

**AN INVESTIGATION INTO THE LEVELS AND FORMS OF COMMUNICATIONS
AND COMMUNITY PARTICIPATION IN THE IMPLEMENTATION OF THE
LUSAKA WATER SUPPLY, SANITATION AND DRAINAGE PROJECT**

By

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**A Report submitted in partial fulfilment of the requirements for the Degree of Master of
Communication of Development**

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(November, 2017)

DECLARATION

I Ruth Namatama Kanyanga do here by declare that this work is my own and that all the work of other persons used in this thesis have been duly acknowledged and that this work has not been previously presented at this or any other University for similar purposes.

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APPROVAL

This report of Ruth Namatama Kanyanga is approved as fulfilling the partial requirement for the award of the Degree of Master of Communication for Development by the University of Zambia.

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ABSTRACT

This research was conducted on the Government of the Republic of Zambia (GRZ) agreement with the Millennium Challenge Corporation (MCC) in support of the Lusaka Water Supply, Sanitation and Drainage Project (LWSSD). The total amount of funding for the agreement to be implemented by the Millennium Challenge Account (MCA) – Zambia is US \$355 million.

The LWSSD project is been implemented in selected parts of the city of Lusaka. In order for the project to be known and supported by the people of Zambia, there is need to share information about the nature and extent of this project to segmented populations through various media channels within and beyond Lusaka.

The main objective of the study was to examine levels and forms of communication and community participation in the implementation of water supply, sanitation and drainage project in Lusaka.

The method used for the research was both quantitative and qualitative. A total of 100 questionnaires were administered to respondents in Mtendere while In– depth interviews were conducted among staff from MCA – Zambia and a community leader.

The study found that most of the respondents were aware of the project and had received specific messages about it. 60 % of the respondents indicated to have learnt about the project through Face to Face interaction. However the respondents said there was low participation in terms of message design, research and information dissemination. Only 16 % indicated to have taken part in message designing and 29 % in information dissemination.

In essence, this research concludes that while information was given to the community about the project, the community did not fully participate. The community is on the receiving and have accepted that the project takes place because of the nature of messages given to them.

The researcher recommended that implementers engage the community more and embrace their ideas if there is to be ownership of development projects. Bottom–up approach to communication and participation is necessary for the success of the project. There is need to follow up on the willingness to take action through connecting piped water and constructing flushable toilets if the success of the project is to be fully measured on the part of the community, once the project is done. Otherwise the success of the project cannot be measured.

DEDICATION

To my loving father, Mr. Webby Mhanga Kanyanga and my mother, Mrs Victoria Mwafulirwa Kanyanga for believing in me.

My loving Husband Terence Kamwi Kamwi, my three sons Lilato Kamwi, Tumelo Kamwi and Lusungu Kamwi and my daughter Thato Victoria Kamwi for the unweaving support, understanding and encouragement during my studies, research and writing of the thesis.

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ACRONYMS

AIDS -	Acquired Human Deficiency Syndrome
CLTS -	Community Lead Total Sanitation
CSO-	Central Statistical Office
GRZ -	Government of the Republic of Zambia
HIV -	Human Immune Virus
JMP -	Joint Monitoring Programmes
LCC -	Lusaka City Council
LWSC-	Lusaka Water & Sewerage Company
LWSSD –	Lusaka Water Supply Sanitation and Drainage
MCC –	Millennium Challenge Corporation
MCAZ-	Millennium Challenge Account Zambia
MDG –	Millennium Development Goal
M& E –	Monitoring and Evaluation
MLGH –	Ministry of Local Government & Housing
NGO –	Non Governmental Organization
NWICO –	New World Information Communication Order
SCAP –	Sanitation Connection action plan
SMS –	Status Monitoring System
SPSS -	Statistical Packages for Social Sciences Software
UNICEF –	United Nations Children’s Fund
US –	United States

USAID– United States Agency for international development

WC- Water Closet

WDC – Ward Development Committee

WHO – World Health Organization

CHAPTER ONE

INTRODUCTION AND BACKGROUND INFORMATION

Introduction to the Chapter

This Chapter introduces the reader to the background information concerning the communications around the implementation of the Lusaka water supply, sanitation and drainage project. The Chapter highlights donor funding for countries in the sub-Saharan Africa region and particularly Zambia and how the funding is used for project implementation. It also focuses on why Zambia has to invest in infrastructure development in the water and sanitation sector. The chapter will further bring out the statement of the problem, the objectives of the study, the Research questions and research hypothesis.

1.1. Background Information

Zambia like many other African countries receives funding from different donors and the United States government is one of the major donors. The aid that is received is expected to benefit ordinary people and improve their living conditions. As such the community is expected to have a say on which projects meet their needs and are urgent. Thus said, donors will put their money on projects that have been designed by the beneficiary community. The United States of America shares a strong partnership with Zambia, which began in 1953 and formalized with the establishment of a USAID presence in 1977. Currently, there are more than 30 activities that operate to save and improve lives across the country the assistance focuses on improving the health of Zambians, with a particular focus on women and vulnerable children; reducing the incidence and impact of HIV/AIDS and other illnesses; increasing agriculture-led economic development to reduce rural poverty, food insecurity, and malnutrition; mitigating climate change and wildlife trafficking; raising education quality and learner reading performance; and advancing civil society, governance, and human rights.

According to the United States Agency for International Development, (2016) foreign aid to Zambia from various agencies stood at US \$ 246 million. The fund is given to Zambia through

the US Department of state and the USAID. From the US\$246 million, the health and population sectors received \$ 96 million, \$11 million went to the Agriculture sector, \$9.2 million went to education, \$ 6.7 million was for governance, infrastructure got \$ 5.8 million, \$ 3.3 million was for economic growth and \$17 million went to other sectors.

However, through the Millennium Challenge Cooperation, the U S government has given Zambia a grant of US\$ 354.8 million through a five year compact agreement. With the signing of this compact on May 10, 2012, Zambia joined 20 other countries in Africa ,among them Mozambique , Tanzania, Malawi , Cape Veda, Namibia, Lesotho, Niger, Kenya, Burkina Faso, Benin ,Ghana , Uganda, Tunisia, Togo, Rwanda, Morocco, Mali, Senegal, Sierra Leone and Madagascar, who have also benefited from the compacts. The LWSSD project is going to improve water supply, sanitation, and drainage in select communities within Lusaka city with a target of over 1.2 million people. It is a five-year project running from November 2012 to November 2017.

The GRZ has identified access to clean and safe water supply and adequate sanitation in the capital city of Lusaka as key priorities and has worked with the Millennium Challenge Corporation (MCC) to develop priority projects to be funded by MCC. The Project aims at contributing to the national vision (Vision 2030) for improved health and poverty alleviation of providing universal access to clean and safe water supply, adequate sanitation and improved drainage in line with the National Vision of developing Zambia into a prosperous middle-income country by 2030

Partners for the LWSSD project include the Lusaka Water and Sewerage Company (LWSC), the Ministry of Finance, the Ministry of Local Government and Housing (MLGH) and the Lusaka City Council (LCC). By the terms of the Compact Agreement, Millennium Challenge Account – Zambia (MCA Zambia) is established as the Accountable Entity, having the overall responsibility for implementation of the LWSSD Project.

1.1.1. Zambia's Demographics

Zambia covers an area of 752,620 square kilometres, which is divided, for administrative purposes, into ten provinces and districts. Zambia is a multi-party democracy and follows a representative form of Government consisting of central government and local government with jurisdiction over each district. Through the National Decentralization Policy, developed in 2002 but launched in August 2004, Government aims to strengthen local government structures and decentralize government responsibilities and functions to the district councils through “devolution”. Provision of basic services including water supply and sanitation (WSS) are now implemented through local authorities at the district level.

According to the Central Statistical Office (CSO), the population count from the 2010 Census of Population and Housing for Zambia was 13,046,508 as at October 2010. Of the 13,046,508 persons, 6,394,455 were males while 6,652,053 were females. The regional distribution of the population showed that 7,978,274 people (61 percent) resided in rural areas and 5, 068, 234 (39 percent) resided in the urban areas. The CSO 2016 Midyear projection of total population, however, puts Lusaka province's population at 2, 888, 575. Lusaka city which is the largest city in Zambia and is one of the four districts in Lusaka province is projected to have a population of 2, 330, and 200 in 2016.

According to the Status Monitoring System (SMS) reports of LWSC, in Lusaka, capital city of Zambia, only 69% of the city's 2 million population have access to any form of sanitation, while the sewer network of 500 km serves about 30% of the city area, with 10-15% of the population connected to the network. In addition to the low rate of access to improved sanitation, Lusaka has a specific problem in that over 60% of all drinking water supplied by the Lusaka Water and Sewerage Company (LWSC) comes from groundwater sources, which are vulnerable to contamination from on-site sanitation facilities. Evidence shows that groundwater quality fluctuates seasonally; deteriorating during the rainy season when the recharge flow pushes pollution into the groundwater reserve via fissures in the karstic rock formations. With 12 boreholes close to Kalingalinga accounting for 20% of groundwater supplied by LWSC, the condominial sewer alternative to pit latrines was introduced to help safeguard groundwater resources and improve sanitation services to the area.

1.1.2. Lusaka Water Supply, Sanitation and Drainage Project - Mtendere Township

The Lusaka water supply, sanitation, and drainage project is part of the Lusaka master plan to improve water supply, sanitation, and drainage system in the city with a target of over 1.2 million people to benefit. The project covers at least all the seven constituencies in Lusaka and has three components.

The LWSSD project involves the construction of a new sewerage reticulation system in Mtendere to which households will be expected to connect. Over 9,000 properties and 18 000 households are expected to benefit from this intervention. These 18 000 households consist of a mixture of property owners and tenants. In addition, some properties will not have tenants, and some owners are not resident on the property. According to the Socio-Economic Household Survey”, Millennium Challenge Account, (2013) under this arrangement, the MCC will cover costs associated with the main sewer lines as well as the connection from the mains to the property boundary. Individual households will be responsible for connecting from the property boundary to the water closet (WC). The property owner will determine the location of the WC. It is anticipated that some households will be unable to pay the costs associated with the “last mile” connection from the boundary to the property to the WC as a lump sum, based on the income distribution given in the Household Survey. As a result, a Sanitation Connection Action Plan (SCAP) that is focused on the development of a sustainable plan to assist the Mtendere households in connecting to the new sewer system was developed. This connectivity is viewed as critical so that Mtendere households gain the projected health and economic benefits. As such, the GRZ is committed to supporting property connections to the sewer network through the SCAP.

Mtendere was purposively sampled due to the scoop of work being done and the need for the community to buy into the project if it has to succeed. The Lusaka water supply, sanitation, and drainage project is one such project that will gobble a lot of money upon completion, as such community participation and effective communication is key if the project has to succeed.

1.1.3. Funding of the Project in Mtendere

According to the Socio-Economic Household Survey”, Millennium Challenge Account, (2013) under this arrangement, the MCC will cover costs associated with the main sewer lines as well as the connection from the mains to the property boundary. Individual households will be responsible for connecting from the property boundary to the water closet (WC). The property owner will determine the location of the WC.

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1.1.4. MCA – Zambia Communication and Outreach Strategy

MCZ Zambia has a robust communications and outreach strategy for the period 2013 to 2018 put down on 16 pages. The goal of the strategy is to communicate the nature and reach of the project to identified audiences. The strategy is also meant to showcase the benefits of the project, its implementation, and the role of the Government of the Republic of Zambia in infrastructure development. In managing expectations, the strategy will highlight the master plan for the city of Lusaka on water supply, sanitation, and drainage.

The overall objective of the strategy is to: Promote visibility, awareness, and ownership of the project and its benefits among the people of Zambia. While it’s specific objectives include:

- To increase awareness of the nature and extent of the LWSSD project
- To communicate the benefits of the project to the residents of Lusaka

- To communicate the impact of the projects on the residents of Lusaka, especially populations in the corridors of impact
- To communicate to relevant stakeholders Zambia's eligibility status 2
- To manage expectations on the coverage³ and timing of the project
- To promote the participation of Zambians in the project to encourage country ownership, especially within in the corridors of impact.

With the top line messaging that the Millennium Challenge Account Zambia aims to reduce poverty through economic growth by investing in the water, sanitation, and drainage systems in Zambia, the aim of the communication is to reflect a brand character of Care, solidarity, and participatory development for both the American and Zambia people.

The strategy is designed to be implemented in three phases, the Pre-implementation, Implementation, and .Close out. It proposes that the pre-implementation phase will create awareness on the nature and extent of the project and focus on managing expectations. In this phase, MCA-Zambia will seek to build consensus on the nature of the project and the benefits that it will bring to the residents of Lusaka in particular and Zambians in general. The project is targeting audiences such as politicians, government officials, leaders of civil society organizations, faith-based organizations, communities, children and women, and the general public.

During the implementation phase of the project, highlighting the nature of the project, the specific benefits, impacts, and the effects on some communities were expected to continue. In this phase, MCA-Zambia planned to work with communities to share information, build consensus, encourage active participation, as well as listen to communities. The messages will vary by the audience that is being targeted.

The close out phase will highlight the achievements of the project. It will focus on showing the before and after status of the sub-projects. The close out phase will also document community-

level success stories. The overall objective of the close-out phase is to show that the project has delivered its objectives, highlight challenges faced, and lessons learnt.

The strategy also clearly identifies the Communication channels to be used in all three phases of the project cycle. The channels include holding of Public Meetings in project-affected areas, use of Media to include Television, Newspapers, and Radio for hard news stories and also organizing of media events on special occasions to get wider media coverage.

Other channels of communication are the uses of Publications such as Brochures, Monthly Blog, Annual Report, and Newsletters,

The Internet is another communications channel that the strategy proposed to use. Social media Platforms such as Facebook and LinkedIn were identified while the MCA- Zambia was to be continually updated to keep the general public informed about the progress of the project. The strategy also includes Branding Materials and Promotional materials/items in its communications.

Engagement with the Private Sector is another channel identified with the aim to find and exploit common interests and to involve sector entities as well as donors in activities that would enhance, extend or improve the sustainability of the project.

Further, the MCA- Zambia adopted several approaches for the messaging for the strategy including, Editorial where MCA-Zambia staff will be exposed to hard news coverage as well as feature stories. Social Marketing and Communications for Social Change constructs would be used to implement aspects of this strategy. This meant that Monthly magazines would continue to be produced. Factsheets will also be produced by MCA-Zambia staff. Success stories will be documented and shared through the website as well as social networking sites.

Advocacy is another approach that the strategy recommends being taken as MCA-Zambia seeks to engage the community to ensure that the control and benefits of the projects are affectively owned by the recipient communities inclusive of vulnerable groups such as women, children, elderly and the disabled.

1.2. Statement of the Problem

The local authority and other stakeholders have for a long time grappled with the provision of clean water, good sanitation and a proper drainage system in the city of Lusaka. With a projected population of about 2,330 200 by mid-2016 for Lusaka city and mushrooming of squatter areas, efforts to effectively provide these services seem to be in limbo. It is also possible that efforts to improve in this area have in the past failed due to lack of consultation and dialogue with the people who these services are meant for. It seems that there is little or no community participation in the implementation of such project. It also seems that there is lack of effective communication among the implementers and the communities. This has led to failures or misunderstandings in the implementation of such projects. Provision of clean water, proper sanitation and a reliable drainage system is key to preventing outbreaks of water-borne diseases hence the need for the communities to fully participate in the formulation of communication messages that will make them understand the importance of such projects. It seems lack of community involvement from the planning stage compromises the quality of the project. A case in point could be the pilot project undertaken in Lusaka's Kalingalingatownship where, according to LWSC (2014), communication and monitoring plan should have been in place from the beginning, and Specific messages were needed at various stages of the implementation process. The report of the project states that although there was community participation, both community members, and utility staff state that the information flow was neither continuous nor sufficiently intensive. In particular, information seemed at times not to reach the relevant personnel soon enough to allow for its timely onward transmission to customers, and this is said to have contributed to the failure of the project.

1.3. Purpose of the Study

There haven't been any studies of the participation levels of residents regarding message planning, design, and dissemination in matters of water supply and sanitation. Neither has there been a research study of communication strategies used by the Millennium Challenge Account and other implementing partners on the water and sanitation projects. This study seeks to close this gap by undertaking a scrutiny of the main communication strategies used in the project. The

study also seeks to determine the impact that communication and community participation can have on the successful implementation of the of the project.

1.4. Objectives of the Study

1.4.1. The General Objective of the Study was;

To examine the forms of communication and level community participation in the implementation of water supply, sanitation and drainage project in Lusaka under the Millennium Challenge Account.

1.4.2. Specific Objectives

1. To explore awareness levels and information flow between the project implementers and the community through accessing the nature of messages and channels of communications.
2. To establish how participatory the project implementers have been in embracing communication ideas from the community.
3. To assess the levels of satisfaction on communication through responses from the audience.

1.4. Research Questions

To achieve the above objectives the following questions, among others were be asked,

1. What are the awareness levels and flow of information between the project implementers and the community?
2. What are the levels of participation of the community?
3. What are the levels of satisfaction with the communication around the project?

