.

7.1.2 Knowledge of MDGs among survey respondents

With five years to go to meet the UN set deadline for achieving MDGs, the study noted that only 23% of the survey respondents indicated knowing all the eight MDGs. This was sadly noted especially that worrying especially that 10 years have gone by since the MDGs were outlined by the UN. Targets were set and the deadline to meet these targets by 2015. On the other hand, 57% of the respondents indicated that they have only heard of one MDG.

The only MDGs that people can easily mention is MDG number 6 which relates to combating HIV/AIDS, malaria and other diseases and MDG number 1 which relates to the eradication of extreme poverty and hunger. The implication of people not knowing much about MDGs is that they will not effectively influence the process of achieving the MDGs i.e., they will not place any demands on government to achieve the MDGs. High corruption levels and poor government performance in Zambia to a large extent thrives on people's lack of knowledge or ignorance on certain key developmental areas.

Sources of information

From the survey findings, it was further revealed that the major sources of information on MDGs are MDG experts (25.5%) and politicians (20%). MDG experts are considered as people who are knowledgeable and in the forefront of advocating and lobbying for the achievement of MDGs. Some of the people who fall in this category of MDG experts are leaders of organisations such as UNDP, World Bank, CSPR, GCAP, programme managers and officials from both the private and public sector. Politicians were also mentioned in this study as another important source of information. Politicians in this case refer to the president, government ministers, counsellors and members of parliament from both the opposition and ruling party.

Furthermore, the survey also revealed that sports and film celebrities constitute 8.2% of the sources of MDG information. It is important for organisations involved in disseminating information on MDGs to make use of sources which will be effective in reaching people on the grassroots. For example, politicians, film and sports people can and are very influential when it comes to getting the message to the people. MDG campaigners should ,thus, work closely with the politicians when it comes to communicating MDGs. Politicians have a greater capacity to reach people on the grassroots through the ward, district , provincial and national offices.

As mentioned before, Marsha Moyo is the current Zambian UNDP ambassador on MDGs. In the researcher's view, though Ms Moyo is a very good musician, her songs are meant for society's elite and not the common person on the street. Ordinary people on the street therefore find it difficult to identify with her music. It will be important for the MDG campaign to work with musicians whose music appeals to the common man on the street if the message is to be effective and reach the intended audience. Angela Nyirenda, Sakala brothers and Jordan Katembula popularly known as JK are among some of the Zambian musicians whose music members of the public identify with easily.

With Zambia scheduled to have tripartite elections in 2011, the civil society can take advantage of this period to ensure that all political party manifestoes demonstrate clearly

how MDGs are going to be reached. Political debates based on this can then be held based on the different manifestos using different forums such as TV, radio, public hearings and community meetings among others. The 2011 elections pose as a very good opportunity for MDG campaigners to work and pressure politicians to get the MDG message across to a large spectrum of society.

According to the United Nations, *"one of the most important opportunities when the poor can exercise the power of their large numbers as voters and extract some commitments from the political class is during an election*". There is a strong linkage between achieving MDGs and good governance. Where there is good governance, to a large extent, MDGs are likely to be achieved. This is because good governance will lead to a situation where resources are distributed equally for education, health, environmental sustainability, economic, and water and sanitation programs. MDGs should therefore be used as a strong point of reference and as lens for looking at people who want to take up political office in Zambia next year.

Media variables

The study further noted that among the media channels, ZNBC is the major source of information for MDGs in Zambia. 31.8% of respondents indicated this in the survey. Through documentaries and feature stories, ZNBC, more especially continues to reach to the wider audience on MDGs.

Documentaries are a growing form of communication that provides the kind of news and information that the main stream news and the media moguls hide. In a time when 70% of all media worldwide is controlled by eight companies, the importance of independent documentaries is all the more evident in helping to educate people and promote much needed changes in society.

Vaz, who is a documentary producer, indicates that the world cannot depend on traditional and dominant media to give people news about what can be and is being achieved in our world. Vaz recommends that people must have access to independent forms of media such as documentaries for that.

According to study findings, the national broadcaster ZNBC should be supported where necessary to ensure that it continues spreading developmental message across the whole nation. Government and other stakeholders should thus take much interest and invest in ZNBC.

Contrary to assertions that people do not watch ZNBC, the study proved otherwise. Zambians still watch ZNBC in many respects. ZNBC remains a powerful tool to influence what people know and how people think. The challenge therefore is for ZNBC to expand its services to all parts of Zambia so that people get a chance to access information on MDGs. Countrywide ZNBC accessibility will be very beneficial for people who cannot afford to pay for TV services such as DSTV, My TV and MUVI TV. Furthermore, 10% of study respondents indicated that Muvi TV is the source of information for them on MDGs. According to the researcher, this further shows mass media in the form of TV remains a huge source of information and education in addition to the function of entertainment that it offers. The advantage that T.V for communication is that it is medium that reaches a wider audience within a short period of time. Furthermore, TV is a visual tool and anything visual appeals to intended audiences very well.

Undoubtedly, TV remains one of the most powerful tools for disseminating information in Zambia. The only disadvantage with a TV being used in Zambia to educate and inform people is that there are some households which cannot afford to buy a TV set for their homes. Such households are therefore automatically cut off from knowing about latest developmental efforts such as the MDGs. furthermore, the Zambian government has passed a TV license law which stipulates that all T.V set holders should pay K3, 000. The K3, 000 is expected to be used by ZNBC to improve and expand its services. However, for a nation that has over 68% of its people living on less than K5, 000 per day, K3, 000 is a luxury that many people cannot afford to part away with.

For the group of Zambians which therefore cannot afford a T.V or radio, other forms of low cost and user friendly communication tools which costs less to access should be sought in an effort to ensure that all people are reached with the same message on MDGs.

From the study findings, a combined total of 6.4% of respondents mentioned that the daily newspapers (i.e., Times of Zambia, Zambia Daily Mail and Post Newspaper) are their main source of information for MDGs. The percentage is low compared to ZNBC and Muvi TV's combined percentage of 41.8%.

The reasons for people saying newspapers are not their major source of information is that newspapers in Zambia on average are expensive. The cost of one newspaper per day is K3, 000 whereas the cost of ZNBC is K3, 000 and Muvi TV is K12, 000 per month. This makes TV license cheaper. For a country that is developing with majority of its people living in abject poverty, newspaper costs are beyond their reach. Newspapers become a reserve for the elite who have money to spare. It is because of this therefore that most people indicated that the newspaper is not their best source of information for them.

It is also worth nothing from the study findings that the internet is increasingly becoming a huge source of information for the people, especially the younger generation. 6.4% of study respondents indicated that the internet is their source of information. The internet has so much information on the subject of MDGs from different parts of the world. One of the major disadvantages of accessing information on the internet is that it is also expensive and not everyone has access to it.

Computers are very expensive for majority of Zambians to buy. Furthermore, not everyone can afford to pay internet charges at the internet café or any other place offering internet services. Accessibility and availability of computers therefore remains a huge challenge for the people living in both urban and rural areas.

