



**INVESTIGATING THE ROLE OF MEDIA IN COMMUNICATING
MESSAGES ON THE ELIMINATION OF CHILD LABOUR IN
ZAMBIA: THE CASE OF MUVI TV AND ITS AUDIENCE IN NDOLA`S
CHIPULUKUSU, NKWAZI AND TWAPIA TOWNSHIPS.**

By

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**A report submitted to the University of Zambia in Partial fulfilment of the
requirements of the degree of Master of Communication for Development
in the School of Humanities and Social Sciences**

The University of Zambia

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Declaration

I make the declaration that this report has not been submitted for a degree at the University of Zambia or any other university before.

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APPROVAL

This report of MWAMBA SEFELINO is approved as fulfilling the partial requirements for the award of the Master of Communication for Development degree by the University of Zambia.

Signed:

Date:

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ABSTRACT

This study was conducted to investigate the role of media in communicating messages on the elimination of child labour. Muvi TV was the channel of communication that was considered. The study was in three townships of Ndola namely Chipulukusu, Nkwazi and Twapia. The aim of this research was to ascertain if Muvi TV, in its dealing with the community stories, had exposed the child labour vices in order to raise awareness and reduce them.

A combination of exploratory and analytical research designs were used. Qualitative methods included Focus Group Discussion-FGD, In-depth Interviews, while for quantitative methods, quantitative surveys of respondents in the said townships were conducted, and a content analysis of Muvi TV programming was done. The 120 children were found through accidental sampling based on their having been present at the time of research in the Central Business District of Ndola where child-labour activities abound. Multi-cluster sampling was used to identify 120 parents/guardians from the three townships. Computer software was used for descriptive statistics and crosstabs. NVIVO was used to construct themes for qualitative data.

The findings were that, during the study time from 2013 October to 2015 April, Muvi TV did not do much in setting the agendum on child labour issues. News items concerning the matter were broadcast like any other, without special emphasis, or pointers to child labour related problems. No documentaries or magazines were made specifically on child labour by Muvi TV. Technocrats interviewed hardly work with Muvi TV on child labour issues and treated the matter as a minor one. Some of them were not knowledgeable about child labour matters. It appears that lack of good training for reporters on child labour and lack of editorial policy guidelines may be partially to blame. Bad reception by Muvi TV in some areas contributed to the low levels of awareness. Thus, many stakeholders including journalists must be trained on child labour items. Marketeers and Councils must be incorporated in the elimination of child labour. Muvi TV to use edutainment in producing programmes on child labour. Government must increase funding to the provision of adult literacy programme and reduce duty on solar panels.

DEDICATION

This research is dedicated to the entire family and Ndola Baptist Church (NBC) saints for their support and encouragement.

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ACRONYMS AND ABBREVIATIONS

AIDS	Acquired Immune Deficiency Syndrome
ARVs	Antiretroviral drugs
BBC	British Broadcasting Corporation
CBD	Central Business District
CECLE	Combating Child Labour through Education
CRS	Catholic Relief Services
CSO	Central Statistics Office
ECLT	Eliminating Child Labour in Tobacco Growing Foundation
FGD	Focus Group Discussion
FIFA	International Federation of Football Association
HCL	Hazardous Child Labour
HIV	Human Immuno-deficiency Virus
HRW	Human Rights Watch
IEC	Information Education Communication
ILO	International Labour Organisation
IPEC	International Programme on the Elimination of Child Labour
IGAs	Income Generating Activities
ITUC	International Trade Union Conference
JCM	Jesus Cares Ministries
KAPE	Knowledge, Attitude, Practices, Expectations
LRA	Lord`s Resistance Army
MLSS	Ministry of Labour and Social Security
NGO	Non-Governmental Organisations
PLHAs	Persons [people] Living with HIV and AIDS
OVC	Orphans and Vulnerable Children
SAP	Structural Adjustment Programme
SCREAM	Supporting Children`s Rights Through Education, Art and the Media
UNICEF	United Nations Children`s Fund
WFCL	Worst Forms of Child Labour

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CHAPTER ONE

BACKGROUND

1.0. INTRODUCTION

Child labour is defined by International Labour Organisation [ILO] conventions as work that children must not engage in due to them being too young or dangerous to their health and unsuitable for them ILO (2002). ITUC (2008:1) defines child labour as work which “deprives children of their potential and their dignity, and is harmful to their physical and mental development.” In other words, child labour is “work that is mentally, physically, socially or morally dangerous and harmful to children,” as well as negatively affecting their schooling, ITUC (2008:1). Child labour has myriad forms which range from subtle ones to what could be described as worst forms. Child labour thus, exists in agriculture, mining, construction, stone breaking, tending of livestock, charcoal production and domestic services, Matoka (1994), ILO-IPEC (1999). Other forms are in terms of begging and scavenging, drug trafficking and commercial sexual exploitation and selling of various merchandises on the streets, in stadia/ bars, lodges and so on. Some children work in the transport sector, quarrying, washing and guarding of vehicles. Child labour must not be confused with child work as the latter is meant for grooming a child into a responsible person and is done in an appropriate way. There are a number of studies that have been done on the subject of child labour world over. These studies have revealed poverty, barriers to education, and some cultural/traditional practices and the market demands as the major causes of child labour.

The International Labour Organisation (ILO) after realising the extent of the child labour issue decided to launch a day dubbed “World Day against Child Labour-WDACL” commemorated on 12th June, every year. The essence of this day is to raise awareness on the problem of child labour world over. Has ILO and its stakeholders been utilising the electronic media as a channel of communication? The following questions beg for answers; were the results attained? Have strides been made in the quest to eliminate

child labour? The purpose of this research was to establish the usage of this communication channel, the electronic media, Muvi TV to set the agenda and reduce the knowledge gap through the concept of AKAB ladder (Awareness, Knowledge, Attitude and Behaviour).

In this paper, the researcher's role was to investigate the part that communication has in the elimination of child labour. The channel of this communication is the electronic media and specifically Muvi TV. Thus, an assessment of the target audience was conducted through the various tools of research under the concept of AKAB Ladder.

1.1. BACKGROUND TO THE PROBLEM

Streets of Ndola are usually crowded with different people especially the Central Business District (CBD). Most of these consist of children who are either sent to sell and beg or have run away from their homes. The latter are known as street kids but the research concentrated on the ones engaged in various forms of work as sent by guardians/parents or themselves. Ndola city used to be a very vibrant town during the UNIP era with many industries where people could be employed regardless of their qualifications. The availability of jobs meant that poverty levels were almost negligible and the free education policy crowned it all. After the 1991 polls, which saw the ushering in of the MMD government into power, the privatisations of companies under the Structural Adjustment Programme (SAP) led to the closure of many industries, Noyoo (2008). The situation left many people jobless. The HIV and AIDS pandemic also contributed to the rise in poverty level. The large armies of children involved in all sorts of work continue to rise each day that passes by yet ILO and other stakeholders are busy recording reductions in the vice.

1.1.1. Study Site

Zambia is a landlocked country surrounded by eight countries which are Tanzania (North-East), Malawi (east), Mozambique (south-east), Zimbabwe (south), Botswana (south-west), Namibia (south-west), Angola (west) and Democratic Republic of Congo-DRC (north). It is located in the Southern part of Africa between longitude 22 degrees to 34 degrees east and latitude 8 degrees to 18 degrees south of the equator with

an area of 752,620 square kilometres (km²). The country has a population of 13,092,666 comprising of 5,943,169 children aged 0-14 years (45.39%) and 4,623,142 aged 15-34 years (35.31%), and the rest above 35 years (CSO, 2012). Zambia has ten provinces namely Central, Copperbelt, Eastern, Luapula, Lusaka, Muchinga, Northern, North-Western, Southern and Western Provinces with a cultural diversity of 73 ethnic groups.



Figure 1.1: Map of Zambia depicting the Provinces [source-CSO, 2013]

The economy of Zambia depends on the mining industry (copper), agriculture and the manufacturing sector, which is in both private and public hands. Zambia enjoys an abundance of water through five major rivers namely Chambeshi, Luapula, Kafue, Zambezi, and Luangwa as well as five lakes, which are Bangweulu, Kariba, Mweru, Mweru- Wantipa and Tanganyika, (UN-Habitat, 2006).

1.1.2. Ndola

Ndola the provincial headquarters of the Copperbelt Province was found in 1904 by John Edward “Chiripula” Stephenson. It is the third largest city in Zambia and the only one which was planned. The distance between DR Congo border and the town is 10 km. In the early 1980s, Ndola used to be the largest industrial centre with major companies like the Land Rover assembly plant, Dunlop tyre manufacturing company [now turned into Jacaranda shopping mall] and Johnson and Johnson to name but just a few. The town has large deposits of limestone, which has made it easier for companies like Lafarge Cement Plc, Zambezi Portland Plc and Ndola Lime to enhance their operations. Ndola is linked by rail, road network and air [Simon Mwansa Kampwepwe international airport]. Chipulukusu and Nkwazi Townships are located in the northern part of the city whilst Twapia Township is in the South-west. There are among the low cost areas within the district and in the process of being upgraded to planned settlement status. The poverty levels are high within the three townships. Chipulukusu and Nkwazi are close to Democratic Republic of Congo (DRC) making it possible for children from the neighbouring country to be trafficked, USDOL (2014). The proximity of the Chipulukusu and Nkwazi townships to Misundu [farming area] and central business district as well as high cost areas like Northrise, Kansenshi and Itawa avails opportunities for children to work in farms, houses [maids or garden boys] or street vending [selling, car washing, begging].

Twapia on the other hand is located off the dual carriage and close to Hillcrest and the newly constructed Levy Mwanawasa stadium. Like the other townships stated earlier, Twapia does experience almost similar challenges. Many of its inhabitants are self – employed or subsistence farmers with their children/ dependents been groomed into the same as way of boosting income.

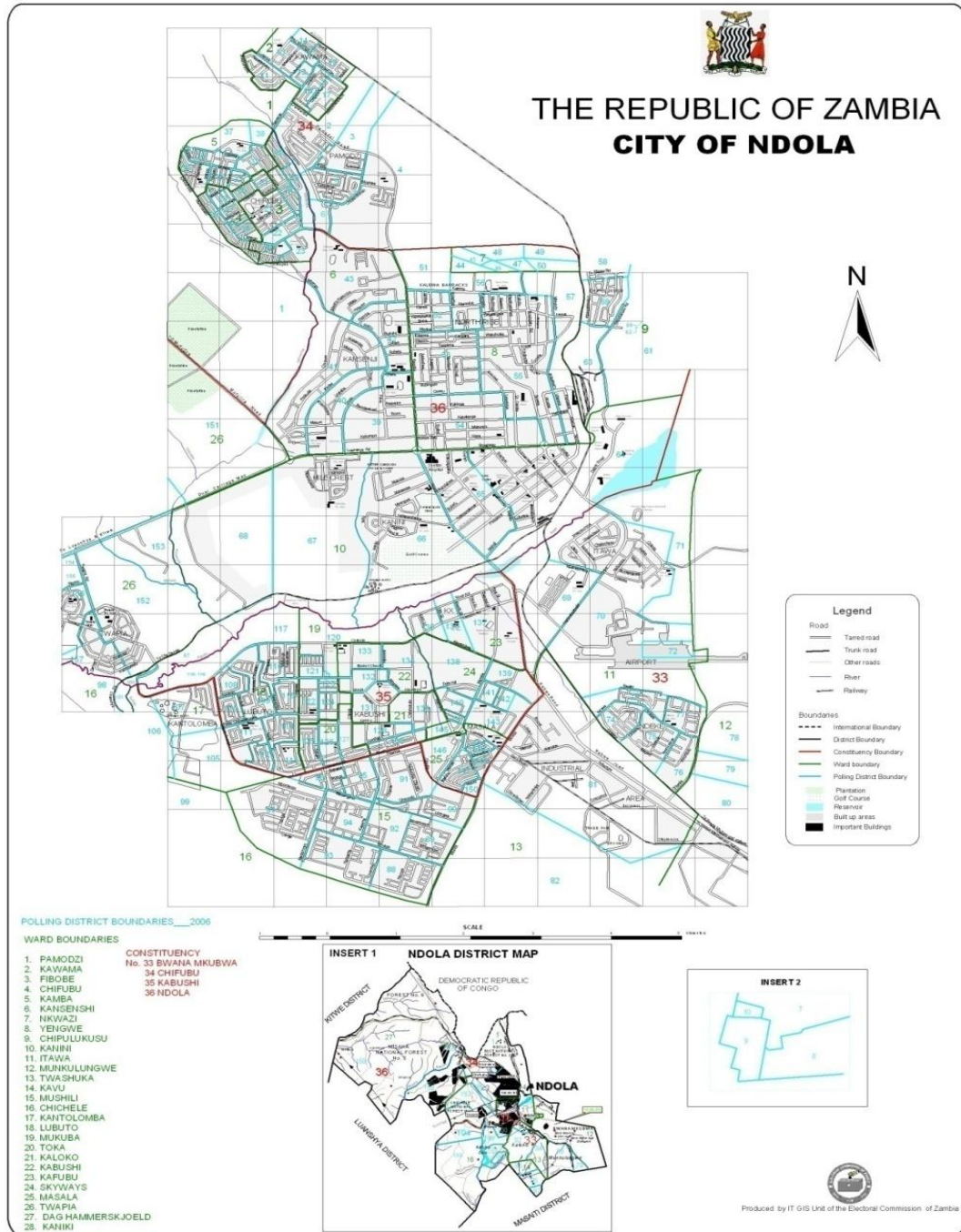


Figure 1.2: Map of Ndola (Source – Electoral Commission of Zambia)

1.2. STATEMENT OF THE PROBLEM

The researcher sought to examine the role of Muvi TV as a communication channel in the elimination of child labour in Zambia. Child labour causes illness, injury and/or

death among the children involved in it due to machinery, biological, physical, chemical welfare/hygiene and psychological hazards, UNICEF (2000). It is a human rights violation and hinders children from developing fully into adulthood and their talents as well as aspirations are shattered. UNICEF (2014) estimates a total of 350 million child labourers around the global and out of this, Zambia accounts for over a million according to SOS (2012) report. Government has realised this challenge and have established the child labour Unit at Ministry of Labour and Social Security, formulated the National Child Labour Policy and constituted District Child Labour Committees (DCLCs).

Despite these measures, child labour surveys reveal that number of children falling victim to the vice have continued to rise, MLSS (2011). Ndola city especially in its Central Business District (CBD) is besieged by large armies of children involved in various child labour activities. It is a besetting situation as this modern day slavery goes unchecked in full view of the purported law enforcers. The trend seems to suggest that there is a gap in the quantity and quality of information on the problem.

Muvi TV's coverage of issues seems not to cover child labour appropriately as it is in some cases lumped with other cases; thus, belittling its magnitude of damage on its victims. The student sought to examine the nature and frequency of child labour messages broadcasted on Muvi TV and their impact in increasing awareness and knowledge levels in Chipulukusu, Nkwazi and Twapia Townships of Ndola about child labour elimination. Thus, to examine the extent Muvi TV did to set the agenda on child labour to change attitudes and behaviour as the information source. However, it was not known how effective and adequate this coverage is; hence, the need for the study.

1.3. RATIONALE OF THE STUDY

“Imiti Ikula empanga” is a Bemba proverb meaning the children are the future leaders of tomorrow. This could not be realised due to the high number of children falling victim to child labour as their dreams are shattered and morals corrupted. Thus, it is incumbent for the media to raise awareness about child labour. The campaigns on Muvi television on child labour could help broaden community knowledge about the matter,

which would result in influencing their attitudes and behaviours toward children and other factors that precipitate the problem. Increasing society's awareness about child labour would culminate into galvanising action against the vice among the general public, politicians and technocrats.

Victims would receive help in terms of them being rescued from the trend as well as to be rehabilitated and integrated into normal life by government agencies and Non-Governmental Organisations (NGOs). Subtle ways of child labour would be exposed through various campaigns. Oppression, suppression and denial of this modern day slavery which has been existence throughout mankind's history could be broken.

Muvi television would be fulfilling its mandate of informing and educating its viewers about child labour. This might result in collaboration with various stakeholders, some who might train its journalists about child labour reporting. The study would also contribute to the sealing of knowledge gaps that do exist in Communication for Development in its quest to improve information access in resolving social problems through utilisation of AKAB and evaluation of the digital divide's influence.

1.4. RESEARCH OBJECTIVES

1.4.1. General objective:

To examine the role of Muvi TV in communicating messages on the elimination of child labour in Zambia.

1.4.1. Specific objectives:

1. To ascertain the nature of *messages* designed and disseminated by Muvi TV to raise awareness on the elimination of child labour among the residents of Chipulukusu, Nkwazi and Twapia Township.

2. Examine knowledge *levels* created through communication by Muvi TV on the elimination of child labour among residents of Chipulukusu, Nkwazi and Twapia townships.
3. To assess perceived changes in *attitudes* toward child labour among residents of Chipulukusu, Nkwazi and Twapia Townships initiated through communication by Muvi TV.
4. To examine the levels of *participation (behaviour change)* arising from communication by Muvi TV among residents of Chipulukusu, Nkwazi and Twapia Townships in eliminating child labour.
5. Examine whether people *with access* to television are more knowledgeable on Child labour issues than those without.

1.5. RESEARCH QUESTIONS

1. What messages were designed and disseminated by Muvi TV for people of Chipulukusu, Nkwazi and Twapia townships on the elimination of child labour?
2. What *knowledge levels* were created through communication by Muvi TV on the elimination of child labour among residents of Chipulukusu, Nkwazi and Twapia townships?
3. To what extent were there perceived changes in *attitudes* toward child labour among residents of Chipulukusu, Nkwazi and Twapia Township initiated through communication by Muvi TV?
4. To what extent were the levels of *participation (behaviour change)* raised through communication by Muvi TV among residents of Chipulukusu, Nkwazi and Twapia Townships in the eliminating of child labour?
5. To what extent were people with access to television more knowledgeable on child labour issues than those without?

1.6. HYPOTHESES

- People who are lowly educated (Primary or less) are less knowledgeable on child labour issues than those with higher qualifications (secondary and above).
- People *with access* to television are more knowledgeable on Child labour issues than those without.
- Men are more knowledgeable on the child labour matters than women.

CHAPTER TWO

CONCEPTUAL AND THEORETICAL FRAMEWORK

2.0. INTRODUCTION

This chapter looks at the definitions, concepts and theories that apply to the study which was under considerations. Its purpose is to give a guide on how the various terminologies do apply to the study which was conducted by this researcher.

2.1. CONCEPTS AND THEIR DEFINITIONS

2.1.1. Definitions about the Child

2.1.1.1. Child

The concept of a child has many meanings and varies from country to country. In this study, the ILO definition of an individual who is below eighteen (18) years of age was used.

2.1.1.2. Child Labour

Labour is the term which refers to all man`s physical and mental talents usable in the production of goods and services as defined by McConwell (1981) quoted in Matoka (1994). Fyfe (1988) cited in Matoka (1994) defines child labour as work which is detrimental to the health of a child and impairs development of children. He further distinguished it from child work which is light work properly structured, phased and does not detract children from the other essential activities such as leisure and education. In short, it is a gradual initiation into adulthood and a positive element into a child`s development. The other definition of child labour is the type of work that deprives children of their childhood, their potential and their dignity as well as harmful to their physical and mental development. It is work that is morally, physically, mentally, socially dangerous and harmful to children and usually interferes with their schooling negatively, ITUC, (2008).

2.1.1.3. Street Children

Malcom (2002) quotes Inter-NGO (1985) that defines a street child as a girl or boy having not reached adulthood and normally found on the street (including unoccupied dwellings, wasteland like dumping grounds) as his or her habitual abode and/ or sources of livelihood and inadequately protected, supervised or directed by responsible adults. Furthermore, there is a difference between children of the street and children on the streets. According to Malcom (2002:1), children of the street are those who are homeless and sleep on streets. Whilst children on the street are those with families and homes that they do return to during night time. In this study, children on the streets were the targeted unlike the other group which is the children of the streets.

2.1.1.4. Child Trafficking

The type of child trafficking that was considered in this paper was not of the international level as its common definition implies; but one at national or something of domestic nature. Thus, trafficking within the country like children gotten by a relative in a pretext of taking them back to school yet are engaged in child labour activities like babysitting, street vending, stone crushing and so on.

2.1.2 AKAB (Awareness, Knowledge, Attitude, Behaviour) Ladder

This concept postulates that social change or social problems are solved by making people aware of the problem which in turn makes them knowledgeable about it. Eventually, the knowledge gained would alter their attitudes resulting in the change in their conduct or behaviour, Mefalopulos (2008). Servaes (2009) attributes a similar concept of knowledge, Attitudes and Practices (KAP) as one used by development communicators to initiate a change in behaviour of people in various projects.

Table 2.1: Basis of the study (elements of the study).

AKAB SCALE	PUBLIC (COMMUNITIES)	MEDIA (MUVI TV)	STAKEHOLDERS
Awareness	Limited awareness levels	Limited awareness	Very much aware to being unaware
Knowledge	Limited / no knowledge on child labour	Limited knowledge	Limited knowledge, adequate knowledge but not transmitted.
Attitude	Negative attitudes	Attracted to sensational items thus negative attitude to child labour	Relaxed and regard child labour as minor issue
Behaviour	Engage children in child labour or support it.	No reporting about child labour appropriately unless connected to another issue.	No action taken against perpetrators or aid offered to victims. No enforcement.

2.1.2.1. Awareness

It is defined by Hornby (2010) as the state of knowing about something existence or happening and its importance as well as being interested in the same. In the study, it was about one being alert about child labour.

2.1.2.2. Knowledge

Servaes (2009) defines knowledge as an internalized learning based on scientific facts, experiences and/ or traditional beliefs.

2.1.2.3 Attitude

Attitudes as defined by Servaes (2002:210) are “feelings, opinions or values that an individual holds about a particular issue, problem or concern.”

2.1.2.4. Behaviour

This is simply the action stage where an individual do act on an issue based on the awareness received, knowledge gained and the attitudes formed. In KAP, this is referred to as practices.

2.1.3 Communication

Schirato and Yell (1997) define communication as “....the practice of producing and negotiating meanings, a practice which always takes place under specific social, cultural and political conditions.” Ennew and Plateau (2001) defines communication as the process of designing and sending messages about an issue like child labour with a view of influencing people`s attitudes, behaviour and actions.

2.1.4 Message

Ennew and Plateau (2001:42) refers this to as: “Ideas and information sent through a communication process with the intention of changing attitudes and behaviour”.

2.1.5 Media

Media is described as the channels of communication that reach out to large audiences such as newspapers, radio and television by Ennew and Plateau (2001). Media is plural whilst medium is singular and in this paper, it refers to Muvi TV.

2.1.6 Awareness Raising

This refers to communication activities that are designed to bring an issue to the public attention and concern, Ennew and Plateau (2001).

2.1.7 Development

Rodney (1973:9) defines development as “[a]t the level of the individual, it implies increased skill and capacity, greater freedom, creativity, self-discipline, responsibility and material well-being.” Thus, when this kind of thing applies to more than three

quarters of the population, one could safely conclude that a particular nation has attained development. Children involved in child labour could not acquire meaningful survival skills as their potential is hindered by the kind of work imposed on them.

2.1.8 Poverty

Poverty applies much to this study as it is believed to be the major driver in perpetuating child labour as well as HIV and AIDS in Zambia, MLSS, (2011). Poverty is a state of lacking as described by the following statements below from Narayan D et al (1999:26):

Don't ask me what poverty is because you have met it outside my house. Look at the house and count the number of holes. Look at my utensils and the clothes that I am wearing. Look at everything and write what you see. What you see is poverty. —A poor man, Kenya 1997

Poverty is humiliation, the sense of being dependent on them, and of being forced to accept rudeness, insults, and indifference when we seek help. —Latvia 1998

Poverty is lack of freedom, enslaved by crushing daily burden, by depression and fear of what the future will bring. —Georgia 1997

2.2. MEDIA THEORIES

The media theories such as the agenda setting theory and knowledge gap theory were used in this research. The aspect of AKAB [awareness, knowledge, attitude and behaviour] ladder to take effect, there must be a source disseminating the information to set the tone for society hence the appropriateness of the two theories. Muvi TV has to set the agenda in order for the knowledge gap to be reduced on child labour via the concept of AKAB ladder.

2.2.1 Agenda-Setting Theory

This is the most tried theoretical contribution to mass communication to use Sparks' words (2006). The theory is about the media bringing a particular subject to the public so that society in its various quarters could think about it and discuss it at length. The media uses the concept of framing which is defined by James Tankard as quoted by Sparks (2006:177) "the central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion, and elaboration". Wimmer and Dominick, (1994) says that agenda setting theory is one kind of theory which proposes the things people tend to discuss, think and worry about; sometimes to the extent of pressing for new legislation. It is the one that powerfully shapes people's daily discussions or the so called public agenda. In short, out of the many happenings in a particular community and the entire nation of Zambia; much debate or discussions would focus on what has been heavily reported by the various media houses. McCombs and Shaw in their study of presidential election did find that "... strong support for the agenda setting hypothesis, implying the strong relationships between the emphasis placed on different campaign issues by the media and the judgements of voters regarding the importance of various campaign topics", Wimmer and Dominick (1994:354). Hence, when it comes to child labour, the media's report would set an agendum which may advocate for its abolition by leaning on its negative impact on the children and the nation as a whole. Constant news items and adverts as well as drama relating to child labour on Muvi TV might ease the situation. Agenda setting by Muvi TV is what is required for various stakeholders to get together and fight the vice. This problem is not much talked about like other social issues as the agendum seems not to have been raised by media houses such as Muvi TV.

2.2.2. Knowledge-Gap Theory

This theory holds that an increase in knowledge on certain issue leads to an increased rate of acceptance of a pattern of behaviour, belief, a value and so on in a particular society, Salwen and Stacks (1996). Thus, the more campaigns or issues on child labour on Muvi TV could have probably helped in the eradication of the vice. The victims and perpetrators would have sufficient knowledge. This theory is also known as seminal

theory. It was proposed by Phillip J. Tichenor, George A. Donahue and Clarice N. Olien, Burns (2013). The premise of the theory postulates that increase in information does not automatically lead to an increase in knowledge in every member of society, Burns (2013).

However, it is believed that “...the infusion of mass media information into a social system increases; segments of the population with higher socioeconomic status tend to acquire this information at a faster rate than the lower status segments.....” Salwen and Stacks (1996:128). Thereby increasing the knowledge gap between the two groups and it is up to the media personnel to package their information which would prevent this from happening. Tran (2013) writes:

The knowledge-gap hypothesis (Tichenor, Donohue, & Olien, 1970) proposes that knowledge is unevenly distributed in society and that socioeconomic status (SES) is the key determinant of how much people know about public affairs. The role of SES exhibits in both direct and indirect ways. First, groups with higher status, typically expressed in terms of education, possess greater knowledge than lower-status groups. Second, high-status groups are better positioned to acquire and process public affairs information from the mass media. For that reason, the increase of information in a society acts to widen the gap in political knowledge between segments of society (Moore, 1987). In other words, the news media play a mediating role in creating the knowledge gap.

Littlejohn and Foss (2009) describes this theory as one that splits the general public into two segments that is the information rich and the information poor. Information rich are those that are of the higher socioeconomic status implying being wealthier, better educated and knowledgeable on the variety of issues unlike the information poor. These people, the information rich are to use Littlejohn and Foss (2009) technologically savvy. This concept is very similar to the digital divide, Littlejohn and Foss (2009).

2.3. THE ROLE OF COMMUNICATION THROUGH ITS CHANNELS

2.3.1 The Electronic Media

The media or mass communications do play an active role in development process due to their efficiency in information spread. Melkote and Steeves (2001) in Mbangweta (2011) observe that mass media play the role of a catalyst in bringing about change in

the development process. Media also do shape public opinion and influence public policy. It is the voice of the voiceless especially the marginalized groups like women and some ethnic /religious minorities in the promotion of their rights. Okigbo (1991) states that the print media`s contribution to development is through dissemination of truth and useful information that correlates the parts of society and sensitizing them about the need for planned development and social change. Apart from this, the other cardinal functions of the media in development process are persuasion, motivation, providing learning materials and appropriate development information for members of the public.

The Panos London report of 2007 equated information and the media as powerful agents of change that could help in reducing poverty and the debilitating effects of disease in the developing world and referred to them as `the heart of change`. Hutson and Liddiard (1994) quoted in Mbangweta (2011) said that the media are so powerful in the modern day society and do influence people on how they view themselves, their neighbours, their communities and their world. Media is the primary source of information on social problems for many people. Societal awareness of child abuse has been made possible through the media`s news, features and documentaries than educational campaigns. In line with this, Goddard (2014:3) says: “..... in Victoria, if not the rest of Australia, the media coverage of child abuse has played a significant part in the development of `solutions` to the problem.”

Maley (2000:37) says that: “ In social and cultural matters, the various media provide the main platforms of debate, and their choices of subjects, participants and opinions shape the agenda and much of the content.” Thus, the media play a cardinal role in the formation and influencing of people`s attitudes and behaviour, Brawley, (1995).

Ericson, Baranek and Chan (1987:3) state that journalists do play a major role to construct what society consider as `deviant` and `normal` as they are agents of social control and “ a kind of deviance defining elites” articulating the “the proper bounds to behaviour” of society. The news stories, feature articles and investigative journalism,

sporadic mass media education and prevention campaigns launched tend to broaden community`s knowledge of child labour or child abuse in general.

2.3.2 Muvi Television Station

It is a private commercial television station owned by a businessman with the widest coverage. Muvi TV was established in 2002 and started broadcasting in 2004 within the confinement of Lusaka city, Banda, (2009) quoted in Chirwa et al (2010). In 2009, the station was granted the licence to broadcast nationwide. It broadcasts 24 hours daily. The performance of the station in comparison to Zambia National Broadcasting Corporation (ZNBC) is much more ideal in meeting community expectations. Apart from its main news broadcasts at 18:30 hours, Muvi TV offers popular Zambian drama, music, a big dose of Philipino and Latin American soap operas with English voice-overs Banda, (2009) quoted in Chirwa et al (2010). Mbatha (2011:99-100) writes:-

Muvi TV news accentuates micro-politics (such as poor water and sanitation, poor roads and garbage collection) and threats to everyday life (floods, thieves, diseases, among others) which have hitherto been marginalised from mainstream media such as ZNBC. The working class community are able to identify and relate to discuss, hence its popularity amongst this social groups. At the same time, the news provides information and advice on how to cope and navigate through their daily struggles. In addition, the news plays various social utility functions such as the facilitation of the socialisation and interaction process; propagates and instils an ideal social cohesion; creation of an imagined community; and performs a ritual function of communication.

2.4.0. CONCLUSION

The definitions of concepts and theories outlined in this chapter helped in defining the delimitations of the study. The next chapter which is Literature review was built based on the guide of this conceptual and theoretical framework. Concepts and theories considered in this chapter were vital in providing this researcher with insight of gauging what studies and publications were relevant to the research.

CHAPTER THREE

LITERATURE REVIEW

3.0. INTRODUCTION

Child labour is a social problem that has been in existence since time in memorial and a number of studies have been carried out: Equally, substantial amount of publications have been made. In this chapter, these studies and publications would be tabled to show what works have so far been done. The presentation of the literature review would be based on purported variables presumed to be causes of child labour such as poverty, lack of information, ignorance, and poor enforcement of legislations, family shocks, and access to the media, message design, cultural/traditional factors and educational levels.

3.1. IGNORANCE / LACK OF INFORMATION

The lack of information or ignorance is one factor that perpetuates the aspect of child labour. Children who are ignorant about child labour are mostly victims of the same whilst parents or guardians ignorant about it are perpetrators of the vice. The narrowing of the knowledge gap on the issue as postulated in the knowledge gap theory would help in the elimination of child labour.

The UNICEF(2012) study entitled “Knowledge, Attitudes, Practices and Expectations (KAPE) study on Child Labour in Bangladesh involved a sample of 3959 that comprised of child labourers, non-child labourers, parents/guardians of child labourers, parents/guardians of non-child labours, care givers and employers inclusive of academicians. The study was carried out in seven districts of both urban and rural set up. Quantitative instruments of research used were semi-structured questionnaires and qualitative instruments were 15 key Informant Interviews (KII), 9 Focus Group Discussions (FGDs) as well as several one-on-one interviews. Parents in risk or certain professions were not willing to have their children taking after their profession as indicated below, UNICEF (2012:68):

The fathers of child labourers, who are working as rickshaw-pullers, or as helpers in buses, or as masons, are averse to their sons taking up the same profession when they grow up. One of the participants in the FGD held

with the parents of child labourers in Dhaka commented, 'I work as a mason, I know how difficult and challenging this job is. I don't want my son to adopt this profession. I want him to understand that this job is risky and dangerous. I want him to go back to the village if required and do something decent for a living, but not follow me into this line of job.' This indicates to the parent's mentality of safeguarding their children from risk and danger.

Thus, lack of good information and sufficient statistical data on child labour has hindered the progress in the elimination of child labour.

Winrock (2012) in its study on child labour in three Rwandese districts in the tea sector recommended that sensitization through posting images and messages of prohibition and age regulations at every collection centre would increase awareness. This trend would lead to behaviour change.

Kaomba (2002) writes that lack of awareness and not fully understanding what child labour is among many people inclusive of community leaders makes its elimination difficult. This was a senior chief in Kasunga district of Malawi making his contribution through a paper for the National conference on "Eliminating Child Labour in Agriculture". He noted how people are ignorant about issues of occupational safety, hazardous work, child work and decent working environment.

According to Banda (1998), 70% of the Zambian children engaged in child labour were ignorant of their rights whilst over 90% of the Zambian child labourers were not aware of the campaign against child labour. ILO (1999) study revealed that approximately 80% of the child labourers in Zambia were ignorant of the hazards in their places of work. Furthermore, the other revelations were that 11% of the working children got injured at work, 8% fell ill, and 38% were involved in lifting heavy loads yet 3% were handling dangerous chemicals.

The 2005 survey conducted in West Africa revealed that 92 percent of children were involved in carrying heavy loads that usually resulted in open wounds and in some reports, issues were brought to the fall by children who are maltreated by some farmers through either withholding meals or beating them for not meeting set targets or for

attempting to escape, Nall (2012). The Zambia Labour Force Survey released in August, 2011 showed that one-third of children aged 7-14 years meaning about 950,000 children were working in 2008 (MLSS,2012).

Marco International (2007) found that Jesus Cares Ministries (JCM) area of greatest strength was awareness raising through its various partners like community committees, caregivers, traditional leaders and church authorities. As a way of enlightening the community, their members through Community child labour committees are given T-shirts with messages pertaining to child labour written on them. Other advocacy materials are also used to counter the levels of ignorance as way of increasing awareness levels. During the International Labour Day of 2010, kids Party sought permission from Ministry of labour and social Security to take part in the march past as a way of building momentum for 12th June, 2010 amounting to awareness raising. Permission was granted and they participated in the march past, TACKLE Zambia,(2010).

3.2. POVERTY

Panjabi (2009:1) quotes Ximena de la Barra who says that “Poverty begets child labour, begets lack of education, begets poverty and lack of fulfillment of personal aspirations as well as aspirations of a significant contribution to society.”

A World Bank study carried out in Panama, Benin, Cameroon and Narayan did reveal that many parents do face evidence of moral pain as they make employment choices for their children due to poverty such as prostitution and drug dealing which subjects them (their children) to emotional and physical stress. Rialp (1993) states that in Philippines, some Filipino girls do largely engage in prostitution since it is a well-paying job with median income of around US \$53 per week.

ILO (2002) regards an increase in street children as a reflection of upheavals and crises. This has been proved by the Council of Europe in a study dubbed “ 24-country study” where it was found that there was sharp rise of street children following the collapse of communist system. ILO (2002:27) further points that “...children and youths migrated to search for work in the face of poverty and sudden loss of social protection.” The civil

strife that rocked Ivory Coast in 2002 led to economic recession that resulted in women to raise money through the informal sectors to fend for their households. This situation meant a rise in the need for maids; and girls from Ghana were trafficked to work as domestic workers and market vendors. Kouakou do make mention that these trafficked girls are in some cases forced into prostitution, Hyde, Bales and Levin (2006).

Malcom (2002) in a study on street children in Zimbabwe says that babies are hired out by their mothers to child street beggars to elicit sympathy from the general public. These mothers do hide somewhere in the vicinity and the money donated to their children is given to them. Mostly children aged two to six years are used.

The Central Statistical Office did carry out a study in 2006 which involved 2,019 children aged 5-17 years drawn from fifteen districts across the nine provinces. These children were sexually exploited. The findings of the study were that two-thirds of these children were either single or double orphans and there was close link between commercial sexual exploitation and household exposure to shock. The exposure to shock might mean death of primary income earner; major illness/ injury; crop failure and so on, ILO (2008). The other revelation was that 42% of the girls had their families aware about their involvement in sex and one in every five girls who were interviewed indicated their engagement into sex was to pay for accommodation.

ILO-IPEC (2002) study entitled “HIV [and] AIDS and Child Labour in Zambia”, (a rapid assessment) did reveal poverty as the main factor that forced children into child labour. The study covered three provinces namely Lusaka, Copperbelt and Eastern Provinces. Many working children were found dressed in rags with the exception of those girls involved in prostitution whose monthly income was K15,000 (US\$3.00) by then in Eastern province. These children hailed from what the researchers called underprivileged and deprived homes and were involved in vending, stone- breaking and prostitution.

3.3. PARENTAL ILLITERACY

The researchers in UNICEF (2012) study had asked whether working at tender age was the best way to learn, it was found that 52% of parents/guardians of non-child labourers, 51% of caregivers and 55% of non-child labourers disagreed. Whilst 75% of parents/guardians of child labourers, 72% of child labourers and 71% of employers answered in the affirmative saying that working at a young age provided the best way of acquiring knowledge and skills, UNICEF (2012). Researchers-(UNICEF, 2012) also found that low income in families, lack of awareness and parental illiteracy were some of the causes of child labour like the case underneath:-

Often, the overriding perception amongst illiterate parents is that a child can be the means through which money can be earned, while education is a waste of time and money. In Bangladesh, educated people may not always end up availing good jobs. In many instances it was seen that after investing quite a substantial sum of money behind educating the children, the children were able to acquire petty jobs with low pay. This discourages parents from poor families in investing in education and instead they opt to send their children off to work from young ages.

This is in line with the study on Nepal where porters were discovered to have come from disadvantaged backgrounds like their fathers being illiterate. Parents who are illiterate in most cases tend to have no regular income and rely on jobs that would require the involvement of their children/dependents, Kosanovich (2006).

Basu and Tzannatos ,2003 quoted by Neumayer and Soysa (2005) states that many studies have shown parents` achievement of higher educational standards is likely to be passed on to their children who in turn excels academically as well. The situations tend to break the dynasty of child labour.

A conference on child labour in Malawi`s agro sector did reveal that at least 4.5 million adult Malawians are illiterate causing difficulties in their receipt of information and its utilization, Kumwenda (2012). The information could be on child labour or how to improve their farming but as the knowledge gap theory stipulates, it is so limited.

3.4 FAMILY SIZE

There is an assumption that small families do not contribute to the problem of child labour as compared to larger ones.

ILO-IPEC (2002) in their study on HIV [and] AIDS and Child labour in Zambia found that children involved in child labour were from families whose size ranged from three to eleven people per household. The numbers were inclusive of the children themselves as well as their parents, guardians, siblings, uncles, aunts or grandparents. Four to five children was the average number per family. IPEC (2002:10) states that:

In the regional context, these families were not overly large, but they were so in relation to the incomes of the parents or guardians. In communities where parents were struggling to provide for one child, having five children presented a serious burden.

The study by Lungwangwa and Macwan`gi (2004) did show that the majority of street children do come from household that are slightly bigger than the national average of six per household. A total sample of seven hundred and eighty-two (782) children drawn from Lusaka, Kitwe and Livingstone were involved in this study.

3.5 PARENTAL UNEMPLOYMENT

This factor is responsible for children getting into child labour as a way of cushioning the shortages at family level. Parents who are unemployed are likely to count on their working children as a source of additional revenue to avert some household challenges like food shortages.

3.6 FAMILY INSTABILITY

The issue of HIV and AIDS, armed conflicts, divorce are some of the things that constitute family instability resulting in single parent headed homes, grandparents or child headed households. Sick, elderly family members' or disabled ones tend to exert pressure on children to get involved in child labour to provide for household needs.

An interagency study by ILO, UNICEF and World Bank on Tanzania in 2003 revealed that households respond to transitory income shocks through increasing the number of children involved in child labour. This is similar to what was observed in Argentina in

the period spanning from 1998 to 2002, ILO (2013). Findings in a study conducted in Togo were that job loss by an adult breadwinner had to trigger a 10 percent rise in child labour among 6-14 year olds, ILO (2013).

The study by Ekpenyong and Sibiri (2011) in the Yenegoa state of Nigeria about child labour and street trading had a sample of 300. A combination of random sampling and accidental sampling was used in order to cover the sizeable city. 200 parents were either interviewed or given questionnaires whilst 60 girls and 40 boys were interviewed using the common local language and Pidgin English. The findings of the study pointed out compromised socio-economic situation of a particular family or household were responsible for child labour and street trading. Child labour and street trading were also associated with dangers such as kidnapping, accidents and the influence of negative or criminal peer groups, Ekpenyong and Sibiri (2011). The study was carried out against the background of Nigeria having an estimated 15 million child labourers and capitalism pinpointed as the large contributor to the increase in child labour and street trading. This holds in conformity with the Marxist theory where labour is regarded as a commodity to be bought and sold which was considered as organised slavery.

Studies carried out in Zambia and Togo indicated that households do respond to health shocks by significantly increasing the use of child labour; implying that child labour acts as a buffer or insurance against the impact of health related shocks in families, ILO (2013).

3.7 LACK OF EXPOSURE TO MEDIA

UNICEF (1997) did a study in Bangladesh, where it was discovered that lack of exposure to information and unwillingness to seek information relating to employment of children as well as illiteracy were high among parents of child labourers who considered a child as a means of livelihood for the household: Whilst regarding education as a waste of time and money.

3.8 ACCESS TO MEDIA

The Uzbek government is renowned for forced labour in the harvesting of cotton. This has been revealed by journalists who secretly capture images of children and adults working in the cotton fields under coercion. Teachers were instructed to prevent rights activists and journalists in the cotton fields. HRW (2013:2) researchers write:

During the 2012 harvest, the Uzbek German Forum for Human Rights reported, the authorities forbade adults and children in Tashkent from taking mobile phones to the cotton fields, apparently to prevent them from photographing or videotaping their work there. At each field it was the job of the supervisor to call the police if anyone was observed filming or taking pictures.

The role of journalists could be seen as the use of child labourers in the harvesting of cotton in Uzbekistan is becoming the world agenda with plans to influence the buyers of the same cotton to boycott. The efforts by the media to bring this to the public domain has caused many stakeholders to join the fight against the use of child labour and forced labour despite the government's tough stance on whoever is spotted investigating the matter. Activists and stakeholders decided to engage the country's key allies which are USA and European Union to put sanctions on Uzbek cotton in order to achieve reforms.

Kabasiita (2007) pointed out it in her study that the children's lack of awareness about their rights led to the violation of the same rights. Thus, she recommended that children be sensitised through the mass media, educational materials, music, dance and drama about grave global problems such as child labour. Furthermore, Kabasiita (2007) recommended the use of the local councillors in the door to door model of mobilisation as well as to run mass awareness programmes on the dangers related to child labour.

3.9 ATTITUDES TOWARDS CHILDREN

ILO (2002:110) in its report to the Director General dubbed "A future without Child labour" states that:

The struggle against child labour is first and foremost a matter of changing attitudes. Once people at all levels are convinced that no one gains through child labour, action to abolish it is bound to encounter much less resistance and receive much greater active support. People must be convinced not only that child labour *should* be abolished but also that it *can* be abolished.

Winrock (2012)`s research in Rwanda did find that people considered it a norm for children to be working in tea plantations and schooling at the same time. A cooperative leader in Gicumbi district from COOPTHE (Cooperative de Theiculteurs) –Winrock (2012:25) said that:

Our grandfathers worked in tea growing. They were successful in life because of working in this tea. Since I was 12, I have worked in tea up to now, and this experience has put me into this leadership position in tea growing activities, besides paying my school fees up to the university.

Matoka (1994:355) in his study found that “[a]ll the outstanding people interviewed seem to condone child labour as a necessary dose for adult efficiency. They cite their own pasts.” Among those people whom he interviewed was the first Zambian Republican President, Dr. Kenneth Kaunda. He further found that due to money economy which had taken root, children from poor households had ended up learning new occupations such as street vending, prostitution as well as theft to supplement their household incomes. The children interviewed were from Lusaka, Ndola, Kitwe and Mwinilunga aged between nine to fifteen years. Bequele and Boyden (1988) had cited examples of children from poor families who were being used as child labourers by their rich relatives from extended families after being taken on the pretext of being looked after and educated like in the case of Fatao.

3.10. PEER PRESSURE

Some children though a very small number do engage in child labour due to their friends and to avert boredom. These are among those that escort their play mates and end up joining in the vice.

ILO-IPEC (2002) in their study already stated (on HIV and AIDS and Child Labour) discovered that a few children gave reasons on why they were working such as peer pressure, killing boredom as well as to learn a trade. The jobs consisted of street and market vending, stone-breaking, fetching of water, dish washing, babysitting, carpentry, cleaning fish in the market and so forth.

3.11. LEGISLATION AGAINST CHILD LABOUR

A number of studies have revealed that there are contradictions and loopholes in the legislations against child labour. Ambiguity in the laws and lack of or no enforcement has caused the situation to continue to grow. Purported enforcers do in some cases do lack adequate training and skills to execute their duties effectively, Winrock (2012).

Rwandese study by Winrock (2012) did recommend for stricter law enforcement and government interventions to curb child labour in the tea sector. They also recommended for labour legislation to include smallholder family farms and small scale fishing enterprises as well as to have clear policy guidelines on what constitute child labour and child work. Local authorities were urged to formulate bye laws that would prohibit child labour in their localities.

Zambia through the Ministry of Labour and Social Security (MLSS) has piece of legislations that prohibits children under the age of 18years from working in hazardous occupations. Alas, there is no government enforcement of this law, ILO-IPEC (2002). Government has in other words failed to implement this policy. In this study, children aged 14 to 16 years were seen vending in all sorts of merchandise and performing different kinds of manual labour, IPEC (2002). The various government departments have failed to enforce the Juvenile Act, chapter 53 of the Zambian Constitution that stipulates:

47. (1) If any person having the custody, charge or care of a girl under the age of sixteen years causes or encourages the seduction, unlawful carnal knowledge, or prostitution of, or the commission of an indecent assault upon, her, he shall be liable to imprisonment for a term not exceeding two years. Causing or encouraging the prostitution of girls under sixteen

50. (1) If any person causes or procures any child or, having the custody, charge or care of such a child, allows him to be in any street, premises or place for the purpose of begging or receiving alms, or of inducing the giving of alms (whether or not there is any pretence of singing, playing, performing, offering anything for sale or otherwise), he shall be liable to a fine not exceeding seven hundred and fifty penalty

units or to imprisonment for a term not exceeding three months, or to both. Causing or allowing children to be used for begging

(2) If a person having the custody, charge or care of a child is charged with an offence under this section and it is proved that such child was in any street, premises or place for any such purposes as aforesaid, and that the person charged allowed the child to be in the street, premises or place, he shall be presumed to have allowed him to be in the street, premises or place for that purpose unless the contrary is proved.

(3) If any person while singing playing, performing or offering anything for sale in a street or public place has with him a child who has been hired out to him, the child shall, for the purposes of this section, be deemed to be in that street or public place for the purpose of inducing the giving of alms.

(As amended by Act No. 13 of 1994)

3.12. MESSAGE DESIGN AND COVERAGE BY THE MEDIA

In communication, message packaging matters a lot especially to achieve behaviour change or strengthen good practices. Thus, how the communicators or in this case, media personnel design and package the message would be one determinant on what type of reception the target audience would accord it and later on its impact on that community.

Parajuli (2004) says that children`s issues could be best discussed with the input of children themselves especially those who had been working in worst forms of child labour such as in the quarries and on streets to participate in media programme. Furthermore, he adds that children as the future of the country must be provided with education, socialized, motivated and equipped with the basic necessities for their personality development. The protection of children could be improved through media attention as governments and politicians act on only those stories that shock them.

Loane (1997) argues that the first rule of any journalist seeking to change something is to get politicians to react, which entails that the level of prominence in terms of page placement, headlines and sound bites given to a report has implication on the extent to which the print media or electronic media have set agenda for the issue, Oyero (2008).

Media content has an influence on the public perception of the importance of issues and the language used by the media do affect perception of the significance of an issue. The use of credible and well-known individuals to speak out on an issue tends to accelerate the agenda building. Severin and Tankard (1997), said that journalists must be careful on the type of labels they attach to events as these have an important influence on whether the public pays attention or not.

In Fiji, Wili Kong, an 11year old boy was working as a scrap metal collector. The documentary depicting his story and other children made some institutions to partner with ILO and established the project dubbed “Back to school- Tackling Child Labour in Fiji”. This led to the number of children been withdrawn from their working conditions and enrolled in schools, ILO,(2013).

Cambodia, Al jeezera (2008) reporter Fauziah Ibrahim narrated how child labour has risen with children like 14 year old Srey Leak abandoning school to work in kiln for block-making in a documentary entitled “Children exploited in Cambodian building boom”. Each kiln is deemed of engaging over 400 children. Cultivation theory is at work as reports from the media are pondered on by the various audiences who among them would establish some NGOs to support victims of child labour.

The change of materials in the manufacturing of soccer balls from leather to synthetic material worldwide meant a lot of subcontracting in the supply chain. Nike was found guilty of promoting child labour in Sialkot, Pakistan through the media reporting during 1994 World Cup and 1996 European Football Championships. The reporting was described as negative by the companies that were involved but it led to the World Federation of the Sporting Goods Industry, ILO, UNICEF and the Sialkot Chamber of Commerce signing the Atlanta Agreement in February, 1997. The aim of the agreement was to eliminate child labour in football production which resulted in the withdrawal of over 6,000 child labourers from their workplaces and provision of education to over 10,500 children, Nadvi (2008).

UNICEF (2012:67)`s study in Bangladeshi revealed that television had scored zero on the sources of information on the age of employment as there were very limited number of documentaries, commercials on child labour which were screened.

In Malawi, child labourers are seen working in tobacco fields. This was exposed on Al Jeezera`s programme dubbed “People and Power” where a documentary entitled “Malawi`s Children of Tobacco” was shown. The airing of the video footage brought reactions from companies like British American Tobacco Company refuting the allegations of supporting child labour among its suppliers. The company disclosed its status as founding member and supporter of the Eliminating of Child Labour in Tobacco Growing Foundation (ECLT). Equally, the Japan Tobacco International said its code of conduct does not allow the use of child labour, Business and Human Rights, (2006).

