

**AN APPRAISAL OF THE EFFECTIVENESS AND EFFICIENCY OF THE  
COMMUNICATION STRATEGIES CARITAS MANSA USES IN ITS  
PROGRAMMES AIMED AT POVERTY REDUCTION**

**BY**

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**A Report Submitted to the University of Zambia in Partial Fulfilment of the  
Requirements of the Degree of Masters in Communication for Development**



**THE UNIVERSITY OF ZAMBIA**

**2010**

**DECLARATION**

I, MUMBA JOSEPH, declare that this report

- (a) Represents my own work
- (b) Has not previously been submitted for a degree at this or any other University;  
and
- (c) Does not incorporate any published work or material from another dissertation

Signed: Mumba  
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**APPROVAL**

This report of Mumba Joseph is approved as fulfilling the partial requirements for the award of the Degree of Master in Communication for Development by the University of Zambia.

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## **ABSTRACT**

Communication is one of the crucial components in any intervention that is aimed at empowering poor and other vulnerable communities thereby reduce poverty levels. It cannot be over emphasised that many people are poor because they have no access to information that can help them improve their living standards and that there is no channel through which their needs can be made known to the policy makers.

It is through communication that the poor themselves will participate in the efforts towards the improvement of their living standards. Communication plays an important role in creating awareness of the causes of poverty in both rural and urban areas, changing attitudes, and educating the peasants. This is why it is important that the communication aspect of any development activity is monitored to ensure that all stake holders make their needs known to ensure the success of the programme.

This research appraised the communication strategies that Caritas Mansa, a faith based organisation in the catholic diocese of Mansa uses in its programmes that are aimed at conscietising rural communities in order reduce poverty in these areas to establish whether they are effectively and efficiently facilitating the achievement of the organization's objectives thereby contribute to poverty reduction in rural areas.

It was found out that Caritas Mansa uses the Catholic Church structure to reach out to its target audiences, uses workshops, seminars, trainings, and drama performances as channels of communication. To a larger extent these communication strategies, tactics and channels are effectively and efficiently facilitating programmes that are aimed at poverty reduction. Caritas does not have the necessary competent personnel to handle its communication programmes and this has negatively affected the general impact of their interventions. Despite this, the organisation has contributed to poverty reduction in its catchment areas and the success scored could not have been achieved had the organisation not used the strategies it currently uses.

I am dedicating this report to my family that is Victor Mulenga, Justine Mwila, Patricia Musama, Jones Mumbi, other family members and friends.

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## **ACRONYMS**

NGOs	Non-Governmental Organizations
PRSP	Poverty Reduction Strategy Paper
SPSS	Statistical Package for Social Sciences
PSHD	Prospects for Sustainable Human Development.
CSO	Central Statistics Office
OVC	Orphans and Vulnerable Children
HIV	Human Immune Virus
AIDS	Acquired Immune Deficiency Syndrome
DEP/TFT	Development Education Programme and Training for Transformation
FAO	Food and Agricultural Organisation
SAP	Structural Adjustment Programme
UN	United Nations
PWAS	Public Welfare Assistance Schemes
IMF	International Monetary Fund
PRs	Poverty Reduction Strategies
CSPR	Civil Society for Poverty Reduction
ICTs	Information and Communication Technologies
GRZ	General Republic of Zambia
ZNBC	Zambia National Broadcasting Corporation

## **CHAPTER ONE: INTRODUCTION AND BACKGROUND**

### **1.0 INTRODUCTION**

One of the major challenges facing Zambia today is that of reducing poverty levels across the country and achieve sustainable economic development thereby improve the living standards of its people. According to the Central Statistics Office (CSO), the Zambian government identified poverty as one of the barriers to human development that required to be tackled in the post independence era (CSO, 2005). There are a number of non-governmental organisations working hand in hand with the government to reduce poverty levels in Zambia especially rural areas and one of these organisations is Caritas Mansa

This study appraised the communication strategies that Caritas Mansa, a faith based organisation mandated to ensure integrated human development especially in rural areas of Luapula province by the Catholic Diocese of Mansa, uses in its programmes that are aimed at poverty reduction to see if they are effectively and efficiently addressing the communication needs of the organisation in its programmes aimed at poverty reduction. It was conducted in the eight catholic parishes that are the catchment areas of Caritas Mansa in the Catholic Diocese of Mansa. The researcher visited all the twenty-four sites where Caritas mansa is implementing its programmes to participate, conduct in-depth interviews with site managers and at the same time observe.

## **1.1 BACKGROUND**

For many scholars, the 1980s and the 1990s were decades of increasing wealth. The world's total economy grew, benefiting from new technology, liberalism, and growth of trade. But at the same time, the gap between the rich and the poor was getting wider and the actual number of people living in poverty increased such that by 1998, 1.2 billion people lived on less than a dollar a day, and 2.8 billion on less than two dollars a day.

The United Nations (UN), over the years, has adopted a number of strategies to reduce the number of people going to bed hungry by half by the year 2015. The World Bank and the International Monetary Fund, institutions charged with the responsibility of ensuring the health of world economy have also come up with strategies to help the poorer countries of the developing world join the global economy.

One of these strategies was the Structural Adjustment programme (SAP) which was meant to stabilise national finances and open economies to international trade. SAP did not work very well for Zambia in terms of helping her climb out of poverty partly because the policies included cuts in the funds allocated to education, health, and social welfare that hit Zambia the hardest. Two decades of decline in the economy, in government services and in virtually all walks of life have precipitated an enormous deterioration in the living standards of many Zambians. Roughly nine million people equivalent to two thirds of Zambia's population are living below the poverty datum line.

The rural population of Zambia has remained predominantly poor with the poverty level at 78 percent as compared to their urban counterparts at 53 percent. Incidence of extreme poverty was also high in rural areas; two thirds of the poor were extremely poor while one third was extremely poor in urban areas (CSO, 2004:113).

Communication is an important tool in the poverty reduction campaigns. Without it, the poor will not make their voices heard, their situation will not be known and therefore not be attended to. It is only through communication that the policy makers will be reminded of the incidence and severity of poverty in Zambia and pushed to find means of how they can reduce poverty levels in the country. Information about how the poor can improve their living condition is very important because they will know where to begin from.

It is through communication that the poor themselves will participate in the efforts towards the improvement of their living standards. Communication plays an important role in creating awareness of the causes of poverty in both rural and urban areas, changing attitudes, and educating the peasants. It is for these reasons that the researcher engaged himself in evaluating the communication strategies employed by Caritas Mansa in programmes aimed at poverty reduction to see whether the communication strategies have contributed to poverty reduction. Communication strategies give guidance to organisations and individuals involved in poverty reduction campaigns on how effectively they can reach their audiences and what should be communicated. The researcher sought to know what strategies Caritas uses, whether these strategies are

effectively and efficiently achieving its objectives or not, what channels of communication are employed and whether the organization has qualified staff to manage the communication aspect.

## **1.2 Profile on Zambia**

Zambia is a sub-Saharan African country sharing borders with eight countries: Malawi and Mozambique on the east, Zimbabwe, Botswana, and Namibia to the south, Angola to the west and democratic republic of Congo and Tanzania. Zambia is a landlocked country that covers a land area of 753,000 square kilometers.

## **1.3 Politics and administration.**

Zambia was a British colony until 24<sup>th</sup> October 1964 when she obtained self rule. Since then the country has undergone three major phases of governance. Firstly, the post independence era of multiparty politics up to 1971. This was followed by a one party rule before reverting back to multiparty system in October 1991.

Administratively Zambia is divided into nine provinces and currently seventy three districts. The nine provinces being Lusaka, Luapula, Copperbelt, Central, Southern, Western, North-Western, Northern, and Eastern provinces. Lusaka is the capital city of Zambia and seat of government consisting of central and local government. The local government is administered through the seventy three district councils which are

classified as townships, municipal and city councils. The local government has recently created new districts in some provinces and Livingstone was given the status of a city. There are currently, therefore, four major cities namely Lusaka, Ndola, Kitwe, and Livingstone and seventy three districts.

#### **1.4 Land and people**

Zambia has a tropical climate with three distinct seasons the cool and dry season which starts in April and ends in mid August, the hot and dry season between mid august and about early November, and the hot and wet season for the remaining months in the year. The high rainfall areas are the Copperbelt, Luapula, northern, and north-western provinces. The main agriculture producing provinces are southern, eastern, central and the Copperbelt provinces.

The country is one of the highly urbanized in sub-Saharan Africa with more than a third of her population living in urban areas. Current projections indicate the population may surpass 13 million in 2010 (CSO, 2009) with a population density of about 12.5 persons per square kilometre. The highest population concentration is in Lusaka and the Copperbelt provinces and these two provinces are the most urbanised.

