

**AN EVALUATION OF THE COMMUNICATION STRATEGIES OF
THE NATIONAL FOOD AND NUTRITION COMMISSION**

**By
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**A Report submitted to the University of Zambia in partial fulfilment of the
Requirements of the Degree of Master of Communication for Development**

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Declaration

I, Allan Mulenga declare that this report:

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ABSTRACT

There have been significant strides in combating malnutrition in Zambia, particularly under-nutrition among low income groups, women and children. The country was one of the first signatories to improving national nutritional status by scaling-up nutrition interventions, with emphasis on the First 1000 Most Critical Days Programme (the period from conception up to two years of life). Zambia has since reduced the levels of stunting among children under the age of five years from 45% to 40%. The Government through the National Food and Nutrition Commission (NFNC) also planned to reach out to school children and young adults with up-to-date nutrition information that motivates behaviour change communication and improved nutritional status.

This study was undertaken to evaluate the communication strategies the NFNC uses to communicate and reach out to the public. The study used both qualitative and quantitative methods in gathering the data. 100 respondents from the five wards in Lusaka's Matero Constituency systematically selected were interviewed and 80 self-administered questionnaires were purposively distributed. The researcher used this method for the NFNC staff, and Government officials from key line ministries. The study also examined five opinion leaders' perceptions towards feeding habits through in-depth interviews. The researcher used the manual method for qualitative data gathered from the documentary evidence, interviews, as well as participant observation and the computer, where the Statistical Package of Social Sciences (SPSS) software was applied for descriptive statistics and frequencies of distribution.

The study established that all respondents were aware of the communication strategies the NFNC uses to communicate nutrition messages. However, there was a variation in responses when respondents were asked to determine the effectiveness of the communication strategies and the messages used. 42.5% indicated that communication strategies used were less effective, 22.5% were not sure, and 20% stated that they were effective, while 13.8% indicated that they were not effective. Only 1.3% said they were very effective. Equally, 80% stated that the messages and language used had failed to change people's beliefs, attitudes, and behaviour towards malnutrition. The study recommended that the NFNC needed to use all media tools in its communication strategies. Further, the study recommended that tailored-made messages and user-friendly language be used for specific targeted audience so that the communication strategies can be effective.

Dedication

This work is dedicated to my father, Mr Lottie Pule Mulenga, mother, Mrs Eunice Mupenda-Mulenga, wife, Faides and son, Chama whose words of encouragement on issues of academics will always be treasured.

You are the drive and motivation to work hard. You are the reason I work hard every day, even when I hit a low point, so that from the sweat, you will enjoy the sweet.

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List of Abbreviations

BCC	Behavioural Change Communication
BMS	Breast Milk Substitute
CSG	Community Support Groups
CMG	Community Management Groups
CAADP	Comprehensive Africa Agriculture Development Programme
CSO-SUN	Civil Society Organisations for Scaling-Up Nutrition
DPNG	Development Partners for Nutrition Group
FAO	Food and Agriculture Organisation
GDP	Gross Domestic Product
GHS	Ghana Health Service
IEC	Information, Education and Communication
IFPRI	International Food Policy Research Institute
IYCF	Infant and Young Child Feeding
MCH	Mother and Child Health
MoH	Ministry of Health
MoHFW	Ministry of Health and Family Welfare
NEAC	Nutrition Education and Communication
NECU	Nutrition Education and Communication Unit
NFNC	National Food and Nutrition Commission
NNI	National Nutrition Institute
NNS	National Nutrition Services
UN	United Nations
UNICEF	United Nations Children's Emergency Fund
SDGs	Sustainable Development Goals
SNDP	Sixth National Development Plan
SUN	Scaling-Up Nutrition
WHO	World Health Organisation
ZDHS	Zambia Demographic Health Survey

INTRODUCTION

Malnutrition prevents millions of Zambia's children from reaching their potential. The high rates of malnutrition are reducing the country's chances of achieving its aspiration to be a prosperous upper-middle-income country by 2030 (MoF, 2015). Current estimates indicate that about 15% children under five years of age in the country are underweight (low weight for age) (WHO, 2012, p.23). In addition, estimates of stunting (low height for age) were as high as 40% (ZDHS, 2014, p.15).

Children in the poorest households are more than twice as likely to be under-weight as children in the wealthiest households (CSO, 2014). Zambia was ranked 69th in the 2015 Global Hunger Index, and still faces an 'alarming' hunger and under-nutrition situation (IFPRI, 2015, p.34). High levels of malnutrition, particularly under-nutrition, hold back socio-economic development. In Zambia, chronic food insecurity continues to exist among low income groups such as the urban poor and small-scale farmers (NFNC, 2015, p.1).

Among the main nutrition problems in the country include: inadequate intakes of energy and protein, iron deficiency, anaemia, vitamin A, and iodine deficiency. These problems are referred to as hidden malnutrition. For this reason, their full magnitude is unprecedented because usually there are no obvious signs of the problem, and the victims themselves could not be aware. As a result, not enough attention is paid to malnutrition (NFNC, 2015, p.1).

Adequate nutrition would require three complementary inputs which include caring practices, the promotion and protection of maternal and child health, the provision of adequate household food security and dietary diversification. All these elements are necessary to ensure good nutrition in the country (NFNC, 2015, p.1).

Zambia's commitment to ensuring the health and well-being of its people is manifest in the ratification of the Convention on the Rights of the Child in 1991; and the re-introduction of the national development planning in 2004; the adoption of the Vision 2030; the adoption of the National Food and Nutrition Policy in 2006; and the adoption of the recommendations from the international conference on nutrition of 2014 (NFNC, 2015, p.2).

The nutrition situation in Zambia has remained poor and may continue to deteriorate if corrective measures are not taken now. Malnutrition is a result of complex social economic and cross-cutting issues, which require coordinated communication strategies efforts to correct. There had been no explicit sectoral guidelines for developing and implementing nutrition interventions as a result there has been little or no effort to incorporate communication strategies in nutrition programmes. However, citizens need access to information on nutrition interventions so that they could hold decision-makers accountable for their decisions. However, citizens often appear unconcerned about nutritional issues; there has been little demand for knowledge about the health of the food eaten. Parents, especially mothers needed to be knowledgeable and aware of what they need to feed their growing children (Namugumya, 2011, p.78).

The aim of this study was to evaluate the communication strategies the NFNC uses to communicate and reach out to the public. The study used both qualitative and quantitative methods in gathering the data. 100 respondents from the five wards in Lusaka's Matero Constituency systematically selected were interviewed and 80 self-administered questionnaires were purposively distributed. The researcher used this method for the NFNC staff, and Government officials from key line ministries. The study also examined five opinion leaders' perceptions towards feeding habits through in-depth interviews.

This report is divided into seven chapters. Chapter one gives a background to the growing problem of malnutrition that saw the need to evaluate the communication strategies the NFNC uses to communicate and reach out to the public. It introduces the focus of the study, the rationale behind the study, and the context in which the study findings are later interpreted. Chapter two reviews the literature on communication strategies that have been made by other countries to tackle this malnutrition problem. It looks at the lessons learnt from African countries in similar situations as Zambia, as well as developed countries. And then, this chapter is also important to see the gaps in the communication strategies that have not been sealed so that perhaps this research can seal this loophole. Chapter three delves on the research methodology used. Chapter four outlines the main theories guiding the study and how they relate to the research and defines the main concepts according to the way in which they are used during the course of the study. Chapter five is a presentation of research findings. Interpretation and discussion of research findings and their significance to the study's purpose and objectives is covered in chapter six. Chapter seven tackles the conclusion and recommendations for the study.

CHAPTER ONE

BACKGROUND INFORMATION

1.1. Introduction

In this chapter, the researcher has provided an overview of the current nutrition situation in the country. The researcher has also presented the background information about the National Food and Nutrition Commission (NFNC) to give a clear understanding of its operations. Furthermore, the researcher has provided the statement of the problem, and the rationale of the study before itemising the research objectives and the research questions for the study.

1.2. Nutrition Situation in Zambia

At no time has the world been so united in the fight against malnutrition than now, especially under-nutrition (Lartey, 2013, p.5). According to Lartey, the momentum around nutrition today has been unprecedented. Combating malnutrition in all its forms, will build strong and resilient individuals, families, communities, and the nation at large. Nutrition is now part of the national strategic plans of many countries including Zambia. Current estimates indicate that about 15% children under five years of age in the country are underweight (low weight for age) (WHO, 2012, p.23). In addition, estimates of stunting (low height for age) were as high as 40% (ZDHS, 2014, p.15). Zambia was ranked 69th in the 2015 Global Hunger Index, and still faces an ‘alarming’ hunger and under-nutrition situation (IFPRI, 2015, p.34). High levels of malnutrition, particularly under-nutrition, hold back the country’s socio economic development. In Zambia, chronic food insecurity continues to exist among low income groups such as the urban poor and small-scale farmers (NFNC, 2015, p.1).

Among the main nutrition problems in the country include: inadequate intakes of energy and protein, iron deficiency, anaemia, vitamin A, and iodine deficiency. These problems are referred to as hidden malnutrition. For this reason, their full magnitude is unprecedented because usually there are no obvious signs of the problem, and the victims themselves could not be aware. As a result, not enough attention is paid to malnutrition (NFNC, 2015, p.1).

Adequate nutrition would require three complementary inputs which include; caring practices, the promotion and protection of maternal and child health, the provision of

adequate household food security and dietary diversification. All these elements are necessary to ensure good nutrition in the country (NFNC, 2015, p.1).

The government through the NFNC has recently established targets for the reduction of childhood malnutrition, prevention and control of Vitamin A, iron and iodine deficiencies. Achieving these targets would contribute significantly to attaining the sustainable development goals and contribute towards achieving the Vision 2030 (NFNC, 2015, p.2).

Zambia's commitment to ensuring the health and well-being of its people is manifest in the ratification of the Convention on the Rights of the Child in 1991; and the re-introduction of the national development planning in 2004; the adoption of the Vision 2030; the adoption of the National Food and Nutrition Policy in 2006; and the adoption of the recommendations from the international conference on nutrition of 2014 (NFNC, 2015, p.2).

In December 2010, the Government joined the Scaling-Up Nutrition (SUN) movement. It also committed itself to improve food and nutrition security by signing the Compact for the Comprehensive Africa Agriculture Development Programme (CAADP) in January 2011. In April 2012, the Government launched the National Food and Nutrition Strategic Plan and the First 1,000 Most Critical Days Programme (the period from conception up to two years of life). However, budget analysis of the Zambia Civil Society Scaling Up Nutrition (CSO-SUN) Alliance showed that planned expenditure for nutrition interventions is lagging behind the requisite spending per child under two for direct nutrition interventions (CSO-SUN Alliance, 2013, p.45).

Among the underlying causes of the low profile of nutrition at all levels in the country was a lack of knowledge on information about nutrition issues. At the grass-roots level, there was need to create demand for information on nutrition. Citizens need access to information on nutrition interventions so that they could hold decision-makers accountable for their decisions. However, citizens often appear unconcerned about nutritional issues; there has been little demand for knowledge about the health of the food eaten. Parents, especially mothers needed to be knowledgeable and aware of what they need to feed their growing children (Namugumya, 2011, p.78).

In conclusion, there is need to build sound communication strategies that effectively balance support for promoting both social and individual behavioural change on feeding habits that support good nutrition. The challenge now is not only to lock in existing commitments to reducing malnutrition in all its forms, but also to formulate effective communication strategies at the right time, with the right information, by the right medium, and in the right audiences (<http://www.phn.ng/pdfs/data-nutrition.pdf>., viewed on 10/12/2015).

1.3. Background information of the National Food and Nutrition Commission (NFNC)

The NFNC is a statutory body that was established in 1967 by an Act of Parliament, Chapter 308, No.41 under the Ministry of Health as an advisory body to the Government on matters concerning food and nutrition. The commission's broad objective is to promote and oversee nutrition activities in the country, primarily focusing on vulnerable groups such as children, and women.

In pursuance of this mandate, the organisation has, since inception undertaken several activities aimed at nutritional improvement with varying degrees of success. Many of these have been done through collaborative effort with both local and international stakeholders.

1.3.1. Vision

To be Zambia's Centre of Excellence in leading food and Nutrition Action for optimal nutrition.

1.3.2. Mission Statement

To provide efficient and effective leadership for coordinated food and nutrition action in Zambia.

1.3.3. Core Values

- Creativity
- Empowerment
- Trust
- Teamwork

1.3.4. Organisational setup

The organisation's operations are guided by the mandate specified in the Act of Parliament and are implemented by a strong administrative and professional back bone. For administrative and operational purposes, the NFNC is answerable to the Minister of Health.

1.3.5. Funding

The NFNC receives a monthly grant from the Government through the Ministry of Health for its administrative duties. It also receives financial and material support from multinational and bilateral agencies, as well as local and international NGOs depending on the need.

1.3.6. Core Functions

Some of the core functions of the NFNC in line with its objectives are as follows:

- It is responsible for continuous assessment of the extent and distribution of malnutrition in the country by identifying, among others, dietary deficiencies and their causal factors.
- It conducts research that provides information on the nutritional needs of the population.
- It liaises with relevant government ministries and other government departments as well as with international and non-governmental organisations in the coordination and integration of development plans and programmes relating to food and nutrition.
- It coordinates the work of all nutrition groups functioning in various districts.
- It produces various information education and communication materials used in teaching nutrition in communities and schools.
- It facilitates nutrition training at professional, supervisory and field levels to improve programme implementation.

1.3.7. Operational Units

In carrying out its functions, the NFNC operates through four technical units, other than the accounts and administration units which support the operations. The units include;

- Research and Planning Unit
- Public Health and Community Nutrition Unit
- Nutrition Education and Communications Unit, and

- Training and Collaboration Unit

1.3.7.1. Research and Planning Unit

- Through surveys and other methods collect, analyse, interpret and disseminate nutrition and related data for decision making.
- Define the nature, magnitude and causes of malnutrition and areas most affected and the vulnerable groups.
- In collaboration with other relevant organs, develop indicators for monitoring and evaluation of nutrition programmes.
- Develop plans and strategies relevant to improving the nutritional status of the vulnerable groups in collaboration with other relevant government sectors.
- Maintain a food and nutrition data bank for Zambia.
- Monitor the implementation of the Food and Nutrition Policy.

1.3.7.2. Public Health and Community Nutrition Unit

- Coordinate the implementation of public health activities by the nutrition sector.
- Promotion of the micronutrient control programme.
- Development of nutrition guidelines for various target groups and nutrition service providers.
- Advocate for the inclusion nutrition in sector development plans.
- Provide technical backstopping on the implementation of nutrition programmes to key line ministries and other stakeholders.

1.3.7.3. Nutrition Education and Communications Unit

- Collate nutrition information already existing from research and other sources and translate into nutrition education materials for general public, policy makers and nutrition service providers.
- Create awareness and community interest in nutrition to the general public, through development and distribution of various information, education and communication materials.
- Develop and maintain up to date communication strategies.
- Plan and organise nutrition education seminars and workshops.

- Advocate for nutrition improvement to leaders and policy makers.
- Monitor and evaluate the impact of communication messages and materials.
- Maintain the library and ensure acquisition of relevant up to date publications.

1.3.7.4. Training and Collaboration Unit

- Develop and review training methodologies and plans for different nutrition service providers.
- Organise training courses in nutrition for different target groups.
- Collaborate with the Ministry of Education to review and include nutrition in the school curriculum.
- Service an inter-sectoral committee to provide the forum to foster inter-sectoral collaboration.
- Coordinate the activities of the nutrition groups.

1.4. Statement of the Problem

Food and nutrition security worldwide is recognised as a human right and a critical ingredient for economic, social and human development (UNICEF, 2015, p.12). In Zambia, ensuring adequate nutrition especially among the low income groups, mothers and children, and the vulnerable populations is a serious challenge. Current estimates indicate that about 15% children under five years of age are underweight (low weight for age) (WHO, 2012, p.23). In addition, estimates of stunting (low height for age) are as high as 40% (WHO, 2012, p.23). Zambia was ranked 69th in the 2015 Global Hunger Index, and still faces an ‘alarming’ hunger and under-nutrition situation (IFPRI, 2015, p.34).

Inadequate nutrient intake had been reflected in low dietary diversity scores. According to a baseline survey of 2011 in Lusaka, only one-quarter of the children surveyed met the minimum dietary diversity criterion of having eaten four or more food groups a day (Disha et al., 2012, p.56). This represents about 1.2 million children within the same age-group who are stunted while further close to 160,000 are wasted. In addition, close to 52,000 babies are born with low birth weight. Further, every year at least one in two children dies as a result of under-nutrition. Under-nutrition, which is preventable, causes lifelong disadvantages impacting negatively on intellectual and physical development (NFNC, 2015, p.4).

Good nutrition signals the realisation of people's rights to food and health. It reflects a narrowing of the inequalities in the country. Without good nutrition, human beings cannot achieve their full potential. When nutrition status improves, it helps break the intergenerational cycle of poverty, generates broad-based economic growth, and leads to a host of positive consequences for individuals, families, communities, and countries. Good nutrition provides both a foundation for human development and the scaffolding needed to ensure it reaches its full potential. Good nutrition, in short, is an essential driver of sustainable development. The opposite of good nutrition-“bad” nutrition- takes many forms: children and adults who are skin and bone, children who do not grow properly, people who suffer because their diets lack nutrients or are unhealthy, people who are obese or suffer from diet-related non-communicable disease such as diabetes, heart disease, and some cancers. These multiple forms of malnutrition have common causes: poor-quality diets, weak care of mother and child, insufficient access to health services, and unsanitary, unhealthy environments (<http://www.phn.ng/pdfs/data-nutrition.pdf>, viewed on 10/12/2015). Hence, one wonders what type of communication strategies which the NFNC has put in place for effective improvement in children's diet.

1.5. Justification (Rationale)

The nutrition situation in Zambia has remained poor and may continue to deteriorate if corrective measures are not taken now. Malnutrition is a result of complex social economic and cross-cutting issues, which require coordinated communication strategies efforts to correct. There had been no explicit sectoral guidelines for developing and implementing nutrition interventions as a result there has been little or no effort to incorporate communication strategies in nutrition programmes. Therefore, it is hoped that this study would provide communication strategies for guiding the development and implementation of nutrition interventions that would ensure a well-nourished, healthy and productive nation, and indeed eliminate all forms of malnutrition and enhance food security (National Food and Nutrition Policy, 2006, p.10).

In addition, good nutrition needed to be seen as essential for healthy and active lives since it has direct bearing on intellectual capacity, which eventually impacts positively on the social and economic development. Underlying this principle is the practical application of appropriate diet and healthy lifestyles that are dependent on stable and sustainable food

security, quality caring practices, healthy environment and accessible quality health services. Therefore, in order to maximise the health and economic benefits, there was need for the study to be carried out to develop sound communication strategies (MoH, 2013, p.11).

The Government has recognised that malnutrition needed to be taken as a serious public health problem. High incidences of both acute and chronic protein energy malnutrition have been recorded in rural and urban areas. Micronutrient malnutrition of Vitamin A, iron and iodine had also been common and affect all population groups especially women and children (MoH, 2013, p.11). The research has practical benefits in that the results could be utilised by the Government and other stakeholders to enhance nutrition communication in Zambia.

1.6. Research Objectives

1.6.1. General Objective

To evaluate communication strategies the NFNC uses to communicate its services.

1.6.2. Specific Objectives

- To identify sources of information on nutrition the public have access to.
- To examine communications strategies the NFNC employs to disseminate information regarding nutrition.
- To analyse the language and messages used in communicating with the public in order to find out whether they get the message or not.
- To determine the relevance of messages on nutrition that the NFNC communicates.

1.7. Research Questions

1.7.1. Main Research Question

What are the communications strategies the NFNC employs to communicate its services?

1.7.2. Specific Research Questions

- Where do the public obtain information nutrition?
- What communication strategies do the NFNC utilise to communicate information on nutrition?
- What language and messages the NFNC has used to communicate its services to the public and do the messages reach the targeted audience?
- What is the relevance of messages on nutrition that the NFNC communicates to the public?

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

In this chapter, the researcher has reviewed literature on nutrition communication in modern society. This was done to provide a proper understanding of communication strategies and advocacy programmes applicable to food and nutrition globally, around the continent, as well as in Zambia. The researcher used the review of literature to highlight challenges and successes faced by the NFNC and other stakeholders in communicating nutrition messages to the public. This chapter is also important in order to see the gaps in the communication strategies that have not been sealed so that perhaps this research can seal this loophole.

2.2. Global perspective

2.2.1. Nutrition communication strategies used in Bangladesh

2.2.1.1. Social Mobilisation, Advocacy and Communication for Nutrition in Bangladesh

Social mobilisation, advocacy and communications had been a growing priority for *Scaling-Up Nutrition (SUN)* countries and increasingly seen as an integral part of the national nutrition strategy. Countries were at very different stages and employing a variety of approaches and techniques. Developing a social mobilisations, advocacy and communication strategy or plan for scaling up nutrition that was well resourced and had clear indicators and benchmarks was critical.

According to the study conducted by the SUN Movement (2014, p.4) on the effectiveness of social mobilisation, and advocacy in nutrition communication, Bangladesh was among countries setting trends in coordinating and monitoring nutrition advocacy and communication efforts. There had been many stakeholders operating at national and district levels and a wide mix of communication channels. Significant efforts were underway to unite and mobilise stakeholders to advocate for nutrition with a common voice, bearing key audiences in mind and using clear messages.

The study showed that a joint national advocacy and communication strategy was developed to improve coordination amongst relevant sectors of the Government and other stakeholders. This was led by the Ministry of Health and Family Welfare's (MoHFW), National Nutrition Services (NNS), with support from the United Nations (UN). It was intended to bolster

political will, build capacity for communication and raise awareness, and promote best practice behaviour change at the community level.

It further revealed that since December 2013, two national level fora were held to define goals, agree on objectives, segment audiences and develop joint activities through a participatory process. The final strategy product provided a framework for collaborative advocacy and shared key messages. Over 70 organisations from civil society, media, UN, development partners, private sector and the academic community was actively involved. A similar sub-national-level process was piloted in the south western district of Satkhira.

The study added that the UN agencies and key development partners also came together to agree on collaborative advocacy for nutrition. They developed a Common Narrative on Under-nutrition to showcase their collective will to support the Government in scaling up nutrition through old and new actions. UN also produced a 20-minute film, incorporating participatory video, exploring the underlying cause of under-nutrition in the rural district of Satkhira.

It further discovered that advocacy to scale up effective nutrition interventions was a priority for the Government of Bangladesh and the development of a national strategy would help different sectors to understand their role in reducing undernutrition. A coordinated, Government led approach to multi-sector advocacy which acknowledged the vital roles of the education, social protection, women's empowerment, food, agriculture and fisheries and livestock sectors, created new partnerships and strengthen efficient collaboration of nutrition activities across sectors.

Furthermore, the study contended that the Government had continued to play a critical role in disseminating vital nutrition information by spearheading awareness campaigns at the national and sub-national level. The MoHFW through NNS was actively engaged in promoting nutrition in print and electronic media including through the popular '*Meena*' cartoon and folk songs on Infant and Young Child Feeding (IYCF), the radio show '*Pushtipala*', a nutrition quiz show and television promotions for nutrition.

It further revealed that the National Vitamin A Campaign was a nation-wide activity involving around 500,000 volunteers and all health and family planning workers (frontline, supervisors and managers from grass root to central) and also relevant ministries like the Ministry of Primary Education and Ministry of Information and Mass Communication. In addition, the study pointed out that NNS's Growth Monitoring and Promotion campaign, supported by the United Nations Children's Emergency Fund (UNICEF), educated mothers and family members on nutrition surveillance through regular monitoring, ensuring tools were understood and readily available. Large scale events and campaigns such as the fore mentioned and World Breastfeeding Week continued to highlight child nutrition as a priority issue. At the district level, the Government provided training to Community Management Groups (CMG) and Community Support Groups (CSG) which included elected Local Government representatives, women and adolescent girls. They were directly engaged in managing 18,000 community clinics that provide health, population and nutrition services to communities (http://www.Green_External_InPractice_no03_ENG_20140904_web_pages.pdf, viewed on 25/11/2015).

2.2.1.2. Bangladesh's partnership with the media in nutrition communication

The study showed that NNS worked in collaboration with other stakeholders such as Alive & Thrive, Fanta, FHI360, Management and Resources Development Initiative, Eminence, as well as Bangladesh Health Reporter's Forum to establish a unique partnership with the media. Acknowledging the media's power for telling important stories, generating buzz, building momentum and unifying voices, stakeholders were increasingly coming together to better harness the credibility and reach of journalists. This experience proved that journalists could become nutrition champions.

Among the key initiatives suggested by the study were: (i) Central-level training, including via an innovative Fellowship Programme, to increase knowledge and capacity for example on the implementation of the Breast Milk Substitute (BMS) Marketing Code among national print and online health journalists, and involve them in developing nutrition messages. (ii) division-level training to raise awareness of IYCF best practices and build support for regional reporting. (iii) Study circles to connect nutrition issue experts with media to drive coverage and deepen content. (iv) mentorships to shape stories and troubleshoot journalists' perspectives about nutrition reporting. (v) media gatekeeper sensitisation workshops to help

orientate editors and news directors to increase their support for media coverage.(vi) the development of a Health Journalist Handbook along with journalist's E-toolkit (which includes nutrition).