In a documentary entitled “Hazardous Child Labour in Agriculture”, it was revealed that some children engaged in the sisal production lost their eyes due to sharp spines from the same sisal: whilst another number lost their hands owing to sharp instruments used. The revelations made ILO and other stakeholders to start a project dubbed “Goat to school” in which vulnerable and poor were empowered with goats to enable them take their children to school and have some income for other household essentials. This resulted in a reduction in the number of child labourers used in sisal fields. In Kenya, Tanzania and Uganda, many children were working in tea and coffee plantations. The agenda setting theory of the media in this case caused the Tanzanian government to scrap off the school fees for all vulnerable children as a measure to reduce on child labour. Community child labour committees were also put in place as another measure of reducing child labour in Tanzania. In the same documentary, Cameroonian children working in cocoa plantation were involved in carrying heavy loads like over 30 kilograms and spraying of chemicals. This caused ILO to come up with mechanisms of withdrawing of these children and enrolling them into school.

Uganda's Rakai District has an ILO-IPEC-SNAP project aimed at sensitizing the community about child labour. The method used is through SCREAM (Supporting Children's Rights Through Education, Art and the Media). The use of the media especially the electronic have set the agenda where the Ugandan elite like politicians and outsiders (foreigners) have being moved to action to help children involved in child labour. Televising and constant reporting on the child labour matters made the Rakai Municipal council to pass a bye law banning fishing by children during school days.

NGOs sprang up after documentaries of this nature whose aim was to work with the government to rescue victims of child labour. Children withdrawn from child labour were engaged into skills training through apprenticeship and use of local artisans. In order to cushion their families from major driver of child labour, a savings and loan facility were established to help them start up Income Generating Activities (IGAs). This documentary entitled "Community Based Approaches to Eliminate Child Labour in Uganda" was funded by United States Department of Labour through ILO-IPEC (project UGA/08/P50/USA). In this documentary, children rescued from child labour or prevented from the vice had to share their stories and experiences like Theopister Namujju, NRDO, (2011).

Dean writes that child soldiers are still involved in battle around the world regardless of how they got engaged. The Lord's Resistance Army (LRA), led by Joseph Kony is believed to have abducted over 20,000 children between 1987 and 2006, Huffington Post, (2013). A documentary of Norman Okello, a former child soldier abducted at the age of 12, reveals how child soldiers are forced to kill and maim people robbing them of their innocence. Okello was rescued later on as teen and reunited with his family but struggles psychologically due to the business of killing and maiming people that he was initiated into, Huffington Post (2013).

Jeffrey Gettleman, a journalist and his photographer Marcus Bleasdale in National Geographic documentary exposes how child soldiers patrol mineral mines in the Congo DR under the influence of marijuana and other drugs, Huffington Post, (2013). Journalists have shown the similar situations in Sierra Leone where Dr. E. A Nahiam, a

psychiatrist talks to Sherrieff Koroma, a former child soldier in a documentary entitled “Sierra Leone’s Cocaine- Drugged Child Soldiers”. Koroma narrates how he was forced to join the rebel group and the activities he was later undertaking such as chopping off people’s hands and legs. These child soldiers were heavily drugged with cocaine for them to carry out the atrocities, Strydom, 2008.

The BBC (2010) through their journalist Paul Kenyon and others did an investigation on how children are used in the production of cocoa in Ghana and Ivory Coast. The documentary entitled “Chocolate, The Bitter Truth” aired on the panorama segment highlighted how the Journalist excelled in reuniting a twelve year old boy, Fatao with his mother who was trafficked to Ghana by his uncle from Burkina Faso. The same programme resulted in two girls aged below thirteen to be rescued from the industry and enrolled in school. Nestle and Cadbury as well as their consumers were alerted about how some of the cocoa beans were produced in violation of the ILO’s convention 182.

In their efforts to curb child labour, ILO contracted Hilowitz (1997:221-223) to do a study for them in which he says:

.....the proponents of social labelling initiatives relating to child labour are attempting to initiate change by starting with the consumer and moving back through the marketing chain to affect the modes of production and improve the lives of working children, either pressing for complete elimination from the production process.....another aim...[is] directly contributing to improvements in the situation of child labour workers and their families and communities by setting up local aid, schooling or rehabilitation projects financed through levies collected by the labelling initiative.

Press and film coverage has vividly illustrated the kinds of work children do and its negative consequences on them. Consumers have learned from media that a product they purchase have been made by child workers and have begun to seek assurances that their purchases are not responsible for the exploitation of children (for most consumers in the developed countries, child labour is virtually by definition child exploitation).There [has] been consumer boycotts.

BBC (2010) through its documentary dubbed “Chocolate, The Bitter Truth” had reached the point of lobbying Nestle and Cadbury to label their products of being free of the use

of child labourers as well as to blacklist people in the supply chain found wanting of the same like the case of “Kuapa KoKoo” in Ghana that suspended some of its suppliers for use of children. Nwankwo (2011:38) writes:

.....if journalists do not investigate abuses such as child labour, nobody else would do it.....the role of the media are policing some of the effects of globalisation which nobody else does and since there is no world police force to investigate it, it is the key responsibility of journalists to do real service to individuals and help improve their lives.

BBC (2011) did also produce another documentary entitled “God`s Beggar Children” in which Senegalese Children are forced to beg for money from the streets of Dakar by their teachers in some traditional Islamic schools. One of the children who ran from this school aged nine years, Ishmaila was reunited with his family and the wicked schemes were exposed.

Prior to the findings in the study by Ekpenyong and Sibiri (2011), [described earlier on], the Nigerian electronic and print media had joined non-governmental organizations championing for women and children`s rights by persistently participating in advocacy on these issues through provocative publications and articulations. The trend by the Nigerian media on the issue of child rights is said to have yielded positive results through behavioural changes.

“Child Labour still rife in Zambia” by Mirriam Zimba on 28th March, 2014 gives a picture on how children like Comfort Mulumba (pseudo-name) are abused. Comfort is a seven year old grade one pupil at Kamulanga Primary school. She lives with her aunt in Lusaka`s unplanned Misisi Township- `Kwa Join Poll-Lines`. “The aunt has no time to cook for the children and fetch water for household use, thus compelling Comfort to go to a nearby communal tap every morning with a wheel-barrow consisting of four 20 litres containers. Not too far away from Comfort`s home is a nine-year old Crispin Mwangala who has to assist his grandmother selling fritters in the morning....” Times of Zambia (2014:6).

Commemoration of the international Day Against child labour (IDACL) in 2010 was characterized by distribution of page markers, fact sheets, brochures, red cards

against child labour and posters. These were given to members of the public, participants and the media and the involvement of Mr. Chris Aka, a Musician and children`s rights activist generated much interest from the public, TACKLE-ZAMBIA (2010).

3.13. CULTURE AND TRADITIONS

India has a debt bondage system where a family in need like raising money for dowry for a marrying child, settle costs for a sick family member or provide food at home. The trend is that once debts are gotten, children in exchange are given away to work for offsetting the accrued debts, HRW-Jimenez (2003). Similarly, Haiti has what is known as restavec which is a French term meaning “staying with”. It a practice where children are either given away, abandoned or snatched to use McCalla (2005)`s words to serve as maids in well to do families.

Kaomba (2002) in his paper on child labour attributes the engaging of children into child labour like heavier domestic tasks and others to culture and traditions. He went further to say the negative attitudes must be dealt with to eliminate the vice. Gachago (2014:16) argues on the contrary that traditions and culture have proverbs that do disapproval of child labour like the ones from Akan as indicated below:

Abofra ɔ nwa, na ɔmmɔ akyekyedee (the child cracks the shell of the snail, and not the shell of the tortoise)

Aserewa mo tam keseɛ a, etu no hwe (if the little bird wears a big cloth, it trips and falls)

Hwe ntontom nan ho na w’ama no adeso (watch the legs of a mosquito and give it a load to carry)

The above Akan proverbs are used by Yen Daakye (our future) project to enhance community dialogue and sensitization on child labour issues.

3.14. BARRIERS TO EDUCATION

The cost of schooling, quality of education and availability of school places do hinder a number of children from progressing in their academics or worse still not enrolled. Distances from home and overcrowded classrooms do prevent some children from progressing in their schooling and opts to drop off to be entangled in child labour.

In the study conducted by UNICEF (2012) in Bangladesh, the aspirations of child labourers and non-child labourers were different as indicated in the table below:

Table 3.1: Non-Child Labourers' & Child Labourers' Aspirations

Non-child labourers	Child labourers
Want to be a teacher=17%	Want to be shopkeeper=11%
Wants to be a doctor=25%	Want to do business=20%
Want to do job=19%	Want to do job=17%
Want to do business=5%	Want to study free of cost=12%

JCM (2007) in their project dubbed “Combating Child Labour through Education in Zambia- CCLEZ) did manage to prevent and withdraw a total of 3,518 children from child labour comprising of 1,764 boys and 1,754 girls. Among these children, 1,476 were in stone crushing, 723 were on the streets and 1,319 were in agriculture. Thus, child labour is also a barrier to education.

3.15. KNOWLEDGE LEVELS

Child labour in the UNICEF study (2012:37) was discovered to psychologically affect children as alluded to earlier by other scholars as pointed out by a religious leader in Barisal FGD session:

I know of a woman in my neighbourhood whose 10 year old son is working in a nearby factory. One day that little boy was accused of theft by his employers. The boy didn't steal at all and he tried to convince his employers, but to no avail. This false accusation left the boy mentally devastated and he left his work and became depressed. I am sure many other child labourers are facing such issues at their work place which leaves them psychologically abnormal.

“The Terrible conditions of Guatemala’s child firework Labourers” documentary depicts a situation in which over 4,000 children and as young as 6 years are engaged in fireworks making factory. The hazards faced by child workers as revealed prompted the setting up of credit scheme to help people stop the fireworks making and resort to agro-industry, UNICEF (2012).

Gulzar et al,(2009) in their studies found that children involved in weaving of carpets tend to develop muscular deformities and respiratory infections from the fiber and chemical inhalation. In another development, 84 steel furnaces and spare parts manufacturing units were surveyed in a Pakistani town of Lahore where 27 percent of the workforce comprised of children. These children constantly suffered from ailments such as headaches, nasal irritation, sore throat and skin rashes, Gulzar et al, (2009). Agriculture in Pakistan and USA was considered to be the most dangerous occupation to child labourers due to sharp tools, heavy equipments and pesticides which with much exposure causes cancer and brain damage.

In 1999, Niger adopted the ILO Convention No. 182 on the Elimination of the worst forms of child labour making the issue to gain national attention. The forms of child labour that existed in Niger were in commercial activities, domestic servitude (under the label of “family assistance”), gold mining, agricultural labour, soil conservation, construction work, work in tanneries and slaughter and meatpacking houses, prostitution and begging for the marabout, Macro,(2007). UNICEF carried out a study in 2005 revealing several forms of child trafficking for different purposes like domestic servitude, exploitive dead-end apprenticeships and begging as well as interstate trafficking of women and children for indentured services as domestic labourers or prostitutes. ILO-IPEC (2002) had earlier conducted a study in 1999 whose findings revealed that 30 percent of the 600 child labourers were aged 10-12 years whilst 53 percent (318 children) were aged 13-14 years old.

The study conducted in Uganda showed that few household respondents (39.9%) did accept to having employed a child to do some work for them: this number was low in comparison to the high prevalence rate of child labour; these respondents were afraid of prosecution to admit. Contrary to the household respondents, 62.5% of the children interviewed, admitted to having been engaged as child labourers in various places, Mugumya, (2006). One child in FGD with children at Kikooza village of Mukono district uttered the following words, Mugumya, (2006:12): “Many of us fetch water, others collect scrap, some make and sell chapatti, collect garbage, wash clothes, work as

porters on construction sites, some boys ride boda boda etc .Girls work in hotels and others as baby sitters.”

The key informant interviews and focus group discussions with adults and children brought out the other types of work Ugandan children were subjected to or engaged into like cleaning of toilets in towns, garbage and scrap collection, brick-making, vehicle washing, working in stone and sand quarries, fishing, cattle grazing, carrying luggage, loading and offloading lorries carrying produce. The other works were transporting people on motorcycles/bicycles, working as taxi conductors and engaging in prostitution. These children are made to work for less money and do get fired for any mistakes committed regardless of the magnitude as stipulated in the two excerpts, Mugumya (2006:13):

... they usually do much work for little pay and some are dismissed on making small mistakes (Adults FGD, Nabulagala Zone, Kampala District). The girls who work in hotels and bars are usually paid little money which forces them to indulge in sex for money from the customers (Children FGD, Kikooza village, Mukono District).

Child labour in the aspect of the sales and service sector has been proven in Latin America, Africa and Asia to have physical and health consequences such as respiratory problems, injuries and rape. The others are molestation, malnourishment, extortion of income, police harassment as well as participation in delinquent or harmful activities, Ross, (1996). In some studies, it has been found that child labourers do face robbery, inadequate sleep owing to fatigue and long hours of work and their confinement to juvenile homes in some countries, Ekpenyong and Sibiri, (2011).

CHAPTER FOUR

METHODOLOGY

4.0. INTRODUCTION

This chapter looks at the methods that were used in data collection such as the Focus Group Discussion- FGD, Interviews under the qualitative and Questionnaires in quantitative research techniques.

4.1 METHODS

4.1.1 Study Design

The exploratory and analytical research design was employed in this study from the mixed methods. The nature of the study required the triangulation of instruments from both the qualitative and quantitative research methodologies. Triangulation was to help to really examine what role Muvi TV plays in the elimination of child labour as a channel of communication. The methods used were a Focus Group Discussion-FGD, Questionnaires for children involved in the child labour activities and adults from the selected townships as well as in-depth Interviews.

4.1.2 Qualitative Research Techniques

Child labour is a social issue that requires to be studied in its natural settings. Qualitative research has methods that are ideal to this kind of scenario. Thus, in investigating the role of Muvi TV in eliminating child labour, the methods under the qualitative research were employed as respondents felt at liberty to give complete answers unlike the forced choices on the other part (questionnaire).

4.1.2.1. Focus Group Discussion

This approach was used to collect the information pertaining to attitudes, perceptions, knowledge and beliefs of the respondents on the role of Muvi TV in the elimination of child labour. Only one focus group discussion was conducted with individuals from the three townships. The number of participants was eight. These were chosen on the basis of how knowledgeable they were on the subject matter and their representation of the

target population. Venue was arranged by the researcher as well as the time and date of the discussion.

4.1.2.2. In-Depth Interviews

Under this method, researcher carried out ten in-depth interviews with experts on the matter like officials from Ministry of Labour and Social Security (MLSS) and other stakeholders. Non-Governmental Organisations (NGOs) dealing with the issue of child labour like Hosanna Mapalo; was included on this list as well as the Muvi TV officials. Others were officials from the departments of Social Welfare department under the Ministry of Community Development, Mother and Child Health. Like in focus group discussions, researcher had to arrange the venues for interviews, set the dates and times but convenient to the interviewees. Then the data was transcribed to summarise findings prior to data analysis.

4.1.3 Quantitative Research Techniques

A total of two hundred and forty (240) questionnaires were administered, half for each category meaning one hundred and twenty (120) for parents/guardians and the other 120 for children involved in child labour activities. In other words, the questionnaires were of two types. These questionnaires were only administered to the sample from the selected target population.

4.2. SAMPLING PROCEDURES

Accidental sampling was used to interview children involved in child labour activities especially those who roam the streets of the central business district of Ndola selling some merchandise or washing/manning people's vehicles. Normally, these children work throughout the week and it was not possible to locate them at night; though the determinant was their residence being from either Chipulukusu or Nkwazi Township and Twapia: The departments of Social Welfare, Office of Market Administrators and other convenient places were used to administer questionnaires to children for safety purposes of both the researcher and the interviewees.

Questionnaires for adults (Parents and Guardians) were administered using multi cluster sampling. Adults within the study areas were interviewed.

4.2.1 Population

The sample (n) for this study was taken from the population (N) of Ndola's Chipulukusu, Nkwazi and Twapia townships. The population of Ndola is 455,194 that 229,739 adults and 225,455 Children. Chipulukusu accounts for 37,340, Nkwazi-21,402 and Twapia-21, 402, CSO (2011). The total population of children involved in child labour activities according to the child labour survey of 2008 is 1,252,532 for the entire Zambia. Among these children involved in child labour activities, 356,372(28%) were aged 5-9years old, 10-14 years old were 565,818 (45%) and 330,342-26% for the 15-17years. Copperbelt's population of children involved in child labour activities could be estimated at 20,041, CSO (2011). Ndola's population of children involved in child labour activities was not available.

However, it is not easy to determine the entire population of children involved in child labour due to its myriad faces and its subtleness in most cases. The researcher had difficulties for instance to interview children working as maids and apprentices in constructions as the adults would not allow it. Children engaged in prostitution in brothels disguised as lodges or guest houses are rarely captured in the surveys. Others are coached by the employers not to disclose their real age or shun interviews from strangers.

4.2.2 Sampling Frame

Statistics for children involved in the child labour activities for Ndola were hard to get as Central Statistics Office-CSO do only the child labour surveys up to the provincial level. Normally, child labour is rampant in low cost areas especially where most people are in informal employment or unemployed. In this research, a total of one hundred and twenty (120) children involved in child labour activities were interviewed consisting of forty from each township. In the like manner, forty adults were also interviewed or the questionnaires administered to them from Chipulukusu, Nkwazi and Twapia townships bringing the total to one hundred and twenty (120) respondents.

On the qualitative research methods, a total of ten (10) people constituted the sample frame. These were two reporters from Muvi TV, two social workers from Ministry of Community Development and Mother and Child Health (MCDMCH), two officers from Victim Support Unit of the Zambia Police and an official from the Human Rights Commission. Others were an official from Hosanna Mapalo and two officers from Ministry of Labour and Social Security (MLSS).

4.2.3 Selected Sampling Procedures

In this research, two major sampling procedures were applied namely the non-probability sampling for the qualitative research techniques and the probability one for quantitative research techniques.

4.2.3.1 Non-Probability Sampling: Purposive/Judgment Sampling

A total of ten (10) people were interviewed among them two reporters from Muvi TV, two officials from Ministry of labour and Social Security (MLSS), an officer from the Human Rights Commission. Others included an officer from Hosanna Mapalo, two officers from the Zambia Police's Victim Support Unit (ZP-VSU), two officials from Ministry of Community Development and Mother and Child Health (MCDMCH) under Social Welfare department. Purposive sampling was used here.

A total number of one hundred and twenty (120) children involved in child labour activities had the questionnaires administered to them. These comprised of children from the selected townships namely Chipulukusu, Nkwazi and Twapia and it was forty children per township. Accidental sampling was used.

4.2.3.2 Probabilistic Sampling

Adults; that are parents/guardians, a total of one hundred and twenty (120) had the questionnaires administered to them from the three selected townships. Multi-cluster sampling was used with the help of experts from the Central Statistics Office. Like the children, adults were also forty (40) per township.

4.3. DATA GATHERING METHODS

The tools that were used to collect data comprised of the questionnaires, in-depth interviews and focus group discussion. A total of two hundred and forty (240) questionnaires were administered in the three townships and central business district of Ndola for the two categories. These categories were children involved in child labour activities and adults from the three selected townships which are Chipulukusu, Nkwazi and Twapia Townships.

4.4. DATA ANALYSIS

The Statistical Package for social sciences (SPSS 16.0) was used in the analysis of data from quantitative research techniques. The analysis was in form of finding frequencies, percentages and crosstabs. Microsoft excel was used to create tables and figures like pie charts, bar graphs. These were the one hundred and twenty (120) questionnaires comprising of forty from each township for the adults respondents dubbed “Parents/Guardians”. Similarly, the same sample of one hundred and twenty (120) children involved in child labour activities was interviewed or the questionnaires administered to them. The other programme used was NVIVO for analyzing of qualitative data from the in-depth interviews and the focus group discussion-FGD. The main ideas or themes were gotten from stated methods other than putting everything that respondents had said.

4.5. ETHICAL CONSIDERATIONS

Informed consent was gotten from the Social welfare department officers and officers from Victim Support Unit of the Zambia Police to interview some children involved in child labour activities. Those children who declined to be interviewed at the social welfare department or VSU, consent was obtained from them and an adult nearby. Appropriate language was used based on the child`s age and their level of grasping things. Children who declined to have the questionnaire administered to them had their opinions respected. Photos of all the children who took part in the research were not taken and no promises were made or bribery used to obtain consent.

Adults from the selected townships were explained to about the purposes of the research before their participations. Researcher took time to explain that he was not an employee of Muvi TV or an agent. No amount of coercions was used to make people participate in the research.

All participants in the research were assured of confidentiality. Their identities were not taken and in exceptional cases like the focus group discussion where participants filled in the consent forms, it was clearly explained to them.

4.6. LIMITATION OF THE STUDY

The study did not dissect the different types of child labour but considered everything. Works done by other media houses in the elimination of child labour were not considered fully as to avoid comparison which was not part of the objectives. Responses given by the sample were not verified from Muvi TV archives as most questions did not specify the period of viewership. Children working in carpentry workshops, auto mechanics, and construction of houses even some restaurants were hardly interviewed as their supervisors were suspicious of the researcher. Many people mistook the researcher of being an employee of Muvi TV and pleaded with him not to show them on television. Language used to interview the children involved in the vice and parents/guardians was a mixture of Bemba and English as one of the two used alone was a challenge. Bureaucracy in some institutions proved a huge challenge especially content-analysis of Muvi TV programming.

4.7. VARIABLES

These could be in terms of economic, socio-political and socio-cultural factors that cause or makes it easier for a child to be involved in child labour activities.

4.7.1. Independent Variables

Child's age, Parent's level of education, Unemployment of parents, Negative cultural attitudes, Weak laws against child labour/no enforcement, Family size (large household), Family instability (e.g. divorce), Irresponsible parenting.

4.7.2 Dependent Variables

Awareness, Exposure to media, Access to media, Attitudes towards children, beliefs, about children, values.

4.7.3 Extraneous (Intervening) Variables

Peer pressure, message design, parental ignorance and illiteracy.

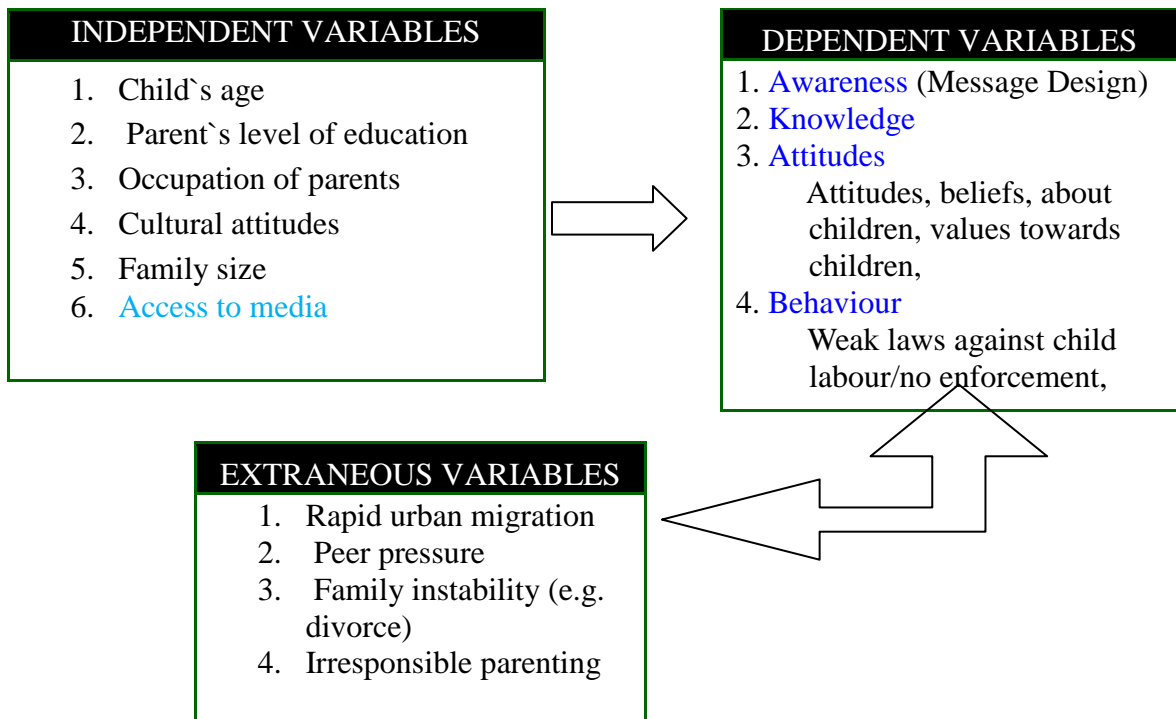


Figure 4.1: showing the variables that precipitate child labour

CHAPTER FIVE

PRESENTATION OF FINDINGS

5.0. INTRODUCTION

An investigation was conducted in three townships of Ndola namely Chipulukusu, Nkwazi and Twapia over the role of the electronic media in the elimination of child labour. A total of 120 children involved in child labour activities – 40 children from each township, and 120 parents also 40 from each township were interviewed by this researcher. Various stakeholders in child labour issues were included namely 2 reporters from Muvi TV, 2 officials from the Ministry of Labour and Social Security-MLSS, 2 officials from the Ministry of Community Development, 2 officers from the Zambia Police Victim Support Unit (VSU) and 1 officer from the Human Rights Commission-HRC as well as an official from Hosanna Mapalo. This chapter presents the findings of the examinations in response to the set objectives and research questions of the study.

The results are presented in five broad categories in line with the objectives that the study set out to achieve namely (a) message design and dissemination by Muvi TV in raising awareness on elimination of child labour, (b) knowledge levels created through communication by Muvi TV on the elimination of child labour, (c) perceived changes in attitudes toward child labour initiated through communication by Muvi TV, (d) community participation (behaviour change) in the elimination of child labour, and (e) access to television determining knowledge on the elimination of child labour. The first section however presents variables for both children involved in child labour activities and parents/guardians that will assist in analyzing the subject matter of the study. These variables include sex, age, family size, one's position in family, academic/schooling, parenting, employment/work and playtime.

5.0. CONSIDERATION OF VARIABLES FOR CHILDREN AND PARENTS/GUARDIANS IN THE SELECTED SAMPLE

5.0.1 Sex Variable

5.0.1.1 Sex variable for children involved in child labour activities

Children involved in the child labour activities from the 3 sampled townships, the results indicated a higher percentage of boys involved in child labour activities than girls as indicated in the tables below:-

Table 5.1: Showing the sex variable for children respondents

Sex	Chipulukusu	Nkwazi	Twapia
Boys	39 (97.5%)	39 (97.5%)	34 (85.0%)
Girls	1 (2.5%)	1 (2.5%)	6 (15%)
Total	40 (100%)	40 (100%)	40 (100%)

5.0.1.2 Sex variable for Parents/Guardians

The average number of respondents for Chipulukusu and Twapia Townships were females with 27 (67.5%) and 23 (57.5%) respectively. Nkwazi had the male respondents as average with 21(52.5%). This is as tabulated below:-

Table 5.2: Results showing sex for adult respondents

Sex	Chipulukusu	Nkwazi	Twapia
Male	13 (32.5%)	21 (52.5%)	17 (42.5%)
Female	27 (67.5%)	19 (47.5%)	23 (57.5%)
Total	40 (100%)	40 (100%)	40 (100%)

5.0.2 Age Variable

5.0.2.1 Children involved in child labour activities

The results indicated that the average age of children involved in child labour activities was 14 though Twapia had a bi-modal presentation of 14 and 17 as average ages as represented below:-

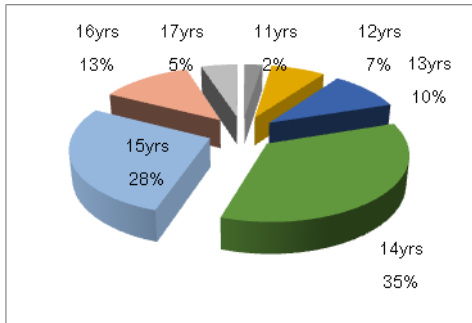


Figure 5.1: Age for Children Respondents - Chipulukusu

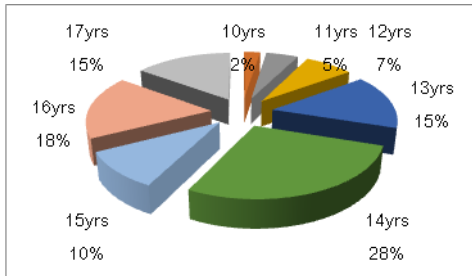


Figure 5.2: Age for Children Respondents - Nkwazi

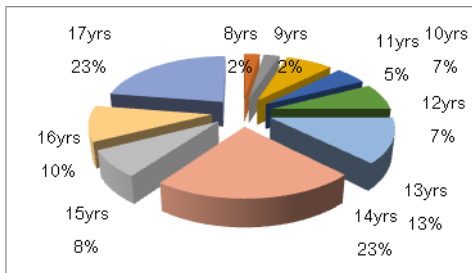


Figure 5.3: Age for Children Respondents - Twapia

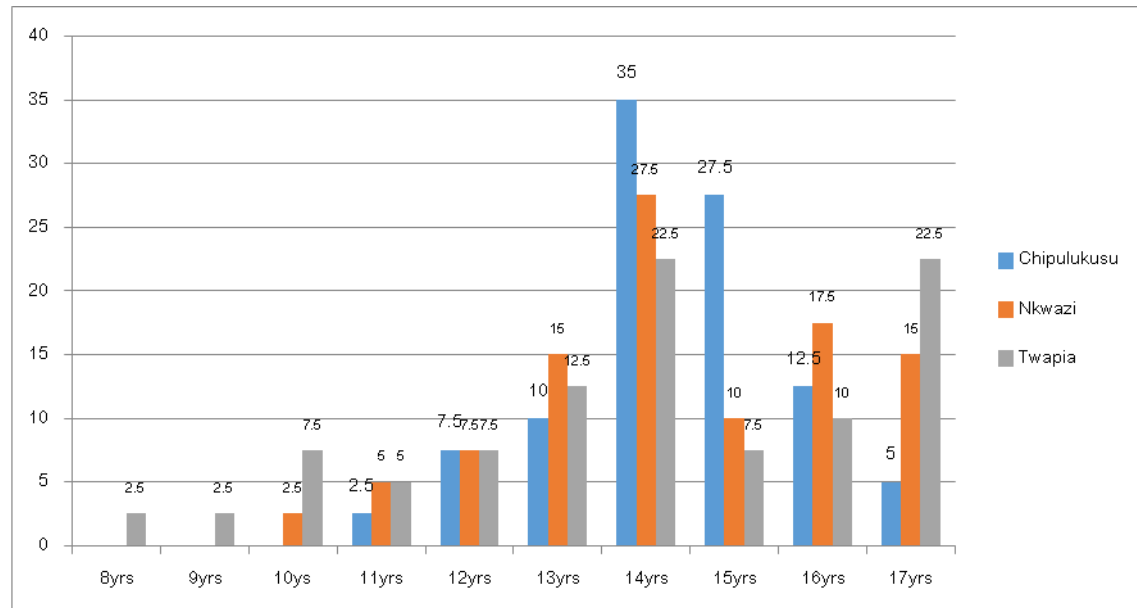


Figure 5.4: Consolidated Age for Children Respondents in 3 Selected Townships

5.0.2.2 Parents/ Guardians` age

The average age range for parents and guardians was 30-34years for Chipulukusu with 23% (9) whilst Nkwazi and Twapia Townships had 35-39years with 22 % (9) and 25 % (10) as could be seen below:-

(a) Chipulukusu

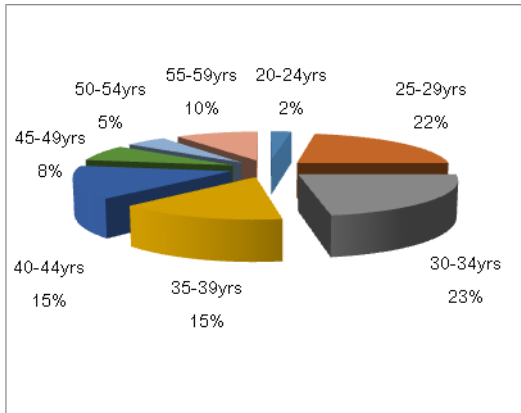


Figure 5.5: Age Range for Adult Respondents - Chipulukusu

(c) Twapia

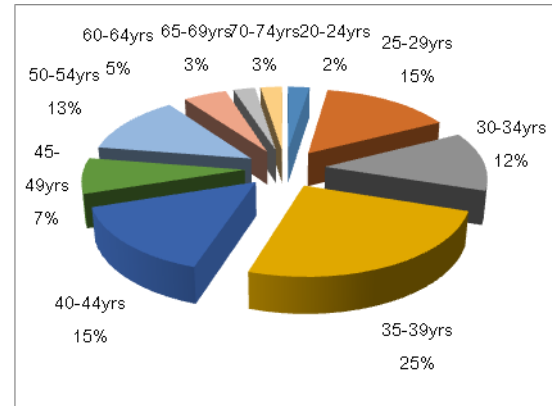


Figure 5.6: Age Range for Adult Respondents - Twapia

(b) Nkwazi

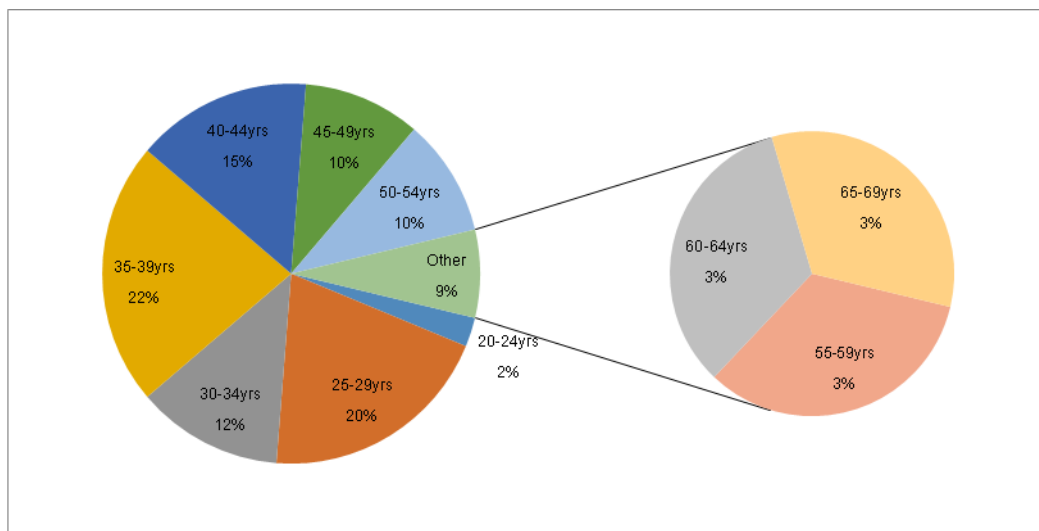


Figure 5.7: Age Range for Adult Respondents - Nkwazi

(d) Consolidated Age Range for Adult Respondents in Selected Townships

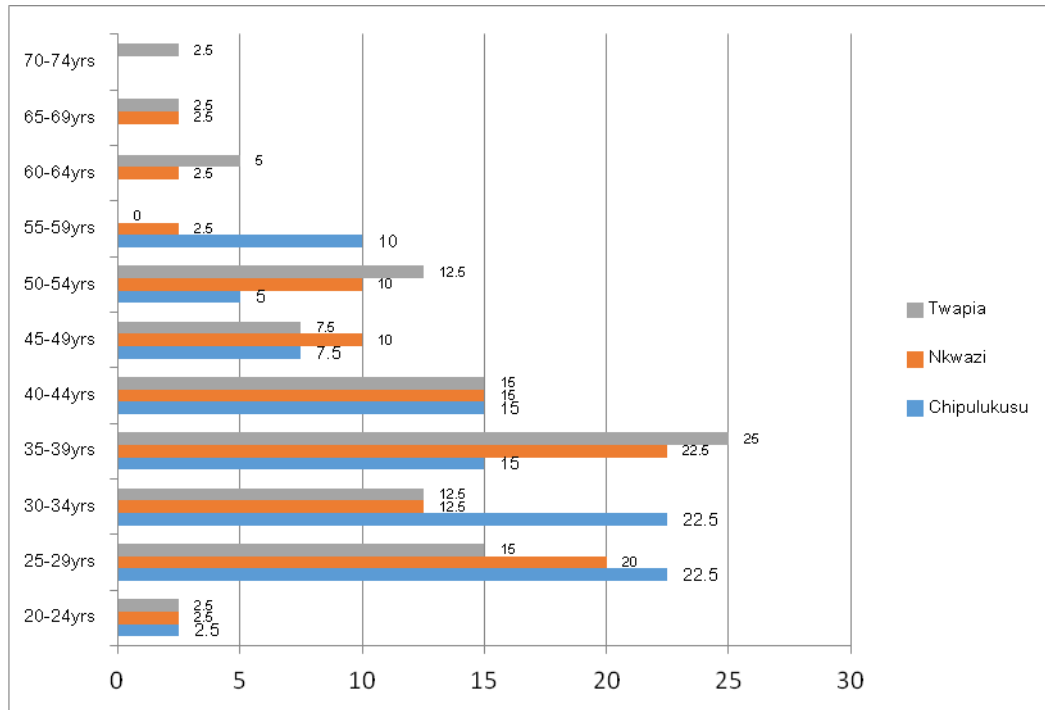


Figure 5.8: Consolidated Age for Adult Respondents in 3 Selected Townships

5.0.3 Family size

5.0.3.1 Children involved in the child labour activities` responses

On the family size that is the number of siblings without parents but inclusive of respondent shows that Chipulukusu and Nkwazi had a bimodal of five (5) and seven (7) children whilst Twapia had five (5) as the average (mode) as indicated below:-

(a) Chipulukusu

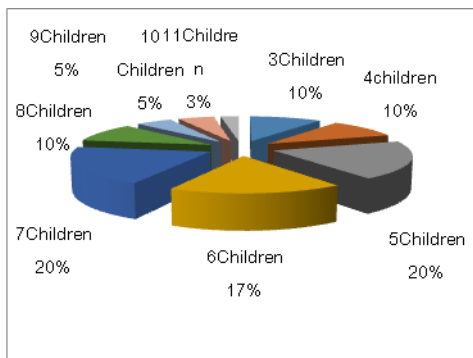


Figure 5.9: Family size (no. of children) - Chipulukusu

(b) Nkwazi

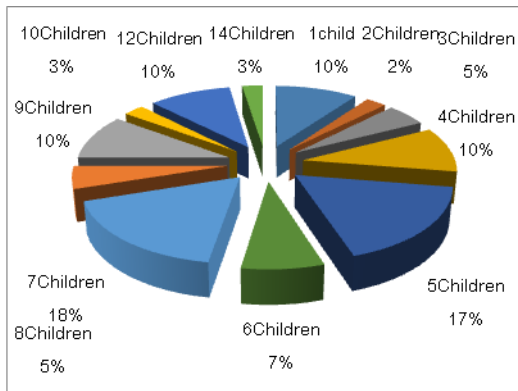


Figure 5.10: Family size (no. of children) - Nkwazi

(c) Twapia

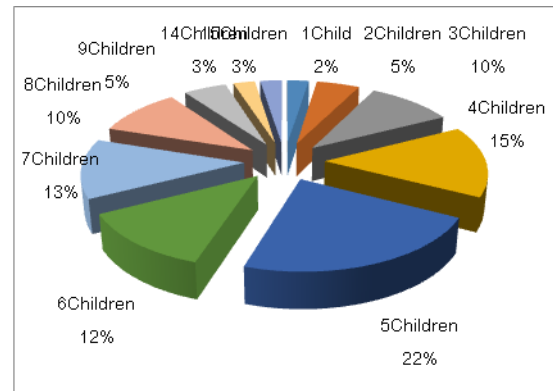


Figure 5.11: Family size (no. of children) - Twapia

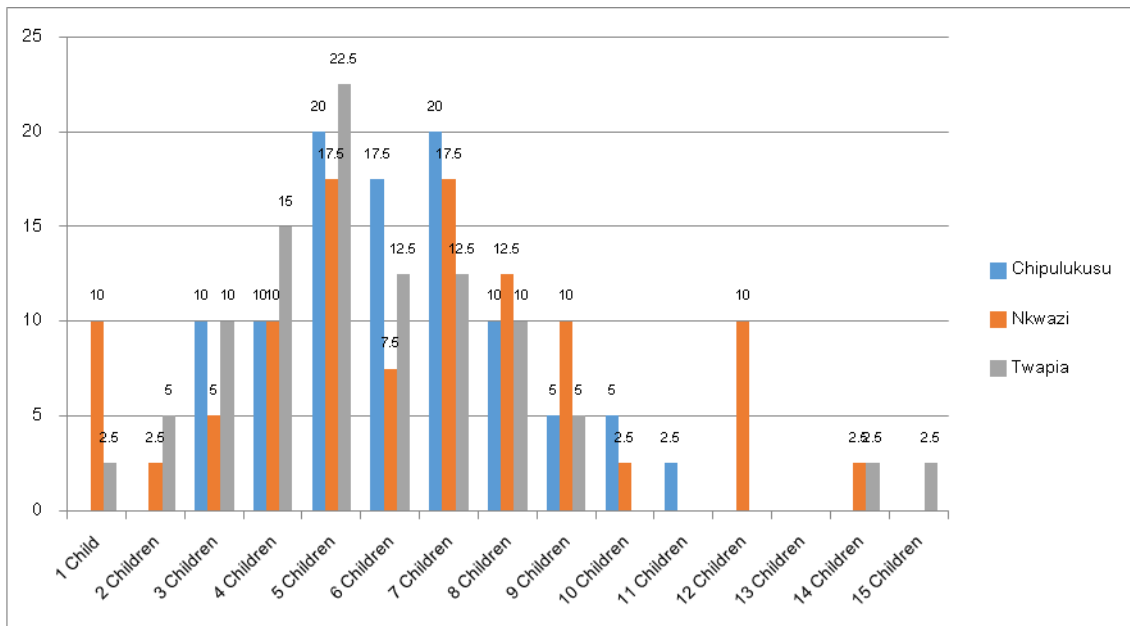


Figure 5.12: Consolidated number of children in the selected townships in percentages

5.0.3.2 Parents/guardians` responses on family size without dependents

The average number of children per household without dependents in Chipulukusu and Nkwazi was two (20%-chipulukusu) and three (25%-Nkwazi) children respectively. Whilst Twapia had a bimodal of three and four children at 20% each as indicated below:-

(a) Chipulukusu

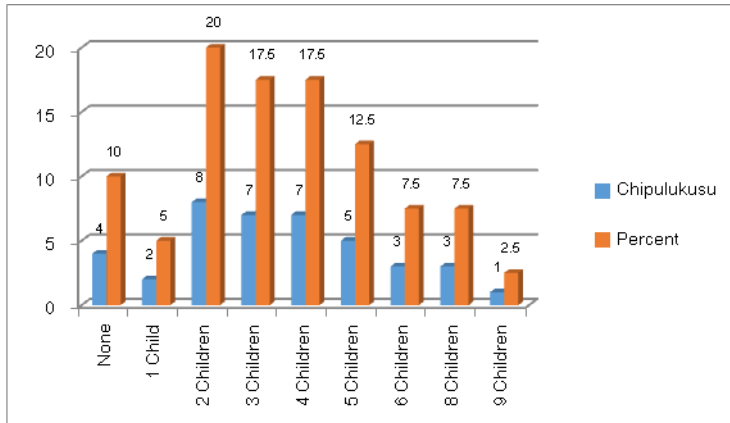


Figure 5.13: No. of Children per household as adult respondents - Chipulukusu

(b) Nkwazi

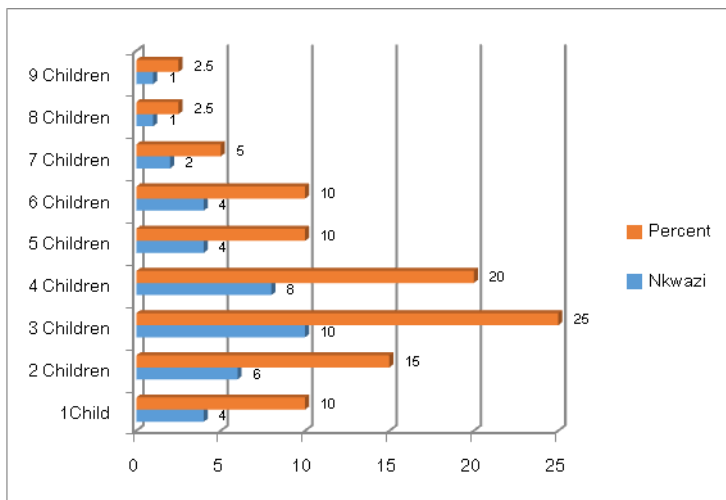


Figure 5.14: No. of Children per household as adult respondents - Nkwazi

(c) Twapia

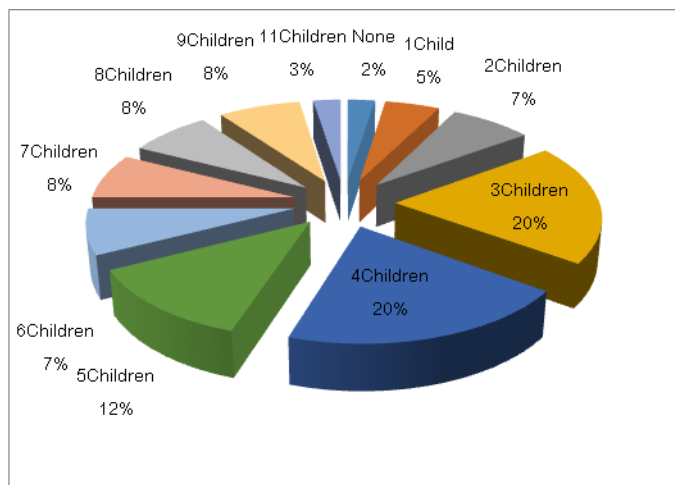


Figure 5.15: No. of Children per household as Adult respondents - Twapia

(d) Adults' respondents on number of children in household

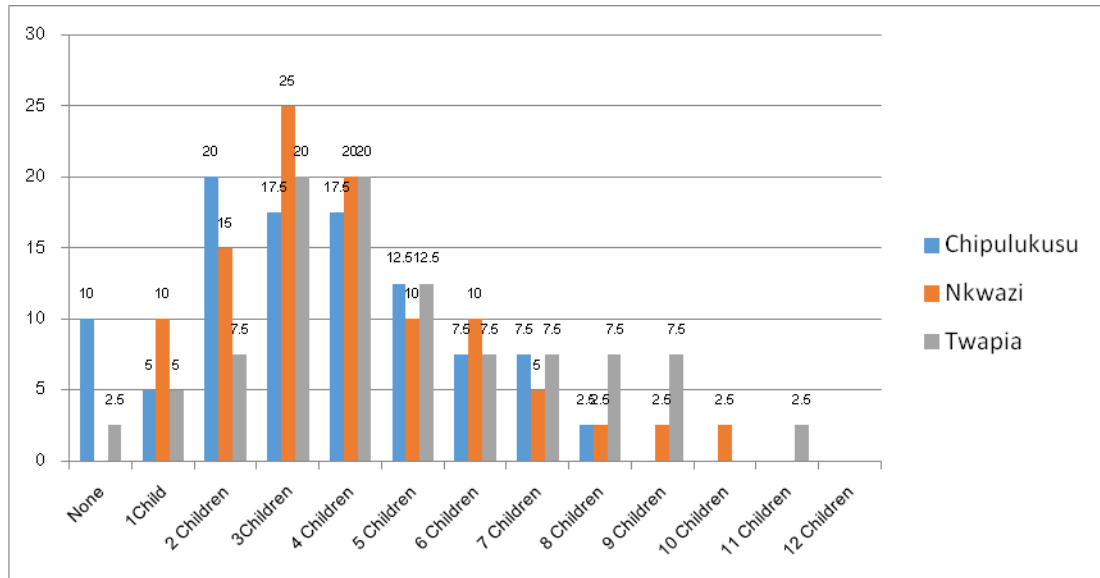


Figure 5.16: Number of children across the three townships from Adult' respondents

5.0.3.3 Family size without the number of children but just dependents

Most of the respondents in Chipulukusu had no dependents (45%) whilst Nkwazi had an average of one dependent (32.5%) and Twapia had a bimodal of no dependents and one dependent at 32.5% each as indicated below:-

(a) Chipulukusu

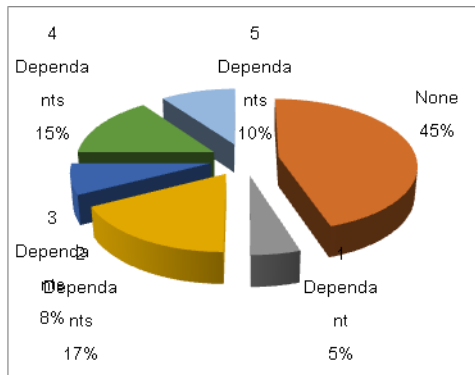


Figure 5.17: No. of dependants per household - Chipulukusu

(b) Nkwazi

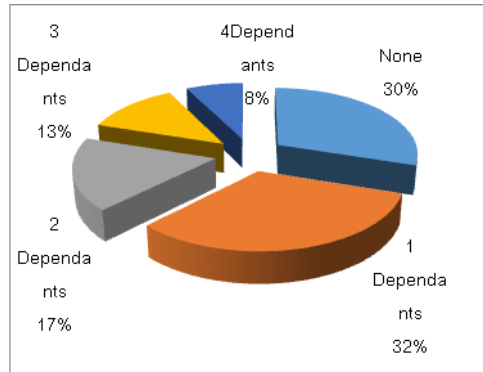


Figure 5.18: No. of dependants per household - Nkwazi

(c) Twapia

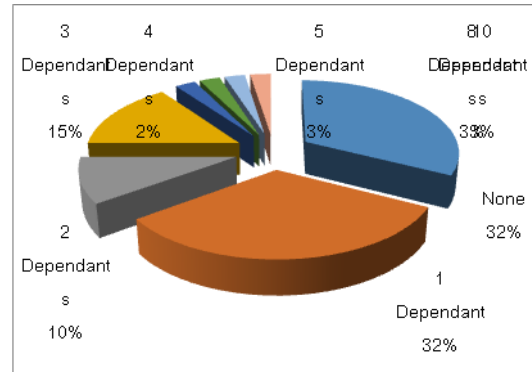


Figure 5.19: No. of dependants per household - Twapia

(d) Number of Dependants in the Selected Townships

Table 5.3: Number of dependants in the selected townships

No. of Dependants	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
None	18	45	12	30	13	32
One	2	5	13	32	13	32
Two	7	17	7	17	4	10
Three	3	8	5	13	6	15
Four	6	15	3	8	1	2
Five	4	10			1	3
Eight					1	3
Ten					1	3
Total	40	100	40	100	40	100

5.0.4 Position in the Respondent's Family

5.0.4.1 Children involved in child labour activities

The average for the respondent's position in their respective families were the fourth born with 11 (27.5%) for Chipulukusu, Nkwazi had 9 (22.5%) for the second born and 13 (32.5%) for first born in Twapia as indicated below:-

Respondents` positions in their families- children involved in child labour

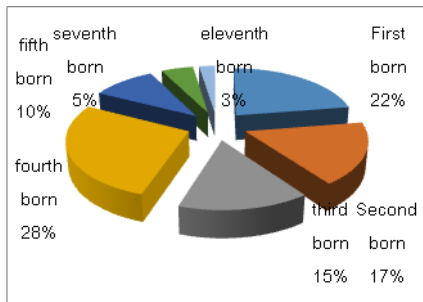


Figure 5.20: Respondent's position - Chipulukusu

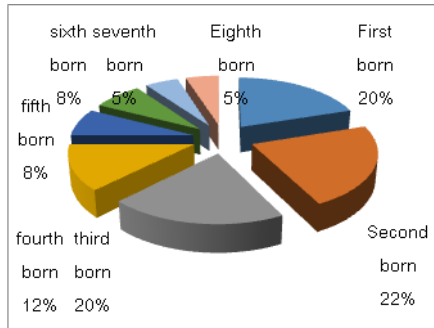


Figure 5.21: Respondent's position - Nkwazi

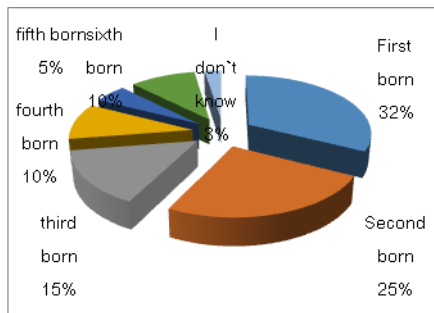


Figure 5.22: Respondent's position - Twapia

Table 5.4: Respondent's position in all selected townships

Position	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
First born	9	22	8	20	13	32
Second born	7	17	9	22	10	25
Third born	6	15	8	20	6	15
Fourth born	11	28	5	12	4	10
Fifth born	4	10	3	8	2	5
Sixth born			3	8	4	10
Seventh born	2	5	2	5		
Eighth born			2	5		
Eleventh born	1	3				
I do not know					1	3
Total	40	100	40	100	40	100

5.0.5 Academics/ schooling variable

5.0.5.1 School attendance for children involved in child labour activities

Twapia on average had the highest of the respondents still schooling at 65% with 5% completed their secondary education followed by Nkwazi with 62.5% yet Chipulukusu had 52.5% with 47.5% not in school as shown below:-

(a) Schooling

Table 5.5: Schooling variable in all selected townships

Schooling	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	21	52	25	62	26	65
No	19	48	15	38	12	30
Not Applicable					2	5
Total	40	100	40	100	40	100

(b) Reasons for not schooling

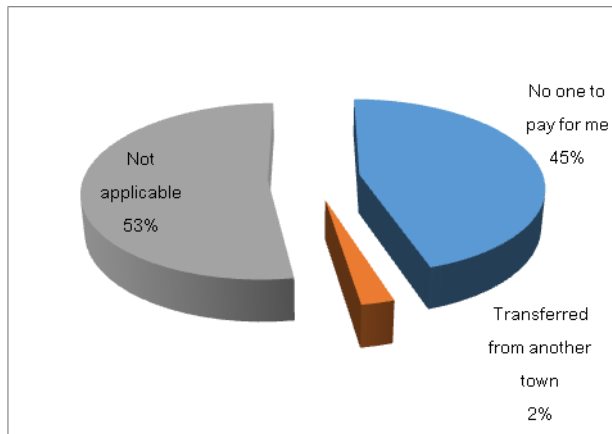


Figure 5.23: Reasons for not Schooling - Chipulukusu

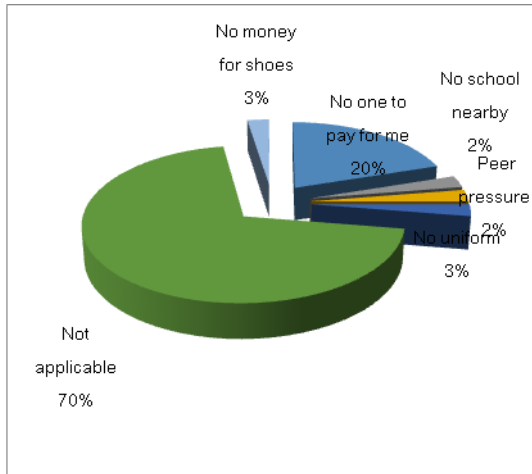


Figure 5.25: Reasons for not Schooling - Twapia

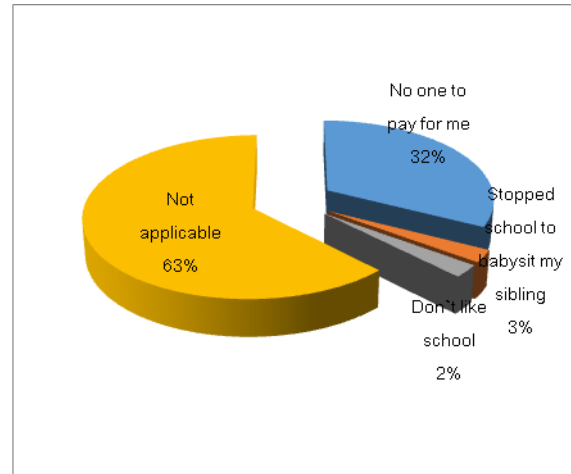


Figure 5.24: Reasons for not Schooling - Nkwazi

Comparison among the three townships

Table 5.6: Reasons for not schooling among the selected townships

Reasons	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
No one to pay for me	18	45	13	32	8	20
Transferred	1	2				
Not Applicable	21	53	25	63	28	70
Don't like school			1	2		
No school nearby					1	2
Peer pressure					1	2
Babysitting of sibling			1	3		
No uniform					1	3
No shoes					1	3
Total	40	100	40	100	40	100

5.0.5.2 Parents/Guardians` highest level education attained.

The average highest educational level attained in all the three townships as tabulated below in the tables and bar graphs shows that it was secondary level. Nkwazi had 60% followed by Twapia with 57.5% and Chipulukusu with 42.5%.