1.5. Significance of the Study

The social and development relevance of this study cannot be overlooked. This study would greatly contribute to the body of knowledge on the underlying factors that might hinder the success of the Lusaka water supply, sanitation, and drainage project. The community will have to have ownership of the project as such the study would ascertain the gap between current levels of

communication and their effects on the implementation of projects aimed at improving water supply, sanitation, and drainage system in the city of Lusaka. This will, hopefully, improve the delivery of water and sanitation services. It is also hoped that the study would contribute to research in this subject of participatory communication from the planning, implementation and evaluation standpoints of such projects. Regarding benefits for the field of communication studies, the research will also bring out pertinent ideas and issues that will hopefully, contribute positively to the strengthening of the strategies used by the stakeholders and ways of communicating with the masses.

1.8. Theoretical and Conceptual Framework

This research was conducted in line with two theories of communication. The theories show and stand for how communication can be used to change people's lives and also their perceptions of ideas that bring innovations in their areas. In this case, Development Support communication theory was used as the main theory while the Diffusion of Innovation theory was implored as a supporting theory.

1.8.1. Development Support Communications Theory

The discipline of development communication, both as theory and as practice, emerged closely interconnected with the growing development industry. From the outset development support communication, program support communication, communication for development, have been seen as strategic tools to persuade people to change and enhance development processes. Dr. Nora Quebral of the University of the Philippines at Los Baños, in her article aptly titled "Development Communication," defines the concept as "the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfilment of the human potential." Dr. Quebral elucidates further that "It is an approach or a point of view that sizes up a problem in the light of people to be reached, and of overcoming and side-stepping the barriers in the way of reaching them."

It is from development communication where we see many paradigms of communication been developed, among them participatory communication. Soola (2002:18) defines participatory communication as the bidirectional sharing of ideas, information, knowledge, and experiences among co-equals, a necessary ingredient for development. Participatory communication ensures that development community people are the most qualified at the local level to decide if, and in what ways a given project's planning and objectives are situations realistic in the context of the people's needs or the local level. It ensures that community people are involved; informed and motivated to participate in the planning of their development and are empowered with skills required to improve the quality of their lives.

1.8.1.1. Relevance to the Study

From inception, the focus of participatory communication was on dialogical communication rather than on linear communication. The emphasis was on participatory and collective processes in research, problem identification, decision-making, implementation, and evaluation of change. Participatory approaches to communication have reinforced the emphasis on structural and social change. A broad-based policy debate initiated by the Rockefeller Foundation in 1997 and pursued by the Communication for Social Change Consortium in subsequent years has focused on structural inequality and social transformation. The implementation of the Lusaka water supply, sanitation and drainage project involves social change and adopting of new ideas on how to take care of and use infrastructure that will be built hence it requires a multi-sectoral approach. The use of participatory communication as a paradigm in development communication in this study will help identify the communication gaps that are in the implementation of the project.

1.8.2. Diffusion of Innovations Theory

According to Rogers (2003, p. 5), diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. The origins of the diffusion of innovation theory are varied and span multiple innovations is a theory that seeks to explain how, why and at what rate new ideas and technology spread through cultures. Diffusion of innovation occurs through a five-step process. This process is a type of

decision-making. It occurs through a series of communication channels over a period among the members of a similar social system. Ryan and Gross first indicated the identification of adoption as a process in 1943 (Rogers 1962, p. 79).

Rogers (1995) studied how innovation occurs, arguing that innovation consists of four stages, which are invention, diffusion (communication through the social system), time and consequences. Diffusion is the process by which an innovation is communicated through certain channels over a period among the members of a social system, whereas an innovation is an idea, product or practice that is perceived to be new by an individual (Schiffman&Kanuk, 2010).

Communication is the process in which participants create and share information with one another to reach a mutual understanding. According to the theory, the diffusion of innovations starts with the innovators who are the first to learn about and adopt the new product or service (Rogers, 2003). The opinions of these innovators will reach the early adopters, who also accept and buy the new product or service at an early stage. In this model, innovators and early adopters serve as the opinion leaders or market mavens as they accumulate information about new products and share that knowledge with other consumers. They have a considerable influence on whether the early majority and the late majority of the consumers will accept or reject the innovation. The latest stage of the diffusion of innovations involves laggards who are more skeptical and wait to evaluate how the innovation is received by the masses before they eventually buy the new product (Rogers, 2003). The diffusion of innovations model demonstrates that, while the media diffuse most new ideas, audiences heavily rely on the recommendations and opinions that (originally) come from opinion leaders or mavens to decide if they adopt the innovation. Once the innovators and early adopters have the time to test the new product, the popularity of that innovation will grow rapidly as consumers start to communicate and are influenced by their WOM more substantially. From the late majority phase, the product has already reached its peak sales and will be consumed increasingly less before it is eventually taken off the market.

1.8.2.2. Relevance of the Theory to the Research

It is a very important theory to this study because often the topic has something to do with persuading others into accepting, modifying or abandoning their certain ideas, behaviours,

practices, and attitudes but this change does not come easily, and it is not guaranteed; sometimes it works, and at times it fails. The Lusaka water supply, sanitation, and drainage project Mtendere component introduces the use of waterborne toilets to the residents. For some, it is a new idea that has to be accepted while for others it's an idea that has been re-invented and such that more information about it is needed. A process of diffusion has to take place for the project to be either rejected or accepted. Residents of Mtendere will have to play a part in paying for the construction of the sanitation facilities and for them to do so; they have to adopt the new way of sanitation. Hence, the relevance of the theory to the study.

1.9. Operational Definitions

The key concepts that have been used and defined in the study are Communication, Effective Communication, and Community Participation.

1.9.1. Communication

Communication has been defined differently by many scholars and people from different cultures depending on how the word is used. Communication is sharing our feelings, ideas, and opinions with others. This can be intellectual, personal, spoken or written in nature. It is a two-way process. In spoken communication, we have speakers and listeners who send and receive verbal messages from each other. According to Lasswell (1953), Communication is basically the process which explains who says what, in which channel, to whom, with what effect. And Brown (2013) defines communication as the transfer of information from one person, whether or not it elicits confidence. But the information transferred must be understandable to the receiver. Other Communication scholars, on the other hand, define communication as 'the process by which people interactively create, sustain, and manage meaning' (Conrad & Poole, 1998).

As such, communication both reflects the world and simultaneously helps create it. Communication is not simply one more thing that happens in personal and professional life; it is the very means by which we produce our personal relationships and professional experiences—it is how we plan, control, manage, persuade, understand, lead, love, and so on.

Communication motivates, informs, suggests, warns, orders, changes behavior, and establishes better relationships, to make interaction meaningful and make oneself understood. The word communication is derived from the Latin word 'communis', which means 'common,' to share, exchange, send, transmit, write, relate and communicate. The other etymological source mentions that 'communication' is derived from the Latin term 'communicare,' which means to impart or participate. In short, we can define communication as sharing ideas and feelings mutually. As it involves interaction, it encourages the exchange of ideas until all the experiences become a common profession.

The everyday view of communication is quite different from the view of communication taken by communication scholars. In the business world, for example, a popular view is that communication is synonymous with information. Thus, the communication process is the flow of information from one person to another. Axley(1984). Communication is viewed as simply one activity among many others, such as planning, controlling, and managing. Deetz,(1994). It is what done in organizations.

Communication requires the sender, the message, and the receiver. Communication can occur across vast distances by the use of communication channels such as media. The message can be transmitted to a large audience at the same time by way of using the mass media which include television, radio, internet, community drama, among others.

Thus, for effective implementation of water supply, sanitation and drainage projects in Lusaka, communication is very vital. And to measure the levels of communication in the Millennium Challenge Account funded project, this researcher will among other things look at, the kind of messages been shared among the stakeholders, who are sending what messages, (the community or the project implementers), what methods or channels are used to disseminate the information, it is mass media, television, radio, internet, postcards, billboards or community meetings, among others.

Communication measures will also be looked at regarding the target audience, are some, messages specific to women and children, who in most cases are affected by lack of water supply, sanitation, and proper drainage systems?

1.9.2. Effective Communication

Research indicates that communication competence is most often understood as achieving a successful balance between effectiveness and appropriateness (Spitzberg&Cupach, 1989). Effectiveness is the extent to which you achieve your goals in an interaction. Communication is effective when a communicator is effective enough to communicate competently, simply, clearly, sincerely and dynamically. One's communication can be termed as successful, if the receiver acknowledges it, i.e., when a listener or reader understands, reacts, responds to this communication and shapes his/her learning behavior.

Effective communication between the implementing organization, potential users and other stakeholders is vital if demand is to be met. To this, the following objectives must be met: Local perceptions of ownership and access to water resources should be taken into account in developing any proposed initiative; Potential users must be able, and if necessary, enabled, to express their demand for service options measured regarding their willingness to contribute. In this case, project implementers need to be sufficiently informed about local priorities and perceptions, and what they want and are willing to contribute in return, so they can identify and develop appropriate options; and people must be fully informed of the relative benefits, costs, risks and implications of each option, compared to their present situation.

Effective communication will also have to be measured by way of identifying how and what kind of information or messages the implementers have embraced from the community, opinion leaders such as councillors. It will also be important to know how the information has impacted on the project.

1.9.3. Community Participation

Participation in development is one that many stakeholders have failed to define conclusively. According to the World Bank (2010), no consensus exists when it comes to defining participation as many view it depending on the context within which it is used. As such to develop a conceptual framework for participation, some questions have to be considered. Among some of these question are, what is participation to each stakeholder, why is participation important in the development process, who is supposed to participate and when is participation relevant and to whom.

The World Bank further suggests that some stakeholders define participation as the mobilization of people to eliminate unjust hierarchies of knowledge, power and economic distribution. This perspective brings out the understanding that participation is about the involvement of ordinary people in a community.

1.10. Ethical Considerations

Prior informed consent was obtained from each participant in the study to ensure that they understood what they were doing and verified their willingness to participate. The respondents were assured of their rights including the right of consent, protection from disclosure of information, respect for their privacy and the right to refuse to respond to the questions in the questionnaire at any stage when they wanted to do so. Anonymity and confidentiality were promised and maintained. The information they provided will not be made available to anyone else who is not directly involved in the study and could not be traced back to the participants. The researcher also adhered to the institutional guidelines on conducting research.

CHAPTER TWO

LITERATURE REVIEW

Introduction to the Chapter

This chapter introduces the reader to some of the literature that speaks to communication and community participation in the implementation of development projects .it brings out information of how projects have been successful in some cases and also failed as a result of lack of effective communication. The section will also focus on how communication and community participation have impacted on the implementation of the water supply, sanitation and drainage projects in different parts of the world.

2.1. Water and Sanitation Projects in Zambia

Development communication has been used and actualised in many sectors of development. Water, Sanitation and Environment management is among the many uses for communication for development. A number of lessons have been learnt that have helped in the implementation of successful water and sanitation projects through the use of development communications concepts.

According to Lusaka Water and Sewerage Company (2014), among the lessons learnt in the implementation of the Kalingalinga Sanitation Marketing Project was the value of community structures. The project recognized and also involved the existing community management structures. Regular meetings with community leaders (Ward Development Committee-WDC members, and councillors) and landlords were held by the project team to consult them on the approaches to be taken at different project stages. Households were clustered as part of the system management structure, and cluster leaders and a task force were selected. And both LWSC staff and community members felt this was one of the components of the project that went well, as it galvanized commitment from the key stakeholders to the project.

The project report, however, highlights the importance of developing a communication plan ahead of implementation with roles and responsibilities clearly defined and monitoring

instruments for communication and community outreach properly identified. It was also noted that a greater focus on individual households, not just the broader community was needed for the success of the project. In this case, Information did not always reach the households, or if does, it reached them in a fragmented fashion, and direct household engagement has been identified to be as important as community mobilization in engaging customers. It is necessary to go beyond consultation and engage both community management structures and users throughout project implementation.

There is a need to pay more attention to understanding the channels through which information was to be shared among the stakeholders. Mass media, community meetings and social media and the media technologies all play different roles in advancing the concepts of communication in development.

And according to Giveson Zulu, Peter Harvey and Leonard Mukosha (2010), in 2005, the official government sanitation coverage for Zambia was estimated to be 13% of the rural population. The United Nations Children's Fund and World Health Organisation (UNICEF/WHO) Joint Monitoring Programme (JMP) put sanitation coverage at 52% (2007) and estimated that 32% of all rural Zambians defecated in the open. Given that rate of progress, Zambia was not able to meet the Millennium Development Goal (MDG) target for sanitation of 66% by 2015. It was therefore imperative that access to adequate sanitation was scaled up rapidly. However, past approaches to household and community sanitation have not resulted in adequate increases in sanitation coverage.

Zulu et al. (2010) further state that the community-led total sanitation which was piloted in chief Macha's chiefdom in Choma of the southern province would not have been effective without the use of various communication channels. The participation of Chief Macha himself starred community participation as the chief was at the forefront of disseminating information on the benefits of each household constructing their toilet. Macha challenged his people to surpass the MDG target for sanitation in his chiefdom within two years. It shows remarkable vision and leadership that by July 2009 all the 105 villages went through the CLTS process and the whole Macha Chief Back home in Zambia, according to Giveson Zulu, Peter Harvey and Leonard Mukosha (2010), in 2005, the official government sanitation coverage for Zambia was estimated to be 13% of the rural population. The UNICEF and WHO Joint Monitoring Programme (JMP) put sanitation coverage at 52% (2007) and estimated that 32% of all rural Zambians defecated in

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The engagement of the international, national and local mass media was also a key strategy in the CLTS implementation and scale up. Mass media involvement help ensure stakeholder and government recognition and buy-in. The media reported on the CLTS revolution, and it marked news headlines – for example when the Ministry of Health called for CLTS to be rolled out nationwide. Primarily, as a result of national media coverage of the success of CLTS in Choma, the approach was adopted as one of the key sanitation strategies in the government's National Rural Water Supply and Sanitation Programme, designed to achieve the Millennium Development Goal (MDG) for sanitation.

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2.3. Role of Communication in Development

Butner, (2003), states that following the innovation of radio and its wide spread use at the beginning of the 20th century, scholars began to study the role of communication in development in an attempt to figure out how technology and mass media could be used to advance less developed countries. Over time, researchers have realized that the introduction of media technology alone was not sufficient to help integrate such systems into everyday life, and this changed the focus to the content of the message. As the perspective offered by participatory development theories has become more widely accepted and adopted, more attention has been given to the importance of a bottom-up approach where people in developing countries are determining their needs and setting project agendas.

During the Early Period between 1950s-1970s, the main paradigm perspective characterized this period where the Western benefits of mass media -print, radio, and TV broadcasting- and the communication technology used in this medium succeeded in development approaches. The concept of modernization of society vis-à-vis media was viewed from a western point of view. Schramm and Lerner were advocates of the dominant group of academics and shared the view of bringing modern technology to developing countries as a way to open the door to further development, otherwise thought of as advancement. Lerner emphasized the need to bring ideas of democracy and modernity to the developing world by adopting the following approach: ‘increase urbanization which would lead to higher rates of literacy, then disseminate information via the media, which leads to political participation and economic growth’ (Singh, 2002, p. 483-484).

Schramm was largely influenced by Lerner’s works and expanded on his views of modernizing less developed nations through the media, emphasizing that knowledge is power and productivity is the key to achieving economic development. Schramm’s (1964) belief in media technology is confirmed in the following statement,

“There is little doubt that modern communication can be influential in a developing culture” (p. 20).

He considered communication tasks to be utilized to realize social change. First, the people must be provided with information about national development and why changes are needed; second, there must be opportunities for people to participate in decision-making where leaders can lead, and people can voice their opinions; and third, skills that are needed must be taught (Schramm, 1964, p. 125).

This process and Schramm's overall perspective focused on the flow of information. On the surface this sounds participatory in nature, however, Schramm had high hopes for the ability of mass media to achieve many of these functions independently or as a support system to "help to bridge the transition between the traditional and modern society" (1964, p. 129), as well as raise aspirations, create a climate for development, feed interpersonal channels, and enforce social norms. Nonetheless, Schramm's *Mass Media and National Development* was highly influential "in recommending and planning mass media programs in the developing world during the 1960s" and he understood the need to consider local conditions for mass media efforts to be efficacious (Singh, 2002, p. 484, 485).

Scholars who formed the alternative perspective of development communication theory at this time responded to the Eurocentric views presented by Lerner and Schramm, and other proponents of the dominant perspective (such as McClelland, Pool, and Pye). The major academics that critiqued the dominant perspective were Schiller and Smythe, who warned against the application of Western-based models and programs without accounting for the political economy of developing nations and how it would influence the acceptance of mass media information and technological systems. Schiller was critical of the market-driven emphasis of the media and how the emerging global communication system reacted to the political climate and ambitions of the government in the USA. He, therefore, attempted to warn developing countries away from adopting this system (Singh, 2002).

Smythe (1994) began critiquing theories of communication development in the 1960s from a political economy perspective. He participated widely in the formation of policy in broadcasting and telecommunications in North America and the international arena, and maintained that academic research should aim to improve the human condition, particularly for "the disenfranchised and powerless" (Smythe, 1994, p. 1). His writing from 1994 indicates his ideological viewpoint clearly: "Communications hardware, of course, is a carrier of the ideology and class structure of capitalism" (p. 255). These early scholars paved the way for the expansion

of development communication theory, and their presentation of alternative perspectives established a precedent of dominant-alternative proposals surrounding this expansive field of study.

