

**ENHANCING CHILD PROTECTION IN ZAMBIA:
EVALUATING COMMUNICATION STRATEGIES
EMPLOYED BY THE POLICE VICTIM SUPPORT UNIT
(VSU) TO DISSEMINATE INFORMATION ABOUT
CHILD SEXUAL ABUSE.**

BY

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DECLARATION

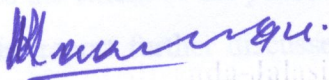
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ABSTRACT

This paper provides an account of the experiences and observations that were made by the researcher during the attachment with the Zambia Police Victim Support Unit (VSU) at Lusaka Central Police Station. The aim of the attachment was to gain experience and insight in the communication strategies used to disseminate information on Child Sexual Abuse (CSA), specifically targeting the residents of the high-density area of Kalingalinga in Lusaka.

Child Sexual Abuse is a problem that has both psychological and physical consequences for the victim. In the past it was a problem that was solved in the family circles but with education and promotion of children's rights, it is a criminal offence punishable by imprisonment of a minimum of 15 years.

The report analyses the communication strategies and how the VSU employs them. It also discusses the extent of the public use and knowledge of the unit and their knowledge on CSA. The report further discusses the relevant theories, comparing and contrasting them with the strategies used by the VSU.

The report is expected to enlighten personnel at the VSU on the effectiveness of their strategies and also their weaknesses so that they can design effective messages for educating the community on CSA.

ACKNOWLEDGEMENTS

This project would not have been possible without the support of many people. I wish to convey my sincere gratitude to my supervisor, Mr. Kenny Makungu, Lecturer and Head of Department, Mass Communication for his tireless effort and support to see the end of this report and who read my revisions timely and accurately. Also thanks to Mr. Fidelis Muzyamba, for providing guidance and support in data analysis and the University of Zambia for providing the necessary facilities.

Thanks go to all the staff at the Department of Mass Communication as well as the staff at the Victim Support Unit (VSU) particularly, Peter Kanunka, Tresphord Kasale and Rose Sakala for providing vital information that I requested for timely.

DEDICATION

This work is dedicated to my family. To my wonderful husband Joseph Jalasi (jnr) for the encouragement and support that he gave me during the period of acquiring this Master's Degree and my lovely and precious daughter Chifuno, who was born during the course of my studies. To my parents, Bishop Leonard and Mrs. Hope Mwenda, for their initiative to send me to school and their support throughout my education. Special thanks go to my mother and father-in-law for their support and understanding during my studies, and brothers James, late Peter, and Samuel, my sisters Judith and Grace and for their love and support.

Above all, I want to thank God who carried me throughout this process even in the trying period when my brother Peter passed away while I was conducting my research. May His Soul Rest In Peace (MHSRIP).

I also dedicate this work to all the children of Zambia, who are tomorrow's future!

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ABBREVIATIONS

AIDS.....	Acquired Immune Deficiency Syndrome
CCF.....	Christian Children’s Fund
CHIN.....	Children in Need Network
CRC.....	Convention on the Rights of the Children
CSA.....	Child Sexual Abuse
CSD.....	Community Services Department
GRZ.....	Government of the Republic of Zambia
HIV.....	Human Immuno-deficiency Virus
IOM.....	International Organisation for Migration
IPC.....	Inter-Personal Communication
MCDSS.....	Ministry of Community Development and Social Services
MLSS.....	Ministry of Labour and Social Security
MMD.....	Movement for Multi-Party Democracy
MOH.....	Ministry of Health
MSYCD.....	Ministry of Sport, Youth and Child Development
PWAS.....	Public Welfare Assistance Scheme
SPSS.....	Statistical Package for Social Science
STIs.....	Sexually Transmitted Infections
UN.....	United Nations
UNICEF.....	United Nations Children’s Fund
UNIP.....	United National Independence Party
VSU.....	Victim Support Unit
YWCA.....	Young Women’s Christian Association
ZAPSCAN.....	Zambia Association for the Prevention of Child Abuse and Neglect
ZNBC.....	Zambia National Broadcasting Corporation

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CHAPTER ONE

BACKGROUND

1.0 Introduction

The problem of Child Sexual Abuse (CSA) has greatly affected the lives of many children worldwide. Zambia is one of the countries in South Central Africa that has seen a rise in cases of CSA. CSA is defined as “contacts or interactions between a child and an adult when the child is being used for sexual stimulation of the perpetrator or another person is in a position of power or control over the victim.”(www.therapistfinder.net/Child-Abuse/Sexual-Abuse.html). The aim of this report is to evaluate communication strategies employed by the Police Victim Support Unit (VSU) to disseminate information about CSA. In addition the following will be discussed: background of Zambia, the objectives of the study, the problem of CSA and the rationale for this study, literature review, research methodologies to be used and why. In addition since this report is evaluating communication strategies, the relevant communication theories and their relevance to this study shall be discussed.

There are many factors related to the high incidence of child sexual abuse cases. These include poverty, ignorance, lack of recreation facilities and an inadequate legal framework. In some instances juvenile delinquency has been noted as a factor. Generally delinquency has something to do with misbehaviour. Psychologists say that a delinquent is one whose attitude towards society is such that will eventually lead to a violation of the law. (Kar: 1992). It has been noted that delinquency in some aspects has led to sexual abuse simply because of lack of recreation facilities. In Zambia recreation facilities are

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limited and in some cases non-existent. This leads to poor management of leisure time leading to delinquency, specifically sexual abuse. Properly organised and supervised play and recreation can not only prevent delinquency among children but also improve their physical and mental growth.

Most recently diseases have also contributed to sexual abuse of children. According to the Government of the Republic of Zambia (GRZ) (2004:5), the greatest impact of Human Immuno Deficiency Virus (HIV) and Acquired Immune Deficiency Syndrome (AIDS) has been felt in Sub-Saharan Africa, which includes Zambia. It is established that currently there are around 920, 000 people in Zambia who are living with HIV/AIDS with about 94, 000 deaths as a result of AIDS per year. (Ibid) HIV/AIDS has created diverse problems in the continent.

The dreaded scourge has not spared children as their lives are threatened by it. It is estimated that ninety thousand (90,000) children in Zambia are infected with HIV/AIDS. (Ibid) In Zambia child protection measures have been put in place through the Police Victim Support Unit (VSU) as well as other relevant Government Departments such as Social Welfare and Child Development. Child Protection refers to the deliberate efforts put in place by Governments to ensure that the rights of children are recognised and acknowledged.

1.1 Background of Zambia

1.1.2 Geography

Zambia is a landlocked country meaning it has no sea coast. It is surrounded by eight neighbouring countries. Its neighbours are Democratic Republic of Congo to the north, Tanzania to the northeast, Malawi to the East, Mozambique to the southeast, Zimbabwe to the south, Botswana and Namibia to the southwest and Angola to the west. (www.travelbag.org). It lies between latitudes 10 and 18 degrees south and longitudes 22 and 33 degrees east. (Ibid)

Zambia's climate is tropical type, meaning that it experiences three seasons. These are the cool dry season from April to August, hot and dry season from September to October and warm and wet season from November to March. (Chenje: 2000: 5) The terrain varies, mostly plateau savannah with some hills and mountains with the lowest point being Zambezi River at 329 m and the highest point at Mafinga hills 2,301 m. (www.geography.about.com/library/cia/blczambia.htm)

Zambia's natural resources include copper, cobalt, zinc, lead, coal, emeralds, gold, silver, uranium and hydropower. The country's use of natural resources is low and the use of natural resources is inefficient. "Zambia uses only 14% of its potential arable land, and less than 10% of its irrigation potential." (CSPR: 5) It has a surface area of approximately 752,614 square kilometres (290,585 square miles) of which 11,890 square kilometres is covered by water and 740,724 square kilometres is land. (Op. cit) The total lengths of land boundaries are 5,664 kilometres. Its climate is tropical, generally dry and temperate.

1.1.3 History

Zambia was a colony of Britain and was awarded independence on 24th October, 1964. The major waves of Bantu-speaking immigrants began in the 15th century, with the greatest influx between the late 17th and early 19th centuries. They came primarily from the Luba and Lunda tribes of southern Zaire and northern Angola but were joined in the 19th century by Ngoni peoples from the south. By the latter part of that century, the various peoples of Zambia were largely established in the areas they currently occupy.

In 1888, Cecil Rhodes, spearheading British commercial and political interests in Central Africa, obtained mineral rights concession from local chiefs. In the same year, Northern and Southern Rhodesia (now Zambia and Zimbabwe, respectively) were proclaimed British colonies.

In 1953, both Rhodesias were joined with Nyasaland (now Malawi) to form the Federation of Rhodesia and Nyasaland. On December 31, 1963, the federation was dissolved, and Northern Rhodesia became the Republic of Zambia on October 24, 1964.

1.1.4 People and Population

Zambia's population mainly comprises 73 indigenous ethno-linguistic groups. The seven major languages spoken are Bemba, Lozi, Kaonde, Lunda, Luvale, Tonga, and Nyanja. The country's official language is English. (www.geography.about.com/library/cia/blczambia.html). Most Zambians are subsistence farmers. The predominant religion is a blend of traditional beliefs and Christianity. The population also consists of Moslems and Hindus.

Zambia is one of the most urbanized countries in Africa. With a rapid population growth of relatively rapid population growth of 2.1 percent per year, the country has a high child dependency rate and faces a large youth bulge in the labour force.(USAID:2006) The population of Zambia now stands at 10.3 million. (Census 2000). More than 50% of the population is less than 20 years of age and constitutes the most vulnerable group to HIV/AIDS infection. (NAC: 2003: 16)

1.1.5 Economy

Zambia's economy generally depended on copper and cobalt mining. Copper mining accounts for approximately 80% of Zambia's export earnings. (Census Report: 2000). However, due to unfavourable copper prices at London Metal Exchange (LME) in 1975, the export earnings have been declining. During the recent drought, food imports have continued to be high mainly due to the drop in agricultural output.

Since the 1970s Zambia's economy has not been performing well. But however, Zambia's per capita annual incomes is currently at about one-half their levels at independence. The main reasons for the decline are: low mineral prices, and high unemployment rates. Between 1980 and 1990 the country's economic growth was the second lowest in southern Africa after Mozambique, a country that has been ravaged by civil strife. (Ibid)

The Zambian economy has historically been based on the copper-mining industry. The main foreign exchange earners are: copper, which represents 55 percent, cobalt,

electricity, tobacco, flowers, and cotton. (CPSR: 5) The agriculture sector represented 20 percent of the GDP in 2000. Most Zambians are subsistence farmers and agriculture accounted for 85 percent of total employment (formal and informal) for 2000. (Ibid) The types of industry found in Zambia are mining, transport, construction, foodstuffs, beverages, chemicals, and textiles.

However, most recently the Kwacha that is the national currency has appreciated in comparison to foreign currencies. This has been attributed to a huge demand for copper on the international market, especially by China. According to USAID (2006), between 2001 and 2005 the share of industry in GDP rose sharply, from already high levels by regional standards. This is due primarily to gains in mining and construction.

1.1.6 Foreign Relations

With its central location, Zambia is member to the African Union (AU). Currently the Chair is the Nigerian President Mr. O. Obasanjo. The Southern African Development Community (SADC), now the Common Market for Eastern and Southern Africa (COMESA), has its headquarters in the city of Lusaka. Zambia is also a member of the commonwealth countries. These are countries which were under the British rule. She is also a member of the Great Lakes Region.

