

**ASSESSING THE ROLE OF COMMUNICATION IN TACKLING
POVERTY AND HUNGER IN ZAMBIA:
A CASE OF MACKENZIE,NKWAZI AND TWAPIA TOWNSHIPS OF
NDOLA.**

**BY
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**A DISSERTATION SUBMITTED TO THE UNIVERSITY OF ZAMBIA IN
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD
OF THE DEGREE OF MASTER OF COMMUNICATION FOR
DEVELOPMENT.**

THE UNIVERSITY OF ZAMBIA

2016

DEDICATION

This Dissertation is dedicated to my late uncle Mr OK Maliwatu for his support and inspirational words in my life.

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AUTHOR DECLARATION

I, Beatrice Nakazwe, do hereby declare that this dissertation represents my own work, and that all the works of other persons have been duly acknowledged. I further declare that this work has not been previously presented for any degree at the University of Zambia or any other University for the award of academic qualifications.

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ACKNOWLEDGEMENTS

First and foremost Mr F. Muzyamba my Supervisor is being thanked for his encouragement, advice and perennial guidance during my study. I would also like to thank colleagues that I studied the statistics course with such as Dereck Tembo, Mulenga Allan and Royce Mulenga.

ABSTRACT

The role of communication in highlighting poverty challenges and how they can be encountered has wider benefits for society and thus cannot be overemphasized. There is therefore need for policy actors to recognize and support the potential contribution of mass media in poverty alleviation strategies in low-income countries including Zambia. With effective communication from government and development agencies to beneficiaries in underprivileged communities, poverty can be reduced to minimum levels. Poverty levels in the Twapia, Nkwazi and Mackenzie Townships are still high despite efforts from various organisations. It appears, the messages generated by the agencies and the channels utilized for disseminating these same messages lack in some ways and therefore fail to impact positively on the intended audience i.e. community members in the selected townships. This research seeks to appraise the strengths and challenges of Development agencies' communication strategies for poverty reduction.

This study aimed to assess how communication strategies by the government and various stakeholders enable the tackling of poverty in Zambia. This study was descriptive and involved assessing how communication methods are used in tackling poverty in selected underprivileged townships of Ndola. Data was obtained from both primary and secondary sources. The study utilized both qualitative and quantitative methods such as interviews, focus group discussions and questionnaires. The findings reveal that the sources of information are mainly formulated by the government through its communication policies/strategies to alleviate poverty. The projects and programs that are meant to alleviate poverty in Zambia, however do not have much impact on the people living in abject poverty. Conversely, most of the people that benefit from such programs are those that are close to the community leadership such as councillors, chairpersons and treasures among others. The messages by stakeholders are hinged on sustainable development of poor communities but not as effective as they should have been due to the fact that the sources and channels, of these messages are formulated by people who don't really feel the impact on the ground.

In conclusion, this study has shown that projects and programs meant to alleviate poverty do not normally reach the desired targets, partly due to lack of proper communication strategies.

Key words: Poverty, Hunger, Communication, Programs, Projects, messages.

LIST OF ACRONYMS AND ABBREVIATIONS

CSO	Central Statistics Office
CSOs	Civil Society Organisations
UNDP	United Nations Development Program
NGOs	Non - Governmental Organisations
PRSP	Poverty Reduction Strategy Paper
FAO	Food and Agricultural Organisation
SASDZ	Social Aspects of Sustainable Development
In Zambia	
HIPC	Heavily Indebted Poor Countries
YDF	Youth Development Fund
CDF	Constituency Development Fund
CEEC	Citizen Economic Empowerment Commission
UNESCO	United Nations Education Scientific and Cultural Organisation
WEF	Women Empowerment Fund
RDC	Residence Development Committee
SASDS Zambia	Social Aspect of Sustainable Development in Zambia
AHF	African Housing Fund

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CHAPTER ONE

BACKGROUND INTRODUCTION

1.0. Introduction

The role of communication in highlighting poverty challenges and how they can be encountered has wider benefits for society and therefore cannot be overemphasized. There is need to for policy actors to recognize and support the potential contribution of mass media in poverty alleviation strategies in low income countries including Zambia. Factors that create conditions of extreme poverty and hunger in a population are varied and may range from poor crop harvest caused by poor rainfall to low incomes in urban communities. Wood and Barnes (2007) contend that reducing poverty has therefore been transformed from a ‘worthy cause’ to a challenge in the public eye that is much more newsworthy for journalists and this offers significant opportunities for those wishing to engage the media. According to Thomas (2007) poverty is not only an indication of a lack of resources it is also, rather fundamentally about the lack of awareness on the part of a people of their own role in the fight against poverty.

This research paper assessed poverty in the three unplanned settlements of Ndola namely Makenzie, Twapia and Nkwazi townships. The research endeavored to assess how communication is utilized in reducing poverty in the selected townships. The *messages* utilized are assessed with the target *audience* and the *channels* that are used to disseminate these messages. The *sources* of these messages are also assessed.

In this chapter, the background to the problem of poverty reduction efforts is presented as well as the statement of the problem. Later the justification of the study and the hypothesis are presented followed by a presentation of the study objectives and research questions.

1.1. Background to the problem

The republic of Zambia is a landlocked country in South Central Africa bordered by eight countries namely Angola, Botswana, Democratic Republic of

Congo, Malawi, Mozambique, Namibia, Tanzania and Zimbabwe. It covers a geographic area of 752,614 square kilometers.

The country has had historically a copper mining driven economy and according to Jeffrey (1991) it was the largest copper producer in the developing world and the world's third largest producer after the United States of America and Russia. Since independence in 1964 up to 1980 Zambia usually recorded trade surplus year after year. It had a positive balance of payments (total value of exports exceeded total value of imports). Copper accounted for 90% of total export earnings. Main imports included machinery, manufactured goods, oil, food and chemicals.

Zambia's per capita Gross National Product (GNP) was one of the highest in Africa. However the oil crisis of the early 1970s marked the end of Zambia's short lived economic propensity by 1980. The oil crisis caused world commodity prices to collapse as global demand of copper dropped. Since 1974 there has been a sharp and prolonged fall in the world copper prices. An increase in oil prices and other affected commodities combined with the plunging copper prices caused major setbacks for Zambia's oil imports and export earnings from copper. This affected its balance of payments and ultimately its economy the biggest cause of the deep and prolonged recession of the Zambian economy. According to the World Bank (1993) today the country ranks as one of the poorest countries in the world with a gross domestic product (GDP) per capita of \$290 (US dollars).

Its support for the liberation movement of Southern Africa has been a strong theme in Zambia's history and national identity. The lengths at which they aided the various movements came at a great cost in terms of human life, infrastructure and lost opportunity for economic growth. Based on the principles of pan Africanism and anti-colonialism the country provided offices of liberation movements to countries who had received the Organization of African Union recognition and this policy of supporting liberation movements continued.

Due to population increase a chronic housing shortage especially for the urban poor ensued. This resulted into Zambia's proliferation of unplanned settlements within the fringes of the cities including Ndola.

1.1.1 The city of Ndola's Economic History

Ndola is the city at the center of economic development in Zambia and has a huge industrial base as it is the commercial and industrial city of the Copperbelt. It is the only city on the Copperbelt that does not depend on copper for survival. It is located

at the junction of roads leading to several cities and towns on the Copperbelt and beyond. The name of the city is derived from a tributary of the Kafubu river known as "Kandola". It is the only town in Zambia which sits on a river that cuts through the center of the district. It was founded in 1904 as a BOMA by John Edward "Chiripula" Stephenson. With a population of 455,194 (2010 census) it is the third largest city in Zambia after Lusaka and Kitwe. It is the capital of the richest province in the country as it is home to a lot of industries that drive the Zambian economy today including food processing, manufacturing, copper mining, refining, bottling, banking and finance. As a result of the industrial boom at the time, a lot of rural-urban migration into the city took place which eventually swelled the population base of the town. As the case in other major cities around the country, population increase resulted into a major chronic shortage of housing and as a result the proliferation of unplanned settlements popularly known as shanty townships took effect. It is from this era that Makenzie, Twapia and Senior compounds emerged.

Makenzie, Twapia and Senior townships of Ndola have been considered as major underprivileged communities in the city. Demographics from the Central Statistical Office (CSO) indicate that the three townships have a very high density and nearly all persons residing in them live below the poverty datum line. For example, 1 in 5 families have only one meal a day while 3 in every 20 children are malnourished. (CSO) The health centers are overburdened with clients afflicted with what can be termed diseases of poverty such as kwashiorkor, dermatological illnesses, STIs, tapeworms, etc. In a nutshell, the poverty and hunger in these townships is entrenched in a lack of adequate income, high literacy levels, poor and inadequate water and sanitation facilities, poor and insufficient nutrition and squalid housing.

The government and various stakeholders have been trying to alleviate the conditions of these communities by implementing various programs in the area of water and sanitation, housing, health, education and income generating ventures. Willard and Copestake (1993), agree that the use of Non - Governmental Organizations to promote and reduce poverty has also become a major feature of development in developing countries. However, to date these efforts seem not to be accelerating poverty reduction in the said areas. One key factor that has been observed is that, due

to high illiteracy levels in these selected townships, efforts by the government agencies and NGOs do not fully set well with community members. There seem to be a break in communication between the investigators of poverty reduction (i.e. agencies) and the intended beneficiaries (i.e. community members). It is therefore vital to investigate whether poverty reduction messages disseminated by these agencies reach the intended audience or the community members living in abject poverty.

1.2. Statement of the problem

The international community has had poverty in focus for more than a decade. At summit meetings and other occasions, world leaders have stated and reaffirmed their agreement that poverty must be reduced and eventually eradicated. Political commitment is a necessity, but not sufficient, condition for this to happen. According to UNDP(2006) analysts, policy-makers and practitioners need appropriate concepts and dedicated measures to enable progress from rhetoric and general policy statements to action and results on the ground. With effective communication from development agencies to beneficiaries in underprivileged communities, poverty can be reduced to minimum levels. Since poverty levels in the selected communities are high, It appears that there is lack of effective communication on methods of alleviating poverty. The messages generated by the agencies and the channels utilized for disseminating these same messages seem to lack in some ways and therefore fail to impact positively on the intended audience or community members in the selected townships. Furthermore, there has been no study of the nature of such communications. This research seeks to appraise the strengths and challenges of government and stakeholder's communication strategies for poverty reduction. The government, Non-governmental organizations (NGOs) and other stakeholders have put in place many developmental programs including, Youth Development Fund, Youth Skills Training, social cash transfer to alleviate poverty in underprivileged communities. Community members bemoan lack of access to these facilities; questions are thus raised as to where the breakdown in communication occurs between the beneficiaries and the benefactors.

1.3. Study justification

It was hoped that the findings of this study would provide valuable insight to the government of the day, policy makers, civil society, communities and various stakeholders and practitioners on how a sustainable poverty reduction schemes are designed and implemented to cater for people of poor socio-economic backgrounds to equitably access quality life styles in Zambia. It was also hoped that the findings of this study may be valuable to the existing body of knowledge on communication for development and how it may fight poverty levels in the country, as well as highlighting some key conditions necessary for establishing and managing a successful public institutions of poverty alleviation in our country.

1.4. Study hypothesis

The following null hypothesis will be used in this research:-

H0 –The messages by government and stakeholders are seen as effective by the respondents in the three townships.

H1 - The messages by government and stakeholders on poverty reduction are not seen as effective by the respondents.

1.5. Research objectives

1.5.1 General Objective

To assess how communication by the government and stakeholders enable the tackling of poverty in Zambia

1.5.2 Specific Objective

1. Examine the *sources* of information used by government and other stakeholders on poverty alleviation in the selected townships of Ndola.
2. Assess the target *audience* of messages on poverty alleviation in the selected townships.
3. Examine the *messages* disseminated by government and various stakeholders on poverty alleviation in the selected townships in terms of quality and quantities.

4. Investigate the *channels* of communication used by the government and stakeholders in dissemination messages on poverty alleviation in the selected townships.

1.6 Research questions

1. What are the *sources* of information used by government and various stakeholders on poverty alleviation in the selected townships?
2. Who are the target *audience* of messages on poverty and hunger alleviation in the selected townships?
3. How are *messages* designed and disseminated by the government and various stakeholders on poverty alleviation in the selected townships?
4. Which *channels* of communication are used by government and stakeholders in the dissemination of messages on poverty alleviation in the selected townships?

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews literature on situations of poverty and efforts by the government of Zambia and stakeholders to tackle this poverty. Causes of poverty have been identified in various areas such as lack of sustainable income in peri-urban areas, lack of inputs for agriculture in rural areas, limited or no education and skills for self-development of individuals. The chapter however begins with an overview on poverty with a global and continental outlook.

2.1 Global and continental situation of poverty

2.1.1 America

According to Berlin (2008), poverty rates in the United States have remained stubbornly consistent for the past 35 years, despite significant efforts to reduce them. The United States' poverty rate has remained virtually unchanged for 35 years (at about 12.5 per cent overall and substantially higher for African-Americans, Hispanics, and single-parent households) and yet gross domestic product, a measure of overall economic growth, has tripled over this same period. Berlin questions why the economic growth has not reduced poverty. He provides four principal explanations for this: (1) widening inequality as the returns to economic growth, which used to be shared with the bottom half of the income distribution, now accrue primarily to the top one per cent; (2) a 35-year decline in inflation-adjusted average wages and earnings that has had particularly devastating effects on those workers with a high school diploma or less; (3) a persistent and pronounced decline in employment rates among men, and particularly among teenagers, and a related decline in full-year, full-time work; and (4) explosive growth in single-parent households as a result of a 40-year upward trend in divorce and a 30-year increase in out-of-wedlock childbearing.