2.2.1.3. Social Mobilisation and Behaviour Change Communication in Bangladesh

As noted earlier in the study, Bangladesh did important social mobilisation work to keep a steady drumbeat of nutrition advocacy, communication and activities to generate awareness and build momentum. The Behaviour Change Working Group, which comprises all key actors operating in the health, population and nutrition sectors, jointly formulated effective strategies for harmonising nutrition communication messages and best practice. A variety of television spots created awareness of appropriate IYCF practices amongst caregivers and also to stimulate interest amongst decision makers.

The study revealed that high-level roundtable discussions took place: on multi-sector nutrition, chaired by BRAC Chairperson Sir Fazle Hasan Abed; on implementation of the BMS Code, held by NNS and chaired by Dr. SK Roy and Professor MQK Talukder; later multi-sector roundtable on nutrition sensitive policies and interventions in Bangladesh, arranged by the Ministry of Food, as part of an intensive training for government staff, supported by the Food and Agriculture Organisation (FAO). This gave an indication that nutrition champions could help spearhead awareness campaigns and continue to lend their support. The UNICEF Ambassador, Sakib Al Hassan, Bangladesh's most popular cricketer, was a prominent nutrition champion in another campaign during the International Cricket Council (ICC) World Cup. Nutrition policy champions had begun to emerge, such as the State Minister for Women's and Children's Affairs, Meher Afroz Chumki.

At the grassroots level, the study indicated that the Government of Bangladesh worked with stakeholders to disseminate effective materials on IYCF and the 1,000 days, engaging with religious leaders, organising nutrition fairs, festival, folksongs, film shows, debates and essay competitions. Behaviour Change and Communication (BCC) materials had also increasingly included information on the production and consumption of safe food, healthy dietary practices and food security. It was believed that the harmonisation work would be strengthened through the National Advocacy and Communication Strategy.

Therefore, it could be concluded that to enhance nutrition communication, Bangladesh developed a number of communication strategies among them: a joint communication strategy to educate the public through the media, with TV advertisements and TV talk shows; multimedia electronic toolkits and presentations; and through trainings for communities and groups with constituencies, such as the Bangladesh Girl Guides Association. Bangladesh also used social mobilisation and advocacy approach to develop a joint national advocacy and communication strategy to improve coordination amongst relevant sectors of the Government and other stakeholders. In addition, BCC was employed to formulate effective strategies for harmonising nutrition communication messages and best practice operating in the health, population and nutrition sectors. Acknowledging the media's power for telling important stories, Bangladesh also established a unique partnership with the media; thereby increasing access to journalists. The Government also reinforced its communication strategies on nutrition by spearheading awareness campaigns at the national and sub-national level. The MoHFW through NNS actively promoted good nutrition in print and electronic media including through the popular '*Meena*' cartoon and folk songs on IYCF, the radio show '*Pushtipala*', a nutrition quiz show and television promotions for nutrition (http://www.Green_External_InPractice_no03_ENG_20140904_web_pages.pdf, viewed on 25/11/2015).

2.2.2. Nutrition communication strategies used in Pakistan

2.2.2.1. Pakistan: Building political commitment and raising awareness about Nutrition

In Pakistan, senior government officials, civil society and other partners held a series of high profile events as a way of raising awareness about the impact of malnutrition. The same study indicated that chronic malnutrition levels in Pakistan remained the same over the decades, and estimated to cost the economy 3% of the Gross Domestic Product (GDP) each year. Political will was generated to cushion the impact of malnutrition. A major advocacy and communication priority contained clear communication and messages about malnutrition in Pakistan. The Development Partners for Nutrition Group (DPNG) developed Pakistan's Nutrition Facts or 'Killer Facts' that helped to focus attention on the consequences of malnutrition including the socio-economic consequences. 'Killer Facts' created awareness amongst parliamentarians, civil society and others through seminars and workshops.

The study further revealed that a series of seminars and consultations were facilitated and organised by Save the Children with technical presentations by development partners and well-known high profile speakers both at federal and provincial level. These focused on malnutrition and its consequences. Senior officials also took part in a number of key events in 2013 that raised awareness and knowledge about nutrition in Pakistan.

The study also revealed that there were launches of: (i) the National Nutrition Survey 2011 chaired by the Minister of Planning and Development and Reforms (Planning Commission) and co-chaired by the Minister of Health Services Coordination and Regulations with Remarks of the Resident UN Coordinator, representatives of the Provincial Governments and the DPNG. (ii) the Lancet Series on '*Health Systems Pakistan*'. (iii) The Lancet Series on '*Maternal and Child Nutrition*' 2013. The launch was covered by the leading newspapers of the country. (iv) the Institute of Development Studies Bulletin of May 2013 on '*Addressing Malnutrition in Pakistan*'. (v) the '*Political Economy of Malnutrition*' by the Aga Khan University. These events were critical for highlighting to policymakers the magnitude of nutrition problems in Pakistan, the socio-economic costs and the potential for improving the nutrition agenda forward. Advocacy at national, provincial and community level were identified as crucial in transforming the enabling environment for nutrition in Pakistan.

2.2.2.2. Mobilising communities in Pakistan

The study showed that efforts were made to bring attention to nutrition in communities. A documentary on nutrition was produced, which was shown on two national and 18 cable channels across Pakistan. Hosted television talk shows were aired with speakers from national and provincial governments, policy makers and experts. Similarly, a documentary about the situation and importance of breastfeeding was produced and aired. In addition, the business community was also mobilised. A half-day national consultation on '*The Role of Private Sector in Addressing Malnutrition in Pakistan*' was organised, which was attended by about 30 participants from the public and private sectors.

2.2.2.3. Pakistan's provincial and district strategies and communication

The study noted that two provinces, Sindh and Balochistan, prepared nutrition programmes which were approved and commissioned. The provinces of the Punjab and Khyber Pakhtunkhwa prepared and kick-started integrated health sector reform project, including

nutrition interventions. Nutrition-sensitive approaches were planned in all provinces. A national communication strategy for social and behaviour change was developed. Similarly, the agriculture sector developed key messages on healthy nutrition and developed pictorial communication materials for work with rural and farmers' communities, women and men advocating for a diversification in food production and consumptions. Agriculture extension workers and school teachers were the main messengers reaching out to the target group. In addition, all the Government nutrition projects in all four provinces included a communication component involving mass media and public sector service providers on subjects around the 1,000 days, maternal and child nutrition. The UN agencies and development partners were actively involved in advocacy and communication on both demand and supply (consumers and producers) mainly in support of universal salt iodisation (advanced) and flour fortification (in preparation).

At both national and provincial level, various steps were taken to generate debate about the importance of breastfeeding. Despite being the only country in South Asia to have a National Breastfeeding Policy, Pakistan had the lowest exclusive breastfeeding rate at 38% and the highest bottle feeding rate at 41%. According to the Pakistan Demographic Health Survey 2012-2013, there was an increase of 0.6% in the exclusive breastfeeding rate, while the rate of bottle-fed babies rose by 8.9% since 2006. These statistics were shared with participants at an advocacy seminar on breastfeeding that took place in Islamabad in August 2013. As a result, steps were taken to pass legislation to protect breastfeeding in Sindh and Balochistan provinces, to implement breastfeeding legislation in Punjab and at the national level, and to finalise the Breastfeeding Bill in Khyber Pakhtunkhwa.

The study contended that the enormous advocacy efforts over the last two years created a tremendous movement for nutrition in Pakistan. The '*Pakistan Vision 2025*' plan which aimed at unlocking the immense potential within the country through developing human and social capital; achieving good governance, institutional reform and modernisation of the public sector; as well as developing a competitive economic knowledge, specifically included nutrition. This made politicians to start talking about nutrition, and in the process communication strategies were formulated. The media picked up nutrition and broadcasting key messages and convened talk shows about the nutritional crisis. While there were no

scientific studies or formal evaluations conducted to measure the impact of the advocacy efforts, the impact was visible and growing.

2.2.2.4. The Political economy of under-nutrition in Pakistan

Similarly, the Institute of Development Studies and Aga Khan University (2013) report, set out to examine why rates of under-nutrition had remained unchanged in Pakistan for over half a century using a political economy approach, indicated that levels remained high because of a lack of cross-sectoral collaboration between the different institutions that deal with nutrition; the lack of a strong national agenda to improve nutrition that emanates from the highest executive offices of the state; and a lack of consistent monitoring of the situation using reliable data.

It further showed that after decentralisation in 2010, the nutrition responsibilities for 17 ministries moved from the centre to the provinces. Consequently, the role of the nutrition section expanded to include co-ordination across sectors and stakeholders. The report noted that political commitment and ‘championing’ needed to be maintained to establish nutrition within the development agenda across sectors. It was critical for different political parties to prioritise nutrition and for that to happen the case for nutrition needed to be well-presented to politicians and the executive bureaucracy through well-targeted advocacy.

The report concluded that advocacy coalitions with community support organisations, experts, and the media could usefully be set up to target policymakers, implementers, and the community, while investment in community mobilisation networks at sub-district and local level would support nutrition outreach activities. The Government also ensured that financial and human resources were available for nutrition communication and advocacy within national and provincial governments. Parliamentarians were sensitised and constantly engaged at the national and provincial level, which ultimately led to positive results particularly in endorsing laws and policies, and increasing budgetary allocation for nutrition. Constant engagement with media also sustained the debate and pressure.

Therefore, it could be concluded that to promote good nutrition among its citizens, Pakistan formulated communication strategies that included: formulation of key messages on healthy nutrition and developed pictorial communication materials for work with rural and farmer’s

communities advocating for diversification in food production and consumption; and campaigns and events such as World Breast Feeding Week, health days and Vitamin A campaigns to highlight the issues around child nutrition and promote messaging around breastfeeding and complementary feeding and general healthy dietary practices. These communication interventions were particularly significant as they centred on the participation of citizens (http://www.Green_External_InPractice_no03_ENG_20140904_web_pages.pdf, viewed on 25/11/2015).

2.3. Africa perspective

2.3.1. Nutrition Education and Communication (NEAC) in seven African countries

According to the FAO 2011 report dubbed: *‘the need for professional training in nutrition education and communication’* on seven case studies carried out in Botswana, Egypt, Ethiopia, Ghana, Malawi, Nigeria, and Tanzania, it appeared that in all seven countries the Nutrition Education and Communication (NEAC) had continued to be weak and remained generally uncoordinated and invalidated, with largely top-down approaches. Some NEAC activities could be traced back a number of decades. The case studies confirmed that malnutrition remained a grave problem, at least partly attributable to lack of knowledge and awareness at all social and institutional levels and in all sectors and settings, and to poor dietary practices, which were often remediable. National communication strategies tend to prioritise direct nutrition interventions such as food fortification and supplementation.

2.3.2. Educational approach

The report also showed that the NEAC activities involved information transfer and Information, Education and Communication (IEC) materials in the form of posters, brochures, booklets and pamphlets. For instance, in Nigeria health professionals could provide ‘health talks’ on Mother and Child Health (MCH) issues, along with dietary counselling for specific conditions combined with the dissemination of information pamphlets. Some Malawi respondents complained that the prevalent ‘six food groups’ dietary guidelines failed to help households plan their meals. Likewise, most workshops commonly involved information transfer. There were some examples of more interactive and participatory approaches. In Ghana, awareness building and education for behaviour change was integrated into Ghana Health Service (GHS) activities and there was a trend towards effective counselling skills to replace the previous prescriptive advice to mothers, with a

‘growing recognition that improving counselling skills of nutrition educators was paramount and, therefore, more effort needed to be put into capacity building for it to work’.

2.3.3. Media coverage of nutrition issues

The report further indicated that all surveys included a one-week review of the nation’s media (newspapers, TV and radio programmes) to establish the number of nutrition items published or broadcast. The low media presence of nutrition items was noted in all seven countries, except in Egypt where the media appeared to be a popular tool for nutrition items; with obesity and related diseases being the main focus. Some of the media programmes in Egypt had regular contact with the National Nutrition Institute (NNI) and other national scientific centres to provide them with scientific material, for example the nutritional weekly page of El Ahram, the most popular newspaper, and the daily nutritional programme of national radio and TV channels. In Ethiopia, nutrition-related information was not observed in the national newspapers except for three articles on global hunger, food prices and food security. In Botswana, the *Molemo-wa-kgang* TV programme featured items on IYCF and nutrition for the elderly, but the reach of TV in the country was low and hence their overall impact was poor.

The report added that in Malawi, nutrition issues were represented in the media by two weekly 30-minute radio programmes entitled ‘*Mwana Alilenji*’, meaning ‘What can a child cry for?’ and ‘*Uko ndiko kudya*’, meaning ‘Proper eating’. In Ghana there were three nutrition-related newspaper features in five national newspapers in the course of the week, dealing with, for example, the nutritional benefits of mangoes and vegetables. However, during public health campaigns, such as breastfeeding week in Ghana, there was a marked increase in nutrition-related items in the media. In Tanzania there had been some use of radio: Nestlé sponsors a daily five-minute talk on the popular radio stations, and a special committee on women and children’s issues broadcast nutrition relevant radio programmes-with, however, very low audience ratings (<http://www.fao.org/ag/humannutrition/29493-0f8152ac32d767bd34653bf0f3c4eb50b.pdf>, viewed on 03/12/2015).

Therefore, it could be concluded that all seven countries mentioned in case studies employed communication strategies that prioritised direct nutrition interventions such as food fortification and supplementation. It was important to note that all countries in their

communication strategies on nutrition used NEAC activities predominantly involved information transfer and IEC materials in the form of posters, brochures, booklets and pamphlets. In addition, all the countries studied incorporated the mass media (newspapers, TV and radio programmes) in their communication strategies on nutrition to reach out the public. Even though, the low media presence of nutrition items was noted in all seven countries, except in Egypt where the media appeared to be a popular tool for nutrition items; with obesity and related diseases being the main focus. Some of the media programmes in Egypt had regular contact with the NNI and other national scientific centres to provide them with scientific material, for example the nutritional weekly page of El Ahram, the most popular newspaper, and the daily nutritional programme of national radio and TV channels. In Ethiopia, nutrition-related information was not observed in the national newspapers except for three articles on global hunger, food prices and food security. In Botswana, the *Molemo-wa-kgang* TV programme featured items on IYCF and nutrition for the elderly, but the reach of TV in the country was low and hence their overall impact was likely to be poor.

2.4. Local perceptive

2.4.1. Nutrition communication in Zambia

2.4.1.1. Dissemination of information/ awareness-raising

According to a study conducted by Gillespie and others (2013, p.56) in Zambia on *the role of civil society in disseminating information and raising awareness on nutrition*, it was revealed that the civil society organisations play a key role in the provision of knowledge, global and national advocacy, framing and packaging of information to galvanise commitment, pushing nutrition up the development agenda and generating data showing the severity and distribution of malnutrition. As highlighted in the study, the Zambia CSO-SUN Alliance had used various mechanisms to increase awareness of nutrition for the general public, but also had advocated for at national level to prioritise nutrition. There was an overwhelming need to create national understanding of the problem of malnutrition in Zambia. The civil society had championed the campaign to raise awareness and create demand for knowledge on nutrition.

2.4.1.2. Nutrition champions

The study further showed that using nutrition champions had proved to be essential in advancing the nutrition agenda in the context of fragmentation and competing interests between and within various groups of stakeholders. Nutrition advocacy champions, with both

political and technical backgrounds, were needed at all levels to create effective political demand for better nutrition. This had been one of the primary goals that the CSO-SUN Alliance was engaged in. The CSO-SUN Alliance was working closely with a selected number of Members of Parliament (MPs), champions of nutrition, who were trained on the importance of nutrition for development. The MPs had been advocating for more resources to be allocated to nutrition, for example, during the budget estimate committees. As earlier discussed in the literature review, it was proven that civil society engagement with high-level individual champions had raised the profile of nutrition in various policy fora in countries like Peru and Brazil. Such champions were able to deliver advocacy messages on the impact of malnutrition in an easy and innovative manner that was understood by non-professionals.

2.4.1.3. Raising awareness through the media

In a similar study done by Maseko (2013, p.90) on the role of the media in raising awareness about nutrition, it was revealed that the CSO-SUN Alliance used different media to raise awareness and understanding among citizens and policymakers; sharing information on the importance of nutrition and its impact on human and national development. Overall, engagement with the media proved a highly successful tool in raising awareness. So far, the Alliance published over 50 online and press articles. In addition to these, it participated in many high-level radio and television discussions on national development matters that border on nutrition sensitive and specific interventions. It also collaborated to make a documentary on malnutrition called *The Silent Story* which can be viewed via YouTube.

The study further indicated that the CSO-SUN Alliance employed communication tools like television shows, radio, online media, print media, traditional media, meetings and events, social media (Facebook, Twitter), phone-in contests and competitions to reach out to the public. It also showed that the radio had wide coverage compared to any other form of communication and was more accessible to the majority of the population. Interactive phone-in programmes were used to help raise the profile of nutrition as they were one of the best ways to engage the listener.

The study highlighted that pre-recorded programmes were also used to complement live phone-in programmes. Radio stations were encouraged to re-broadcast programmes on nutrition, particularly those that involve expert discussions. For rural communities that do not

receive a radio signal from the national broadcaster, community radio was used to reach such areas to ensure that no one was excluded. Television was also essential for raising the profile of nutrition. Talk shows with influential political leaders as guests focusing on nutritional issues were aired to help people to understand the underlying causes of malnutrition. Television was used to show the impact of under-nutrition and consequently educated its audience. Articles in newspapers were also used to target people who like reading.

2.4.1.4. Nutrition Awards

In the same study it was revealed that the CSO-SUN Alliance, in 2013 held its first nutrition awards to deserving individuals and journalists as a way of enhancing knowledge on nutrition. The first award went to the then Vice-President Dr Guy Scott and the former First Lady Dr Christine Kaseba for their efforts to improve nutrition. MPs who were actively engaged with the CSO-SUN Alliance and lobbied at parliament for the prioritisation of nutrition, and NGOs which were active in the field of nutrition were also awarded. Media houses and journalists who had done good coverage of nutrition issues also received awards in recognition of their efforts in raising awareness on nutrition and as a motivation to continue their good work (<http://www.csosun.org>, viewed on 22/11/2015).

Therefore, it could be concluded that CSO-SUN Alliance had in the past developed a number of communication strategies and advocacy programmes to combat malnutrition in the country. These communication strategies included: the use of nutrition champions in advancing the nutrition agenda in the context of fragmentation and competing interests between and within various groups of stakeholders; publishing of over 50 online and newspaper articles on nutrition; the use of community radio to reach out to rural community; use of television to raise the profile of nutrition; arranged Talk shows with influential political leaders as guests focusing on nutritional issues; developed a documentary on malnutrition called, *The Silent Story* which could be viewed via YouTube and establishment of recognition awards for media houses and journalists a motivation to continue their good work.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

In this chapter, the researcher has described the research design, the research methods, the data collection methods, the study site, the study population, the sample size, and the sampling technique used. The researcher has also explained the method of data analysis, the limitations of the study, as well as the ethical considerations regarding the study.

3.2. Research Design

A research design is not just a work plan which details what has to be done to complete the project. The function of a research design is to ensure that the evidence obtained enables the researcher to answer the initial question as unambiguously as possible. The research design guided the researcher in collecting, analysing and interpreting observed facts (Kusanthan, 2012, p.7). It provided a plan of study which permitted accurate assessment of cause and effect relationship between independent and dependent variables. Basically, there are two general types of research designs, namely; non-interventional study design and interventional study design (Kusanthan, 2012, pp.7-8).

The non-interventional study design involved the description and analysis of researchable objects or situations and no intervention or manipulation would be required. The interventional study design entails that the researcher manipulated a situation and measures the effects of manipulation. Usually two groups could be compared, one in which the intervention takes place and the other without or with false treatment (Kusanthan, 2012, p.8).

This research was a non-interventional study design because it involved the description and analysis of researchable objects. There was no intervention or manipulation by the researcher. In this non-interventional study design, the research fell under the descriptive studies because the aim of this research was to give specific details of the situation in which this research was conducted and also to describe the data and characteristics about the phenomena being studied. This is justified by Bryman who says that “as a descriptive research, it would try to determine ‘how’ or ‘why’ the phenomena came into being. It would also provide basic background information and compile the categories involved,” (2004, p.58).

3.3. Research Methods

This study used the mixed methods or methodological triangulation method in gathering the data; that means applying both qualitative and quantitative methods. This was done because the quantitative would help to answer ‘what’ numbers or percentages were involved while the qualitative would help to find reasons or ‘why’ such percentages or inequalities. Thus the application of both methods complemented each other thereby validating the methods used to realise the objectives of the study.

As earlier noted, one of the methods used in this research was the qualitative method. This was done because the researcher examined, analysed, and interpreted observations for the purpose of discovering underlying meanings and patterns of relationships without involving mathematical models. Other strengths of qualitative method include: obtaining a more realistic feel of the world that could not be experienced in the numerical data and statistical analysis used in quantitative research; flexible ways to perform data collection, subsequent analysis, and interpretation of collected information; and providing a holistic view of the phenomena under investigation. In addition, the point of departure in this research was the human person in their endeavour to implement communication strategies in the organisation, (Bogdan and Taylor, 1975, p.34; Patton, 1980, p.56).

The second method used in this research is known as quantitative method. This research method relies less on interviews, literature review, observations, small number of questionnaires, focus groups discussion, subjective reports and case studies but is much more focused on the collection and analysis of numerical data and statistics. Quantitative experiments also filter out external factors, if properly designed, and so the results gained could be seen as real and unbiased. Then quantitative experiments are useful for testing the results gained by a series of qualitative experiments, leading to a final answer, and a narrowing down of possible directions for follow up research to take (Ghosh, 1992, p.45).

Thus quantitative research relies on the principle of verifiability, confirmation, proof, corroboration or substantiation. The knowledge emerges from what could be proven by direct observation and researchers’ values. Being a quantitative research, it is more structured and controlled in nature. As earlier stated, the scope was more universal in nature and therefore, it could be defined accurately. The data collection is done through techniques involving

structured questionnaires and schedules. This research used this method to avoid being subjective and hence be more objective in gathering the data.

Thus, the usage of the qualitative and quantitative helped in validation of the research findings as the methods complemented each other thereby providing a well-refined final product (Neser et al., 1995, p.53).

3.4. Data Collection Methods

In the data collection, the researcher collected the data in two ways, namely; primary data collection and secondary data collection methods.

3.4.1. Primary Data Collection

In the primary data collection, the researcher used qualitative and quantitative methods. In the qualitative methods, the researcher used In-depth interviews, Participant observation, and Literature Review, while in the quantitative methods the researcher used the self-administered questionnaires and structured questions. Primary sources were undertaken in order to obtain information on the subject, thus adding to the body of knowledge on the subject.

3.4.1.1. Qualitative Methods

(i) In-depth Interviews

An in-depth interview is a qualitative research technique that allows person to person discussion. It can lead to increased insight into people's thoughts, feelings, and behaviour on the research. The researcher used an in-depth interview method because it accorded him a chance to ask five opinion leaders purposively selected within the study area to provide information regarding the research in a more detailed way. Among the opinion leaders interviewed were community workers, medical personnel, care-givers, entrepreneurs, church and political leaders. Opinion leaders are members of the social system in which they exert their influence (Ghosh, 1992, p.45). In some instances individuals with influence in the social system are professionals who represent change agencies external to the system.

(ii) Participant observation

It requires that the researcher becomes a participant in the culture or context being observed. The researcher used also participant observation method to capture the data which was not

said or answered through self-administered questionnaires, structured, and in-depth interviews. Being a participant observer, it was easy for the researcher to collect data while doing the attachment at the NFNC. The method allowed the researcher to efficiently assess through observation the communication strategies that were used by the commission. This made the researcher to intensively take notes, analyse and summarise daily activities.

(iii) Literature Review

The researcher looked at the documentary evidence that was available. This was done because it provided affirmative evidence and strengthened the reliability of findings from interviews and observations. The researcher also used the literature review method in order to analyse the commission's communication strategies developed to communicate its services or products to the public. The documents examined included: the NFNC policy, the NFNC 2011-2015 strategic plan, the NFNC Act, the First 1,000 Most Critical Days Programme communication strategy, and the NFNC national advocacy manual. This helped the researcher to find out how the communication strategies were utilised to reach out to the commission's audiences both internally and externally and if there were any gaps recommend at the end ways of mitigating the communication challenges.

3.4.1.2. Quantitative Methods

(i) Self-administered Questionnaires

One of the quantitative methods was audience survey which involved the distribution of 80 self-administered questionnaires. The researcher used self-administered questionnaires so that the respondents answer them privately but within the specified timeframe. The researcher used this method for the NFNC staff, and Government officials from key line ministries- Ministry of Health, Ministry of Local Government and Housing, Ministry of Agriculture, Ministry of Community Development and Social Welfare, and Ministry of General Education. This method was used because respondents could read and write on their own. Also this was done because respondents in these workplaces sometimes were hard to capture for in-depth interviews or structured interviews because of lack of time and difficulties to mingle due to different economic status and status quo. So it was better to deal with them using self-administered questionnaires.

(ii) Structured Interviews

The researcher used the structured interviews method also. Structured interview is where the researcher uses initial guiding questions or core concepts to ask about. This also involves use

of a predetermined set of questions asked to 100 respondents from all the five wards of Lusaka's Matero Constituency randomly selected. This method was chosen primarily because of its ability to translate vernacular responses on the subject of research from people deemed to be illiterate usually found in the Compounds.

3.4.2. Secondary Data Collection

The researcher also used some books, magazines, newspapers and the internet to beef up on the primary data that he collected. This was reflected in the chapter dealing with literature review. Literature review was crucial for the purposes of reinforcing the primary data as well as the entire research so that there was more substance and evidence. This also added up to the credibility of the research findings. The literature review helped to find out what communication strategies other similar institutions elsewhere have done and see which gaps are there.

