

**COMMUNICATION STRATEGIES USED BY THE NATIONAL SPORTS COUNCIL
OF ZAMBIA IN REDUCING POVERTY AMONG YOUNG PEOPLE THROUGH
SPORTS: A CASE STUDY OF LUSAKA**

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**A report submitted to the University of Zambia in partial fulfilment of the requirements
for the Degree of Master of Communication for Development**

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DECLARATION

I, Joseph C. Sakala, declare that this report:

- (a) Represent my work
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CERTIFICATE OF APPROVAL

This report by Joseph C. Sakala is approved as fulfilling the partial requirements for the award of the Degree of Masters of Communication for Development by the University of Zambia.

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ABSTRACT

This report is based on a study which sought to investigate the communication strategies that the National Sports Council of Zambia uses in reducing poverty among the young people in Lusaka District. It has brought to light the communication process which NSCZ uses to address poverty among youths using sports. In Zambia sport has been embraced as an integral part of fighting poverty among young people as well as a way of creating employment. The overall objective for this study was to determine communication strategies used by NSCZ through sports to reduce poverty among the youth.

The study used mixed method comprising qualitative and quantitative designs. It, therefore, collected both qualitative and quantitative data. Both primary and secondary data were also collected. With regards to data analysis, the study used SPSS to analyse quantitative data and content analysis to analyse qualitative data. The two sets of analysed data were merged accordingly to form the basis for the report.

Qualitative data involved understandings of the complexity, detailed context of the research subject, often consisting of texts such as interview transcripts and field notes or audiovisual material, while quantitative data was described numerically in terms of objects, variables and their value.

In its findings, the study established that the National Sports Council of Zambia does not have a specific or particular communication strategy to address poverty reduction through sports among the youths in Zambia. However, it communicates and does much of its publicity through its registered affiliates.

It was also found that individual players have no direct contact with the council which makes it lack grass root information on the wellbeing and welfare of players. Other findings are that there is no direct link between taking part in sport and poverty reduction, thus the need to deliberately devise mechanisms that link sport and poverty reduction by using sports as a source of income and livelihood.

It was, therefore, concluded that there should be state action and public participation in the promotion of sport as a means for poverty reduction among youths in Zambia. Additionally, it was concluded and recommended that NSCZ should make effective use of communication strategies to reach out to more young people in an attempt to reduce poverty through sports.

DEDICATION

This paper is dedicated to all the youths of Zambia for them to ignite the spark of talent that lies within them. It is also a dedication of those who are dear to me. Those who have touched me most and left a mark in my life. May they live in interesting moments!

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LIST OF ABBREVIATIONS

CIA	Central Intelligence Agency
CNN	Cable News Network
GDP	Gross Domestic Product
HIV	Human immunodeficiency virus
ICT	Information Communication Technology
NAPEP	National Poverty Eradication Programme
NASDEC	National Sports Development Centre
NC	National Coordinator
NGB	National Governing Body
NGO	Non Governmental Organisation
NSCZ	National Sports Council of Zambia
OYDC	Olympic Youth Development Centre
UK	United Kingdom
UN	United Nations
UNDP	United Nations Development Programme
UNICEF	United Nations International Children's Emergency Fund
UNOSDP	United Nations Organisation Sport for Development and Peace
USA	United States of America
USADA	United States Anti-Doping Agency
USAID	United States Agency for International Development

INTRODUCTION

The quest for development and reduction in poverty is common among various countries. In this process certain groups including young people are cited as being in need of improved conditions as they are indicated to be highly affected by the problem of poverty. As a result various initiatives ranging from youth empowerment trainings to sports are put in place. In these processes, the use of communication strategies becomes important.

The current study was undertaken to investigate communication strategies used by the National Sports Council of Zambia in Reducing Poverty among young people through sports. The study was focused on Lusaka.

This report has seven chapters. Chapter one presents the background information, the study area, profile of the National Sports Council of Zambia, statement of the problem, research objectives, research questions and the rationale for the study. In Chapter two, there is a presentation of literature reviewed on the subject. This is with focus on global level, Africa as a region and narrowed down to Zambia as the country in which the current study was undertaken. This literature was reviewed in order to establish what is going on in other countries and what scholars have recommended and also learn lessons from others. This also helped to check out for the gaps that might be there which this research would address. Chapter three described the methodology used with specific focus on the research design, study site, population size, and sample size, sampling procedure, data collection, data analysis, ethical considerations and research limitations. Chapter four presents conceptual and theoretical frameworks on which the study was built. In chapter five, the report presents findings of the study with focus on social demographics of participants and research objectives. Chapter six presents the discussion of findings. In Chapter seven, the report presents the conclusion, recommendations and implications for further research.

CHAPTER ONE

BACKGROUND INFORMATION

1.1. Introduction

Sport, as defined by Webster's dictionary, is "a source of diversion, recreation; physical activity engaged in for pleasure" (*Merriam-Webster Online Dictionary*, 2008). However, UNICEF's toolkit for Sport and Development defines sport as "all forms of physical activity that promote physical fitness, mental well-being, and social interaction" (Kempen, 2008, p.28). Further, Lintner (2010, p.8) points out that there are immense positives to the promotion of sport individually, communally, and nationally, including health benefits, economic potential, and educational motivation.

Due to the various advantages of sports in health promotion and potential in reducing poverty, various countries have in place sports associations or councils that work to ensure that the sporting activity is coordinated and continues to promote the wellbeing of the populations involved, especially among others as a strategy to reduce poverty among young people and the wider populations as whole.

Sport has historically played an important role in the societies, be it in the form of competitive sport, physical activity or play. In some societies, sport has played a role of cementing efforts to resolve long conflicts between different factions thereby promoting cohesion and creating a platform through which certain developmental initiatives are born.

In the United Nations system, sport is said to present a natural partnership as sport and play are human rights that must be respected and enforced worldwide. In addition, sport has been increasingly recognized and used as a low cost and high impact tool in humanitarian, development and peace building efforts, not only by the UN system but also by non-governmental organizations (NGOs), governments, development agencies, sport federations, armed forces and the media. Sport can no longer be considered a luxury within any society but is rather an important investment in the present and the future, particularly in developing countries. Through sports, education in its holistic sense and sensitization in particular can be enhanced. This can be illustrated as in the example below:

‘Mr Aasen recalled when a young boy on the team was asked what he had learned from the experience, he responded that he had learned that girls also have the right to score goals. This surely is an invaluable life lesson to teach a young boy about gender equality, and highlights the power of sport.

In this way, sport also has the capacity to foster education. Cyrille Ndongo-Keller, recalling his days as a young boy playing football on the streets of Cameroon, insisted that sport promoted a type of “street education” where children were able to learn valuable life skills. He cited his experiences of learning how to repair a hole in a plastic football using a candle, and then using water to test whether it was airtight. A form of “Street Science 101” you could say’ (Rigby, 2015, p.87).

It is also evident today that sport has become intimately intertwined with development issues. Individuals, organizations and companies are using sports, football in particular, to achieve development goals, not in the least, the UN Millennium development goals. But football is not value free. In Africa, the game is influenced greatly by social, cultural, religious, economic and political factors. Despite the increasing link between sport and development, particularly in the context of poverty reduction, there has been little research on the subject.

The studies and reports above have rich information relating to sports, development and human rights in general terms. In some situations as indicated, studies were conducted in different contexts in Zambia. Therefore, it becomes difficult to ascertain the level of acceptability and applicability of such finding in the Zambian context given that the social and economic environment as well as politics at play in the context of concern is quite different. Given the lack of much more contextualized study on the communication strategies in relation to sport and poverty reduction, there was need to conduct a study in this respect with Zambia as a country of focus.

The Zambian Government attaches value to sport as a tool for social, economic and political development, hence its adoption and launch of the first comprehensive National Sports Policy in 1994. And this policy was revised in 2012. Its main objectives, among others, were poverty reduction through sports. Simply put, the commercialization of sport. The modern sport industry is vital to the Zambian economy as it contributes to employment, consumer spending, tourism and economic regeneration. In view of the diverse nature, investment opportunity and high cost involved in the implementation of sports programmes, the policy shall promote investment in sports as business ventures to generate income, increase employment opportunities and enhance financial positions of various sports associations and individuals.

For instance, the Zambia National Soccer Team players that lifted the ‘Africa Cup’ in 2012 were recognised and given winning bonus. This gesture by the Government enabled some of these players to invest in real estate. Besides, Christopher Katongo, who was the captain of the team was promoted to the rank of warrant officer in the Zambia Army. This meant an upward adjustment in his salary scale all because of sport. In the same breath, Esther Phiri, the Zambian boxer was given a house by late President Mwanawasa in recognition of her prowess in the boxing fraternity.

1.2. Background: Study Area

The study was conducted in Lusaka, which happens to be the capital city of Zambia. It became the capital in 1935 due to its fairly, central location. The city lies at the junction of the main highways to the north, east, south and west, and at an altitude of 1300 metres above sea level.

Lusaka was originally planned as a ‘garden city’ and it has become a sprawling metropolis with many multi-storey buildings, high-walled suburbs and busy shanty townships. Areas originally planned for greenery were built up as the city’s need for expansion grew. Development has brought together people of many nationalities, making it a bustling centre for economic, political and cultural activities.

Furthermore, it houses a number of sporting infrastructure. The ‘Independence Stadium’ on the Great North Road continues to be a symbol and embodiment of sport as a unifying factor. Hence, the recently built stadium, a stone’s throw from the Independence Stadium, bears the mark ‘Heroes Stadium’ in remembrance of the Zambian footballers and administrators who perished off the Coast of Gabon in 1993. The first ever Olympic Youth Development Centre in Africa has been built in Lusaka and attracts boys, girls, women and men in different sporting activities. The recent Zone Six games in Lusaka brought together different sports personalities from different countries, hence raising the profile of Lusaka in terms of being the hub of sports activities in the SADC region.

1.3. National Sports Council of Zambia

2.3.1 The profile of the National Sports Council of Zambia (NSCZ)

The National Sports Council of Zambia was established through an Act of parliament no 29 of 1988 on December 30th to oversee the sports activities of all sports disciplines as associations in Zambia. The Act defines the functions and powers of the Council.