English is the official language in Zambia used in the media, schools, and work places. However a number of different local languages are spoken. These languages are grouped into seven main categories, which are further broken down into seventy-two

(72) dialects. The major groups spoken are Bemba, Nyanja, Tonga, Luvale, Lozi, Kaonde, and Lunda

### **1.5 The economy**

Zambia's economy consists of government and privately owned organisations. The main export is copper, accounting for over 95 percent of the country export earnings and contributing 45 percent of government during the decades following the attainment of political independence. In the mid 1970s, following a sharp decline in copper prices and an increase in oil prices, the country's economy started to deteriorate (CSO, 2009). Attempts were made to minimize dependency on copper exports by diversifying the economy through the creation of import substitution parastatals.

This effort failed to achieve the desired results. The 1980s marked the start of the first phase of the implementing the Structural Adjustment Programmes (SAPs) as the economy reached stagnation. However, the SAPs failed to alter the economy structurally and exacerbated poverty among the majority Zambians

### **1.6 Profile of the Catholic Diocese of Mansa**

Caritas Mansa is one of the departments in the Catholic Diocese of Mansa mandated to deal with social and development issues in the diocese. Mansa Diocese which is the catchment area for Caritas Mansa is located in the Luapula Province of Zambia. The province has seven districts, with Mansa as the provincial and diocesan headquarters. The province is located in the north-western part of Zambia covering 50, 5522 square

Kilometres. It shares its western border with Congo DR. The origin of the Diocese dates back to 1905 when the Missionaries of Africa opened the first mission at Lubwe in Samfya District within Luapula Province. It was raised to the status of a diocese in 1961.

Administratively, the diocese is divided into three deaneries, namely Mansa, Kawambwa and Samfya. Each of these deaneries has parishes, which have centres. The Small Christian Communities are the smallest units in the structure of the diocese and consists of clustered households of not more than 15.

Luapula Province enjoys a tropical climate with three main seasons: April to August-cool dry; August to October-hot dry; and November to April-warm wet seasons. The average rainfall ranges from 1,100mm to 1,400 mm is among the highest in the country. According to 2000 Census of Population and Households, Luapula has a population of 784, 613, which is 7.6 percent of Zambia's population. Of this 50.52 percent are female and 49.48 percent are male.

The population density is estimated at 15.5 persons per square kilometre and the annual growth rate is 3.4 percent. There are 166, 224 households. This population is further boosted by the presence of 21, 800 Congo DR refugees at Kala Refugee Camp in Kawambwa. Approximately, 85 percent of the population lives in rural areas. The main ethnic groupings are Lunda, Chishinga, Ngumbo, Ushi, Bwile, Unga, Kabende and Shila.

Overall and extreme poverty levels are estimated to be 81 and 69 percent respectively. Coupled to this is the illiteracy level, which is 51.6 percent according to the CSO statistics of 2000 Census of Population and Housing.

Fishing is the main economic activity most of the rural population are engaged in. This is due to the availability of big lakes and rivers in the province. It is estimated that over 51,529 households are engaged in fishing. Other main occupations are agriculture (about 104,721 households are engaged in agriculture) and general trading. The main crops grown include cassava, maize, groundnuts, beans, sorghum, rice and millet. Cassava is the main staple food.

The main means of communication are road and water transport. The road network linking the main towns is tarred while those roads linking the towns with rural centers are mostly gravel. Most of these gravel roads are rarely maintained leading to problems of access especially in the rain season. A telephone network also links the main towns.

Apart from the existing government radio service (radio 1 and 2), the Catholic Diocese Mansa has also set up an FM Community Radio Station (Radio Yangeni), which concentrate on airing community issues. It is presently covering a radius of 70km from Mansa. With a partnership with FAO it will be extended to most of the Luapula Valley and Kawambwa District.

### **1.7 Caritas Mansa profile**

Caritas Mansa is a faith based non-governmental organization in the Catholic Dioceses of Mansa mandated to deal with social and developmental works within the diocese. It was formerly known as the department of development, justice, and peace. It consists of two units; on one hand is the justice and peace and on the other is the development department. This means that all social, justice, peace, and development activities in the diocese are managed by Caritas Mansa.

### **1.8 Mission**

The mission of Caritas Mansa to effectively and actively contribute to the empowerment of the less privileged to sustain their well being and to sustain natural resources through conscientisation, training and advocacy with other stake holders. Its work is inspired by the gospel values of justice, peace, love, respect for human life and dignity and the social teaching of the church.

### **1.9 Programmes**

In order to carry out its mission, Caritas Mansa has put in place nine programmes through which its activities are carried out. The first one is development education programme and training for transformation (DEP/TFT) that allows communities to reflect and act through participatory approaches which creates awareness and enables people to take responsibility and transform their lives as individuals, communities, and society for the better.

The second programme is the functional literacy which involves the use of learning how to read and write as a tool for development. This programme includes activities such as opening up of community based literacy classes and training of community voluntary adult literacy instructors.

The third programme is the income generation, a programme that aims at empowering rural communities to process food using hammer mills, fish farming, poultry, crop marketing and carpentry.

The fourth programme is about Human Immunal Virus (HIV) and Acquired Immunal Deficiency Syndrome (AIDS) that deals with preventive measure through formation of sensitization and educational groups such as the Anti-AIDS clubs, drama groups and behavioral change. It encompasses home based care for those infected and affected by mobilizing formation of home based care groups and Orphans and Vulnerable Children (OVC) support groups.

The fifth programme is the governance programme that aims at educating and sensitizing the general public on human, social, and economic rights. It is meant to encourage the citizenry to participate in the political and economic life of their communities and the nation at large. It also supports the formation of farmer's associations dealing with crop production, marketing, and fish farming. It also

facilitates the meetings between the public and local leaders to enhance accountability among leaders.

The sixth programme is about gender. It is a programme that involves the sensitization of target groups on gender equality and the important role women have in development. It also entails economic empowerment of women through formation of and support of women groups.

The other programme that caritas mansa is running is involves the environment. It aims *at sensitizing target communities on various environmental issues such as the importance of trees, waste management, sustainable farming methods, and the effects of the non- sustainable use of natural resources has on people's lives.*

### **1.10 Poverty in Zambia.**

The major challenge facing Zambia today is to reduce poverty levels across the country and achieve sustainable economic development. According to central statistics office, the Zambian government identified poverty as one of the barriers to human development that required to be tackled in the post independence era (CSO, 2005).

There have been many national plans to reduce poverty in Zambia but the poor have not felt the results. It was always assumed in the past that any big project would eventually

show benefits to the poor, but this usually didn't happen, and the benefits (if any) went to the owners of the project.

One of the major efforts of the Zambian government to reduce poverty is the Poverty Reduction Strategy Paper (PRSP) which is a national plan to reduce poverty and increase incomes for all Zambians. It plans to give all Zambians a chance to engage in farming, to get employment, or to start their own businesses. It also supports better access to basic services especially health and education

Poverty levels started rising in Zambia when the structural adjustment programme (SAP) was introduced and this resulted in significant reduction on government expenditure on public services such as health and education (CSO, 1999). So poverty trend has been on the rise since and its manifestations can be seen all over the country. Roughly nine million people, equivalent to two thirds of Zambia's population are living below the poverty line.

The incidence and severity of poverty has been worst in rural areas especially in remote areas, but it is also wide spread in cities. It is self evident that the majority of the population has to struggle to get the basic needs of life for their survival and this survival has become very difficult. For many this struggle is not by choice, it is simply because they have no alternatives for what they would want to do with their lives. As a result of poverty, many people are malnourished, with the result that their health is at a greater risk and their ability to cope with the challenges of life is diminished.

Poverty in Zambia has pushed a lot of people into desperation especially some women who have no employment, no husbands, and no one to help them. These people engage themselves in activities that put their lives at risk. They are obliged to adopt unhealthy lifestyles that further threaten their well being (PSHD, 1996:33). Poverty has pushed many women and young girls into prostitution as their source of livelihood.

### **1.11 Problem statement**

It is common knowledge that Zambia is endowed with abundant natural resources that can adequately meet the basic needs of its people such as food, proper housing, clean water, sanitation and health care and yet the majority of its people are wallowing in the worst type of poverty simply because there are very few job opportunities, a situation created by the closure of many industries and companies. Even among those that are employed the majority of them don't get meaningful incomes to support their families. These poor Zambians have insufficient access to food, education, clean water, health care, proper shelter and power. Robert McNamara defines absolute poverty as a condition of life so limited by malnutrition, illiteracy, disease, squalid surroundings high infant mortality and low life expectancy as too beneath any reasonable definition of human decency (oxfarm, 1995).