Media Variables * Age Cross tabulation

Count

		Age							Total
		20-24	25-29	30-34	35-39	40-44	45-49	50-54	
Media Variables	ZNBC 1	15	6	7	3	1	2	1	35
	ZNBC 2	2	0	1	1	0	0	0	4
	ZNBC Radio 1	1	0	2	0	0	0	0	3
	ZNBC Radio 2	2	1	1	1	1	0	0	6
	ZNBC Radio 3	0	0	0	2	0	0	0	2
	ZNBC Radio 4	1	2	1	3	0	0	0	7
	Times of Zambia Newspaper	2	0	3	1	0	0	0	6
	Zambia Daily Mail Newspaper	0	1	0	0	0	0	0	1
	Muvi TV	4	1	5	0	1	0	0	11
	TBN	0	0	1	1	0	0	0	2
	Posters	0	2	3	1	1	0	0	7
	Billboard	0	1	1	2	0	0	0	4
	Newsletter	0	1	1	1	0	0	0	3
	MDG race	1	2	1	0	0	0	0	4
	Internet	2	1	2	1	1	0	0	7
	Others	2	0	3	0	0	0	0	5
	Not applicable	1	0	2	0	0	0	0	3
Total		33	18	34	17	5	2	1	110

The table above gives an important indication of the different media channels that are used according to the preference of different age groups. For example, of the 39 people who said ZNBC 1 and ZNBC 2 is their main source of information, 17 of them belong to the group aged 20-24, 6 study respondents belong to the group aged 25-29. On the other hand belong to the group aged 30-34. These figures and those in the table are an important indication of the media channel that can best be used to reach a particular age group.

From the cross tabulation on the previous page it is clear to note that media forms like internet, radio, magazines and TV among others appeal more to the younger generation i.e., less than 35 years old and not the older generation. Since the development of a nation lies in the hands of the youth, it is important to build a cadre of youth that is well

informed and educated to actively participate and take the development of the nation forward.

The MDG campaign will be more effective therefore if it takes into consideration the different media channels that different age groups prefer and package the message accordingly. Failure to do so will lead to a situation where a wrong a channel is used to reach a particular age group and this will not lead to any positive result. This can further lead to a situation where a conclusion is made that a particular media channel is not effective when the actual answer lies in a lack of proper analysis in determining the right channel to use.

Knowledge of benefits that are in achieving MDGs

From the survey findings, 60.9% of the respondents indicated that they are fully aware of the benefits that are in achieving MDGs. In addition, 39.1% of the survey respondents could not clearly state the benefits that are in achieving MDGs. A number of reasons were cited as being responsible for the respondents not knowing much about MDGs. In particular, those who indicated they did not know much about MDGs said this is due to lack of information on the subject matter. Another reason indicated by respondents was a clear lack of interest on MDGs generally. Thirdly, the fact that some of the respondents indicated that they have not seen any clear feasible impact on MDGs has contributed to them not knowing much about MDGs and the impact that lies in achieving them.

In view of this, the challenge that MDG campaigners have is to work at generating interest on MDGs where this interest is currently lacking. Lack of interest comes about by lack of information and understanding of what MDGs are all about. It is widely said that information is power. Therefore, more should be done to ensure information gets to the people using the right media channels. Proper and clear information on MDGs will generate interest.

For the respondents who cited lack of feasible impact on MDGs, the only way to reach them is through information too. It is of vital information on MDGs should be clear on

what has been achieved so far, supported by facts, figures and pictures on the ground. Media coverage on the achievements of MDGs should be improved. For example, in as much as there is more that still needs to be done to ensure the message about MDGs goes out to the people; the Zambian government has made some achievements in some areas. Some of the positive strides for example, which the campaign should strongly highlight, as listed by the UNDP Zambia office are listed below:

7.1.3 MDG1: Reducing poverty and hunger by half by 2015

There have been marginal improvements in the incidence of extreme poverty from 58% in 1991 to 51% in 2006-still a long way from MDG target of 29%. As the supportive environment is strong, Zambia has however the potential to reach this target. On the target of halving the proportion of people who suffer from hunger, the prevalence of underweight children declined from 22% in 1991 to 14.6% in 2007. It is likely that the target will be achieved.

7.1.4 MDG2: Ensuring all children complete primary education by 2015

Net enrolment has increased from 80% in 1990 to 97% in 2006 as a result of strong supportive environment. Zambia achieved an increase of 19% in primary school completion rates from 64% in 1990 to 83% in 2006. This goal is likely to be achieved; however, the decline in literacy rates of 15-24 year olds (79% in 1990, 70% in 2004) needs to be addressed in order to achieve this goal.

7.1.5 MDG3: Increasing gender equality and empowering women by 2015

This goal is likely to be met, despite an only fair supportive environment recorded in this area. The trend show a growth in the enrolment of girls in the school system, which stands at 98% while that of males is 96%. However, the dropout rate of girls increases as they precede to secondary education, therefore the ratio of girls to boys decrease sharply. In addition, the ratio of literate females to males (15-24 year olds) is stagnating at 0.8 (2004-2005).

7.1.6 MDG4: Reducing child mortality by two-thirds by 2015

Zambia is aiming at reducing the number of children who die before their fifth birthday. Out of every 100,000 births from 191 children in 1992 to 56 children in 2015, with 119 deaths per 100,000 births in 2007, Zambia is potentially achieving this goal. Infant mortality has also shown a declining trend since 1992. The reduction in child mortality is mainly attributed to the strong supportive environment that Zambia has put in place, such as improved childhood immunization.

7.1.7 MDG5: Reducing maternal mortality by three quarters by 2015

To achieve this goal, Zambia needs to reduce the number of women dying due to complicated pregnancies from 649 (in 1996) to 162 (2015) out of every 100,000 expectant women. Due to the strong supportive environment, Zambia managed to decrease the number to 449 in 2007 and will potentially achieve the target. Despite this achievement, there still a lot to do, as only 46% of all births were attended in 2007 by skilled health personnel.

7.1.8 MDG6: Stemming the spread of HIV/AIDS and other diseases by 2015

It is likely that Zambia would have halted and have started to reverse the spread of HIV/AIDS by 2015. The national HIV prevalence rate among adults (15-49 years) has declined from 15.6% in 2001/2002 to 14.3% in 2007. However women have a higher infection rate than men, and the urban population has rates twice as high than the rural. The drop in HIV prevalence rates is largely attributed to the good supportive environment. Improvements have been noted for example in the percentage of pregnant women and children under-five who sleep under insecticide treated bed nets for children under-five rose from 7.9 in 2001 to 32.7% in 2007

7.1.9 MDG7: Ensure environmental sustainability

The target on including environmental principles into Zambia's policies and programs and reversing the loss of its environmental resources is the only unlikely goal to be achieved by 2015. However, the possibility that Zambia will reach the

target of improved water and sanitation services seem potentially achievable. Both targets are backed by only good/fair supportive environment.

MDG8: Developing a global partnership for development

The highly indebted poor country Initiative (HIPC) and Multilateral Debt Relief Initiative (MDRI) have contributed a lot towards Zambia's achievement of the MDGs. Besides debt relief, and more efficient aid (Official Development Assistance-ODA), increased trade is required to support the achievement of all the MDGs. One of the challenges to trade in Zambia is supply, side-constraints, such as the problem of transportation, storage and communication. Further, Zambian exporters face the challenge to conform to sanitary conditions of the United States and the European Union. It is therefore necessary that trade policies address these constraints.