According to the Act, the composition of the administration is as follows: the executive board which has the chairman appointed by the minister, vice chairman elected by the council from amongst its members, one member appointed by each national sports association, one member each appointed by each of the ministries responsible for sports, defense, education, health, local government and the police, each associate body and not more than five members, all of whom shall be appointed by the minister. A member, other than an ex-officio, shall hold office for a period of three years from the date of his/her appointment upon the expiration of the term.

The functions of the council are:

- a) Disseminate the policies of the government in the matter of sports and to that end keep itself fully informed of those policies.
- b) Register sports groups as national sports associations.
- c) Ensure that sports groups at all levels conform to the rules and norms governing the particular.
- d) Develop, promote, control and encourage all forms of amateur and professional sports on a national basis in conjunction with national sports associations.
- e) Encourage and assist in the formation of sports associations in Zambia, and to encourage the affiliation of those associations to appropriate international organisation.
- f) Assist financial or otherwise, any team or individual in representing Zambia in any completion in or outside Zambia.
- g) Assist financial or otherwise, any citizen of Zambia who is a member of a national sports association in obtaining training in and outside Zambia which would qualify him as an instructor/coach/organiser of any form of sport.

- h) Raise and maintain a fund from any source and by such means as the minister may approve to enable the council to carry out its functions.
- i) Develop and maintain national and provincial sports complexes and other facilities.
- j) Stimulate through the appropriate authorities, the provisional development and maintenance of equipment and facilities for all kinds of sports and ensure their equitable distribution and proper use.
- k) Ensure that sports groups at all levels maintain proper accounts and where necessary, supervise and direct the maintenance of such accounts.
- l) Control the award of national colours.
- m) Exercise disciplinary power in cases of breach of the provisions of this act or regulations made under it.
- n) Establish the status of national and representative teams.
- o) Do such other acts and things as may be conducive to the development, control regulation and promotion of sports the elimination of undesirable parties in sports and the enforcement of the provisions of this act or any regulation made under it.

The tenure of office

- A member other than ex-officio member may resign upon giving one month notice in writing to the relevant appointing authority under section five and may at any time be removed by the appointing authority.
- Notwithstanding section six the council may at any time remove any member other than an ex-officio member from office if the member has absented himself or herself from three executive meetings of the council without reasonable cause or the council is satisfied.

The members of the committees operate under conditions as below:

- They are not supported to establish information to authorised persons.
- There are also rule/regulations guiding the registration of associations.
- There can be cancellation of registration; there is notification of grounds in an event that there is cancellation, associations have the right to appeal.

The council runs finances and there are rules regarding the same:

- There is a financial year.
- Accounts and audits.
- Power to call for accounts
- Presentation of annual reports.

The council deals with miscellaneous issues that are spelt out as follows:

- The associations are independent.
- In an event that there is dissatisfactions, the association have the recourse to appeal to the minister.
- National sports association can be dissolved.
- The property of association is vested in the council.
- There are also staff of department of sports.
- There are also regulations.

1.4. Statement of the problem

A review of the United Nations report on sports and development shows that the UN system commends sport for its potential in promoting development and in particular, consideration to the Millennium Development Goals. In this case the UN purports that the fundamental elements of sport make it a viable tool to achieving development objectives. As such, it is argued that sports build human capabilities by increasing knowledge and contributing to education. As a result of these increases and contributions brought by sports, it is possible that young people may make use of their knowledge and skill to earn a living.

The contribution of sport to human capabilities or human development also has relations with sport's contribution to economic development which in many instances provides a wheel for improving livelihoods and reducing poverty. According to the UN, the economic potential of sport is highlighted by its economic weight. This is why in the UK, the value added of sport was at some point reported to be 1.7% of GDP with sport related turn-over comparable to that of automotive and food industries (Lalkaka, 1999, p. 27). This means that sport constitutes one of the vital aspects of the UK economy. In such a situation, there is high potential for increased

allocation of resources into other sectors, which along with sport itself have an enhanced possibility of contributing to poverty reduction and national development.

If sport has helped to reduce poverty in the UK, why can't it help to reduce poverty in Zambia where young people both in rural and urban settings experience the problem of poverty? Young people in Zambia are part of the category of Zambians, estimated at 42.3% who live in extreme poverty (UNDP 2013, p. 47).

The incident and severity of poverty has been worst in the rural areas, especially in more remote areas, but poverty is also widespread in urban areas with rapid deteriorating conditions. Statistics show that extreme poverty is four times higher in rural areas (57.7 percent) than in urban ones (13.1 percent) as indicated by UNDP (2013, p, 17) in the Millennium Development Goals report for Zambia. Although there are differences in the characteristics of poverty and the associated coping strategies between rural and urban areas, there is no doubt that the majority of the population including young people struggle to obtain the basic things they need for their survival.

As a result of the predicament of poverty, various initiatives including skills training and sports are emphasised as a means to drive young people out of poverty. Of particular concern to this study is sport. The Government of Zambia through the Ministry of Youths and Sports, and the National Sports Council encourages that young people should take part in sports due to its potential to promote health and as a means to livelihood and poverty reduction. This is evident in the manner the state supports such facilities as the Olympic Youth Development Centre along with other initiatives such as construction of other sports centres across the country.

However, there is little known about how National Sports Council of Zambia communicates with young people on the potential of sports in reducing poverty. It is observed that most people involved in sports in Zambia are young people, who are also affected by the poverty situation. This study looks at how the National Sports Council of Zambia (NSCZ) can use communication in an effective and efficient manner to reduce poverty among young people through sports in Zambia. Integrating sports for poverty reduction becomes a significant measure especially

considering that Zambia's population is largely characterized by youths with 74% of the population being young people (USAID, 2014, p, 39).

1.5. Rationale

There is little known research on how sports can contribute to poverty reduction in Zambia among young people, as well as taking the perspective of communication strategies employed by the National Sports Council of Zambia. This is despite sport being one of the identified ways through which young people can move out of the shackles of poverty.

This study took concern that there has been little research done on sports and poverty reduction, particularly, little is known in the case of communication strategies integrated in sports as a vehicle or means for reducing poverty among citizens. Given this situation the current study was conducted to understand communication strategies used by the National Sports Council of Zambia to reduce poverty among young people through sports. The research was a case study of Lusaka.

The current study contributes to the board of knowledge on the subject as it generates information which will bridge the gap in existing literature thereby having the potential to contribute to policy and intervention in sports and poverty reduction in Zambia. The National Sports Council of Zambia and other stakeholders may find this study helpful as it torches at communication strategies which are a vital component of programme delivery. The study reveals some strengths, weaknesses and lessons on the existing communication strategy on the basis of which a new model of communication strategy in sports for poverty reduction among young people can be developed.

In addition, the study provides further opportunity which other researchers interested on the subject can build on.

1.6. Research Objectives

The research had the following general objective and specific objectives:

1.6.1. General Objective

To determine the communication strategies used by NSCZ through sports to reduce poverty among the youth in Zambia.

1.6.2. Specific objectives

- To investigate how NSCZ uses communication among the youths in sports activities to enhance their social, physical and economic life.
- To find out whether sports have an influence on reducing poverty among the youth.
- To find out whether young people have taken sports as a means for their subsistence.

1.7. Research questions

1.7.1. General Research Question

What are the communication strategies used by NSCZ through sports to reduce poverty among the youth in Zambia.

1.7.2. Specific Research Questions

- How does NSCZ use communication among the youths in sports activities to enhance their social, physical and economic life?
- Do sports have an influence on reducing poverty among the youth?
- Have young people taken sports as a means for their subsistence?

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This chapter presents reviewed literature on the subject of sports in general and also narrowing it to the role it plays in poverty alleviation. Through the reviewed literature, the chapter also indicates some communication strategies used in sports as a way to counter the problem of poverty among young people. The literature covers a diverse of countries from different continents including Europe, Africa, America and Asia. The rationale is to have a broader understanding and focus on how sport has been used in efforts to reduce poverty as well as to understand the communication strategies used therein. Within these continents, different sporting activities have been identified on the basis of available literature.

2.2. Olympic Sports in Great Britain

London's 2012 Olympic board made it a point to get at-risk youths more involved and even demonstrated how it worked in the past, citing gold-medalist Sebastian Coe, who repeatedly has given credit to sports for helping him stay out of trouble and crime (<http://bleacherreport.com/articles/994442-sports-and-society-can-sports-be-an-effective-path-out-of-poverty-for-youth>, accessed on 30.09.2015). The popular website crimepreventiontips.com tells parents to get their children involved in sports not only because it takes up their time and keeps them out of trouble, but because it helps them become more social and better cooperate with others and not get into trouble. Many young athletes end up in sports because they see their favourite stars making a lot of money (<http://bleacherreport.com/articles/994442-sports-and-society-can-sports-be-an-effective-path-out-of-poverty-for-youth> accessed on 30.09.2015).

As sports have increased in popularity, so too have the star athletes. Players are now viewed as celebrities and much like movie stars, can barely be seen in public without being mobbed by hundreds of adoring fans. This is a feeling many young people look up to and wish to attain. While this may seem like it would not have much pull on social or cultural change, it is quite the opposite(<http://bleacherreport.com/articles/994442-sports-and-society-can-sports-be-an-effective-path-out-of-poverty-for-youth>, accessed on 30.09.2015).

Many famous athletes grew up in a rough environment so many impoverished kids feel they can relate to it. This leads them to want to get involved with sports and work on their skills so they can make it professionally and live as comfortably as their idols did while they were playing. Superstar athletes play such an important role in kid's lives that many times they will do anything to emulate them, from wearing their number while playing to even asking for their actual jersey as a gift.

In the process of communication, the organisers and participants at the Olympics used communication strategies such as emails, websites, phone calls and text messages via mobile phones were used.

2.3. Sports and reduction of poverty in the USA

In the USA, a study on the role of sports in society yields varying and significant findings. The study was conducted by USADA (2010, p. 32) with the aim of measuring the attitudes, beliefs, and behaviors of the nation's general population, as well as those of athletes competing in sport under the auspices of a national governing body [NGB], regarding the impact of sport in society. The study found that sport offers many positive benefits to society, as the majority of adults agree that sport provides a source of fun and enjoyment (88%), can reduce youth crime and delinquency (84%), can teach valuable life lessons (80%), and can bring people together in ways that strengthen communities (76%). Three-fifths of adults agree that sport overall promotes positive values (USADA 2010, p.59).