2.1.2 Asia

In Asia, according to *Information Council of the State*, China is a developing country with the largest population in the world, featuring a poor economic foundation and

noticeable unbalanced development. In particular, it has a large poverty-stricken population in the rural areas, rendering the mission to reduce poverty particularly difficult. For this reason, China's poverty reduction programme is, to a large extent, nothing but solving the poverty problem in the rural areas. The Chinese government has always made poverty reduction an important goal and task of national development, adhered to the principle of putting people first, and worked hard to enable all the people to enjoy the fruits of economic and social development. It was in the 1980s that the Chinese government started the development-oriented poverty reduction programme in the rural areas in an organized and planned way. It formulated and implemented the Seven-year Priority Poverty Reduction Program (1994-2000), and the Outline for Development-oriented Poverty Reduction for Chinese Rural Areas (2011-2020), and a few other poverty reduction plans, making poverty reduction a common aim and action of the whole society. China's development-oriented poverty reduction in the rural areas has promoted social harmony and stability, fairness and justice, and contributions to the development and progress of the country's cause of human rights.

2.1.3 Africa

According to the *Poverty Reduction Strategy Paper (PRSP) 2006* of Senegal, poverty is defined from the people's point of view. According to the people, the main signs of poverty are, in order of importance: difficulty in obtaining food, lack of work, lack of health care, lack of decent housing. For the people, the government's order of priorities to reduce poverty should be: (i) youth employment, (ii) lowering the prices of basic commodities (iii) access to basic health care and (iv) education for children.

A person who is poor lives in total economic and social destitution and without support. He/she can depend only on those around him/her for survival. Such a person is often considered a social dropout and lives in a state of quasi-permanent impoverishment, cut off from the social fabric, preferring to live life in the most total anonymity. Poor households have very precarious income sources that are insufficient for their food needs. Work is thus seen as the primary value to be promoted to overcome poverty. The network of relationships is a key factor here: the wider the range of family, colleague, ethnic relations etc., the more developed is a person's capacity to overcome poverty, destitution, and vulnerability, In other words, social relations are the basis of support through solidarity (*EPPS-Focus group, 2001*).

According to Okonkwo (2005), Nigeria was perceived for many decades as one of the richest countries in Africa because of her great petroleum reserves and large population. Ironically the most dominant feature of the Nigerian economy is unemployment and poverty .Unemployment has been a problem in Nigeria, especially since 1980,when the nations, economy took a turn for the worse as world petroleum prices tumbled the Nigerian currency became devalued corruption became rampant and the population ballooned at a breathtaking pace. The resultant poverty has been posed questions about the wisdom of conventional strategies for development.

However, there have been strategies or developmental plans that would revitalize the economy of Nigeria such as: effective land tenure and providing/provision of training in development of agriculture related industries suitable of agriculture related industries suitable for unskilled Nigerians who could make agriculture a more viable source of employment and building wealth for citizens. Government organizations and businesses to invest in significant amounts in development of non-petroleum industries is a strategy for economic development.To use innovative methods to be used successfully tackle poverty and unemployment. This will require development and implementation of programs that will directly benefit the poor, by restructuring sources of Nigerians gross domestic product to significantly include variety of industries that are labour intensive, such as cottage industries.

2.2 Prevailing situation on poverty alleviation in Zambia

The communication strategies do not carry or contain messages that emphasize on people changing their attitude and mindset towards poverty.Examples can be noted in the various poverty reduction strategy studies by development agencies such as Oxfam, FAO, UNDP and individuals mostly, development agencies concentrate on handouts, training, etc.They give aid to people considered as vulnerable, poor or marginalized.One notable thing is that poverty levels do not reduce but instead keep escalating.Year in year out the above stated groups of people are under various poverty reduction programs but their way of living does not change, hence the need to prioritize a communication strategy that change their attitude and mindset towards their personal development.People in Zambian compounds have negative attitudes

towards hardworking. Their mindset towards poverty is not as bad as a middle class would see it. They have taken poverty to be a very normal thing. It is cardinal therefore to change the mindset through a communication strategy.

2.3 Sources of information on Zambia's poverty alleviation strategy

The sources of information on alleviating poverty levels in the less developed countries as a whole and Zambia in specific vary but are either multi-lateral or bi-lateral agreements between the governments involved and various stakeholders. In Namibia, Mchombu and Mchombu(2014) are of the view that the government's effort to address poverty have been wide ranging since independence in 1990 are sourced from several government reports and research and researchers have written on how poverty can be alleviated including affirmative action policy whose aim was to include the previously disadvantaged (blacks and women into the labour market and address inequities in the labour market.

Similarly, another study conducted in Kenya by Odini et al (2012), found that women in Vihiga district constantly encountered or experienced varied information needs provoked by work activities in the area of agriculture, business, health, transport and job/career information among others through government policies formulated through the use of PRSPs. The World Bank has more often been used as a source of information in poverty alleviation. The case in point is a world bank funded knowledge transfer project between Tanzania and India aimed at improving the performance of Tanzania's dairy sector. The knowledge exchange instruments included video conferencing between India and Tanzania and based on lessons from India, Tanzania has since started to make progress in revamping and improving its dairy industry sector and addressing both malnutrition and poverty eradication (World Bank Institute, 2013).

In Zambia, the Ministry of Finance and National Planning and Ministry of Community Development and Social Services have developed a national strategy that is aimed at alleviating poverty termed *Social Aspects of Sustainable Development in Zambia* (SASDZ, 2014). The SASDZ (2014) points out that poverty reduction initiatives are predominantly government functions and all line ministries are at some level addressing the issue of poverty with the ministry of Finance and National Planning and the ministry of Community Development and Social Services

being the lead ministries in the initiative. The government has taken up the responsibility of alleviating the suffering of poor and disadvantaged groups, men and women, children, youth and the disabled through facilitation and provision of survival community development skills and direct social support (SCDZ, 2014). Little can be achieved to reduce poverty unless measures are taken to revive Zambia's economy. Accordingly, Zambia's poverty reduction strategy focuses on measures to achieve strong sustained economic growth of between 5 to 8 percent per annum. On several grounds, agriculture combines the virtue of growth and equity and it is in this regard that enhanced agriculture productivity is being given the highest priority under the current poverty reduction strategies. Actually, Zambia plans to shift emphasis towards producing goods for export because the limited domestic market is a barrier to growth. The Agriculture Commercialization Programme (ACP) has been designed as the main vehicle for implementing the agriculture component of the PRSP (SASDZ, 2014).

For tourism, the plan envisages two broad interventions – national and zonal, both of which are expected to encourage investment in the sector. National interventions include rehabilitation of roads in tourist areas, rehabilitation of museums, tourist markets and human resource development (AASDZ, 2014). Regarding industry, the strategy focuses on choosing the winners or industries that have the best chances of export success after considering comparative advantages and existing trade agreements. Other areas include improving transport and communication infrastructure, rehabilitation and enhancing electrical energy infrastructure and developing the national irrigation capacity and capabilities.

The ministry's vision is to have every poor and vulnerable person empowered enough to live productive and useful lives in a supportive cultural environment. It endeavors to pursue policies that support poverty eradication and sustainable human development through provision of social support services and opportunities (SASDZ, 2014). Some of the programs and projects that the ministry of Finance and planning, NGOs, cooperating partners and donor agencies have embarked on include:

- ***Self help initiatives*** – the majority of the people live in rural areas in extreme poverty that is characterized by sub-standard housing. In response to this problem, government in collaboration with the African Housing Fund (AHF),

Habitat for Humanity and other and other local and international organizations is trying to support improvement of shelter within the framework of the National Housing Policy.

- ***Food For Work*** – in addressing the problem of hunger at the community level under the food for work intervention, households in peril-urban areas are enabled to meet their food requirements in exchange of construction and rehabilitation of community infrastructure. The food for work programme has incorporated capacity building of communities through skill training and provision of micro-credit to ensure sustainable livelihoods of participants even when the programme is phased out (SASDZ, 2014).
- ***Childcare Upgrading Programme*** – the higher number of orphans due to HIV and AIDS has given rise to proliferation of children’s homes most of these are not meeting the basic standards required for the operation of such institutions. The Childcare Upgrade Programme responds to the need to ensure that basic standards of care provided to orphans and abandoned children in institutions are upheld and maintained. The project is supported by UNICEF (AASDZ, 2014).
- ***Micro-Credit for the Poor*** – this intervention is aimed at productivity and income generation. Some microfinance facilities include Micro-Bankers Trust which gives priority to women, the National trust for Disabled which provides loans to persons with disabilities (SASDZ, 2014).
- ***Water and sanitation*** – The aim of this programme is to empower the poor in the rural and peril-urban communities to control and manage their water supply facilities on a sustainable basis. The focus is to promote community involvement and ownership of community utilities.
- ***Women’s development Programme*** – while women’s contribution to national development has been acknowledged, there are still many barriers preventing them from achieving their full potential. This programme aims at redressing the

imbalance and empowers women through capacity building for sustainable livelihoods (SASDZ, 2014).

Similarly a report by Wood and Barnes (2007) found that a key reference point for the stronger involvement of the media on poverty reduction in low-income countries is governments' introduction of World Bank approved and supported Poverty Reduction Strategy Papers (PRSPs). The PRSP approach has been the most significant policy innovation to date on poverty reduction. Zambia's long-term development strategy is articulated in the Vision 2030 targeting a prosperous middle-income nation by 2030. To reach this objective, the Government of the Republic of Zambia (GRZ) has put into place a series of national development plans. The current Sixth National Development Plan (SNDP)'s three overarching objectives include infrastructure development, rural development, and human development (USAID, 2011). According to USAID (2011) the economic growth experienced during the last decade has however, not translated into significant reductions in poverty and improved general living conditions of the majority of Zambians. This is particularly true for rural Zambians where 80% of the population lives in poverty, of which 63% live below \$1.25 per day (USAID, 2011). Health and education constraints limit the ability of many Zambians to fully participate in economic opportunities.

According to GRZ (2008) creation of target specific funds (citizens' empowerment fund, youth empowerment fund, land development fund) is another strategy aimed at creating capital capacity for development in various enterprises which could result in reduced poverty and increased employment opportunities. GRZ (2008) further points out that Implementation of Decentralization Policy (towards empowering the people) will result in direct funding to districts and sub-district structures thereby fostering development in the rural areas. Furthermore, the launch of the Rural Finance Programme which is private sector driven was meant to contribute to rural development, however urban poverty reduced from 53 percent to 34 percent between 2004 and 2006, rural poverty actually increased from 78 percent to 80 percent during the same period.

2.4 Target audience of messages on poverty alleviation

All the intentions and ideas pronounced at national and international level would yield nothing if they were not able to reach the intended beneficiaries and other stakeholders. Human development has many facets, but many of such impact on others to a varied extent. Assessment about usefulness of a particular type of information would differ from community to community given their diverse social and cultural backgrounds. This mainly depends upon the level of their literacy and education, the issues and problems of relevance to them, and their preferences for language and communication media (means of communication are radio and television, newspapers, and magazines that reach or influence people widely). According to the UNDP (2010) Information on poverty reduction obtained from rural communities and public offices are targeted at Ministry of Finance, parliamentarians, urban and rural communities, policy makers, International Monetary Fund and World Bank, donors and Civil Society Organizations (CSO).

Domelen(2007) argues that poverty is directly linked to programs objectives for social funds and other Community Driven Development programs. These objectives typically include reaching the poor, vulnerable and under-served but specific terminology and areas of emphasis vary by country as programs may target the rural poor, low income groups critically vulnerable or communities affected by conflict.

Social Fund/Community-Driven Development programs have gained increasing attention for their capacity to support poor communities especially in the context of scaling up efforts to end extreme poverty. Governments world over seek to target resources to poor communities and households for a variety of reasons, both related to economic growth and equity objectives.

The concept of geographical targeting is very important and seems to have gained ground in recent poverty alleviation programs in order to target the right candidates. According to the World bank(2006) evidence of geographical targeting show a generally pro-poor distribution of resources in a comparative analysis of outcomes of early period social funds in six countries Armenia, Bolivia, Honduras, Nicaragua and Zambia. Most recent results confirm the tendency of toward pro-poor geographical targeting. For instance a World Bank (2006) study of rural Senegal compared the geographical targeting of the main sectorial and multi-

sectorial rural development program and found the best performer was the social fund (ADFS) which allocated 93 % of its resources to the poorest quintile, rural districts, compared with 46% for the bank financed rural infrastructure project through local governments and 20-26 % for multi-sectorial and sectorial. The ADFS projects were more successful as a result of the use of a poverty targeting map.

Targeting is useful in maximizing impact on key development indicators or to optimize resource expenditures in the face of budget constraints. Targeting specific populations can help to solidify nation-building and ease regional or intra-ethnic tensions as targeting the poor and vulnerable may also serve political objectives especially in democracies where delivering services to the poor are typically a strong electoral promise. However, most of the debate on poverty targeting has focused on the claim whether these programs effectively reach the poor or are the poor excluded from the benefits. Firm conclusions are constrained by a dearth of comprehensive empirical or contradictory data in Zambia. On the other hand, Domelen (2007) points out that to promote inclusive processes programs have sought to regulate procedures for forming community project committees. For instance in Zambia the Social Investment Fund and India's Tamil Nadu Empowerment and Poverty Reduction Project require a minimum number of women be represented on the local project management committees to address the more limited role women often play in village decision making.

The type of audience the media targets dictates which public service and public interest functions each media type can perform and the support it might need to achieve this. Wood and Barnes (2007) argue that Radio is most likely to reach the poor, television; young people and Newspapers, the urban elite and intelligentsia and as such, they may have an important accountability role because they are more likely to be read by politicians and public servants.