1.1.7 Government and Administration

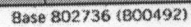
Zambia became a multi-party republic immediately upon attaining independence in October 1964. In 1973, Zambia became a one-party participatory democracy and the United National Independence Party (UNIP) became the sole legal party in Zambia under

the leadership of Dr. Kenneth Kaunda who was also the sole candidate in elections for the office of president. Dr Kaunda ruled the nation from 1964 till 1991 when the country experienced a major change in politics.

Politically, the country moved from one party rule to multi-partysm, and the 1991 elections saw the opposition Movement for Multi Party Democracy (MMD) taking over power. Presidential, parliamentary, and local government elections of December 27, 2001 saw MMD presidential candidate Levy Mwanawasa declared victor, and he was sworn into office on January 2, 2002. Opposition parties, however, won a majority of parliamentary seats.

On September 28th 2006, the nation went to the polls after a five-year rule by the MMD Government. The MMD presidential candidate Levy Patrick Mwanawasa, State Counsel (SC) emerged victor and was sworn into office by the Chief Justice Ernest Sakala on 4th October, 2006.

Zambia is divided into nine provinces, namely Lusaka which has the country's capital city of Lusaka, Eastern, Western, Copperbelt, Central, North-Western, Luapula and Northern. Each province is administered by an appointed Provincial Minister. The nine provinces are subdivided into districts administered by District Commissioners.



1.1.8 Statement of the Problem

Zambia is one of the many Sub-Saharan African Countries undergoing rapid social change. Zambia has experienced significant social, economic and political transformation. (GRZ: 1996) The rapid climate of change has brought to the fore a long standing problem which is rarely discussed in families and homes. (Ibid: 1) Over the past five years Zambia has seen an increase in the number of cases of Child Sexual Abuse (CSA). In the year 2003 police handled more than 200 cases of child rape. (www.aegis.com/news/afp/2003/AF0309E9.html.)

The matter is not only becoming a big social problem but also a developmental problem with the emergence of HIV/AIDS. Children are no longer safe to play around on their own because abusers in some cases have been close family members and highly respected people in the society. Cases of CSA have gone up, but what is worse is that some of the abused children have actually been infected with HIV/AIDS by their abusers. In 2003, a nine-year-old girl in Lusaka died from chronic and multiple sexually transmitted infections after it was alleged that her half brother had been abusing her for about three years.

The problem of CSA has also been compounded by widespread and growing poverty. According to GRZ (1996: 1) decreased investments in social services, and a lack of mechanisms to assist families, communities and institutions to cope with these sudden changes has made the situation worse. Due to inadequate social services such as health and education, children are forced to go on the street in search of food and money for

survival. It is on the streets where children are exposed to all sorts of vices such as sexual abuse, substance and alcohol abuse. According to a study done by the Ministry of Community Development and Social Services (MCDSS), children on the street are exposed to many risks. These risks children face include being forced into sex by their peers and members of the public, drinking alcohol, working without payment and verbal abuse. (MCDSS: 2006:42)

Although poverty has strong linkages to CSA, the reasons why children are abused vary because in some cases, children who have been abuse come from well to do families. However, it has been assumed that children who are living in poverty are at a greater risk of being abused. This is because children living in poverty are deprived of their rights to survival, health and nutrition, education, participation, and protection from harm, exploitation and discrimination. (UNICEF: 2005: 17).

1.1.9 Rationale of the Study

Zambia ratified the Convention on the Rights of the Child (CRC) in December 1991. This means that all the national policies and laws have to conform to the standards outlined in the CRC. The convention provides a comprehensive framework for children, describing legal protection, rights to education, health and an identity, and the right to be cared for and protected from abuse in all forms. Sexual abuse of children, in any form is unacceptable and a clear violation of the fundamental rights of the child. (Situation Analysis: 2004:16) The Government of the Republic of Zambia through the Victim Support Unit (VSU) is responsible for the protection of citizen's rights.

This study is important for Zambia because it is a developing country that has been affected by the HIV/AIDS pandemic. The implications of CSA include physical consequences ranging from the spread of Sexually Transmitted Infections (STIs) including the much dangerous HIV/AIDS, psychological problems, lack of self esteem and unwanted pregnancies. (Human Rights Watch: 3). Therefore, the future of Zambia's children is threatened not only by sexual abuse but by other factors that emerge as a result of abuse such as HIV/AIDS, poverty, child labour and early marriages. According to Civil Society for Poverty Reduction (2004:3) child poverty is increasing and is related to HIV/AIDS. Children are engaging themselves in all sorts of activities aimed at survival for themselves and their families.

The future of Zambia's children is also threatened by the fact that the International laws and conventions are still yet to be domesticated despite being ratified more than ten years ago. This study will also afford with information on how far the government has gone in domesticating the International Conventions and Laws. The Victim Support Unit under the Zambia Police Service Community Services Division was established in 1997 as a response to the increasing cases of abuse cases to women and children. Although sexual abuse is not a new phenomenon, its frequent occurrence over the years has made the Government and civil society to debate and talk about the matter. This study will afford us how far the Government has gone in implementing the international conventions in particular the CRC and also learn what the constraints have been.

In addition, children need to be protected, as they are the building blocks of the nation. Since Zambia is a State party to the Convention on the Rights of the Child it is tasked to provide a protective environment where children can develop to their potential. This means that all the laws of the land have to conform to the CRC. According to UNICEF (2005: 7), creating a protective environment based on the ideal of the CRC is not just about changes in laws and policies but also about altering attitudes, traditions, customs and behaviours that continue to undermine children's rights. The problem of CSA has also its roots in bad cultural practices and traditions that limit the rights of the children. The society has a duty to protect the welfare of children and see to it that their rights are protected. Children who experience sexual abuse have special needs therefore, special patience and understanding is important when working with child survivors of sexual abuse.

2.0 Research Objectives.

The main objective of the study was to evaluate the communication strategies and channels employed by the VSU.

2.1.0 Specific Objectives

2.1.1 To identify the strategies and channels of communication within the VSU.

2.1.2 To find out the communication strategies and channels between VSU and the community.

2.1.3 To find out when information is communicated by VSU to the community.

2.1.4 To identify the key messages conveyed to the community by VSU.

2.1.5 To determine the extent and nature of the public's knowledge and usage of VSU services.

CHAPTER TWO

METHODOLOGY

3.0 Introduction

In this study, a combination of quantitative and qualitative methods were used in order to triangulate and get information and in- depth understanding of the study questions. The methods used were: structured questionnaires, in-depth interviews, and direct observation and document analysis.

3.1 Research Questions

The study addressed the research questions below:

- 3.1.1 What communication channels does VSU use to communicate child protection information within the unit?
- 3.1.2 What communication strategies does VSU use to communicate child protection information within the unit?
- 3.1.3 What communication channels does VSU use to communicate child protection information to the community?
- 3.1.4 What communication strategies does VSU use to communicate child protection information to the community?
- 3.1.5 How do the strategies compare and contrast with the recommendations of the Communication theory?
- 3.1.6 What is the extent and nature of the public's knowledge and usage of VSU services?

3.2 Sampling Procedure and Sample Size

The study was carried out in Lusaka. VSU was purposively selected for the study because it is the Government wing under the Zambia Police Service Community Division Department that deals with the enforcement of Child Protection. Kalingalinga was chosen as an area for the study because it is a high density area. One of the characteristics of a high density area is illiteracy and low socio-economic and income levels, poor housing infrastructure and basically the lack of adequate social services. All these factors are likely to have an impact in the way the community perceives a social and developmental problem like CSA. In addition, people in these areas do not have adequate social services such as education, health and water. This study will also focus on the social services in the area and their significance with regards to CSA.

3.3 Questionnaire

A sample size of one hundred (100) was selected for the questionnaire. This sample was drawn from Kalingalinga residents in particular old Kalingalinga. This was because new housing units have emerged and as such these people may not be so well informed about activities of Kalingalinga. It was therefore important to try and get respondents who have lived in the area for at least five years or more. Systematic random sampling was used to select the informants because the area has a number of households. This was also to ensure that the target group sampled.

3.4 In-Depth Interviews

In in-depth interviews the sample size was three informants selected from the National, Province and the District. The sample was drawn from these three levels in order to have interviewees who were well informed about communication within and outside the VSU and in touch with the community so that relevant and rich data could be obtained.

All the informants for the in-depth interviews were selected in a purposive manner based on their positions in the subgroups.

4.0 Data Gathering Methods

The following methods were used to collect data:-

4.1.0 Structured Questionnaires

In the survey, data was collected through a structured questionnaire. The questionnaire was administered through personal interviews in order to have high respondent returns. However, in some cases some were self-administered which resulted into a few questions not being responded to.

4.1.1 Unstructured Questionnaire

Unstructured questionnaires were used to gather data in In-depth interviews in order to gain other information and rich data that may not be captured by the survey. This includes opinions expressed by the informants concerning the services of VSU.

4.1.2 Document Analysis

The contents of documents were examined to identify channels, strategies and key information in the communication process of VSU. The contents of documents containing communication and campaign information of VSU were analysed. These included records, reports, minutes of meetings, brochures, pamphlets, posters and other relevant literature.

4.1.3 Direct Observation

The communication activities of VSU were watched on a daily basis at the Lusaka Central Police Station VSU through direct observation by the researcher to identify the strategies, channels used and messages conveyed. Organisational, group, interpersonal, mass media and public communication were sampled for observation.

Direct observation as opposed to participant observation was used for this purpose because it can allow the researcher to be unobtrusive.

4.1.4 Data Analysis and Interpretation

Data analysis was done using qualitative means as well as and quantitative techniques. Descriptive analysis using SPSS was adopted for this study. Frequency distribution and cross tabulations analysis was chosen to show frequency of occurrence and percentages for illustration. Qualitative data was analysed qualitatively according to the themes.

CHAPTER THREE

CONCEPTUAL AND THEORETICAL FRAMEWORK

5.0 Introduction

This chapter presents the conceptual, operational definitions and theories used in the study. The particular concepts and operational definitions in this chapter have been derived from the themes discussed in the study and because of the direct linkage they have to the study.

5.1 Conceptual and Operational Definitions

5.1.0 Conceptual Definitions

5.1.1 Communication, according to (Elkamel, 1986), is the exchange of ideas, information and opinions through speech, writing, pictures and other symbols. Essentially, it is a sharing process where a source shares his/her message with a receiver via a certain channel in order to influence the receiver's thoughts and actions. It is not a one-way process but an exchange between the source and the receiver.

5.1.2 Mass Communication according to McQuail (1962:2), "Mass communication comprise the institutions and techniques by which specialized groups employ technological devices such as press, radio, film and so on to disseminate symbolic content to a large, anonymous, heterogeneous and widely dispersed audiences."

5.1.3 Interpersonal Communication according to Reardon and Rogers (1988) is face-to-face interaction between two or a few people with opportunities for feedback.

5.1.4 Group Communication according to Littlejohn (1991) in Allyn and Bacon (1999) is where a small group of people comes together to communicate with everyone else in the group freely and openly.

5.1.5 Organisational Communication according to Infante (1997) involves exchange of messages to stimulate meaning within and between organisations and their environments.

5.1.6 Communication strategy according to Rogers (1973) is the way or pointer for mobilising activities towards the desired goal.

5.1.7 Channels of Communication according to Rogers (1973) are the means by which a message travels both vertically and horizontally from a source to a receiver (Ibid)

5.1.8 Child Sexual Abuse (CSA) according to (www.therapistfinder.net/Child-Abuse/Sexual-Abuse.html) is defined as “contacts or interactions between a child and an adult when the child is being used for sexual stimulation of the perpetrator or another person is in a position of power or control over the victim.”

