

**ALLEVIATION OF POVERTY USING COMMUNICATION TOOLS: THE CASE
OF KALOKO TRUST ZAMBIA IN MASAITI DISTRICT**

BY

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**A REPORT SUBMITTED TO THE FACULTY OF MASS COMMUNICATION OF
THE UNIVERSITY OF ZAMBIA IN FULFILMENT OF THE REQUIREMENTS
FOR THE DEGREE OF MASTER OF COMMUNICATION FOR DEVELOPMENT
(MCD)**

THE UNIVERSITY OF ZAMBIA

LUSAKA

2015

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CERTIFICATE OF APPROVAL FORM

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DECLARATION

I declare that this report which is submitted for the degree in Master of Communication for Development (MCD) has not been submitted for a degree in this or any other University and that it is a result of my own work.

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ACKNOWLEDGEMENTS

This report is the fruit of painstaking work which took a great deal of time to accomplish. Thanks to the cooperation of various people who made a tremendous contribution without which this work would not have reached this far. I am greatly indebted to Mr. F. Muzyamba, my supervisor, whose role in coming up with this report I will forever cherish. Other thanks go to my course lecturers: Dr. E. M. Bwalya, Dr. S. Phiri, and Mr. K. Makungu for their invaluable inputs in the lectures.

At Kaloko Trust Zambia, Masaiti, many thanks are due to the board of directors who believe that internship is important for development, Mr. W. Chitimbo, the Country Director for accepting me to do my internship at the organization and for his fatherly advice. Mr. J. M. Katema, Programmes Manager, for trusting in me and believing that I would perform to his expectations, and also for creating an enabling environment for me to do my research satisfactorily. Mr. M. Jere, CBNRM Officer, thank you for taking me to Kashitu, Luampesa, Malaya, Kantolo, Mwaitwa, Lwimba, and Kwesha communities on a motorbike and for being my research assistant. I will be failing if I also do not acknowledge Mr. Busumani, Mrs. Medan K. Phiri, Mrs. Catherine Nyimba, Mrs. T. Soko, Mrs. Banda, Mr. J. Mwelwa, Mr. Phiri, Mr. Mwanza, Mr. Chikwanda, *ba Mwisho ba Mpasela*, *Shi Mpundu*, *bana Mirri*, and Mrs. K. Nguni.

My thanks are also due to my family and friends who encouraged and supported me especially Mrs. Veronica Banda Chella, Mr. Andrew Banda, Mrs. Rabbecca Sakala Mumbi, Madrine, Ms. Rabbecca Mbulo, Esther, Katanga Harvey, Abel Mwelwa, Clement Chibuta, Moses Mpampa, Paul Masautso, Lenox, Philip Phiri, Chanda Mwila, Kalusha, Musati, Miso, Mwangala Kelvin, Ms. C. Monga, Ms. K. Chiwele, Ms. L. Nyirenda, Mrs. Chanda N, Mrs. Mwenya, Mrs. C. Chikopela, Mr. Nkandu B, Mr. E. Nkhoma, Mr. A. Daka, Mrs. Mwandila, Ms. Theresa Mutale, Mrs. Kambani, Mrs. Lucy Sakala and Mrs. Beatrice Mofya - Banda

Lastly to my dear late parents and grandparents for taking me to school and for inculcating the idea in me that education is like a good seed that always produces good fruits. Thank you very much for your timely and wise words every time!

ABSTRACT

This study examined the communication tools used by Kaloko Trust Zambia (KTZ) in its poverty alleviation interventions in Masaiti district, Ndola rural.

The methodology used included: (i) quantitative survey of 100 respondents (ii) two in-depth interviews with the country Director of Kaloko Trust Zambia and the Chairperson of the Chief's traditional councillors (Bafilolo) of Luesanga Camp (iii) one Focus Group Discussion with the Malaya Community.

Interpersonal/face to face communication is what Kaloko Trust Zambia has been predominantly using in bringing change in lives in the communities. According to the respondents, it has had tremendous effects by helping communities get vital services. These include clean water and sanitation, infrastructural development provision and support to education and health, promoting sustainable agriculture, preservation of the environment through natural community resources and improved livelihoods through community trainings in IGAs in communities.

The communities appraised the interventions as helpful and the communication strategies as contextual and serving purpose. The respondents also said the interventions promoted consultation and participation.

DEDICATION

To my late friend and brother, Rev. Fr. Alexander Musamba Khama

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ACRONYMNS AND ABBREVIATIONS

CBNRM	:	Community Based Natural Resource Management
CBO	:	Community Based Organization
CSO	:	Central Statistical Office
ECAZ	:	Environmental Conservation Association of Zambia
FAO	:	Food and Agriculture Organization
FGD	:	Focus Group Discussion
GBV	:	Gender Based Violence
GDP	:	Gross Domestic Product
HIPC	:	Highly Indebted Poor Countries
HIV and AIDS:		Human Immunodeficiency Virus and Acquired Immune Deficiency Syndrome
IMF	:	International Monetary Fund
KTZ	:	Kaloko Trust Zambia
NGO	:	Non-Governmental Organization
OVC	:	Orphans and Vulnerable Children
SAP	:	Structural Adjustment Programme
SPSS	:	Statistical Package for the Social Sciences
STEPS	:	Sustainability Through Economic strengthening Prevention Support
UNDP	:	United Nation Development Programme
ZCCM	:	Zambia Consolidated Copper Mines

CHAPTER ONE: INTRODUCTION AND BACKGROUND

1.0 Introduction

This research report is from an attachment the student undertook with Kaloko Trust Zambia (KTZ) in Luansobe, Masaiti district of Ndola. It examined the use of communication by KTZ in the alleviation of poverty in Masaiti District of Zambia.

The study aimed at finding means that could be of help to Kaloko Trust Zambia in improving and enhancing communication amongst the rural communities and stakeholders to bring about increased participation in order to alleviate poverty in its catchment area.

Chapter one covers the background information of the country including location, population and economy.

The introduction also contains profile of Kaloko Trust Zambia (KTZ). Background information presents the purpose of existence, objectives, activities and collaborating partners of KTZ. This is done to give the reader a good picture of Kaloko Trust Zambia (KTZ).

This chapter also includes the statement of the problem, rationale and the objectives of the study. The methodology this study used is also described.

Definitions of terms that are important to the study have been given and here it must be mentioned that development is defined as the opposite of poverty.

1.1 Background of Zambia

Zambia derives its name from the Zambezi River that rises in the northwest corner of the country and makes its southern boundary with Zimbabwe. Geographically, the country is landlocked and is situated between latitude 10 degrees and 18 degrees south and longitude 22 degrees and 33 degrees east (Bingham, 2014). It has an area covering about 752,614 square kilometres. It is surrounded by eight neighbours namely: Democratic Republic of Congo to the north and northwest, Tanzania to the northeast, Malawi to the east, Mozambique to the southeast, Zimbabwe to the south, Botswana and Namibia to the southwest and Angola to the west.



Source: www.mapquest.com

1.1.1 The Climate

Although between the tropical latitude of 10 and 18 degrees south of the equator, Zambia has a moderate temperate climate because of its altitude, which averages 1,300m above sea level.

Zambia has three seasons namely:

Cool and dry - May to August

Hot and dry - September to October/ November

Warm and wet - November/December to April

Only in the valleys of the Zambezi and Luangwa is there excessive heat particularly in October. In the warm wet season, heavy showers and thunderstorms occur, followed by spells of bright sunshine. Plants grow profusely and rivers and streams get filled within a short time.

During the cool dry season, night frosts may occur in places sheltered from the wind. The countryside dries up gradually and bush fires usually follow this. Temperatures rise high during the hot, dry season but new leaves appear on the trees before the rains begin (Fisher: 1984).

The average rainfall, between November and April, is about 950mm, and summer temperatures range from 20 degrees to 32 degrees Celsius. Winter temperatures range from 10 degrees to about 26 degrees. Due to this kind of weather and climate, the country is prone to droughts from time to time.

1.1.2 Population

The population count of Zambia according to Zambia population (2015) is about 15,694,971 persons half of which lives in urban areas while the other half lives in rural areas. The population is characterized by rapid growth of 3 percent per annum. The country has a very youthful population below 15 years estimated at 45.5 percent of the total population according to Central Statistical Office (CSO) data for the year 2010. However, life expectancy is very low and has been declining from 46.9 in 1990 to 39 in 1999 and 36 in 2003. The HIV and AIDS prevalence is very high, standing at 16 percent of the total population aged between 15 and 59 as at 2002 (National HIV and AIDS Strategic Framework: 2002).

1.1.3 Economy

After Independence, Zambia adopted a Socialist economic model starting from the Matero Economic Reforms of August 1969. There was large-scale nationalization of the mining industry and the creation of large state owned conglomerates or parastatals such as Zambia Consolidated Copper Mines (ZCCM). A considerable degree of central planning involving the setting up of a large civil service followed as the government aimed to ensure self-sufficiency coupled with industrial diversification. This period was relatively prosperous as the earnings from mineral exploitation grew as copper prices increased. The country managed to provide basic services such as health, education, transportation, water and sanitation and shelter to most of its citizens.

In the ten years following Independence the level of real GDP grew at 2.3 percent per annum.

The economy, however, was almost exclusively dependent on copper production and following a sharp decline in the price of copper on the world market in the early 1970s, and a hike in the price of oil fuelled global inflation pushing up the price of capital imports. Due to these factors the country began to experience unprecedented social and economic difficulties, especially since it was also supporting the costly liberation wars of Southern Africa.

In the period between 1975 and 1990 the level of real GDP per capita declined by almost 30 percent.

1.1.4 Economic Reforms of the 1990s

The 1990s saw a move to a more outward oriented economy centred on a market based system. The newly elected government of Frederick Chiluba in 1991 adopted a structural adjustment programme agreed with the IMF and the World Bank. Mwewa (2011) explained further that in these economic reforms three main goals were involved:

- To restore macroeconomic stability
- To facilitate private sector growth through reducing the role of the state from controlling prices, foreign trade restrictions and foreign currency transactions
- To privatize and deregulate agricultural and industrial output

1.1.5 The Impact of Structural Adjustment Programme

The introduction of the Structural Adjustment Programme (SAP) by government as a long term measure to address the economic ills has had an adverse impact on the economic status of the majority of Zambians, an eventuality for which the government did not put in place an effective safety net mechanism. Many Zambians have been retrenched following the liberalization of the economy. This has resulted in higher levels of unemployment and, consequently higher levels of poverty (ibid).

The intention of a liberalized economy was to facilitate the participation of more Zambians in the economic activities of the nation for personal, family and community empowerment, which would eventually translate into national economic transformation. However, because of the initial poverty levels, the majority of Zambians have not been able to participate in sustainable and effectively empowering economic activities.

Despite reaching targets set by the IMF for HIPC's (Highly Indebted Poor Countries) debt relief, by the start of 2003 Zambia had received only 5 percent of the debt service reduction committed to it. It is hoped that the economy will pick and thrive after the country reached the HIPC completion point in 2005.

The most urgent issues for the Zambian economy are thus debt relief, combating HIV and AIDS and a further reduction of its dependency on copper with the encouragement of private sector investment into export oriented agriculture; light manufacturing, small scale mining and tourism (ibid).

1.2 Profile of Kaloko Trust Zambia

Kaloko Trust Zambia (KTZ) is located in the Luansobe area of Masaiti District, Copperbelt Province, Zambia. It is situated approximately 100km south of Ndola, the main town in the Copperbelt (Latitude 13.20 to 13.45 degrees south, longitude 28.20 to 28.40 degrees east). KTZ is an initiative of the Joe Homan Trust (J.H.T) a U.K based Trust and the Rotary Club of Ndola Zambia which began in 1989 in response to the rising problem of unemployment experienced by the Zambian Youths particularly in the Copperbelt region resulting from the diminishing returns from copper in 1980`s due to low prices on the world market (KTZ strategic plan, 2014). The Trust is situated in the rural community of Luansobe in Masaiti District, Copperbelt province of Zambia. It is sandwiched between the Mpongwe and Great North road, 15 km from the main road junction.

There is a Board of Trustees that meets three times a year, whilst the day-to-day operations of the Trust are managed and supervised by the Trust Management Team (ibid).

KTZ was initially funded by the Joe Homan Trust (J.H.T), a U.K based Trust and by International Child Care (Intercare) (ibid). As it grew steadily, other partners such as Canadian Embassy, the European Union, the World Bank, International Children's Trust (ICT), the Three Oaks Trust, to mention but a few, contributed to its on-going development.

According to the strategic plan (2014), the Trust aims to:

1. Increase access to education for rural children through infrastructure development provision and education support;

2. Improve access to clean, portable water and sanitation through sinking of boreholes, building toilets and health education in the rural communities;
3. Create a demand driven practical agricultural training for farmers in the Kaloko community and beyond;
4. Continue developing the income generating activities to make KTZ self-sustainable to be able support the other projects; and Increase access to health services for rural communities through infrastructure development provision and health support.
5. Develop a sustainable approach towards the environment and the conservation of natural resources

The Trust has developed greatly over the years, and in the school infrastructures programme has to date resulted in the construction of the following; 16 classrooms at Luansobe primary school and 9 staff houses (ibid). It has also helped with construction of schools in the outlying areas of Kandulwe, Kwesha, Kamabaya and Makango. The total of these constructions amounts to 8 classroom spaces and 8 teachers housing units.

It has lobbied the Zambian government to build a Secondary school in the area. Commitment has been shown by the Kaloko Trust in this regard by the donation of 30 hectares of land for this project (ibid).

The Trust has since expanded the clinic to a rural health centre that provides rudimentary health services to the local population currently estimated at 12,000 (ibid). In order to provide health services closer to the community, KTZ has also built 13 Health out Posts (HOPs) over the years and these facilities are used for outreach programmes that are routinely undertaken by Health personnel from the Rural Health Centre. Health education and sanitation programmes have been implemented in collaboration with staff at Rural Health Centre. A programme is underway to expand the Rural Health Centre to a mini Hospital in the next five years.

The KTZ has constructed 5 Earth dams (rain water catchment tanks) (ibid). The construction of these dams involves harvesting rain run-offs. The surface water provides water for nonpotable use by the local beneficiary communities, apart from improving household food security and income through fish farming.

The Trust has helped sink 20 boreholes in the outlining areas to help with water and sanitation in the local communities.

KTZ has trained 2,225 young Zambians in various skills such as roof tile and block making, leather-works, motor vehicle repair, bicycle maintenance and repair, carpentry, metal fabrication, bricklaying, basic agricultural education focusing on crops, animal husbandry and agro-processing, beekeeping, peer education, transfer of technology as regards hand pumps maintenance and repair, hygiene and sanitation. The Trust has trained about 750 local people from Luansobe in bee-keeping, a conservation and alternative source of income move, to curb the illegal charcoal burning in the area and start-up capital in form of bee-keeping equipment have been provided to them. A programme is under way of starting to process honey and wax at KTZ.

It has also offered trainings to a total of 434 men and women in the production of leguminous plants and grants of seed and fertilizers have been given to them for the promotion of food security in the Luansobe area.

Fifty (50) men and women have been trained in broiler production with a start-up capital of day old chicks, vaccines and feeds (ibid).

A day care centre that was initially meant to cater for the children of KTZ staff has been opened up to providing early childhood education to the surrounding communities and is organically growing.

The Intermediate Means of Transport (IMT) project funded by the World Bank was providing 100 motorbikes, 1,000 bicycles and 500 donkeys on a revolving fund basis, a project later handed over to the Local authority in Mpongwe (ibid). Apparently, the provision of bicycles has continued and so far the KTZ has provided 3,000 bicycles to the local communities and the surrounding areas.

There are, therefore, a number of Income Generating Activities (IGAs), which were set up to raise the funds necessary to support the above services. These included piggery, poultry, dairy products such as cheese and milk, agricultural production, skills training, maxi-mill, block-making, and a garden. It was always the hope that the Income Generating Activities would develop sufficiently to make the Trust self-sustaining, and for some time, they almost

did, but that is not the reality today. The prevailing global economic crisis has had a harsh impact on Zambia, and the Trust has become difficult to maintain. This means that KTZ still partly depend on donor funding, a situation that is not sustainable for any project. KTZ also faces the reality that, given the present universal financial situation, funding may soon dry up altogether.

1.2.1 Mission statement

According to the Strategic Plan (2014), the mission statement for Kaloko Trust Zambia (KTZ), which it has strove to achieve in the next five years, is:

“To improve quality of life through community participation in rural Zambia by supporting education, health, agriculture, income generating activities, sustainable management of natural resources and environment.”