According to Domelen (2007) in assessing relative targeting performance, the simplest measures focus on leakage and under coverage rates. Leakage rates are defined as the fraction of total program resources which go to the non-poor and under coverage rates as the fraction of the poor who do not benefit from the program. (a) Under coverage or type I errors occur when poor households are excluded from program benefits. An example would be were a program is intended to

reach 30% households but reaches 20%.and (b)Leakage or type II errors where the non-poor benefit. This error occur due to a variety of reasons including, lack of information on who is poor, inability to exclude individual household from benefiting, for example all households in the community can access the well

The use of the social cash transfer has been a vital tool in the fight against poverty in less developed countries. For instance, the Armenia Social Investment Fund was designed to assist the government in its continuing endeavor to improve the living standards of the lower income groups and strengthen local institutions. InEgypt a social fund for development to create jobs and provide community infrastructure and services through labor intensive works via small scale public works programs in partnership with communities and local government were established while India's Tamil Nadu Empowerment and Poverty Reduction was meant to reduce poverty among the rural poor and other vulnerable groups, currently outside the reach of most development interventions through assistance for productive livelihood activities. The Macedonia Community Development Project was created to support post conflict development efforts aimed at fostering reconciliationamongst its people, reducing social tensions and building social capital under an integrated development framework designed to respond to priority social needs and facilitate the transition from conflict to peace. The Malawi Social Action Fund's aim is to empower individual's households communities, and their development partners in the implementation of measures which can assist them in better managing risks associated with health, education, sanitation, water, transportation, energy and food insecurity and to provide support to the critically vulnerable. The Nicaragua Poverty Reduction and Local Development Project was meant to improve access to priority small-scale social and economic infrastructure and services to the poor,strengthen local capacity and develop a coherent social safety net and lastly, the Yemen Social Development Fund was meant to further improve access of low income groups to basic social services, while providing an example ofan effective, efficient and transparent institutional mechanism for providing social services. By refining social service delivery approaches and empowering local communities and councils.

2.5 Messages disseminated by governments and various stakeholders on poverty alleviation.

Survival and self-development are major issues central to people in several poor communities. The need to raise their socio-economic status is thus a necessity and a matter of urgency. According to Dharwan (2012) raising the socio-economic status of the poor requires empowering, the under-privileged and economically weaker sections of society with technical skills and education. However, organizing programs meant mainly for raising awareness, education, and training are information and communication dependent. Information dissemination therefore constitutes an important and critical factor for the success of developmental programs.

However, two-way form of communication is relatively more relevant and effective for organizing awareness programs and activities in poverty alleviation. Theoretically, information generated for communication and dissemination is of different types however, not all types are of relevance to the community. Dharwan (2012) argues that assessment about usefulness of a particular type of information would differ from community to community given their diverse social and cultural backgrounds as it mainly depends upon the level of their literacy and education, the issues and problems of relevance to them, and their preferences for language and communication media (means of communication are radio and television, newspapers, and magazines that reach or influence people widely). Various organizations have initiated different programs in helping women living in poverty become self-sustaining entrepreneurs. According to BedfordLife (2007) women receive entrepreneurial training and mentoring in order to become successful business personnel. Furthermore the messages disseminated focuses on helping women build their confidence as well as self-belief, while giving them the skills and knowledge to start businesses that will sustain their families. This is a cost-effective and scalable opportunity for women living in poverty to become successful business owners.

A case study conducted by the World bank (2007) in Bangladesh were the application of information to poverty eradication was found in the story of poor illiterate women who obtained market information on sustainable business through cell phones technology which empowered them to get a higher price for selling eggs .

The study by Werner and Kruger (2007) in Namibia established that the level of knowledge and skills of the poor farming community was based on sustainable development which would make them graduate from peasant to commercial farming. Another similar study in Namibia by Mchombu (2012) in Katutura one of the poorest slums of Windhoek found that the information needs of the poor to address poverty eradication though differed between adults and young people was based on the five pillars of sustainable development which include physical capital, social capital, financial capital, human capital and natural capital. Talisayon and Suministrado (2008) argue that successful knowledge for poverty alleviation interventions should make use of both the tangible and intangible assets found in a poor community. Sustainable development should be participatory people centered and with what the community already has in the form of financial, human social and physical and natural assets and structures which affect livelihoods. Talisayon and Suministrado (2008) further note that the sustainability movement which originated from the 1992 Rio summit had an agenda in which sustainability depends on preservation and enhancement of three forms of capital: social capital (community cohesiveness, and trust, relationships, local values and local support system, natural capital which refers to the natural environment and economic and financial capital which refers to economic benefits, participation and control and ownership.

2.6 Channels of communication in disseminating messages on poverty alleviation.

The role of communication in Poverty Reduction Strategy (PRS) processes has evolved over the years. The introduction of new communication channels for public policy debate empowered a wide array of stakeholders who previously were absent or marginal in the world development agenda. Information dissemination requires systematic collection, organization, and storage of information relevant to the needs of communities. According to Dhawan (2012) several approaches to capturing relevant information both content-oriented information and problem-oriented information are in existence and some approaches are traditional while some others are innovative. According to the UNDP (2007), in Vietnam, information to key stakeholders and the poor communities was diffused through a multi-media approach. Both one-way communication means and channels of interpersonal communication were used complementary to disperse messages of poverty

alleviation. Similarly, International case studies by UNEP/UNDP (2008) funded pilot poverty and environmental projects in Kenya, Mali, Mauritania, Mozambique, Rwanda, and Uganda between 2004 and 2008 all found that the most prominent channel of communication in poverty alleviation was the use of interpersonal communication.

On the other hand, Mozammel(2011), contends that, initial consultations were mainly a donor-led requirement, often done to access Heavily Indebted Poor Country(HIPC) funding quickly. He further argues that this experience led to the recognition that more can be gained by working in partnership with other stakeholders and the use of strategic communication expanded beyond the poverty reduction strategy and is now being integrated into national development planning and implementation.

Many of these strategies are shifting their focus from a dissemination and publicity strategy to a communication program that emphasizes information intervention beyond the traditional campaign, workshop or seminars. Compared with the 2005 review, the main difference is the institutionalization of communication, moving beyond the one-time experience for the first set of PRSs to broader, deeper sustained communication in support of poverty reduction and national development strategies as well as expanding beyond communication and participation in poverty reduction strategies formulation to poverty reduction strategies implementation, monitoring, and evaluation (Mozammel, 2011).

In contrast, Servaes (2002) is of the view that out that the communication resource model has of course been the dominant model exemplified by the early UNESCO approaches, the diffusion model and the latter-day approaches to development communications that have been fed by notions of marketing and communication inputs. On the other hand Thomas (2007) argues that the latest in this line of thinking is the information technology intervention in development model which continues the tradition of conceptualizing information as an adequate and complete resource in development. Given the salience of Information Technology in every aspect of human life and life processes, it is rationalized that it could become the very heart of development.

According to Dhawan (2012) in fighting poverty, more often than not, organizers perceive information dissemination to be a oneway form of communication,

circulating information and advice mainly through mass media in a cost-effective and timely manner. In some cases, the media are posters and pamphlets, while in some others reliance is exclusively on text-based print medium. On the contrary, Mozammel(2011) argues that in fighting poverty methodologies such as participatory budgeting and planning and citizen monitoring have proven to be more successful and sustainable long term than consultation alone. Servaes (2002) is of the view that communication theories such as the 'diffusion of innovations', the 'two-step-flow', or the 'extension' approaches are quite congruent with the modernization theory and the elitist, vertical or top-down orientation of the diffusion model is obvious. He further agrees with Mozammel that on the other hand, the participatory model incorporates the concepts in the framework of multiplicity and stresses the importance of cultural identity of local communities and of democratization and participation at all levels-international, national, local and individual(Servaes, 2002).

CHAPTER THREE

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.0 Introduction

This chapter presents the definition of concepts that are utilized in this study. This concepts deal with poverty and communication. The chapter then presents the theories that are considered for this study namely the Two-Step Flow theory of communication and Knowledge Gap. These theories are used to assess how communication can play a role in tackling poverty in communities.

3.1 Conceptual and operational definitions

3.1.1 Poverty

Poverty can be described by the effect that it produces in persons that it affects. Berlin (2008) describes it as a state of deprivation in which a person's preoccupation is the survival of the physical self. Poverty has many causes and its persistence can be traced to the interaction between family structure, namely the unrelenting rise in single parenthood, and the decline in earnings resulting from low wages and rising unemployment, particularly among men. Key public policies sometimes unwittingly exacerbated one or more of poverty's underlying causes (Berlin, 2008). In this study the most commonly used measure is the headcount index, or share of the population whose income consumption is below the poverty datum line. The term poverty thereforerefers to absolute poverty and is therefore is defined as living on the equivalent of US\$1 a day or less.

3.1.2 Communication

Elkamel (1986: 38) defines communication as the exchange of ideas, information and opinions through speech, writing, pictures and other symbols. Therefore, communication may be said to be a process of sharing messages between the source and the receiver through a certain channel with a view to influencing the receiver's thoughts and actions. On the other hand Barelson (1964: 47) defines communication as the transmission of information, ideas, emotions, and skills by the use of symbols, words, pictures, figures and graphs. In other words, communication can be said to occur when humans manipulate symbols to stimulate meaning in other humans (Infante at el., 1997: 65).

In other words, the term communication means the process people use to exchange information and ideas. All communication activities make use of some form of media or channel of communication (e.g. mass media, community media, Internet and interpersonal communication).

3.1.3 Channels of Communication

These are means by which a message travels both vertically and horizontally from a source to a receiver. They also include the internal and external communication. These channels include media and interpersonal ways of communicating (Rogers, 1973: 17).

3.1.4 Communication Strategy

Mefalopulos (2004, p.8) define Communication Strategy as a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches. The communication strategy aims at reflecting the growth of information and communication technologies; the focus on improving customer service; changes in performance assessment; increasing ethnic diversity among customers or individuals and greater awareness of the need for accessible communication for all people regardless of their status in society or level of education.

3.1.5 Social Change and Social Change Campaign

Appelbaum (1970: 57) defines social change as any significant alteration over time in behaviour patterns and culture, values and norms. By significant alterations, sociologists mean changes yielding profound social consequences. Social change campaigns are organized efforts done by some groups of people to bring about positive change. This is often done by persuading others to adopt change by modifying or abandoning some ideas, attitudes, practices and behaviours.

3.1.6 Opinion Leaders

Infante et al (1997:362-363) defines opinion leaders in the context of a broader social change campaign. In the process of communicating through various channels of both mass media and interpersonal activities, there are intermediaries between the media and the audience's decision making. These intermediaries who exert influence on the

audience behaviour via their interpersonal contact are termed opinion leaders. Opinion leaders are also important in social change campaigns. Opinion leaders are gate keepers and standard setters who informally but importantly govern which new ideas, beliefs, norms, policies and technologies come to be accepted and normalized within a social system.

3.2 Theoretical framework

The study was guided by two theoretical frameworks namely the multi-step flow and the Knowledge gap theories.

3.2.1 The Multi- Step Flow Theory

The multi- step flow is a theory that grew from a group of sociologists. The multi-step flow believes that there opinion leaders that/ who may be influential in transmitting information, but it also went a step ahead that there some “elite media” other than mass media who affect the flow of information. Opinion leaders intervene between the Medias direct messages and the audience reaction to that message.

They also suggest that the theorists deposit that the leaders tend to influence to others to change their attitudes and behavior more quickly than professional media because people identify more quickly than professional media because people identify more easily with opinion leader than newspapers, articles and news. In most cases opinion leaders tend to have great effect on those who they have similar personalities, demographic wise and social economic among others.

This theory is appropriate in that if communication strategies are in place, influential leaders together with the media can influence attitudes and behavior change in fighting poverty in the communities. By virtue of having opinion leaders who have great effect on those they have similar personalities, demographic and social economic, entails the strength of this theory, community members tend to believe in the opinion leaders, and this in itself can influence behavioral change and attitude.

3.2.2 The Knowledge gap theory

The study also used knowledge gap, the theory was first proposed by Phillip J Tichenor who argued that “ the infusion of mass media information into a social system increases higher socio- economic status segments which tend to acquire this information faster than lower socio-economic status population segments. As a result this gap in knowledge between the two tends to increase rather than decrease. According to Priest (1995), in simple terms it means as the access to mass media

increases those particular segments of population inevitably gain information faster and hence the gap widens between the higher socio-economic and the lower economic status of the population. According to Priest (1995) the world is yet to see the complete effect of the new technologies and the expense rises, it more goes out of the league of the poor. As a result the knowledge gap also widens and the people of the higher economic class gain the benefits more. If the information services are not made equal for the entire society, this gap of information will increase over the years.

(a) Reasons for existence of this pattern

i) **Communication skills**-As a person receives more education his/her communication skill increases and hence gathering information becomes easier for him. Along with this reading, understanding and memory skills also become better and thus he understands the issues of various spheres better.

ii) **Stored information**-Via classrooms, textbooks discussions educated person is exposed to much more topics than a less educated person and hence his awareness is more.

iii) **Relevant social contact**- A person with more education has more social integration. This helps him to counter various perspectives, diverse stories etc which makes his understanding of public issues better.

iv) **Selective exposure**- An educated person knows well of how to use options, use of a medium while on the other hand a person with no knowledge is unlikely to know it. Hence, he will be less aware of the issues around the world and less interested and may not also know of how it may affect him.

v) **Media target markets**-For every product, news or any commodity a certain segment is targeted and it is usually the higher strata of the society who is targeted and hence the lower strata remain unaware.

(b) Ways of reducing the gap

i) **Impact of local issues**- It was seen that local issues that directly impacted the people had aroused more of social concern than national issues that did not have such a great impact and hence in these issues, the widened gap could be reduced.

ii)**Level of social conflict surrounding the issue**-Until a communication breakdown, issues with more perceived conflict tends to grab more attention and weakening the knowledge gap hypothesis.

iii)**Homogeneity of the community**-If it is a homogenous community the gap tends to be lesser than a wider heterogeneous community.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 Introduction

Makenzie, Twapia and Senior townships were purposively selected as case studies for assessing the role of communication in tackling poverty in Zambia. Poverty being a multi-faceted problem, the study focused on the messages that are used to tackle it. This included assessing the sources and target audience of these messages, the channels used to disseminate the messages and the content of the messages. This chapter presents the methods and procedures that were used to collect data and later analyze it.

4.1 Research methods

4.1.1 Study Design

This study was a descriptive survey design and involved assessing how communication methods are used in tackling poverty in selected underprivileged townships of Ndola. Data was obtained from both primary and secondary sources. The study employed both qualitative and quantitative approaches in data collection in order to allow the researcher to triangulate the data that had been collected from interviews, focus group discussions and questionnaires. This study therefore employed a survey design because it is a research method that is often used to assess thoughts, opinions, feelings, behavior and the characteristics of a large population.