5.1.9 Child according to the CRC (2002:2) is every person under the age of eighteen.

5.2.0 Child Protection according to UNICEF (2005) refers to the deliberate efforts made by governments to provide a conducive environment in which the rights of children are protected and acknowledged.

5.2.1 Target Adopter according to Kotler & Roberto (1989:6) is what in traditional marketing we call the "target market."

5.2.2 Change Agent according to Kotler and Roberto (1989:6) is the person, persons, or organisation setting out to change something. (Ibid)

5.2.3 Social Change Campaign according to Kotler and Roberto (1989:6) is an organised effort conducted by one group (the change agent) which intends to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices, and behaviour."

6.0 Operational Definitions

6.1.0 Mass communication- this is when communication is carried out through the use of mass media, for example print or electronic, to disseminate information to the public. In this study mass communication shall refer to the radio, television, newspapers and posters that VSU employs to disseminate information about child sexual abuse.

6.1.1 Child Sexual Abuse (CSA): CSA is defined as "contacts or interactions between a child and an adult when the child is being used for sexual stimulation of the perpetrator or another person is in a position of power or control over the victim."

(www.therapistfinder.net/Child-Abuse/Sexual-Abuse.html) In this study CSA includes penetrative and oral sex with a child by an adult, attempted or actual sexual contact with a child, having sex with a child, showing genitals and pornographic material to children, defilement, fondling and touching of private and body parts, incest, early marriages.

6.1.2 Child in this study was used to cover all children less than 18 years of age and all school going children.

6.1.3 Child Protection refers to the deliberate efforts made by governments to provide a conducive environment in which the rights of children are protected and acknowledged. (UNICEF: 2005) In this study child protection refers to the rules and regulations that protect children from abuse of all forms and how the VSU ensures protection of all children. In addition, child protection refers to the measures that the unit has put in place to ensure that children's rights are protected.

6.1.4 Interpersonal Communication is face-to-face interaction between two or a few people with opportunities for feedback (Reardon and Rogers, 1988). In this study it is important to note that this is the most effective form of communicating as there is immediate feedback between the sender and the receiver of the message. It will also enable us know how VSU personnel interact amongst themselves and members of the public especially when victims come to report about cases of child sexual abuse.

6.1.5 Communication strategy is the way or pointer for mobilising activities towards the desired goal. They are specific ways in which messages are communicated. A Strategy facilitates organised and intensified use of interpersonal, group and mass media channels of communication. A communication strategy can be defined as a coordinated and comprehensive plan for guiding multiple actions or activities that are aimed at achieving a communication policy. For this study, communication strategies shall include awareness campaigns, talks, community meetings and workshops.

6.1.6 Organisational Communication involves exchange of messages to stimulate meaning within and between organisations and their environments (Infante et.al, 1997). In this study, this refers to communication between superiors and subordinates through face to face contacts, newsletters, small group meetings and the address by the head of the unit. It will also refer to how information moves between people of the same rank, sections or departments and diagonal or interdepartmental communication. The VSU organisational communication will be analysed in order to find out how information is communicated within the unit.

6.1.8 Channels of Communication refers to the means by which the message shall be delivered to the target group. Selection of any particular channel or media depends on the characteristics of the target group, available resources as well as the message itself. The messages can be delivered through mass media, interpersonal communication, music, and drama and community events. If mass media channels are to be used, it is

very important to know which radio and television stations are popular with the target population. This study focuses on the modes used by the VSU.

6.1.9 Change Agent in this study refers to the Victim Support Unit (VSU) in its quest to change the attitudes, behaviours and practices of the target adopters.

6.2.0 Social Change Campaign refers to the efforts made by VSU by disseminating information on Child Sexual Abuse.

6.2.1 Target Adopter in this study refers to the residents of Kalingalinga compound.

7.0 Theoretical Framework

The theories that were examined were important for this study include the Agenda Setting Theory, the Multi-Step Floor Theory and the Social Change Campaign Theory.

The Agenda Setting theory was relevant for this study because it focuses on how public opinions are formed as a result of what people hear in the media. The media, therefore, is effective in creating public interest in social problems. It reflects to people what it finds important, setting the agenda for public discussion. Therefore, a problem like child sexual abuse is likely to arouse interest in the public if the media repetitively reports on it. Eoff (2002) asserted that, agenda setting research has shown that there is a correlation between what the media deems important and salience in the public mind.

On the other hand, since this study was basically focusing on how the VSU communicates to the public on CSA, the Social Change Campaign Theory is relevant. This is because the VSU uses social marketing to promote the social product, which is in this case to “stop abusing children.” In addition the theory was of significance in the sense that it assists in planning and designing of messages that speak against child sexual abuse which the VSU employs to sensitise the public.

The Multi-Step Flow Theory was examined and found to be relevant because in any social campaign, it is assumed that the public hear about an issue not from one source but from many sources. This theory replaced the Two-Step Flow which assumed that there were only two players in the communication process that is, the sender and the receiver. However there are other factors that come into play which were overlooked by this theory thus setting the ground for the Multi-Step Flow.

People who are exposed to the media receive the information, and these are mostly opinion leaders. After receiving the information, these opinion leaders pass it through informal interpersonal communication to others. Ideas often flow from the media to the opinion leaders and from them to the less active sections of the population. This study is relevant because as the issue of CSA is becoming a growing concern, there are various groups of people in the community such as psychosocial counselors, nurses, social workers, teachers and other medical personnel who are likely to pass on his information to others.

7.1.0 Multi-Step Flow Theory

It has been argued that it is not always the case that information passes through two points. Over time, it became evident that the process of information dissemination from the media can have more than just two steps (Bataille, 1998), giving way to the multi-step flow theory of mass communication (ibid. 1998).

Research has shown that the ultimate number of relays between the media and final receivers is variable (Littlejohn, 1991). Certain individuals will hear the information directly from the media source, whereas others there will be many steps involved (ibid. 1991). This theory explains that information is not perceived and received in a uniform manner by all the recipients of the messages. One factor responsible for this is the presence of opinion leaders.

Infante et al (1997: 362-363) assert that:

Communication channels include both the mass media and interpersonal contacts and points out that there are intermediaries between the media and the audience's decision making such as opinion leaders who still exert influence on the audience behaviour via their personal contact. However, they argue that intermediaries called change agents and gate keepers are also included in the process of diffusion. Change agents are said to be those professionals who encourage opinion leaders to adopt or reject an innovation. While gatekeepers are said to be individuals who control the flow of information to a given group of people and opinion leaders are usually quite similar to their followers.

The Multi-Step Flow Theory asserts that there are many steps involved in the flow of information and communication. The process of influence is said to be more complex

than a single group of opinion leaders listening to the mass media, and then feeding their opinions to a group of passive followers (Williamson, 2000). Opinion leaders are people of influence who have a great influence over the community they are in and they seem evenly distributed among social, economical and educational levels within their community. (Katz & Lazerfeld, 1955). Opinion leadership is the process by which one person (the opinion leader, informally influences the consumption of actions or attitudes of others who may be opinion seekers or opinion recipients. (Ibid) Research has shown that the ultimate number of relays between the media and final receivers is variable (Littlejohn, 1991). Certain individuals will hear the information directly from the media source, whereas others there will be many steps involved. (Ibid, 1991).

While the VSU may receive, and disseminate information from the media, some members of the community may get the same information directly from the media, or from other sources. Information on social problems such as CSA may therefore may pass on to the community through various steps, for example through opinion leaders, public address system, committee meetings as well as workshops through opinion leaders just to mention a few. The information received by the opinion leaders can even be simplified to the level of the recipient thereby causing greater impact.

7.1.1 Agenda Setting Theory

One theory, which is extremely important in disseminating information to the public, is the Agenda Setting Theory. The mass media influences greatly the forming of the public opinion, and also the public agenda. Due to the media's powerful influence, people have heavily depended on media coverage to raise public awareness on various issues.

According to Sanchez (2002), Mass Communication plays an important role in our society. Its purpose is to inform the public about current and past events through the newspapers, books, and television (ibid. 2002).

As it passes on the information to the public, the media sets the agenda by determining matters for public debate, and the order of importance of such matters. It reflects to people what it finds important, setting the agenda for public discussion. Eoff (2002) asserts that, agenda setting research has shown that there is a correlation between what the media deems important and salience in the public mind.

The media, therefore, is a powerful tool in informing the community about the welfare of children. In recent years, the issues of CSA have been reported more and more in the press and hence people are beginning to know about the scourge and its effects on children. Organisations also largely depend on the media. Cases of CSA are being reported at least on a daily basis on television, print and electronic media. Therefore the VSU when conducting sensitization campaigns will tend to focus more on the issue that is receiving more media coverage. In this way, the media greatly influences organisations' agenda.

Organisations can form their agenda, and pass this agenda on to the media to communicate to the public. Organisations, therefore, play an important role in setting the agenda through media campaigns and advertisements on important social issues, depending on how the media communicates the information to the public. The theory has

relevance in this study in the sense that the media play a vital role in the dissemination of social problems such as CSA. Information carried in the media has great impact on people in the sense that people discuss what they see on television or talk about the latest news they read in the newspapers.

7.1.2 Social Change Campaign Theory

According to Kotler and Roberto (1989: 6) a social change campaign is an organised effort conducted by one group of (the change agent) which intends to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices and behaviour. A change agent is the person or persons or organization setting out to change something. In this particular study, the change agent was the VSU as it strives to protect all children from all forms of abuse. Specifically the VSU focuses on educating the public to abandon a practice such as abusing children. According to Kotler (1989) these are anything which just should not be done at any time (in the mind of the change agent; these are almost always value judgments). Most social issues are a combination of idea, attitude, practice, and behaviour. (Ibid)

The theory is of significance because it assists in planning and designing of messages that speak against CSA. The VSU together with other stakeholders have been designing messages that help the public understand a social problem like CSA. However there has been a concern in using mass communication for the dissemination of such important information. Hyman and Sheatsly (1964:52) add that

- 1) *A hard core of 'chronic know nothing exists' who cannot be reached by information campaigns. In fact, there is something about the uninformed that makes them harder to reach, no matter what the level of nature of the information.*
- 2) *The likelihood of an individual responding to new information increases with the audience's interest or involvement in the issue, if few people are interested.*
- 3) *The likelihood of an individual being receptive to new information increases with the information's compatibility with the audience's prior attitudes. People tend to avoid disagreeable information.*
- 4) *People will read differently things into the information they receive, depending on their beliefs and values.*

In addition, there are other factors that may dilute media impact. Kotler (1989:6) outlines them as follows:- Apathetic, defensive or ignorant audience, message not being sufficiently motivating, message being placed in inappropriate media, the lack of provision to respond constructively to the message. In this study it was discovered that there were some factors that diluted media impact. The VSU identified language as being a barrier. It is assumed most people understand English and therefore most of the campaign materials have been designed in the official language.

There are five main change strategies. These are Technological, Economic, Legal, Educational and Social Marketing. The specific strategies that were identified as being employed by the VSU were Education and Law. Rothschild (1999) adds that education refers to messages of any type that attempt to inform and or persuade the target to behave

voluntarily in a particular manner but do not provide on their own, direct and or immediate reward or punishment.

Unlike Law, education does not use force for people to comply with the desired behaviour but it allows the spread of knowledge which will be beneficial to the target audience. Basically, education deals with explaining the desired behaviour. The VSU makes use of this strategy in the sense that they design messages that educate the public about CSA. These are through posters, sensitisation campaigns, radio and television programmes and community workshops.