Table 5.7: Highest level of education attained among the selected townships

Reasons	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Primary	13	32.5	14	35	13	32.5
Secondary	17	42.5	24	60	23	57.5
College	5	12.5	1	2.5		
University	2	5				
None	3	7.5	1	2.5	4	10
Totals	40	100	40	100	40	100

5.0.6 Parenting variable

5.0.6.1 Parental status for children involved in the child labour activities

The average results revealed that in all the three townships, both parents were alive. In Chipulukusu and Nkwazi, those children who had lost their male parents stood at 30% as indicated below:-

Table 5.8: Status of parents among the selected townships

Status	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Both alive	21	52.5	18	45	29	72.5
Both deceased	7	17.5	7	17.5	2	5
Only father alive			2	5	3	7.5
Only mother alive	12	30	12	30	6	15
Don't know			1	2.5		
Totals	40	100	40	100	40	100

5.0.6.2 Parents' working variable for children involved in child labour activities

Chipulukusu had an average of 11 (27.5%) of parents who were unemployed while Nkwazi had an average of 11 (27.5%) of only male parents working. In Twapia, it was a bimodal of 12 (30%) of both parents working and the other 12 (30%) not working as indicated on the next page:-

Table 5.9: Parents' working among the selected townships

Working	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Only father	8	20	11	27.5	11	27.5
Only mother	10	25	9	22.5	3	7.5
Both	4	10	4	10	12	30
No	11	27.5	9	22.5	12	30
Not applicable	7	17.5	7	17.5	2	5
Totals	40	100	40	100	40	100

5.0.6.3 Parents/ Guardians` marital status response

The average for marital status of respondents was the same among all the three townships and this was married.

Table 5.10: Parents/Guardians` marital status among the selected townships

Marital status	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Married	33	82.5	35	87.5	31	77.5
Single	6	15			3	7.5
Widowed	1	2.5	3	7.5	4	10
Divorced			2	5		
Separated					2	5
Totals	40	100	40	100	40	100

5.0.7 Work Variable

5.0.7.1 Type of work involved in at time of interview-Children

The results do indicate that most of the children in the three townships were involved in the selling of various merchandises such as boiled eggs, fritters, scones, biscuits, sweets, macskool, drinks and water. Chipulukusu had the highest with 27(67.5%) of the children involved in the already stated trade followed by Nkwazi with 22(55%) and Twapia with 17(42.5%).

(a) Chipulukusu

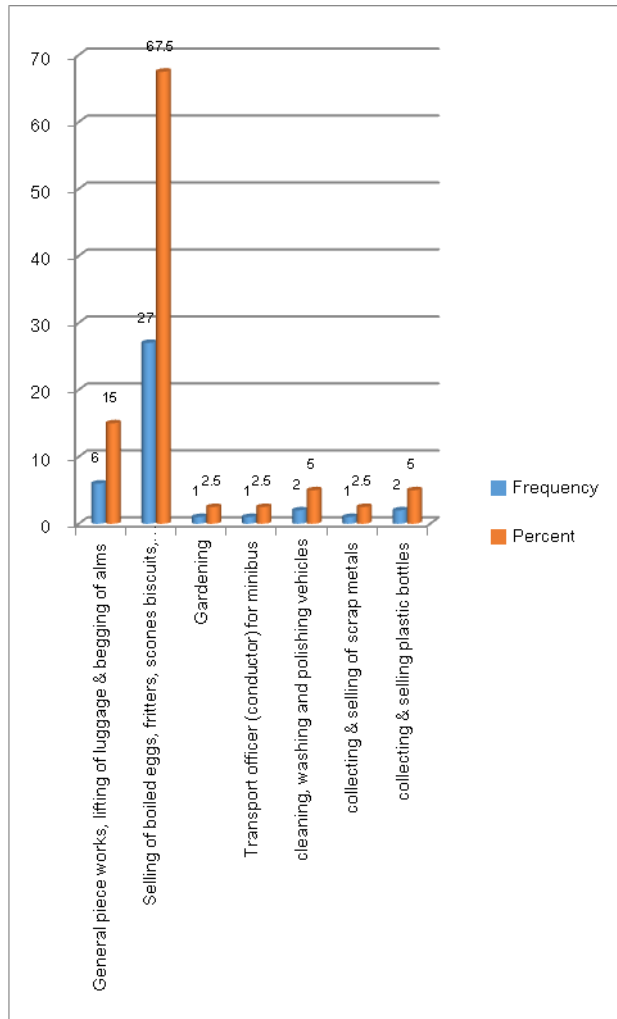


Figure 5.26: Type of work at interview time - Chipulukusu

(b) Nkwazi

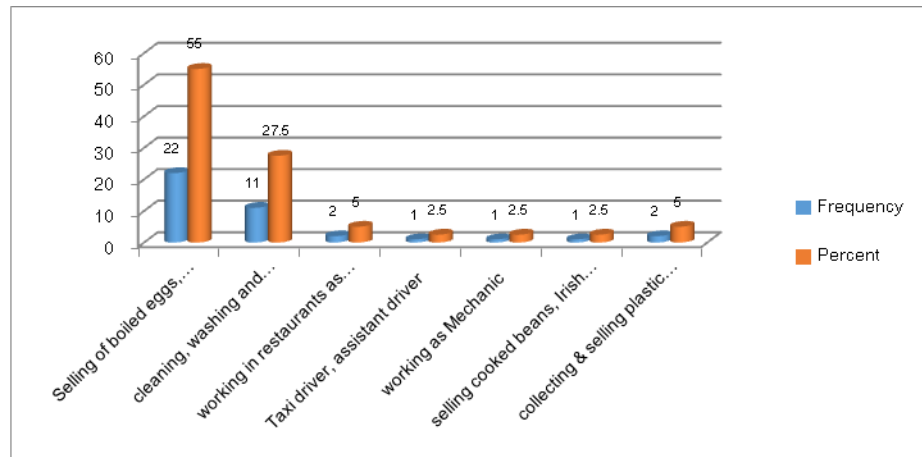


Figure 5.27: Type of work at interview time - Nkwazi

(c) Twapia

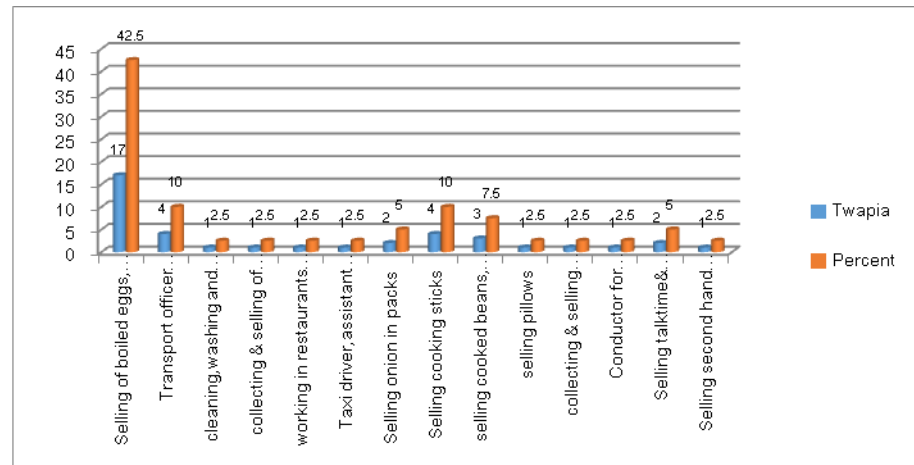


Figure 5.28: Type of work at interview time - Twapia

5.0.7.3 Reasons for working

The results show the aspect of fending for one`s family as the average reason for the children involved in child labour in all the three towns as indicated in the charts below and on the next page:-

(a) Chipulukusu

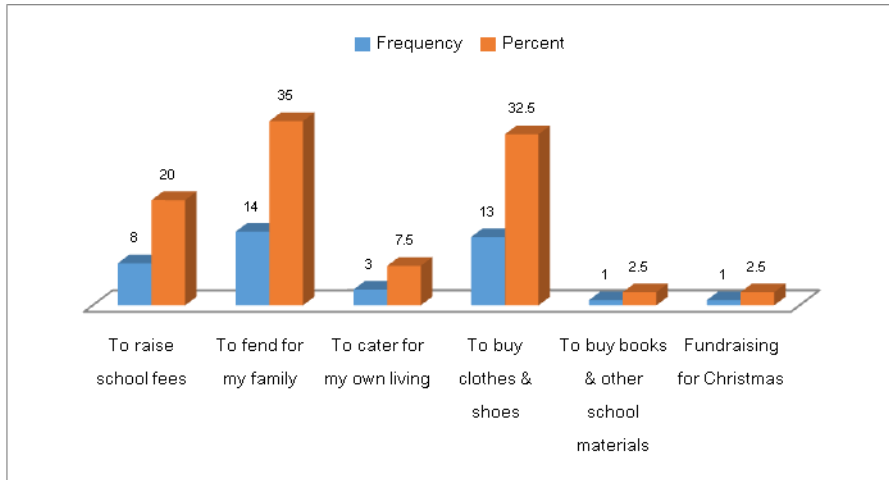


Figure 5.29: Reasons for working - Chipulukusu

(b) Nkwazi

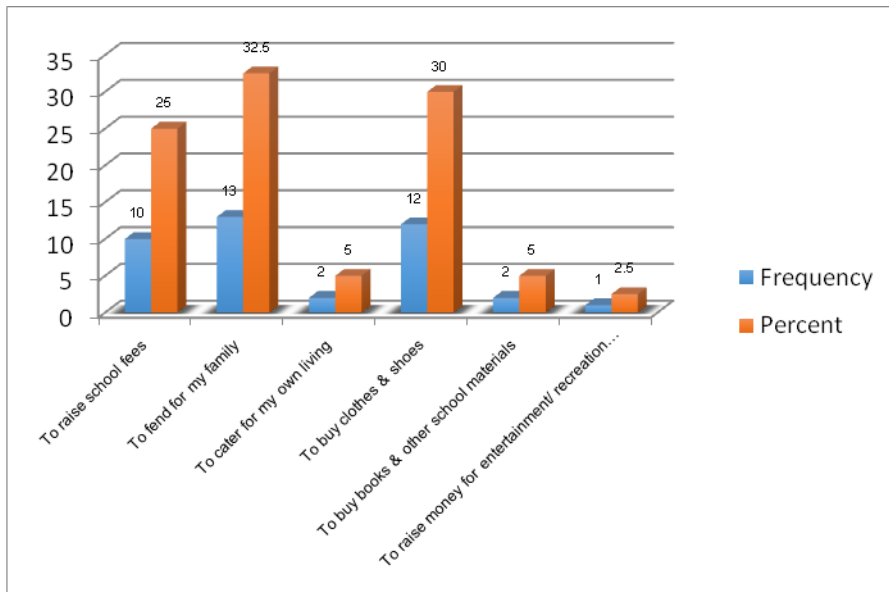


Figure 5.30: Reasons for working - Nkwazi

(c) Twapia

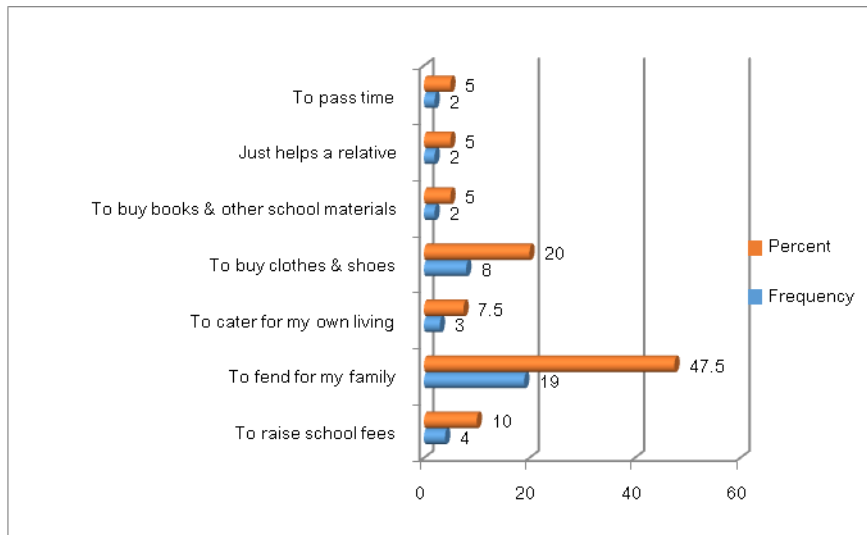


Figure 5.31: Reasons for working - Twapia

Reasons for Working among the Selected Townships

Table 5.11: Reasons for working among the selected townships

Reasons	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
To raise school fees	8	20	10	25	4	10
To fend for my family	14	35	13	32.5	19	47.5
To cater for my own living	3	7.5	2	5	3	7.5
To buy clothes & shoes	13	32.5	12	30	8	20
To buy books & other school materials	1	2.5	2	5	2	5
Fundraising for Christmas	1	2.5				
To raise money for entertainment/ recreation like watching video shows			1	2.5		
Just helps a relative					2	5
To pass time					2	5
Total	40	100	40	100	40	100

5.0.7.4 Other jobs

The average shows that children in all the three townships had only one job.

Table 5.12: Performing another job across the three townships

Other jobs	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	6	15	6	15	4	10
No	34	85	34	85	36	90
Total	40	100	40	100	40	100

(a) Chipulukusu

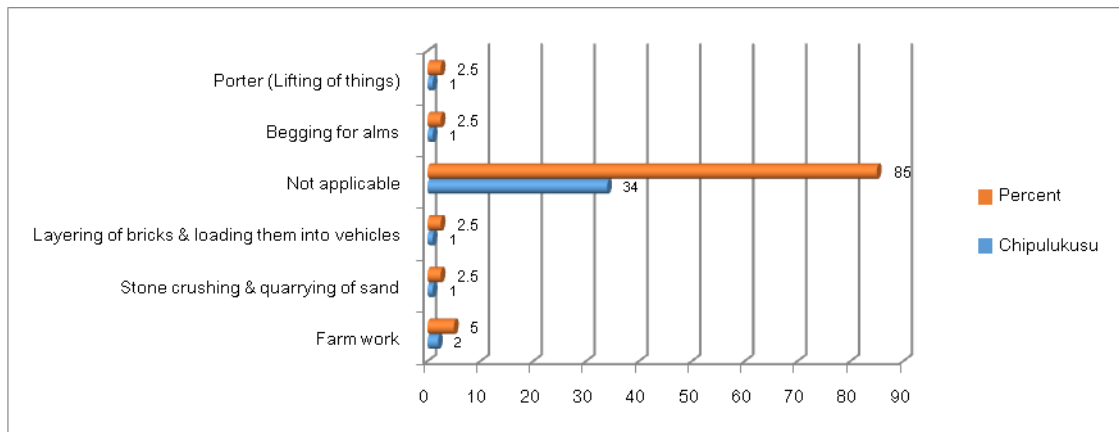


Figure 5.32: Other jobs performed - Chipulukusu

(b) Nkwazi

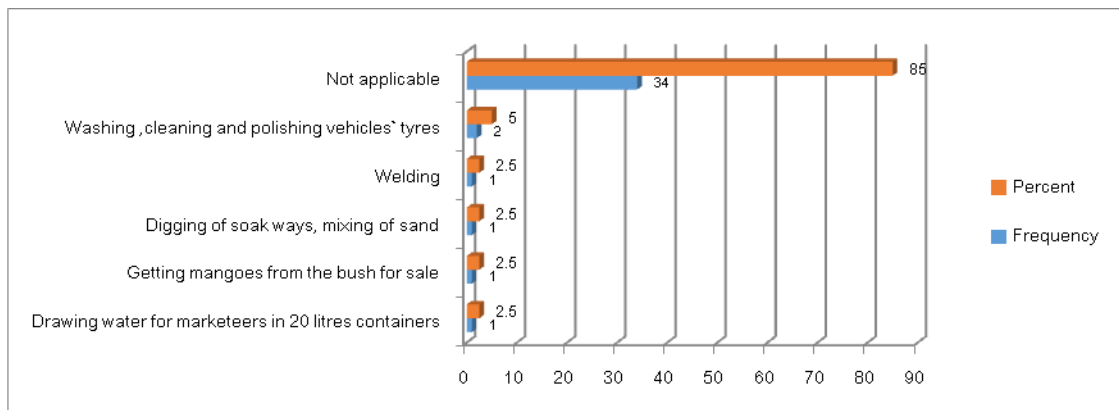


Figure 5.33: Other jobs performed - Nkwazi

(c) Twapia

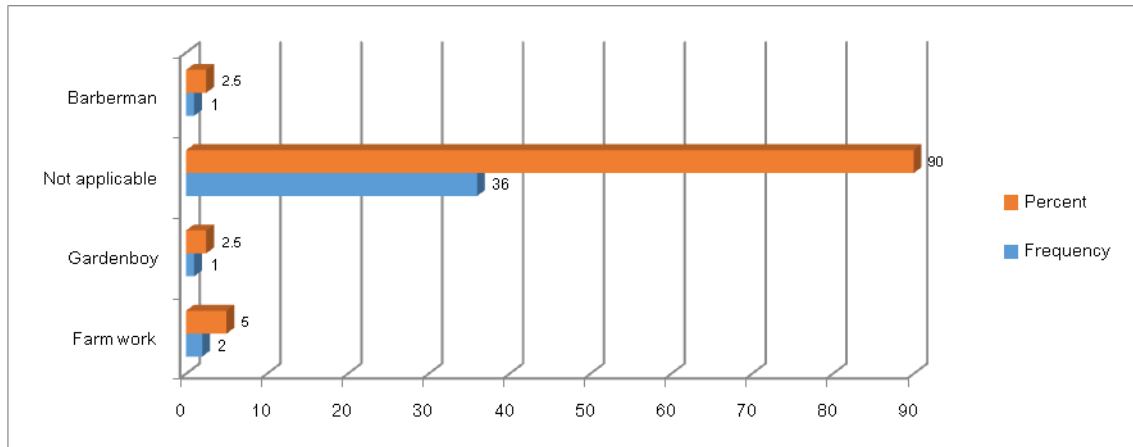


Figure 5.34: Other jobs performed - Twapia

Names of other jobs engaged in by children among the selected townships

Table 5.13: Names of other jobs

Jobs done	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Farm work	2	5			2	5
Stone crushing & quarrying of sand	1	2.5				
Layering of bricks & loading them into vehicles	1	2.5				
Not applicable	34	85	34	85	36	90
Begging for alms	1	2.5				
Porter (Lifting of things)	1	2.5				
Drawing water for marketeers in 20 litres containers			1	2.5		
Getting mangoes from the bush for sale			1	2.5		
Digging of soak ways, mixing of sand			1	2.5		
Welding			1	2.5		
Washing ,cleaning and polishing vehicles` tyres			2	5		
Garden boy					1	2.5
Barber man					1	2.5
Totals	40	100	40	100	40	100

5.0.7.6 Occupation for Parents/Guardians

The average occupation among the respondents from all the three townships was under the tag of “Businesslady, Businessman, shopkeeper and self-employed as indicated below:-

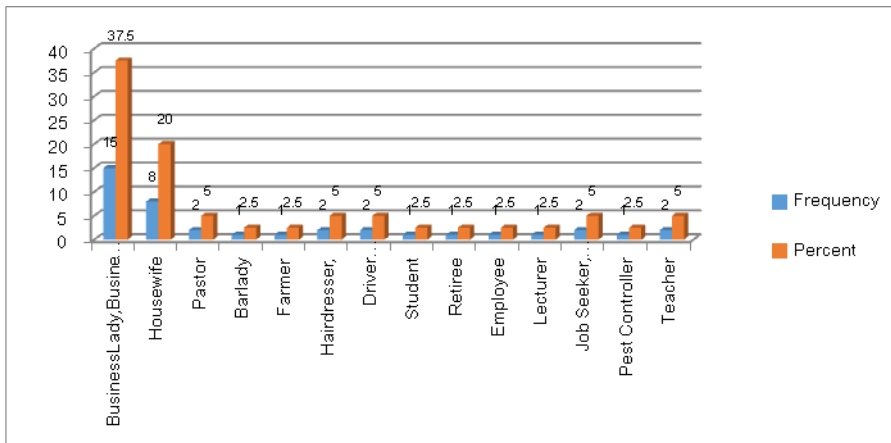


Figure 5.35: Occupation for Parents/Guardians - Chipulukusu

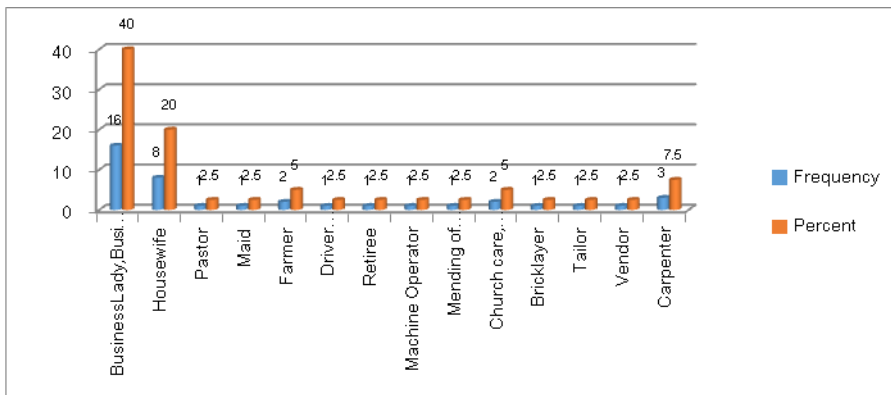


Figure 5.36: Occupation for Parents/Guardians - Nkwazi

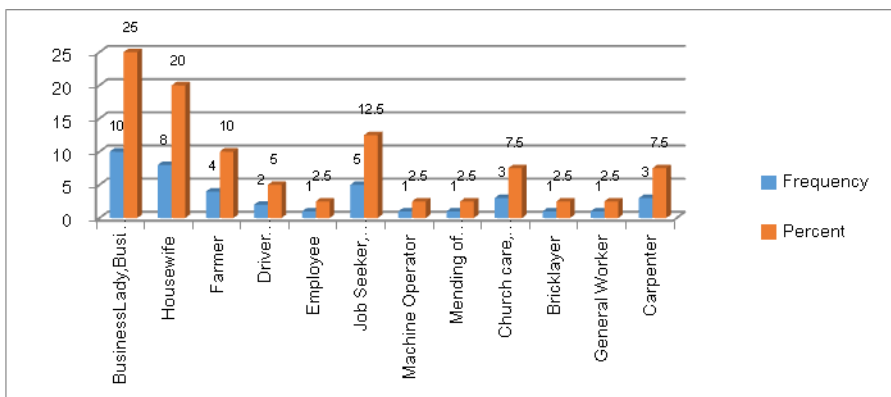


Figure 5.37: Occupation for Parents/Guardians - Twapia

Occupations for Parents/Guardians among the selected townships

Table 5.14: Occupations for parents/guardians

Occupation	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
BusinessLady, Businessman, Self-employed, Shopkeeper,	15	37.5	16	40	10	25
Housewife	8	20	8	20	8	20
Pastor	2	5	1	2.5		
Farmer	1	2.5	2	5	4	10
Driver (Taxi, Minibus ,Truck)	2	5	1	2.5	2	5
Bar-lady	1	2.5				
Maid			1	2.5		
Hairdresser,	2	5				
Machine Operator			1	2.5	1	2.5
Student	1	2.5				
Retiree	1	2.5			1	2.5
Employee	1	2.5			1	2.5
Lecturer	1	2.5				
Job Seeker, Unemployed, Not working	2	5			5	12.5
Pest Controller	1	2.5				
Teacher	2	5				
Church care, Watchman, Security Officer, Security guard			2	5	3	7.5
Mending of tyres, Mechanic			1	2.5	1	2.5
General Worker					1	2.5
Bricklayer			1	2.5	1	2.5
Tailor			1	2.5		
Vendor			1	2.5		
Carpenter			3	7.5	3	7.5
Totals	40	100	40	100	40	100

5.0.7.7 Ambitions for children involved in the child labour activities

The average for Chipulukusu in terms of children`s ambitions was to do any type of work or general worker yet Nkwazi and Twapia had the average of a medical doctor as indicated below:-

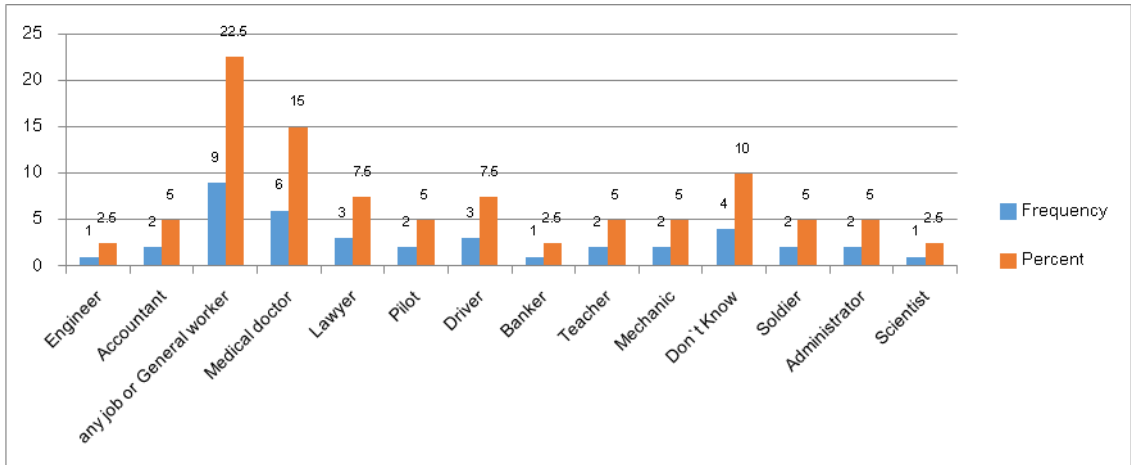


Figure 5.38: Children's Ambition - Chipulukusu

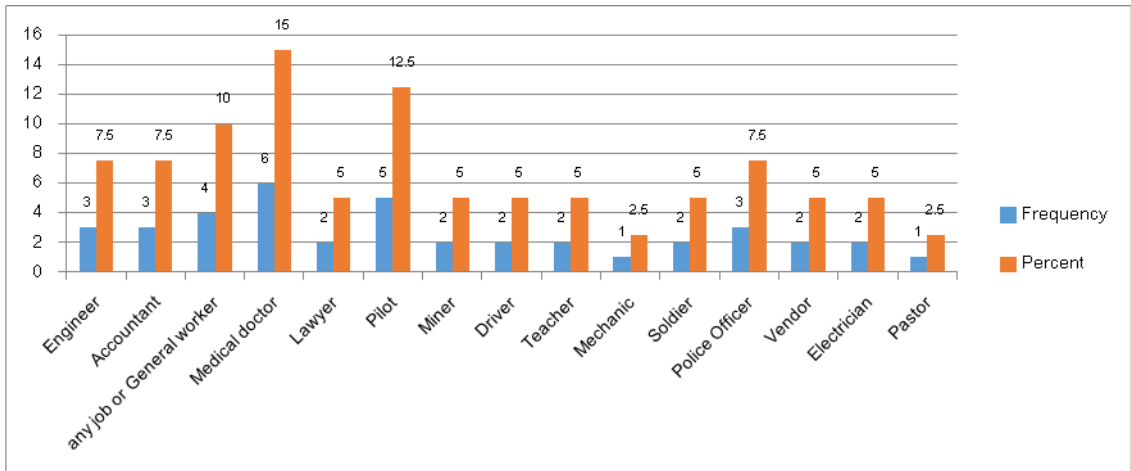


Figure 5.39: Children's Ambition - Nkwazi

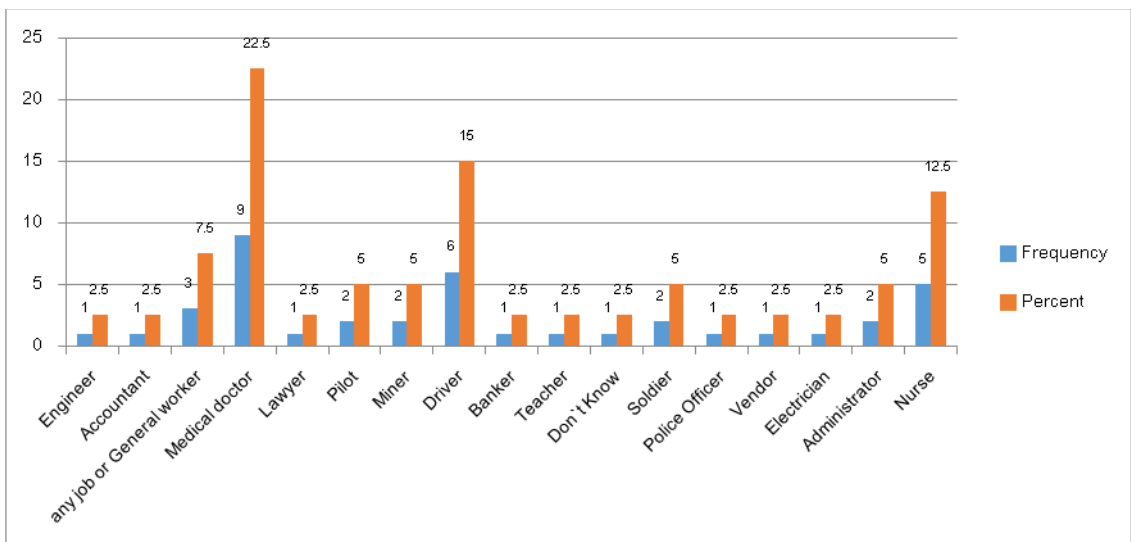


Figure 5.40: Children's Ambition - Twapia

5.0.7.8 Employer for children involved in child labour activities

The average for Chipulukusu was the employer-20 (50%) whilst for Nkwazi, children were self-employed-19 (47.5%). Twapia`s average revealed that parents had sent them-16 (40%) as indicated in the table and figure below:-

Table 5.15: Children`s employers among the selected townships

Employer	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Neighbour	1	2.5				
Relatives	3	7.5	2	5.0	12	30.0
Parents	10	25.0	7	17.5	16	40.0
Self	6	15.0	19	47.5	5	12.5
Employer	20	50.0	12	30.0	7	17.5
Totals	40	100	40	100	40	100

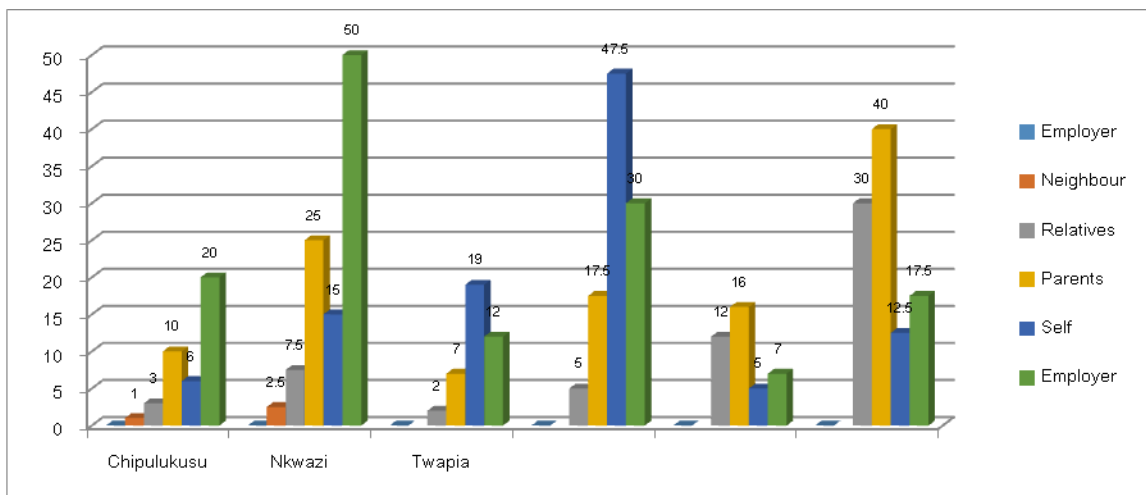


Figure 5.41: Children's employers among the selected

5.0.7.9 Parents working variable for children involved in child labour activities

The average for Chipulukusu was mothers working only with 10 (25%) whilst Nkwazi had only fathers working -11 (27.5%). Twapia had a bimodal with both parents working and those not working at 12 (30%) each. Table and chart on next page do show this:-

Table 5.16: Parents` working from children respondents

Working	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Only father	8	20	11	27.5	11	27.5
only mother	10	25	9	22.5	3	7.5
Both	4	10	4	10	12	30
No	11	27.5	9	22.5	12	30
Not applicable	7	17.5	7	17.5	2	5
Total	40	100	40	100	40	100

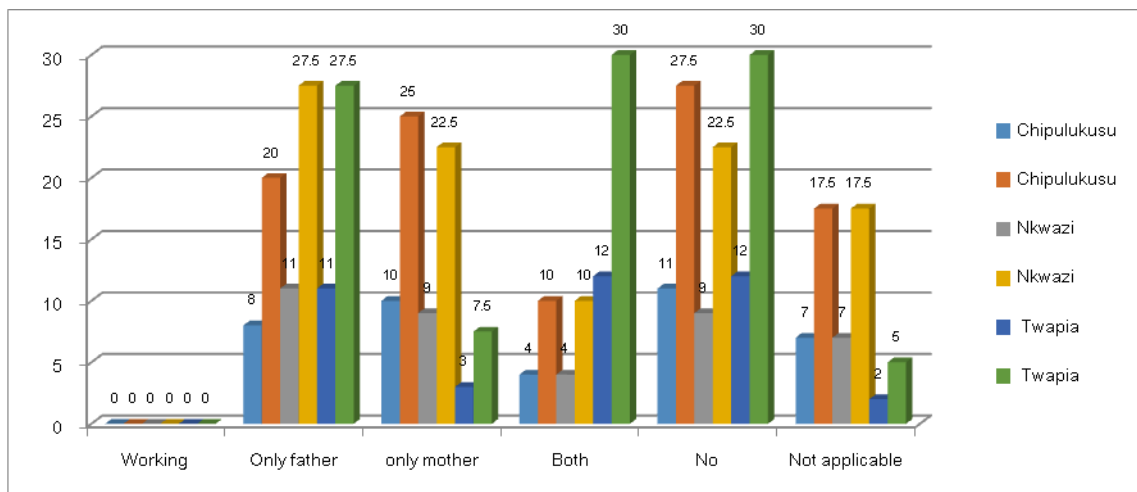


Figure 5.42: Parents` working from children respondents

5.0.8. Playtime variable and its utilization

5.0.8.1 Children involved in child labour activities

On average, many children have time to play with friends in various games.

Table 5.17: Playtime among the selected townships

Playtime	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	33	82.5	32	80	29	72.5
No	7	17.5	8	20	11	27.5
Totals	40	100	40	100	40	100

5.0.8.2 Playtime`s utilisation for children involved in child labour activities

The average for the way children spend their playtime in the three townships revealed that they were involved in playing soccer.

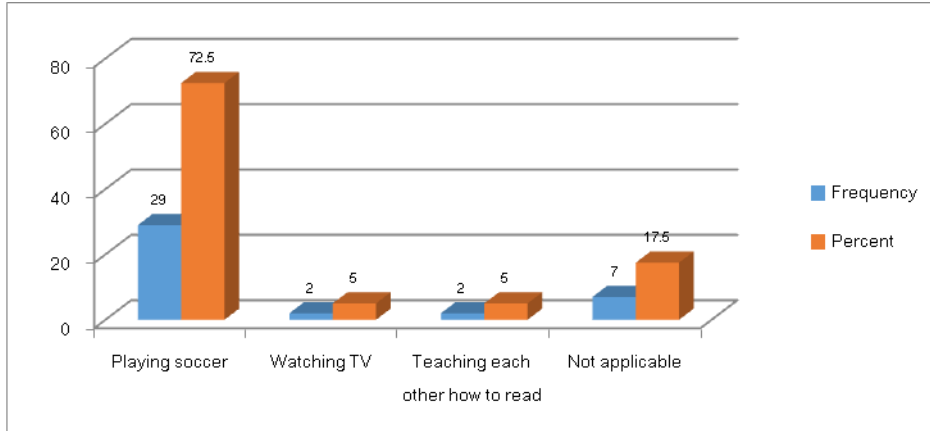


Figure 5.43: Utilization of playtime - Chipulukusu

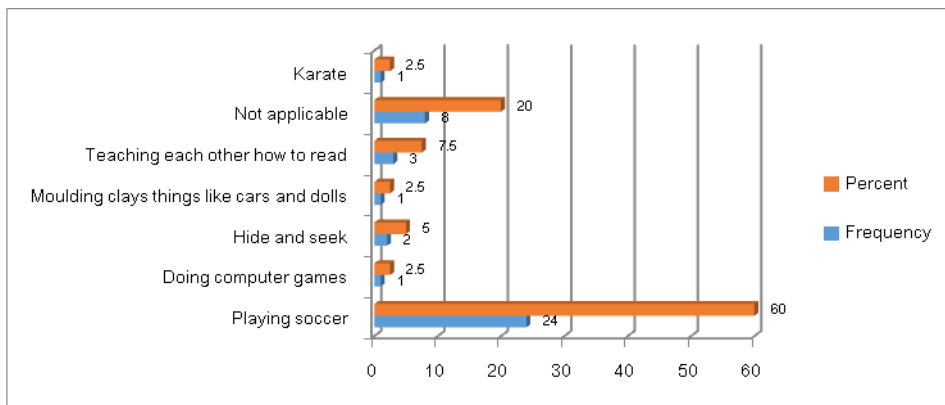


Figure 5.44: Utilization of playtime - Nkwazi

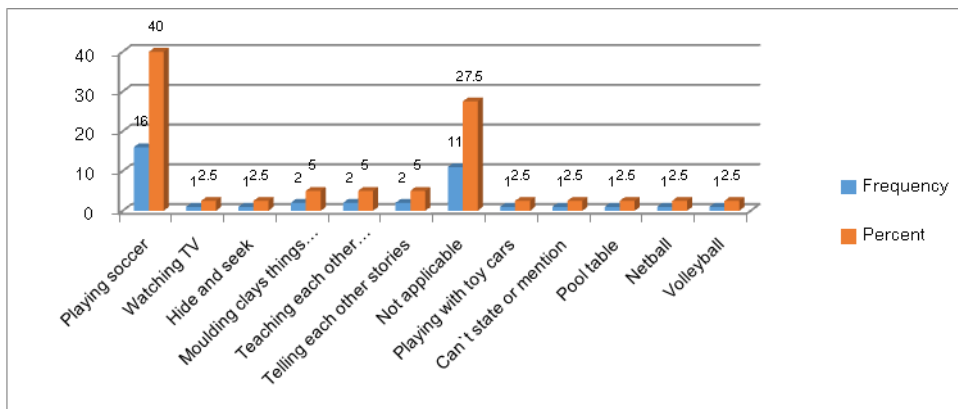


Figure 5.45: Utilization of playtime - Twapia

Utilisation of playtime among the selected townships

Table 5.18: Utilization of playtime

Activities	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Playing soccer	29	72.5	24	60	16	40
Watching TV	2	5			1	2.5
Hide and seek			2	5	1	2.5
Moulding clay like cars & dolls			1	2.5	2	5
Teaching each other how to read	2	5	3	7.5	2	5
Telling each other stories					2	5
Not applicable	7	17.5	8	20	11	27.5
Playing with toy cars					1	2.5
Can't state or mention					1	2.5
Pool table					1	2.5
Netball					1	2.5
Volleyball					1	2.5
Karate			1	2.5		
Doing computer games			1	2.5		
Total	40	100	40	100	40	100

5.1. MESSAGE DESIGN AND DISSEMINATION BY MUVI TV IN RAISING AWARENESS ON ELIMINATION OF CHILD LABOUR

In assessing the awareness levels of the message disseminated by Muvi TV in raising awareness on the elimination of child labour in the selected townships, the following results were obtained from the interviews with a general observation that Muvi TV has not been a primary awareness raiser. Equally, the awareness levels were generally low as can be noted below:-

5.1.1 Awareness on Age Range of a Person Considered a Child

5.1.1.1 Children involved in child labour activities response

The average number of respondents in Chipulukusu regarded a child as aged 0-13years that 7 (17.5%) whilst Nkwazi's average was 7(17.5%) with 0-10years as age range. Twapia had a bimodal of 0-10years and 0-12years at 5 (12.5%).

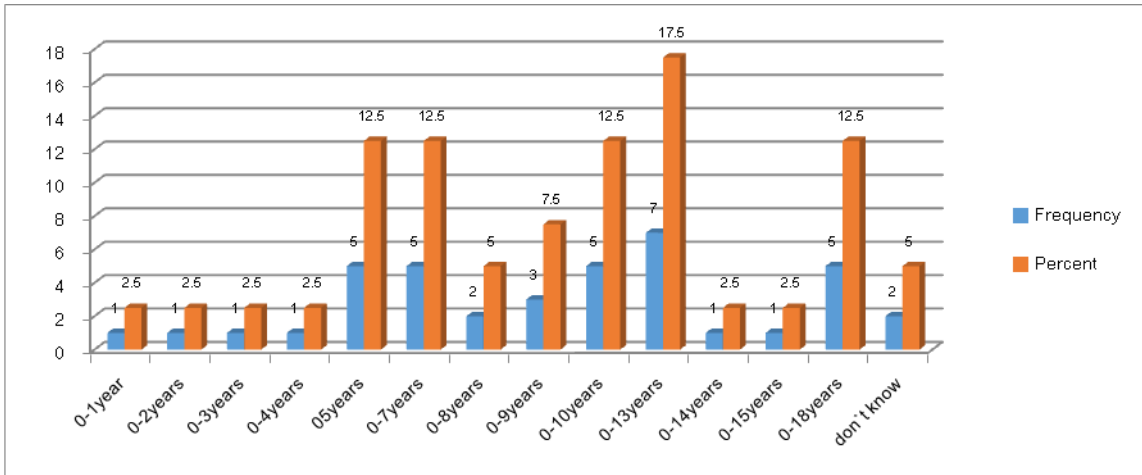


Figure 5.46: Age range of a child - Chipulukusu

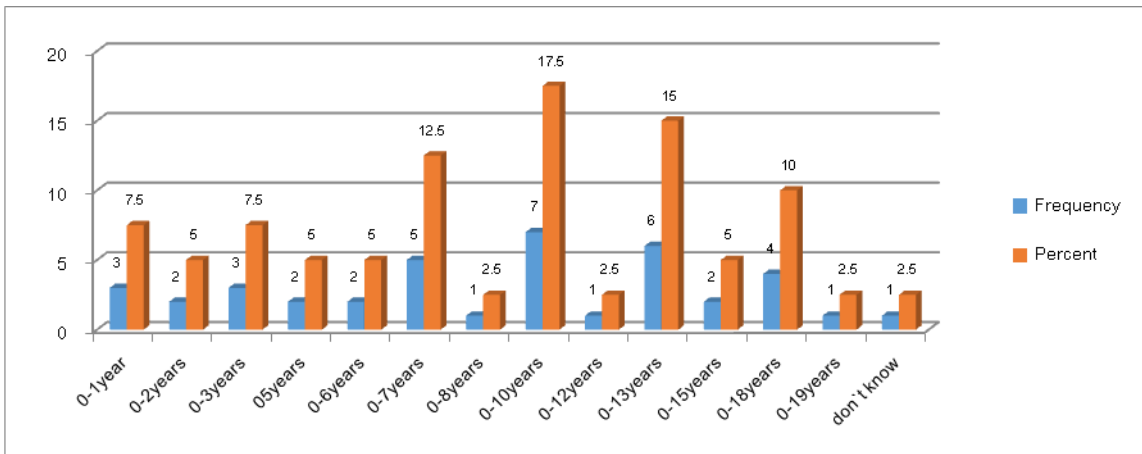


Figure 5.47: Age range of a child - Nkwazi

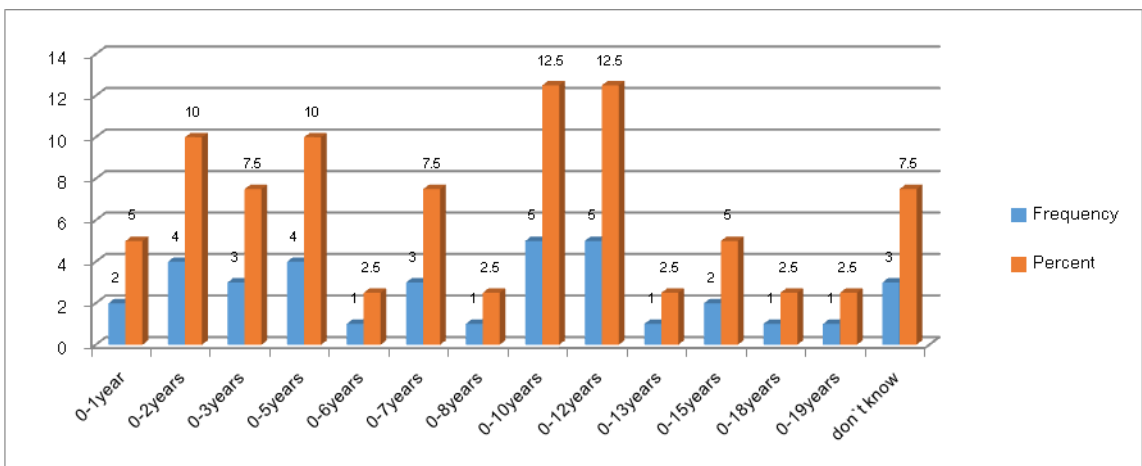


Figure 5.48: Age range of a child - Twapia

Age Range awareness among the selected townships

Table 5.19: Age range awareness among the selected townships

Age Range	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
0-1yr	1	2.5	3	7.5	2	5
0-2yrs	1	2.5	2	5	4	10
0-3yrs	1	2.5	3	7.5	3	7.5
0-4yrs	1	2.5				
0-5yrs	5	12.5	2	5	4	10
0-6yrs			2	5	1	2.5
0-7yrs	5	12.5	5	12.5	3	7.5
0-8yrs	2	5	1	2.5	1	2.5
0-9yrs	3	7.5				
0-10yrs	5	12.5	7	17.5	5	12.5
0-12yrs			1	2.5	5	12.5
0-13yrs	7	17.5	6	15	1	2.5
0-14yrs	1	2.5				
0-15yrs	1	2.5	2	5	2	5
0-18yrs	5	12.5	4	10	1	2.5
0-19yrs			1	2.5	1	2.5
don't know	2	5	1	2.5	3	7.5
Total	40	100	40	100	40	100

5.1.1.2. Parents/Guardians' response

Chipulukusu and Twapia had 11(27.5%) as average response for the 0-18years as age range. Nkwazi had 10(25%) as average also pegged at 0-18years.