3.5. Study Site

The study site was the NFNC headquarters. The researcher chose this study site because it was convenient for his profession as a journalist and also that it was within manageable distance as the student lived near the area.

3.6. Study Population

The population included the NFNC staff and officials from line ministries, as well as constituents of Matero. According to the 2010 Census of Population and Housing Preliminary report, the Constituency comprised of Muchinga (40,282), Kapwepwe (53,702), Lima (61,143), Mwembeshi (67,439), and Matero (34,587) Wards, with a total population of 278,693 people (http://unstats.un.org/unsd/demographic/sources/census/2010_phc/Zambia/PreliminaryReport.pdf., viewed on 04/12/2015).

3.7. Sample Size

Sample size included 100 respondents from all the five wards in Lusaka's Matero Constituency randomly selected, and 80 purposively selected respondents from NFNC headquarters, and key line ministries: Ministry of Health, Ministry of Local Government and Housing, Ministry of Agriculture, Ministry of Community Development and Social Welfare, and Ministry of General Education surveyed by self-administered questionnaires. To arrive at

80 respondents, the researcher conducted a ‘head count’ of the officials who fall under the Department of Nutrition in each Ministry, while in determining the number for structured interviews, considered the population of each ward in Matero Constituency represented by ‘N’ divided by the overall population the Constituency represented by ‘M’ multiplied by the expected number to be surveyed represented by ‘Y’, as illustrated by the statistical formular below:

N

___ x Y, where Y is equal to 100 targeted respondents.

M

The population figures came from the Central Statistics Office of the 2010 Census of Population and Housing Preliminary Report Matero Constituency had a population of 278,693. The expected number of respondents for each Ward was calculated as follows:

Muchinga Ward

Total Population in Muchinga Ward	40,282
	_____ X100 = 14 interviewees

Total Population in Matero Constituency	278,693
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Kapwepwe Ward

Total Population in Kapwepwe Ward	53,702
	_____ X 100 = 19 interviewees

Total Population in Matero Constituency	278,693
---	---------

Lima Ward

Total Population in Lima Ward	61,143
	_____ X 100 = 21 interviewees

Total Population in Matero Constituency	278,693
---	---------

Mwembeshi Ward

Total Population in Mwembeshi Ward	67,439
	_____ X 100 = 24 interviewees

Total Population in Matero Constituency	278,693
---	---------

Matero Ward

Total Population Matero Ward	34,587
	_____ X 100 = 12 interviewees

Total Population in Matero Constituency	278,693
---	---------

The above calculations for each of the five wards in the Constituency amounted to 90 interviewees. For that reason, to reach the targeted 100 interviewees, 10 respondents were randomly selected for the structured interviews, giving a total of 100 respondents.

3.8. Sampling Technique

The study used probability sampling method, meaning that each population element had a known (non-zero) chance of being chosen for the sample. Proportionate stratified random sampling technique was employed to arrive at the total sample elements. This sampling method allowed the researcher to target the population which was divided into clusters that were geographically occurring, wards within the Constituency. The researcher ended up with a sample consisting of populations in high, medium and low density areas to give a representative picture of the constituents. In addition, the chosen area consists of the high, medium and low density population centres that allow for diversity as one of the hallmarks of the study. The sampling method that was used here was proportionate stratified random sampling. Under this method, Emmasdale and Light Industrial Area were picked as low density areas, while other places were selected as medium and high density areas.

For the 100 respondents targeted as proportionate representation for structured interviews of the sample in five wards, the first household was randomly selected and then the rest of the households were systematically picked at an interval of every fourth house in each purposively selected street. The family head was targeted as the sample unit or in case of difficulty or inability in accessing them any responsible adult found during the time of visitation was interviewed. A deliberate mode was devised to have a broad representation of both gender and age groups.

3.9. Data Analysis

The analysis of the data was crucial and extremely important because it was this analysis that gave value and meaning to the data that was collected. Since not all the information collected during research could be useful for the study, so analysis made it easy to isolate useful data from irrelevant material. The researcher used the manual method for qualitative data and the computer, where the Statistical Package of Social Sciences (SPSS) software was applied for descriptive statistics and generation of frequencies of distribution. The data obtained was analysed and interpreted using frequency tables and charts to present the data that was

collected to help understand the communication strategies at the institution. The SPSS was recommended for numerical data in social sciences for simplicity.

3.10. Ethical Considerations

According to Rioba and Karashani (2002, p.12), ethics can be defined as, “rules of conduct or principles of morality that point us towards the right or best way to act in a situation”. With that in mind, the researcher adhered and followed the ethical standard practice in a scientific research. So the following ethics were applied:

(i) Informed consent

The researcher sought permission from the respondents and gave adequate information to the potential participants on the topic so that they understood properly what was involved in the study and consequently made an informed, voluntary decision out of their own personal volition to participate in the study. There was no manipulation or coercion whatsoever.

(ii) Confidentiality

The researcher safeguarded the privacy of all the respondents. To ensure total privacy, anonymity, and confidentiality, all the respondents were identified by code numbers written on the questionnaires.

(iii) Objectivity

The researcher ensured that he remained focused without any biases, prejudices, or manipulating data because such a thing would undermine the research findings.

3.11. Limitations of the Study

The NFNC were somehow bureaucratic, especially that it is a public institution and hence some workers were timid to answer questions during interviews. So this delayed the research. While it was good to have a big sample, yet it was not so easy to capture all the respondents within a short period of time, hence delaying the research.

CHAPTER FOUR

CONCEPTUAL AND THEORETICAL FRAMEWORK

4.1. Introduction

In this chapter, the researcher has given the conceptual and theoretical framework where different concepts and theories that are related to the field of study have been evaluated. The main concepts have been defined and applied to the topic of study. Concepts that need to be understood here include: communication, mass media communication strategy, communication strategy, hunger, under-nutrition and malnutrition. These terms have helped to put the study into perspective. The second part provides the theoretical framework which has been used to realise the objectives of this research.

4.2. Conceptual and operational definitions

4.2.1. Communication

Communication is a process of sending information through a medium to the recipient and there is a feedback so that there is common understanding. That is why communication requires that all parties understand a common language that is exchanged. There are auditory means, such as speaking or singing, and non-verbal, physical means, such as body language, sign language, paralanguage, touch, eye contact, or the use of writing (Miller, 2002, p.78).

In this study, the term communication was used as it had been defined.

4.2.2. Mass media

Mass media is seen as the aggregate of all media that target large populations in the dissemination of their messages. For a medium to qualify to be called a mass media, it must fulfil the specific criteria of being impersonal in nature, the messages be communicated to a large group of people that is usually heterogeneous in character, attitudes and needs. There must also be a medium through which the message is transmitted to the targeted audience (McQuail, 1983, p.45).

In this study, mass media was understood to mean the newspapers, radio stations and television stations in the areas where the study was conducted as their sources of nutrition messages.

4.2.3. Communication strategy

A communication strategy is a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches (Mefalopulos and Kamlongera, 2004, p.9).

From this definition it could be inferred that before individuals even thought about the communication strategy they needed to have in mind clear objectives. According to Mefalopulos and Kamlongera, these objectives would assist them to determine how to go about solving the communication problem (2004, pp.9-10). Once the objectives were set, they needed to assess the available resources in order to refine their communication strategy. This is a communication strategy that needed to be.

- i. Consistent with the field findings and the project framework.
- ii. Feasible (in relation to the resources available and the timeframe).
- iii. Effective (makes the best use of the available resources in order to achieve the set objectives).
- iv. Message themes (identify key message themes that need to be communicated to the identified target audience). These themes should be the basis of all communications such as posters, pamphlets, speeches, interviews, submissions and petitions (For example, one spokesperson contradicting a message on TV or radio could ruin a campaign).
- v. Identify target group/audience for the message that has been designed.
- vi. Means of communicating to target group. Developing a communications strategy to get the message across to the audience is very important. For this to happen though, one can use slogans and logos on all media and at all events to make sure people identify these as part of the campaign. Logos can be used to popularise the campaign - a good example is the red HIV and AIDS ribbon which people wear to show that they support the campaign. (For example, a sport personality could be used to send out a message on promoting education for all. Celebrities and key figures in society could also appear on posters or endorse the campaign in a public way).
- vii. Developing a slogan and a media design identity like a logo.
- viii. Drawing up a media plan with budgets and time-frames.
- ix. Developing a public relations plan. A public relations and outreach plan is one that helps to communicate with key sectors and individuals to win their support for your

campaign. Campaign organisers need to identify the opinion-makers who might support the campaign, explore how to make contact with them and try to get them to pledge support publicly to the campaign. There is need to explore which sectors or organizations can be persuaded to support the campaign and how these sectors might be reached.

- x. Developing a campaign and training strategy that focuses on reaching and mobilising the target audience.
- xi. Training and developing capacity among the key players in an organisation who have to implement the campaign.
- xii. Monitoring and evaluation plan

In this research, good communication strategies were seen as those that included the following aspects consistent, feasible and effective nutrition messages to the audiences; ideal media of communication to different targeted audiences; developed ‘eye-catching’ slogan and media design; drew up media plans with budgets and time-frames; developed effective communication and advocacy activities and programmes; developed public relations campaign strategy focused on community mobilisation as well as established monitoring and evaluation plans.

4.2.4. Hunger

Hunger is the body’s way of signalling that it is running short of food and needs to eat something. It can lead to under-nutrition, although it is only one of many causes, which include diarrhoea, malaria and HIV and AIDS (UNICEF, 2014, p.56).

The term hunger in the study was used to describe individuals lacking food and other needs in life.

4.2.5. Under-nutrition

Under-nutrition is defined as the outcome of insufficient food intake and repeated infectious diseases. It includes being underweight for one’s age, too short for one’s age (stunted), dangerously thin for one’s height (wasted), and deficient in vitamins and minerals (micronutrient malnutrition) (UNICEF, 2014, p.56).

In this research, under-nutrition is used to as it has been stated above.

4.2.6. Malnutrition

Malnutrition is a broad term commonly used as an alternative to under-nutrition but technically it also refers to over-nutrition. People are malnourished if their diet does not provide adequate calories and protein for growth and maintenance or they are unable to fully utilise the food they eat due to illness (under-nutrition). They are also malnourished if they consume too many calories (over-nutrition) (UNICEF, 2014, p.56).

This term is used in the study as it has been stated.

4.3. Main Mass Communication Theories

The following were the two main mass communication theories that applied to the research: Multi step flow theory and the agenda setting theory.

4.3.1. Major theory- Multi step flow theory

This theory was based on the idea that there have been a number of relays in the communication flow from a source to a large audience. In some instances, for the accountability process to be enhanced would perhaps require relays in the communication flow. For instance, the organisation communicating to the media and then the media communicates to the public. This could be termed as relay (Lazersfeld, 1948, p.234).

This theory showed how consumers pass on information on innovations to other consumers sharing the same social networks. This theory described the theory of diffusion of innovations which looked at the conditions that increase or decrease the likelihood that a new idea, product or practice would be adopted by members of a given culture or society. The theory was called multi-step since the communication process between the media and the point of decision making by the target population, passes through many hands (Lazersfeld, 1948, p.234).

In this research, the theory was particularly relevant because it was based on the idea that there are a number of relays in the communication flow from a source to a large audience. In the study, the process of communication from the point of dissemination passed through some intermediaries (opinion leadership) before they were received by the targeted audience. For instance, the NFNC communicating nutrition messages to various media institutions and

then different media outlets communicate the nutrition messages to the public. This could be termed as relay depicted in the theory.

4.3.2. Agenda setting theory

It was premised on the preposition that the media had a big influence on setting the agenda about important issues. The proponents of this theory, Maxwell McCombs and Donald Shaw in 1972 stated that when people were exposed to media agenda for a sufficiently long time, they internalise that agenda and prioritise media issues (McCombs and Shaw, 1972, p.186).

The proponents of the theory claimed that there was a relationship between the way mass media treats events and the way the people form ideas about such issues. The media sets the agenda and the policy makers set the agenda. The news media is the source of people's information on public affairs. They further asserted that the media had the capacity to create an image for the public on what they must adhere to. In this way, the public would be influenced on what they should think about. According to the agenda setting theory, the media could set the agenda by stimulating topics for discussion for the public, but people could only act in the way they feel appropriate.

In this research, the theory was relevant because the study had shown that the audience picked up nutrition messages for themselves, regardless of whether it was seen as a priority for media outlets. Thus the theory was used for checking the effectiveness of communication strategies for the NFNC thereby using it as a tool for the dissemination of nutrition messages to the mass audiences. The theory was also useful in that it formed the basis for creating Behavioural Change campaigns on good nutrition. Therefore, it could be concluded that if the media prioritised nutrition messages, it was hoped that a lot of people could adopt the right feeding habits and foods.

CHAPTER FIVE

PRESENTATION OF RESEARCH FINDINGS

5.1. Introduction

This chapter presents the study findings and describes them according to the study objectives. It deals with the research findings of data collected through quantitative and qualitative surveys. The research was conducted following the laid down procedures outlined in chapter three and all the information gathered was codified and interpreted accordingly. The information that was gathered during the research has helped to evaluate the communication strategies used by the NFNC to communicate its services to the public. The results thus presented focus on the outcome of those who participated in the quantitative study to whom questionnaires were administered and those who took part in the structured and in-depth interviews. The researcher had 186 people in total who contributed to the research findings. Due to variations in literacy levels, many people who live in the compounds were involved in structured interviews and a few opinion leaders were captured by in-depth interviews.

In carrying out this research, 80 self-administered questionnaires were given out to the NFNC staff, and Government officials from key line ministries: Ministry of Health, Ministry of Local Government and Housing, Ministry of Agriculture, Ministry of Community Development and Social Welfare, and Ministry of General Education. All the 80 questionnaires which were administered to the staff were brought back. The researcher then decided to capture the opinion leaders and those who live in the compounds surrounding Lusaka's Matero Constituency using qualitative methods. In all these compounds, the researcher conducted structured and in-depth interviews. The total number of people in compounds and opinion leaders who participated in the qualitative research was 106 people. The quantitative data collected was analysed properly using the SPSS, while qualitative data was analysed manually. Following quantitative methods, the researcher has graphically represented the findings using bar charts, and frequency tables that illustrate the nature of the responses from the respondents.

5.2. Responses from the quantitative study by questionnaires for the NFNC staff and policy makers from key line ministries

5.2.1. Social and demographic characteristics

Table 1.

Sex				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	42	52.5	52.5	52.5
Female	38	47.5	47.5	100.0
Total	80	100.0	100.0	

In this survey, the male dominated by 52.5% and the female who participated were 47.5%.

Table 2.

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
20 - 24 years	4	5.0	5.0	5.0
25 -30 years	2	2.5	2.5	7.5
30-35 years	15	18.8	18.8	26.3
35 years and above	59	73.8	73.8	100.0
Total	80	100.0	100.0	

Those who were aged 35 years and above were the majority represented by 73.8%; then came second those who were in the range between 30-35 years with 18.8%. In the third position were those in the range of 20-24 years, with 5%, and finally those who were between 25- 30 years were 2.5%.

Table 3.

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Single	29	36.3	36.3	36.3
Separated	7	8.8	8.8	45.0
Married	42	52.5	52.5	97.5
Widowed	2	2.5	2.5	100.0
Total	80	100.0	100.0	

52.5% of respondents were married. Then, 36.3% of the respondents were single. The respondents on separation were 8.8%, and finally the widowed were 2.5%.

Table 4.

Educational Qualification				
	Frequency	Percent	Valid Percent	Cumulative Percent
Secondary	3	3.8	3.8	3.8
College/University	77	96.3	96.3	100.0
Total	80	100.0	100.0	

The majority of respondents attained college/ university qualification and had a percentage of 77%. Only 3.8% of the respondents had reached secondary school level of education.

Table 5.

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Auto-mechanic	1	1.3	1.3	1.3
Clerk Officer	2	2.5	2.5	3.8
Driver	2	2.5	2.5	6.3
Economist	3	3.8	3.8	10.0
Journalist	20	25.0	25.0	35.0
Librarian	1	1.3	1.3	36.3
Library Assistant	3	3.8	3.8	40.0
Nutritionist	37	46.3	46.3	86.3
Office Orderly	2	2.5	2.5	88.8
Radio Producer	2	2.5	2.5	91.3
Receptionist	2	2.5	2.5	93.8
Social Worker	2	2.5	2.5	96.3
Sociologist	2	2.5	2.5	98.8
Statistician	1	1.3	1.3	100.0
Total	80	100.0	100.0	

In this survey, nutritionists dominated by 46.3% and Journalists who participated were 25%. Followed by economists and library assistants represented by 3.8% respectively, and then

sociologists, social workers, radio programme producers, clerk officers, receptionists, office orderlies, and drivers had a percentage of 2.5% each. Only 1.3% comprised of statisticians, librarians, and auto-mechanics.

5.2.2. Knowledge about the communication strategies

Table 6.

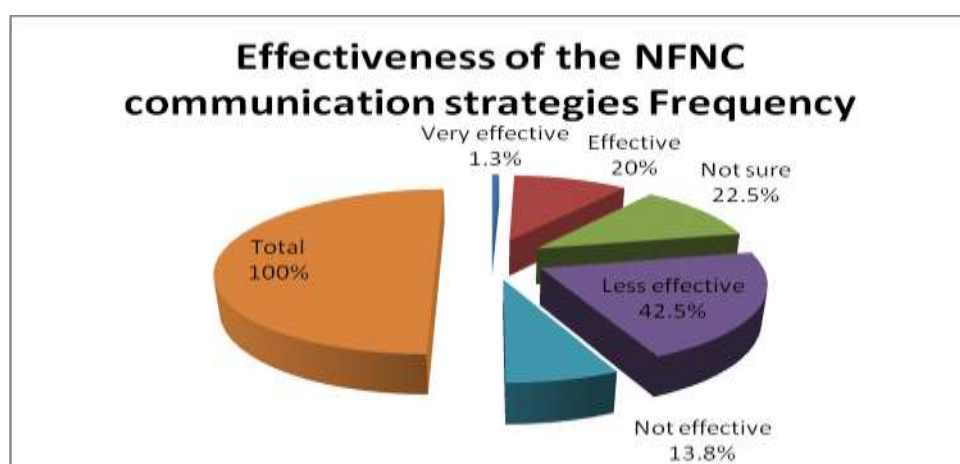
Knowledge about NFNC communication strategies

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	80	100.0	100.0	100.0

All the respondents affirmed that they were aware of the communication strategies the NFNC uses to reach out to the public.

5.2.3. Effectiveness of NFNC's communication strategies the NFNC uses to transmit nutrition messages to the public.

Figure 1.



42.5% respondents said the communication strategies used were less effective, 22.5% were not sure, and 20% said they were effective. 13.8% said they were not effective, while 1.3% said they were very effective.

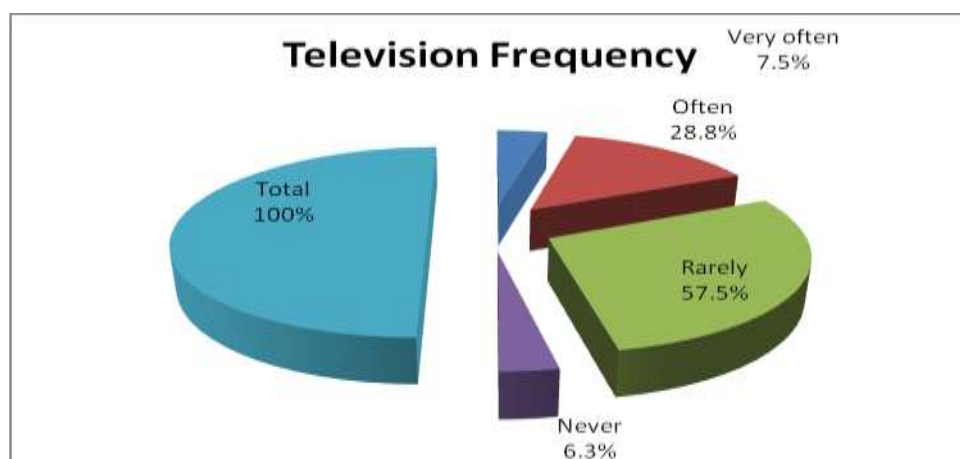
5.2.4. Respondents' sources of information on nutrition

Television

Table 7.

Television				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	6	7.5	7.5	7.5
Often	23	28.8	28.8	36.3
Rarely	46	57.5	57.5	93.8
Never	5	6.3	6.3	100.0
Total	80	100.0	100.0	

Figure 2.



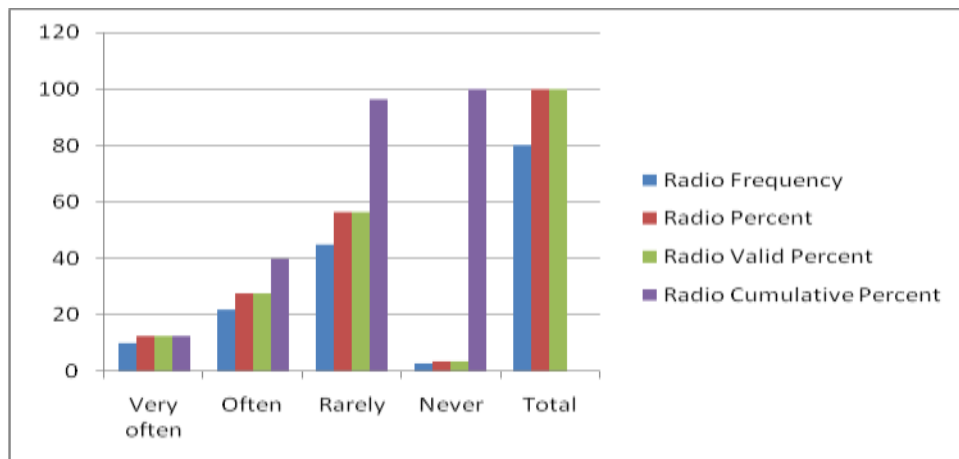
57.5% said they rarely used television as the source of information. 28.8% said they often used it, and 7.5% said they very often used it. Only 6.3% said they never used the medium.

Radio

Table 8.

Radio				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	10	12.5	12.5	12.5
Often	22	27.5	27.5	40.0
Rarely	45	56.3	56.3	96.3
Never	3	3.8	3.8	100.0
Total	80	100.0	100.0	

Figure 3.



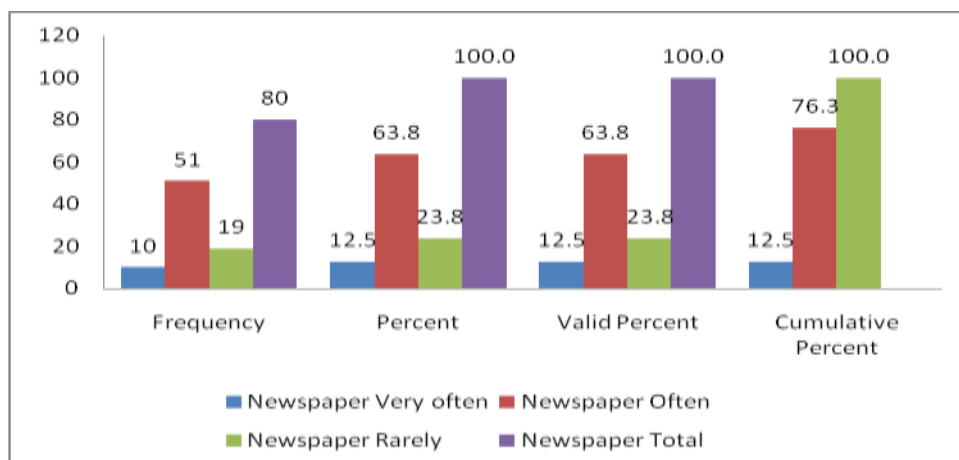
56.3% said they rarely used radio as a source of information. 27.5% and 12.5% said they often and very often used it respectively. Only 3.8% said they never used the medium.

Newspapers

Table 9.

Newspaper				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	10	12.5	12.5	12.5
Often	51	63.8	63.8	76.3
Rarely	19	23.8	23.8	100.0
Total	80	100.0	100.0	

Figure 4.



63.8% said they often used newspapers as the source of information. 23.8% said they rarely used them, while 12.5% said they very often used them.

Magazines/ Newsletters

Table 10.

Magazines/ Newsletters				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	6	7.5	7.5	7.5
Often	36	45.0	45.0	52.5
Rarely	30	37.5	37.5	90.0
Never	8	10.0	10.0	100.0
Total	80	100.0	100.0	

Figure 5.



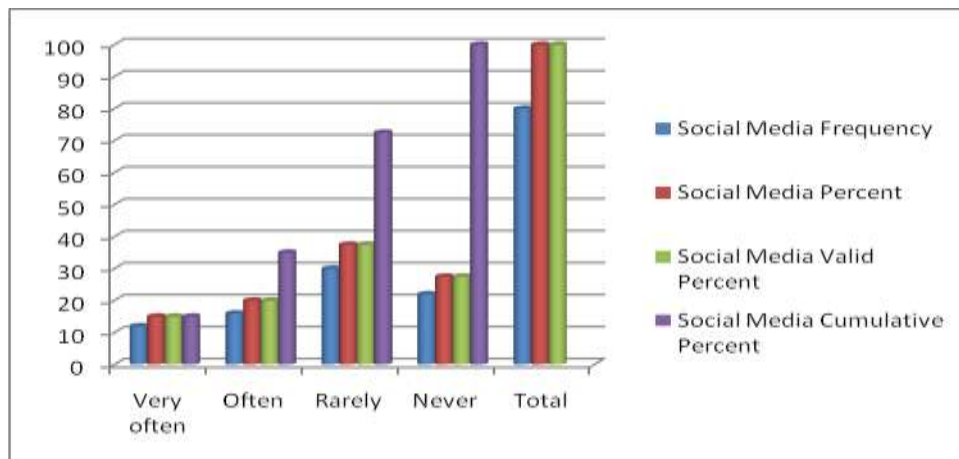
45% said they often rely on the media as a source of information. 37.5% said they rarely used them, and 10% were not sure. Only 7.5% said they very often used them.