The United States Anti-Doping Agency study provides insight into how sport is valued given its diverse role in the American society. While the study has provided valuable findings with regards to the role of sports such as helping in providing fun and enjoyment, reducing youth crime and delinquency among others, the study does not delve into communication strategies involved as well as indication as to whether the established roles of sport have any bearing on poverty reduction in the American society.

However, other scholars such as Lintner (2010, p. 12) indicate the significance of sports in various aspects of human life and development. There is recognition that sport has immense

positives to the promotion of sport individually, communally, and nationally, including health benefits, economic potential, and educational motivation (Lintner 2010, p. 12). In his analysis on sport and poverty, Lintner (2010, p. 13) observes that young people in the American society define sport as a career path when they notice certain economic and social achievements of some players. Such achievements are seen as rewards which work as incentives for young people to follow the sport path as careers. Indeed some sports icons experience such financial success and improvements in their lives. This indicates that to some extent, sport can be a vehicle of social and economic development, consequently a tool in reducing poverty among young people. Based on such conceptions, Lintner (2010, p. 14) argues that most young people in the American society especially in poverty, develop their own version of the “American Dream,” in which they make it big as professional sports players and never have to worry about money.

In this case the study shows how sport has a positive impact on some sports men and women. However, it is not categorical in indicating how sports organizations communicate with young people in an attempt to attract them to sports as a means for poverty reduction.

2.4. Sports and human rights and poverty reduction

Scholars like Jarvie link sports to human rights and poverty. In his work, Jarvie (2006, p. 28) links sports with various aspects of society and attempts to argue from both historical and present times on how sports has been integrated and can be used as a tool to fight against poverty as well as promotion of human rights in order to deal with the inequalities as well as make society a more than Utopian thought (2006, p. 28).

The work of Giulianotti and McArdle (2005, p. 18) has sought to suggest the ways in which sport may be used as a development tool in areas of conflict resolution and thus might be viewed as a vehicle for internationalism. They go on to argue that sport may (i) help to resocialise people who have been traumatised by conflict and (ii) be useful as a means of promoting programmes of conflict resolution and reconciliation between sharply divided communities. Thus sport can be used to develop humanitarian goals. Kidd and Donnelly (2000, p. 34) consider whether a strategy for establishing, and publicising and then demanding rights, modelled on the Universal

Declaration of Human Rights could in fact help with some of the most difficult social changes faced in contemporary sport, culture and society.

However, what is not clear from these scholars is the communication strategies that could be used.

2.5. National Coordinator of the National Poverty Eradication Programme in Nigeria

In Nigeria, The National Coordinator (NC) of the National Poverty Eradication Programme (NAPEP), Magnus Kpakol, begun a fresh push for poverty eradication through exporting young, talented Nigerians in the field of sport.

Kpakol said he was convinced that there were many unsung, talented Nigerians at the grassroots, who could be mobilised, trained and given the opportunity to get hired by foreign clubs and thereby earn decent living, while uplifting their families and communities from clutches of poverty (<http://povertynewsblog.blogspot.com/2006/09/nigeria-how-to-alleviate-poverty.html>, accessed on 30.09.2015).

Kpakol's sees sports as a very important tool in the fight against poverty and decided to come and share with you, particularly because you are the primary person in charge of that and want to see how more attention can be paid to fighting poverty using some of your facilities (<http://povertynewsblog.blogspot.com/2006/09/nigeria-how-to-alleviate-poverty.html>, accessed on 30.09.2015). He indicated that: "We think there are some hidden talents in our country. They can play soccer, basketball or some other games, especially in the remote parts of our country." and continued further saying that "The people don't get to see them. We can have many Okochas, many Martins, many Kanus if we search for them, assist them develop and later they will not only take care of themselves but also others in their communities" (<http://povertynewsblog.blogspot.com/2006/09/nigeria-how-to-alleviate-poverty.html>, accessed on 30.09.2015).

According to him, the fight against poverty must be fought from all fronts. In his response, the Minister of Sports said that the ministry already had a data base on young talented Nigerians and that he was prepared to work with NAPEP towards their objective

(<http://povertynewsblog.blogspot.com/2006/09/nigeria-how-to-alleviate-poverty.html>, accessed on 30.09.2015).

The report established that there were various communication strategies used in the case of Nigeria. These strategies included community mobilization, phone calls, emails and text messaging.

2.6. Airtel Rising Stars Programme

Despite being a mobile telecommunications company, Airtel has recognised the role sport may play in improving the conditions of living of young people. This is why it has introduced what is referred to as Airtel Rising stars programme.

According to its website, (http://www.airtel-football.com/web/landing_page.jsp, accessed on 27.07. 2015), Airtel Rising Stars was launched in 2011 in 15 countries in Africa. These are 15 out of the 17 African countries that Airtel has operations in. Airtel Rising Stars runs in Nigeria, Ghana, Kenya, Uganda, Tanzania, Zambia, Malawi, Sierra Leone, Burkina Faso, Chad, Congo-Brazzaville, DRC, Niger, Madagascar and Gabon. This means that by participating in this programme, young people who qualify to further their football career increase their potential to be productive and escape poverty.

In 2011 each of the countries produced a top boys winning team and a top girls winning team (except in Niger and Madagascar which had boys teams only.) In addition to this, each country selected, throughout the tournament, top 3 – 6 players who proceeded to attend a 1 week football clinic by professional football coaching staff.

In 2011, Airtel partnered with Manchester United Football Club to enhance and support the Airtel Rising Stars programme. This 4-year partnership is extended into 11 of the 15 countries (Kenya, Tanzania, Malawi, Sierra Leone, Burkina Faso, Chad, Congo Brazzaville, DRC, Niger, Madagascar and Gabon). This partnership culminates in every year with the top 3 – 6 players in each of the countries being inducted in a 1 week football training camp run by Manchester United Soccer Schools. In 2011 these took place in Tanzania and Gabon.

The other 4 countries (Nigeria, Zambia, Uganda and Ghana) attended a football camp by professional football coaches from Forward Zone in South Africa.

In 2012 an additional element was introduced; there would be an inter country tournament where each country would have their top boys team and top girls team battle it out in the Africa Airtel Rising Stars Championship.

Critical to this research is the communication strategy used by Airtel in the rising stars programme. The company uses various communication strategies including mass media, print media, internet as well as mobile communication to reach out to young people. As a result, some young people in various parts of Zambia have registered for this programme. However, not all young people who register are selected to go further due to the competitive nature of the process.

2.7. Studies on Sports, and Experience of sports men and women with poverty reduction in Zambia

Though there is scanty literature on the experience of some sports men and women in Zambia with regards to how sports has impacted on their lives in relation to poverty reduction, the experience of Esther Phiri as reported in the media makes an interesting story for this research and review. CNN (2010) describes her experience and upward social mobility on the basis of her boxing career. The report indicates that Esther Phiri grew up helping her grandmother sell vegetables in a poor township in the Zambian capital of Lusaka. Due to her engagement in boxing, she has managed to escape the shackles of poverty that face many youths and especially single mothers in the country.

A few communication strategies were at play throughout her career between herself and other professional bodies across the country. Beginning with her engagement in boxing as part of an HIV-awareness sport programme run by an international NGO, Esther communicated with various people via telecommunication and other forms of media. Most common strategies used between herself, the trainer and other relevant bodies and authorities include e-mails, mobile phones and personal assistants. Occasionally, mass media and print media proved to be strategies through which she acquired some information.

It is discernible from the literature reviewed that sport is an important aspect to human life owing to its potential to improve lifestyle, health as well as such indices as income and social wellbeing. Among young people, it is important that sport is promoted and harnessed to produce the required economic changes and reduction in poverty. However, literature reviewed has not indicated the significance of sport or how it has helped improve livelihoods and reduce poverty among young people in Zambia. Lessons are drawn from such literature but there is a limitation as it cannot generalise such findings as experiences due to differences in context both politically, economically and socially in the area in which studies were conducted, if compared to Zambia. In the context of Zambia, there has not been much literature linking sports among young people and efforts to reduce poverty. The absence of such literature, and gaps in the reviewed literature therefore, justifies the need for the current research.



Figure 1 shows Esther Phiri with three of her belts as her boxing achievements.

CHAPTER THREE

METHODOLOGY

3.1. Introduction

This particular chapter looks at the methods that were used in carrying out the research study and the data collection process used. It highlights the methodology with focus on pertinent activities and approaches that go into research of this nature and were applied here.

3.2. Research Design

The study used convergent parallel mixed method design. In this design, the researcher typically collects both quantitative and qualitative data at roughly the same time and then integrates the information in the interpretation of the overall results. Contradictions or incongruent findings are explained or further probed in this design (Creswell, 2014, p.15).

3.3. Research Methods

The study used mixed research methods. Most particularly, convergent parallel mixed methods were used. Following Creswell's (2014, p.14) description of convergent parallel mixed methods as a method which merges quantitative and qualitative data in order to provide a comprehensive analysis of the research problem, the current study collected quantitative and qualitative data at the same time and integrated into the interpretation of overall results.

The use of mixed methods in this study came with advantages as it was able to counter the weakness of quantitative techniques by qualitative techniques, and vice versa. By mixing both quantitative and qualitative research and data, the researcher gained in breadth and depth of understanding and corroboration, while offsetting the weaknesses inherent to using each approach by itself. Further mixed methods provided a good opportunity for triangulation such as the use of several data sources to examine the phenomenon of communication strategies used by NSCZ. Triangulation allowed the researcher to identify aspects of a phenomenon more accurately by approaching it from different vantage points using different methods and techniques.

3.4. Study Site

The study was conducted in Lusaka at different sports clubs. Among these places included the National Sports Development Centre (NASDEC), Olympic Youth Development Centre and

Exodus Boxing promotions. The OYDC and NASDEC provided a good environment where this research met with different research participants from different research fields.