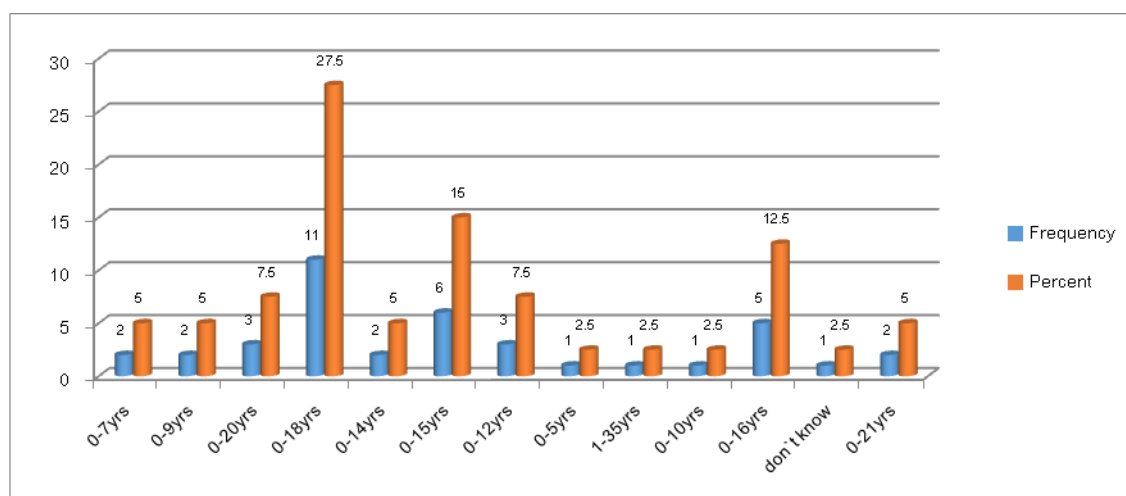


Figure 5.49: Age range of a child - Chipulukusu

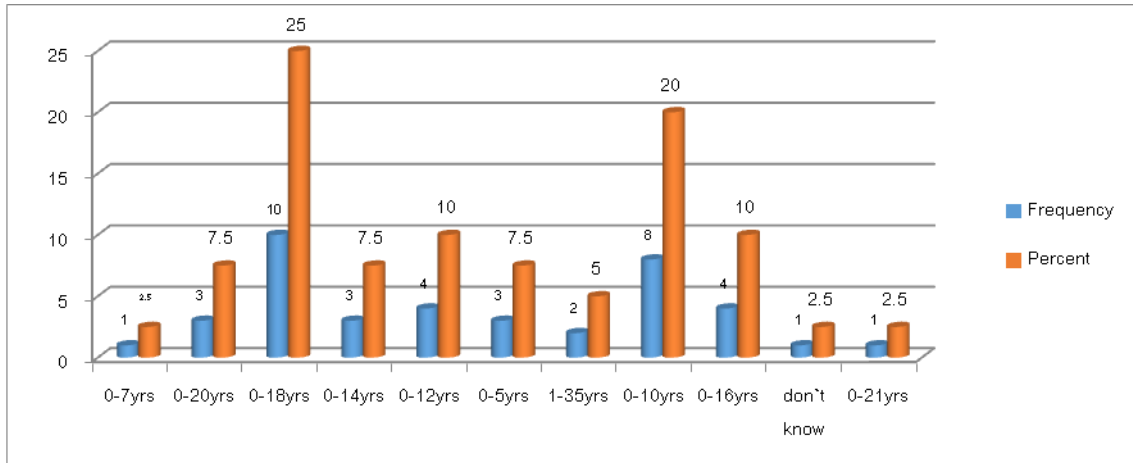


Figure 5.50: Age range of a child - Nkwazi

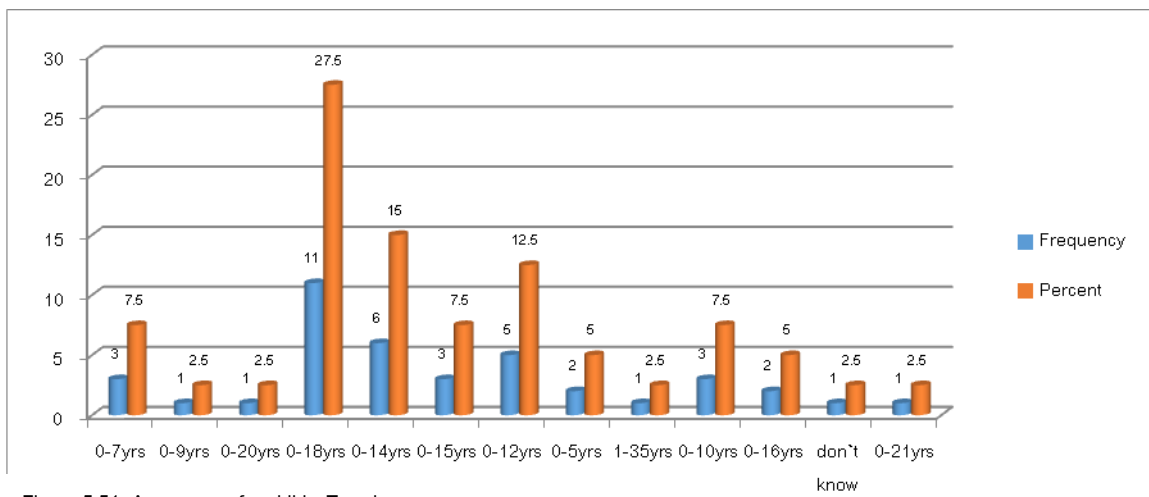


Figure 5.51: Age range of a child - Twapia

(a) Age Range of a Child – Adult Respondents among the Selected Townships

Table 5.20: Age range of a child – adult respondents

Age Range	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
0-5yrs	1	2.5	3	7.5	2	5
0-7yrs	2	5	1	2.5	3	7.5
0-9yrs	2	5			1	2.5
0-10yrs	1	2.5	8	20	3	7.5
0-12yrs	3	7.5	4	10	5	12.5
0-14yrs	2	5	3	7.5	6	15
0-15yrs	6	15			3	7.5
0-16yrs	5	12.5	4	10	2	5
0-18yrs	11	27.5	10	25	11	27.5
0-20yrs	3	7.5	3	7.5	1	2.5
0-21yrs	2	5	1	2.5	1	2.5
1-35yrs	1	2.5	2	5	1	2.5
Don't know	1	2.5	1	2.5	1	2.5
Total	40	100	40	100	40	100

5.1.2 Awareness of existence of child labour & source of awareness

5.1.2.1 Children involved in child labour activities responses

(a) Existence of child labour

Table 5.21: Aware of existence of child labour among the selected townships

Child labour	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	31	77.5	30	75	31	77.5
No	9	22.5	10	25	9	22.5
Total	40	100	40	100	40	100

(b) Sources of information on child labour

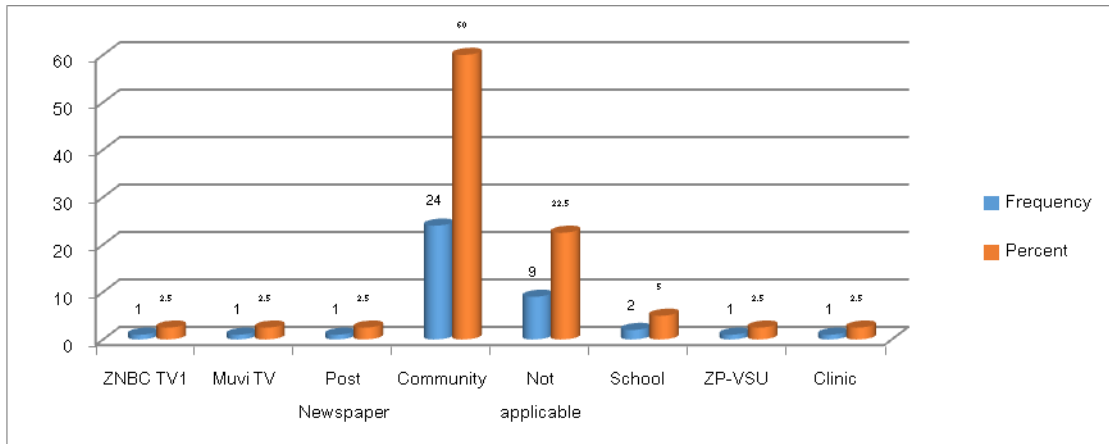


Figure 5.52: Source of information on child labour - Chipulukusu

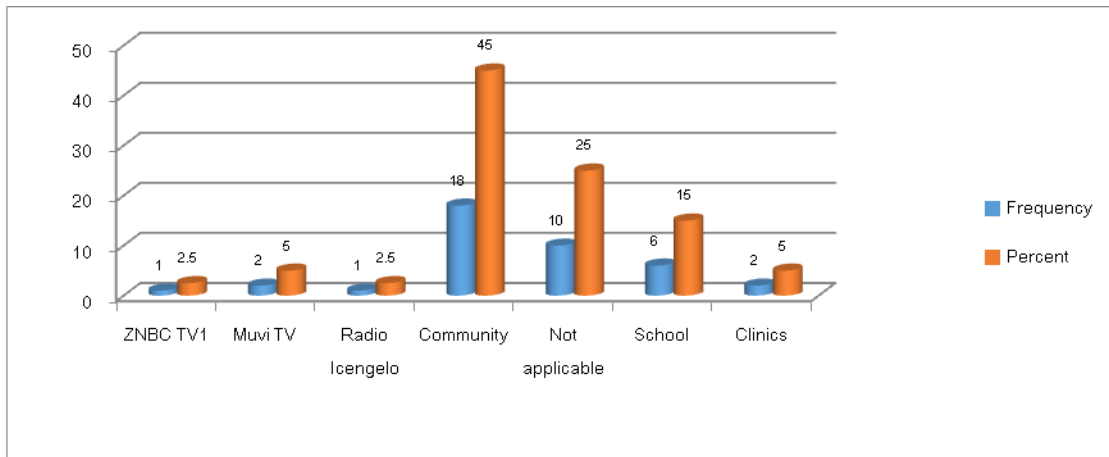


Figure 5.53: Source of information on child labour - Nkwazi

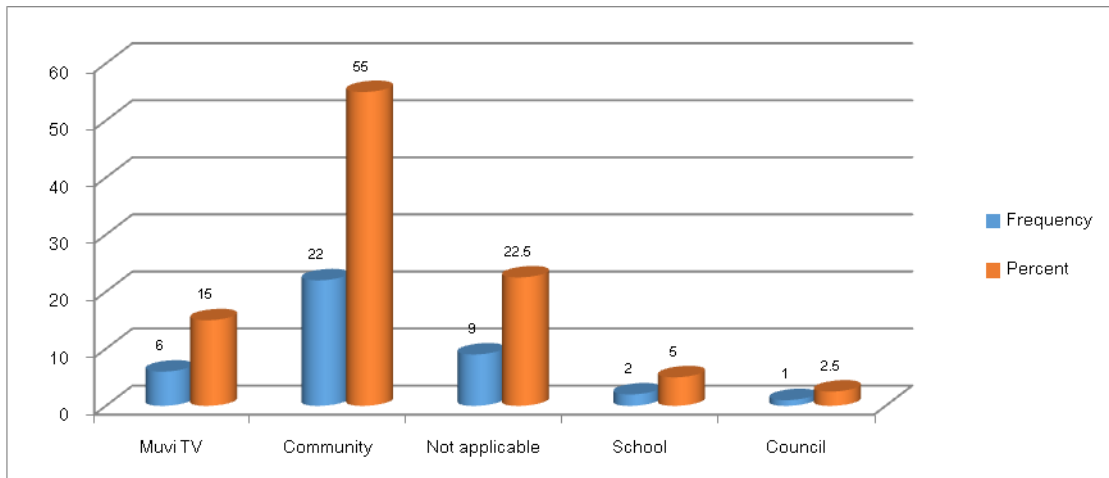


Figure 5.54: Source of information on child labour – Twapia

Sources of information on child labour among the selected townships

Table 5.22: Sources of information on child labour among the selected townships

Sources	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
ZNBC TV1	1	2.5	1	2.5	6	15
Muvi TV	1	2.5	2	5		
Post Newspaper	1	2.5				
Community	24	60	18	45	22	55
Council					1	2.5
ZP-VSU	1	2.5				
Clinics	1	2.5	2	5		
School	2	5	6	15	2	5
Not applicable	9	22.5	10	25	9	22.5
Radio Icengelo			1	2.5		
Total	40	100	40	100	40	100

5.1.2.2 Parents/Guardians' responses

(a) Aware on existence of child labour

Table 5.23: Awareness of Existence of CL among the Selected Townships

Aware	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	38	95	36	90	38	95
No	2	5	4	10	2	5
Total	40	100	40	100	40	100

(b) Sources of information on child labour

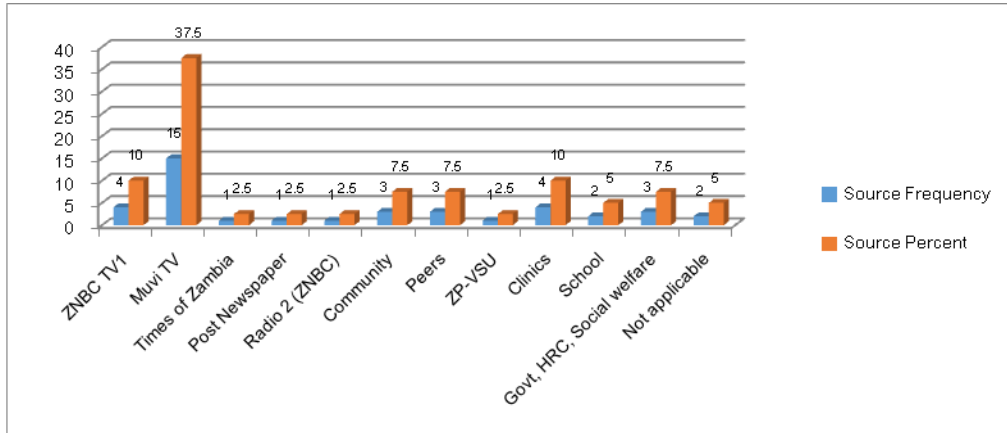


Figure 5.55 Source of information on child labour – Chipulukusu

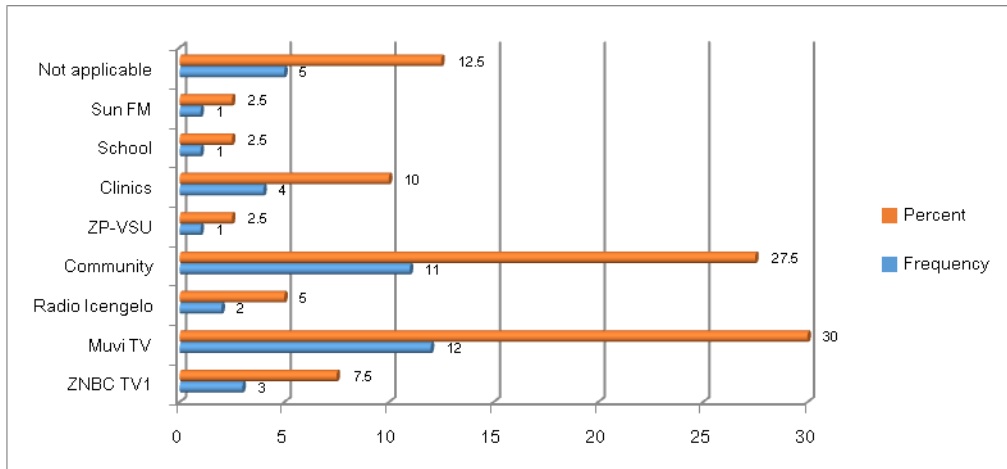


Figure 5.56 Source of information on child labour – Nkwazi

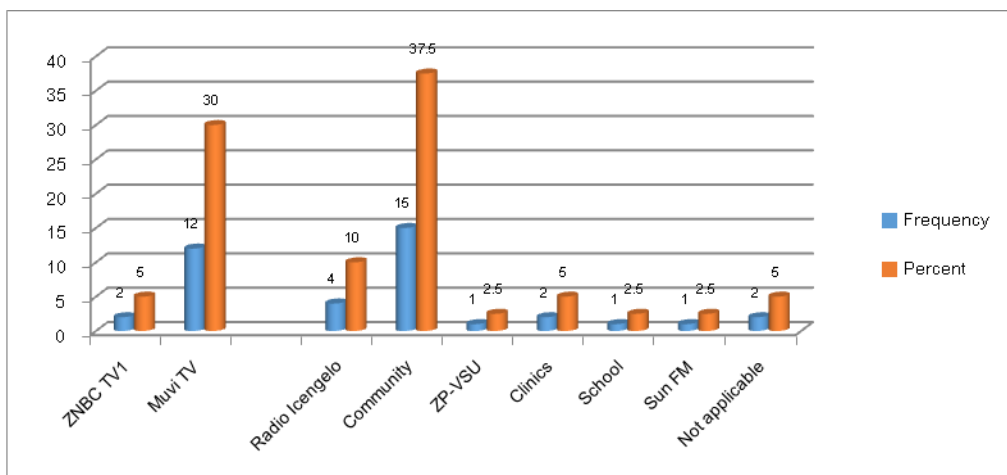


Figure 5.57 Source of information on child labour – Twapia

Table 5.24: Sources of information among the selected townships

Sources	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
ZNBC TV1	4	10	3	7.5	2	5
Muvi TV	15	37.5	12	30	12	30
Times of Zambia	1	2.5				
Post Newspaper	1	2.5				
Radio 2 (ZNBC)	1	2.5				
Community	3	7.5	11	27.5	15	37.5
Peers	3	7.5				
ZP-VSU	1	2.5	1	2.5	1	2.5
Clinics	4	10	4	10	2	5
School	2	5	1	2.5	1	2.5
Govt, HRC, Social welfare	3	7.5				
Not applicable	2	5	5	12.5	2	5
Radio Icengelo			2	5	4	10
Sun FM			1	2.5	1	2.5
Total	40	100	40	100	40	100

5.1.3 Awareness of International Day Against Child Labour

5.1.3.1 Children involved in child labour activities response

None of the respondents were aware about when the international Day against Child Labour in all the three townships.

5.1.3.2 Parents/Guardians' response

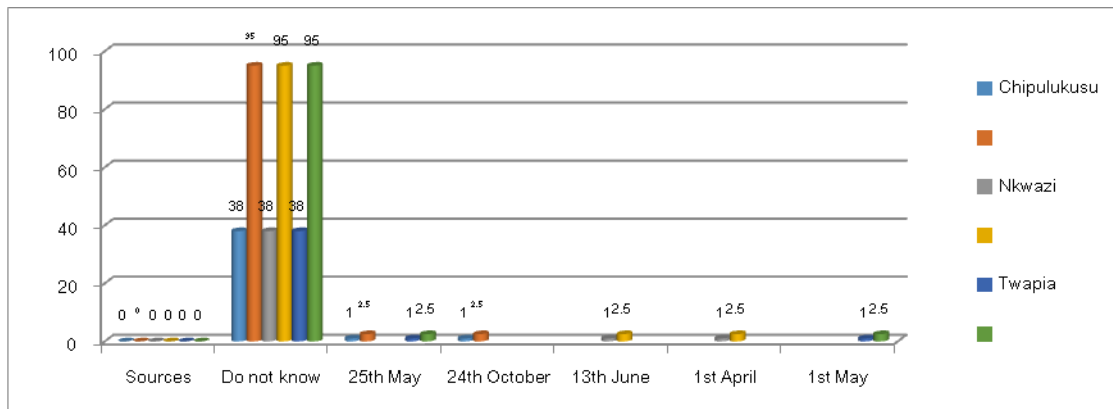


Figure 5.58: Awareness on World Day against Child Labour

5.1.4 Viewership of Muvi TV by children involved in child labour activities

Table 5.25: Viewership of Muvi TV among the selected townships

Viewership	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	12	30	18	45	20	50
No	28	70	22	55	20	50
Total	40	100	40	100	40	100

5.1.5. Messages on child labour recall & description by children involved in child labour activities response

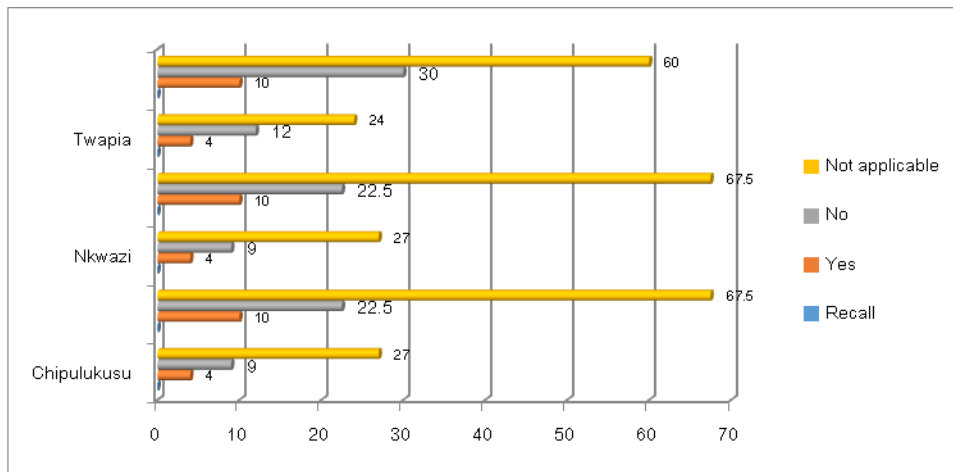


Figure 5.59: Recall of child labour messages shown on

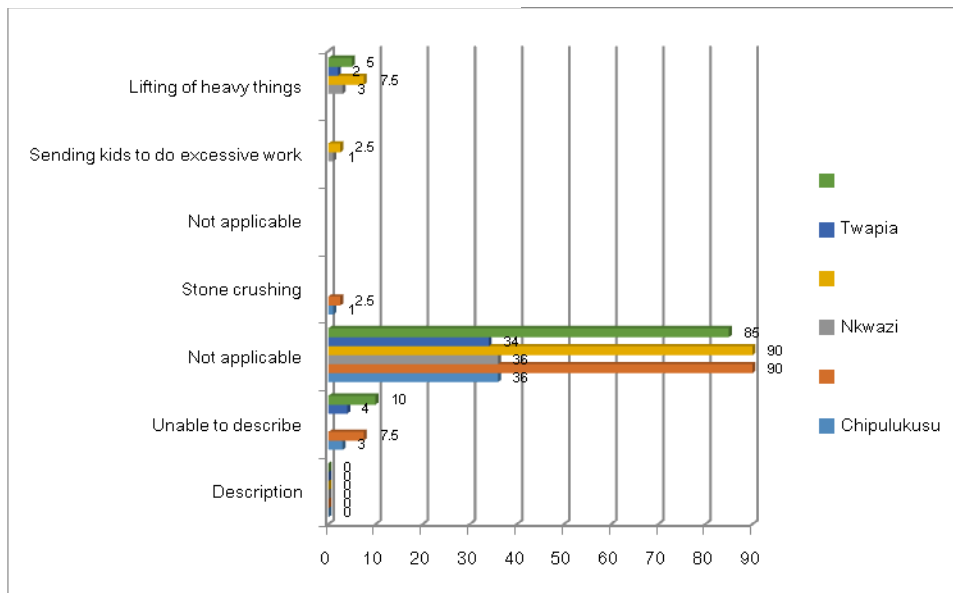


Figure 5.60: Description of child labour activities shown on Muvi TV

Table 5.25: Description of child labour messages shown on Muvi TV

Description	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Unable to describe	3	7.5			4	10
Not applicable	36	90	36	90	34	85
Stone crushing	1	2.5				
Not applicable						
Sending kids to do excessive work			1	2.5		
Lifting of heavy things			3	7.5	2	5
Total	40	100	40	100	40	100

5.1.6. Encounter, description & detail of messages on child labour on Muvi TV by sampled parents/guardians

Table 5.26: Encounter of child labour messages on Muvi TV

Encounter	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	26	65	21	52.5	19	47.5
No	6	15	11	27.5	17	42.5
Not applicable	8	20	8	20	4	10
Total	40	100	40	100	40	100

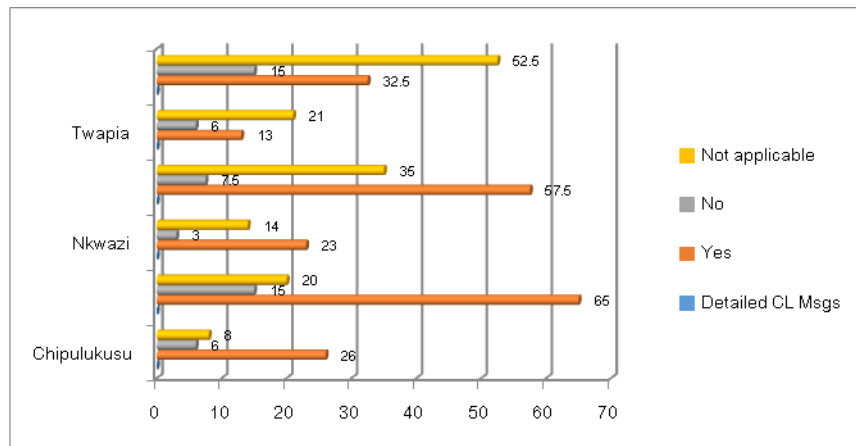


Figure 5.61: Detailed Child Labour Messages

Table 5.27: Description of child labour messages witnessed on

Viewership	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
unable to describe	14	35	13	32.5	9	22.5
Not applicable	14	35	19	47.5	21	52.5
Children roaming the streets discussion	5	12.5	1	2.5	1	2.5
Lifting of heavy staff, drawing of water in big things	7	17.5	5	12.5	6	15
Selling Vegetables & other merchandise			2	5	2	5
Fetching of firewood					1	2.5
Total	40	100	40	100	40	100

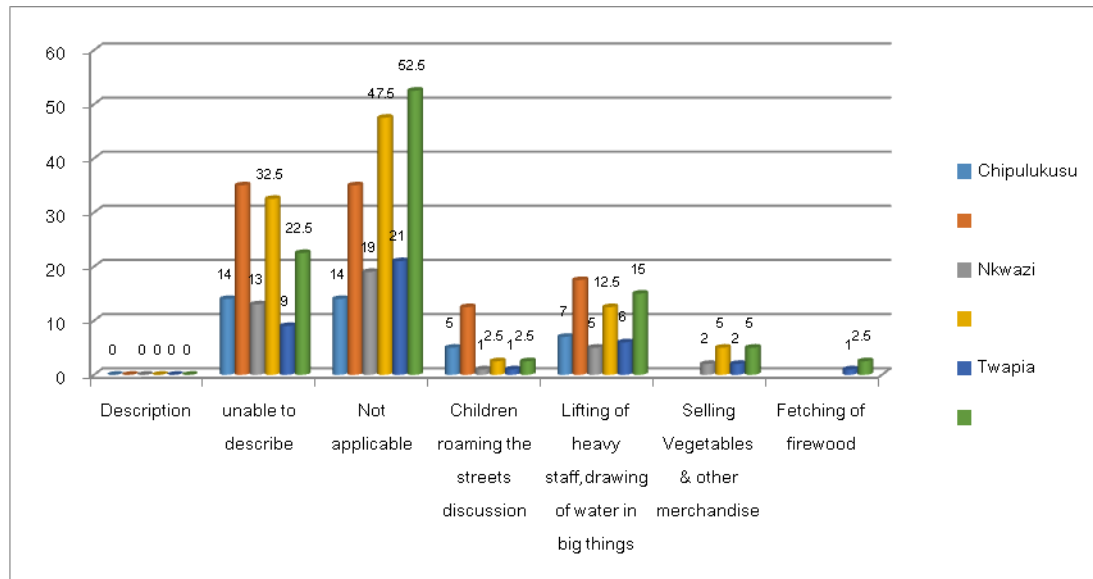


Figure 5.62: Description of child labour messages encountered on Muvi TV

5.1.7. Stakeholders' responses on awareness raising on child labour

The two tables on the next page shows the views of the various stakeholders and selected community members about Muvi TV and in its role in raising awareness on the issue of child labour and its elimination. Mixed views were expressed about Muvi TV's coverage of child labour matters.

Table 5.28: stakeholders' interview about awareness (message design and dissemination about child labour)

NO.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
1	We do reach out to people in markets, schools through drama, songs and speeches.	They do a lot of awareness raising on child defilement than child labour.	Yes, they do as they show real issues like children involved in stone crushing.	70% of their messages on the vice are true though others are exaggerations or child molestations.	They are trying as most cases of child labour are not found or reported about like stone crushing.	We use speeches, drama, songs or both depending on the occasion.	They are very effective except we do have inadequate staff that hinders us from doing much.	
2	As an office we do not necessary deal with the individual employers	Definitely they could as they are a community TV station which prioritizes community interest.	Not sure as I rarely watch Muvi TV. Other channels that I tune in do show some improvements in their knowledge.	Don't proactively deal with the media but provide them with information on request.	Hardly watches the channel, hence no much idea of their coverage	We just deal with employers and do not engage the communities	Not applicable.	
3	We reach out through the media and meetings	Yes they are doing much.	They do not have adequate information.	Through meetings that are televised.	Yes, they do.	Through drama shows, media, Public address system, community meetings	Yes the strategies are effective.	
4	Through adverts	-						
5	I do not know as I do not watch Muvi TV	-	-					

NO.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
6	Through sensitization	Yes it does	Journalist have adequate knowledge	There are plenty of messages.	Yes, as many people do tune in to their programming.	Public campaigns through drama and community meetings	Our strategies are sufficient.	
7	Visiting schools, colleges, communities and sensitizes them	Yes it can help.	Not enough as their coverage is not done fully.	We communicate to the media through Public Relations Department after gathering information from our various posts and stations.	No, as their coverage is very limited and do not reach these townships most of the time.	By identifying the significant people like leaders and use them to coordinate meetings and other activities.	Not really enough due to financial constraints that hinder our community leaders and ourselves to effect the programmes.	
8	**Government officials and the general public-community	**Audio and Video	**Adequate as they reach the intended audience in no time especially audio.	**Through responses from the law enforcers and government officials.	**Yes, we go their places & interview.	**We covered two orphaned boys aged six who were used as small scale miners to break stones.	No programmes on child Labour except news items.	Very often, as long as we come across some cases.
9	Community and Human Rights Activists	News packages using visual and narrations	Adequate in the sense that mostly the package is done in local language.	Yes, community members do give feedback through comments and by calling.	Get the voice of the victim but blare the face.	It was about children subjected to drawing water due to scarcity of water in Mushili.	Just news items.	Not frequently unless it is brought to our attention.

Table 5.29: Focus group discussion On child labour awareness

NO.	PARTICIPANT'S CODE	Q1	Q2	Q3
1	CLFGD-001	Muvi TV do cover cases of child labour fairly than ZNBC TV 1.	Muvi TV rushes just to cover news items not to do a clip or production on child labour.	A mother died when she buried alive as she and her children even other women were busy scouting for stones in the red latrine.
2	CLFGD-002	An advert on Muvi TV which is not clear of child being given clothes to wash and stingy of food is an aspect of child labour.	Very few people do detect the child labour aspects in the	An advert of a girl given a lot of clothes to wash [jean trousers] and stingy of food.
3	CLFGD-003	Muvi TV is not doing enough but report on child labour issues when there is an incident which is news worth. Many people are ignorant about child labour. No sensitization is done.		
4	CLFGD-004	Muvi TV does not carry much stories on child labour compared to other issues like child defilement.		
5	CLFGD-005	Many people do not have access to television sets. Thus, face to face, door to door campaigns even sensitizations in churches and markets must be encouraged.		
6	CLFGD-006	Muvi TV as a private TV station have done what they could though through an indirect way rather than documentaries, panel discussions on the subject. This is due to lack of sponsorship.		

5.2 KNOWLEDGE LEVELS CREATED THROUGH COMMUNICATION BY MUTVI TV ON THE ELIMINATION OF CHILD LABOUR

5.2.1 Activities considered as child labour

5.2.1.1. Responses of children involved in child labour activities

The average of children involved in child labour activities respondents indicated that they do not know what activities or tasks that constitute child labour with 21(52.5%) for Twapia, Nkwazi was next at 20 (50%) and Chipulukusu had 17(42.5%) as indicated on the next page:-

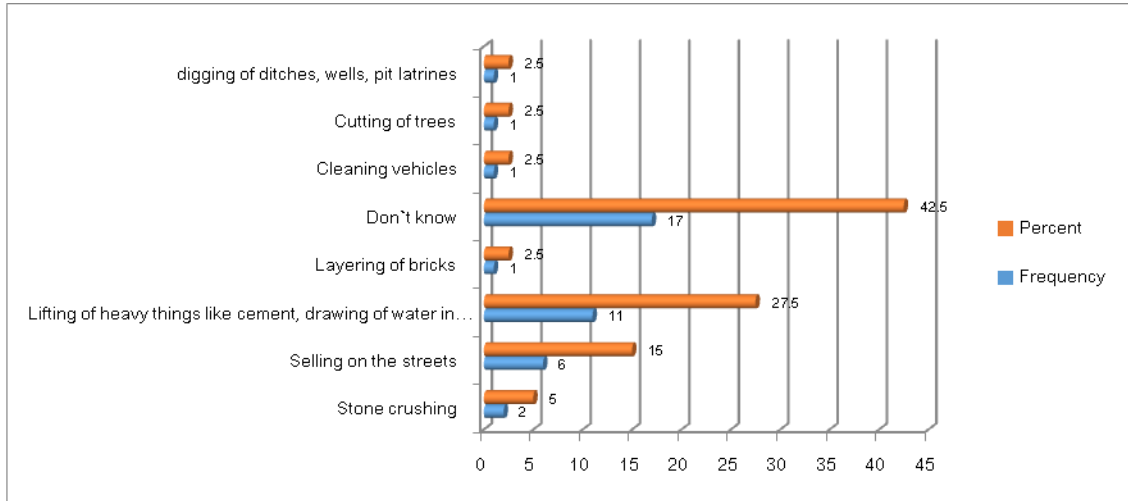


Figure 5.63: Activities considered as child labour - Chipulukusu

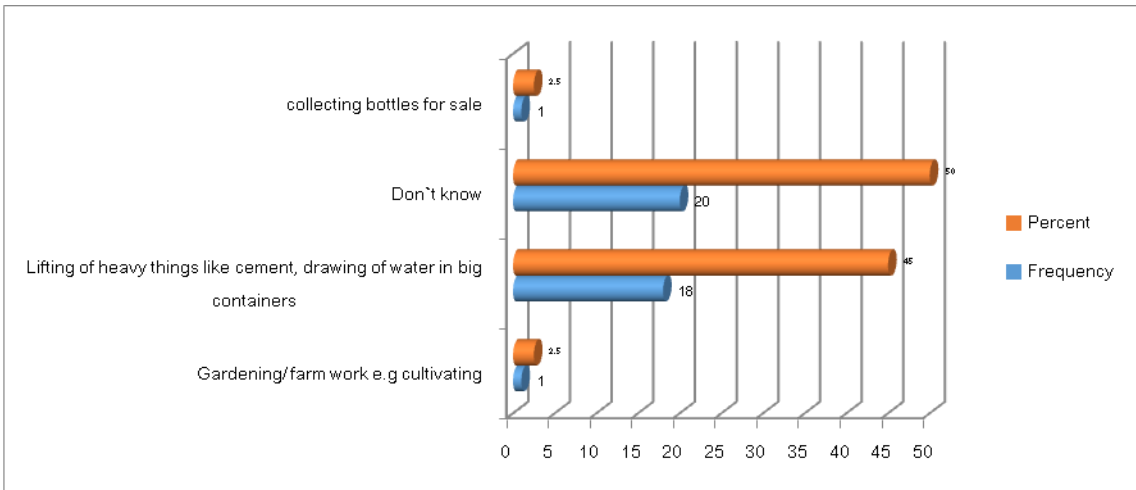


Figure 5.64: Activities considered as child labour - Nkwazi

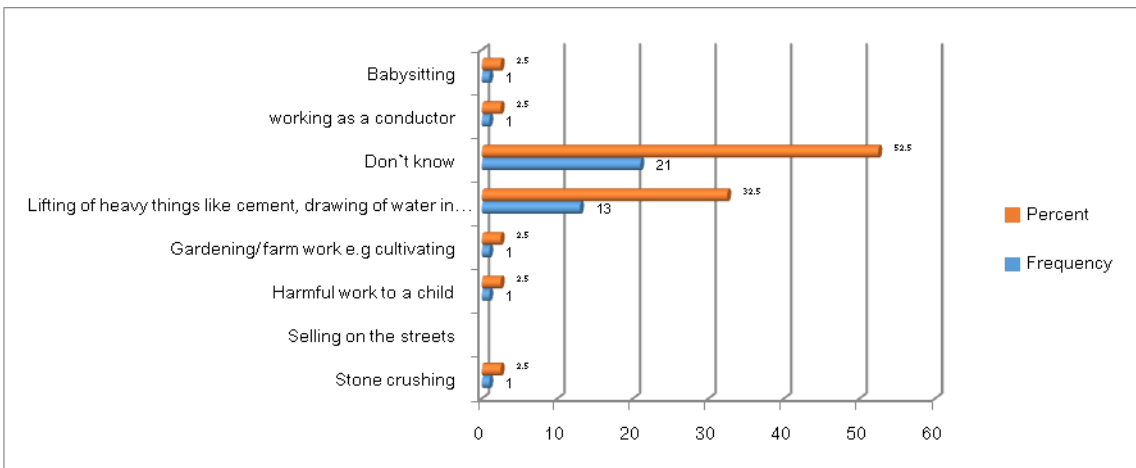


Figure 5.65: Activities considered as child labour - Twapia

Activities considered to be child labour among the selected townships

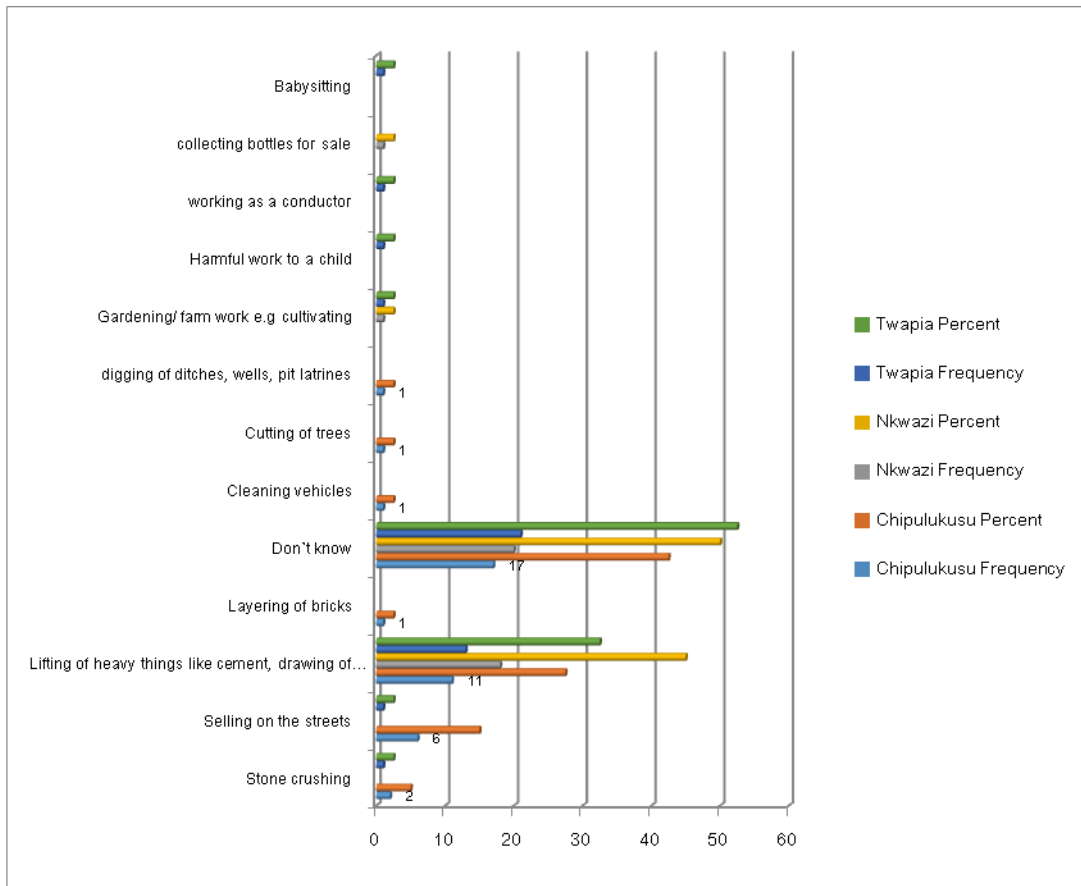


Figure 5.66: Activities considered as child labour among the selected townships

5.2.1.2 Parents/guardians` response

The average of respondents mentioned lifting of heavy things and drawing of water in big things by children as child labour where Twapia had 21(52.5%), Nkwazi had 18(45%) and Chipulukusu had 13(32.5%) as indicated below and the next page:-

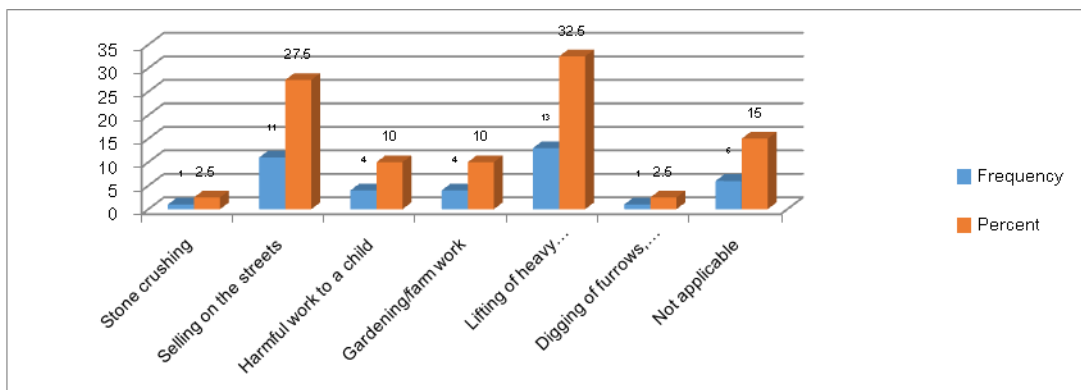


Figure 5.67: Activities considered as child labour - Chipulukusu

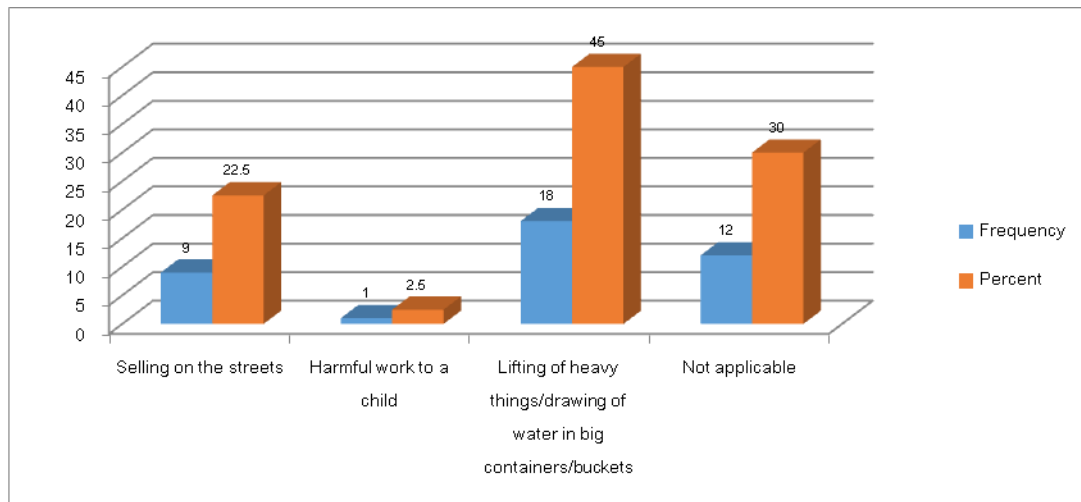


Figure 5.68: Activities considered as child labour - Nkwazi

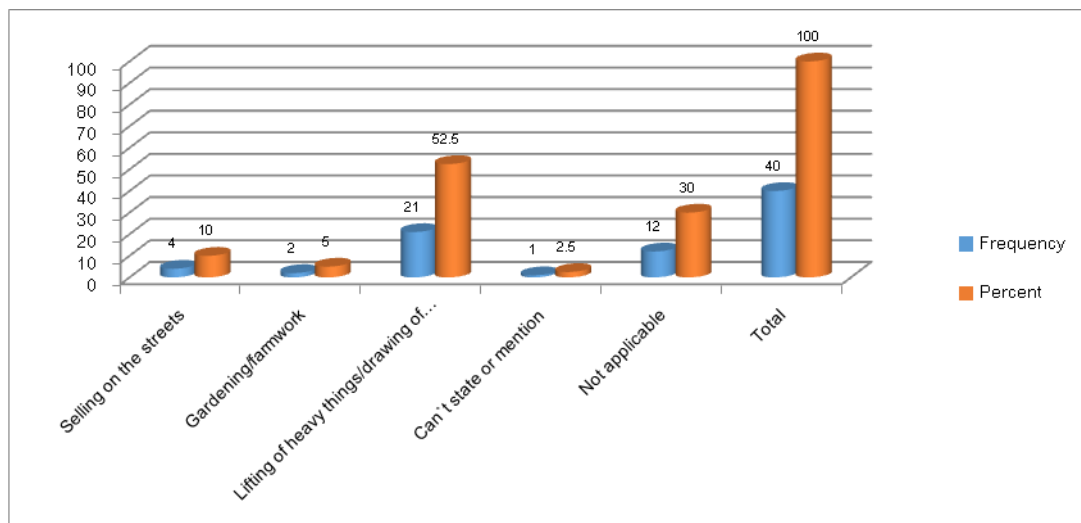


Figure 5.69: Activities considered as child labour - Twapia

5.2.2. Knowledge on ideal age for employment

5.2.2.1 Children involved in child labour activities` response

The average of children involved in child labour activities respondents from Chipulukusu regarded 15 years-9(22.5%) as the ideal working age while those from Nkwazi went for 18years-16(40%). Average for Twapia was 20 years at 13(32.5%).

