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APPROVAL

This dissertation of Chileshe Bwalya is approved as fulfilling the partial requirements for the award of the degree of Master of Communication for Development by the University of Zambia.

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Abstract

Gender violence threatens and shapes every woman's life even if she herself is not a victim. You see this in the choices women make: where they choose or are allowed to work, what events they feel safe attending, and where they walk on the street (Bunch,1992). Gender Based Violence is one of the most devastating social problems that most women in the world today are facing. Research shows that at least one in every three women in the world has been beaten, coerced into sex or at least suffered some form of abuse in their lives. The rural women and those women who are socially excluded face a greater exposure to GBV as they lack the knowledge about their rights as women as well as the knowledge about what facilities and solutions are available for them when they are confronted with the GBV problem. This thesis evaluates the communication strategies and channels that the Zambia Police Service through the Victim Support Unit is using to sensitise members of the rural communities in Zambia, on the dangers of Gender Based Violence. The main argument in this thesis is that although the Zambian Government has made a lot of commitment in the fight against GBV, such as the setting up of the Police Victim Support Unit, the enactment of the Anti Gender Based Violence Act and many other commitments, most people for whom these intentions are made are not aware of them. The thesis is based on field work conducted in Katuba constituency of Central Province between July, 2012 and January 2013. The core approach of the field work was a mixed method approach. Using both quantitative and qualitative approaches, the study set out to investigate what the local community members in Katuba knew about the Victim Support Unit of the Zambia Police Service and Gender based violence. The results revealed that majority, 62%, of the community members in Katuba reported that there was no police station in the area and as such they did not know anything about the police Victim Support Unit. They further explained that the VSU had never been to their area to educate them about GBV and the Anti GBV ACT. The study also shows that access to services such as VSU can be very costly in rural areas as the victims are asked to pay for transport for the officers. From the discussions with the community members, it is clear that the Zambia Police through the Victim Support Unit needs to embark on more rigorous campaigns in rural communities like Katuba if the fight against Gender Based Violence is to be won in Zambia.

Dedication

I dedicate this work to my children Mutale, Chileshe and Chazipa who have given me renewed hope.

Acknowledgement

This work would not have been possible without the contributions of numerous individuals.

I would like to thank my Supervisor from the University of Zambia Mr. Kenny Makungu for his kind support and generous comments. Without his support, I would not have made it this far. 'You were always quick to respond and available to offer advice and insight which made me appreciate my research and field work. I thank you. I am also indebted to the staff at the Supreme Court of Zambia, Judiciary for making my work seem easy. Special thanks go to the Hon Dr. Justice Philip Musonda, Supreme Court Judge for always being available to offer advice on Gender Based Violence and how to go about with the research. Other thanks go to the Director Human Resource and all the members of staff in the Library Department. The list at Judiciary is endless because numerous people contributed in their own special way.

I would also like to extend my sincere thanks to all members of staff at the Justice for Widows and Orphans Project who were so willing to accommodate and work with me. Special thanks go to Mr. Felix Kaunda the project coordinator and Ms. Moonde Michelo. Without their warm hospitality, kind heartedness and eagerness to co-operate at all times, this study would not have been possible.

I am also very grateful to the Victim Support Unit at the Zambia Police Service Headquarters, Mr. Tresphod Kasale, the VSU coordinator, Mr Vincent Siabona, Mr. Nyirongo and the entire staff at VSU headquarters who were willing to share their experiences at VSU with me all the time. It is because of you that I now feel at home at the VSU. Thank you so much.'

I wish to express my heartfelt gratitude to the Widows of Katuba Justice for Widows project Support group who welcomed me with open arms and were so willing to share whatever they had. Special thanks go to Miriam the chairperson of the Support group for showing me Katuba.

Special thanks also go to Mr. Banda who showed me that SPSS was so easy! Thanks, I would not have done it without you. To Dr. Chileshe Mutale Chibangula my baby sister, I thank you for believing in me. It is because of your belief in me that I was able to do this.

I particularly want to thank my father, Sylvester B Chileshe who always taught me that education is a leveller in life! To my late mum, Mary Nanyangwe Chileshe, I always think of you and imagine how proud you would be to see how much your babies have achieved.

I also wish to thank all my friends who were there for me throughout and believed in me.

Finally but certainly not the least, I wish to thank the Chileshe and Mwansa families. Beatrice my mum, Chileshe, Mwaka, Mulenga Punka my lovely sister, Mubanga, Mutale Mwansa, Chileshe Mwansa and baby Chazipa my course mate! Thank you so much for all the support and encouragement that you gave me throughout my period of study. To you all, I say continue being a blessing to others.

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Glossary of terms

AIDS	Acquired Immune Deficiency Syndrome
CEDAW	Committee on the Elimination of Discrimination against Women
DEVAW	Declaration on the Elimination of Violence against Women
DHS.....	Demographic health Survey
GBV	Gender Based Violence
HIV	Human Immunodeficiency Virus
JWOP	Justice for Widows and Orphans Project
NGO.....	Non Governmental Organisation
UNDP.....	United Nations Development Programme
USAID	United States Agency for International Development
VSU	Victim Support Unit
WHO.....	World Health Organisation
YWCA.....	Young Women Christian Association
ZDHS.....	Zambia Demographic Health Survey

Chapter One

1.0. Introduction

The following is a report on the attachment and research that was carried out with the Justice for Widows and Orphans, a Non Governmental Organisation which works closely with the Victims Support Unit of the police service of Zambia. The study aimed to evaluate the communication strategies and channels that the Victims Support Unit of the Police Service of Zambia employs to disseminate information on the fight against Gender based violence in Zambia and in particular Katuba in central province of Zambia. The research was carried out in Katuba, Central Province and it covered eleven villages.

1.1. Organisation of the report

The report has seven chapters. Chapter one covers the introduction and background of the report. It discusses the profile of Zambia in general and Chibombo district in Central Province of Zambia. It shows how information is channelled to the local community from the Victims Support Unit as well as the problem, rationale and objective of the study.

Chapter two discusses the methodology that was used to come up with the report. It includes the Research questions and Quantitative and Qualitative Methods that were employed by this researcher. It also includes; the sampling procedure, survey method, data analysis and the limitation in data collection.

Chapter three contains the conceptual and theoretical framework used in the report. It is here that the main concepts are defined and an explanation of how these concepts applied in the report is given. The report also includes three theories that applied in this research.

Chapter four, deals with literature review that is related to the research. That is, the worlds view the African continent and the Zambian view. This is to ensure that enough detail is obtained and that the research is not a duplication of previous work done by other scholars.

Chapter five consist of data analysis and findings of the research. Chapter six is a combination of the discussion on the findings, the recommendations and the conclusion. The last section contains references and appendices to the report.

1.2. Over view of the research

The extent of the problem and the need for Gender Based Violence (GBV) to be addressed in Zambia is enormous, with increasing number of cases of GBV being reported throughout the country. Gender Based violence is not an isolated problem or a side component of Zambian life. Rather, it is a wide spread, tragic daily issue that touches and impacts almost every one's life in some way. The United Nations Declaration on the elimination of violence against women has defined violence against women as “any act of gender based violence that results in, or is likely to result in physical, sexual or psychological harm or suffering to women including threats of such acts, coercion, or arbitrary deprivation of liberty whether, occurring in private or public life” (Office of the United Nations High Commissioner for Human Rights, 1993).

The UN Declaration makes the link between gender based oppression and violence against women clear by emphasizing that violence against women is “a manifestation of historically unequal power relations between men and women which has led to the domination over and discrimination against women by men and to the prevention of full advancement of women.” (OHCHR, 1993) It is important to note that in most instances where women are oppressed or abused, their children are also affected and are at risk of violence.

Gender-based violence includes physical, sexual and psychological violence such as domestic violence; sexual abuse, including rape and sexual abuse of children by family members; forced pregnancy; property grabbing, sexual slavery; traditional practices harmful to women, such as honour killings, burning or acid throwing, female genital mutilation, dowry-related violence; violence in armed conflict, such as murder and rape; and emotional abuse, such as coercion and abusive language. Trafficking of women and girls for prostitution, forced marriage, sexual harassment and intimidation at work are additional examples of violence against women. (Prevention of Domestic Violence & Trafficking in Human Beings, 2001)

1.3. Present situation

Zambia demographic health survey (ZDHS 2007) data indicates that almost 47% of Zambian Women have experienced physical violence since age 17; 77% by their current/former husbands/partners; 7% by their brothers or sisters and 6% by their fathers. One out of five; 20% Zambian women have experienced sexual violence in their life time, 64% of which is perpetrated by a current or former husband or partner. The survey further indicated that exposure to Gender Based Violence significantly increases girls' and women's chances of early sexual debut and sexually transmitted illnesses.

1.4. Historical perspective of victim support unit of Zambia

The Victim Support Unit was established to ensure effective prevention, investigation and excellent service delivery when dealing with cases of gender-based violence and in particular with femicide, property grabbing, spouse battering and sexual abuse of girl children. The Unit was established through the Zambia Police Amendment Act No. 14 of 1999.

This unit spearheads and deals with matters such as crimes against the girl child the underprivileged, property grabbing, child abuse and sexual offences. Records at the Victims

Support Unit (VSU) of the Police Service indicate the following, 11908 cases of gender based violence were reported in 2011 while in 2010, 8467 were reported and the year 2009 had 8,261 reported gender based cases which shows a significant increase in the number of cases being reported each year. The research assessed the participatory communication strategies that are being used by the Victim Support Unit to sensitize the members of the public about the problem of GBV.

1.5. Background information

Gender refers to the socially determined differences between men and women. These differences encompass roles, responsibilities, opportunities, privileges, expectations and limitations prescribed to males and to females in any culture. They are socially constructed, context based and learned through socialization and they determine many aspects of relationships between males and females as well as among females and among males. (UN Office of the Special Advisor on Gender Issues and Advancement of Women, 2001) Despite this definition, gender is often misunderstood as being the promotion of women only. However, as can be seen from the above definition, gender issues focus on women and on the relationship between men and women, their roles, access to and control over resources, division of labour, interests and needs. Gender relations affect household security, family well-being, planning, production and many other aspects of life (Bravo-Baumann, 2000).

Although gendered roles and responsibilities can change over time within and across cultures, they are often deeply rooted in long-standing assumptions societies hold about women, men, boys and girls. In virtually every society around the world, these assumptions tend to reinforce patriarchal norms and values and, or systems by which males hold more power than females in both private and public domains and, to differing degrees, exercise this greater power as a basic entitlement (National Action Plan on Gender-Based Violence, 2008-2013).

To understand gender-based violence, and why it happens, one has to understand violence, and why violence happens. As a starting point, the following working definition of 'violence' is

offered: the harmful action or actions of one person or group against another person or group (Bernadette & Hellen).

Violence against women and girls occurs all over the world, regardless of age, class, ethnicity, and culture. It can include physical, sexual or psychological violence and can have serious implications for a woman's physical and mental health. Gender-based Violence (GBV) also contributes to the cycle of poverty for many women, children and families by disempowering women, restricting their participation in the community, and degrading the health status and economic capacity of the family as a whole.

Heise (1994) in a World Bank Discussion Paper entitled: Violence Against Women: The Hidden Health Burden observed that, around the world, as many as one in every three women has been beaten, coerced into sex, or abused in some other way - most often by someone she knows, including by her husband or another male family member; one woman in four has been abused during pregnancy.

"Violence against women both violates and impairs or nullifies the enjoyment by women of their human rights and fundamental freedoms... In all societies, to a greater or lesser degree, women and girls are subjected to physical, sexual and psychological abuse that cuts across lines of income, class and culture" —*Beijing Declaration and Platform for action Paragraph 112.*

It is important to also note that Gender based violence in its various forms is endemic in communities as it cuts across class, race, age, religion and national boundaries. The impact of GBV resonates in all areas of health, social programming and increased rates of morbidity and mortality especially for women and children.

Gender Based Violence both reflects and reinforces inequities between men and women and compromises the health, dignity, security and autonomy of its victims. It encompasses a wide range of human rights violations, including sexual abuse of children, rape, domestic violence, sexual assault and harassment, trafficking of women and girls and several harmful traditional practices. Any one of these abuses can leave deep psychological scars, damage the health of women and girls in general, including their reproductive and sexual health, and in some instances, results in death.

Violence against women is "the most pervasive yet least recognized human rights abuse in the world." (Heise, 1994) Accordingly, the Vienna Human Rights Conference and the Fourth World Conference on Women gave priority to this issue, which jeopardizes women's lives, bodies, psychological integrity and freedom. Violence may have profound effects – direct and indirect – on a woman's reproductive health, including:

Unwanted pregnancies and restricted access to family planning information and contraceptives

Unsafe abortion or injuries sustained during a legal abortion after an unwanted pregnancy

Complications from frequent, high-risk pregnancies and lack of follow-up care

Sexually transmitted infections, including HIV

Persistent gynaecological problems

Psychological problems (Heise, 1994)

Gender-based violence also serves – by intention or effect – to perpetuate male power and control. It is sustained by a culture of silence and denial of the seriousness of the health consequences of abuse. In addition to the harm they exact on the individual level, these consequences also exact a social toll and place a heavy and unnecessary burden on health services.

Although Gender based violence is acknowledged as a fundamental violation of human rights and a constraint to development, it is still prevalent throughout Africa including South of the

Sahara and other parts of the world. According to a UNFPA report, In South Africa, a woman is killed every 6 hours by an intimate partner while in Tanzania, nearly 28 percent of females reported at least one experience of sexual violence prior to the age of 18 (UNFPA,2011), while recent Demographic Health Survey data from Uganda and the Democratic Republic of Congo reveal that 56percent of young women ages 15 to 19 have experienced physical violence (Population Reference Bureau, 2010) To add on to this, the World Bank report of 2011 indicates that in Congo, GBV, including rape, prostitution, forced marriage and domestic violence, is especially rampant in artisanal and small-scale mining (ASM) areas where women and children constitute up to 60 percent of miners, sorters, transporters and suppliers.

In Zimbabwe, 2,379 cases of Gender Based Violence were reported in the year 2011 while in Zambia statistics from the Victims Support Unit show a huge rise in the number of cases reported this year 2012 as compared to last year. Other reports of Gender Based Violence include a multi-country Demographic and Health Surveys (DHS) report on domestic violence which found that more than 40 percent of women in Bolivia, Cameroon, Columbia, Kenya, Peru, and Zambia had experienced violence by a spouse or partner. (Population Reference Bureau, 2010).

This reported increase in the number of Gender based violence cases is despite the legislative, administrative, judicial, educational and other efforts to address Gender Based Violence that have been done by governments, regional and inter governmental agencies and nongovernmental and civic organizations in many countries.

What must be realised from the above statistics of Gender based violence is that it is indiscriminate. It cuts across race, ethnic, class, economic, religious and culture divides. It affects women and men, girls and boys of all ages in different ways. However, females are more often the victims than males with girl children and women with disabilities facing the most challenges. Many forms of sexual, physical, emotional and psychological violence are hidden perpetuated in the privacy of the home and unseen by the community while other harmful

traditional practices and forms of socio-economic violence such as Property grabbing and inheriting of widows are structural and public.

1.5.1. Causes of gender based violence

Some of the commonly cited causes of Gender Based Violence include patriarchy; machismo; and colonial legal legacy that conferred the title of the head of household on men. However, while GBV may be exacerbated by particular social structures, value systems and traditions, it is rooted fundamentally in unequal power relations. Women's lack of social and economic power, accepted gender roles and the low value put on women's work perpetuate and reinforce their subordinate positions.

Early marriage, property grabbing, inheritance of widows and male control of property encourage female dependency, particularly in regions with high underemployment and unemployment of women and limited access to social welfare services. It is important to note that Property grabbing is one of the leading forms of Gender Based Violence that has been identified by the Victims Support Unit of the Police Service in Zambia.

The AIDS epidemic has also created a demand for younger and younger female sex partners, because some men believe that these are less likely to be infected, (Ankrah, 2012). It is in the same light that some HIV positive men also actively seek out young girls due to the erroneous belief that sex with a virgin can cure them of the infection. This has led to an increasing incidence of rape and sexual abuse of children and young women.

Socialization processes are also profound. Boys and girls who watch their father's abuse their mothers learn and are at risk of internalizing the behaviour. Social isolation inadequate communication, stress and acceptance of violence as a means of resolving conflict also plays a part. During and after wars for example, domestic violence may increase among refugees and internally displaced persons as a way for men to express their feelings of frustrations and

powerlessness. Other factors include blame the victim mentality, insensitive national laws and the failure of the authorities to respond appropriately.

According to a report by Plan Norway (2005), Cultural practices and perceptions on the social construction of males and females have a lot of bearing on gender based violence. Initiation rites are tailored to make boys more assertive and sometimes rude and violent while reinforcing withdraws and obedience among girls.

1.5.2. Factors contributing to gender based violence

Some of the factors that foster an environment of violence against women include:

- ✓ Attitudes in society that define women as inferior, the property of men or emotional
- ✓ Preference for sons over daughters for cultural and economic reasons
- ✓ The perception that women deserve punishment for perceived faults such as bad housekeeping, nagging, unwomanly conduct and actual or suspected infidelity
- ✓ Alcohol abuse
- ✓ The perception that violence against women is a private matter and should not be talked about outside the family
- ✓ The failure by the police and other authorities to act when violence is reported
- ✓ High rates of acquittal by the courts of those accused of such violence
- ✓ An acceptance as a reasonable defence of violence that the victim has ruined her own or her family's honour
- ✓ Traditional practices that continue even when there are laws against them
- ✓ The perception that women can be thrown out of the marital home if their husband no longer wants to live with them
- ✓ Imposing strict dress codes for women or prohibiting them from public places. With punishment for failure to conform
- ✓ The perception that the victim is bad or tainted.