4.1.2 Research Methods

4.1.2.1 *In-Depth Interviews*

The researcher interviewed the following persons in order to obtain detailed information on the situation of poverty in the communities and how communication is being utilized to tackle the same:-Table 4.1 summarizes the list of respondents during the research.

Table 4.1 :Quantity of List of Respondents during In –depth Interviews.

	Group	Qty	Research Instrument
1	Civic authorities	6	Research Instrument 1
2	Civil Society Organizations(CSOs)	6	Research Instrument 2
3	Focus Group discussions	24	Research Instrument 4

4.1.2.2 Focus Group Discussion

The researcher conducted 3 focus group discussions in the selected townships with the selected community members in order to obtain general views on the issues of poverty and hunger in the selected townships.

- *Research Instrument 5* : Focus Group Discussion on Role of Communication in Tackling Poverty in the Community

4.1.3 Quantitative Survey

The researcher administered questionnaires to the following persons in order to collect information on the general situation of poverty in the selected communities as shown in table 4.2:-

Table 4.2 : Number of Respondents in Quantitative Surveys

	Group	Qty	Research Instrument
1	Traders/Marketeters	63	Research Instrument 3

The researcher utilized the designed research instruments to obtain statistical data on the study which highlighted the extent of the effect of poverty in the selected communities.

4.1.4 Document analysis

Key official reports and publications and documents were also analyzed to provide valuable information for discussion. The triangulation of different methods of data

collection yielded in-depth information on assessing the role of communication in tackling poverty and hunger in Zambia.

4.1.5 Variables

4.1.5.1 Independent Variables

The variables that were kept constant are the following:-

- (i) Age
- (ii) Sex
- (iii) Residence
- (iv) Marital status
- (v) Number of Children

4.1.5.2 Dependent Variables

- (i) Source of messages on poverty alleviation
- (ii) Messages on poverty alleviation
- (iii) Audience target of messages on poverty alleviation.
- (iv) Channels of communication used in tackling poverty.

4.1.5.3 Extraneous (Compounding) Variables

- (i) Limited education and skills
- (ii) Blotted population in one locality

4.2 Sampling procedures

4.2.1 Study population and Study Site

The study targeted all marketeers/traders, civil society organizations (CSOs) and civic authorities in the communities of Twapia, Senior and Makenzi townships of Ndola city. These communities were purposively selected owing to the fact that they represent the most underprivileged communities living in the city where one expects its population to live moderate lives. A money economy, unlike a rural economy, has an adverse impact on communities with meager incomes and thus poverty and hunger become entrenched in these communities.

4.2.2 Sample Frame & Size

The study employed both sampling techniques, namely probability and non-probability when selecting the respondents. A total of 75 respondents were selected

in this study. The sample included; 63 (traders), women and men in the economically active or income productive age range 18 to 60 in the selected townships.

Six (6) civic leaders ,Six(6) representatives from civil society organizations and three(3)focus group discussions composed of about 6-8 respondents from the three(3) townships.These respondents were selected using both non-probability and probability sampling procedures.

Table 4.1 below summaries the sample frame and size:-

Table 4.3:Study Frame.

	TOWNSHIP	CATEGORY	No. OF PERSONNEL	TOTAL	
1	MAKENZI	a	Civil authorities	2	
		b	Civil Society Organizations	2	
		c	Traders/Marketeters	21	
		d	Focus group discussions	8	
			Total		33
2	Senior	a	Civil authorities	2	
		b	Civil Society Organizations	2	
		c	Traders/ Marketeters	21	
		d	Focus group discussions	8	
			Total		33
3	Twapia	a	Civil authorities	2	
		b	Civil Society Organizations	2	
		c	Traders/ Marketeters	21	
		d	Focus group discussions	8	
			Total		33
		TOTAL		99	

4.4 Sampling

Merriam and Simpson (1995) define a sample as a strategically and systematically identified group of people or events that meet the criterion of representativeness for a particular study. Maxwell (2005) and Kasonde-Ng'andu(2013) argue that it is a subset of the population taken to be a representation of the entire population. Due to methodological triangulation adopted in this study, both probability and non-probability sampling techniques were adopted in the study to select actual participants. These were purposive and random sampling techniques.

4.4.1 Non probability/ Purposive Sampling

The purposive sampling technique was used to select the 63 traders in the study and composition of the focus groups. Kombo and Tromp (2006), contend that the power of purposive sampling, though a non-probability sampling technique, lies in selecting information rich cases for in-depth analysis related to the central issue being studied.

Non-probability (purposive) sampling was used in the study to select the following:-

- (a) 63 traders

4.4.2 Probability/Simple Random Sampling

Probabilistic (Simple Random) sampling was used to select the following:-

- (a) 6 Respondents from Civil Society Organizations (CSOs)
- (b) 6 Civic Authorities
- (c) 24 respondents in Focus Group discussions

4.5. Inclusion and Exclusion Criteria

The study included all persons in the age range of 18-60 who were expected to be earning a living for their families. This included persons with disabilities considering that blind street beggars mainly reside in underprivileged communities. The study excluded children (i.e. persons below the age of 17) thus the study did not involve any issues of child labour. It also equally exclude persons above the age of 61 who are expected to have retired from active income generating activities.

4.3 Data gathering methods

The study utilized designed research instruments specified for each particular data required in the various categories. The titles of the research instruments are specified below while the actual samples are featured in Appendix 2.

- 1) All in-depth interviews were recorded and later transcribed for coding using themes, and research questions, and subsequently these were analysed.
 - 2) For the quantitative survey, the data was carefully recorded on the questionnaire given in appendix
 - 3) The face-to-face interview method was used for most of the data gathering
 - 4) Direct observation and recording was also used for some data gathering data while in the field.
- *Research Instrument 1: Civic Authority In-Depth Interview on Role of Communication in Tackling Poverty & Hunger in the Community*

 - *Research Instrument 2: Civil Society Organizations (CSO) In-Depth Interview on Role of Communication in Tackling Poverty & Hunger In The Community*

 - *Research Instrument 3: Traders/Marketeers and Other Employment In-Depth Interview on Role of Communication in Tackling Poverty & Hunger in the Community*

 - *Research Instrument 4: Questionnaire for Traders/Marketeers& Other Employment on Role of Communication In Tackling Poverty & Hunger in the Community*

 - *Research Instrument 5: Focus Group Discussion on Role of Communication in Tackling Poverty & Hunger in the Community*

4.4 Data analysis

The data collected was analysed using Statistical Package for the Social Sciences (SPSS). Descriptive analysis was performed and appropriate charts produced for all statistical data. Data from qualitative methods was analysed thematically.

4.5 Ethical considerations

Prior Informed Consent (PIC) was always sought from respondents before they answered any survey questions. Furthermore, where anonymity was promised, the student undertook to keep the agreement. Other ethical considerations for this study included obtaining permission in writing of confidential statistical information from respective health centres in the selected townships. For the interviewed persons and those to whom questionnaires will be administered, a consent letter was availed to them for signing and the information disclosed by them was used strictly for study purposes. Their identities were equally kept confidential by assigning them code numbers.

4.6 Limitations of the study

The researcher encountered a number of limitations which included a lack of access to sensitive and classified health records which would shade more light on the issue under study. Conducting the study across 3 townships was equally challenging e.g. coming up with a broad based representative sample, travel expenses and accessibility to locations. Limited resources was equally challenging as most participants were demanding for an incentive in order to participate in the study. The counter reactions to these limitations were that the researcher worked with the local government officials to help arrive at the correct sample. Despite these limitations, the results were valid and reliable as the purpose of carrying out this study was brought out.

PRESENTATION OF FINDINGS

5.0 Introduction.

The previous chapter discussed the methodology that was adopted for the study. The current chapter presents the findings of the study which sought to assess the role of communication in tackling poverty in Zambia. The findings in this study are presented thematically.

In this study, the findings are based on the responses expressed by 63 traders from the three townships, 6 civic authorities and 6 health providers. The findings are in line with the four objectives. These are to;

1. Examine the sources of information used by government and other stakeholders on poverty alleviation in the selected townships of Ndola.
2. Assess the target audience of messages on poverty alleviation in the selected townships.
3. Examine the messages disseminated by government and various stakeholders on poverty alleviation in the selected townships in terms of quality and quantities.
4. Investigate the channels of communication used by the government and stakeholders in dissemination messages on poverty alleviation in the selected townships.

A summary of this chapter is given at the end.

In this chapter, the researcher begins by first presenting the demographic characteristics of the participants under study after which, a presentation of both qualitative and quantitative results follow. Under each theme derived from the four objectives above, qualitative results are presented first. In doing so, some key quotes from interview conversations and focus group discussions with respondents have been highlighted to illustrate their importance to the study. Quantitative data is later presented using statistical tables, frequency counts and charts.

5.1. Demographic Characteristics of Respondents

5.1.2 : Gender of Respondents.

A total of 75 respondents were included in the study. These included six 8 percent civic leaders, six (8%) civil society representatives and sixty-three 84 percent traders/maketeers. In terms of gender, the majority of the respondents were males

which comprised 53% of the total number of respondents. On the other hand, the females were represented by 35% of the total number of respondents (see Fig. 5.2.1).

Data regarding the sex of respondents in the study are summarized in Table 5.2.1 below.

Table 5.2.1: Percentage Distribution of Gender of Respondents

Category	Civic Leaders	Civil Society Representative	Traders/Maketeers	Total
Male	03	03	34	40(53%)
Female	03	03	29	35 (47%)
Total	06(8%)	06(8%)	63(84%)	75 (100%)

5.3: Monthly Income Status of the Respondents.

Data regarding the income status of the respondents in the three townships are presented graphically in figure 2. 8 (12.7%) respondents earned K250 and less, 33 (52.4percent) earned between K251 and K500, 6 (9.5percent) earned between K500 and K750, while 5 (7.9percent) earned between K751 and K1000 and lastly 11(17.5percent) earned K1001 and above. Therefore, the finding shows that majority (33=52.4percent) of the respondents earned between K251-K500 per month, which, at the time of study with the exchange rate of the Kwacha to the Dollar being at about K10 to 1 US Dolar, represents the poverty level. According to World Bank classifications, people earning less than 2 Dollars a day are considered as poor.

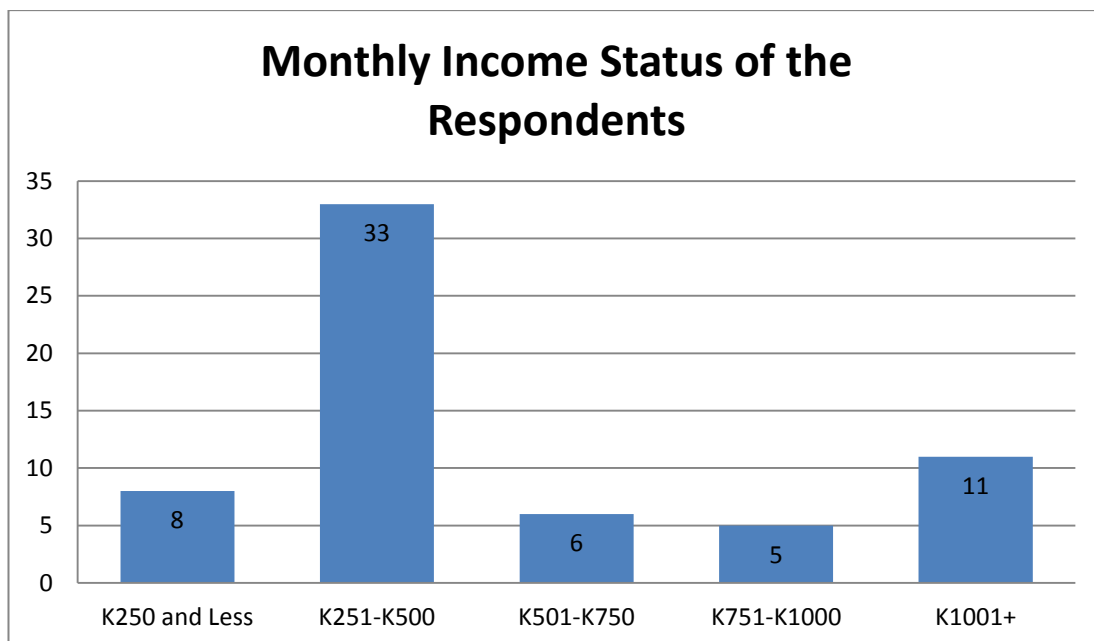


Figure 5.1: Bar graph showing monthly income status of the respondents.

5.4 : Number of Children of Respondents

Table 5.2, below shows that there were 27(42.9percent) respondents who had between 1 and 3 children, 23(36.5percent) who had between 4 and 6 children, 9(14.3percent) who had 7 or more children while 4(6.3percent) had no children. Therefore, it can be deduced from the finding that majority of the respondents (23=36.5percent) had between 4 and 6 children, which is substantial for people facing problems of poverty.

Table 5.2 :Number of children of respondents

	Frequency	Percent	Valid Per cent	Cumulative Percent
1-3	27	42.9	42.9	42.9
4-6	23	36.5	36.5	79.4
Valid 7+	9	14.3	14.3	93.7
None	4	6.3	6.3	100.0
Total	63	100.0	100.0	

5.5 : Level of Education of Respondents

The figure 5.1, above shows the distribution of the education background of respondents. 7 (11percent) had no education at all, 35 (55percent) had received primary school education, while 20 (32percent) went up to secondary education, and 1 (2percent) went up to tertiary education. The findings show that there were more respondents (35=55.6) who went up to primary education, followed by those with secondary education. The level of education of the respondents can be graphically represented in a pie-chart as in figure 5.1 below.