A current critique of modernization theory can be found in Nain's (2001) summary of the dominant paradigm. The author states how Schramm and Lerner's theories were applied to projects in the developing world where "the emphasis certainly was on a top-down flow of information, very often paying little attention to the needs of people at the grassroots level, the marginalized, and the disenfranchised" (p. 211). This top-down perspective may have been more a product of the time when a pro-Capitalist fervour pervaded the country, and thus was reflected in the international policies and programs. Nain's international viewpoint within a developing country is a most valuable contribution to the development communication debate and broadens its theoretical framework. A senior lecturer from the School of Communication Studies at the University of Ghana, Ansu-Kyeremeh (1997) reviews the dominant perspective (the Pragmatic Modernization Perspective as he refers to this theoretical period) and how the scholars of this era approached communication development,

'They visualized a positive functional role for Western mass media in education and development in countries such as those of Africa. But in doing so, they consistently prescribed the transplantation of Western communication media systems into the developing environment. In fact, from various modernization positions, the pragmatists' definition of media always regards the Western mass media, which exclude indigenous communication systems' (p. 13).

The Middle Period between 1970s-1990s represents an era in development communication which was largely characterized by the formation of the New World Information Communication Order (NWICO) perspective. The technological advances made during this period were in the form of satellites for television and telecommunications. Hudson and Parker were two scholars that focused their research efforts on the benefits of such technology due to the increasing flow of information, with a specific emphasis on socioeconomic gains (Singh, 2002). The latter part of this era was characterized by a realization that communication development was being stunted by political and societal barriers as the world order changed drastically during the late 1980s and throughout the 1990s. Rogers (1993) made a similar assessment of the political instability prevailing in Third World countries and stated "most 'development' efforts had brought further stagnation, polarization of income and power, high unemployment, over-urbanization, and food

shortages in these nations” (p. 39). Scholars realized that there could be numerous pathways to development, even in large, poor countries like China; and determinants of development depend largely on each country’s political, historical, and social forces.

Karin Wilkins has influenced the emerging paradigm shift toward focusing on the concept of power and how technological advances will be used to disseminate information that will be most effective for local people in producing social change. She argues that power should be the central focus in conceptualizing development communication theory and practice, and recognizes how information networks that are interactive may assist the underprivileged gain a voice and access to other individuals and groups who share their point of view on a local, national and/or international level (Wilkins, 2000). Her intent is described best in the following statement:

“Seeing development as a practice within a global economic and political system, we may illuminate the conditions through which certain problems and groups attract visibility and become reconstituted for intervention,”..(Wilkins, 2000, p. 198).

Previous intervention methods used by well-intentioned agencies such as the American non-profits, international agencies such as United Nations Development Programmes (UNDP), programs, or local Non-Governmental organizations (NGO), tended to bring in concepts of development and change based on ethnocentric ideas of societal advancement. The participatory approach resounded with many scholars studying development communication as well as with change agents working in the field, as it encourages local perspectives to determine appropriate interventions and ones that can address imbalances in power.

Andrew Moemeka’s fundamental view of communication differences across societies is something that earlier theorists such as Schramm, Lerner, and Pye, among others, neglected to understand due to their mid 20thcentury individualistic, Western mindset. Moemeka (2000) reinforces the differentiation in communication technique by saying that, the people use accumulated knowledge to assess incoming messages and take action by individual differences. But in the tradition-conscious world, where the culture is communalistic, to inform is never to communicate, and to talk to is not to talk with. In communalistic communities, whether in the developed or the developing world, communication is a matter of interrelationship; and reaction to messages is predicated on how it would affect existing and future relationships (p. 101).

According to Butner, (2003), the participatory approach embodies multiple levels of entry regarding intervention and communication to involve all key figures involved in the social change process. This approach starts from the bottom-up and establishes open forms of communication based on trust to mobilize and organize participants based on common goals for change. There are numerous problems with this method that cannot be ignored. This process takes time so that that trust can be established first, and then it relies on the ability to break down and recreate methods of communication if different cultures are involved. These challenges are not impossible to overcome but must be addressed in theory and in practice to maintain awareness of barriers that arise in global development.

Mary OlufunkeAdedokun, Comfort WuraolaAdeyemo and Edith OluwafunmilolaOlorunsola (2010)note that effective communication has a great impact on members ‘participation in community development and the effect of communication in the development of communities cannot be underestimated when one realizes that there is a need for collaborative actions among community members. For this collaboration to be effective, there is a need for effective communication. Because there is bound to be social interactions among community members and this calls for effective communication.

This view is supported by Adepaju (2000) that an organized society exists only as the flux of understanding maintained by communication between individuals and groups. He reiterates that every single act of social behavior involves communication of ideas and emotions in either an explicit or an implicit manner. The importance of communication in community development was also emphasized by Manyozo (2006) that when community groups are more closely involved in communication strategy, it helps them take ownership of the initiative of development rather than seeing themselves as beneficiaries of development.

Adedokun et al (2010), further reveals that communication tools such as video, posters, and radio would aid in the process of community development. Planning of community development involves preparing and transmitting messages, and this could only be made effective and suitably adapted to targeted group with effective communication. This is because community development is a social action process in which people of a community organize themselves for planning and action. Communication is also an essential ingredient, which would go a long way in fostering community participation through the process of self-help. Community development process provides the opportunity for involving and motivating people of the community to

define, identify, analyze and solve problems that they feel are important. This is predicated on good communication.

Alamgir (1989) is of the view that participation facilitates shared decision-making to find sound and feasible solutions to local problems and so there is a need for effective communication in the community and among community members to bring the needed development to their community. The study on ‘the Impact of Communication on Community Development’, revealed that daily interaction among community members is a factor for development and this means in all the community members do to exchange ideas and opinions, there is need for the use of words and so words must be put to use in such a way that everybody in the community would come to a proper understanding of what to do to bring about community development.

2.4. Manual on Communication for Water Supply, Environment, and Sanitation Programmes

According to a UNICEF (1999) manual on communication for water supply, environment and sanitation programmes, Communication for Development is a researched and planned process that is crucial for social transformation. It operates through three main strategies; advocacy to raise resources and political and social leadership commitment for development goals; social mobilization for wider participation and ownership; and programme communication for changes in knowledge, attitude and practice of specific participants in programmes. When combined with the development of appropriate skills and capacities, and the provision of an enabling environment, communication plays a central role in positive behaviour development.

The manual further suggests that knowledge is important. But knowledge alone influences the behaviour of a very small percentage of any population. Therefore, “giving knowledge “should be a strategy and approach for a carefully researched segment of any population –perhaps six to ten per cent. Information transmitted through the electronic and printed mass media has an equally limited effect. The ability of mass media to influence behaviours through the transmission of information alone applies to the limited percentage mentioned above and depends on certain conditions and characteristics of the population for whom it is intended.

The best bet is to use mass media and traditional media to model recommended behaviours to show people how to act; and to stimulate discussion among families, friends, and communities. This is why the most successful efforts to develop sustained recommended behaviours have been those that have enlisted satisfied acceptors, local networks, influential local people, community training programmes and, the most important factor of all: that which has encouraged communities to participate in planning, implementing, monitoring and improving their interventions.(UNICEF,1999)

Paul Deverill, Simon Bibby, Alison Wedgwood & Ian Smout(2001), state that effective communication between the implementing organisation, potential users, and other stakeholders is vital if demand is to be met. To this, certain objectives must be met which include among others that, Local perceptions of ownership and access to water resources should be taken into account in developing any proposed initiative; Potential users must be able, and if necessary, enabled, to express their demand for service options measured in terms of their willingness to contribute and that people must be fully informed of the relative benefits, costs, risks and implications of each option, compared to their present situation.

Ten years after the World Bank institutionalized the use of Communications for Development, the Water and Sanitation Program for Latin America and the Caribbean and the World Bank office in Peru held the “Constructive Dialogue: Communications for Development of Water, Sanitation, and Infrastructure Projects in Latin America” workshop on November 23-25, 2009. This workshop aimed to equip participants from 21 countries in the region with tools and methods for effective Communications for Development within the scope of Water and Sanitation Program for Latin America and the Caribbean projects.

Among the key findings at the workshop was that;

- Evidence shows that projects with strong Communications for Development component are cost-effective.
- Communications for Development helps reduce risks and enhance the effectiveness, efficiency, and sustainability of WSP projects.
- Communications for Development can contribute to democratic governance and accountability.

- To maximize impact, water and sanitation projects should use Communications for Development tools and methods.
- Effective Communications for Development demands appropriate economic and human resources.

CHAPTER THREE

METHODOLOGY AND DESIGN

Introduction to the Chapter

This chapter is the heart of the research. It spells out how the study was conducted regarding the methods for data collection and analysis. It also gives details about the study area and how it has been arrived at.

3.1. Research Design

The research used a combination of Descriptive and Exploratory research designs. To achieve the research objectives, both quantitative and qualitative research methods were used and both primary and secondary data collection methods were used in carrying out this research.

3.2. Research Methods

3.2.1. Quantitative Survey

A quantitative survey was conducted for this research by the use of 100 questionnaires which were distributed to households in the Lusaka project catchment area of Mtendere. 25 questionnaires each were distributed to Mutendere sections A, B, C, and D.

3.2.2. Qualitative Study

In-Depth, Interviews were conducted with two from the MCAZ – Zambia and one local leader for Mtendere ward. To gather more data for the study this researcher also did an understudy of the communication and outreach strategy for the Millennium Challenge Account.

3.3. Sampling Procedure

The study used Multi-stage cluster sampling comprising of the following,

3.3.1. Stage 1: District

Lusaka city in Lusaka province was purposively chosen because this is where the Lusaka water supply, sanitation, and drainage project is undertaken. As of 2010, the city's population stood at about 1.7 million. According to the central statistical office (2016), the projected population for Lusaka by mid-2016 is 2 330 200.

3.3.2. Stage 2: Constituency

One Constituency was targeted out of the seven that are in Lusaka. Munali constituency was purposely chosen as a sample area because two components of the project works are being implemented there and these are water supply and sanitation. According to CSO, the 2016 midyear population for Munali was projected at 349 400 people.

3.3.3. Stage 3: Township

Mtendere Township was sampled. According to the Millennium Challenge Account (2013) Mtendere Socio-Economic Household Survey conducted by the CSO, Mtendere's total survey population was 82,359. Of these, 49.1 per cent were male while 50.9 per cent were female. The most prominent sources of water for drinking were taps within plots and neighbours' taps. About 39.4 per cent of the households were connected to a water supply network. About 3.2 per cent of the households did not have a toilet facility of their own. Most of these households indicated that they used a neighbour's toilet facility. About 96 per cent of the households that did not have a waterborne toilet facility and those that did not have a toilet facility at all were willing to construct a water borne toilet if Lusaka Water and Sewerage Company (LWSC) constructed a sewerage network in the area. The township is a few meters from mass media where the Lusaka water and sewerage company gets at least 20 per cent of its water from boreholes for distribution to nearby areas. The survey further states that about 51 per cent of the respondent's perceived diarrhoea as the most frequent waterborne disease in the area, followed by malaria (29.2 per cent) and cholera (22.7 per cent).

The scarcity of piped water and flushable toilets in Mtendere pose a challenge to the groundwater in the mass media area hence the need to put up piped water and proper sanitation facilities in the Mtendere area. Thus Mtendere represents two components of the project, water supply, and sanitation and it is for this reason that it was chosen as a sample site.

3.3.4. Stage 4: Sections / Households

Mtendere is divided into east and west. Mtendere west represents what has always been referred to as main Mtendere while as Mtendere east represents the new Mtendere. As at 2013, the area had a total of 18,209 households. Of these, 5,257 were landlords. Of the total 18,209 households, 20.5 per cent were female headed. The average household size was five members. According to Lusaka water and Sewerage Company, there are 15 sections in both Mtendere east and Mtenderemain. Although Mtendere east is a relatively new residential area, just like Mtendere main, the area grapples with water and sanitation challenges. And both are project areas. For the study, this researcher targeted Mtendere main because it is a much older residential area than Mtendere east.it also has a bigger number of household and hence will give a broader sampling frame. Further, the area is sub divided into section A, B, C, and D.

The study used one of the probability sampling methods, and that is the simple random Sampling technique. This is because the population sampled was determined from the four sections. From each of the sections, 25 households were selected randomly.

3.3.5. Stage 5: Respondents

The sampling frame included heads of households either male or female or house hold members above the age of 18.

3.4. Data Collection Techniques

The techniques used for date collection in this study included but not limited to

- self-administered questionnaires

- The other techniques involved observation of project work.
- In-Depth interviews were conducted with the director for communications and outreach, the monitoring and evaluation specialist for MCA-Zambia and the Councillor for Mtendera Ward 30
- Desk research into statistics, reports and policy development resources, libraries and the internet for secondary information.

3.5. Research Instruments

The research instruments used in the study were; a Structured Questionnaire; a Recorder and a Camera.

3.6. Data Analysis

The Data that was collected using questionnaires was first checked for uniformity, consistency and accuracy. The raw data was then subjected to coding for fast and efficient processing of data. In the process of data entry, coded questionnaires were entered into the computer using the excel package of the Microsoft Office. The data was then exported to Statistical Packages for Social Sciences Software (SPSS) version 16. Data was subsequently analysed using descriptive statistics; this has been presented in the form of tables - cross tabulations, frequencies, and percentages while excel was used to design charts.

3.7. Limitations of the Study

- Researcher spent a lot of writing for those who could not do that on their own
- In some cases, it was difficult to fully translate the research questions into the local language that the respondents were familiar with.
- Household-based surveys are difficult to conduct due to human complexity (may not be willing to talk to you).
- Household-based surveys are laborious moving from one household to another.

3.8. Conclusion to the Chapter

Mtendera Township was purposively sampled as the area of study. 100 households were systematically sampled, and 100 respondents were interviewed using a structured questionnaire. For the sake of data triangulation, in-depth interviews and observation of the actual project works were also conducted.

CHAPTER FOUR

FINDINGS OF THE RESEARCH

Introduction to the chapter

This chapter presents the findings of this study. The findings were derived from 100 questionnaires and four (4) in-depth interviews using quantitative and qualitative methods respectively. The findings have been presented in the form of tables and charts using SPSS and Excel.

4.1. Quantitative Survey

The sample size for the study was 100. 100 persons from 100 households in Mtendere Township of Lusaka took part in the study giving a response rate of 100 per cent. 25 respondents from sections A, B, C and D of Mtendere took part in the study. Heads of households above the age of 18 (male or female) were personally interviewed using structured questionnaires.

4.1.1. Demographic Characteristics of the Sample (n=100)

Table 1: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-29	39	39.0	39.0	39.0
30-39	33	33.0	33.0	72.0
40-49	14	14.0	14.0	86.0
50-59	10	10.0	10.0	96.0
60-69	3	3.0	3.0	99.0
70-79	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 1 shows the age distribution of the respondents as at their last birthday and the finding indicate that the age distribution was varied with those who are 20-29 years been more than any other age. While the youngest were 20 years old and the oldest 70 years old.

Table 2:Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	47	47.0	47.0	47.0
Female	53	53.0	53.0	100.0
Total	100	100.0	100.0	

More female respondents were captured in the study as is evidenced by the figures. 53 percent where females while 47 per cent male.

Figure 1: Sex

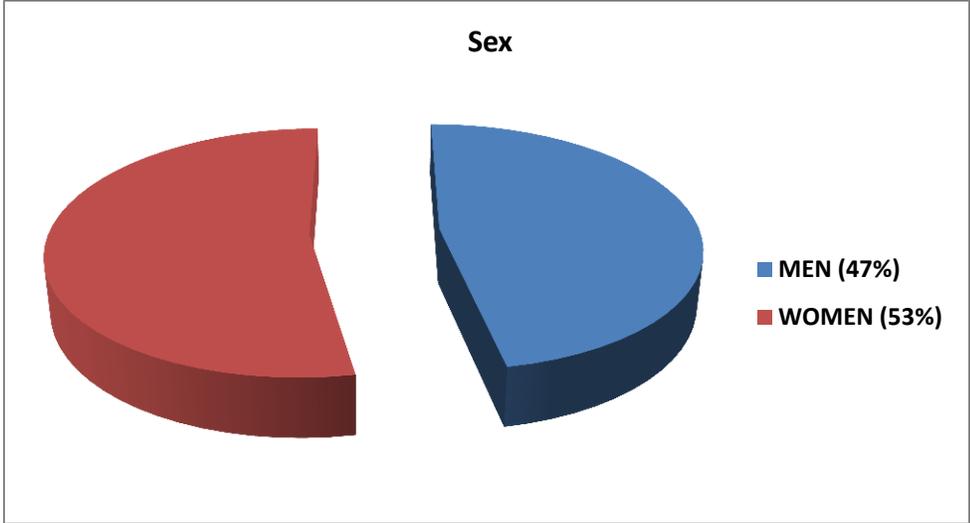


Figure 2: Number of members in family

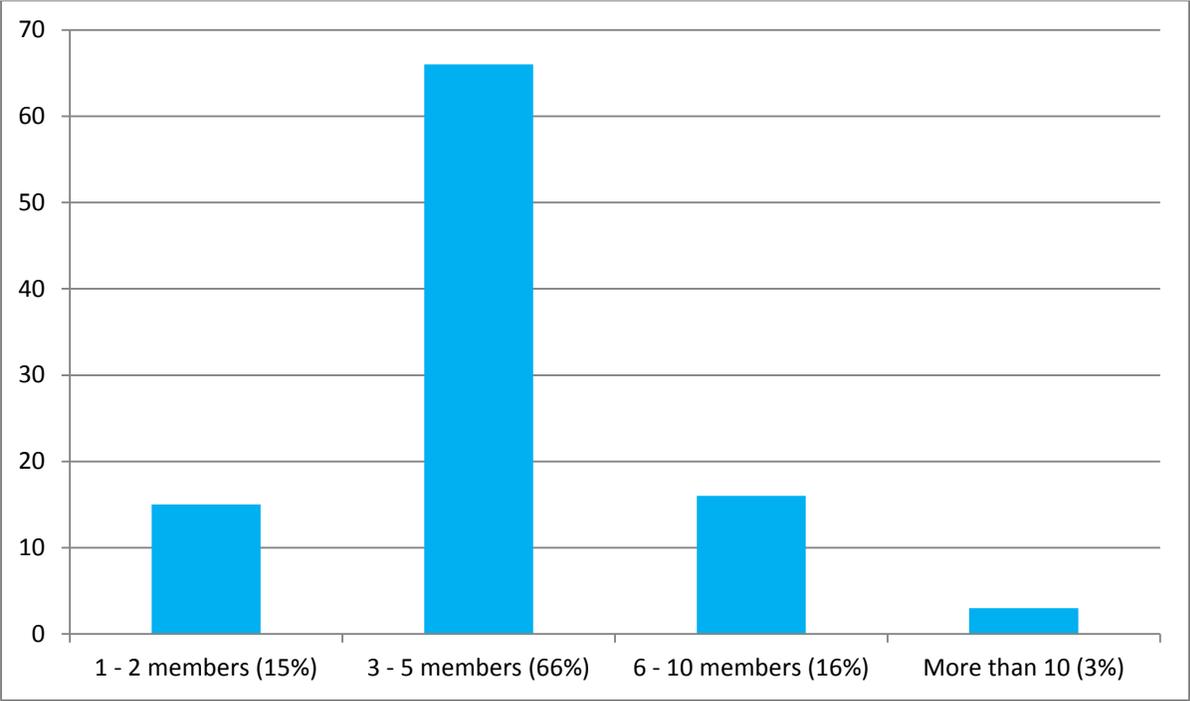


Figure 2 represents the number of family members that each respondent stay with. The distribution was segmented into three categories, and those who had between 1 and two family members were 15, while those with 3 to 5 members were 66 and 6 to 10 where 16. Only 3 had more than ten family members living with them.