1.5.3. Consequences of gender based violence

GBV adversely affects victims, family members, perpetrators, communities and states on profound, emotional and physical psychological and economic levels. It accounts for more death and ill health among women ages 15 to 44 world wide than cancer, obstructed labour, heart disease, respiratory infections, traffic accidents and even war (World Bank, 1993).

Some of the consequences of GBV include feelings of hopelessness and isolation, guilt and depression or suicide. The more severe or long term the abuse and violence, the greater the impact on women's autonomy, sense of worth and ability to care for themselves and their children. In concrete terms it may lead to bruises, cuts, broken bones or limbs, unwanted pregnancies, sexually transmitted infections including HIV and AIDS, permanent disabilities or death.

Without addressing GBV, health experts and policymakers have little chance of meeting the Millennium Development Goals, which call for lowering maternal mortality, improving child survival, and combating HIV/AIDS and other sexually transmitted infections (STIs), or of meeting the underlying goal of reducing unintended pregnancies.

According to the International Conference on the Great Lakes Region (ICGLR) Zambia's Country Report on Sexual and Gender Based Violence, published in October 2011, the most common form of gender based violence in Zambia is physical violence. Almost half of the Zambian women (47 percent) have experienced physical violence at some point in their lives.

During the launch of a GBV help centre in Kasama, Northern Province of Zambia by the First lady, Dr Christine Kaseba, UNICEF country director Shaya Asindua said the issue of sexual and GBV was at the core of international human rights agenda and was of great priority for the United Nations. He also observed that while cases of GBV were heard of almost every day in

the news, it was also a known fact that for every single case reported a dozen more remain unreported with victims remaining without support. Zambia therefore needs response services throughout the country, even in remote areas which are sensitive to victims as these would then provide holistic care, (Siame, Times of Zambia: September 18th, 2012).

1.5.4. International and regional legal frameworks

The international community, regional bodies and national governments have made significant efforts to update legal frameworks and initiate law reforms and have increasingly recognized violence against women as a development issue.

A number of human rights instruments have been adopted that oblige state parties to take all measures necessary to eliminate gender based violence. The first encouraging advance in this regard was the compilation of a General Recommendation by the Committee tasked with overseeing the implementation of the Women's Convention, CEDAW. This Convention does not include any article specifically addressing violence against women (although certain of its provisions may arguably be made applicable to such violence). The Committee therefore provided guidelines for the interpretation of the Convention to cover violence against women first in its General Recommendation No 12 and then in more detail in General Recommendation No 19 in 1992 (Fayeeza, 1995:426).

Other instruments include The International Convention on Economic, Social and Culture Rights (ICESCR) which was adopted by the United Nations General Assembly on 16 December 1966 and entered into force on 3 January 1976 and the Declaration on the Elimination of Violence Against Women (DEVAW) which was adopted by the United Nations General Assembly in 1993. This is currently the main international document addressing the problem of gender-based violence. In DEVAW, the UN offered the first official definition of gender-based violence.

At the regional level, instruments include the African Charter on Human and People's Rights (ACHPR) adopted in 1979. In addition, UN member states were party to the consensus reached at the world conference on human rights (Vienna, 1993) where violence against women was a major issue and women's rights were recognized as human rights. Other UN world conferences that have addressed the issue of gender based violence include the International Conference on Population and Development (ICPD) held in Cairo 1994 and the Fourth World Conference on Women (FWCW, Beijing, 1995).

On 14th September, 1998, the Heads of States and Government of the Southern African Development Community (SADC) meeting in Mauritius adopted a policy framework for the prevention and eradication of violence against women and children. Zambia is a party to this declaration.

In determining the potential use of international or regional human rights frameworks to address gender-based violence, one has to look more closely at what 'having a right' means. Henry Shue explains that a right "provides the rational basis for a justified demand" [1980:13]. This is echoed by Kamenka, who states that rights are claims that have achieved a special kind of endorsement or success: "legal rights by a legal system; human rights by widespread sentiment or an international order" (1988:127).

1.5.5. Limitations of the international instruments on violence against women

Despite their unequivocal condemnation of gender-based violence and the clarity of the guidance provided to governments, the documents outlined above have arguably not significantly contributed to the reduction of systemic patterns of gender-based violence.

The first difficulty that arises around the enforcement of the instruments listed above is simply the question of their legal status in international law. The Women's Convention is the only legally binding document among those listed above. This means that where a state has ratified the Convention, it can be held liable for non-compliance. However, the Committee tasked with overseeing implementation of the Convention is limited in its resources as well as its implementation mechanisms. Monitoring of compliance by member states is a major challenge. It is therefore very difficult if not impossible to punish states that fail to comply with the Convention. When it comes to gender-based violence, the fact that the most significant measures are contained in Recommendation No 19, rather than in the Convention itself, further limits their potential impact. The impact of the Convention itself has further been eroded by the registration of numerous reservations by states (Muthien & Combrinck, 2002).

The Declaration on the Elimination of Violence Against Women may be seen as a statement that sets out a common international standard that UN member states should follow. However, its provisions are not legally binding on states. The Beijing Platform and the SADC Gender Declaration also fall into this category, and are therefore subject to the same limitation.

A further difficulty is the extent of what is required from states. If one looks at measures such as the allocation of resources, provision of services, evaluation of existing law and enactment of new legislative measures, it appears that a significant commitment in all spheres of government (legislature, executive and the judiciary) is required. From the perspective of those working to end gender based violence, this is not asking too much; however, for governments in Africa, with failing infrastructures and economies in disarray, compliance with these standards may simply appear to be one more unrealistic demand on ever dwindling resources.

Furthermore, the philosophy underlying international human rights law implies that states are heavily invested in maintaining their position in the international community – in other words, that they place a high premium on being seen to comply with international human rights

standards. Henkin accurately describes the driving force behind the implementation of international human rights as ‘mobilising shame’ (2000:24). However, this mechanism may not be effective, for example, where armed conflict is present and there is already a high incidence of human rights violations, or in the case of so-called ‘rogue states’ that are not greatly interested in maintaining the approval of the international community. Sadly, the African continent provides too many examples of both of these situations.

1.5.6. National legal frameworks

Zambia has adopted mechanisms and put in place support systems and institutional arrangements to implement laws relating to gender based violence. Some of these include:

- ✓ The criminal justice system including the police who investigate, arrest and prosecute; hence the formation of the Police Victim Support Unit in Zambia.
- ✓ The department of public prosecutions
- ✓ Social welfare and probations services which handle complaints relating to family matters and provide counselling services;
- ✓ The Judiciary involving courts at all levels in the adjudicating of cases;
- ✓ The ministry of Justice, responsible for the overall administration of the law
- ✓ The health department which treats both the victims and the perpetrators
- ✓ Non Governmental Organization involved in providing legal aid, legal education, research and advocacy

However, even though violence against women is against the law in Zambia, it is widely prevalent and condoned. Laws are often not enforced and offered no protection by the state, women are frequently afraid to bring charges. Prosecution and convictions of men who beat or rape women or girls are rare when compared to the numbers of incidents. Court proceedings may be traumatic for victims who may be blamed for the assault. In some countries, an unmarried woman or adolescent who reports being raped may be forced to marry her attacker, while in others she may be imprisoned for committing a criminal act. (WHO, 1997) In most cases, even

when a woman reports a case of abuse to the police, she is forced to withdraw that case by society especially if it has to do with her partner.

Although there are numerous reports of property grabbing in Zambia, there are no documented cases of any prosecutions as a result of the same. Victims are sometimes encouraged to withdraw the cases as there are fears that they could be bewitched if they continue asking about the estate of their late husband or parent.

1.6. Description of the area of study

The study was undertaken in Katuba constituency in Chibombo district of Zambia which is about 20 km north of Lusaka city, the capital of Zambia with a population of around 56,628 with small scale farming being the main livelihood of many households (CSO, 2010). Due to the limited information about Katuba constituency some of the information given relates to central province or Lusaka province. Katuba is a rural settlement area approximately 20 km from Lusaka (Zulu et al, 2006) the capital city of Zambia and is one of the three (3) constituencies in Chibombo district, Central province of Zambia. The other two (2) constituencies are Chisamba and Keembe. Chibombo district is surrounded by Lusaka in the southern part, Mumbwa in the western, in the northern part there is Kabwe and Kapiri Mposhi and in the south-east part there is Mkushi district see figure 1.1 below.

Figure 1. 1. Map of the study area.



Chibombo district as a whole has a total population of 241,612 from which Katuba constituency makes up a population of 56,628. The ratio of male to female in the area is around 50.24% and 49.76% respectively. There are about 9,800 households found in Katuba which has eleven Villages namely, Chikumbi, Nkaba, Mulando, Mwambi, Kasalu, Manenekela, Wantunyama, Lumina, Mwachilwana and Mukwanka. It is from this population that the respondents for the questionnaire were randomly selected.

Katuba village is among the poorest rural communities. Most people rely on subsistence farming which is very difficult since farming inputs such as seeds and fertilizer are not easily available. The major source of employment in Katuba is farming. However, due to the high cost of farming inputs and the poor planning in the Agriculture sector, most people in Katuba have abandoned farming and this has resulted in high poverty levels.

The nearest clinic is a 7 km walk and the nearest hospital (Liteta Hospital) is Chibombo district. There are few bicycles available in Katuba, making a visit to the clinic very difficult.

Education is an on-going challenge for Katuba. With the closest government school being 17 km away, most children do not attend. As a result, the people of Katuba mobilized what little resources they had to construct their own local community school which is manned by untrained volunteer teachers that teach the children. Today the school has 304 students attending including children from four other surrounding villages.

The HIV pandemic has not spared Katuba as it has claimed many lives especially the men. This is compounded by the early marriages which are prevalent in the area. It is this situation that led to the Justice for Widows and Orphans to set up a support group for widows whose property had been grabbed following the death of their husbands. This strong widows group in Katuba gathers weekly to provide mutual support and encouragement. The support group is made up of women struggling to survive after the death of their husbands. They study the bible together and work in the community garden which helps to provide food for their children. These women desperately need to learn additional skills that will help them to start small business and providing stability for their families.

Katuba was purposely selected as the study site. “A case study should be chosen such that specific characteristics that ought to be studied are found in the area. (Benbasat, Goldstein and Mead ; 1987) The interest for research in Central Province and specifically Katuba comes from the fact that Katuba is one of the areas identified by the Zambia Police Victims Support Unit as having a high number of Gender based violence cases in Central Province. Apart from this, The Justice for Widows and Orphans, an NGO where this researcher was attached and which works closely with the VSU has set up a support group for women in the area.

This area was chosen because it is under researched and the people of Katuba do not have adequate social services such as clean water, health and proper education. Katuba community has no police post yet and people have to walk for ten kilometres, which is quite a long distance, to Kabangwe in order to access police services. It was therefore interesting to see and find out how the VSU communicates its information and what communication strategies the unit uses to disseminate information on the fight against GBV to communities where they have no police presence.

The Police Victims Support Unit was purposely selected because it is the government wing under the Zambia Police Service which deals with the enforcements of the rights of the individuals. However, because the VSU has no structures in most communities, it works closely with Non Governmental Organizations that have structures in various communities such as the Justice for Widows and Orphans and the Young Women Christian Association. The researcher was attached with the Justice for Widows and Orphans in order to get insight into the operations of Police Victims Support Unit when dealing with Gender Based Violence Issues.

It is important to understand that because the fight against gender based violence has been recognized as a very big challenge that is being faced by many communities in Zambia, the Zambia Police Service through Victims Support Unit does not operate on its own. Rather, it is part of a network comprising eight members namely:

The Ministry of Community Development and Social Services: which provides social safety net measures to victims such as food rations, education and psycho Social support for them to start up a new life and also provide a safe home for the Children and Victims.

The Foundation for Democratic Process, an NGO which lobbies government to ensure that laws are put in place to protect women and children and also leads an advocacy campaign for good governance is also a member of the network.

Justice for Widows and Orphans, which strives to promote and protect property and inheritance of rights of widows and orphans through awareness raising, lobbying and advocacy and active support is the other member of the network.

Young Women Christian Association is another member of the network. Its role is to provide a safe house for victims, and also provide psychosocial counselling at the mobile legal aid clinics and mock tribunals

The Victim Support unit also works closely with Women in Law Southern Africa Education Trust, which provides legal advice to victims of various forms of abuse, supports them through the judicial system, trains the Para-legal volunteers' and Support groups to handle cases in their communities.

Other members include the National Legal Aid Clinic for women, who train paralegals, support groups and represent victims in the courts of law and also provide legal advice at the mobile legal aid clinics.

The Network has also incorporated Zambia Civic Education Association, which advocates for the rights of the Children, especially orphans and also lobbies government to ensure that Children are protected.

The role of the Zambia Police in the net work is to provide protection and legal support to victims and also help to ensure perpetrators are prosecuted. The Zambia Police Victim Support Unit was formed in 2001 to fight against Gender based Violence and all forms of violations and injustices against women in Zambia.

It is important to note that these network member's work together to ensure effective delivery of justice to all in Zambia.

1.7. Statement of the problem

The Zambian Government revised the criminal code to criminalise acts such as rape, abduction, indecent assault, defilement of girls under the age of 16, sexual trafficking, brothel keeping and others with a minimum sentence for defilement being 25 years. However, as the records of the reported cases of GBV at victims support unit show, this revision has not deterred the offenders or reduced gender based violence. It is therefore clear that just changing the laws and policies will not stop the problem of gender based violence but it will require the altering of attitudes, traditions, customs and behaviours that continue to perpetuate this problem as current trends have seen an upward increase. Moreover, the Victim Support Unit working in conjunction with other stake holders need to come up with new approaches of addressing the problem of Gender Based Violence as the methods being currently used are not working. This study looked at and evaluated the successes and failures of the communication strategies and channels that are being used by the Victim Support Unit of the Police Service of Zambia in the fight against gender based violence. It was possible to conduct this study by working closely with Justice for Widows and Orphans an NGO that has structures in various communities and which works closely with the Zambia Police Victims Support Unit as well as other Network Members.

The study also aimed to show if the communication strategies that the victim support unit is using in Katuba are bringing about behavioural and attitudinal changes. This was important because it was realized that previous efforts to combat gender based violence did not pay much attention to the key steps involved in communication for social change but rather just focused on the causes of GBV.

According to the Amnesty International report of 2005, “48 percent of the women respondents said they had been subjected to physical or sexual abuse.” The research also looked at how wide spread the problem of GBV is in Katuba and how the Zambia Police Service through the Victim Support Unit is addressing the problem of gender based violence in rural communities like Katuba where they do not have police posts.

The research also looked at how the people of Katuba are responding to the challenge of Gender Based Violence which has become common in Zambia. The research further aimed to establish if there were any community initiatives in Katuba that are aimed at educating the members of the public on the dangers of GBV and if any of these community initiatives have brought about a reduction in the cases of Gender Based Violence.

1.8. Rationale of the study

This study firstly has contributed to the literature on GBV which remains poorly researched and documented in the Southern African context. Secondly, it has also contributed a new dimension to the GBV literature as it departed from the more traditional focus on the causes of GBV by focusing on the communication strategies that are being used to disseminate information about GBV to the communities especially in areas where there are no police stations. This study was also very important to Zambia because Zambia is one of the developing countries that have been adversely affected by gender based violence going by the huge number of cases of violence that are being reported each year.

It is also important to note that the literature reviewed did not fully address the communication strategies that are being used by the police and indeed Non Governmental Organizations in disseminating information on GBV to rural communities in Zambia and in particular Katuba constituency of Central province.

Violence against women is a global, health, human rights and development issue that transcends geography, class, culture, age and religion to touch every community in every corner of the globe. With estimates being that at least one in every three women around the world having been beaten, coerced in sex or otherwise abused in her life time, there was need to see if the Victim Support Unit of the police service of Zambia was doing enough to discourage the scourge.

Although it affects both males and females, women and children are particularly vulnerable to gender-based violence due to various factors. In many cases, gender-based violence culminates into injury and loss of human life. In particular, sexual gender-based violence has become a major health concern, causing not only physical but also emotional and psychological harm to its victims. In the era of HIV and AIDS and considering all the serious consequences associated with the pandemic, there is great need to urgently address the situation.

Gender-based violence has long been recognized as a problem all over the world but are the women encouraged to report cases of abuse? Is the Victim Support Unit an open place where women can feel free to report their cases without being judged by society? It was hoped that this research would answer these and other questions so that if need be, improvements are made to the way cases are reported and handled at the Victims Support Unit in order to assist more women or encourage more women to come out in the open when abused.

The Zambian parliament passed the Anti Gender-Based Violence Act in response to a long-standing recommendation to enact legislation that specifically addresses gender-based violence. The former President, Mr. Rupiah Banda signed the Gender-Based Violence Amendment Act on April 12, 2011 which is meant to address the abuse of not only women but men as well.

It was hoped that the enactment of the law would prove government's commitment to the protection of women's rights hence the decision to assent to the bill. Government is aware of the

various injustices women experience at the hands of men and with the enactment of the law, it was hoped that the abuses would be addressed.