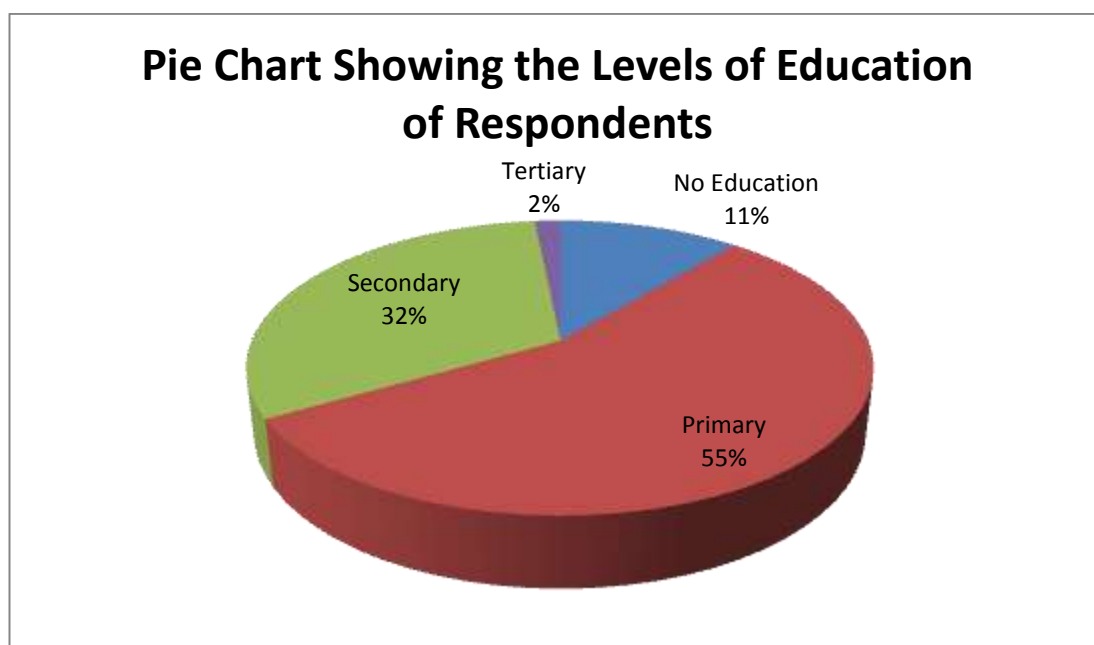


Figure 5.2: Level of education of respondents

5.2 Sources of information used by the government and stakeholders on poverty alleviation in the selected townships.

In order to answer the first research question which required investigating the sources of information used by government and stakeholders on poverty alleviation in the selected townships revealed the following findings.

When the question was asked regarding sources of information by government and stakeholders on poverty alleviation in the selected townships, emerging themes were compiled and most civic leaders from the three townships believe that the following are the major sources of information that are used by the government and various stakeholders to fight and alleviate the poverty situation in the three townships:

- i) Government programs and policies including the vision 2030 which encompass the national development plans

- ii) The Poverty Reduction Strategy Paper (PRSP), various government initiatives including,
- iii) The Citizen Empowerment Economic Commission (CEEC),
- iv) Youth Empowerment Policy via Youth Development Fund (YDF) and

5.2.1 Government programs and policies including the vision 2030 which encompass the national development plans

The government has taken up the responsibility of alleviating the suffering of poor and disadvantaged groups, men and women, children, youth and the disabled through facilitation and provision of survival community development skills and direct social support as embedded in the national development plans as part of the vision 2030.

To illustrate this, one respondent asserted that:

The government of the republic of Zambia (GRZ) and the cooperating partners (CPs) who are committed to poverty reduction. Zambia has articulated long term development objectives in the national vision 2030 to become a prosperous middle income country by the year 2030 based on a significant reduction of hunger and poverty and a competitive outward looking economy

He further added that:

The 2006-2010 Fifth National Development Plan (FNDP) officially approved in January 2007, outlines a medium-term plan as an interim step towards realizing the vision.

When asked if government was doing enough, a civil society representative firmly opined:

These things are well outlined but the challenge is with implementation in order to realize the vision.

Summary here

5.2.2 The Poverty Reduction Strategy Paper (PRSP).

Another source of information on poverty reduction as revealed by the results is the poverty reduction strategy paper. It appeared that most of the informants were of the view that the PRSP was the most realistic document in poverty alleviation in Zambia.

One of the local civic leaders stated that...

“The PRSP describe Zambia’s macroeconomic, structural and social policies and programs to promote broad based growth and reduce poverty”

A similar view was held by a civil society official who noted that:

Zambia’s needs to alleviate poverty have been well spelt out in the Poverty Reduction Strategy Paper and that is where the government draws its programs to alleviate poverty in the country

.....
5.2.3 The Citizen Empowerment Economic Commission (CEEC).

Two of the respondents revealed that The Citizen Empowerment Economic (CEE) No 9 of 2006 was formulated to promote the economic empowerment of targeted citizens in the country who have been historically marginalized and is a major source for government policy.

One official added that:

The Citizen Economic Empowerment Commission is meant to level the playing field and raise the citizens to a position where they can effectively participate in the national economy

Another respondent said:

It is meant to ensure that women, youth and the physically challenged participate in the national economy.... It is therefore the source of information for the government on poverty alleviation strategies.

5.2.4 Youth Empowerment Policy

Most respondents pointed out that the 2015 National Youth Policy through Youth Empowerment Fund (YDF) was implemented to respond to Zambia’s youth unemployment crisis and be able to enhance job creation so that poverty levels can be reduced.

.....

An official from the civil society organization hinted

The Zambian government has given priority to youth development and empowerment and underscores the importance of youth participation and involvement in national development.This policy acts as a source for government information on poverty alleviation.

Another stated:

In line with the national youth policy the government in partnership with key stakeholders provides then youth with equal access with opportunities that enable them to grow and prosper as productive citizens. This policy guides the government in implementation of programs that help in reducing poverty levels in the country.

In summary to illustrate, at a Focus Group Discussion one respondent had this to say about the sources of information used by the government and stakeholders on poverty alleviation in the selected townships include;

In most cases the information is top-down and come from the government of the day where the benefactor would think on behalf of the community members. Government programs and policies are mostly the sources of information that are used to disseminate information on better ways in which poverty should be fought. This may not work well because sometimes they bring some projects without consulting the local people about whether they need the project or not..

It is clear from the above findings that most of the information on poverty alleviation comes from government programs and policies.

5.3.Target audience of messages on poverty reduction in the selected townships.

Despite receiving these messages that were disseminated a majority of the respondents doubted the effectiveness of the messages even though they did admit that the messages targeted the poor including the unemployed,orphans,widows / widowers and the general women folk clubs as well as the underprivileged and the marginalized citizens.

Quantitative data reveal that of the 63 traders 22 people representing 35 % actually were of the view that the intended targets received information on poverty alleviation programs while 41 respondents representing 65 % did not have that view. The Data regarding whether the any of the respondents perceived that the target audience received information on income generation are presented graphically in figure 5.3

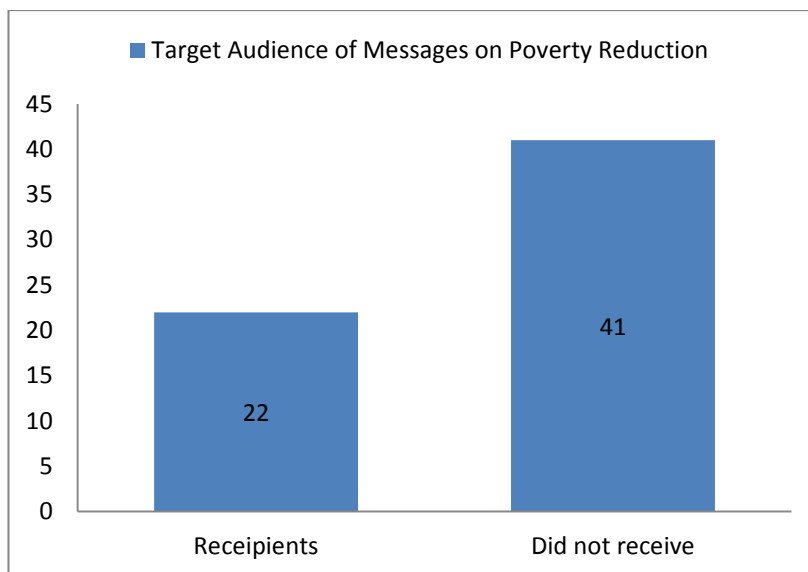


Figure 5.3: Perceptions on Target Audience of Messages on Poverty Reduction.

Source: Field data.

One respondent from the Civil Society Organizations stated...

The messages on poverty eradication are targeted at many different poor people in the communities since we have different businesses especially women..... and households headed by those without formal education, households headed by the separated as well as children. These people sell vegetables others hardware, fritters, sugar canes so we teach them how they can keep or maintain their business.

Another respondent said that...

very few poor people actually receive the messages even though they are meant for the poor people..... people in the low cost urban areas. The indigent comprised of people who can't do anything on their own to alleviate poverty. Including the unemployed, widows and widowers and many underprivileged in our society due to the fact that they lack information.

A similar view was held by a local authority officer who noted that:

The messages on poverty reduction are usually targeted at the poor people in the society... These groups are made of the extremely old, the chronically ill and the disabled, orphans and other vulnerable children including street kids, retrenches and retirees..... but these messages don't actually reach

the intended targets as self- interest over rides the general objectives of such programs.

In summary the targets of poverty alleviation in the three townships include Households headed by those without formal education, households headed by the separated as well as children, the low cost urban areas. The indigent comprised of people who can't do anything on their own to alleviate poverty. These groups are made of the extremely old, the chronically ill and the disabled, orphans and other vulnerable children including street kids, retrenches and retirees. Most of the respondents however were of the view that messages on poverty reduction did not actually reach the intended targets due to ignorance on part of the intended population, red tape ,self- interest and other bureaucratic tendencies.

5.4. Messages disseminated by the government and various stakeholders on poverty and hunger reduction in the selected townships.

The findings reveal that of the 63 community members , 23 representing 37 % received messages on marketeering,6 respondents representing 10 % received information trading,1 person representing 2 % received information on other ,while 37 respondents representing 52 % never received any message related to poverty and hunger reduction in the community.

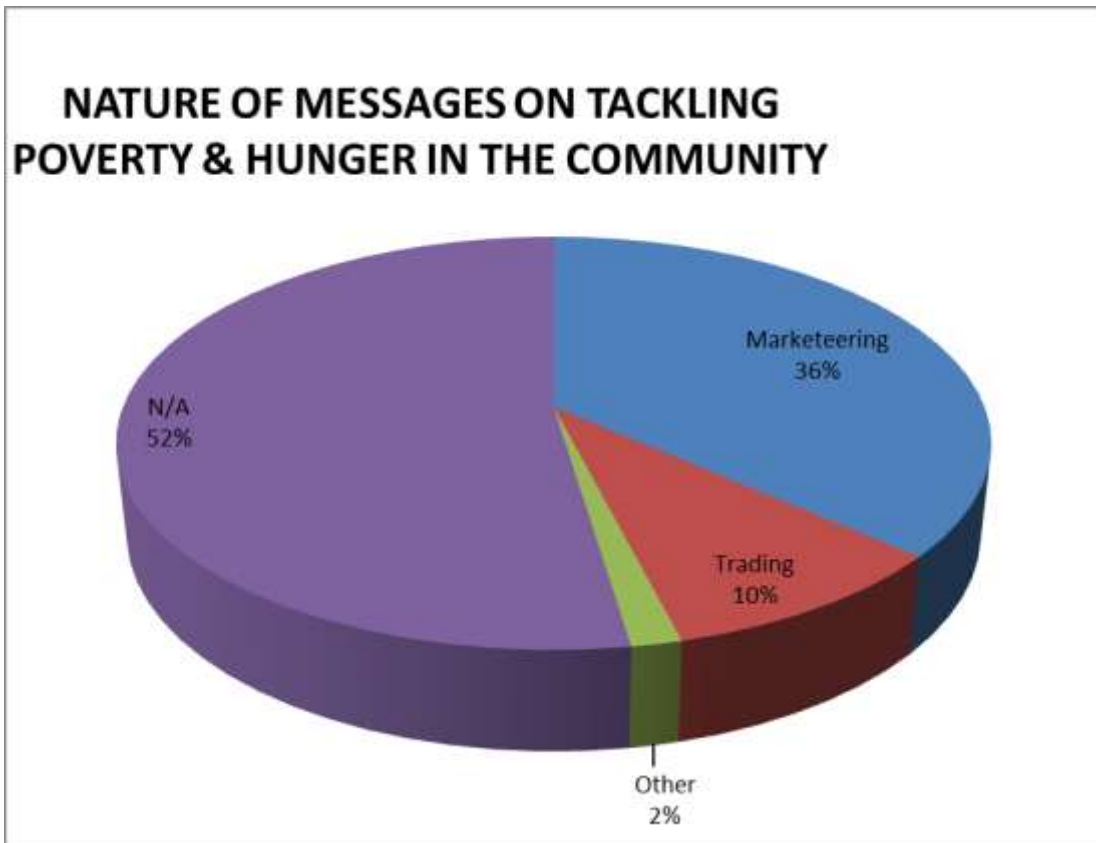


Figure 5.4: Nature of messages on tackling poverty in the community
Source: Field data

One of the respondents from the civil society organization targeting women responded:

“Women receive entrepreneurial skills so that they can become successful business men and women in order to sustain their lives”.

During an interview, one of the civil society organization representatives contributed regarding the nature of messages on tackling poverty in the community that:

As I mentioned, actually it was not just on CEEC but we also played a pivotal role on youth development funds (YDF) and also women empowerment funds (WEF) under the ministry of Gender and development, and the ministry community development.....The projects vary from marketing, trading, manufacturing and agriculture for example under CEEC fund they were concentrating on aqua culture which is fish farming and also diversified agriculture and as for trading they were encouraging women to get into small businesses which is trading...

A similar concern was expressed by a civic leader who wondered if other messages except business entrepreneurship. He suggested that:

It is in many areas since we have different businesses, some people sell vegetables others hardware, fritters, sugar canes so we teach them how they can keep or maintain their business...

there was no need assessmentspeople in Nkwazi are into marketing and not farming they never asked they needed a hammer mill or they needed something else. They are not subsistence farmers, for their meals, they eat from the market and buy maize meals from retail shops around.

through the project you can see that there was miscommunication between the benefactors and beneficiaries, and so that project could not bear fruits.

