

**THE UNIVERSITY OF ZAMBIA**

**ASSESSMENT OF COMMUNICATION STRATEGIES IN THE KEEP ZAMBIA  
CLEAN, GREEN AND HEALTH CAMPAIGN THE CASE OF THE CITY OF LUSAKA.**

**By**

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**A dissertation submitted to the University of Zambia in partial fulfilment of the  
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**Declaration**

I, Jennipher C. Kabamba do hereby declare that this is my own work, and that all the works of other persons used in this report have been duly acknowledged, and that this work has not been previously presented in this university or any other for similar purposes.

Name: .....

Signature: .....

Date: .....



## **Dedication**

This work is dedicated fully to my fiancé Sylvester Mutale, my mother; Barbara Mukuka, my siblings; Petronellah Kabamba, Natasha Kabamba, Albert Kabamba and Chanda Nkonde and my classmate and friend; Jemma Kartalina Bbalo for always giving me strength to forge ahead.

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## **Abbreviations and Acronyms**

<b>ECZ</b>	Environmental Conservation of Zambia
<b>KZC</b>	Keep Zambia Clean Campaign”
<b>SI</b>	Statutory instrument
<b>GRZ</b>	Government of Republic of Zambia
<b>WWF</b>	World Wide Fund for Nature
<b>KZCGH</b>	Keep Zambia Clean, Green and Health Campaign
<b>WASH</b>	Water Sanitation and Hygiene
<b>ToZ</b>	Times of Zambia
<b>DCs</b>	District Commissioners
<b>CSO</b>	Central Statistical Office

## **Abstract**

This study aimed to identify the factors influencing the outcomes of communication strategies in the Keep Zambia Clean, Green, and Healthy Campaign (KZCGH) initiated by the Lusaka City Council. Utilising a qualitative design, key informants from Lusaka City Council, totalling six respondents and eighteen marketers, were interviewed using an interview guide. The research objectives focused on understanding the dynamics of the campaign. The data was analysed using content and thematic analysis.

The findings revealed that the campaign's success was attributed to public-private partnerships, community empowerment, and education programs. Private sector involvement, particularly in waste management, showcased the positive impact of collaboration. Continued engagement with the private sector was emphasized for sustained success, indicating a positive shift in cultural attitudes towards cleanliness and civic responsibility.

The primary targets of the campaign were the general public and private sector players. Challenges faced by the Lusaka City Council underscored the importance of collaboration among the public, private sector, and government, aligning with the Cultural Studies Approach and the Health Belief Model. The examination of information communicated through various channels highlighted the dominance of public notices and radio advertisements, emphasising the enduring efficacy of traditional methods. The inclusion of social media channels reflected a strategic acknowledgment of the evolving communication landscape.

The study identified limited financial contributions, reduced community engagement, and underutilised public-private partnerships as key challenges. Despite the campaign's success in promoting positive attitudes, disease prevention, and overall community well-being, challenges persist. Effectively addressing these challenges necessitates a sustained collaborative effort between the public, private sector, and government, emphasising continuous communication and community engagement. The study concludes with recommendations for addressing the identified challenges and suggests areas for further research based on the findings. Overall, the research underscores the importance of effective communication strategies that consider cultural nuances, engage diverse stakeholders, and address health-related perceptions for the success and sustainability of the KZCGH.

**Key Words:** Clean, Green, Healthy, Zambia Lusaka City Council

## Chapter One

### Background of the Study

#### 1.0 Introduction

This chapter provides an overview of the study aimed at identifying the factors that influence the outcomes of communication strategies in the Keep Zambia Clean Green and Healthy Campaign in Lusaka City. The background, problem statement, research aim, and objectives are presented in this chapter.

#### 1.1 Background

Over the past years up until today, Zambia has experienced serious challenges with regards to cleanliness in its environments. The sanitary situation in Zambia has experienced a lot of huddles partly due to the existing poor waste management habits at both the community and national levels of society. An Environmental Conservation of Zambia (ECZ) (2004) report shows that one of the major environmental problems faced by the country was that to do with waste management. Zambia was faced with a lot of crucial challenges which were life threatening, as well as endangering the socio-economic development of the country. Indeed, various literature has also shown that among the identified problems relating to waste management include; Littering, uncollected garbage, and indiscriminate dumping of waste.

Minghua *et al.* (2009) and Durand (2013) opine that the problems relate to solid waste management in most developing countries are increased by the rapid growth rates of urban cities, industrialization as well as population growth. It is said that a healthy population is a productive nation, the opposite of this is the case indeed as the results of an unhealthy population has reduced quality of life, low productivity and an increased mortality rate. Consequently, the major question that normally emerges with regards to ensuring a clean and healthy environment is that to do with how to initiate behavioural change among the citizens of a particular society. Waste is indeed not just unhealthy, but it is also unsightly as it ruins the look or rather visual representation of human environments (Hamlin, 2009). Filthy environments are also not conducive for business investments, which also affects the countries anticipated economic development.

Because of this, the government of Zambia introduced the “Keep Zambia Clean Campaign” (KZC) in 2007. This campaign was launched during the Mwanawasa regime with the major objective of changing the country’s status quo with regards to safeguarding a healthy environment by way of ensuring that people maintain a clean, healthy and, green surroundings country wide (Fundanga, 2009; WHO, 2010; Lusaka Star, 10th October, 2012;). This campaign was a government spearheaded multi-sectorial and multi-disciplinary that was aimed at also consolidating all sectors of society in an ongoing quest to realising a cleaner and healthier environment. This particular campaign was supported by the statutory instrument (SI) No. 44 of the laws of Zambia 2007 which further enhanced the residents and institutions to take the responsibility of the waste that they produced. The campaign was also allocated a then K200 million towards its implementation (GRZ, 2017).

## **1.2 Problem statement**

Nyakalale & Madimutsa (2021) poise that as far back as 2007, Zambia had tried to implement the Keep Zambia Clean, Green and Health Campaign (KZCH) campaign to ensure the improvement of the state of sanitation situation in the country. The major objective of the campaign has been the dissemination of information premised on the understanding that the country’s population needed information in order to comply with the needs of the campaign. Chileshe and Moonga (2020) also postulates that these methods where however largely based on the deficit model and thus did not produce the intended results. He further attests that what was simply appropriate for such a campaign was a fully conceptualised environmentally based education program which emphasised on both information dissemination as well as behavioural change tools and methodologies such as incentives, feedback and commitments. His study is however more inclined on the behavioural change models.

Furthermore, Harvey and Mukosha (2008) state that the implementation of the campaign had little or no ground indication to reveal its impact thus leading to its fragility and flimsiness especially after the demise of the then late republican president His Excellency Levy Patrick Mwanawasa. Indeed, it can further be argued that up until today various players involved in the implementation of the campaign still attest to the various challenges associated with the implementation of the KZCH campaign. For instance, WASHplus, an entity that is in support of household and

community level sanitation, water and hygiene improvement reported that although the program had its own successes, it still needed more to be done (WASHplus, 2009).

Other studies have also shown that the KZC programme was not being implemented properly (Chaapa, 2013; Pasi, 2014). Banda (2013) also posited that efforts to revamp the campaign have been conducted but have remained as subtle ideas because the people were not willing to participate yet on the other hand other government officials were declaring statements without having credible and well organised approach to its implementation. This was further attested to the fact that by 2010 the KZC had not started yielding credible and desired results.

Be that as it may, in 2018, the Patriotic Front Government under the leadership of His Excellency President Edgar Chagwa Lungu re-launched the KZCH campaign with the tag “Make Zambia Clean Green and Healthy Campaign” (Mandabe & Chibomba, 2019). In the efforts to take efficient, yet practical measures to implementing the program this time around; the government of Zambia further set aside the first Saturday of every month as the official clean-up day. This was indeed aimed at reviving the campaign for a smart Zambia. All citizens were urged to preserve this day to allow them have some time for cleaning their surroundings as per required by the laws of Zambia under CAP 100 of the local government ACT. However, nothing credible seemed to be taking place on the ground (Mandabe & Chibomba, 2019).

Consequently, it can be observed that from the above findings that the KZCGH campaign which initially was implemented to be a solution to the sanitation problems in Zambia could not achieve the anticipated results. Studies have also shown that many environmental initiatives often take a singular approach to sorting out environmental challenges on knowledge and comprehension of environmental problems yet paying little attention to the real-life environmental challenges (Gurevitz, 2000).

From literature review it has been observed that a lot of research has not addressed aspects relating to communication in the Keep Zambia Clean Green and Healthy Campaign. Hence, this study will endeavour to analyse the nature of the communication strategies that are being utilised to implement the KZCGH campaign. The study will therefore respond to the question; what is the nature of the Communication Strategy (s) used in the Implementation of the Keep Zambia Clean Green and Health Campaign (KZCGH)?

### **1.3 Aim**

The aim of the study is to examine the factors that influence the outcomes of communication strategies in the Keep Zambia Clean Green and Healthy Campaign in Lusaka City.

### **1.4 Objectives**

Specific Objectives

- I. to identify factors that influence the outcomes of the communication strategies being utilized in the execution of the KZCGH Campaign.
- II. to ascertain the target audience for each communication channel used to disseminate information on the Keep Zambia Clean Green and Health Campaign.
- III. to examine the type of information communicated to the general public using these channels at the Lusaka City Council.
- IV. to identify factors that inhibit the campaign from yielding positive results.

### **1.5 Research questions**

This study will address the following research question: What is the nature of the Communication Strategy (s) used in the Implementation of the Keep Zambia Clean and Health Campaign (KZCGH) in Lusaka City?

#### **1.4.2 Specific Research Questions**

- I. What are the influencing factors in the outcomes of communication strategies being utilized in the execution of the (KZCGH) in Lusaka City?
- II. Who is the target audience for each communication channel used to disseminate information on the Keep Zambia Clean Green and Health Campaign?
- III. What type of information is communicated to the general public using these channels by the Lusaka City Council?
- IV. What factors are inhibiting the campaign from yielding positive results?

### **1.6 Significance of the study**

The significance of this study lies in its ability to be able to identify the specific communication strategies, their target audience, and the type of messages or information being disseminated to a particular audience in the Keep Zambia Clean Green and Health Campaign. Furthermore, the findings from this particular study would be very beneficial to the policy implementers especially

where the development of relevant and effective communication strategies on the Keep Zambia Clean Green and Health Campaign are concerned. Further, the findings that will emanate from this study will be of benefit to the Lusaka city council especially where future evaluation of the impact that the current communication mechanisms and strategies have had in the execution of the KZCGH campaign.

### **1.7 Chapter Summary**

The preceding chapter presented the study background, the following chapter will present the literature review of prior secondary data materials in order to provide both the theoretical and empirical underpinnings that support the study.

## **Chapter Two**

### **Literature Review**

#### **2.0 Introduction**

This section of the study provides the review of secondary data relating to the present study, it provides both the theoretical and empirical review of existing prior literature in line with the present study objective. In order to go deeper into the literature, this chapter is written in the following order: History of Public Sanitation Practices in Zambia, Background of the Keep Zambia Clean and Healthy Campaign, and the Theoretical Perspective to the study.

#### **2.1 Background of the Keep Zambia Clean and Healthy Campaign**

Banda (2013) further states that during His Excellency the late Patrick Mwanawasa's regime, the waste management situation in the country continued to deteriorate. Hence, in order to mitigate this situation, President Mwanawasa introduced the Keep Zambia Clean Campaign (KZCH) on the 22<sup>nd</sup> of June 2007 (ToZ, 22<sup>nd</sup> June 2007). Despite being pioneered by the Government of the Republic of Zambia, the campaign was further multi-sectorial supported and had a multidisciplinary drive that anticipated to encompass all sectors of the society in a developmental effort to achieve a clean and health society. The aim of this particular campaign was to ensure that proper sanitation prevails in the country with an emphasis on maintaining clean and green environments as an effort of realising improved healthy standards in the country (Fundanga, 2009; WHO, 2010). A total of K200 million kwacha was injected in this program and it was backed by the constitutional statutory instrument (SI) No.44 of the 2007 laws of Zambia which emphasised and mandated citizens and institution of Zambia to take their responsibility of ensuring environmental sanitation (GRZ,2017).