The question therefore is how many people are aware of this bill? How many people, especially women know the procedure to follow when abused? Does the Zambian culture encourage people to speak out about such issues like gender based violence?

Although Gender Based Violence has adverse impacts on individuals and societies, it is often sanctified by customs and reinforced by institutions that limit women's rights, their decision-making power and their recourse to protection from violence. As such, violence against women is a reflection of their subordinate status in relation to men in most cultures around the world.

There is weak enforcement of laws against sexual and domestic violence because there are no specific laws and policy guidelines on domestic violence and because women are ignorant on the existence of the laws criminalizing sexual and domestic violence. Marital rape is a common phenomenon in most communities although it has not yet been accepted as an issue or even recognized as a criminal act.

This research has tried to answer some of the questions raised on Gender based violence and will therefore not only contribute to the body of knowledge but has also offered ways of making a difference in women's lives.

1.9. Objective of the study

The main objective of the study was to evaluate the communication strategies and channels employed by the Victim Support Unit of the Zambia Police Service in disseminating information on gender based violence to the communities in Zambia- a case study of Katuba community of Central Province.

Specific Objectives.

1. To identify the strategies and channels of communication within the VSU
2. To identify the communication strategies and channels between the VSU, NGO dealing with GBV and the Community.
3. To find out what information is communicated by the VSU in the community
4. To find out the key messages conveyed to the community by VSU
5. To find out what the source of information for GBV is for the community in Katuba
6. To determine the extent and nature of the public's knowledge and usage of the VSU services.

Chapter Two: Methodology

2.0. Introduction

This chapter discusses the methodology that the researcher used in her research. It contains the main questions that were asked during data collection, the ways of gathering data and the sampling procedures that were employed during the research. The chapter also contains the description of how data was analyzed.

2.1. Research Questions

- ✓ What are the communication channels that are used within Victim Support Unit to disseminate Gender Based Violence Information?
- ✓ What are the communication strategies used by the VSU to disseminate information on Gender Based Violence to other organizations such as Justice for Widows and Orphans and YWCA?
- ✓ What communication strategies does VSU use to disseminate information on Gender Based Violence to the communities where they do not have police posts?
- ✓ What communication channels does VSU use to disseminate information to the community on Gender Based Violence?
- ✓ How do these strategies compare and contrast with the recommendations of the communication theories such as the Agenda setting theory as well as the Social change campaign theory.
- ✓ What is the extent and nature of the Katuba community's knowledge, attitudes and skills regarding Usage of the Victim Support Unit?

2.2. Method Used to Collect Data

In order to gain a comprehensive understanding of the impact of GBV in the communities, the study used a combination of quantitative and qualitative approaches. However, more of qualitative anthropological approaches were used. This was mainly because, as Crane and Angrosino elucidates, for a researcher to have an effective measure of the impact of a crisis or shock on individuals, he or she needs to spend sufficient time with the individuals involved. Anthropological studies, unlike in other social sciences, characteristically involve a long stay among participants in order to get a complete view of participants' lives (Crane & Angrosino, 1992) The researcher is also supposed to engage fully with the complexities of a human being that is being researched (Strang, 2009).

It was in order to fulfil this anthropological requirement that the researcher was attached to a Non Governmental Organisation (NGO) called the Justice for Widows and orphans. This organization has structures in all the ten provinces of Zambia and close contact with the communities and it works closely with the Zambia Police Service through the Victims Support Unit. The researcher could not be directly attached to the victim support unit because at the time of the research, the Zambia Police Service had stopped accepting civilians to attach with them.

The researcher therefore used more of Qualitative methods which entailed her being in constant touch with the community as this enabled her to have broader understanding of GBV. This was important because as Punch and Strang have observed, Qualitative methods provide more depth rather than breadth (Punch, 1998; Strang, 2009) and these methods were particularly appropriate for generating 'thick descriptions' (Geertz, 1973) – rich, complex information on how people have been affected by the problem of GBV and what they are doing to cope with this problem.

Quantitative based methods (e.g. questionnaires) were also used in this study. These were useful in informing the study about the extent of the impact although they were not very helpful in providing sufficient opportunities for participants to describe or explain their feelings and behaviours about their experiences with GBV and what impact it had left in their lives.

As a result of the triangulation method that was employed in this study the following approaches were under taken.

- ✓ In-depth interviews
- ✓ Focus group discussions.
- ✓ Attending scheduled local programmes and meetings in Katuba and note taking.
- ✓ Use of structured questionnaires.
- ✓ Field visits
- ✓ Use of documentary data.

2.2.1 Quantitative Survey

In an effort to provide unbiased and representative information the study used probability sampling to select a sample of 100 individuals the population. According to Russell Bernard, “Probability samples are representative of larger populations, and they increase external validity in any study” (1994:73). The study tested the set of predetermined hypotheses by attempting to explore the usefulness of the principles of development communication through the use of current practices of quantitative data collection. The sampling frame was derived from the List of Villagers Obtained from the Village Headmen.

2.2.1.1 Questionnaire

This entailed the use of systematic scientific approach and statistics in order to study the topic of evaluating the Communication strategies being employed by the Victim Support Unit to sensitise members of the public on the dangers of GBV. One hundred (100) questionnaires were used for data collection. This approach was employed because of its advantages in terms of precision in the use of statistics thereby reducing the degree of risk subjectivity interfering in the study. Simple random sampling was used to arrive at the 100 respondents.

The structured questions addressed the following.

- ✓ Vital personal information

- ✓ Awareness of Victims Support Unit
- ✓ Knowledge of services provided by VSU
- ✓ Knowledge of Gender based violence
- ✓ If participants appreciate communication methods used by VSU.
- ✓ How did they learn about victims support unit?
- ✓ Have they accessed the services at VSU
- ✓ Are they spreading their knowledge about VSU to others?
- ✓ Any problems /challenges in convincing other members of the community to access VSU services?
- ✓ Is VSU the only place to get GBV information?
- ✓ Where else can they go if they have a problem to do with GBV?
- ✓ Would you want others to report cases to VSU?

Two research assistants were employed for this research; one was from Justice for Widows and Orphans Project. This researcher was chosen because she was more familiar with the Katuba community since Justice for Widows and Orphans Project has a support group for widows in Katuba and she could also fluently speak Nyanja, Tonga, Lozi and Lenje. The other research assistant was a second year student at the University of Zambia in the school of Humanities and Social Sciences who assisted in the collection of the data

2.2.2. Qualitative Survey

The core method of the qualitative component is participant observation. Participant observation characterizes anthropological research and is crucial to effective fieldwork (Bernard, 1994: 136; Fetterman, 1989:45; Giddens, 2009:50; Punch, 2000: 188; Spradley, 1980: vii; Strang, 2009: 5). It involves getting close to people and making them feel comfortable enough with one's presence so that it is easy to observe and record information about their lives (Strang, 2009:5). It also combines participation in the lives of the people under study with maintenance of a professional distance that allows adequate observation and recording of data (Crane & Angrosino, 1992). The researcher used this method to investigate and understand the impact of Gender Based Violence in the Katuba community and understand the communication strategies that were being used by

Victim Support Unit and other Non Governmental Organisations that are in the area. Bernard (1994: 137) shows that participant observation can involve an array of data collection methods. Accordingly this study employed semi structured interviews and focus group discussions.

In this approach the following methods were used for data collection:

2.2.2.1. Focus group discussion

Focus group discussions (FGDs) were held with members of the community in Katuba. (Women that have lived in the area/community for a long time where chosen for these discussions) The FGDs were very helpful in giving people's perceptions of GBV, and its impact on households and community. The discussions were also helpful in providing a general understanding of Katuba's social dynamics, the challenges facing the Katuba community and also helped to provide an understanding of how the police, nongovernmental organisations (NGO), residents and local politicians have addressed the issue of GBV.

Two focus group discussions were held with community members in Katuba. The first with seven leading members of the Justice for Widows and Orphans support group for women in Katuba and the second with five members of the Katuba community. These discussions helped provide information on the Katuba community's knowledge attitudes and practices when it comes to Gender Based Violence. The researcher acted as a facilitator to ensure that the discussions were on course and the -research intentions were being brought out.

2.2.2.2. In - depth interviews

This is another method of data collection that was used. Semi structured in-depth interviews were conducted. One interview was with the Chairperson of the Justice for Widows and Orphans Support group for Katuba, who is an Opinion leader in the Katuba community while other interviews were with the National Coordinator of the Victim Support Unit, the Task Manager, Access to Justice Project of the Victim Support Unit, the Program Coordinator for Justice for Widows and Orphans as well as the Honourable Justice in charge of Gender at Judiciary.

- ✓ The following were targeted for in-depth interviews;
- ✓ The National Coordinator for the Victim Support Unit
- ✓ The Task Manager, Access to Justice project-Victim Support Unit
- ✓ Chairperson of the Support group for Justice for Widows and Orphans project in Katuba
- ✓ The project coordinator Justice for Widows and Orphans project in Lusaka

The advantage of this method was that it enabled the researcher to view the situation without the artificiality that sometimes accompanies experiments and answers derived from structured questionnaires. These methods also provided the possibility of deeper understanding of phenomenon by finding out more information than was expected and collected through the quantitative survey.

Several categories of community members in Katuba were covered. Namely the users of the services at Victim Support Unit, traditional marriage counsellors, members of the local Support group for women and general members of the community.

2.2.3. Further clarification of data collection procedures

Data was gathered through the use of primary and secondary data collection methods:

2.3.1.1 Observation

Observation was used through systematic and unbiased noting down of what the researcher saw and experienced.

2.3.1.2 Questionnaires

Questionnaires were used. It involved personal contact with respondent where chance was given for them to express views in their own words, while some answers were ticked or filled in. Open and closed ended questions were used in the questionnaire. All questionnaires carried the

same questions. The 'likert scale' was also employed in some questionnaire questions because it helped provide a high coverage of response categories.

2.3.1.3 In-depth Interviews

In-depth Interviews were employed in data gathering. This method targeted the members of the Katuba Support group for women, the National Coordinator of the Police Victims Support Unit, the Task Manager Access to Justice (VSU), the Program Manager Justice for Widows and Orphans Project and Provincial and National staff from agencies and NGOs that are educating members of the public on the dangers of Gender Based Violence such as the YWCA Zambia.

2.4.1.4 Focus Group Discussions (FGD)

FGD were also another method of data collection. This method of data collection was used particularly to members of the community that use the facilities at Victim Support Unit and the traditional marriage councillors (Alangizi or bana chimbusa) in order to get more insight on traditional approaches to Gender Based Violence

2.4. Limitations in Data Collection

The major limitation in the process of gathering data for the research was the refusal by the Zambia Police Victim Support Unit to attach the researcher to their department. This limitation however turned out to be a blessing once the researcher learnt that the VSU had no structures in the local community but however worked closely with local NGO's such as the Justice for Widows and Orphans Project, the organization the researcher was attached with.

It is also important to mention that a good number of respondents to the questionnaires were unable to read and understand English, this limitation was however, overcome by the availability

of the research assistant from Justice for Widows and Orphans Project who was able to interpret into the local languages, Lenje and Nyanja .

Funding for the research attachment was also very difficult to source because the researcher was a self sponsored student and the research was conducted outside Lusaka where the researcher is based.

Chapter Three: Conceptual and Theoretical Framework

3.0. Introduction

This chapter discusses the main concepts and theories that the researcher used in this research. The particular concepts and definitions have been derived from the themes discussed in the study and because they have a direct link with the research. Gender, Gender based Violence and Communication, were the key concepts in this research.

3.1. Gender

According to the World Health Organisation (WHO) 2012 report on Gender, Women and Health, “Gender refers to the socially constructed roles, behaviours, activities, and attributes that a given society considers appropriate for men and women.” (<http://who.int/gender/whatisgender/en> accessed on Tuesday, November, 27, 2012.)

These roles are determined by society and determine many aspects of relationships between males and females as well as among males and among females. The differences include responsibilities, opportunities, privileges, expectations and limitations prescribed to males and to females in any culture.

To the extent that gender roles are used to both preserve and maintain women’s subordinate status in relation to men, gender has been identified as one of the most important underlying factors promoting violence against women: in fact, violence against women is often referred to as “gender based violence” (Population Council, 2008; 8)

It is however, important to note that men are also victims of Gender based violence, but as the First Lady of Zambia, Dr. Christine Kaseba Sata observed, “Very few men, due to social stigmas, report being victims of Gender based violence or domestic violence and in some cases, female intimate violence perpetrators are frequently viewed by law enforcement and the criminal justice systems as Victims rather than the actual offenders of violence against men.” (Speech by Dr. Kaseba, official opening of the Zambia Association of Women Judges Consultative Symposium on Gender Based Violence; 22nd November, 2012)

3.1.1. Gender Based Violence

Gender based violence according to the United Nations declaration on Violence against Women is defined as any act of violence involving men and women that results in Physical, sexual or psychological harm or suffering in which the female is usually the victim; and which is derived from the unequal power relationships between men and women. (<http://www.un.org/documents/ga/res/48/a48r/htm> accessed on 27th November, 2012.) There are several types of Gender based violence but for the purpose of this research, they will include:

- ✓ Sexual violence which includes sexual harassment, incest, rape, forced prostitution and sexual slavery
- ✓ Physical violence which can involve wife battering and assault, honour killings, female infanticides and child molestation
- ✓ Emotional and psychological violence such as, threats of violence, insults and name calling, humiliation in front of others, blackmail and the threat of abandonment;
- ✓ Harmful traditional practices such as, female genital mutilation, denial of certain foods, and forced and or early marriage as well as property grabbing;
- ✓ Socio-economic violence which involves discriminatory access to basic health care, low levels literacy and educational attainment, inadequate shelter and food and economic deprivation

3.1.2. Communication

A lot of definitions have been made regarding the term communication. These attempts by various scholars to give a definition of the term have landed in a predicament because there is no single approach to the study of communication (Madondo, 2002: 36). Some scholars have defined communication as a symbolic social process, which occurs when we have an idea in response to something we have seen or heard (Wimmer and Dominic, 1997: 134). Berelson on the other hand referred to communication as the transmission of information, ideas, emotions, skill, etc by use of symbols like words, pictures and graphs. (1996)

Communication according to Elkamel, (1986) is the exchange of ideas, information and opinions through speech, writing, pictures and other symbols. It is a sharing process where a source shares his or her messages with a receiver through a certain channel in order to influence the receiver's thoughts and actions. It is not a one way process but an exchange between the source and the receiver. McQuail (1994:492) wrote, "The term communication has many meanings and definitions but the central idea is of a process of increased commonality or sharing between participants on the basis of sending and receiving messages."

Lievrouw (1993) on the other hand, gave a more comprehensive definition of the term communication by looking at it as, the process of sharing ideas, information and messages with others in a particular time and space – communication includes writing and talking, as well as non verbal communication (such as facial expression, body language, or gestures), visual communication (the use of images or pictures such as painting, photos, video, or film), and electronic communication (telephone calls, electronic mail, cable television, radio, or satellite broadcasts).

The understanding of communication by Berelson and Lievrouw as written above forms the basis of definition of the concept in this research because they are comprehensive.

Finally, it is important to understand that communication involves co-orientation and sharing of meaning. We share some of the meanings of the words or gestures because we speak the same language and belong to the same culture. Communication also occurs in a context and, as such, it is contextual. Communication in one context will have different characteristics from communication in another context. For instance, there is more feedback in family communication than in mass communication (Infante et al 1997:11).

3.1.3. Types of Communication

There are several types of communication. In general, the most notable communication contexts include:

1. Intra personal communication – this is the communication that takes place within oneself. It could be through meditation or deep thoughts on something before making a decision.
2. Interpersonal communication according to Reardon and Rogers (1988) is face to face interaction between two or a few people with opportunities for feedback between people. It is important to note that in this study, this was the most effective type of communication as there was immediate feedback between the sender and the receiver of the message. Interpersonal communication was important in outlining how Victims Support Unit personnel interact among themselves and members of the public especially when victims report gender based violence cases.
3. Mass communication is carried out through use of mass media, for example print or electronic to disseminate information to the public. Mass communication in this study refers to Television, Radio and internet, Newspapers, Books, Magazines and many others that the VSU uses to disseminate information to members of the public. In this mode, feedback is usually delayed.
4. Organizational communication according to Infante (1997) involves exchange of messages to stimulate meaning within and between organisations and their environments. In this study, this refers to communication between superiors and subordinates through face to face contacts, Newsletters, small group meetings and the address by the head of

the unit. It also refers to how information moves between people of the same rank, sections or departments and diagonal or interdepartmental communication.

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

3.1.3.1. Importance of communication

According to Infant et al. (1997: 23), it is important to communicate because it helps us create cooperation and interaction with one another, acquire information and entertain ourselves. He added that communication is important because without it development would not be possible. Even to be aware that development has occurred; one should be able to communicate within self (intra personal) and with others.

Rogers (1973) also looks at channels of communication which he describes as the means by which a message travels both vertically and horizontally from a source to the receiver. Communication channels refer to the means by which the message is delivered to the target group. Selection of any particular channel or media depends on the characteristics of the target group, available resources as well as the message itself. The message can be delivered through mass media, interpersonal communication, music, drama and communication events. It is important to know which Radio and television channels are popular with the target population before using the mass media channels. This study focused on the communication channels used by the VSU to disseminate information on the dangers of gender based violence to rural communities and in particular Katuba.