7.1.9.1 Recommendations from survey respondents on how to improve health education

On recommendations to improve communication on MDGs, 43.6% of respondents indicated that community sensitisation should be intensified. Specifically they cited measures such as using the church, schools, traditional leaders and community gatherings to reach people with the message of MDGS. 10% of the respondents also indicated that translating brochures, posters and billboards in the local language would be one source of giving information to people in Zambia on MDGs.

It is worth noting from the study findings that 43.6% of the respondents recommended that community education on MDGs should be accelerated. Community education can take the form of sensitisation/awareness meetings, songs, drama, puppetry and folk stories. Community education is important in development efforts because it is through this process that the community is fully engaged. The community is given an opportunity to ask and seek clarification over developmental issues that would otherwise be difficult to understand.

Community education is also important because it implies taking developmental effort right to the community i.e., where people are found. Taking developmental efforts right to the core of the communities implies that disadvantaged groups of the society which otherwise would have been neglected are included in the main developmental process. These disadvantaged groups include the aged, the disabled, the women and children. Community education is thus a very important medium through which awareness and understanding of development projects related to MDGs is passed on by the supervisors.

In addition to community education, the survey respondents indicated that respondents indicated that organisations involved in MDGs should place much emphasis on peer education, radio and TV programs. Peer education is an important communication tool because it calls for information among the same age group of people to spread easily among peers. Peer education is an important tool because it makes people on the same group to freely interact amongst themselves in an atmosphere that is friendly and highly interactive.

Posters and billboards translated in the local languages is also another important tool in the campaign for MDGs in Zambia. For the Zambians who are able to read, posters and billboards are important tools in the MDG campaign. The production of posters and billboards calls for special skills in order for the produced items to be attractive to the readers. Posters, billboards and flyers are an expensive way to communicate. The production of IEC materials requires a lot of money. The IEC materials should therefore be well done to make them attractive enough for audiences to be attracted enough to read. Not every flyer on the street is attractive for people to actually pick it up and read. Careful analysis is thus needed before an organisation embarks upon mass production of IEC materials.

TV and radio in general were cited as the major sources of information among the study respondents. In particular, documentaries, feature stores and news items are the specific mediums respondents cited as major source of information. The study finding revealed that 25.5% of respondents indicated that documentaries have been their major source of information. This statistic speaks to the fact that informative and educative documentaries

go a long way in informing the public on developmental issues. Documentaries enable the audience to see the realities that result from social and environmental injustice in the form of images and sounds. The importance of the documentaries is that they are intended to raise awareness about global issues in people, and can be used by anyone for this purpose. To a greater extent, the media offer a unique means of highlighting development issues, and of promoting democracy and fair government worldwide.

7.2 Analysis of quantitative data

7.2.1 Institutional Respondents

Six institutions participated in this study. The methods used to collect information from the institutions are as follows: in-depth interviews, attending meetings, observations and review of literature review. The six institutions include the following: UNDP, UNIC, GCAP, the World Bank, Africare and Ministry of Local Government and Housing.

In total, eight institutions were invited to participate in this study. However, only six institutions respondents to questionnaire survey and interviews. Efforts to get in touch with the other two failed completely till the end of the study.

The findings of the survey findings from the six institutions are listed in the section below:

Analysis

All the three organizations that participated in this survey indicated as a recommendation that there is need for their individual organizations to develop effective communication strategies which specifically refer to MDGs. None of the three organizations has an MDG communications strategy even though they all say that they are involved in various MDG activities. The public sector was represented by the Ministry of Local Government and Housing in this survey.

Further investigation through literature reviews and observations indicated that different government initiatives have devised communications strategies that have a bearing on

particular MDGs. Below is a list of government ministries and departments with communications strategies in place:

1) National HIV/AIDS Council

In 2005, National AIDS council in Zambia developed a communication strategy to give guidance to all stakeholders who wish to carry out communication activities in the area of HIV/AIDS. Effective communication can support all HIV/AIDS related prevention, care, support and mitigation interventions at all levels

NAC also coordinates HIV and AIDS prevention campaigns in the country through awareness-raising began early in Zambia. Much of the early campaign involved pamphlets and posters that warned of the dangers of AIDS and promoted abstinence before marriage, for example: "Sex thrills, but AIDS kills". Over the years, however, a wide range of media has been used to carry messages about AIDS, and children have been taught at least the biological facts in school.

The other strategies NAC has supported in the past and present are listed below:

- In the late 1980s, one school in Zambia became perhaps the first in the world to set up an Anti-AIDS club, and by 1992 there were 1,150 registered clubs. Members are encouraged to spread messages about safer behavior and compassion for those living with HIV. So long as their influence extends beyond their membership and reaches the most vulnerable children, Anti-AIDS clubs can be very effective.
- Television, radio and the press have also proved to be influential in raising awareness, even though not all people have direct access to them. Some 71% of urban and 37% of rural youth saw at least some of the HEART television campaigns in 2000, and it seems that their behaviour was influenced as a result.
- Music, drama, group discussions and role play exercises have been employed by the Copper belt Health Education Project (CHEP) to raise AIDS awareness, particularly in rural areas. In 2003, through its in-school youth program, the CHEP educated some 25,000 students using these methods. Peer-centred

education also reaches sex workers, street children and soldiers, and the CHEP has established youth-friendly health services, in which trained peer educators work alongside clinic staff.

- Truck drivers have been identified as key players in the spread of HIV due to the high levels of mobility along main transport routes. Prevention programs targeting this high-risk group seem to have had a positive effect on behaviour: reported condom use for truck drivers increased from around 50% in 2000 to almost 70% in 2006.

2)   Minister of Community Development and Social Services

In October 2009, the government of the republic of Zambia launched the gender based violence at Taj Pamodzi hotel in Lusaka. The communications strategy is a two year plan communication campaign strategy on gender based violence against children and women. Given that the theme is *"Abuse Just Stop it!"* the launch and subsequent activities marked the beginning of a new era and opens doors of hope for children and women. According to the current Minister of Community Development and Social Services, Michael Kaingu (2009), the overall goal of the national communication campaign strategy is to achieve a complete stop to gender based violence. Women are most vulnerable to HIV/AIDS, human trafficking and domestic violence, and commercial sexual exploitation. One of the calls brought forth as a result of this communications strategy is to call the media fraternity to cover all cases of gender violence without fear or favor.

3)   Ministry of Tourism and Environment

According to the government UN-Redd website, the Zambian Ministry of Tourism and Environment has put in place a communication strategy which in its entirety covers MDGs on the sustainability of MDG on the environment. In particular, the communication strategy forms the basis for most of the awareness raising activities. Zambia has an approximately 50 million hectares of forest with an estimated deforestation rate of 250,000 to 300,000 hectares per year.

The Zambian communication strategy is being supported by the United Nations collaborative program on reducing emissions from deforestation and forest degradation in developing countries (UN-REDD). The main activities under this program includes developing community capacity to preserve the forest, conducting community awareness activities on preserving the environment and last but not the least supporting legislation that seeks to punish perpetrators of environment destruction.