McNamara's definition remains the best description of the reality experienced by the large segment of the Zambian population and the manifestations of poverty in Zambia have grown to such levels that we can conclude that our country is in a social crisis.

Poverty has hit Zambia strongly to the extent that the majority cannot afford to pay for their basic needs such as education, food, shelter and medical services because they have no sources of income and therefore unable to pay for them. Some families can no longer manage to provide for their children due to low incomes as a result children find themselves on the streets to find what their families cannot provide for them to survive.

This has caused the most vulnerable to engage in means of survival that that have no human dignity at all. Women and children who are the most vulnerable, engage themselves in petty trading in the cities to supplement on their husbands low incomes and this has resulted in high numbers of street children in our streets , a sign that development has not taken place in this country. If the poverty situation continues at its current level it might cause national instability which in the end might hinder national development therefore efforts that are aimed at empowering the less privileged in Zambia Luapula in particular should be lobbied for.

If there is any reason as to why poverty levels have to be reduced in Zambia, the above justify the need. Therefore this study investigated the effectiveness of the communication strategies Caritas uses in contributing to poverty reduction. It examined its functions, communication strategies employed and to what effect these strategies have facilitated its activities towards poverty reduction and raising the living standard of the poor in Luapula province. The study was concerned with the following questions: Have the communication strategies Caritas uses contributed to the successes scored in

its programmes aimed at poverty reduction or not? Can poverty be reduced without communication?

### **1.12 Rationale**

Information is greatly recognized as one of the enablers of change and it has often been said that information is power and that it makes it possible to link producers and consumers to the markets (GRZ, 2006). The availability of information enables the public to participate meaningfully in governance, promotes transparency and accountability in the management of national affairs and that if programmes that are aimed at reducing poverty have to achieve the desired results, information promoting livelihoods has to be made available to the poor themselves in a manner that enables immediate adoption.

This is why this research is important because it evaluated the way Caritas Mansa disseminates information intended to help people come out of poverty in order to see whether the strategies employed are effectively and efficiently meeting the objectives of the organisation.

### **1.13 Justification**

This study evaluated and made suggestions to improve the already existing communication strategies aimed at achieving the mission of Caritas Mansa. The study has contributed to the greater understanding of how different communication strategies

can help and facilitate the dissemination of information concerning poverty reduction strategies to the affected populations, non-governmental organisations, and the general public.

## CHAPTER TWO: METHODOLOGY

### **2.00 Introduction**

This chapter looks at the research methodology that has been used for the study of the communication strategies used by Caritas Mansa in programmes that are aimed at poverty reduction in the Catholic Diocese of Mansa. This study was conducted in the diocese of Mansa. Primary data was collected by using semi-structured questionnaire, direct observation and in-depth interviews. The questionnaire was administered to 100 respondents that were selected randomly from the eight parishes participating in caritas programmes.

### **2.01 Objectives of the study**

The sole aim of the study was to find out how effective and efficient are the communication strategies Caritas Mansa uses in its programmes aimed at poverty reduction in Zambia especially in Luapula province.

Specific objectives were as follows

- To find out what communication strategies Caritas uses in its advocacy campaign
- To assess the efficacy and effectiveness of the communication strategies employed
- To study the activities of the organisation aimed at poverty reduction
- Analyze the functions of the organization.

- What medium\media the organisation uses to further its image
- What staff the organization has to handle communication within and outside

## **2.02 Research questions**

The research was guided by the following points of reference directed at caritas employees and participants in the projects.

- Have the communication strategies Caritas uses contributed to poverty reduction in its catchment area?
- Could the successes scored have been achieved without the communication strategies Caritas uses?
- What is the target audience of Caritas information?
- What communication strategies does Caritas use to disseminate poverty reduction information?
- Are these strategies participatory?
- How effective are these communication strategies?
- What channels of communication are used in the dissemination of information within the network and outside?
- How can these strategies be improved?

## **2.03 Methods**

The study employed both quantitative and qualitative research methods so that meaningful data could be gathered since both of them are limited. The study used triangulation method.

#### **2.04 Sampling procedures**

The author used a two stage sampling method. Firstly, purposive sampling was used to determine what parishes would make up the sample frame. This was done simply because the study was targeting respondents with relevant information to the study. Secondly, the researcher selected respondents randomly from the parishes that are participating in Caritas Mansa programmes. The HAT software was used to randomly come up with the sample size.

#### **2.05 Data collection**

Primary data was collected from the respondents using a semi-structured questionnaire and in-depth interviews. Secondary data was collected through participatory observation so that the author could have a through assessment of the communication strategies used at Caritas. Data was also collected by literature review of the Caritas documents such as proposals, annual reports, and other research papers already done. Data was also collected from the Caritas staff using structured questionnaire and in-depth interviews so that things could be clarified because their knowledge is crucial to the understanding of the operations of the organisation.

## **2.06 Data analysis**

The statistical package for social sciences (SPSS) software was used for the entry and further analysis of the data that was collected from the respondents because it involves the use of mathematical tools that ensure precision in the analysis.

## **2.07 Outline of the report**

Chapter one gives the background to the topic, and then in chapter two methods and procedures used in the study were laid down. In chapter three the researcher conceptualized the concepts that are applying to the study and a review of the theories that are underpinning the study. In chapter four the researcher looked at the research work done before in the field.

## **CHAPTER THREE: CONCEPTUAL AND THEORETICAL FRAMEWORK**

### **3.01 Introduction**

This chapter looks at the conceptual frame work underpinning the study. The theories and concepts which are defined in this section are taken from development communication which is a discipline synthesized from development and communication and helped the researcher to properly understand and explain the strategies that are currently used in the campaign for poverty reduction.

### **3.02 Poverty**

Most scholars agree that poverty has many faces and it is a concept that requires a holistic approach in order to understand it fully. Remenyi (2004) notes that poverty means having insufficient money when needed, it means vulnerability arising from the inability to plan for the future with any degree of certainty, and it means standards of consumption that are below those that the community at large judges to be acceptable or adequate to sustain a full and meaningful life.

Poverty is about not having enough money to meet basic needs including food, clothing and shelter. However, poverty is more, much more than just not having enough money. Poverty is hunger. Poverty is lack of shelter. Poverty is being sick and not being able to see a doctor. Poverty is not having access to school and not knowing how to read. Poverty is not having a job, is fear for the future, living one day at a time.

Poverty has many faces, changing from place to place and across time, and has been described in many ways. Most often, poverty is a situation people want to escape. So poverty is a call to action for the poor and the wealthy alike -a call to change the world

so that many more may have enough to eat, adequate shelter, access to education and health, protection from violence, and a voice in what happens in their communities.

### **3.03 Development**

Development has been described and defined in many different ways depending on the leading paradigm of the day. Though development means improving the living conditions of the people, there has been a lot of debate on what constitutes improved living conditions and how they can be achieved.

The early intellectual conception of the word development was equated to modernisation. This theory assumed that the western economic model is applicable elsewhere, and that the introduction of modern technologies is important in development. Evidence of modernisation can be readily be observed in local level projects that aim to persuade people to adopt technologies, and also in the macro-level policies of governments and aid organisations that pressure the third world countries to sacrifice education and human services for economic growth (Melkote and Steeves, 2001:34). The theories of economic development and economic growth that dominated thinking about development in 1950s and 1960s regarded the improvements of people's livelihood and living standards as little more than by-products of the building blocks of modernisation

Later on when it was realised that the paradigm was not centered on the basic needs of the people there were calls to come up with development theories which would be

oriented towards meeting the basic needs of the people and also improve their living standards. Alternative models that would provide holistic development were sought.

The Dag Hammarskjöld foundation came up with a development model called another development which was geared at meeting peoples basic needs both material and nonmaterial, encourage endogenous development process, promote self- reliance, promote the use of ecologically sound resources and to promote structural transformation (Nair & white, 1994:197). This is the model that encompasses efforts to improve all aspects of human life for all members of a particular society. In the earlier models, centralized planning was highly emphasized leaving no room for the grassroots to participate. Another development stresses on decentralization and prioritisation of the survival needs of the worlds poor. Development here is presented as a participatory people centred process intended to reduce the incidence of poverty and achieve better livelihood for all.

Development as a process involves the identification of the roles for government, private sector, and individuals that bear directly on the welfare outcome that people experience. Hence inclusiveness, consultation and accountability are critical elements of development as process. Remenyi (2004) writes that development must always be about poverty reduction and the creation of the means by which poverty can be kept at bay. Development in practice is the process by which individuals, groups, and communities obtain the means to be self-reliant, responsible for their own livelihood welfare and the future.

### **3.04 Communication**

Communication is critical in any development process. There has been a transition in the understanding of communication from its narrow definition as the study of messages and their effects given by early theorists in the discipline. In the last three decades many scholars have made major strides in coming up with theories which can be applied to specific contexts.