Through this mission, KTZ has supported the provision of education, health, agriculture, IGAs and sustainable environment. KTZ has planned, implemented, monitored and evaluated to ensure quality improvement in the quality of life of the rural Zambian communities through their participation. Through this mission statement, therefore, KTZ has contributed to sustainable development of the nation.

The board of directors and management of KTZ have been responsible for ensuring the achievement of the mission statement. In this regard, they have been expected to provide a strategic direction and mobilize all the necessary financial, technical and material resources for the implementation of the Planned specialized programmes/projects and other stakeholders.

1.2.2 Vision statement

To realize the mission and give KTZ specific focus and direction for the next five years, a vision statement has been developed as follows:

“Driver of rural development and empowerment in Zambia.”

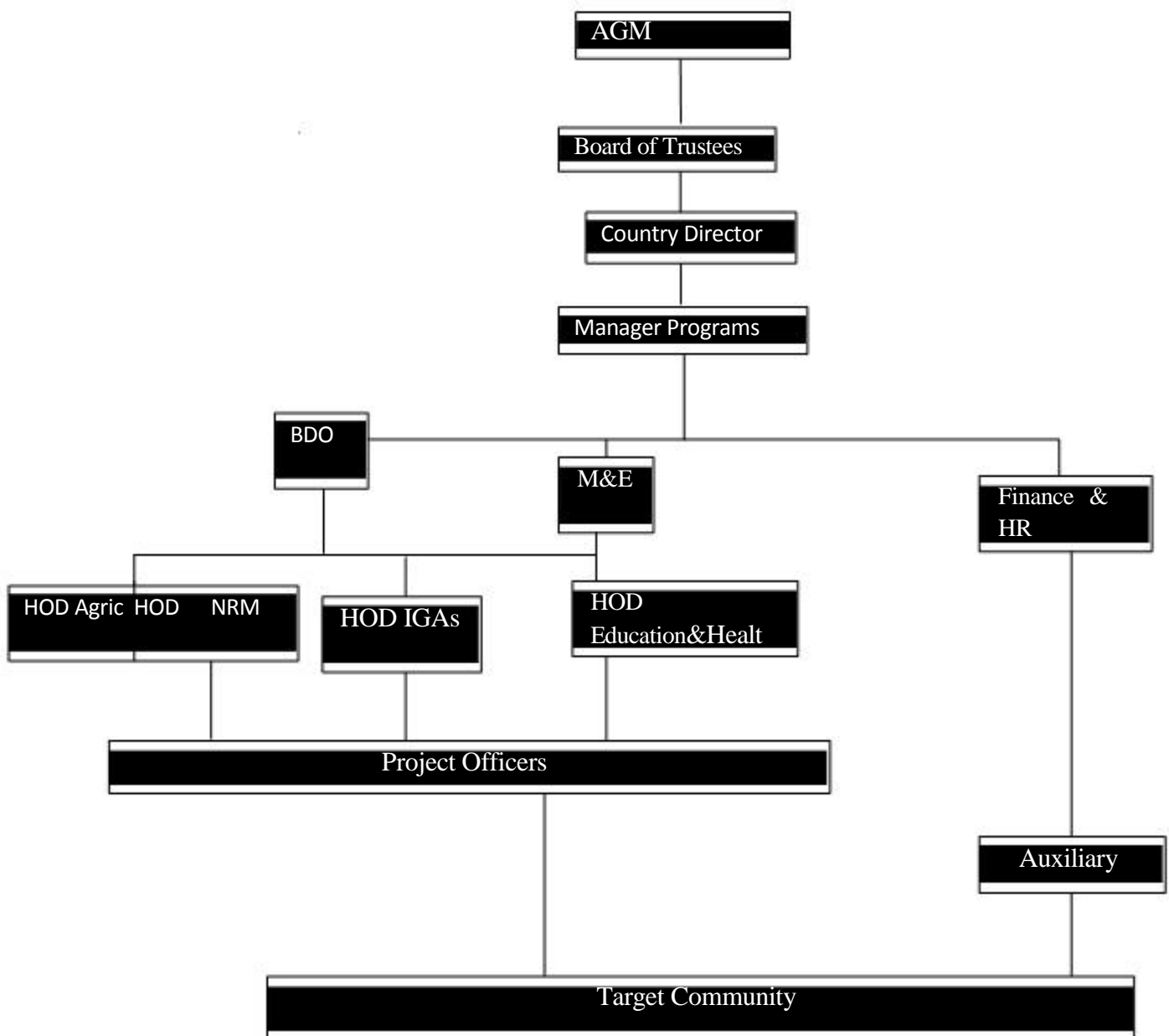
Through this vision, KTZ has within five years, undertaken measures and put systems that will bring about rural development and empowerment that will ensure quality of life in Zambia by supporting education, health, agriculture, IGAs and sustainable environment

through community participation. It is against this strategic projection that success or failure and therefore, the overall performance of KTZ will be measured.

1.2.3 Values

In pursuing its vision, KTZ has been guided by the following values: integrity, professionalism, community participation, environmental responsibility, gender equity, team work, predictability, objectivity, sharing (ibid).

1.2.4 KTZ Organogram



Source: Kaloko Trust Zambia Strategic Plan - 2014

1.3 Statement of the problem

Over the years, there has been a crusade by governments, International Agencies, local NGOs, Trusts and Churches in poverty alleviation world over, Africa, South of the Sahara and in Zambia. There have been efforts and cooperation in designing interventions that would change the lives of the people especially in rural communities. Despite all these efforts according to Osego (2011); Africa, south of the Sahara desert remains the poorest region on earth. He points out that all UNDP reports since 2000 are indicative of this point.

While efforts have been made to reverse the poverty situation of the people and especially the rural communities, some of them have had no great impact, some yielded poor results and others made slow progress to tackle the issues affecting the Zambian rural communities biased towards their living standards. It seems to the researcher that there has been too much attention focussed on the symptoms rather than on the causes of the rural communities' problems. So if the 'but why' question is not asked in rural empowerment for poverty alleviation, then solutions may be sought and implemented but without long term impact.

There is a mentality whereby organizations do not involve the people in their own development and the people on the other hand believe they should not be involved. When people participate in the development projects, they tend to own them and take good care of them. Lack of people's involvement in initiatives has made no impact because such initiatives have made people to be perpetual beggars. Furthermore, there has not been a study of the use of communication tools to develop Masaiti. This leaves a gap in the knowledge about the subject.

This study steps into the gap and examines how KTZ use communication tools to steer rural development in Luansobe community, and Masaiti in particular.

1.4 Rationale

The main thrust of this research is that there is potential and commitment in Kaloko Trust to increase participation of the members and stakeholders in the fight against poverty in Zambia. The researcher hopes this research will bring out pertinent and significant issues that will contribute positively to the strengthening of the communication strategies used by the KTZ.

Communication is very central in alleviating poverty in Zambian communities. The radio communicates development programmes which benefit people and make the people improve their lives. The programmes need to be palatable to the people to enhance participation of the people for which poverty reduction is meant and these are the people who are severely affected by poverty themselves. They need to be communicated to in the modes and channels that they are familiar with and using opinion leaders to diffuse the poverty reduction messages.

This study should also contribute knowledge to the field of applied communication for development, and to research in general.

1.5 Objective of the study

The purpose of this study is to evaluate the communication tools used by Kaloko Trust Zambia in the alleviation of poverty in Masaiti District of Zambia.

1.5.1 Specific objectives of the study

- 1) To analyse the communication means that Kaloko Trust Zambia use to reach out in its interventions of poverty alleviation in Luansobe communities in Masaiti District.
- 2) To investigate the effects of Kaloko Trust Zambia communication programmes on poverty alleviation
- 3) Examine the role played by the Luansobe communities in the KTZ interventions in alleviating poverty in Masaiti.

1.6 Research questions

The following questions were used for research:

1. What communication means does KTZ use in reaching out to Luansobe communities in its poverty alleviation interventions in Masaiti District?
2. What effect do KTZ communications for poverty alleviation have on the Luansobe communities in Masaiti District?
3. What role do the Luansobe communities play in KTZ poverty alleviation communication interventions in Masaiti District?

1.7 Limitations of the study

One of the problems that the researcher met as he was investigating this topic was low levels of literacy and the researcher had to certainly use the research assistants to translate the questions for respondents into local languages. Time was also a factor that the researcher had to grapple with because a research of this kind would have taken slightly longer than one year in collecting and weaving the collected data into the report.

A research of this magnitude presupposes some sound financial muscle to completely deal with all intricacies surrounding the topic but since it was self-sponsored investigation, money was a limiting factor. This very well dovetails with the limitation in the sample size in the sense that the researcher was not able to make every member of Luansobe community to be part of this study for financial reasons. The researcher had to only assess the communication tools used by KTZ of Masaiti District in the poverty alleviation interventions and the findings were therefore, applicable to Kaloko Trust Zambia.

1.8 Ethical Considerations

As a matter of principle, consent was sought from the subjects of the study. Explaining to them how they were selected and this was inevitable as it reduced suspicions on the side of the researcher. Adequate information regarding how data collected would be used was availed for clarity's sake, especially that some respondents were illiterate, those who did not easily understand the essence of the study.

Information obtained during the study was kept strictly confidential as it bordered on personal information which most people kept to themselves. The answered questionnaires were kept by the researcher in the strictest of confidence for only three months after which time all the responses were examined. No identity anyhow was given or received in relation to the research tools.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

In this chapter, the research will examine past studies and findings carried out in relation to alleviation of poverty using communication tools. This information will help the researcher be able to identify successes and failures of previous studies.

2.1 Main Aspects of Literature Review

Poverty alleviation or eradication through people's empowerment have been an uphill struggle in the world, Africa south of the Sahara and Zambia in particular. Despite the technological revolution we have witnessed over the years in the era of globalization there have been deteriorating situations of poverty both in urban and rural areas (Mulwa, 2010: 13). Several paradigms in poverty alleviation have been tried and have not yet yielded expected results.

A study on a farmer field school (FFS) programme for potato farmers in Peruvian Andes (Godtland et al 2004) argued that the local information systems could be beneficial to outside interventions in bringing new practices in knowledge acquisition in the society. Preceding the implementation of the FFS program, potato farmers cited family members and their neighbours as the primary source of farming information. This was not a surprise because this area is a farm block. In addition, the study revealed that the main channel of acquiring technical knowledge on pest control was the vertical communication (transfer-of-technology approach) from the agriculture extension agents to the farmers (ibid).

Godtland et al (2004) further explained that the program consisted of a series of participatory learning activities with a primary focus on pest control techniques, and it encouraged farmers to acquire analytical skills, critical thinking, and other knowledge resources to make better and independent judgment. These skills are important in any undertaking. The researchers at the end of their study revealed that the FFS graduates scored significantly higher on an agriculture knowledge test than did both non-participants and the participants of a conventional extension programme using a top-down information approach. The FFS programme thus helped farmers develop a knowledge practice that valorised their own independent thinking and analytical skills. The study maintained, however, that the fact of ownership of programmes was not only the key which determined how the programme succeeded, but that it was also a more precise method of understanding and appreciating the

role of participatory learning by the local people. This study was important to our current research work in that it was a resource base for drawing some theories. This study also revealed that people should be allowed to own the interventions. The vertical communication approach which KTZ to some extent uses is the best as opposed to top - down approach.

In addition, Puri and Sahay (2003) in their research, attempted to co-construct a land and water management program by farmers, institutional actors and scientists collaboratively working in a southern district in India. This region was faced with accelerated land degradation. In this participatory project undertaken by Puri and Sahay (2003), the study found that the project used GIS (geographic information system) to optimize the use of existing resources by integrating the indigenous knowledge provided by the farmers with other types of knowledge. The research also revealed that the project challenged and succeeded in narrowing the gaps in the valorisation of different types of knowledge. The farmers' knowledge was incorporated in a significant way into the watershed GIS maps, created jointly by farmers and experts. Furthermore, the researchers concluded that the participatory approach effectively provided a model through which farmers developed a sense of project ownership. The project was not just done for them (farmers) but that they actively took part in the whole process. There was an appreciation of indigenous knowledge, which experts and scientists found being used by the local farmers. Elsewhere in India, successful communications for development projects were also recorded. For example, the radio farm forum programmes (RFFP) had a great impact in bringing modern techniques of farming and transforming rural life (Pradip, 2008). With this programme in place, the farmers were not left behind but that they did implement the programmes themselves. The farmers participated as co-creators of development messages.

This study added value to our research in that it highlighted the importance of project ownership by the beneficiaries. The issue of land degradation is critical. In the Luansobe communities there is too much charcoal burning and KTZ has been inviting the local people to venture into beekeeping which is environmental friendly.

Dutta-Bergman (2004) in his research *health knowledge and attitudes among a severely impoverished group of people in India* explained that communicating Western, scientific health belief models is effective only to the extent that such communication takes into account the indigenous system of health knowledge and attitude. He argued that the main

health communication model was too persuasive and individualistic and not taking into account the structural, cultural and collective natures of the health knowledge and attitudes held by marginalized people. The study found that Western medicine and the indigenous health belief model shared meanings. What is coming out clearly is that experts or scientists should not overlook on the indigenous health beliefs because they work for the local people. The researcher further proposed a culture-centred communication model in which marginalized voice could be fully expressed and heard so that health and communication professionals and subaltern populations could co-construct health communication and health beliefs (ibid). This research added value to the current study in that it exposed some dangers that might occur if a Non Governmental Organisation like KTZ does not respect the traditional values, beliefs, and customs in which it is working. What is encouraged is to communicate the interventions in the context people will understand and appreciate so that they are not left out in the process of development.

On the impact of communication on community development, Adedokun (2010) carried a descriptive survey research in Akinyele local government area of Oyo State - Nigeria. In her research she argued that communication is the key component of sustainable development. For her, development could only be realised if knowledge and technologies are shared effectively and rural people involved in the process are motivated to achieve success. Participation of the local people in whatsoever project is cardinal and effective communication is important for rural development in the midst of many obstacles facing poverty alleviation in rural areas. These obstacles in the fight against poverty in rural areas are created by a dearth of information, conflicting messages, and a lack of well - developed information and technology systems.

Her findings were that the rural people understood what community development was all about; but what was lacking were proper or effective communication channels, that would enhance community participation so that everyone is brought on board on the issues of community development.

She recommended that members of each community should be made to realise the importance of communication in the process of community development. Community leaders were tasked to engage in clear communication so as to enlist the participation of everybody in the process of community development (ibid). The Community leaders or agents have a noble

task of making sure different participants are reached by using effective communication tools and channels appropriate to their social set up. The purpose of doing all this is ownership of development by the rural people.

This study by Adedokun was important to our research in that it added weight to what is already obtaining on the ground in the Luansobe communities where the traditional leadership (*ba filolo*) are used as agents and are actively helping KTZ in the dissemination of vital information to their communities. However, Adedokun did not explain in her study how many communities were involved in her research.

In addition on the issues of communication and information, Duncombe and Heeks (2002) in their research *A case study on the use and impacts of information and communication technologies (ICT) in an economically struggling region of Botswana* urged that the nature of source of knowledge and new ideas is critical and should be communicated in a specific local context so that the microenterprises for whom this knowledge and new idea is brought. Since the study was to assess the impacts of ICT on business information networks of rural microenterprise in Botswana, it was found that none of the microenterprises surveyed were using ICTs, despite the effort of national and local business support agencies to promote the small business use of ICT. Instead, the information needs of these microenterprises were served primarily through informal and highly localized information networks based on verbal and personal contacts with local business contacts, friends and family members. This was not by design. Though effective in many ways, however, such information systems constrained microenterprises' ability to extend their market reach because of lack of amount of quality information. Therefore, situations like the Botswana microenterprise case are common in many developing country settings in Africa and even in rural parts of the industrialized world. This case study from Botswana fits very well with the Luansobe communities which are largely rural. This study is also important to our current research in that it revealed that effective use of interpersonal communication can lead to changes in knowledge and attitude of the rural people.

According to Ilboudo and Castello (1990), in their *case study of the use of communication campaigns in the rural Lesotho*, they found that there was a big gap between the urban elite and middle classes and the most underprivileged populations living in rural areas. The situation was even more dramatic for people in rural and isolated areas of developing

countries, where access to basic telecommunication services and education sources could make real difference in combating poverty and improving living conditions. The findings of this study were that it was difficult to determine whether a specific medium was appropriate for developmental programmes in this rural area. Also Ilboudo and Castello pointed out that access to relevant knowledge and information were critical to the digital divide. The effective use of a communication medium first required an understanding of the knowledge and information needs of farmers and rural people. The study further revealed that new digital technologies which were not much used among the rural people could help these rural communities in their fight against hunger, but in order to do this, they must be based on innovative techniques and strategies that were built upon existing and trusted communication networks (ibid).