Communication strategy is the way or pointer for mobilizing activities towards the desired goal. It involves specific ways in which messages are communicated. A strategy facilitates organised and intensified use of interpersonal, group and mass media channels of communication. Communication strategy is a coordinated and comprehensive plan for guiding multiple actions or activities that are aimed at achieving a communication policy (Rogers: 1973). For this study,

communication strategy included awareness campaigns, talks, community meetings and workshops.

Social change campaign refers to the efforts that are being made by the Victim Support Unit to disseminate information on Gender Based Violence while the target adopter refers to the residents of the Katuba community in central province of Zambia.

3.2. Main theories and how they applied to the study

The following are the main theories that were used in the study:

3.2.1. The multi-step flow theory

The researcher used the multi-step flow theory because it explains very well how information flows within the organization and its members. In this theory understanding the identity of the opinion leaders is important. Katz and Lazarsfeld (1965) and Lowery and Defleur (1995) identified three dimensions in the lives of an individual that were related to his or her opinion leadership role namely, position in life cycle, socio-economic status and social contacts.

The core-assumption of this theory is that media messages pass through several opinion leaders before reaching the mass audience. There is a flow of influence from both opinion leaders to less attentive actors, but also between opinion leaders to other leaders (Clark 2001). This kind of opinion sharing occurs in a horizontal fashion between opinion leaders. This creates a flow of influence which extends even further when leaders share information with others via media or through the offline interpersonal communication.

3.2.1.1. Relevance of the theory to the research

The multi Step-Flow Theory was relevant to the research as it provided the reality of how life of the members of the organization was affected. The people in positions of authority in the country act as leaders in relaying information to the communities and the country at large. It is evident

that these have great influence over the people as during the commemoration of the 16 days of activism against Gender Based Violence for 2011, the parliamentarians were called upon by the honourable speaker of the National Assembly Justice Matibini to lead the fight and play a critical role in fighting the scourge.

The House of Chiefs with its chairperson Chief Madzimawe has also been looking at ways of addressing issues of gender based violence in their chiefdoms. Chief Madzimawe explained that due to vulnerability, most women do not report issues of violence in their homes because some of the perpetrators are the bread winners. The traditional leader emphasised the need for women to be educated in order to fight poverty saying woman who are able to feed themselves cannot tolerate such behaviour in their homes. Chief Madzimawe explained however, that the trend is reducing because some traditional leaders have engaged community leaders in sensitising people against GBV and the importance of reporting such cases to the police. (Nkunika, Times of Zambia, Monday, December 10, 2012).

This call for all leaders to lead the fight against Gender based violence was echoed by the First Lady, Dr. Christine Kaseba Sata when she addressed delegates of the Zambia Association of Women Judges Consultative Symposium on Gender based Violence which was held in Lusaka, Zambia from the 22 November to 23 November 2012.

It is important to also note that the Zambia Police through the Victim Support Unit and Non Governmental Organisations such as Justice for Widows and Orphans and Young Women's Christian Association are very useful allies as they shape opinion and will gradually lead the fight against GBV.

Zambia Police, through the Victim Support Unit also play the role of opinion leaders. With this commitment by the opinion leaders, many more people will champion the fight. The organizational structure depicts well this trend of adoption where information move from senior

members or leaders to the Provincial, District and then to the branch leaders and finally to the grassroots.

3.2.2. Agenda Setting Theory

This is one theory that is very important in disseminating information to the public. Mass media plays a role in influencing public opinion and also the public agenda. Due to the media's powerful influence, people have heavily depended on media coverage to raise public awareness on various issues.

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

As the media gives information to the public, it sets an agenda by determining which matters will be debated by the public and how important these matters really are. Media reflects to people what it finds important, setting the agenda for public discussion. Eoff (2000) asserts that agenda setting research has shown that there is correlation between what the media deems important and salience in the public mind.

The media therefore is a powerful tool informing the community about Gender based violence. In recent years, issues to do with gender based violence have been reported more and more on radio and television. This is true in that as Dr. Kaseba observed during the commemoration of Sixteen days of Gender Activism, more and more people are aware of the dangers of Gender Based Violence in Zambia because hardly a day passes without the media reporting ghastly acts of emotional, physical and other abuse that women and young girls go through (Speech given on the official opening of the Zambia Association of Women Judges Consultative Symposium on Gender Based Violence, 22nd November.)

Most organizations depend on the media to publicise their programs and it is only once an issue has been reported that people feel free to discuss important issues in their community. Therefore, the VSU when conducting sensitization campaigns, also focus on issues that are receiving more media coverage. In this way, the media greatly influences the organizations' agenda.

Organizations can also form their own agenda and pass it on to the media to communicate to the public. It is for this reason that organizations play an important role in setting the agenda through media campaigns and advertisements on important social issues depending on how the media communicates the information to the public.

3.2.2.1. Relevance of the theory to the research

The agenda setting theory has relevance in this study because media does play a very big role in ensuring that the public knows the dangers of Gender Based violence especially since this topic is taboo in most cultures in Zambia. Information carried in the media has a huge impact on people because it opens up people's mind to discuss what they see on television or talk about the latest news they read in the newspapers. It is through media coverage that people are able to know that Gender Based Violence has gotten worse in most societies in Zambia and has in some cases resulted in death.

3.2.3. Social Change Campaign Theory

Changing community norms is a process, not a single event. Projects based on an understanding of how individuals naturally go through a process of change can be more effective than haphazard messages thrust into the community. Thus, efforts to try to influence social change must be approached systematically. Organizations that attempt this work can become skilled facilitators of individual and collective change by working with, guiding, facilitating, and supporting the community along a journey of change.

According to Kotler and Roberto (1989:6) a social change campaign is an organized effort conducted by one group of (the change agent) which intends to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices and behaviour. A change agent is the person or persons or organization setting out to change something. In this particular study, the change agent is the Victims Support Unit of the Police Service of Zambia which is setting out to change Knowledge, practices and attitudes of the Zambian people with regards to Gender Based Violence. The VSU focuses on educating the public to abandon practices such as wife battering, property grabbing and sexual abuse of women.

GBV is a complex problem that requires a comprehensive response. Efforts must go beyond the individual to affect social change. Approaching GBV through a primary prevention framework recognizes that violence is not limited to an event such as beating or forced sex, but includes an array of actions and behaviours that shape how a woman experiences life. Thus, GBV forms the context of, rather than an event in, a woman's life. The response therefore also needs to address the broader social climate rather than only responding to incidences of violence. The work of GBV prevention involves promoting equity in relationships between women and men, a goal recognized by the Victim Support Unit. The root causes of GBV must be confronted and challenged using social change campaign theory strategies if long-term sustainable change is to be realized. It is against this background that Victim Support Unit, working with the media in Zambia has set out to highlight the seriousness of GBV and also to sensitise the public on the steps to take when confronted with the problem. However, as Eastern Province Deputy Permanent Secretary Zachariah Luhanga noted, acts of gender based violence seem to be a characteristic that is deeply rooted in some societies and that is inculcated at an early age, and often built upon unequal power relations and unjust attitudes, leading to violent behaviours. He also observed that under reporting of violence and children remains a challenge (Times of Zambia, Monday, December 10, 2012).

In fact, Hyman and Sheatsly (1964:52) eloquently explain the problem of information dissemination when they say,

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

Kotla (1996:6) outlines other factors that may dilute the impact of the media as follows; apathetic, defensive, or ignorant audience, message not being sufficiently motivating, message being placed in wrong media, the lack of provision to respond constructively to the message. There are several factors that may dilute the media impact on the people when it comes to gender based violence which may include the language that the Victim Support Unit uses to disseminate information, since most of the campaigns are in the official language English as well as the non availability or in some cases very poor television and Radio reception in most rural communities of Zambia.

3.2.3.1. Relevance of the theory to the research

The theory of social change is relevant to this study because it assists in developing, planning and designing of messages that speak against gender based violence. The Victim Support Unit together with various stake holders have realised the importance of GBV prevention in the country and have began designing messages that address the root causes of GBV. The Victim Support Unit has also been designing messages that help the public realise what a big social problem gender based violence is in Zambia. It is hoped that by addressing the root causes of this problem in the country, cases of Gender based violence will reduce tremendously.

It is important to note that contrary to common perceptions, when discussing GBV prevention programmes, service delivery is not all together excluded. Instead, GBV programmes that emphasize prevention usually shift the programmatic focus from after a violent act to before the violence has occurred. This perspective recognizes that while working on prevention within a community or population, it is essential to have services available for women experiencing violence. It also recognizes that without a strong component of primary prevention, service delivery alone will not change the attitudes and behaviours that cause gender-based violence and allow it to continue within the community. Therefore, efforts at GBV prevention from the outset require integration of formal or informal services into a broader behaviour or social change campaign

Chapter Four: Literature Review

4.0. Literature Review

A large body of literature exists on the negative impact of Gender based Violence to society. Writings on gender-based violence are rich and varied. However, limited literature is available on the communication strategies that are being used to sensitise members of communities on issues to do with Gender based Violence.

In this context, gender based violence refers to any type of violence directed at groups or individuals on the basis of their gender. The Young Women Christian Association has defined Violence as any action which causes suffering, pain or discomfort to one's body, mind or social well being or which diminishes her or his ability to make choices about her or his life (YWCA, 1994). Violence therefore, is any ill treatment, directed at a person who is vulnerable and is not in a position to seek redress. Gender based violence is an issue around which there is both commonality and difference the world over. Guenette (1991:11) defines violence as a manifestation of power, an act or an attitude that degrades and renders one powerless. It is any form of oppression experienced by women or men on the basis of one's gender.

It is important to note that although there is this large body of literature available, in all regions, the extent of gender based violence is difficult to determine. Lack of a clear definition, the inadequacy of surveys and data collections, and the hidden nature of the many of its forms make it difficult to document or make public. Factors such as socialisation processes, shame and self blame work together to reinforce these difficulties.

The Iceberg of sexual coercion, a conceptual model developed in South Africa, suggests that forms of violence that become visible and are reported to the police, such as fatal sexual assault and reported rape, are only the tip of the iceberg. A much greater proportion of gender based violence is never recorded – including forced sex in marriage; battering, deprivation and verbal abuse, threats or trickery; and the sexual exploitation of children (Jewkes, 2000).

Gibbons, explains that the way a phenomenon is perceived will determine the response to it. When something is seen as a problem, responses will gravitate towards a search for solutions. Violence against women in most of its forms is rarely perceived by governments as a problem requiring urgent government action. In the family, violence is seen as a private matter to be settled by family members. In the community, it is either ignored or treated as a moral problem for which women and their behaviour are to be blamed. In cases where government agencies have tried to conceptualise violence against women as a problem, their efforts have often been limited by a sectoral approach and the absence of an overall policy framework. No holistic definition of the problem and policy has emerged, resulting in misconceptions and inadequate responses (Integrated Approaches to Eliminating Gender based Violence; 2003).

Diawara in the Book *Femmes et Violence en Afrique* argues that violence perpetrated against women and girls constitutes an obstacle to the achievement of the objectives of equality, development and peace. It is a violation of the universal rights and fundamental freedoms of the human person and partially and totally prevents women from enjoying the rights and liberties to which they are entitled. The reality, she goes on to argue, is that in the case of violence perpetrated against women, the protection and promotion of fundamental rights and liberties are not always secured and constitute an issue of destabilizing concern to African States in spite of the adoption of the texts, protocols and conventions, such as the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW) (Diawara, 2005).

Diawara further notes that because of the many conferences that have been held to discuss Gender Based Violence, a lot has been learnt on the forms, causes and consequences of violence

against women, as well as on their effect and the steps to take to combat them. This knowledge has however not translated into programs that can eliminate Gender Based Violence from most communities. Diawara makes an interesting observation that in all societies, in various degrees, women and girls are exposed to physical, sexual and psychological violence regardless of the income, culture and social and professional class. Furthermore, the low status ascribed to women at economic and social level, can also be one of the causes and one of the consequences of the violence perpetrated against them (Ibid).

Another study acknowledges that at the root of the problem of gender violence is the gendered nature of society where society places a higher value on the males and where boys are socialised to appreciate and value themselves and to perceive females as of a lesser value (YWCA,2005). This leads to a general disregard for women and girls and to a lack of respect for their rights as human beings. This attitude permeates from the individual to the family to institutions in the community and to the State level. Thus gender itself needs to be addressed.

This was echoed by Kapilima, in a paper presented at the Mulungushi Conference Centre in Lusaka, Zambia during the Consultative Forum on Gender Justice when he explained that, violence against women is located and manifested at three levels and these are the family, the community and the state. The family socialises its members to accept hierarchical relations between the sexes and power over the allocation of resources. The community (social, economic, cultural and religious institutions) provides the mechanisms for perpetuating male control over women's sexuality, mobility and labour. These three, constitute not only a persuasive and interactive system for legitimising violence, but the locus of acts of violence as well' (Kapilima, Ministry of Gender and Child Development, 2012).

The United Nations highlighted the universal nature of Gender Based Violence by observing that, Female genital mutilation, for example, which is recognised as a form of Gender based violence, is a traditional practice undertaken in parts of Africa and Asia and continued by some immigrants in Europe and the United States. Although this practice affects some two million

women and girls per year, it remains relegated mainly to particular cultures. Additionally, "bride burning," the Indian practice of setting a woman on fire for failing to execute fully the marriage bargain, results in the brutal murder of scores of married women. Like female genital mutilation, bride burning is an act of gender-based violence that remains contained within an individual cultural arena. It is however important to note that as Individual cultures begin to transcend traditional national borders, violent acts such as bride burning and female genital mutilation are increasingly being given international attention (United Nations: Focus on Women;1995).

A further analysis of the Literature indicates that Acts of gender-based violence permeate all world cultures and, as such, possess a different global dynamic. For example, many women are victimized by "relationship abuse," or as it is more commonly understood, "domestic violence." Although the empirical data on the pervasiveness of relationship abuse is incomplete, due to its private nature, there are indications of a widespread, international crisis." (Armatta, 1997) In Bangladesh, for example, murder of wives by husbands accounts for half of all murders nationwide' (Armatta: 1997). In Scotland, relationship abuse is the second most reported crime. In the United States, nearly four million women are victimized by relationship abuse annually, and wife battering is the most common cause of injuries necessitating medical attention.' (Dietz, 1996) In Peru, relationship abuse constitutes nearly three quarters of all crimes reported to police. One Brazilian police station reported that nearly seventy percent of all reported cases of violence against women occurred in the home (Armatta: 1997). These statistics, however, only intimate the true extent of abuse worldwide because of inconvenient, complicated, and ineffective reporting.

Heise echoes the above statistics by noting that, the most widespread form of gender based violence is physical abuse of a woman by an intimate male partner, current and former spouse, cohabiting partner, date or boyfriend. She further points out that thirty five studies which were carried out from a wide variety of countries show that one quarter to more than half of women report having been physically abused by a former partner (Heise et-al, 1994).

Research on Gender Based Violence done in Zambia by Women and Law in Southern Africa, which culminated in the book *Gender Violence- The Invisible Struggle* (WLSA, 2001) found out that gender violence within the family is invisible, and that the community and the agents of the Justice Delivery System tend to collude in keeping it invisible, resulting in untold suffering to those who are violated. For many women, the decision to break the silence results in fighting not only the abuser, but key members of the family, the Justice System, social isolation and the loss of personal security. The woman for example, the book says, may find herself suddenly homeless, her marriage threatened and where there are children, without support for them. Thus, faced with these seemingly overwhelming obstacles, women may opt to live in situations of abuse. Society, the researchers argue is not ready to confront violence, and from the family to the national level, cries of the victims have fallen on deaf ears. Thus the invisibility of gender – violence, is perpetuated by all.

Literature also shows that a growing number of studies indicate that girls' first sexual experience in Central and Southern Africa is often unwanted and frequently forced. In KwaZulu Natal, South Africa, for example, 10 per cent of adolescent girls reported their first sexual experience as forced or rape, while a 2000 study in Botswana found that more than two-fifths of rape cases that reached the courts involved children under the age of 16; 58 per cent were between the ages of 11 and 20 (UNICEF/WHO/UNAIDS, 2002). The abusers are often male relatives, family friends or other men in influential positions, such as teachers – the most common child rapists in South Africa (33 per cent) according to a 1998 study (Jewkes et al., 2002).

Considerable overlap has been shown in studies from several countries between physical emotional and sexual violence. Despite a widespread belief that rape is something committed by strangers, most non-consensual sex actually takes place between spouses, partners and acquaintances. A review of literature published in English on sexual violence against women which include research from 84 countries showed it to be most prevalent in every day contexts and environments and among individuals known to each other. Population based studies report that between 12 and 25% of women have experienced or attempted or completed forced sex by an intimate partner or ex-partner at some time in their lives (WHO, 2006).

The World Health Organization (WHO, 1997) Cites research showing that 36-62% of all sexual assault victims are aged 15 years or below. In fact, the younger a girl is at first sexual intercourse, the more likely that sex is forced. Women and girls are also subjected to harmful traditional practices such as Female Genital Mutilation and child marriage. It is estimated that between 85 to 114 million women and girls, mainly in Africa, the Middle East and Asia, have undergone some form of Female Genital Mutilation. The UN has described this as “justifying gender based violence as a form of protection or control of women.” (CEDAW 1989).