Rogers and Kincaid (1986) introduced the concept of understanding communication which was concerned with the idea that meaning should be shared and not just information transfer. It was realised that the receiver was in control of message reception and that meaning resulted from a dialogical interaction between two communicating individuals. Communication is a process in which participants create and share information with one another in order to reach a mutual understanding (Rogers & Kincaid, 1986). This definition implies that communication is a process of convergence as two or more persons exchange information in order to move towards each other in the meaning assigned to certain events. In other words communication is participatory.

### **3.05 Participatory communication**

Participatory communication has come to be identified as a key component in development. Participatory communication is a term that denotes the theory and practices of communication used to involve people in the decision-making of the development process. It intends to return to the roots of its meaning, which, similarly to the term community, originate from the Latin word *communis*, i.e. common (Mody,

1991). Therefore, the purpose of communication should be to make something common, or to share...meanings, perceptions, worldviews or knowledge. In this context, sharing implies an equitable division of what is being shared, which is why communication should almost be naturally associated with a balanced, two-way flow of information (Mefalopulos, 2003).

The United Nation Education Scientific and Cultural Organization defined participatory communication as a social process in which groups with common interests jointly construct messages oriented towards the improvement of their existential situation and to the change of the unjust social structure (Mody, 1999:30). It is also a process that enables local people to take control of their lives, develop confidence, learning skills, and influence public policy through their own media. It is a transaction between receivers and senders of information characterized by a genuine dialogue and opportunity for mutual orientation.

If Caritas has to make any meaningful impact in poverty reduction in Zambia Luapula province in particular, it has to involve the poor in creating messages about their situation and how they would want to come out of such situations and to make them own their own development projects. It has to be participatory.

### **3.06 Poverty Reduction Strategy Paper**

A poverty reduction strategy paper (PRSP) is a national strategy drawn up by governments of low income countries for targeting government expenditure on measures to reduce poverty (Panos, 2003). It starts from diagnosis of the causes of poverty, then identifies the poverty reduction outcomes a country wishes to achieve and the key public actions, policy changes, institutional reforms programmes, and projects needed to achieve these outcomes. It should establish targets to meet, their indicators, and systems to monitor them. If it is the government's genuine desire to reduce poverty levels in Zambia, then this tool should be thoroughly done and it should involve all stake holders. It should not be driven by government but the civil societies such as Caritas because they are closer to the grassroots thus they know the real needs of the poor.

### **3.07 Inter-organisational networking.**

There have been a number of theories advanced about organizational net working. Sydow (1993) has defined inter-organisational networking as goal-oriented organisational form pursuing the realisation of a specific competitive advantage. It interlinks independent companies that are economically connected and have a relative stable interrelation. One theory in the study of organisations is advanced by Evan who says an organisation set up can be defined as a net-work of organisations interaction with a focal organisation. The focal organisation is based in an organisation of input and out put organisations that interact. The input organisation provides resources for the focal organisation such as personnel, legitimisation, clients and capital, while the output

organisation service a new product, new knowledge, service or client system from the focal organisation (Hasenfeld & English,1974:540).

For an organization to be part and parcel of an organisation network there has to be a certain level of interdependence between the members of the net work and the focal organisation. Litwak and Hilton (1962) in Hasenfeld (1974) suggest a theory of interorganisation relations which focuses on interdependence. It suggests that low interdependence leads to no co-ordination, and high interdependence leads to organisational merger. Coordination is likely to happen where the network members are fairly interdependent.

Networking is important especially for organisations which are working in development related projects in rural communities, because there is just too much work to be done which one single organisation cannot do. Networking provides the members with information necessary to know which organisation does what, in what field and how and this is very important for caritas since it cannot meet all the needs of the communities where it operates from.

### **3.08        Advocacy for poverty reduction**

Poor people are entitled to be in control of their own lives, but due to many factors such as lack of education and financial circumstances or social attitudes, some poor people are at risk of having their ability to exercise choice and to represent their own interests limited. In these circumstances advocates can help ensure that the poor's views and needs are heard, respected and acted upon by the policy makers. Advocacy seeks to

influence social change by enabling those who experience dis-empowerment to have a direct say in the issues that affect their lives.

Advocacy involves a partnership between a concerned member of the community (advocate) and a person who may be vulnerable, isolated or disadvantaged in some way. In this relationship the advocate provides support, information and representation with the aim of empowering their client and enabling them to express their needs and choices. If necessary the advocate can represent their client's wishes to another person or agency on their behalf. In order to advocate effectively it is essential to reflect the choices of their client in representation whether or not the advocate agrees with that choice.

Advocacy is a process of supporting and enabling people to: express their views and concerns, access information and services, defend and promote their rights and responsibilities, explore options and choices. Advocacy a tool that Caritas Mansa can use to push stake holders to improve the living conditions of the people in its catchment communities.

### **3.09 Functional perspective theory**

Functional perspective theory posits that there are four functions for effective decision making. These are; analysis of the problem, goal setting, and identification of alternatives and the evaluation of positive and negative characteristics of the alternatives (Randy Hirokawa & Denis Gouran, 1983). The theory helps different

groups to different types of decision making and this theory is important to Caritas Mansa because it can be used to analyse poverty incidences and set goals to reduce them in its catchment areas.

### **3.010 Interpersonal communication**

This is a face to face communication between two or more individuals. It is an exchange between a change agent and the target audience. Interpersonal communication channels allow for dialogue between the involved interlocutors and are likely to be more effective in bringing about change (Melkote, 1991:29). This theory is very important in poverty reduction or any other campaign because of the one to one approach and Caritas uses a lot of this channel to engage its stake holders and the poor people in the communities to diagnose poverty situations and what can be done to alleviate them. It is a powerful tool in disseminating development information aimed at equipping the poor with information to change their situations and provide the platform for them to express their needs to the policy makers.

### **3.011 Group communication theory**

This is a type of communication which takes place in a small group consisting of about five people. It is a powerful tool that can be used in focus group discussions to come up with solutions to problems. It allows for a participatory kind of communication in which each participant has a chance to speak and be heard and this is very important in the campaign for poverty reduction where input from the poor is crucial. This is very important for Caritas because its operations require that discussions be held between the

organisation and policy makers, the organisation and the people on whose behalf they lobby policy makers and between the organisation and its partners. It allows for the identification of real needs of the poor so that those who formulate policies can make them to suit these needs.

## CHAPTER FOUR: LITERATURE REVIEW

### 4.01 Introduction

This chapter reviewed some of the past research works done in the field of poverty reduction in some parts of the world Zambia in particular to see what has been done so that the researcher can identify the relevant information to the study in question.

Of recent there have been calls on development communicators to involve the beneficiaries of development projects in communication. If the campaigns for poverty reduction have to be successful, then the poor themselves must be able to participate in the projects that will improve their living standards. Burke (1999) notes that if priority is placed on the elimination of poverty, then it is very vital that channels of communication involve the poor and the excluded. This involves the rights of the target group of a project to be involved in development programmes, society's life and governance.

Generally the poor are marginalised both from political and economic processes and communication processes in a society. They face the dual problem of not being able to send information about themselves to policy-makers and not being able to access information that they could use to change their situation.

Figuroa et al (2000) argues that the poor should come on board to decide who they are, what they want, and how they will obtain what they want and to be able to do that, there has to be effective communication hence changing the conception of communication from the model of communication as a model for persuasion and transmission of

development to the conception of communication as local dialogue and participatory process of figuring out the solutions (dragon, 2001).

Kasongo (1998) did a study on communication and development in relation to poverty reduction in which he says that there are two major approaches to communication and development. He says externally driven development is usually associated with standardised development communication approach in which communication is seen as a means to hasten the flow of information to the poor communities. In this model it is assumed that an effective flow of information speeds up the process of development and poverty reduction.

Civil societies are very important information intermediaries that can supply decision makers with information on what obtains on the ground because they are more close to grassroots. Edwards (1994) raises the point that development non-governmental organizations (NGOS) should be particularly well placed to communicate with policy makers on the basis of their platform as an information intermediary, drawing on grassroots participation and information from the field offices in order to present policy analysis and options to policy-makers.

The relationship between the civil societies and policy-makers, who in this case are government and parliamentarians, should be that of researcher and policy-makers because the civil societies which are based in the communities have more information about what obtains on the ground in terms of the needs of the poor and how these needs can be met.

So this collaboration between civil societies and policy-makers will enhance the impact of programmes that are aimed at poverty reduction. Communication between these players in the campaign for poverty reduction is very important to enhance the success of the campaigns.