4)   **Ministry of Health**

Among the two the main health campaigns the ministry of health has been running are CAARMA and Roll Back Malaria.

I.   **Campaign on Accelerated Reduction of Maternal Mortality in Africa (CARMMA)**

The Ministry of Health and its partners including UNICEF on 12th June 2010 launched a vigorous campaign to intensify already existing efforts and strategies to prevent maternal deaths in Zambia, The official launch of the Campaign on Accelerated Reduction of Maternal Mortality in Africa (CARMMA) was held on 12 June 2010.

A number of activities have been planned in Zambia as part of the CARMMA campaign under the slogan: "No woman should die while giving life." These activities include:

- Launch by the Republican President
- A parade
- Exhibitions
- Provincial and district CARMMA launches and community activities
- Safe Motherhood Week in 23 districts
- Strengthened MNCH activities at both health facilities and community level throughout the country year round

I.   **Roll back Malaria**

Zambia is one of the countries implementing the roll back Malaria program. Zambia is also one of the first African countries to reach the World Health Organization target to Roll Back Malaria mortality by more than 50% compared by the year 2000. Because of the campaign, Malaria-related deaths have decreased by 66%. The roll back campaign was characterised by massive sensitisation, distribution of mosquito nets and adverts on TV and radio adverts promoting the use of insecticide treated mosquito net.

5)   **Ministry of Education**

In 2003, the ministry of education implemented the Food Security, Nutrition Action and Communication Project. The project was a follow-up to "Improving Household Food Security and Nutrition in the Luapula Valley, Zambia. The aim was to consolidate the results of the IHFSAN with regard to improving nutrition and household food security in four districts in Luapula Province, Mwense, Kawambwa, Nchelenge and Chienge districts with a combined population of approximately 450,000. The project's overall goal was to improve food and nutrition security of vulnerable households and communities, by introducing methods, knowledge and outputs into the work of public institutions to allow these institutions to better respond to the needs of food insecure and nutritionally vulnerable population groups in four districts of Luapula Province.

The main communication tool used in the campaign was community outreach through increased radio communication. In particular, the project sought to expand access by households in Luapula to food and nutrition information through radio broadcasting. Radio Yangeni, operated by the Catholic Diocese of Mansa expanded its project broadcasting activities to the project districts. Radio Yangeni was significantly upgraded to help improve broadcast quality. At the community level, 40 radio listening groups were established and provided with 40 wind-up radios. A community radio repeater station was established in Kawambwa, complementing to extend radio broadcast coverage to the four districts. Radio programs and leaflets were also

prepared to promote good dietary practices, health and sanitation at household and community level and schools.

6)   Minister of Agriculture and Co-operatives

GRZ, Brazil and WFP have signed a memorandum of understanding (MoU) to eradicate hunger in the country through the 'Zero Hunger Zambia' programme into which US$600,000 has been pledged. The Zambian and the Brazilian governments have agreed to invest US$200, 000 each while the WFP will contribute the same amount through the use of its structures in the country to implement the programme as a pilot project. Minister of Agriculture and Co-operatives Eustarckio Kazonga said the money contributed by the two governments will be used by WFP to purchase food from small-scale farmers for distribution to vulnerable people in emergency cases.

The Zero Hunger Zambia programme will target households affected by food insecurity along the Chisomo Game Management Area in Serenje, Mambwe and Nyimba districts. Brazilian Ambassador to Zambia, Josal Luiz Pellegrino said the programme is the beginning of the cooperation between Zambia and Brazil in the fight against food insecurity. Mr Pellegrino said his government decided to introduce the hunger-eradication programme in Zambia following the success of the programme in Brazil. He said Brazil is on the verge of wiping out hunger within its boundaries.

7. Ministry of Information and Broadcasting Services

In September 2010, current Zambian President Rupiah Banda challenged the Ministry of Information and Broadcasting Services to develop a communication strategy to inform Zambians about the government's achievements. He said this when he swore new permanent secretary for the Ministry of Information and Broadcasting Services. He further said that government has invested a lot in infrastructure development in all the provinces. It is in this vein that the president called upon the Ministry of

Information and Broadcasting Services called for a clear communications strategy to be devised so that the nation is well informed of the efforts that government is making to improve the lives of ordinary Zambians. This is according to the Post Newspaper reporter Silwamba (2010).

7.2.1.1 Communication methods being used by organizations to reach to community members

Since 66.7% of study findings from the Africare and UNIC surveyed indicated being involved in community outreach extensively, an indication of what most NGOs are doing in order to alleviate social problems in the various catchment areas. Most nonprofit organizations, in fact, have been formed with the aim of taking development closer to the communities. Because of this, most organizations have been seen to be more effective than public institutions in service delivery. In comparison, the private sector has proved to be more effective in spearheading development than the public sector.

Organizations involved in MDG campaign should therefore make use of community outreach activities to champion the achievement of MDGs. community outreach basically is a way of getting to the community members using various means such as community education using drama, songs and poetry. Community mobilization is also one key component of community outreach. The community can be brought together around issues of development using community and traditional leaders.

It is worth noting that though organizations on one hand indicated that community outreach is one of their core activities, the individual questionnaire respondents stated that there is not much that organizations involved in the MDGs are doing to reach the community members. Clearly this shows a disparity between what organizations say they are doing on the ground and what is actually being done on the ground. It is therefore not surprising that individual community members many times fail to identify themselves with any of the activities of what some of the community based organizations are doing on the ground. It is easy for organizations in Zambia to claim to do one thing when in

actual fact there is nothing being done on the ground as evidenced by findings from the personal field survey.

Public organizations indicated the work they mostly do is program design and implementation. This represented 33.7% of the survey. To a large extent, the researcher believes that this is true and it reflects mostly the work that government ministries are involved in. one of the core responsibilities of government is to design programs, set policies and standards that act as a guide for all organizations to operate under.

From the researcher's point of view, the problem that lies with organizations and the process of developing communications strategies is mainly due to inadequate understanding of what an effective communications strategy consists of. Developing an effective strategy goes beyond what most people think is actually involved.

The study further discourages campaigners to conduct communication related activities without conducting a proper needs analysis because they risk their efforts and resources going to waste. Before actual implementation of activities, campaigners are advised first to go through the steps of defining their objectives, making a useful "power analysis", developing a convincing communication strategy and then using insights gained in this process to choose the activities that can best be used to reach the objectives.

Weak partnerships between private and public institutions around issues of MDGs have been cited in this study s contributing to weak communication strategies. This is because inherently, both private and public institutions have their own agenda to fulfill. Many times, these agendas clash. When they clash, the result is a weak and disjointed communications strategy on MDGs in Zambia generally. In the campaign for MDGs, using government institutions, CSO networks/poverty observatory, academia institutions and media focal points in the provinces, guarantees a sustainable and enlarged participation of large CBOS/CSOS/NGOs as well as provoking a debate that has potential to lead to positive action at all levels of the society.