Early marriage is also an attempt to control women’s sexuality and expose girls to physical violation and trauma as well as greater risks during pregnancy and child birth. Violence against women by members of the law enforcement and criminal justice system is also widespread. According to Amnesty International, thousands of women held in custody are routinely raped in police detention centres worldwide (UNDPI, 1996).

According to the Beijing +10 Shadow Report produced by the Association for Research and Development and the Non-Governmental Organization Coordinating Council, “violence against women and girls is rampant in Zambia” and includes “battery (domestic violence), murder, sexual harassment, sexual cleansing, assault, and other forms of violence.

More recent studies on gender based violence in Zambia have drawn attention to the sexual abuse of girls, a crime fuelled by misconceptions about ‘virgin cure’ for STIs and AIDS. (NGOCC et al., 2002). The spread of HIV/AIDS has also created a demand for younger and younger female sex partners, who are thought to be uninfected or even believed able to cure infection (Kimberly : 2003).

YWCA studies conducted in Zambia have shown incest to be a hidden but pervasive problem in most Zambian homes. ZDHS also concluded that fifteen percent of Zambian women reported

sexual violence in the context of an intimate partnership. Fewer than 25% of Zambian women interviewed believed that a married woman could not refuse to have sex with her husband, even if he had been demonstrably unfaithful and was infected with HIV. Only 11% thought that a woman could ask her husband to use a condom in these circumstances. (ZDHS, 2001- 2002).

Clearly, gender based violence is an outcome of and a contributor to individual poverty, as well as the impoverishment of communities and states. The Millennium Declaration (2000) to which Zambia is a party recognizes this link, particularly in relation to violence against women: it acknowledges that in order to achieve the Millennium Development Goal, it is necessary to combat all forms of violence against women and to implement the convention on the Elimination of All forms of Discrimination Against Women. In fact, Gender Based Violence negatively impacts on the achievement of the Millennium Development Goals, not only to the extent that gender equality is a cross cutting priority in all eight of the MDGs, but also in terms of the direct impact that Gender Based Violence has in realizing six of these goals in families, communities and nations.

It is important to realize that in most countries, policy frameworks hardly exist to take account of the impact of Gender based Violence on economies' social fabric, cohesion, and societal values. Without a clear understanding of the full range of causes and consequences, violence against women will continue to be treated as a private rather than a societal problem, and interventions will continue to be inadequate. (Gibbons, 2003).

Gibbons further notes that in all countries in the region there are high levels of tolerance and acceptance of gender-based violence, especially in the family, where it is assumed that men have a right to chastise and discipline women and children. The judicial system in most countries penalises victims who report incidences of violence. There is a tendency to think that women who are sexually abused or harassed call it on themselves by the way they dress or the way they respond to harassment. Although the problem of violence in the family is increasingly coming under public scrutiny, there is still a strong veil of silence that women and girls are socialised to

maintain. That silence, together with the existence of multiple legal systems in most countries, combines to create major obstacles to holistic and comprehensive approaches to addressing the problem (Integrated Approaches to Eliminating Gender Based Violence, 2003).

Chapter Five: Finding and Interpretation of Results

5.0. Introduction

This chapter presents the findings of the data that was collected through the quantitative and qualitative surveys during the researcher's attachment with Justice for Widows and Orphans an NGO which works closely with the Victim Support Unit. The study evaluated the communication strategies and channels that the Victim Support Unit employs to communicate messages on the dangers of gender based violence to communities. The chapter is divided into two parts: the first part presents findings of the quantitative study and provides more information on incidence and prevalence. It also validates the strength and relationships of what was observed by the researcher. The second part of the chapter presents the qualitative data and examines the different themes that emerged. This part of the chapter goes deeper to bring out individual, household and community diverse narratives and views of and experience of GBV in Katuba. In presenting both quantitative and qualitative findings, bar and pie charts, pictures and tables have been used for clear interpretation of the data.

5.1. Quantitative Survey Findings

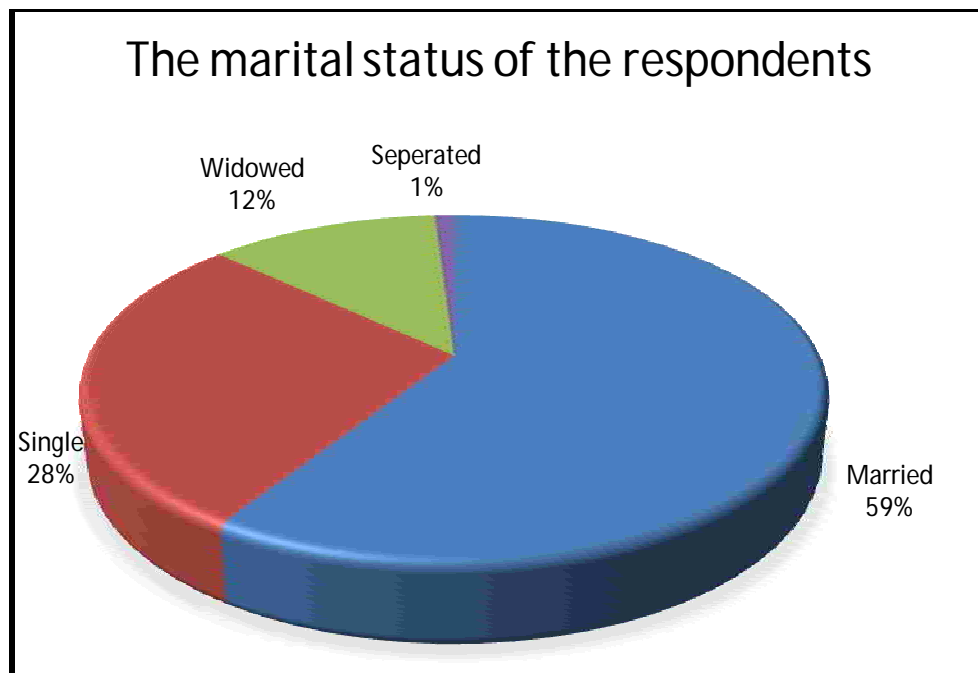
The quantitative findings start with a brief background of the respondents and then moves onto more rigorous statistical data on findings from Katuba community.

5.1.1. Background Information of the Respondent

A total of 100 questionnaires were administered to the Katuba residents. These were sampled using simple random sampling but during analysis it was observed that 5 questionnaires were incomplete thereby rendering them invalid. Therefore, the valid number of questionnaires was 95. Of the 95 respondents, 63 (66%) were females and the rest (34%) were male. The high number of women in the sample points to the fact that women are the primary caregivers and are in most cases found at home than their male counter parts, especially in rural communities like

Katuba (Haynie & Gorman 1999; Hill 2011). Hence, though there were more female than male respondents the research findings indicate that most of the households in Katuba were headed by males. Seventy seven per cent of the households said they were male headed by a father (76%) or grandfather (1%) while 23 per cent of the households reported to be female headed by either a mother (21%) or a grandmother (2%).

Figure 5. 1: Marital status of respondents



Source: quantitative field data 2012

The age range of the study sample was 20 to 78 years. The mean age of the study sample was 32.1 years. The median age of the study sample was 31 years while the mode was 25 and 30. As shown in figure 5.1 most of the respondents were married (59%) or previously married (13%) – twelve per cent of the respondents were widowed and one per cent separated. The rest (28%) of the respondents were single.

Majority of the respondents had either secondary (37%) or primary (36%) level of education. Those with tertiary level of education accounted for nineteen per cent with sixteen per cent college and 3 per cent university graduates. Only eight per cent reported to have no education at all.

The research findings also showed that majority (96%) of the respondents was of Christian religious denominations and only a few (4%) reported to be Muslims. Of the ninety six per cent Christians, twenty three (23%) said they were Catholics while the majority (73%) said they were protestants - Pentecostal, Salvation Army, Jehovah's Witness, Adventists and many others. Table 5.1 shows the background information of the respondent.

Table 5. 1: Demographic characteristics of households

Per cent distribution of respondents' selected background characteristics		
	frequency	Per cent
Sex		
Male	32	34
Female	63	66
Total	95	100
Age		
21-30	32	
31-40		
41-50		
51-60		
61-70		
71-80		
Total	95	100.0
Head of the household		
Father	72	76
Mother	20	21
Grandmother	2	2
Grandfather	1	1
Total	95	100
Highest education		
Secondary	35	37
Primary	34	36
College	15	16
none	8	8
University	3	3
Total	95	100
Religious denomination		
Christian	91	96
Muslims	4	4
Total	95	100

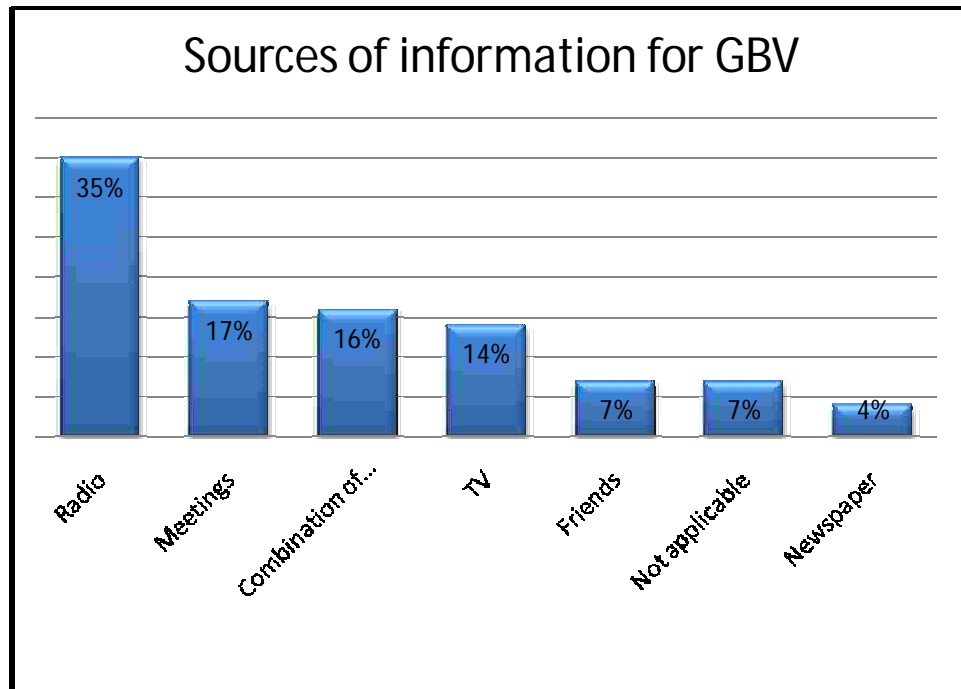
5.1.2. Communication and Information about GBV

One of the goals of this study was to ascertain if the respondents had heard about GBV and the findings indicate that slightly more than a third (77%) of the respondents had heard about GBV and only less than a quarter (18%) had not heard about GBV. The respondents that reported to have heard about GGBV were further asked to reveal their sources of information.

5.1.2.1. Sources of information

It was important to investigate the source of information for gender based violence because an informed society has the ability to make a decision when faced with any challenge. 33 percent of the respondents explained that they had heard about GBV on radio, 14 percent from watching television, 4 per cent said they had read about it in newspapers, 7 had heard about gender based violence from friends, 17 per cent heard about GBV through meetings while 16 per cent said they had heard about GBV from a combination of all the above mentioned sources of information. Only 7 per cent of the respondents said they had never heard of Gender based violence and so answered not applicable to the question, “How did you hear about GBV.”

Figure 5. 2: Sources of information



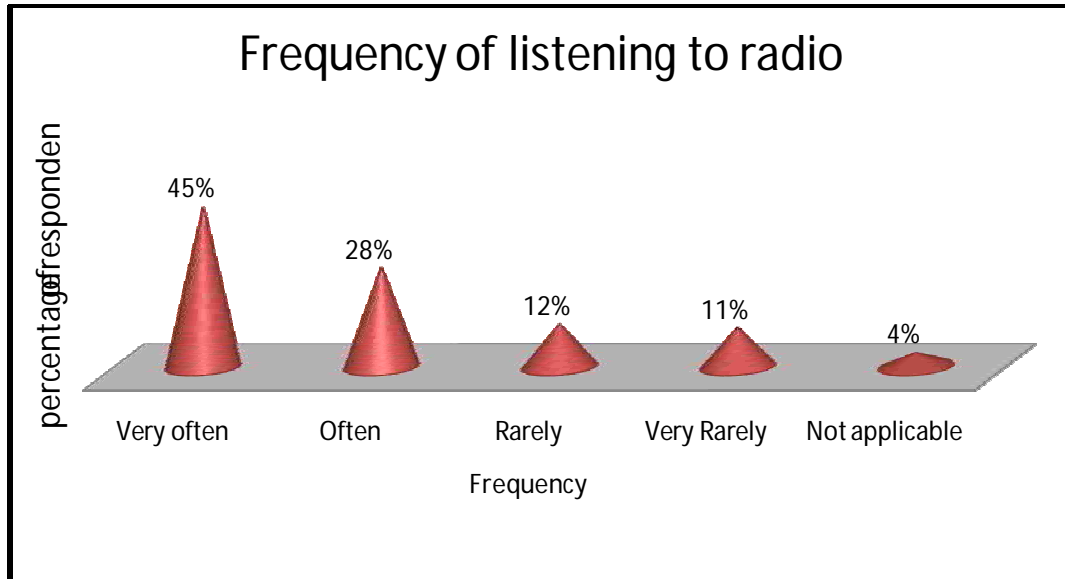
Source: quantitative field data 2012

5.1.2.1. Ownership of communication devices and frequency of use

A radio

When asked the question “Do you have a radio at home?” majority (88%) of the participants responded in the affirmative and only a few (6%) respondents denied owning a radio. Nevertheless, over 95 per cent of the participants claimed to listen to the radio however the frequency of listening to the radio varied among respondents as can be seen in figure 5.3.

Figure 5. 3: Frequency of listening to the radio

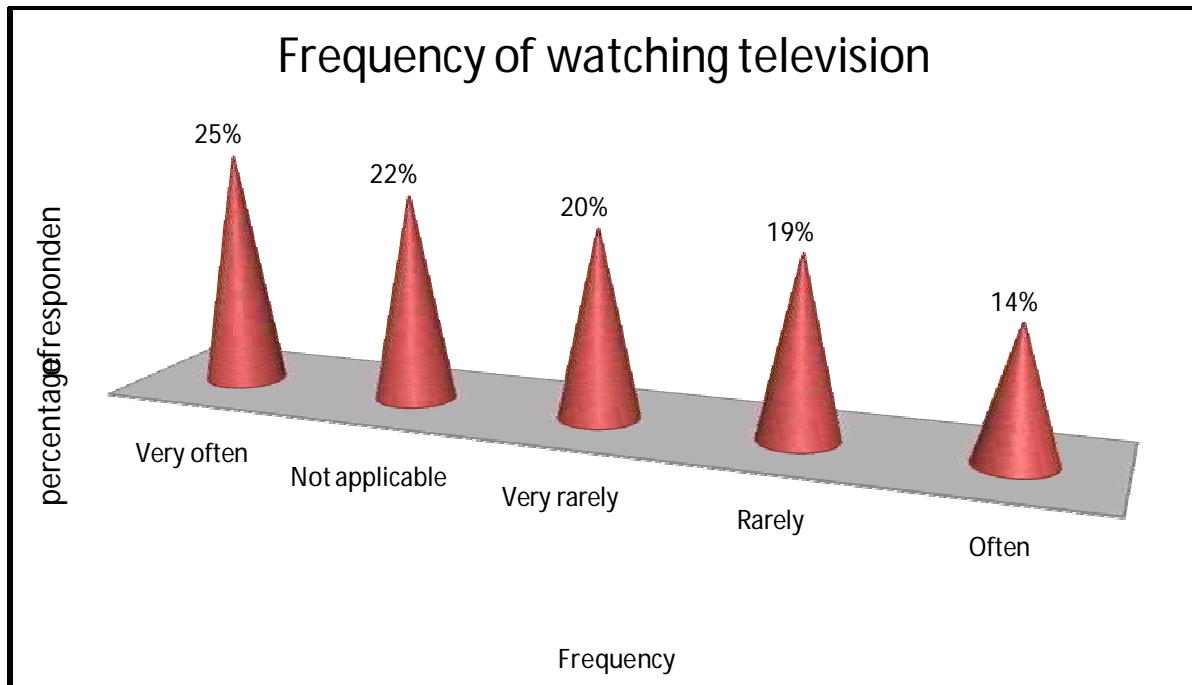


Source: quantitative field data 2012

A Television

(41%) of the respondents owned a television set in their homes while (58%) said they did not own a television set and (1%) of the respondents did not answer this question. On the frequency of watching TV, 25% watched TV very often and 14% often watched TV while 19% and 20% rarely and very rarely watched TV respectively. The rest (22%) indicated that it was not applicable to them as can be seen from Table 5.4.

Figure 5. 4: Frequency of watching television



Source: quantitative field data 2012

5.1.3. Institutions in Katuba

A multi-sectorial approach is required for a country or community to effectively prevent and respond appropriately to GBV (UNHCR & UNIPA 1999). Relevant sectors in the fight against GBV include but not limited to health, education and protection sectors. The local communities and civic organisations should also actively take part in the fight against GBV. Hence it was imperative for this study to investigate the role of the health sector, protection sector (specifically the police), NGOs and community in dealing with GBV in Katuba.

