EVALUATING THE EFFECTIVENESS OF COMMUNICATION STRATEGIES FOR COMMUNITY PARTICIPATION IN SAFE DRINKING WATER: THE CASE OF KABANANA TOWNSHIP CHISAMBA DISTRICT

BY

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THE UNIVERSITY OF ZAMBIA

2015
I KASHINDI KELVIN declare that this report):

(a) Represents my own work;

(b) Has not previously been submitted for a degree at this or any other University;

and

(c) Does not incorporate any published work or material from another report

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Date..............................................................................
APPROVAL

This report of.................................................................(Name) is approved as fulfilling the partial requirements for the award of the degree (Master in Communication for Development) by the University of Zambia.

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ABSTRACT

This study aimed at evaluating the effectiveness of communication strategies used by the Department of Public Health to promote community participation in safe drinking water. The study used a descriptive-exploratory research design guided by three objectives, which were to assess (1) The communication strategies used, (2) message content and (3) receptability and or awareness of the messages. The findings revealed that communication is not effective due to a duo source of information on safe water, namely, the Department itself through interpersonal communication and mass media, the latter is unfortunately not utilized by the Department. It was recommended that in order to bridge this knowledge gap, the Department of Public Health should, improve on some of its communication channels, and engage the media for production of relevant community messages on safe water and run them regularly so as to capture those exposed to it.
DEDICATION

To my Parents, Sisters and beloved brother Fr. Alexander Musambakawa

Khama R.I.P
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LIST OF ACRONYMS

TV                           TELEVISION
CSO                          CENTRAL STATISTICAL OFFICE
SPSS                         STATISTICAL PACKAGE FOR SOCIAL SCIENCES
DOPH                         DEPARTMENT OF PUBLIC HEALTH
WHO                          WORLD HEALTH ORGANISATION
WAZ                          WATER AID ZAMBIA
MCDMCH                      MINISTRY OF COMMUNITY DEVELOPMENT MOTHER
                              AND CHILD HEALTH
UNESCO                       UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND
                              CULTURAL ORGANISATION
UNISA                       UNIVERSITY OF SOUTH AFRICA