7.3   Analysis of results from interviews with organizations

7.3.1 The World Bank

The World Bank in Zambia is in the process of introducing a communication tool called crowd sourcing in an effort to help the country to achieve the MDG number seven which is centred on ensuring environmental sustainability by 2015. Crowd sourcing is the act of outsourcing tasks, traditionally performed by an employee or contractor, to a large group of people or community (a crowd), through an open call. example, the public may be invited to develop a new technology, carry out a design task (also known as community-based design and distributed participatory design), refine or carry out the steps of an algorithm, or help capture, systematize or analyze large amounts of data The term has become popular with businesses, authors, and journalists as shorthand for the trend of leveraging the mass collaboration enabled by Web 2.0 technologies to achieve business goals.

The World Bank in Zambia is piloting a programme for climate resilience in Zambia, which explores the use of crowd-sourcing platforms in climate change adaptation. Mainly the goal of the project is to guide the relief effort and identify immediate needs climate change is directly linked to MDG seven on environmental sustainability.

Crowd sourcing is a distributed problem-solving and production model. In the classic use of the term, problems are broadcast to an unknown group of solvers in the form of an open call for solutions. Users—also known as the crowd—typically form into online communities, and the crowd submits solutions. The crowd also sorts through the solutions, finding the best ones. These best solutions are then owned by the entity that broadcast the problem in the first place—the crowd sourcer—and the winning individuals in the crowd are sometimes rewarded. In some cases, this labour is well compensated, either monetarily, with prizes, or with recognition. In other cases, the only rewards may be kudos or intellectual satisfaction. Crowd sourcing may produce solutions from amateurs or volunteers working in their spare time, or from experts or small businesses which were unknown to the initiating organization. Perceived benefits of crowd sourcing include the following:

- Problems can be explored at comparatively little cost, and often very quickly.

- Payment is by results or even omitted

- The organization can tap a wider range of talent than might be present in its own organization.

- By listening to the crowd, organizations gain first-hand insight on their customers' desires.

- The community may feel a brand-building kinship with the crowd sourcing organization, which is the result of an earned sense of ownership through contribution and collaboration.

In his article, "Power of Crowd sourcing", Matt H. Evans contends that "Crowd sourcing taps into the global world of ideas, helping companies work through a rapid design process." This is usually available at relatively no cost, as people are always willing to share their ideas on a global scale.

Crowd sourcing though has a number of weaknesses. Firstly, there is an increased likelihood that a crowd sourced project will fail due to lack of monetary motivation, too few participants, lower quality of work, lack of personal interest in the project, global language barriers, or difficulty managing a large-scale, crowd sourced project. Secondly, there are difficulties maintaining a working relationship with crowd sourced workers throughout the duration of a project. This is largely due to the fact that there are no written contracts, non-disclosure agreements, or employee agreements or agreeable terms with crowd sourced employees. Crowd sourcing also has susceptibility to faulty results caused by targeted, malicious work efforts

7.3.2 UNDP

UNDP is working with a wide range of partners to help create coalitions for change to support MDGs in Zambia, to benchmark progress towards them, and to help countries to build the institutional capacity, policies and programmes needed to achieve the MDGs.

UNDP supports MDGs in Zambia by campaigning and mobilizing for the MDGs through advocacy in cooperation with other UN agencies. The most visible example of this support is the annual MDGs Race. The race activities include an information market which brings together the general public and all stakeholders that work on the MDGs. Advocacy has also included the production and distribution of basic information on the MDGs via publications and radio and TV programmes.

UNDP supports the Government of Zambia to monitor and report the progress towards the MDGs by publishing Zambia MDGs Progress Reports. Three reports have been published so far.

UNDP Zambia has a specific initiative focusing on pro-poor policy formulation and MDGs. This initiative focuses on developing capacity at the Ministry of Finance and National Planning for pro-poor policy formulation, implementation, monitoring and evaluation. This support has also been extended to tertiary institutions such as the Institute of Economic and Social Research (INESOR) and the University of Zambia (UNZA) to nurture the capacity to formulate home-grown pro-poor economic policies.

In order to effectively implement and monitor the MDG-based Fifth National Development Plan, the UN System through UNDP continued to build a critical mass of planners from Government, civil society organisations, UN agencies and other cooperating partners, with the capacity to undertake needs assessments of interventions that are essential in meeting the national development goals and costing of the next National Development Plan.

Furthermore, Zambia is one of the 10 pilot countries in Africa selected by the Africa MDG Steering Group which has been working to

1. Translate global Official Development Assistance commitments into bankable country programmes
2. Establish consensus on opportunities for scaling up in diverse countries representing different challenges in Africa, and

3. Develop the MDG/Gleneagles scenarios for advocacy on follow-through on commitments on Goal 8, financing for development, Accra High Level Forum and various UN Summits.

The UN system through UNDP and the Government have partnered with the Civil Society for Poverty Reduction to reach the grass root level in rural areas, as well as targeting the private sector through the Global Compact Zambia. In addition, sensitization activities continue to be held in collaboration with the Disability Initiative Foundation, resulting in a resolution outlining how the MDGs could be used to advocate for national planning that is more responsive to the challenges faced by disabled people

7.3.3 GCAP Zambia

On August 5, 2005, Religions for Peace affiliate ZINGO (Zambia Interfaith Networking Group) and 30 faith-based organizations joined the Global Call to Action against Poverty (GCAP) to help advocate for the achievement of the MDGs by 2015. In collaboration with the National Civil Society MDG Campaign–Zambia, ZINGO joined other faith-based organizations in challenging their government and other nations to stay committed to eradicating extreme poverty within Zambia and around the world.

GCAP has also been using radio to support discussion programs on MDGs. During these radio programs, callers are given an opportunity to call in and air their views on the progress Zambia is making towards achieving the MDGS. Since these programs are interactive in nature, they help in raising awareness by involving everyone especially with the phone. As said before, the weakness of using the radio method is that it is limited those with phone and also only those who can understand English.

GCAP has been actively involved in organising exhibitions campaigns on poverty. In 2010, GCAP in coordination with CSPR is in the process of arranging a poverty exhibition to be held at Arcades. The purpose of this exhibition is to highlight the consequences/impact of poverty on the livelihoods of the people of Zambia.

Another tool that GCAP Zambia is using to campaign for the attainment of MDGs is through writing charters and petitions to MPs. At the time of writing the research, the process of developing the country charter and petition for Zambia was completed and the final documents handed over to relevant offices. These documents were developed in collaboration with key stakeholders such government departments, the private and public sectors. The MDG charter and petition outline the recommendations of civil society to the head of state and to all government leaders to take positive action to achieve MDGs.

8 CHAPTER SEVEN: RECOMMENDATIONS AND CONCLUSION

8.1 Conclusion

This study was conducted with the view of analyzing the effectiveness of communication tools for achieving MDGs in Zambia. The main purpose of this study was to see the effectiveness of communication strategies that organizations involved in championing the cause of MDGs in Zambia use in order to make people on the grassroots become aware of the existence of MDGs.

In addition, this study was conducted with the view of making recommendations to organisations that are involved in the MDG campaign on the areas in which they need to improve or accelerate their efforts when communicating about MDGs to the wider public. The study was undertaken with great support from organisations involved in the MDG campaign in Zambia particularly GCAP Zambia, UN Zambia office and the World Bank.