The VSU also makes use of the Legal strategy when dealing with cases of CSA. Law involves the use of coercion or force to achieve behaviour in a non-voluntary manner or to threaten with punishment for non-compliance or inappropriate behaviour. (Ibid). The VSU uses the relevant pieces of legislation that are available such as the Penal Code Cap 87 and the Juveniles Act Cap 53 of the Laws of Zambia. These state clearly the punishment given to any person who abuses a child whether sexually or in any other manner.

CHAPTER FOUR

LITERATURE REVIEW

8.0 The Problem

Hundreds of millions of children across the globe are victims of exploitation, abuse and violence each year. Zambia has been experiencing socio-economic crisis aggravated by HIV/AIDS and poverty. In Zambia, the situation is getting worse everyday as cases of Child Sexual Abuse (CSA) are reported on a daily basis. Child abuse according to Nkandela (2001: 19) refers to: “any act or omission or neglect or treatment that may be injurious to the mental and physical well being of a child.” CSA is defined as “contacts or interactions between a child and an adult when the child is being used for sexual stimulation of the perpetrator or another person is in a position of power or control over the victim.” (www.therapistfinder.net/Child-Abuse/Sexual-Abuse.html)

According to Herbert (2003), child sexual abuse is the involvement of dependent developmentally immature children or adolescents in sexual activities they do not truly comprehend, to which they are unable to give informed consent and that violate the sexual taboos of family roles. Sexual abuse is also any time that a child is engaged in a sexual situation with an older person. It can include actual physical contact, such as fondling a child’s genitals, oral genital contact, prostitution, using a child in production of pornographic material. (Ibid)

Mushota (1987) defines sexual abuse as, the exploitation of a child due to his or her sex for gainful purposes whether psychologically, physically or monetary wise. Child sexual

abuse includes a wide range of sexual behaviors that take place between a child and an older person. These sexual behaviors are intended to erotically arouse the older person, generally without consideration for the reactions or choices of the child and without consideration for the effects of the behavior upon the child. (www.ncptsd.va.gov/fact/specific/fs_child_sexual_abuse).

8.1.0 Causes and Risk Factors

The reasons why children are sexually abused vary from country to country as well as cultures. In Zambia for instance causes of CSA include, the belief that sex with a child can cure HIV/AIDS, and that children are 'safe' HIV-free sexual partners. In addition, there is also the belief that sex with children can bring success to a business. According to Zulu (2006), causes include rituals like child sexual cleansing for instance a widow or widower having sex with a child to prevent the ghost of the deceased spouse causing trouble. Other causes are failure by adults to acknowledge the rights of a child and to treat the child as an equal human being. It is acknowledged that many childhood sexual experiences of different kinds come through largely unwanted contact with adults and the experiences are likely to have been repetitive and damaging. (Herbert: 2003:373)

Delinquency has also been linked to CSA. Psychologists say that a delinquent is one whose attitude towards society is such that it will eventually lead to a violation of the law. (Kar: 1992). Delinquency simply put is any behaviour that deviates from the accepted norms of a particular unit. There is evidence suggesting that much adult psychopathology including the delinquent behaviour is due to the failure of young children to attain secure attachments to a primary caregiver. (Herbert: 2003:292) This is

especially so in cases of extreme parental neglect where a child cannot form a selective attachment. Such deprived children may suffer from reactive attachment disorder.

In addition, these children tend to have emotional and behavioural problems. These behavioural problems may lead to CSA. In some cases, delinquency has led to CSA because of poor management of leisure time through lack of recreation facilities for young people and poor supervision by caregivers or parents. Delinquent behaviour includes drug addiction, smoking, petty thefts, vandalism and alcohol abuse. Retrospective and prospective studies suggest that most antisocial adults have childhood histories of antisocial behaviour. (Ibid)

According to Mullen and Flemming (1998) CSA is not randomly distributed through the population. It occurs more frequently in children from socially deprived and disorganised family backgrounds. However, other researchers have argued that CSA can occur even in families that are economically sound. The family is a basic unit of the society that provides children with a sense of belonging as well as security. Marital dysfunction, as evidenced by parental separation and domestic violence, is associated with higher risks of child sexual abuse, and involves intra-familial and extra-familial perpetrators. (Mullen et al 1996; Fergusson et al. 1996; Fleming et al. 1997). Intra-familial abuse according to Herbert (2003) is the type of abuse that is mostly perpetrated by fathers, stepfathers and siblings and is common among girls. Extra-familial abuse on the other hand is usually perpetrated by people known to and trusted by the family. These include friends, relatives, neighbours babysitters, teachers, caregivers and club-leaders. (Ibid) Boys are more commonly victims of extra-familial abuse.

Divorce is also linked to high risk of CSA. When a family disintegrates or breaks down due to divorce, there is a high risk of the children in that family being abused if they are put in foster or institutional care. Foster care in this sense refers to any fit individual who can temporarily care for a child in the event of a problem in the child's natural home. Institutional care refers to orphanages or other gazetted facilities that take in children who have been abused and offer services such as shelter and counseling.

Other risk factors that put children in a vulnerable position or situation to abuse include social economic pressures on the extended family. In the past the extended family was a source of support and care for children especially orphans. However due to the harsh changes in the social and economic situation in the country, the extended family system has weakened putting children in a vulnerable situation to abuse. This is because children due to the harsh economic situation are being found on the street begging for food and clothes in order to survive instead of the extended family taking them in. This leads to a weakening of the family as a source of socialisation, control, peer influence and security especially for the children. (Siamwiza & Faveri: 1996: 9)

According to the Situation Analysis of 2005, people are increasingly likely to offer support and care to children only when they are directly related to them or their immediate brother's or sister's children. CSA has also been linked to low levels of literacy. This leads parents or guardians to marry off their children at an early age. Early

marriages due to poverty causes parents to literally 'sell' their daughters. This practice has been very common in the rural areas of Zambia.

There are other situations that make children vulnerable to sexual abuse. According to Siamwiza and Faveri (1996: 9), these include:

“High risk situations include prisons in which children are housed with adults, destitute children who engage in various activities to survive, children of the blind leading them in town, relocating due to natural disasters, traditional healers using children as ‘cleansing agents’ and girls working as child minders.”

Sexual abuse of children has become more prevalent in institutions such as schools, family and home, which previously were entrusted with the care and support of children. Nkandela (2001) asserts that sexual abuse of children is likely to occur in areas of concentrated commercial activity. These include markets, bars and taverns, and the neighbourhoods of border areas. Children who live on the street are extremely vulnerable to all sorts of abuse. (GRZ: 2004: 15). This abuse may also include sexual abuse. Girls in particular may be vulnerable to sexual abuse, early pregnancy, STIs and HIV/AIDS.

Research has shown that girl child minders are also at risk of sexual abuse in the environment in which they work. According to a study by Oyaide (2000: 71), girl child workers said that they were propositioned sometimes by male relatives or dependants, and other men in the neighbourhood. Other findings of the same study indicate that

sometimes the men of the house corrupt the girl child workers morally by sexually abusing them. (Ibid). This study reveals that girls are at a higher risk of being sexually abused than boys simply because they are the weaker sex. Shinkanga (1996:1) also adds that girls are being raped and sexually exploited just because they are girls- selling produce on the streets, walking to school in rural areas and working as house servants.

Usually acts of CSA are done in secrecy with the offender threatening the child with violence if she or he reports or simply blinding the child that the act is a 'normal thing.' According to Berlinger and Barbieri (1984) Children often fail to report because of the fear that disclosure will bring consequences even worse than being victimized again. (www.prevent-abuse-now.com7stats.htm#disclosures). Shinkanga (1996) adds that victims of abuse do not report what has happened to them because they fear that they will not be believed or they fear further action on the part of the perpetrator. Children may feel guilty, experience low self esteem and may even withdraw from socialization with their peers. It has been established that many adult male perpetrators of CSA began their offending in their teenage years. Finkelhor (1984) in Herbert (2003) posited among the four preconditions that must operate in order for abuse to occur:

1. *The abuser must be motivated to abuse the child.*
2. *The abuser must satisfy some emotional need.*
3. *The abuser must find children particularly sexually arousing.*
4. *The abuser may have access to adult sexual relationships blocked.*

Research has also shown that girls are at high risk of sexual abuse than boys. Research done by Shinkanga (1996) states that of the 155 children interviewed, more females than males had heard of CSA, 58.7% vs. 35.5% respectively. In addition, girls are at great risk to abuse of touch. This involves deliberately touching inappropriately of the private parts, or fondling of breasts on the child in a manner that makes a child uncomfortable. Of those who experienced abuse of touch, 72% were female while 28% were male. (Nkandela: 2001) Research has also shown that disabled children are more at risk of being abused. Westcott and Jones (1999) in Herbert (2003) assert that disabled children are sexually abused more frequently than non-disabled children. This is because they are likely to be taken advantaged of because of their low mental capacity.

Child Sexual Abuse has many implications on the development of a child. In most cases children who have been abused exhibit many behaviours that are deemed abnormal. According to Herbert, (2003: 376) there are both physical and behavioural warning signs of possible CSA. The physical warning signs include:

- *Sleeplessness, nightmares and fear of the dark*
- *Bruises, scratches, bite marks*
- *Depression, suicide attempts*
- *Anorexia nervosa*
- *Eating disorders or change in eating habits*
- *Difficulty in walking or sitting*
- *Pregnancy (particularly with reluctance to name the father)*
- *Recurring urinary tract infections*

- *Vaginal infections and genital/anal discharge.*
- *Venereal disease*
- *Bedwetting*
- *Vague pains and aches*
- *Itching or soreness*

Herbert also adds that there are behavioural warning signs of CSA, these are:

- *Lack of trust in adults*
- *Fear of a particular individual*
- *Withdrawal and introversion*
- *Display of sexual knowledge beyond the child's age*
- *Sexual drawing*
- *Stealing*
- *Revulsions towards sex*
- *Fears of schools medical examinations*
- *Sudden school problems, truanting and falling standards*
- *Low self esteem and low expectation of others*
- *Running away from home*
- *Drug, alcohol or solvent use.*
- *Girl takes over mothering role*
- *Prostitution*
- *Vulnerability to sexual and emotional exploitation.*

Most children who are abused tend to have low self esteem in adulthood. Self-esteem encompasses the extent to which individuals feel comfortable with the sense they have of themselves and, to a lesser extent, their accomplishments, and how they believe they are viewed by others. (Mullen and Fleming: 1998) Robson (1988) in Mullen and Flemming (1998) defines self-esteem as 'the sense of contentment and self acceptance that stems from a person's appraisal of his (or her) own worth, significance, attractiveness, competence and ability to satisfy aspirations'.

A number of studies have implicated child sexual abuse in lowering self-esteem in adults. A study was done by Romans in 1996. The findings of the study showed a clear relationship between poor self-esteem in adulthood and a history of child sexual abuse in those who reported the more intrusive forms of abuse involving penetration. It was, however, those aspects of self-esteem involved with an increased expectation of unpleasant events (pessimism) and a sense of inability to influence external events (fatalism) that were affected, not those involved with a sense of being attractive, having determination, or being able to relate to others.

Child Sexual Abuse has become a global concern because of the implications it has on the future of children. The biggest concern is that children who are sexually abused are likely to get infected with HIV/AIDS. According to the GRZ (2004: 5), the greatest impact of HIV/AIDS has been felt in the sub-Saharan Africa, which includes Zambia. It is established that currently there are around 920, 000 people in Zambia who are living with HIV/AIDS with about 94, 000 deaths as a result of AIDS per year. (Ibid)

HIV/AIDS has created diverse problems in the continent. The dreaded scourge has not spared children as their lives are threatened by it. It is estimated that ninety thousand (90,000) children in Zambia are infected with HIV/AIDS. (Ibid) However studies to estimate the number of children that have contracted HIV/AIDS as a result of sexual abuse has not been carried out.