Social Media

Table 11.

Social Media				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	12	15.0	15.0	15.0
Often	16	20.0	20.0	35.0
Rarely	30	37.5	37.5	72.5
Never	22	27.5	27.5	100.0
Total	80	100.0	100.0	

Figure 6.



37% respondents said they rarely used social media as a source of information, and 27.5% were not sure. 20% said they often used them, and 15% said they very often used the channel.

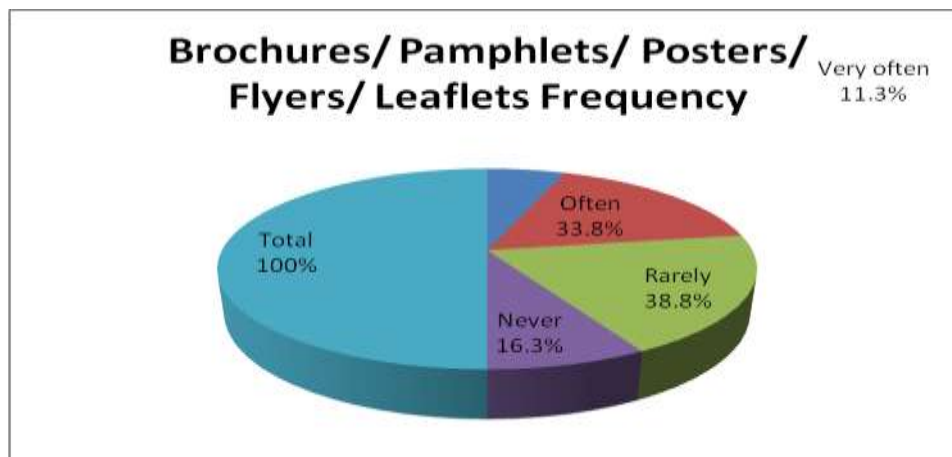
Brochures/ Pamphlets/ Posters/ Flyers/ Leaflets

Table 12.

Brochures/ Pamphlets/ Posters/ Flyers/ Leaflets

	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	9	11.3	11.3	11.3
Often	27	33.8	33.8	45.0
Rarely	31	38.8	38.8	83.8
Never	13	16.3	16.3	100.0
Total	80	100.0	100.0	

Figure 7.



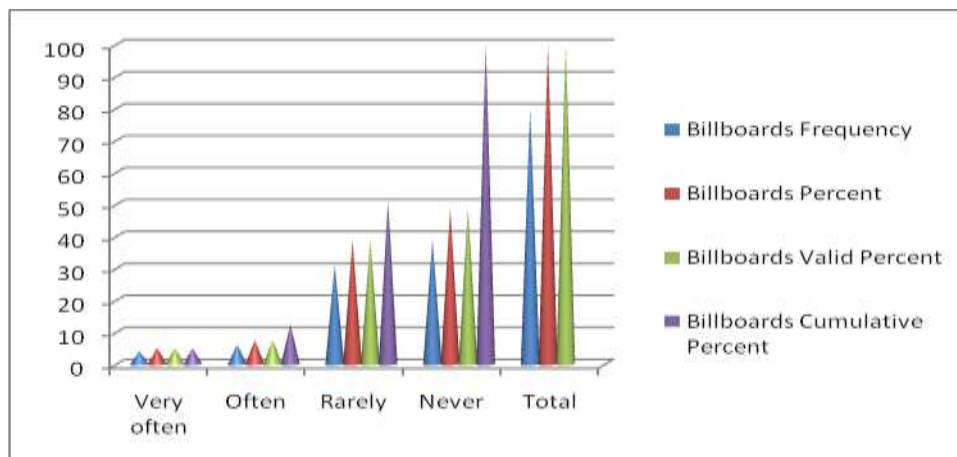
38.8% said they rarely used the media as a source of information. 33.8% said they often used them, while 16.3% said they never used the media, and 16.3% were not sure. Only 11.3% said they very often used them.

Billboards

Table 13.

Billboards				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	4	5.0	5.0	5.0
Often	6	7.5	7.5	12.5
Rarely	31	38.8	38.8	51.3
Never	39	48.8	48.8	100.0
Total	80	100.0	100.0	

Figure 8.



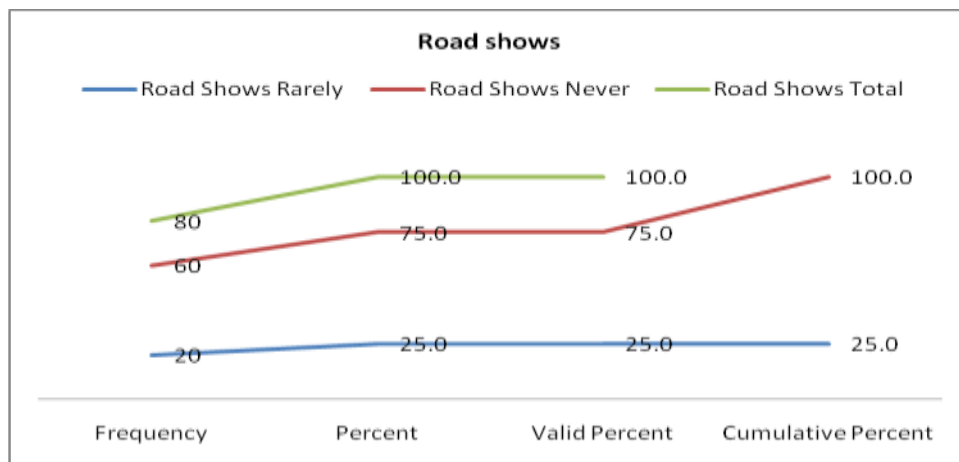
48.8% said they never used Billboards as a source of information. 38.8% said they rarely used them. 7.5% and 5% said they often and very often used the channel respectively.

Road Shows

Table 14.

Road Shows				
	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	20	25.0	25.0	25.0
Never	60	75.0	75.0	100.0
Total	80	100.0	100.0	

Figure 9.



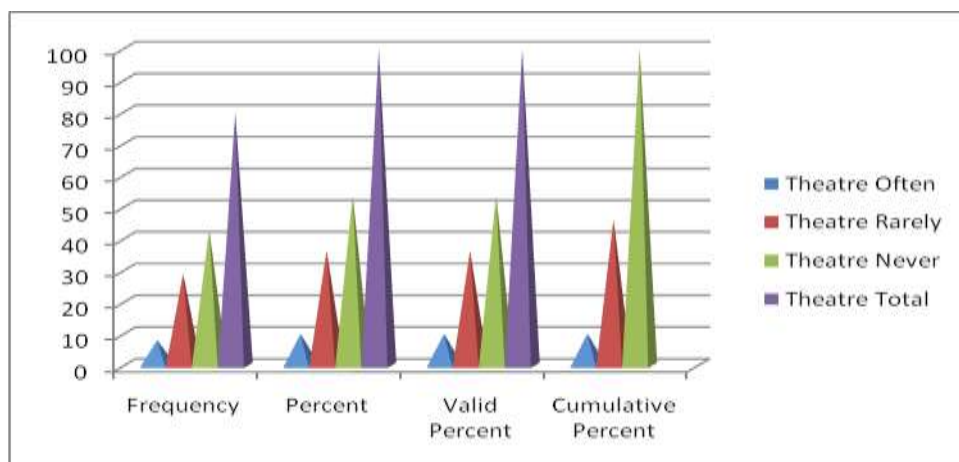
75% indicated that they never used the channel as a source of information. 25% said they rarely used them.

Theatre

Table 15.

Theatre				
	Frequency	Percent	Valid Percent	Cumulative Percent
Often	8	10.0	10.0	10.0
Rarely	29	36.3	36.3	46.3
Never	43	53.8	53.8	100.0
Total	80	100.0	100.0	

Figure 10.



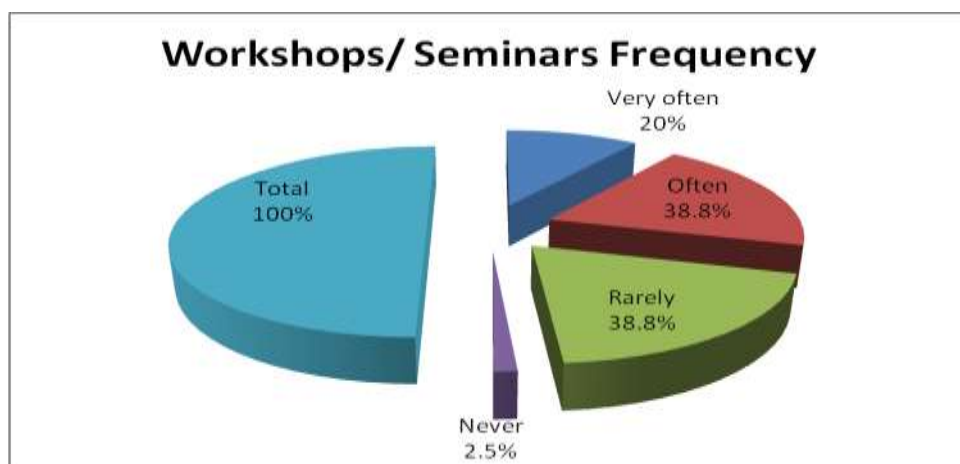
53.8% said they never used theatre as a source of nutrition information. 36.3% said they rarely used the medium. Only 10% said they often used it.

Workshops/ seminars

Table 16.

Workshops/ Seminars				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	16	20.0	20.0	20.0
Often	31	38.8	38.8	58.8
Rarely	31	38.8	38.8	97.5
Never	2	2.5	2.5	100.0
Total	80	100.0	100.0	

Figure 11.



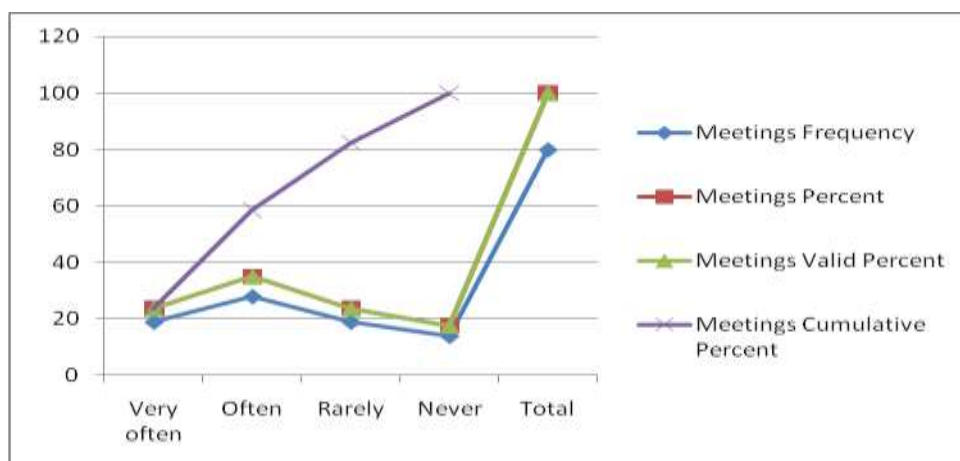
38.8% said they often and rarely used the media as a source of information each. 20% said they very often used them, while 2.5% said they never used them.

Meetings

Table 17.

Meetings				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	19	23.8	23.8	23.8
Often	28	35.0	35.0	58.8
Rarely	19	23.8	23.8	82.5
Never	14	17.5	17.5	100.0
Total	80	100.0	100.0	

Figure 12.



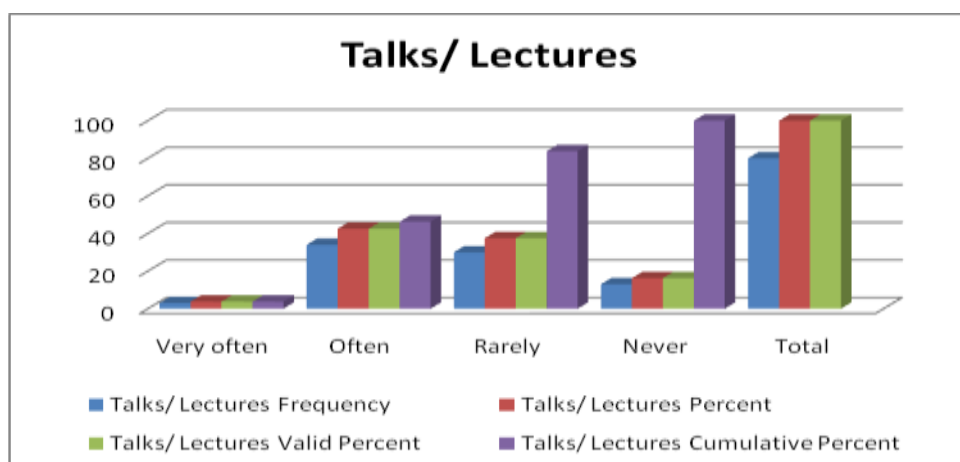
35% said they often used meetings as a source of nutrition information, and 23.8% said they very often and rarely used meetings each. Only 17.5% said they never used them.

Talks/ lectures

Table 18.

Talks/ Lectures				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	3	3.8	3.8	3.8
Often	34	42.5	42.5	46.3
Rarely	30	37.5	37.5	83.8
Never	13	16.3	16.3	100.0
Total	80	100.0	100.0	

Figure 13.



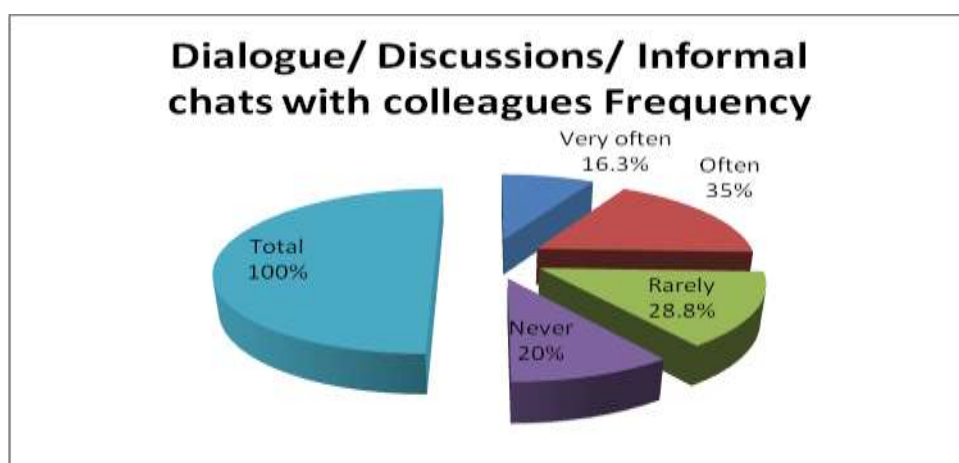
42.5% said they often used the media as a source of information. 37.5% said they rarely used them, and 16% said they never used them. Only 3.8% said they very often used them.

Dialogues/ Discussions/ informal chats with colleagues

Table19.

Dialogue/ Discussions/ Informal chats with colleagues				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	13	16.3	16.3	16.3
Often	28	35.0	35.0	51.3
Rarely	23	28.8	28.8	80.0
Never	16	20.0	20.0	100.0
Total	80	100.0	100.0	

Figure 14.



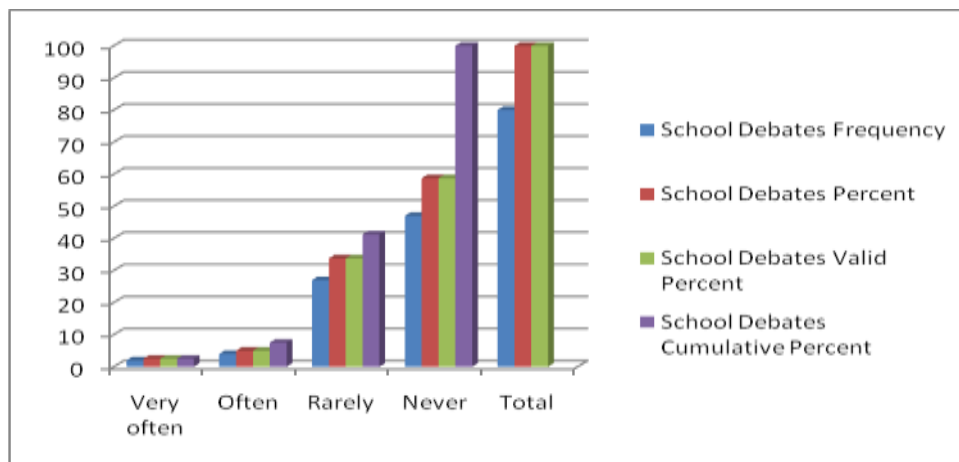
35% said they used the media often for nutrition information. 28.8% said they rarely used them, and 20% said they never used them. Only 16.3% said they very often used the media.

School debates

Table 20.

School Debates				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	2	2.5	2.5	2.5
Often	4	5.0	5.0	7.5
Rarely	27	33.8	33.8	41.3
Never	47	58.8	58.8	100.0
Total	80	100.0	100.0	

Figure 15.



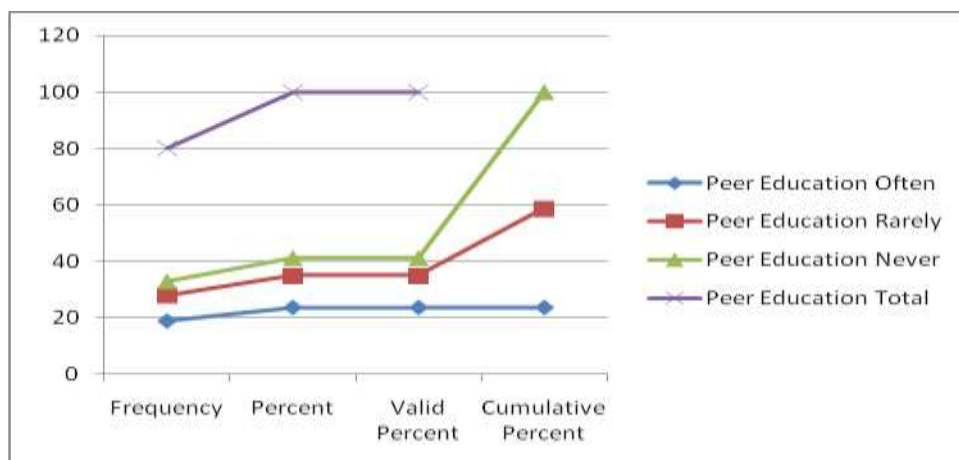
58.8% said they never used school debates as a source of information. 33.8% said they rarely used them, while 5% said they often used them. Only 2.5% said they very often used them.

Peer Education

Table 21.

Peer Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
Often	19	23.8	23.8	23.8
Rarely	28	35.0	35.0	58.8
Never	33	41.3	41.3	100.0
Total	80	100.0	100.0	

Figure 16.



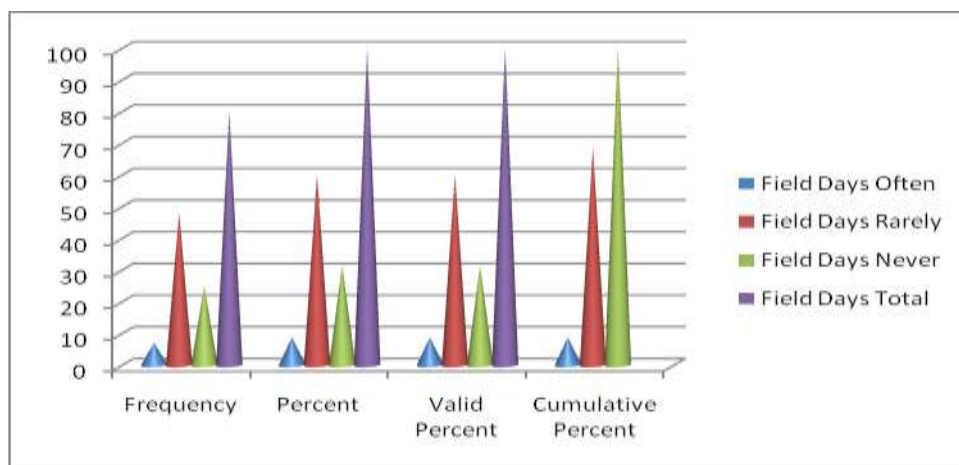
41.3% said they never used the channel to get nutrition information. 35% said they rarely used the medium, while 23.8% said they often used it.

Field days

Table 22.

Field Days				
	Frequency	Percent	Valid Percent	Cumulative Percent
Often	7	8.8	8.8	8.8
Rarely	48	60.0	60.0	68.8
Never	25	31.3	31.3	100.0
Total	80	100.0	100.0	

Figure 17.



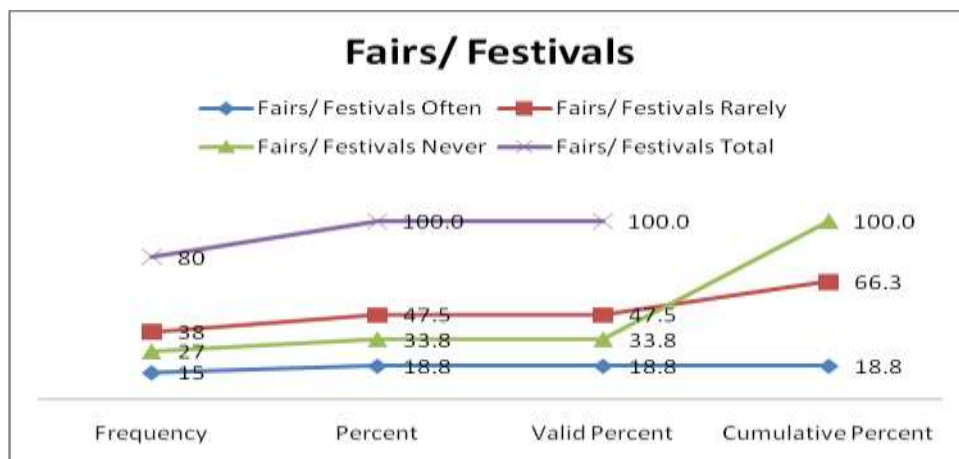
60% said they rarely used field days as source of nutrition information. 31.3 % indicated that they never used the medium, while 8.8% said that they often used it.

Fairs/ festivals

Table 23.

Fairs/ Festivals				
	Frequency	Percent	Valid Percent	Cumulative Percent
Often	15	18.8	18.8	18.8
Rarely	38	47.5	47.5	66.3
Never	27	33.8	33.8	100.0
Total	80	100.0	100.0	

Figure 18.



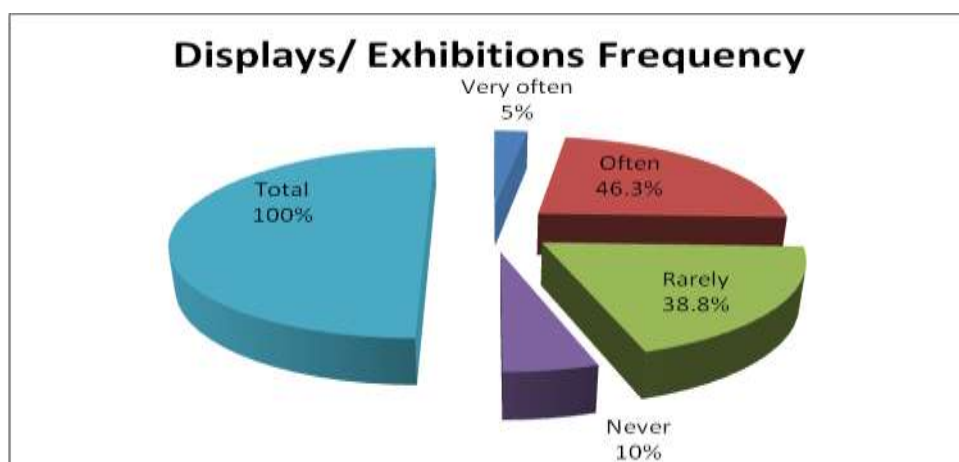
47.5% said they rarely used the media to get nutrition information. 33.8% said they never used the media, while 18.8% said they often used them.

Displays/ exhibitions

Table 24.

	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	4	5.0	5.0	5.0
Often	37	46.3	46.3	51.3
Rarely	31	38.8	38.8	90.0
Never	8	10.0	10.0	100.0
Total	80	100.0	100.0	

Figure 19.