Jenkins and Goetz (1999) and Patel (2001) both report cases from India in which information about policies concerning expenditure data and pavement dwellers respectively were made public, thereby enabling citizens to challenge policy-makers and hold them accountable in their decision making. Both campaigns depend on a platform of the broad engagement in order to be able to gain attention and the same process is evident on a smaller scale in the example of a community radio, where open access to on-air complaints from members of the community can serve to pressure local authorities.

Sometimes the poor do not understand the implication of government projects and this hinders the participation from the poor themselves. In Tanzania and Uganda, limited budget and understanding of communication are the main constraints for the effective implementation of poverty reduction strategy papers. Communication is seen as a crisis management activity or as inadvertently raising expectations among the public. While the majority of the public is at least aware of policies, there are no interventions to enhance the understanding of policy implications, and little is done for uninformed members of the mass audiences. So information should be easily accessed and understood if it has to be of help to the poor.

Lloyd-lanely (2003) studied the role of networking in poverty reduction after he recognised that poor men and women face a series of problems in locating and using other people's knowledge and information for their benefit. He found out a lot of things among them are the following;

- there is poor co-ordination amongst information providers;
- poor people have difficulty accessing the right kind of information;
- many of the information systems that do exist to provide information to the poor are not demand-driven, they overlook local knowledge, they do not understand or ignore the role of intermediaries, and they do not monitor usage;
- The ICTs revolution provides opportunities but can undermine traditional, local communications, by taking attention away from them and supplanting them.
  
- The proliferation of networks is itself a problem. Development practitioners complain of 'information overload', and there is confusion about the role of each network with respect to another.
- Networks are themselves 'not networked', so that information users cannot get an overview of what information is available, and where.
- Networks do not incorporate and strengthen the systems that people already use to access information (e.g. social networks), and consequently do not understand why they do not reach their target audience.
- It is also important to recognise and value local knowledge and information channels, through participatory approaches.
- Organisations do not always communicate effectively with their constituencies, and are often guilty of confusing information dissemination with communication.
- Development practitioners and those engaged in the provision of information services aimed at reducing poverty, emphasise that 'face to face' communication is the most effective mode of transferring information. The challenge, therefore, is how any information system or network can engage with this mode of communication.
- The role of the information intermediary is crucial in addressing this challenge, but they are little understood and quite often overlooked.
- Participation in knowledge networks can be influenced by institutional competition for resources, especially when knowledge and information is seen as an organisational asset.

The creation of a new network would not necessarily resolve these issues, unless it attempted to consolidate and provide additional facilities not already on offer to users.

However, there was doubt amongst project participants and informants about the need

for another network. Rather, it was suggested the focus should be on making existing networks work better. The need for better coordination between information generators and providers was recognised, as was the need for sharing of good practice in information services and systems. This suggests that there is a role to be played as a 'broker of brokers', and to be a catalyst for better communication and co-ordination within networks and between network members.

The equal dignity of each human being requires that decisions that affect men and women must involve these people in the process of decision making and it has been repeated time and again that the preparation of the poverty reduction strategy papers must involve local participation. According to the conditions of the World Bank and the international monetary fund, the preparation of the PRSP must involve meaningful participation of civil society.

In Zambia this has involved the truly creative and meaningful input of Civil Society for Poverty Reduction (CSPR). But it is important to emphasise that participation in the PRSP process should not just be political in order to gain support for the programme but rather it is an ethical demand that should guarantee legitimacy to the fundamental orientation of the programme. Since in Zambia the PRSP is the major tool that is expected to bring about reduction in poverty, emphasis on the rights to participation of all stake holders should be respected especially that of those who are directly affected by decisions made.

Poverty reduction initiatives are predominantly government functions. All line ministries are at some level addressing the issues of poverty with the Ministry of Finance and National Planning and Ministry of Community Development and Social Services being the lead ministries in this initiative.

The Zambian government has initiated a number of programmes that are aimed at poverty reduction such as Targeted Food Security Pack, a programme put in place to address the hunger situation as well as sustainable livelihoods for the affected persons. Government through civil society organizations is targeting 600,000 small-scale vulnerable but viable farmers over a period of three years by providing small packs of inputs comprising various seeds that include cereals, tubers, legumes and fruit trees to enable them attain food security. The most critical technology to the success of this project is conservation farming.

However the impact of such interventions has been minimal due to various factors such as inaccessibility which is either due to lack of information, physical distance or nature of project design in the case of the disabled, un-affordability, because of cost-saving measures and poor funding of programmes.

General information on the various poverty reduction interventions is available from sector ministries, publications from other stakeholders and the media. There has not been enough information flow between line Ministries and the communities. One of the factors affecting accessibility to programmes and, therefore, impact has been lack of publicity or awareness by the communities on services available to them.

In the case of PWAS, one major finding was that it was not reaching out to the poorest due to lack of publicity and those who knew and accessed the programme were not necessarily the poorest. For Literacy the evaluation results indicated that the programme provided only literacy and numeracy which the participants could not easily translate into gainful activities.

Some times governments and civil societies do not define poverty according to the perceptions of the poor themselves. Studies conducted by world vision in Bolivia and Zambia show that unless PRSs are able to properly engage the poor from their perspectives of poverty, the result is a PRSP or its equivalent that is just a wish list of needs or states of poverty.<sup>28</sup> The government of Bolivia's definition of poverty (in the context of PRSP for debt relief) was made up of social sectors including education, piped water availability, sanitation facilities and electricity. It is interesting however that with deeper participation of the people during the second dialogues poverty was defined with greater emphasis on production and employment (IMF, 2005a).

The move in Zambia to link the next PRS into the older national development planning approach promises to mix new participatory approaches with a more nationalised and (previously) better institutionalised form of policy process. The higher levels of decentralisation in Bolivia appeared to result in more meaningful processes of consultation between municipalities and community representatives; whereas the limited capacity and powers of local governments in Zambia, coupled with the lack of political agency available to the poor at local levels, reduced the effectiveness and legitimacy of consultation at this level (World Vision, 2005:32)

Milimo (2002) identified the two major causes of poverty in rural areas in the early 1990s, as the drought and cattle diseases in the low-rainfall belt of Southern Zambia and changes brought about by the liberalisation of agricultural marketing policies in the higher rainfall areas of Northern Zambia. He cited other factors as depletion of fish stocks in the lakes of Mwelu and Bangweulu and inadequate employment opportunities in urban areas.

Among the crosscutting issues of poverty, he mentioned the issue of seasonality of poverty, monthly financial stress in the case of urban areas, water scarcity and gender. He identified the following groups as the most affected by poverty:

- a) The indigent: These are people who cannot do anything on their own to alleviate their poverty. They include the very old, the chronically ill and the disabled.
- b) Orphans and other vulnerable children: These include the streets kids;
- c) Retrenchees and retirees;
- d) The women; and
- e) The out of school youth

He further made the following recommendations; Churches, non-governmental organisations and public welfare assistance schemes (PWAS) should continue giving free assistance to the indigent and working closely with the families and communities which support these persons;

- b) Agencies which support orphans and vulnerable children (OVC) should initially work through the families that support the OVC and then the communities by encouraging farming and other income generating activities;
- c) Early payment of terminal benefits and provision of support services such as counseling and training in business management to retirees and retrenchees.

- d) Sensitisation of Zambian society, on issues related to women and their role and status in society should be undertaken and continued; and
- e) The economy should be revamped in order to create more jobs for the youth. The school curriculum should be adapted to include subjects that would enable school leavers make a meaningful living even if they are not in white-collar employment

## CHAPTER FIVE: DATA PRESENTATION AND ANALYSIS

This chapter presents and analyses the data that was obtained from the questionnaires administered and the in-depth interviews conducted. A total of 100 questionnaires were distributed and 92 were responded to in full and returned representing a 92 percent return rate.