Table 3: Number of years stayed in the area

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-5	38	38.0	38.0	38.0
6-10	24	24.0	24.0	62.0
11-15	13	13.0	13.0	75.0
16-20	11	11.0	11.0	86.0
21-25	4	4.0	4.0	90.0
26-30	1	1.0	1.0	91.0
31-35	4	4.0	4.0	95.0
36-40	2	2.0	2.0	97.0
41-45	1	1.0	1.0	98.0
46-50	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table 3 shows the number of years that the respondents have lived in Mtendere. The distribution ranges from 1 year to 49 years, with 2 and 3 years of stay being the most frequent numbers.

Figure 3: Type of Occupant

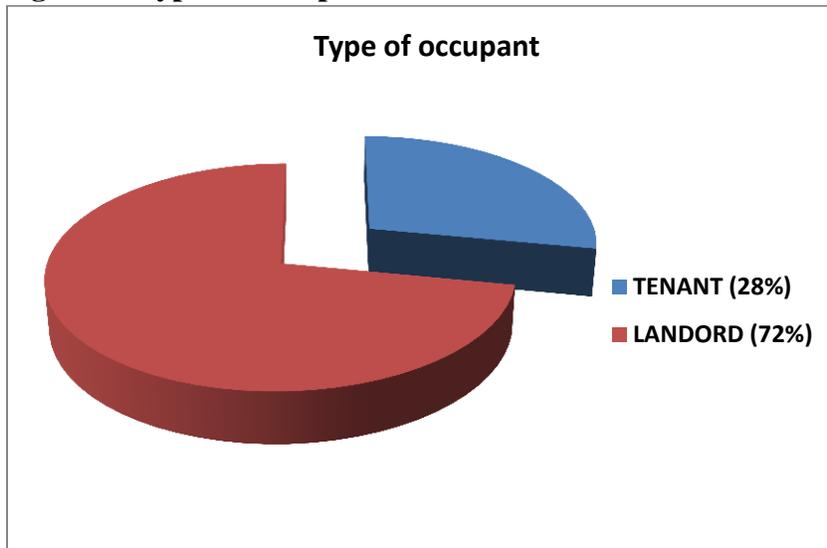


Figure 3 shows whether the respondents are landlords or tenants. Most of them are tenants representing 72 per cent.

4.1.2. Awareness Levels and Communication Low (n = 100)

This section intended to establish the levels of awareness and communication flow on the Lusaka water supply, sanitation and drainage project among the 100 respondents captured in the four sections of Mtendere Township. The findings were as detailed below,

Table 4: Awareness of the LWSSD project under MCAZ

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	96	96.0	96.0	96.0
No	4	4.0	4.0	100.0
Total	100	100.0	100.0	

The table represents findings of how many respondents knew the Lusaka water supply, sanitation and drainage project being implemented in their area. The result of those who knew stands at 96 percent.

Figure 4: Awareness of the LWSSD project under MCAZ

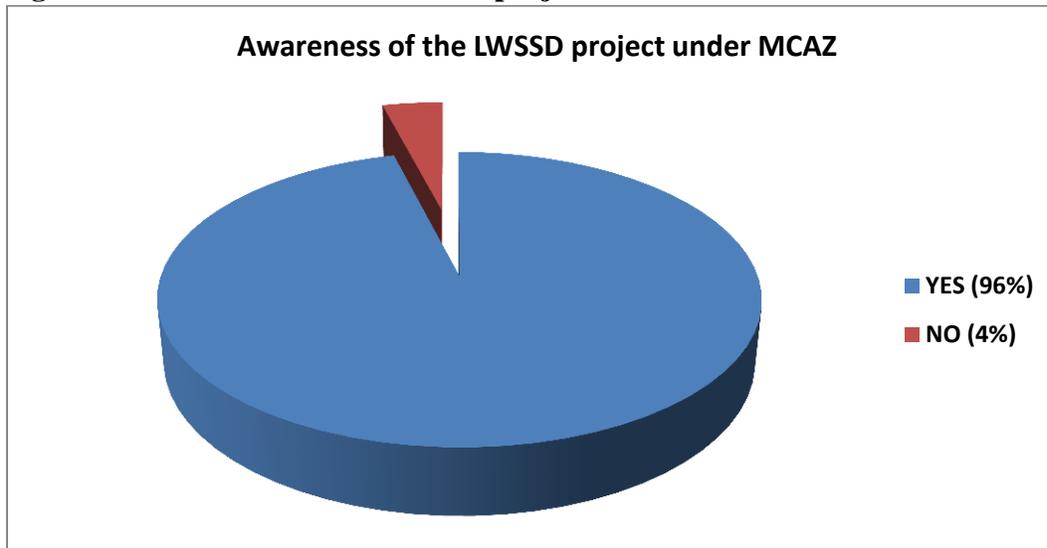
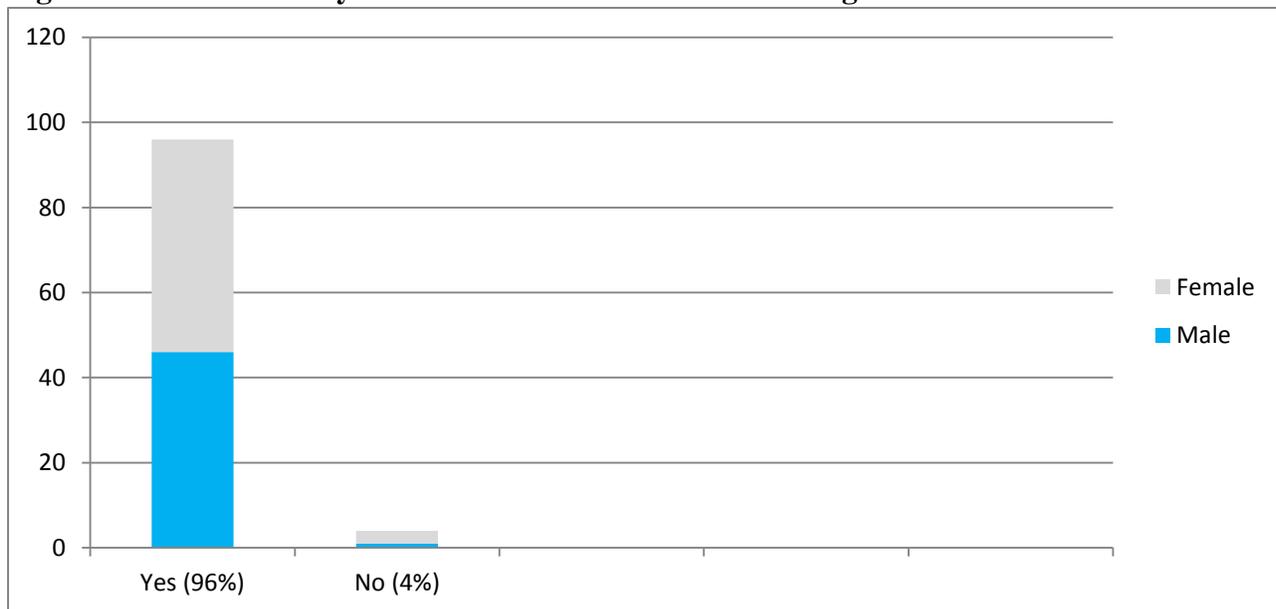
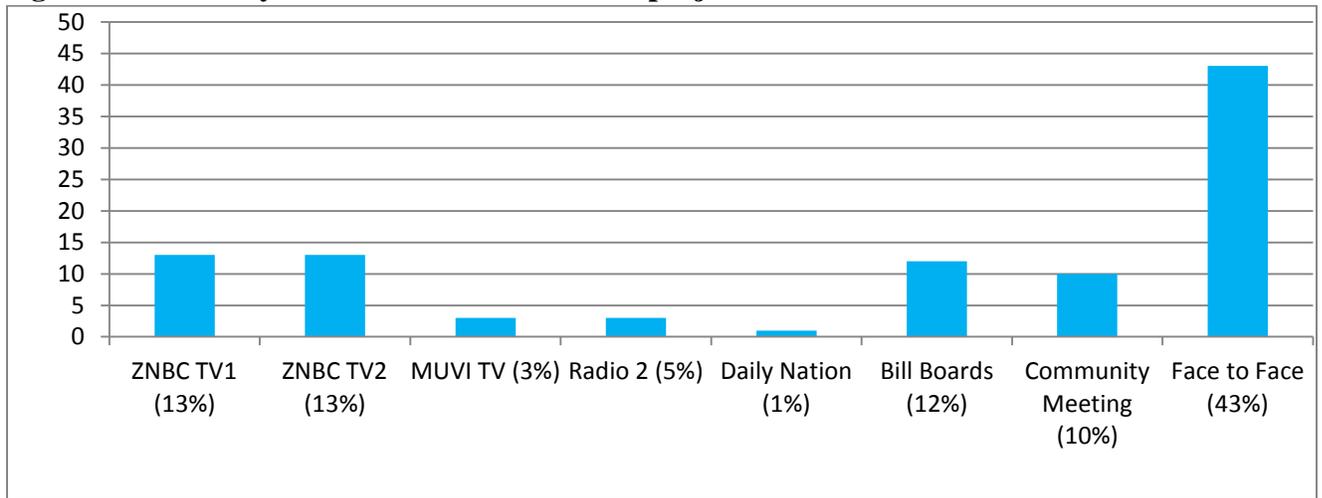


Figure 5: A further analysis of awareness levels in relation to gender



The figure below shows that 50 female and 46 male respondents were aware of the project while one male respondent and three female did not know about the project.

Figure 6: How did you come to know about the project?



The respondents had eight options to choose from to indicate how they came to know about the project. Face to Face interactions stood out to be the highest channel through which the respondents came to know about the project at 43 per cent, followed by both ZNBC TV1 and 2 and 13 per cent each respectively.

Table 5: What do you know about the project?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid It is an American funded project to improve water and sanitation in Mutendere	4	4.0	4.0	4.0
They are putting water and sewerage pipes	50	50.0	50.0	54.0
The council will build toilets	2	2.0	2.0	56.0
The project is about the connection of flushable toilets to all household around mutendere	31	31.0	31.0	87.0
Non response	13	13.0	13.0	100.0
Total	100	100.0	100.0	

- 50 percent of the respondents indicated that the project was about putting water and sewerage pipes
- 31 per cent highlighted that the project is about the connection of flushable toilets to all households around Mtendere while 13 did not indicate any answer.

Table 6:What types of messages were given to the communities?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Water supply will improve	34	34.0	34.0	34.0
Construction of flushable toilets will reduce water borne diseases	16	16.0	16.0	50.0
You can get a loan for building the toilet	11	11.0	11.0	61.0
The project is bringing development to the area	12	12.0	12.0	73.0
Reduce water borne diseases	4	4.0	4.0	77.0
They want each household to have its own toilet	5	5.0	5.0	82.0
The community will be buying water using prepaid meters	3	3.0	3.0	85.0
Non response	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Here the respondents were expected to give the kind of message that they had received about the project.

- 34 of them indicated that ‘water supply will improve
- 16 indicated that ‘construction of flushable toilets will reduce water-borne diseases.’

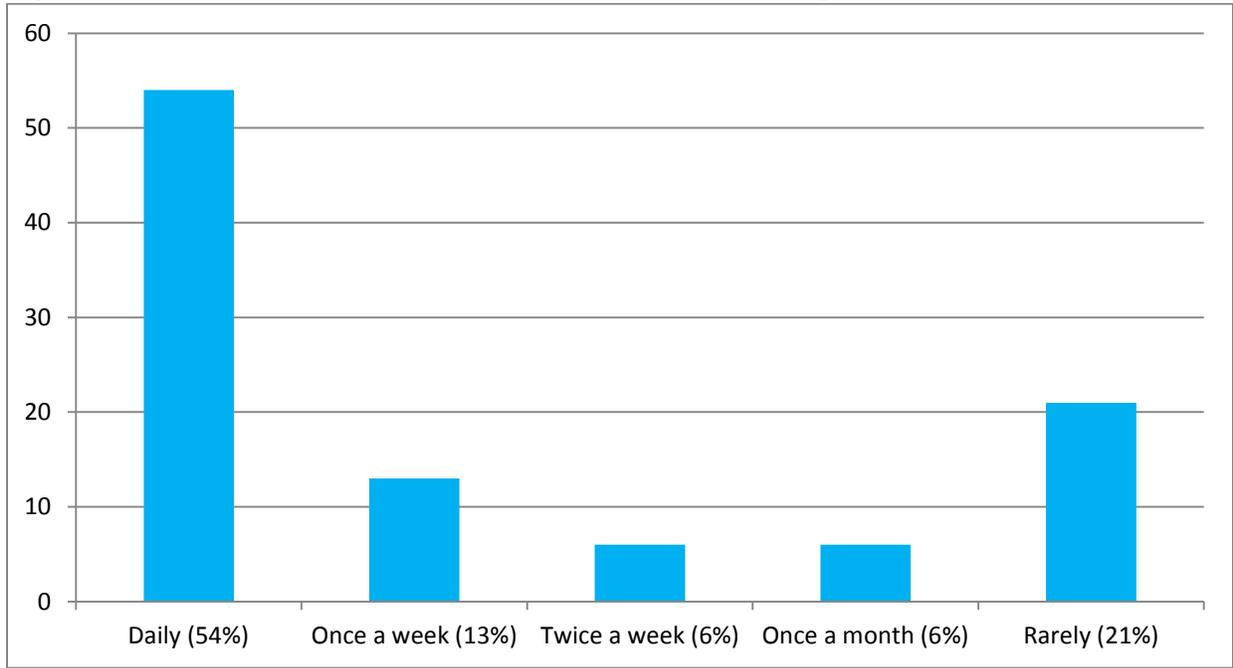
- 11 had received messages on getting a loan for building the toilet,
- 12 noted that ‘the project is bringing development to the area,
- 3 said ‘the community will be buying water using prepaid meters’,
- 5 respondents indicated that ‘They want each household to have its own toilet’
- 15 respondents did not indicate any answer.