An official from the civil society organization was also of the view that:

we are not a manufacturing country, most of the businesses that are there are about marketeering (selling and re-sell) people go different places get say second hand clothes for re-selling, they would go to Nakonde to buy beans and rice to come and re-sale.... They are not into trading in shops but into marketeering where you just have to secure a place and you are there..... our focus of our messages are therefore mostly entrepreneurial skills for self-sustenance....."it is at that point that communications becomes ineffective, where the benefactor thinks on behalf of the beneficiaries, for example in Nkwazi, a few years ago there was a project that was initiated of a hammer mill it was a top-down initiative , hammer mill was introduced in the community there was ululation (jubilation) celebration when they received the hammer mill but the hammer mill has been kept without functioning since that time, it has now been closed and shut down.

5.5. Channels of communication used by government and stakeholders in the dissemination of messages on poverty and hunger reduction in the selected townships

Interviews with the respondents revealed that a proportion of 61 respondents representing 96.8 % receive messages through interpersonal medium, 1 person representing 1.6 % , receive messages through electronic media and no media at all respectively.

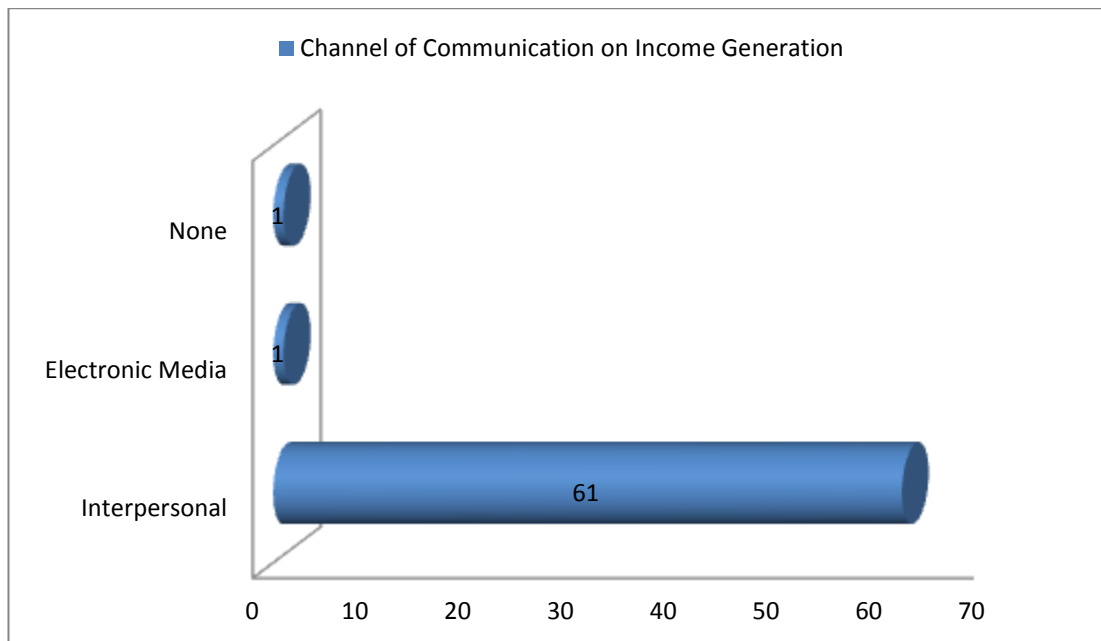


Figure:5.5 Channel of communication on income generation.

Source: Field data

Interviews with the 9 civic authorities yielded the following results. There was general consensus among all the respondents that interpersonal was the method used by the government and various stakeholders in disseminating information.

During a Focus Group Discussion, one of the respondents contributed regarding the channel of communication that:

We normally convene community meetings that is on a one to two to one, interpersonal meetings and also through the print by documents printed and send to them but in most cases is interpersonal.... of course the media houses just facilitate or they just help when need arises we don't just engage them to actually disseminate the actual information, but they come in to facilitate or quicken up the transmission of information. ...in most cases is done on quarterly basis and on an Interpersonal level so that we have a face to face meeting with the people.

(Professional Assistant to the area member of parliament 9May, 2016)

Another respondent also had a similar view when she stated during the interview that:

Its interpersonal, we sit as a meeting after listening to the program say on radio.Usually it's one month or two months.....It's not everyone who has a TV set or Radio, so it is better having a meeting with them, say if they put a program on TV, we won't get the message because most of the time we are here ..(Marketeer 24 May 2016).

Similarly another respondent from the focus group discussion responded.....

Its not everyone who has a TV set or Radio, so it is better having a meeting with them, say if they put a program on TV , we wont get the message because most of the time we are here.....of course we operate through the local leadership of the councilor, but in the absence of the resident development committees (RDC) previously we used to communicate information through these committees (RDCs) now upon the dissolution of these committees we have formed development committees subcommittees under constituency community development fund (CDF) so the sub-committees who are under CDF are the ones we use to disseminate information....(Local councillor,25 May 2016)

5.6 Acceptance or rejection of research hypotheses

This section of the chapter addresses whether or not the data gathered and analysed earlier in this chapter serves to prove or disprove the hypotheses as initially set out in chapter one. Below is a brief discussion based on the hypotheses;

1. H0 –The messages by government and stakeholders are seen as effective by the respondents in the three townships.This hypothesis is rejected based on the findings from objective one.
2. H1 - The messages by government and stakeholders on poverty reduction are not seen as effective by the respondents. This is accepted based on the findings from objective one.

CHAPTER SIX

DISCUSSION OF FINDINGS

6.0. Overview

The previous chapter presented the findings of the study. This chapter sets out the discussion of the findings of the study. A critical discussion of the findings and their linkages to the existing literature and prior research in order to ascertain whether the new data gathered supports or contradicts the existing information.

The discussion was guided by the following research questions

1. What are the *sources* of information used by government and various stakeholders on poverty alleviation in the selected townships?
2. Who are the target *audience* of messages on poverty and hunger alleviation in the selected townships?
3. How are *messages* designed and disseminated by the government and various stakeholders on poverty alleviation in the selected townships?
4. Which *channels* of communication are used by government and stakeholders in the dissemination of messages on poverty alleviation in the selected townships?

6.1 What are the sources of information used by the government and stakeholders on poverty alleviation in the selected townships?

The findings from the In-depth interviews revealed that the sources of information on poverty alleviation are both institutional and non- institutional which include various government programs, Public Welfare Assistance Schemes (PWAS) and cooperating partners monitored government policies(documents) including;

- i) the vision 2030 which encompass the national development plans,
- ii) the poverty reduction strategy paper (PRSP), and many various government initiatives including the;
- iii) the Zambia vision2025
- iv) the public investment programme(PIP)
- v) the medium term expenditure framework (MTEF)
- vi) annual budget
- vii) : Citizen Economic Empowerment Commission(CEEC),

- viii)** Youth National Policy (YNP) and documents which are the major sources of information that are used by the government and various stakeholders to fight and alleviate the poverty situation in the three townships.

The source of information used by government and stakeholders to alleviate poverty are basically national policy based sourced from both bi-lateral and multi-lateral agreements. These sources of information are therefore both institutional and non-institutional and include political leaders, experts and others such as change agents that include various non- government organisation. To date knowledge management, has matured and developed a wide range of tools and instruments which are utilised to create and deliver knowledge for poverty eradication. In conformity with the above framework for instance the Asian Development Bank (ADB) has adapted knowledge for development and added a sustainable development dimension which is applicable to poverty reduction in member countries through policy implementation and monitoring.

The findings are consistent with the literature review in that Wood and Barnes (2007) found that the poverty reduction strategy papers and national policies are key reference points for stronger involvement of the media on poverty reduction in low-income countries. For instance, the World Bank funded a knowledge transfer project between Tanzania and India aimed at improving the performance of Tanzania. Based on lessons from India, Tanzania has since made progress in revamping and improving its dairy industry sector and addressing both malnutrition and poverty eradication. Similarly, a study in Namibia by Mchombu and Mchombu (2014) point out that the Namibian government efforts to address poverty have been wide ranging since independence in 1990 and are basically sourced from several government reports and affirmative action policy. Another study conducted in Kenya by Odini et al (2012) found that women in Vihiga district constantly encountered or experienced varied information needs provoked by work activities in the area of agriculture, business, health, and transport and job/career information among other from government policies emanating from World Bank influence. Of great relevance to this paper, the World Bank proposed knowledge based development model consists of four pillars namely education, science and technology and innovation, ICT infrastructure and economic incentives and since has been widely adopted in several developing countries including Zambia. In line with this argument the Social Aspects

of Sustainable Development in Zambia (SASDZ, 2014) also points out that, poverty reduction initiatives are predominantly government functions. However, the World Bank has stressed the importance of communication in ensuring effective participation in PRSPs which includes the potential of the media to increase the public awareness needed for stakeholder involvement. The effective engagement of stakeholders to build ownership through the country-driven approach of the PRSP is heavily dependent on the availability of and access to information.

It then follows from the above that all line ministries are at some level addressing the issue of poverty with the ministry of Finance and National Planning and the Ministry of Community Development and Social Services being the lead ministries in the initiative. However, the sources of information seems to be insufficient as most of the community members are not close to the opinion leaders who are also the local leadership .There is however, need to increase activities to address the problem of ever increasing poverty by promoting urban poor development through programs including easy credit, re-settlement schemes and integrated urban poor development.

As a conceptual framework used in this study, this finding also confirms the position of the multi-step flow that the opinion leaders may be influential in transmitting information, but that there some “elite media” other than mass media who may affect the flow of information. Opinion leaders therefore, intervene between the Medias and direct messages and the audience reaction to that message.

The problem with poverty alleviation programs in Zambia is therefore that there is no attempt to organise local expertise and academics to analyse the issue, resulting in a situation where local experts and academics have continued to work in isolation. There is need to bring these experts together to provide a pool of local expertise, for instance the Poverty Reduction and Growth Facility (PRGF) was formulated as a poverty reduction for low income countries under the umbrella of World Bank and the International Monetary Fund. These sources of information are credible despite mostly being donor modelled and are therefore influenced by policy from these cooperating partners with little or no consideration on the localised needs of the indigenous population. On a small scale application especially by the NGOs the degree of validity of these sources is important as some documents are easily forged

or altered especially internet sources where anybody can publish anything. It is therefore necessary to use judgement when deciding which documents.

The need to analyse existing data that has been collected through various household surveys including living conditions and monitoring surveys in order to develop a country profile and new priorities for poverty reduction and the need for identifying existing gaps in poverty data and diagnostics in Zambia as well as how to address them is indeed a vital task that needs to be taken seriously. Since the early 1990s the approach taken by government for poverty reduction has been based on open ended market policies with the expectation that an improved economy would result in reduced poverty levels; on the contrary, poverty levels have continued to escalate and the need to collect quality data in order to formulate localised sound policies is increasingly becoming important. Successful implementation of the PRSP requires capacity to collect data on poverty trends in a systematic way and analysing them thoroughly and making sure that the analysis reaches the policy makers. Political leaders, experts and others such as change agents including civil society for poverty reduction programs are key in dissemination of messages on poverty alleviation in the selected townships.

6.2 Who are the target audience of messages on poverty alleviation in the selected townships?

The research findings disclosed that both male and female headed households comprise the target audience of poverty alleviation messages. These households include;

- i) Households headed by those without formal education,
- ii) Households headed by the separated as well as children
- iii) The low cost urban areas.
- iv) The indigent comprised people who cannot do anything on their own to alleviate poverty. These groups are made of the extremely old, the chronically ill and the disabled.
- ii) Orphans and other vulnerable children including street kids,

iii) Retrenchees and retirees

In summary, the findings reveal that the target audience on messages on poverty alleviation are actually the under privileged, the historically marginalized including the women especially widows, the youths among the many poor citizenry. Despite the correct identification of the target audience more importantly the findings reveal that these messages do not reach the intended targets as most beneficiaries of these programs are basically the confidants and the relatives of the people implementing them.

It is important to stress that the beneficiary from the public spending in Zambia is a deeply political question that goes to the nature of power relations within a society. An important aspect of these political economy issues is the so-called paradox of reaching the intended targets whereby better targeting may serve to undercut broader political support for program. A critical question in developing a targeting mechanism or avoiding sabotage to an existing mechanism is to identify and targeting the interest of all the poor in society regardless of their political affiliation since different stakeholders may have different views on the optimal level of targeting the audience. Targeting has been used in various programs in different countries as it is useful to maximise impact on key development indicators or to optimise to resource expenditures in the face of budget constraints as targeting specific populations can help to solidify nation-building and ease regional or intra-ethnic tensions. Targeting the poor and vulnerable may also serve political objectives especially in democracies where delivering services to the poor are typically strong electoral promises..

There is need to reach the poorer intended households rather than only those who are literate and generally more affluent. In Zambia the poor are marginalised not only in relation to economic processes in society but also in relation to information and communication processes. The situation of the poor is frequently misconstrued or ignored in societal communication as the poor 's voices are not being heard, hence not able to communicate accurate descriptions of their reality or even engage in decision making processes. Current communication initiatives in interaction development however, are starting to recognise the complex interplay between communication and poverty. In most cases recipients do not necessarily understand

the message in the way it was intended but instead interpret it based on their own social and personal context hence the need to seriously interact with target audience when formulating policy. Considering the fact that nationally both female and male headed households have continued to experience an increase in poverty since the early 1990s especially among the female headed households there is urgent need to streamline poverty in gender terms. An Inclusion of the gender aspect therefore facilitates effective poverty alleviation programs because poverty affects women differently from men. Extending property rights protection to the poor is also one of the most important poverty reduction strategies a nation can implement. Securing property rights to land, the largest asset for most societies is vital to their economic freedom. Land rights are therefore key to poverty reduction simply because land rights greatly increase poor people s wealth as long as there is security of tenure at affordable cost. Due to the fact that corruption and poverty are strife in least developing countries including Zambia, the messages don't actually reach the intended target and as a result of this very few target audience who may be close to the program implementers benefit from programs meant to alleviate poverty and hunger. These beneficiaries can be considered to be higher strata of a targeted segment.