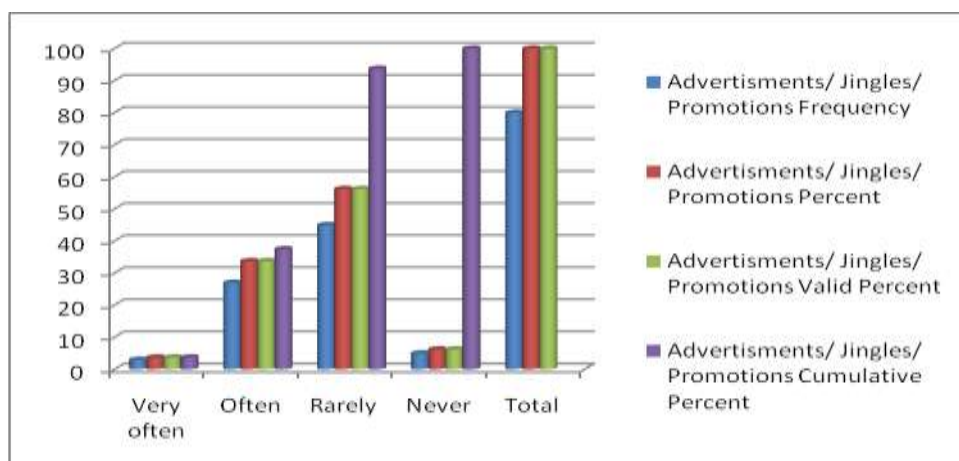
46.3% said they often used the channels to get information. 38.8% said they rarely used the media. 10% said they never used them, while 5% said they very often used the media.

Advertisements/ jingles/ promotions

Table 25.

Advertisements/ Jingles/ Promotions				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	3	3.8	3.8	3.8
Often	27	33.8	33.8	37.5
Rarely	45	56.3	56.3	93.8
Never	5	6.3	6.3	100.0
Total	80	100.0	100.0	

Figure 20.



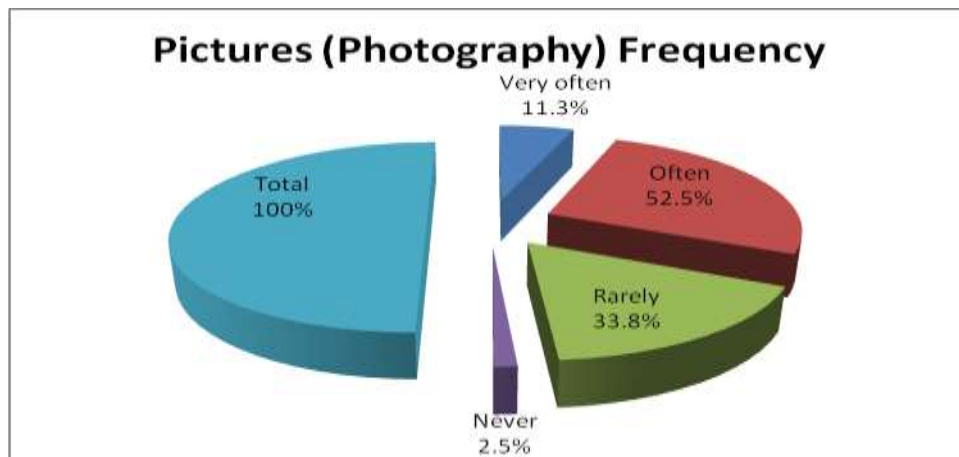
56.3% said they rarely used them for nutrition information. 33.8% said they often used them. 6.3% said they never used them, while 3.8% said they very often used the channels.

Pictures (photography)

Table 26.

Pictures (Photography)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	9	11.3	11.3	11.3
Often	42	52.5	52.5	63.8
Rarely	27	33.8	33.8	97.5
Never	2	2.5	2.5	100.0
Total	80	100.0	100.0	

Figure 21.



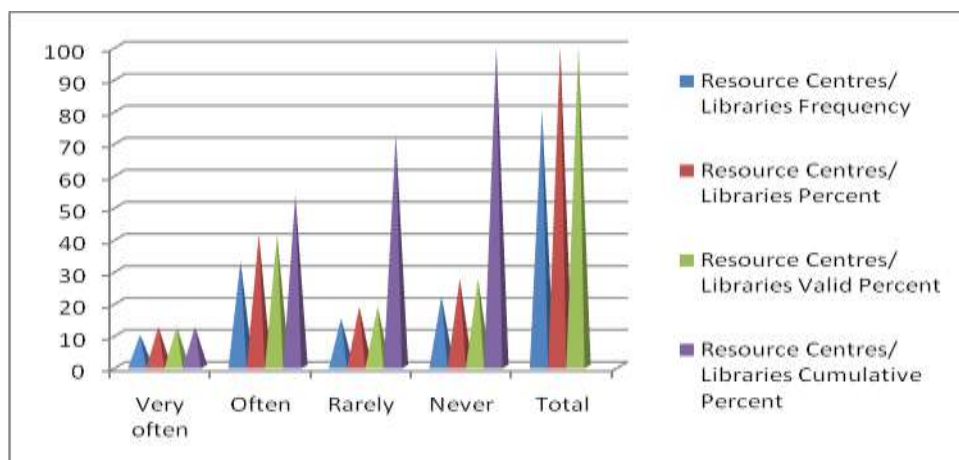
52.5% said they often used pictures to obtain nutrition information. 33.8% said they rarely used them. 11.3% said they very often used them. Only 2.5% said they never used the media.

Resource centres/ libraries

Table 27.

Resource Centres/ Libraries				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	10	12.5	12.5	12.5
Often	33	41.3	41.3	53.8
Rarely	15	18.8	18.8	72.5
Never	22	27.5	27.5	100.0
Total	80	100.0	100.0	

Figure 22.



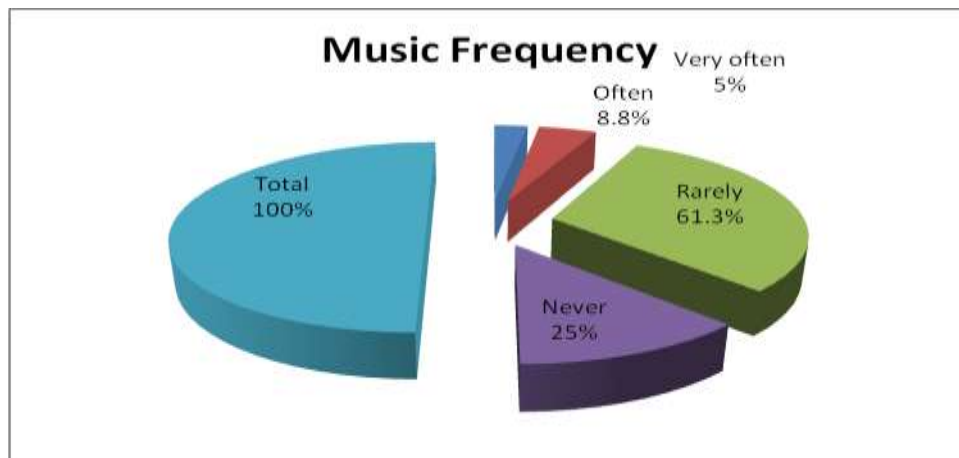
41.3% said they often used the media for nutrition information. 27.5% said they never used them, while 18.8% said they rarely used them. Only 12.5% said they very often used them.

Music

Table 28.

Music				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	4	5.0	5.0	5.0
Often	7	8.8	8.8	13.8
Rarely	49	61.3	61.3	75.0
Never	20	25.0	25.0	100.0
Total	80	100.0	100.0	

Figure 23.



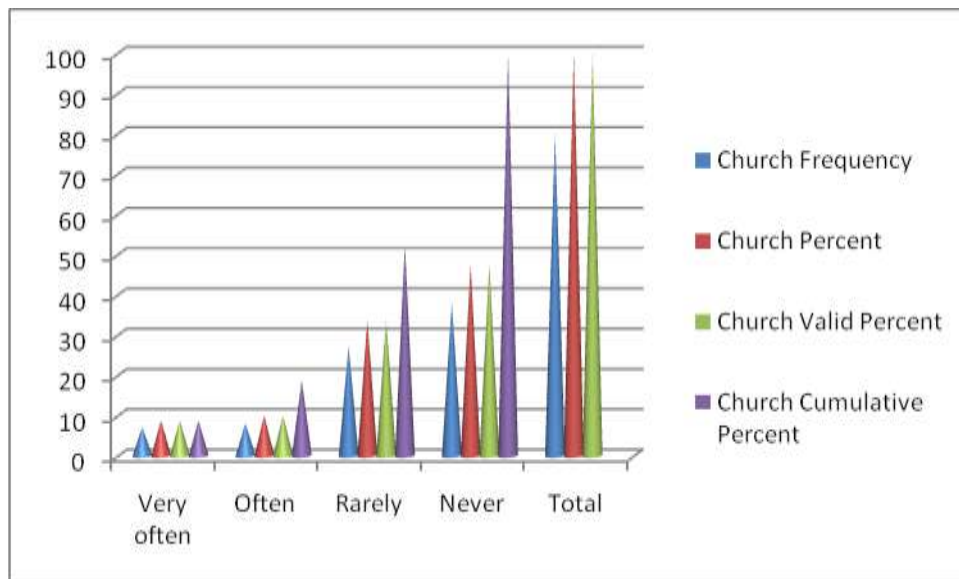
61.3% said they rarely used music as a source of nutrition information. 25% said they never use it. 8.8% said they very often used the channel. Only 5% said they often used music.

Church

Table 29.

Church				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	7	8.8	8.8	8.8
Often	8	10.0	10.0	18.8
Rarely	27	33.8	33.8	52.5
Never	38	47.5	47.5	100.0
Total	80	100.0	100.0	

Figure 24.

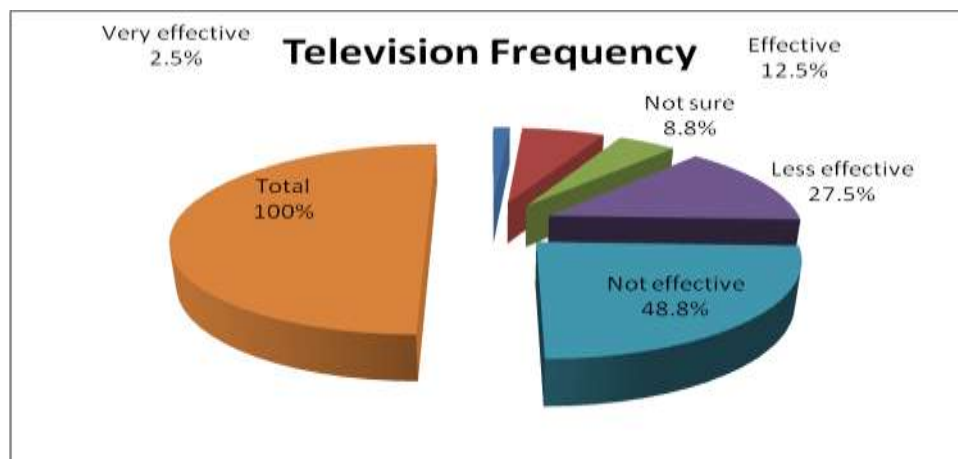


47.5% said they never used the medium to obtain nutrition information. 33.8% said they rarely used it. 10% said they often used the medium and 8.8% said they very often used it.

5.2.5. Effectiveness of the media tools used in transmitting nutrition messages

Television

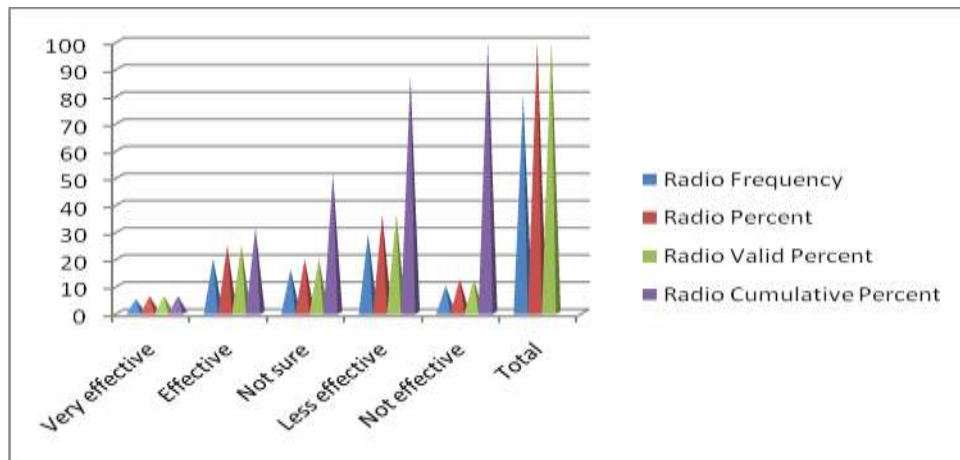
Figure 25.



48.8% said television was not effectively used. 27.5% said the medium was less effectively utilised. 12.5% said it was effectively used; while 8.8% were not sure. Only, 2.5% said the medium was very effectively used.

Radio

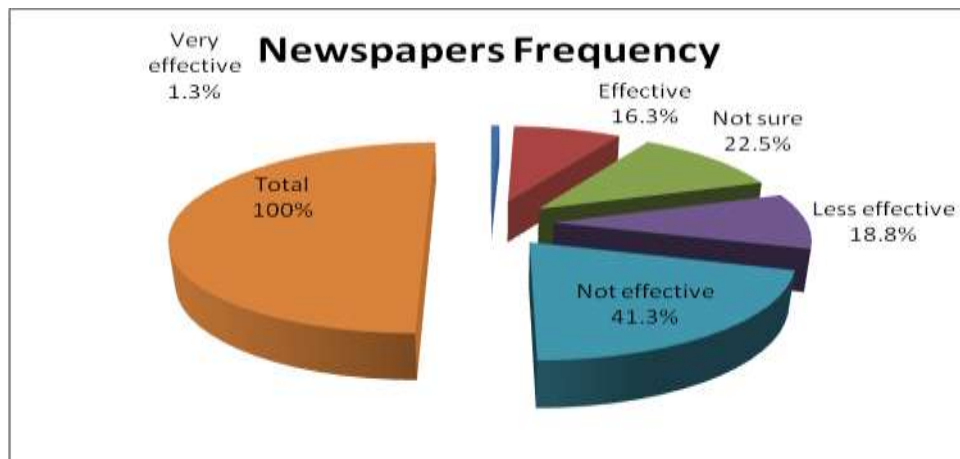
Figure 26.



36.3% said radio was less effectively used. 25% said it was effectively used, while 20% were not sure. 12.5% said it was not effectively used, and 6.3% said the channel was very effectively used.

Newspapers

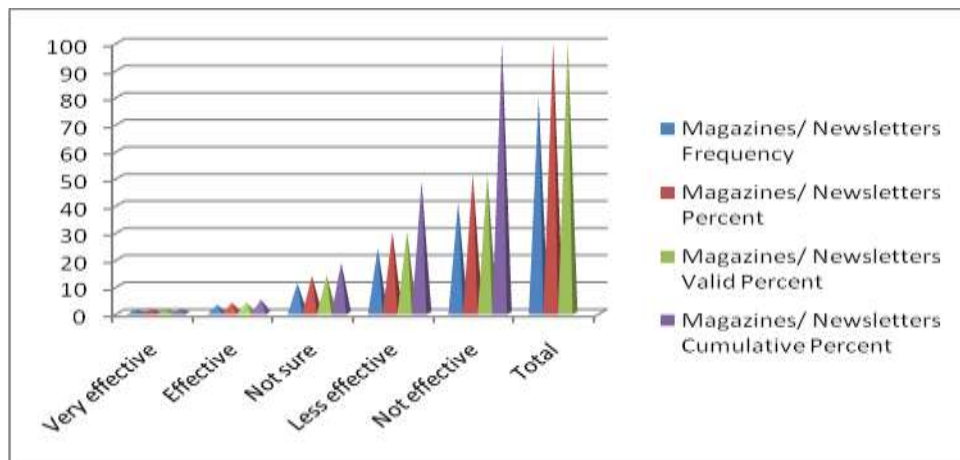
Figure 27.



41.3% said newspapers were not effectively used, and 22.5% were not sure. 18.8% said they were less effectively used, while 16.3% and 1.3% said they were effectively and very effectively used respectively.

Magazines/ Newsletters

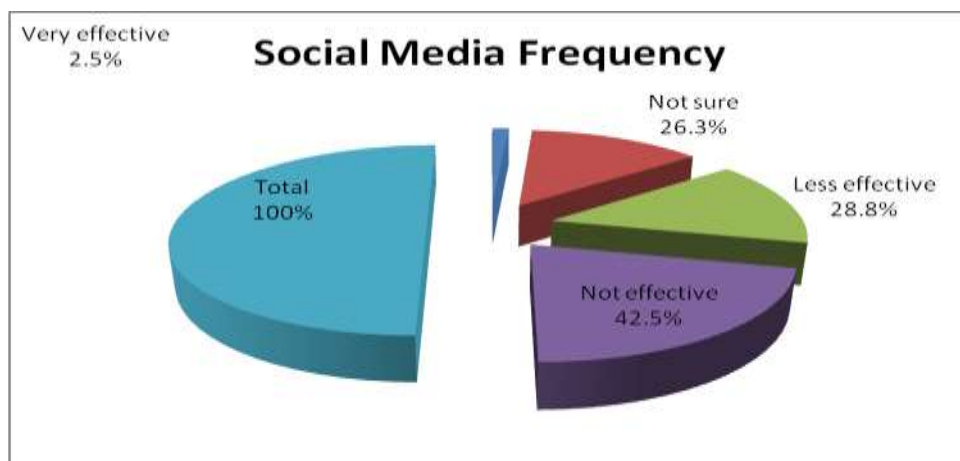
Figure 28.



51.3% said they were not effectively used, and 30% said they were less effectively used. 13.8% were not sure, while 3.8% and 1.3% said they were effectively and very effectively used respectively.

Social Media

Figure 29.



42.5% said social media was not effective. 28.8% said the channel was less effectively used, while 26.3% said they were not sure, while 2.5% said it was very effectively used.

Brochures/ Pamphlets/ Posters/ Flyers/ Leaflets

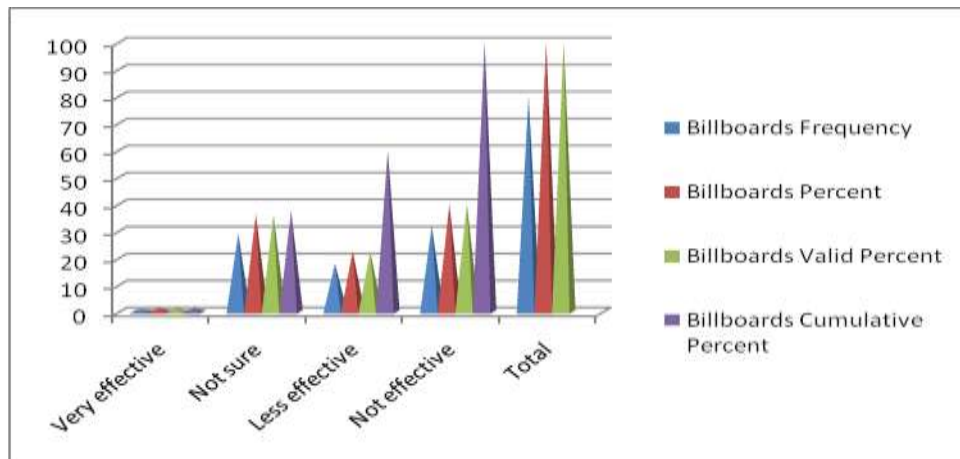
Table 30.

Brochures/Pamphlets/Posters/Flyers/Leaflets				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very effective	8	10.0	10.0	10.0
Effective	30	37.5	37.5	47.5
Not sure	17	21.3	21.3	68.8
Less effective	18	22.5	22.5	91.3
Not effective	7	8.8	8.8	100.0
Total	80	100.0	100.0	

37.5% said the media were effectively used. 22.5% said they were less effectively used and 21.3% were not sure, while 10% said they were very effective. Only 8.8% said they were not effectively used.

Billboards

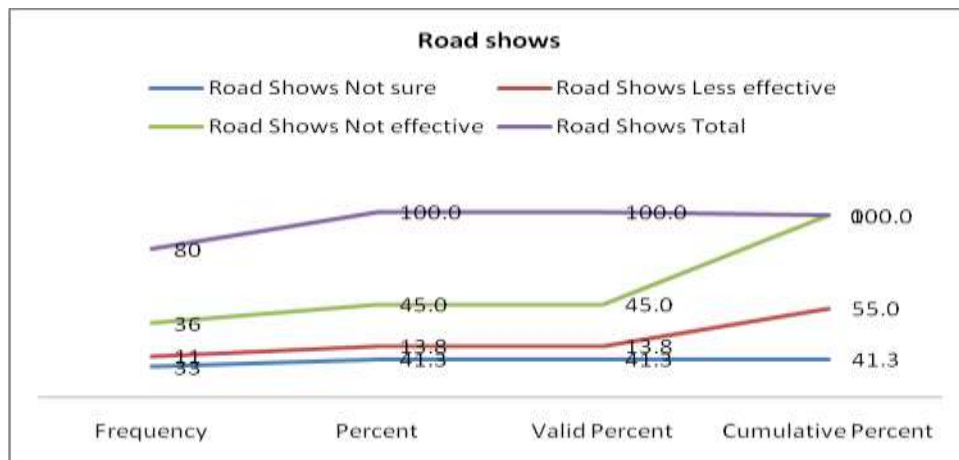
Figure 30.



40% said the channel was not effectively utilised, 36.3% were not sure. 22.5% said it was less effectively used, while 1.3% said it was very effectively used.

Road Shows

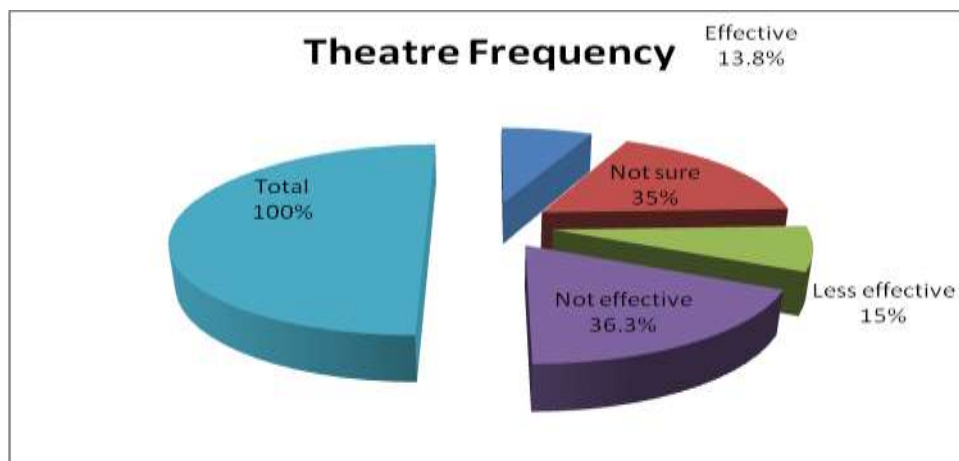
Figure 31.



45% said the medium was not effectively utilised, and 41.3% were not sure. Only 13.8% said it was less effectively used.

Theatre

Figure 32.



36.3% said theatre was not effectively utilised, and 35% were not sure. 15% said the channel was less effectively used, while 13.8% said it was effectively used.

Workshops/ Seminars

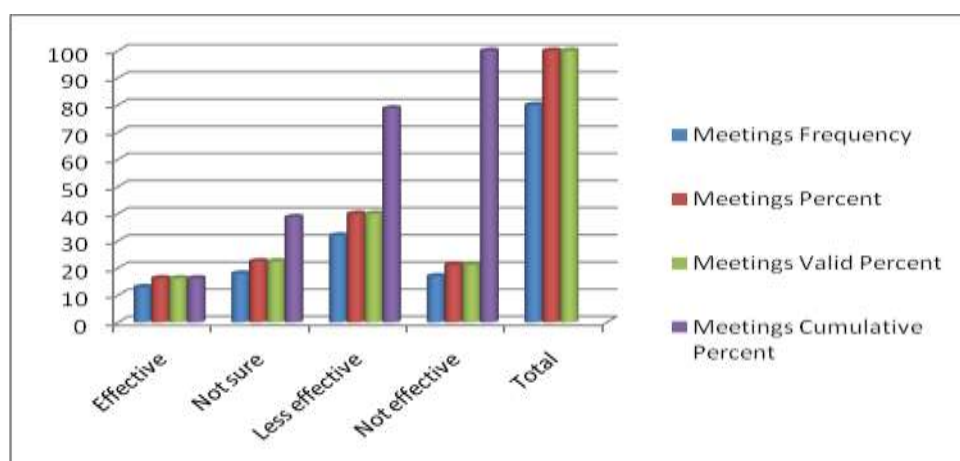
Table 31.

Workshops/ Seminars				
	Frequency	Percent	Valid Percent	Cumulative Percent
Effective	10	12.5	12.5	12.5
Not sure	27	33.8	33.8	46.3
Less effective	23	28.8	28.8	75.0
Not effective	20	25.0	25.0	100.0
Total	80	100.0	100.0	

33.8% were not sure, while 28.8% said the media were less effectively used. 25% said they were not effectively utilised, while 12.5% said they were effectively used.

Meetings

Figure 33.



40% said meetings were less effectively used, while 22.5% were not sure. 21.3% said the channel was not effectively utilised, while 16.3% said meetings were effectively used.