5.1.3.1. Government run clinics

On the question of whether there were any clinics run by government in Katuba, 37 per cent of the respondents answered “yes”, while 63 per cent said “No”. The researcher learnt that the

respondents who said yes are those living in villages which are nearer to Kabangwe, where the nearest health centre is.

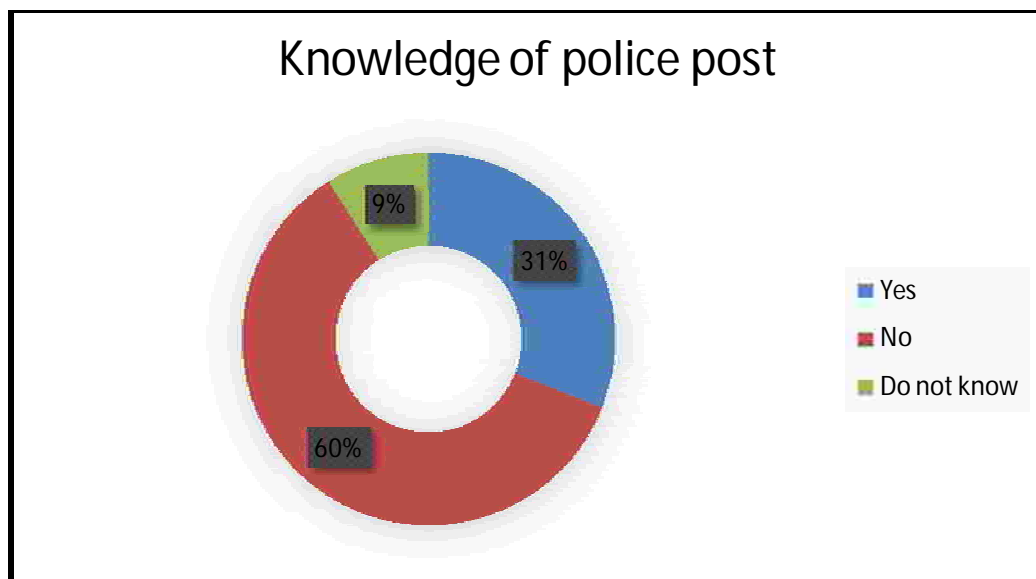
5.1.3.2. Knowledge of Non-Governmental Organisation

62% of the respondents answered 'yes' to the question of whether there were any NGOs in the area while 28% said there were no NGOs. Only 10% said they were not sure if any NGOs operated in the area. The respondents identified Justice for Widows and Orphans Project, Balupwa babumi (Self-help), and Katuba Women club.

5.1.3.3. Knowledge of a police post

The findings indicate that only 31% said there was a police post in the area. The Majority of the respondents at 60% said there was no police post in Katuba. The respondents explained that all the cases that required the police, were reported to the village vigilantes. 9 per cent of the respondents did not know if the community had a police post or not.

Figure 5. 5: Knowledge of police post by respondents

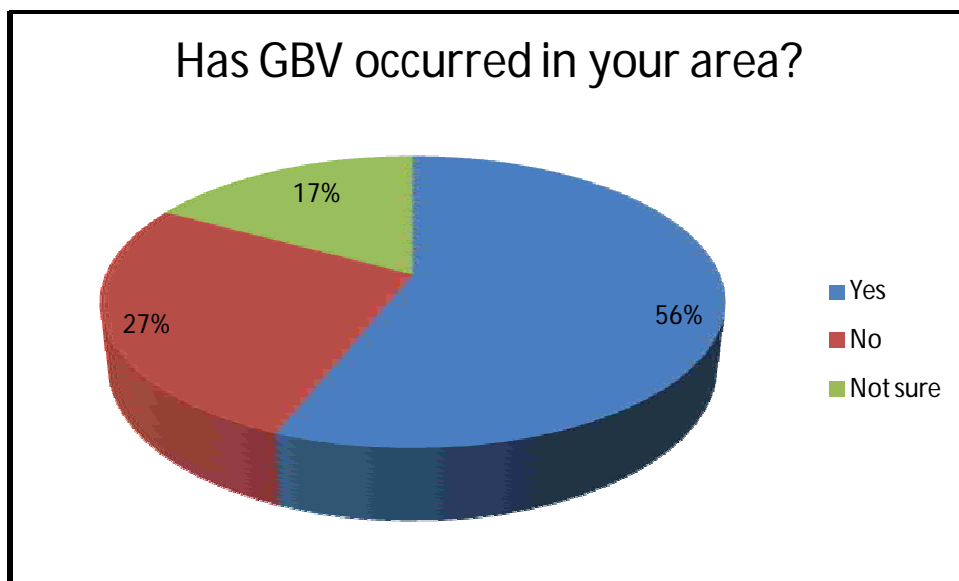


Source: quantitative field data 2012

Of the 95 respondents, 25% said there was a Victim support unit at the police post while 62% said there was no VSU at the police post. It must be emphasised that only the respondents who lived nearer to the only police station available, which is in Kabangwe area about ten (10) kilometres from the main village in Katuba, knew about the victim support unit. As such, 12% said they were not sure if Victim support unit existed at the police post or not while 1% said the question was not applicable since there was no police post in the area.

81% of the respondents said they had heard about gender based violence while 19% said they had not. Those that said they had never heard of gender based violence explained during a focus group discussion that it is the term (Gender Based Violence) which they had never heard of and not that they had never experienced or witnessed gender based violence in their lives. It is also important to note that the researcher learnt that an NGO called Balupwa Babumi (Self Help) had organised a meeting where gender based violence issues were discussed.

Figure 5. 6: Has GBV occurred in your area?



Source: quantitative field data 2012

On the question of whether they were aware of any cases of GBV occurring in their area, 55% of the respondents said YES gender based violence had occurred while 26 percent said No, it had never occurred in their area. 16 percent said they were not sure if any gender based violence cases had occurred in their area. During a focus group discussion in Katuba, the discussants that said that they were not sure if gender based violence had occurred, explained that they were not sure because some of the things that they may consider as normal and part of their lives, such as fighting with a spouse or beating a child who had misbehaved was now being termed as gender based violence.

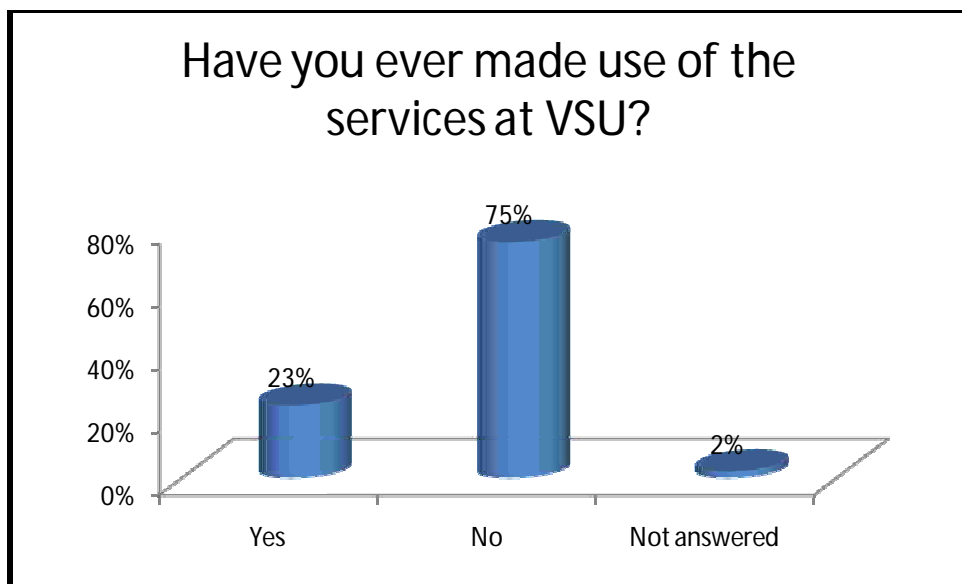
5.1.4. VSU and educating the public

Only 17% of the respondents said the victim support unit had been to their area to educate them. The majority of the respondents, 75% said the victim support unit had never been to Katuba to educate them on the dangers of Gender based Violence. The researcher learnt that the victim support unit had held what they termed a camp fire meeting in Katuba at Katuba Basic School in 2011.

These findings reveal that the VSU need to step up its efforts in sensitizing members of the public on the dangers of GBV as information about what people can do when faced with GBV is very important for people in rural areas.

5.1.4.1 USE of VSU services

Figure 5. 7: Making use of the VSU services

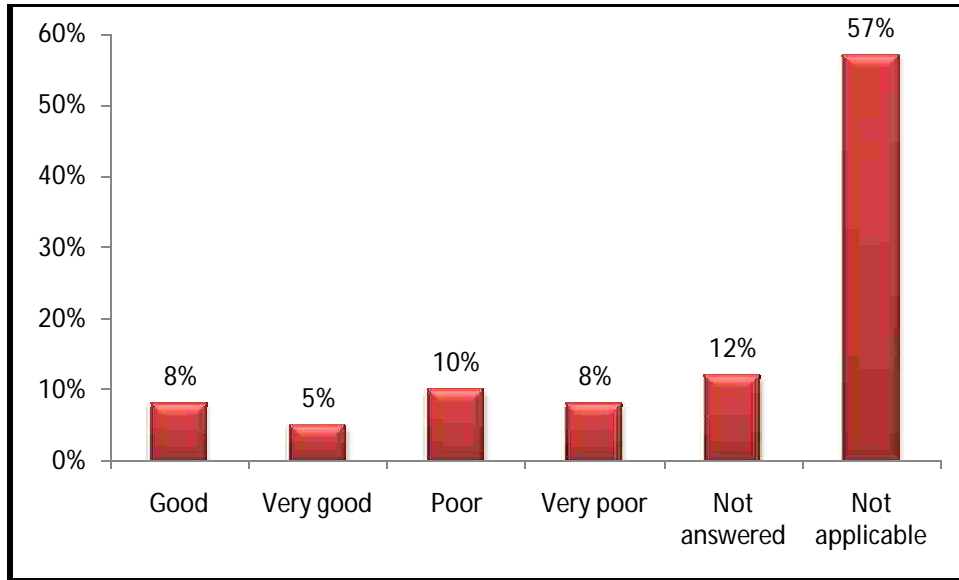


Source: quantitative Field Data 2012

Only 22 respondents representing, 23% said they had made use of the services at the Victim Support Unit, the majority of the respondents at 75% said they had never made use of the services at the Victim Support Unit. Again this is consistent with the fact that there is no police station in the area and so, the villagers have no access to the services of the VSU. 2% of the respondents did not answer the question

5.1.4.2 Quality of VSU services

Figure 5. 8: Quality of VSU services

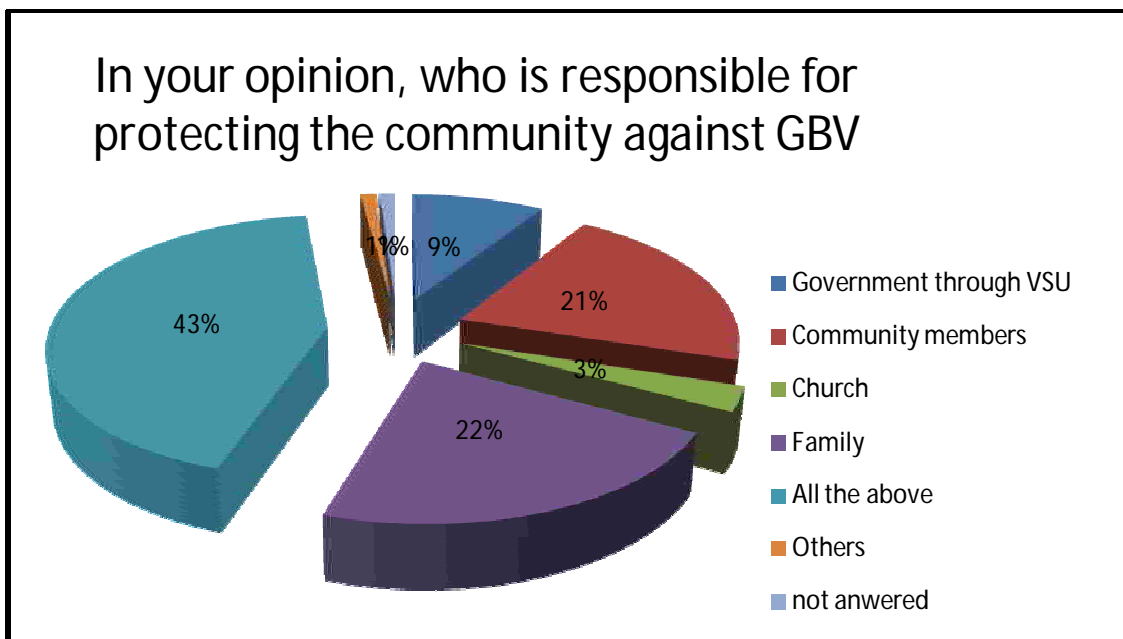


Source: quantitative field data 2012

When the respondents were asked about the quality of the services that are offered by the VSU, only 8% said the quality was good. This is consistent with the fact that only very few respondents had said they had made use of the services provided by the VSU. 5% said the service was very good, 10% percent said it was poor while 8% said the service at the Victim Support Unit was very poor. 12% of the respondents did not answer the question because they had not made use of the services at the VSU while the majority of the respondents at 54 percent, explained that the question was not applicable because they had never made any use of the services at the victim support unit. It should be noted that the fact that there is no police station in the area could be the reason why the respondents have never used the services at the VSU.

5.1.4.3. Responsibility of protecting community against GBV

Figure 5. 9: Responsibility of protecting the community against GBV



Source: qualitative field data 2012

When asked who they thought was responsible for protecting the community, 9.5 percent said it was the Government through the Victim Support Unit, 21 percent said it was the duty of the community members to protect each other from any form of abuse, only 1 percent said it was the duty of the church while 43percent said it was a responsibility of all the above to ensure that the community is protected.

5.2. Quantitative Findings

5.2.1. In-depth interviews

A total of five in depth interviews were conducted with senior officers in VSU and those that work closely with the Victim Support Unit. One interview was with the Coordinator of the Victim Support Unit of the Zambia Police Service, Mr. Kasale. Other people interviewed from the VSU were the Task Manager of the Access to Justice Project which is a project within the Victim Support and members of staff from the Victim Support Unit at Zambia Police Service Headquarters. These interviews were very important as they enabled the researcher to have an increased insight into the unit's communication strategies. The other interviews were with the Chairperson of the Justice for Widows and Orphans project in Katuba who is an opinion leader in the area, the Project Coordinator, Justice for Widows and orphans as well as the Honourable Justice in charge of gender at the Supreme Court of Zambia.

The responses of the respondents were analysed qualitatively according to themes and the following were the observations

5.2.2. Background to the establishment of the unit

The Zambia Police force was brought into existence through the Zambia Police Act Chapter 103 of the Laws of Zambia. It functioned as a Police force up to 1994 when there where major reforms which saw the police force being reformed to a Police Service- established to serve and protect the people.

The Zambia Police Service portfolio functions as outlined in the Zambian Constitution (CAP 1), Zambia Police Act (CAP 103) and Zambia Police (Amendment Act No.14) of 1999 as follows:-

- ✓ The Preservation of Peace;
- ✓ The Protection of Life and Property;
- ✓ The Detection of Crime;

- ✓ Arrest and Prosecution of Offenders; and Community Education and Liaison on issues of Crime and Safety.

As a way of efficiently carrying out the above functions, the Zambia Police Service established a Community Service Division, a department where the Victim Support Unit falls. Other units which are part of the Community Service Division are Schools Liaison Unit, Chaplaincy and community safety. All these Units are headed by a Coordinator.

The Victim support unit was established in 1997 after the 1994 police service reforms as a response to the rising cases involving violence against women, children and the elderly in Zambian communities. Before 1997, cases which ranged from Violence against women and children to property grabbing were handled as domestic cases which could be resolved with minor intervention by the police.

However, with the reforms of 1994, there was a need to establish a unit which could proficiently and competently assist the victims of violence and abuse.