The KZCGH is a program that was basically initiated with the view of encouraging public and private sector participation into the realization of a clean and healthy environment. It calls for participation on various levels; Community based organizations, Non-governmental organizations and other line government ministries at the national, provincial and district levels. This does not leave out the ordinary Zambian in his/her house, everyone must indeed be included in the quest to achieve a clean and healthy environment which the country was renowned for. Hence, the essence of the campaign is to inculcate for a culture of ensuring and maintaining environmental sanity and

health which is indeed something that all Zambians must observe (Zambia Daily Mail of 7th September, 2013).

## **2.2 History of Public Sanitation Practices in Zambia**

The public sanitation management practices in Zambia date as far back as the colonial times and they have been documented by a number of scholars among which include Tordoff (1979), Banda (2013), and Mukosha and Harvey (2008). Before Zambia got its independence, she was called Northern Rhodesia, this time the village rules government the people, these rules also encompassed those that managed public hygiene practices where local people were mandated to clean their surroundings at specific times. Households were also required by these rules to own pit latrines as well as a west pit. It was a requirement for District Commissioners (DCs) to go round the communities and ensure that the public prescribed to the set standards of maintaining environmental cleanliness (Tordoff, 1979).

Banda (2013) asserts that post-independence, the then regime under the leadership of first republican president Dr. Kenneth David Kaunda; new ways of keeping the country clean were also introduced such as the Humanism Ideology. Dr. Kenneth David Kunda was indeed very passionate about having a clean country. The general public was mandated to take care of their environment with at most national duty, citizens were expected to clean their surroundings in the early hours of day as early as 05 hours in the morning. It was also the responsibility of the government to provide dust beans and transport for waste collection and disposal under the city council, and the practice was the same nationwide. During these times, the councils had more authority as they used to collect enough revenue that enabled them implement their duties efficiently and effectively. On the hand, the citizens were very cooperative to with the government, they performed their duties and disposed off their waste in designated localities, perhaps this could be attributed to the fact that the one party system employed cohesion to enforce these practices and so the people could just adhere for fear of punishment.

However, in the third republic during the late Fredrick Chiluba's regime, the prior public sanitation practices which were initiated by the Kaunda regime were discarded. There was a lot of slacking with regards to the execution of waste management services and regulations during this period. The then republican president of Zambia; his excellency Dr. Fredrick Chiluba was also a good supporter of the free market economy which led him to support a lot of street vending, thus he

further went on to open a street vendor's desk at the state house and also made an appointment of the deputy minister so oversee the activities of street vendors. Due to this phenomenon, the country saw an influx of street vendors operating in the streets without any sort of proper waste management mechanisms. By and large, the citizens have overtime developed a negative attitude towards public sanitation. Due to the free market economy, the country saw rapid industrialization and population growth; consequently, this resulted into an increased waste production capacity which the country's waste management infrastructure and system could not manage efficiently. As a result of this, councils around the country could hardly cope up with the situation as they could no longer manage the ever-increasing waste capacity in the country (Banda, 2013).

## **2.3 Theoretical Perspective**

The theoretical perspective introduces and discusses the theories that guided this study. The themes presented below discuss the theories behind effective public health communication.

### **2.3.1 Effective Public Health Communication**

Information is indeed very important in informed decision making, the absence of information leads to absence of choice. Information helps knowledge building and understanding, it gives the stakeholders the power and confidence to engage as partners with their health society (Berry, 2007).

According to Rodgers, (1996), in a more formal manner, Health Communication simply refers to any type of human communication process that emphasizes on health content. In health communication, the major objective is to communicate health related issues and the factors that influence these issues.

### **2.3.2 Mass communication**

Away from the communication process that happen within small group settings and on a one to one basis, health related communication that is conducted at a wider perspective or scale is grouped under the health promotion segment or rather the public health campaigns. This sort of communication can take place via the use of various types of media which may include; print, radio, television, and computer systems and by way of the internet use. Mass communication is a typical one-way communication process where the message is moving from the sender to the receiver, however the use of the computer in the dissemination of information has allowed an

extent of interaction for instance the kind that takes place in many computerized systems where personal information is entered in computer systems and the type of information delivered is based on personal details. It is very cardinal to understand that the success of any mass communication process or campaign will largely depend on the kind of packing of the information being delivered to the target audience and being interpreted and applied as intended (Berry, 2007).

Indeed, the success of a mass communication process will largely depend on the way the message is packaged, interpreted and applied as intended by the sender. In many instances the major objective of the mass communication process would be to change behaviour such as encouraging the public to stop smoking, stop eating unhealthy food and so forth. The mass communication process can however, raise quite a lot of challenges in the process of its implementation for instance challenges such as the identification and reaching of a right audience for the message and ensuring that the message is the right suit for the target audience and if at all it is likely to be acted upon by the audience (Berry, 2007).

#### **2.3.4 Theoretical Approaches to Communication**

As alluded by Burton and Dimbleby (1995), there are three varying approaches to understanding and explaining the communication process namely; Process, Semiotic, and Cultural approaches. These are described indecently by their authors, however for purposes of this study, only a single approach is presented which is the Cultural Communication approach.

#### **2.3.5 The Cultural Studies Approach**

As outlined by Burton and Dimbleby, the cultural communication approach has fair commonalities with the semiotic approach, indeed, like the semiotic approach of communication; the cultural studies approach has its major concerns based on the signs and meanings involved in the communication process. These signs and symbols are considered in relation to a particular social grouping within society. Which means the interpretation of these signs is based on how the particular grouping in society being communicated to interprets them. This particular approach also looks at the variation in the social groupings as well as the source of these variations existing in the grouping, and the naturalization of these variations through the ideological forces of working within the existing social system (Berry, 2007).

The cultural studies communication approach is defined by Craig (1999, p.119) as the symbolic process that produces and reproduces shared social cultural patterns. It is a shared system of belief,

language, values, political economy including many other organizational elements that lead to the possibility of communication.

Consequently, the overall intention of this approach is basically concerned with the realization of a more distinct culture through communication, and how the culture can further be maintained and eventually passed on through the communication process. In the like manner, communication is looked at as the primary instrument of identity and power, or even oppression. It indeed is true that the perception that we hold of others eventually tends to result into social divisions and power relations. The presentation of self includes the statements about the social position and social attitudes. Regarding mass or group communication, this approach is concerned with what the communication process of the group signifies with regards to group identity, the group's relations with the rest of society, and finally the means through which its social positioning can be made natural and acceptable (Berry, 2007; Burton & Dimpleby, 1995).

This is where the primal effect of this approach is based, thus in the case of the KZCGH campaign; the idea behind it is to be able to make a society that culturally values sanitation and environmental conservation.

### **2.3.6 The Health Belief Model**

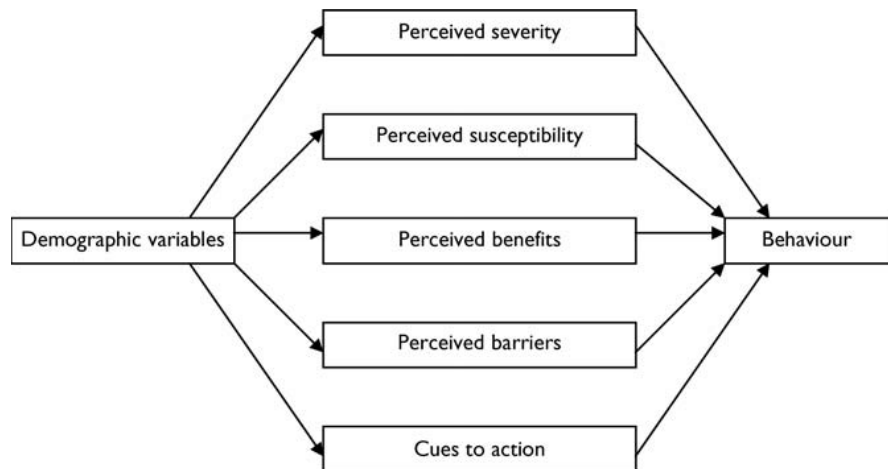
The Health Belief Model originally proposed by Rosenstock (1966) and later developed by Becker and Rosenstock (1984) in the 1970s and 80s is a model that was actually the first analysis of decisions concerning health behaviours with an emphasis that such kind of decisions were governed by people's subjective status to a potential health hazard and a relevant behaviour.

According to this model, the perceived threat motivates the audience to act, however the audience's beliefs surrounding the potential behaviour determines the specific plan of attack. Hence, the threat of a health hazard is operationalized depending on both the perceptions held about the severity of the health hazard and the perceptions of the person's susceptibility to the health hazard (Rutter & Quine, 2002).

In this regard, effective health communication should then emphasize on both the factors in order to influence health beliefs of the target audience. This includes the relevant beliefs that pertain to the perceived benefits of taking the necessary action as well as any other perceived hindrances to making such actions. The final elements of the model hence make specifications that the target

audience's behaviour is driven by both internal and external attributes or rather cues to action. This model has indeed been applicable to a variety of health behavioural change communication strategies ranging from exercising, communicable disease campaigns, and smoking (Abraham, 1996).

**Figure 1: The Health Belief Model**



**Source:** adopted from Berry (2007)

#### **2.4 Relevance of the theories to this study**

Since the KZCGH is also a campaign that seeks to achieve behavioural change among the members of the public, there is need to look at the combination of both the Cultural studies approach and the Health Belief Model, this could culminate into a very effective public health communication strategy which would further enhance the delivery of the KZCGH objectives to the public. Edwards and Hugman (1997) contend that good communication is vital to effective healthcare, furthermore, they posit that communication and information provision is very cardinal in predicting whether the target audience will engage in the proposed and recommended health behaviour and also if these behaviours would yield a positive outcome. If the general Zambian populace is to adopt the KZCGH, there is indeed need to have a strategic communication approach and model that responds to their needs considering the cultural, economic, and social factors that govern their daily lives.

## **2.5 Empirical Literature**

A study was carried out by Mandabe and Chibomba (2019) in order to evaluate the efficacy of the Make Zambia Clean, Green, and Health programme in the Zambezi District. Evaluation of the amount of community participation in the campaign, identification of the obstacles that were encountered, and investigation of potential ways to solve these challenges in Zambezi District were the objectives of the study. The Zambezi District, which is located in the North-western Province of Zambia, was the location where the research was conducted since it utilised both quantitative and qualitative methods. The research was conducted with a total population of 150 individuals, which included 140 homes, 8 institutions of the government, and 2 institutions of the private sector. Based on the findings, it was discovered that maintaining cleanliness in residential areas and the community that surrounded them continued to be a difficulty, which posed a threat to the health of the residents. Furthermore, the majority of homes, which accounted for 77% of the total, believed that the cleaning exercise was the responsibility of the council, which resulted in a low level of involvement. Based on the findings of the study, the government should prioritize the promotion of the 3Rs (reduce, reuse, and recycle) and increase the level of awareness at the district level.

In Zambia, Chileshe (2018) conducted research to determine the factors that influence environmentally conscious behaviour and the techniques that are used to improve behaviour among the general population. According to the findings of the study, the Community-based Social Marketing Theory, the Theory of Planned Behaviour, and the Health Belief Model were all utilized. The research was conducted using a mixed methods technique, which included both unstructured interviews and a questionnaire based on a Likert scale. The research, which was conducted in Lusaka and Mumbwa and involved a total of 545 individuals, discovered a disconnect between environmental knowledge and environmentally conscious behaviour. From the findings of the study, it was advised that the Keep Zambia Clean, Green, and Healthy program should be implemented using a comprehensive strategy, with an emphasis on environmental awareness, the resolution of infrastructural obstacles, and the utilization of instruments for behaviour change.

Nmere, Abugu, Alio, and Anetoh (2020) conducted a study that explicitly studied the impact that the media awareness campaign and community engagement had on trash management in the Enugu metropolitan area. Both the enlightenment of the media and the engagement of the

community were shown to have a substantial influence on trash management, according to the findings of the study, which employs a survey method and has a sample size of 384 residents. Based on the findings of the study, it was suggested that public awareness campaigns should be improved, and that active community participation in waste management activities should be encouraged.