Talks/ Lectures

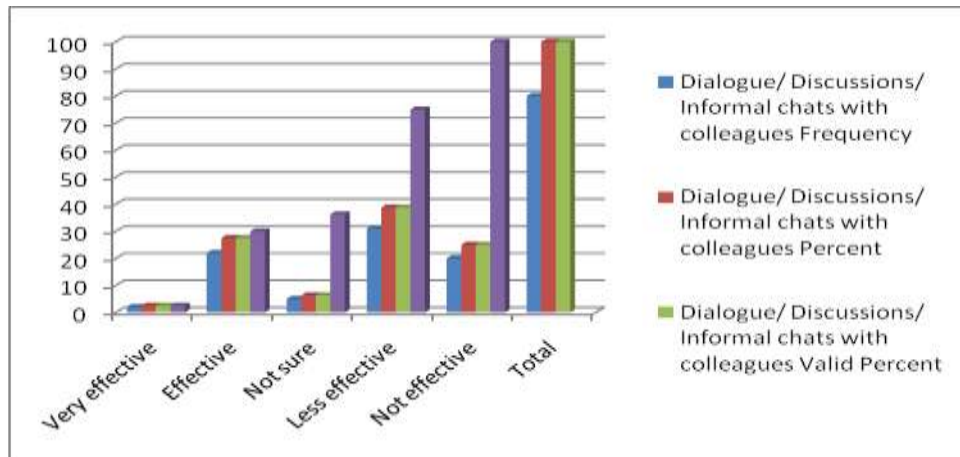
Table 32.

Talks/ Lectures				
	Frequency	Percent	Valid Percent	Cumulative Percent
Effective	16	20.0	20.0	20.0
Not sure	17	21.3	21.3	41.3
Less effective	33	41.3	41.3	82.5
Not effective	14	17.5	17.5	100.0
Total	80	100.0	100.0	

41.3% said the channels were less effectively used, while 21.3% were not sure. 20% said the media were effectively utilised, while 17.5% said they were not effectively used.

Dialogue/ Discussions/ informal chats with colleagues

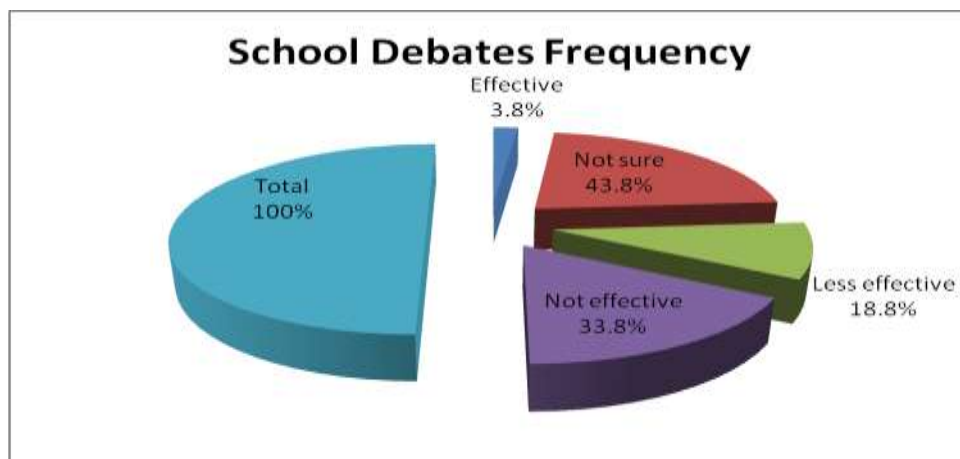
Figure 34.



38.8% said the tools were less effectively used, and 27.5% said the channels were effectively utilised. 25% said they were not effectively used, while 2.5% said they were very effectively utilised.

School Debates

Figure 35.



43.8% were not sure, while 33.8% said the medium was not effectively used. 18.8% said the channel was less effectively used, while 3.8% said the medium was effectively utilised.

Peer Education

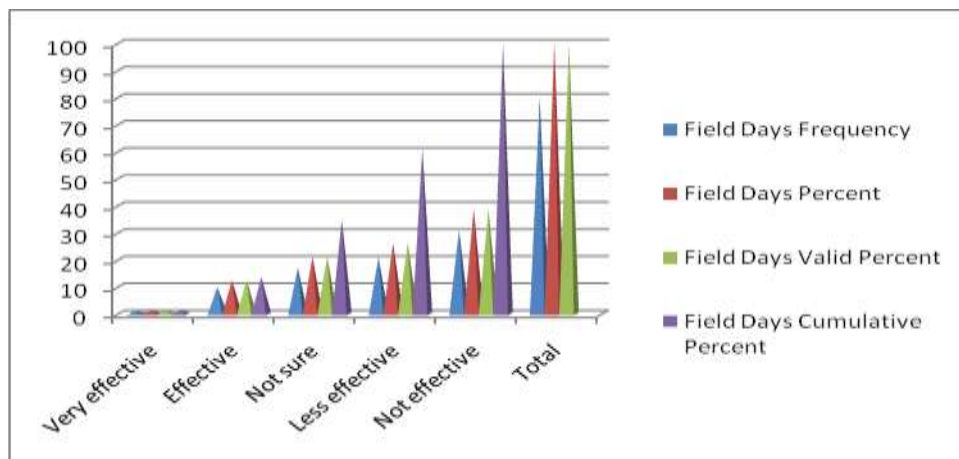
Table 33.

Peer Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
Effective	10	12.5	12.5	12.5
Not sure	21	26.3	26.3	38.8
Less effective	16	20.0	20.0	58.8
Not effective	33	41.3	41.3	100.0
Total	80	100.0	100.0	

41.3% said the medium was not effectively used, while 26.3% were not sure. 20% said the medium was less effectively used, and 12.5% said it was effectively utilised.

Field Days

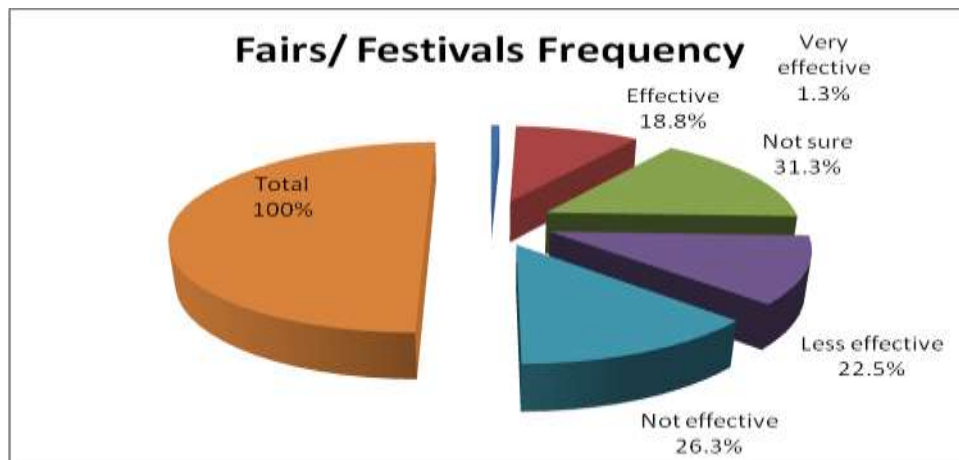
Figure 36.



38.8% said the medium was not effective. 26.3% said the channel was less effectively utilised, while 21.3% were not sure. 12.5% and 1.3% said the medium was effective and very effectively used respectively.

Fairs/ festivals

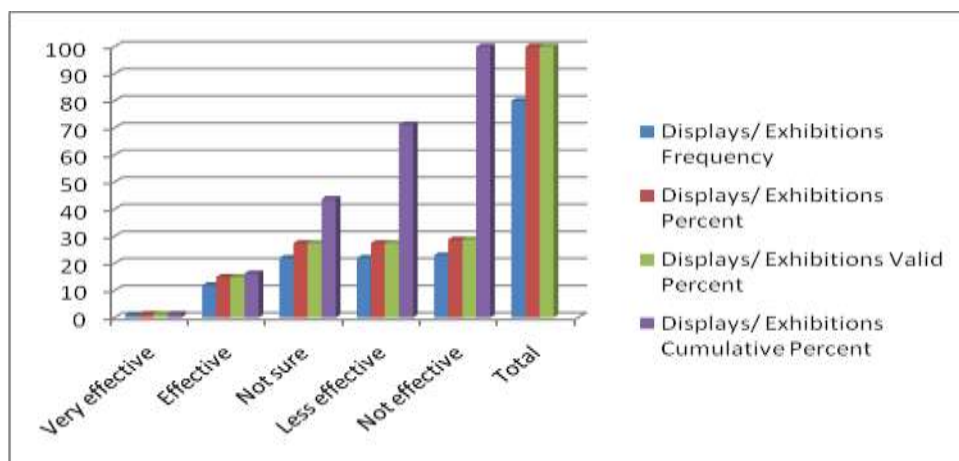
Figure 37.



31.3% were not sure, while 26.3% said the media were not effectively used. 22.5% said they were less effectively utilised, while 18.8% and 1.3% said they were effectively and every effectively used respectively.

Displays/ exhibitions

Figure 38.



28.8% said the media were not effectively used, while 27.5% were not sure and said they were less effectively used respectively. 15% and 1.3% said the tools were effectively and very effectively utilised respectively.

Advertisements/ jingles/ promotions

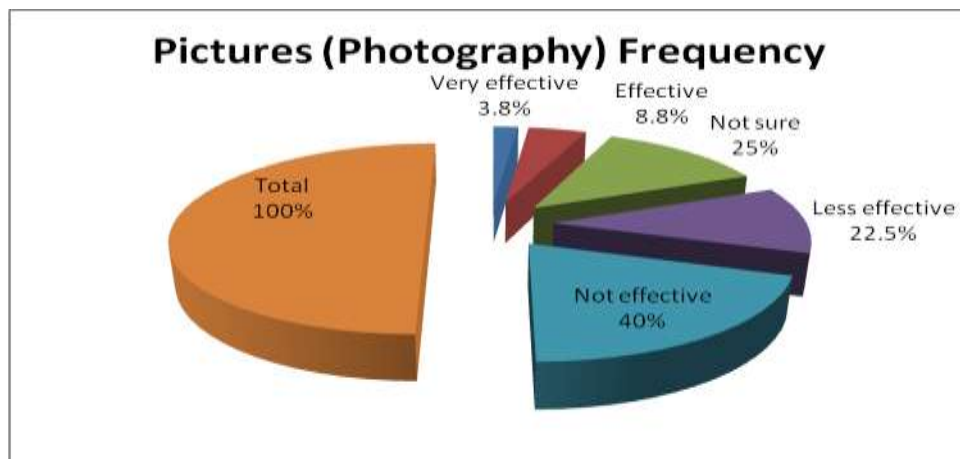
Table 34.

Advertisements/ Jingles/ Promotions				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very effective	2	2.5	2.5	2.5
Effective	9	11.3	11.3	13.8
Not sure	17	21.3	21.3	35.0
Less effective	19	23.8	23.8	58.8
Not effective	33	41.3	41.3	100.0
Total	80	100.0	100.0	

41.3% said the media were not effectively used, while 23.8% said they were less effectively used, and 21.3% were not sure. 11.3% and 2.5% said the channels were effectively and very effectively used respectively.

Pictures

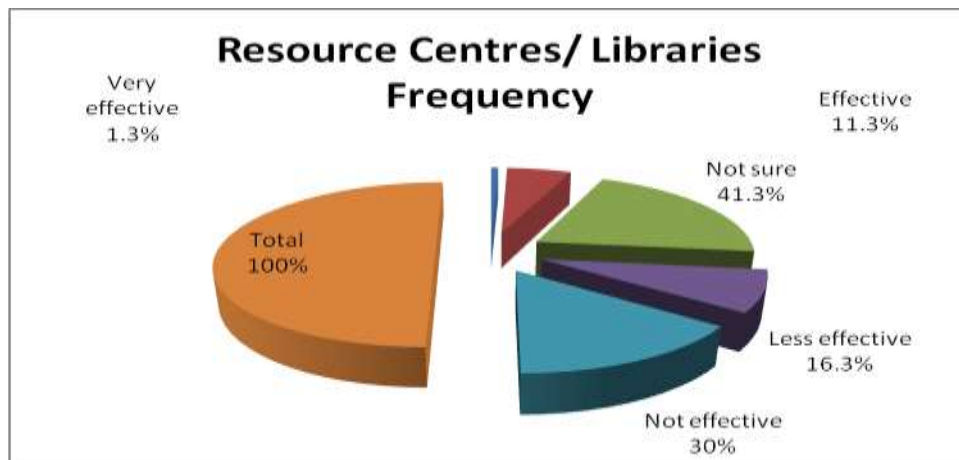
Figure 39.



40% said pictures were not effectively used, while 25% were not sure. 22.5% said they were less effective. 8.8% and 3.8% said they were effectively and very effectively used respectively.

Resource centres/ libraries

Figure 40.



41.3% were not sure, while 30% said the channels were not effectively used. 16.3% said they were less effectively used. 11.3% and 1.3% said the tools were effectively and very effectively used respectively.

Music

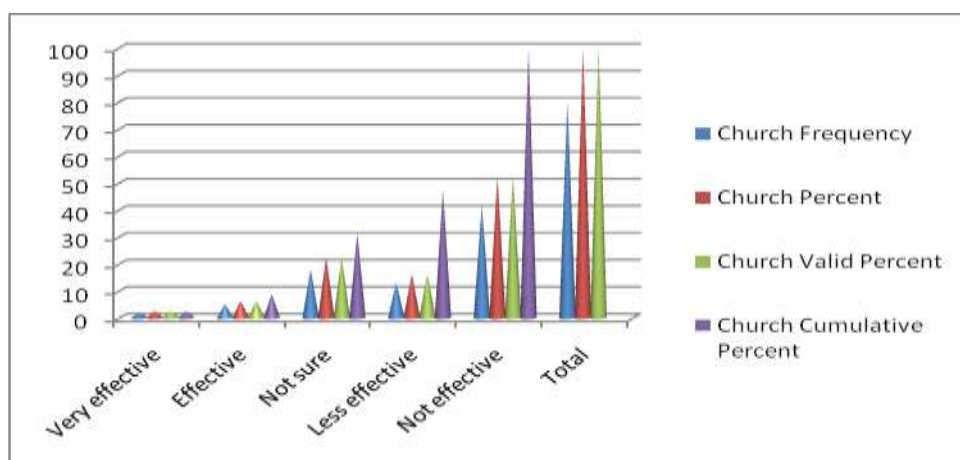
Table 35.

Music				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very effective	2	2.5	2.5	2.5
Effective	7	8.8	8.8	11.3
Not sure	23	28.8	28.8	40.0
Less effective	22	27.5	27.5	67.5
Not effective	26	32.5	32.5	100.0
Total	80	100.0	100.0	

32.5% said music was not effectively used, while 28.8% were not sure. 27.5% said the channel was less effectively used. 8.8% and 2.5% said the medium was effectively and very effectively utilised respectively.

Church

Figure 41.

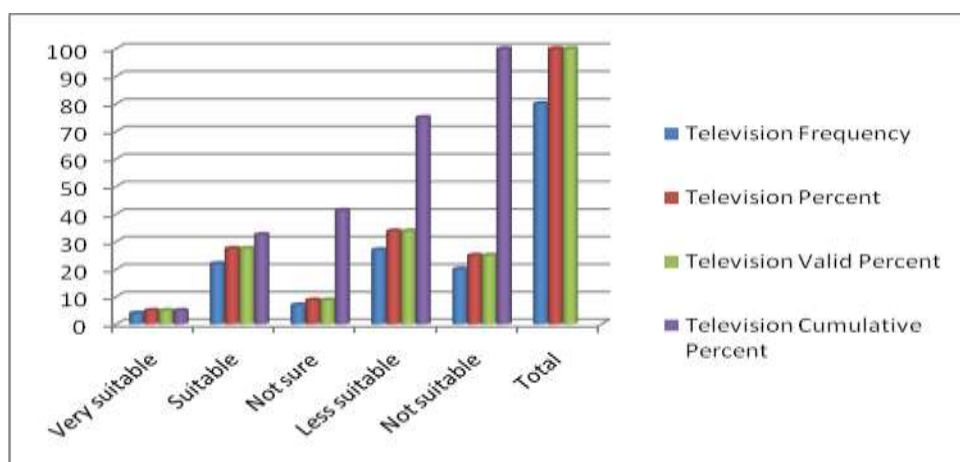


52.5% said church was not effectively used, while 22.5% were not sure. 16.3% said the medium was less effective. 6.3% and 2.5% said the channel was effective and very effective respectively.

5.2.6. Suitability of the language and messages used in the communication strategies

Television

Figure 42.



33.8% said the language and messages used were less suitable, while 27.5% said they were suitable. 25% said they were not suitable, while 8.8% were not sure. Only 5% said they were very suitable.

Radio

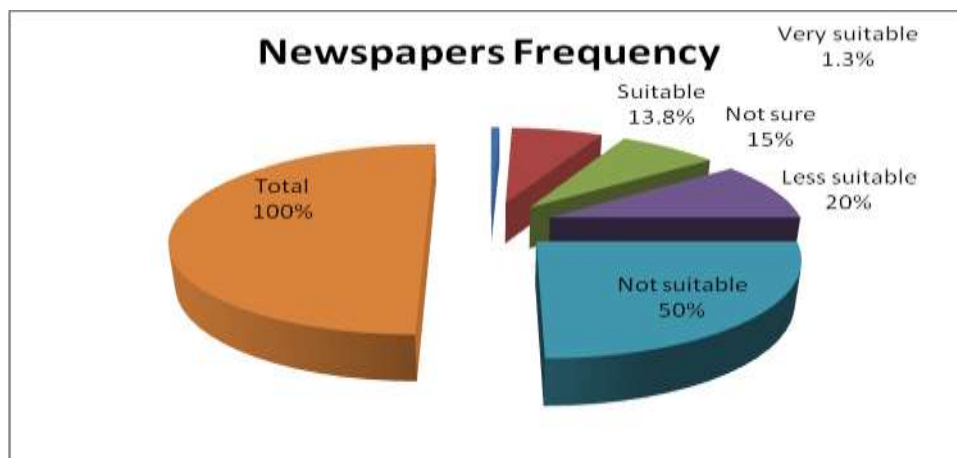
Table 36.

Radio				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	4	5.0	5.0	5.0
Suitable	4	5.0	5.0	10.0
Not sure	8	10.0	10.0	20.0
Less suitable	34	42.5	42.5	62.5
Not suitable	30	37.5	37.5	100.0
Total	80	100.0	100.0	

42.5% said the language and messages used were less suitable. 37.5% said they were not suitable, while 10% were not sure. 5% said they are very suitable and suitable respectively.

Newspapers

Figure 43.



50% said the language and messages used were not suitable. 20% said they were less suitable, while 15% were not sure. 13.8% said they were suitable and 1.3% said they were very suitable.

Magazines/ Newsletters

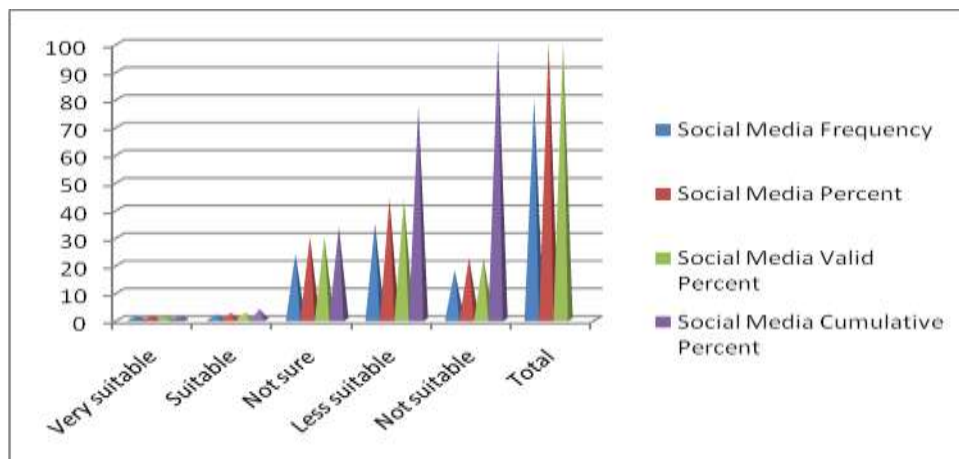
Table 37.

Magazines/ Newsletters				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	2	2.5	2.5	2.5
Suitable	4	5.0	5.0	7.5
Not sure	26	32.5	32.5	40.0
Less suitable	25	31.3	31.3	71.3
Not suitable	23	28.8	28.8	100.0
Total	80	100.0	100.0	

32.5% were not sure, while 31.3% said the language and messages used were less suitable. 28.8% said they were not suitable, while 5% said they were suitable. 2.5% said they were very suitable.

Social Media

Figure 44.



43.8% said the language and messages used were less suitable, while 30% were not sure. 22.5% said they were not suitable, while 2.5% said they were suitable. 1.3% said they were very suitable.

Brochures/ Pamphlets/Posters/ Flyers/ Leaflets

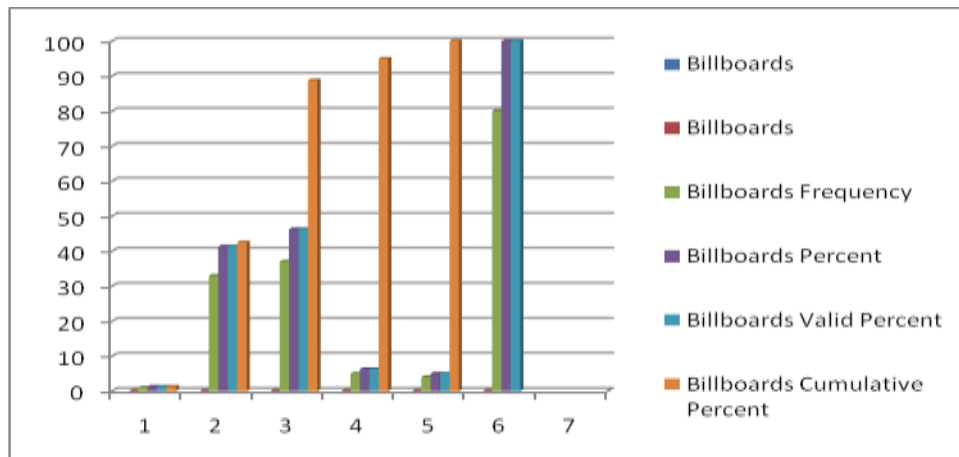
Table 38.

Brochures/ Pamphlets/ Posters/ Flyers/ Leaflets				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	12	15.0	15.0	15.0
Suitable	29	36.3	36.3	51.3
Not sure	27	33.8	33.8	85.0
Less suitable	3	3.8	3.8	88.8
Not suitable	9	11.3	11.3	100.0
Total	80	100.0	100.0	

36.3% said the language and messages used were suitable, while 33.8% were not sure. 15% said they were very suitable, while 11.3% said they were not suitable. Only 3.8% said they were less suitable.

Billboards

Figure 45.



46.3% were not sure, while 41.3% said the language and messages used were suitable. 6.3% said they were less suitable, and 5% said they were not suitable. Only 1.3% said they were very suitable.

Road Shows

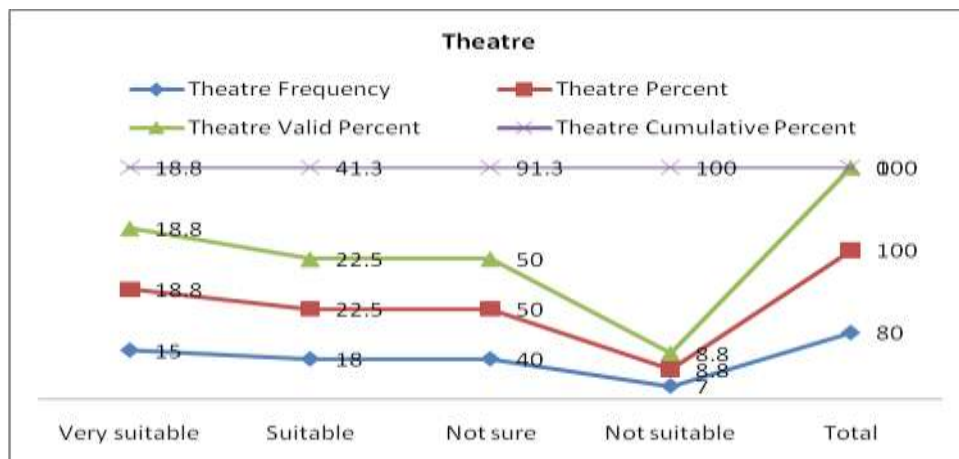
Table 39.

Road Shows				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	7	8.8	8.8	8.8
Suitable	15	18.8	18.8	27.5
Not sure	42	52.5	52.5	80.0
Less suitable	12	15.0	15.0	95.0
Not suitable	4	5.0	5.0	100.0
Total	80	100.0	100.0	

52.5% were not sure, while 18.8% said the language and messages used were suitable. 15% said they were less suitable, and 8.8% said they were very suitable. Only 5% said they were not suitable.

Theatre

Figure 46.



50% were not sure, while 22.5% said the language and messages used were suitable, and 18.8% said they were very suitable. Only 8.8% said they were not suitable.

Workshops/ Seminars

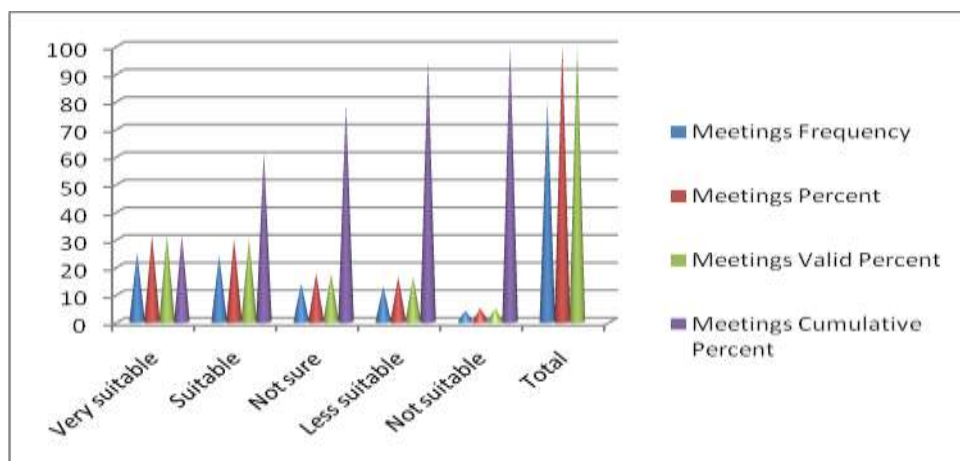
Table 40.