This finding is consistent with prior research by the UNDP (2010) information on poverty reduction are obtained from rural communities and public offices are targeted at Ministry of Finance, parliamentarians, urban and rural communities, policy makers, International Monetary Fund and World Bank, donors and Civil society Organizations. The findings are also consistent with Gelbach and Pritchett (1997) who found out the targets of poverty reduction strategies are the economically vulnerable and Domelen (2007) 's study on Social Fund/Community-Driven Development (CDD) programs which have gained increasing attention for their capacity to include reaching the poor, vulnerable and under-served but specific terminology and areas of emphasis vary by country .programs may target the rural poor, low income groups critically vulnerable or communities affected by conflict. Domelen (2007) found out that Armenia Social Investment Fund was designed to assist the government in its continuing endeavour to improve the living standards of the lower income groups and strengthen local institutions, Egypt's Social Fund for Development meant to create jobs and provide community infrastructure and services through labour intensive works via small scale public works programs in

partnership with communities and local government, India's Tamil Nadu empowerment and poverty reduction meant to reduce poverty among the rural poor and other vulnerable groups, currently outside the reach of most development interventions through assistance for productive livelihood activities the Macedonia Community Development Project to support post conflict development efforts aimed at fostering reconciliation amongst its people, reducing social tensions and building social capital under an integrated development framework designed to respond to priority social needs and facilitate the transition from conflict to peace, the Malawi Social Action Fund designed to empower individuals households communities, and their development partners in the implementation of measures which can assist them in better managing risks associated with health, education ,sanitation, water, transportation, energy and food insecurity and to provide support to the critically vulnerable, the Nicaragua Poverty Reduction and Local Development Project meant to improve access to priority small-scale social and economic infrastructure and services to the poor, strengthen local capacity and develop a coherent social safety net and finally the Yemen Social Development fund whose aim was to further improve access of low income groups to basic social services, while providing an example of an effective efficient and transparent institutional mechanism for providing social services. By refining social service delivery approaches and empowering local communities and councils.

The above findings are in contrast to knowledge gap theory which argues that “ the infusion of mass media information into a social system increases higher socio-economic status segments which tend to acquire this information faster than lower socio-economic status population segments, as a result this gap in knowledge between the two tends to increase rather than decrease. In simple terms this means as the access to mass media increases some particular segments of population inevitably gain information faster and as a result the gap widens between the higher socio-economic and the lower economic status of the population. This knowledge gap theory treats Knowledge as any other commodity which is not distributed equally throughout the society and the people at the top of the ladder have more easy access to it. When new concepts or ideas invade a society the people of the higher strata understand it better and hence the gap expands. As a person receives more education his/her communication skill increases and hence gathering information becomes

easier .along with his/her reading, understanding and memory skills also becomes better and thus he understands the issues of various spheres better. The media target markets under the knowledge gap proposes that for every product, news or any commodity and certain segment is targeted and it is usually the higher strata of the society who is targeted and hence the lower strata remains unaware.

6.3What kind of messages are disseminated by the government and stakeholders on poverty alleviation in the selected townships?

The statistical findings of the study showed that of the 63 community members , 23 representing 37 % received messages on marketeering,6 respondents representing 10 % received information trading,1 person representing 2 % received information on other ,while 37 respondents representing 52 % never received any message related to poverty and hunger reduction in the community. This finding reveal that the kind of messages mostly disseminated by the government and various stakeholders are principally sustainable development entrepreneurial skills so that they can become successful business men and women in order to sustain their lives and graduate from poverty.

In general the information and knowledge support for poverty eradication is tailored towards self-sustainability or development which mainly emanates from the concept of sustainable development and is basically hinged on five categories of assets or capital, including natural capital which refers to access to land and to resources such as trees or animals which may allow people to invest in productive processes, social capital referring to relations among people and is shaped by histories of interactions which regulate further interaction ,including their understanding of their rights over resources. Thirdly, human capital is important because development and poverty eradication require good health, nutrition and access to medicine. Development or poverty eradication also requires acquisition of skills and knowledge which are in short supply when access to and information is weak or non-existent. Fourthly, financial capital is necessary as people need money to make long term investments even though accessing finances is often problematic for the poor as .most commercial banks need collateral to loan money. Lastly, Physical (built) capital in form of buildings roads and tools provide the security, mobility and capability that allow people to produce, transform, exchange and consume goods.A

wealth of insights into these five pillars or concepts should be the basis or cornerstone of content of all messages about poverty eradication.

Communication must therefore be responsive to the grassroots and affirm express diversity rather than another opinion under a uniform blanket of information from top to down. The first condition is that information needs should be accurately mapped out with the full involvement of stakeholders. It is however important to note that freedom of expression and access to communication may prove the major stumbling blocks to democratic communication with and within the urban poor. Among the African communities, freedom of expression and access to the different channels of communication inevitably raise apprehension among the elite eventually leads to attempt of repression. The initial process for mobilising communities and identifying and developing correct messages most explicitly addressing the issue of poverty targeting and inclusion of the poor is an essential element to clearly transmit the targeting objectives of the program to the local level because local actors may not share the targeting concerns as the national level or donor agencies. It is vital to know how to maintain regular than only sporadic contact with all communities so they may receive advice when it is needed most and how to foster self-help and learning from each other which frequently proves effective than outside advice.

The most pronounced methodology of small scale business enterprise Zambia is so far a challenge in terms of poverty alleviation as most citizens have no access to the loans simply because they have no capacity to pay back. When they succeed in acquiring these loans few beneficiaries usually spend it on other demanding needs including food and school fess. Generally the economic situation is not favourable for small scale business due to high competition with vendors and hawkers. The first condition is that information needs of the citizens should be accurately mapped out with the full involvement of stakeholders.

These findings are consistent with prior research by Bradford Life (2007) who found that women in least developing countries need to receive entrepreneurial training and mentoring and also helping women build their confidence as well as self-belief, while giving them the skills and knowledge to start businesses that will sustain their families. The finding is also in tandem with Green(2009)'s findings, who found that most messages disseminated on poverty reduction in third world countries focus on

sustainable income generation through marketeering. The findings are also similar with other literature reviewed; A case study conducted by the World bank (2007) in Bangladeshi were the application of information to poverty eradication was found in the story of poor illiterate women who obtained market information on sustainable business through cell phones technology which empowered them to get a higher price for selling eggs .Anther study by Werner and Kruger (2007) in Namibia established that the level of knowledge and skills of the poor farming community was based on sustainable development which would make them graduate from peasant to commercial farming. Similarly study in Namibia by Mchombu (2012) in Katutura one of the poorest slams of Windhoek found that the information needs the poor to address poverty eradication though differed between adults and young people was based on the five pillars of sustainable development which include physical capital, social capital, financial capital, human capital and natural capital.

The findings are also consistent with knowledge gap theory which suggested the following as ways of reducing the knowledge gap; (i) Impact of local issues which is widely acknowledged that local issues directly impact the people and arouses more of social concern than natural issues that did not have such a great impact and hence in these issues ,the widened the gap could be reduced,(ii) Level of social conflict surrounding the issue means until there is a communication breakdown, issues with more perceived conflict tends to grab more attention and weakening the knowledge gap hypothesis and finally (iii) homogeneity of the community, if the community is homogenous the gap tends to be lesser than a wider heterogeneous community.

6.4 Which channels of communication are used by the government and the stakeholders in the

Quantitative data revealed that a proportion of 61 respondents representing 96.8 % receive and depend on messages through interpersonal medium, 1 person representing 1.6 % , receive messages through electronic media and no media at all respectively.

In a third world country like Zambia communication is predominantly personal in traditional set-ups such as the unplanned settlements as it takes place within the family at the well, market places. Deliberate agents of expression and communication(folk media, modern media, field stuff, political agents among other

require to be closely interlocked with different forms of interpersonal communication which prolong the impact of media and a source of themes and information. In these townships effective social communication must proceed simultaneously in three directions namely ;top-down from authorities to people, from experts to peasants ,form broadcasters to audience form the capital to the country side or bottom-up form villages to administration, from citizens to political leaders and horizontally across society from person to person or village to village.

Interpersonal databases and information systems are one point but there are a range of issues which need to be explored to improve access to information by poor people and those organisations that serve them as well as the processes through which research communication contributes to societal learning transformation and change. Interpersonal channel of communication should involve the training or guidance of group leaders, the development of sustainable methods for discussion and feedback, the linkage between radio utilisation and other focus of group organisations. It should also involve coordination between various mediated channels of communication such as broadcasting and printed materials or folk media and audio-visual presentations. Interpersonal communication gives the possibility to have opinions exchanged between sender and receivers of a message as well as between receivers. This activity is done through information events such as public meetings in talk shows, photo exhibitions ,press conferences, journalist briefings, site visits, video performance, power point presentations and participation in seminars and conferences that are poverty alleviation related as well as through person to person discussion(household visits) belongs to interpersonal communication. This communication strategy proposes to use a number of different communication channels under both one way and interpersonal communication forms, the channels of information will be tailored made to the targeted groups.

The in-depth interviews also revealed that change agents were the most common source of information on the subject of poverty alleviation and they did this through meetings. 9 out of 12 of the key informants said the government was the leading player in implementing programs that are meant to alleviate poverty in the communities and this is done through meetings conducted by the change agents. The radio telephone is a channel not generally included among the modern mass media but it is of great significance in the establishment of communication among the poor.

Political leaders and some civil society organisations provided information mainly through interpersonal. Electronic media including Zambia national broadcasting corporation through the national radio and television, MUVI television, Zambia national information services and other private media television and radio stations are also used even though most of the respondents do not have access to electronic media because they are busy working in order to raise money for food. etc while some opinion leaders including civil society provided their information through meetings, campaign van among many channels.

The findings are similar to what UNDP (2007) found in Vietnam, that information to key stakeholders and the poor communities was diffused through a multi-media approach. Both one-way communication means and channels of interpersonal communication were used complementary to disperse messages of poverty alleviation and what obtains in the international case studies by UNEP/UNDP (2008) funded pilot poverty and environmental projects in Kenya, Mali, Mauritania, Mozambique, Rwanda and Uganda between 2004 and 2008 all found that the most prominent channel of communication in poverty alleviation was the interpersonal.

Similarly, Mefalopulos and Kamlongera (2004), found that the most conducive channel of communication to alleviate poverty in least developed countries of the SADC region is interpersonal in countries. Similar research has led to the conclusion that more is learned from interpersonal contacts and from mass communication techniques that are based on them. The findings are also in Tandem with Servas (2002) who argues that if the media are sufficiently accessible, it can make its information needs known and that communication media are important tools in achieving this process but their use is not an aim in itself because interpersonal communication too must play a fundamental role. In order to reach everyone there should be a deliberate move to come up with a communication strategy that will encompass every community member through the interpersonal medium as they seemed effective. On the lowest level, before people can discuss and resolve problems, they must be informed of the facts, information that the media provide nationally as well as regionally and locally. Finally, the findings are at variance with Wood and Barnes (2007) argue that Radio is most likely to reach the poor, television; young people and Newspapers, the urban elite and intelligentsia and as such, they

may have an important accountability role because they are more likely to be read by politicians and public servants.

The findings of this study are in tandem with the knowledge gap theory through the concept of selective exposure- which states that an educated person knows well of how to use options, use of a medium while on the other hand a person with no knowledge is unlikely to know it, hence, he will be less aware of the issues around the world and less interested and may not also know of how it may affect him. Similarly, the urban poor communities depend literally on the interpersonal channel of communication because they may not be educated or enlightened to acquire available information through different channels. This means therefore that poor communities may miss out on vital information accessed through print media and other electronic media simply because they are either too busy or too ignorant to access information from such platforms. These challenges could be a breeding ground for corrupt practices as the poor communities' access to information relies on the agents of change, political leaders and other elites who readily access this information.

In summary the fourth objective was to determine the channels of communication used by the government and the stakeholders in the dissemination of messages on poverty alleviation. The research findings revealed that interpersonal is the most effective channel of communication even though mass media are the most preferred channel of communication used to disseminate information on poverty alleviation.

6.5 Conclusion

There is basic consensus on development communication and it has been interpreted and applied in a variety of ways globally. Both at theory and research levels, as well as at the levels of policy and planning-making and implementation, divergent perspectives seem to be on offer. A study of assessing the role of communication in tackling poverty in Zambia: A case of Mackenzie, Nkwazi and Twapia townships of Ndola yielded the following findings:.

1. The source of information used by government and stakeholders to alleviate poverty are basically national policy based sourced from both bi-lateral and multi-lateral agreements. These sources of information are therefore both institutional and

non-institutional and include political leaders, experts and others such as change agents that include various non- government organisation. The findings from the study also reveal that there are various government programs and policies including the vision 2030 which encompass the national development plans, the poverty reduction strategy paper (PRSP), various government initiatives including the: Citizen Economic Empowerment (CEEC), Youth Development Fund (YDF) and Constituency development Fund (CDF) documents which are the major sources of information that are used by the government and various stakeholders to fight and alleviate the poverty situation in the three townships.

2. The source of information used by government and stakeholders to alleviate poverty are basically national policy based sourced from both bi-lateral and multi-lateral agreements. These sources of information are therefore both institutional and non-institutional and include political leaders, experts and others such as change agents that include various non- government organisation. However, insufficient sources of information are utilized in tackling hunger and poverty in the country.

3. The target audience on messages on poverty alleviation are actually the under privileged, the historically marginalized including the women especially widows, the youths among the many poor citizenry. Despite the correct identification of the target audience more importantly the findings reveal that these messages do not reach the intended targets as most beneficiaries of these programs are basically the confidants and the relatives of the people implementing them. Very few target audience benefit from programs meant to alleviate poverty and hunger.

4. The research findings revealed that interpersonal communication is the most effective channel of communication though it may work well side by side with mass media communication.

From these findings the following conclusion was drawn: Communication can no longer be seen as a luxury. It is central to development efforts hence the government needs to invest in community media projects just as they support local development initiatives. The poor and minorities continue to remain underrepresented in the ranks of poverty alleviation as the messages do not reach the intended audience because projects and programs meant to alleviate poverty and hunger lack proper communication strategies.