Welfens, Nordmann, and Seibt (2016) wanted to engage in a discussion on the factors that influence recycling and return behaviour, with a particular emphasis on mobile phones. This study made use of the norm activation model as well as actual data obtained from the research project titled "Return and use of old mobile phones." When it comes to fostering sustainable behavioural patterns in the information and communications technology industry, the findings brought to light the significance of economic incentives, education, and communication.

A study conducted by Skoric, Zhang, Kasadha, Tse, and Liu (2022) investigated the impact that various methods of conveying information about the ecological dangers posed by disposable plastics had on people's willingness to minimize their consumption of these materials. One hundred and one people from Hong Kong participated in the study, which utilized a between-subjects experimental design. A loss framing and communications that were either text-based or infographic-based were shown to be more effective in convincing individuals to minimize their usage of throwaway plastics, according to the findings.

With the help of a seven-fold analysis of the strategic factors and a multimodal analysis of the discourse of cleanliness, Dash and Dash (2021) carried out an investigation of India's Swachh Bharat Abhiyan (2014–2019). The campaign utilised a comprehensive promotional approach that encompassed all aspects of communication, including print, electronic, and social media, as well as inter- and intra-institutional partnerships, and extensive engagement from the general population.

In Indonesia, Ardianti, Hidayat, Bakti, and Mulyani (2022) investigated the impact that the KangPisMan social media environmental campaign had on the followers' perspectives regarding waste management policies and practices. An attractive campaign message that had good substance and structure was found to have a beneficial effect on the replies of followers, according to the findings of a study that utilized a quantitative methodology and utilized a sample of one hundred Instagram accounts.

According to Nyakalale (2020), there were some obstacles that needed to be overcome in order to successfully implement the Keep Zambia Clean, Green, and Healthy Campaign in residential areas within the Lusaka district. Through the utilization of a mixed methods approach, the research concluded that both the government and the citizens were confronted with issues, including a shortage of cash, an inadequate water supply, and difficulties in paying water bills.

The research conducted by Idamah (2015) investigated the impact that enlightenment efforts in the broadcast media had on solid waste management to bring about a positive attitude shift in the South-South Geo-Political Zone of Nigeria. The findings of the survey study and content analysis methodologies, shows that the enlightenment efforts were inconsistent and inadequate, which led to a negative attitude among the residents regarding trash management. According to the findings of the study, it is essential to frequently broadcast media campaigns in order to bring about positive attitude change.

## **2.6 Chapter Summary**

This chapter presented the study's literature review while the following chapter will present the research methodology to be employed in the study.

## **Chapter Three**

### **Methodology**

#### **3.0 Introduction**

The present chapter presents the methodology and study design to be employed to realize the objectives of the study and presents the following; Study area, Research Methods (Research design, Sampling, Data collection, Data analysis and Ethical Considerations).

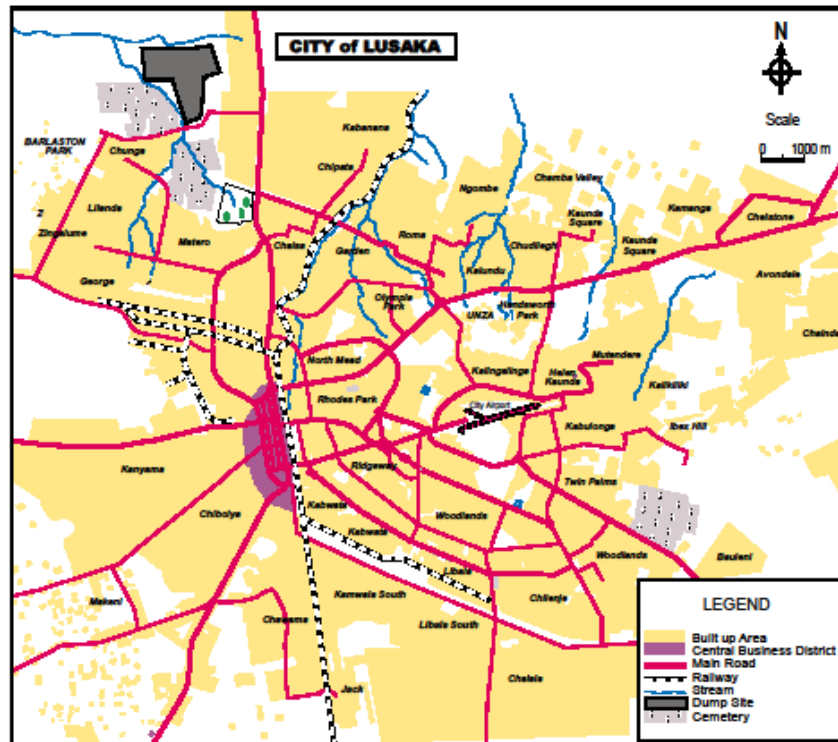
#### **3.1 Study area**

The study was conducted in Lusaka, the capital city of Zambia, situated within Lusaka Province. Lusaka, geographically located at approximately 15.4167° S latitude and 28.2833° E longitude, lies on a flat terrain spanning approximately 360 square kilometres. It serves as the administrative, economic, and cultural centre of the nation (CSO, 2010). Lusaka's prominence is denoted by its status as the most populous city in Zambia, accommodating a significant portion of the country's population. According to the 2010 census of population and housing, Lusaka experienced a substantial population density increase, rising from 63 individuals per square kilometre to 100.1 individuals per square kilometre, marking a notable 36.6% increment. Furthermore, at the district level, Lusaka exhibits the highest population growth rate, recorded at 4.9% compared to other districts (CSO, 2010).

Lusaka is recognized as the economic epicentre of Zambia, hosting a substantial portion of the nation's industrial and commercial activities. Its strategic position has catalysed rapid urbanization and economic development, making it one of the fastest-growing cities in the country. The city's economic vitality is reflected in its diverse economic sectors, including manufacturing, commerce, finance, and services. Moreover, Lusaka's economic significance is intertwined with its role as a transportation hub, facilitating domestic and international trade (Zambia Business Bulletin, 2013). The Lusaka City Council shoulders the responsibility of managing environmental sanitation and protection services within the city. Given Lusaka's status as the most populous and industrially active city in Zambia, the city faces considerable challenges in ensuring environmental sustainability. Consequently, understanding the dynamics of environmental sanitation and

protection in Lusaka is paramount for effective policymaking and urban management (Lusaka City Council, 2015).

**Figure 3.1:** Map of Lusaka City



Source: Google Maps

### **3.2 Research Paradigm**

Beliefs surrounding the collection, use of research findings and analysis regarding a particular context or research phenomena is what is referred to as research philosophy. Grove (2015) discusses three (3) research philosophies; Positivism, Interpretivism and Pragmatism. However, to fit the context of this study, the interpretivist philosophy was of interest as it provides the world view that governs and justifies the utilization of the qualitative research approach. The interpretative research approach is referred to as “Interpretivism”. Conversely, Interpretivism is also referred to as qualitative research. (Remenyi & Pather, 2004). Further, Remenyi & Pather (2004), also posit that the interpretivist research approach does not depend on mathematical rather numerical and statistical formulae for the analysis of data and evidences nor does it also require perfect hypotheses as it for the case of quantitative approaches. Qualitative researchers believe that perfectly executing processes such a triangulation is capable rather enough to rule out research bias that is inherent in researchers (Remenyi & Pather, 2004). Interpretivists also believe that they are concerned with research problems that exist in a human social context and having various attributes that cannot be quantitatively measured or observed. Consequently, they acknowledge that the only contact with reality can be possible via social constructionism which includes which encompass elements such as shared meaning, language, shared meaning and consciousness (Remenyi & Pather, 2004; Boland, 2004).

According to Klein and Myers (1999), there are about eight (08) principles that govern the interpretivist paradigm as highlighted below: firstly, the underlying principle of the hermeneutic circle; secondly this principle suggests that all human socialization is archived through iterating between by considering the independent meaning parts of the whole through which they are formed, this principle of human understanding is very important to all the other principles; thirdly, the principle of contextualization, this principle requires critical reasoning and reflection of both the social and historical background of the phenomenon under study in order to allow the audience to the research to understand where the topic being studied emerged, the fourth principle is that of interaction between the researcher and the study participants; this is because it pays particular attention on how the research data was conceived during the interaction between the researcher and the research participants, the fifth principle is that of abstraction and generalization; this principle requires understanding and relating to the idiographic details revealed through the interpretation of data by applying principles, one and two to the theoretical general concepts that

describe the nature of human comprehension and socialization; the sixth principle of the interpretivist theory is concerned with dialogue rather dialogical reasoning; this pays attention to the contradictions between the theoretical preconceptions that guide a particular study and the actual findings with following cycles of revision; the seventh principle of the interpretivist theory is that to do with multiple interpretations; this requires paying attention or being sensitive to possible differences in the interpretations among study participants as they are expressed through multiple narratives or stories of the same sequence of events being studied, finally, the last principle is the eighth one which is the principle of suspicion; this principle requires paying attention to possible biasness and systematic distortions in the narratives collected from the study participants (Klein and Myers, 1999).

### **3.3 Research design**

By its design, the present study was qualitative Denzin, Norman and Lincon (2000) describe a qualitative design as an approach to the world bearing naturalistic and interpretive characteristics. Qualitative studies include the practice where researchers try to define the subject matter in relation to the meanings that people hold towards the subject. Qualitative research design is also known as a research approach where observation, interviews, and document analysis are used as methods of collecting data to make conclusions on the study topic. Furthermore, during this process; beliefs of the study participants and events are observed in their natural setup by use of a more realistic and holistic procedure (Yıldırım & Şimşek, 2011).

Particularly, the descriptive qualitative research design which employs the use of the document analysis model and in-depth interviews among other qualitative data collection strategies was considered. Yıldırım and Şimşek (2006) posits that document analysis is the data analysis model that involves the analysis of written materials that encompass information about cases that are specifically projected for investigation. Thus, in the present study, all approved documents that encompass information describing the communication strategies employed in the implementation of the KZCGH campaign were analysed using the document analysis process in order to provide answers to the study questions.

This approach was found appropriate for this study as the researcher intended to examine the communication strategies that the council uses in the implementation of the KZCGH campaign, assess the type of information disseminated, and ascertain the targeted audience of the communication strategies and mechanisms.

### **3.4 Sampling**

For purpose of observing scientific protocols of inquiry, the researcher used the purposive sampling technique to select a specific council for data collection purposes. The Lusaka city council was selected among others due to the researcher's convenience in terms of mobility, the council's capacity to handle environmental sanitation and protection matters of the city and selection of participants who are most relevant to the research (Saunders, Lewis, & Thornhill, 2012).

### **3.5 Data collection**

Because the researcher intended to collect qualitative data from existing KZCGH communication material at the council, only secondary data was highly depended on and used to realize the final conclusions of the study. Therefore, the data collection process involved the researcher obtaining permission from the Town Clerk who heads the administration wing of the council in order to obtain the directive to collect data at the council. Afterwards, the council public relations and communications department was approached where specific staff officers including; the council public relations officer and the council Information Communication and Technology personnel were approached for further directives on where the researcher can obtain the required information for the study. The researcher was advised to work in liaison with the department of Public Health. Further, all materials such as; the council meetings, reports on the implementation of the KZCGH campaign activities, and official Lusaka City Council Communication Strategy (s) was obtained from the council for further analysis. Precisely, the following documents were sourced for secondary data; Lusaka City Council Communication Strategy (2020-2030), Statutory Instrument 10 of 2018 of the laws of Zambia-Act of Parliament as the Local Government Act Cap 288 deliberating on public sanitation, Keep Zambia Clean (KCZ) Lusaka City Council Reports (2018-2020)-Minutes of the Agriculture, Environment and Natural Resources / Health Services Committee Meeting Held at the Council Chamber along Independence avenue road, Lusaka. These policy and planning documents were important as they provided information on what has been provided for from a policy and regulatory point of view with regard to communication strategy in relation to objective two and three.