3.5. Population size

The population was drawn from sports club master at the national sports development council. The master list with identified sports disciplines and membership was at hand to aid in the consideration of the sample.

3.6. Sample size

The sample size for the study was 100 sports men and women from the total population that was established. The choice for this sample size was that it was relatively easy to manage and would yield sufficient data to answer research questions for the current study.

3.7. Sampling Procedure

In order to determine an ideal sample for this study, the researcher used the sampling frame that included all sports men and women in Lusaka. A simple random sampling was used so that every element had an equal and non-zero chance of being selected. In the same vein, the choice of this sampling design increased the validity and reliability of the results patterning to the study.

This was as a result of the use of scientific sampling method which gave each element in the study population an equal but non zero chance of being included in the sample.

3.8. Data Collection

3.8.1. Types of Data

There are two types of data namely; Primary data and secondary data. Data was collected as both primary data and secondary data. Primary data is information gathered directly from respondents. This is through questionnaires, interviews, focused group discussions, observation and experimental studies, while secondary data is originally collected for a different purpose and reused for another research problem. This involves the collection and analysis of published material, and information from internal sources.

The current study, therefore, relied on both primary and secondary data as a way of generating findings for the study.

3.8.2. Sources of data

Primary data was sourced from sports men and women themselves and the sports administration by administering questionnaires, observation and through interviews. While secondary has been sourced from research reports, books, internet and brochures.

3.8.3. Methods of primary data Collection

Primary data was collected through interviews and questionnaires.

Interviews were used for key informant participants and other sports men and women in order to gain in-depth information on the subject of communication strategies and poverty reduction in the sports fraternity. In this regard, semi structured interviews were used. This researcher followed recommendations from literature indicating that the purpose of the research interviews is to explore the views, experiences, beliefs and/or motivations of individuals on specific matters (Gill, 2008, p. 45).

Therefore, interviews proved particularly beneficial to this study because they enabled the researcher and participants to converse over topics of relevance in bringing to light the communication strategies used in sports as a measure towards poverty reduction among young people.

The second part of primary data collection tool used were questionnaires. These instruments focused on generating data that was quantitative in nature. As such, they were designed with closed ended questions which required short answers as well as open ended questions to avoid completely restricting the respondent's responses. The questionnaires were self-administered.

3.9. Data Analysis

Aware that the study had a mixed methods design, the researcher had a two system of data analysis. Quantitative data was analysed using a statistical package in social sciences, SPSS. Prior to analysis, questionnaires were checked for uniformity, consistence and accuracy. The raw data collected was then subjected to coding, and then entered into the computer. Thereafter, the computer software (SPSS) used to help carry out a number of statistical manipulations including

the cross-tabulations test of independence. With the help of this software, the data was then presented in tables, graphs and pie charts which were used to facilitate the interpretations.

On the other hand, qualitative data was analysed using content analysis. This means that the research focused on common themes in the interviews and explanations given by participants.

After analysing both quantitative and qualitative data, the researcher merged the two types of analysed data according to corresponding themes and categories of the objective. This formed the basis for the report on the current study.

3.10. Ethical consideration

As a social science study, the researcher was aware that this research may have implications on ethics. Therefore, there was a recognised need to adhere to research ethics. Creswell points out that ethics in research refers to doing what is morally and legally right in conducting social research (Creswell, 2008, p. 57). Therefore, this researcher gave particular attention to practicing ethical considerations.

The first step required informed consent of research participants. In this case, informed consent was considered as a voluntary agreement to participate in research (Shahnazarian, 2013, p. 79). Participants were informed about the study in order to facilitate their decision to volunteer or not. The act of informing participants about the research was in line with Chambliss and Schutt (2013, p. 39) who say that consent must be given by persons who are competent to consent. These participants should consent voluntarily, and are fully informed about the research such that their comprehension of the study is not doubted.

Participants were also informed about the study such as title of research, purpose of the study, description of the study and their involvement as interviewees. The researcher also took time to assure participants of confidentiality in all discussed matters and that the study was conducted for academic purposes.

Another relevant aspect with regards to the ethical consideration was the information given to participants that they were free to withdraw from the study at any time and that if they made this decision, there would be no repercussions on their part. However, the researcher indicated the significance of completing participation in the study as required. Participants were also informed

that their participation in the study was voluntary and would not attract any monetary benefit but that their information would be relevant in academics and development discourse particularly with regards to communication strategies used by sports associations in taking sports as a measure towards poverty reduction among young people.

3.11. Research Limitations

The research was limited to sports clubs in Lusaka because it is a case study. However, the researcher hopes that findings generated in Lusaka can be used to provide an insight into how communication strategies are used by NSCZ to communicate with youths and integrate sports as a means for poverty reduction among young people. This does not imply extrapolation but basic insight. Additionally, children below the age of 15 years could not be interviewed because it could have meant seeking permission from their guardians.

CHAPTER FOUR

CONCEPTUAL AND THEORETICAL FRAMEWORKS

4.1. Introduction

The current chapter presents the conceptual framework on which this study was based. It gives definitions of key concepts of the research as well as two theories which guided this research.

4.2. Conceptual Definitions

4.2.1. Poverty

Generally speaking, poverty is a situation whereby incomes are so low that even a minimum standard of nutrition, shelter and personal necessities cannot be maintained. People lacking fundamental requirements for human existence such as sufficient food, shelter and clothing are said to live in poverty (Lindstrand et al., 2011, p. 13).

The conventional notion of poverty is narrow, characterising it in terms of deprivation or lack of essential goods and services.

A broader understanding of poverty takes into consideration the non-income dimensions of poverty such as education, health, prevalence of disease, gender inequality and access to water and sanitation as articulated in the World Bank world development report of 2000 and 2001.

In the current study, poverty is also understood as a lack of essential goods and services that support human welfare. To this end, various efforts including the use of sports are initiated to deal with both the causes and effects of the condition of poverty.

4.2.2. Human development

Human development as defined by UNDP is “creating an environment in which people can develop their full potential and lead productive lives in accord with their needs and interests.” (<http://hdr.undp.org/hd>, accessed on 26.07. 2015) Building human capabilities through education, health services and access to resources and knowledge is fundamental to human development (<http://hdr.undp.org/hd>, accessed on 26.07. 2015).

Therefore, it is envisioned in many sports associations that the use of sports has potential to contribute to human development as it enables individuals to be productive while at the same

time generate an income to sustain their life. However, experience of sports men and women may differ in this respect.

4.2.3 Sports

In 2003, the UN Inter-Agency task force on support for development and peace defined sport, for the purposes of development, as “all forms of physical activity that contribute to physical fitness, mental well being and social interaction, such as play, recreation, organized or competitive sport and indigenous sports and games” (UNOSDP, 2014, p. 37). This definition has since then been accepted by many proponents of sport for development and peace.

In the current study, there is recognition of the broad spectrum of sports as a whole. However, this researcher is of acknowledgement that it was not practically possible to focus on all sports. This is also because there is only a certain type of sports such as ball games, boxing and other indoor games that are common in Zambia. Therefore, focus was limited to such in order to develop a better analysis of the communication strategies used.

4.2.4 Development

Development is a process directed at outcomes encapsulating improved standards of living and greater capacity for self reliance in economies that are technically more complex and more dependent on global integration than before. Hence development is a positive change (for the better) from conditions (social, economic, political, cultural and human) that are no longer considered good enough for the goals and aspirations of a society to those that are most likely to meet those goals and aspirations (Bwalya, 2014).

Furthermore, development is a social condition within a nation in which the authentic needs of its population are satisfied by the rational and sustainable use of natural resources and systems. This utilisation of natural resources is based on technology, which respects the cultural features of the population of a given country. This general definition of development includes the specification that social groups have access to organisations, basic services such as basic

education, housing, health services, nutrition and above all else that their cultures and traditions are respected within the social framework of a particular country. In economic terms, development implies that there are employment opportunities, satisfaction at least of basic needs, and achievement of a positive rate of distribution and redistribution of national wealth (Bwalya, 2014).

Similar to what has been said above is the definition of Schramm and Winefield (1967, p. 425) who saw development as “the economic and social changes taking place in a nation as it moves from a traditional to a modernized pattern of society, these changes are associated with the division of labour, growth of industry, urbanisation, incomes and the preparation of citizens- by literacy, education of citizens, and information- to participate broadly in national affairs.”

For Mwosa (1987, p. 27), development becomes all things to all men and women. He says that its definition depends upon which community one belongs to. To an urban dweller, development means more job opportunities, more buildings, or better facilities. On the other hand, to a villager it might mean easier access to water, an irrigation scheme, or primary health care.

Lastly, the communication for developmental manual (2002, p.21), defines development as a long process of qualitative and quantitative changes in society, in political, economic, social and cultural terms, which leads to individual or collective well being.

In all the above definitions of development, human life is mentioned. True development, whether material or non-material, puts a human person at the centre. The other common element which is noticeable in all the definitions is that development entails progress from one stage to another.

4.2.5. Communication

Communication involves co-orientation and sharing of meaning. People share some meanings of the words and gestures because of speaking the same language and belonging to the same culture. Communication also occurs in a context and as such it is contextual. Communication in one context will have different characteristics from communication in another context. For instance, there is more feedback in family communication than in mass communication (infante et al., 1997. p.11)

Berelson (1964, p.29) says that communication is the transmission of information, ideas, emotions, skills by use of symbols like words, pictures, figures, graphs.

McQuail (1994, p.492) writes, “The term communication has many meanings and definitions but the central idea is of a process of increased commonality or sharing between participants on the basis of sending and receiving messages.”

Lievrouw (1993, p.39) gives a good and comprehensive definition of the term as she writes: communication is the process of sharing ideas, information and messages with other in a particular time and space. Communication includes writing and talking as well as non verbal communication (such as facial expressions, body language or gestures), visual communication (the use of images or pictures such as painting, photos, video or film) and electronic communication (telephone calls, electronic mail, cable television, radio or satellite broadcasts).

4.2.5.1. Types of communication

Communication is contextual because of the type of situation in which it occurs. As such, communication in one context will differ from communication in another context. Bwalya (2014) explains that in general, the most notable communication contexts include:

Intra personal communication: this is the communication that takes place within oneself. It could be through meditation or deep thoughts on something before making a decision.