Table 7: In what format is information disseminated

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid New items	20	20.0	20.0	20.0
Documentaries	2	2.0	2.0	22.0
Feature stories	1	1.0	1.0	23.0
Drama	1	1.0	1.0	24.0
Posters	6	6.0	6.0	30.0
Community meeting	7	7.0	7.0	37.0
Public Address system (ZANIS)	2	2.0	2.0	39.0
Face to face	60	60.0	60.0	99.0
Advert on TV, Radio , Newspaper	1	1.0	1.0	100.0
Total	100	100.0	100.0	

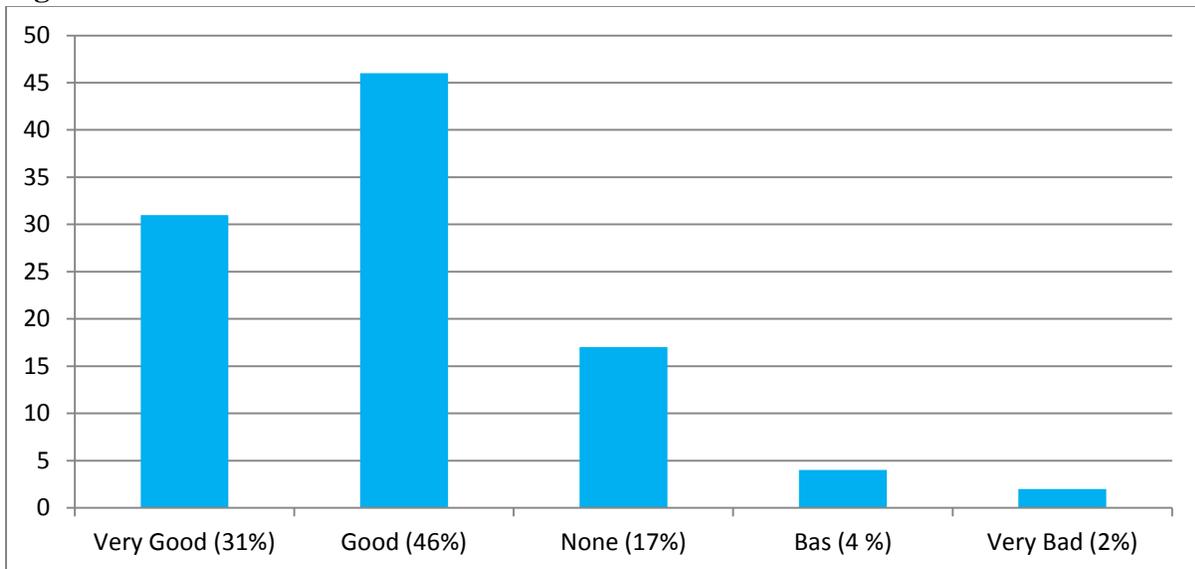
The participants had 11 options to choose from as they indicated in what format the information about the project was given to them. 20 percent said through a news item while 60 percent indicated that the information was given to them through Face to Face interaction. And only 7 percent indicated that got information from a community meeting.

Figure 7: How often do you come across information on the project



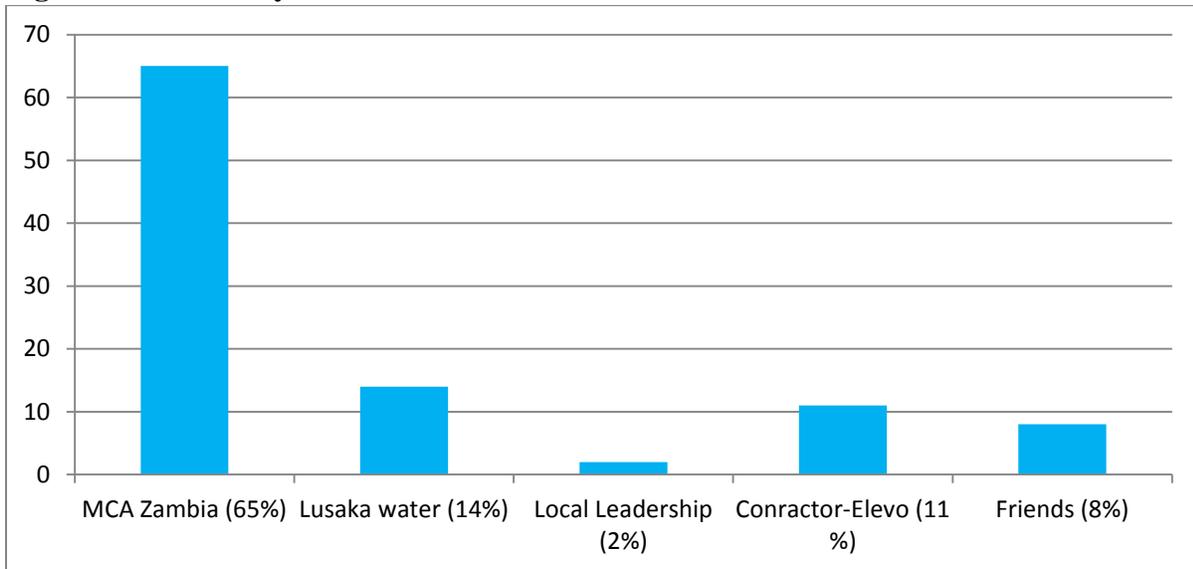
The figure shows how often the respondents would come across information about the project. 54 representing 54 per cent said daily, 13 said once a week, six said twice a week and a further six indicated six a month. 21 said rarely.

Figure 8: How is the flow of Information?



46 per cent of the participants said the flow of information was good, while 31 said that it was very good, and two said that the flow of information was bad. 17 did not respond to the answer.

Figure 9: What was your Source of information?



Here the respondents were expected to indicate their source of information. 65 percent said they got the information from Millennium Challenge Account Zambia, 14 pointed to Lusaka Water and Sewerage Company, only 2 percent indicated they got information from the Local Leadership, while 11 percent said the contractor – Elevo and 8 said from friends.

4.1.3. Communication and Community Participation n= (100)

This section brings out the levels of communication and community participation in the Lusaka water supply, sanitation and drainage project by the 100 respondents in the study, the following were the questions answered.

Table 8: Have you attended community meeting?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	37	37.0	37.0	37.0
	No	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

Table 8 shows the number of respondents who had attended a community meeting to discuss the project and only 37 percent said they had attended at least one meeting. While 63 per cent had not attended any meeting.

Figure 10: Have you attended community meeting?

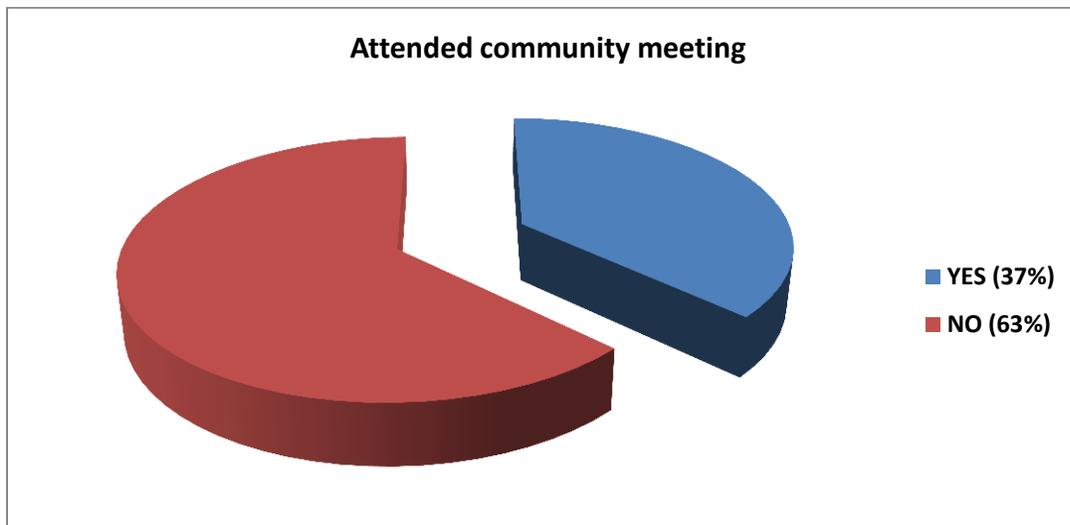
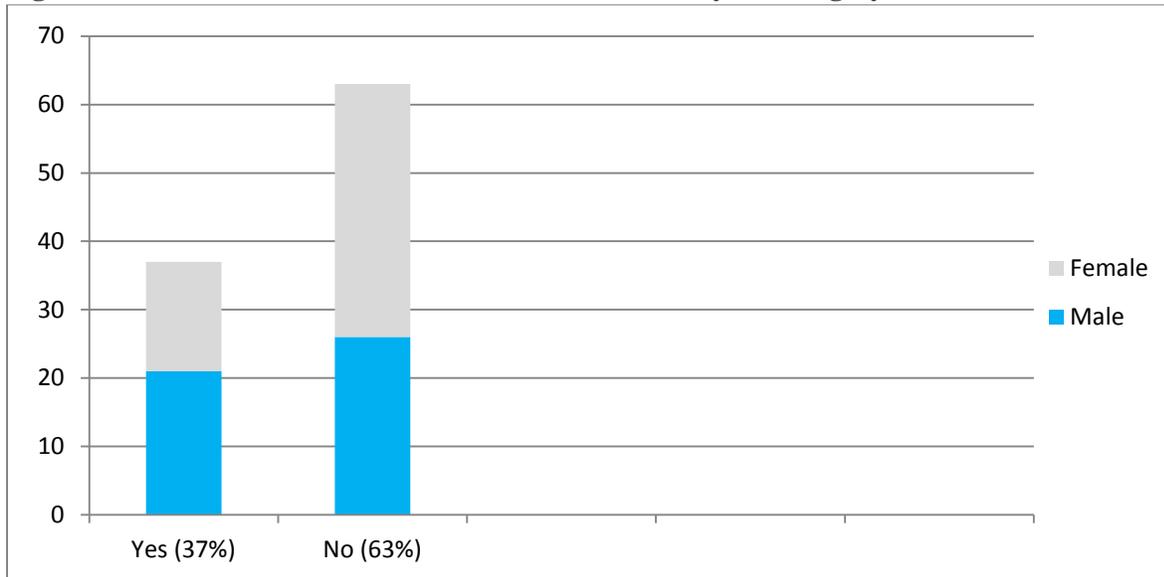


Figure 11: Number of those that attended community meeting by sex



The figure shows a further analysis of respondents who attended a community meeting about gender. 21 male respondents attended the meeting while Only 16 females did

Table 9: How did you find the meeting?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One sided	6	6.0	6.0	6.0
	participatory	34	34.0	34.0	40.0
	Not applicable	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

34 per cent of respondents that indicated to have attended a community meeting said it was participatory while six said otherwise. For 60 per cent the question did not apply to them.

Figure 12: How did you find the meeting?

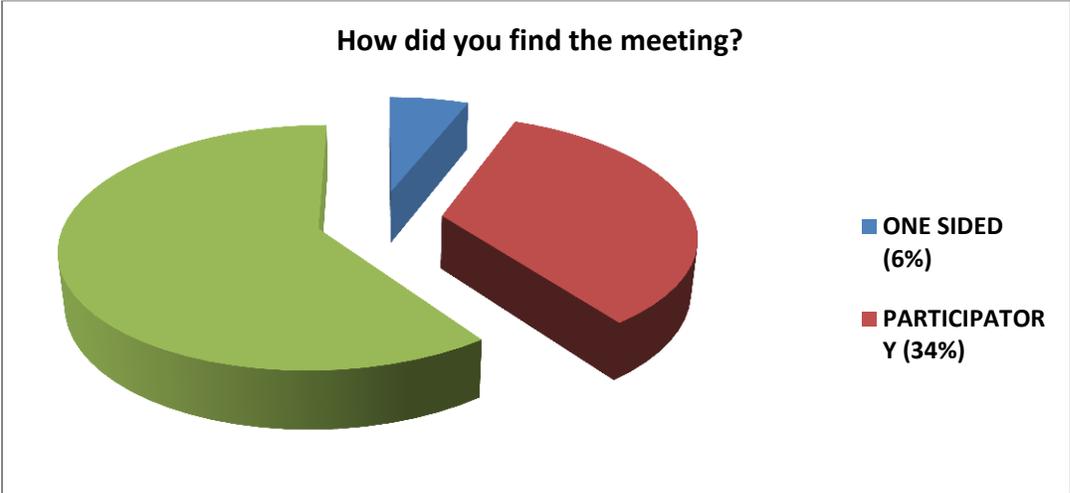


Table 10: Did you participate in Designing Messages on the project?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	16.0	16.0	16.0
	No	84	84.0	84.0	100.0
	Total	100	100.0	100.0	

Respondents were asked to indicate if they had taken part in designing any messages about the project and only 16 noted with a yes while 84 said no.

Figure 13: Did you participate in Designing Messages on the project?

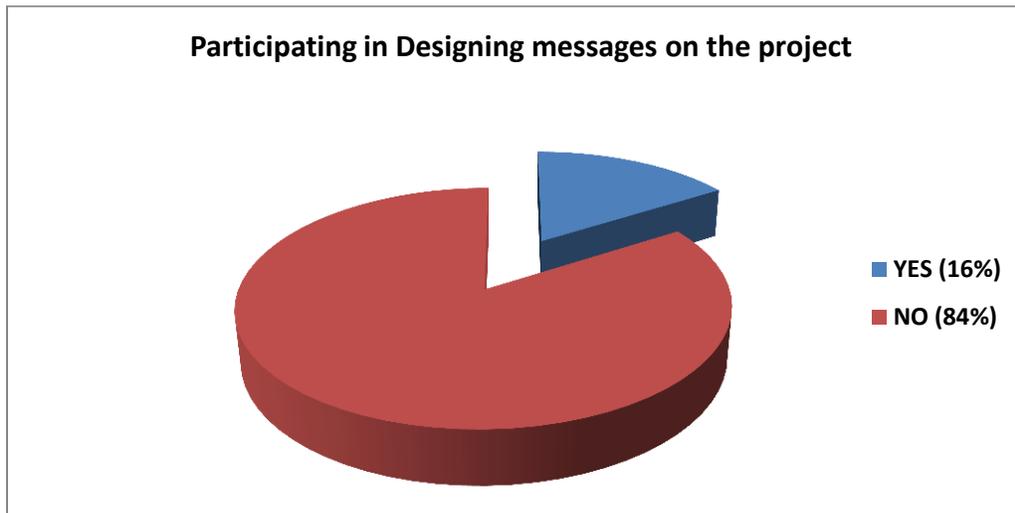


Table 11: Did you participate in conducting research on project?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	14	14.0	14.0	14.0
No	86	86.0	86.0	100.0
Total	100	100.0	100.0	

Here participants in the study were asked if they had taken part in conducting any research about the project and 86 percent said NO while only 14 said Yes.

Figure 14: Did you participate in conducting research on project?

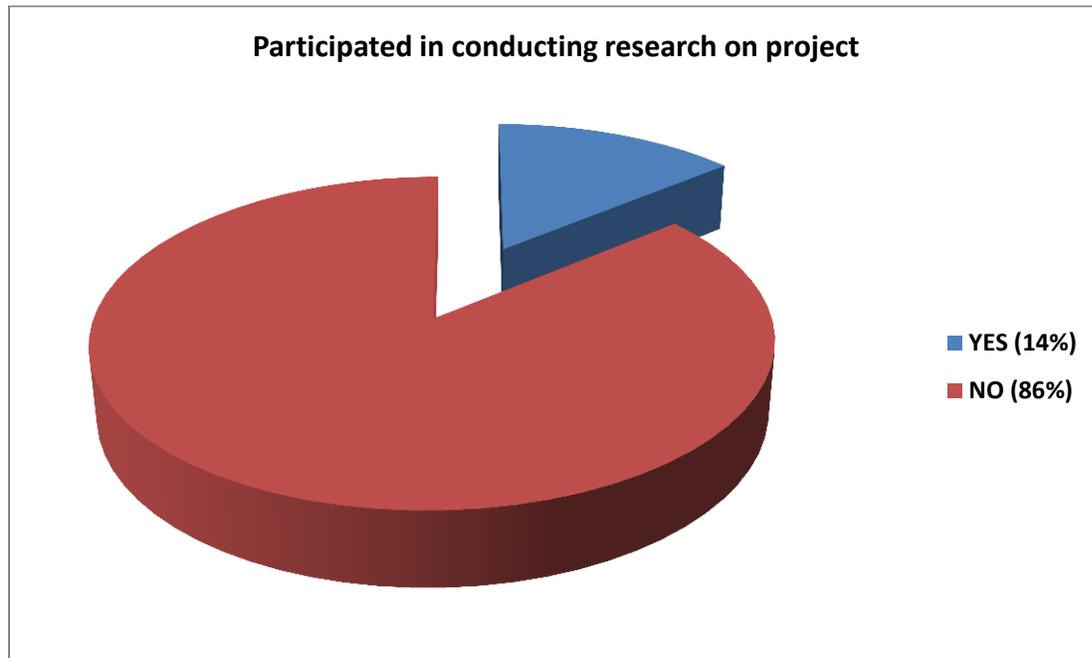


Table 12: Did you participate in disseminating information on the project?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	29	29.0	29.0	29.0
No	71	71.0	71.0	100.0
Total	100	100.0	100.0	

Respondents were asked whether they had taken part in disseminating or sharing any information about the project and 71 percent said "No" while 29 indicated they had.

Figure 15: Did you participate in disseminating information on the project?