### 5.0 sample profile.

Of all the respondents interviewed 3.3 percent were female while 46.7 percent of the sample was male.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	43	46.7	46.7	46.7
	Female	49	53.3	53.3	100.0
	Total	92	100.0	100.0	

Figure 12: respondents' sex

Of all respondents interviewed, 31.5 percent were below the age of 45, 30.4 below the age of 55, 18.5 percent were between the age 25 and 35, 17.4 percent were above 55 years of age while 2.2 percent were below the age of 25.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25	2	2.2	2.2	2.2
	25-35	17	18.5	18.5	20.7
	35-45	29	31.5	31.5	52.2
	45-55	28	30.4	30.4	82.6
	above 55	16	17.4	17.4	100.0
	Total	92	100.0	100.0	

Figure 13: respondents' age

55.4 percent of all respondents had attained primary education, 31.5 had attained secondary education and only 13 percent had attained tertiary education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	51	55.4	55.4	55.4
	Secondary	29	31.5	31.5	87.0
	Tertiary	12	13.0	13.0	100.0
	Total	92	100.0	100.0	

**Figure 14: respondents' education level**

### 5.1. What is your occupation?

Respondents were also asked a question on their occupation and the table below gives summarises the following were the responses; 72.8 percent of respondents are engaged in subsistence farming, 16 percent are doing small businesses, 4.3 percent are teachers, 2.2 percent are nurses, 3.3 percent are development officers' and 1.1 percent miners.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Farmer	67	72.8	72.8	72.8
	Business	15	16.3	16.3	89.1
	Teacher	4	4.3	4.3	93.5
	Nurse	2	2.2	2.2	95.7
	Development officer	3	3.3	3.3	98.9
	Miner	1	1.1	1.1	100.0
	Total	92	100.0	100.0	

**Figure 15: respondents' occupation**

### **5.1. What communication strategies does caritas Mansa use?**

When respondents were asked a question on what communication strategies caritas Mansa uses, 92 percent of the respondents said the organisation use the already established church structure to reach its target audience and since the church is everywhere even where the mass media cannot reach, the organisation is best placed to reach the target. The organisation has placed contact persons starting from the parish right through to the small Christian community which is the smallest church structure to disseminate information and give feedback.

### **5.2. What specific communication tactics does caritas Mansa use?**

Respondents were further asked a question on what specific communication tactics caritas Mansa uses to disseminate information that is aimed at poverty reduction, 55.4 percent of all respondents said caritas Mansa uses trainings to give beneficiaries of their projects information on how best they can improve their income, ensure food security, and improve their living standards.

23.9 percent said caritas uses workshops to disseminate information, 7.6 percent said caritas use drama performances to dramatise development problems, 7.6 percent said caritas conduct seminars where development problems are discussed and solutions found, and 5.4 percent said all the above mentioned tactics are used by caritas to reach its target audience. See the table below

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Workshops	22	23.9	23.9	23.9
	Seminars	7	7.6	7.6	31.5
	Trainings	51	55.4	55.4	87.0
	Drama performance	7	7.6	7.6	94.6
	all	5	5.4	5.4	100.0
	Total	92	100.0	100.0	

Figure 16: communication tactic

### 5.3. What channels of communication does caritas use?

Respondents were further asked a question on what channels of communication caritas Mansa uses to disseminate information aimed at empowering the beneficiaries of its programmes, 93.5 percent of the respondents said caritas use workshops and trainings as communication channels for dissemination of development information and only 6.5 percent said caritas uses brochures and other printed materials as channels of communication which are used to convey development information to target audiences.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brochure	6	6.5	6.5	6.5
	Workshops and trainings	86	93.5	93.5	100.0
	Total	92	100.0	100.0	

Figure 17: communication channels used

**5.4. How effective and efficient are the communication strategies and channels that caritas uses?**

Respondents were also asked a question on the effectiveness and efficiency of the communication strategies and channels that caritas uses in programmes that are poverty reduction oriented and the following were the findings; 75 percent of the respondents said the communication strategies and channels that caritas uses are very effective and efficient in facilitating the dissemination of information that is aimed at empowering the poor while 25 percent of the sample population said they are just fairly effective and efficient in facilitating poverty reduction programmes because some people are not reached. (See the table below)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very effective and efficient	69	75.0	75.0	75.0
fairly effective	23	25.0	25.0	100.0
Total	92	100.0	100.0	

**Figure 18: effectiveness and efficiency of the communication strategies and channels Caritas Mansa uses**

**5.5. Are the communication strategies participatory?**

Respondents were further asked a question on how participatory are the communication strategies to determine the extent the beneficiaries of caritas Mansa’s development projects are involved in the design and implementation of projects and the researcher found the following; 52.2 percent of the respondent said the communication strategies were fully participatory because they actively participate in the projects right from community problem identification through to impact assessment, 39.1 percent said

they are only consulted and their input sometimes is not respected, and 8.7 percent of the sample population said they are not involved at all they only receive orders from caritas coordinators. The table below shows the findings.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fully involved	48	52.2	52.2	52.2
	Only consulted	36	39.1	39.1	91.3
	Not involved at all	8	8.7	8.7	100.0
	Total	92	100.0	100.0	

Figure 19: level of participation

**5.6. Has caritas contributed to poverty reduction?**

Respondents were also asked a question on whether the strategies that caritas uses have contributed to poverty reduction in its catchment areas, 78.3 of all respondents said yes they have contributed immensely to poverty reduction in communities where caritas works since it has initiated income generating activities, trained communities in entrepreneurship and business management while 21.7 percent said the strategies have contributed greatly to conscientisation which has not translated into poverty levels in the communities.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	78.3	78.3	78.3
	No	20	21.7	21.7	100.0
	Total	92	100.0	100.0	

**Figure 20: contribution to poverty reduction**

**5.7. Could the successes scored have been achieved without the communication strategies employed by Caritas?**

Respondents were asked a question on whether the success that caritas has scored could have been achieved without the communication strategies currently in use to determine whether there are other extraneous factor affecting the impact the table below shows that 94.6 percent of the respondents said no meaning that success could not have been achieved without the strategies currently in use while 5.4 percent said even if the communication strategies in use had not been used still success could have been achieved.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	5.4	5.4	5.4
	No	87	94.6	94.6	100.0
	Total	92	100.0	100.0	

**Figure 21: could the success scored have been achieved with out the communication strategies used**

**5.8. What is the target of caritas Mansa’s communication activities?**

Respondents were also asked a question on who is targeted by caritas communication activities and the table below shows that all respondents said caritas targets vulnerable communities by giving appropriate and particular information to segmented groups.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Vulnerable communities	92	100.0	100.0	100.0

Figure 22: target of Caritas communication activities

**5.9. What staff does caritas Mansa have to manage its communication activities?**

To successfully convey development information the organisation needs to know the profile of the target audience to be able determine what messages to design for them and to do that the organisation needs competent staff to handle such work. Respondents were asked a question on what staff handles communication activities in caritas Mansa to determine whether the staff performance affects the programme performance the table below shows that 45.7 percent of the respondents said that caritas has both competent and incompetent staff to handle the dissemination of information, 32.6 percent said the organisation has competent staff while 21.7 percent said the organisation has incompetent staff.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid competent	30	32.6	32.6	32.6
incompetent	20	21.7	21.7	54.3
both	42	45.7	45.7	100.0
Total	92	100.0	100.0	

Figure 23: Caritas staff's competence

### 5.10. What in your opinion should be done to effectively reach out to target audiences?

Respondents were further asked for opinion on what they thought should be done to effectively and efficiently reach out to target audiences and the following were the findings; 28.3 percent of respondents said caritas should continue consulting the beneficiaries of its projects in order to know how best it can meet their needs. 26.1 percent said caritas should have more and intensified training workshops so that the beneficiaries of its programmes can have enough time to acquire the skills and knowledge that will reduce poverty in their communities. 45.7 percent of the respondents said caritas should begin to design messages that are generated by the target audiences themselves.

**5.11. What in your opinion should be done to make the existing communication strategies more efficient and effective?**

Opinions were also sought on what caritas should do to make the communication strategies that it currently uses more effective and efficient and 28.3 percent of respondents said that caritas should employ a communications officer who can assess the strategies under use since most of the interventions of Caritas are concerned with information dissemination. 43.5 percent of respondents said caritas has to diversify the communication channels because the existing channels are limited and 28.3 percent said caritas should make use of the mass media available in the area, which in the opinion of the respondents have been underutilized.

## **CHAPTER SIX: DATA INTERPRETATION**

This chapter discusses and interprets the data that has been analysed in the preceding chapter to see what the data means for the organisations approach to communication.

### **6.1 Sample profile**

The findings revealed that 55.4 percent of the sample population could only go as far primary level as far education is concerned and most of them could not even write and read be it in the local language or English, 31.4 percent of the sample had only attained secondary level education and only 13 percent had received tertiary education.

This means that the majority of the population sample is not very literate and so the organisation has an upstream task of making their projects' beneficiaries understand the project messages. Education plays a critical role in the development of any particular community and so where it is lacking it becomes difficult to exchange ideas that will empower vulnerable communities and even when information aimed at empowering these communities is availed cannot be understood.

With such education levels conscientisation has to precede any intervention that is aimed at reducing poverty if the organisations interventions have to achieve the overall objective of the programme. Caritas has to design messages which the target communities with low literacy levels will find easy to understand.

Respondents were also asked a question on their occupation and the table below summarises the following were the responses; 72.8 percent of respondents are engaged in subsistence farming, 16 percent are doing small businesses, 4.3 percent are teachers, 2.2 percent are nurses, 3.3 percent are development officers' and 1.1 percent miners.