Interpersonal communication: is the communication between two individuals and a group, for example, face to face interaction or can be mediated through the telephone. In this type of communication, feedback is immediate.

Mass communication: this is the sending of messages from the source or originator to an audience which is large heterogeneous or unorganized through a medium which could either be electronic or print. The former refers to television, radio and internet while the latter points to the newspapers, books, and magazines. in this mode of communication, feedback is usually delayed.

Organisational communication: this is communication within an organization or sometimes it may be between organizations.

Intercultural communication: this is the type of communication that occurs between people sharing information and human experiences from different cultural backgrounds.

4.2.5.2. Importance of communication

According to Infante and others (1997, p.23), it is important to communicate because it helps us create cooperation and interaction with one another, acquire information and entertain ourselves. Additionally, communication is important because without it development will not be possible. Even to be aware that development has occurred; one should be able to communicate within self (intra person) and with others.

4.2.6 Communication for development

According to Ilboudo (2002, p.89), the concept of communication within the context of development can be stated with the following definition:

Communication for development implies the use of a communication process, techniques and media to raise people's awareness of their own situation and of the options they have at their disposal for activities involving change, as well as helping to resolve social conflicts and working together to reach a consensus. In addition, it should assist people in planning activities involving change and sustainable development so that they are aware of the knowledge and qualifications needed to improve their living conditions, and those of their community and the effectiveness of local and national government.

This means that whenever there is a plan to undertake some developmental activities, there is need to engage stakeholders. The process of engagement calls for use of effective communication strategies so as to ensure that all participate and the development process becomes meaningful.

4.3. Main theories and how they apply to the study

The following are the two main theories used in the study:

4.3.1. Diffusion of innovation theory

The theory that is connected to this research is the diffusion of innovation theory which encompasses everyday's life. The theory was espoused by an American scholar by the name of Everett Rodgers. He was a prolific scholar of communication and social change, a professor of rural sociology. He is said to have introduced this theory in the context of development in his comprehensive book 'Diffusion of Innovations.'

Rogers (1962, p.5) defines diffusion as the process by which an innovation is communicated through certain channels overtime among the members of a social system. Roger's definition contains four elements that are present in the diffusion of innovation process. The four main elements are:

1. *Innovation*: an idea, practices, or objects that are perceived as new by an individual or other unit of adoption.
2. *Communication channels*: the means by which messages get from one individual to another.
3. *Time*: the three time factors are:
 - a) Innovation decision process
 - b) Relative time with which an innovation is adopted by an individual or group
 - c) Innovation's rate of adoption
4. *Social system*- a set of interrelated units that are engaged in joint problem solving to accomplish a common goal.

The theory brings a lot of players on board in a communication process. It also examines how ideas among people develop (Nkunika 2007). Whereas the two step flow theory deals with the conditions that increase or decrease the likelihood that members of a given society will adopt a new idea, product or practice.

In diffusion of innovation, the communication process between the media and the point of decision- making by the audience passes through many hands. Therefore, the role of the opinion leaders is of paramount importance.

Rogers (1962, p, 11) defines the diffusion process as one “which is spread of a new idea from its source of invention or creation to its ultimate users or adopters. Rogers differentiates the adoption process from the diffusion process in that the diffusion process occurs within society, as a group process, where as the adoption process pertains to an individual. Rogers defines the adoption process as the mental process through which an individual passes from first hearing about innovation to final adoption (Rogers, 1962, p. 11).

The five stages of adoption

Rogers (1962, p. 11) breaks down the adoption process into five stages as follows:

1. *Awareness*: it is at this stage that the individual is exposed to the innovation but lacks complete information about it.
2. *Interest or information stage*: here the individual becomes interested in the new idea and seeks additional information through inquiries and consulting the media.
3. *Evaluation or assessment level*: the individual mentally applies the innovation to his present and anticipated future situation, and then decides whether or not to try it.
4. *Trial stage*: here the individual makes full use of the innovation
5. *At the adoption stage*, the individual decides to continue the full use of the innovation.

The above description of innovation goes hand in hand with what Nkunika (2007) are illustrated as five important points people should be convinced of before the adoption of an innovation:

1. *Relative advantage to the innovation*: this refers to the degree to which an innovation is perceived as being better than the one it is superseding.
2. *Compatibility*: this is concerned with the degree to which an innovation is perceived as being consistent with the existing values, past experience and needs of potential adopters.
3. *Complexity*: refers to the degree to which the innovation is perceived as difficult to understand. Is it easy to understand or appreciate?

4. *Triability*: this points to the degree to which an innovation may be experienced on a limited basis.
5. *Observability*: this is concerned with the degree to which others can see the results.

Only after going through the above stages would the society or people adopt the innovation and integrate it into their day to day life. The heaviest load in this process lies with the one who conceives and introduces the innovation to the would be adopters. This is crucial as the point of departure of the entire process resides at this level.

Relevance of the theory to the research

NSCZ has provided information about sports development issues that needed to reach, and be accepted by the people in Lusaka and right at the grassroots but of course passing through many channels before they are taken on by the sports men and women. There is no doubt that this theory is applicable to the proposed research as it clearly shows how ideas diffuse in societies and this can be of great help in eradicating poverty or bringing development in Zambia through sports.

4.3.2. Social change campaign theory

Many scholars ascribe the beginning of the field of social marketing to G.D. Wiebe between 1951-1952. The next milestone in the evolution of social marketing was the publication of 'Social Marketing: An approach to planned Social Change' in the journal of marketing by Philip Kotler and Gerald Zaltman. And speaking of what they termed 'Social Change Campaigns,' Kotler and Ned Roberto introduced the subject by writing. Their 1989 text was then updated in 2002.

Communication campaigns have goals. They endeavour to inform, persuade and motivate behaviour change in a large and well defined audience. Campaigns provide the individual and society with commercial benefits within a particular time. This is done via organised communication activities that involve the media, interpersonal communication and community events.

The concept of social change requires that the individual and society change their lives by both transforming their adverse practices into productive ones and by changing their attitudes and values in communities.

Kotler talks of social change campaign as an organised effort conducted by one group (change agent), which intends to persuade others (the target adopters) to accept, modify or abandon certain ideas, attitudes, practices and behaviour (Kotler, 1989, p.8). Kotler here means that the change agent ultimately wants to change the adopters behaviour.

Relevance of the theory to the research

It is a very important theory to this study because often times changes usually come by when the topic has something to do with persuading others into accepting, modifying or abandoning some of their ideas, behaviour, practices, attitudes but this change does not come easily and it is not guaranteed; sometimes it works, at times it fails.

Poverty alleviation through sports demands a lot of changes in relation to ideas, behaviour, practices and attitudes.

CHAPTER FIVE

PRESENTATION OF FINDINGS

5.1. Introduction

This chapter mainly provides results of the study based on the objectives. The following were research objectives: To investigate how NSCZ uses communication among the youths in sports activities to enhance their social, physical and economic life; to find out whether sports have an influence on reducing poverty among the youth; to find out whether young people have taken sports as a means for their subsistence. The study also provides general findings particularly with regards to demographics of participants.

5.2. Demographic Background

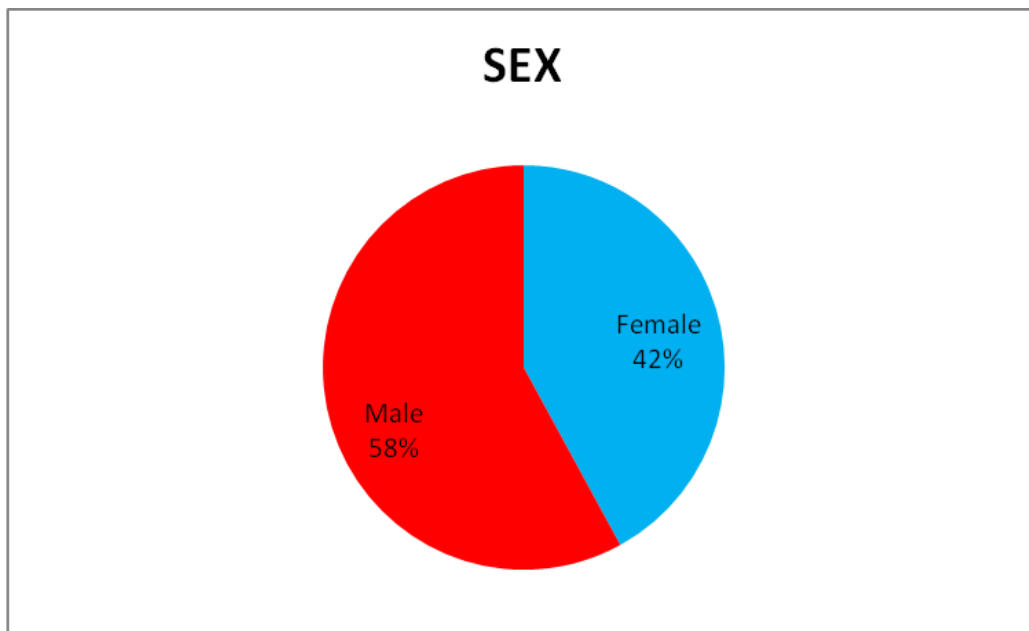


Figure 2 Sex

From the total of 100 participants in the study, there were 42% female and 58% male participants as shown in the figure above.