Furthermore, six (6) Key Informants and (18) marketeers were interviewed using an interview guide in order to obtain qualitative primary data to compliment the secondary data from the document review process.

### **3.6 Data analysis**

Because the data that was obtained from this study was qualitative in its nature, it was qualitatively analysed using thematic analysis technique. Therefore, Systematic coding was used to code the themes arising from the content of the materials that was analysed. Themes explaining the data were determined based on observed concepts and objectives. Significant parts of the data that was subjected to thematic analysis was named and classified under certain themes in line with the objectives of the study. The thematic analysis process involved the following stapes: Data Familiarization, Generation of Initial Codes, searching for main themes, reviewing themes, defining themes, and lastly writing down/presentation, whereas the demographic data involved the use of descriptive statistics precisely frequency distribution and percentiles were used.

### **3.7 Ethical Considerations**

All ethical issues were considered during data collection such that before data collection process, upon commencement of the interviews, the study participants were previewed to the purpose of the study as well as the use of the collected data. The interviewees were further be made aware of their voluntary participation in the study and that withdraw could be made at any point that they feel like withdrawing from the study. Finally, anonymity of research study participants was also maintained.

### **3.8 Limitations of the study**

The assumption on the limitations of the study is that: The study involved only a single council country wide which might object the generalization of the study findings country wide. This was largely because the study lacked a lager potion of financial assistance as it was financed by the researcher's own finances which inhibited the implementation of the study on a larger scale. Furthermore, the single council did not provide enough material that could necessitate the proper data collection process for the study.

### **3.9 Chapter Summary**

The preceding chapter presented the methodology to the study while the following chapter presents the findings and data analysis in order of the study objectives.

## Chapter Four

### Results

#### 4.0 Introduction

This section presents the findings obtained from the data collected in the study, which aimed to identify the factors that influence the outcomes of communication strategies in the Keep Zambia Clean Green and Healthy Campaign (KZCGH) in Lusaka City. The sample comprised 6 respondents from Lusaka City Council, who served as key informants for purposes of the research. Ethical considerations were observed during the analysis process, therefore, the identity of the respondents in the study were concealed. Instead pseudonyms were used in place of the names of the respondents that took part in the study. The presentation of the data is done in order of the study objectives. Further, qualitative findings from document analysis and key informant interviews are presented starting with document analysis followed by the verbatim from the respondents.

#### 4.1 Demographic Characteristics

A number of questions were posed to the respondents as part of the background information in accordance with the research that was conducted. The background of respondents with regards to their gender, age and period at the city councils are presented below (Table 4.1.1).

Table 4.1.4 Gender of Respondents

<b>Table 4.1.1 Gender of Respondents</b>				
		Frequency	Percent	Valid Percent
Valid	Male	4	66.7	66.7
	Female	2	33.3	33.3
	Total	6	100.0	100.0

Source: Researcher (2024)

The findings on Table 4.1.1 shows the gender of the respondents at Lusaka City Council, as can be seen, of the 6 respondents in the study, four of them were male, while the remaining two respondents were female.

Table 4.1.2 shows the age of the respondents at Lusaka City Council and marketeers who took part in the study, as shown, majority of the study respondents were above 37 years of age, followed by those between 31 and 33 years of age respectively.

Table 4.1.2 Age of Respondents

SN	Age of group	Frequency	Percentage
1	25-31	5	20.8
2	31-37	8	33.3
3	Above 37 years	11	45.8
4	Total	24	100.0

Source: Researcher (2024)

The findings on Table 4.1.3 shows the period of employment of respondents at Lusaka City Council, as can be seen, the respondents had been employed for periods ranging from less than two (2) years to above two (2) years, respectively.

Table 4.1.5 Period of employment of Respondents

<b>Table 4.1.3 Period of employment of Respondents</b>				
		Frequency	Percent	Valid Percent
Valid	Less than 2years	2	50.0	50.0
	Above 2years	4	50.0	50.0
	Total	6	100.0	100.0

Source: Researcher (2024)

#### **4.2 Factors influencing the communication outcomes of KZCGH communication strategies**

One of the primary research objectives was to identify the influencing factors in the outcomes of communication strategies being utilized in the execution of the KZCGH campaign. Findings based on the objective above are presented below (Table 4.2.1) as follows:

Table 4.2.1: Themes on factors influencing communication outcomes

SN	Factors influencing the communication outcomes	Counts	Percentages
1	Public-private partnerships (PPP)	7	6.7
2	Community empowerment	13	12.5
3	Education programs	9	8.7
4	Accessibility to information	22	21.2
5	Language being used	20	19.2
6	The signage	16	15.4
7	Road shows	17	16.3
8	Total	104	100.0

Source: Researcher (2024) Note that the counts are more than the sample size (six key informants and eighteen marketeers) some respondents were listing more than 1 communication factor.

Table 4.2.1 presents the major factors that influence the outcomes of the communication strategies utilized by the Lusaka city council in the implementation of the KZCGH campaign. As shown, the study revealed that; Accessibility to information, language being used, road shows and signage really influenced the final outcomes of the communication strategies used.

#### 4.2.1 Key Informant responses on factors influencing the communication outcomes

Further qualitative responses from the key informant interviews are presented below:

One of the key informants contended as follows:

*“Well you see, most of our work around this campaign is spearhead in partnership with the private sector. Actually, that is the plan from the onset of the campaign itself, it was to enable us to increase our coverage through collaborative efforts with our stakeholders. This includes the communities themselves you know”* (key informant 1, personal communication, 2023).

Another respondent asserted as follows:

*“It is empowerment, because eventually what we have seen is the major huddle is that even if we try to execute various environmental management*

*projects. Most communities need the capacity to be able to also manage their waste disposal strategies. Most ward offices do not have alternative means rather capacity to manage their waste other than trying by all means to educate their communities on the best practices” (key informant 2 personal communication, 2023).*

Similarly, one of the respondents had this to say:

*“I think I can say it is the educational programs that we have been conducting with the communities. For what talk shows on radio, and from time to time we feature on TV programs to discuss matter relating to environmental management and sustainability in our country. We also hold community awareness programs to educate the members of the public on matters of sanitation and health through the public health department. These programs have been very instrumental were behavioural change towards sanitation and health is concerned in our communities” (key informant 3, personal communication, 2023).*

#### **4.3 Target audiences for the communication channels used in the KZCGH.**

This particular objective sought to identify the target audiences for the communication channels used by the Lusaka city council in the KZCGH campaign. To do this, the type of communication channel used were first assessed to realize what sort of target audience they were used for. Tables 4.3.1 and 4.3.2 present the information of the type of channels and the target audiences.

Table 4.3.1: Communication channels

<b>SN</b>	<b>Type of Communication Channel</b>
1	Social Media
2	Traditional media (Print, Radio, TV)
3	Ward Development Committees (Public Service Announcements)
4	Community Development Workers (CDWs) (Public gatherings)
5	Road shows
6	Signage
7	Mega phone

Source: Lusaka City Council Communication Strategy for 2020 to 2030

These results reveal the type of communication channels used to disseminate information at the Lusaka city council. As revealed in the study the following are the channels of communication respectively; Social Media, Traditional media (Print, Radio, TV), Ward Development Committees (Public Service Announcements), and Community Development Workers (CDWs) (Public gatherings) as indicated respectively.

Table 4.3.2 reveals the type of target audiences that are aimed at through the communication channels used to disseminate information on the KZCGH campaign at the Lusaka city council. As revealed in table 4.3.1 the target audiences for the communication channels at the council include; Council management, Councillors, Communities (Residential Clients, Markets, and Corporate Businesses), Zambia United Local Authorities Union (ZULAWU) and Fires Services Union of Zambia (FIRESUZ) as indicated respectively.

Table 4.3.2: Types of Audiences

SN	Types of Audiences
1	Council management
2	Councillors
3	Communities (Residential Clients, Markets, Corporate Businesses)
4	ZULAWU and FIRESUZ

Source: Lusaka City Council Communication Strategy for 2020 to 2030

#### 4.3.1 Key Informant responses on the types of communication channels used in the KZCGH

One respondent answered as follows:

*“Mmmh, there quite a number of them, you see we mix them. Because sometimes we use radio, eeheh, newspaper. We normally issue out a lot of public notices in the newspaper to reach out to the general populace and our other various stakeholders. Sometimes it is the paid adverts on T.V, and then we also have our ward development meetings with the ward committees where we disseminate various information to communities through the committees. We also use social media, if you go to platforms such as Facebook you will find our page there being managed by the communications team. So, we utilize aaah, quite a good number of them depending on the nature of urgency, and of course, the audience who the*

*information is meant for”* (key informant 4, personal communication, 2023).

#### **4.3.2 Key Informant responses on the types of audiences reached in the KZCGH**

One of the informants asserted as follows:

*“Eeeh, well, the information is usually targeting various audiences, the reach is very wide especially that we are a government body. To name but just a few, our target audience is the city local communities, you know the members of the public. However, we also communicate specific information to ward councilors, unions, and the private sector”* (key informant 5, personal communication, 2023).

Another respondent also contended as follows:

*“Mostly our target audience includes the local communities, our stakeholders in the private sector, the ward leaders and generally the general populace. I should say we reach out too many because as you know, environmental management and sustainability is a collective issue which we cannot manage to deal with on our own as a council”* (key informant 6, personal communication, 2023).

#### **4.4 Type of information communicated to the general public.**

The results in table 4.4.1 above reveal the types of information disseminated to the public using the identified communication channels at the Lusaka city council, as revealed in the study; the major information disseminated is on Service delivery, poverty reduction, information regarding infrastructure development, information regarding sanitation, and information regarding disease control as indicated above respectively.

Table 4.4.1 Information Communicated/ Disseminated

SN	Types of Information Communicated/Disseminated
1	Information on Service delivery
2	Information regarding Poverty alleviation projects
3	Information regarding Infrastructure development
4	Information regarding Sanitation
5	Information regarding Disease Control
6	Information regarding the frequency of the collection of cabbage
7	Information regarding the buyers of some solid waste (e.g. plastics)
8	Information regarding the price of the solid waste being sold

Source: Lusaka City Council Communication Strategy for 2020 to 2030

#### 4.4.1 Key Informant responses on the type of information communicated

The responses from the in-depth interviews with the key informants on the type of information communicated to the general public during in the KZCGH campaign are presented below:

One respondent contended that:

*“The type of information that we disseminate...., well mmmh, it is vast I should say, because we cover a very wide subject of environmental management and sustainability. So, we can say, we disseminate information on sanitation and public health, alternative ways to alleviate poverty which hugely impacts environmental management in Zambia especially in rural Zambia were some economic activities involve the degradation of the environment due to the high level of poverty, we also talk about city planning and infrastructure development because you see this ultimately affects our sanitation if not well planned. We also talk about the best ways to dispose our garbage in our homes and market places”* (key informant 2, personal communication, 2023).

Similarly, another respondent made the following assertions:

*“Information disseminated is mostly on sanitation and public health, am sure you know how we have been very vocal on ensuring that we keep our surroundings clean. We try as much as possible to help reduce the spread of diseases such as cholera within our surroundings by making people aware on what measures they need to observe to ensure environmental sanitation”* (key informant 3, personal communication, 2023).

#### 4.5 Factors that inhibit the KZCGH campaign from yielding positive results.

The final research objective was aimed at identifying factors that inhibit the campaign from yielding positive results. Findings in line with the above are presented below (Table 4.5.1) as follows:

Table 4.5.1: Challenges experienced by the KZCGH campaign

SN	Themes	Counts	Percent
1	Limited Financial Contributions	9	10.2
2	Reduced Involvement in Community Programmes	11	12.5
3	Unrealized Potential of PPPs	8	9.1
4	Inadequate Integration of CSR Initiatives	20	22.7
5	Limited Participation in Incentive Programmes	17	19.3
6	Insufficient Awareness Among Private Sector Players	23	26.1
7	Total	88	100.0

Source: Research (2024). Note that the counts are more than the sample size (6 key informants and 18 marketeers) because some respondents were listing more than 1 challenge.