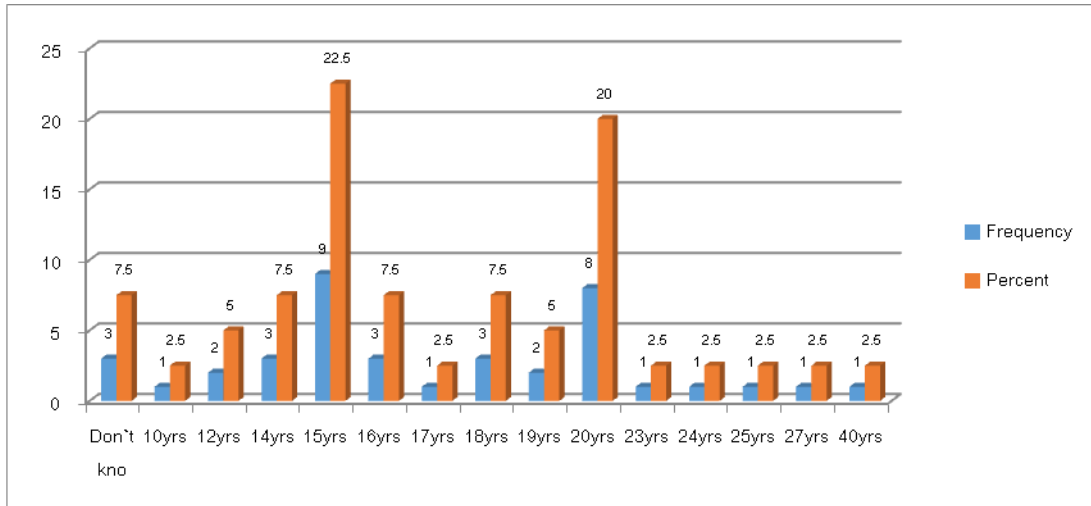


Figure 5.70: Ideal age for employment - Chipulukusu

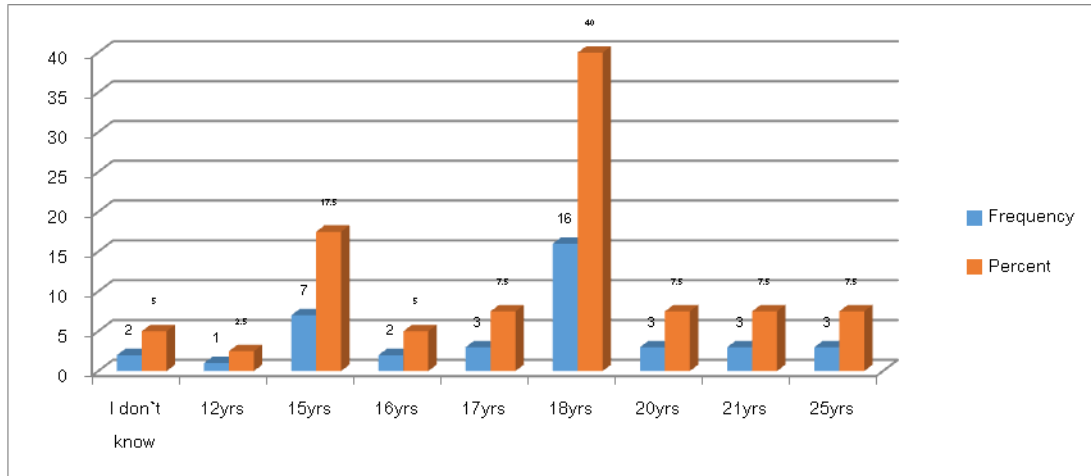


Figure 5.71: Ideal age for employment - Nkwazi

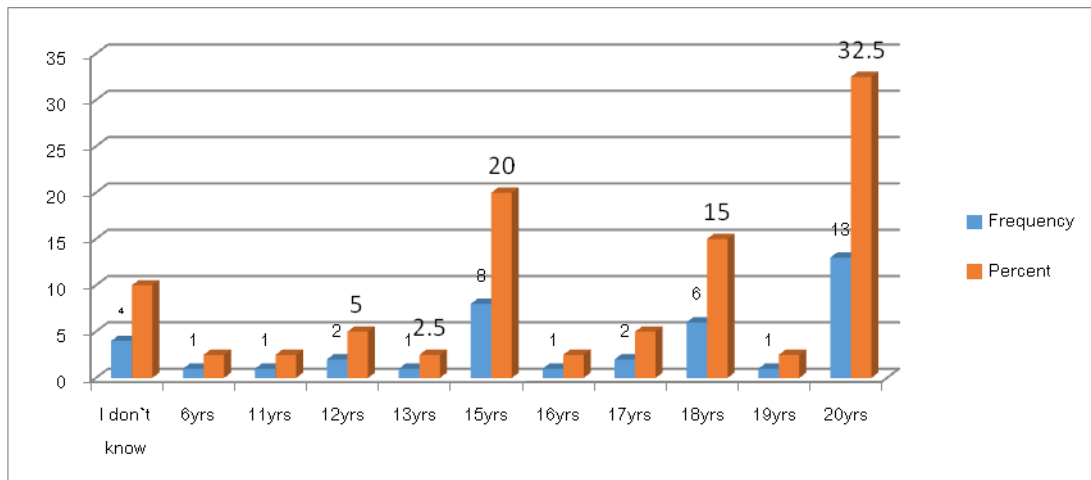


Figure 5.72: Ideal age for employment - Twapia

Ideal Working Age among the selected township townships

Table 5.30: Ideal working age across the three townships

Working age	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Don't know	3	7.5	2	5	4	10
10yrs	1	2.5				
12yrs	2	5	1	2.5	2	5
14yrs	3	7.5				
15yrs	9	22.5	7	17.5	8	20
16yrs	3	7.5	2	5	1	2.5
17yrs	1	2.5	3	7.5	2	5
18yrs	3	7.5	16	40	6	15
19yrs	2	5			1	2.5
20yrs	8	20	3	7.5	13	32.5
23yrs	1	2.5				
24yrs	1	2.5				
25yrs	1	2.5	3	7.5		
27yrs	1	2.5				
40yrs	1	2.5				
21yrs			3	7.5		
6yrs					1	2.5
11yrs					1	2.5
13yrs					1	2.5
Total	40	100	40	100	40	100

5.2.2.2 Parents/Guardians` response

The average number of respondents in Chipulukusu settled for 20years as the ideal working age that is 15 (37.5%) whilst Nkwazi and Twapia had 18years with 12(30%) and 11(27.5%) respectively.

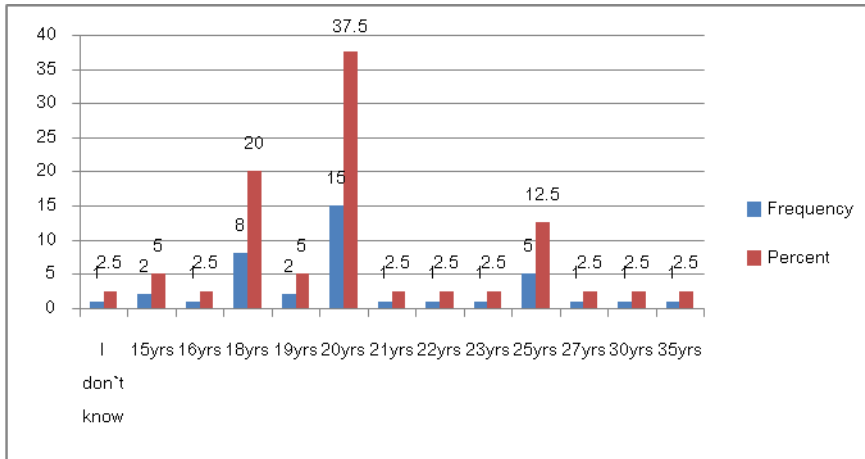


Figure 5.73: Ideal age for employment-Chipulukusu (PG)

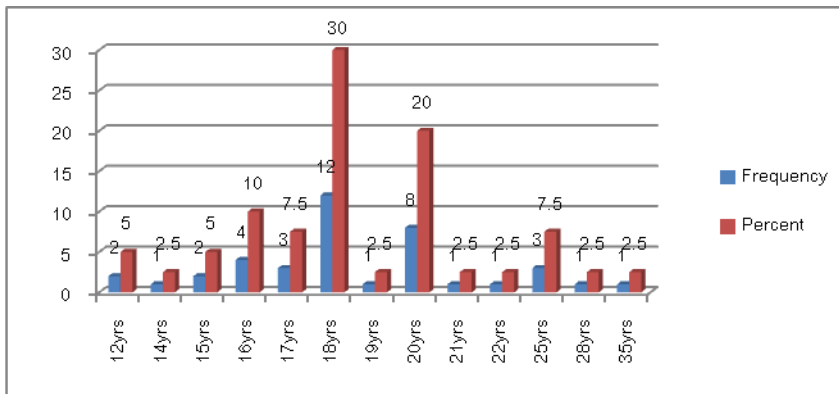


Figure 5.74: Ideal age for employment-Nkwazi (PG)

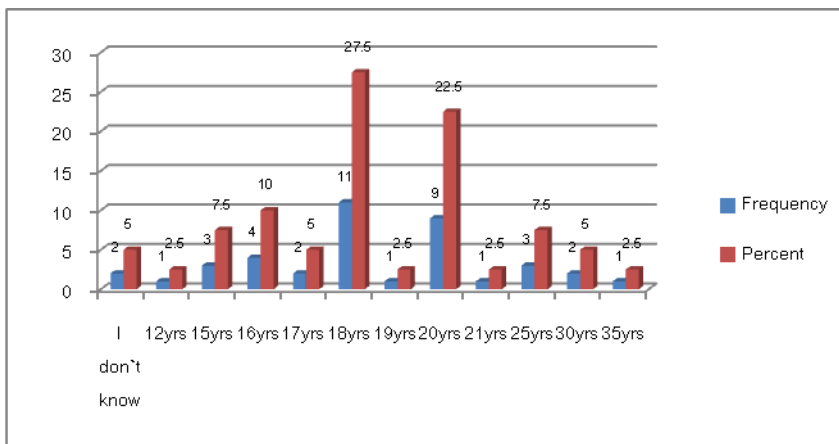


Figure 5.75: Ideal age for employment-Twapia (PG)

Table 5.31: Ideal age for employment across the three townships

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
I don't know	1	2.5			2	5
15yrs	2	5	2	5	3	7.5
16yrs	1	2.5	4	10	4	10
18yrs	8	20	12	30	11	27.5
19yrs	2	5	1	2.5	1	2.5
20yrs	15	37.5	8	20	9	22.5
21yrs	1	2.5	1	2.5	1	2.5
22yrs	1	2.5	1	2.5		
23yrs	1	2.5				
25yrs	5	12.5	3	7.5	3	7.5
27yrs	1	2.5				
30yrs	1	2.5			2	5
35yrs	1	2.5	1	2.5	1	2.5
12yrs			2	5	1	2.5
14yrs			1	2.5		
17yrs			3	7.5	2	5
28yrs			1	2.5		
Total	40	100	40	100	40	100

5.2.3. Normal household chores vs child labour

5.2.3.1 Children involved in child labour activities` response

The average response was that normal house work does not constitute child labour.

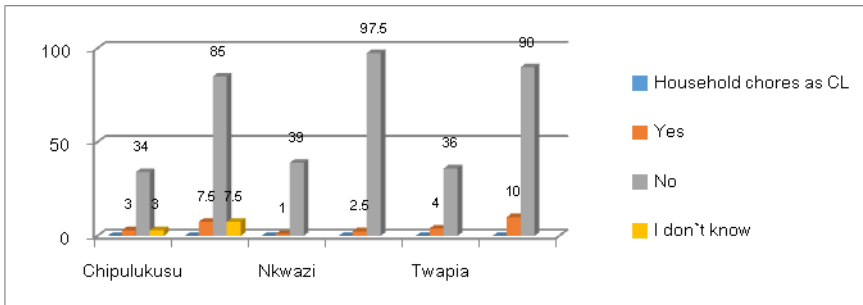


Figure 5.76: Normal household chores vs child labour

5.2.3.2 Parents/Guardians` response

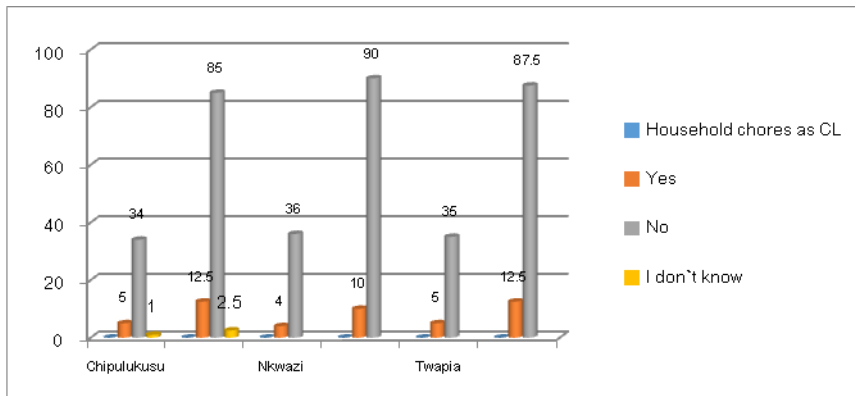


Figure 5.77: Normal Household Chores Vs Child Labour

5.2.4. Thoughts about child labour

5.2.4.1. Children involved in Child labour activities` response

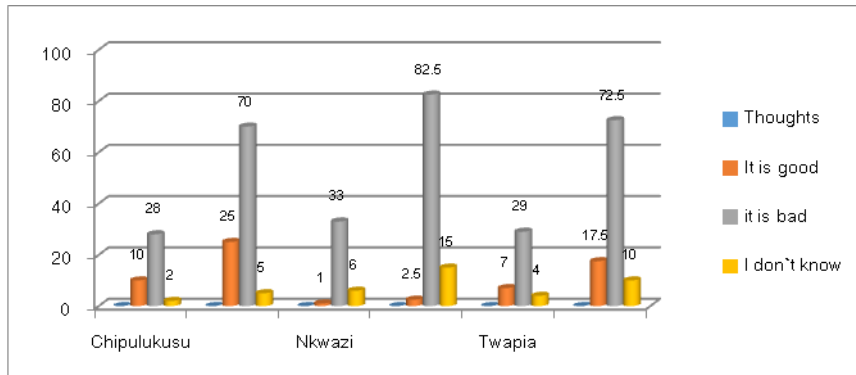


Figure 5.78: Thoughts about child labour

5.2.4.2. Parents/Guardians` response

The average on how respondents think about child labour in all the three townships was that “it is bad”.

Table 5.32: Thoughts about child labour

Thoughts	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
It is good	2	5			4	10
It is bad	36	90	40	100	36	90
It robs children of their rights	1	2.5				
I don't know	1	2.5				
Total	40	100	40	100	40	100

5.2.5. Knowledge about institutions that combat child labour

5.2.5.1 Children involved in child labour activities` response

The average for all the three townships on knowledge of existence, names and sources of information pertaining to institutions that fight child labour was not applicable (n/a).

(a) Knowledge of existence of the institutions

Table 5.33: Existence of child labour institutions

Knowledge	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	2	5	5	12.5	4	10
No	38	95	34	85	36	90
Not applicable			1	2.5		
Total	40	100	40	100	40	100

(b) Names of the institutions that fight to end child labour

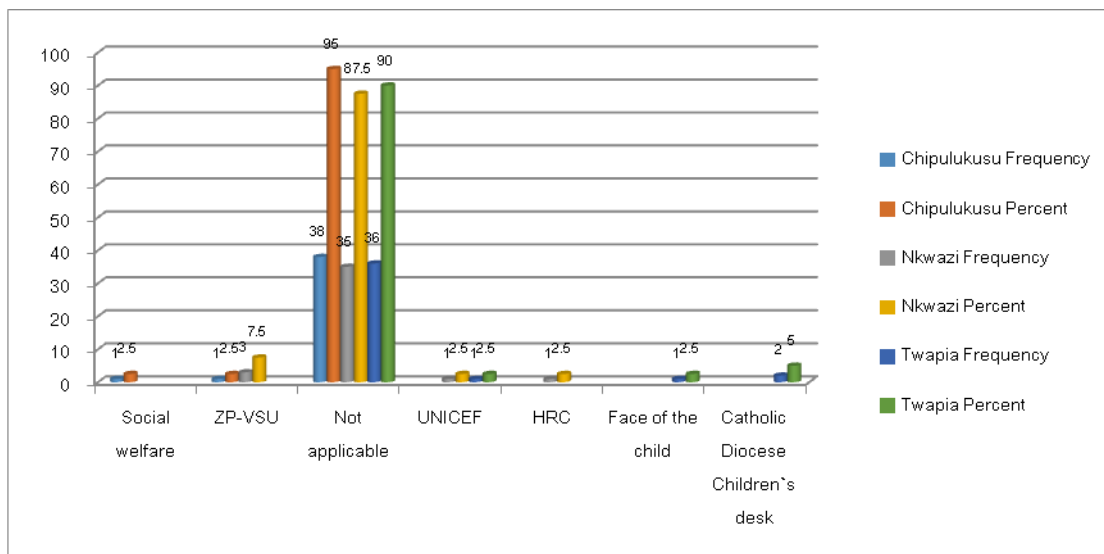


Figure 5.79: Child labour institutions

(c) Source(s) through which this knowledge was acquired

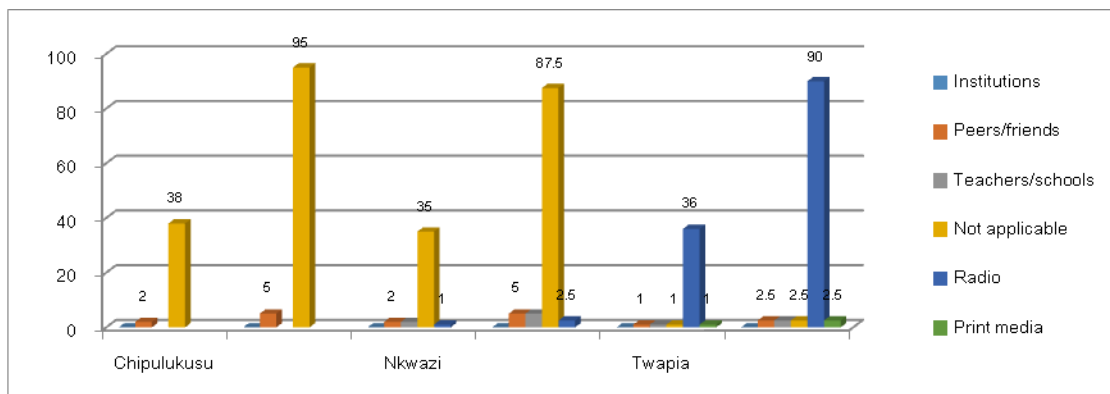


Figure 5.80: Sources of child labour institutions

5.2.5.2 Parents/Guardians` response

(a) Knowledge of existence of the institutions

The average was a no answer in all the three townships.

Table 5.34: Existence of child labour institutions

	Chipulukusu		Nkwazi		Twapia	
Knowledge	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	16	40	17	42.5	11	27.5
No	24	60	23	57.5	29	72.5
Not applicable						
Total	40	100	40	100	40	100

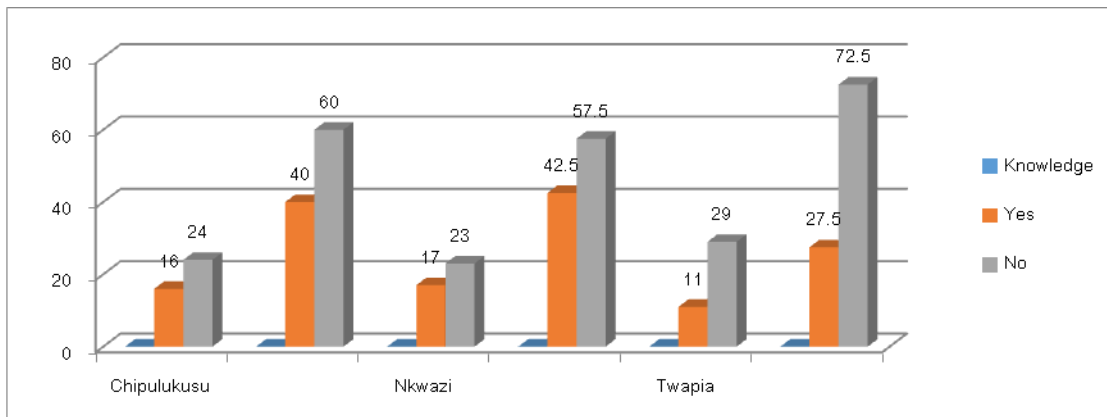


Figure 5.81: Knowledge about child labour

(b) Names of the institutions that fight to end child labour

The average was not applicable in all the three townships. It could be noted that some of the institutions like “Jesus Cares Ministries-JCM” were not mentioned as institutions that help to curb child labour activities. Ministry of Labour and Social Security (MLSS) despite the constituting of District Child Labour Committees-DCLCs was not mentioned just like JCM.

Table 5.35: Child labour institutions

Institutions	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Catholic Diocese's Children desk or Paralegal	3	7.5	3	7.5	2	5
Social welfare	2	5	3	7.5	1	2.5
Not applicable	26	65	27	67.5	3	7.5
Jubilee Centre	2	5	1	2.5	31	77.5
ZP-VSU	2	5	2	5	3	7.5
ILO	1	2.5				
HRC, Govt	1	2.5	2	5		
Care International	3	7.5				
CBOs			2	5		
Total	40	100	40	100	40	100

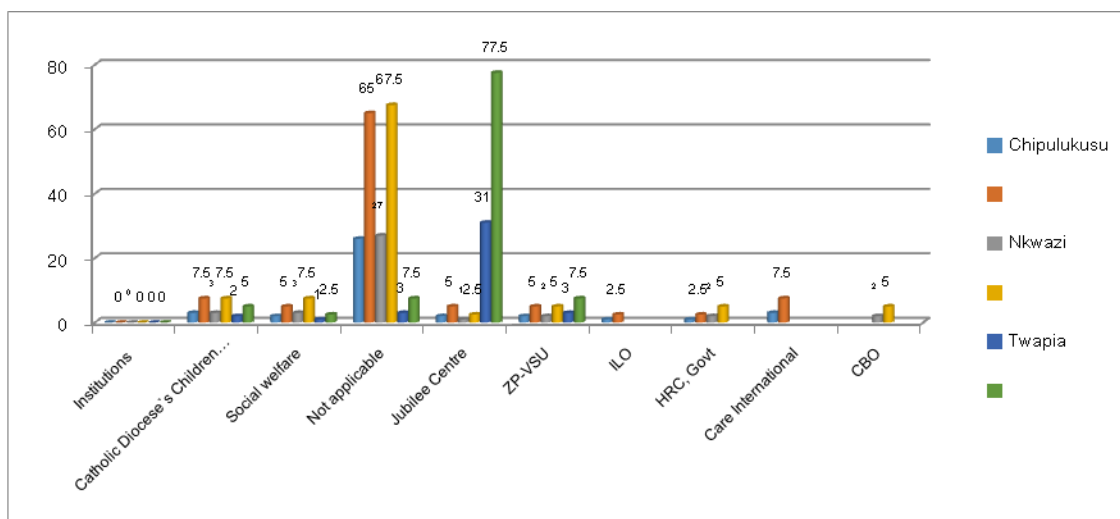


Figure 5.82: Child labour institutions

(c) Source(s) through which this knowledge was acquired

The average was not applicable in all the three townships. Muvi TV had one respondent (2.5%) who cited it as a source of information about child labour.

Table 5.36: Sources of child labour

Sources	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Peers/friends	5	12.5	6	15	1	2.5
Muvi TV	1	2.5	1	2.5	1	2.5
Experience	2	5	1	2.5	7	17.5
Not applicable	24	60	25	62.5	30	75
Radio			2	5	1	2.5
Posters	1	2.5	1	2.5		
March past/ sensitizations			3	7.5		
ZNBC TV1	1	2.5				
Church	4	10				
Seminar/Workshop	1	2.5				
Radio Icengelo	1	2.5				
Teacher/school			1	2.5		
Total	40	100	40	100	40	100

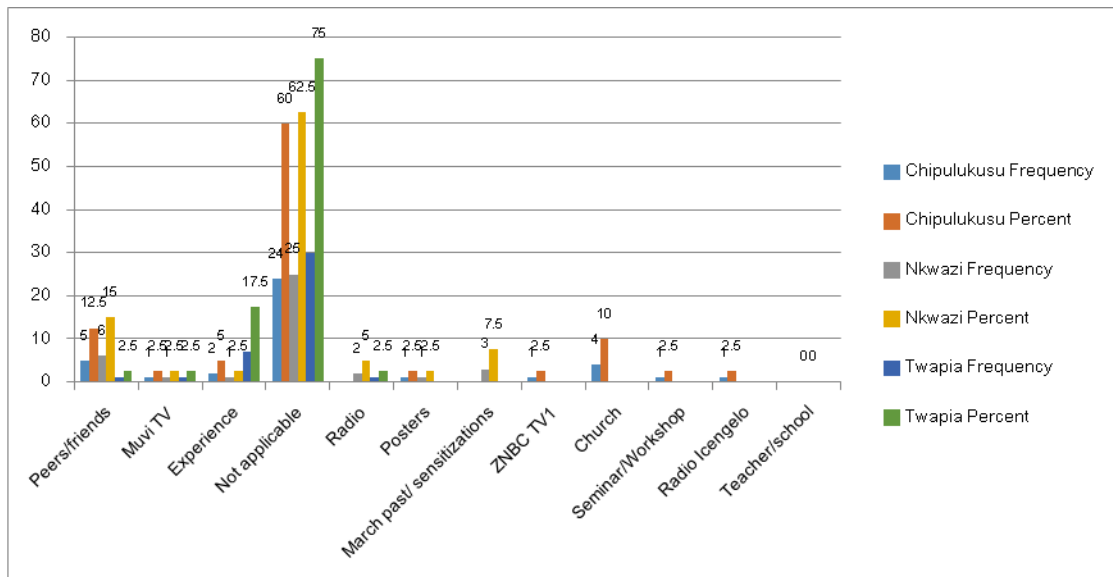


Figure 5.83: Sources of child labour

5.2.6. Knowledge about involving children in child labour and reasons

5.2.6.1 Parents/Guardians` response

(a) Involvement of children/ dependents in boosting family income

Table 5.37: Boosting of family income through child labour

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	1	2.5	2	5	4	10
No	39	97.5	38	95	36	90
Total	40	100	40	100	40	100

(b) Reasons for either involvement of children in boosting family income or not

Table5.38: Reasons on child labour vs. income

Reasons	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Unable to give a reason	1	2.5	3	7.5	10	25
Affects their schooling negatively	9	22.5	6	15	3	7.5
Too young to work	10	25	19	47.5	16	40
It is against the law	2	5	2	5	3	7.5
Mistreatment of children amounting to child abuse	4	10			1	2.5
It is good for children to work as a way of assisting parents when times are difficult.					2	5
Parents` responsibility to provide for their children	2	5	1	2.5	2	5
Orphans with no one to provide for them, they must work.					2	5
It is ok for children to work as a way of alleviating poverty/suffering	1	2.5			1	2.5
Leads to delinquent behaviour [morally affects children negatively]	9	22.5	8	20		
Detrimental to child`s health	2	5	1	2.5		
Total	40	100	40	100	40	100

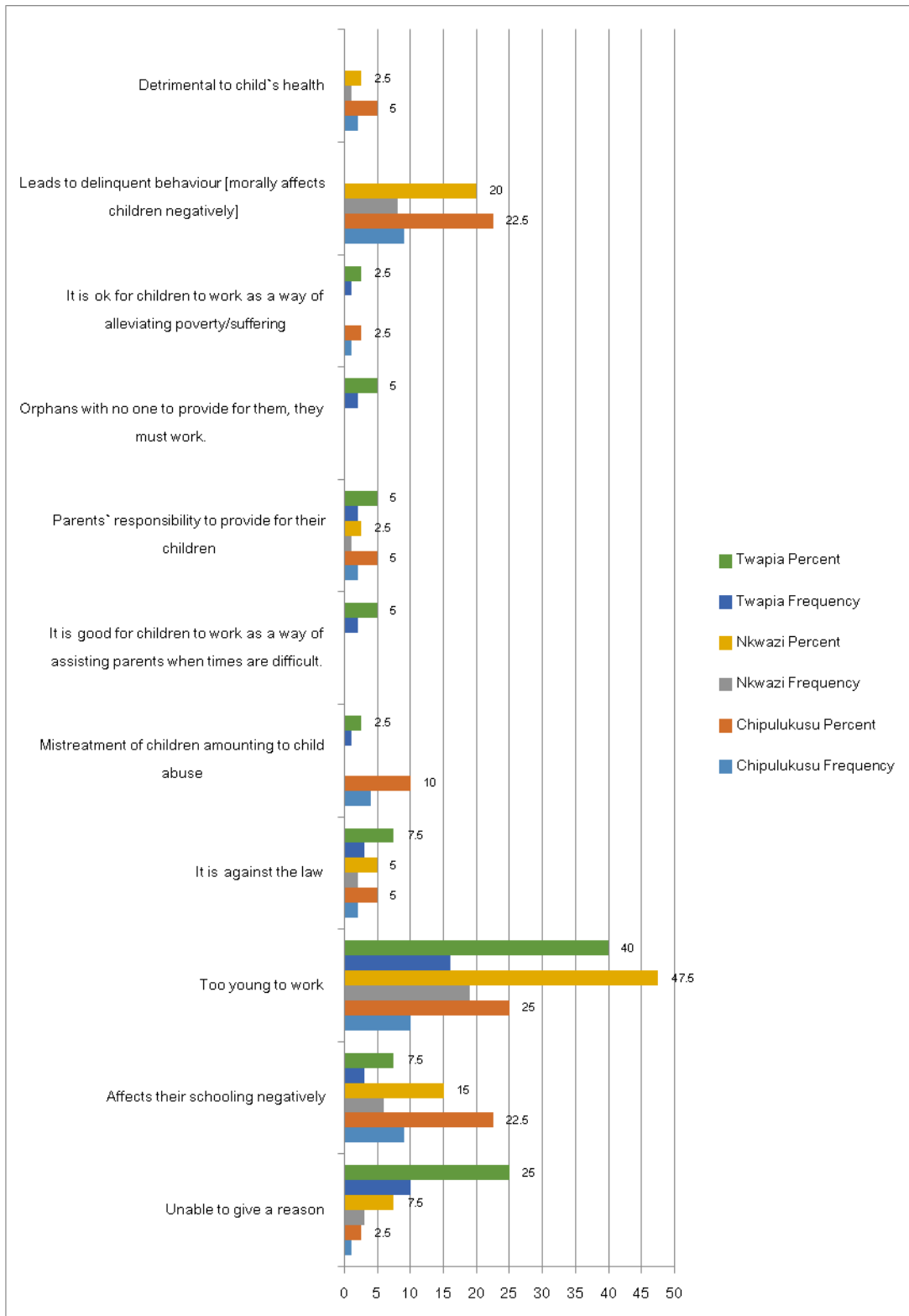


Figure 5.84: Reasons on child labour vs. income

Table 5:39: Stakeholders' interviews on child labour

NO.	Q1	Q2	Q3	Q4	Q5	Q6
1	Administering work to a child that do not correspond to their physical age like a maid.	12 th June	Street kids are victims of child abuse and child neglect not child labour. Whilst those by the blind do it due to poverty.	Prone to stopping school and in cases of girls, subjected to abuse like defilement.	12 boys on previous year were reported in Chipulukusu township of being involved in stone crushing.	Lusaka is highest in various forms whilst Luapula is at the peak in the fishing industry.
2	The engagement of persons below 18 years in work that is detrimental to their health, morals, development and attainment of education.	12 th June	Yes as their morals and education are negatively affected.	Heavy laborious work results in stunt growth and various illnesses and injuries.	We do not have any statistics.	In places where there are a lot of subsistence agricultural activities.
3	Any work that is harmful to the child's health or development as well as detrimental to his/her education.	12 th June,	Yes, they do.	Fumes, injuries even death.	Yes, but failed to give the figures.	Areas where there are activities like quarrying and mining of sand, stone crushing, fishing, agriculture and street vending.
4	**a child is someone less than 16 years.	Child is any work given to a person who is less than 16 years	16 th June	Their education is disturbed, issues of defilement, homelessness, neglect,	Yes	No
5	Under the conventional of the rights of the child, a child is a person who has not attained the age of 18 years.	Failed to define.	16 th June	-	-	No
6	Hazardous work given to a child such as prostitution and pornography	12 th June	Yes it does as no person is allowed to engage any child in hazardous though gainful employment.	Deaths, illnesses, illiteracy and slavery.	Yes, but cannot give figures.	High density areas and rural areas.
7	Engaging a child who is below the age of 18 years to any form of work beyond their capacities.	12 th June every year.	Yes since they are engaged in looking for food which is not their responsibilities.	Exposure to sexual abuse and drug abuse.	Yes we have but can't give the results.	Rural areas.
8	Using under-age children in ways that distract their progression in life.	Not aware	Not aware	Yes		
9	Abrogation of instruments that do relate to the rights of children	I do not know	No idea	No		

Table 5.40: Focus group discussion on child labour Knowledge

NO.	PARTICIPANT'S CODE	Q1	Q2	Q3	Q5
1	CLFGD-001	A child is someone below the age of 18years.	Child labour is work which is unsuitable or excessive for a child and can only be done by an adult like stone crushing, selling on the streets.	Prostitution, parents or guardians do send their daughters in town especially at night to prostitute as a way of raising money. Some of these are as young as 13years.	Child labour is good as it alleviates poverty and imparts skills into a child.
2	CLFGD-002	A child is someone aged 0 to 18 years.	Child labour is work that leads to emotional, psychological, physical, social and moral damage to the child there by depriving them of their potential and dignity.	Digging of pit latrines, stone crushing in Nkwazi and Chipulukusu townships.	
3	CLFGD-003	One who is 18years is a young adult as he/she is even eligible to vote.	Child labour is not always visible or feasible but is work that hinders a child's progression in education even life in general.	A 10 year old carrying a 50kg of flour.	
4	CLFGD-004	A child is one aged between 0 to 12 years as there are girls aged 13years within Nkwazi township who are either in the family way or are mothers. A 15 year old boy is a father with one child or two.			13 year old girl in a family way amounts to child defilement, molestations even early marriages. It is just misbehavior.
5	CLFGD-005	Defining a child numerically would be wrong but one who is able to make mature decisions like a 14 year old girl that decides to get married.			Circumstances must not determine childhood.

5.3. ATTITUDES TOWARDS CHILD LABOUR AS CREATED THROUGH COMMUNICATION BY MUVI TV

5.3.1 Attitudes towards children working for income

5.3.1.1. Children involved child labour activities` responses

The average number of children in all the three townships agreed to a statement that “Working as a child is good for family income and skills development.”

Table 5.41: Child labour is good for income & skills

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	33	82.5	25	62.5	25	62.5
Not sure or I don't know	4	10	3	7.5	8	20
Disagree	3	7.5	12	30	7	17.5
Total	40	100	40	100	40	100

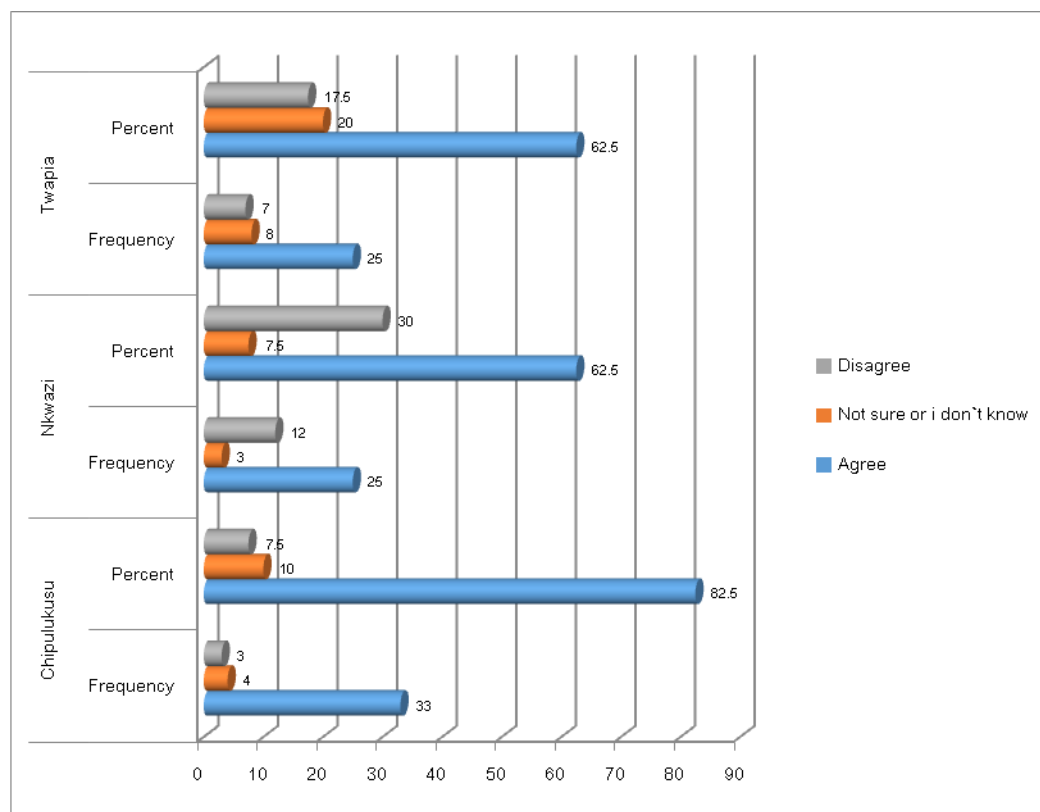


Figure 5.85: Child labour is good for income & skills

5.3.1.2 Parents/Guardians` responses

(a) *Statement A* - An average of respondents disagreed with the statement that says “I would let my primary school-aged child work for pay outside my home if he/she finds the opportunity.”

Table 5.42: Child labour for primary school child

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	2	5	1	2.5	2	5
Not sure			1	2.5		
Disagree	38	95	38	95	38	95
Total	40	100	40	100	40	100

(b) *Statement B* - The majority of the respondents from the three townships disagreed with the statement which reads as “Child labour should be tolerated if the child works with his/her parents.”

Table 5.43: Tolerance on child labour cases

Tolerance	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	5	12.5	6	15	6	15
Not sure	1	2.5	5	12.5	4	10
Disagree	34	85	29	72.5	30	75
Total	40	100	40	100	40	100

(c) *Statement C* - The average of respondents disagreed with the statement that says “Child labour is good if Muvi TV does not condemn it.”

Table 5.44: Child labour is good

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	1	2.5	3	7.5	7	17.5
Not sure	3	7.5	5	12.5	6	15
Disagree	36	90	32	80	27	67.5
Total	40	100	40	100	40	100

5.3.2. Attitude towards Muvi TV filming all forms of child labour and prosecution of offenders

5.3.2.1. Children involved in child labour activities` response

The average number of respondents in all the three townships agreed with the statement that says “Muvi TV must be filming all the jobs done by children so that their employers can be prosecuted.”

Table 5.45: Filming of child labour by MTV

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	28	70	27	67.5	28	70
Not sure	7	17.5	7	17.5	8	20
Disagree	5	12.5	6	15	4	10
Total	40	100	40	100	40	100

5.3.2.2 Parents/Guardians` responses

(a) *Statement A* – The average number of respondents agreed with the statement that says “Muvi TV`s news items on child labour are detailed enough to curtail the vice.”

Table 5.46: Child labour news on Muvi TV

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	30	75	31	77.5	23	57.5
Not sure	7	17.5	6	15	12	30
Disagree	3	7.5	3	7.5	5	12.5
Total	40	100	40	100	40	100

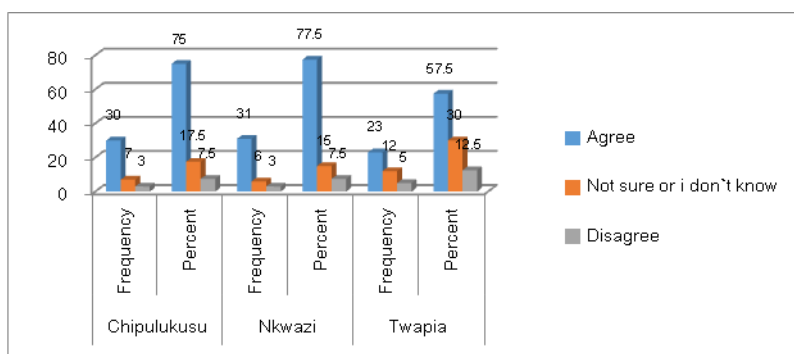


Figure 5.86: Child labour news on Muvi TV detailed

(b) *Statement B* –The average number of respondents in the three townships agreed with the statement which says that “Muvi TV does show images of victims of child labour frequently.”

Table 5.47: Images of child labour victims

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	30	75	32	80	32	80
Not sure	9	22.5	8	20	6	15
Disagree	1	2.5			2	5
Total	40	100	40	100	40	100

(c) *Statement C*- The average number of respondents agreed with the statement that reads as follows: “Muvi TV broadcasting style is influential in raising the agenda on child abuse matters.”

Table 5.48: Muvi TV broadcasting style

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	33	82.5	36	90	30	75
Not sure	5	12.5	3	7.5	8	20
Disagree	2	5	1	2.5	2	5
Total	40	100	40	100	40	100

(d) *Statement D*- The average respondents in all the three townships agreed to the statement that says that: “Televising of the child labour victims and interviewing them will help end the vice.”

Table 5.49: Televising & interviewing child labour victims

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	36	90	39	97.5	32	80
Not sure	2	5	1	2.5	7	17.5
Disagree	2	5			1	2.5
Total	40	100	40	100	40	100

(e) *Statement E*- The average number of respondents in all the three townships agreed to the statement that reads as follows: “Viewing of how child labourers are victimised will make one be an advocate of children`s rights.”

Table 5.50: Advocacy for child rights

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	39	97.5	34	85	33	82.5
Not sure			4	10	5	12.5
Disagree	1	2.5	2	5	2	5
Total	40	100	40	100	40	100

(f) *Statement F*- The average number of respondents in all the three townships agreed with the statement that says: “Televising news items showing convictions of perpetrators of child labour leads to the eradication of the vice.”

Table 5.51: Convictions of child labour perpetrators

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	36	90	34	85	31	77.5
Not sure			4	10	7	17.5
Disagree	4	10	2	5	2	5
Total	40	100	40	100	40	100

(g) *Statement G*- The average number of respondents agreed to that: “Broadcasting people of influence like politicians, chiefs and celebrities condemning the child labour will lead to its eradication.”

Table 5.52: Icons on child labour

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	36	90	32	80	29	72.5
Not sure	1	2.5	5	12.5	8	20
Disagree	3	7.5	3	7.5	3	7.5
Total	40	100	40	100	40	100

5.3.3. Attitude towards what constitutes child labour is

5.3.3.1. Children involved in child labour activities` responses

The average number of respondents disagreed with the statement, which states that: “Child labour is only about stone crushing and not any other work.”

Table 5.53: Child labour is about stone crushing

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	12	30	13	32.5	12	30
Not sure	7	17.5	4	10	7	17.5
Disagree	21	52.5	23	57.5	21	52.5
Total	40	100	40	100	40	100

5.3.3.2. Parents/Guardians` response

(a) *Statement A-* The average response from the three townships disagreed with the statement that: “Child labour is always outside a child`s home.”

Table 5.54: Child labour outside one`s home

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	6	15	9	22.5	10	25
Not sure			3	7.5	4	10
Disagree	34	85	28	70	26	65
Total	40	100	40	100	40	100

(b) *Statement B-* The average number of respondents disagreed with the statement that says that: “Child labour is good if Muvi TV does not condemn it.”

Table 5.55: Child labour is good

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	1	2.5	3	7.5	7	17.5
Not sure	3	7.5	5	12.5	6	15
Disagree	36	90	32	80	27	67.5
Total	40	100	40	100	40	100

(c) *Statement C*- The average response from the three townships was agreeable to the statement which states that: “Paid employment for someone who is 17 years old and less is hazardous to their health.”

Table 5.56: Child labour is hazardous to health

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	34	85	29	72.5	25	62.5
Not sure	1	2.5	3	7.5	7	17.5
Disagree	5	12.5	8	20	8	20
Total	40	100	40	100	40	100

5.3.4. Attitude towards child labour at the expense of children`s schooling

5.3.4.1. Children involved in child labour activities` responses

The average number of respondents agreed in the three townships with the statement that says “Education is vital.”

Table 5.57: Education is vital

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	39	97.5	40	100	39	97.5
Not sure	1	2.5			1	2.5
Total	40	100	40	100	40	100

5.3.4.2. Parents/Guardians` response

(a) *Statement A*- The average of respondents from all the three townships disagreed with the statement that “I would let my primary school-aged child to work for pay outside my home if he/she finds the opportunity,

Table 5.58: Primary school age for child labour

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	2	5	1	2.5	2	5
Not sure			1	2.5		
Disagree	38	95	38	95	38	95
Total	40	100	40	100	40	100

(b) *Statement B*-Average number of respondents in all the three townships disagreed with the statement that says: “Paid employment at young age is a better way to learn than going to school.”

Table 5.59: Child labour better than schooling

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree					3	7.5
Disagree	40	100	40	100	37	92.5
Total	40	100	40	100	40	100

5.3.5. Attitude towards showing of comic series as preventive measure to child labour

5.3.5.1. Children involved in child labour activities` responses

Average number of respondents in all the three townships agreed to the statement that says that: “Muvi TV`s “MwineMushi” series is the best way to address child labour issues.”

Table 5.60: Comic issues on child labour

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	25	62.5	25	62.5	24	60
Not sure	12	30	8	20	9	22.5
Disagree	3	7.5	7	17.5	7	17.5
Total	40	100	40	100	40	100

5.3.5.2. Parents/Guardians` response

(a) *Statement A*- Average response to a statement that says, “Parents who are exposed to adverts on child labour do not engage their children in the vice.” was agreed to from all the three townships.

Table 5.61: Exposure to child labour adverts

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	36	90	30	75	22	55
Not sure	1	2.5	4	10	7	17.5
Disagree	3	7.5	6	15	11	27.5
Total	40	100	40	100	40	100

(b) *Statement B*- The average number respondents in the three townships agreed with the statement that states: “Movies or drama on child labour is a most effective tool to raise awareness.”

Table 5.62: Child labour movies & drama

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	36	90	39	97.5	31	77.5
Not sure	4	10	1	2.5	6	15
Disagree					3	7.5
Total	40	100	40	100	40	100

5.3.6. Attitude towards earning money regardless of child labour

5.3.6.1. Children involved in child labour activities` response

The average number of respondents from Chipulukusu township agreed to the statement which says that: “As long as there is good money, I can do any work.” whilst those from Nkwazi and Twapia townships disagreed with same statement.

Table 5.63: Do any type of child labour for cash

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	27	67.5	15	37.5	16	40
Not sure	2	5	4	10	3	7.5
Disagree	11	27.5	21	52.5	21	52.5
Total	40	100	40	100	40	100

5.3.6.2. Parents/ Guardians` response

Average number of respondents in all the three townships agreed to the statement that says that: “I would be embarrassed if Muvi TV was to show my child who is 17 years old working for pay.”

Table 5.64: Embarrassment of child labour involving own child

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Agree	27	67.5	24	60	24	60
Not sure	2	5	1	2.5	3	7.5
Disagree	11	27.5	15	37.5	13	32.5
Total	40	100	40	100	40	100

5.4. COMMUNITY PARTICIPATION (BEHAVIOUR CHANGE) IN ELIMINATION OF CHILD LABOUR

The results show that Muvi TV has not brought about the desired change in behaviour from the responses under this objective.

5.4.1. Action towards children involved in the child labour activities

5.4.1.1. Children involved in child labour activities` response

The average response from the three townships was that children involved in child labour activities do not receive approval from members of their communities.

(a) Approval from neighbours, church mates

Table 5.65: Approval of child labour

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	11	27.5	12	30	17	42.5
No	26	65	26	65	15	37.5
I don't know	3	7.5	2	5	8	20
Total	40	100	40	100	40	100

(b) Descriptions of how their fellow community members react

The average number of respondents from Chipulukusu and Nkwazi townships indicated that their fellow community members do urge them to quit. Whilst in Twapia Township, the average response was that they are praised and encouraged to continue.

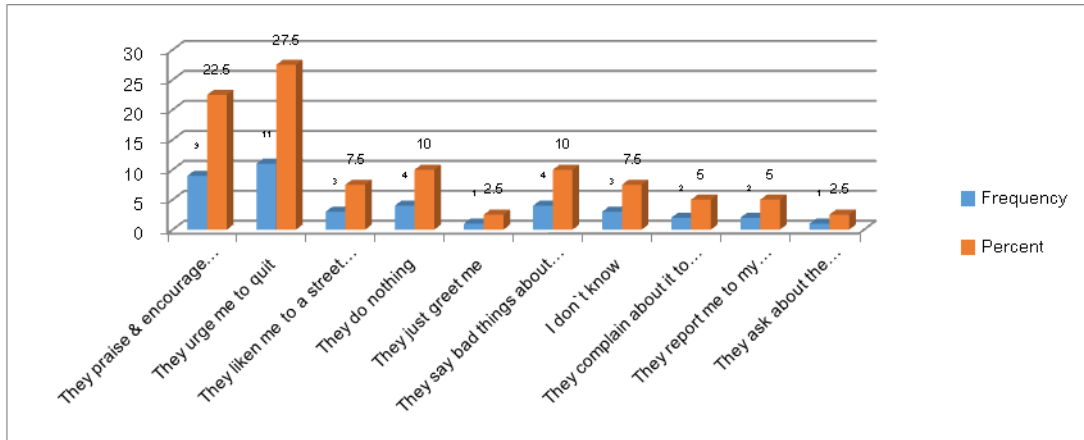


Figure 5.87: Reactions from neighbours - Chipulukusu

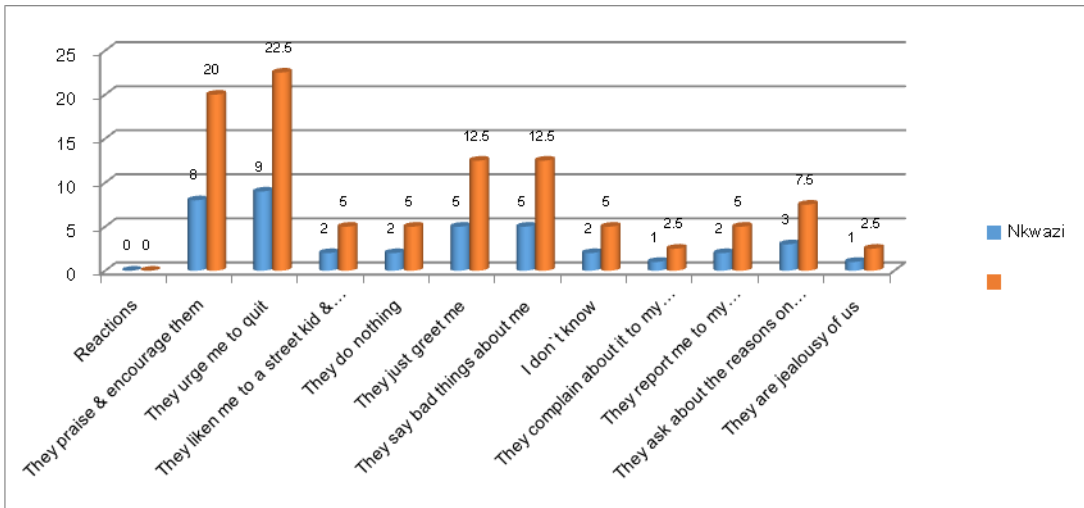


Figure 5.88: Reactions from neighbours - Nkwazi

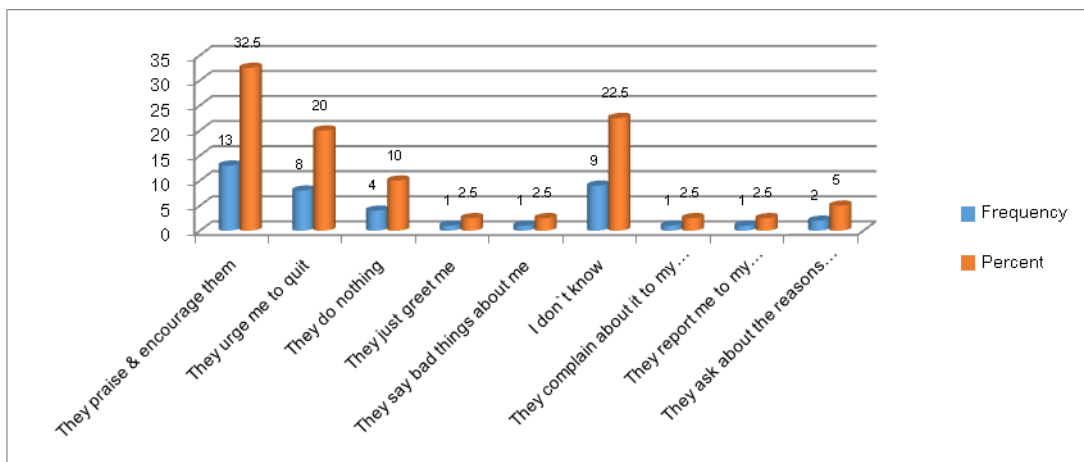


Figure 5.89: Reactions from neighbours - Twapia

Table 5.66: Reactions from their neighbours & others

Reactions	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
They praise & encourage them	9	22.5	8	20	13	32.5
They urge me to quit	11	27.5	9	22.5	8	20
They liken me to a street kid & shun away	3	7.5	2	5		
They do nothing	4	10	2	5	4	10
They just greet me	1	2.5	5	12.5	1	2.5
They say bad things about me	4	10	5	12.5	1	2.5
I don't know	3	7.5	2	5	9	22.5
They complain about it to my parents/ guardians	2	5	1	2.5	1	2.5
They report me to my parents/guardians	2	5	2	5	1	2.5
They ask about the reasons on why i am involved in this work.	1	2.5	3	7.5	2	5
They are jealousy of us			1	2.5		
Total	40	100	40	100	40	100

5.4.1.2. Parents/Guardians` responses

The average number of respondents from Nkwazi and Twapia townships said they feel bad and do nothing about the children involved in child labour activities in their communities. This was different in Chipulukusu Township where the average response was to urge the children involved in child labour to quit.