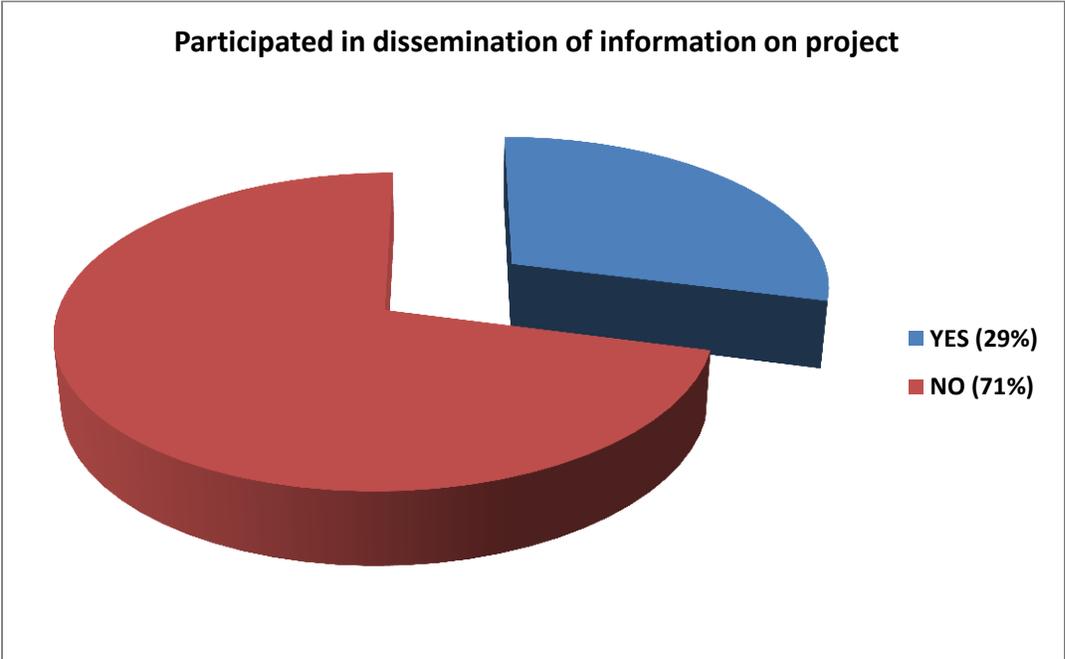
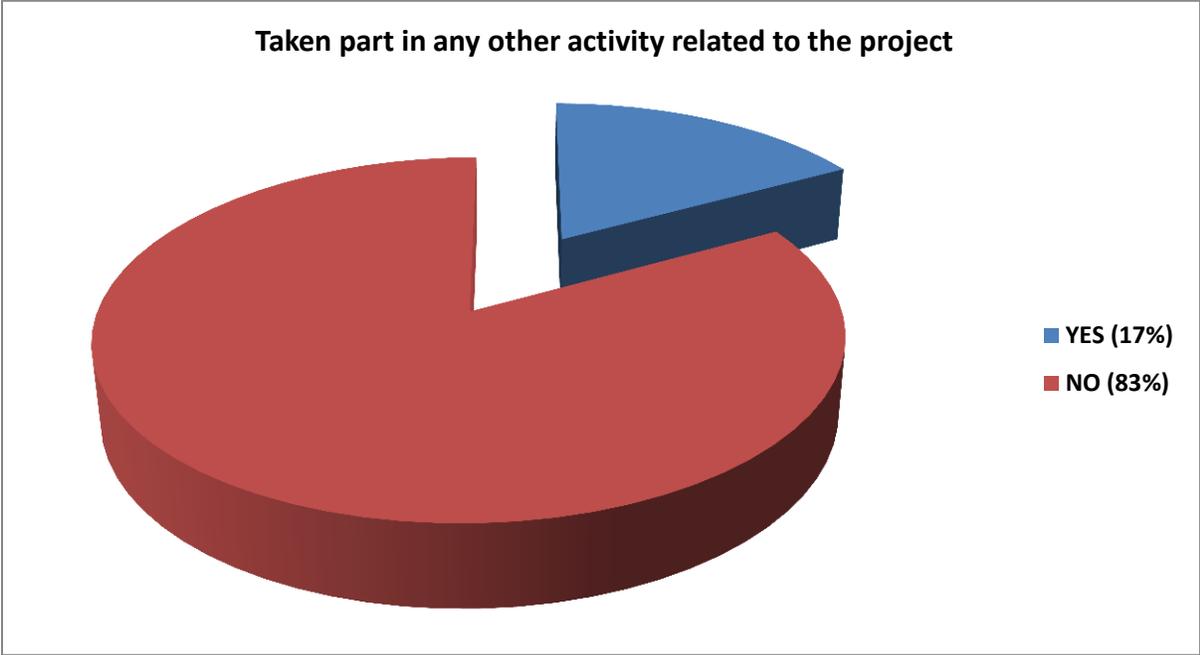


Table 13: Did you take part in any other activity related to the project?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	17	17.0	17.0	17.0
No	83	83.0	83.0	100.0
Total	100	100.0	100.0	

Only 17 per cent indicated they had taken part in some activity related to the project while 83 said they did not.

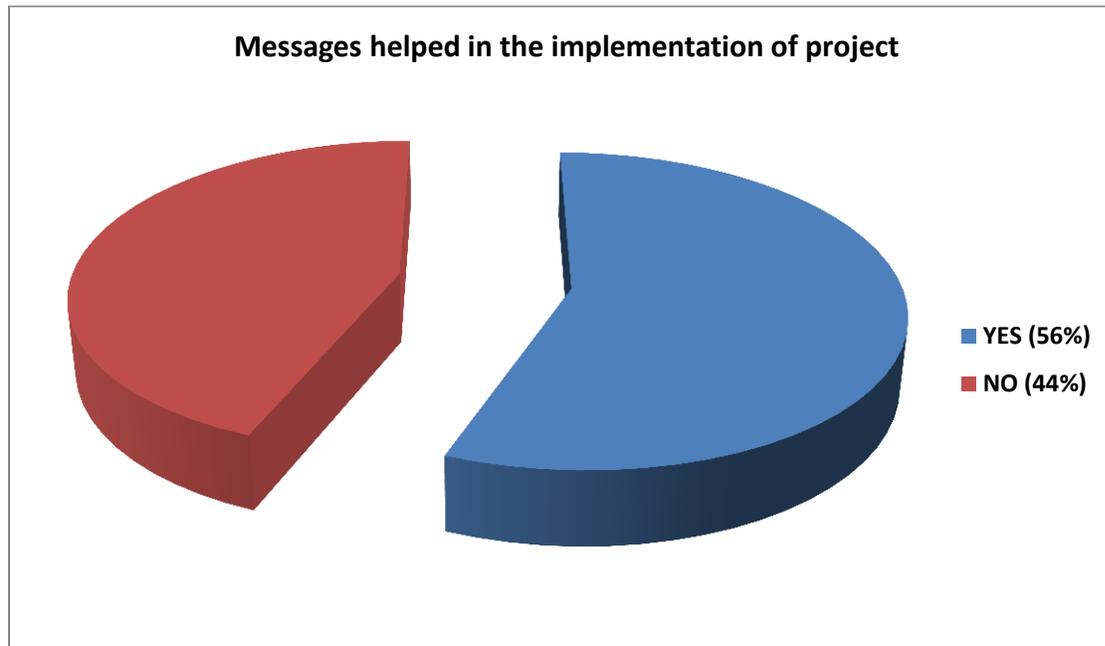
Figure 15: Did you take part in any other activity related to the project?



4.1.4. Levels of Satisfaction of Communication on the Community

This Section establishes whether the messages and information given to the community were to their satisfaction. The levels of satisfaction are assessed through change the mind set and behaviours of the respondents about willingness to take action. The data will further show the relation between understanding the information and willingness to take action.

Figure 16: Have the messages helped in the implementation of the project



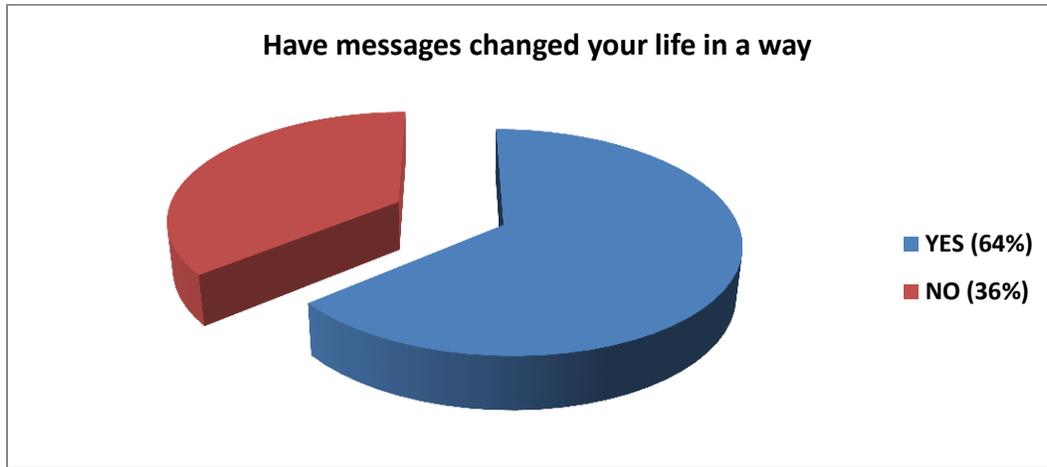
Respondents were asked if they felt the messages given to them about the project had, had impact in the implementation and 44 responded in the affirmative while 56 said "No."

Table 14: Are you satisfied with your communication on the project?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	53.0	53.0	53.0
	No	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

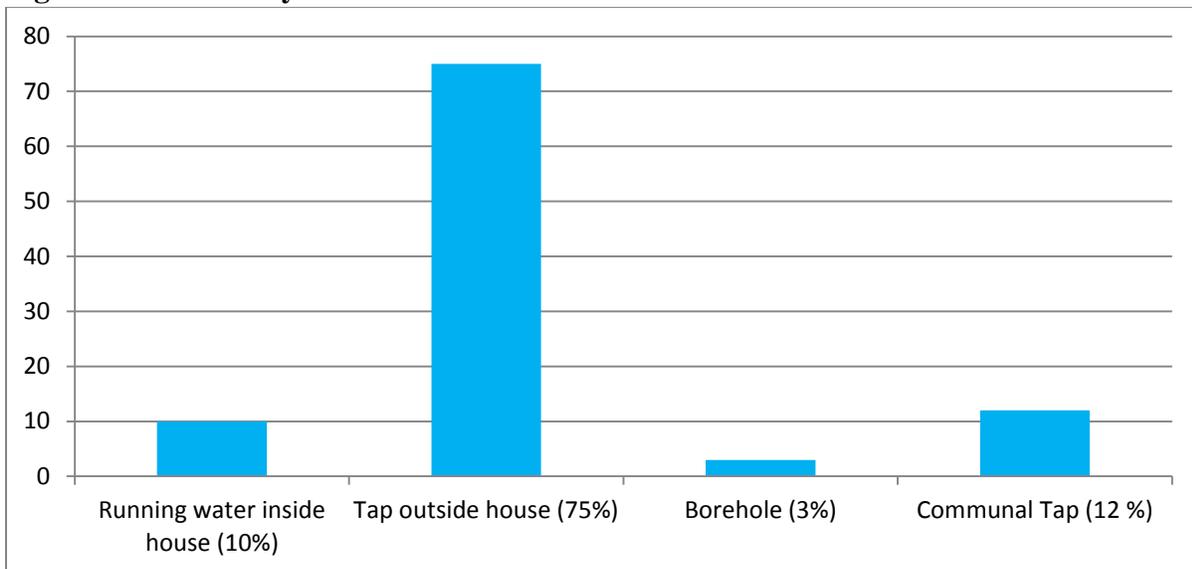
Here the participants had to indicate if they were satisfied with the communication around the project and 53 said they were while 47 said no.

Figure 17: Have the messages changed your life in any way?



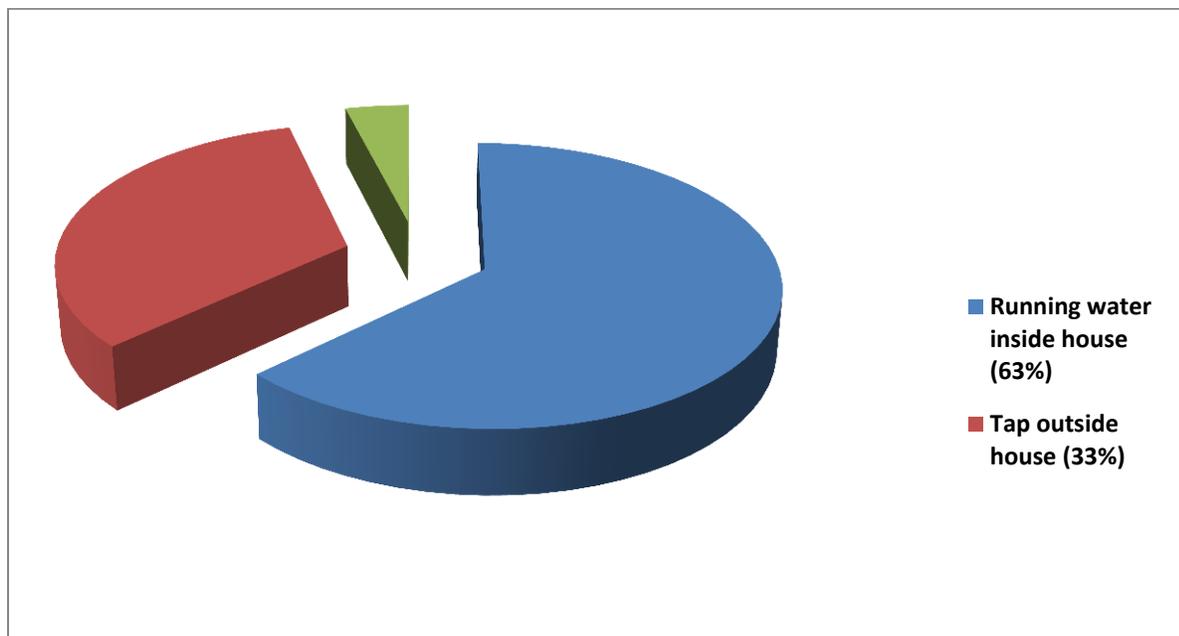
Participants had to indicate if the messages about the project had changed their lives in any way and 64 percent said yes while 36 said no.

Figure 18: Which is your Water source?



Respondents had to choose from 4 options on which type of water source they used, 10 indicated to have running water inside their houses, 75 has tap water outside their houses, three said they had boreholes, and 12 said they used communal taps.

Figure 19: Which is your desired source of water?



The respondents were further asked which sources of water they desired and the same options as in the previous table were given. 63 indicated they preferred to have running water inside their houses, 33 said taps outside, four said borehol

Table 15: Why the desired source of water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No response	3	3.0	3.0	3.0
	Using it alone	5	5.0	5.0	8.0
	It is safe and clean	35	35.0	35.0	43.0
	Easy to manage water bills	12	12.0	12.0	55.0
	Easy to access	16	16.0	16.0	71.0
	Reduces time of drawing water	18	18.0	18.0	89.0

The tap cannot be connected inside the houses because of the way the house is built	2	2.0	2.0	91.0
We will have water all the time	3	3.0	3.0	94.0
It is convenient for every purpose	5	5.0	5.0	99.0
Better to share with other households	1	1.0	1.0	100.0
Total	100	100.0	100.0	

In addition, the respondents were asked to state why they preferred the kind of water source they had chosen and from the answers given:

- a) 35 percent said "it is safe and clean,"
- b) 16 percent said 'it is easy to access,'
- c) 18 percent noted 'it reduces the time of drawing water,
- d) 12 per cent said 'It is easy to manage water bills while
- e) 2 percent of the respondents noted "the tap cannot be connected inside the house because of the way the house is built.'

Table 16: Are you willing to connect piped water?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	98	98.0	98.0	98.0
No	2	2.0	2.0	100.0
Total	100	100.0	100.0	

When asked if they were willing to connect piped water to their houses, 98 per cent said Yes and 2 per cent said No

Table 17: Which is your Mode of human waste disposal?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Flushable toilet	23	23.0	23.0	23.0
	Pit Latrine	76	76.0	76.0	99.0
	Open defecation	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

The table shows that 23 percent of the respondents used Flushable toilets, 76 used pit latrine, and only one said open defecation.

Table 18: What is your desired mode of toilet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Flushable toilet	90	90.0	90.0	90.0
	Pit Latrine	9	9.0	9.0	99.0
	Open defecation	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

The respondents also had to indicate what mode of human waste disposal they preferred, and 90 percent said flushable toilets while nine indicated pit latrines, one said open defecation

Table 19: Why do you prefer the mode of toilet you have chosen?