Table 4.5.1 presents the results of the factors that inhibit the campaign from achieving positive results. As shown, themes that arose from the data collection included; limited financial resources, poor community engagement towards projects and programs on environmental management and sanitation, limited utilization of potential synergies with the private sector players, as well as limited awareness among some private sector players on the available opportunities to work with the council.

##### 4.5.1 Key Informant responses on the Factors inhibiting the success of KZCGH campaign

Some of the responses from the interviews with the informants on the factors inhibiting the success of the campaign are as below presented:

One respondent said that:

*“Yes, we are an arm of the government that means that we have to be funded by central government, this sometimes affects our operations*

*especially in times when we have no funds in our reserves to finance some aspects of our operations such as the very campaign. Besides that, I think we need the private sector to come on board, because as it is, there are very few private sector players who are actively participating, we need collaboration for us to get somewhere”*

Similarly, another respondent had this to say:

*“Mostly it’s the lack of finances, for us to see great results we lack adequate finances in this aspect of our work. That’s why you see that sometimes our projects seem to be slugging. Also, there is need for the public to work with us, we have a very bad mentality where we are always crying out to the govern yet we don’t want to make any efforts towards taking personal responsibility in such matters that concern our society so lack of public participation is a very huge problem. There is need for change of behaviour and active participation among our citizens” (key informant 1, personal communication, 2023).*

#### **4.6 Chapter Summary**

The preceding chapter presented the results of the study, various themes emanated from the findings in relation the factors influencing the outcomes of the campaign, the type of channels and target audiences, type of information disseminated, and the factors that inhibit the successful implementation of the communication campaign. The following chapter discusses the findings presented in chapter four in relation to the existing related literature.

## **Chapter Five**

### **Discussion of Findings**

#### **5.0 Introduction**

The chapter presents the discussion of results and findings that were obtained in the due process of undertaking the study on identifying the factors that influence the outcomes of communication strategies in the Keep Zambia Clean Green and Healthy Campaign (KZCGH) in Lusaka City Council. The study was guided by four specific research objectives which were drawn from the main research objective listed in the first chapter.

#### **5.1 Factors influencing the communication outcomes of KZCGH communication strategies**

##### **5.1.1 Significance of Political Will**

The study also showed the important responsibilities of the mayor and councillors in community engagement, particularly during the program's early years as demonstration of political will emphasized by Whiteford and Wong (2009). Additionally, the findings collaborate with Siangulube (2023) explaining that the importance to maintain ongoing collaboration with the private sector and other stakeholders to achieve long-term success. Private waste collectors have demonstrated a positive impact through the implementation of efficient waste collection schedules and the provision of recycling facilities.

##### **5.1.2 Challenges with KZCGH**

In the context of the empirical studies, these findings align with the broader themes observed in the other research studies. For instance, Mandabe & Chibomba (2019) identified challenges in cleanliness in residential areas, similar to the challenges addressed by the KZCGH Campaign. Chileshe (2018) emphasized the importance of a holistic approach and behaviour change tools, aligning with the KZCGH Campaign's focus on community empowerment and education. Nmere, Abugu, Alio, & Anetoh (2020) highlighted the influence of media enlightenment and community participation in waste management, supporting the findings of successful communication strategies in the KZCGH Campaign.

The importance of public-private partnerships and collaboration with the private sector, as highlighted in the KZCGH Campaign findings, is also reflected in the studies by Welfens,

Nordmann, & Seibt (2016) and Ardianti, Hidayat, Bakti, & Mulyani (2022). The role of economic incentives, education, and communication in promoting sustainable behavioural patterns, discussed by Welfens, Nordmann, & Seibt (2016), aligns with the KZCGH Campaign's emphasis on ongoing collaboration and education programs. Similarly, Skoric, Zhang, Kasadha, Tse, & Liu (2022) found that different ways of presenting information influenced people's willingness to reduce plastic use, supporting the KZCGH Campaign's focus on effective communication strategies.

### **5.1.3 Beyond theoretical perceptual factors**

According to the health belief model, the factors that influence communication outcomes are perceptual (Burton and Dimpleby 1995) but this study has shown that some factors are beyond perceptions but driven by economic needs such as market opportunities and price information for solid waste for marketeers to actively participate in the KZCGH. this study has also shown that the factors cited by the government institutions are more structural such as funding, private public partnerships while those cited by marketers are more pragmatic and simpler such as language being used in the campaigns and accessibility of the information, frequency of collection and market information for buyers of waste. These findings show the divide between formal and informal systems that need to be bridged as observed by Melnyk (2023). As observed by Madon et al., 2018 community empowerment and education programs, such as radio broadcasts and outreach at bus stations and markets, made a significant contribution. The private sector has played a crucial role in the development of infrastructure and waste management, as seen in the significant increase of private waste collectors in Lusaka.

The findings of the research, in the context of the Cultural Studies Approach and the Health Belief Model, provide valuable insights in the theoretical limitations of the model using the case of Lusaka KZCGH (Keep Zambia Clean, Green, and Healthy) Campaign. In line with the model that emphasizes on perception on severity, susceptibility, benefits, barriers and cues to action, the results show that concepts of benefits have been shown to explain behaviour of actors in this study with respect to economic benefits that could arise from sale of waste. The perceptions on barriers, in potentially influencing behaviour has been demonstrated in the study as indicated on the factors that inhibit the KZCGH campaign from yielding positive results. However, the cultural models fail to separate formal and informal sectors to account for the interests and needs of government

institutions such as Local Authorities and the informal sector such as the marketeers in a more explicit manner. However, the Cultural Studies Approach, as outlined by Burton and Dimpleby (1995), emphasizes the significance of signs and meanings in communication, particularly within specific social groupings. In the context of the KZCGH Campaign, the study identifies the campaign's goal as creating a society that culturally values sanitation and environmental conservation. This aligns with the cultural studies perspective, which views communication as a symbolic process that produces and reproduces shared social and cultural patterns.

The success of the campaign is attributed to the recognition of variations in social groupings and the deliberate efforts to naturalize the cultural values of cleanliness and environmental conservation. The study underscores the importance of private entities, community engagement programs, and the roles of mayors and councillors in fostering a collective cultural shift towards cleanliness and civic responsibility. The testimonials from shop owners highlight not just the ongoing cleanliness but also the active encouragement for others to adopt similar practices, showcasing the influence of communication in shaping cultural attitudes.

The Health Belief Model, proposed by Rosenstock (1984), is concerned with decisions regarding health behaviours and emphasizes the role of perceived threats and relevant beliefs in motivating action. In the context of the KZCGH campaign, the findings suggest that the perceived threat of health hazards, such as the spread of diseases like cholera, motivates the audience to act. The study highlights the importance of community empowerment and education programs, such as radio broadcasts and outreach, in influencing beliefs about the severity of health hazards and susceptibility to them.

## **5.2 Target audiences for the communication channels used in the KZCGH.**

The Cultural Studies Approach, as outlined by Burton and Dimpleby (1995), emphasizes the importance of signs and meanings in communication, particularly within specific social groupings. In the context of the KZCGH campaign, the approach suggests that the success of the initiative relies on understanding how the messages and symbols associated with cleanliness and environmental conservation are interpreted by different segments of society.

### **5.2.1 Targets for effective KZCGH Campaign**

The campaign targets the general public and private sector players. The Cultural Studies Approach suggests that the effectiveness of communication depends on how these diverse social groups interpret the signs and messages related to the campaign. This involves considering the cultural nuances and variations within these groups. The findings highlight the LCC's acknowledgment of the importance of collaboration with the private sector, specifically in waste management and sustainable practices. Also, the study shows that the perceptions and practices by the marketeers are different from those from the LCC. The Cultural Studies Approach underscores the influence of ideological forces within society that shape perceptions, norms and behaviours. In this case, the ideology of environmental responsibility and collaboration is crucial for the success of the campaign.

In light of the findings related to the target audience for the Keep Zambia Clean, Green, and Health Campaign and the challenges faced by the Lusaka City Council (LCC), the Cultural Studies Approach and the Health Belief Model offer insightful perspectives for analysis. The empirical studies provide context to these findings, shedding light on the challenges faced in implementing similar campaigns in different regions. For instance, Mandabe & Chibomba's (2019) study in Zambezi District reveals challenges related to cleanliness in residential areas and the community, highlighting a risk to citizens' health. The majority of households considered cleaning the responsibility of the council, leading to low participation. This aligns with the importance of engaging the general public through targeted channels, as identified in the findings.

Chileshe (2018) emphasizes a holistic approach to implementing programs like Keep Zambia Clean, Green, and Healthy, underscoring the gap between environmental knowledge and pro-environmental behaviour. This resonates with the importance of ascertaining the target audience and utilizing appropriate channels for engagement, as suggested in the current findings. The need to emphasize environmental knowledge and address infrastructural impediments aligns with the identified challenges and potential solutions.

Nmere, Abugu, Alio, & Anetoh's (2020) study in Enugu metropolis highlights the influence of public relations' media enlightenment campaigns and community participation on waste management. This reinforces the importance of engaging the general public through targeted

channels, as identified in the current findings. The recommendation to improve media public enlightenment campaigns aligns with the emphasis on utilizing effective communication channels in a broader context. The findings also underscore major challenges faced by the Lusaka City Council (LCC), particularly in maintaining cleanliness given the size of the population. The importance of collaboration with the private sector, specifically in waste management and the promotion of sustainable materials, is emphasized. This resonates with Welfens, Nordmann, & Seibt's (2016) study discussing factors influencing return and recycling behaviour, emphasizing the role of economic incentives, education, and communication in promoting sustainable behavioural patterns.

### **5.2.2 Motivation for action**

The approach emphasizes the role of communication in shaping group identity and power relations. In the context of the campaign, it underscores the importance of fostering a cultural value for sanitation and environmental conservation, where communication acts as a primary instrument for building identity and influencing power relations among various stakeholders. The Health Belief Model, originally proposed by Rosenstock and later developed by Becker and Rosenstock (1984), focuses on decisions related to health behaviours. Applied to the KZCGH campaign, this model provides insights into how individuals perceive threats to their health and how these perceptions influence their actions. The challenges faced by the LCC in maintaining city cleanliness highlight the perceived threat to public health. The Health Belief Model suggests that motivating the audience to act requires emphasizing the severity of the health hazard (an unclean environment) and individuals' susceptibility to it.

The model posits that individuals' beliefs about the benefits of taking necessary actions and the perceived hindrances play a crucial role in determining their behaviour. In the context of the campaign, effective health communication should focus on conveying the benefits of maintaining a clean environment and addressing perceived obstacles. The model recognizes that individuals' behaviour is driven by both internal and external factors. In the case of the KZCGH campaign, this implies that communication strategies should consider both internal motivations (personal beliefs and attitudes) and external cues (community involvement, campaign messages, actions of the LCC, and private sector involvement) to drive positive Behavioural change.

### **5.3 Type of information communicated and channels.**

In the context of the Cultural Studies Approach, the prevalence of public notices and radio advertisements as primary communication channels reflects the significance of symbols and meanings within a particular social grouping. These traditional methods serve as structured and formal means of communication, embodying shared accepted patterns. However, the results show the need to use multiple methods depending on the target audience either formal or informal like marketeers. The approach emphasizes how interpretation is shaped by the specific social group being communicated to, highlighting the importance of understanding variations within social groupings and the influence of ideological forces in shaping perceptions. In this light, the Lusaka City Council's choice of communication channels aligns with the goal of creating a society that culturally values sanitation and environmental conservation, reinforcing a distinct culture through communication.

Moreover, the involvement of private sector entities, particularly through social media, adds a layer of complexity to the Cultural Studies Approach. The collaborative nature of information sharing, especially related to corporate social responsibility activities focused on city cleanliness, underscores the role of communication in building and maintaining shared beliefs and values within the broader community.