This research was important to our current study in that it helped the researcher examine the communication tools that are used by Kaloko Trust Zambia in bringing the local communities on board to fight all forms of poverty.

According to Madimutsa (2012), in his study *'popular participation in poverty alleviation activities of Mumbwa district,'* stressed that poverty alleviation takes two forms that is direct and indirect participation. In rural communities, the traditional rulers attract a higher percentage of local people to participate for poverty alleviations than other organizations. This is because the traditional leadership is respected and whatever it says is taken as such. Developmental programmes coming from the traditional leadership are largely viewed as well intended because it is community development.

However, poverty alleviation in Mumbwa district was impeded by a number of factors largely due to lack of knowledge and bad attitude. For example the local people were not being aware of poverty alleviation by other institutions besides the traditional institutions; the local people were not interested in voluntary participation in the fight against poverty; people were committed to personal activities than in collective poverty alleviation activities; and the local people were sceptical about participation in poverty alleviation activities implemented by external Non-Governmental Organizations (NGOs). This study was a resource base for drawing recommendations on other appropriate communication tools in poverty alleviation activities to Kaloko Trust Zambia.

CHAPTER THREE: CONCEPTUAL AND THEORETICAL FRAMEWORK

3.0 Introduction

This chapter describes the key concepts which are used in this research and the theoretical frameworks within which the study is located. The key terms and the definitions of these terms have been given in this chapter.

3.1 Conceptual and operational definitions

3.1.1 Development Defined

Dudley Seers (1981) defined development as the “reduction and elimination of poverty, inequality and unemployment within a growing economy.”

While Michael Todaro (2003) suggested that improving living standards must ensure wider economic and social choices, he argues that development should “expand the range of economic and social choice to individuals and nations by freeing them from servitude and dependence, not only in relation to other people and nation states but also to the forces of ignorance and human misery.”

Similar to what has been said above is the definition of Schramm and Winfield (1967: 425) who saw development as “the economic and social changes taking place in a nation as it moves from a traditional to a modernized pattern of society, these changes are associated with division of labour, growth of industry, urbanization, and incomes, and the preparation of citizens - by literacy, education of citizens, and information - to participate broadly in national affairs.”

Kasoma (1994) wrote that development is improvement in human life conditions at individual and societal levels, which is achieved through desirable but fluctuating changes, or adjustments in the environment.

For Mwosa (1987) development becomes all things to all men and women. He said that its definition depends upon which community one belongs to. To an urban dweller, development means more job opportunities, more buildings, and better facilities. On the other hand, to a villager it might mean easier access to water, an irrigation scheme, or primary health care.

Fourie (1996: 177) referred to development as the general improvement of human conditions in the third world. Development is measured by the existence of conditions that were not present prior to implementation of intervention programmes.

Lastly, the Communication for Development Manual (2002) defined development as a long process of qualitative and quantitative changes in society in political, economic, social and cultural terms, which leads to individual or collective well-being.

In all the above definitions of development, we see that human life is mentioned. True development, whether material or non-material, puts a human person at the centre. The other common element, which is noticeable in all the definitions, is that development entails progression from one stage to another. The understanding of development by Kasoma gives us a good summary: It involves human life conditions and progression from lower to a higher level. Development in our study will be looked at from this perspective.

3.1.2 Communication Defined

A lot of definitions have been made regarding the term communication. But these attempts by various scholars to give a definition of the term have landed in a predicament because there is no single approach to the study of communication. Some scholars have defined communication as a symbolic social process, which occurs when we have an idea in response to something we have seen or heard (Wimmer and Dominic, 1987: 134).

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

Berelson (1964) said that communication is the transmission of information, ideas, emotions, skills, by use of symbols like words, pictures, figures, graphs, etc.

McQuail (1994:492) wrote, “The term communication has many meanings and definitions but the central idea is of a process of increased commonality or sharing between participants on the basis of sending and receiving messages.”

Lievrouw (1993) gave a good and comprehensive definition of the term as she writes: Communication is the process of sharing ideas, information and messages with others in a particular time and space. Communication includes writing and talking, as well as non-verbal communication (such as facial expressions, body language, or gestures), visual communication (the use of images or pictures, such as painting, photos, video, or film), and electronic communication (telephone calls, electronic mail, cable television, radio, or satellite broadcasts).

3.1.2.1 Types of communication

According to Fleming (2013), communication can either be verbal or non-verbal. It is contextual because of the type of situation in which it occurs. As such, communication in one context will differ from communication in another context. In general, the most notable communication contexts include:

1. *Intra personal communication* - this is the communication that takes place within oneself. It could be through meditation or deep thoughts on something before making a decision.
2. *Interpersonal communication* - is the communication between two individuals and a group e.g. face to face interaction or can be mediated through the telephone. In this type of communication. Feedback is immediate.
3. *Mass communication* - this is the sending of messages from the source or originator to an audience which is large, heterogeneous and unorganized through a medium which could either be electronic or print. The former refers to Television, Radio and Internet while, the latter points to the Newspapers, Books, Magazines, etc. In this mode of communication feedback is usually delayed.
4. *Organizational communication* - this is communication within an organization or sometimes it may be between organizations.
5. *Intercultural communication* - this is the type of communication that occurs between people sharing information and human experiences from different cultural backgrounds.

3.1.2.2 Importance of communication

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

3.1.3 Communication for Development Defined

According to Ilboudo (2002), the concept of communication within the context of development can be stated with the following definition:

“Communication for development implies the use of a communication process, techniques and media to raise people’s awareness of their own situation and of the options they have at their disposal for activities involving change, as well as helping to resolve social conflicts and working together to reach a consensus. In addition, it should assist people in planning activities involving change and sustainable development, so that they are aware of the knowledge and qualifications needed to improve their living conditions, and those of their community, and the effectiveness of local and national government.”

The Food and Agriculture Organization (FAO) has a similar definition as above. According to it, “Communication for Development is the planned and organized use of techniques and means of communication (media or otherwise) in the promotion of development, through a change of attitude and/or behaviour, through the dissemination of the necessary information and through encouraging the active and conscious participation of all stakeholders, including the beneficiaries, in the process” (ibid).

3.1.4 Rural Development

There is no universally accepted definition of rural development. Rai (2013) explained that the term is used in different ways in vastly divergent contexts. As a concept, it connotes overall development of rural areas with a view to improve the quality of life of rural people. As a phenomenon, it is as a result of various physical, technological, economic, and socio-cultural and institutional factors. As a discipline, it is multi-disciplined in nature, representing an intersection of agriculture, social, behavioural and management of sciences.

In short, rural development is a process that aims at improving the standard of living of the people living in rural areas.

Rural development may therefore be viewed as an overall development of rural areas to improve the quality of rural people. It is an integrated process, which includes socio, economic, political and spiritual development of the poorer sections of the society (ibid).

It is also helping rural people set the priorities in their own communities through effective and democratic bodies, by providing the local capacity; investment in basic infrastructure and social services, justice, equity and security, dealing with the injustices of the past and ensuring safety and security of the rural population, especially that of women. Chambers (2011) looked at rural development as a strategy to enable a specific group of people, poor rural women and men to gain for themselves, and their children more of what they want and need. It involves helping the poorest among those who seek a livelihood in the rural areas to demand and control more of the benefits of rural development. The group includes small scale farmers, tenants and the landless. The term rural development has therefore elastic meanings and in summation we will describe it as a process leading to sustainable improvement in the quality of life of rural people, especially the poor.

3.2 Theoretical framework

The following are the main theories used and how they apply to this research:

3.2.1 Diffusion of Innovation theory

The other theory connected to our research is the Diffusion of Innovation Theory which covers well our everyday life and how we embrace new ideas meant to help us improve our lives or reject altogether.

Rogers (1962) discussed diffusion as the process by which an innovation is communicated through certain channels over time among the members of a social system. Roger's discussion is characterized by four elements and these are: Innovation - an idea, practices, or objects that is perceived as new by an individual or other unit of adoption, Communication channels - the means by which messages get from one individual to another, time and the three time factors are: Innovation-decision process, relative time with which an innovation is adopted by an individual or group and Innovation's rate of adoption. There is also an aspect

of Social system - a set of interrelated units that are engaged in joint problem solving to accomplish a common goal.

The theory brings a lot of players on board in the communication process. It also examines how ideas among people develop. Whereas the Two Step Flow Theory dealt with the exchange of information between the media and the recipients, Diffusion of Innovation Theory deals with the conditions that increase or decrease the likelihood that members of a given society will adopt a new idea, product, or practice.

In diffusion of innovation the communication process between the media and the point of decision-making by the audience passes through many hands. Therefore, the role of the opinion leaders is of paramount importance.

Rogers (1962) further defined the diffusion process as one “which is the spread of a new idea from its source of invention or creation to its ultimate users or adopters. Rogers differentiates the adoption process from the diffusion process in that the diffusion process occurs within society, as a group process; whereas, the adoption process pertains to an individual. Rogers defines the adoption process as the mental process through which an individual passes from first hearing about an innovation to final adoption.

The five stages of adoption:

Rogers categories the adoption process into five stages; thus:

1. *Awareness*: It is at this stage that the individual is exposed to the innovation but lacks complete information about it.
2. *Interest or information stage*: here the individual becomes interested in the new idea and seeks additional information through inquiries and consulting the media.
3. *Evaluation or assessment level*: the individual mentally applies the innovation to his present and anticipated future situation, and then decides whether or not to try it.
4. *Trial stage*: here the individual makes full use of the innovation.

5. *At the adoption stage*, the individual decides to continue the full use of the innovation.

There are five important points people should be convinced of before the adoption of an innovation. According to Rogers:

1. *Relative advantage to the innovation* - this refers to the degree to which an innovation is perceived is better than the one it is superseding.
2. *Compatibility* - this is concerned with the degree to which an innovation is perceived as being consistent with the existing values, past experience and needs of potential adopters.
3. *Complexity* - refers to the degree to which an innovation is perceived as difficult to understand.
4. *Triability* - this points to the degree to which an innovation may be experienced on a limited basis.
5. *Observability* - this is concerned with the degree to which others can see the results.

Only after going through the above stages would the society or people adopt the innovation and integrate it into their day-to-day life. The heaviest load in this process lies with the one who conceives and introduces the innovation to the would-be adopters. This is crucial as the point of departure of the entire process resides at this level.

KTZ has and will have to talk about development issues that need to reach and be accepted by the people right at the grassroots and in particular in the Luansobe community and its surrounding communities but of course passing through many channels before they are taken on by the people. There is no doubt that this theory is applicable to the research as it clearly shows how ideas diffuse in societies in alleviating poverty or bringing development in Zambia.

3.2.2 Social change campaign theory

Communication campaigns have goals. They endeavour to inform, persuade and motivate behaviour change in a large and well defined audience. Campaigns provide the individual and society with commercial benefits within a particular time. This is done via organized communication activities that involve the media, interpersonal communication and community events.

The concept of social change requires that the individual and society change their lives by both transforming their adverse practices into productive ones and by changing their attitudes and values in communities.

Kotler (1989:8) talked of social change campaign as an organized effort conducted by one group (the change agent), which intends to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices and behaviour.

Kotler here meant that the change agent ultimately wants to change adopter's behaviour. Most social change campaigns that are examined are high -consensus campaigns to promote brotherhood. As such, some social change campaigns often fail while others succeed (ibid).

It is a very important theory to this study because often times the topic has something to do with persuading others into accepting, modifying or abandoning their certain ideas, behaviour, practices and attitudes but this change does not come easily and it is not guaranteed ; sometimes it works and at times it fails.

Issues like poverty alleviation through entrepreneurship, food insecurity, gender issues, environmental, education (early marriages, adult literacy, low entry levels in schools), environment (charcoal burning, pollutions destroying ozone layer, deforestation, garbage disposal), social and cultural(value disintegration) and spiritual (morality) are not easy to change in people.

3.2.3 Carl Hovland's persuasion theories

A psychologist, Hovland (1912:61) was a pioneer in the theory of effects of social communications on attitudes, beliefs, and concepts. He was preoccupied with gathering 'useful' data about effectiveness of campaigns and various methods of communication. He

set out to test the effects of different variables in the communicator, message, channel and receiver.

He put emphasis on all pertinent questions we have to ask in communication; who says what, to whom, and how and with what effect? Implying that in order to understand persuasion communication, we need to have the source, message, and the audience /receiver.

He looks at the source as having some characteristics; credibility, trust, attractiveness, expertise and power. When it comes to the message, he talks of the importance of packaging of a particular message. The message takes different forms like visual, images, or can use language of fear or humour.

This idea is important to our research because the communities this research was dealing with looked at the message, where it is coming from and who sends it for the members of the community to believe it and take it up.

CHAPTER FOUR: METHODOLOGY

4.0 Introduction

This chapter discusses the methodology the researcher used during the research. As such, it contains the research questions that were asked during data collection, methods of data collection and the sampling procedure employed in the research. As well as that, the chapter contains a description of the data collected and how it was analysed.

4.1 Study Design

A descriptive, exploratory design approach was used in the study.

4.2 Research Methods

The methods this research used were quantitative and qualitative. (1) A quantitative survey was conducted with 100 respondents being reached in the study area. (2) The qualitative part used one Focus Group Discussion, two in-depth interviews, as well as use of direct observations.

The study depended on primary data which was collected by using questionnaires and interview guides. This method was based on an established questionnaire which was verbally presented to the respondents drawn from Luansobe, Luesanga, Luampesa, Kantolo, Malaya, Kashitu, Kwesha, Nyendwa, Zulu, Mwaitwa, and Lwimba communities.

4.3 Study Site

The study was conducted in Luansobe community in Masaiti district in the Kaloko Trust project among the poor peasants: men, women and children.

4.4 Population Size

From the community registers the population size is 10,000 community members in Luansobe and then 100 community members were randomly picked. Each community member was given an equal opportunity to be part of this study. Information about how many males and females were in that community was sought out.

4.5 Sample Size

The total sample size for quantitative survey was 100 from the total population of 500 beneficiaries. While for qualitative it was 9 participants for Focus Group Discussion (FGD)

and 2 respondents for in-depth interviews that is KTZ's Country director and the Chairperson of Chief's traditional councillors (Ba Filolo) of Luesanga Camp.

4.6 Sampling Procedure

In order to determine an ideal sample for this study, the researcher used a sampling frame that included a good population representation of the Luansobe community. The Luansobe community has a total population of 10,000, out of which 500 were initially targeted. The purposive sampling technique was used with the researcher being assisted by KTZ officers to locate the sample of 100 beneficiaries.

In the same vein, the choice of this sampling design had increased the validity and reliability of the results pertaining to gender roles at the market. This was as a result of the use of scientific sampling method which gave each element in the study population an equal but non zero chance of being included in the sample.

4.7 Data Collection

4.7.1 Types of Data

There are two types of data namely; primary data and secondary data. Data was collected as both primary data and secondary data. Primary data is original data collected for a specific research goal, while secondary data is data originally collected for a different purpose and reused for another research problem.

4.7.2 Forms of data

Qualitative data involves understandings of the complexity, detail context of the research subject, often consisting of texts such as interview transcripts and field notes or audio-visual material. Quantitative data is data that can be described numerically in terms of objects, variables and their value.

4.7.3 Sources of data

Primary data was sourced from the beneficiaries in the Luansobe community through questionnaires, observation and through interviews while secondary data was sourced from research reports, books, internet, brochures, profiles, records, paper presentations and periodicals.

4.7.4 Tools and instruments for data Collection

The tools and instruments that were used to collect data were questionnaires, observations, interview guides, prompt lists and photographing. Secondary data tools have been used for literature review.

4.7.5 Methods of Data Collection

Primary data was collected through interviews and questionnaires while secondary data was obtained from literature review. As the study required qualitative analysis, questionnaires were used to collect data. The questionnaires were designed with closed ended questions which required short answers as well as open ended questions to avoid completely restricting the respondent's responses. The questionnaires were self-administered.

The other sources of information for secondary data were used to review the progress of this research. This information came from other documented reports relating to this research.

4.7.6 Data Analysis

The researcher used Statistical Package for the Social Sciences (SPSS) for quantitative data and content analysis for qualitative data. Before the analysis was done, the data collected was first checked for uniformity, consistence and accuracy. The raw data collected was then subjected to coding, and then entered into the computer. Thereafter, the computer software (SPSS) was used to help carry out a number of statistical manipulations including the Cross tabulations test of independence. With the help of this software, the data was then represented in tables, graphs and pie charts which were used to facilitate the interpretations. Interpretation of data was done in Microsoft word after importing data from other software.