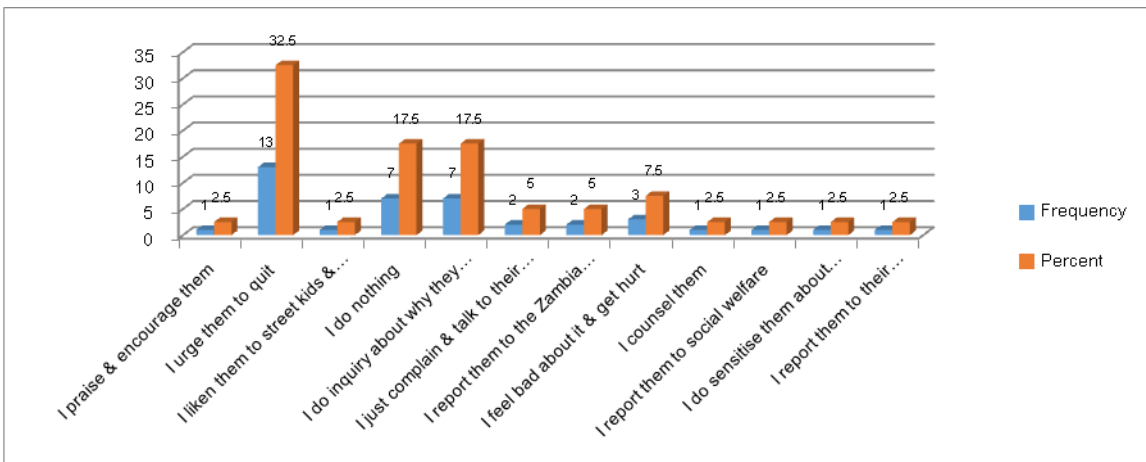


Figure 5.90: Reactions toward child labour victims - Chipulukusu

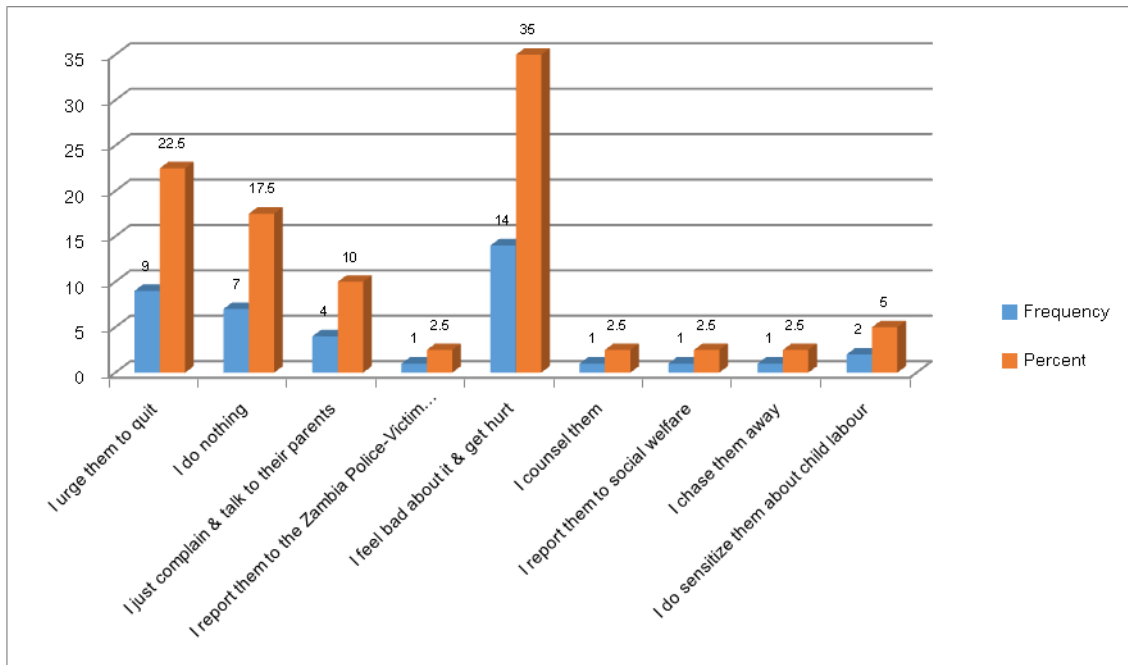


Figure 5.91: Reactions toward child labour victims - Nkwazi

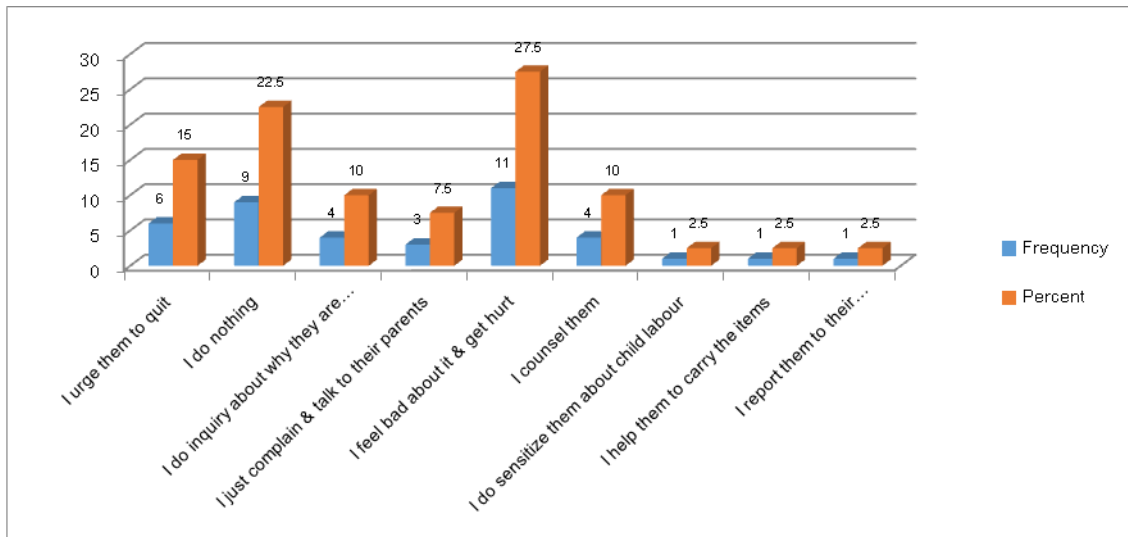


Figure 5.92: Reactions toward child labour victims - Twapia

Table 5.67: Reactions toward child labour victims in the selected townships

Reactions on CL	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
I praise & encourage them	1	2.5				
I urge them to quit	13	32.5	9	22.5	6	15
I liken them to street kids & shun away	1	2.5				
I do nothing	7	17.5	7	17.5	9	22.5
I do inquiry about why they are engaged in the activities	7	17.5			4	10
I just complain & talk to their parents	2	5	4	10	3	7.5
I report them to the Zambia Police-Victim Support Unit & Church	2	5	1	2.5		
I feel bad about it & get hurt	3	7.5	14	35	11	27.5
I counsel them	1	2.5	1	2.5	4	10
I report them to social welfare	1	2.5	1	2.5		
I do sensitize them about child labour	1	2.5	2	5	1	2.5
I report them to their parents/guardians	1	2.5			1	2.5
I chase them away			1	2.5		
I help them to carry the items					1	2.5
Total	40	100	40	100	40	100

5.4.2. Behaviour towards Muvi TV staff during their coverage of child labour cases

5.4.2.1. Children involved in the child labour activities` responses

The average number of respondents from all the three townships indicated that the case of how members of their communities react to Muvi TV`s coverage of child labour cases was not applicable.

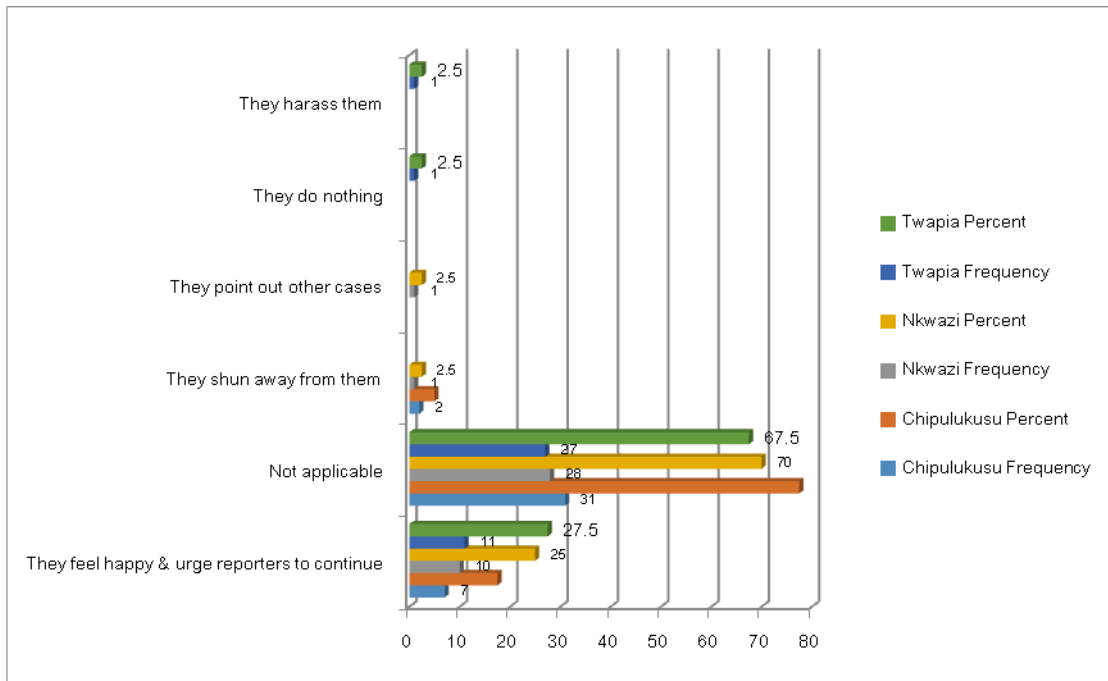


Figure5. 93: Reception offered to Muvi TV staff

Table 5.68: Reception offered to Muvi TV staff

Reactions	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
They feel happy & urge reporters to continue	7	17.5	10	25	11	27.5
Not applicable	31	77.5	28	70	27	67.5
They shun away from them	2	5	1	2.5		
They point out other cases			1	2.5		
They do nothing					1	2.5
They harass them					1	2.5
Total	40	100	40	100	40	100

5.4.2.2. Parents/Guardians` responses

The average number of respondents from Chipulukusu townships said that they feel happy and urge the reporters to continue as they (reporters) visit their townships to cover cases of child labour and child abuse. The scenario was different with Nkwazi and Twapia townships, where the average response was not applicable (N/A).

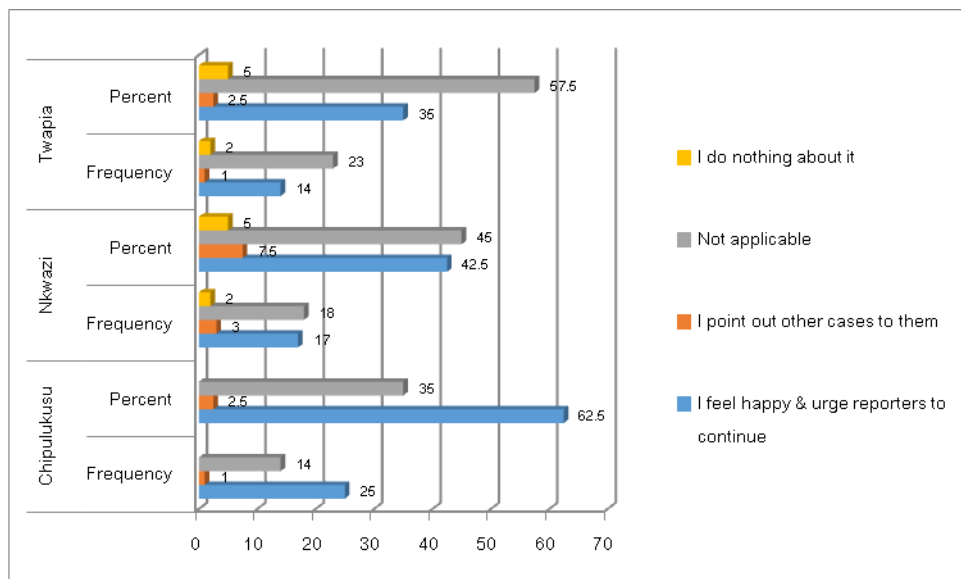


Figure 5.94: Reception according Muvi TV staff

Table 5.69: Reception accorded Muvi TV staff

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
I feel happy & urge reporters to continue	25	62.5	17	42.5	14	35
I point out other cases to them	1	2.5	3	7.5	1	2.5
Not applicable	14	35	18	45	23	57.5
I do nothing about it			2	5	2	5
Total	40	100	40	100	40	100

5.4.3. Actions [behaviour] resulting from watching child labour items on Muvi TV

5.4.3.1. Children involved in the child labour activities` response

(a) Watched child labour messages

The average responses from the three townships revealed that it was not applicable or they have not come across any item on Muvi TV concerning child labour.

Table 5.70: Encountered child labour on Muvi TV

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	10	25	8	20	14	35
Not applicable	30	75	32	80	26	65
Total	40	100	40	100	40	100

(b) Descriptions of the messages witnessed on Muvi TV on Child Labour

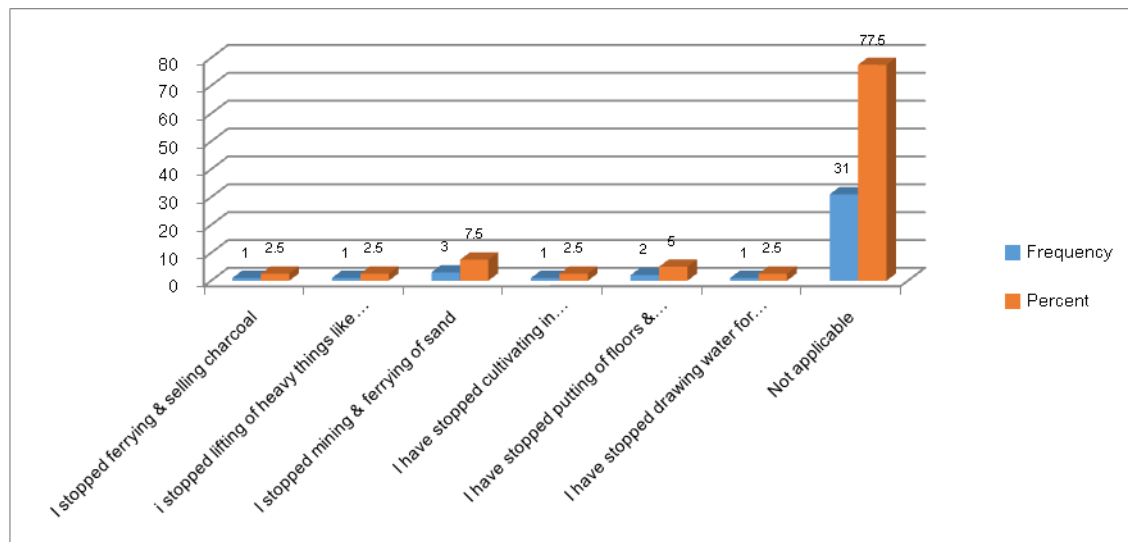


Figure 5.95: Description of child labour activities refrained from - Chipulukusu

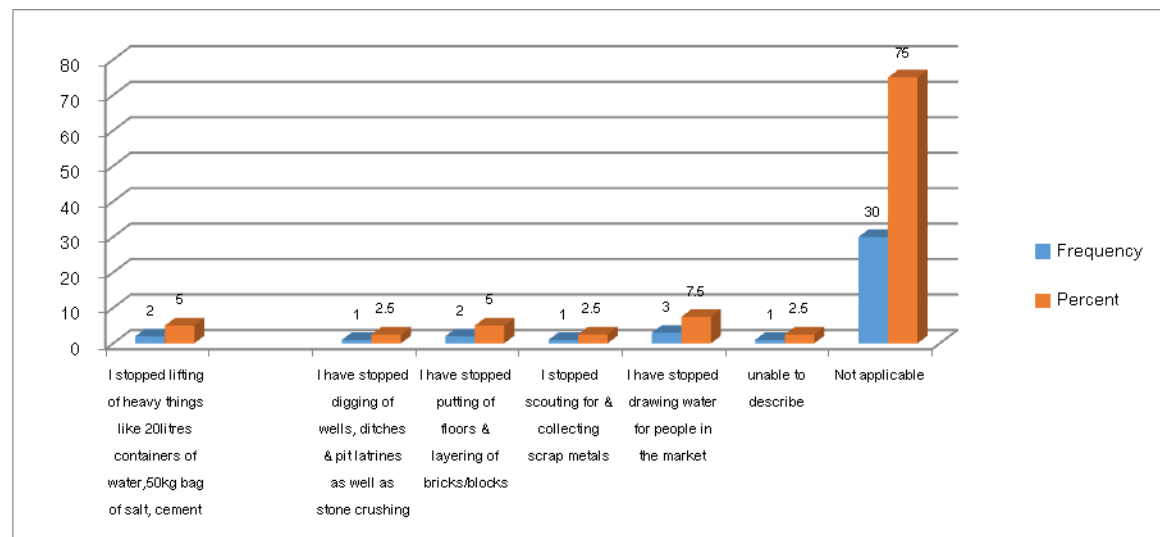


Figure 5.96: Description of child labour activities refrained from - Nkwazi

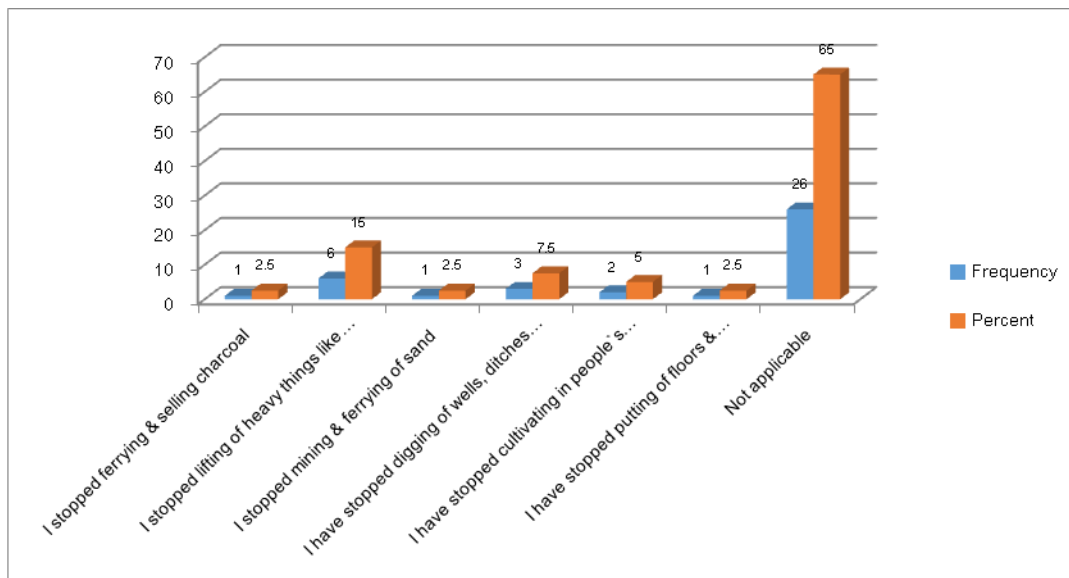


Figure 5.97: Description of child labour activities refrained from - Twapia

Description of child labour refrained from among the selected townships

Table 5.71: Description of child labour activities refrained among the selected townships

Activities refrained from	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
I stopped ferrying & selling charcoal	1	2.5			1	2.5
I stopped lifting of heavy things like 20litres containers of water,50kg bag of salt, cement	1	2.5	2	5	6	15
I stopped mining & ferrying of sand	3	7.5			1	2.5
I have stopped cultivating in people's fields[gardening, farm work]	1	2.5			2	5
I have stopped putting of floors & layering of bricks/blocks	2	5	2	5	1	2.5
I have stopped drawing water for people in the market	1	2.5	3	7.5		
Not applicable	31	77.5	30	75	26	65
I have stopped digging of wells, ditches & pit latrines as well as stone crushing			1	2.5	3	7.5
I stopped scouting for & collecting scrap metals			1	2.5		
unable to describe			1	2.5		
Total	40	100	40	100	40	100

5.4.3.2. Parents/Guardians` responses

(a) Stopped engaging children in child labour after child labour messages on Muvi TV

Average number of respondents in the three townships stated that the issue of having stopped using children in the child labour way upon the messages aired on Muvi TV was not applicable to them.

Table 5.72: Stopped Child Labour

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	18	45	8	20	17	42.5
No	1	2.5				
Not applicable	21	52.5	32	80	23	57.5
Total	40	100	40	100	40	100

(b) Description of child labour activities refrained from through Muvi TV

The average number of respondents in the three townships did not find the description of child labour activities applicable to them.

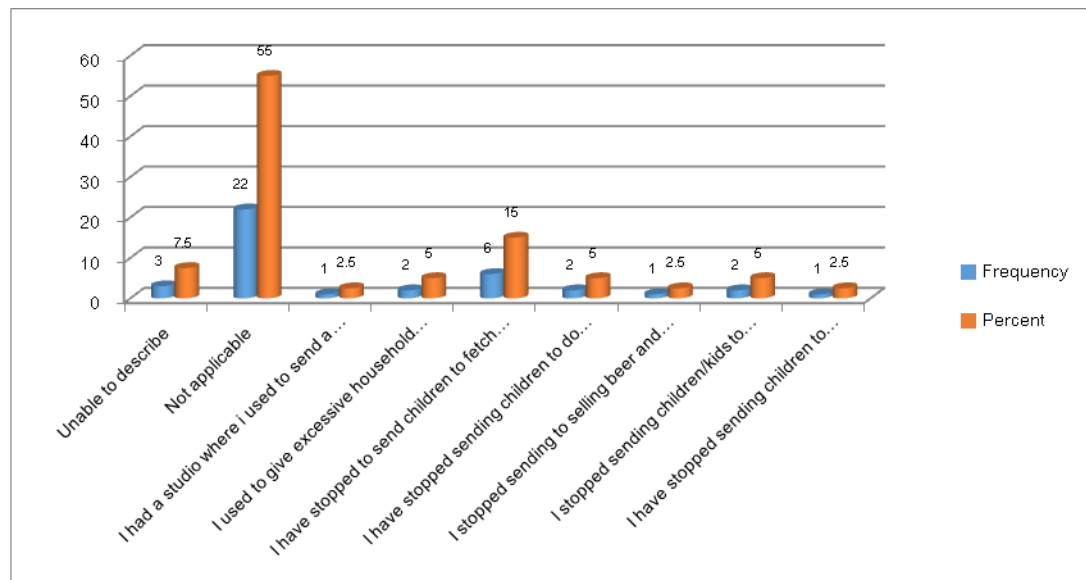


Figure 5.99: Description of activities refrained from - Chipulukusu

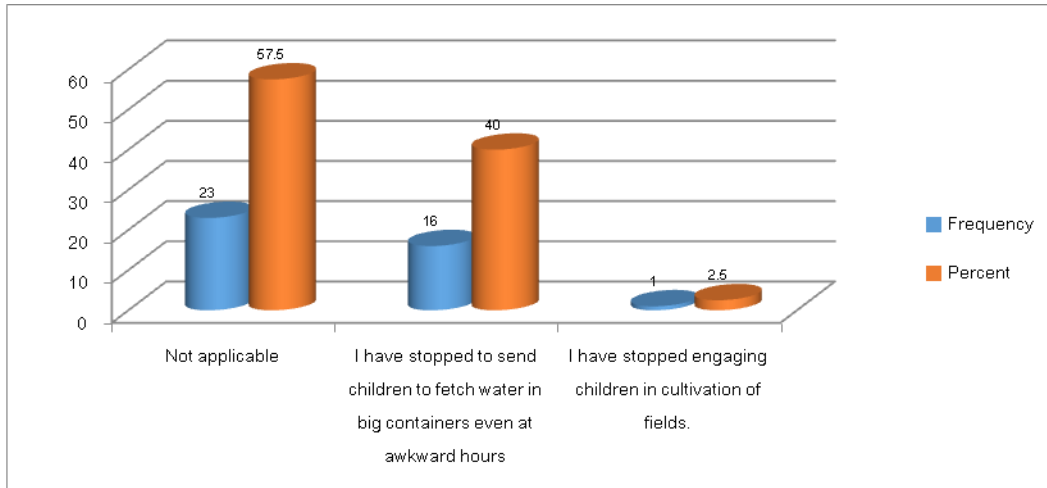


Figure 5.100: Description of activities refrained from - Nkwazi

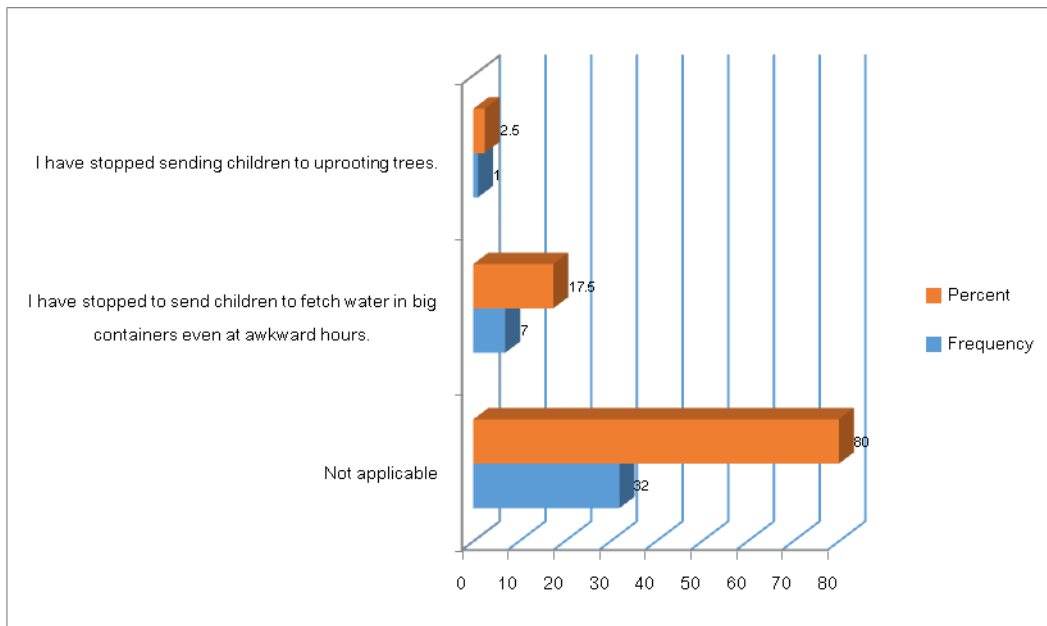


Figure 5.101: Descriptions of child labour activities refrained from - Twapia

Table 5.73: Descriptions of child labour activities refrained from among the selected townships

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Unable to describe	3	7.5				
Not applicable	22	55	23	57.5	32	80
I had a studio where i used to send a 10year to work there.	1	2.5				
I used to give excessive household chores to kids	2	5				
I have stopped to send children to fetch water in big containers even at awkward hours.	6	15	16	40	7	17.5
I have stopped sending children to do works like digging a pit latrine.	2	5				
I stopped sending to selling beer and cigarettes	1	2.5				
I stopped sending children/kids to selling various merchandises	2	5				
I have stopped sending children to uprooting trees.	1	2.5			1	2.5
I have stopped engaging children in cultivation of fields.			1	2.5		
Total	40	100	40	100	40	100

5.4.4. Community member participation in child labour programmes on Muvi TV

5.4.4.1. Parents/ Guardians` responses

(a) Watched a community member on Muvi TV presenting child labour issues

The average number of respondents denied having seen a community member on Muvi TV presenting on child labour issues. Twapia had 33(82.5%) followed by Chipulukusu with 30 (75%) and Nkwazi had 29 (72.5%) who said no to witnessing their community member taking in child labour issues.

Table 5.74: Community member on child labour

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	8	20	4	10	1	2.5
No	30	75	29	72.5	33	82.5
Not applicable	2	5	7	17.5	6	15
Total	40	100	40	100	40	100

(b) Descriptions of community member shown on Muvi TV relating to child labour

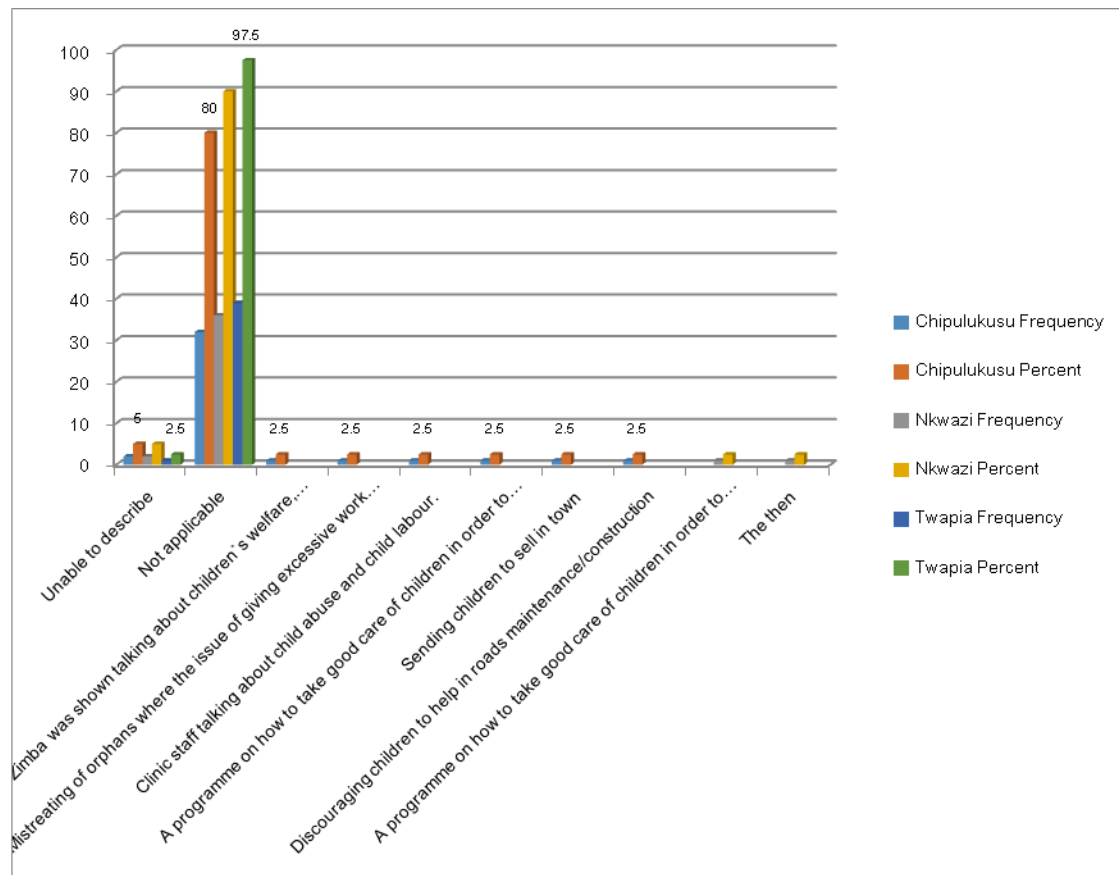


Figure 5.102: Description of community member seen on Muvi TV

Table 5.75: Description of community member shown on Muvi TV

Descriptions	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Unable to describe	2	5	2	5	1	2.5
Not applicable	32	80	36	90	39	97.5
Ms Monica Zimba was shown talking about children's welfare, thus discouraging child labour.	1	2.5				
Mistreating of orphans where the issue of giving excessive work was mentioned.	1	2.5				
Clinic staff talking about child abuse and child labour.	1	2.5				
A programme on how to take good care of children in order to avoid child abuse.	1	2.5				
Sending children to sell in town	1	2.5				
Discouraging children to help in roads maintenance/construction	1	2.5				
A programme on how to take good care of children in order to avoid child abuse			1	2.5		
The then Councilor Phiri was urging parents to enroll their children in school unlike giving them unnecessary tasks like vending			1	2.5		
Total	40	100	40	100	40	100

5.4.5. Community members calling Muvi TV to report cases of child labour

5.4.5.1. Parents/Guardians` response

Table 5.76: Calling Muvi TV on child labour

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	12	30	7	17.5	3	7.5
No	27	67.5	33	82.5	36	90
I don't know	1	2.5			1	2.5
Total	40	100	40	100	40	100

5.4.6. Participation in the child labour meeting in the past one year

5.4.6.1. Parents/Guardians` response

(a) Child labour meeting

Table 5.77: Participated in child labour meeting

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	3	7.5	6	15	4	10
No	37	92.5	34	85	36	90
Total	40	100	40	100	40	100

(b) Description of role-played in the meeting on child labour

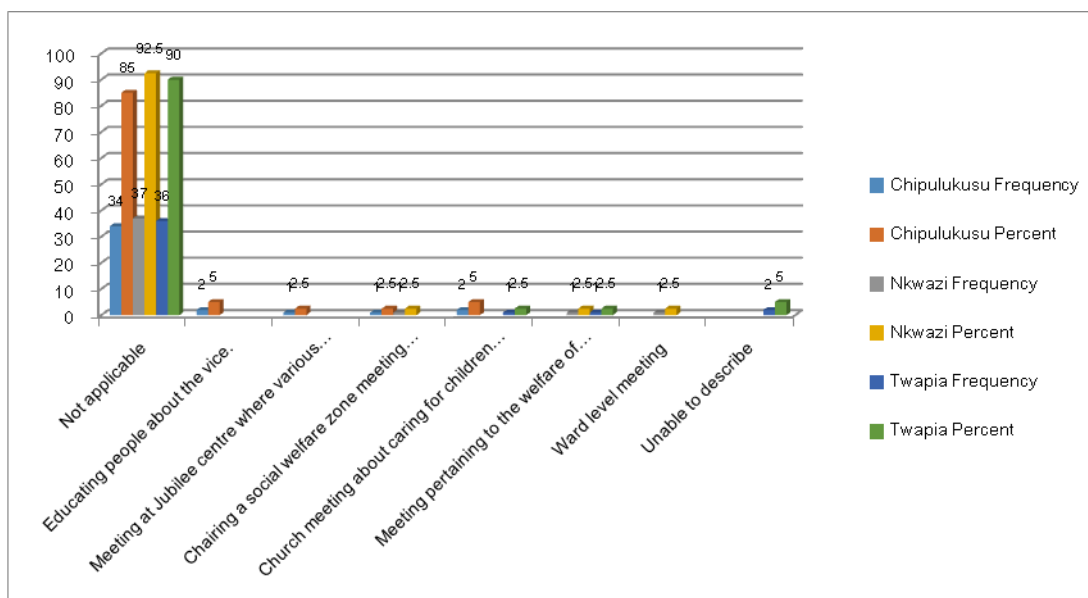


Figure 5.103: Description of role played in child labour meeting

Table 5.78: Description of role played in child labour meeting

Descriptions	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not applicable	34	85	37	92.5	36	90
Educating people about the vice.	2	5				
Meeting at Jubilee centre where various issues concerning children were raised especially child abuse even child labour.	1	2.5				
Chairing a social welfare zone meeting relating to children	1	2.5	1	2.5		
Church meeting about caring for children especially orphans.	2	5			1	2.5
Meeting pertaining to the welfare of children especially orphans where child labour was also mentioned.			1	2.5	1	2.5
Ward level meeting			1	2.5		
Unable to describe					2	5
Total	40	100	40	100	40	100

5.4.7. Engagement of children/dependents in child labour to boost family income

5.4.7.1. Parents/Guardians` responses

(a) Child Labour for Family Income

Table 5.79: Children in child labour for family income

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	2	5				
No	21	52.5	23	57.5	23	57.5
Not applicable	17	42.5	17	42.5	17	42.5
Total	40	100	40	100	40	100

(b) Activities done by children

Table 5.80: Activities done by children

Activities	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not applicable	38	95	40	100	40	100
Putting sable/ concrete in different construction sites.	1	2.5				
Selling scones on the streets and within neighbourhood even schools	1	2.5				
Total	40	100	40	100	40	100

(c) Inspection of children`s workplace

Table 5.81: Inspection of children`s workplace

Inspections	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
No	1	2.5				
Not applicable	39	97.5	40	100	40	100
Total	40	100	40	100	40	100

5.4.8. Schooling of children/dependents

5.4.8.1. Parents/ Guardians` responses

(a) Children/ dependents schooling

Table 5.82: children/dependents schooling

Schooling	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	31	77.5	34	85	32	80
No	4	10	3	7.5	2	5
Not applicable	5	12.5	3	7.5	6	15
Total	40	100	40	100	40	100

(b) Activities done by dependents and children during school holidays

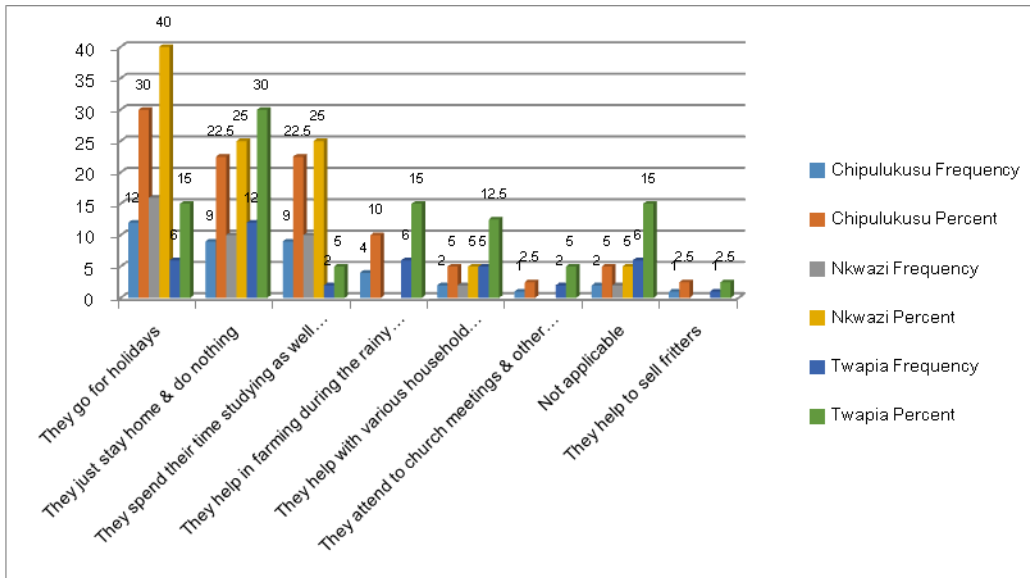


Figure 5.104: Utilization of school holidays

Table 5.83: Utilization of school holidays

School holidays` utilization	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
They go for holidays	12	30	16	40	6	15
They just stay home & do nothing	9	22.5	10	25	12	30
They spend their time studying as well as attending extra lessons	9	22.5	10	25	2	5
They help in farming during the rainy season like cultivating & weeding	4	10			6	15
They help with various household chores like washing & cooking	2	5	2	5	5	12.5
They attend to church meetings & other programmes	1	2.5			2	5
Not applicable	2	5	2	5	6	15
They help to sell fritters	1	2.5			1	2.5
Total	40	100	40	100	40	100

5.4.9. Stakeholders` input on the community participation and behaviour change

5.4.9.1. Interviews

None of the stakeholders interviewed did prove their working with Muvi TV in terms of child labour and its elimination. In terms of practices or actions taken on average by these stakeholders like commemoration of the “International Day against Child Labour-IDACL”, it was none of them did commemorate the day. Collaborating with Muvi TV on child labour matters was not there.

Table 5.84: Community participation and behaviour change

NO.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
1	Do sensitize people on child rights & tries to tie loopholes in the constitution to improve social protection, social welfare.	No	Not applicable	We hold meetings with parents/guardians prior sensitization.	No	Community radios, ZANIS, Muvi TV.	Community Radio stations	Community issues are highlighted, hence relevant.	***Headquarters did but as a province we did not due to late receipt of funds.	
2	We enforce laws prohibiting child labour.	No	Not applicable	No	No	Not applicable	Not applicable	Not applicable	They used to meet every quarterly but there has never been any meeting since 2012.	

Table 5.84: Continuation

NO.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
3	The ministry has a national Action Plan on the elimination of Child labour.	Yes	Three boys were withdrawn from stone crushing in Nkwazi and taken back to school.	Yes through the District Child Labour Committee in the past.	No	ZANIS	ZNBC TV1 & 2	They are government institutions.	They used to meet quarterly.	Yes, it used to be there.

NO.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
4	We are working with ILO to establish District Child Labour Committees (DCLCs). Currently in Kaoma .	Yes	Have rescued a number of boys and girls from child labour to enroll them into school.	Yes through Community Child labour Committees but the active ones are in George compound. In other townships, we used to harmonise our programmes with Resident Development Communities (RDCS).	Yes whenever we open a district child labour committee (DCL), a reporter is trained as recently; one was trained from ZANIS in Kaoma district.	ZANIS	ZNBC TV1,	They have a wider coverage area and Muvi TV was not at the scene by then.		
6	The department did not attend due to lack of funds and it is usually organized by Ministry of Sports [Child departments]	It holds sensitization programmes with juveniles and their mothers. Those children who drop out of school due to child labour, they are helped to get back to school.	Sun FM, and Muvi TV	Muvi TV	It is community based. It is placed in the community and it is easily accessed by the community.	-	Yes we do work with various stakeholders and we call various media houses because they play a bigger role in disseminating information.			

Table 5.84: Continuation

NO.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
7	-	-	Radio, TV and Newspaper	ZANIS	ZNBC/ZANIS	Because it is government channel	Our organization has involved the YWCA who have counsellors to counsel the children,	No		

NO.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
8	Investigating and prosecuting offenders and offering counselling to victims.	Yes	Children who were engaged in prostitution and are HIV positive. More details could not be given due to the Article 15 of the 2008 penal code.	Yes	Rare	Muvi TV and ZNBC TV 1	Muvi TV	They are always available upon being called.	**Employing young people, forcing girls into prostitution, engaging young people in gainful ventures against employment Act.	
8	We educate the public to reduce the vice and prosecute offenders.	Yes	Not for public disclosure.	Yes we do	Yes we do	Radio and broadcasting stations	Muvi TV & ZNBC TV 1	Dissemination of information is easier and faster.	Most of the victims are those children looking for finances to help their families to survive in form of food because their sponsors are dead or due to poverty.	

NO.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
9	Not really because there are no such programmes	Yes, a lot has been done especially that every single case involving child labour is covered.	People in the communities are not willing to expose some cases.	No	They do only for news related stories.	Yes, all the programmes are paid for.	No	It is all compounded in the news coverage of such cases.		
10	No	Trying but can do more.	Materials and institution responsible are never available.	No	No	Yes	No	Yes, but its covered under news and current affairs for children.		

5.4.9.2 Focus group discussions

Table 5.85: Community participation and behaviour change

NO.	CODE	Q1	Q2	Q3
1	CLFGD-001	News items do not impact much.	My friends and I had to force a child who engaged in child labour to report the guardian to Zambia Police. It was worse for that child afterwards as the police did not do anything.	I am one of them as my grandfather used to give me works like filling a 200 litres drum, cooking for a family of eleven and washing when I was in grade 5. By then, I was not aware of child labour.
2	CLFGD-002	It ends just at raising emotions. Muvi TV does not give the conclusion of the cases like what becomes of the purported offenders.	I confronted one lady who has given her 9 and 11 year old children to be selling boiled eggs as well as collecting scrap metals for sale.	I have taken up some children and enrolled them in our school that used to be involved in child labour. They learn for free and other school requirements are brought for them.
3	CLFGD-003	Child labour does not receive coverage as child defilement, molestation.	I have counselled parents and children about issues of child labour.	As a community school teacher by then, we helped a boy who used to sell vegetables around to stop and enrolled him back in school. He is now doing his grade 9.
4	CLFGD-004		I confronted my neighbor for mistreating children in the area of child labour. These orphans are made to buy 25kg of flour for 11year old and drawing water.	
5	CLFGD-005		Under the neighbourhood watch, we do stop children engaged in child labour like lifting of heavy things. Sometimes, we do approach their parents/ guardians to caution them. Responses do vary.	

5.5. ACCESS TO TELEVISION DETERMINING KNOWLEDGE ON ELIMINATION OF CHILD LABOUR

5.5.1. Possession of television set and place of TV viewing

5.5.1.1. Children involved in child labour activities

(a) Possession of television set

The average number of respondents in Chipulukusu and Nkwazi townships indicated that they did not possess a television sets at the place of residence. Twapia townships had average number of respondents who said they have television sets.

Table 5.86: TV ownership

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	19	47.5	12	30	31	77.5
No	21	52.5	28	70	9	22.5
Total	40	100	40	100	40	100

(b) Place for television viewing

The average number of respondents in Nkwazi and Twapia townships was a not applicable in terms of the place of television viewing. Chipulukusu township had a bimodal of “Neighbour’s place and Not applicable.”

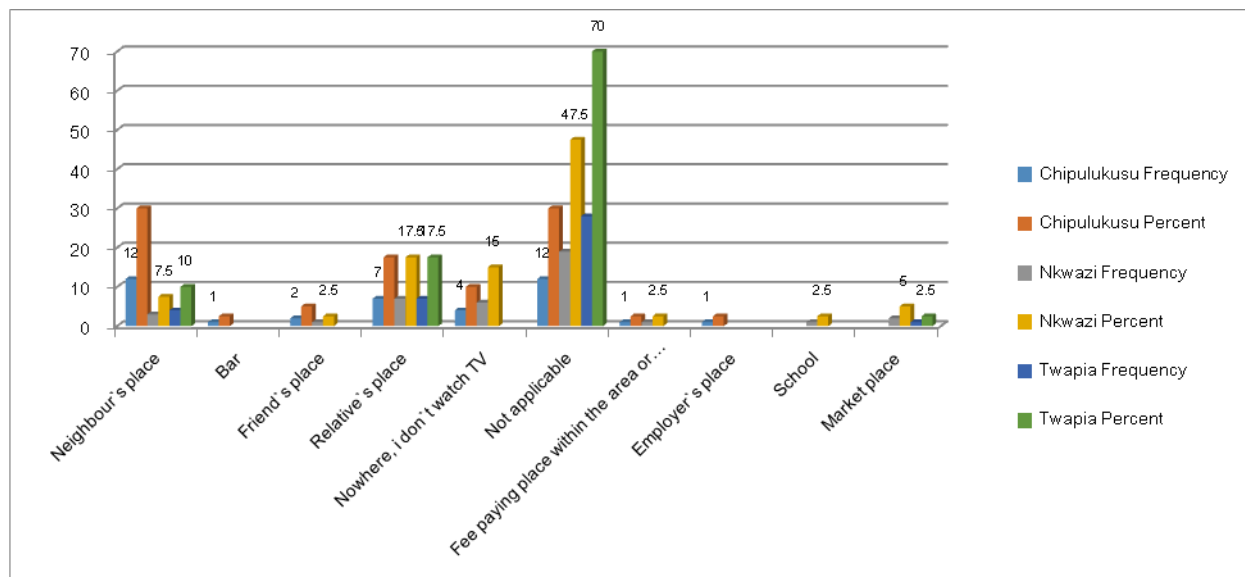


Figure 5.105: Place of TV viewing

Table 5.87: Place for TV viewing

Place	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Neighbour`s place	12	30	3	7.5	4	10
Bar	1	2.5				
Friend`s place	2	5	1	2.5		
Relative`s place	7	17.5	7	17.5	7	17.5
Nowhere, i don`t watch TV	4	10	6	15		
Not applicable	12	30	19	47.5	28	70
Fee paying place within the area or improvised cinema hall	1	2.5	1	2.5		
Employer`s place	1	2.5				
School			1	2.5		
Market place			2	5	1	2.5
Total	40	100	40	100	40	100

5.5.1.2. Parents /Guardians` responses

(a) Possession of television set

The average response in the three townships on the possession of the television set was yes. The average number of respondents was that they had television sets.

Table 5.88: TV ownership

TV set ownership	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	30	75	37	92.5	29	72.5
No	10	25	3	7.5	11	27.5
Total	40	100	40	100	40	100

(b) Place for television viewing

The average response on the place of television for those without television sets was not applicable.