To summarise the study, it can be noted without hesitation that all key players in the MDG campaign have and are making significant efforts to reach the wider public with the message on MDGs. What is needed to be done by organisations currently involved in the MDG campaign is to accelerate the current communication efforts that are currently being put in. Organisations such as the UN (through its offices such as UNDP, UNICEF and UNIC), the World Bank and GCAP should enhance their communication activities on MDGs in Zambia by strategically using popular media channels such as TV, radio and newspapers to carry forth the message on MDGs.

Since the study has identified common data sources such as MDG experts, politicians and journalist, the MDG campaign in Zambia should endeavour to use the common data sources. This is in an effort to ensure that the message reaches its intended recipients effectively.

In certain instances, significant results on certain aspects of MDGs have been highlighted clearly by the media for all to see. The study is thus calling upon more media coverage in an effort to increase awareness and appreciation on MDG related issues For example, because of so much civil society campaign in Zambia and around the globe; Zambians have seen the fight against HIV/AIDS producing a number of tangible results, some of which are listed below:

MDG 1: Eradicating extreme poverty and hunger

Extreme poverty declined from 58% in 1991 to 51% in 2006 (LCMS), improving towards the target of 29%. However, extreme poverty is still higher in rural areas at 67% compared to 20% in urban areas (LCMS). On the target to halve the proportion of people who suffer from hunger, the prevalence of underweight children declined from 22% in 1991 to 14.6% in 2007 (MDGR), while the target is 11%. Economic growth is essential but not sufficient for the achievement of this goal. Macro-economic and structural policies that promote employment, economic inclusion, empowerment and social investment are essential.

MDG 2: Achieving universal primary education

Net enrollment of children in primary education has increased from 80% in 1990 (MDGR) to 101.4% in 2009 (APR), supported by the increased construction of schools, the removal of school fees in 2002, and Free Basic Education and Re-entry Policies. Such policies also favored an increase of 29 percentage points in primary school completion rates, from 64% in 1990 (MDGR) to 93.2% in 2009 (APR). The primary education target is thus attainable, as the objective is 100%.

MDG 3: Promoting gender equality and the empowerment of women

With regards to education, the gender parity index for primary education improved from 0.90 in 1990 (MDGR) to 1.01 in 2009 (APR), although in secondary school it decreased from 0.92 in 1990 (MDGR) to 0.87 in 2009 (MOESB), and for 15-24 years old it stagnated at 0.8 from 2003 to 2005 (MDGR). On women's representation in parliament, with 14% Zambia remains low relative to the target of 30%, despite the increase

experienced from 3.8% in 1991.

MDG 4 on reducing child mortality, The number of under-five deaths dropped from 191 per 1,000 live births in 1992 to 119 per 1,000 live births in 2007 (ZDHS). However, the target is 64 by 2015 so further efforts are necessary. Infant mortality has also shown a declining trend, falling from 107 per 1,000 live births in 1992 to 70 per 1,000 live births in 2007 (ZDHS). Similarly, additional action is necessary to reach the target of 36 by 2015.

MDG 5: Improving maternal health

To achieve this goal Zambia needs to reduce the number of women dying due to complications during pregnancy, which decreased from 649 deaths per 100,000 live births in 1996 to 591 in 2007 (ZDHS). The target is 162 in 2015. The main success factor is the presence of trained midwives at births. Of all births in Zambia in 2007, 46.5% were assisted by a skilled health worker. It was 50.5% in 1992 (ZDHS). The necessary investment in terms of training, oversight and incentives for midwives should be provided in conjunction with improved access to and monitoring of rural health posts, and curbing unsafe birthing practices.

MDG 6: Combating HIV/AIDS, malaria and other diseases

The national HIV prevalence rate among adults (15-49 years) declined from 15.6% in 2001-2002 (ZDHS) to 14.3% in 2009 (ZCR), while the target is to keep it below 16%. Women still have a higher prevalence rate than men (16.1% in women, 12.3% in men) (ZDHS), and the urban population has rates twice as high as the rural population (19.7% vs 10.3%) (NAC). The rate of contraceptive prevalence increased from 11.6% in 1992 to 24.6% in 2002

MDG 7: Ensuring environmental sustainability

The percentage of land covered by forests in Zambia decreased from 59.8% in 1992 to 56.4% in 2005 (MDGR). With regards to sustainable access to drinking water and sanitation, the proportion of households that have access to safe water has increased from

47% in 1996 to 60% in 2006 (MDGR), while the goal is 75.5%. Additionally, the share of the population with access to improved sanitation shrank from 74% in 1991 to 63.9% in 2006 (MDGR). Since the trends exhibited by some of these indicators go in the direction opposite to the MDG targets, this goal remains a challenge

MDG 8: Developing a global partnership for development

During the last few years Zambia has regained macroeconomic stability, brought inflation down to single digits and consistently had growth rates over 5%. The Highly Indebted Poor Country Initiative (HIPC) and Multilateral Debt Relief Initiative (MDRI) contributed to such stability. The stock of external public debt dropped from $6,005 million in 1999 to $934 million in 2006 (MDGR). However, external public debt since 2006 has increased to $1,521 million in 2009 (BOZ). In 2010 Zambia is considered the 6th best country in Africa to do business (WB). This context has attracted significant foreign direct investments (FDI).

In scoring the above successes, a number of communication tools have played a key role. These tools include the internet, radio and television programs which create a platform for citizens to engage with their leaders. The issuance of press statements, using of key public figures, holding of poverty exhibitions and production of IEC materials have assisted the MDG campaign. The only downside of all this is that mainly only people living along the line of rail are reached. This is because they are the ones with greater access to TV, radio, IEC materials and the internet. Literacy levels are also highest among people living along the line of rail.

Tools such as TV, radio and internet for example, through effective will not produce the same results if used in a rural setting. Due to poor infrastructure and high illiteracy levels people in rural settings will lag behind. They will lack the information that is necessary for them to make informed decisions, which will be beneficial to them and to the country as a whole.

The other challenge that needs to be addressed is that organizations involved in the MDG campaign should be adequately funded in order to expand their scope. For example, expanding services to the rural areas with the MDG campaign message requires a lot of funds which many times remains limited for many organizations.

All in all, the communication strategies being used in MDGs if properly funded, designed and implemented have the potential to produce effective results. This is evidenced by the campaign around issues of HIV/AIDS in Zambia. So much funding has gone into the HIV/AIDS campaigns over the past years and now the country is witnessing reduced incidence and prevalence levels.