CHAPTER FIVE: PRESENTATION OF RESEARCH FINDINGS

5.0 Introduction

This chapter is a presentation of the data that was collected from new beneficiaries of KTZ and those who graduated from poverty alleviation interventions of KTZ Luansobe communities in Masaiti district using the questionnaire (see appendix I). The data was analysed using the SPSS software as the data was quantitative. The total number of questionnaires administered was 100 and, 100 were returned fully answered. The reason for all of them to be fully answered and returned was that the researcher and the research assistants administered the questionnaires and collected them immediately.

5.1 Gender

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	54	54.0	54.0	54.0
Female	46	46.0	46.0	100.0
Total	100	100.0	100.0	

Table 1: Source: Field Data (2014)

As the frequency table shows above, of the 100 respondents that took part in this study, 54 of them were male and 46 were female.

5.2 Marital Status

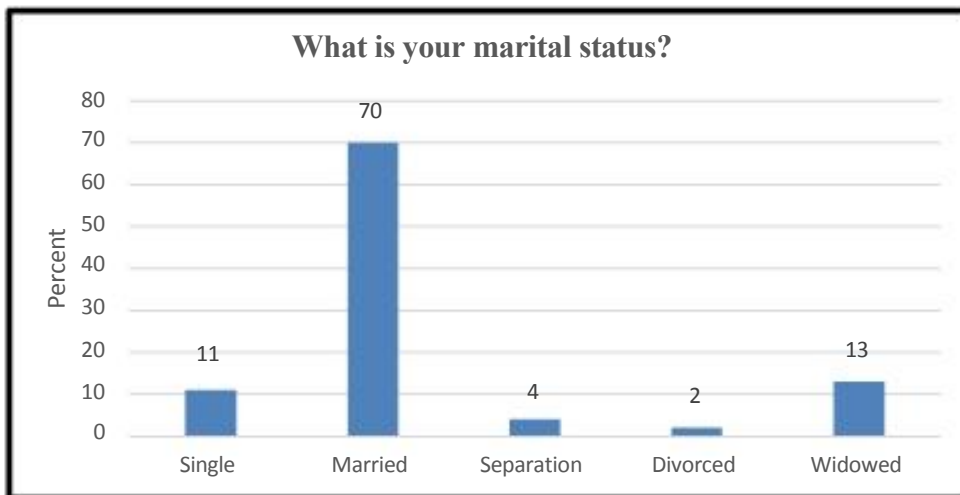


Figure 1: Source: Field Data (2014)

The bar chart above displays the marital status of the respondents. The single respondents accounted for 11 percent, married 70 percent, those on separation 4 percent, divorced were 2 percent and widowed 13 percent.

5.3 Age

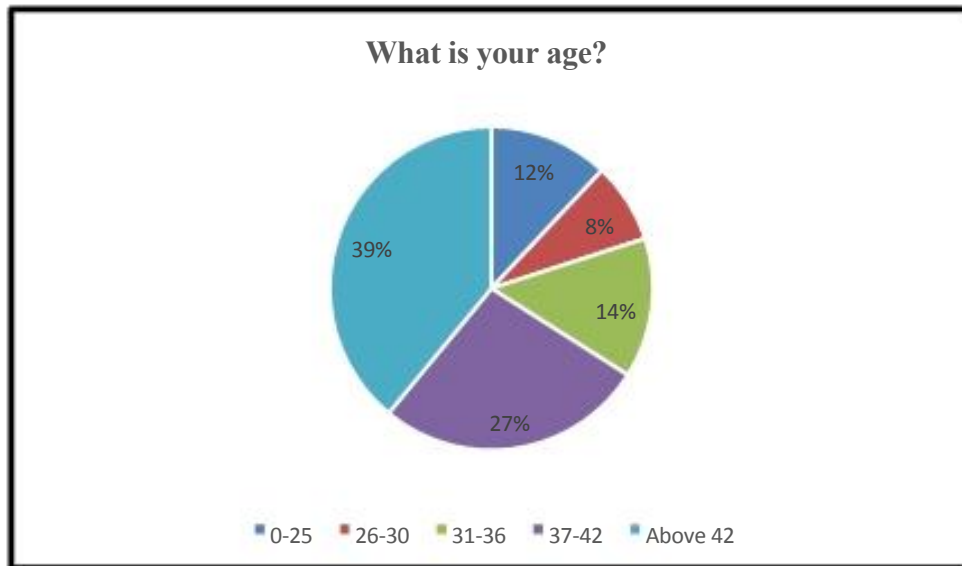


Figure 2: Source: Field Data (2014)

The pie chart presents the following statistics with regards to the age of the respondents that were part of this study: Those in the age range of 0-25 were 12 percent, 26-30 were 8 percent, 31-36 were 14 percent, 37-42 were 27 percent and those above 42 years were 39 percent.

5.4 Highest education attained

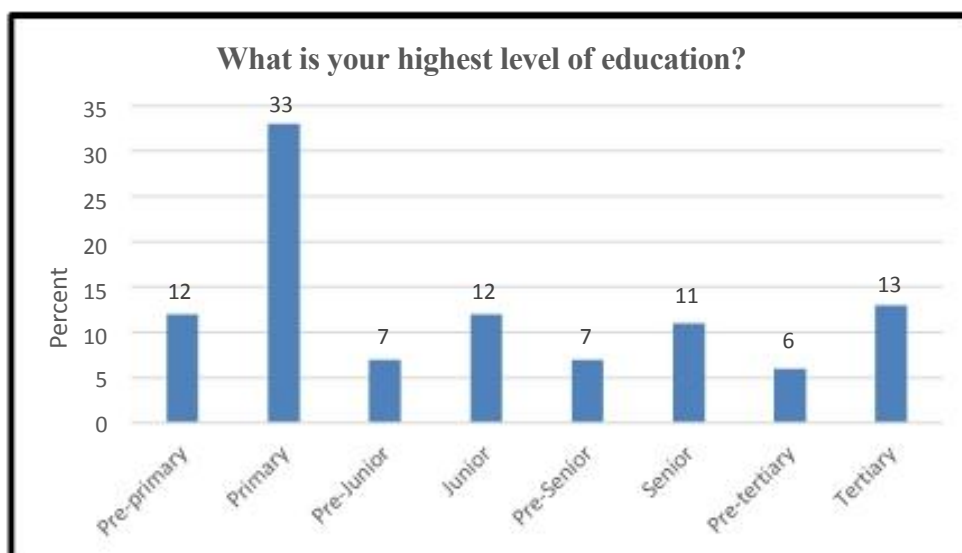


Figure 3: Source: Field Data (2014)

For the education of the respondents this study shows the following: pre-primary 12 percent, primary 33 percent, pre-junior 7 percent, junior 12 percent, pre-senior 7 percent, senior 11 percent, pre-tertiary 6 percent, and tertiary 13 percent.

5.5 Family size

How many are you in your family?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 5	31	31.0	31.0	31.0
Between 6 and 10	59	59.0	59.0	90.0
Between 11 and 16	7	7.0	7.0	97.0
Between 17 and 22	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Table 2: Source: Field Data (2014)

The family sizes of the respondents were as follows: those less than 5 were 31 percent, between 6 and 10 were 59 percent, between 11 and 22 were 7 percent and those between 17 and 22 were 3 percent.

5.6 Orphans and Vulnerable Children

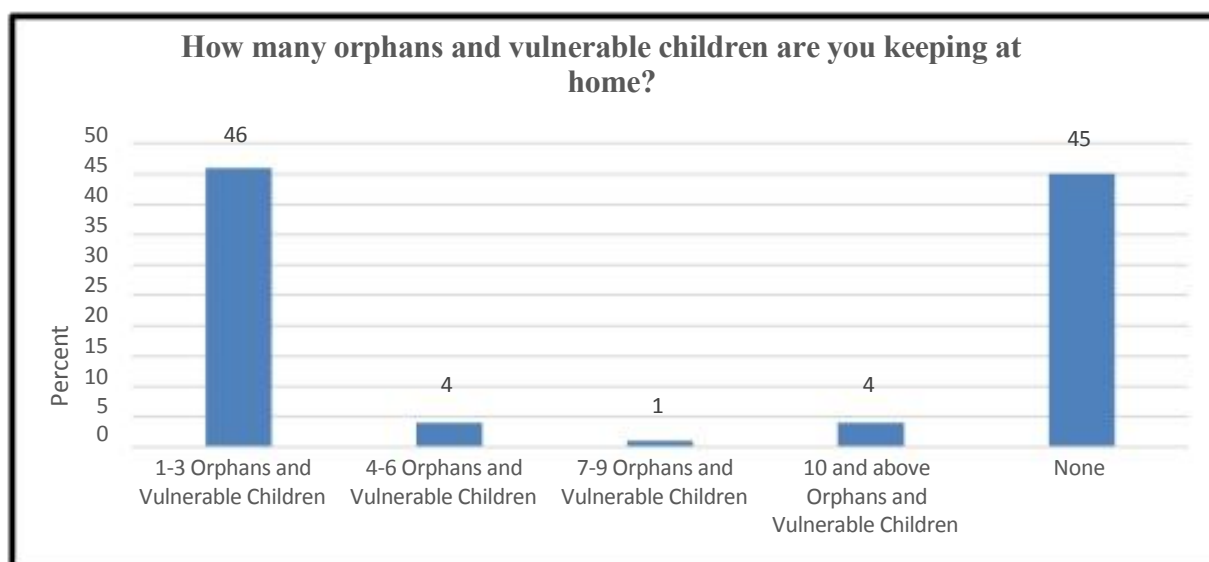


Figure 4: Source: Field Data (2014)

The respondents' answers to the question of the number of OVCs that are in their homes: Those families that have 1-3 OVCs were 46 percent, 4-6 OVCs were 4 percent, 7-9 OVCs were 1 percent, 10 and above OVCs were 4 percent and those who did not have OVCs were 45 percent.

5.7. Livelihood

What do you do for a living?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Small scale farmer	67	67.0	67.7	67.7
Charcoal burner	4	4.0	4.0	71.7
Business	5	5.0	5.1	76.8
Engaged in IGAs like goat and chicken rearing	4	4.0	4.0	80.8
Employee	4	4.0	4.0	84.8
Nothing	6	6.0	6.1	90.9
Small scale farmer & IGAs like, beekeeping, goat & chicken rearing	3	3.0	3.0	93.9
Small scale farmer, charcoal & IGAs	1	1.0	1.0	94.9
Small scale farmer & engaged in IGAs	2	2.0	2.0	97.0
Small scale farmer & business	2	2.0	2.0	99.0
Small scale farmer & Charcoal burner	1	1.0	1.0	100.0
Total	99	99.0	100.0	
Missing System	1	1.0		
Total	100	100.0		

Table 3: Source: Field Data (2014)

The answers the respondents gave in line with livelihood as shown in the frequency table were: small scale farmers were 67, charcoal burning were 4, business were 5, engaged in IGAs like goat and chicken rearing were 4, employee were 4, small scale farmer and IGAs like beekeeping, goat and chicken rearing were 3, small scale farming, charcoal & IGAs was 1, small scale farmer and engaged in IGAs were 2, small scale farmer and business were 2, small scale farmer and charcoal burner was 1 while 1 did not express themselves.

5.8 Farming

If you earn a living through farming, how many 50kg bags do you harvest per year?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-9 50kg bags	14	14.0	17.5	17.5
10-19 50kg bags	15	15.0	18.8	36.2
20-29 50 bags	16	16.0	20.0	56.2
30 and above 50kg bags	35	35.0	43.8	100.0
Total	80	80.0	100.0	
Missing System	20	20.0		
Total	100	100.0		

Table 4: Source: Field Data (2014)

From the frequency table above, the respondents had this input when it came to what they do for a living: 1-9 50kg bags were 14, 10-19 50kg bags were 15, 20-29 50kg bags were 16 and above 30 50kg bags were 35 and 20 respondents did not give input on this issue.

5.9 Family Support

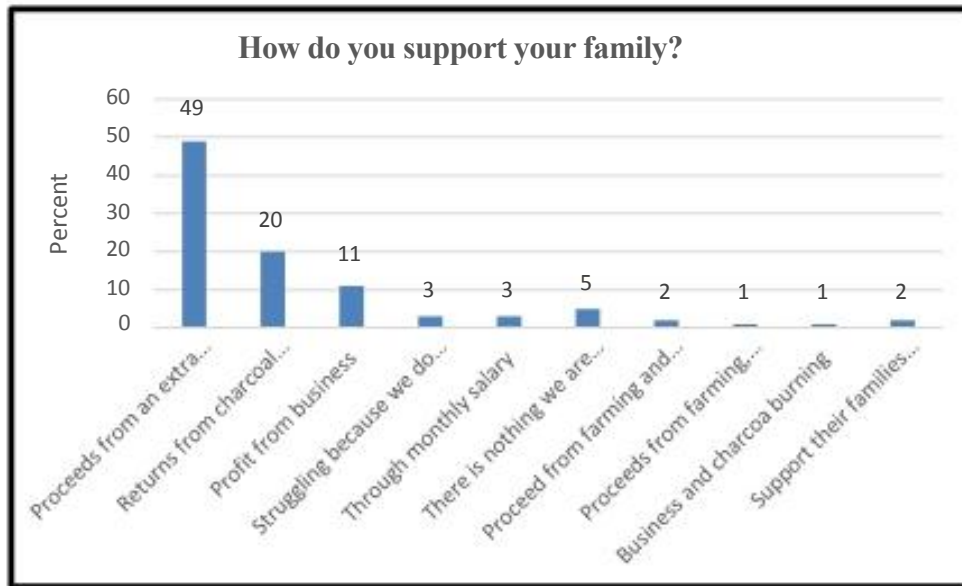


Figure 5: Source: Field Data (2014)

The respondents in the bar chart above responded differently on how they support their families. 49 percent support their families through proceeds from an extra harvest from farming, 20 percent support their families through returns from charcoal burning, 11 percent support their families through profit from business, 3 percent struggle to support their families because they do not have alternatives, 3 respondents support their families through monthly salaries, 5 percent do nothing to support their families, 2 percent support their families through proceeds from farming and business, 2 percent support their families through proceeds from farming and charcoal burning, 1 percent support their family through proceeds from farming, business, and help from KTZ, and 1 percent support their family through business and charcoal burning.

5.10 Agricultural Inputs

How do you get your agricultural inputs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Proceeds from an extra harvest from farming	41	41.0	46.1	46.1
	Returns from charcoal burning	23	23.0	25.8	71.9
	Profit from business	7	7.0	7.9	79.8
	Some money gained from IGAs like goat & chicken rearing	1	1.0	1.1	80.9
	Get help from Kaloko Trust Zambia	3	3.0	3.4	84.3
	Struggling because do not have alternatives	8	8.0	9.0	93.3
	Proceeds from farming & business	2	2.0	2.2	95.5
	Proceeds from business & help from KTZ	1	1.0	1.1	96.6
	Proceeds from charcoal burning & farming	3	3.0	3.4	100.0
	Total	89	89.0	100.0	
Missing	System	11	11.0		
Total		100	100.0		

Table 5: Source: Field Data (2014)

The frequency table shows that 41 respondents get their agricultural input through proceeds from an extra harvest from farming, 23 respondents get agricultural inputs through returns from charcoal burning, 7 respondents get agricultural inputs through profit from business, 1 respondent said they get their in-puts from money gained from IGAs like goat and chicken rearing, 3 of them accessed their farming inputs by getting help from KTZ, 8 shared that they were struggling in the acquisition of farming in-puts the reason being that they did not have alternatives in terms of income, 2 obtained them through business and farming, 1 managed to have their in-puts through a combination of some business and also help from KTZ, 3 mentioned charcoal and farming, 11 of the respondents did not tackle the question.