#### **5.3.1 Motivation for choice of communication channels**

On the other hand, the Health Belief Model offers insights into the motivations behind the choice of communication channels and the content disseminated. The model posits that perceived threats motivate individuals to act, with beliefs about the severity of the threat and susceptibility to it influencing the specific plan of action. In the case of the Lusaka City Council's communication strategy, the focus on public notices and radio advertisements, traditional yet widely reaching channels, aligns with the emphasis on creating awareness and conveying the severity of health hazards related to sanitation and environmental issues. Additionally, the study has shown that motivation for choice of channels of communication is also based on proximity to trading sites for marketeers and channels that also boost their businesses such as road shows at campaign shows at market sites because it attracts customers. Similarly, the involvement of social media channels reflects an evolving landscape and the importance of modern platforms in engaging the public both

at formal and informal level. This aligns with the Health Belief Model's recognition that effective health communication should emphasize both perceived benefits and hindrances to taking necessary actions, catering to the diverse beliefs and attitudes of the target audience.

### **5.3.2 Use of multiple channels of communication**

The study has shown the importance of using several channels of communication in the KZCGH. Similar context is observed in Indonesia where Ardianti et al. (2022) shows the role of social media environmental campaign had on the followers' perspectives regarding waste management policies and practices in addition to radio and television. The study showed that an attractive campaign message that had good substance and structure was found to have a beneficial effect on the replies of followers, according to the findings of a study that utilized a quantitative methodology and utilized a sample of one hundred Instagram accounts. Further, the Lusaka City Council's emphasis on social media channels aligns with the findings of Nmere et al. (2020), emphasizing the significant influence of public relations' media enlightenment campaigns on waste management. The use of communication channels by the Lusaka City Council, incorporating both traditional and contemporary methods, resonates with Welfens et al.'s (2016) emphasis on the importance of education and communication in promoting sustainable behavioural patterns. The Council's emphasis on public notices and awareness campaigns through theatre aligns with the recommendation in Mandabe & Chibomba's (2019) study for enhanced sensitization at the district level. The use of both traditional and modern means of communication could address the challenges identified in Zambezi District. The Lusaka City Council's recognition of the coexistence of diverse communication channels reflects the nuanced understanding of varied preferences and habits, which is in line with Chileshe's (2018) suggestion for a holistic approach to implementing pro-environmental programs.

In essence, the combination of traditional and contemporary communication channels in the Lusaka City Council's strategy reflects a nuanced understanding of cultural patterns, symbols, and health beliefs within the community. It underscores a comprehensive approach aimed at creating a distinct culture through communication, influencing health beliefs, and fostering a collaborative environment for information sharing within the city. Similar results in India which involved the

use of a seven-fold analysis of the strategic factors and a multimodal analysis of the discourse of cleanliness by Dash and Dash (2021) carried out an investigation of India's Swachh Bharat Abhiyan between periods (2014–2019). It was revealed that cleanliness campaigns that utilized a comprehensive promotional approach that encompassed all aspects of communication, including print, electronic, and social media, as well as inter- and intra-institutional partnerships, and extensive engagement from the general population had positive results in regards to the public response due to their holistic approach of reach.

### **5.3.3 Limitation of the traditional formal communication channels**

The study has shown that formal communication through print media, public radio stations and Television are limited and suggestions by the marketers include non-traditional ways. Suffice to note that the implication of reliance on traditional media may result into limited reach especially that majority of the people are now technologically evolving. As such, this may result into reaching out to only a minority of the population. Hence, it would be very prudent for the communications department to ensure increased utilization of other forms of communication platforms to disseminate information to the various target audiences.

The Lusaka City Council's recognition of the evolving landscape and incorporation of social media into their communication channels corresponds with Skoric et al.'s (2022) who found that different ways of presenting information, including text-based and infographic-based messages, can be effective in influencing behavioural intentions. The Lusaka City Council's use of a 360-degree promotional strategy involving electronic and social media in the context of the Swachh Bharat Abhiyan aligns with Dash & Dash's (2021) inquiry into India's sustainable development campaigns. The Lusaka City Council's recognition of the importance of social media channels corresponds with Ardianti et al.'s (2022) findings that attractive campaign messages with good content and structure on social media positively influence followers' responses.

## **5.4 Factors that inhibit the KZCGH campaign from yielding positive results.**

### **5.4.1 Meeting needs of different groupings**

From the point of view of Cultural Studies, the problems that have been identified can be understood by looking at them through the lens of cultural interpretation and social grouping.

These include limited financial contributions, less participation in community programs, poor use of public-private partnerships (PPPs), low participation in incentive programs, and not enough integration of corporate social responsibility (CSR) efforts. According to Burton and Dimpleby (1995), the Cultural Studies Approach emphasizes the significance of signs and meanings in communication within a particular social grouping. The target audience's cultural interpretations and values are likely to have an impact on the difficulties mentioned in the research, such as financial limitations and community involvement. Understanding the cultural patterns and variations within the community is crucial for effective communication and the success of the campaign. The Cultural Studies Approach underscores the importance of recognizing social divisions, power relations, and the role of communication in shaping group identity and societal positioning.

#### **5.4.2 Financial needs**

The Health Belief Model, on the other hand, which Rosenstock (1966) first proposed and Becker and Rosenstock (1984) later developed, focuses on the factors influencing health-related decisions and behaviours. The research findings, including limited financial contributions, decreased community engagement, and underutilized public-private partnerships, align with the principles of the Health Belief Model. In this model, perceived threats and beliefs about potential behaviours play a crucial role in motivating individuals to act. The identified issues, such as financial constraints and reduced community participation, can be seen as affecting the perceived threat and perceived benefits, influencing the target audience's willingness to participate in the campaign. The Health Belief Model highlights the importance of addressing both internal and external factors, such as beliefs and cues to action, to drive Behavioural change.

#### **5.4.3 Active community engagement**

A drop in engagement in community programs is another big concern, according to key informants, who identified this as a significant concern also observed by Mandabe & Chibomba's (2019). There is a view that the success of the campaign has been negatively influenced by a drop in the extent to which the community has participated. Concerns were expressed by a number of informants over the unrealized potential of public-private partnerships (PPPs), which indicates that

they are of the opinion that these partnerships are not fully maximizing their contribution to the marketing campaign.

The low level of involvement in incentive programs was also other source of major concerns for the respondents. There is a strong possibility that the success of the campaign might be significantly improved by increasing the incentives for involvement. It is believed that the insufficient integration of corporate social responsibility (CSR) efforts is another hurdle towards the implementation of the campaign. To guarantee that the campaign is successful, it is essential to combine CSR activities in a way that is both effective and efficient.

Furthermore, insufficient awareness among private sector actors is deemed to be the factor that is given the least amount of priority. In spite of the fact that it has the lowest proportion, this suggests that some key informants are aware of the significance of increasing awareness among entities in the private sector for the success of the campaign. In general, these data provide significant insights into a variety of problems that may be preventing the campaign from being as effective as it may be. A few examples of these problems are financial limits, a lack of community participation, difficulties with public-private partnerships, incentive programs, and activities pertaining to corporate social responsibility. The findings regarding factors hindering the effectiveness of the campaigns in the empirical studies can be related to the challenges identified in Mandabe & Chibomba's (2019) study in Zambia and offer additional insights into the broader context of environmental campaigns. Mandabe & Chibomba (2019) identified limited financial contributions from respondents as a significant factor impacting the success of the campaign. This aligns with the concerns raised by key informants in the current study.

#### **5.4.4 Beyond Public Private Partnership to Public Private People Partnerships**

The current study expresses concerns about the unrealized potential of public-private partnerships (PPPs) including the community. This aligns with Chileshe (2018), which emphasized the need for a holistic approach and resolution of infrastructural impediments, indicating a gap in maximizing contributions from such partnerships. In line with these findings, Nmere, Abugu, Alio, and Anetoh (2020) who conducted a study that explicitly studied the impact that the media awareness campaign and community engagement had on trash management in the Enugu metropolitan area in Nigeria found that both the enlightenment of the media and the engagement

of the community were shown to have a substantial influence on trash management. According to the findings of the study, which employed a survey method and had a sample size of 384 residents. It was suggested that public awareness campaigns should be improved, and that active community participation in waste management activities should be encouraged.

Yet another concern that was raised in the study was that to do with the low level of involvement in environmental management and sustainability programs which echoes the importance of increasing incentives to allow increased engagement by the general public. As suggested by Chileshe's study on determinants of pro-environmental behaviour. Both Mandabe & Chibomba (2019) and Chileshe (2018) indirectly address the importance of integrating CSR efforts. Chileshe specifically recommended an effective and efficient combination of CSR activities, aligning with the concern in the current study. The study mentions insufficient awareness among private sector actors as the least prioritized factor. This aligns with the overall awareness challenge identified in Nyakalale's (2020) study, emphasizing the importance of increasing awareness among entities in the private sector. Furthermore, in line with these findings on increasing awareness and change of behaviour among the general public, Welfens et al. (2016) also highlighted that when it comes to fostering sustainable behavioural patterns in the information and communications technology industry, the findings brought to light the significance of multi-stakeholder involvement, economic incentives, environmental incentives, education, and communication.

## **Chapter Six**

### **Conclusion and Recommendations**

#### **6.0 Introduction**

This chapter presents a conclusion of the findings in line with the study which was aimed at identifying the factors that influence the outcomes of communication strategies in the Keep Zambia Clean Green and Healthy Campaign (KZCGH) in Lusaka City Council. The study focused on key informants working for the Lusaka City Council (LCC) who were interviewed in line with the research objectives in the first chapter of the study.

#### **6.1 Conclusion**

In conclusion, the research findings relate to the factors influencing the outcomes of communication strategies in the Keep Zambia Clean, Green, and Healthy Campaign (KZCGH) initiated by the Lusaka City Council. The study was guided by four specific research objectives, each contributing to a deeper understanding of the campaign's dynamics.

The study revealed that the success of the campaign was attributed to public-private partnerships, community empowerment, and education programs. Private sector involvement, particularly in waste management, was highlighted, showcasing the positive impact of collaboration. Ongoing engagement with the private sector was emphasized for long-term success, and the results indicated a positive shift in cultural attitudes towards cleanliness and civic responsibility.

The study found that the public and private sector players were the primary targets. Challenges faced by the Lusaka City Council underscored the importance of collaboration among the public, private sector, and government, aligning with both the Cultural Studies Approach and the Health Belief Model.

Furthermore, it was revealed that public notices and radio advertisements dominated the channels of communication at the city council, emphasizing the enduring efficacy of traditional methods. The inclusion of social media channels reflected a strategic acknowledgment of the evolving communication landscape.

Furthermore, results also revealed that limited financial contributions, reduced community engagement, and underutilized public-private partnerships were identified as key challenges. In essence, the findings revealed that the success of the KZCGH is deeply intertwined with effective communication strategies that consider cultural nuances, engage diverse stakeholders, and address health-related perceptions. The campaign's impact is evident in the positive shift in attitudes, the prevention of diseases, and the overall improvement in the well-being of the local community. However, challenges remain, and addressing them requires a continued collaborative effort between the public, private sector, and government, emphasizing the need for sustained communication and community engagement.

## **6.2 Recommendations**

The following are the recommendations based on the findings of the study:

### **i. Strengthen financial support.**

Among the revealed major challenges that hamper the successful implementation of the campaign was that to do with lack of financial muscle to help meet most of the costs related to the campaign. As such, there is need to increase efforts to secure and diversify financial support for the KZCGH. Explore partnerships with both local and international organizations, as well as potential funding opportunities from government agencies. This will help overcome the identified challenge of limited financial contributions.

### **ii. Enhance community involvement.**

Due to the reduced public engagement in activities of the campaign, there is need to develop targeted strategies to enhance community engagement in the campaign. Implement community-driven initiatives, such as incentivized participation programs and awareness campaigns tailored to local needs. Strengthening the involvement of the community is crucial for sustained success.

**iii. Optimize public-private partnerships.**

The lack of improved awareness among the private stakeholders in the campaign partly attributed to the limited or little use of the PPP opportunities with the private sector hence the need to Establish mechanisms to optimize public-private partnerships. Foster stronger collaboration between the Lusaka City Council and private sector entities, ensuring mutual benefits and the maximization of resources for waste management and environmental conservation. Regular reviews and feedback sessions can help refine the partnership model.

**iv. Diversify communication channels.**

While it was revealed that traditional channels like public notices and radio advertisements have proven effective, there is a need to diversify communication channels. Explore innovative approaches, such as interactive social media campaigns, community forums, and educational workshops, to reach a broader audience and cater to varied preferences.