Zulu (1996) points out that these children may contract HIV or other sexually transmitted infections. Children who are abused also suffer from a varying range of psychological problems such as withdrawal from many activities such as education, social contact or socializing. Children who are sexually abused suffer psychological damage which can affect their behaviour and the way they socialise with teachers and peers in school. (Ibid) These children are often absent from school and may not perform very well.

In addition to ill-health, they face discrimination and even bullying by peers and teachers because they are HIV positive and because they have been sexually active – and so they drop out of education. (Ibid) Abused children may lack interest in education or experience poor concentration as their minds are preoccupied with bad memories. Girls may face early pregnancy and/or be forced to accept early marriage to avoid disgracing their families. Inevitably the academic performance of these children is affected.

8.1.1 The Legal Framework for Child Protection

8.1.1.2 International Law

Zambia is a party to many United Nations Human Rights Treaties as well as the African Charter on Human and People's Rights. Zambia ratified the United Nations Convention on the Rights of the Child (CRC) in 6th December, 1991. The CRC contains provisions

to protect children from abuse and exploitation. Article 2 requires states to take all appropriate measures to ensure that children are protected from discrimination.

(www.hrw.org/reports/2003/zambia/zambia1202-06) Article 19 requires state parties to take all appropriate measures to protect children from “all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse, while in the care of parents(s), legal guardian(s) or any person who has the care of the child. (Ibid)

In addition, Article 34 requires states to undertake to protect children “from all forms of sexual exploitation and sexual abuse,” and in particular take all appropriate measures to prevent:-

- (a) “the inducement or coercion of a child to engage in any unlawful sexual activity
- (b) “the exploitative use of children in prostitution or other unlawful sexual practices.

(Op.cit)

International human rights law does not address HIV/AIDS directly, but protections against abuses associated with HIV/AIDS are included in numerous international conventions. However in 1998 the office of the UN High Commissioner for Human Rights and UNAIDS issued HIV/AIDS and Human Rights: International Guidelines. (www.hrw.org/reports/2003/zambia/zambia1202-06) These provide a roadmap for governments seeking to incorporate human rights protections related to HIV/AIDS into

national law. According to the Human Rights Watch, the guidelines include a range of issues such as

- a) the need for legislation to address public health issues related to HIV/AIDS,
- b) reviewing and reforming criminal laws to ensure they are consistent with international obligations and do not target vulnerable groups,
- c) protection against discrimination, and eliminating violence against women, including harmful traditional practices, sexual abuse and exploitation.

8.1.1.3 National Law and Policies

The protection of sexual abuse is provided for in the Penal Code Chapter 87, the Constitution Chapter 1 and the Juveniles Act Chapter 53 of the Laws of Zambia. The Zambian Constitution guarantees a wide range of rights, including prohibiting discrimination on the basis of sex. The Penal Code prohibits rape, incest, and defilement as well as desertion of children by a parent or guardian. (www.hrw.org/reports/2003/zambia/zambia1202-06)

Furthermore, the Juveniles Act provides for care and protection of children. In particular Section 46 prohibits cruelty to children by parents or guardians.

Zambian law now integrates the two legal systems, statutory and customary law. Customary law is based on pre-colonial legal systems as interpreted by the colonial “native courts,” known as local courts today. On the other hand statutory law was inherited from pre-independence era but was modified and extended by legislation adopted by the Zambian parliament since 1964. (Ibid) However it has been established

that generally customary law grants fewer rights to women and girls than statutory law. For instance the Marriage Act Chapter 50 of the Laws of Zambia states that the legal age of marriage is sixteen, and that anyone under twenty one who is not a widow or widower must need written consent from the father (or mother or guardian, if the father is dead or of unsound mind).

However, the Marriage Act does not apply to marriages under the customary law, where the age of marriage is considered to be maturity. Maturity is not defined and there is no minimum age set as it is determined by the onset of puberty which in some cases can be as early as eleven for girls.

The 1994 National Child Policy was revised in order to incorporate new and emerging issues, including HIV and AIDS, child labour and trafficking, child sexual abuse, affecting the child and take on board the best interest of the child in national development. The National Child Policy of 2006 makes reference to child sexual abuse and the need for children to be protected. It also highlights the following:-

- Correctional services, foster care, adoption and children's homes are the four forms of statutory services and non-statutory services such as the public welfare assistance scheme are the three forms of statutory services.
- the Probation of Offenders Act, Cap 93 and the Juveniles Act, Cap 53 provide for custody and protection of juveniles in need of care.

- the Constitution of Zambia, the Adoption Act, Cap 54 and the Penal Code, Cap 87 provide for preventive measures on the sale and abduction of children, sale and trafficking of children, and sexual exploitation and sexual abuse of children.

(MYSCD: 14)

Various NGOs are involved in preventing and curbing child sexual abuse through awareness campaigns on violence against children abuse and providing counseling, life-skills and safety to children who have been sexually abused. These include Children in Need Network (CHIN), Zambia, Zambia Civic Education Association (ZCEA), Zambian Human Rights Commission (HRC), Young Women Christians Association (YWCA), Zambia Association for the Prevention of Child Abuse and Neglect (ZAPSCAN), Save the Children Norway and Sweden, PLAN Zambia, UNICEF, CARE, Christian Children's Fund (CCF).

Furthermore, the following organisations have stepped up the fight to protect children's rights.

- the Human Rights Commission (HRC) has a Committee on children
- the Zambia Police Service has Victim Support Units spread throughout the Country to deal with various issues including child sexual abuse.
- The Department of Social Welfare throughout the country provides care services for victims of sexual abuse in terms of psychosocial counseling and child placement and reintegration.
- A number of Joint Commissions have been established with various countries to deal with various extra-territorial child sexual abuse cases.

- The Public Exhibitions and Entertainment Act, Cap 158 empowers the Public Exhibitions and Entertainment Board to classify films suitable for children and to inspect video and internet transmissions that may be deemed unsuitable.

CHAPTER 5

FINDINGS AND INTERPRETATION OF RESULTS

This chapter presents the findings from the field on VSU communication strategies and the interpretation of results. The data as already alluded to was collected through questionnaires, in-depth interviews, direct observations and document analysis.

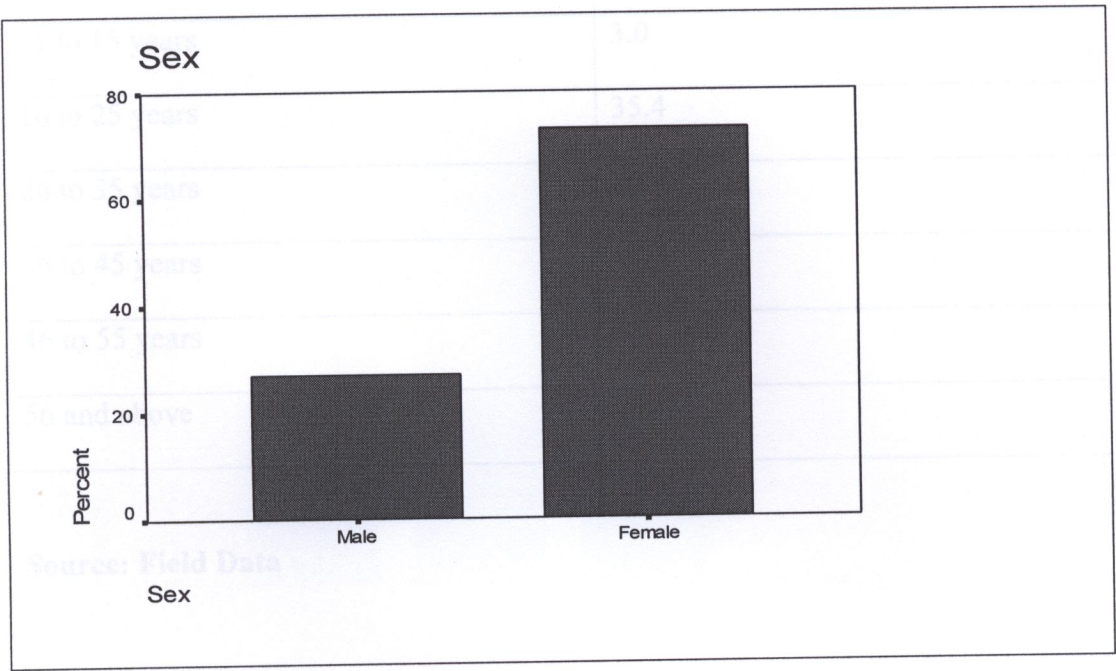
9.0 QUESTIONNAIRE

A total of 100 questionnaires were administered to Kalingalinga residents. These were sampled using systematic random sampling. A sample of 100 heterogeneous respondents was sampled, but it was discovered during the process of data analysis that one questionnaire was incomplete therefore number of valid questionnaires was ninety nine (99).

9.1.0 Composition of Sample by Gender

Most of the respondents in this study were female. The overall percentage of female respondents was 73% compared to 27% of male respondents. The high number of women in the sample reflects that women are the primary caregivers and are in most cases found at home especially in a high density area such as Kalingalinga. Figure 2 illustrates these findings.

Figure 2 Composition of samples by gender



Source: Field data

9.1.1 Composition of Sample by Age

Findings here indicate that the majority of the respondents were aged from 16 to 25 years representing 35.4%, followed by those aged 26 to 35 years representing 30.3 %, 36 to 45 years represented 17.2%, 46 to 55 years represented 6.1% and the 11to 15 years group represented 3.0%. Those aged 56 years and above represented 8.1%.

The 16 to 25 year old group is youthful and consists of children and youth going to school as well as those in college. This group is also the most sexually active, therefore they are likely to be exposed to illicit sex and sexual abuse. The information is summarised in figure 3.

Figure 3: Age

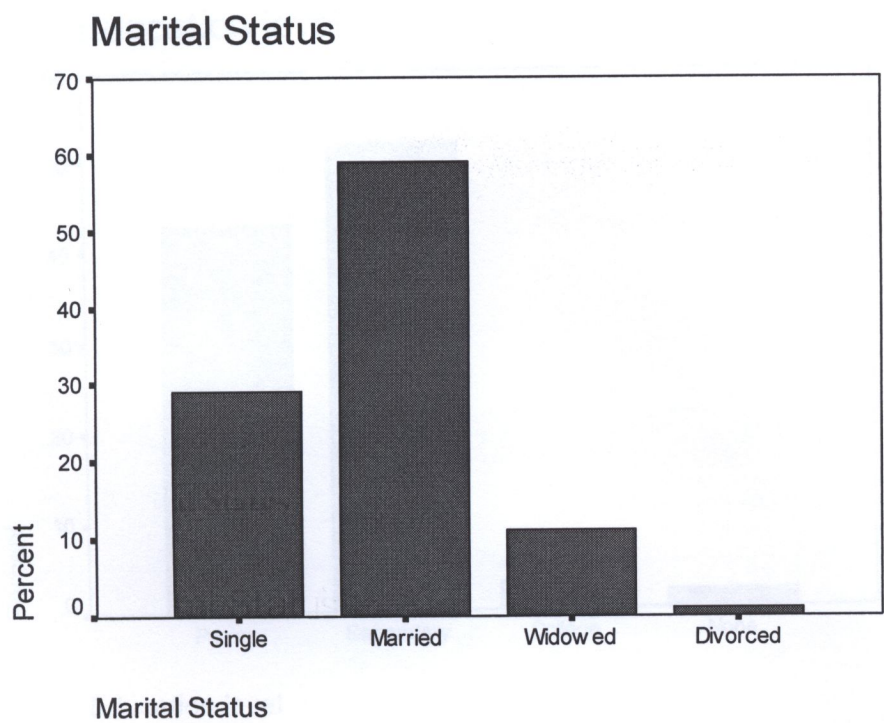
Age (Yrs)	Percentage (%)
11 to 15 years	3.0
16 to 25 years	35.4
26 to 35 years	30.3
36 to 45 years	17.2
46 to 55 years	6.1
56 and above	8.1

Source: Field Data

9.1.2 Marital status

From the sample, 59% said they were married, 29% said they were single, 11% said they were widowed, and 1% were divorced. These findings reflect that most of the respondents were married. These findings are important because children from a dysfunctional family are at a higher risk of CSA. A summary of the findings is shown below in the figure on the next page.