5.11 Children Support

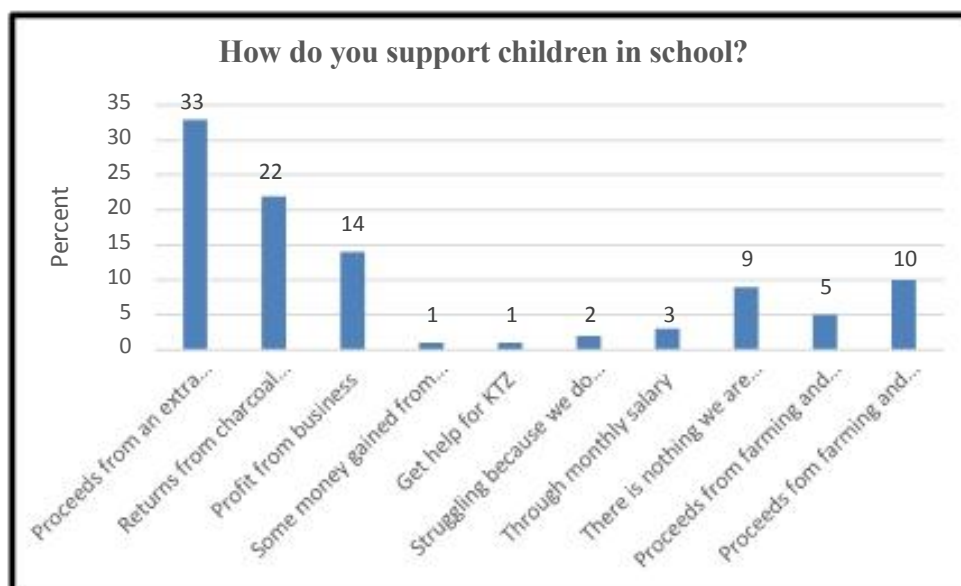


Figure 6: Source: Field Data (2014)

With reference to supporting children in school, the respondents had this to say: 33 percent of them said that they were supporting their children through the proceeds made from an extra harvest gained from farming, 22 percent said their support for children in school was from charcoal burning, 14 percent based their support on business, 1 percent got his/her support going through IGAs like goat and chicken rearing initiated by KTZ, KTZ also was pointed to by 1 percent as being helpful in this area, 2 percent said they were struggling in the sense that they did not have alternatives, 3 are in gainful employment and are able to give support to

children in school, 9 percent had completely nothing to do with supporting children in school because there is nothing they can do about their situation, 5 percent proceeds from farming and business, and 10 percent proceeds from farming and charcoal burning.

5.12 Alternative sources of income

The table below shows the percentages of the respondents' alternative sources of income. 25 percent of the respondents said their alternative sources of income was farming, 1 percent beekeeping, 28 charcoal burning, 31 percent were engaged in business some business of some sort, 5 percent were involved in IGAs empowered through Kaloko Trust Zambia, 1 percent said their alternative sources of income came from both charcoal burning and business, 1 percent answered that it was both farming and business, 1 percent said it was both charcoal burning and IGAs and 7 percent gave no response answers.

What are your alternative sources of income?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Farming	25	25.0	26.9	26.9
Beekeeping	1	1.0	1.1	28.0
Charcoal burning	28	28.0	30.1	58.1
Business	31	31.0	33.3	91.4
Kaloko Trust Zambia gives us IGAs	5	5.0	5.4	96.8
Charcoal burning & business	1	1.0	1.1	97.8
Farming & business	1	1.0	1.1	98.9
charcoal burning & IGAs	1	1.0	1.1	100.0
Total	93	93.0	100.0	
Missing System	7	7.0		
Total	100	100.0		

Table 6: Source: Field Data (2014)

5.13 Food Security

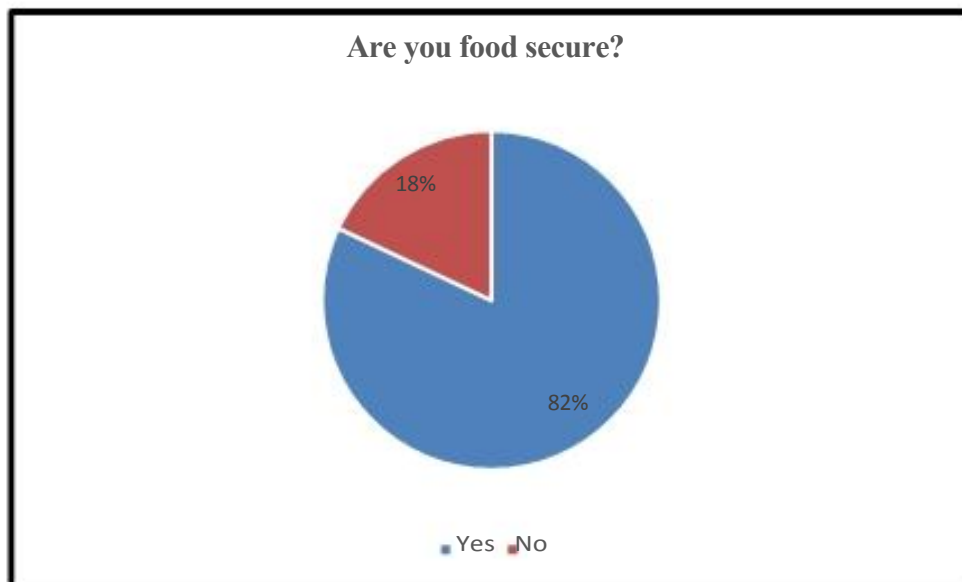


Figure 7: Source: Field Data (2014)

The figure above indicates that, 82 percent of the respondents said they were food secure and 18 percent were not.

5.14 How food security are you

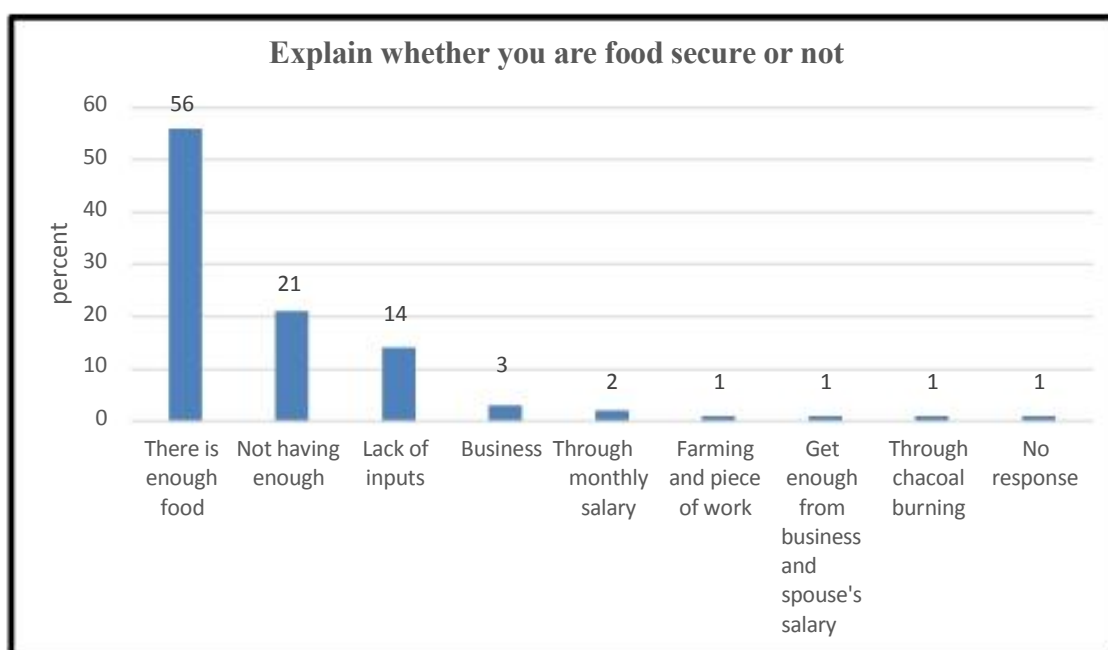


Figure 8: Source: Field Data (2014)

The figure above shows that 56 percent of the respondents thought that they were food secure because they had enough food, 21 percent said they were not food secure because they did not have enough to eat, 14 percent cited lack of agricultural inputs as the reason for not being food secure, 1 percent explained that they were food secure because of charcoal burning, 3 percent of the respondents' reason for being food secure was that they were in business, 2 percent talked of their food security in terms of having a stable monthly salary, 1 percent said that their food security is derived from farming and engaging in piece of work, 1 percent were food secure through business and spouse salary and another 1 percent of the respondents had no response to the question.

5.15 Income rate per year

The table below shows that the majority of the respondents in this research were average in terms of family situation when it came to income per year representing 73 of the total 100 respondents. 23 of the respondents' family situation in terms of income was bad, while 4 of the respondents were above average.

How would you rate your family situation in terms of income per year?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bad	23	23.0	23.0	23.0
Average	73	73.0	73.0	96.0
Above average	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Table 7: Source: Field Data (2014)

5.16 Reasons for the income rate per year

The respondents' responses to the explanation as to why they have this kind of income were as follows: 68 percent were struggling to make ends meet, 6 percent had average income

from the harvest and income from salary, 1 percent from an extra income from an extra harvest, 8 percent lac

ked enough capital to invest into farming, 2 percent representing self-employment and having an income from piece of work, 4 percent said that their family income situation average through proceeds from business, 3 percent as a result of monthly salary, 1 percent had a stable income, 4 percent said that their family situation was bad in relation to income reason being that market for the products keeps on changing, 2 percent were bad when it came to income as a family because of rains arriving late, FRA not paying on time and 1 percent did not respond to the question of their family situation in terms of income.

Explain why you have this kind of income rate.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Struggling to make ends meet	68	68.0	68.7	68.7
	Average income from harvest & income from salary	6	6.0	6.1	74.7
	Extra income from an extra harvest	1	1.0	1.0	75.8
	Lack of enough capital to invest into farming	8	8.0	8.1	83.8
	Self-employment & piece of work	2	2.0	2.0	85.9
	Proceeds from business	4	4.0	4.0	89.9
	Monthly salary	3	3.0	3.0	92.9
	Have stable income	1	1.0	1.0	93.9
	The market for the products change	4	4.0	4.0	98.0
	no enough rains and FRA taking long to pay money	2	2.0	2.0	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		

Table 8: Source: Field Data (2041)

5.17 Meals

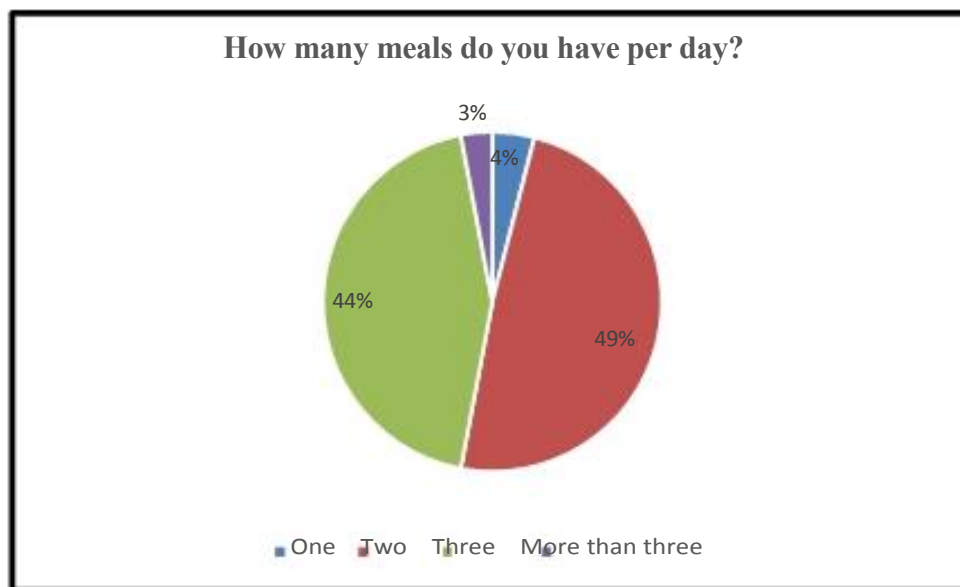


Figure 9: Source: Field Data (2014)

On the question of the number of meals the respondents had per day, the figure above shows that 4 percent of the respondents said that they had one meal per day, 49 percent of them said they had two, those who had three meals per day were 44 percent and 3 percent had more than three meals per day.

5.18 Explanation on the number of meals

Table below shows that 42 percent of the respondents thought that the reason why they had three meals per day was that they worked hard to deserve those meals, 14 percent had an extra income from harvest and made sure they stuck to the budget, 1 percent of the respondents' reason for having the number of meals they had was that they were a business, farming and working community, 17 percent of the respondents said they were struggling to get agricultural inputs, 3 percent got support from business and 1 percent did not give an answer depended on monthly salary, 18 percent lacked income due to lack of income generation activities, 1 percent did not provide justification for the number of meals they had per day.

Give reasons why you have the number of meals you have chosen.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid We work hard in order to have three meals per day	45	45.0	45.5	45.5
Extra income from harvest & stick to budget	14	14.0	14.1	59.6
It is a business, farming & working community	1	1.0	1.0	60.6
Struggling to get agricultural in puts	17	17.0	17.2	77.8
Monthly salary	3	3.0	3.0	80.8
Lack of income due to none activities for income generation	18	18.0	18.2	99.0
Monthly income from business	1	1.0	1.0	100.0
Total	99	99.0	100.0	
Missing System	1	1.0		
Total	100	100.0		

Table 9: Source: Field Data (2014)

5.19 Employment

The table below presents a picture of whether a spouse works or not. The majority of the respondents representing 84 percent said their spouse did not work, a paltry standing for 8 percent said their spouse did work and 8 percent could not comment.

Does your spouse work anywhere?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	8.0	8.7	8.7
	No	84	84.0	91.3	100.0
	Total	92	92.0	100.0	
Missing	System	8	8.0		
Total		100	100.0		

Table 10: Source: Field Data (2014)

5.20 Salary

With regards to earnings per month, the table below displays the respondents' responses: 2 were getting less than K500, 4 between K600-K900, 1 between K1400-K1700, and 1 above K1800. 92 respondents did not give information on this question.

What is his/her salary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than K500	2	2.0	25.0	25.0
	K600-K900	4	4.0	50.0	75.0
	K1400-K1700	1	1.0	12.5	87.5
	Above K1800	1	1.0	12.5	100.0
	Total	8	8.0	100.0	
Missing	System	92	92.0		
Total		100	100.0		

Table 11: Source: Field Data (2014)

5.21 Help in poverty alleviation

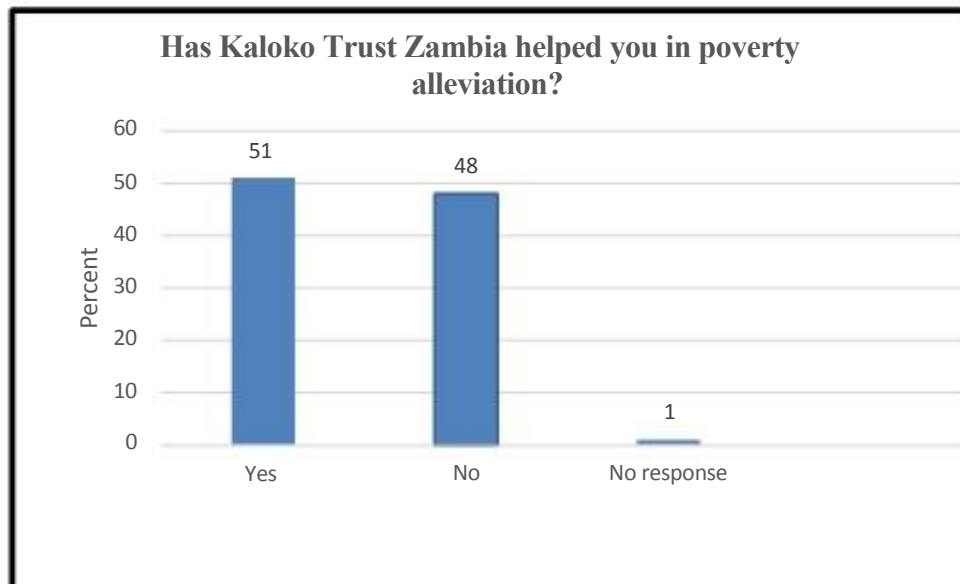


Figure 10: Source: Field Data (2014)

When the respondents were asked about whether Kaloko Trust Zambia helped them in poverty alleviation, 51 of them said that Kaloko Trust Zambia helped them in poverty alleviation and 48 said they were not helped while 1 did not answer to this question.

5.22 Explanation on KTZ's help in poverty alleviation

The table below shows the respondents' answers to the question of how Kaloko Trust helped them in poverty alleviation. 1 percent of the respondents thought Kaloko Trust Zambia helped them through resettlement, 7 were empowered through skills, 11 through income generating activities like goat and chicken rearing, 1 got help by being provided with relief food, 16 percent got help from Kaloko Trust Zambia through the provision of social services such as water, schools and health; 1 percent of the respondent said they have been helped by Kaloko Trust through dairy cattle, 3 percent had help through employment and part time jobs at Kaloko, 3 percent through school sponsorship, 5 percent have received help from Kaloko Trust Zambia by getting agricultural in-input loans, 1 percent talked of help in terms of the motorized transport, 1 percent got help through beekeeping, water and sanitation, 5 percent got help through in inputs and water, 1 percent were for the idea that their help from Kaloko Trust Zambia came from the incentives they were getting through implementing projects, 3

percent benefitted through dam construction and 45 percent of the respondents did not express themselves as to how the Trust helped them in poverty alleviation.

How has Kaloko Trust Zambia helped you in poverty alleviation?