8.1.1 Recommendations

The study would like to make the following recommendations:

i. **Use of social media and the internet**

With the increase in the usage of social media such as face book, YouTube and twitter among others, campaigners in Zambia should take this opportunity to campaign for the attainment of MDGs. Mostly it is the young people who are in the forefront of using social media. Since it is the young people who are the most productive age group in a country, it is expected that when information reaches this group, the impact on the process of achieving MDGs will be greater. For example, organizations championing MDGs campaign organizations should partner with mobile companies such as MTN and Zain to send free SMS updates on MDGs to mobile phone users.

ii. **Prepare information and education materials such as brochures and posters, in the local language**:

This is very important especially for people who cannot read or understand English. Translating communication materials in the local language will create a situation where everybody has access to information on MDGs. As the old adage goes "Information Is Power". With right information, people will be more

assertive and make informed decisions that will positively affect the achievement of MDGs.

iii.   Use logos and slogans

People must know that the campaign is happening for any campaign to be effective. Therefore use slogans and logos on all media and at all events to make sure people identify these as part of an ongoing campaign. Logos can be used to popularize a campaign - a good example is the red HIV/AIDS ribbon which people wear to show that they support the campaign. Famous personalities should be used more to speak in support of the MDG campaign, appear on posters or endorse a campaign in a public way. It often helps to have one well-known person who acts as the public face of the campaign.

iv.   Increased budgets for MDG campaigns

Poor funding for MDGs campaigns has contributed to the ineffectiveness of communication strategies. The MDG campaign compared to the HIV/AIDS campaigns falls short in terms of effectiveness and efficiency. The HIV/AIDS campaign, the researcher, believes both at community and country level is well coordinated and has received significant funding from many HIV/AIDS funding organisations such as the Global Fund, the World Bank and USAID among others.

v.   Emphasis on practical solutions

Organisations involved in the MDG campaign should also be seen to offer practical solutions on the ground. People on the ground are more interested in practical solutions than just listening to talk. Talk without action many times can be cheap. Organisations already implementing health, educational, gender activities and poverty related issues should begin to openly talk about MDGs. In other words, people should be able to see the link between when an organisation is saying and what it is doing on the ground. The problem is organisations like World Vision are busy implementing work related to all the eight MDGs but they

rarely mention the word "MDGs" in their work. Organisations which are not carrying out any tangible work on the ground related to MDGs are the ones who talk more about MDGs. The linkage between words and actions is weak and thus people fail to follow the MDG campaign very closely and clearly.

vi. **Localisation of communication tools**

Common communication tools exist globally on issues of MDGs. The application of these tools however is what makes them effective or not. What is very critical for each country to do is to localise some of the tools e.g. petitions and charters. Country offices need to identify the right people to target with the messages they have to convey.

vii. **Stronger coalitions around issues of MDGs**

In addition, national coalitions around the issues of poverty need to be strengthened further in order for them to give out a stronger voice. Unity around MDGs related issues will create a bigger and united voice on the subject of MDGs which is that of reminding leaders of the need for them to keep their promises in helping to alleviate or reduce poverty. There is always strength in unity. Because of this, no single organisation should operate in isolation.

viii. **Diversity use of multiple communication tools**

So many communication tools exist globally which can be adapted to the situation in Zambia. Organisations involved in the MDG campaign are therefore called upon to ensure that they use a variety of communication methods to reach to the community. Organisations should use a combination of communication tools such as IEC materials, TV and radio programmes, community education, sports and concerts. Using a variety of communication tools will help reach a wider population because different kind of communication tools appeal to different audiences in a different way.

ix. **Use of inexpensive communication methods**

MDG campaigners should begin to explore the usage of inexpensive ways to convey the MDG message to the different types of audiences based in different locations. The use of folk media alongside conversional means of communication such as TV and newspapers which costs money is a good alternative media. Examples of folk media include factors such as drama, music and oral testimonies. Folk media have various descriptors. The terms "oramedia," "traditional media," and "informal media" have often been used interchangeably in referring to folk media. Ansu-Kyeremeh (2002) defines folk media as "any form of endogenous communication system which by virtue of its origin from, and integration into a specific culture, serves as a channel for messages in a way and manner that requires the utilization of the values, symbols, institutions, and ethos of the host culture through its unique qualities and attribute. Types of folk media include storytelling, puppetry, proverbs, visual art, drama, role-play, concerts, gong beating, dirges, songs, drumming, and dancing.

x. **Increased community outreach**

The calls for increased community education on MDGs should be taken very seriously as these suggestions are coming from the community members themselves. Effective communication strategies are those with input from both the change agents and the target audiences. The study respondents suggested more should be done in terms of community education because clearly hey have seen that there is a gap in this area. The respondents have observed that most organisations involved in the MDG campaign are not doing much to get to the people in their respective communities.

xi. **Strong monitoring and evaluation frameworks**

There is need to ensure that that there are proper monitoring and evaluation mechanisms which will make organizations that are getting donor money for

communication purposes accountable. These stakeholders should include the donors, community, government and other NGOs involved in similar work. Without strong monitoring and evaluation frameworks, it is possible for organizations to get money for communication purposes and not use it for the intended objectives. Donor agencies in collaboration with government should ensure that the monitoring and evaluation framework on MDG communication is instituted.

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10 APPENDICES

10.1 APPENDIX 1

SURVEY QUESTIONNAIRE FOR COMMUNITY MEMBERS

RESEARCH QUESTIONNAIRE

Thank you for agreeing to participate in this study. This is a study being carried by Muleba Matafwali and it is centred on Communication Strategies for Achieving MDGs in Zambia. The researcher is a Masters in Communication for Development student at the University of Zambia. This study is conducted as partial fulfilment of her Master's programme. If you have any questions regarding the completion of this questionnaire please contact Miss Matafwali at 260 97 7 248094 by phone or muleba21@gmail.com

Please submit the completed questionnaire by 30th July 2010

SECTION A

(These will not be disclosed)

NAME:

AGE:

OCCUPATION:

GENDER: (Circle where appropriate)   (a) Male   (b) Female

HIGHEST LEVEL OF EDUCATION:

   a) Post graduate

   b) Graduate

   c) Secondary school education

   d) Primary school education

   e) Nothing

SECTION B

11 Have you heard of MDGs   (a) Yes (b) No   (c) Not applicable
12 Do you know what MDGs are?   (a) Yes   (b) No   (c) Not applicable
13 Do you think MDGs concern you directly?   (a) Yes   (b) No (c) Not applicable
14 Have you ever participated in any MDG campaign?   (a) Yes (b) No (c) Not applicable

Media Variables

15 Which of the following media channels listed below has been your source of information on MDGs?

a.	ZNBC 1	(1) Yes	(2) No
b.	ZNBC 2	Yes	(2) No
c.	ZNBC Radio 1	(1) Yes	(2) No
d.	ZNBC Radio 2	(1) Yes	(2) No
e.	ZNBC Radio 3	(1) Yes	(2) No
f.	ZNBC Radio 4	(1) Yes	(2) No
g.	Times of Zambia	(1) Yes	(2) No
h.	Zambia Daily Mail	(1) Yes	(2) No
i.	Muvi TV	(1) Yes	(2) No
j.	Mobi TV	(1) Yes	(2) No
k.	TBN	(1) Yes	(2) No
l.	Posters	(1) Yes	(2) No
m.	Billboards	(1) Yes	(2) No
n.	Newsletter	(1) Yes	(2) No
o.	Pamphlets	(1) Yes	(2) No
p.	Music concert	(1) Yes	(2) No
q.	MDG Race	(1) Yes	(2) No
r.	Internet	(1) Yes	(2) No
s.	Other (please list below)		
t.			