**v. Implement robust monitoring and evaluation.**

Although various findings emanated from this study regarding the type of audiences, the type of communication channels used, and the factors that influence the outcome of the communication channels used among others, it has been observed that the campaign seemed to lack an appropriate and properly developed Monitoring and Evaluation strategy. Therefore, there is need to develop a comprehensive monitoring and evaluation framework to assess the effectiveness of communication strategies. Regularly collect and analyse data on key performance indicators, including community participation rates, waste management metrics, and public perception surveys. This will enable informed decision-making and continuous improvement.

**vi. Integrate corporate social responsibility (CSR) efforts.**

The study revealed that although there exists considerable participation from the private sector, there is still lack of awareness which leads to limited utilization of the full potential of PPP between the private sector and the Lusaka city council. As such in order to increase awareness and utilization of the synergy with the private sector. Increased integration of CSR activities in the implementation of the campaign would improve the PPP. Thus, there is need to foster stronger integration of corporate social responsibility (CSR) efforts within the private sector. Encourage businesses to align their CSR activities with the goals of the KZCGH, emphasizing sustainable practices and environmental conservation. Recognize and celebrate successful CSR initiatives through public acknowledgment and awards.

### **6.3 Areas for Further Research**

The following are the areas for further research:

Conduct a detailed investigation into the specific financial constraints hindering the KZCGH. Explore the root causes of limited financial contributions and assess potential strategies to secure sustained funding for the campaign.

Undertake a longitudinal study to assess the long-term impact of the KZCGH on community attitudes, health outcomes, and overall well-being. Evaluate the sustained effectiveness of communication strategies and identify areas for continuous improvement.

Conduct focused studies on community perceptions and attitudes towards cleanliness, waste management, and environmental conservation. Understanding the underlying cultural factors and beliefs will provide valuable insights for tailoring communication strategies.

Investigate the dynamics of public-private partnerships in the context of the KZCGH. Assess the challenges, successes, and potential areas for improvement in collaborative efforts between the Lusaka City Council and private sector entities.

Compare the effectiveness of various communication channels employed in the KZCGH. Evaluate the impact of traditional methods versus modern platforms, considering factors such as reach, engagement, and cost-effectiveness.

Explore strategies for culturally adapting communication messages to enhance their resonance within specific social groupings. Investigate how cultural nuances influence the interpretation of campaign messages and identify ways to tailor communication for maximum impact.

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## Appendices

### Appendix I: Work Plan

ACTIVITIES	MONTH-2022											
	1	2	3	4	5	6	7	8	9	10	11	12
Problem identification and topic formulation												
Literature Review	x	X										
Writing Research Proposal			X									
Submission of Final Proposal				x								
Data Collection					x							
Data Analysis						x						
Draft Report											x	
Submission of Final Report										x		

## Appendices

### Appendix I: Work Plan

ACTIVITIES	MONTH-2022												
	1	2	3	4	5	6	7	8	9	10	11	12	
Problem identification and topic formulation													
Literature Review	x	X											
Writing Research Proposal			X										
Submission of Final Proposal				X									
Data Collection					x								
Data Analysis						x							
Draft Report												x	
Submission of Final Report										x			

**Appendix II: Budget**

<b>No.</b>	<b>Description</b>	<b>Total Price ZMK</b>
1.	Pencils x 30	K25
2.	Transport x 7 trips	K500
3.	Typing Research Report	K250
4.	Binding Report x 4 copies	K600
5.	Printing Reports x 4 copies	K870
	<b>Total</b>	K2,245

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**PARTICIPANT INFORMATION SHEET**

**(This template is for research interventions that use questionnaires, in-depth interviews or focus group discussions)**

(Language used throughout form should be at the level of a Grade 8 student)

Notes to Researchers:

1. Please note that this is a template developed by NASREC to assist the Principal Investigator in the design of their informed consent forms (ICFs). It is important that Principal Investigators adapt their own ICFs to the outline and requirements of their particular study by replacing words in red.
2. The informed consent form consists of two parts: the information sheet and the consent certificate.
3. Do not be concerned by the length of this template. It is long only because it contains guidance and explanations which are for you and which you will not include in the informed consent forms that you develop and provide to participants in your research

4. This template includes examples of key questions that may be asked at the end of each section that could ensure the understanding of the information being provided, especially if the research study is complex. These are just examples, and suggestions, and the investigators will have to modify the questions depending upon their study.

5. In this template:

- square brackets indicate where specific information is to be inserted
- bold lettering indicates sections or wording which should be included
- Standard lettering is used for explanations to researchers only and must not be included in your consent forms. The explanation is provided in black, and examples are provided in red in italics. Suggested questions to elucidate understanding are given in black in italics.

### **[Informed Consent Form for QUESTIONNAIR]**

This informed consent form is for workers at Lusaka City Council (Lusaka Province) who will participate in survey on Communication Strategies in The Keep Zambia Clean Green and Healthy Campaign

## **Part I: Information Sheet**

### **Introduction**

Dear Sir/Madam, my name is JENNIPHER KABAMBA I'm a student from the University of Zambia. I'm doing my research in Lusaka City as part of my studies. The purpose to visit you is to find out about the Communication Strategies in the Keep Zambia Clean Green and Healthy Campaign and how the Campaign is being implemented, your experience relating to waste management and how the management strategies are affecting the campaign. This interview will take approximately 40 minutes. May I say that the interview is on voluntary basis. If you choose not to take part, you have the right not to participate and there will be no consequences attached to it. The information gathered from you will be used purely for academic purposes signifying that your identity will be and kept confidential. All information provided by you will be completely unidentified and will not be connected to you in some way that can recognize you.

Do you have any questions? **<Enumerator: pause and respond to any questions raised, then continue with the following statement>. Do you accept to take part in my interviews?**

### **Purpose of the research**

Despite the introduction of the Keep Zambia Clean Green and Healthy Campaign (KZCGH) as the main strategy of managing waste country wide, waste management continues to be a major sanitation problem in Zambia leading to poor waste management habits, lack of proper garbage disposal, lack of hygiene and also leading to the spread of cholera disease in some areas of the country. We believe that you being a working at the Lusaka City Council can help us with information through your experience on the (KZCGH) Campaign on what communication strategies are put in place. We also want to know how you communicate to the public concerning the campaign and who your target audience is. We also want to know the reasons as to why the campaign is not yielding positive results. This knowledge might help us learn on how to improve the communication strategies and how to properly implement the campaign.

### **Type of Research Intervention**

No intervention is intended. The study is basically a social survey to collect people's views and experiences.

### **Participant Selection**

You are being invited to take part in this research because we feel that your experience as workers at Lusaka City Council can contribute to our understanding and knowledge of what the communication strategies are in the Keep Zambia Clean Green and Healthy Campaign and how it is implemented.

### **Voluntary Participation**

Your participation in this research is entirely voluntary. It is your choice whether to participate or not and you can withdraw at any time from the interview.

### **Procedures**

#### **(Face to face interview)**

Throughout the interviews we shall observe social distancing, masking and regular sanitization due to Covid 19.

Firstly, I will kindly ask you to introduce yourself before asking you a number of questions. Kindly take note that, there is no wrong answer and am asking you to be as honest and free as possible. I will be writing the responses. This is not a group interview but individual meaning I will be interviewing you alone.

### **Duration**

Each interview will last between 40minutes to 50 minutes.

### **Uses of information**

The information will be used for my academic purposes only. The results could be of benefit to the government and other actors who are dealing with Waste Management. The study will further contribute to the academic literature in waste management and other sectors including Disaster Management Mitigation Unit and Zambia Environmental Management Agency.

### **Risks**

No risks.

### **Benefits**

The information we shall get from you will be used to influence formulation of appropriate mitigation measures and policies for Lusaka City Council, Ministry of Green Economy, Zambia Environmental Agency (ZEMA) and Disaster Mitigation Unit (DMMU) for possible Aid during disease outbreaks such as cholera

### **Reimbursements**

You will not be provided with any incentive to take part in the research. Participation is voluntary.

### **Confidentiality**

We will not be sharing information about you to anyone outside of the research team. The information that we collect from this research project will be kept private. Any information about you will have a number on it instead of your name. Only the researchers will know what your number is and we will lock that information up with a lock and key. It will not be shared with or given to anyone except the research supervisor (Dr. P. H. Nyanga).

### **Sharing the Results**

Nothing that you tell us today will be shared with anybody outside the research team and nothing will be attributed to you by name. The knowledge that we will get from you will be used for academic purpose. We will publish these results so that other interested people may learn from this research.

### **Right to Refuse or Withdraw**

Participation in this interview is voluntary and you can withdraw at any point if you so wish. We will give you an opportunity at the end of the interview to review your responses and you are free to correct and modify your responses.

### **Who to Contact**

If you have any questions, you can ask them now. If you wish to ask questions later please contact the

Research Supervisor below:

Dr P. H. Nyanga

School of natural science

The University of Zambia

P O Box 32379

LUSAKA.

Cell: 0979922201

Email: [panyanga@yahoo.co.uk](mailto:panyanga@yahoo.co.uk)

*This proposal has been reviewed and approved by NASREC, which is a committee whose task it is to make sure that research participants are protected from harm. If you wish to find out more about the NASREC, contact.*

Dr. Erasmus Mwanaumo, Chairperson, Natural and Applied Sciences, Research Ethics Committee,

University of Zambia

P O Box 32379

LUSAKA

OR

Dr Wilma S. Nchito Director, Directorate of Research and Graduate Studies

University of Zambia

P O Box 32379

LUSAKA

Approval to conduct this research has been provided by the University of Zambia, in accordance with its ethics review and approval procedures. Any person considering participation in this research project, or agreeing to participate, may raise any questions or issues with the researchers at any time.

In addition, if you are/ or any person is not satisfied with the response of researchers may raise ethics issues or concerns, and may make any complaints about this research project by contacting the NASREC on the address sated above.

All research participants are entitled to retain a copy of any Participant Information Form and/or Participant Consent Form relating to this research project.

**Part II: Certificate of Informed Consent**

This section must be written in the first person. It should include a few brief statements about the research and be followed by a statement similar the one in bold below. If the participant is illiterate but gives oral consent, a witness must sign. A researcher or the person going over the informed consent must sign each consent. Because the certificate is an integral part of the informed consent and not a stand-alone document, the layout or design of the form should reflect this. The certificate of consent should avoid statements that have "I understand...." phrases. The understanding should perhaps be better tested through targeted questions during the reading of the information sheet (some examples of questions are given above), or through the questions being asked at the end of the reading of the information sheet, if the potential participant is reading the information sheet him/herself.

*Example: I have been invited to participate in research about malaria and local health practices.*

**(This section is mandatory)**

I have read the foregoing information, or it has been read to me. I have had the opportunity to ask questions about it and any questions I have been asked have been answered to my satisfaction. I consent voluntarily to be a participant in this study.

**Print Name of Participant**\_\_\_\_\_

**Signature of Participant** \_\_\_\_\_

**Date** \_\_\_\_\_

**Day/month/year**

***If illiterate*** <sup>1</sup>

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<sup>1</sup> A literate witness must sign (if possible, this person should be selected by the participant and should have no connection to the research team). Participants who are illiterate should include their thumb print as well.

**I have witnessed the accurate reading of the consent form to the potential participant, and the individual has had the opportunity to ask questions. I confirm that the individual has given consent freely.**

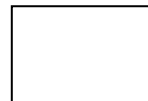
**Print name of witness** \_\_\_\_\_

**Thumb print of participant**

**Signature of witness** \_\_\_\_\_

**Date** \_\_\_\_\_

**Day/month/year**



*If vulnerable or incapacitated like pregnant women, children, people with mental illness, people with disabilities, prisoners and minority groups for instance, the investigator must ensure that there is a well-educated and motivated surrogate or proxy decision maker. When comprehension is an issue the research plan should include means of testing the participants' understanding of the important information prior to enrollment.*

Statement by the researcher/person taking consent

I have accurately read out the information sheet to the potential participant, and to the best of my ability made sure that the participant understands.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participant.