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Resettlement scheme	1	1.0	1.8	1.8
	Empowered through skills	7	7.0	12.7	14.5
	Income generation through Goat & chicken rearing	11	11.0	20.0	34.5
	Through relief food programmes	1	1.0	1.8	36.4
	Provision of social services like water, schools, health etc.	16	16.0	29.1	65.5
	Empowered through dairy cattle	1	1.0	1.8	67.3
	KTZ as employer and giving part time jobs	3	3.0	5.5	72.7
	KTZ provides school sponsorship	3	3.0	5.5	78.2
	KTZ provides loans of inputs	5	5.0	9.1	87.3
	KTZ provides non-motorized transport to cut off on long distances	1	1.0	1.8	89.1
	Beekeeping & water& sanitation	1	1.0	1.8	90.9
	Inputs& water given by KTZ	1	1.0	1.8	92.7
	KTZ gives incentives to those implementing projects	1	1.0	1.8	94.5
	Dam construction & borehole	3	3.0	5.5	100.0
	Total	55	55.0	100.0	
Missing	System	45	45.0		
Total		100	100.0		

Table 12: Source: Field Data (2014)

5.23 Communication

Communication in terms of how KTZ reaches out to its beneficiaries with poverty alleviation interventions was an area that the researcher wanted to learn from the respondents. The following responses were given: 3 percent said KTZ reaches them through committees, 54 percent said that they are reached through word of mouth, 7 percent accounting for mobile phones, 4 percent for announcements in church, 15 percent letters, 7 percent meetings in communities, 1 percent trainings, 2 percent meetings with community, 3 percent messages and mobile phones, 4 percent via messages through word of mouth and letters.

How does KTZ reach you in terms of communication?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Committees	3	3.0	3.0	3.0
Messages through word of mouth	54	54.0	54.0	57.0
Mobile phone	7	7.0	7.0	64.0
Announcements in church	4	4.0	4.0	68.0
Letters	15	15.0	15.0	83.0
Meetings in communities	7	7.0	7.0	90.0
Trainings	1	1.0	1.0	91.0
Meeting with community leaders	2	2.0	2.0	93.0
Messages & mobile phones	3	3.0	3.0	96.0
Messages through the word of mouth & letters	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Table 13: Source: Field Data (2014)

5.24 Most effective means of Communication

The table below shows which communication means KTZ uses to reach communities with poverty alleviation interventions that are the most effective. According to the respondents, 48

percent for messages through word of mouth, 15 percent for mobile phone, 3 percent for announcements in church, 19 percent for letters, 7 percent for meetings in communities, 2 percent for committees, 1 percent for letters and mobile phone, 1 percent for text messages and electronics, 2 percent by messages from word of mouth and letters, 1 percent trainings, 1 percent did not respond.

Which one of the communications means to reach you with KTZ poverty alleviation interventions are the most effective?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Messages through word of mouth	48	48.0	48.5	48.5
Mobile phone	15	15.0	15.2	63.6
Announcements in church	3	3.0	3.0	66.7
Letters	19	19.0	19.2	85.9
Meetings in communities	7	7.0	7.1	92.9
Committees	2	2.0	2.0	94.9
Letters & mobile phones	1	1.0	1.0	96.0
Text messages & electronic mails	1	1.0	1.0	97.0
Messages from the word of mouth & letters	2	2.0	2.0	99.0
Trainings	1	1.0	1.0	100.0
Total	99	99.0	100.0	
Missing System	1	1.0		
Total	100	100.0		

Table 14: Source: Field Data (2014)

5.25 Have the KTZ interventions in poverty alleviation affected you

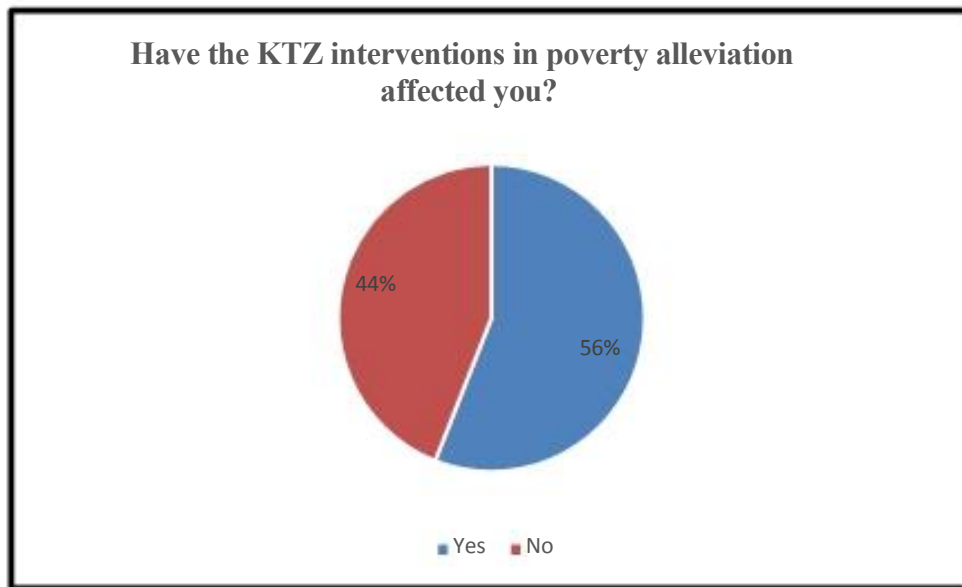


Figure 11: Source: Field Data (2014)

Asked how the respondents were affected by the Kaloko Trust poverty alleviation interventions they had this to say: 56 percent said that they were affected and 44 percent said they were not affected.

5.26 Explanation on how KTZ interventions in poverty alleviation have affected the respondents

In responding to the question as to how the KTZ poverty alleviation interventions have affected them, the respondents had this to share: For the 2 of the respondents, they were affected through land that came about by resettlement, 3 were affected through working for KTZ, trainings and meetings, 12 were trained in IGAs like chicken and goat rearing, 2 of them said that they were not affected at all, 4 were affected by participating in the KTZ programing, 1 through relief food, 2 said they had an income through KTZ, 28 of the respondents saw their benefit from KTZ interventions was in terms of clean and portable water, 2 said they were provided with sponsorship, 1 talked of borehole drilling and bicycles for school going children, 1 through conservation training given by KTZ and 42 had no responses to the question.

How have the KTZ interventions in poverty alleviation affected you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid We have land through resettlement	2	2.0	3.4	3.4
Work for KTZ & trainings& meetings	3	3.0	5.2	8.6
Trained in IGAs like goat & chicken rearing	12	12.0	20.7	29.3
None	2	2.0	3.4	32.8
Participate in their programming	4	4.0	6.9	39.7
KTZ providing Relief food	1	1.0	1.7	41.4
Have an income through KTZ	2	2.0	3.4	44.8
The community has clean & portable water	28	28.0	48.3	93.1
KTZ providing sponsorship	2	2.0	3.4	96.6
Borehole drilling & bicycles for school going children	1	1.0	1.7	98.3
KTZ provide training on environmental conservation	1	1.0	1.7	100.0
Total	58	58.0	100.0	
Missing System	42	42.0		
Total	100	100.0		

Table 15 above: Source: Field Data (2014)

5.27 Consultation

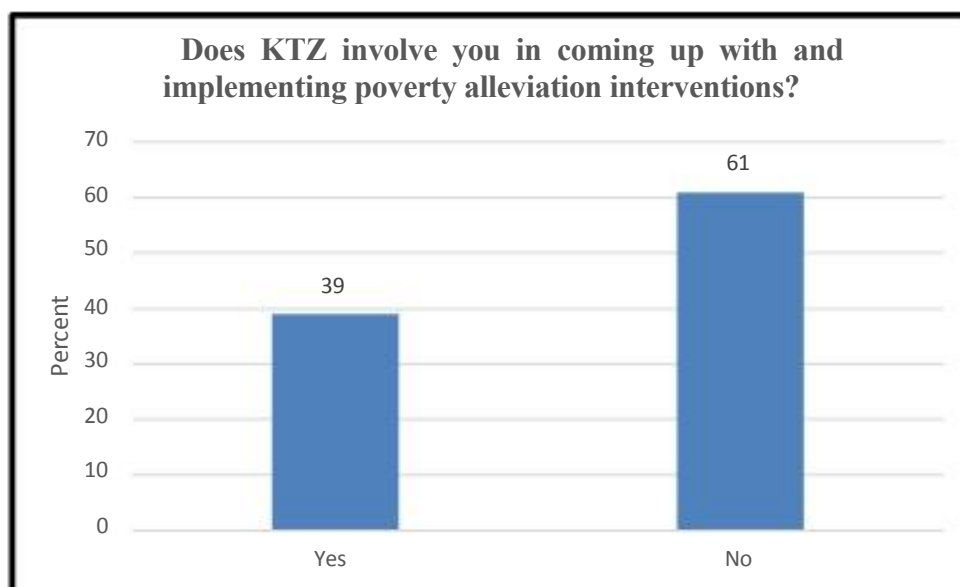


Figure 12: Source: Field Data (2014)

Asked about being involved by KTZ in coming up with and implementing poverty alleviation interventions, 39 percent of the respondents said they were involved in these poverty alleviation interventions while 61 percent of the respondents said they were not involved in these poverty alleviation interventions.

5.28 Explanation on participation

Explain how you are involved or not involved in coming up with and implementing poverty alleviation interventions.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid We are consulted on programmes and fully involved.	38	38.0	39.2	39.2
A trainer in financial management	1	1.0	1.0	40.2
Not consulted	58	58.0	59.8	100.0
Total	97	97.0	100.0	
Missing System	3	3.0		
Total	100	100.0		

Table 16: Source: Field Data (2014)

A question was asked about peoples' involvement in KTZ's coming up and implementing poverty alleviation interventions and the following was the feedback from the respondents: 38 said they were consulted on programmes and fully involved, 1 said they were trained in financial management and 58 said they were not consulted and 3 did not answer.

5.29 Social services

How far are the social services from your community?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Meters away	12	12.0	12.0	12.0
A kilometre away	10	10.0	10.0	22.0
A few kilometres away	42	42.0	42.0	64.0
Many kilometres away	36	36.0	36.0	100.0
Total	100	100.0	100.0	

Table 17: Source: Field Data (2014)

The respondents had this to say on the proximity of the social services to their communities: 12 percent were meters away from the social services, 10 percent were a kilometre away, 42 percent were a few kilometres away and 36 percent were many kilometres away.

5.30 Access

The table below shows how KTZ helped the respondents in accessing the social services. 25 percent of the respondents felt that KTZ facilitated in the construction of the school and the clinic, 8 percent said that KTZ provided none motorized transport and infrastructure, 54 percent shared that KTZ provided the clinic, school and water, 3 percent said nothing about it, the reason for the 2 percent to have thought KTZ provided social services was that it provided water and none motorized transport. 2 percent said that they were helped in accessing social services through KTZ's linkages with donors, 2 percent of them talked of KTZ having been helpful to them by dam construction and borehole drilling, 2 percent did

allude to the issue that KTZ gives periodic grants to schools as support and 5 percent did not give answers to this question.

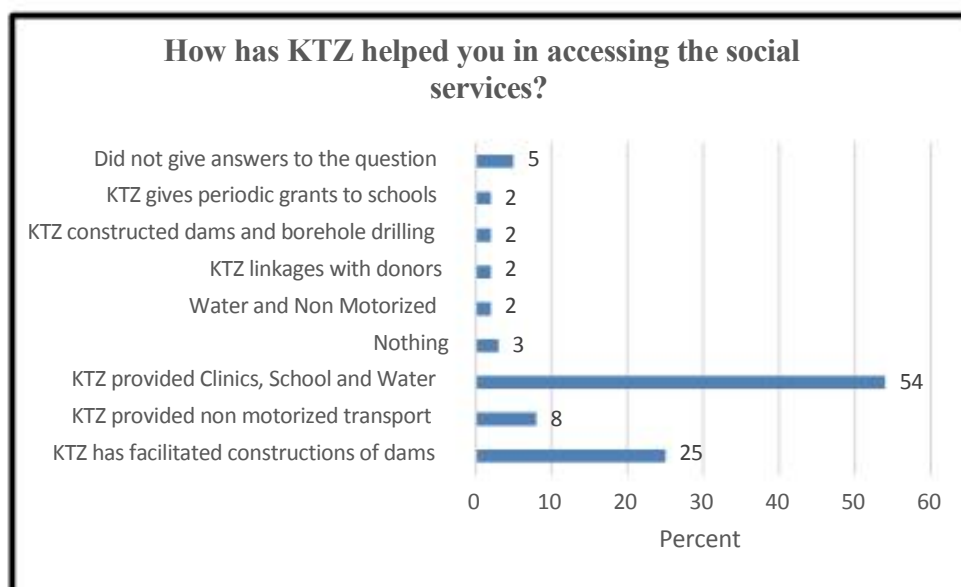


Figure 13: Source: Field Data (2014)

5.31 Safe and clean water in the community

Is there availability of safe and clean water in your community?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	60	60.0	60.0	60.0
No	40	40.0	40.0	100.0
Total	100	100.0	100.0	

Table 18: Source: Field Data (2014)

With regards to the availability of safe and clean water in the communities, 60 percent of the respondents acknowledged the availability of safe and clean water in the community and 40

percent of the respondents said there was none availability of safe and clean water in their community.

5.32 Water sources

The table below indicates the proximity to water sources for the communities. 55 percent of the respondents put it that the water sources were meters away from their community, 14 percent of them were a kilometre away, 29 percent a few kilometres away and 2 percent many kilometres away.

How far are the water sources in your community?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Meters away	55	55.0	55.0	55.0
A kilometre away	14	14.0	14.0	69.0
A few kilometres away	29	29.0	29.0	98.0
Many kilometres away	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table 19: Source: Field Data (2014)

5.33 KTZ's role in making water available

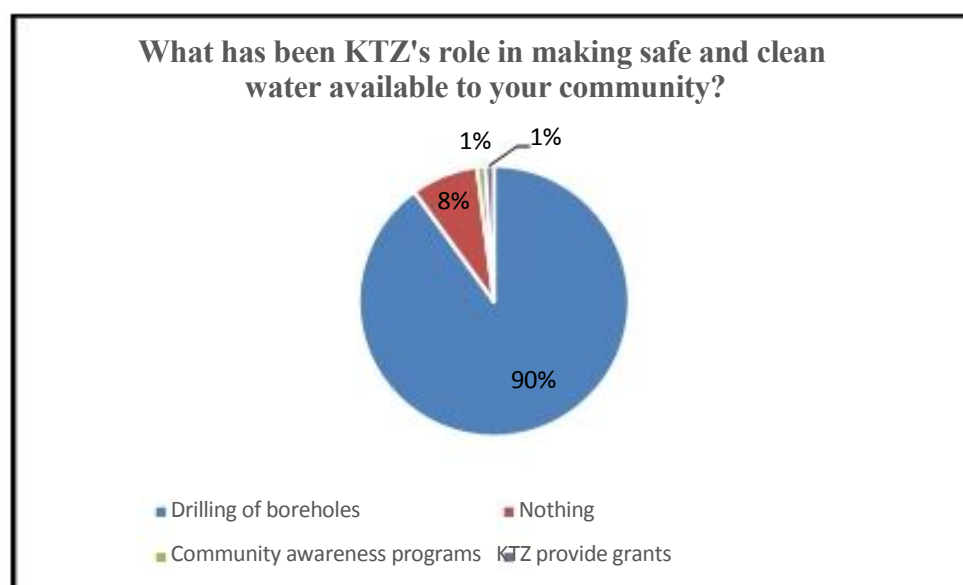


Figure 14: Source: Field Data (2014)

The respondents were asked to talk about KTZ’s role in making safe and clean water available in their communities. The following were their responses: 90 percent said KTZ’s role was drilling boreholes in their community, 8 percent said it did not have any role, 1 percent said KTZ’s role was community awareness of programmes, and 1 percent said they saw KTZ’s role in providing grants.