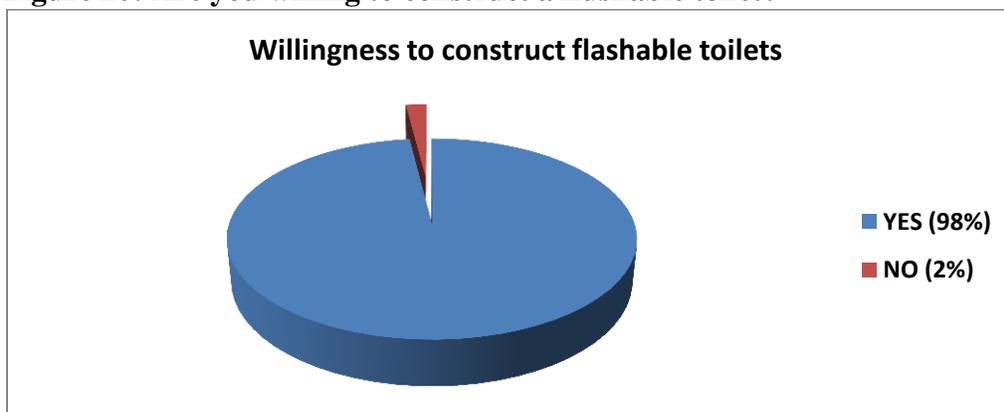
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It is safer than Pit latrine	28	28.0	28.0	28.0

It is hygienic and easy to clean	48	48.0	48.0	76.0
Prevents some water borne diseases	9	9.0	9.0	85.0
A pit latrine is easy to use	6	6.0	6.0	91.0
Reduces time of accessing the toilet	3	3.0	3.0	94.0
There will be protection from contamination	6	6.0	6.0	100.0
Total	100	100.0	100.0	

And when asked why they preferred the mode of human waste disposal they have chosen,

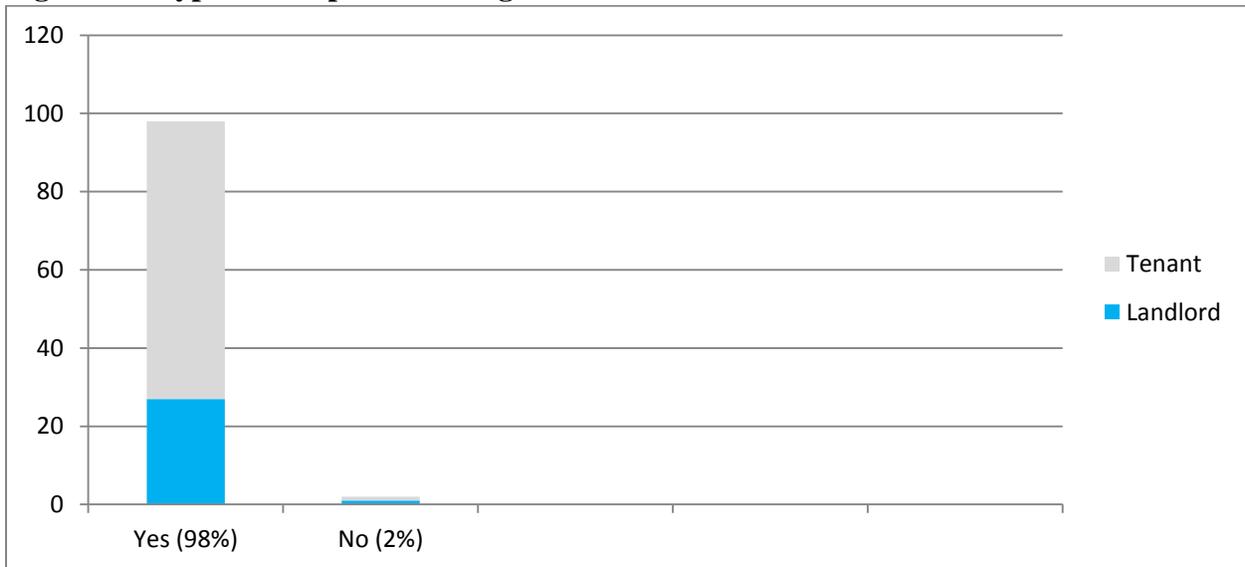
- 28 respondents said ‘it is safer than a latrine’,
- 48 noted ‘it is hygienic and easy to clean’,
- 9 said ‘it prevents some water-borne diseases’,
- 6 said ‘there will be protection from contamination’,
- 6 said ‘a pit latrine is easy to use’,
- 3 indicated ‘it reduces time of accessing the toilet.’

Figure 20: Are you willing to construct a flushable toilet?



Here 98 per cent of the respondents indicated a willingness to construct flushable toilets, with only two out of the hundred indicating otherwise.

Figure 21: Type of occupant * willingness to construct flushable toilet



The figure show that 98 per cent of the respondents were willing to construct flushable toilet while 2 per cent said they were not willing.

4.2. Qualitative Research

4.2.1. In-depth Interview with MCA – Zambia Director for Communications and Outreach

The Director, The project Monitoring Specialist, and Councillor were asked the following questions. Accompanying them are the responses.

4.2.1.1 Do you share your Communications approach?

The Director said that their idea was to ensure that people are aware of this investment and its benefits and to have them participate in the process of project implementation.

‘And then because we are working within an urban centre, people should participate in the process of project implementation, and by participation, we mean that people must then begin to cooperate with our contractor and they do not disrupt the implementation of the project.’ The Director said

He said they wanted the project to be sustainable, and this can only happen when people appreciate it, appreciate its funding, appreciate what it is doing in their lives and appreciate the benefits that are accruing as a result of this investment’, he said

The director also mentioned that the communication aspect in this sector had a diplomatic function meant to highlight the relationship between the government of the United States of America and the government of the Republic of Zambia.

4.2.1.2 How has the Community Participated in issues of Communication?

The Director said that they had insisted on ensuring that community participation in the initial design phase of the project was included. He said at 30per cent design stage they went back to the community to tell them what they were are going to do and also get ideas from the community. He further said that at 65 per cent of the design stage, they also had more meetings, and again more at 90 per cent.

The Director said a total of 22 meetings were held during the last stage of design and that the largest attendance was in Mtendere at Mahatma Gandhi School with just over 400 people.

‘We told them what we were going to do and solicited for their input on what they thought. People did make contributions to the design type of the toilet. That led to some adjustments that were being made to the toilets regarding the way they are designed,’’ he said

4.2.1.3 What Communication approach best works for you?

The Director said their communications approach was ‘bottom-up’. He said that the communities are the ones who dictate the messages that they sent out. He added that they did not have already tailored messages, but there are certain messages that were clear from the beginning. The Director said that they needed to engage the voice of the community; to listen to them and then to communicate back to them.

4.2.1.4 Does the success of this project hinge on Communication?

The Director said communication is like the form that supports the substance; it is the form that supports the substance of development. He said that they've averted a lot of riots in Mutendere for example and resistance of households to allow the contractor to come into their properties.

'Development projects can never succeed without communication, even when this project is done, communication has to tell the benefits that will result, and explain the process.'

4.2.2. In-Depth Interview with MCA- Zambia Implementation Monitoring Specialist

4.2.2.1. What is your relationship with the project affected communities?

The Specialist said that stakeholders are key to the success of any project and as such M& E ensures that the communities are given feedback on any data that is collected from them. He said their relationship with the residents was mutual.

'For example when we did the social, economic census in Mtendere, the community stakeholders the point when we were disseminating the findings, were also invited', the specialist said

4.2.2.2 Who does the Communication?

The specialist said that issues to do with communication are anchored by communications department of MCA Zambia. He said that when they were disseminating findings from research, they invited the community through the communications department. He further added that it was the M&E department that champions the dissemination of the findings as owners of those findings.

4.2.2.3. Who does the data collection from the communities?

The Specialist said that Data collection was done by external enumerators for Mtendere. They hired external enumerators who were employed by MCA – Zambia.

The Monitoring Specialist said that the enumerators were well received in Mutendere because in their absence they wouldn't have hit the success rate of 93 to 94 per cent.

4.2.2.4 Do you carry out sensitization before the enumerators get there?

The specialist said sensitization was done through adverts placed on radio and Television, and there were fliers from communication department through ZANIS. ZANIS were engaged through the communications department to go through and sensitize the community in Mtendere about the data collection exercise.

4.2.2.5 What do you say about community participation in such projects?

The specialist said a project of any kind should endeavour to work with already established community structures such Ward development Committees.

‘the best is to do power mapping where you know which are the most important stakeholders in this community. Those are the ones you work with even regarding implementing your communication strategy if it is to be effective. Members of already established structures know where to go and where to touch,’ he added.

4.2.3. In-depth interview with Mtendere Ward 33 Councillor

4.2.3. 1. What is your role in the implementation of the project?

The Councillor said that his role is to ensure that the project progresses well, and make sure that the community accepts the people who are working on the project. And this, he said has to be

done through communication. He emphasised that his other role is to sensitize the people on how to take care of the infrastructure that is coming and the need to guard against vandalism.

4.2.3.2 How do you describe the flow of Communication?

He said the information flow had improved although in the past his office was not recognized.

‘The information flow is improving, in the past, my office was not recognized, project implementers used to go directly to the people who sometimes would refuse to attend to them,’ said the Councillor.

4.2.3.3 How do you rate the level of Participation?

He said, so far so good and that this is the first time that the area is receiving such kinds of development. He said the developers were doing a good job and people are happy that the labour force has been drawn from the community. He added that this meant the people working were helping disseminate information.

4.2.3.4 Do you think because of Communication the people will accept the project?

He answered in the affirmative and added that because of the community meetings, people were free to ask questions, even if 10 percent have already dug their own flushable toilets, most people were aware of the benefits, and many were excited.

CHAPTER FIVE

DISCUSSION OF FINDING

Introduction to the Chapter

This chapter presents the analysis of findings derived from 100 questionnaires, three (3) in-depth interviews and data from actual observation of project works. It is in this chapter where the researcher also brings out whether the research questions have been answered about the Statement of the problem.

5.1. Socio-Demographic Characteristics of the Sample (n=100)

5.1.1 Age

The age distribution was varied with those who are 24 years is more than any other age. While the youngest were 20 years old and the oldest 70 years old.

5.1.2. Sex

According to the Millennium Challenge Account (2013), Mtendere Socio-Economic Household Survey conducted by the CSO, Mtendere's total survey population was 82,359. Of these 49.1 per cent were male while 50.9 per cent were female. For this study 53 females were captured in the study while 47 were male. These approximately tallies with the CSOs recent census of the population which indicate that 51 of the population are female.

5.1.3 Number of family members

The most frequent number of family members that most families had is between 3 to 5 which represents 66 households captures while 6 to 10 where 16. Only 3 had more than ten family members living with them. This confirms the findings of the survey conducted in 2013 by the CSO for MCA Zambia that the average number of family members for a family in Mtendere is five (5)

5.1.4. Length of stay in the area

The distribution ranges from between 1 year to 49 years, with 2 and three years of stay being the most frequent numbers.

5.1.5. Type of occupant

72 per cent of the respondents were tenants while 28 were tenants. According to the Millennium Challenge Account (2013), Mtendere Socio-Economic Household Survey, as at 2013, the area had a total of 18,209 households. Of these, 5,257 were landlords. Of the total 18,209 households, 20.5 percent were female-headed. The average household size was five members.

5.2 Research Question 1

What are the Awareness levels and Communication flow on the Lusaka Water Supply, Sanitation and Drainage project?

The purpose of the study was to examine the levels of communication and their effects on community participation in the implementation of water supply, sanitation and drainage project in Lusaka under the Millennium Challenge Account. The first question which also speaks to the first objective of the study was to explore awareness levels regarding the project.

The MCA- Zambia has a communications and outreach strategy whose goal is to communicate the nature and reach of the project to identified audiences. The strategy is also meant to showcase the benefits of the project, its implementation, and the role of the Government of the Republic of Zambia in infrastructure development. The overall objective of the strategy is to promote visibility, awareness, and ownership of the project and its benefits among the people of Zambia. The strategy indicates the use of various communication methods to achieve its goals. This researcher was attached to MCA-Zambia for three months and discovered that the strategy was being implemented well. The researcher attended some community engagement meetings; walk through meetings, listened from persons affected by the project and also witnessed engagement with various media.

According to quantitative research data as reflected in tables 6, 7, 8, 9, 10, 11, 12 and 13 most of the respondents, at least 96 percent had knowledge about the project and it has also been established that most of them came to know about the project through the project Implementers – Millennium Challenge Account (MCA) – Zambia. Respondents indicated what exactly they knew about the project. For example, some said, ‘It is an American funded project to improve water and sanitation in Mutendere, others said “they are putting water and sewerage pipes. Some also said ‘The council will build toilets,’ and others noted that ‘The project is about the connection of flushable toilets to all household around Mtendere. The majority represented by 50

percent indicated that the project is about installing water and sewerage pipes in the area with only 13 percent not indicating anything. The responses give a clear indication of the specific information about the project.

Again about objective number 1, the study revealed that the most effective mode of communication was face to face interactions. The respondents had eight options to choose from to indicate how they came to know about the project. Face to Face interactions stands out to be the highest channel through which the respondents came to know about the project, followed by both ZNBC TV1 and two at respectively. From the 11 options that the participants had to choose from concerning what format the information about the project was given to them, 20 percent said through a news item while 60 percent indicated that they information was given to them through Face to Face interaction. And only 7 percent indicated they got information from a community meeting. The In-depth interview with director communications and outreach for MCAZ also revealed that various media had been used to engage the community around the project area from the inception of the project. When it comes to how often the respondents came across information about the project, 54 percent indicated that they heard about it on daily bases while 13 percent noted once in a week, with 6 percent indicating twice a week and another 6 percent saying once a month. Only 21 percent said they rarely came across information about the project.

The fact that Face to Face interaction stood out as the number source of information, firms up the paradigm that participatory communication does not have to use mass media to effectively reach out to the masses. It gives some truth to the statement that Information transmitted through the electronic and printed mass media has an equally limited effect. The ability of mass media to influence behaviours through the transmission of information alone is applicable to the limited percentage mentioned above and depends on certain conditions and characteristics of the population for whom it is intended The study refutes the idea by (UNICEF, 1999) that the best bet is to use mass media and traditional media to model recommended behaviours to show people how to act; and to stimulate discussion among families, friends and communities.

When it comes to describing the flow of information from the project implementers, 46 percent indicated that it was good while 31 said it was very good. This means that 77 percent of the respondents were satisfied with the flow of information. Again this is an indication that

regardless of the channels used, the community had information about the project. With regard to specific types of messages that the respondents were given by the implementers and other stakeholders, the respondents said these included the following, ‘water supply will improve’, ‘construction of flushable toilets will reduce water-borne diseases’, ‘one can get a loan for building the toilet’, ‘the project is bringing development to the area and will help reduce water-borne diseases, and that ‘ MCA - Zambia wants each household to have its own toilet and that the community will be buying water using prepaid meters

The fact that the respondents were able to decipher one or two specific messages speak well with the MCA Zambia communications strategy which is aimed at creating awareness about the project and making the Project Affected People (PAP) know the specifics about the project if they are to accept it.

This also confirms that the communication on the part of the implementers of the project was effective. As Spitzberg and Cupach (1989) indicated that communication is effective when a communicator is effective enough to communicate competently, simply, clearly, sincerely and dynamically and that one’s communication can be termed as successful if the receiver acknowledges it.

The success of the awareness raising resonates with the thoughts in the UNICEF (1999) manual on communication for water supply, environment, and sanitation programmes that Knowledge is power as stated in the literature review.

The use of modern communication according to proponents of the theory of development support communication such as Schramm (1964) has also influenced a culture of development in the area. This can be attributed to the fact that respondents in Mtendere were able to specifically highlight messages about the project which are in most cases positive and development oriented.

On the other hand, Schramm had high hopes for the ability of mass media to achieve functions of participatory communication independently or as a support system to “help to bridge the transition between the traditional and modern society” (1964, p. 129), as well as raise aspirations, create a climate for development, feed interpersonal channels, and enforce social norms. Nonetheless, Schramm’s Mass Media and National Development were highly influential “in recommending and planning mass media programs in the developing world during the 1960s,

”and he understood the need to consider local conditions for mass media efforts to be efficacious (Singh, 2002, p. 484, 485).

But again looking at respondents’ level of awareness and the ability to specifically pick out messages about the project, Schramm’s view that communication tasks should be utilized to realize social change can be supported. His thoughts were that, first, the people must be provided with information about national development and why changes are needed; second, there must be opportunities for people to participate in decision-making where leaders can lead, and people can voice their opinions; and third, skills that are needed must be taught (Schramm, 1964, p. 125).

5.3. Research Question 2

What are the levels of Community Participation about Communication? n= (100)

The second question and objective of the study was to establish how participatory the project implementers have been in embracing communication ideas from the community. Table 14, 15,16,17,18 and 19 address the issues of communication and how the community participated regarding designing messages, disseminating information, attending community meetings, the nature of the community meeting whether one-sided or participatory and also taking part in any research for the project.

The research, however, found that very few respondents took part in activities related to communication about the project. Out of 100 respondents only, 37 percent said they had attended one community meeting. 21 males and 16 female respondents participated in a community meeting. 34 percent of respondents indicated that the meeting was participatory while six said otherwise, while 60 per cent of the respondents did not answer the question. Further , respondents were asked to report if they had taken part in designing any messages about the project and only 16 said ‘Yes’ while 84 said ‘No.’ Respondents were also asked whether they had taken part in disseminating or sharing any information about the project and 71 percent said ‘No’ while 29 said ‘Yes

The results show that in most cases a participatory approach to communication was not used. The implementers took the role of informing the beneficiaries about the project and not meaningfully involving the beneficiaries in the communication process.

The researcher attended a community meeting called by the implementers, MCA- Zambia, the area ward councillor for Mtendera, the police, and the contractor. The meeting was meant to clear misunderstanding about the project among taxi drivers at Mtendera Market. The researcher observed that as much as the taxi drivers were given an opportunity air their views, their suggestions on the way forward were not fully embraced because the implementers already had a plan. The researcher discovered that many respondents did not feel they owned the project. Many felt it was a government project about which they could do little or nothing. This is despite the MCA Zambia communications strategy of a bottom-up approach.

The theory Development support communication with a paradigm of participatory communication from inception focuses on dialogical communication rather than on linear communication, the project fell short of expectations in this aspect. The emphasis in participatory communication is on collective processes in which communities should be involved in research, problem identification, decision-making, implementation, and evaluation of change.

But again there might be another dimension to participatory communication which according to the MCAZ Director of Communication and Outreach which speaks to making sure that people are aware of the investment and its value for them.

‘And then because we are working within an urban centre, people should participate in the process of project implementation, and by participation, we mean that people must then begin to cooperate with our contractor and they do not disrupt the implementation of the project.’ The Director said

This statement by the MCA-Z Director indicates that from the implementer’s point of view, participation does not mean actual action from the community. The Director further said the community was given a platform to participate in the project through the community meetings. Indicating that at 65 per cent of the design level, they had meetings and at 90 per cent, 78 community meetings were held. The last 22 meetings at design level were held in Mtendera Township. And that this is where the largest attendance of just over 400 people community members who included community leaders, young people, elderly people, women and men, experts and non-experts at Mahatma Gandhi School.