Workshops/ Seminars				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	16	20.0	20.0	20.0
Suitable	27	33.8	33.8	53.8
Not sure	14	17.5	17.5	71.3
Less suitable	17	21.3	21.3	92.5
Not suitable	6	7.5	7.5	100.0
Total	80	100.0	100.0	

33.8% said the language and messages used were suitable, while 21.3% said they were less suitable. 20% they were very suitable, while 17.5% were not sure. Only 7.5% said they were not suitable.

Meetings

Figure 47.



31.3% said the language and messages used were very suitable, and 30% said they were suitable, while 17.5% were not sure. 16.3% said they were less suitable, and 5% said they were not suitable.

Talks/ Lectures

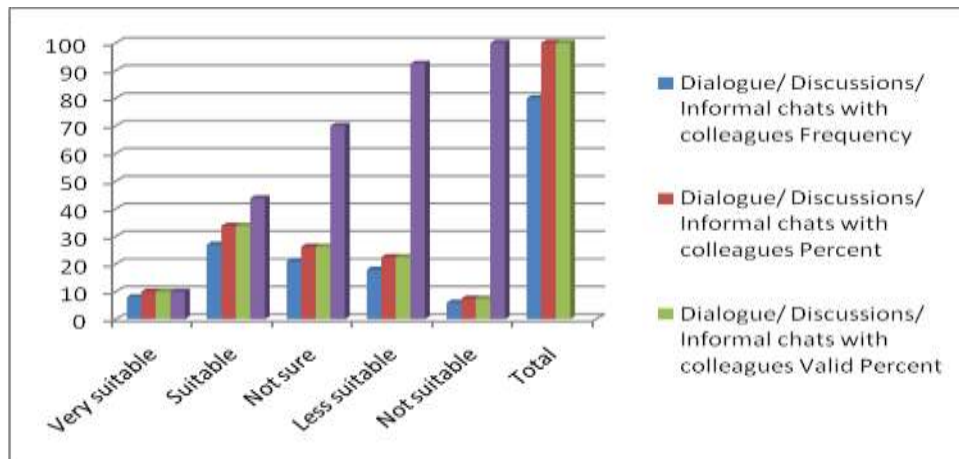
Table 41.

Talks/ Lectures				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	19	23.8	23.8	23.8
Suitable	24	30.0	30.0	53.8
Not sure	17	21.3	21.3	75.0
Less suitable	16	20.0	20.0	95.0
Not suitable	4	5.0	5.0	100.0
Total	80	100.0	100.0	

30% said the language and messages used were suitable, and 23.8% said they were very suitable, while 21.3% were not sure. 20% said they were less suitable, and 5% said they were not suitable.

Dialogue/ Discussions/ informal chats with colleagues

Figure 48.



33.8% said the language and messages used were suitable, while 26.3% were not sure. 22.5% said they were less suitable, while 10% said they were very suitable. Only 7.5% said they were not suitable.

School debates

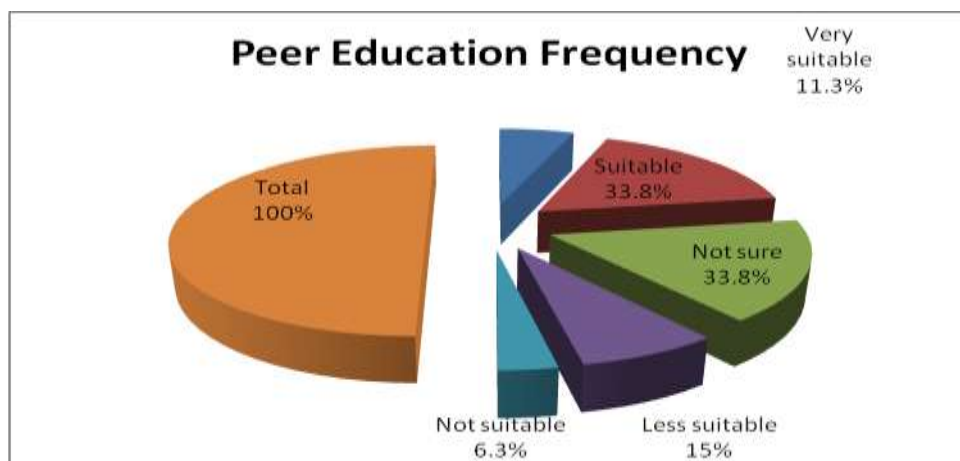
Table 42.

School Debates				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	13	16.3	16.3	16.3
Suitable	21	26.3	26.3	42.5
Not sure	33	41.3	41.3	83.8
Less suitable	9	11.3	11.3	95.0
Not suitable	4	5.0	5.0	100.0
Total	80	100.0	100.0	

26.3% said the language and messages used were suitable. 16.3% said they were very suitable, while 11.3% said they were less suitable. 5% said they were not suitable, while 41.3% said were not sure.

Peer education

Figure 49.



33.8% said the language and messages used were suitable, and were not sure respectively. 15% said they were less suitable, while 11.3% they were very suitable. Only 6.3% said they were not suitable.

Field days

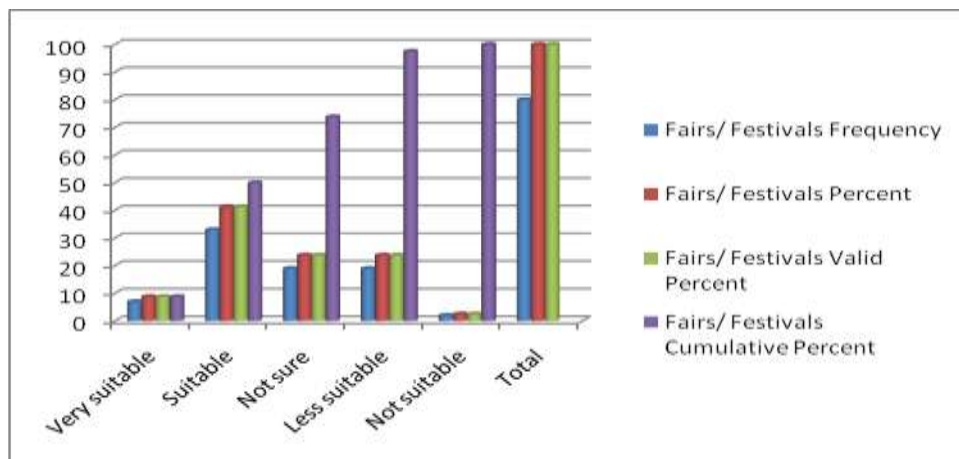
Table 43.

Field Days				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	10	12.5	12.5	12.5
Suitable	31	38.8	38.8	51.3
Not sure	15	18.8	18.8	70.0
Less suitable	22	27.5	27.5	97.5
Not suitable	2	2.5	2.5	100.0
Total	80	100.0	100.0	

38.8% said the language and messages used were suitable, while 27.5% said they were less suitable, and 18.8% were not sure. 12.5% said they were very suitable, while 2.5% said they were not suitable.

Fairs/ festivals

Figure 50.



41.3% said the language and messages used were suitable, while 23.8% said they were less suitable and were not sure respectively. 8.8% said they were very suitable, while 2.5% said they were not suitable.

Displays/ exhibitions

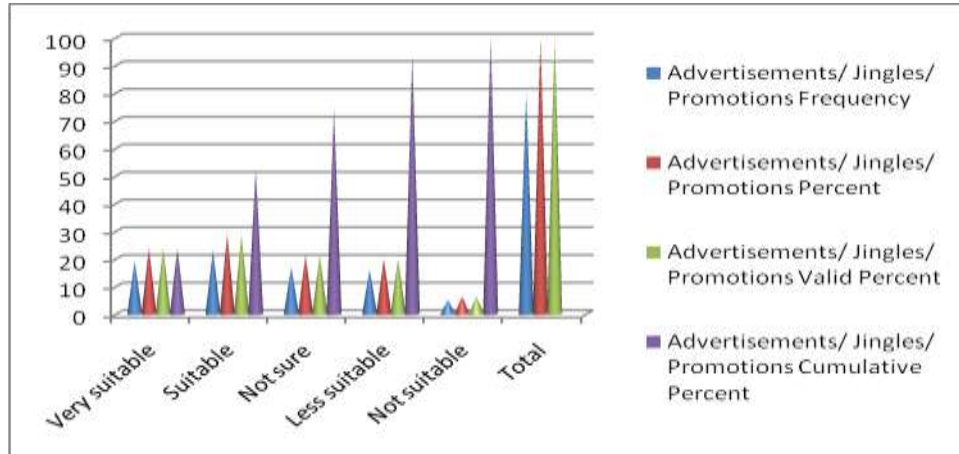
Table 44.

Displays/ Exhibitions				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	5	6.3	6.3	6.3
Suitable	32	40.0	40.0	46.3
Not sure	24	30.0	30.0	76.3
Less suitable	19	23.8	23.8	100.0
Total	80	100.0	100.0	

40% said the language and messages used were suitable, while 30% were not sure. 23.8% said they were less suitable, while 6.3% said they were very suitable.

Advertisements/ jingles/ promotions

Figure 51.



28.8% and 23.8% said the language and messages used were suitable and very suitable respectively. 21.3% were not sure, while 20% said they were less suitable and 6.3% said they were not suitable.

Pictures

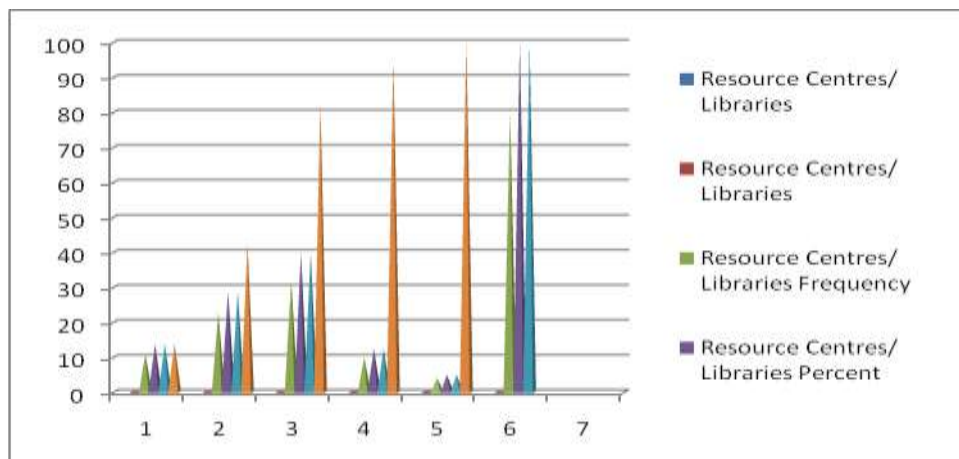
Table 45.

Pictures (Photography)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	17	21.3	21.3	21.3
Suitable	25	31.3	31.3	52.5
Not sure	20	25.0	25.0	77.5
Less suitable	4	5.0	5.0	82.5
Not suitable	14	17.5	17.5	100.0
Total	80	100.0	100.0	

31.3% said the language and messages used were suitable, while 25% were not sure. 21.3% said they were very suitable, while 17.5% said they were not suitable. Only 5% said they were less suitable.

Resource centres/ libraries

Figure 52.



40% were not sure, while 28.8% said the language and messages used were suitable. 13.8% said they were very suitable, while 12.5% said they were less suitable. Only 5% said they were not suitable.

Music

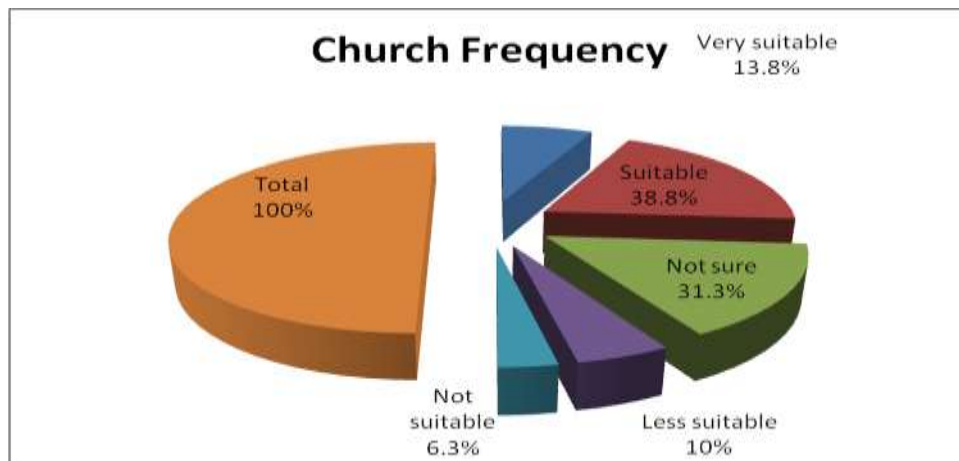
Table 46.

Music				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very suitable	10	12.5	12.5	12.5
Suitable	31	38.8	38.8	51.3
Not sure	26	32.5	32.5	83.8
Less suitable	12	15.0	15.0	98.8
Not suitable	1	1.3	1.3	100.0
Total	80	100.0	100.0	

38.8% said the language and messages used were suitable, while 32.5% were not sure. 15% said they were less suitable, while 12.5% said they were very suitable. Only 1.3% said they were not suitable.

Church

Figure 53.



38.8% said the language and messages used were suitable, while 31.3% were not sure. 13.8% said they were very suitable, while 10% said they were less suitable. Only 6.3% said they were not suitable.

5.2.7. Relevance of the nutrition messages to the public

From the 80 self-administered questionnaires during the research, the researcher wanted to establish how important had the messages been that NFNC uses to help reduce malnutrition in the country. The majority, represented by 80%, indicated that the messages had failed to change people's beliefs, attitudes, and behaviour towards the reduction of malnutrition in their communities. However, 20% of the population stated otherwise.

Those who responded that the messages were to some extent effective narrated that some successes recorded were that in some places people had responded by forming anti-Malnutrition clubs and other nutrition community action oriented groups. Others cited there were reduced cases of children dying due to malnutrition experienced in some communities as a success story attributed to the communication strategies used by NFNC. Except that they recommended that NFNC re-designs and translates nutrition messages in seven major languages spoken in the country to realise its communication objectives.

When asked on the impact of the messages used as regards to behavioural change among the public, all of them indicated that the messages had little or no influence on individual's perception of good nutrition in the community. They suggested that instead of concentrating much on traditional media (television, radio, and newspapers) in its communication strategies, NFNC needed to shift its focus to Community-based media tools like the Church, Meetings, Dialogue, Discussions, Lectures, Theatre, Peer education, School debates, Social Media, Road shows, Music, Field days, Fairs/ Festivals, Informal chats with colleagues among others.

The researcher also wanted to get suggestions from respondents as regards to user-friendly communication strategies, the majority of respondents, 90% gave no recommendation on account of lack of information, while the minority, 10%, responded that NFNC needed to take into consideration different cultures and beliefs of individuals when developing communication strategies. Also, they suggested that the organisation needed to use all the media tools as contained in the national communication strategy manual to effectively disseminate nutrition messages across the country.

5.3. Qualitative study by structured and in-depth interviews for opinion leaders and people from the compounds.

5.3.1. Opinion leaders' views on the effectiveness of NFNC's communication strategies (in-depth interviews).

80% respondents expressed a desire that the NFNC widen their usage of communication strategies to reach out to the public beyond the mainstream media. They were also concerned about the function of the institution, which they said had a duty to effectively disseminate nutrition messages across the country since they are funded from taxpayers' money. They felt that NFNC had a strong influence in the way the nutrition messages were communicated to the public. One of the interviewees noted:

"...The commission's communication strategies have less influence as regards to changing people's beliefs, attitudes, and behaviour on good nutrition habits. For example, with the high cost of living, many mothers and care-givers in Matero and surrounding areas have stopped buying vegetables and tomatoes, notwithstanding the nutritional value of having vegetables and fruits during meals."

Opinion leaders interviewed further expressed a strong desire that the NFNC should be moved from the Ministry of Health to the Vice-President's Office to make it viable in developing effective communication strategies. Similar concerns were raised about the funding and visibility of the institution. In this vein, one respondent expressed concern that:

"The NFNC is literally surviving at the mercy of donors and you know that donors are not here to stay. They come and go, so there is need for the government to increase the budgetary allocation to the commission. It is sad that in this day and age you can have a very important institution operating in Industrial area".

5.3.2. Opinion leaders' views on the flaws of the communications strategies used by the NFNC in its quest to curb malnutrition in the communities (In-depth interviews).

All representatives were concerned about the kind of language and nature of messages used to trigger behavioural change on good nutrition habits. They said that the institution needed to devote more time to developing user-friendly communication strategies with appropriate language and specific messages targeted at not only curbing malnutrition in the communities,

but also behavioural change on good nutrition habits. They also observed the need for the institution to segment the channels of communication used and tailor the language and messages to social and cultural orientations of ordinary Zambians.

50% of representatives felt that there had been a change in the way the state and private media reported on nutrition issues. They explained how the media used to set the agenda on promoting good lifestyle and nutrition habits among Zambians during the UNIP era. Others felt that the audience picked up nutrition messages for themselves, regardless of whether it was seen as a priority for media outlets. They also felt that during the one-party state, the media outlets were useful in that they formed the basis for creating behavioural change campaigns on good nutrition. They observed that such changes in the media's coverage of nutrition and other developmental issues would contribute to behavioural change on good nutrition and raise the nutrition profile of the nation.

5.3.3. Approaches used by the NFNC to disseminate good nutrition habits messages to the public (structured interviews).

A Lusaka's Matero Constituency resident during an interview had this to:

“At present, many uncertainties exist in the communication strategies used by NFNC to communicate nutrition messages to mothers, and care-givers. Evidence exists that the approaches used to deliver the information on good nutrition habits to the communities are not effective.”

5.3.4. Suitability of nutrition messages used by the NFNC to reach out to the public and the weakness of the communication strategies (structured interviews).

The researcher was also interested to know how involved the people are in the origination of the language and nutrition messages. This was important to know because the success of the communication strategies depends on the involvement or participation of the people from the formulation. 90% said they were not fully involved in the origination of the language and nutrition messages. Only 10% said they were engaged. The major weakness cited was that NFNC staff did not visit many rural areas to sensitise the people on good nutrition habits, and that the institution did not use properly the various communication channels to reach out to the grassroots.

CHAPTER SIX

INTERPRETATION AND DISCUSSION OF RESEARCH FINDINGS

6.1. Introduction

In this chapter, the researcher has analysed the data which was collected from the field of research. Analysis was done according to the survey questionnaires, the structured and in-depth interviews, as well as using the observation method. The researcher interpreted data by using the known methods already used in the research and has done it by comparing the results from the data collected. So what is presented in this chapter is the interpretation of the data so that the figures in chapter five are not just mere figures but provide information in accordance with the needs of the research.

6.2. Gender representation and demographic information of the respondents

The information that was gathered carried a theme on male and female participation in the research. It is important to have a fair representation of sexes in any research in order to avoid biases in data collection. Thus, the indication is that there was fair gender representation.

In the survey for NFNC staff and officials from the key line ministries, female representation was 52.5% and male representation was 47.5%. The structured and in-depth interviews had 65% female representation and male representation was 35%. The other issue of great importance is age in data collection. When data was being collected, the concern was to enable active age groups from 20-60 years participate by sharing their knowledge on malnutrition prevention. By comparing the age group participation, the conclusion is that each active age group was catered for in the research. The results were that 73.8% in the questionnaire survey were aged 35 years and above, 18.8% from 30-35 years, 5% from 20-24, and 2.5% from 25-30 years. Then among those captured through structured and in-depth interviews, 35% were from 35-44 years, 30% were from 25-34 years and 20% were from 45-54 years. This variety of all ages made the research interesting because each active age group brought their experience and knowledge.

In addition, the other important issue in data collection is marital status. When data was being collected the challenge was to have broader representation of people from different backgrounds. This is so because the perception of good nutrition habits is partly dependent on an individual's marital status. A majority of respondents were married, 52.5%. Then 36.3%

of the respondents were single, the divorced respondents were 8.8%, and finally the widowed were 2.5%. Marital or relationship status also has a bearing on individuals' feeding habits and lifestyle. Both men and women who are married are more likely to expect one or more children than are non-married individuals and this influences their nutritional value needs.

6.3. Levels of Education

There were variations in the levels of education. The majority of respondents attained college/ university qualification and had a percentage of 77%. Only 3.8% of the respondents had reached secondary school level of education. The fact that most respondents achieved college/ university qualification is demonstrated by their good knowledge levels of issues surrounding nutrition, compared to a few who only reached secondary school level of education, who appeared not to have a better understanding of what constitutes good nutrition.

In addition, occupation was another important yardstick used in the research. In the questionnaire survey, nutritionists dominated by 46.3% and journalists who participated were 25%. They were followed by economists and library assistants represented by 3.8% respectively, and then sociologists, social workers, radio producers, clerk officers, receptionists, office orderlies, and drivers had a percentage of 2.5% each, while a minimal percentage of 1.3% comprised of statisticians, librarians, and auto-mechanics. The domination of nutritionist added the validity and credibility to the findings.

6.4. Knowledge levels about the communication strategies uses to reach out to the public

The figures that were collected indicate that all respondents were aware of the communication strategies the NFNC uses to communicate nutrition messages to the public. However, there was a variation in responses when respondents were asked to determine the effectiveness of the communication strategies used. Those who said the communication strategies used were less effective represented 42.5%, 22.5% were not sure, and 20% said they were effective, while 13.8% said they were not effective. Only 1.3% said they were very effective. This is a clear indication that the communication strategies used by the institution were less effective. The major weakness cited was that NFNC staff did not visit all rural areas to sensitise the public on good nutrition habits, and that the institution did not use properly the various communication channels to reach out to the grassroots. The information people in

rural areas had on nutrition was mainly obtained from some community radio stations, and health personnel. The other weakness was that some of those who have been trained to help sensitise the people did not have enough IEC materials.

6.5. Sources of nutrition information of the respondents

All respondents in the questionnaire survey indicated that they had multiple sources of nutrition information. The figures demonstrate that 57.5% rarely used television as the source of information, and 56.3% said they rarely used radio as a source of information. Conversely, in case of newspapers, a majority of them represented by 63.8% said they often used newspapers as the source of information, and 45% said they often relied on the media as source of information. This was a clear indication that television and radio were rarely used in NFNC's communication strategies, as compared to newspapers and magazines/ newsletters that were often used in its communication strategies.

The NFNC had not fully incorporated in its communication strategies media tools like social media, billboards, road shows, theatre, workshops/ seminars, school debates, peer education, field days, music and church. Respondents suggested that instead of concentrating much on traditional media (television, radio, and newspapers) in its communication strategies, NFNC needed to shift its focus to community-based media tools like, church, talks/ lectures, theatre, peer education, school debates, social media, road shows, music, field days among others. This can be confirmed by the findings obtained during the questionnaire survey. Majority of the respondents acknowledged that they rarely used social media as a source of nutrition information, while 38.8% stated that they rarely used IEC materials such as brochures/ pamphlets/ posters/ leaflets and flyers as sources of information, and while 48.8% indicated that they never used billboards as sources of information.

This was in contrast with the FAO (2011) report on seven case studies carried out in Botswana, Egypt, Ethiopia, Ghana, Malawi, Nigeria, and Tanzania, where the NEAC activities in all seven countries involved information transfer and IEC materials in the form of posters, brochures, booklets and pamphlets. For instance, in Nigeria health professionals could provide 'health talks' on MCH issues, along with dietary counselling for specific conditions combined with the dissemination of information pamphlets. Some Malawi respondents complained that the prevalent 'six food groups' dietary guidelines failed to help households

plan their meals. Likewise, most workshops commonly involve information transfer. There were some examples of more interactive and participatory approaches. In Ghana, awareness building and education for behaviour change was integrated into Ghana Health Service (GHS) activities and there was a trend towards effective counselling skills to replace prescriptive advice to mothers, with a ‘growing recognition that improving counselling skills of nutrition educators is paramount and therefore more effort needed to be put into capacity building for this’.

The report further stated that all the countries studied incorporated the mass media in their communication strategies on nutrition to reach out to the public. Even though the low media presence of nutrition items was noted in all seven countries, except in Egypt where the media appeared to be a popular tool for nutrition items; with obesity and related diseases being the main focus. Some of the media programmes in Egypt had regular contact with the NNI and other national scientific centres to provide them with scientific material, for example, the nutritional weekly page of El Ahram, the most popular newspaper, and the daily nutritional programme of national radio and TV channels. In Ethiopia, nutrition-related information was not observed in the national newspapers except for three articles on global hunger, food prices and food security. In Botswana, the *Molemo-wa-kgang* TV programme featured items on IYCF and nutrition for the elderly, but the reach of TV in the country was low and hence their overall impact was likely to be poor (<http://www.fao.org/ag/humannutrition/29493-0f8152ac32d767bd34653bf0f3c4eb50b.pdf>, viewed on 03/12/2015).