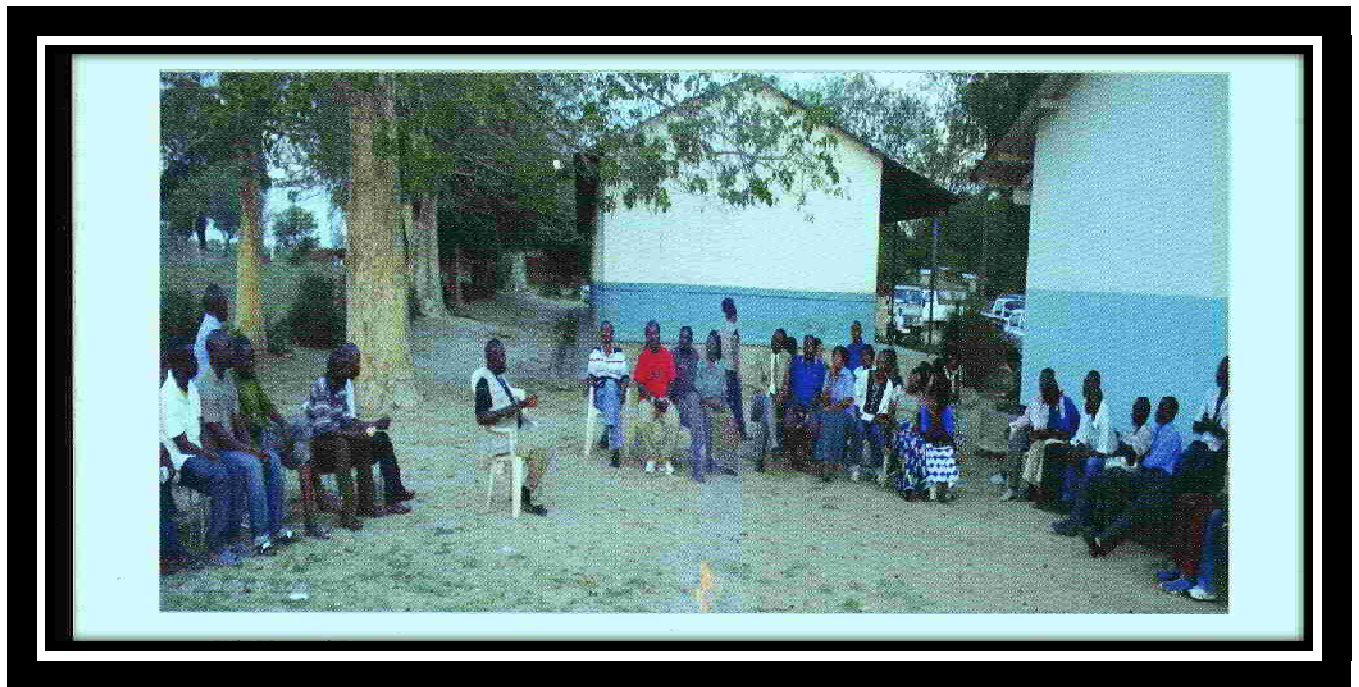
Under the Access to Justice Program, the focus of the Victim Support Unit (VSU) is to strengthen the protection of vulnerable members of society against crime, intensifying awareness raising programs for police officers and the public, promote the rights of vulnerable persons, and; strengthening organizational capacities of VSU infrastructure around the country. Critical to these efforts are the deployment of specially trained police officers and the sustainability of the VSU's public outreach programs. (Governance Secretariat: 2013) It is for this reason that the national training program at the Police Training College has incorporated issues of gender violence in the curriculum and syllabus aimed at sensitizing law enforcement officers about gender violence and how to deal with such cases. Apart from this training the Zambia Police Service has made a deliberate policy that only police officers who are trained in Human Rights Law, Psycho Social Counselling, Gender Studies or Social Work can be seconded to the Victim Support Unit.

5.2.3. Communication strategies used by the victim support unit

Investment in crime prevention is always a better alternative to the costs associated with the prosecution of criminal offences after they have been committed. The Victim Support Unit which operates in all police stations across the country and a few police posts, uses Radio and television for most of the education programs. VSU utilises public media like Zambia National Broadcasting Services, ZNBC radio, especially Radio 4 and 2 because of their wide coverage area. Lately, the victim support unit has also been using the Muvi television station (a privately owned television station in Zambia) for its education programs.

During the sensitization campaigns, multi communication strategies such as meetings with interest groups like the church, NGOs, and school clubs are used in order to reach a wider audience. The VSU also uses community workshops which are addressed by the community structures with VSU staff answering questions from the local community.

Figure 5. 10: Mr. Kasale (the VSU coordinator) in a discussion on GBV with Katuba residents



Source: VSU file photos

Sometimes, the VSU holds meetings with opinion leaders such as chiefs or headmen and leaders of NGOs. The coordinator of VSU explained that VSU does not have structures in local communities and hence, relied on already existing structures like the family, church and NGOs to reach the people.

The VSU is also engaged in educating pupils about gender based violence and other vices in various schools across the country through the school liaison committee. The Victim Support Unit also uses music concerts, debates and drama to sensitise members of the public on the dangers of Gender based violence.

5.2.4. Communication strategies within VSU

The research revealed that communication within the Victim Support Unit is in the form of letters, reports and memorandums which are used for all official notifications in the unit. Telephone and Radio communication is also highly used within the Victims Support Unit.

Other methods of communication used within the VSU are interpersonal communication or face to face communication and notices on notice boards. It is important to note that the most used channels were Radio and telephone.

5.2.4.1. Key messages conveyed

The key messages conveyed by the Victim support unit to members of the public encouraged members of the public to stop vices such as property grabbing, defilement, spouse abuse and other vices that may be termed as abuse.

Figure 5. 12: Poster on abuse and GBV



Source: VSU at Force Headquarters

The research revealed that the Victim Support Unit only embarks on these communication strategies when the unit has funding for its projects. The research also revealed that the donors of the funds dictate what programs the VSU will concentrate on depending on what plans they have for their funds.

Although the VSU has work plans for each year, most of the activities do not take off due to the non availability of funds to carry out these projects. It was for this reason that the VSU is a part of a network of NGOs which have structures in different communities and funding to carry out various community projects.

The network member organizations are: Women and Law in Southern Africa (WLSA), National Legal Aid Clinic for Women (NLACW), Zambia Civic Education Association (ZCEA), and Catholic Commission for Justice, Development and Peace (CCJDP), Young Women's Christian Association (YWCA), Forum for Democratic Process (FODEP), Judiciary, Social Welfare Department and Justice for Widows and Orphans Project (JWOP). International Organisations such as Care International and DANIDA and other United Nations Agencies have also partnered with the VSU in many projects

Figure 5. 13: Katuba members of JWOP after attending a focus group discussion



The communication strategy which was most effective when communicating with different communities was the use of music concerts. This is because music did not just entertain the community members but also educated them on GBV. Community strategies such as drama also proved to be very effective. It is important to note however, that these communication strategies are embarked on in urban areas such as Lusaka and other major towns in Zambia only. Areas such as Katuba have not had any music concert organized to sensitise them on the dangers of Gender based violence.

5.2.5. Direct observations

The communication strategies that were most used at VSU were the interpersonal communication, organizational communication and group communication.

Interpersonal Communication was used to exchange information and views especially among the officers at the Zambia Police Service headquarters. There was a lot of face to face interaction among the officers and between the officers at VSU, members of the public and Network members. The Victim Support Unit also uses radio messages to communicate to officers who are stationed in other stations.

The officers at the VSU explained that they also make use of their cell phones when they have air time. The research also revealed that most officers in the unit did not have radios even though these were important in their line of work and that is why they were forced to use their own cell phones.

The VSU officers at the headquarters meet every Monday morning to discuss the progress on their cases and also plan the activities for the week. During these meetings, discussions are in a participatory manner. The VSU also regularly meets with the Network members to discuss the progress on the cases that are being handled.

5.2.6. Mass Communication

The media was frequently used to update members of the public on the activities taking place. The most popular method was the use of press releases from the Public Relations Unit of the Zambia Police Service and the use of Press conferences. Muvi Television, Zambia National Broadcasting Corporation were among the stations frequently used by the Victim Support Unit.

5.2.7. Social Marketing

Social marketing is another method that the VSU is using to communicate to the public. Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers

could be used to "sell" ideas, attitudes and behaviours. Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviours not to benefit the marketer, but to benefit the target audience and the general society" (Journal of Marketing, Vol. 35, July, 1971).

“Community mobilisation is a strategy for involving community members in the process of defining and transforming social problems” (Transforming Communities, 1999). It involves introducing ideas, processes and concrete mechanisms within the community to raise awareness, inspire action and support positive change. In the context of gender-based violence, it is a long-term process aimed at creating social change within the community in order to change the attitudes and behaviours that perpetuate Gender Based Violence. While GBV prevention is the ultimate goal, community mobilisation involves addressing root issues such as women’s low status, gender inequity and rights. This intense work within communities engages a cross section of individuals from women and men at the grassroots to leaders and local institutions such as, health, social welfare, police, local courts and other institutions that exist in the community. In this way, prevention of and response to GBV work in synergy. The process involves strategic thinking, building relationships within the community and strengthening the community’s capacity to respond to Gender Based Violence.

Chapter Six: Discussion and Findings

6.0. Introduction

This chapter presents a discussion of the findings that are presented in chapter five. The main objective of the research as indicated earlier was to evaluate the communication strategies and channels that the Victim Support Unit uses to disseminate information on gender based violence to the public especially in rural communities like Katuba. This is important as it helps to highlight the successes and failures of the VSU in the fight against GBV.

6.1. The role of advocacy and communication in the fight against gender based violence

Success in combating gender based violence and the broader global development agenda of democratic governance and human development in Zambia is dependent in large part on the extent to which national planning processes are informed by all sections of society. This means the involvement of the poor and more marginalised people as well as those who are better off. Participation processes determine significantly whose voices are heard and amplified and whose are muted. Broader and more equal participation reflecting society as a whole is considered a prerequisite for more responsive and democratic governance and sustainable development (UNDP, Democratic Governance Strategic Initiatives: 1997) Such participation can only take place if the information needs of all citizens are met and the voices of those most affected by policy decisions are heard. Access to clear, reliable and appropriate information is necessary for citizens to make informed decisions and to influence policy processes that affect their lives. Communication for development processes are therefore essential for effective participation and central to enhancing human development which will in turn bring about more awareness of activities of the Victim Support Unit.

The Victim Support Unit recognises that local community participation and advocacy is the foundation of addressing Gender Based Violence in Zambia. According to the VSU coordinator, advocacy involves speaking up and drawing attention to the issue of Gender Based Violence and directing decision makers towards the solution. He emphasises that advocacy must be prioritised, both to ensure ongoing attention and funding to the issue of GBV and to draw attention to particular cases in which international intervention is warranted. In order to do this, the local communities are identified as key stake holders. It is against this background that the Victim Support Unit's programs and projects are tailored to work in line with the National advocacy plan whose aim is to conduct national advocacy and media campaigns on key issues of Gender Based Violence relating to laws, compliance and procedures for the reporting of GBV, and also attitudinal change towards negative sexual behaviours.

6.2. Media information and awareness campaigns

The Victim Support Unit has identified the media as a key conduit for making GBV visible, advertising solutions, informing policy-makers and educating the public about legal rights and how to recognise and address GBV. Currently, the communication strategies that are being used by the victim support unit include media campaigns of all forms, Television and radio advertisement, talk shows, posters, bill boards, music and dramas in both mainstream media and also on the internet. Newspapers, magazines, newsletters, theatre, advertising, posters, leaflets, community notice boards, libraries and direct mail are all channels for providing information to victims and the general public about Gender Based Violence prevention and available services.

6.3. Government policy on gender based violence

Since the International Women's Year in 1975, Zambia, like many other African countries, has taken measures to advance the status of women. To this end, the Government has signed and ratified all relevant major international instruments, including the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW), the Convention on the Rights of the Child (CRC), and is a signatory to the African Charter on Human and People's Rights (ACPHR),

the African Charter on the Rights and Welfare of the Child, as well as the Southern African Development Community (SADC) Declaration on Gender and Development and its addendum on the Prevention and Eradication of Gender-Based Violence (GBV).

In order to fulfil the obligations outlined in these instruments, treaties, and agreements, Zambia has established several key institutions, including the Gender in Development Division (GIDD), the Zambia Women's Parliamentary Caucus (ZWPC), the Human Rights Commission (HRC) and the Police Victim Support Unit (VSU). These frameworks constitute core guidelines for improving the welfare and quality of life of the Zambian people as well as protecting their survival and developmental rights.

To add on to this fight against GBV, the Anti-Gender Based Violence Act was enacted in 2011. This Act No. 1 of 2011 seeks to address the problem of gender based violence which was becoming prevalent in Zambia. It aims at protecting victims of gender based violence and also guides the implementation of policies that affect gender issues across sectors and government ministries that ought to implement administrative measures.

Apart from all these commitments, the Zambian Government through the Ministry of Gender and Child Development and the United Nations (UN) launched a four year fifteen million, six hundred United States Dollars (\$15.6m) joint programme which is aimed at reducing the increasing numbers of Gender Based Violence in Zambia. The program will run from 2012 to 2016 and it has the objective of establishing an integrated and multi sectoral mechanism for the implementation of the Anti GBV Act of 2011 which provides for the protection of gender based violence survivors. (Zambia Daily Mail, 27th 2012) It is from this standpoint that one could say that in general, Gender Based Violence programming in Zambia has seen a lot of improvements.

It is however, important to note that Zambia integrates two legal systems. That is, statutory and customary law. At the statutory level, the Zambian constitution encompasses many rights,

including those that prohibit discrimination on the basis of gender, but when it comes to customary law, Zambia still has laws that promote gender based violence especially in a home. As the program coordinator for JWOP observed during an interview, what is prevalent in Zambia is that customary law overrides statutory law. This means that even where provisions may protect the survivor of abuse, customary law and practice may prevail.

One elderly participant to a focus group discussion in Katuba clearly explained this problem when she said, *“men are the bread winners. They provide shelter and food. When you take your husband to the police because he has beaten you, how do you go back to his house and stay there while he is at the police station? What will his relatives do to you? Will they allow you to be at his home?”*

In fact, an important issue that came out of all the discussions is that while the Gender based violence Act in its current form has made sufficient provisions for the protection of women who are abused by their husbands, there have been no or very few sensitization programs undertaken to make women aware of such provisions.

“subject to subsections (2) and (3) where the court in issuing a protection order, considers it expedient to issue an occupation order, the court may issue an order requiring a respondent to vacate the matrimonial home or other home which the respondent shares with the applicant and to continue to pay rent, mortgage payment and maintenance to the applicant” (Anti Gender Based Violence Act No. 1 of 2011).

While there are clearly many common contributing factors to gender based violence such as extreme economic dependency and traditional norms which teach men that it is normal and even proper to beat one’s wife, there are also many motivations, perceptions, behaviours, and traditional practices which vary greatly depending on the specific district, region, community, or even village that one comes from in Zambia which are aimed at protecting women.

Figure 6. 1: *The chairperson of the Katuba women club emphasizing a point during a discussion in Katuba*



6.4. The extent and nature of public's knowledge and usage of VSU services

From the findings, it was revealed that most respondents did not know about the existence of Victim Support Unit and the services that they offer. Asked whether officers from the unit had been to the area to educate them about gender based violence, only 17% answered 'yes' while 74 % said no such education campaigns had been undertaken by the victim support unit.

During discussions however, it was revealed that the VSU had made some attempts at educating the public in Katuba because some discussants were able to recall a meeting that was addressed at Katuba Basic School. The frequency with which these campaigns are conducted is what needs to be improved upon. Although the Victim Support Unit at headquarters confirmed that they had been to Katuba and held a camp fire meeting with the community to teach them about gender based violence, most people in Katuba had No knowledge of such a meeting and claimed that no such education campaign had taken place.

From these findings, it is important for the VSU to do more campaigns that show a different face to the members of the public especially those living in rural communities so that they too can make use of the VSU services.

6.5. Usage of victim support

It is important to note that even those respondents that new about the existence of the victim support unit were quick to admit that they had not made use of the services provided at VSU for various reasons. During one focus group discussion in Katuba, the discussants agreed that the reason they fear going to VSU is because they do not want to be seen by their friends or neighbours. One lady explained that she felt that the family was in a better position of solving problems if only they could sit down. It was for this reason that she felt that there was no need for the Victim Support Unit. The discussants revealed that in the event that the family failed to resolve pending issues, the church could then be called in to help. The Victim Support Unit could only come in if there was need to arrest someone. It was clear from these discussions that community members felt that the VSU was just available as a last resort where people could go once they had exhausted all the available channels within the community

Figure 6. 2: *Participants of a discussion on gender based violence in Katuba*

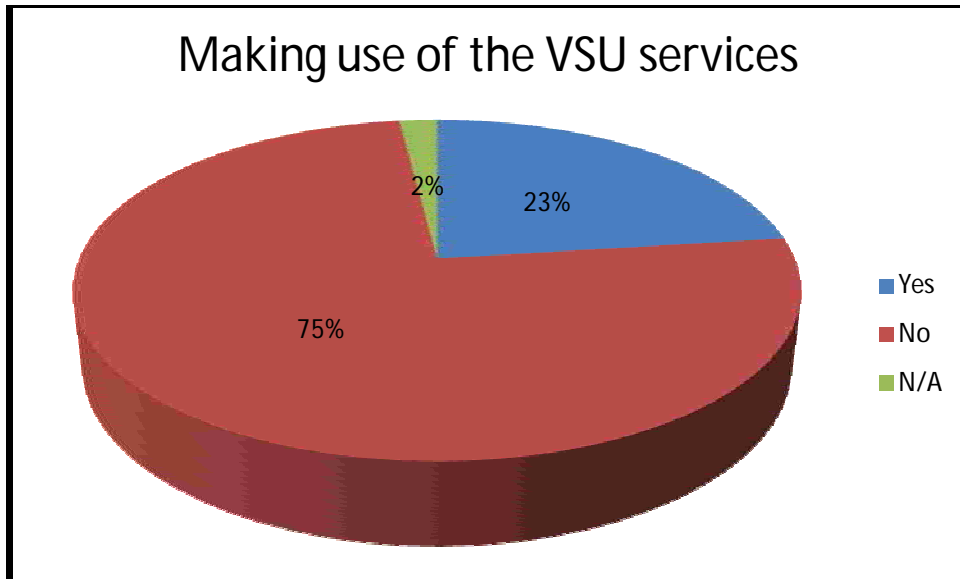


One focus group discussion participant revealed that she had tried to access the services of the Victim Support Unit but she was told that she needed to pay fifty kwacha rebased (KR50) so that they (the VSU) could use it for fuel to go and arrest the perpetrator.