Print Name of Researcher/person taking the consent \_\_\_\_\_

\_\_\_\_\_

Signature of Researcher /person taking the consent\_\_\_\_\_

**Date** \_\_\_\_\_

Day/month/year

CONTACTS FOR QUESTIONS (Names, addresses and phone numbers of the following):

**1. Principal Investigator (Must be a local person and a Zambian).**

Names: Jennipher Kabamba  
Phone: 0973804278  
E mail: jennipherkc@gmail.com.  
Physical address: Jennipher Kabamba  
Road Development Agency  
Government Fairley Road  
P.O Box 50003,  
LUSAKA - ZAMBIA

**THE UNIVERSITY OF ZAMBIA**  
**DIRECTORATE OF RESEARCH AND GRADUATE STUDIES**  
**NATURAL AND APPLIED SCIENCES RESEARCH ETHICS COMMITTEE**

Telephone: +260-211-290258/293937

P O Box 32379

Fax: +260-211-290258/293937  
Zambia

Lusaka,

E-mail drgs@unza.zm

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**APPLICATION FOR ETHICAL APPROVAL FOR PROPOSED RESEARCH  
INVOLVING HUMAN PARTICIPANTS**

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1. **TITLE OF STUDY: AN ASSESSMENT OF COMMUNICATON STRATEGIES IN  
THE KEEP ZAMBIA CLEAN, GREEN AND HEALTHY CAMPAIGN THE CASE OF  
THE CITY OF LUSAKA.**

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2. **Principal Investigator:**

Name: JENNIPHER CHISOPO KABAMBA

QUALIFICATIONS: MASTERS STUDENT

Present Appointment/Affiliations: Master of Science in Environmental and Natural  
Resources Management / The University of Zambia, School of Natural Sciences,  
Department of Geography and Environmental Studies

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3a. **OTHER INVESTIGATORS:**

NOT APPLICABLE

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3b. **SUPERVISORS: FOR STUDENTS ONLY**

Name: Dr. P.H.NYANGA

Qualifications: PHD

Present Appointment/Affiliations: SENIOR LECTURER



- iii) To examine the type of information communicated to the general public using these channels at the Lusaka City Council.
- iv) To identify factors that are not making the campaign yield positive results.

**PARTICIPANTS TO BE STUDIED**

The Lusaka City Council staff such as the council secretary, public relations and communications department

**METHODOLOGY**

**Research design:** The current study will employ a descriptive qualitative research design.

**Sampling:** Purposive sampling will be used.

**Data collection:** In-depth interviews will be used to collect data from the key informant and the structured interviews will be used to collect data from the respondents.

**Data analysis:** Quantitative data will be analyzed by using descriptive statistics and qualitative data will be analyzed using content and thematic analysis. (Use not more than one additional A4 sheet if necessary)

4. **ARE THE PARTICIPANTS DEPENDENT ON ANY OF THE INVESTIGATORS**

As students: Yes  No  As employees: Yes  No

As patients: Yes  No  In other ways: Yes   No

If 'Yes' to any of the above, give details

5. **POSSIBLE BENEFITS TO PARTICIPANTS:** These are extracted from the information sheet and presented as a summary. This research has both direct benefit to the participant and community as it is likely to policy makers to formulate appropriate communication strategies that will benefit everyone in the study area.

6. **POSSIBLE RISKS TO PARTICIPANTS:** These are extracted from the information sheet and presented as a summary and the investigator specifies steps to minimize them  
No risks

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7. **POSSIBLE BENEFITS TO THE COMMUNITY:** These are extracted from the information sheet and presented as a summary

The information we shall get from you will be used to influence formulation of appropriate communication strategies for the Keep Zambia Clean, Green and Health Campaign, for the Lusaka City Council for possible Aid.

9. **BUDGET**

- (a) Financial support (requested or granted): Yes  No  N

**SPONSOR**

- (b) Are there costs which will be carried by other institutions Yes  No  N

- (c) Are there costs which will be carried by the participants involved (e.g. travel, accommodation, meals, treatment)?  No  N

If 'Yes' to any of the above, give details:

---

10. **SUBMISSION** (Please take note of NASREC Forms 1a and 1b)

A. **For Normal Review** at regular monthly meetings, attachments Should include (**Tick to show that you have provided these**):

- (i) 4 copies of Full Protocol  Y  No
- (ii) 9 copies of Summary of Protocol. Yes  Y No
- (iii) 4 copies of Questionnaire and/or interview schedules  Y Yes  No  Y

- (iv) 4 copies of Information Sheet Yes  
No
- (v) 4 copies of Consent Form Yes  Y No
- (vi) 4 copies of letter approving of or giving ethical clearance to the project proposal if it is a sponsored research related to another University Yes  No  v
- (vii) 4 copies of Budget  Yes  N  
No
- (viii) 4 copies of Time Line y   N  
No

**B. For Expedited Review, attachments should include (Tick to show that you have provided these):**

- (i) 4 copies of Full Protocol (to include the following): Yes  No
- (ii) 9 Summary of Protocol Yes  No
- (ii) 4 Questionnaire and/or interview schedules Yes  No
- (iii) 4 Information Sheet Yes  No
- (iv) 4 Consent Form Yes  No
- (v) 4 Letter approving the project proposal if it is a sponsored research related to another University Yes  No
- (vi) 4 Budget Yes  No
- (viii) 4 Time Line Yes  No

**11. DECLARATION**

I Jennipher Chisopo Kabamba apply to the Natural and Applied Sciences Research Ethics Committee of the University of Zambia for ethical approval of the above research proposal involving human participants, as conforming with recognized ethical standards and as not impinging on the rights of the individuals.

Signed: JENNIPHER C. KABAMBA

Date:

**PRINCIPAL INVESTIGATOR**

Contact Address: JENNIPHER C. KABAMBA

ROAD DEVELOPMENT AGENCY EASTERN REGION  
PWD BUILDING UMODZI HIGHWAY  
PRIVATE BAG 18

Telephone No: 0962236483

Fax No:

Cell phone No: 0973804278

E-mail address: jennipherkc@gmail.com

Signed: JENNIPHER CHISOPO KABAMBA

Date:

**Full name and address of Principal Supervisor:**

Dr. P.H. Nyanga  
The University of Zambia  
School of natural science  
Department of geography and environmental studies  
P.O.BOX 32379  
ZAMBIA.

Signed:

Date:

**Full name and address of Head of Department or Head of relevant Organization:**

Dr. EUNICE IMASIKU  
The University of Zambia  
SCHOOL OF NATURAL SCIENCE  
DEPARTMENT OF GEOGRAPHY AND ENVIRONMENTAL STUDIES  
P.O.BOX 32379  
ZAMBIA.

Signed:

Date:

Full name of Assistant Dean Postgraduate<sup>2</sup>

DOC MOONGA  
SCHOOL OF NATURAL SCIENCE  
P.O.BOX 32379  
UNZA, ZAMBIA

Signed:

Date:

---

<sup>2</sup> The Assistant dean should provide a confirmatory letter that the candidate made a proposal presentation to the school/department.

## 12. Checklist for Documentation:

For a thorough and complete review, all research proposals should be submitted with the following documents:

- 1) Name of the applicant with designation
- 2) Name of the institution, field area where research will be conducted.
- 3) Approval of the Head of the Department / Institution/Supervisor superintending the study.
- 4) CV of supervisor for students and of PI if the study does not involve a student.
- 5) Protocol of the proposed research with sufficient detail (see form )
- 6) Ethical issues in the study and plans to address these issues.
- 7) Proposal should be submitted with all relevant enclosures like case questionnaires, interview, and Focus group discussion guides, follow - up cards, etc. (Questionnaires interview schedules and focus group discussion guides should be in English and in the study site local language(s).
- 8) Informed consent process, including information sheet and informed consent form in local language(s) of ALL categories of respondents or participants based the reason they are being recruited in the study (see type of tool relevant for respondents or participants) .
- 9) Curriculum vitae of all the investigators with relevant publications in last five years or supervisors for students.
- 10) Any regulatory clearances or authority to do a study in a particular site is required.
- 11) Source of funding and financial requirements for the project.
- 12) Other financial issues including those related to insurance
- 13) Statement of conflicts of interest, if any.
- 14) A statement describing any compensation for study participation (including expenses) to be given to research participants; a description of the arrangements for indemnity, if applicable (in study-related injuries); a description of the arrangements for insurance coverage for research participants, if applicable; all significant previous decisions(e.g., those leading to a negative decision or modified protocol) by other IRBs or regulatory

authorities for the proposed study (whether in the same location or elsewhere) and an indication of the modification(s) to the protocol made on that account. The reasons for negative decisions should be provided.

15) Plans for publication of results – positive or negative- while maintaining the privacy and confidentiality of the study participants.

16) Any other information relevant to the study.

17) Items prescribed in section 10 of this form.

**INTERVIEW GUIDE**

**Id Number 20020197**

My names is **Jennipher Chisopo Kabamba**, I am a student at the University of Zambia, Masters of Environmental and Natural Resources Management Institute of Distance Education (IDE). I am currently carrying out a study titled: An Assessment of Communication Strategies in the Keep Zambia Clean, Green and Healthy Campaign (KZCGH) Lusaka City.

You have been chosen to participate in this study by voluntarily providing honest responses as outlined in this Interview Guide. I would like to sincerely request for your precious and time to at least be of help in this regard. Kindly note that the information you will provide to me is only for academic purposes and will be treated with utmost confidentiality. Therefore, your name(s) will not be mentioned and or cited anywhere. I take this opportunity to thank you in advance for your participation.

**SECTION A:**

**Demographic Characteristics of Key Informants**

**Age.**

- 1. Kindly indicate your age here: .....

**Sex.**

- 2. Kindly indicate your gender here: .....

**Designation/Occupation/Position in the Organization.**

- 3. What is your position in the organization? .....

**Duration of Working Experience.**

- 4. How long have you been working with this organization? .....

**SECTION B:**

**Impact of the (KZCGH) to Expected Environmental Management Outcomes**

- 5. Are you as a council currently still implementing the (KZCGH) campaign? .....
- 6. Kindly explain on how the (KZCGH) helped/has helped the council in achieving the expected environmental waste management outcomes. ....

.....  
.....

7. Has the (KZCGH) campaign been instrumental in raising awareness levels among the members of the public regarding matters relating to environmental management and Cleanliness? .....
8. If yes, would you kindly explain some of the notable or observed contributions that the campaign has helped realize in regards to environmental management and cleanliness? .....
9. Do you think the (KZCGH) has been instrumental in helping the council achieve its environmental management and cleanliness objectives thus far? .....
10. If yes to the above question, kindly explain some of the specific objectives the (KZCGH) has helped the council achieve? .....

**SECTION C:**

**Factors Influencing the Communication Outcomes of the Strategies Used In Disseminating Information on (KZCGH).**

11. Would you kindly explain the major communication factors responsible for influencing the communication outcomes experienced in the initiation of the (KZCGH) so far? .....
12. Kindly explain on how the following factors might have influenced the communication outcomes realized in the implementation of the (KZCGH) campaign? *Probe for the following:*
  - Type of messages communicated to the target audience. ....
  - Type of media used to disseminate information. ....
  - Target audience economic status e.g. ability to afford a TV, Radio, and Newspaper among other media. ....
  - Social-Cultural factors e.g.:
    - i. Population increase .....
    - ii. Educational level of the target population .....
    - iii. Norms surrounding the disposition of certain waste such as animal and human waste and remains .....

**SECTION D:**

**Type of Communication Channels Utilized in the Implementation of the (KZCGH).**

13. What kind of communication channels have you been using to disseminate information to the public on environmental management and cleanliness during the (KZCGH) campaign?

.....  
.....

14. What kind of messages have you been disseminating to the general public regarding environmental management and cleanliness during the (KZCGH) campaign? *Probe for how messages have been packaged, e.g. messages on domestic waste disposing practices, and messages on agricultural practices that degrade the environment among others.*

.....  
.....

15. What other challenges did/have you been experiencing while implementing the (KZCGH) campaign?

.....  
.....

*Thank you for your participation!*