5.34 Availability of toilets

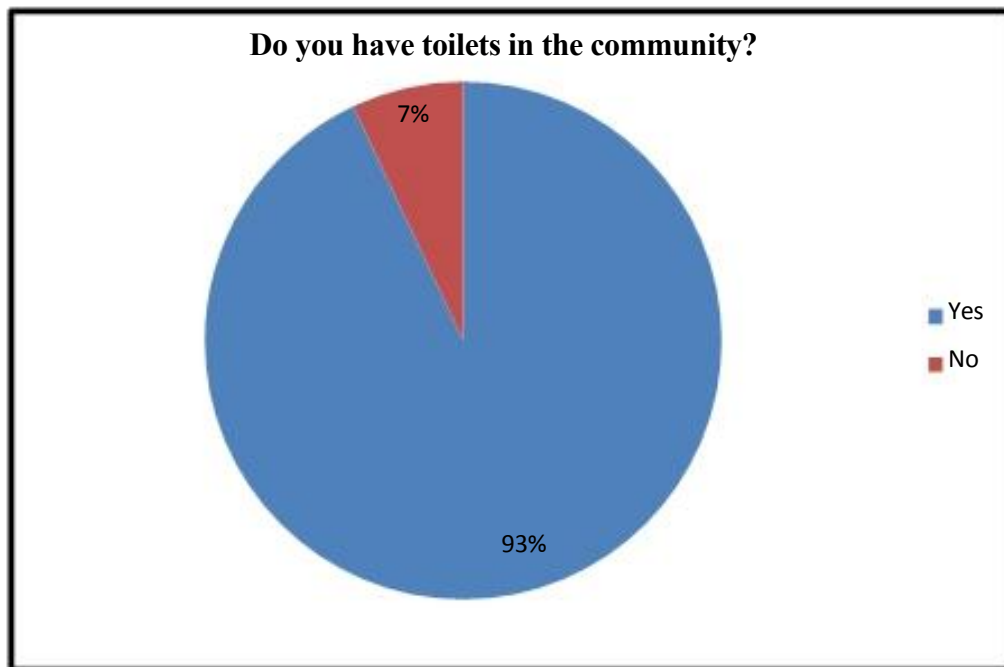


Figure 15: Source: Field Data (2014)

When it came to matters of hygiene in terms of toilets the respondents overwhelmingly (93 percent) said they had toilets and 7 percent said they did not have toilets.

5.35 Sanitation

How has KTZ helped in the area of sanitation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KTZ in partnership with the Finish gut have constructed dry toilets	48	48.0	51.6	51.6
Not done anything	45	45.0	48.4	100.0
Total	93	93.0	100.0	
Missing System	7	7.0		
Total	100	100.0		

Table 20: Source: Field Data (2014)

The respondents also were tasked to look at how KTZ helped in the area of sanitation. 48 percent said that KTZ in partnership with the Finish Government constructed dry toilets, 45 percent said they had not done anything and 7 percent did not give.

5.36 Natural resource Management

How has KTZ helped in the area of natural resource management, valuing and caring for environment?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Has embarked on more sustainable projects to discourage deforestation	59	59.0	60.8	60.8
Has done nothing	38	38.0	39.2	100.0
Total	97	97.0	100.0	
Missing System	3	3.0		
Total	100	100.0		

Table 21: Source: Field Data (2014)

In the area natural resource management, valuing and caring for the environment, the respondents said the following: 59 percent said KTZ embarked on more sustainable projects to discourage deforestation, 38 percent said KTZ did nothing and 3 percent did not give their in-put on this issue.

5.37 Other Organizations working in the area

What other organizations work in your area in helping you to alleviate poverty?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Caritas Zambia & ECAZ	1	1.0	1.0	1.0
None	78	78.0	80.4	81.4
FAWEZA	7	7.0	7.2	88.7
New Renato & STEPS OVC	11	11.0	11.3	100.0
Total	97	97.0	100.0	
Missing System	3	3.0		
Total	100	100.0		

Table 22: Source: Field Data (2014)

The researcher also tried to find out from the respondents about the organizations that are working in poverty alleviation alongside KTZ. The findings were brought out as follows: 1 percent said there was some presence of Caritas Zambia and ECAS, 78 percent said that there were no organizations, 7 percent said FAWEZA was helping in poverty alleviation, 11 percent said New Renato and STEPS OVC were also doing some work in poverty alleviation and 3 percent did not say anything.

5.38 Gender Based Violence

Are there any issues of gender based violence in your family/ community?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	28	28.0	28.0	28.0
No	72	72.0	72.0	100.0
Total	100	100.0	100.0	

Table 23: Source: Field Data (2014)

The respondents were asked to bring out issues pertaining to gender based violence in their families/ communities and their responses ran as: 28 percent said Yes and 72 percent said No.

5.39 Solution of Gender Based Violence in the community

If there are any issues of gender based violence, how have they been addressed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Report to relevant institutions	29	29.0	100.0	100.0
Missing System	71	71.0		
Total	100	100.0		

Table 24: Source: Field Data (2014)

Those that said that there were issues of GBV in their family/community were asked to explain how they were and addressed and it was found out that 29 percent of the respondents said they reported the occurrences to the relevant institutions and 71 percent did not give an explanation as how they were addressed.

5.40 Existence of early Marriages in the community

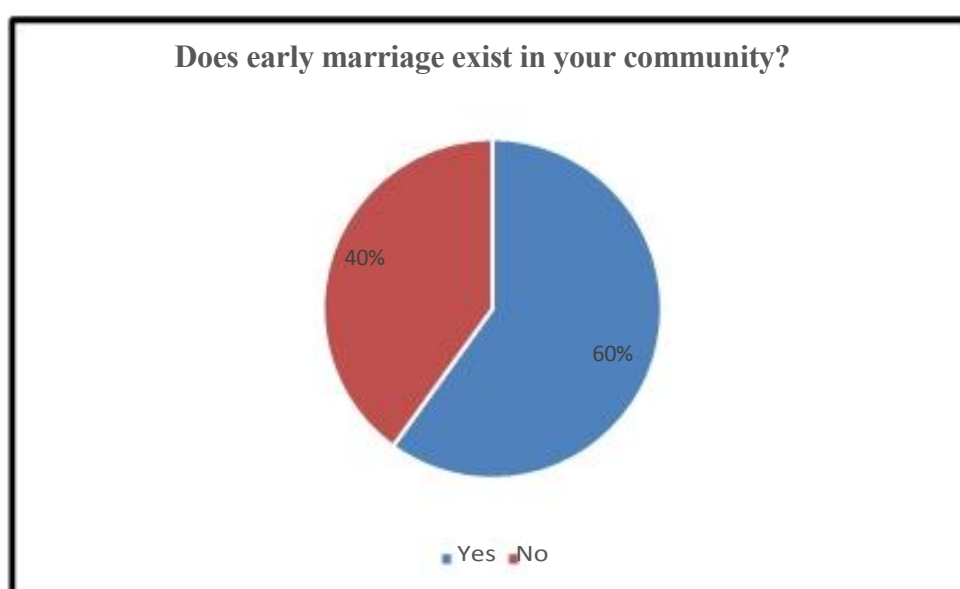


Figure 16: Source: Field Data (2014)

The respondents were also given the task to say something about early marriages in their communities especially those that were girl child biased and 60 percent of them said there were early marriages related issues and 40 percent said there were not in their communities.

5.41 Causes of early marriages

If there are issues of early marriages what are their causes?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lack of knowledge	1	1.0	1.6	1.6
Poverty & peer pressure	29	29.0	47.5	49.2
Lack of knowledge, poverty & peer pressure	30	30.0	49.2	98.4
Long distances to schools & Peer pressure	1	1.0	1.6	100.0
Total	61	61.0	100.0	
Missing System	39	39.0		
Total	100	100.0		

Table 25: Source: Field Data (2014)

The causes for early marriages for those who said there were issues to do with early marriages were as follows: 1 percent said there was lack of knowledge, 29 percent said it was because of poverty and peer pressure, 30 percent said the cause was lack of knowledge, poverty and peer pressure, 1percent of them said it was because of long distances to schools and peer pressure and 39 percent did not answer at all.

5.42 Solution of early marriages in the community

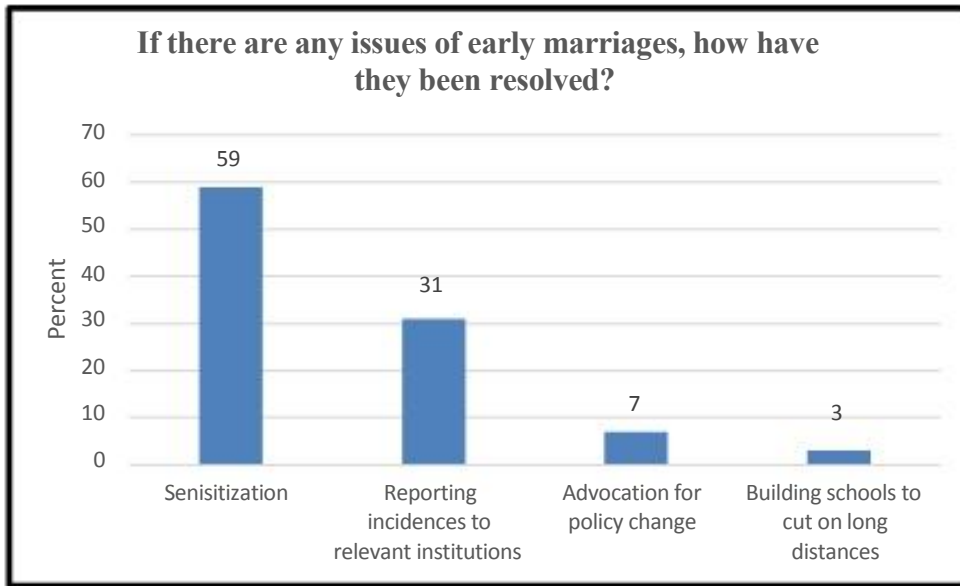


Figure 17: Source: Field Data (2014)

The researcher also got to find out how issues of early marriages were being resolved: Sensitization accounted for 59 percent, reporting incidences to relevant institutions 31 percent, advocating for policy change stood at 7 percent and 3 percent for building schools to cut on long distances.

5.43 Existence of defilement in the community

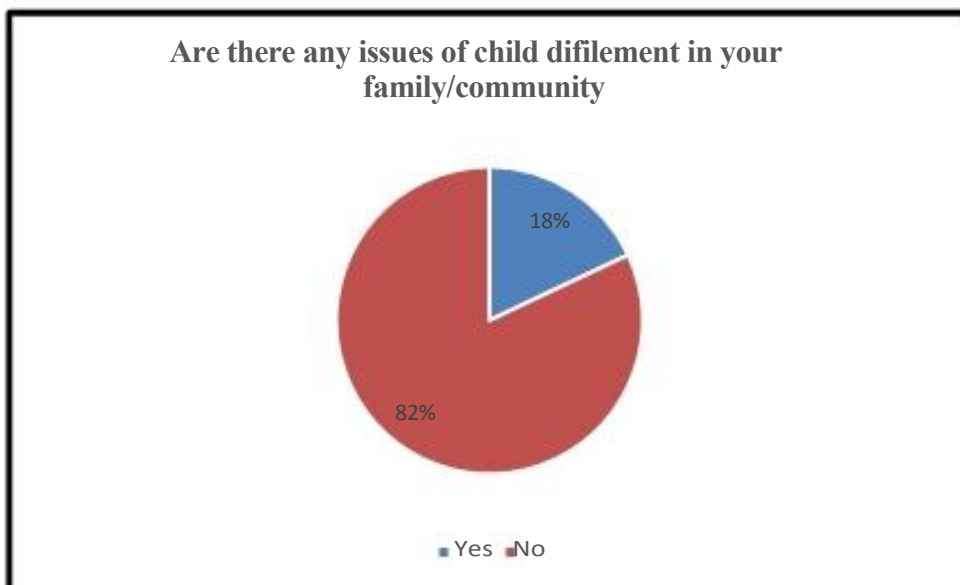


Figure 18: Source: Field Data (2014)

Defilement was also investigated and the respondents' reactions were as follows: 18 percent said it was there in the community and 82 percent said it was not an issue in their family/community.

5.44 solution of defilement cases in the community

If there are issues of child defilement, how have they been addressed in your community?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	10	10.0	52.6	52.6
Sensitization	6	6.0	31.6	84.2
to report to the relevant authority	3	3.0	15.8	100.0
Total	19	19.0	100.0	
Missing System	81	81.0		
Total	100	100.0		

Table 26: Source: Field Data (2014)

The respondents reacted differently to the solution of the existence of defilement in their communities. 10 percent of the respondents said nothing, 6 percent of the respondents said sensitization of the communities is the best approach to defilement issues, 3 percent of the respondents said the issue of defilement could be addressed by reporting the culprits to the relevant authority while and 81 percent of them did not respond to the question of how child defilement issues could be addressed in their community.

5.45 Data presentation from FGD among community members in Malaya

The following is the presentation of data collected from participants in the Focus Group Discussion (FGD) in Malaya community one of the community beneficiaries of Kaloko Trust Zambia (KTZ) poverty alleviation interventions. The data was collected using a prompt list (see appendix II). And since the data was quantitative and qualitative in nature SPSS was used to analyse the data.

5.45.1 Knowledge about KTZ’s poverty alleviation interventions

For how long have you known KTZ poverty alleviation interventions?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More than ten years ago	6	66.7	66.7	66.7
10 years	2	22.2	22.2	88.9
Less than ten years ago	1	11.1	11.1	100.0
Total	9	100.0	100.0	

Table 27: Source: Field Data (2014)

Participants who were part and parcel of the FGD when interviewed about the time they have known KTZ poverty alleviation interventions, they had the following input: 6 of them said they have known KTZ poverty alleviations interventions for more than 10 years, 2 talked of the actual 10 years and 1 mentioned of having been aware of KTZ poverty alleviation interventions for less than 10 years.

5.45.2 Source of information

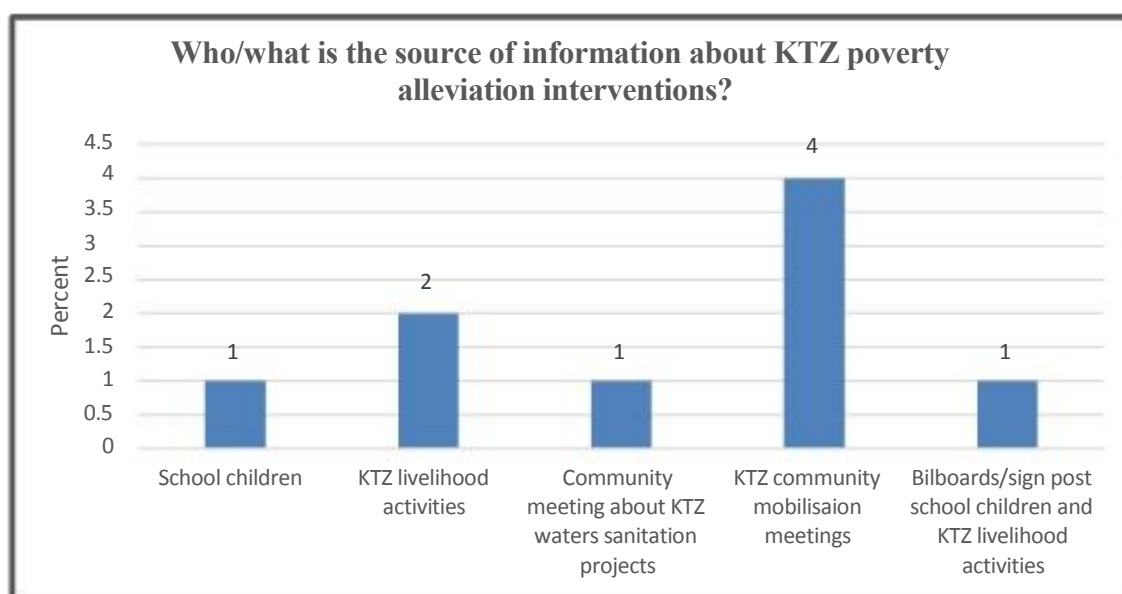


Figure 19: Source: Field Data (2014)

On the source of information about KTZ poverty alleviation interventions, the participant who cited the school children was 1, the participants who cited KTZ’s livelihood activities were 2, the participant who cited community meetings about KTZ water and sanitation projects was 1, the participants who cited KTZ community mobilization meetings were 4, and the participant who cited the billboards/sign post, school children and KTZ livelihood activities was 1.