6.6. Effectiveness of the media tools in transmitting nutrition messages

A majority of respondents in the questionnaire survey indicated that the following media tools were not effectively utilised by the NFNC in its communication strategies: television, newspapers, magazines/ newsletters, social media, billboards, road shows, theatre, school debates, peer education, field days, fairs/ festivals, displays/ exhibitions, advertisements/ jingles/ promotions, pictures, resource centre/ libraries, music and church. In addition, a few respondents also in the questionnaire sample indicated that radio, workshops/ seminars, meetings, talks/ lectures, and dialogue/ discussions/ informal chats with colleagues were less effectively used by the institution in its communication strategies. Therefore, the existing information gaps among the public could be attributed to the identified weaknesses in the communication strategies as highlighted by a majority of opinion leaders (80%), who

expressed a desire that the NFNC widen their usage of communication strategies to reach out to the public beyond the mainstream media.

This is supported by the SUN Movement study (2014, p.4) on the effectiveness of social mobilisation, and advocacy in nutrition communication conducted in Bangladesh where there had been a number of stakeholders operating at national and district levels and a wide mix of communication channels used to reach out to the public. Significant efforts were underway to unite and mobilise stakeholders to advocate for nutrition with a common voice, bearing key audiences in mind and using clear messages.

The study showed that a joint national advocacy and communication strategy was developed to improve coordination amongst relevant sectors of the Government and other stakeholders. It was intended to bolster political will, build capacity for communication and raise awareness, and promote best practice behaviour change at the community level. Furthermore, the study contended that the Government continued to play a critical role in disseminating vital nutrition information by spearheading awareness campaigns at the national and sub-national level. The MoHFW through NNS was actively engaged in promoting nutrition in print and electronic media including through the popular '*Meena*' cartoon and folk songs on IYCF, the radio show '*Pushtipala*', a nutrition quiz show and television promotions for nutrition (http://www.Green_External_InPractice_no03_ENG_20140904_web_pages.pdf, viewed on 25/11/2015).

Similarly, the NFNC through its objective strategic area of increasing nation-wide knowledge, and awareness around the First 1000 Most Critical Days Programme (MCDP), had produced two guiding documents, the Advocacy Strategy and the 1000 MCDP Communication Strategy, which clearly outlined the time-based activities to be undertaken at national, provincial, district and community levels. In addition, a Communication and Advocacy Technical Working Group (CATWG) comprising members from various partners had been constituted to review, approve, and endorse IEC/BCC materials on the 1000 MCDP and IYCF for the NFNC and partners, as part of its terms of reference. NFNC had also set up over 43 Radio Listening Groups (RLGs) for women and men across the 14 rural districts, where Phase I of the programme was being implemented. It was expected that as the programme was being rolled out to other districts, more RLGs would be formed. The

institution had also produced and aired a number of radio programmes on ZNBC's Radio One and Two, as well as privately-owned Radio Christian Voice entitled, '*Imiti Ikula Empanga*' to educate the public on nutrition.

6.7. The suitability of language and messages used in the communication strategies

A majority of respondents in the questionnaire survey indicated that the language and nutrition messages had been suitably used in the communication strategies for the following media tools: brochures/ pamphlet/ posters, flyers/ leaflets, billboards, road shows, theatre, school debates, workshops/ seminars, talks/ lectures, peer education, field days, fairs/ festivals, displays/ exhibitions, advertisements/ jingles/ promotions, pictures, resource centre/ libraries, music and church. Conversely, others felt that the language and nutrition messages tailored to television, radio, magazines/ newsletters, social media, and dialogue/ discussions/ informal chats with colleagues were less suitably used in the communication strategies. Therefore, it could be concluded that the greater majority of people at least knew about issues revolving around malnutrition and its negative effects. This explains why the prevalence rate of the disease had remained at just 1% in Lusaka's Matero Constituency.

This was amplified by the study conducted in Pakistan where senior government officials, civil society and other partners held a series of high profile events as a way of raising awareness about the impact of malnutrition. It indicated that chronic malnutrition levels in Pakistan had not changed over the decades, and estimated to cost the economy 3% of the GDP each year. Political will was generated to cushion the impact of malnutrition. A major advocacy and communication priority contained clear communication messages about malnutrition in Pakistan. DPNG developed Pakistan's Nutrition Facts or 'Killer Facts' that helped to focus attention on the consequences of malnutrition including the socio-economic consequences. 'Killer Facts' created awareness amongst parliamentarians, civil society and others through seminars and workshops. In addition, a national communication strategy for social and behaviour change was developed. Similarly, the agriculture sector developed key messages on healthy nutrition and developed pictorial communication materials for work with rural and farmers' communities, women and men advocating for a diversification in food production and consumptions.

Likewise, the NFNC had lined-up a series of high-level awareness and sensitisation activities for parliamentarians, civil society and others as a way of reaching out to the public. One of the communication activities was held at Parliament with 20 Members of Parliament (MPs) from all the Parliamentary Committees. The objective of the meeting was to orient MPs on the 1000 Most Critical Days Programme so as to help disseminate information on nutrition in their respective constituencies. The MPs were also sensitised on the nutrition profiles of Zambia. They were able to identify the weaknesses of NFNC's communication strategies. Some MPs were selected as nutrition advocacy champions to spearhead countrywide awareness and sensitisation campaigns.

This was in line with the study conducted by Gillespie and others where it was revealed that Zambia's CSO-SUN Alliance used MPs as nutrition champions to increase awareness of nutrition for the general public (2013, p.56). Nutrition advocacy champions, with both political and technical backgrounds, were needed at all levels to create effective political demand for better nutrition. The CSO-SUN Alliance worked closely with a selected number of MPs, champions of nutrition, who had been trained in the importance of nutrition for development. The MPs advocated for more resources to be allocated to nutrition, for example, during the budget estimate committees. As discussed in the literature review, it was proven that civil society engagement with high-level individual champions had raised the profile of nutrition in various policy fora in countries like Peru and Brazil. Such champions were able to deliver advocacy messages on the impact of malnutrition in an easy and innovative manner that was understood by non-professionals.

6.8. The relevance of nutrition messages to the public

The majority, represented by 80%, indicated that the messages had failed to change people's beliefs, attitudes, and behaviour towards the reduction of malnutrition in their communities. Still, others stated otherwise and narrated that some successes recorded were that in some places people had responded by forming anti-Malnutrition clubs and community action oriented groups. They suggested that NFNC needed to use all the media tools in the communication strategies as contained in its national communication strategy manual to effectively disseminate nutrition messages across the country, regardless of individuals' culture, belief, and attitude. This is tied well with the agenda setting theory used in this research where it was believed that the audience picked up nutrition messages for themselves,

regardless of whether it was seen as a priority for media outlets. The theory also had helped form the basis for creating IEC/BCC activities on good nutrition habits.

According to the FAO (2011) report, in Malawi, nutrition issues were represented in the media by two weekly 30-minute radio programmes entitled '*Mwana Alilenji*', meaning 'What can a child cry for?' and '*Uko ndiko kudya*', meaning 'Proper eating'. In Ghana there were three nutrition-related newspaper features in five national newspapers in the course of the week, dealing with, for example, the nutritional benefits of mangoes and vegetables. Furthermore, during public health campaigns, such as breastfeeding week in Ghana, there was a marked increase in nutrition-related items in the media. In Tanzania there had been some use of radio: Nestlé sponsored a daily five-minute talk on the popular radio stations, and a special committee on women and children's issues broadcast nutrition relevant radio programmes- with, however, very low audience ratings (<http://www.fao.org/ag/humannutrition/29493-0f8152ac32d767bd34653bf0f3c4eb50b.pdf>, viewed on 03/12/2015).

In conclusion, from the research findings and reviewed literature, it should be stated that most respondents were aware of the communication strategies the NFNC uses to communicate nutrition messages to the public. However, there was a variation in responses when respondents were asked to determine the effectiveness of the communication strategies used. Majority said that the communication strategies used by the institution were less effective. The major weakness cited was that the NFNC staff did not visit all rural areas to sensitise the public on good nutrition habits, and that the institution did not use properly the various communication channels to reach out to the grassroots. The information people in rural areas had on nutrition was mainly obtained from some community radio stations, and health personnel.

CHAPTER SEVEN

CONCLUSION AND RECOMMENDATIONS

7.1. Introduction

This chapter has two sections. The first part draws lessons and the conclusion deduced from the findings of the study. The second part attempts to draw broad recommendations informed mostly by the findings in the study and the literature review to help evaluate the communication strategies the NFNC uses to reach out the public.

7.2. Conclusion

There had been significant strides in combating malnutrition in Zambia, particularly under-nutrition among low income groups, women and children. The country was one of the first signatories to improving national nutritional status by scaling-up nutrition interventions, with emphasis on the First 1000 Most Critical Days Programme (the period from conception up to two years of life). Zambia has since reduced the levels of stunting among children under the age of five years from 45% to 40%. The Government through the NFNC also had planned to reach out to school children and young adults with up-to-date nutrition information that motivates behaviour change communication and improved nutritional status. The commission had been actively doing so through the social media, however, more needed to be done. Furthermore, the Sixth National Development Plan (SNDP) 2011-2015 acknowledged nutrition as an important factor that strengthens progress towards achieving Sustainable Development Goals (SDGs) and improving productivity and national development. The SNDP also recognised that the NFNC Act no. 41 of 1967 needed amendment to strengthen the mandate of the NFNC for more effective coordination of the nutrition sector.

However, it is clear that the country had been faced with a number of challenges in addressing malnutrition because progress had been slow. This could be attributed to delays in implementing nutrition communication activities; inadequate government funding to nutrition; inadequate response to nutrition actions by some partners; poor coordination in delivering nutrition specific and nutrition sensitive advocacy messages to targeted audiences. Conversely, chronic non-communicable diseases associated with unregulated diet and lavish lifestyles had been on the increase. The CSO 2013/2014 Zambia Demographic Survey (ZDHS) reported that obesity among women of child bearing age had significantly increased to 23% from 19% in 2007.

Since the post-2015 sustainable development agenda was operationised globally, there had been calls for the nutrition community to strengthen their working relationships towards not only achieving the goals, targets, and indicators, but also to prepare to implement effective communication strategies and speak a common language when implementing these strategies. For this reason, it was imperative for the NFNC need to establish effective and coordinated communication strategies to effectively address the situation.

The purpose of this study was to evaluate the communication strategies the NFNC uses to reach out to the public and if need be recommend further communication strategies which could be employed in order to be effective in fighting malnutrition in the country.

The results of the study established that most people were aware of the communication strategies the NFNC uses to communicate nutrition messages to the public. However, there were negative variations in responses when respondents were asked to determine the effectiveness of the communication strategies used. Those who said the communication strategies used were less effective represented 42.5%, 22.5% were not sure, and 20% said they were effective, while 13.8% said they were not effective. Only 1.3% said they were very effective. The major weakness cited was that NFNC staff did not visit all rural areas to sensitise the public on good nutrition habits, and that the institution did not use properly the various communication channels to reach out to the grassroots. The information people in rural areas had on nutrition was mainly obtained from some community radio stations and health personnel. The other weakness was that some of those who have been trained to help sensitise the people did not have enough IEC materials. Similarly, the study established that television and radio were rarely used in NFNC's communication strategies, as compared to newspapers and magazines/ newsletters that were often used in its communication strategies.

Also, it came out clearly that the NFNC had not fully incorporated in its communication strategies media tools like social media, billboards, road shows, theatre, workshops/ seminars, school debates, peer education, field days, markets, music and church. This was revealed by the findings in which all people surveyed indicated that the NFNC did not use the above mentioned communication strategies.

On the effectiveness of the media tools used in transmitting nutrition messages, the study established that the following media tools were not effectively utilised by the NFNC in its communication strategies: television, newspapers, magazines/ newsletters, social media, billboards, road shows, theatre, school debates, peer education, field days, fairs/ festivals, markets, displays/ exhibitions, advertisements/ jingles/ promotions, pictures, resource centre/ libraries, music and church. In addition, a few people indicated that radio, workshops/ seminars, meetings, talks/ lectures, and dialogue/ discussions/ informal chats with colleagues were less effectively used by the institution in its communication strategies. Therefore, the existing information gaps among the public could be attributed to the identified weaknesses in the communication strategies as highlighted.

On the suitability of language and messages used in the NFNC's communication strategies, most people indicated that the language and nutrition messages had been suitably used in the communication strategies for the following media tools: brochures/ pamphlet/ posters, flyers/ leaflets, billboards, road shows, theatre, school debates, workshops/ seminars, talks/ lectures, peer education, field days, fairs/ festivals, displays/ exhibitions, advertisements/ jingles/ promotions, pictures, resource centre/ libraries, music and church. Conversely, others felt that the language and nutrition messages tailored to television, radio, magazines/ newsletters, social media, and dialogue/ discussions/ informal chats with colleagues were less suitably used in the communication strategies. Therefore, it could be concluded that the greater majority of people at least knew about issues revolving around malnutrition and its negative effects simply because the NFNC had lined-up a series of high-level awareness and sensitisation activities for parliamentarians, civil society and others as a way of reaching out to the public.

7.3. Recommendations

From the findings gathered, the following were the recommendations that came from the public on what can help improve the communication strategies of the NFNC:

- As highlighted in the SUN Movement study in Bangladesh where it was revealed that since December 2013, two national level fora were held to define goals, agree on objectives, segment audiences and develop joint activities through a participatory process. In addition, over 70 organisations from civil society, media, UN,

development partners, private sector and the academic community were actively involved in developing a social mobilisation, advocacy and communication strategy or plan for scaling up nutrition. Similarly, NFNC should consider engaging all stakeholders in its national advocacy and mobilisation campaign for good nutrition.

- Again, in the same study it was noted that NNS worked in collaboration with other stakeholders such as Alive & Thrive, Fanta, FHI360, Management and Resources Development Initiative, Eminence, as well as Bangladesh Health Reporter's Forum to establish a unique partnership with the media. Acknowledging the media's power for telling important stories, generating buzz, building momentum and unifying voices, stakeholders were increasingly coming together to better harness the credibility and reach of journalists. Likewise, NFNC should consider partnering with the media and other stakeholders in its communication activities because the Bangladesh experience proved that journalists could become nutrition champions.
- Finally, the Bangladesh experience showed that among the key initiatives suggested in its social mobilisation, advocacy and communication strategy were: (i) Central-level training, including via an innovative Fellowship Programme, to increase knowledge and capacity for example on the implementation of the Breast Milk Substitute (BMS) Marketing Code among national print and online health journalists, and involve them in developing nutrition messages. (ii) division-level training to raise awareness of IYCF best practices and build support for regional reporting. (iii) Study circles to connect nutrition issue experts with media to drive coverage and deepen content. (iv) mentorships to shape stories and troubleshoot journalists' perspectives about nutrition reporting. (v) media gatekeeper sensitisation workshops to help orient editors and news directors to increase their support for media coverage. (vi) the development of a Health Journalist Handbook along with journalist's E-toolkit (which includes nutrition). Similarly, NFNC should consider incorporating these in its national communication and advocacy campaign for good nutrition.
- As it has been highlighted in the literature review that in Pakistan, political will was generated to cushion the impact of malnutrition by the Development Partners for Nutrition Group (DPNG), which developed Pakistan's Nutrition Facts or 'Killer Facts' that helped to focus attention on the consequences of malnutrition including the socio-economic consequences. 'Killer Facts' created awareness amongst parliamentarians, civil society and others through seminars and workshops. Likewise,

NFNC should consider taking the same route when developing and implementing its communication strategies.

- Additionally, the Pakistan experience also showed that communities were effectively mobilised using different media channels among them: a documentary on nutrition was produced, which was shown on two national and 18 cable channels across Pakistan. Hosted television talk shows were aired, with speakers from national and provincial governments, policy makers and experts. A documentary about the situation and importance of breastfeeding was produced and aired. In addition, the business community was also mobilised. A half-day national consultation on '*The Role of Private Sector in Addressing Malnutrition in Pakistan*' was organised, which was attended by about 30 participants from the public and private sectors. Similarly, NFNC should consider incorporating some of these activities when implementing its communication strategies.
- The NFNC should consider visiting the communities and get the feel on the ground and then design fitting messages appropriate to the situation. They should work on messages that fit the little children from ages 0-14 years old using other communication avenues such as the use of brochures, markets, leaflets, posters, social media, churches, newspapers, television, community radio stations, interpersonal communication, and many others in order to reach out to the community more effectively. The idea is to widen its usage of communication strategies to reach out to the public beyond the mainstream media.
- The NFNC need to use all the media tools in the communication strategies as contained in its national communication strategy manual to effectively disseminate nutrition messages across the country, regardless of individuals' culture, belief, and attitude. In addition, the institution should consider broadening its stakeholders' engagement exercise to all interest groups, civil society and others as a way of reaching out to the public through seminars and workshops.
- Added to this, there is need for the NFNC to strengthen working relationships with key line ministries and develop key messages on healthy nutrition; and develop pictorial communication materials for work with rural and farmers' communities, women and men advocating for a diversification in food production and consumptions. For example, the Ministry of General Education should improve on its school feeding programme, the Ministry of Community Development and social

services should streamline the social cash transfer programme and the Ministry of Health should recruit more nutritionists to cater for all clinics.

- There is also need for the institution to enhance its visibility both locally and nationally. Like parliamentarians, who expressed concern on the operation of the NFNC, most people out there do not know about its mandate. There is need for the nutrition education and communication unit to consider embarking on vigorous publicity using all the media tools available to sensitise the public on the operation of the institution. In addition, the institution should fully utilise the social media and community-based media tools. The team should consider enhancing its interaction with the public using social media platforms such as twitter, facebook, instagram and others. They should also shift their focus to community-based media tools like, church, talks/ lectures, theatre, peer education, school debates, social media, markets, road shows, music, field days and among others.
- Finally, libraries and documentation centres all over the world have gone digital due to increased globalisation. Similarly, the NFNC should consider digitalising the library in line with global trends. This will make the library more appealing and user-friendly to the public. Digitalisation in itself will be used as an advocacy and marketing tool to the users.

7.4. Recommendations for future research

Malnutrition cuts across all sectors of the economy, therefore, there is need to focus on the consequences of malnutrition, including the socio-economic consequences. There is need to change people's perception towards good nutrition habits. It is believed that effective communication strategies play a critical role in changing people's attitudes, behaviours and beliefs. Thus, effective communication strategies can be a remedy for people to have new perceptions of conscientious feeding habits.

For further research, it is recommended that:

- Research can be conducted on how beliefs can help change feeding habits because sometimes poverty and malnutrition are not as a result of lack of food, but due to beliefs which prohibit people from eating certain foodstuffs from the cultural point of view. For example, frogs and snails are delicious in France and yet in Zambia they do not eat. Perhaps it would help make a research how beliefs can change feeding habits.

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APPENDIX 1.

THE UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

**A QUESTIONNAIRE ON AN EVALUATION OF COMMUNICATION
STRATEGIES OF THE NATIONAL FOOD AND NUTRITION COMMISSION
(SELF-ADMINISTERED QUESTIONNAIRE FOR LUSAKA RESIDENTS)**

Dear Respondent,

I am a Master of Communication for Development degree student at the University of Zambia Great East Road Campus conducting a research on “an evaluation of communication strategies of the National Food and Nutrition Commission”.

Kindly be informed that you were chosen in a sample of respondents to take part in the study by providing answers to a set of questions. Please, do answer the questions as honestly as possible. Be assured that the information given in the questionnaire would not be revealed to anyone. Thus, it would be treated with utmost confidentiality. This is why you are not required to indicate your name. In addition, this study is purely for academic purposes. It is a requirement for the partial fulfilment of the award of the Master of Communication for Development degree at the University of Zambia.

Thank you very much for your cooperation.

Yours faithfully,

Researcher

INSTRUCTIONS:

Please read all questions carefully and provide answers accordingly, indicate your answer by ticking [✓]. In case an explanation is needed, please use the provided space for short and clear answers.

SECTION A: BACKGROUND INFORMATION

Kindly answer the questions by simply ticking [✓] what applies to you.

- | | | |
|--|-----------------------|-----|
| 1. What is your sex? | 1. Male | [] |
| | 2. Female | [] |
| 2. How old were you on your last birthday? | 1. 14-19 years | [] |
| | 2. 20-24 years | [] |
| | 3. 25-29 years | [] |
| | 4. 30-35 years | [] |
| | 5. 35 years and above | [] |
| 3. What is your marital status? | 1. Single | [] |
| | 2. Separated | [] |
| | 3. Married | [] |
| | 4. Divorced | [] |
| | 5. Widowed | [] |
| 4. What is your highest educational qualification? | 1. Primary | [] |
| | 2. Secondary | [] |
| | 3. College/University | [] |
| | 4. None | [] |
| 5. What is your occupation? | _____ | |

SECTION B: KNOWLEDGE ABOUT THE COMMUNICATION STRATEGIES

6. Are you aware of the communication strategies the National Food and Nutrition Commission (NFNC) uses to reach out to the public?

- | | |
|--------|-----|
| 1. Yes | [] |
|--------|-----|

2. No []

7. If yes, how effective are the communication strategies the NFNC uses to transmit nutrition messages to the public?

1. Very Effective []

2. Effective []

3. Not Sure []

4. Less effective []

5. Not effective []

SECTION C: SOURCES OF INFORMATION ON NUTRITION

8. How much of the following do you use to get information on nutrition?

	Very often	Often	Rarely	Never
Television				
Radio				
Newspaper				
Magazines/Newsletters				
Social media				
Brochures/Pamphlets/ Posters/Flyers/leaflets				
Billboards				
Road shows				
Theatre				
Workshops/seminars				
Meetings				
Talks/lectures				
Dialogue/discussions/ informal chats with colleagues				
School debates				
Peer education				
Field days				

Fairs/ festivals				
Displays/ exhibitions				
Advertisements/Jingles /Promotions				
Pictures (photography)				
Resource centres/libraries				
Music				
Church				

SECTION D: COMMUNICATION STRATEGIES USED BY THE NFNC

9. How effective are the following communication tools in delivering nutritional-related messages?

	Very Effective	Effective	Not Sure	Less Effective	Not Effective
Television					
Radio					
Newspaper					
Magazines/Newsletters					
Social media					
Brochures/Pamphlets/ Posters/Flyers/leaflets					
Billboards					
Road shows					
Theatre					
Workshops/seminars					
Meetings					
Talks/lectures					
Dialogue/discussions/ informal chats with colleagues					
School debates					

Peer education					
Field days					
Fairs/ festivals					
Displays/ exhibitions					
Advertisements/Jingles /Promotions					
Pictures (photography)					
Resource centres/libraries					
Music					
Church					

SECTION E: ANALYSIS OF THE LANGUAGE AND NUTRITION MESSAGES

10. How suitable is the language and messages used in communicating nutritional-related messages?

	Very Suitable	Suitable	Not Sure	Less Suitable	Not Suitable
Television					
Radio					
Newspaper					
Magazines/Newsletters					
Social media					
Brochures/Pamphlets/ Posters/Flyers/leaflets					
Billboards					
Road shows					
Theatre					
Workshops/seminars					
Meetings					
Talks/lectures					
Dialogue/discussions/ informal chats with					

colleagues					
School debates					
Peer education					
Field days					
Fairs/ festivals					
Displays/ exhibitions					
Advertisements/Jingles /Promotions					
Pictures (photography)					
Resource centres/libraries					
Music					
Church					

SECTION F: THE RELEVANCE OF NUTRITION MESSAGES TO THE PUBLIC

11. According to your observation, how important has been the messages that NFNC uses to help reduce malnutrition in the county?

12. To what extent have the messages used influenced attitude, belief and behaviour in your community with regard to adhering to good nutrition?

13. What else can you suggest in terms of communication strategies which are user-friendly?

Thank you very much for your cooperation.

APPENDIX 2.

IN-DEPTH INTERVIEW GUIDE FOR OPINION LEADERS

NAME.....

ORGANISATION.....

SERIAL NUMBER.....DATE...../...../.....

1. Are you aware of the operations of the National Food and Nutrition Commission (NFNC)?
2. If yes, how did you come to know about the NFNC?
3. Have you ever been invited by the NFNC to sensitise people on nutrition-related activities at any public fora?
4. If yes, how did you find the discussions?
5. What does good nutrition habits entail?
6. In your view, are the approaches used by the NFNC to disseminate good nutrition habits messages to the public effective?
7. If you think they are effective, what are some of the things you can point out as successes?
8. Which medium is the source of nutrition messages for you?
9. What do you say are some of the weaknesses of the communication strategies used by the NFNC in its quest to curb malnutrition in the communities?
10. What would you recommend to be done in order to improve the communication strategies of the NFNC?

Thank you for sparing your time for this discussion.

APPENDIX 3.

STRUCTURED INTERVIEW GUIDE FOR RESPONDENTS IN THE COMPOUNDS

NAME.....

WARD.....

SERIAL NUMBER.....DATE...../...../.....

1. What do you do for a living?
2. What is the composition of your family?
3. Where and how did you learn about the value of having a balanced diet every time you have a meal?
4. Are you aware of the operations of the National Food and Nutrition Commission (NFNC)?
5. If yes, how did you come to know about the NFNC?
6. What does good nutrition habits entail?
7. In your view, are the approaches used by the NFNC to disseminate good nutrition habits messages to the public effective?
8. If you think they are effective, what are some of the things you can point out as successes?
9. Which medium is the source of nutrition messages for you?
10. What do you say are some of the weaknesses of the communication strategies used by the NFNC in its quest to curb malnutrition in the communities?
11. What would you recommend to be done in order to improve the communication strategies of the NFNC?

Thank you for sparing your time for this discussion.