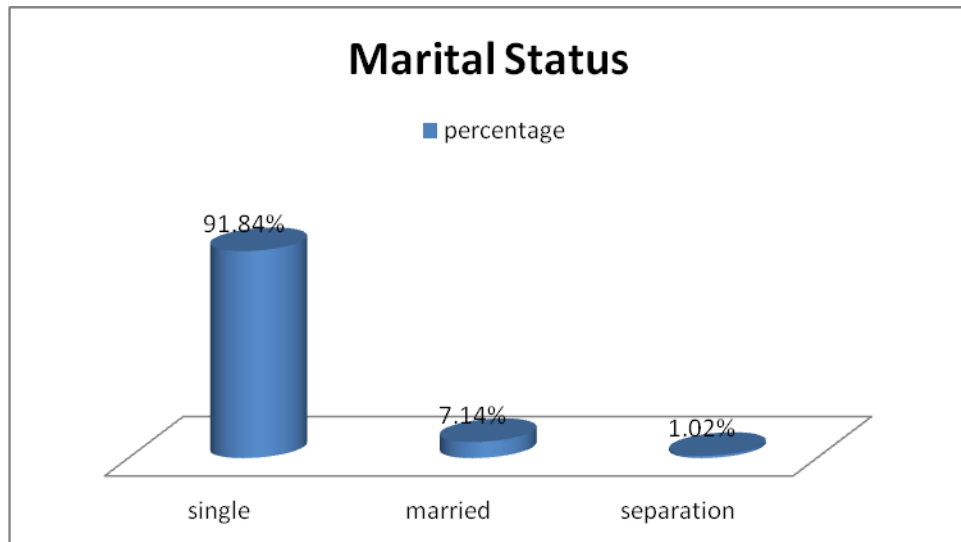


Figure 3 Marital Status

Figure 3 shows the percentage of people who were married, single and on separation. 92% of the participants were single at the time of the research, while 7% were married and the remaining 1% were on separation at the time of the research.

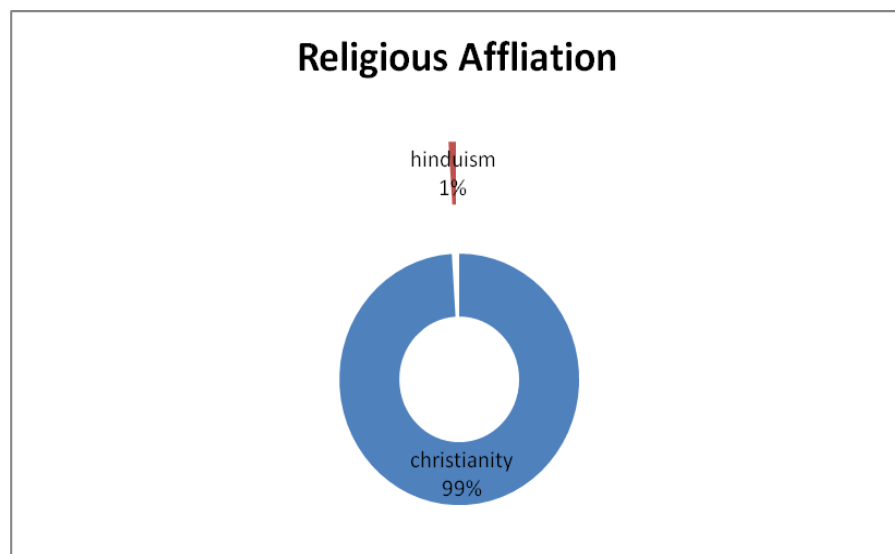


Figure 4 Religious Affiliation

It was observed that most of the people were Christians with 99% proportion. The remaining percent belonged to Hinduism. In figure 4 it is clear that most of the people were Christians.

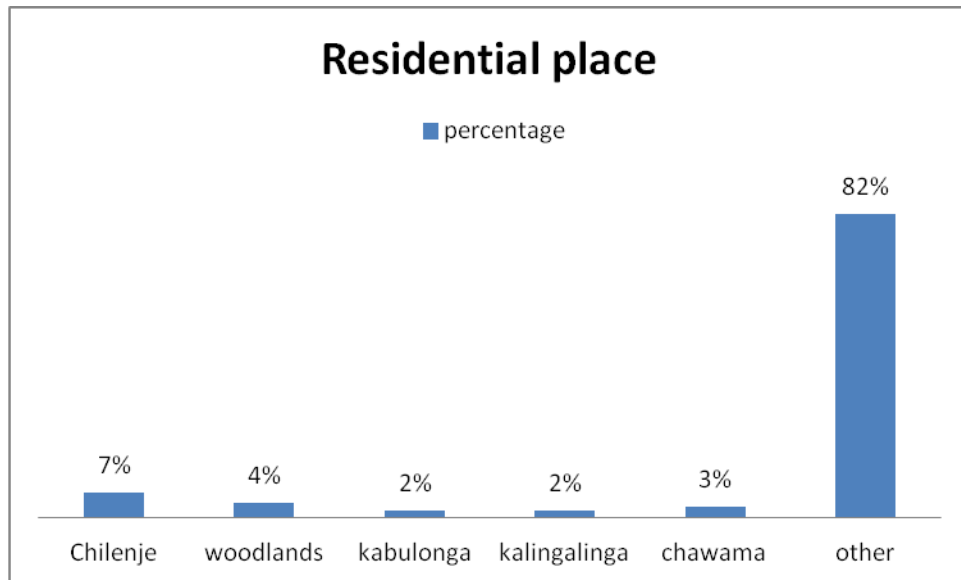


Figure 5 Residential place

Most of the participants came from the other places that were not listed by the researcher. 7% of the participants came from Chilenje residential area, 4% came from Woodlands area, 3% came from Chawama, while 2% came from Kabulonga and Kalingalinga. 82% of participants came from other areas of residence.

Languages spoken		
speak english	no	27
	yes	73
speak Icibemba	no	68
	yes	32
speak tonga	no	85
	yes	15
speak nyanja	no	48
	yes	52
speak lozi	no	96
	yes	4
speak any other Language	no	92
	yes	8

Table 1 Languages spoken

From the table above, it can be noticed that most spoken language by participants is English followed by Nyanja, Bemba, Tonga, and Lozi.

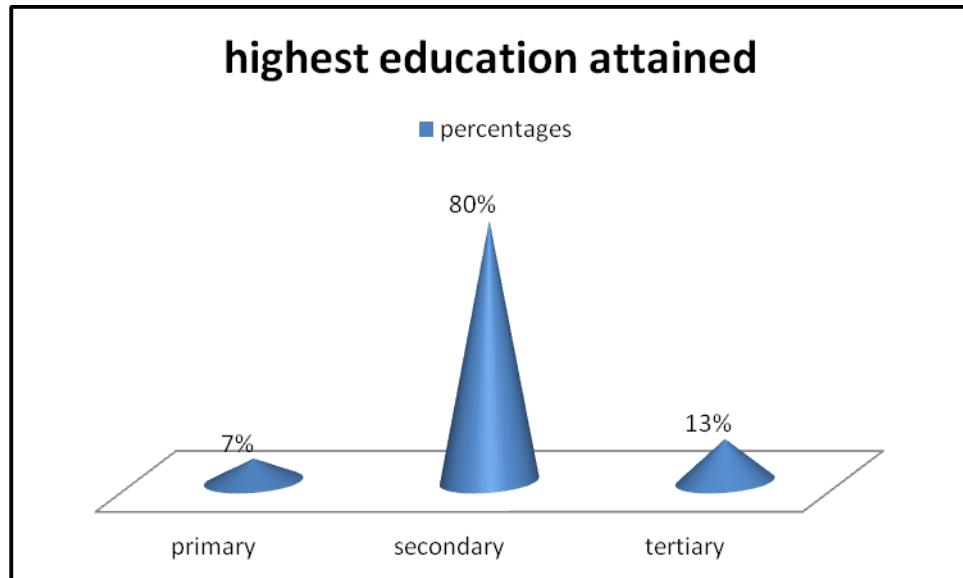


Figure 6 education attained

Figure 6 shows the highest level of education attained by the respondents. From the figure above it can be seen that 80% of the respondents have only gone as far as secondary education while 13% have gone as far as tertiary education, the remaining 7% have gone as far as primary education.

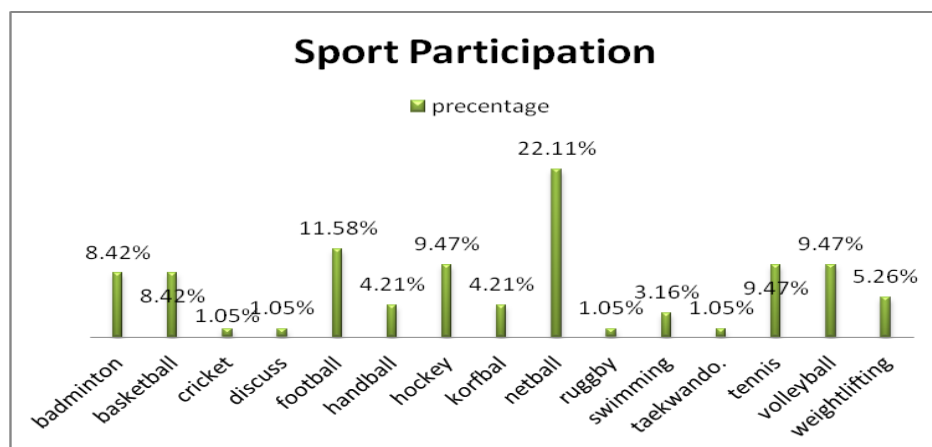


Figure 7 Sport participation by percentage

Figure 7 shows the percentage of participation in various sports activities. In the mentioned figure it can be noted that netball has 22.11% of the total participants, this is followed by football with 11.58%. Then hockey, tennis, and volleyball have the same percentage of 9.47%.

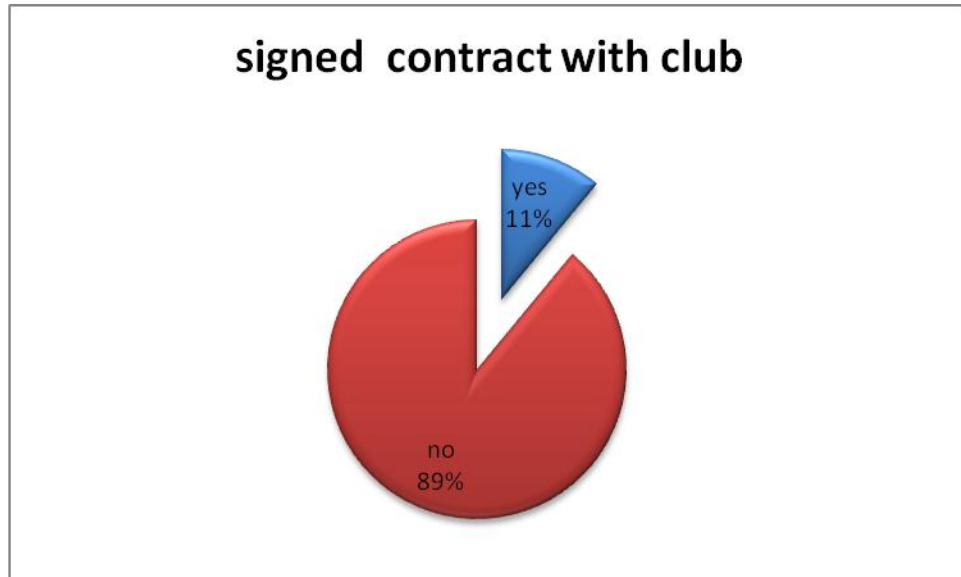


Figure 8 Contractual agreement

Figure 8 shows that that most of the youths in the club did not have a contractual agreement with the club at the time of the research.