Figure 4: Marital Status

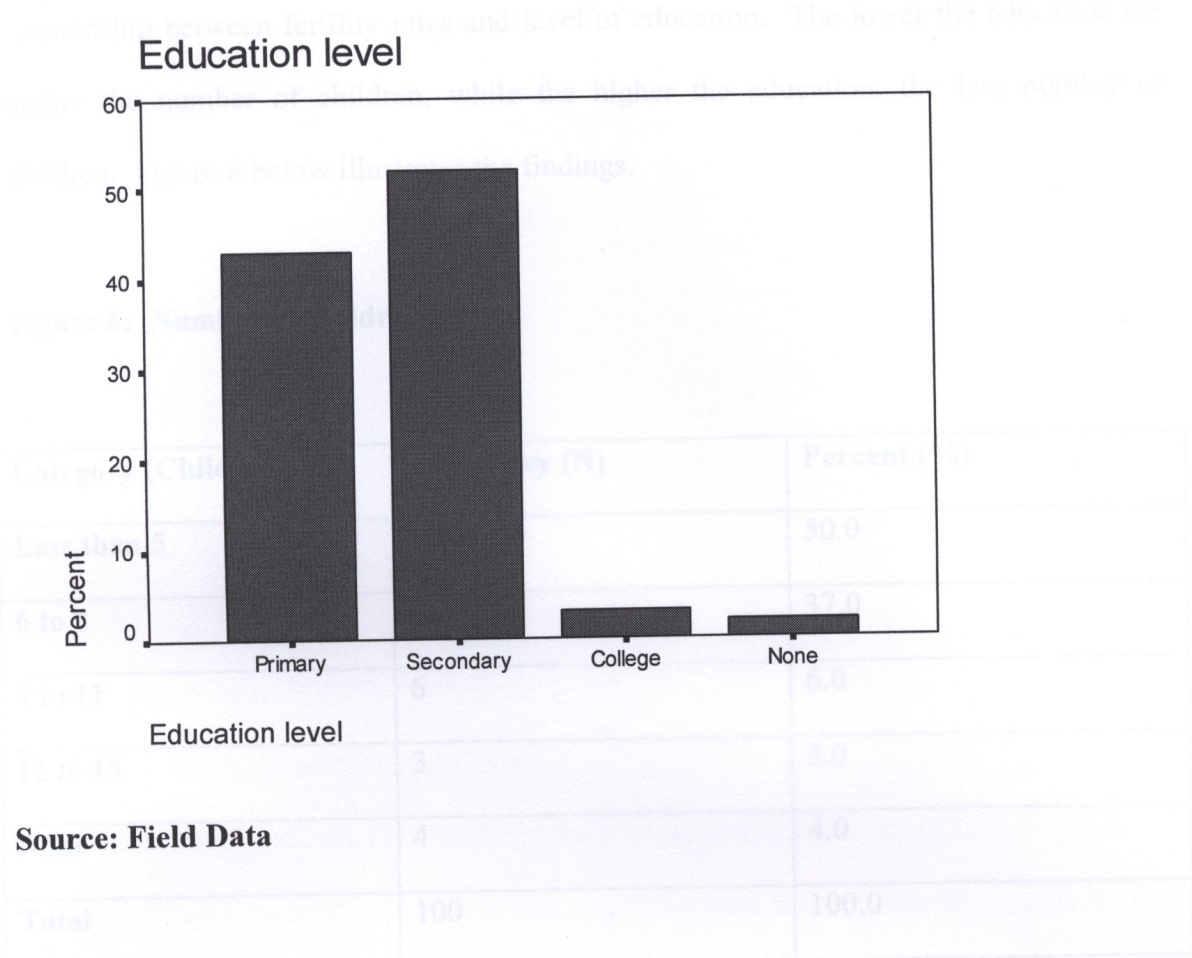


Source: Field data

9.1.3 Level of Education

Of the sampled respondents, 43% reported to have reached primary level, 52% reported to have reached secondary level, 3% reported to have reached college level and 2% reported to have had no education. The overall finding was that 98% of the respondents have had formal education while 3% have had no education at all. With these results, we can conclude that 52% of the respondents with secondary education are likely to have knowledge on CSA as a result of the level of education they have attained. Figure 5 on the next page illustrates this finding.

Figure 5: Education level



Source: Field Data

9.1.4 Number of Children in Household

A total of 50.0% reported to have less than five children, 37.0% reported to have between 6 to 8 children, while 6.0% reported to have between 9 to 11 children, and 3% reported to have between 12 to 15 children. A total of 4% reported to have no children in their household.

For a high density area like Kalingalinga, most households are likely to have a lot of children and dependants. However, the findings reveal that 50% of the respondents had attained secondary education. CSA is likely to occur in a home with a lot of children as

the level of care and attention by caregivers is limited. Research has shown that there is a relationship between fertility rates and level of education. The lower the education the higher the number of children, while the higher the education, the less number of children. Figure 6 below illustrates the findings.

Figure 6: Number of children.

Category (Children)	Frequency (N)	Percent (%)
Less than 5	50	50.0
6 to 8	37	37.0
9 to 11	6	6.0
12 to 15	3	3.0
None	4	4.0
Total	100	100.0

Source: Field Data

9.1.5 Recreation Parks for Children

From the total number of respondents 1.0% reported that they were parks for children in their area, 92.9% reported that there were no parks for children, 6.0% said they were not sure of the existence of any such parks. Recreation plays a role in the physical and mental development of children. The absence of recreation facilities indicates that there could be a lot of delinquent behaviour in Kalingalinga compound. This anti-social behaviour

could even include sexual abuse of children. This is because research has shown that delinquency and lack of recreation are related. Figure 7 below illustrates the findings.

Figure 7: Recreation Parks for Children

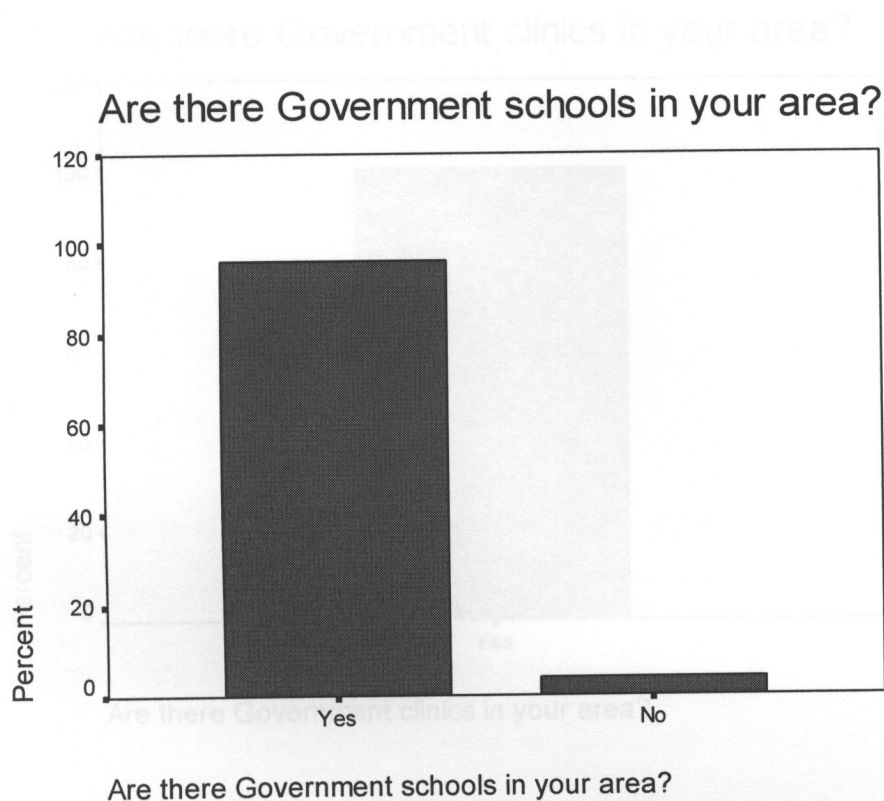
Response	Frequency	Percent
Yes	1	1.0
No	92	92.9
Not sure	6	6.1
Total		100.0

Source: Field data

9.1.6 Government Schools and Clinics

The findings here indicate that 96.0% of the sample reported that there were government schools in their area while 4.0% reported that there were no government schools in their area. In most educational settings, children not only benefit from education academically, but they are also taught life skills which can help prevent problems of abuse. The presence of a Government school in the area also demonstrates Government’s commitment to providing education to its citizens. A summary is illustrated in the figure on the next page.

Figure 8: Government schools

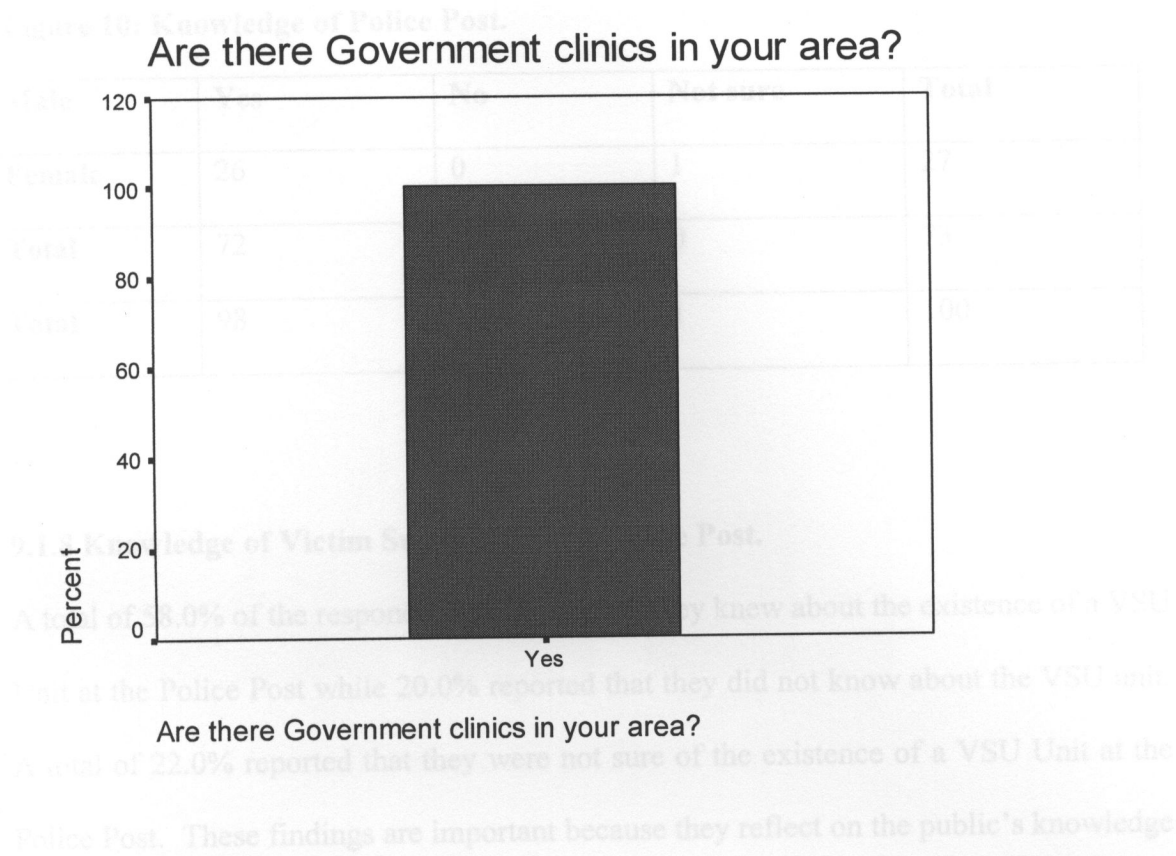


Source: Field Data of Police Post.