This information very crucial to the design of messages because it will give direction to what message will be given to which group of the target. Activities that are targeting farmers may not be beneficial to those engaged in mining or doing small businesses and so the right message should be given to the right group at the right time to increase adoption rate because the target is clearly segmented.

## **6.2 Sources of Caritas project information**

The research found out that of all respondents 97.8 percent said they first received information about caritas projects at church while 2.2 said they first heard about caritas development projects from the radio.

Mass media are very effective and efficient communication channels that can be used to disseminate awareness knowledge about any social campaign but caritas has underutilised them because the catholic radio station at its disposal has very limited coverage. However the Catholic Church structure stretches from towns to the remotest villages of Luapula province making it a very efficient and effective channel of communication. The church structure assures the use of interpersonal communication

channels such as focus group discussion, village meetings, and that participation is easily achieved.

During one in-depth interview the interviewee said that caritas assumes that those that are reached by caritas through the church structure are supposed to go out into their particular communities and spread the project information and bring more participants on board which sometimes does not work because people who attend workshops and trainings have no means of spreading the information and knowledge because the villages are situated far apart.

### **6.3. What staff does caritas have to manage communication activities?**

For communication to effectively and efficiently take place the participants must know their communication needs and this requires people who have a certain level of experience in the field of communication. When respondents were asked to express their opinions on what staff Caritas Mansa has, the researcher found out that 45.7 percent of the respondents feel that caritas has both competent and incompetent staff to handle the dissemination of information, 32.6 percent said the organisation has competent staff while 21.7 percent said the organisation has incompetent staff.

Less than half of the respondents said the organisation has competent staff meaning that the organisation has to find out why 54.3 percent of the sampled population does not think the organisation has the right people in place. The incompetence of the staff is seen in their failure to conduct workshops in a manner that ensures learning and

participation that is using very simple terms that the participants of the workshop relate to and understand.

The researcher also found out that the majority of the staff at Caritas Mansa does not have the qualification necessary to effectively and efficiently carry out their responsibilities.

#### **6.4. What specific communication tactics does caritas Mansa use?**

Most development interventions of caritas are at the level of education through which information aimed at empowering vulnerable communities with the necessary knowledge, practices, and skills in view of alleviating poverty. To ensure that learning actually does take place the right specific communication tactics have to be carefully chosen to ensure that they meet the communication objectives initially set.

On this point the researcher found out that caritas often uses workshops, seminars, and trainings as communication tactics to disseminate development information and raise awareness on issues such as human rights violation, child abuse, gender issues, HIV and AIDS.

#### **6.5. What communication channels does Caritas Mansa use?**

In order to efficiently and effectively communicate, the communicator should have knowledge of the communication channels to which the target audience is receptive.

The researcher found out that caritas Mansa uses interpersonal communication channels

to disseminate its programmes information. 93.5 percent of the respondents said caritas uses trainings and workshops and only 6.5 percent said the organisation uses brochures and other printed materials.

This is because the target communities are situated in areas where the mass media coverage does not reach and so to make sure that information is disseminated interpersonal channels are employed because they are the only effective and efficient option available for the organisation and that they are participatory.

These workshops and trainings are conducted right in the target audiences and are facilitated some times by local facilitators and specialists on certain issues critical to empowering the poor.

#### **6.6. How effective and efficient are the communication strategies and channels that caritas uses?**

It would be share waste of time and resources to use communication channels, tactics, and strategies which do not facilitate or help the organisation to achieve the initial communication objectives.

The researcher sought to find out whether the communication channels, tactics, and strategies that caritas uses are effective and efficient and 75 percent of the respondents said that they are very effective and efficient while 25 percent said they are fairly efficient and effective because other members of the target audiences are not reached.

This is because workshops, seminars, and trainings target small groups of people usually those that are influential in target population's communities with the view that they will go and convince others to adopt the innovations. According to the respondents the most of the objectives that the organisation had set at the start of the project have been achieved a sign that the strategies under use are effective and efficient.

### **6.7. Are the communication strategies participatory?**

Participation from the beneficiaries of any development effort is critical to its success and sustainability. The respondents were asked question on their participation in the project's design, implementation, monitoring and evaluation in order to see to what extent they are involved and the sense of project ownership and found out that 52.2 percent of the respondent said the communication strategies were fully participatory because they actively participate in the projects right from community problem identification through to impact assessment.

39.1 percent said they are only consulted and their input sometimes is not respected, and 8.7 percent of the sample population said they are not involved at all but they only receive orders from caritas coordinators. During one focus group discussion the projects participants said generally the communication strategies and tactics that caritas uses are participatory because the people themselves are in control the activities.

They literally do all that is required to achieve the objectives set during the problem tree analysis, form drama groups that sensitise their fellow community members. In other

words their participation is interactive, a process that leads to the formation of groups to meet objectives related to the project, formulation of actions plans and strengthening of the existing support groups.

#### **6.8. Has caritas contributed to poverty reduction?**

It is evident that most poor people have no access to knowledge and skills that can emancipate them from poverty and caritas has realized that in order to alleviate poverty the vulnerable communities have to be given information and skills deemed necessary to raise their living standards and increase their income. The respondents were asked a question on whether the communication strategies that the organisation is using have actually contributed to poverty reduction in their communities

The research found out that 78.3 of all respondents said yes they have contributed immensely to poverty reduction in communities where caritas works since it has initiated income generating activities, trained communities in entrepreneurship and business management and these have actually helped some households to start some income generating activities their by empowering them.

One participant during the focus group discussions said the knowledge and skills they got from the workshops and trainings they attended have helped them to use best farming practices which have increased their crop yield. This has enabled them to produce more than just enough to eat but to sale and earn an income. As a result even

the households that were hunger stricken have now been able to have some food security due to Caritas interventions

However 21.7 percent said the strategies have contributed greatly to conscientisation which has not translated into poverty levels in the communities because a lot of community members have received trainings in entrepreneurship and business management but have not been able to use their knowledge and skills because they lack start up capital which Caritas does not always provide. Despite the fact Caritas has not provided the community with start up capital does not prevent them from acknowledging that the knowledge and skills received could contribute to poverty reduction if translated into practical business ventures.

#### **6.9. Could the successes scored have been achieved without the communication strategies employed by Caritas?**

The efficiency and effectiveness of any communication intervention is measured by comparing the communication objectives and the impact achieved during the project cycle. The researcher sought to find out whether the success that Caritas has scored in its catchment areas could be attributed to other factors than the interventions used.

The researcher found out that 94.6 percent of the respondents said no, meaning that success could not have been achieved without the strategies currently in use while 5.4

percent said even if the communication strategies in use had not been used still success could have been achieved.

**6.10. What in your opinion should be done to effectively reach out to target audiences?**

Respondents were further asked for opinions on what they thought should be done to effectively and efficiently reach out to target audiences and the following were the findings: 28.3 percent of respondents said Caritas should continue consulting the beneficiaries of its projects in order to know how best it can meet their needs. 26.1 percent said Caritas should have more and intensified training workshops so that the beneficiaries of its programmes can have enough time to acquire the skills and knowledge that will reduce poverty in their communities. 45.7 percent of the respondents said Caritas should begin to design messages that are generated by the target audiences.

The findings clearly show that if Caritas Mansa has to effectively and efficiently reach the audiences, it has to bring on board all stake holders right from the project definition to evaluation because it is only through this participatory approach that factors that could affect the success of the project or programme could be identified. This approach gives an opportunity to the organisation to know the general characteristics of their target before they design strategies of communication and to be able to know those characteristics people have to be consulted.

One of the principles of making understandable messages is to use anecdotes to which people relate. Some respondents said in order for caritas to effectively and efficiently communicate to its target communities, it should begin to use community generated pictures on its printed communication tools such as posters and brochures because usually people accept ideas with which they identify themselves.

It was also pointed that more and intensified trainings and workshops should be given so that beneficiaries of programmes that are aimed at empowering rural communities have enough time to grasp the knowledge and skills than begin a workshop and abandon it along the way. These training sessions must be conducted in such a way that participants actually acquire the knowledge and skill that the training wants to impart.

**6.11. What in your opinion should be done to make the existing communication strategies more efficient and effective?**

Opinions were also sought on what caritas should do to make the communication strategies that it currently uses more effective and efficient and 28.3 percent of respondents said that caritas should employ a communications officer who can assess the strategies under use since most of the interventions of caritas are concerned with information dissemination. The communication officer will help the organisation to assess the efficiency and effectiveness of the strategy so that adjustments can be made where necessary.

43.5 percent of respondents said caritas has to diversify the communication channels because the existing channels are limited. Caritas Mansa communicates the Catholic Church structure assuming that they will be able to reach the entire target but not everyone is a catholic or goes to church and so should use other channels as much as possible to even cater for the non Catholics and non believers. For instance village meetings could be another channel that can be used in addition to the church structure because it is clear that the current strategies do not manage to bring everyone on board.