5.3. Findings on objectives

5.3.1. Communication Strategies

Communication strategies the Club uses	Percent
Informing one another about the programmes and new issues (person to person/face to face)	2%
Meetings	6%
Memos, emails, whatsapp.	3%
mobile phone	51%
mobile phone & emails	2%
Mobile phone & notice board.	1%
Mobile phone & through friends.	1%
No Response	17%
Phone and meetings.	1%
Physical communication.	1%
social media	9%
Through memos, phones, and club briefings.	1%
through the coaches	2%
verbal and mobile phone	3%
Total	100%

Table 2 strategies of communication

Table 2 clearly shows that the most used mode of communication amongst club members is through mobile phones. Mobile phones had a percentage of about 51% while 17% didn't attempt to answer the question.

5.3.2. In-depth Interview results

An in-depth interview was carried out with the coaches of the teams. coaches that were interviewed came from disciplines such as Taekwondo.

1	How do sports help the youths from the communities?	<i>“... apart from the sports skills we teach them to avoid other bad vices such as drug and substance abuse...”</i>
		<i>“.... With the sports activities around here pupils don't have time to be involved in bad activities...”</i>
2	How do you find your job?	<i>A netball coach said, “...I find my job to be very interesting because we have girls who are very young from the ages of 8 years coming to learn how to play netball. Therefore we give players a good platform to develop their talent at a tender age..... we are giving them a foundation of what they want to be in the near future...”</i>
3	How do you disseminate your information to the players?	<i>“... we usually pass information by word of mouth. We have also created social media pages.... We have chat groups on whatsapp... we have a facebook page where players can get information about the sports events. Information is posted 24 hours earlier...” stated the Judo coach.</i>
		<i>“... we usually go to schools to market our sports... we give details to the teachers who then tell whether students have applied for sports...”</i>
		<i>“... we also put on clothes that are engraved with sports information... for those that know how to read..”</i>
4	What language do you use during the outreach programmes?	<i>“..... we don't only use English but we also use other languages like bemba, tonga, Nyanja...”</i>
5	What are some the Challenges you face during the outreach programme?	<i>“.... Some of the challenges we face are that, for example Garden compound and ngombe are very far... people ask us how are we going to get there? Transport has been a problem for us”</i>
		<i>“...some parents are not cooperative in letting the pupils participate in sports..”</i>
		<i>“... the pupils security is very much questioned by the parents and teachers because sometimes there are fights here...”</i>
6	What measures have been put to address the challenges faced?	<i>“... we send transport to them... though some also send transport for themselves...”</i>
		<i>“... coaches should take up responsibility as parents here... “</i>
7	Have sports help improve the youth's living standards?	<i>“... sports help children abstain from bad vices..”</i>
		<i>“... we offer some entrepreneurial courses so that children may be independent..”</i>
		<i>“... we impart them in with the Olympic values that are important to live survival...”</i>
		<i>“... we also offer literacy skills and life skills...”</i>

Table 3 In-depth Interview

QUESTIONS	RESPONSES
How do sports help mitigate against unemployment?	<i>"... we are proud to say that most of the players are able to pay for their own education from the financial rewards obtained from sports..."</i>
	<i>".... Others have been given incentives to help them with their extra sports activities..."</i>
	<i>... sports is now an advantageous career because most coporates are pumping money in sports directly or indirectly.."</i>
	<i>"... we give them long life incentives an example of Catherine phiri... we do a lot of capacity building.."</i>
How do we ensure that some sports men are disciplined?	<i>"....as an office I haverebuked some clubs that were indisciplined.... We are chucking them out.. we dissolved several executives..."</i>
	<i>"... we are also hated for doing the right actions but we do this for future spirits..."</i>
How do you ensure accountability in the provincial and district committees?	<i>".... We are always in touch with them..."</i>
	<i>"... we also involve the parents and teachers from various schools"</i>

Table 4 Interview with NSCZ

CHAPTER SIX

DISCUSSION OF FINDINGS

6.1. Introduction

This chapter presents a discussion on the findings. This is done with focus on the objectives of the research.

6.2. Objective analysis

This section of the paper looks at the objectives of the paper and then analyse them fully.

The general objective of this paper was to;

Determine communication strategies used by NSCZ through sports to reduce poverty among the youth.

The specific objectives

1. To investigate how NSCZ uses communication among the youths in sports activities to enhance their social, physical and economic life.
2. To find out whether sports have an influence on reducing poverty among the youth.
3. To find out whether young people have taken sports as a means for their subsistence.

6.2.1. First Objective: To investigate how NSCZ uses communication among the youths in sports activities

The first objective of this thesis was to investigate how the NSCZ uses communication among the youth in sports activities to enhance their social, physical and economic life

Communication Strategies

Communication strategies the Club uses	Percent
Informing one another about the programmes and new issues (person to person/face to face).	2%
Meetings	6%
Memos, emails, whatsapp.	3%
mobile phone	51%
mobile phone & emails	2%
Mobile phone & notice board.	1%
Mobile phone & through friends.	1%
No Response	17%
Phone and meetings.	1%
Physical communication.	1%
social media	9%
Through memos, phones, and club briefings.	1%
through the coaches	2%
verbal and mobile phone	3%
Total	100%

In this table, it can be seen that the most used mode of communication amongst club members is through mobile phones. Mobile phones had a percentage of about 51% while 17% didn't attempt to answer the question.

6.2.2. Second objective; finding out whether sports have an influence on reducing poverty among the youth.

The second objective of this paper was to find out whether sports have an influence on reducing poverty among the youths. Questions such as: how much income do you get from club

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
How much income do you get from club	100	K0	K3,000	K44.20	K300.757

Table 5 descriptive table

Table 4 shows the descriptive statistics of the participants' income distribution. From the table it can be seen that minimum payment that a player gets is zero or in other terms no payment at all and the maximum that a player gets is K3, 000. However it is noticed that the mean income is very low, this is due to the fact that most players are not paid any income at all.

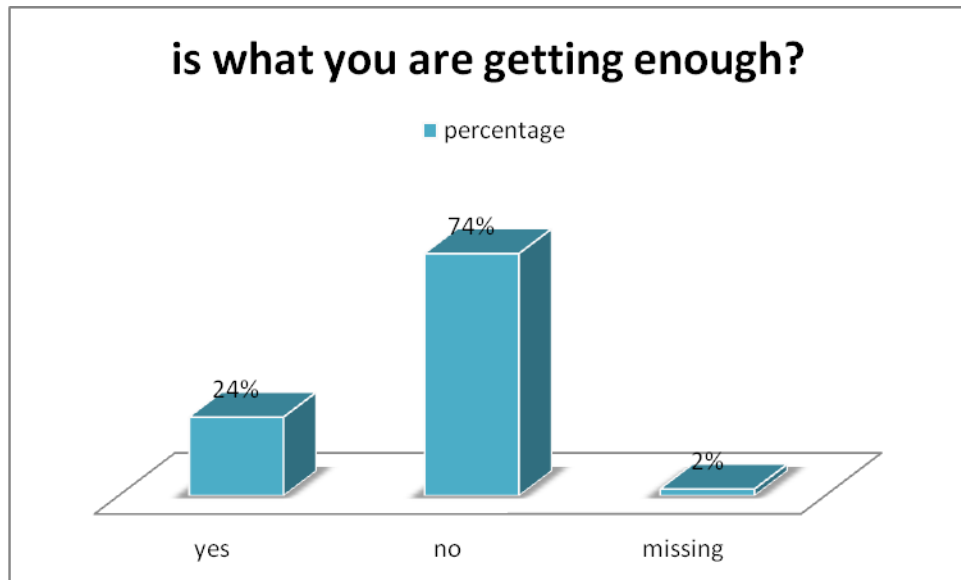


Figure 9 income

Figure 9 shows whether the players are satisfied with the amount they are paid at the club. The figure clearly shows that most of the players are in no way satisfied with the income they get from their respective clubs. 74% said no to the question "is what you are getting enough?" only 24% of the participants said that the money paid to them is enough.

To further investigate as to whether the players are happy with the payments, figure 9 shows the answer to the posed question.

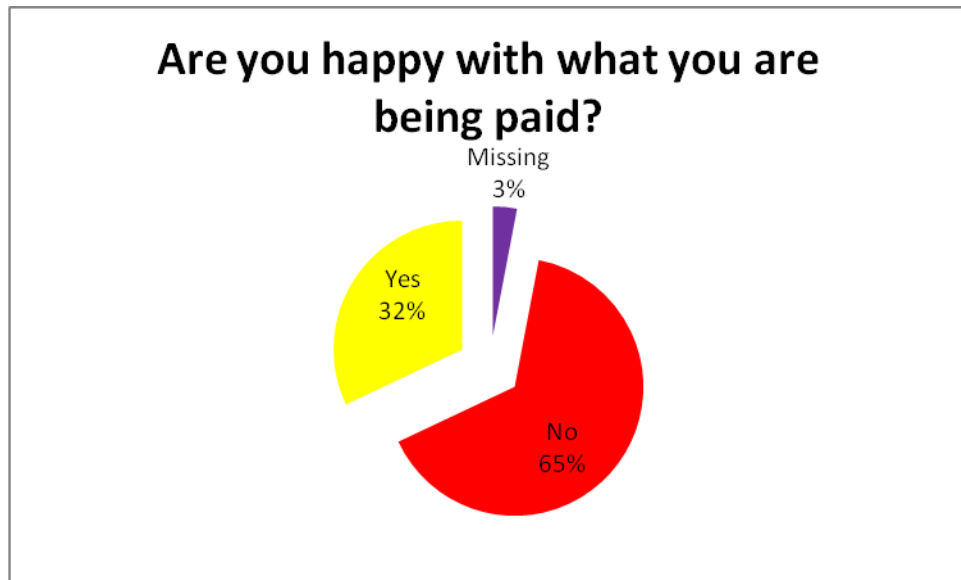


Figure 10 happy with salary

It can clearly be seen that the participants are not satisfied with what they are being paid. It can be easily observed that 65% said that they are not satisfied, 32% said they are satisfied, while 3% did not say anything. Dissatisfaction of the participants has made them to either abandon sports for other diminishing activities in society like prostitution, robbery and so on; or the participants only becoming serious when there is a tournament because they know that there will be allowances hence the under development of sports in the country.