The researcher learnt that because the VSU had limited resources such as transport, sometimes the complainants are asked to provide the logistics required to follow up a case depending on the urgency of the matter.

Very few respondents (23%) had ever made use of the services at the Victim Support Unit. The majority of the respondents (75%) said they had never made use of the services at the victim support unit. These are very worrying percentages which show that most people are not making use of the unit.

Figure 6. 3: making use of VSU services



Source: quantitative field data 2012

It is no wonder that the Zambia Demographic Survey indicates that, a large proportion of victims of violence do not seek help (ZDHS estimate is 41% of cases among women age 15-19), and many remain silent for various personal, economic, and social concerns such as fear of stigma, among other reasons.

Like one older woman explained during a focus group discussion in Katuba,

“Most reported cases of gender based violence are from younger women. This does not mean that the older women are not battered at all, older women are battered too. It is just that for the younger women, they make a decision when they see the battery getting worse to report to the relevant authorities and so their stories are told. The young women can make a decision to leave their abusive husbands because they can remarry and start afresh. For us older women however, we choose to protect our abusive husbands, we decide to stay. Some say it is for the sake of the children, but mainly, it is because it is the only source of pride that we have (marriage) and so we

cannot just afford to lose that respect we have in our communities. This is why even when we report the case, mostly we withdraw it”

From the discussions, it was clear that males, both men and boys are not an exception from gender based violence but rather, face and fear severe social stigma if they admit to being a victim of gender based violence. Thus, it can be safely generalized that the actual number of GBV incidents is far higher than is currently being reported in the country because men feel they cannot talk about the abuse they go through especially if it is being perpetuated by a female.

The VSU explained that according to their records, spouse battery was the most frequent type of Gender Based Violence reported in most communities in Zambia. Other cases reported include attempted incest and defilement, (child sexual abuse) property grabbing and rape.

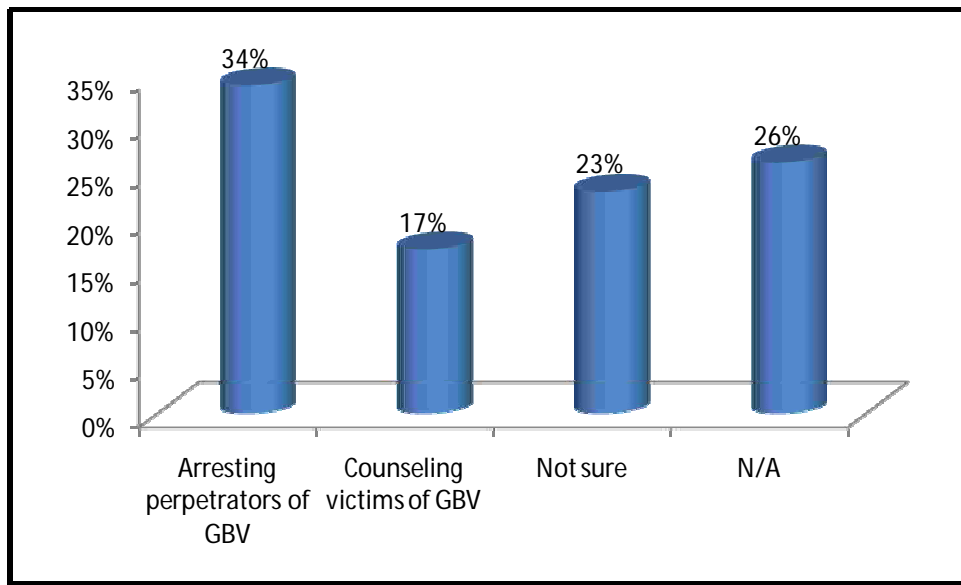
The Victim Support Unit also identified Extreme poverty, including high levels of unemployment, which exacerbates property grabbing prevalence and economic abuse in relationships as some of the major contributing factors to Gender based violence in Zambia. Other causes of gender based violence as identified by the Victim Support Unit are,

- ✓ Common misperception that sex with a virgin child will cure HIV and AIDS.
- ✓ Abuse of drugs and alcohol, including locally found plants, stimulants and substances.
- ✓ Extreme economic dependence of women on men, evidenced by the common problem of fighting after the harvest when profits obtained from sales are often not shared with the wife or children, even when needed for food and other basic necessities.
- ✓ Traditional and social norms which teach women to accept, tolerate, and rationalize battery, and teach men that it is normal (and even proper) to beat one’s wife to “show love.”
- ✓ Various sexual cleansing practices which vary from region to region.
- ✓ Initiation ceremonies which encourage young women to be extremely submissive to men.
- ✓ Male domination and patriarchy which promotes imbalanced power relations and sexual harassment.

- ✓ Socialization practices of boys and girls in schools and the community which exacerbate dependency roles, leaving individuals vulnerable to abuse and un-empowered.
- ✓ Inadequate laws on Gender Based Violence to prevent GBV, and protect survivors, including the delay in passing of the GBV Bill.
- ✓ Forced early marriage practices, which interrupt the educational advancement of both children and youth and increase situations of extreme economic dependency and vulnerability.
- ✓ Legal system which maintains both a statutory and customary legal system that does not recognize sexual or physical assault within marriage as a crime.
- ✓ A criminal justice system which is not equipped in resources or status to fully uphold the rights of women and children
- ✓ Numerous traditional practices (which vary by regions and communities) with harmful emotional, physical, and health outcomes.
- ✓ Violent conflicts arising partially from the practice of polygamy, often caused by economic neglect and abuse to the first wife (who typically receives less economic security than the often younger (new) wife or wives.
- ✓ Inadequate financial or technical resources in Zambia to implement or enforce change, such as limited number and capacity of police officers to enforce the law, and lack of transportation among police units(Source: qualitative field data, 2012).

It is important to point out that one other reason why most respondents felt that there was no need for them to access the services of the victim support unit was that they had the misconception that the role of the VSU is just to arrest the perpetrators of GBV.

Figure 6. 4: Role of VSU according to participants



Source: quantitative field data: 2012

When the respondents were asked what services they thought were available at the VSU, 34% said the job of the Victim Support Unit is to arrest the perpetrators of gender based violence, 17% said the role of VSU is to counsel the victims and perpetrators of gender based violence, 23% said they were not sure of what Victim Support Unit did while 26% said the question was not applicable to them since they did not know anything about the VSU.

The large number of respondents (34%) that that said the job of VSU was to arrest perpetrators indicates how the members of the communities feel about the Victim Support Unit. It also explains why most respondents had never made use of the unit. Like the participants of the focus group discussion in Katuba explained, one could only be reported to the VSU so that they could arrest such a one after all avenues available within the community had been exhausted.

Equally saddening, is the large number of respondents (26%) who said the question was not applicable to them because they did not know anything about the Victim Support Unit.

6.6. Challenges faced by victim support unit in Zambia

While the Victim Support Unit (VSU) represents a significant step forward in police response to Gender Based Violence crimes, they face a lot of challenges which include the following;

6.6.1. Inadequate capacity to manage cases of GBV

The Victim Support Unit does not have the technical, logistical, or financial capacity to adequately monitor and respond to the preventive as well as the management of Gender Based Violence. The VSU does not have adequate transport to be used to follow up on the numerous reports that they receive.

6.6.2 Psychosocial Support

With respect to the provision of psychosocial support, most officers from the VSU have no specific training in addressing Gender Based Violence cases, and have little institutional support. While some police officers at VSU are trained in psycho social counselling and social work, most of them are not and so lack the expertise to effectively do their work. As a result of this, counselling services are not widely available.

6.6.3 Inadequate human resource

The VSU also suffers from major manpower problems in that not enough officers are seconded to it from the main police service. This problem has resulted in the unit not having sufficient numbers of same-sex police officers to conduct interviews for survivors and victims' which is another major challenge that the VSU faces. Moreover, VSU officers have limited training in addressing various types of violence against women and children in that there are only a few officers that are specialised to differentially address specific types of Gender Based Violence crimes, such as domestic violence or rape.

6.6.4. Lack of infrastructure

The VSU also does not have adequate office space to operate from and what is obtaining is that, in most cases, interview offices that are available are not private enough or even appropriate for the victims. There are no private rooms where survivors and victims' can be interviewed.

6.6.5. Lack of communication facilities

The Victim support unit is currently facing a huge challenge when communicating with other police stations, victims and co-operating partners because they do not have proper and reliable communication facilities such as telephones, fax machines and radio for use during their operations. The coordinator revealed that it is especially difficult to follow up on cases that are in remote areas because of the lack of adequate and reliable transport.

Perhaps the biggest challenge that the Victim Support Unit is facing is that although there are many cases of defilement, physical abuse of children and wife battery that are reported in the country, very few of these cases result in the conviction of the offenders or perpetrators of the gender based violence crimes. The records at Victim Support Unit of Zambia indicate that in the year 2011, close to 12000 cases of Gender Based Violence were recorded but only approximately 1500 made it to the Courts of law. This is one of the issues that need to be addressed in order to encourage survivors and victims of Gender Based Violence to seek redress. According to the VSU Coordinator, once this challenge is addressed, it will deter GBV perpetrators from committing Gender Based Violence related crimes.

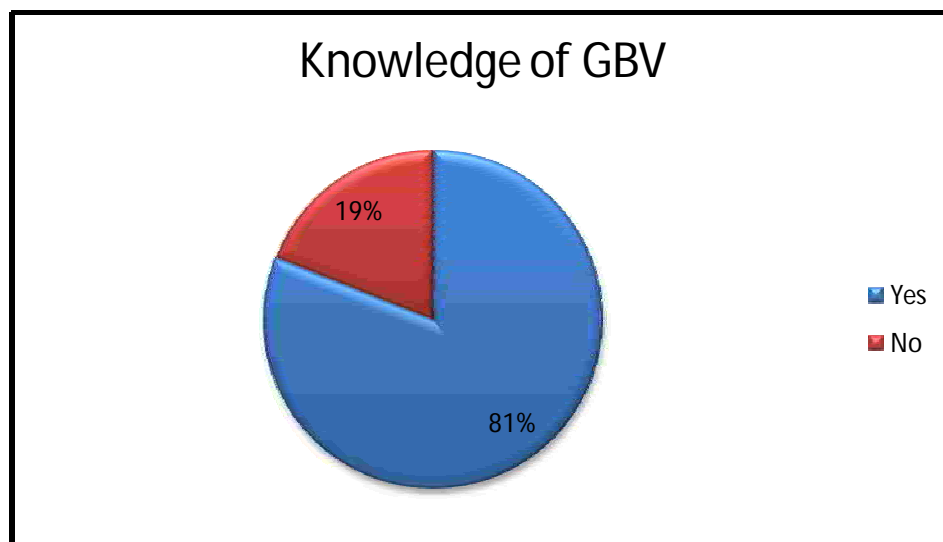
In addition, there is an urgent need to enhance the capacity of members of the judiciary and the criminal justice system with the requisite knowledge, information, skills and experience to render the expeditious handling of cases of GBV.

6.7. Conclusion and recommendations

Communication with the public

It is clear from the findings; through the large percentage of respondents who said that they had heard about GBV that tremendous strides have been made to educate the communities about gender based violence in Zambia.

Figure 6. 5: Knowledge of GBV



Source: quantitative field data, 2012

It is important to acknowledge however, that the large per cent of the respondents in Katuba community that lacked the knowledge about the Victim Support Unit (60%) shows that the communication strategies and channels that the Zambia Police Service is using through the Victim Support Unit are not adequate enough to reach everyone in the country. What came out of all the focus group discussions was that the respondents were well aware of gender based

violence. The researcher learnt through discussions that those respondents that had said they had never heard of GBV, were merely referring to the term 'Gender Based Violence' and not that they had never experienced GBV or even witnessed it. The respondents were however, not aware of what the Victim Support Unit is and what role it plays in society.

In order to be more effective, the Victim Support Unit needs to partner with the local communities so that they have a voice in each and every community in Zambia.

From the Grassroots Up

Many times, efforts to change behaviour are linked to policy and legislative reforms which are expected to filter down and create behaviour change. These efforts are crucial yet building bridges in the opposite direction is important as well. Promoting inter-personal change at the community level can provide impetus for the development of equitable laws that protect individual rights. Furthermore, grassroots prevention efforts create a climate in which equitable laws are likely to become effective. There is therefore a need for more community workshops especially in rural communities where people may not have access to mass media channels of communication such as television sets.

Promoting participatory processes that engage all stakeholders.

Widespread reform must be instituted from both the top down as well as bottom up. The VSU needs to come up with activities that mobilize citizens of communities and engage leaders in the community and in institutions which are critical to changing attitudes and behaviour. All planning and implementation of programming and advocacy must include participatory processes that engage communities, including survivors and victims'. Without support from the public sector and community leaders, all the VSU interventions may not be taken seriously, and at times, not fully carried out. It also is important to ensure that the VSU forms strong alliances with Zambia's community-based organizations, tapping into the wealth of knowledge they have gained while working with local communities to reduce cases of violence against women and children.

The Victim Support Unit needs to engage in more community education work, advocacy, and campaigning in order to put an end to gender-based violence (GBV) and challenge unequal gender power relations and harmful definitions of masculinity. Besides offering support services for victims of GBV, Victim Support Unit should also run artist's programs in which a team of artists develop skits, songs, and other forms of drama that deal with unequal power relations between men and women as well as gender-based violence issues at local community level. The VSU should also do ambush-theatre on the streets and in market places, which could then be followed by guided discussions on the topics covered.

The Victim Support Unit must work with experts in Communication for Change (C4C) and undertake community-based media projects which are designed to raise awareness of, as well as help to prevent, gender-based violence (GBV) in all communities across the country. The VSU needs to utilize local media and community-based discussions in local languages to raise public awareness on issues of gender based violence.

The Unit while working with community members can also produce local-language videotapes on various forms of GBV, their consequences, and VSU prevention and response programs. Through local screenings of these tapes and accompanying discussion sessions, community members can then feel free to share experiences and gain information about available services, including legal aid, counselling, and skills training programs that are available in the country and are designed to foster women's economic independence. It is important to note that community involvement and ownership of any campaign initiatives is essential to their long-term success.

Figure 6. 6: *Women dancing after the focus group discussion on GBV in Katuba*



Currently, the Victim Support Unit uses meetings with interest groups such as traditional leaders to communicate issues of gender based violence to local communities. This is a very good initiative which if used on a large scale will bring positive influence to most communities.

The unit also needs to come up with more television and radio programs so that a large population of our country is reached. When this happens, more people will feel free to report cases of abuse so that they are helped.

Although Victim Support Unit has many posters that encourage people not to engage in Gender based violence, people in rural communities have not had a chance to see any of these posters. There is need to display as many posters as possible so that more and more people get exposed to messages that are being put forward. Repeated exposure to ideas will help the community to embrace these ideas. Community members need to be engaged with regular and mutually reinforcing messages from a variety of sources over a sustained period of time. This contributes to changing the climate in the community and building momentum for change. For example, in one week a man may hear a sermon about family unity in church, see a poster questioning domestic violence on his walk to work, hear a radio program about human rights, and be invited by a neighbour to join a men's group to discuss parenting skills. Repeated exposure to ideas from a variety of sources can significantly influence perception and reinforce practice.

Addressing the root causes

The work of GBV prevention involves promoting equity in relationships between women and men, a goal recognized by all development agencies. The root causes of GBV must be confronted and challenged if long-term sustainable change is to be realized.

Education

School systems are instrumental to stopping Gender Based Violence before it starts. The VSU should therefore engage in regular curricula, sexuality education, school counselling programs and school health services that can all convey the message that violence is wrong and can be prevented. Schools are a key entry point for sensitisation, through school curricula as well as youth groups, theatre and other youth clubs. Other messages to students could suggest alternative models of masculinity teach conflict-resolution skills and provide assistance to children and adolescents who may be victims or perpetrators of violence.

Programs that work with young men and women have demonstrated more dramatic and sustainable changes in attitudes about the acceptability of gender based violence. Evidence suggests that youth are more open to change, including their attitudes and behaviour regarding violence sex, gender roles, and masculinity norms. (Bott et al: 2005) Strategies related to working with youth are however, most successful when they also engage older community members and leaders.

There is a need to extend the operations of VSUs to police posts where the majority of the population can access them. The government also needs to invest in proper modern infrastructure that could house the offices of the VSU as well as provide space for proper counselling rooms for both adults and children. Currently, the VSU office at the Zambia Police service headquarters which serve as both office space and counselling room is not only small but unsuitable for counselling purposes.

The VSU also needs to invest in proper communication facilities such as computers and telephones to enable it communicate effectively with other stations as well as all the partners and the communities at large.

Although the VSU does not specifically address communication for development as a major tool in the eradication of gender based violence, having set no targets or indicators for communication and media development in their yearly plans, there is an urgent need for them to recognise that the use of strategic communication is a prerequisite for achieving the goal of reducing gender based violence cases in Zambia as outlined in the GBV Act of 2011. For example, it is hard to conceive of extreme poverty eradication without creating awareness of alternatives and providing platforms for dialogue between those most affected. Likewise, the goals and targets for combating gender based violence in Zambia cannot be attained without increased awareness and knowledge of the cause and effect of this problem, while environmental sustainability is beyond reach without changing practices and behaviour.

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