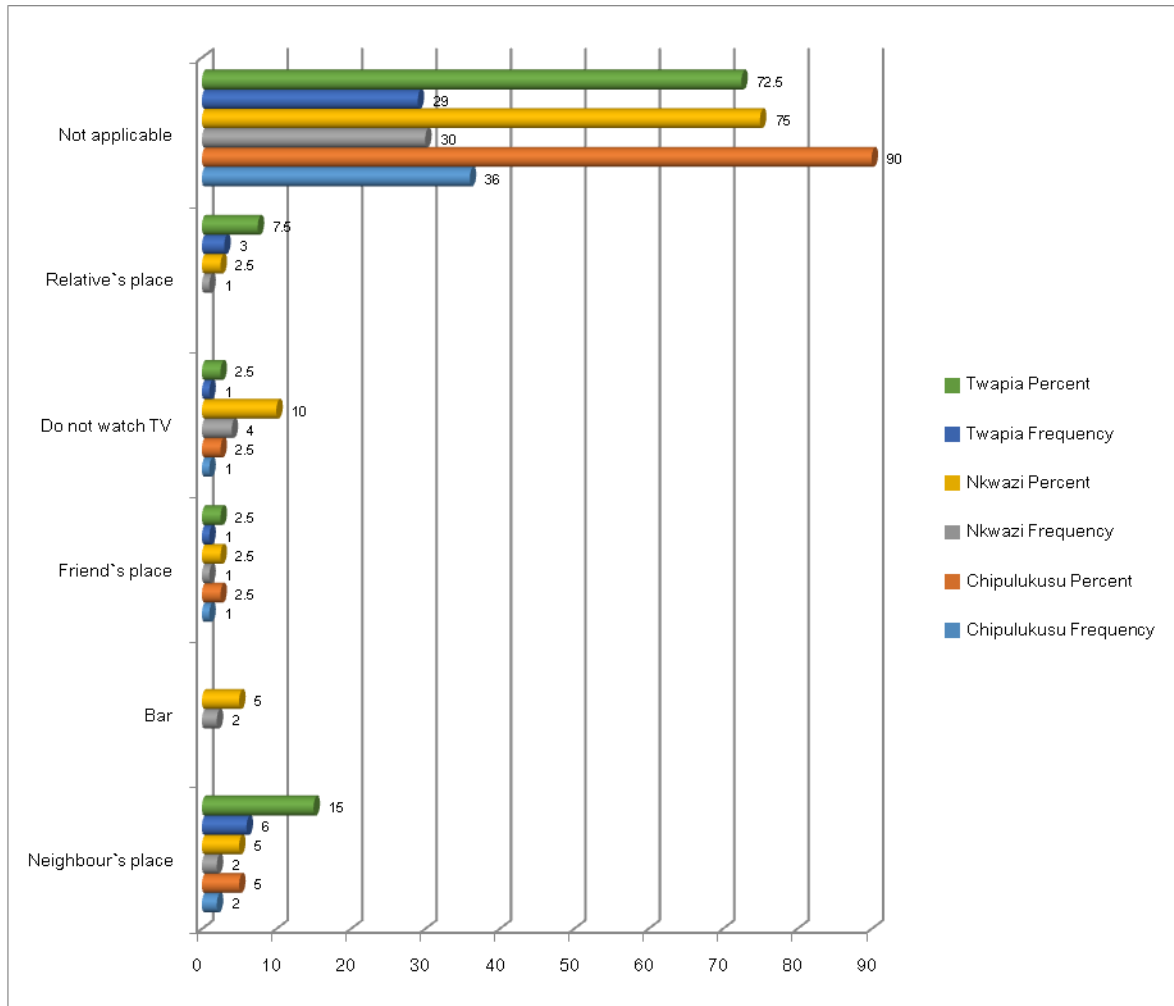


Figure 5.106: Place for TV viewing

Table 5.89: Place for TV viewing

Place	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Neighbour's place	2	5	2	5	6	15
Bar			2	5		
Friend's place	1	2.5	1	2.5	1	2.5
Do not watch TV	1	2.5	4	10	1	2.5
Relative's place			1	2.5	3	7.5
Not applicable	36	90	30	75	29	72.5
Total	40	100	40	100	40	100

5.5.2. Access to Muvi TV and duration of viewing

5.5.2.1. Children involved in child labour activities` responses

(a) Access to Muvi TV

Table 5.90: Access to Muvi TV

Muvi TV access	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	29	72.5	27	67.5	34	85
No	8	20	8	20	6	15
Not applicable	3	7.5	5	12.5		
Total	40	100	40	100	40	100

(b) Duration of Muvi TV viewing on average per day

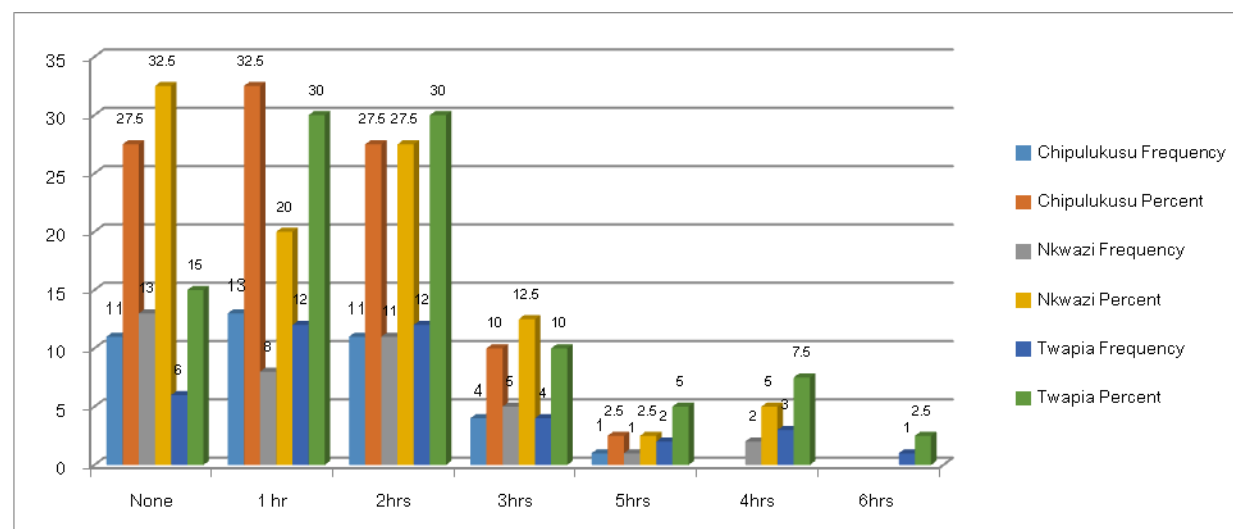


Figure 5.107: Time spent watching Muvi TV

Table 5.91: Time spent watching Muvi TV

Duration	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
None	11	27.5	13	32.5	6	15
1 hr	13	32.5	8	20	12	30
2hrs	11	27.5	11	27.5	12	30
3hrs	4	10	5	12.5	4	10
5hrs	1	2.5	1	2.5	2	5
4hrs			2	5	3	7.5
6hrs					1	2.5
Total	40	100	40	100	40	100

5.5.2.2. Parents/Guardians` responses

(a) Access to Muvi TV

Table 5.92: Access to Muvi TV

Muvi access	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	35	87.5	29	72.5	29	72.5
No	5	12.5	9	22.5	10	25
Not applicable			2	5	1	2.5
Totals	40	100	40	100	40	100

(b) Duration of Muvi TV viewing on average per day

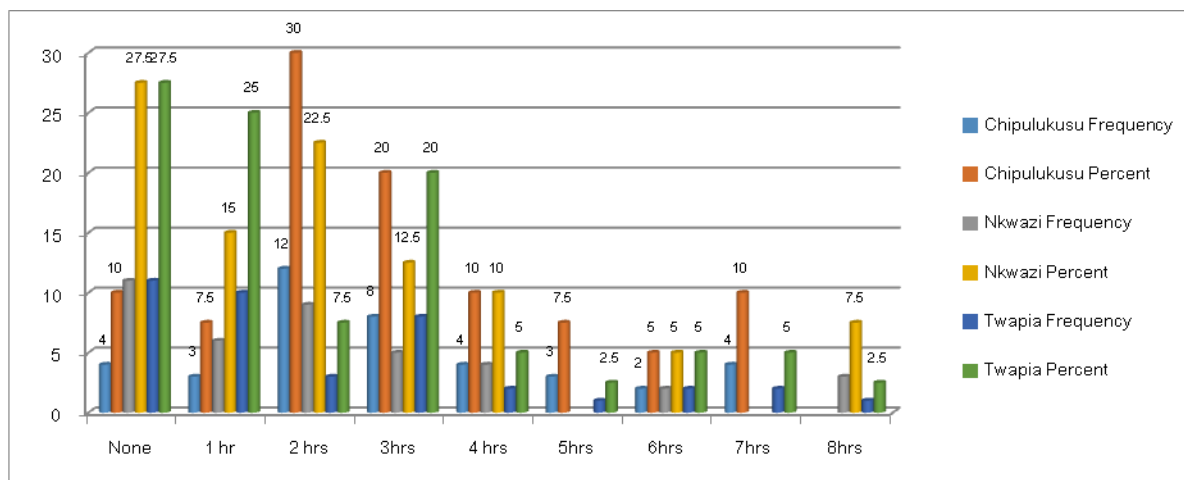


Figure 5.108: Duration of Muvi TV Viewing

Table 5.93: Duration of Muvi TV Viewing

Duration	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
None	4	10	11	27.5	11	27.5
1 hr	3	7.5	6	15	10	25
2 hrs	12	30	9	22.5	3	7.5
3hrs	8	20	5	12.5	8	20
4 hrs	4	10	4	10	2	5
5hrs	3	7.5			1	2.5
6hrs	2	5	2	5	2	5
7hrs	4	10			2	5
8hrs			3	7.5	1	2.5
Total	40	100	40	100	40	100

5.5.3. Access to information on child labour on Muvi TV in the past 6 months

5.5.3.1. Children involved in the child labour activities responses

Table 5.94: Witnessed Child Labour on Muvi TV

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	1	2.5	2	5	1	2.5
No	28	70	25	62.5	33	82.5
Not applicable	11	27.5	13	32.5	6	15
Total	40	100	40	100	40	100

5.5.3.2. Parents/Guardians` responses

Witnessed child labour on Muvi TV in past 6 months

Table 5.95: Witnessed child labour on Muvi TV

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	14	35	7	17.5	10	25
No	22	55	25	62.5	22	55
Not applicable	4	10	8	20	8	20
Total	40	100	40	100	40	100

5.5.4. Child labour programme on Muvi TV relating to respondent`s locality and its description

5.5.4.1. Parents/Guardians` responses

(a) Witnessed some news or programmes from one`s township

The average response was a no from all the three townships.

Table 5.96: Witnessed child labour news from your Locality on Muvi TV

	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	8	20	8	20	3	7.5
No	28	70	23	57.5	22	55
Not applicable	4	10	9	22.5	15	37.5
Total	40	100	40	100	40	100

(b)Description of the activities aired on Muvi TV

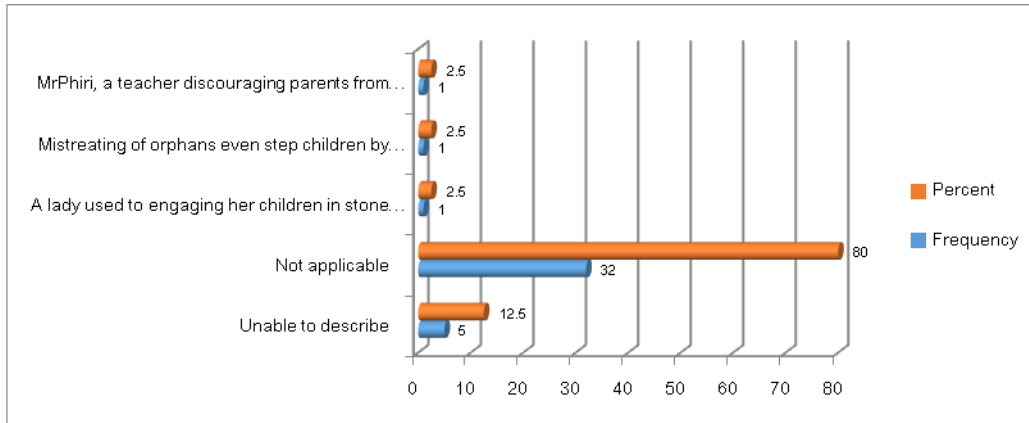


Figure 5.109: Description of witnessed child labour on Muvi TV - Chipulukusu

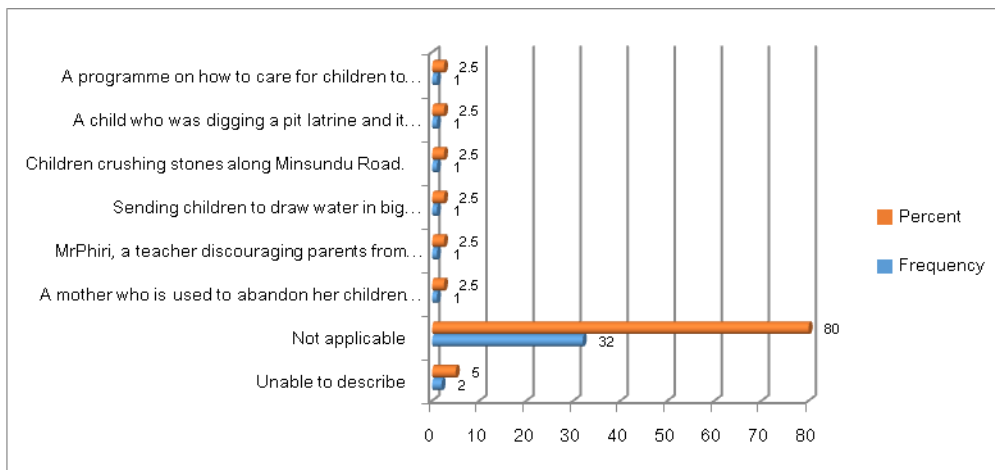


Figure 5.110: Description of witnessed child labour on Muvi TV - Nkwazi

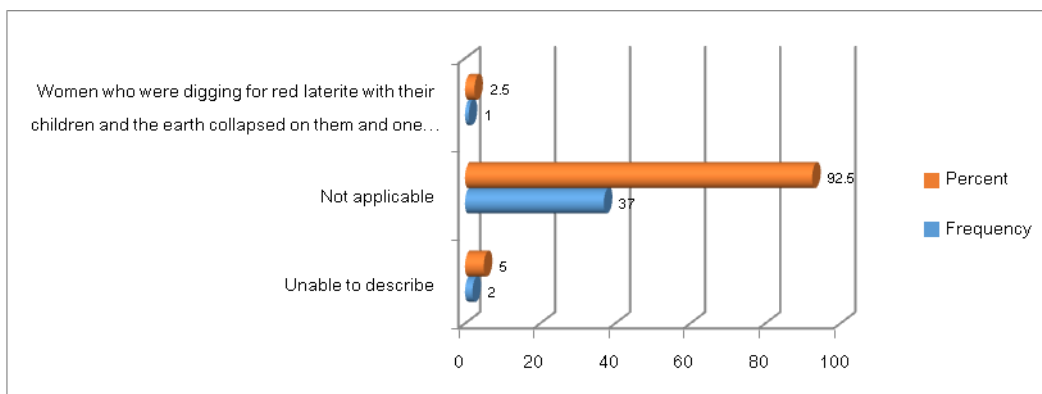


Figure 5.111: Description of witnessed child labour on Muvi TV - Chipulukusu

Table 5.97: Description of child labour witnessed on Muvi TV about one's locality

Descriptions	Chipulukusu		Nkwazi		Twapia	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Unable to describe	5	12.5	2	5	2	5
Not applicable	32	80	32	80	37	92.5
A lady used to engaging her children in stone crushing whilst another used to send them to sell various merchandise.	1	2.5				
Mistreating of orphans even step children by giving them excessive work.	1	2.5				
Mr. Phiri, a teacher discouraging parents from sending children to sell various merchandises.	1	2.5	1	2.5		
A mother who is used to abandon her children for drinking spree. One of them (her children) got poisoned whilst doing piece works.			1	2.5		
Sending children to draw water in big containers and at times at awkward hours.			1	2.5		
Children crushing stones along Minsundu Road.			1	2.5		
A child who was digging a pit latrine and it collapsed on him.			1	2.5		
A programme on how to care for children to avoid child abuse and child labour.			1	2.5		
Women who were digging for red laterite with their children and the earth collapsed on them and one of the women died.					1	2.5
Total	40	100	40	100	40	100

5.5.5.1. Focus group discussions

Table 5.98: Focus group discussion on access to information

NO.	PARTICIPANT'S CODE	Q1	Q2
1	CLFGD-001	Yes, it is an added advantage as people get the message faster through visual than audio.	Muvi TV's co-business is to deal with the community. It prioritizes community or local issues over the other than international or national that characterizes the mainstream media like ZNBC TV1.
2	CLFGD-002	Muvi TV, people are able to see unlike the listening. Seeing is believing.	Due to modernity and technology, most people are glued to television screens unlike listening to radio during news time.
3	CLFGD-003	Presentation of information through sketches is most effective.	It is a free channel and easily accessed by a lot of people unlike ZNBC TV 1 where one has to own a GO-TV or DSTV decoder.
4	CLFGD-004		Muvi TV staff are able to reach down to the community through the use of local artists and things that directly affect the communities.
5	CLFGD-005		"Picture of the day" segment is self-explanatory and effective to put the message across due its comical nature.
6	CLFGD-006		Electronic media is miles away from achieving much in the elimination of child labour.
7	CLFGD-007		Muvi TV's reception is a challenge in some areas of our township.
8	CLFGD-008		Muvi TV has not done much as the key stakeholders' like government's line ministries and NGOs are not doing their work as the situation with defilement and child molestation.

Table 5.99 on the next page shows the sites where children involved in child labour activities for study areas are found. This is cardinal as it could help stakeholders and those wishing to verify the findings to consider visiting the same places. It confirms also the weakness among certain stakeholders to enforce the law.

Table 5.99: Participant observer

NO	PLACE	ACTIVITIES [THINGS]
1	Chipulukusu	Children involved in collecting used bottles for sale, in the evening, some children are engaged in selling paraffin by going around the township. Children involved in collecting used bottles for sale, collecting scrap metals for sale.
2	Nkwazi	Has a lot of teenage pregnancies and haphazardly arranged housing units. Children involved in collecting used bottles for sale, collecting scrap metals for sale. Selling of paraffin in the evening.
3	Twapia	Children working as conductors for lorries and trucks for hire. Many children involved in selling various merchandise at Nyanji market. Children involved in collecting used bottles for sale, collecting scrap metals for sale.
4	Kansenshi Shopping Complex	Girls and boys selling various food stuffs from 15:45hours to 21:55hours, they are mainly from Nkwazi Township.
5.	Chisokone Market in Town	Children mainly boys involved in doing piece works ranging from drawing of water in big containers for marketeers/restaurants from Chipulukusu and Nkwazi, while others selling water, fritters, scones, sweets
6.	Mulungushi Bus Station	Children mainly from Nkwazi polishing and cleaning vehicles mostly buses. Others selling all sorts of merchandise as some do all kinds of general works like drawing of water for restaurants, lifting sacks of charcoal and heavy things like bags of mealie.
7.	Post Office & ZANACO main branch	Children mainly from Nkwazi do polish and wash vehicles.
8.	Misundu Road between Chipulukusu and Nkwazi Townships	Children engaged in collecting of scrap metals, loading of burnt bricks into vehicles especially lorries. Some are involved in helping to do the construction of houses in Minsundu area.
9.	Chifubu Market	Some children from Nkwazi are seen trading in various merchandise and others doing piece works.
10	Ndola Central Police-Victim Support Unit	Posters of child labour produced in partnership with UNICEF.
11	Labour Office in Ndola	Old poster of child labour produced by ILO in conjunction with UNICEF. Several trips to the office showed no presence of children at their premises.
12	District Social Welfare Office	Only posters about other forms of child abuse like child neglect even spouse battering.

Continuations on participant's observer

NO	PLACE	ACTIVITIES [THINGS]
13.	Human Rights Commission	No poster depicting child labour.
14.	Clinics in Chipulukusu, Nkwazi and Twapia	No poster pertaining to child labour.
15.	Broadway roundabout Bus Station	Children from Twapia selling cooking sticks and pegs, street kids busy begging for alms or lifting luggage for willing travellers.
16.	Shoprite main car Park & surrounding areas	Children from Twapia selling cooking sticks and pegs. The blind also do move around the various streets of town begging for alms with kids as young as four years regardless of their sex. These children are in most cases hired out by their parents/guardians.

CHAPTER SIX

DISCUSSION OF FINDINGS

6.0. INTRODUCTION

This chapter presents a discussion of findings that were presented in chapter 5 on the role of the electronic media in particular Muvi TV in the elimination of child labour. The general objective was to investigate the role of the electronic media in the elimination of child labour as per messages communicated through Muvi TV, the channel of communication. The findings would be discussed under the five objectives of the AKAB (awareness, knowledge, attitudes and behaviour) ladder and information access. That is the awareness levels, knowledge levels initiated through the information sources generated by Muvi TV as the channel of communication as well as to evaluate the resultant attitudes and behaviours.

In other words, it is to answer the research questions that were as follows: What messages were designed and disseminated by Muvi TV for people of Chipulukusu, Nkwazi and Twapia townships on the elimination of child labour? What knowledge levels were created through communication by Muvi TV on the elimination of child labour among residents of Chipulukusu, Nkwazi and Twapia townships? To what extent were perceived changes in attitudes toward child labour among residents of Chipulukusu, Nkwazi and Twapia Township initiated through communication by Muvi TV? To what extent were the levels of participation (behaviour change) raised through communication by Muvi TV among residents of Chipulukusu, Nkwazi and Twapia Townships in the eliminating of child labour? To what extent was access to television (communication channel) affected knowledge levels, attitudes and practices on the elimination of child labour in the selected townships?

6.1. MESSAGE DESIGN AND DISSEMINATION BY MUVI TV IN RAISING AWARENESS ON THE ELIMINATION OF CHILD LABOUR

6.1.1 Awareness on age range, child labour existence & source, and IDACL

The average response among the children on the age range of a child was 0-13 years as 7(17.5%) for Chipulukusu Township and 0-10 years for Nkwazi Township at 7(17.5%) as shown in table 5.19. Twapia had a bimodal of 0-10 years and 0-12 years at (5)12.5%. In terms of responses among adults in all the three townships, the average age range for a child was 0-18 years. Table 5.20 gives the figures as follows with Chipulukusu 11(27.5%), Nkwazi at 10(25%) and Twapia -11(27.5%). Though for Nkwazi, 8(20%) of respondents indicated the age range of 0-10 years from the average pegged at 10(25%) showing only 2(5%) as difference. The average age variable for child respondents was 14 years in Chipulukusu with 14(35%) and 11(27.5%) -Nkwazi townships yet Twapia Township had a bimodal of 14 years and 17 years at 9(22.5%) each as shown in figure 5.4. This implies that these children did not regard themselves been in the age range of a child. Mostly, they consider themselves as adults and not children. The age range also for adult respondents casts a lot of doubt as the sum total of respondents who gave answers of 0-16years and below this had beaten the average by far as Chipulukusu had 22(55%),Nkwazi 23(57.5%) and 25(62.5%) for Twapia. Among child respondents, it was worse as those who did indicate 0-15yrs and below as age range for the child were 33(82.5%) for Chipulukusu, 34(85%)-Nkwazi and Twapia had 35(87.5%) as indicated in figure 6.1 on the next page. This is different from the focus group discussions-FGD and in-depth interviews were most of the participants were fully aware that a child is an individual below the age of 18 years which is contradictory to the average given by parents.

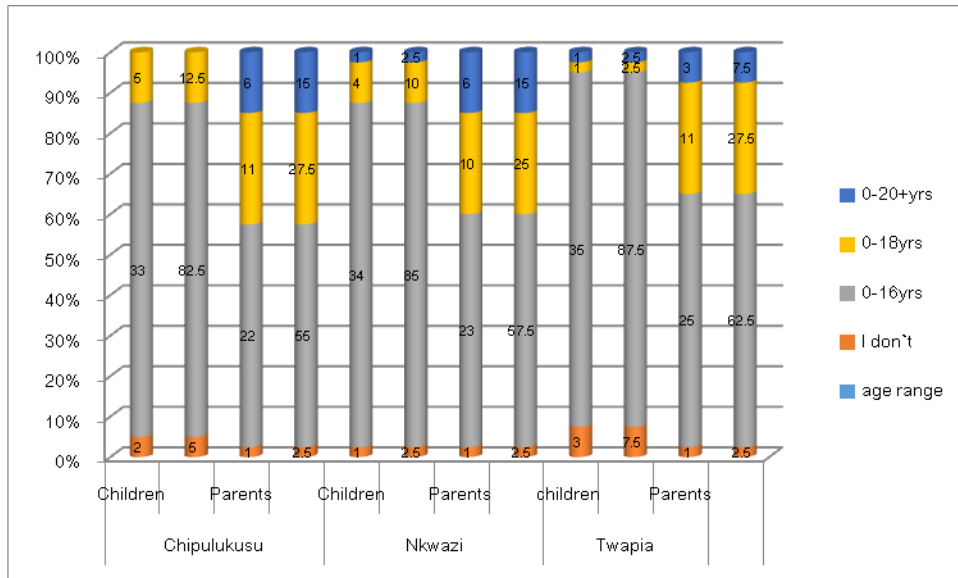


Figure 6.1: Age range of a child

The average response on the existence of child labour was in the affirmative “yes” among all the respondents. Chipulukusu and Twapia had 31(77.5%) as those who affirmed to having heard of the term Child labour (translated in Bemba as ukubomfya umwana bulukubuluku) whilst Nkwazi recorded 30(75%) as indicated in table 5.21. Child respondents as stipulated in table 5.22 on average had 24(60%) for Chipulukusu, 18(45%) Nkwazi and 22(55%)-Twapia cited community as the source for the term “child labour”. Variations were recorded in terms of the source with children and adults from all the three townships giving the average response of community with the exception of Chipulukusu and Nkwazi having Muvi TV as the average source of information for the term child labour. Among the children involved in child labour activities, 1(2.5%) respondent from Chipulukusu, 2(5%) from Nkwazi and 6(15%) from Twapia indicated having heard about child labour from Muvi TV.

Adult respondents from Chipulukusu and Nkwazi on average attests to Muvi TV as primary source of information thereby giving credit to the agenda setting theory: Implying that there was high frequency of broadcasting about the issue of child labour on Muvi TV. However, looking at the percentages from Nkwazi from table 5.24, one could see clearly that the two sources Muvi TV-12 (30%) and community 11(27.5%) were too close to each other. Thus, the two step theory postulated by Katz and

Lazersfeld sets in with its principles of opinion leaders who are considered as the primary influencers of behaviour change and the media as secondary influencer. An assumption could be that child respondents and adult ones from all the townships except for Chipulukusu on one component of adults could have gotten this term of child labour from opinion leaders directly or any community member influenced by the process of two step theory.

The International Labour Organisation (ILO) had set a day dubbed as “International Day against Child Labour-IDACL” as a way of raising awareness in 2002. More than a decade since its launch, all the respondents (children and parents/guardians) from the three townships did not know the date on which the day is commemorated. Among the parents/ guardians, only 1(2.5%) respondent was close to the 12th June as that respondent indicated 13th June. Others stated days like Labour Day, African Freedom Day, Independence Day as well as 16th June as for some stakeholders which is the Day of an African Child as shown in figure 5.58. Levels of awareness pertaining to this day were very low since the stakeholders who gave the precise date showed some doubts or uncertainty during in-depth interviews. The level of education on commemoration of the “International Day Against Child Labour-IDACL” did not matter as could be seen from table 5.7 where some of the adult respondents had attained university and college level like the case for Chipulukusu-5(12.5%) and 2(5%) as well as Nkwazi-1(2.5%). The lack of awareness indicated by both child and adult respondents do show why in 2010 Kids Party had to seek for permission to include the commemoration of the child labour activities during the Labour day celebrations (1st May,2010). This was a strategy of raising awareness about 12th June-International Day against Child Labour (IDACL), TACKLE Zambia, (2010).

6.1.2 ZKids viewership

The viewership of Muvi TV’s Zkids programme among the children involved in child labour activities was low for Chipulukusu and Nkwazi townships that is 12(30%) and 18(45%) respectively. Though for Twapia Township, it was 20(50%) as indicated in table 5.25. This explains partially why all children did not know when the International

Day against Child labour-IDACL was commemorated. Average number of respondents did not watch the Zkids programme which is aired on Muvi TV between 15 to 16 hours from Monday to Saturday. Most of these respondents could not manage due to their work schedules as they normally leave town centre late in the afternoon like 17:55hours.

6.1.3 Messages encountered and their descriptions

The average number of respondents for both children and parents/guardians was that they had never come across the child labour message on Muvi TV as well as the description of the same was not applicable as shown in figure 5.60 and figure 5.62. Those who had encountered the messages; some were unable to describe whilst the activities described were “stone crushing, lifting of heavy things, selling of various things, sending kids to do excessive work.” Others were children roaming the streets discussion, fetching of firewood and drawing of water as indicated in figure 5.60, table 5.28 and figure 5.62. This clearly indicates how low the awareness levels have been through this channel of communication and as the agenda setting theory`s premise of the more a particular issue is broadcasted in the media, the more the concern it would gain in the public domain.

However, the average response pertaining to agenda setting and the quality of the child labour messages shown on Muvi TV was in affirmative. In other words, the average number of respondents (only parents/guardians) did accept that these messages were detailed enough to fight child labour. One wonders how they made this conclusion when they could not recall or had never encountered any child labour messages on Muvi TV. Twapia township`s average number of respondents said no to the messages being detailed yet it recorded an average of respondents who had encountered child labour matters on Muvi TV. Thus, the responses from these Twapia residents did show levels of scrutiny on the messages beamed on Muvi TV concerning child labour unlike the respondents from the other two townships.

6.1.4 Awareness levels about child labour involving stakeholders

The general response from the stakeholders was more on assumptions than reality as they do not watch Muvi TV. Some respondents acknowledged that Muvi TV was doing enough in terms of raising the agenda on child labour as a community TV station, among these: others said its reporting was more on child molestation and defilement. It was noticed that these very stakeholders in their sensitization campaigns, none of them has worked with Muvi TV on issues pertaining to child labour. Representatives from Muvi TV did attest to this as the only broadcasting of child labour issues they were aware of or packaged in their message design for dissemination, were through news items. One participant from the focus group discussion-FGD did say that Muvi TV staff do not go out to cover child labour specifically unless it was of news worthy or incident related.

An observation made in the interview responses with various stakeholders; it was almost reciprocated in the focus group discussion (FGD). Respondents in FGD did say that message packaging by Muvi TV in terms of awareness raising as the agenda setting theory was not adequate on child labour. In other words, Muvi TV has not set the agenda in the area of child labour as compared to other social problems like spouse battery. Many participants of FGD also said that Muvi TV has done more work on child defilement and molestations unlike child labour.

6.2 KNOWLEDGE LEVELS CREATED THROUGH COMMUNICATION BY MUVI TV ON THE ELIMINATION OF CHILD LABOUR

6.2.1 What constitutes child labour

The average number of respondents among children involved in child labour did not know what activities are termed as child labour. Some used to confuse it with child molestation and defilement yet quiet substantial numbers were knowledgeable about the activities that constitute child labour. This attests to the fact that indeed Muvi TV has done much work in raising the agenda related to child molestation and defilement unlike about child labour. Apart from the average of those who did not know, 11(27.5%) from Chipulukusu, 18(45%) from Nkwazi and 13(32.5%) from Twapia did say “lifting of heavy things, drawing of water in big containers” as an activity that constituted child

labour. These are clearly shown in figure 5.66. Other activities like stone crushing, digging of ditches, pit latrines, cleaning vehicles and selling on the streets including babysitting had very low percentages of respondents. It is interesting to note that one of the respondents did indicate in figure 5.25 and table 5.6 that he stopped schooling due to babysitting of his sibling.

The situation was different among parents/guardians whose average response from the three townships was “lifting of heavy things/ drawing of water in big containers”. The second highest from modal in Chipulukusu was “Selling on the streets” with 11(27.5%) whilst Nkwazi and Twapia townships` second placed was not applicable pegged at 12(30%) in each case. Child labour activity of “selling on the streets” for Nkwazi and Twapia respondents was 9(22.5%) and 4(10%) respectively as could be noted from figures 5.65 and 5.66.

The type of work involved in at the time of interview variable reveal that selling of various merchandise such as boiled eggs, fritters, scones, biscuits, sweets, macskool, drinks and water was the average with 27(65.5%) for Chipulukusu, Nkwazi-22(55%) and 17(42.5%) for Twapia townships. This is as indicated in figures 5.26, 5.27 and 5.28. Knowledge levels on what constitute child labour shows that most of the child respondents and adults do not regard this activity of “selling of various merchandise” as child labour. Table 5.13 on the names of other jobs done also do attest to this as this type of work is not included on the list. The other reason could be that on the average number of respondents in all townships on occupation for adults, “Business lady, businessman, shopkeeper and self –employed” implying they did not see this as child labour and might consider it beneficial to the child and family. Figure 5.41 supports this by Twapia with 16(40%) of these children involved in child labour activities were sent by their parents. The situation is in line with what IPEC (2002) observed in their study where they saw 14 to 16 years old children were busy on the streets selling all sorts of merchandise and doing all sorts of manual labour.

The average number of respondents on the ideal working age for money was 18years for children involved in child labour activities-16(40%) in Nkwazi townships and for

parents/guardians in Nkwazi and Twapia townships. Twenty (20) years was the average as ideal working age among children from Twapia Township-13(32.5%) and parents/guardians from Chipulukusu Township. Chipulukusu Township had 15 years as the average response-9(22.5%) among children involved in child labour activities. The average of the respondents in Chipulukusu among the children only considered a year before they could qualify to be working for money.

Children involved in child labour activities and parents/guardians in all the three townships had the average number of respondents who considered normal house work as not constituting child labour. Similarly, thoughts about child labour from average number of respondents in all three townships for both children and parents/guardians did indicate that it was a bad thing.

Parents/guardians in the issue of using children/dependents to boost family income was never consented to by an average number of respondents in all the three townships. Those who were opposed to the idea and the ones in favour had their reasons whilst others could not state their reasons. The average number of respondents could not engage their children/ dependents into work to boost up family income as they regard them to be too young to work. The reason of too young to work fits well with the ILO (2004) definitions of child labour partially and some Akan proverbs alluded to by Gachago (2014).

6.2.2 Institutions dealings with child Labour elimination

Knowledge levels on average were very low among all the respondents from the three townships be it children or parents/guardians pertaining to institutions that deal with child labour cases. Despite having the average of no knowledge on institutions that fight child labour, on the parents/ guardians side, the percentages on those with knowledge were a bit higher. Those children involved in child labour activities respondents with the knowledge on institutions that deal with child labour stated organizations like Zambia Police`s Victim Support Unit-VSU, UNICEF, Human Rights Commission-HRC, Social welfare and Catholic Diocese. Parents/ guardians respondents with knowledge on institutions that fight child labour had those stated earlier under children with an addition

of International Labour Organisation-ILO, Community Based Organisations (CBOs), Ministry of Labour and Social Security-MLSS, and Care international.

On the sources of information with the few respondents who had the knowledge attributed to have gotten the same from peers/friends, teachers/schools, and radio for children respondents. In view of parents/guardians respondents, all the sources stated by children and others like seminar/workshop, posters, march past, ZNBC TV1, experience, Radio Icengelo, Print media and Muvi TV. Muvi TV had 1(2.5%) respondent having obtained knowledge concerning institutions that deal with child labour. One wonders to whether Muvi TV did raise the agendum on the matter in line with the agenda setting theory in order to increase awareness and knowledge levels. Agenda setting theory notion is to cause people to think and discuss about a particular issue like in this paper, child labour. Thus, Muvi TV prior to this research seems not to have stirred people to think about child labour and discuss it. Figure 5.83 and table 5.37 consolidate this point of the channel of communication in this study not adhering to the principle of agenda setting theory as peers/friends; church had higher numbers of respondents than Muvi TV. This clearly demonstrates that the stakeholders did in fact as stated earlier hardly work with Muvi TV on child labour issues.

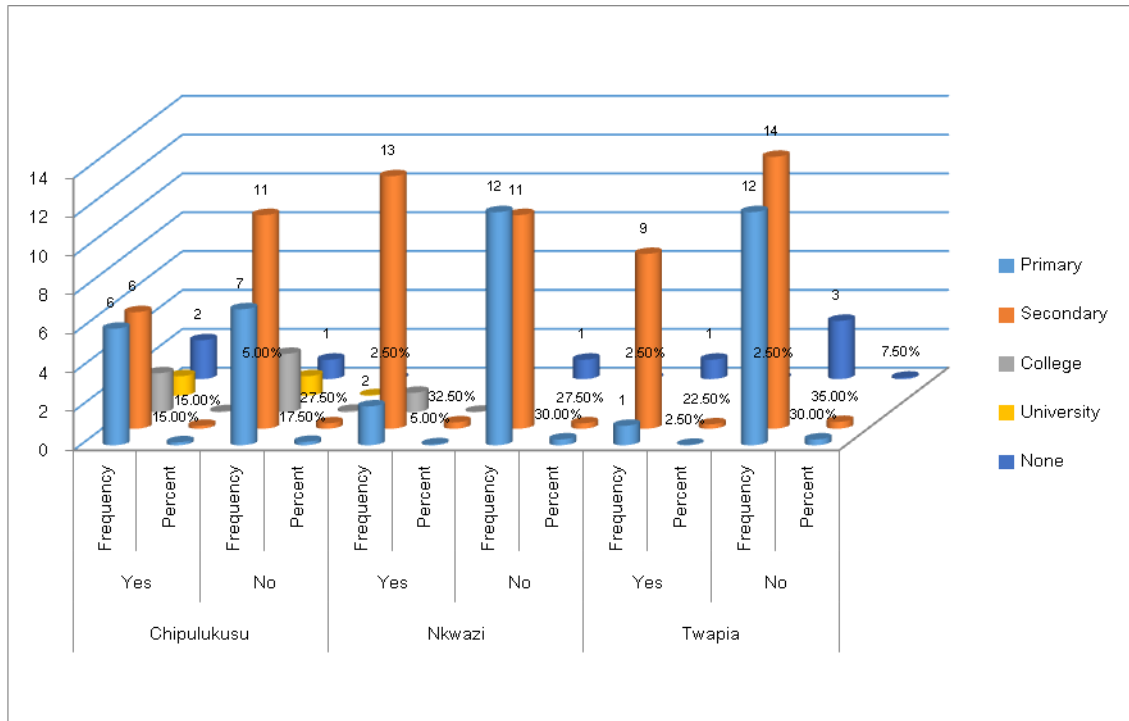


Figure 6.2: Educational level and knowledge of the child labour Institutions-PG

Figure 6.2 gives the relationship between one's qualification and their knowledge of child labour institutions among the three townships. It was surprising to note that some people with tertiary education like for Chipulukusu did not know the institutions that deal with child labour matters. One wonders whether knowledge gap theory's propositions of the highly educated in society having more knowledge on an issue than the less educated. This was not the case as people with no education in Chipulukusu and Twapia had the knowledge yet those with secondary education could answer to the contrary.

Table 6.1: Educational Level versus knowledge of child labour institutions-PG

	Chipulukusu				Nkwazi				Twapia			
	Yes		No		Yes		No		Yes		No	
	Freq	%	Freq	%	Freq	%	Freq.	%	Freq.	%	Freq	%
None	2	5	1	2.5			1	2.5	1	2.5	3	7.5
Primary	6	15	7	17.5	2	5	12	30	1	2.5	12	30
Secondary	6	15	11	27.5	13	32.5	11	27.50	9	22.5	14	35
College	2	5	3	7.5	1	2.5						
University	1	2.5	1	2.5								
Total	17	42.5	23	57.5	16	40	24	60	11	27.5	29	72.5

The knowledge gap theory postulates that people of higher educational background and high socio-economical status (SES) are more knowledgeable on issues than those less qualified. Table 6.1 shows that the assumption holds for Nkwazi Township yet contradictory in the other two townships as the number of respondents who did not know the existence of child labour institutions were higher regardless of their educational level. This could not be done on children due to the fact that educational level was either progressing or dropped off completely.

However, when the combination of all adult respondents was done and results computed, one`s educational level was found to be significant like in knowledge-gap theory. The null hypothesis that says there is no relationship between one`s educational level and their knowledge of child labour issues was rejected. Alternative hypothesis says: People who are lowly educated (primary or less) are less knowledgeable on child labour issues than those who are highly educated (secondary and above) was accepted as seen in table 6.2 and figure 6.3. This is because the set p-value of less than 0.05 is not surpassed by the resultant p-value of 0.026.

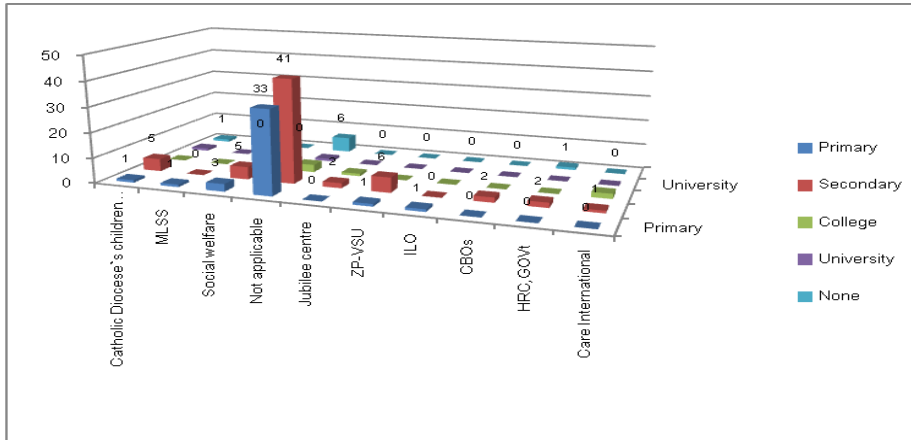


Figure 6.3: Level of education versus knowledge about child labour institutions-across the three townships-hypothesis 1.

Table 6.2: Qualifications versus knowledge about child labour institutions -across the three townships-hypothesis 1.

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.324 ^a	36	0.026
Likelihood Ratio	38.043	36	0.376
Linear-by-Linear Association	0.856	1	0.355
N of Valid Cases	120		

47 cells (94.0%) have expected count less than 5. The minimum expected count is .02.

The other hypothesis says: “Men are more more knowledgeable on the child labour matters than women.” Literature on culture and traditions, has also attributed gender to be the cause of child labour as evidenced by high numbers of children in child labour activities from female headed households.

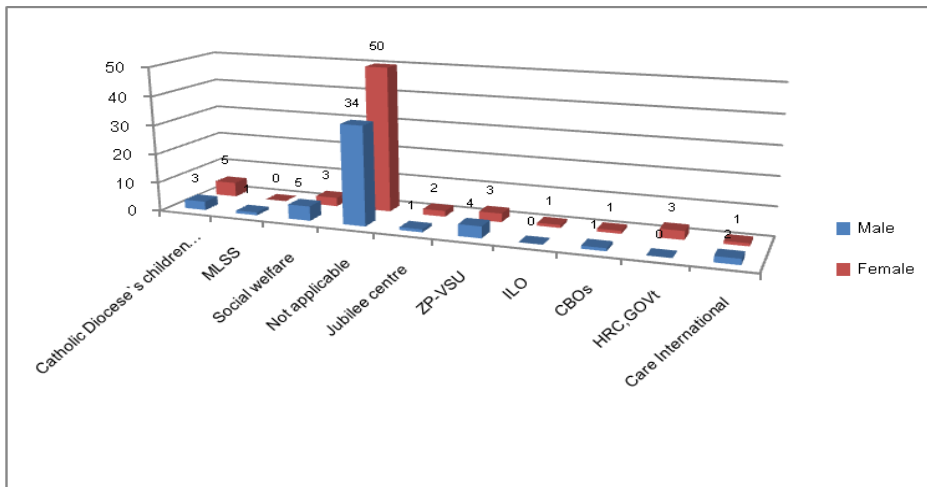


Figure 6.4: Respondent's sex versus their knowledge levels on child labour institutions (Hypothesis 3)

Table 6.3: Respondent's sex versus their knowledge levels about child labour institutions (Hypothesis 3)

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.322a	9	0.604
Likelihood Ratio	9.121	9	0.426
Linear-by-Linear Association	0.075	1	0.785
N of Valid Cases	120		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .43.

The null hypothesis was accepted implying there is no relationship between the sex of the person and their being knowledgeable on child labour issues. Thus, the alternative hypothesis that says “Men are more knowledgeable about child labour issues than women” was rejected. This is because the resultant p-value of 0.604 did surpass the set p-value of 0.05 or 5%.

The issue of boosting family income through child labour in table 5.38 received a no. The average reason given was “too young to work” among all the townships with Chipulukusu at 10(25%), Nkwazi-19(47.5%) and 16(40%) for Twapia. This conforms to the respondents of considering lifting of heavy things as average for child labour as well as ideal working age. It is like age in their case was a major factor for what constitute child labour. Among adult respondents from Chipulukusu, “affects their schooling negatively” and “leads to delinquent behaviour” were next placed after the average at 9(22.5%) each. Delinquent behaviour was after the average in Nkwazi with 8(20%) whilst Twapia in second position from the average were those who failed to give reasons at 10 (25%)-table 5.39.

6.2.3 Stakeholders' knowledge levels on child labour

The stakeholders' levels of knowledge vary as could be seen from the definitions of child labour. Some of the stakeholder were able to define fully whilst others ended up with partial definitions. It could also be seen on how some of the stakeholders do not know when the International Day against Child Labour is commemorated where they confuse it with the day of an African Child that falls on 16th June. Hazards faced by children involved in child labour activities proved difficult to be stated by some stakeholders as well as inability to give estimate of statistics on the matter. This shows

how neglected the issue of child labour is from low levels of knowledge exhibited by people in institutions that could help to eliminate the vice.

Street kids and children used by the blind are another concern where stakeholders had different views on whether they constitute child labour or not. The ILO and UNICEF's definitions of child labour do include this category in the area of schooling as their morals are corrupted. Juvenile Act does state clearly regarding issues of using children in begging yet stakeholders had divergent views. A study by Lungwangwa and Macwan`gi (2004) did reveal the fact that most street children perform various tasks like those classified as child labour in this paper. Malcom (2002) in a study about street children in Zimbabwe described a situation on how children aged two to six years old are hired out by their mothers to child street beggars to elicit sympathy from the would be passer-bys. Interaction by the researcher with different stakeholders gave an insight about this with most of the children that lead or aid the blind are hired out by their parents. USDOL (2014) indicated that children that aid the blind are trafficked from villages to cities like Ndola to work as guides for the groups of blind people.

During the focus group discussion-FGD, a child was defined as one who is below the age of 18years though others said one who is 12years and below; because at 13years, many girls in Nkwazi are in the family way or mothers. In terms of boys, at 15years, many have left school and are fathers. This is similar to children involved in child labour activities who considered a child on average as someone below the age of 14years; thereby rating themselves not to be kids but rather adults fit for work. Child defilement and early marriages were used to convince the proponents of 0-12 years as age range for a child.

The definition of child labour was detailed from some participants and sounded more academic yet other definitions were not comprehensive. Examples of the types of child labour given, demonstrated the group`s richer knowledge level of the subject. Others considered child labour to be beneficial in the alleviation of poverty and imparting of skills into children: Though this was guided by the aspect of child work which is totally different from child labour. Selling of various merchandises like the ones stated above

engaged in by the average number of children did not equally receive much attention as an activity that constitute child labour.

6.3. PERCEIVED CHANGES IN ATTITUDES TOWARD CHILD LABOUR INITIATED THROUGH COMMUNICATION BY MUVI TV

6.3.1 Attitudes toward income generation by children against schooling

The average number of respondents in all the three townships agreed to the statement that says: “Working as a child is good for family income and skills development,” as shown in table 5.42. This is contradictory to children`s ambitions variable especially for Nkwazi and Twapia where the average respondents expressed interest to become medical doctors: Though Chipulukusu Township had an average number of children wanting to be general workers as their aspirations. An attitude showing that these respondents did not have adequate knowledge of what effect child labour could have on their education. In strict sense, the ambitions variable in figures 5.38, 5.39 and 5.40 when scrutinized further reveals that those totals for the professions chosen by many children across the three townships require one to have sound academic qualifications at every stage of their education. Thus, Chipulukusu Township is no exception when the knowledge of child labour is said not to be sufficient among these sampled number of children involved in child labour activities. This is the more reason on why this attitude was exhibited as the concept of AKAB ladder stipulates.

Results presentations from table 5.43 reveals that the average number of parents/guardians across the three townships disagreed with the statement that states: “I would let my primary school-aged child work for pay outside my home if he/she finds the opportunity.” On the employer variable, Twapia in figure 5.41 recorded an average of parents responsible for sending children in child labour activities, which contradicts to this already stated statement about a primary school aged child working for pay. Parents/guardians on average across the three townships disagreed with the statement that “Paid employment at a young age is a better way to learn than going to school,” in table 5.60. Children also on average did agree to the statement that “Education is vital for every child`s future,” in table 5.58.

Children involved in child labour activities in Chipulukusu Township on average agreed to a statement of: “As long as there is good money, I can do any work,” in table 5.64. Their counterparts from Nkwazi and Twapia townships disagreed to the statement on average. The differences with those that disagreed and agreed were minimal indicating that most of these children did not resent the state of being involved in child labour activities. Contrary to this, parents/guardians on average indicated or agreed to the statement: “I would be embarrassed if Muvi TV was to show my child who is 17 years old working for pay,” in table 5.65. There was also on average for parents/guardians agreeing to: “Paid employment for a 17 years old is hazardous to the child’s health,” in table 5.57.

6.3.2 Attitudes towards broadcasting of child labour and packaging

Generally both parents/guardians and children had positive attitudes towards comprehensive coverage and packaging of child labour messages on average. In this vein, children involved in child labour activities across the three townships agreed to the statement in table 5.46: “Muvi TV must be filming all the jobs done by children so that their employers can be prosecuted.” Equally parents/guardians agreed to: “Televising news items showing convictions of perpetrators of child labour leads to the eradication of the vice” in table 5.52. Children respondents and parents/guardians respondents were aware about the fact that packaging of information matters a lot to put the message across. Thus, on average, they agreed to the following statements:

- (i) Muvi TV’s “Mwine Mushi” series is the best way to address child labour (table5.61)
- (ii) Muvi TV does show images of victims of child labour frequently. (table5.48)
- (iii) Televising of the child labour victims and interviewing them will help end the vice.(table5.50)
- (iv)Parents who are exposed to adverts on child labour do not engage their children in the vice.(table 5.62)
- (v) Movies or drama on child labour is a most effective tool to raise awareness.(table5.63)

(vi) Broadcasting people of influence like politicians, chiefs and celebrities condemning child labour will lead to its eradication (table 5.53).

Point number six (vi) above gives what the TACKLE (Zambia)-2010 did when they incorporated Chris Aka in their party for the child labour activity that were included in the 1st May, 2010 Labour Day celebrations. The presence of this celebrity at the function did draw attention from the on lookers regarding the event and the issue at hand.

Parents/guardians respondents on average also agreed to these other statements as tabulated below:-

- a) Muvi TV`s news items on child labour are detailed enough to curtail the vice (figure 5.86).
- b) Muvi TV broadcasting style is influential in raising the agenda on child abuse matters (table 5.49).
- c) Viewing of how child labourers are victimized will make one to be an advocate of children`s rights (table 5.51).

Attitudes from parents/ guardians on average were positive towards the elimination of child labour in all the three townships in regard to raising awareness through Muvi TV. Content analysis conducted did reveal that Muvi TV`s packaging of information or message design on child labour did not embrace entertainment-education (edutainment) as propounded by Servaes (2006) in the solving of this social problem.

6.3.3 Attitude about what constitutes child labour

Regarding the averages from among the respondents from the three townships, it could be seen clearly that attitudes towards what child labour is was good. Children involved in the child labour activities on average disagreed with the statement (table 5.54) that says: "Child labour is only about stone crushing and not any other work." As parents/guardians also disagreed with: "Child labour is always outside a child`s home," in table 5.55. An attitude demonstrating one`s ability to fully distinguish child labour from other activities. Average number of respondents also disagreed with these

statements: “Child labour should be tolerated if the child works with his/her parents” in table 5.44 and “Child labour is good if Muvi TV does not condemn it,” in table 5.45.

6.4. COMMUNITY PARTICIPATION (BEHAVIOUR CHANGE) IN ELIMINATION OF CHILD LABOUR

The AKAB ladder concept stipulates that upon being aware and acquisition of knowledge, attitudes and behaviours have to attest to the issue of change. Thus, the question is to assess whether practices on child labour have changed in line with the channel of communication which is Muvi TV.

6.4.1 Actions towards child labour and Muvi TV coverage

Average number of children involved in child labour activities from Chipulukusu-11(27.5%) and Nkwazi-9(22.5%) townships did indicate that their neighbours and church mates were not in support of their activities in table 5.66. They actually urge them to quit as an average action apart from other behaviours demonstrated towards them. This was confirmed by the parents/guardians` average response which was urging these children involved in child labour activities to quit from Chipulukusu-13(32.5%) townships in figure 5.87.