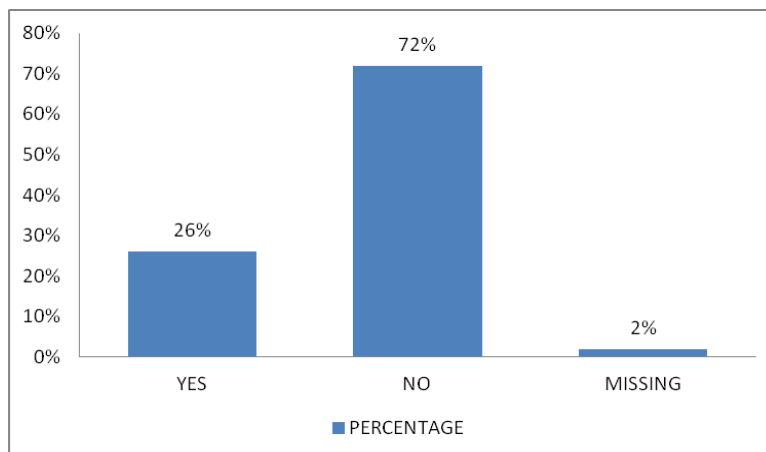


Figure 11 medical scheme

The question as to whether the clubs offer medical scheme was posed. It was observed that most clubs did not offer any medical schemes. This entails that the club has not assured the safety of the players whereas the players are not assured of care.

6.2.3. Third objective; finding out whether young people have taken sports as a means for their subsistence

The third objective of this paper was to find out whether young people have taken sports as a means for their subsistence. In this light questions like;

QUESTION	POSITIVE RESPONSE	NEGATIVE RESPONSE
“Has income improved your quality of life?”	“.....to become self reliant....”	“.....no because the money they get from the club is little.....”
	“.....i am being educated....”	“...it has not in any way...”
	“.....enables me to me make savings, travel and also provide for my family....”	“.....it has never improved my life...”
	“.....sports has just helped me to achieve some of my goals in life....”	“.....it has just increased my poverty level...”
	“...i am able to educate my children...”	
	“....i am able to buy the basic needs for the day....”	
	“.....the improvement is minimal....”	

QUESTION	RESPONSE
why are you hanging on to your club?	".....so that i can improve and be read for better clubs...."
	".... <i>because i want to become a star...</i> "
	"... <i>because it is the only club i can play for...</i> "
	"... <i>because it is the only promising club we have in zambia...</i> "
	".... <i>employment...</i> "
	".... <i>to achieves my goals through sports....</i> "

CHAPTER SEVEN

CONCLUSION AND RECOMMENDATION

7.1. Introduction

The chapter presents a conclusion, recommendations and points for further research as final remarks on the current research. This is a culmination of the researcher's analysis and what is thought to be required in the area of using communication strategies in the context of sports as a measure towards poverty reduction among young people.

7.2. Conclusion

The study was undertaken at NSCZ with a sample size of 100. The study had a total 42% of female participants while males were 58%. 8.42% participants played badminton, 8.42% played basketball, 1.05% cricket, 1.05% discuss, 11.58% football, 4.21% handball, 9.47% hockey, 4.21% korfbal, 22.11% netball, 1.05% rugby, 3.16% swimming, 1.05% taekwondo, 9.47% tennis, 9.47% volleyball, 5.26% weightlifting. All these participants were sampled from different sports academia in the city of Lusaka. It was observed that most of the sports activities had equal participation. However it must be noted that netball had the highest number of participants with 22.11%, while the least had 1.05% of participants which included cricket, rugby, discuss, and taekwondo. The differences in sports activity participation are not statistically significant to claim that the groups are gender dependent.

Of the communication strategies available in the sports disciplines among clubs, mobile phone communication was the most used with the percentage point of 51%. All the club programmes are done efficiently as all the participants arrive in good time for sports activities. This may be necessitated by the fact that in this day and age everyone has a mobile phone.

In summation the study shows that NSCZ is managing sports in the Lusaka province and to some extent changing lives of many people through some allowances, examples can be learnt from sports men and women like Chipolopolo boys who won the Afcon, Esther Phiri and Catherine Phiri. This is rightly claimed in this presentation. However, due to limitations in the sample size, the research falls short when it comes to generalization.

7.3. Recommendations

- The national sports council of Zambia (NSCZ) also needs to embrace ICT for their communications. It is very important because ITCs are easier, faster, and effective.
- Visitations to provinces and rural areas. If sports in Zambia have to make an impact on the world scene. Talent identification has been a problem in Zambia due to confinement of the exercise to cities, and lack of proper guidelines by the sports governing board NSCZ.
- The researcher also recommended the clubs should make use of mass text messaging service technology when communicating to the members as many may not know how to use the internet to access Facebook, and making voice calls may be economically constraining. Some people may sometimes miss the calls.
- National Sports Council for Zambia should be in touch with schools and churches.
- Advocacy at bus stations and markets is also important.

7.4. Future Research

The current research was focused on the use of communication strategies in sports for the purpose of poverty reduction among young people. There is room for further research in the area of how communication strategies can be used in the context of crime reduction and therefore, building peace and security in communities.

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APPENDIX 1

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

THE UNIVERSITY OF ZAMBIA

DEPARTMENT OF MASS COMMUNICATION

RESEARCH TOPIC

Investigating the communication strategies used by National Sports Council of Zambia (NSCZ) to reduce poverty in Zambia among young people through sports: A case of Lusaka.

Dear Respondents,

I am a student at the University of Zambia (UNZA) currently in my first year of MA in Communication for Development. I am undertaking a research to investigate communication strategies used by NSCZ to reduce poverty in Zambia among young people through sports and in this research I am focusing on sports clubs in Lusaka City. This is purely academic in partial fulfilment of my attainment of a Master of Communication for Development at University of Zambia. You have been randomly selected to participate in this research as one of the respondents. The information that you will provide will be treated with the greatest and utmost confidentiality. Therefore, you are not required to write your name or any identity on the questionnaire.

Your cooperation will be highly appreciated.

INSTRUCTIONS: Please write the appropriate responses to the question in the space provided {.....} and tick in the right box { }.

Yours faithfully,

Research Student

1. Age..... []

2. Sex

a) Male { } []

b) Female { }

3. What is your marital status? []

a) Single { }

b) Married { }

c) Separation { }

d) Divorced { }

e) Widowed { }

4. Nationality..... []

5. What religion do you belong to? []

a) Christianity { }

b) Islam { }

c) Hinduism { }

d) Buddhism { }

e) Other (Specify)

6. Ethnicity..... []

7. Residential Area []

a) Chilenje { }

b) Woodlands { }

c) Kabulonga { }

- d) Kalingalinga { }
- e) Chawama { }
- f) Other

8. What is your highest level of education? []

- a) Primary { }
- b) Secondary { }
- c) Tertiary { }
- d) None { }

9. What language do you speak? []

- a) English { }
- b) Icibemba { }
- c) Tonga { }
- d) Nyanja { }
- e) Lozi { }
- f) Oher

What sport do you play?

Which club do you belong to?

Is there any contract you have signed with your club?

How much do you get in terms of income for playing in the club?

Are you happy with what you are getting in so far as remuneration is concerned?

Is what you are getting helping you to run your life and invest other business venture for continued income assurance?

How has your income improved your quality of life?

Do you have a medical scheme that the club has given you?

Does your club help you when you a funeral for family members and other extended families?

What other policies do your club has for you as members?

How do you participate in policy making in your club as a club member?

What other motivation are you given for to do well at your club?

What communication is used to reach you as club members by your club to get down information to you as individual members?

How long does it take you to assemble for an activity when called upon?

Are you satisfied with the time it takes for you to assemble for an activity?

Explain your answer to the above question?

How does participation in your club in sporting activities determined?

Are you happy for the way participation is determined?

How is leadership accountable and transparent in your club and is this in line with the umbrella body?

What are the other fringe benefits that you get for belonging to this club?

What policies are in place in your club?

Given a chance which club would desire to play for and what would be your reasons?

Are you treated with respect in your club?

1. Yes
2. No

Why are you hanging in your club for?

How does the national sports council help you in your club?

How does it reach you when it comes to communication?

Any other recommendations?

THANK YOU

APPENDIX 11: PROMPT LIST FOR FGDs

1. How do you reach your members in terms of communication?
2. Do you have a communication strategy?
3. What policies are in place support your members?
4. What kind of support do you give to your members?
5. What complaint do you think your members would have against you?
6. Which complaint would you have against them?
7. How do you resolve these complaints?
8. How do you engage your members into meetings?
9. How often do you bring them on board for meetings?
10. How do you engage them in policy formulation and implementation?
11. Do you think they own the policy processes?
12. Where are the gaps in policy issues?
13. How do you want to address them?
14. How was the communication strategy developed?
15. How do your members read your transparency and accountability in your day to day running?
16. Did they know the sources of your funding and how you get per annum?
17. How do players get places in clubs abroad and overseers?
18. How do they take part in negotiations for these club places?
19. How do they feel part of the process?
20. What other recommendations would you give for poverty reduction through sports in Zambia?

Thank you for being part of the study.