Message variables

16   How was the message presented?

	Medium	Circle the applicable answer	
16.1	Through a documentary	(1) Yes	(2) No
16.2	A feature story	(1) Yes	(2) No
16.3	An advert	(1) Yes	(2) No
16.4	A news story	(1) Yes	(2) No
16.5	Poem	(1) Yes	(2) No
16.6	Song	(1) Yes	(2) No
16.7	Documentary	(1) Yes	(2) No
16.8	Movie	(1) Yes	(2) No
16.9	Speech	(1) Yes	(2) No
16.10	Internet page		
16.11			
16.12	Other (list)		
16.13			

Source variables

17   Who presented the message? **(Circle where Applicable)**

   i.   An expert on MDG related matters

  ii.   A former leader

 iii.   Church leader

  iv.   Politician

   v.   Celebrity (musician, soccer star)

  vi.   Authority figure

vii.   Member of Parliament

viii.   President

 ix.   Traditional healer

  x.   Other……………………………………..

18 Do you know of any benefits that are in achieving MDGs? (1) Yes (2) No

19 If your answer is No to question 8, what could be the reason for not knowing any of the benefits of achieving MDGs?

_____

_____

_____

_____

20 If your answer is "Yes" to question 12, please list the benefits of MDGs that you

know?

_____

_____

_____

_____

21 In your view, what should be done in order for everyone to get to know and understand MDGs in the last five year remaining?

_____

_____

_____

_____

Thank you for your cooperation.

21.1 Appendix 2

Institutional Questionnaire

Thank you for agreeing to participate in this study. This is a study being carried by Muleba Matafwali and it is centred on Communication Strategies for Achieving MDGs in Zambia. The researcher is a Masters in Communication for Development student at the University of Zambia. This study is conducted as partial fulfilment of her Master's programme. If you have any questions regarding the completion of this questionnaire please contact Miss Matafwali at 260 97 7 248094 by phone or muleba21@gmail.com

Please submit the completed questionnaire by 10th August 2010

Section One

1. Name of Organization: _____

2. Sex of respondent: _____

3. Position in the organization? _____

4. Catchment area (state the township, compound and city/district)?
   _____

5. What is the total population in your catchment area?

6. Core Business (circle the most appropriate below)

   a) Profit making

   b) Non profit making

   c) Private

   d) Public

7. Core Activities:
   _____
   _____
   _____

Section Two
   1. Are you involved in promoting the achievement of any of the eight MDGs?

(a) Yes   (b) No

2. Which of the MDGs below do you promote? (Circle the MDG that's applicable and list the specific activities briefly)

1. Goal 1: Eradicate extreme poverty and hunger
   List the specific activities below

   ----

2. Goal 2: Achieve universal primary education
   List the specific activities below

   ----

3. Goal 3: Promote gender equality and empower women
   List the specific activities below

   ----

4. Goal 4: Reduce Child Mortality Rate
   List the specific activities below

   ----

5. Goal 5: Improve maternal health
   List the specific activities below

   ----

6. Goal 6: Combat HIV/AIDS, malaria, and other diseases
   List the specific activities below

   ----

7. Goal 7: Ensure environmental sustainability
   List the specific activities below

   ----

8. Goal 8: Develop a global partnership for development
   List the specific activities below

----

3. What is your organization's target group?
   i. Women
   ii. Men

   iii. Children

   iv. Youth

   v. Government leaders

   vi. Parliamentarians

   vii. Clergy

Section Three

Media Variables

4. What sort of media channel (s) do you use to transmit your message to your target audience- for this question, circle all the communication channels you use which apply?

	Medium	**Circle the applicable answer**	
1.	Through a documentary	(1) Yes	(2) No
2.	A feature story	(1) Yes	(2) No
3.	An advert	(1) Yes	(2) No
4.	A news story	(1) Yes	(2) No
5.	Poem	(1) Yes	(2) No
6.	Song	(1) Yes	(2) No
7.	Documentary	(1) Yes	(2) No
8.	Movie	(1) Yes	(2) No
9.	Speech	(1) Yes	(2) No
10.	TV	(1) Yes	(2) No
11.	Concerts	(1) Yes	(2) No
12.	Brochures	(1) Yes	(2) No
13.	Newsletters	(1) Yes	(2) No
14.	Billboards	(1) Yes	(2) No
15.	Workshops	(1) Yes	(2) No
16.	Seminars.	(1) Yes	(2) No
17.	Radio	(1) Yes	(2) No
18.	Press releases	(1) Yes	(2) No
19.	Charters	(1) Yes	(2) No
20.	Poverty exhibitions	(1) Yes	(2) No
21.	Other (list)		

Section Four

5. What sources do you use in transmitting your message?

> (Circle where Applicable)

> > (1) An MDG expert
> >
> > (2) A former leader
> >
> > (3) Church leader
> >
> > (4) Politician
> >
> > (5) Celebrity (musician, soccer star)
> >
> > (6) Authority figure
> >
> > (7) Politician
> >
> > (8) Traditional healer
> >
> > (9) Through an institution (name the institution below)
> >
> > …………………………………………………
> >
> > (10) Other……………………………………..

6. What suggestions/recommendations do you have to improve communication strategies for achieving MDGs in Zambia?

----

mMany thanks for your time in answering this questionnaire.

21.2 Appendix 3

In-depth Interview Guide for Campaign Managers and Programme Officers

Instructions

1.   Introduction
    2. Explain the purpose
    3. Get verbal consent
    4. Assure the responding of confidentiality
    5. Interview
    6. Thanking the respondent for the participation

Interview Guide

1. What prompted you to join the MDG campaign?
2. Which year did you join the campaign?
3. Of the eight MDGs, which particular ones are you closely working with?
4. Do you have a communication strategy for your campaign?
5. Can you outline your target audience/group that your organization is working with?
6. What communication tools is your organization using to reach your target audience?
7. Do you use the same communication tools to reach out to all the named groups?
8. Do you have people trained in communication to head the communication programs?
9. What specific communication strategies do you employ?
10. What have been some benefits of the communication tools you have used?
11. Does your organization set aside funds for communication strategies?
12. What have been some disadvantages of communication tools used?
13. What are some of the communication challenges encountered along the way?
14. What are some successes scored with the communication tools your organization uses?
15. What improvements would you make to your communication tools?
16. How confident are you that Zambia will achieve the MDGs by 2015, especially the MDGs your organization is working on?

21.3 Appendix 4

Millennium Development Goals (MDGs)

Adopted by world leaders in the year 2000 and set to be achieved by 2015, MDGs provide concrete, numerical benchmarks for tackling extreme poverty in its many dimensions. The MDGs also provide a framework for the entire international community to work together towards a common end – making sure that human development reaches everyone, everywhere. If these goals are achieved, world poverty will be cut by half, tens of millions of lives will be saved, and billions more people will have the opportunity to benefit from the global economy.

The eight MDGs are listed below:

- Goal 1: Eradicate extreme poverty and hunger

- Goal 2: Achieve universal primary education

- Goal 3: Promote gender equality and empower women

- Goal 4: Reduce child mortality

- Goal 5: Improve maternal health

- Goal 6: Combat HIV/AIDS, malaria and other diseases

- Goal 7: Ensure environmental sustainability

- Goal 8: Develop a Global Partnership for Development