In addition, when asked about Government clinics in the area, 100% representing all the respondents in the sample reported that there was a clinic in their area. This finding could reflect that there is wide use of medical services in the Kalingalinga compound. In addition, clinics apart from the police station also play a critical role especially in cases of sexual abuse as they have the responsibility of providing a medical report to the police by physically examining a victim of abuse. A summary of the findings is reflected in the figure on the next page.



Figure 9: Government Clinics



9.1.7 Knowledge of Police Post.

From the sampled respondents, 26% of the males and 72% of the females said they knew about the existence of a police post in their area. While 1% of the males and 1% of the females said they were not sure and no respectively. This finding reflects that almost all the respondents were aware of the existence of a police post in their area. This finding is very critical as in any case of sexual abuse the law enforcers in this case the police, have to be informed if the perpetrator has to face the criminal justice system. The findings are reflected in figure 10 on the next page.

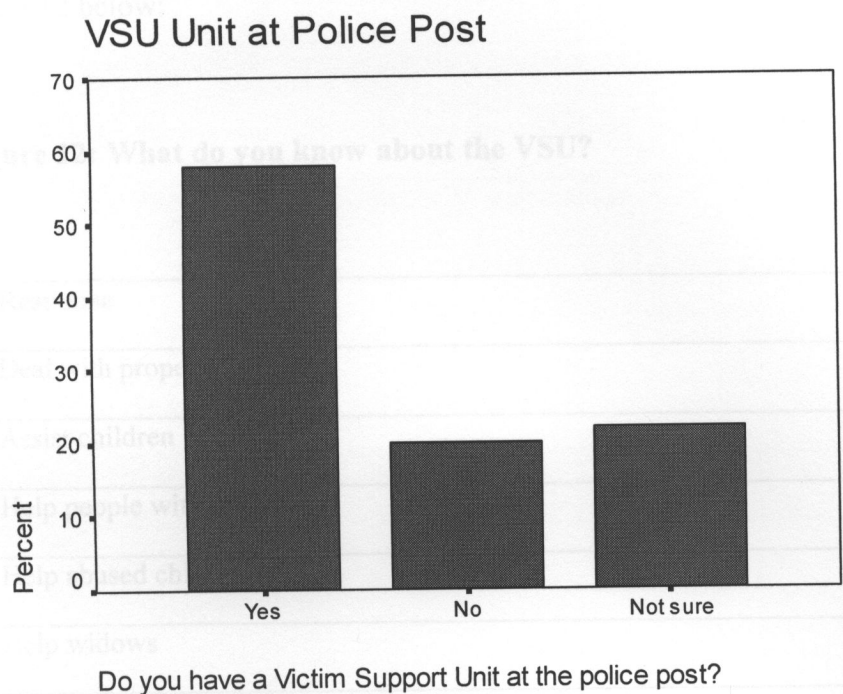
Figure 10: Knowledge of Police Post.

Male	Yes	No	Not sure	Total
Female	26	0	1	27
Total	72	1	0	73
Total	98	1	1	100

9.1.8 Knowledge of Victim Support Unit at Police Post.

A total of 58.0% of the respondents reported that they knew about the existence of a VSU Unit at the Police Post while 20.0% reported that they did not know about the VSU unit. A total of 22.0% reported that they were not sure of the existence of a VSU Unit at the Police Post. These findings are important because they reflect on the public’s knowledge of the VSU. Therefore, if the public is aware of this facility, they are likely to make use of it especially in reporting sexual abuse. The findings are illustrated in the figure 11 on the next page.

Figure 11: Knowledge of VSU Unit at the Police Post.



9.1.9 Knowledge about the Victim Support Unit (VSU).

A total of 20.6% of the respondents reported that they knew nothing about the VSU while 12.4% reported that they were not sure and the remaining 70.1% of the respondents gave varying responses most of which are performed by the VSU.

Other findings also indicate that of these respondents, 9.3% reported that the VSU assisted unsupported women and children. This finding recorded the highest frequency amongst the responses provided. It could be that there are a lot of cases of child neglect and child maintenance in Kalingalinga and that women and children are the most vulnerable in society and are likely to suffer abuse and violence. Knowledge about the

VSU could perhaps indicate that the VSU has made an impact in Kalingalinga in terms of educating the public about the services offered. A summary of the findings are shown in figure 12 below:

Figure 12: What do you know about the VSU?

Response	Freq.	Percentage
Deal with property grabbing	1	1.0
Assist children	2	2.1
Help people with problems	5	5.2
Help abused children	5	5.2
Help widows	3	3.1
Protect people at night	1	1.0
Not sure	12	12.4
Help solve marital problems	7	7.2
Help women	2	2.1
Visit people	1	1.0
Nothing	20	20.6
Help unsupported children	5	5.2
Take care of the vulnerable	1	1.0
Help unsupported women	3	3.1
Help unsupported women and children	9	9.3
Help when there is wife battery	1	1.0
Help when there is domestic violence	2	2.1

Support civil cases	1	1.0
Protect the rights of the Zambians	1	1.0
Assist with child protection and stop property grabbing	4	4.1
Stop property grabbing, child protection, marriage support	2	2.1
Help when there is domestic violence and child abuse	2	2.1
Help when there is domestic violence & sexual abuse	1	1.0
Solve employment & property grabbing disputes, child & wife support	1	1.0
Stop property grabbing & family support	3	3.1
Stop property grabbing, support the abused & marriage support	1	1.0
Help abused children & child support	1	1.0
Total		100.0

9.2.0 Ownership of Radio and Television

The results in this category reflect that 82.8% of the respondents had a radio in their home and 17.2% reported that they did not own a radio. While 1.0% did not respond. The findings are shown in the table below. In terms of television 74.7% of the respondents reported that they had a television in their home while 25.3% of the respondents said they did not own a television.

The findings revealed that most households owned a radio as opposed to a television. This could be due to a radio being more affordable than a television set. These findings also reflect that people who own a radio and TV are likely to be exposed to a lot of information including CSA by the media. The findings are reflected in figure 13 on the next page.

Figure 13: Ownership of Radio and TV

Response	Radio	Television
Yes	82.8 %	74.7 %
No	17.2 %	25.3 %
No response	1.0 %	0.0 %
Total	100.0%	100.0%

9.2.1 Frequency of Watching TV and Listening to Radio

In terms of radio, 38.8% of the respondents reported that they listened to the radio very often, while 16.3% reported that they listened to the radio often. In addition, 21.4% reported that they listened to the radio very rarely while 11.2% reported that they rarely listened to the radio. A total of 12.2% did not respond because they did not own a radio in their home.

In addition as regards frequency of watching television, 45.5% reported that they watched TV very often, 12.1% reported that they watched television often, while 17.2 and 4.0% reported that they watched TV very rarely and rarely respectively. A total 21.2% did not respond because they did not own a TV.

Comparing the two categories further revealed that the number of respondents who watched TV very often was higher in comparison to those who listened to the radio very often. TV had the highest number of respondents with 45.5% compared to radio with 38.8%. These findings show that if people are exposed to media such as television and

radio, they are likely to hear about CSA and the media in this case can set the agenda for public discussion. A summary of these findings are outlined in the table below:

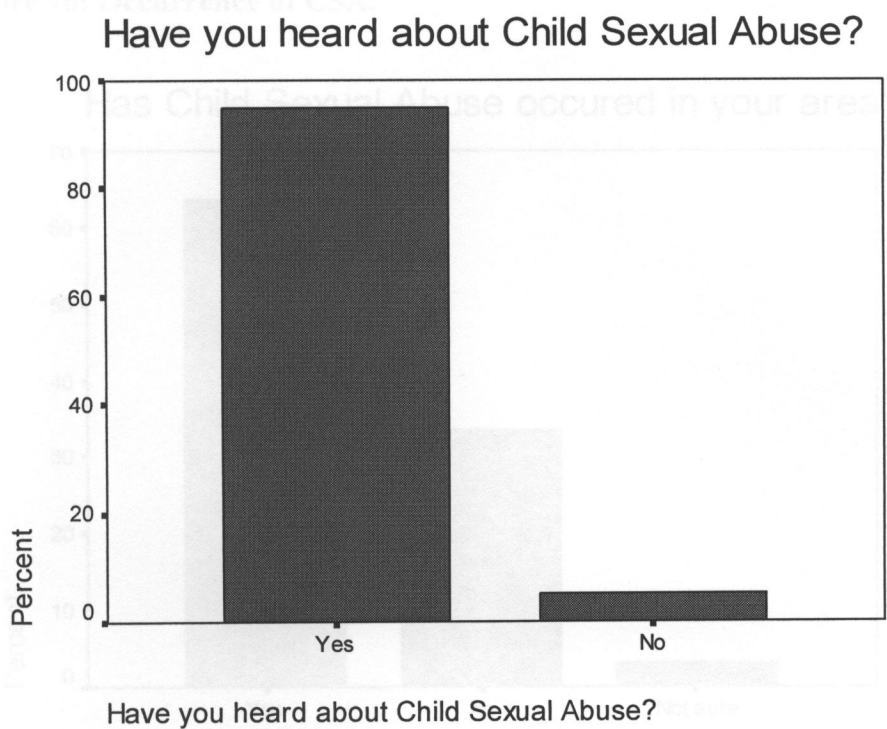
Figure 14: Table showing frequency of listening to Radio and watching TV

Frequency of listening to Radio and watching TV	Radio (%)	Television (%)
Response		
Very often	38.8	45.5
Often	16.3	12.1
Very Rarely	21.4	17.2
Rarely	11.2	4.0
Not Applicable	12.2	21.2
Total		100.0

9.2.2 Have you heard about Child Sexual Abuse (CSA)?

In response to this question 94.9% reported that they had heard about CSA while 5.1% reported that they had not heard about CSA. These findings could indicate that there could be high number of CSA cases in Kalingalinga or that the respondents have heard about incidences of CSA in other residential areas and townships and compounds.