According to the MCA-Z Director, the meetings informed the community about the project and solicited for their input on what they thought. This in itself gave a community voice to the

project, and people did make contributions to the design type of the toilet which led to some adjustments.

The revelation is however against information from quantitative research which indicates that out of 100 respondents only 37 percent had attended at least one community meeting with 34 percent of respondents saying that the meeting was participatory while six said otherwise, with about 60 percent of the respondents did not answer the question.

Further the MCA- Zambia Implementation Monitoring Specialist said that the hiring of external enumerators from within Mtendere to do data collection somewhat gave acceptance to the project, and in a way, the community had a role.

‘In this case, the community helped us in ensuring that our enumerators are well received in Mutendere because in the absence of them we wouldn’t even have hit that success rate of 93 to 94%. So they were really of help’ said the Monitoring Specialist

However, according to Soola’s (2002:18) definition of participatory communication as the bidirectional sharing of ideas, information, knowledge and experiences among co-equals, Participatory communication ensures that development community people are the most qualified at the local level to decide if, and in what ways a given project’s planning and objectives are situation-realistic in the context of the people’s needs or the local level. It ensures that community people are involved; informed and motivated to participate in the planning of their own development and are empowered with skills required to improve the quality of their lives.

This speaks to Mtendere ward 33 Councillor’s views when he describes the flow of information between him as a community leader and the project implementers.

‘The information flow is improving, in the past, my office was not recognized, they used to go directly to the people who sometimes would refuse them, but now they have recognized me and are using me to community to the community,’ said the Councilor

The Councilor further describes the levels of participation as good considering that most of the labour force has been drawn from the community and they are helping in disseminating information about the project.

The Councillors’ views are an indication of the role that the local leadership plays in ensuring that development projects are a success. And as the MCA- Zambia M & E specialist said, that a

project of any kind should endeavour to work with already established community structures such Ward development Committees, instead of creating additional structures on the ground.

“ the best is to do power mapping where you know which are the most important stakeholders in this community. Those are the ones you work with even regarding implementing your communication strategy if it is to be effective. Members of already established structures know where to go and where to touch.”

This is also in line with what is stated in the literature review by Zulu et al. (2010) that the success of the community-led total sanitation project in Macha Chiefdom of Southern province in Zambia was successful because the traditional leader was personally involved at every stage of implementation. The participation of Chief Macha himself started community participation as the chief was at the forefront of disseminating information on the benefits of each household constructing their own toilet. Macha challenged his people to surpass the MDG target for sanitation in his chiefdom within two years. It shows remarkable vision and leadership that by July 2009 all the 105 villages went through the CLTS process and the whole Macha Chief Back home in Zambia, according to Giveson Zulu, Peter Harvey and Leonard Mukosha (2010), in 2005, the official government sanitation coverage for Zambia was estimated to be 13% of the rural population.

5. 4. Research Question 3

What are the levels of satisfaction with the communication on the project?

The last question and objective of the study was to access the levels of satisfaction with the communication around the project. The satisfaction will point towards behaviour change as a result of the message or information about the project, willingness to construct flushable toilets and connect piped water. The researcher is however quick to mention that even though indicating a willingness to do something is not in the actual sense taking action in itself, for this study the willingness indicates a change in mind-set. For this question to have being answered, tables 20, 21,22,23,24,25,26,27, 28, 29 and table 30 were analysed.

The Millennium Challenge Account (2013) Mtendere Socio-Economic Household Survey conducted by the CSO points out that the most prominent sources of water for drinking were taps within plots and neighbours' taps. About 39.4 per cent of the households were connected to a

water supply network. About 3.2 per cent of the households did not have a toilet facility of their own. Most of these households indicated that they used a neighbour's toilet facility.

And for this study, 75 percent of the respondents indicated that their source of water was a tap outside their homes, while 10 percent said they have running tap water inside their homes, 12 indicated they accessed water through communal taps and three indicated boreholes. Respondents had to choose from 4 options on which type of water source they used, 10 indicated to have running water inside their houses, 75 had tap water outside their houses, 3 said they had boreholes and 12 said they used communal taps. 63 percent said they actually preferred running water inside their homes, 33 percent preferred taps outside their homes, 4 percent prefer boreholes.

The interesting aspect is where the respondents indicate why they prefer, the source of water they choose. Among the reasons for their choices include, "when the tap is connected inside the house, we will be able to use the tap alone", "it is safe and clean", "it is easy to manage water bills," and "water is accessible when the tap is inside the house", "a tap inside the house reduces the time of drawing water" "the tap cannot be connected inside the house because of the way the house is built", "with a borehole, we will have water all the time", a tap outside is convenient for every purpose and last but not the least, some indicated that a tap outside is better because we can share with others. As such 98 percent indicated a willingness to connect piped water.

Participants had also to indicate if the messages about the project had changed their lives in any way and 64 percent said yes while 36 said no.

It is, therefore, possible looking at the number of respondents willing to connect piped water to their houses and those that indicated that their lives had changed as a result of message on the project, that there is some level of behaviour change as they understand the benefits of the project.

This is where the theory of Diffusion of Innovation comes into emphasis that adoption of an innovation is a type of decision making which happens in stages. It occurs through a series of communication channels over a period among the members of a similar social system. Ryan and Gross first indicated the identification of adoption as a process in 1943 (Rogers 1962, p. 79)

The argument by Roger (1995) that Diffusion of an innovation is a process through which an innovation which consists of four stages - invention, diffusion, time and consequences, makes

the options of the innovators to reach the early adopters, who also accept and buy the new product or service at an early stage. In this case, the respondents have based their willingness to construct flushable toilets and connect piped water based on the messages from the implementers of the project.

Even though at the stage of concluding the research, there was no feedback as to how many had done the actual connection, their willingness is an indication and a pointer that communication has affected the community. The diffusion of innovations model demonstrates that, while the media diffuse most new ideas, audiences heavily rely on the recommendations and opinions that (originally) come from opinion leaders or mavens to decide if they adopt the innovation.

Similar question where asked to ascertain the type of toilet the respondents used, their desired mode, and why they prefer the mode they had chosen. And 90 percent said they preferred flushable toilets while nine indicated pit latrines, one said open defecation. Further 28 percent of the respondents said they preferred a flushable toilet because again it is safer than a latrine', 48 noted' it is hygienic and easy to clean ', 9 said 'it prevents some water-borne diseases', 6 said 'there will be protection from contamination, '6 said 'a pit latrine is easy to use while 3 indicated 'it reduces time of accessing the toilet. And 98 percent indicated a willingness to construct flushable toilets.

A cross-tabulation of the 'type of occupant and willingness to construct flushable toilets' indicated that 27 per cent of the respondents willing to construct flushable toilets and 71 are tenant. This shows that most of the people that are resident in Mtendere are tenants and if they had their way, they would construct the toilets already.

There is no doubt that the messages about the project have affected the community and like MCA Zambia Communications Director said, people, will not see a development project as their enemy if they understand what it is about.

'Development projects can never succeed without communication, even when this project is done communication has to communicate the benefits that will result it is the process, and it is the end', the Director said

5.5. Conclusion of the Chapter

The last chapter has discussed the findings of the study about the theoretical framework and has concluded that most of the respondents knew the Lusaka water supply, sanitation, and drainage project. The chapter also brings out the fact that MCAZ has lived up to its objective of its communications and outreach strategy of ensuring that there is awareness of the LWSSD project in the community. This is evidenced by the number of respondents that indicated awareness of the project.

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

Introduction

This is the last chapter of the study, and it brings out, in brief, the findings in conclusion and also makes recommendations.

6.1. Conclusion

The study looked at communication and community participation in the implementation of the Lusaka Water Supply, Sanitation and Drainage project. The project is being done at the cost of 355 million United States dollars under the Millennium Challenge Account – Zambia. Once complete, the project will benefit well over 1.2 million residents of Lusaka in seven constituencies. The study was focused on Mtendere which was sampled purposively out of all the project catchment areas. This is because this is where the project targets to improve people's lives by improving water and sanitation through new installations. As such the study concludes that most of the residents in Mtendere are aware of the project. This is reflected in the number of respondents who indicated awareness through the questionnaires. The type of messages that the respondents specifically came up with are also indicative of their levels of understanding the project. There is no doubt again that communities through the eyes of the respondents feel that the project is one that will change their lives. This is due to the reasons they had indicated on why they would prefer to have piped water and flushable toilets. The awareness levels can also be attributed to the use of various channels of communication to disseminate information.

It must, however, be noted that the most prominent channel of communication was face to face or interpersonal communication. This is as evidenced by the study that most of the respondents know about the project through of face to face interaction with the project implementers. This is not to say they the other channels are not relevant but it steps on the idea that with such kind of developments, the community will understand better once they are given personalized attention.

The study has also concluded that giving a lot of information about the project to the community does not entail participatory communication. This is because the communication was linear and not dialogical. Communication was mostly from up to bottom instead of the other way round. This is evidenced by the number of people that took part in communication related actives such as message designing, research, and dissemination. It is also clear that very few community

members attended community meeting although this is the contrary to claim by MCA- Zambia that many respondents had attended the meetings. Again very few in found the community meetings to be participatory. This could be because many claimed that, as much they were given a platform to air their view, their suggestions were not taken on board.

To this effect the study concludes that the lack of participatory communication could affect the acceptance of the project, considering that at the time of the study, the project was still underway. The community has a responsibility to ensure that they use their resources to fully connect water pipes and construct flushable toilets from the point where the implementers end. Therefore if their ideas are not taken on board, they project which implemented at a huge cost might risk being a white elephant.

However, the study also concludes that there is hope in having a successful project and that objectives of uplifting the lives of the people of Mtendere will be met. This is because many are excited with the idea of having flushable toilets and piped water as evidenced by the findings. They are also willing to have these facilities and services because they are aware of the benefits.

6.2 Recommendations

The main purpose of the study was to determine the levels and forms of communication plus community participation in the implementation of the of the Lusaka water supply sanitation and drainage project. And following the findings from the study, the researcher recommends,

- That implementers engage the community more and embrace their ideas if there is to be ownership of development projects otherwise they risk being white elephants.
- That communication should be dialogical as opposed to linear or one-way communication. The community should be able to state what kind of development they want and how they want it implemented.
- That when carrying out new ideas in a community, implementers should use more of interpersonal communication. Interpersonal communication works better in the diffusion of innovations.
- A follow-up should be conducted to ascertain if the project would have yielded the intended objective once complete.

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Appendix 1:



**UNIVERSITY OF ZAMBIA
DIRECTORATE OF POST GRADUATE STUDIES**

**FACULTY OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM**

RESEARCH QUESTIONNAIRE

TOPIC: An investigation into the levels and forms of communication and community participation in the implementation of the Lusaka water supply, sanitation and drainage projects under the Millennium Challenge Account – Zambia

STUDENT NAME: RUTH NAMATAMA KANYANGA

STUDENT NUMBER: 2015 13118

Introduction

My name is Ruth NamatamaKanyanga, a Zambian citizen and holder of NRC no 235381/64/1. I am a student of Master for Communication for Development. I am undertaking a study into the levels and forms of communication and community participation in the implementation of water supply and drainage projects. Through this study, your answers will help bridge the gap that is there is communications and community participation with regard to this project. The answers will be strictly used for the purpose of this study and will be treated as confidential by this researcher. In case you have any questions on the survey, please call Ruth Kanyanga on 0976405060 or 0966908698. Thank you very much for your answers and suggestions.

Instruction: please circle the appropriate answer or write in the space provided as the case may be.

Section 1, Demographic data

1. Age of Respondent

1. 18– 25
2. 26 – 31
3. 32-39
4. 40 and above

2. Gender

1. Male
2. Female

3. Number of family members

1. 1 - 2
2. 3 – 5
3. 6 – 10
4. More than 10

4. For how long have you been living in this area?

1. 1 – 2 years
2. 3-5 years
3. 6- 10 years
4. More that tens year

5. What type of occupant are you?

1. Landlord
2. Tenant

Section B – Awareness and Communication flow

6. Are you aware of the project to improve water supply, sanitation and drainage in Lusaka under the millennium challenge account?

1. Yes
2. No

7. How did you come to know about the project?

1. ZNBC TV1
2. ZNBC TV2
3. MUVI TV
4. RADIO 2
5. HOT FM
6. Times of Zambia
7. Zambia daily mail
8. Daily Nation
9. Bill boards
10. Community meetings

8. What exactly do you know about the project?

.....
.....

9. What kind of messages on the project are been given to you?

.....
.....

10. In what format is the information disseminated?

1. News items
2. Documentaries
3. Feature stories
4. Drama
5. Posters
6. Community meetings

11. How often do you come across information on the project?

1. Daily
2. Once a week
3. Twice a week
4. Once a month
5. Rarely

Section C: Communication and Community Participation

12. Have you attended any community meeting to discuss the project?

1. Yes
2. No

13. If your answer to question 21 is yes, how did you find the meeting?

1. One sided
2. Participatory
3. Non

14. How do you describe the flow of information on the project from other stakeholders to you?

1. Very good
2. Good
3. Non
4. Bad
5. Very bad

15. Who is the source of the information?

1. Millennium Challenge Account
2. Lusaka Water and Sewerage Company
3. The local leadership
4. Contractor (elevo)

16. Have you taken part in designing messages on the project?

1. Yes
2. No

17. Have you participated in conducting any form of research on the project?

1. Yes
2. No

18. Have you participated in the dissemination of information about the project?

1. Yes
2. No

19. Have you taken part in any other activity related to the project?

1. Yes
2. No

Section D: Levels of satisfaction with the communication around the project

20. Have your messages on the project helped in any way in the implementation of the project?

1. Yes
2. No

21. Are you satisfied with your participation in communication on the project?

1. Yes
2. No

22. Have the messages changed your life in any way?

1. Yes
2. No.

23. Which is your water source?

1. Running water inside the house
2. Tap outside the house
3. Borehole
4. Well
5. Commune tap

24. Which is your desired source of water?

6. Running water inside the house
7. Tap outside the house
8. Borehole
9. Well
10. Commune tap

25. Explain why you prefer the source of water you have chosen

.....

26. Are you willing to connect piped water to your house?

1. Yes
2. No

27. What is your mode of human waste disposal?

1. Flushable toilet
2. Pit latrine
3. Open defecation

28. Which is your desired mode of human waste disposal?

1. Flushable toilet
2. Pit latrine
3. Open defecation

29. Explain why you prefer on mode of human waste disposal you have chosen.

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30. Are you willing to construct a flushable toilet?

1. Yes
2. No

Appendix 2:



**UNIVERSITY OF ZAMBIA
DIRECTORATE OF POST GRADUATE STUDIES
FACULTY OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM**

RESEARCH QUESTIONS FOR IN-DEPTH INTERVIEW

TOPIC: An investigation into the levels and forms of communication and community participation in the implementation of Lusaka Water Supply, Sanitation and Drainage projects under the Millennium Challenge Account – Zambia

STUDENT NAME: RUTH NAMATAMA KANYANGA

STUDENT NUMBER: 2015 131188

Introduction

My name is Ruth NamatamaKanyanga, a Zambian citizen and holder of NRC no 235381/64/1. I am a student of Master for Communication for Development. I am undertaking a study into the levels and forms of communications and community participation in the implementation of the Lusaka water supply, Sanitation and Drainage. Through this study, your answers will help bridge the gap that is there is communications and community participation with regard to this project. The answers will be strictly used for the purpose of this study and will be treated as confidential by this researcher. In case you have any questions on the survey, please call Ruth NamatamaKanyanga on 0976405060 or 0966908698. Thank you very much for your answers and suggestions.

Respondent 1:

1. Name of Organization : MCA – Zambia
2. Name of Respondent: Dr. John Kaunda
3. Position held in the organization: Director for Communications and Outreach
4. Share with me your communication strategy; what are some of the things that are contained in your communication strategy as millennium challenge?
5. How has the community participated in the project more especially when it comes to issues of communication?
6. What kind of approach best works for you?
7. Ultimately, does the success of this project or projects of such nature hinge on communication and effective communication for that matter?

Respondent 2:

1. Name of Organization : MCA – Zambia
2. Name of Respondent: Mr. Lloyd Mwansa
3. Position held in the organization: Implementation Monitoring Specialist
4. What would you say is your relationship with the communities where the project is being implemented?
5. Who does the communication?
6. Who does the data collection from the communities?
7. Do you make pre- arrangement where you talk to community leaders – some form of sensitization before the enumerators get there?
8. What do you say about community participation in such projects?

Respondent 3:

1. Name of Organization : Government
2. Name of Respondent: WadsonMtonga
3. Position held in the organization: Mtendere ward 30 Councilor
4. What is your role in the implementation of the project?
5. How do you describe the flow of communication?
6. How do you rate the level of participation?
7. Do you think because of communication the people will accept the project?

Appendix 3

The researcher took time to capture some moments of her field work during the research period of three months attachment to MCA Zambia.

Photo 1: The researcher during data collection

Photo2: The researcher and some female employees working on the sewer lines in Mtendere.

Photo 3: men and women at work at Mutendere market

Photo 4: shows a man taking photos of the sewer tank at mutendere market

Photo 4: is of a man digging out

Photo 5: Female employees look on