However, in Twapia Township, average number of respondents among children-13(32.5%) said their neighbours and church mates did approve of their involvement in child labour. Furthermore, they said that their neighbours and church mates do praise and encourage them. Though, average respondents among parents/guardians in Twapia-11(27.5%) do feel bad and get hurt over the issue of child labour like the ones in Nkwazi township-14(35%) in table 5.68.

Reactions towards child labour coverage by Muvi TV reporters among children involved in child labour activities were not applicable as an average response. Average number of respondents in Chipulukusu Township-11(27.5%) were happy about reporters` coverage and do urge them to continue. Nkwazi-28(70%) and Twapia-27(67.5%) townships` average response was not applicable as indicated in figure 5.93. An indication of the

ladder is not well utilized in the dissemination of child labour messages. Practices toward coverage by Muvi TV were not much.

The average number of respondents among both children involved in child labour activities and parents/guardians on the encounter of child labour messages and their descriptions was not applicable. Despite this being the case, the differences in cases were minimal like Chipulukusu and Nkwazi townships had 18(45%) and 17(42.5%) of those parents/guardians admitting an encounter that made them to refrain from certain child labour practices. These townships since not fully serviced by Kafubu water and Sewerage Company in terms of water provision correspond well with Nkwazi where a total of 16(40%) of parents/guardians disclosed having refrained from sending children to fetch water in big containers at awkward hours of the day in figure 5.99. Twapia township also faces the challenge of water shortages and the response by adult respondents of 7(17.5%) was a confirmation of the situation though on a low level in figure 5.100. This is line with UCW (2009:33) that says “.....water fetching is the most important type of household chore carried out by children.” Others are dish washing; cleaning, trash disposal, meal preparation and caring for siblings and sick persons are also common among those tasks performed by children in various households.

6.4.2 Community participation in issues of Child Labour

The average respondents for parents/guardians on their community member shown on Muvi TV programme relating to child labour was a “no”-table5.75 and descriptions of the same was not applicable in figure 5.101. Members from the three townships were rarely involved in child labour programmes shown on Muvi TV. The descriptions given were negligible compared to those that did not find it applicable to them. Participation by calling Muvi TV on matters to do with child labour-table5.77 or taking part in child labour meetings received an average response of no as shown in table5.78. Figure 5.102 shows the few people across the three townships that were involved in child labour meetings in the past one year prior to this research, it could be seen that none of these had to do with the media. Furthermore, the issue of child labour was almost just a by the way thing from the descriptions given. This shows how neglected the whole problem of child labour is in the three townships.

Table 6.3: Educational Level versus involvement in child labour meeting

	Chipulukusu				Nkwazi				Twapia			
	Yes		No		Yes		No		Yes		No	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
None	1	2.50%	2	5%			1	2.50%	1	2.50%	3	7.50%
Primary	2	5%	11	27.50%	1	2.50%	13	32.50%	1	2.50%	12	30%
Secondary	3	7.50%	14	35%	1	2.50%	23	57.50%	2	5%	21	52.50%
College			5	12.50%	1	2.50%						
University			2	5%								
Total	6	15%	34	85%	3	7.5%	37	92.5%	4	10%	36	90%

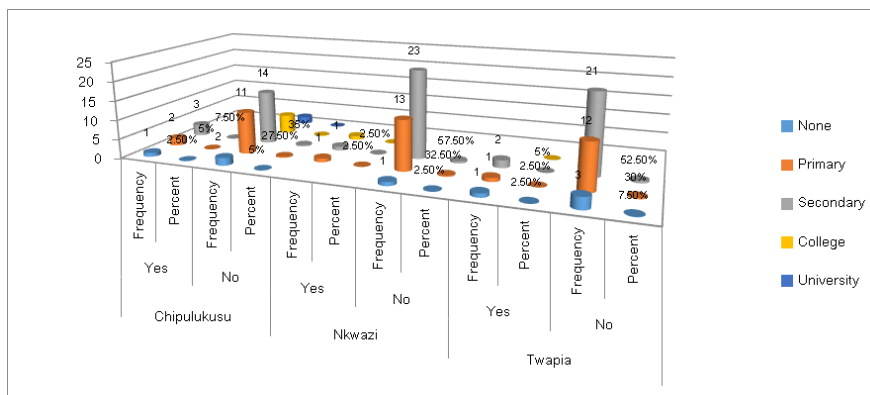


Figure 6.5: Educational level versus involvement in child labour meeting.

Table 6.4 and figure 6.5 was a test on whether one`s level of education had an influence in their participation in child labour activities like meetings. This could be concluded from the figure 6.5 above that one`s educational level and their participation in child labour matters were not related. Some studies have attributed parental illiteracy to being a cause of child labour.

6.4.3 Income generation vs schooling

Engagement of children into income generation ventures was not applicable to the average number of respondents among parents/guardians from all the three townships in table 5.80. Average number of respondents had their children/ dependents in school-

table 5.83. During holidays, those from Chipulukusu-12(30%) and Nkwazi-16(40%) townships had the average response of going for holidays whilst in Twapia Township-12(30%); they just stay home and do nothing as shown in figure5.103.

6.4.4 Stakeholders' actions against child labour

There were no programmes from the institutions that deal with child labour given to Muvi TV and station`s staff were not trained specifically to report on child labour issues. Training of journalists on child labour matters is only done when a District Child Labour Committee is constituted as indicated by a representative of Hosanna Mapalo. He went further to say that his organisation in partnership with ILO had trained a journalist on child labour issues in Kalabo district of Western Province. On the part of Muvi TV, no one has been trained as the station was not in existence when a District Child Labour Committee for Ndola was constituted: though prior investigation from initial members of the defunct committee revealed that no journalist was trained. Furthermore, only two meetings were convened following the launch of the already stated Ndola District Child Labour Committee.

None of the stakeholders did mention any commemoration of the international Day Against child labour in Ndola. Muvi TV does cover only what is news worth but in one way or the other tied to child labour. Claims were there of working with Muvi TV but no tangible evidence or concrete facts to be pointed at. Through participant observation, only ZP-VSU had well labelled posters on child labour at Ndola Central Police produced in partnership with UNICEF yet MLSS had an old poster of child labour on the wall. Testimonies of victims of child labour were given in some instances.

Focus group discussion participants pointed out that Muvi TV only carried out news items on child labour unlike programmes that would impact the community. The observation is that the viewers were not given the conclusion of most cases reported. The aspect of not bringing out the verdict meted out on cases pertaining to engaging children in child labour compromises the fight in the elimination of the vice. Despite this, participants brought out what they have done in their individual capacities over

child labour. Some narrated how within their communities have confronted parents and guardians that engage children in child labour like lifting of heavy staff and scrap metal collection. One of the participants retorts on how she helps children carry heavy things like buckets of water or maize meal and says nothing to their parents/guardians to avoid quarrels.

Some of the focus group discussion-FGD participants blamed the institutions tasked with protecting children of been complacent and corrupt. A participant narrated how a child in the neighbourhood used to be mistreated by the guardian through giving him too much work to attend to and subjected to beatings for failure to accomplish the tasks. He and other community members had to advise the same child to report to Zambia Police his ordeal; he obliged and did as advised. Alas it landed him in trouble as the law enforcers did nothing to his guardian who had to beat him very much that day. This clearly agrees to poor enforcement of the law as an issue that promotes child labour.

6.5. ACCESS TO TELEVISION DETERMINING KNOWLEDGE ON ELIMINATION OF CHILD LABOUR

6.5.1 Access to Muvi TV

Average number of children respondents from Chipulukusu and Nkwazi townships did not have a television set at their place of residence (table5.87). Place for watching of television on average for the two places was not applicable for Nkwazi while Chipulukusu had a bimodal of not applicable and neighbour`s place. Children from Twapia Township on average and average respondents among parents/guardians across all the three townships do have television sets and place of watching TV was not applicable (figures5. 104 and 5.105).

On access to Muvi TV, the average number of respondents both children and parents/guardians from the three townships do watch it. Average number of hours spent were not given by children from Nkwazi township and parents/guardians from the same as well as Twapia Township. Yet the average number of hours spent watching Muvi TV among children sampled was an hour for Chipulukusu Township and Twapia had a

bimodal of an hour and two hours (figure5.106). Chipulukusu Township in terms of parents/guardians had an average of two hours.

6.5.2 Access to information on child labour

Respondents on average from both children and parents/guardians across the three townships did not have access to child labour information on Muvi TV. Equally, on average parents/guardians have not witnessed news or programme on child labour linked to Muvi TV broadcasting from their own locality. Thus, had nothing to describe on average or it was not applicable to them as the earlier question was a negation.

The aspect of digital divide is regarded to disadvantage people when it exists in terms of gaining knowledge about various aspects of life like child labour. However, Servaes and Malikhao (2004) do argue:

Access to ICTs should be made possible not necessarily to everybody indistinctively, but to those who can benefit from them. Giving access to technologies is worthless unless a matching effort is undertaken in education so as to level up the users' skills and ability to make efficient and responsible use of these technologies.

Similarly, the null hypothesis regarding there been no relationship between access to television and being knowledgeable about child labour matters was accepted. Yet the alternative hypothesis that says: "People with access to television are more knowledgeable on child labour issues than those without" was rejected. The set p-value of 0.05 is less than the resultant one of 0.161 implying a null hypothesis, which entails no relationship. Hence, Servaes and Malikhao (2004)'s observation is very much applicable to this study as the bridging up of the digital divide must go hand in hand with improvements in the citizenry literacy levels as in hypothesis one. Educational level in this aspect is cardinal as proved in knowledge-gap theory as in higher SES.

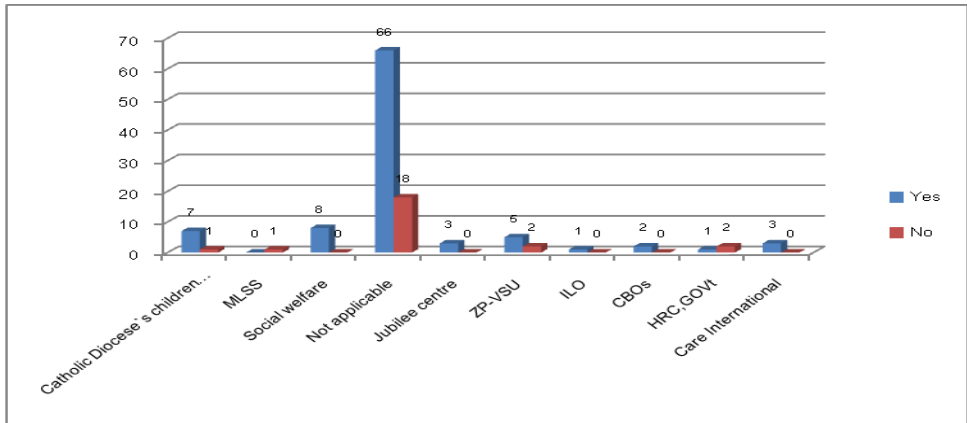


Figure 6.6: Access to TV versus knowledge of child labour institutions-PG-hypothesis 2

Table 6.4: Access to TV versus Knowledge of child labour institutions-PG-hypothesis 2

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.043a	9	0.161
Likelihood Ratio	14.584	9	0.103
Linear-by-Linear Association	0.241	1	0.623
N of Valid Cases	120		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .20.

Among children involved in child labour activities respondents, the null hypothesis that says there is no relationship between accesses to television set and being more knowledgeable about child labour was accepted. Whilst alternative hypothesis that says: “People with access to television set are more knowledgeable on child labour issues than those without”, was rejected as could be seen below and on the next page:

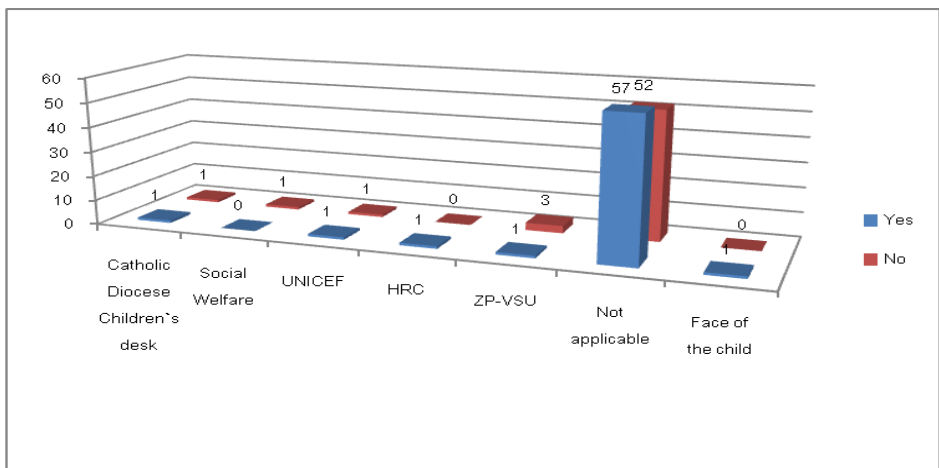


Figure 6.7: Access to TV versus knowledge about child labour institutions-Children-hypothesis 2

Table 6.5: Access to TV versus knowledge about child labour institutions-Children-hypothesis

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.101a	6	0.663
Likelihood Ratio	5.301	6	0.506
Linear-by-Linear Association	0.317	1	0.573
N of Valid Cases	120		
12 cells (85.7%) have expected count less than 5. The minimum expected count is .48.			

This researcher pegged the p-value at 0.05 while the resultant p-value is 0.663 meaning the null hypothesis is accepted and the alternative hypothesis is rejected. In other words, there is no relationship between having a television set at home and being more knowledgeable about child labour issues.

6.5.3 Access to information for stakeholders

The aspect of Muvi TV as the channel of communication to achieve the awareness, knowledge levels, change or strength attitudes and behaviours in three townships has not been sufficient. Despite the advantage of television over radio and print, this has not come out. In other words, Muvi TV has not done much on child labour issues even though it is a community TV station. Sponsorship for child labour programmes and packaging of the related items on the subject were pointed as some of the reasons for lack of effective information disseminations. This is similar to findings in the UNICEF (2012) study on Bangladeshi where television set recorded zero as the source of information on the working age. Researchers in the said study allured this to lack of documentaries on child labour matters aired on television.

CHAPTER SEVEN

CONCLUSION AND RECOMMENDATIONS

7.0. INTRODUCTION

This chapter gives the conclusion and recommendations of the entire investigation into the role of the electronic media in the elimination of child labour. The channel of communication in this case was Muvi TV. The five categories of the study were the (a) awareness created through message design and dissemination by Muvi TV in the elimination of child labour, (b) knowledge levels created through communication by Muvi TV on the elimination of child labour, (c) changes or strengthening of attitudes towards elimination of child labour initiated through Muvi TV, (d) changes in behaviour initiated through Muvi TV on the elimination of child labour and (e) information access on child labour elimination through Muvi TV. Recommendations are made for the media personnel and stakeholders who are tasked with the issues of dealing with child labour as well as advocating for children`s rights.

7.1. MESSAGE DESIGN AND DISSEMINATION BY MUVI TV IN RAISING AWARENESS ON ELIMINATION OF CHILD LABOUR

The awareness levels on the issue of child labour from Muvi TV as the message source were extremely low compared to “community”. Respondents in this study did show ignorance on what age range is a child and on average, the term child labour was gotten from other sources rather than Muvi TV.

7.1.1 Conclusion

Message design and dissemination of information on Muvi TV could be a factor in the low levels of awareness on child labour. Focus group discussions-FGD participants said Muvi TV`s tendency only to cover incident related cases on child labour was one reason of the messages not adequately packaged. Content analysis of some news items aired on Muvi TV pertaining to child labour do show lack of understanding of the child labour vice by the personnel. Therefore, message design and packaging of the child labour stories on Muvi TV was poor.

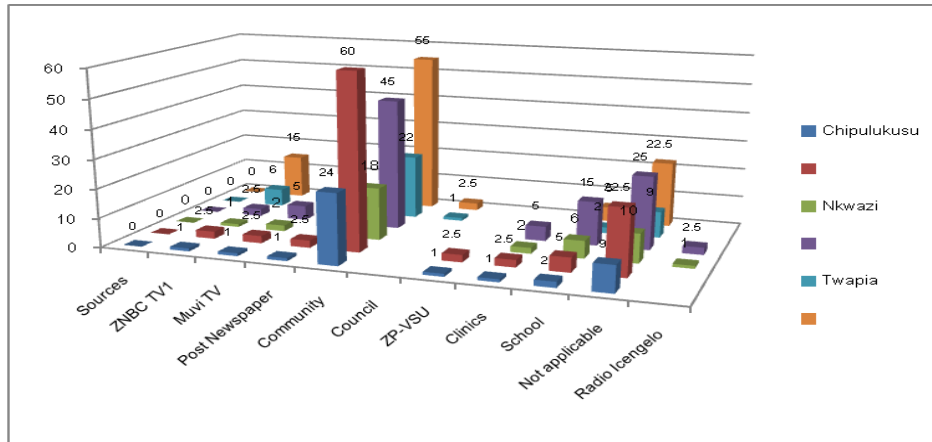


Figure 7.1: Sources of the term-“Child labour” among children

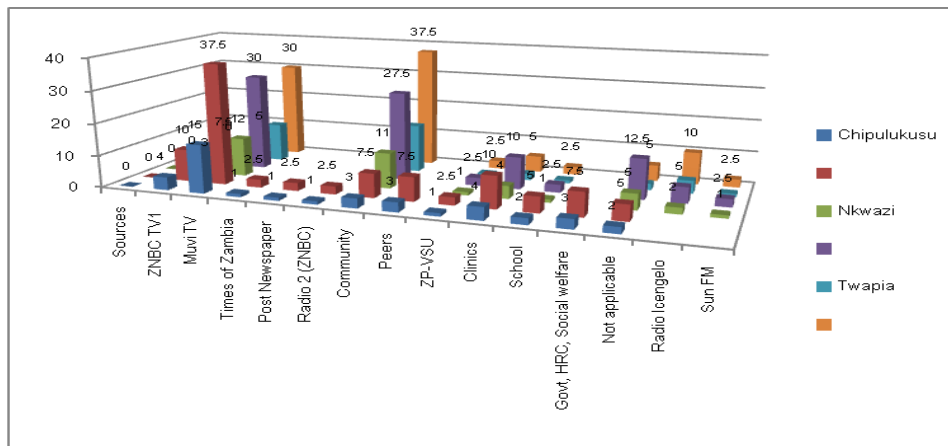


Figure 7.2: Sources of the term-Child Labour among Parents/Guardians

7.1.2 Recommendations

The levels of awareness on child labour could be raised through use of comic acts like “Mwine Mushi” and to specifically have news items whose titles points to the child labour issue. It is high time ILO, MLSS and other stakeholders do partner with Muvi TV in designing messages on the elimination of child labour. Entertainment-education (edutainment) needs to be employed if awareness levels are to be improved. The aspects outlined in the presentations of findings chapter on attitudes would help improve the awareness levels in regard to messages. Zkids news must be given more time and cases of child labour incorporated in the same.

7.2. KNOWLEDGE LEVELS CREATED THROUGH COMMUNICATION BY MUVI TV ON THE ELIMINATION OF CHILD LABOUR

The knowledge levels created on child labour by Muvi TV especially on institutions that deal with child labour matters were almost nil. Thus, this shows that not enough broadcasting or agenda setting has been done on the matter.

7.2.1 Conclusion

Knowledge on child labour possessed by respondents due to the communication by Muvi TV regardless of their educational levels was inadequate. Stakeholders that deal with child labour matters have not utilised Muvi TV on child labour elimination. Hence, the low knowledge levels created on the matter. Journalists and some stakeholders did not also possess much knowledge on child labour issues. Content analysis revealed news items with headlines like “Employer chases 13year old maid over pregnancy suspicions”.

7.2.2 Recommendations

Low knowledge levels generated by Muvi TV on child labour could be reversed. One way of reversing the trend is for stakeholders like ILO, MLSS, and others to initiate programmes on child labour and have them screened or beamed on Muvi TV. The other aspect is to train journalists on the subject through seminars or in house workshops. Levels of knowledge among journalists on the issue of child labour are not impressive. Sponsorship of locally produced comedies, drama, plays on child labour to be screened on Muvi TV will help increase knowledge levels.

7.3. PERCEIVED CHANGES IN ATTITUDES TOWARDS CHILD LABOUR INITIATED THROUGH COMMUNICATION BY MUVI TV

Attitudes unlike awareness levels and knowledge levels were good from the adult respondents on average. However, child respondents’ attitudes were not impressive. According to the AKAB ladder concept, an increase in awareness levels leads to acquisition of knowledge on the subject which in turn affects attitudes and practices or one’s behaviour. This could lead to one concluding that adult respondents` agreeing or

disagreeing with certain statements was a matter of conforming to the norms of trying to appear to be a law abiding citizen. In other words, it was rationalisation.

7.3.1 Conclusion

Information on child labour is not sufficient from Muvi TV to enable changes in child respondents` attitudes. Responses on attitudes in general were good yet one wonders the disparity among the three that is awareness, knowledge levels and changes in attitudes. Attitudes basically were a matter of rationalisations.

7.3.2 Recommendations

The average on attitudes being good could be enhanced through increased coverage of child labour on Muvi TV. All types of child labour must be screened other than stone crushing and lifting of heavy things so that people could grasp them. Child respondents who realised their engagement in child labour were not comfortable with statement like the filming of all work done by children in order to prosecute the perpetrators. Entertainment-education (edutainment) to be employed in order to achieve meaningful attitudinal change like used on HIV and AIDS in soul city, Servaes (2002) like earlier recommended.

7.4. COMMUNITY PARTICIPATION (BEHAVIOUR CHANGE) IN ELIMINATION OF CHILD LABOUR

The investigation in the role of the media particularly Muvi TV in the elimination of child labour revealed that behaviour change resulting from the same was minimal as could be evidenced in table 5.72 and table 5.74. Respondents on average had not watched any programme or news items on child labour. Thus, descriptions of the tasks they have refrained from in the case of child respondents or child labour activities they have stopped giving to children for adults was not applicable. The ladder in this case follows suit like on awareness and knowledge levels.

7.4.1 Conclusion

The results of the study in chapter five do clearly show that community participation in the elimination of child labour has been minimal. Behavioural change initiated from Muvi TV on the elimination of child labour has been very low with the exception of adult respondents in Nkwazi.

7.4.2 Recommendations

Muvi TV and institutions that deal with child labour must involve the community in their programming. Local people must be involved in all the sensitization programmes. Phone in programmes on the subject must be established as well as revamping the Ndola District Child Labour Committee and community child labour committees. Journalists from Muvi TV must be part of the District Child labour committees. Victims of the child labour also need their fellows to be well represented on the committees. Programmes on child labour to be produced in both English and the local languages. Marketeers and generally councils to be included in all child labour activities as these do take place in their jurisdictions like markets, bus stations and so forth.

7.5. ACCESS TO TELEVISION DETERMINING KNOWLEDGE ON ELIMINATION OF CHILD LABOUR

The knowledge levels and access to television did not show any significant difference. This is clearly demonstrated in table 6.3 on the aspect of TV possession and the sources of information on institutions that deal with cases of child labour.

7.5.1 Conclusion

Knowledge levels between the haves and have-nots in terms of access to television were in most cases negligible. The digital divide here was not felt.

7.5.2 Recommendations

Despite possessing a TV set and having access to the information source, Muvi TV. Knowledge levels were still low among respondents. Therefore, more needs to be done

at the awareness levels before knowledge acquisition could become a reality. There is need also for Muvi TV to improve its reception as some respondents attributed lack of access to poor reception and no electricity in some instances. Thus, it is also incumbent for the state to reduce or phase out duty on the importation of solar panels to enable more people to acquire them.

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APPENDICES

Research Instrument I

THE UNIVERSITY OF ZAMBIA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES- HSS

DEPARTMENT OF MASS COMMUNICATION- POSTGRADUATE STUDIES

TOPIC: THE ROLE OF THE ELECTRONIC MEDIA IN COMBATING CHILD LABOUR: THE CASE OF MUVI TV IN NDOLA'S SELECTED TOWNSHIPS.

APPENDIX A: QUESTIONNAIRE FOR CHILDREN INVOLVED IN CHILD LABOUR

RESIDENTIAL AREA:

RESPONDENT CODE:

TYPE OF WORK INVOLVED (AT THE TIME OF INTERVIEW):

DATE OF INTERVIEW

BACKGROUND DATA

1. When were you born (mm/dd/yyyy)? (Age :.....)
2. How many children are you in your family?
3. Which position are you in the family? 1. First born 2. Second born 3. Third born 4. Last born 5. Others, specify.....
4. Are your parents alive? 1. Both alive 2. Both deceased 3. Only Father alive 4. Only Mother alive 5. Don't know
5. Are your parents working? 1. Only Father 2. Only Mother 3. Both 4. No 5. Not applicable
6. Do you go to school? 1. Yes 2. No
7. If no, what are the reasons? 1. No one to pay for me, 2. No school nearby 3. Don't like school 4. Was never enrolled 5. Others, specify.....
8. Why do you work? 1. To raise school fees 2. To fend for my family 3. To cater for my sick parents 4. To cater for my own living ,5. Others, specify
9. Do you do other jobs apart from this? 1. Yes 2. No
10. If yes, which one? 1. Market vendor 2. Collecting & selling scrap 3. Domestic work 4. Farm work 5. Crushing of stones 6. Prostitution 7. Others, specify
11. Who do you work for? 1. Neighbour 2. Relatives 3. Parents 4. Self 5. Employer 6. Others, specify
12. What do you want to be when you grow up?
13. Do you have time to play with friends? 1. Yes 2. No
14. What things do you during your playtime? 1. Playing soccer 2. Watching TV 3. Doing computer games 4. Swimming 5. Others

SECTION A: (*Awareness*) AWARENESS LEVELS ON CHILD LABOUR

1. In what age range is a person who is considered a child?
2. Have you heard of child labour? 1. Yes 2. No
3. If so, state the source(s), 1. ZNBC TV1 2. Muvi TV 3. Times of Zambia 4. Radio Icengelo 5. Radio Phoenix 6. Radio 1 (ZNBC), 7. Zambia Daily Mail 8. Post Newspaper 9. Radio 2 (ZNBC) 10. Radio 4 (ZNBC), 11. Speak out magazine 12. Icengelo magazine
4. When is the International Day Against Child Labour commemorated? 1. 6th June, 2. 12th June, 3. 1st May 4. 12th March
5. Others
5. Do you watch Muvi TV's Kids' [kidz] programme? 1. Yes 2. No
6. Do you remember some of the messages aired on Muvi TV concerning child labour? 1. Yes 2. No
7. If, yes, describe the messages you have heard on Muvi TV. 1. Able to describe 2. Unable to describes

SECTION B: (*Knowledge*) KNOWLEDGE LEVELS ON CHILD LABOUR

1. Which activities do you consider to be child labour? 1. Stone crushing 2. Selling on the streets 3. Harmful work to a child
4. Gardening 5. Others
2. How old should a person be in order to be working for money?
3. Can a child helping with normal house work be considered a child labourer? 1. Yes 2. No
4. What do you think of child labour? 1. It is good 2. It is bad 3. It helps children to have some money 4. It robs children of their rights 5. Others
5. Do you know of institutions that fight against child labour? 1. Yes 2. No
6. If yes, state the institutions? 1. Jesus Cares Ministries (JCM), 2. Catholic Diocese children's desk 3. MLSS 4. Social welfare 5. Others
7. How did you know about these institutions? 1. Peers/ friends 2. Teachers /school 3. ZNBC TV 1 4. Muvi TV 5. Others

SECTION C: (*Awareness*) ATTITUDE LEVELS ON CHILD LABOUR

I will read to you some statements on which you are to feel free to "agree" or "disagree", with or if you "don't know", you are also free to say so.

	Statement	Agree (1)	Not sure (2)	Disagree (3)
1	Working as a child is good for family income and skills development.			
2	Muvi TV must be filming all the jobs done by children so that their employers can be arrested.			
3	Child labour is only about stone crushing and not any other work.			
4	As long as there is good money, I can do any work.			
5	Education is vital for every child's future.			
6	Muvi TV's "Mwine Mushi" series is the best way to address child labour issues.			

SECTION D: (*Behaviour*) BEHAVIOUR CHANGE ON CHILD LABOUR

1. Do people from your township like your neighbours, church mates' approval of this work that you are currently involved in? 1. Yes 2. No

2. How do people from your Township react when they find you doing your work? 1. They praise & encourage me, 2. They urge me to quit 3. They liken me to a street kid & shun away, 4. Others
3. What do people in your area do when Muvi TV personnel visits your community to cover cases of child labour and child abuse? 1. They feel happy & urge reporters to continue, 2. They harass them 3. They shout at them 4. They point out other cases 5. Not applicable 6. Others
4. After watching messages about child labour on Muvi TV, have you stopped doing some difficult work you used to do? 1. Yes 2. No
5. If yes, describe the works you have stopped doing. 1. Able to describe:
2. Unable to describe

SECTION E: (*Info. Access*) INFORMATION ACCESS ON CHILD LABOUR

1. Do you have a television set at home? 1. Yes 2. No
2. If not, where do you go for television viewing? 1. Neighbour's place 2. Bar 3. Friend's place 4. School 5. Others, specify
3. Do you watch Muvi TV on the television? 1. Yes 2. No
4. If yes, for how long in a day do you watch Muvi TV?
5. If yes to Q3, have you watched programmes in the past 6 month concerning child labour? 1. Yes 2. No

Thank you for your participation

Research Instrument 2

THE UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES- HSS
DEPARTMENT OF MASS COMMUNICATION- POSTGRADUATE STUDIES

TOPIC: THE ROLE OF THE ELECTRONIC MEDIA IN COMBATING CHILD LABOUR: THE CASE OF MUVI TV IN NDOLA'S SELECTED TOWNSHIPS.

APPENDIX B: QUESTIONNAIRE FOR PARENTS/GUARDIANS ON CHILD LABOUR

Dear Respondent,

This questionnaire is all about academics and your responses will not be used for anything else rather than for the stated purpose. The purpose of this study is to ascertain the role of the electronic media in the elimination of child labour. We thank you most sincerely for your cooperation. Be free in giving your answers without any reservations.

RESIDENTIAL AREA:

RESPONDENT CODE:

DATE OF INTERVIEW

BACKGROUND DATA

1. Age:.....
2. Sex: 1. Male 2. Female
3. Highest level of Education: 1. Primary 2. Secondary 3. College 4. University 5. None
4. Marital Status: 1. Married 2. Single 3. Divorced 4. Widowed 5. Separated
5. What is your occupation?
6. Number of children/dependants

SECTION A: (*Awareness*) AWARENESS LEVELS ON CHILD LABOUR

1. In what age range is a person who is considered a child?
2. Have you heard of child labour? 1. Yes 2. No
3. If so, state the source(s), 1. ZNBC TV1 2. Muvi TV 3. Times of Zambia 4. Radio Icengelo 5. Radio Phoenix 6. Radio 1 (ZNBC), 7. Zambia Daily Mail 8. Post Newspaper 9. Radio 2 (ZNBC) 10. Radio 4 (ZNBC), 11. Speak out magazine 12. Icengelo magazine
4. When is the International Day Against Child Labour commemorated? 1. 6th June, 2. 12th June, 3. 1st May 4. 12th March
5. Others
5. Have you come across any item(s) pertaining to child labour on Muvi TV? 1. Yes 2. No
6. If yes to question 5, describe the issues referred to about child labour on Muvi TV. 1. Able to describe 2. Unable to describe
7. Are the messages shown on Muvi TV detailed enough to fight child labour? 1. Yes 2. No

SECTION B: (*Knowledge*) KNOWLEDGE LEVELS ON CHILD LABOUR

8. Which activities do you consider to be child labour? 1. Stone crushing 2. Selling on the streets 3. Harmful work to a child 4. Gardening 5. Others
9. How old should a person be in order to be working for money?
10. Can a child helping with normal house work be considered a child labourer? 1. Yes 2. No
11. What do you think of child labour? 1. It is good 2. It is bad 3. It helps children to have some money 4. It robs children of their rights 5. Others
12. Do you know of institutions that fight against child labour? 1. Yes 2. No
13. If yes, state the institutions? 1. Jesus Cares Ministries (JCM), 2. Catholic Diocese children's desk 3. MLSS 4. Social welfare 5. Others
14. How did you know about these institutions? 1. Peers/ friends 2. Teachers /school 3. ZNBC TV 1 4. Muvi TV 5. Others
15. In your opinion, are children or dependants obliged to work as a means of boosting family income? 1. Yes 2. No
16. Give reasons for your answer question 8. 1. Able to give a reason 2. Unable to give a reason

SECTION C: (*Awareness*) ATTITUDE LEVELS ON CHILD LABOUR

I will read to you some statements on which you are to feel free to "agree" or "disagree", with or if you "don't know", you are also free to say so.

In your opinion, rate the following statements.

No.	Statement	1 Agree	2 Do Not Know	3 Disagree
1	Muvi TV's news items on child labour are detailed enough to curtail the vice.			
2	Muvi TV does show images of victims of child labour frequently.			
3	Muvi broadcasting style is influential in raising the agenda on child abuse matters.			
4	Televising of the child labour victims and interviewing them will help end the vice.			
5	Parents who are exposed to adverts on child labour do not engage their children in the vice.			
6	Viewing of how child labourers are victimised will make one be an advocate of children's rights			
7	Movies or drama on child labour is a most effective tool to raise awareness.			
8	Televising news items showing convictions of perpetrators of child labour leads to the eradication of the vice.			
9	Broadcast people of influence like politicians, chiefs and celebrities condemning the child labour will lead to its eradication.			
10	I would let my primary school-aged child work for pay outside my home if he/she finds the opportunity.			
11	Child labour is always outside a child's home.			
12	Child labour should be tolerated if the child works with his/her parents.			
13	I would be embarrassed if Muvi TV was to show my child who under 17 years is working for pay.			
14	Paid employment at a young age is a better way to learn than going to school.			
15	Child labour is good if Muvi TV does not condemn it.			
16	Paid employment under 17 years is hazardous to the child's health.			

SECTION D: (*Behaviour*) BEHAVIOUR CHANGE ON CHILD LABOUR

1. How do you react when you find children from this township working? 1. I praise & encourage the, 2. I urge them to quit
3. I liken me to a street kid & shun away, 4. Others
2. What do you do when Muvi TV personnel visits your community to cover cases of child labour and child abuse? 1. I feel
happy & urge reporters to continue, 2. I harass them 3. I shout at them 4. I point out other cases 5. Not applicable
6.Others
3. After watching messages about child labour on Muvi TV, have you stopped engaging children in difficult work? 1. Yes 2.
No
4. If yes, describe the works you have stopped engaging them in. 1. Able to describes:
..... 2. Unable to describe
5. On programmes shown on Muvi TV concerning child labour, have seen someone from this community taking part in the
same? 1. Yes 2. No
6. If yes to question number 5, what was the programme? 1. Able to describes: 2.
Unable to describe
7. Do you have people here who call Muvi TV to report cases of child labour? 1. Yes 2. No
8. Are you involved in any child labour meeting or activity in the past one year? 1. Yes 2. No
9. If yes to question number 8, give details 1. Able to describes: 2. Unable to
describe
10. Do you send any of your children to work in order to offset the deficit in terms of income? 1.Yes 2.No
11. If your answer to question 10 is yes, state what type of work that they do? 1. Able to describes:
..... 2. Unable to describe
12. Do you visit their places of work prior to their employment? 1. Yes 2.No
13. Are children/dependants still schooling? 1.Yes 2.No
14. What do they do during their school holidays?
.....

SECTION E: (*Info. Access*) INFORMATION ACCESS ON CHILD LABOUR

1. Do you have a television set at home? 1. Yes 2. No
2. If not, where do you go for television viewing? 1. Neighbour`s place 2. Bar 3. Friend`s place 4. School 5. Others, specify
3. Do you watch Muvi TV on the television? 1. Yes 2. No
4. If yes, for how long in a day do you watch Muvi TV?
5. If yes to Q3, have you watched programmes in the past 6 month concerning child labour? 1. Yes 2. No
6. Have you been witnessed some news or programme on child labour concerning your township on Muvi TV? 1. Yes 2.
No
7. If yes to question 6, describe activities aired. 1. Able to describe 2. Unable to describe

Thank you for your participation

Research Instrument 3

THE UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES- HSS
DEPARTMENT OF MASS COMMUNICATION- POSTGRADUATE STUDIES

TOPIC: THE ROLE OF THE ELECTRONIC MEDIA IN COMBATING CHILD LABOUR: THE CASE OF MUVI TV IN NDOLA'S
SELECTED TOWNSHIPS.

APPENDIX C: FOCUS GROUP DISCUSSION-INTERVIEW GUIDE

Introduction and welcoming respondents

I would like to welcome all of you, and thank you for coming. My name is Mwamba Sefelino: a student of Communication for Development at the University of Zambia, Mass Communication Department. I will be the moderator for this interview. The purpose of this discussion is for me to satisfy partial academic requirement for the award of a Master's degree in Communication for Development (MCD). Thus, all the discussions in this meeting will be confidential.

Awareness

1. To what extent does Muvi TV produce programmes that are about child labour?
2. How often does the station carry news items about child labour?
3. Are there some programmes shown on Muvi TV in the past six months on child labour?

Knowledge

1. Who is a child?
2. What do understand by the term child labour?
3. State the forms of child labour that you of?

Attitude

1. What reactions or comments are received from the public pertaining to programmes /news on child labour?
2. What attitude do you have towards children involved in the forms of child labour already highlighted?
3. Is child labour a real problem in the communities?

Behaviour

1. What is the impact of Muvi TV programmes on child labour on the community?
2. What activities do communities have in support for elimination of child labour?
3. Have children involved in child labour been helped to reform?

Info Access

1. Do you think people who have access to television have more information on child labour issues?
2. Is the Muvi TV the most effective channel in advocacy against child labour?

Thank you very much for having accepted to participate in this discussion and for availing yourself. Further details on this research could be obtained from either my supervisor or me.
Thank you.

FOCUS GROUP TO COMPRISE OF THE FOLLOWING:-

1. MLSS rep. 2. Social welfare rep. 3. Ward Councillor 4. Human Rights Commission rep. 5. Jesus Cares Ministries rep. 6. Hands of Compassion 7. catholic children`s desk 8. Police from VSU 9. Community member 10. Teacher, 11. Community member 12. Reporter

Research Instrument 4

THE UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES- HSS
DEPARTMENT OF MASS COMMUNICATION- POSTGRADUATE STUDIES
TOPIC: THE ROLE OF THE ELECTRONIC MEDIA IN COMBATING CHILD LABOUR: THE CASE OF MUVI TV IN NDOLA'S
SELECTED TOWNSHIPS.

APPENDIX D: IN-DEPTH INTERVIEW WITH REPORTER

INTERVIEW DATE: RESPONDENT CODE:

Background

1. What is your position within the institution?
.....
2. What is your profession?
.....
3. How long have you been working in the media industry?
.....

Message Design

1. Which audience do you target for issues on child labour?
2. What forms do you use to package the message meant for sensitisation?
3. How adequate are your messages on child labour for your target audience?
4. Do you get feedback on child labour messages and through which means?
5. Have you covered some testimonies from the victims of the vice?
6. If so, briefly give the details of one touching testimony?
7. Would you cite some programmes or news items shown on your channel that help to eliminate child labour?
8. How often (frequency) does your channel cover items concerning child labour?

Knowledge

1. What do understand by the term child labour?.....
2. When is the international Day against Child Labour commemorated?
.....
3. What was the theme of the commemoration for this year?
.....
4. Are you aware of the District Child Labour Committees?
.....

Attitude

1. Is there any change in the attitudes of people of the three selected townships owing to your coverage of child labour matters?
2. If so, how to gauge the level of change in attitudes? 1. Poor 2. Fair 3. Good 4. Very good 5. Excellent

Behaviour

1. Are residents of the selected townships featured in programmes on child labour?
2. Do you think your organisation is doing much in terms of agenda setting on the issue of child labour in Chipulukusu, Nkhwazi and Twapia Townships?
3. What challenges do you encounter in the reporting of issues about child labour?
4. Has your station put in place a training programme to train staff on matters of child labour?
5. Does management at your institution provide resources to adequately investigate cases of child labour?
6. Do you charge for airing of programmes from organisation dealing with child labour issues?
7. Are you a member of the District Child labour committee?
8. Does your institution have a deliberate policy to promote programmes aimed at eliminating child labour?

Thank you for your time and your participation.

Research Instrument 5

THE UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES- HSS
DEPARTMENT OF MASS COMMUNICATION- POSTGRADUATE STUDIES
TOPIC: THE ROLE OF THE ELECTRONIC MEDIA IN COMBATING CHILD LABOUR: THE CASE OF MUVI TV IN NDOLA'S SELECTED TOWNSHIPS.

APPENDIX E: IN DEPTH INTERVIEW – SOCIAL WELFARE

INTERVIEW DATE:

RESPONDENT CODE:

Background

1. What is your position within the institution?
2. What is your profession?
3. How long have you been working for this institution?

Awareness

4. How are messages on child labour presented on Muvi TV?
5. Do you think Muvi TV is doing enough to raise awareness on the elimination of child labour?
6. Have you observed testimonies from former child labourers shown on Muvi TV?
7. If so, give details of one that you still recall?

Knowledge

8. Who is a child?
9. What is child labour?
10. When is the International Child Labour commemorated?
11. What hazards are faced by victims of child labour?
12. Do children living on the streets and those used by the blind to beg constitute child labour?
13. Do you have statistics of child labour for Chipulukusu, Nkhwazi and Twapia Townships?

Attitude

14. Do you think Muvi TV could help to eliminate child labour?
15. Do you feel the journalists who report about child labour have adequate information?
16. Is Muvi TV in your opinion doing enough in raising the agenda on the child labour matters in Chipulukusu, Nkhwazi and Twapia Townships?

Behaviour [Change]

17. On this year's International Day Against Child Labour, what did your department do to commemorate the day?
18. What is your institution doing about the current child labour levels in this country?
19. What channels do you use to reach the public in efforts to eliminate child labour?
20. Which media houses do you work with on matters of child labour?
21. Among these media houses, which television channel do you mostly work with?
22. Give a reason for your selection in question 22.

23. What is your organisation doing or has done concerning the situation in chipulukusu, Nkwazi, Twapia townships pertaining child labour?
24. Do you partner with media houses to train their staff relating to child labour issues?

Thank you very much for your time and for having accepted to participate in this interview.

Research Instrument 6

THE UNIVERSITY OF ZAMBIA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES- HSS

DEPARTMENT OF MASS COMMUNICATION- POSTGRADUATE STUDIES

TOPIC: THE ROLE OF THE ELECTRONIC MEDIA IN COMBATING CHILD LABOUR: THE CASE OF MUVI TV IN NDOLA'S SELECTED TOWNSHIPS.

APPENDIX F: IN DEPTH INTERVIEW - MLSS

INTERVIEW DATE:

RESPONDENT CODE:

Background

1. What is your position within the institution?
2. What is your profession?
3. How long have you been working for this institution?

Awareness & Messaging

1. Which methods do you use to reach the public on matters of child labour?
2. Do you think Muvi TV could help sensitize communities in eradicating child labour?
3. Do you feel the journalists who report about child labour have adequate information?
4. How are your messages on child labour presented to media houses like Muvi TV?
5. Is Muvi TV in your opinion doing enough in raising the agenda on the child labour matters in Chipulukusu, Nkhwazi and Twapia Townships?
6. Which communicative strategies do you use when sensitising people in low cost areas?
7. Do you think the strategies you use are adequate enough?

Knowledge Levels

1. What is child labour?
2. When is the International Day against Child Labour commemorated?
3. Do children living on the streets and those used by the blind to beg constitute child labour?
4. What hazards are faced by victims of child labour?
5. Do you have statistics of child labour for Chipulukusu, Nkhwazi and Twapia Townships?
6. Which areas in Zambia do think are highly affected in terms of child labour?

Behaviour

1. What is the ministry doing about the current child labour levels in this country?
2. Do you have testimonies from former child labourers?
3. If so, give details of one that you still recall?
4. Do you involve people of Chipulukusu, Nkhwazi and Twapia Townships in efforts to eliminating child labour?
5. Do you partner with various media houses to train their staff on matters of child labour?
6. Which media houses do you work with on matters of child labour?

7. Among these media houses, which television channel do you mostly work with?
8. Give a reason for your selection in question 23.

Thank you very much for your time and for having accepted to participate in this interview.

Research Instrument 7

THE UNIVERSITY OF ZAMBIA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES- HSS

DEPARTMENT OF MASS COMMUNICATION- POSTGRADUATE STUDIES

TOPIC: THE ROLE OF THE ELECTRONIC MEDIA IN COMBATING CHILD LABOUR: THE CASE OF MUVI TV IN NDOLA'S SELECTED TOWNSHIPS.

APPENDIX F: IN DEPTH INTERVIEW – HOSANNA MAPALO

Background

1. What is your position within the institution? What are your qualifications?
2. How long have you been working for this institution?
3. What is your profession

Awareness

1. What is your institution doing about the current child labour levels in this country?
2. Which channels do you use to reach to the public?
3. Which media houses do you work with?
4. Among the media houses, which television channel do you mostly work with?
5. Why?
6. Do think the role of the media could help to eradicate child labour?
7. Do feel the journalists who report about child labour have adequate information?
8. If not, do partner with various media houses to train their staff relating to child labour?
9. How your messages on the vice are presented to the media houses like Muvi TV?
10. Is Muvi TV in your opinion doing enough in raising the agenda on the child labour matters in Chipulukusu, Nkhwazi and Twapia Townships?

Knowledge Levels

1. What is child labour?.....
2. When is the International Day against Child Labour commemorated?.....
3. In this year's event, what did your ministry do?
4. What do say about the street children, those children used by the blind to beg, do they constitute child labour?
5. What hazards are faced by victims of child labour?
6. Do have figures for Chipulukusu, Nkhwazi, Twapia Townships in terms of child labour?

Attitude

1. Which communicative strategies do you use when sensitising people in low cost areas?
2. Do think the strategies you use are adequate enough?
3. Which areas in Zambia do think are highly affected in terms of child labour?

4. What is your organisation doing or has done concerning the situation in chipulukusu, Nkhwazi, Twapia townships pertaining child labour?

Behaviour

1. Do you have testimonies from former child labourers?
2. If so, give details of one that you still recall?
3. Do you involve people of Chipulukusu ,Nkhwazi and Twapia Townships in efforts to end the vice?

Information Access

Thank you very much for your time and for having accepted to participate in this interview.

Research Instrument 8

THE UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES- HSS
DEPARTMENT OF MASS COMMUNICATION- POSTGRADUATE STUDIES

TOPIC: THE ROLE OF THE ELECTRONIC MEDIA IN COMBATING CHILD LABOUR: THE CASE OF MUVI TV IN NDOLA'S SELECTED TOWNSHIPS.

APPENDIX H:IN DEPTH INTERVIEW - ZP (VSU)

INTERVIEW DATE:

RESPONDENT CODE:

Background

1. What is your position within the institution?.....
2. What is your profession?.....
3. How long have you been working for this institution?.....

Awareness& Messaging

1. Which methods do you use to reach the public on matters of child labour?.....
2. Do you think Muvi TV could help sensitize communities in eradicating child labour?.....
3. Do you feel the journalists who report about child labour have adequate information?.....
4. How are your messages on child labour presented to media houses like Muvi TV?.....
5. Is Muvi TV in your opinion doing enough in raising the agenda on the child labour matters in Chipulukusu, Nkwazi and Twapia Townships?.....
6. Which communicative strategies do you use when sensitising people in low cost areas?.....
7. Do you think the strategies you use are adequate enough?.....

Knowledge Levels

1. What is child labour?.....
2. When is the International Day against Child Labour commemorated?.....
3. Do children living on the streets and those used by the blind to beg constitute child labour?.....
4. What hazards are faced by victims of child labour?
5. Do you have statistics of child labour for Chipulukusu,Nkhwazi and Twapia Townships?.....
6. Which areas in Zambia do think are highly affected in terms of child labour?.....

Behaviour

1. What is the unit (VSU) doing about the current child labour levels in this country?.....
2. Do you have testimonies from former child labourers?.....
3. If so, give details of one that you still recall?.....
4. Do you involve people of Chipulukusu ,Nkhwazi and Twapia Townships in efforts to eliminating child labour?.....
5. Do you partner with various media houses to train their staff on matters of child labour?.....
6. Which media houses do you work with on matters of child labour?.....

7. Among these media houses, which television channel do you mostly work with?.....
8. Give a reason for your selection in question 23.....
9. Are the cases of child labour that have being reported to your office?.....
10. If so, briefly describe the nature of cases that have being reported?.....

Thank you very much for your time and for having accepted to participate in this interview.

Research Instrument 9

THE UNIVERSITY OF ZAMBIA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES- HSS
DEPARTMENT OF MASS COMMUNICATION- POSTGRADUATE STUDIES

TOPIC: THE ROLE OF THE ELECTRONIC MEDIA IN COMBATING CHILD LABOUR: THE CASE OF MUVI TV IN NDOLA'S SELECTED TOWNSHIPS.

APPENDIX I: IN DEPTH INTERVIEW - HRC

INTERVIEW DATE:

RESPONDENT CODE:

Background

1. What is your position within the institution?.....
2. What is your profession?.....
3. How long have you been working for this institution?.....

Awareness& Messaging

1. Which methods do you use to reach the public on matters of child labour?.....
2. Do you think Muvi TV could help sensitize communities in eradicating child labour?.....
3. Do you feel the journalists who report about child labour have adequate information?.....
4. How are your messages on child labour presented to media houses like Muvi TV?.....
5. Is Muvi TV in your opinion doing enough in raising the agenda on the child labour matters in Chipulukusu, Nkhwazi and Twapia Townships?.....
6. Which communicative strategies do you use when sensitising people in low cost areas?.....
7. Do you think the strategies you use are adequate enough?.....

Knowledge Levels

1. What is child labour?.....
2. When is the International Day against Child Labour commemorated?.....
3. Do children living on the streets and those used by the blind to beg constitute child labour?.....
4. What hazards are faced by victims of child labour?
5. Do you have statistics of child labour for Chipulukusu,Nkhwazi and Twapia Townships?.....
6. Which areas in Zambia do think are highly affected in terms of child labour?.....

Behaviour

1. What is the commission doing about the current child labour levels in this country?.....
2. Do you have testimonies from former child labourers?.....
3. If so, give details of one that you still recall?.....
4. Do you involve people of Chipulukusu ,Nkhwazi and Twapia Townships in efforts to eliminating child labour?.....
5. Do you partner with various media houses to train their staff on matters of child labour?.....

6. Which media houses do you work with on matters of child labour?.....
7. Among these media houses, which television channel do you mostly work with?.....
8. Give a reason for your selection in question 23.....
9. What activities did you carry out during the commemorations of this year's international day against Child Labour?.....

Thank you very much for your time and for having accepted to participate in this interview.

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