6.6 Recommendations from the study

- The government and other stakeholders should review the current communication strategies so that the intended audiences are communicated to.
- There should be more aggressive use of both print and electronic media by all stakeholders as such would persuade the government to put up measures in helping to provide basic needs such as access to clean water.
- There is need to prioritize interpersonal communication as, it is the most effective channel of communication as evidenced from both the theory and the findings which shows that 96% of the respondents appreciate the interpersonal kind of communication.
- The government should prioritize education above all else, making it accessible to the majority of the vulnerable.
- The people responsible for implementation of community programs should use bottom-up-approach and not vice versa.
- The government and stakeholders should emphasize messages on various income generation activities instead of limiting to the few.
- The freedom of information act must be in place now, to counter the mismanagement of public wealth at an earlier stage, preventing public assets from feathering the nests of corrupt politicians.
- Political obstacles including repression and lack of political will to allow democratic access to information and voice for the most marginalized groups as well as direct forms of censorship must be removed.
- The church, non-governmental organisations and public welfare need to continue to provide assistance to the indigent and working closely with the families and communities which support these persons.
- Agencies supporting orphans and vulnerable children (OVC) should work with the families and communities that support OVCs by encouraging income and various income generating activities.

- Early disbursement of terminal benefits and to provide sufficient support services in form of counselling and training in business management to both retirees and retrenches.
- The government should create more job opportunities.
- The school curriculum should be tailored in such manner that include subjects that would enable school leavers make a meaningful living even if they are not in white collar employment.
- Need to sensitize society on issues related to women and their role and status in society.
- There should more use of testimonies by people in households that have graduated from poverty to encourage others living in poverty to work hard and realise the possibility of poverty eradication within their communities.

6.7 Recommendations for further study

Since the current study was completed using mixed method design, a similar study should be planned within the same confines that use a longitudinal design to determine if changes over time become perceptible.

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APPENDIX 1:
INFORMATION SHEET

Title:

Assessing the Role of Communication in Tackling Poverty and Hunger in Zambia: A Case Study of Makenzi, Twapia and Senior Townships of Ndola

Principle Investigator: Beatrice Nakazwe

Sponsor:

Dear Participant,

May I invite you to participate in this study being conducted by Beatrice Nakazwe as part of the requirement for the award of a degree of **Master of Communication for Development**.

What is the Purpose of the study? – The study seeks to make an assessment of how communication can assist in tackling poverty and hunger in the selected townships. The government, NGOs and other stakeholders have put in place many developmental programmes such as youth skills training, social cash transfer, disability fund, etc to alleviate poverty in underprivileged communities. However, community members bemoan the lack of access to these facilities. Questions are thus raised as to where the breakdown in communication occurs between the benefactors and the beneficiaries. Therefore, in order to obtain data on the same, the researcher has formulated relevant questions that will be presented during interviews. Questionnaires and focus group discussions will also be used to collect data. These will be done in convenient places for the participants. The interviews will be of 20 minutes duration while focus group discussion will be of an hour's duration.

Potential benefits of the study - The findings of this study will help decision makers on how best to communicate development initiative to intended beneficiaries in the underprivileged communities.

Are there any risks to the participants in this study? There are no risks involved in the study for the participants.

Are there any benefits to the participants in this study? Participation is on a voluntary basis and will not carry any financial or material benefits for the participants.

Right to Withdraw – The participant is at liberty to withdraw at any time from the study.

Confidentiality - The information you provide will be strictly kept confidential and will solely be used for the purposes of the study.

If there are any clarifications or questions kindly contact any of the following:

PRINCIPAL INVESTIGATOR:

Beatrice Nakazwe

P.O Box 73212

Lusaka.

Mobile Number:0955113468

Nachaka1@yahoo.com

RESEARCH SUPERVISOR:

Mr Fidelis Muziyamba

School of Humanities and Social Science

Department of Mass Communication

University of Zambia

P.O Box

Lusaka.

Beatrice Nakazwe

APPENDIX 2:
RESEARCH CONSENT FORM

RESEARCH TITLE:

Assessing The Role of Communication in Tackling Poverty and Hunger in Zambia: A Case Study of Makenzi, Twapia and Nkwazi Townships of Ndola

PRINCIPLE INVESTIGATOR: BEATRICE NAKAZWE

If you agree to participate in this study, kindly consent by signing this document:

ATTESTED CONSENT

I understand all that has been explained to me as above and it is clear to me what this study is all about. So I voluntarily consent to take part in the study. I agree to provide information for the study on my own without coercion.

Participant Signature: _____

Date: _____

Witness Signature: _____

Date: _____

CIVIC AUTHORITY IN-DEPTH INTERVIEW ON ROLE OF COMMUNICATION IN TACKLING POVERTY & HUNGER IN THE COMMUNITY

Township:	Date:
Sex.....	
Position.....	
Length of Service:	

(a) SOURCES OF INFORMATION ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. Do you provide information about ways of earning an income to your community members?

Yes No

2. If yes, how often do you provide this information?

.....
.....

3. Where do you yourself source this information that you provide to your community members?

.....
.....

4. Is your source of information reliable? Yes No

5. Give a reason to your response.

.....
.....

(b) TARGET AUDIENCE OF MESSAGES ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. Who do you specifically approach in your community to tell them about ways of earning an income?

.....
.....
.....
.....

2. Have you organized a meeting in your community where income generating ventures were being discussed? Yes No

4. If yes, who did you invite for the meeting?

.....

5. Were persons with disabilities specifically invited? Yes No

6. Give a reason for your response.

.....
.....

7. Where did the meeting take place?

.....
.....

8. Estimate how many people attended this meeting.

(c) NATURE OF MESSAGES ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. What kind of information do you disseminate on ways of earning an income to your community members?

.....
.....

2. In which area does the message focus on regarding income generation?

Trading Marketeering Transport sector Regular employment other

3. In which area did the messages seem more workable?

Trading Marketeering Transport sector Regular employment other

4. Give a reason to your response.

.....
.....
.....
.....

(d) CHANNELS OF COMMUNICATION ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. In what language do you disseminate messages on income generation to your community?

Nyanja English Bemba Tonga Silozi

2. What channel of communication do you mostly use in disseminating messages on income generation to your community?

Interpersonal Radio Chimwemwe MUVI Television DailyMail
The Post ZNBC

3. Estimate how frequently you disseminate messages from the channel you have indicated above.

.....
.....

4. State a channel you think would be the best for disseminating information on income generation in your community.

.....
.....

5. Give a reason for your response.

.....
.....
.....

***** **Thank you for your participation** *****

CIVIL SOCIETY ORGANISATIONS; IN-DEPTH INTERVIEW ON ROLE OF COMMUNICATION IN TACKLING POVERTY & HUNGER IN THE COMMUNITY

Township:.....	Date:.....
.....	
CSO:	
Sex:	
Position:	
Length of Service:	

(a) SOURCES OF INFORMATION ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. Do you provide information about ways of earning an income to residents? Yes No

2. If yes, how often do you provide this information?

.....
.....

3. Where do you yourself source this information that you provide to such people?

.....
.....

4. Is your source of information reliable? Yes No

5. Give a reason to your response.

.....
.....

(b) TARGET AUDIENCE OF MESSAGES ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. Do you specifically target community members who come to you to tell them about ways of tackling hunger and

Malnourishment? Yes No

2. Have you organized a meeting of community members in this area on tackling of hunger and poverty were being discussed?

Yes No

3. If yes, who did you invite for the meeting?

.....

4. Were persons with disabilities specifically invited? Yes No

5. Give a reason for your response.

.....

.....

8. Estimate how many people attended this meeting.

(c) NATURE OF MESSAGES ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. What kind of information do you disseminate on ways of tackling hunger and malnourishment?

.....

.....

2. In which area do the messages focus on regarding hunger and malnourishment?

Income generation nutrition other

3. In which area do the messages seem more effective?

Income generation nutrition other

4. Give a reason to your response.

.....

.....

(Please, Turn Over)

(d) CHANNELS OF COMMUNICATION ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. In what language do you disseminate messages ontackling hunger and malnourishment to your community?

Nyanja English Bemba Tonga Silozi

2. What channel of communication do you mostly use in disseminating messages on hunger and malnourishment to your community?

Interpersonal Radio Chimwemwe MUVI Television DailyMail

The Post, ZNBC

3. Estimate how frequently you disseminate messages from the channel you have indicated above.

.....
.....

4. State a channel you think would be the best for disseminating information on hunger and malnourishment in your community.

.....
.....

5. Give a reason for your response.

.....
.....
.....
.....

***** **Thank you for your participation** *****

TRADERS/MARKETEERS & OTHER EMPLOYMENT IN-DEPTH INTERVIEW ON ROLE OF COMMUNICATION IN TACKLING POVERTY & HUNGER IN THE COMMUNITY

Township:.....		Date:.....		
.....			
Sex:	Marital Status:	No. of Children:		
Age Range: 18 – 25 <input type="checkbox"/>	26-35 <input type="checkbox"/>	36 -45 <input type="checkbox"/>	46-55 <input type="checkbox"/>	56-65 <input type="checkbox"/>

(a) SOURCES OF INFORMATION ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. Where do you get information about ways of earning an income?

.....
.....

2. Do you get information from the following about ways of earning an income?

Councilor Health Centre Radio Newspapers
Church Marketeers Television Magazines

(b) TARGET AUDIENCE OF MESSAGES ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. Does anyone specifically approach you to tell you about ways of earning an income?

Yes No

2. If yes, who are the people who approach you?

.....
.....

3. Have you been invited for a meeting were income generating ventures were being discussed? Yes
No

4. If yes, who invited you for the meeting?

.....
.....

5. Where did the meeting take place?

.....
.....

6. Estimate how many people attended this meeting.

(c) NATURE OF MESSAGES ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. What kind of information have you received on ways of earning an income?

.....
.....

2. In which area did the messages focus on regarding income generation?

Trading Marketeering Transport sector Regular employment Others

3. In which area did the messages seem more workable?

Trading Marketeering Transport sector Regular employment Others

4. Give a reason to your response.

.....
.....
.....
.....

(Please, Turn Over)

(d) CHANNELS OF COMMUNICATION ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. In what language do messages on income generating presented to you?

Nyanja English Bemba Tonga Silozi

2. What channel of communication do you mostly receive messages on income generating?

Interpersonal Radio Television Newspapers Magazines

3. Estimate how frequently you receive messages from the channel you have indicated above.

.....
.....

4. State a channel you think would be the best for disseminating information on income generation in your community.

.....
.....

5. Give a reason for your response.

.....
.....
.....
.....

***** **Thank you for your participation** *****

QUESTIONNAIRE FOR TRADERS/MARKETEERS & OTHER EMPLOYMENT ON ROLE OF COMMUNICATION IN TACKLING POVERTY & HUNGER IN THE COMMUNITY

Township:.....		Date:.....							
.....									
Sex:	Marital	Status:	No. of Children:						
.....									
Age Range: 18 – 25	<input type="checkbox"/>	26-35	<input type="checkbox"/>	36 -45	<input type="checkbox"/>	46-55	<input type="checkbox"/>	56-65	<input type="checkbox"/>

(a) SOURCES OF INFORMATION ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. Where do you get information about ways of earning an income?

.....
.....

2. Do you get information from the following about ways of earning an income?

Councilor Health Centre Radio Newspapers
Church Marketeers Television Magazines

(b) TARGET AUDIENCE OF MESSAGES ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. Does anyone specifically approach you to tell you about ways of earning an income?

Yes No

2. If yes, who are the people who approach you?

.....
.....

3. Have you been invited for a meeting were income generating ventures were being discussed? Yes
No

4. If yes, who invited you for the meeting?

.....
.....

5. Where did the meeting take place?

.....
.....

6. Estimate how many people attended this meeting.

(c) NATURE OF MESSAGES ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. What kind of information have you received on ways of earning an income?

.....
.....

2. In which area did the messages focus on regarding income generation?

Trading Marketeering Transport sector Regular employment Others

3. In which area did the messages seem more workable?

Trading Marketeering Transport sector Regular employment Others

4. Give a reason to your response.

.....
.....
.....
.....

(Please, Turn Over)

(d) CHANNELS OF COMMUNICATION ON TACKLING POVERTY & HUNGER IN THE COMMUNITY

1. In what language do messages on income generating presented to you?

Nyanja English Bemba Tonga Silozi

2. What channel of communication do you mostly receive messages on income generating?

Interpersona Radio Television Newspapers Magazines

3. Estimate how frequently you receive messages from the channel you have indicated above.

.....
.....

4. State a channel you think would be the best for disseminating information on income generation in your community.

.....
.....

5. Give a reason for your response.

.....
.....
.....
.....

***** **Thank you for your participation** *****

**FOCUS GROUP DISCUSSION ON ROLE OF COMMUNICATION IN TACKLING
POVERTY & HUNGER IN THE COMMUNITY**

Township:.....				
Date:.....				
Attendance: Female	<input type="checkbox"/>	Male	<input type="checkbox"/>	
Age Range:	18 – 25 <input type="checkbox"/>	26-35 <input type="checkbox"/>	36 -45 <input type="checkbox"/>	46-55 <input type="checkbox"/>
	56-65 <input type="checkbox"/>			
Person with Disabilities	<input type="checkbox"/>	Traders/ Marketeers	<input type="checkbox"/>	Non-Employed <input type="checkbox"/>

(a) Sources of Information on Tackling Poverty & Hunger in the Community

1. Who disseminates information on ways of tackling poverty and hunger here in your community?
2. Do you as community members trust these sources of information on tackling poverty and hunger in your community?

(b) Target Audience of Messages on Tackling Poverty & Hunger in the Community

3. Which type of people in your community receives this information on tackling poverty and hunger?
4. Do persons with disabilities in your community also receive information on tackling poverty and hunger?

(c) Nature of Messages on Tackling Poverty & Hunger in the Community

5. In what languages are messages on tackling poverty and hunger disseminated in your community?

(Please, Turn Over)

6. Are these messages clearly spelt out on ways of tackling poverty and hunger in your community?

(d) Channels of Communication on Tackling Poverty & Hunger in the Community

7. What methods are used to disseminate information on tackling poverty and hunger in your community?

8. Do you think these methods are effective in information community members on ways of tackling poverty and hunger?

***** **Thank you for your participation** *****