Figure 15: Heard about CSA



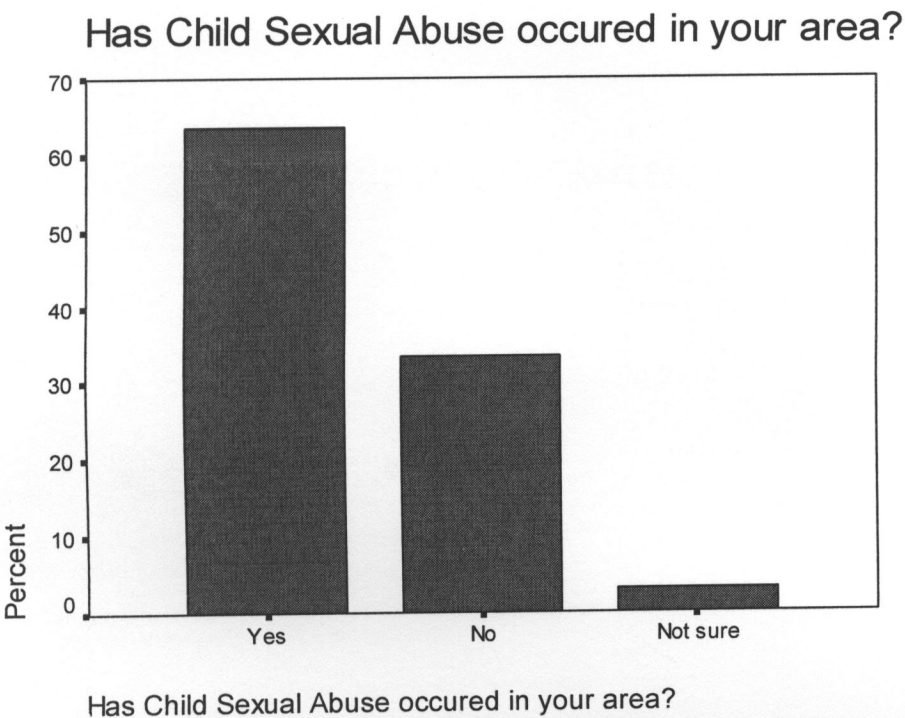
9.2.3 Has CSA occurred in your area?

The total number of respondents who reported that CSA had occurred in the area was 61%. Of these 18% were male and 43% were female. The total number of respondents that reported that CSA had not occurred in the area was 32%. Of these 8% were male and 24% were females. Of the respondents that said they were not sure whether CSA had occurred in their area, the sample represented 3% and all were female.

These findings indicate that CSA cases could be high in the area. In addition, there is also a direct relationship with the absence of recreation facilities, which can help reduce the number of cases of CSA. This finding also reveals that awareness of the problem of CSA is quite high.

The figure below illustrates this finding.

Figure 16: Occurrence of CSA.



9.2.4 How did you hear about Child Sexual Abuse?

The sources here included radio, television, newspapers, posters, pamphlets, Interpersonal communication (IPC) and meetings. From the respondents sampled, the sources with the highest frequency were radio, TV and IPC. This group recorded 13.4%, followed by radio with 9.3%. Radio and TV recorded 7.2% as well as IPC.

From the results it was found that most of the respondents in addition to hearing about CSA from other sources, the source with the highest frequency whichever way categorised was radio. In this category, 3% of the respondents did not respond about the source of information because they had not heard about CSA.

From these findings most of the respondents heard about CSA from radio, television and interpersonal communication. This shows that apart from the media the respondents heard about CSA through interactions with other people through IPC. The following table below illustrates the findings.

Figure 17: Table showing source of hearing about CSA.

Source	Frequency	Percentage
Radio	9	9.3
Television	3	3.1
Posters	1	1.0
Interpersonal communication	7	7.2
Radio, Tv newspapers, IPC, meetings	4	4.1
Radio, Tv, IPC, meetings,	6	6.2
Radio, Tv, newspapers, pamphlets, IPC	2	2.1
Radio, IPC	5	5.2
Radio, Tv, IPC	13	13.4
IPC, meetings	3	3.1
Radio, Tv	7	7.2
Radio, Tv, newspapers	6	6.2
Not applicable	3	3.1
Newspapers, IPC, Meetings	1	1.0
TV, IPC	1	1.0

Radio, IPC, Meetings	1	1.0
Radio, Tv, n/papers, posters, pamphlets, IPC, meetings	3	3.1
Radio, Tv, newspapers, IPC	1	1.0
Radio, TV, pamphlets, IPC	6	6.2
Radio, TV, newspapers, pamphlets, IPC, meetings	1	1.0
Radio, TV, newspapers, posters, IPC ,meetings	2	2.1
Radio, TV, posters, meetings	2	2.1
Radio, newspapers, meetings	1	1.0
Radio, newspapers	1	1.0
Radio, TV, newspapers, posters, pamphlets	2	2.1
Radio, TV, newspapers, posters	2	2.1
Radio, TV, newspapers, pamphlets	2	2.1
Radio, TV, newspapers & meetings	1	1.0
Radio, TV, newspapers, posters, pamphlets, meetings	1	1.0
Total	97	100.0

Source: Field data

9.2.5 VSU and Educating the Public

A total of 18.2% of the respondents reported that VSU had been to Kalingalinga to educate them about CSA. However, 70.7% of the respondents reported that VSU had not been to Kalingalinga to educate them about CSA, and 11.1% constituted respondents who were not sure about VSU educating the residents.

Educating the public about CSA is very important and this finding shows that most of the respondents reported on the absence of the VSU in conducting educational campaigns on CSA. If people are educated or exposed to information, they are likely to share that information with others. The table below illustrates the findings.

Figure 18: Has VSU been here to educate you about Child Sexual Abuse?

Response	Frequency	Percent	Valid Percent
Yes	18	18.0	18.2
No	70	70.0	70.7
Not sure	11	11.0	11.1
No response	1	1.0	1.0
Total		100.0	100.0

Source: Field data

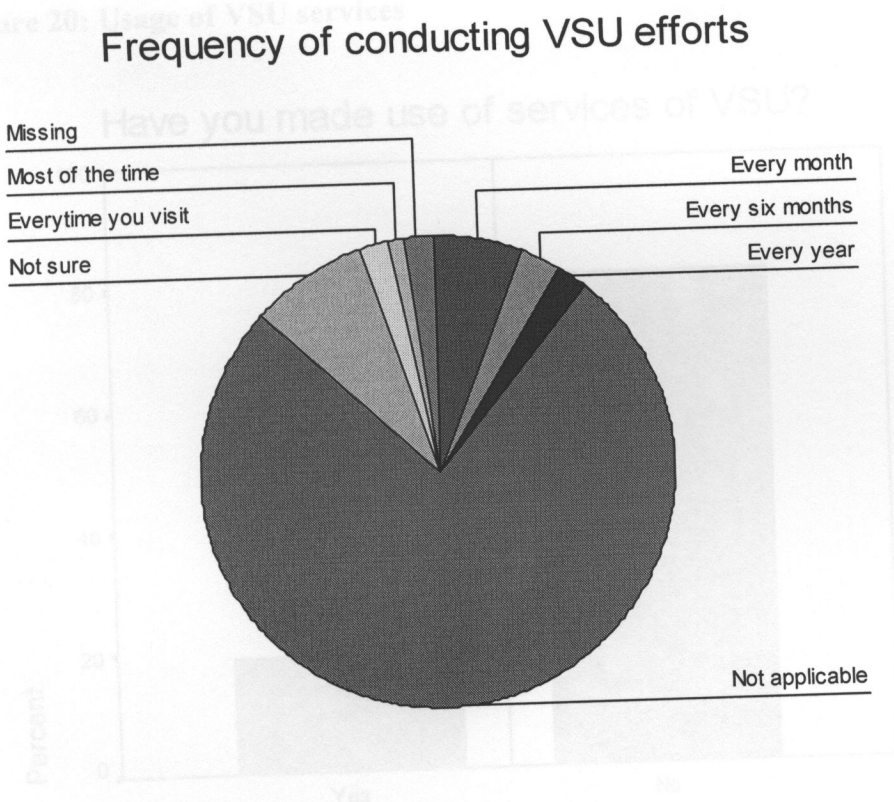
9.2.6 Frequency of conducting VSU efforts

When asked about the frequency of conducting educational campaigns on CSA, 6.1% reported that VSU conducted such every month, 3.1% reported that VSU conducted the campaigns every six months, 2.0% represented those who reported VSU to conduct the campaigns every year, while 1.0% represented those who reported that VSU conducted these efforts most of the time. A total of 2.0% reported that these efforts were conducted every time they visited the Police Post or Station. A total of 77.6% responded to not

applicable, because they had earlier reported that VSU had never been to Kalingalinga to educate them about CSA.

These finding reveals that the VSU needs to step up its efforts in sensitisation of the public as information is very important for people to make informed decisions. In addition information empowers people with knowledge.

Figure 19: Frequency of conducting VSU efforts



Source: Field data

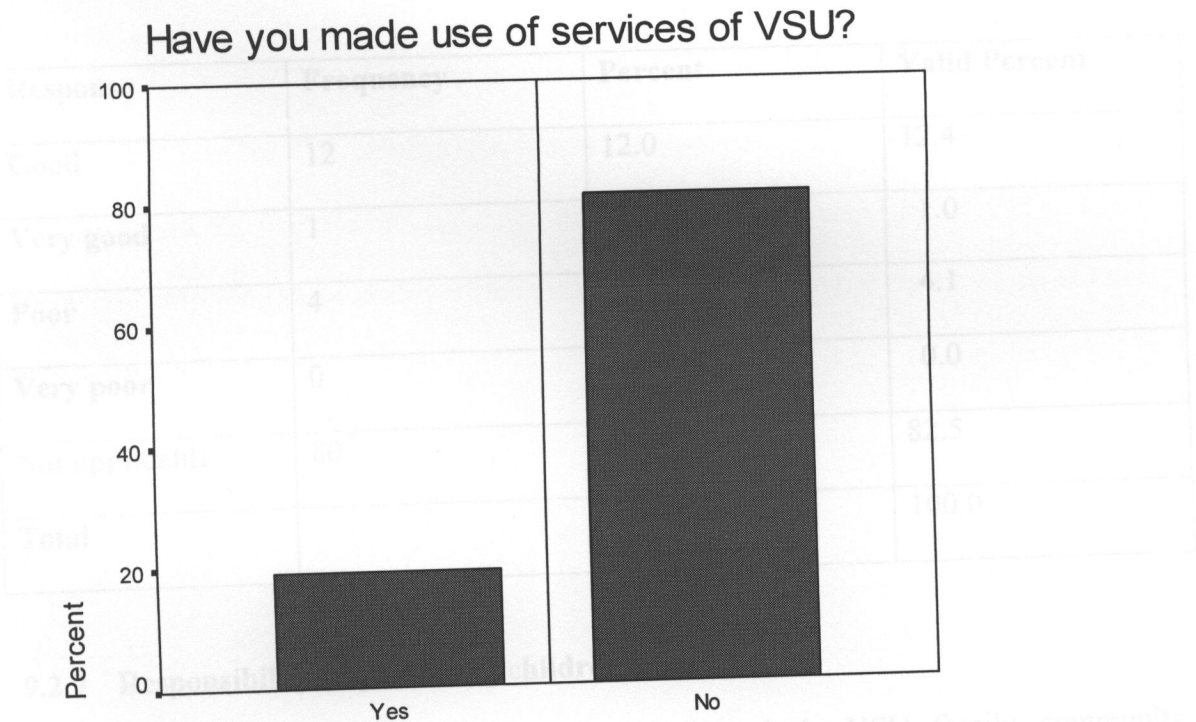
9.2.7 Use of VSU Services

A total of 19.2% of the respondents reported that they had made use of VSU services. 80.8% reported that they had not made use of the services of VSU while 1.0% did not respond.

These findings could reveal that those that have not accessed the VSU service are either not aware of the facility or have not had case that would compel them to use the service.

A summary of the findings is reflected in figure 20 below.

Figure 20: Usage of VSU services



Source: Field data