28.3 percent said caritas should make use of the mass media available in the area, which in the opinion of the respondents have been underutilized. It is true that the coverage of the radio Yageni is limited but there are radio stations such as radio Christian voice which has a wider coverage and most of caritas target are receptive to it. This again will enhance the chances of reaching every member of the target

## CHAPTER SEVEN: CONCLUSION AND RECOMMENDATION

### 7.01 Conclusion

This report set out to appraise the communication strategies that Caritas Mansa uses in its programmes aimed at poverty reduction with an assumption that effective communication is critical to the success in social development campaign.

The researcher found that Caritas Mansa uses the already established Catholic Church structure as a major communication channel and strategy through which target communities are reached and to the larger extent the strategy is efficient and efficient in the opinion of the respondents. However some respondents had said the strategy is limited because other members of the target are not reached simply because they are not part of the church structure.

The findings clearly show that Caritas Mansa does not have the necessary competent human resource to handle the dissemination of information and this has somehow contributed to the failure to record a meaningful impact in the catchment areas. In some areas the organisation has failed to engage the local stake holder to participate and own the programmes making it difficult to achieve the programme's objectives simply because the participants were not told what the organisation does or is involved in.

This has resulted in some programme's participants believing that Caritas Mansa is a lending institution that can solve their individual financial problems and when they are not assisted they begin to despise the programme because they believe the organisation is stealing from them. This could have been avoided if participants were told right from

the start that the organisation is not distributing money but wants to empower these vulnerable communities with knowledge and skills that will help them come out of poverty.

The researcher also found out that the strategies have contributed immensely to poverty reduction in these areas because with the knowledge and skills acquired, participants have been able to engage themselves in income generating activities. Some respondents still feel that the strategies have not really helped because the knowledge and skills acquired have not translated into the actual poverty level reduction. The idea behind conscientisation is to make sure that people use the information available to improve their living conditions and if they cannot use it then it is useless some respondents believe.

The researcher also found out that caritas is participatory in its communication strategies because 52 percent of the respondents said that they are fully involved in the communication activities and take leading roles in the formation of programme support groups such as drama groups, women groups. Some respondents even pointed out that they facilitate at workshops and trainings. However 39.1 percent of the respondents said they are only consulted and sometimes their input in Caritas Mansa programmes is not respected.

This means that 48 percent of the sampled population thinks that the organisation has not allowed them to give a meaningful contribution to the success of the programme

through iterative participation and this could affect the attitude of the target communities towards the programme.

It came out clearly that Caritas Mansa uses workshops and trainings as specific communication tactics to disseminate information, knowledge and skills that are prerequisite to the success of the programme and to the larger extent are effectively and efficiently facilitating the achievement of the communication objective that were set at the start of the programme.

Some respondents said the organisation can still do better in this area by using other tactics and channels such as community meetings and national mass media that would ensure that nobody is left out because the existing communication strategies and tactics do not reach every one.

It was also found out that the mass media has been underutilised on the pretext that it has a limited coverage and so cannot be effective but some respondents said Zambia National Broadcasting Corporation's (ZNBC) radio one and Christian Voice covers most of Caritas Mansa's catchment areas and could be effective in dissemination awareness knowledge to a large group of people within a shortest possible time thereby enhancing the chances of meeting the programmes' target.

The research also shows that Caritas Mansa is working with communities that are vulnerable to poverty and 55.4 percent of the sampled population have only attained primary level education some of them even an able to read and write either in English or

their local language indicating that the literacy levels are very low and so when communicating the organisation has to bear in mind this important factor so that they come up with messages that their target can understand.

## **7.2. Recommendations**

The recommendations here given were made in relation to the information collected from respondents and the literature review of the organisation documents for purposes of this research.

- Caritas Mansa should use more of the community meetings as one of the communication tactics to ensure that all community members can have a role in activities that are aimed at improving their living standards and should train community members on how to facilitate community meetings to ensure participation and programme ownership
- The making of communication tools should incorporate community generated photos and the people themselves should be involved in the making of tools such as posters and videos for this will increase the rate of adoption of the promoted knowledge and practices and also build local capacity.
- The organisation should hire a communication specialist to design and assess communication strategies since most of the organisations interventions are communication oriented hence the need to have in place a specialist who will appraise the strategies used to see if they are effective and efficient.

It has already been pointed out that Caritas Mansa's target communities have low literacy levels and so messages should be simple, easy to understand, and should be about what communities experience.

- Some respondents said their acquired knowledge and skills have not translated into reduced poverty levels simply because they lack start-up capital and so where the organisation cannot meet the needs of the target communities both the communities and the organisation should look for other organisations who can meet those needs. This is where caritas can advocate and lobby government to come to the aide of these vulnerable communalities.
- Caritas should also ensure that it builds capacity of its staff by encouraging them to enrol into courses that will enhance their understanding of current issues in development thereby maximizing their performance in the programme. The organisation's staff needs to be trained in the use of participatory methodologies so that they can understand and learn how to get target audiences involved.

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## ANNEX: 1 QUESTIONNAIRE

Please answer only where it applies

This questionnaire has been designed to gather data on the effectiveness of the communication strategies Caritas Mansa uses in programmes aimed at poverty reduction in the Catholic Diocese of Mansa.

Physical address ----- today's date-----  
Telephone: ----- residence-----  
Occupation: -----

### SECTION A: BACKGROUND

1. What is your sex

1. Male
2. Female

2. What is your age

1. 15-25
2. 25-35
3. 35-45
4. 45-55
5. above 55

3. What is your marital status

1. Single
2. Married
3. Divorced
4. Widowed

4. What is your highest level of education attained

1. Primary
2. Secondary
3. Tertiary

### SECTION B TO BE ANSWERED BY CARITAS EMPLOYEES

5. For how long have you been working with Caritas Mansa

1. Year

- 2. Years
- 3. Years
- 4. Years
- 5. More than five years

6. What communication strategies does Caritas Mansa use.....  
 .....  
 .....

7. what specific communication tactics are used in reaching out to caritas' target audiences  
 .....  
 .....  
 .....

8. do these communication tactics and strategies meet the communication needs of Caritas Mansa

- 1. Yes
- 2. No

9. what in your opinion should be done to make the existing strategies more effective  
 .....  
 .....  
 .....

10. who is the target of caritas' communication activities

- 1. Policy makers
- 2. Vulnerable communities
- 3. Non governmental organisations

11. to what extent are the beneficiaries of Caritas Mansa projects involved in the design and implementation of projects

- 1. Fully involved
- 2. Only consulted
- 3. Not involved at all

12. what staff does Caritas Mansa have to manage the communication activities of its programmes.....  
.....  
.....  
.....

13. what communication channels does Caritas Mansa use to reach out to target audiences

- 1. Radio
- 2. Television
- 3. Brochure
- 4. Workshop
- 5. Newsletter

14. Do these channels effectively facilitate the reaching out to target audiences?

- 1. Yes
- 2. No

15. what in your opinion should be done to effectively and efficiently reach out to target audiences

.....  
.....  
.....  
.....

**SECTION C TO BE ANSWERED BY CARITAS PROJECT PARTICIPANTS**

16. where did you hear about Caritas Mansa

- 1. Church
- 2. Radio
- 3. Television
- 4. Brochure

17. Do you know what the organisation is about and what programmes it runs.....

.....  
.....

18. Do you think caritas has contributed to rural empowerment thus reduce poverty in your area

.....  
.....

19. does caritas consult you on what you what to do to improve your lives

.....  
.....

20. if yes, to what extent are your suggestions considered and implemented.....

.....  
.....  
.....

*Thank you for participating!*

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## **ANNEX 2: IN-DEPTH INTERVIEW GUIDE**

1. Who is the target of caritas' communication activities
2. What communication strategies does caritas mansa use?
3. What specific communication tactics are used in reaching out to caritas' target audiences
4. Do these communication tactics and strategies meet the communication needs of caritas mansa
5. What in your opinion should be done to make the existing strategies more effective
6. To what extent are the beneficiaries of caritas mansa projects involved in the design and implementation of projects
7. What staff does caritas mansa have to manage the communication activities of its programmes
8. What communication channels does caritas mansa use to reach out to target audiences
9. Do these channels effectively facilitate the reaching out to target audiences?
10. What in your opinion should be done to effectively and efficiently reach out to target audiences
11. Do you think caritas has contributed to rural empowerment thus reduce poverty in your area

12. What communication tools does caritas mansa use within and out side the organisation
13. How do you measure the impact of your communication intervention
14. How do you inform your target communities of the successes scored in some of your target communities