5.45.3 The ways in which the information about KTZ poverty alleviation interventions reached the community

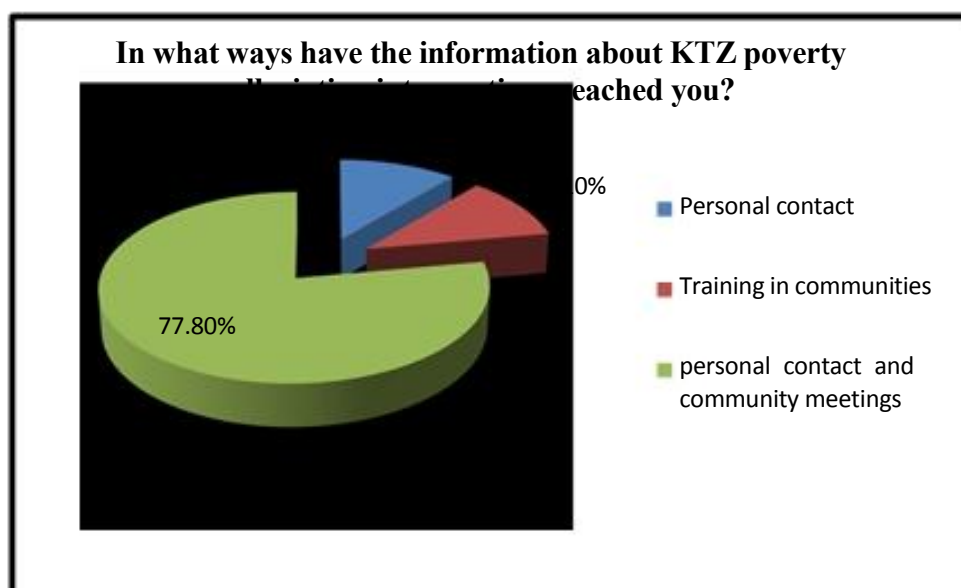


Figure 20: Source: Field Data (2014)

From the pie-chart above in which ways the information about KTZ poverty alleviation interventions reached the participants, this came out, 11.10% (1 out of 9) participants mention that the information about KTZ poverty alleviation intervention reached them through personal contact, 11.10% (1 out of 9) participants mentioned trainings in communities as a way the information about KTZ poverty alleviation intervention reached them, and 77.80 (7 out of 9) participants mentioned personal contact and meetings about projects as a way the information about KTZ reached them.

5.45.4 The target of poverty interventions information

Who does the information about poverty interventions target?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid The entire community	9	100.0	100.0	100.0

Table 28: Source: Field Data (2014)

All the participants from the table above said the information about poverty interventions targeted the entire community.

5.45.5 Involvement in the poverty alleviation interventions

The participants in the community all agreed that they took part in designing and implementing the poverty alleviation interventions.

5.45.6 Participation

The table below displays different responses the participants gave with regards to their participation and implementation in the poverty alleviation interventions. 2 participants said they participated through needs assessment which is consultative, 2 participants said they participated through community contribution, and 5 said they participated through both needs assessment and community contribution.

How do you take part in the conception and implementation of the poverty alleviation interventions?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Through needs assessment which is consultative	2	22.2	22.2	22.2
Through community contribution	2	22.2	22.2	44.4
Through both needs assessment & community contribution	5	55.6	55.6	100.0
Total	9	100.0	100.0	

Table 29: Source: Field Data (2014)

5.45.7 The effects of the interventions on the community

The table below shows the effects of the poverty alleviation interventions in the community, and here is what the participants brought out. 2 participants said they have improved and prolonged lives through clean and portable water, 5 participants said they have better access to social services through non - motorized transport, 1 participant said they have raised awareness through trainings in environment preservations, HIV and AIDS, gender equity, child protection etc, and 1 participant said they improved income through IGAs. Table

30:

What effects do these interventions have on your daily life as a community?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Improved and prolonged lives through clean & portable water	2	22.2	22.2	22.2
Better access to social services through none motorized transport	5	55.6	55.6	77.8
Raised awareness through trainings in environment preservation, HIV and ADS, Gender equity ,child protection etc.	1	11.1	11.1	88.9
Improved income levels through IGAs	1	11.1	11.1	100.0
Total	9	100.0	100.0	

Table 30: Source: Field Data (2014)

5.45.8 Preserving the environment, caring for and value nature

The table below displays the participants' responses on how KTZ helped them in preserving, caring and value nature. In the FGD 5 participants said they were helped by being trained by KTZ in alternative sources of income to keep the away from depleting the forests, 1 of the

participants felt that what led to preserving the environment, value and caring for nature was through best practices such as tree planting and non-pollutant activities, 3 said it was a combination of both alternative sources and best practices like tree planting.

How does KTZ help your communities in preserving the environment, caring for and value nature?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Trainings in alternative sources of income to keep us away from depleting forests	5	55.6	55.6	55.6
Best practices through trainings like tree planting, non- pollution activities	1	11.1	11.1	66.7
Trainings in alternative sources of income & best practices in tree planting...	3	33.3	33.3	100.0
Total	9	100.0	100.0	

Table 31: Source: Field Data (2014)

5.46 Presentation of data from in - depth interview with the Kaloko Trust Zambia Country Director

The study also made use of the in depth interview with the Country Director of KTZ. The prompt list of questions was devised and used to bring out communication tools used by KTZ to disseminate information about its poverty alleviation interventions.

5.46.1 KTZ's dissemination of information on poverty alleviation interventions and their effects

He did allude to the fact that messages were going down very well in the sense that there was overwhelming response vis-à-vis communities' needs and support. There was an attestation that communities have had access to health care, education, clean and safe water, income generation, natural resource management as mitigation to deforestation, food security through agriculture.

In his discussion of the tools used for the outreach programme in poverty alleviation interventions he categorically pointed out that the organizations was basically using the available local means that is to say that word of mouth through traditional councillors at the moment but he did make mention of the future plans that there were possibilities of starting a community radio station.

He further articulated that in all its projects KTZ has established committees in communities where the projects are being implemented. A KTZ coordinator sits on the committee and that he/she is the focal point in terms of disseminating information about the intervention or project.

It was also explained that all the interventions that were ear-marked for 2014 were all well carried out the reason being that there was constant flow of information from KTZ secretariat to the communities in various interventions and back due to well established committees in the communities.

Talking about challenges that KTZ faces in the light of implementing the poverty alleviation interventions, he brought issues to do with some of the communities vandalizing the infrastructure like health posts dotted around the communities and in some rare instances in some communities whereby people would not come forth to provide the agreed upon labour.

He did share of collaborators in terms of partnerships in the poverty alleviation fight which he outlined as follows in Luansobe communities which were mainly in the categories of Donors, NGOs, CBOs and government line ministries. He cited examples of the Kaloko Trust UK, World Wide Fund for nature, The Green Living Movement, Ministries of education, health, Agriculture to mention but a few.

Community cooperation and participation was an issue that he also handled. He said that by and large there was good will from the communities when it came to issues pertaining to cooperation and participation. However, he envisioned a situation where more and more people should be involved and take poverty alleviations issues head on as their own and found suitable interventions themselves.

He did allude to bottlenecks generally affecting rural development in Zambia and isolated Luansobe communities, a catchment area of KTZ as no exception in being affected by the bottlenecks which he listed among others as early marriages, Gender Based Violence (GBV), lack of education, deforestation, access to clean and portable water.

In wrapping up his discussion on messages employed by KTZ in its poverty alleviation interventions campaigns, he said that point of community participation cannot be overemphasized for ownership purposes and so he made a point that stems off community participation as effective communication that would bring everybody on board in the bid to discuss community problems and finding lasting solutions collectively as a community.

5.47 An in - depth interview with chairperson of Bafilolo (Chief's councillors for Luesanga Camp)

With the guide of the prompt list, yet another in-depth interview was conducted aimed at getting balanced views on how KTZ was doing in terms of relaying its poverty alleviation messages with the communities. And so the research did get a chance to have a discussion with representative of *ba filolo* (Chief's traditional councillors).

What grounded the discussion was how the councillors felt about KTZ's messages of poverty alleviation interventions and their impact in the communities where the councillors were traditional leaders.

His input was that basically KTZ and the councillors were in sync when it came to disseminating information about poverty alleviation interventions. He explained that this was done through established committees and messages were tailored according to an intervention and the committee formed for that intervention in the community. Besides he did place a lot of emphasis on the point that actually they themselves *ba filolo* (chief's councillors) were privy to messages coming from KTZ through meetings as in face to face and word of mouth,

committees, letters, mobile phones, trainings, announcements in church and they were charged with the responsibility of seeing to it that they were delivered and acted upon.

When asked to speak about the presence of KTZ in the communities and how their poverty woven interventions affected the communities they are leaders for, he said that the organization is changing people's lives with its holistic approach to community needs that is arrived through extensive consultations right from when a project is being conceived all way up to when the funders wean them off for self-sustainability. He did stress the point KTZ was the only key player working as an NGO in the area and that its vantage point was that KTZ was based deep in the community and not the cities as other NGOs.

On how KTZ co-operates with the traditional leadership in their poverty alleviation interventions, the chairperson said that there were some good levels of cooperation and that the traditional leadership feels they are part and parcel of KTZ because they management is respectful of the them and consults them on any projects targeting poverty alleviation in their communities. He added that the KTZ management has an open door policy where as traditional leadership we were able to walk in and bring out issues that are of development by nature. In clarifying his point on cooperation and coordination in the management of projects, he gave an example of how communities come in with their contributions in kind in the area of water and sanitation where the community that wants to access clean and portable water gives in some contribution as they mobilize the community members and for purchases kits for repair in an event that there is a breakdown in the operations of the borehole.

He also praised KTZ for infrastructure development provision in education and health which has aided communities in cutting long distances for accessing education and health care at Kaloko which was more centralized.

Some of the traditional councillors he said were sitting on the KTZ board and by so doing were at the very bedrock where critical decisions are taken concerning people's livelihoods. He also talked of the Chief in the area as the patron of KTZ and so he said working together a milestone in Luansobe through KTZ achieved via good communication.

In conclusion he saw the board of directors' composition to be biased towards people coming from outside the communities especially in the city when it should have been actually from the community.

CHAPTER SIX: DISCUSSION OF FINDINGS

6.0 Introduction

This chapter is a follow up on the presentation of findings in chapter five of the responses from the respondents (Quantitative) and from the discussants and interviewees (Qualitative).

6.1 The demographics

The study reveals that there was a good sampling in terms of respondents because there were 54 males and 46 females. The number of males who took part in this study as respondents was slightly more than females as can be observed. The reason could be that at the time of administering the questionnaires women were busy with chores or out in the field. Also due to tradition and customs, a woman's voice is subdued as this was evidenced when collecting data that some women were shunning away giving the researcher information while some had to seek permission from their husbands to give the researcher the needed information.

What characterizes this community where this study was done was that predominantly it is a married community. 70 percent of the respondents were married. Coupled with low literacy levels as can be gathered from their level of education which was mainly pre-primary and primary and having very few members of the community go up to secondary school, let alone college. The issues of education viewed together with marriage one could infer that there is a correlation. Most likely the more reason why it is a highly married community is that people drop out of school early and then they are married for reasons like travelling distances to school or by and large due to poverty and peer pressure.

The family sizes in the community were big accounting for 59 percent between 6 and 10. There is a big number of orphans and vulnerable children (OVCs) mainly brought about by HIV and AIDS contributing to the family sizes. The orphans and vulnerable children ranged 1-3 representing 46 percent. This is also connected to the whole issues of early marriages and low literacy levels for they would have started to have children at an early stage.

Their mainstay is farming though at a small scale. 67 percent of the respondents said they were engaged in farming with 30 percent of them harvesting 30 and more 50kg bags. Both their inputs and family support and children going to school hail from proceeds from an extra harvest and returns from charcoal burning. A few counted data reveals that they delve into small business and get some help from KTZ. With the social service provision, there are

pockets of small businesses and employment. Their other alternative source of stay in terms of income is charcoal burning and it could be explained that because it is lucrative and easy to produce in the community. They locally refer to it as “black Diamond” to emphasize that it is on demand and it is money spinner. There are some members of the community that are into IGAs initiated by KTZ.

The community’s food security situation was quite impressive having 82 percent of the respondents talking about being food secure. They substantiated their situation as stemming from cultivating enough for consumption and being left with some extra for sale to beef up their support to their families and school going children. Some of the proceeds also go down to purchasing of agricultural inputs that are obtained at fee from co-operatives that are subsidized by government.

The researcher also did observe while in the field for some months that the community’s food security situation also emerges from a good rain pattern from Congo influence and most of what they grow is rain fed. Access to arable land is also a factor in food security. The issue of food security fits very well with what the community earnings per year are, basically average (73 percent of the respondents)

Coming as a result of food security is the number of meals the respondents said they have per day. 44 percent said that they had three meals per day and 49 percent had two meals. It is clear from this data that food security plays a critical part when it comes to a number of meals that the community would have.

The respondents did disclose about their being in gainful employment or not, and 8 percent only were in gainful employment mainly in government social services provision institutions and in KTZ. This continued to bring out the gleam characteristic of this community that it is largely a farming one at small-scale.

The picture coming out of this scenario is that the type of gainful employment they are engaged in is casual looking at their wages. 50 percent of them were getting between K600-K900 per year.

The community psychographics indicate that there are more issues that need to be sorted out in this community such as education, water, sanitation, IGAs, health, and environment.

This is where KTZ as an NGO comes in to relieve the community in some of these problems. When respondents were asked if they got help from KTZ in poverty alleviation interventions, 51 percent of them said they did and categorized the areas in which they got help from as education, health, water representing 16 percent, income generating activities accounting for 11 percent and 5 percent got help through input loans.

While the researcher was in the field, it was observed that KTZ gets its funding solely from Kaloko Trust UK and hence KTZ has been limited in its interventions in reaching out to all communities and all beneficiaries. Another observation that was made was that KTZ is generally the only organization working in this catchment area and therefore, it is overwhelmed with meeting community needs though there were a few NGOs that were working in the area before.

6.1.1 Research question 1: What communication means does KTZ use in reaching out to Luansobe communities in its poverty alleviation interventions in Masaiti District?

Respondents were asked about how KTZ communicated its interventions to them and 54 percent shared that they were reached through the word, 15 percent were written to (letters) as a community informing them about the meeting to discuss projects in their area.

According to the respondents, there was a feeling that KTZ's way of reaching them which was highly through word of mouth, catapulted the poverty alleviation which had affected them (56 percent) and because of this means of communication, 38 percent of the respondents thought that KTZ consulted and involved them in the poverty alleviation interventions.

Community profile of communication shows that word of mouth is the most effective way of communicating in this community. Apart from letters, a smaller percentage said they were also reached through mobile phones. However, on the hand talking about the usage of mobile phones, Mulwa (2010) wrote that there was increasing use in phones in rural Kenya, although poverty levels were rising there. Phones are a modern way through which innovations can be shared. Fortunately, poverty levels appeared to be declining in Kaloko.

With regards to the Focus Group Discussion (FGD) with the Malaya Community members, the discussants when asked to talk about the time they have known KTZ poverty alleviation

interventions, the majority of them (7 out of 9) said that KTZ poverty alleviation interventions were known through personal contact and project meetings in communities. The power of face to face communication and its advantages of immediate feedback cannot be over-emphasized here. This is a rural community and brochures, leaflets do not work at all given the low literacy levels but the organizational mandate can be explained by project field staff to individuals, communities in meetings and trainings.

The target group for the poverty alleviation interventions was described as aiming at the entire community and here all the 9 discussants agreed that the interventions targeted everyone in the community. KTZ's mandate is quite huge encompassing infrastructure development provision and support in education and health, agriculture, income generating activities, natural resource management, water and sanitation and cross-cutting issues. As such it cannot be limited to a specific target group though the school component would target children and some of the projects would specifically look at empowering women like the beekeeping project but overall they are meant and designed to service the entire community.

In terms of the in-depth interviews, the County director underscored the point that KTZ uses the word of mouth as its communication strategy which basically targets opinion leaders who are traditional chief's councillors (Ba filolo).

Communication that is interpersonal through word of mouth was cheap and very effective in the context of a rural area, this was the observation that the researcher made. He further saw that it was because there was an angle of face to face and there was feedback immediately from beneficiaries of the poverty alleviation interventions. These advantages according to the researcher enabled KTZ to score in communicating its interventions to the communities.

The traditional leadership was not left out. The thrust of the in-depth interview with the traditional councillors (Ba filolo) of Luesanga camp took the checking focus. The researcher and the traditional councillors did discuss pertinent points on how KTZ was reaching out to communities with its poverty alleviation communication interventions and the impact of the communication in terms of transforming lives in these communities. The traditional councillors alluded to the fact that KTZ uses the word of mouth to reach communities or interpersonal communication (IPC).

The Social Change Campaign Theory (SCCT) provides the individual and society with commercial benefits within a particular time. This is done via organized communication activities that involve the media, interpersonal communication and community events (Kotler, 1989). The communication that KTZ uses to reach out to the communities carries the information that requires that the individual and society change their adverse practices into productive ones and by changing their attitudes and values in Luansobe communities. For instance, issues like early marriages, adult literacy, and low entry levels in schools, charcoal burning, deforestation, and value disintegration are not easy to change in people. However, Mwewa (2011) further explained that the more different channels carry the same social campaign messages the wider the area that is covered. The status of the source contributes to successful campaigning.

In this catchment area there is no radio station (see recommendations). If one was established, the community would benefit greatly. One would get first-hand information from the radio rather than wait for another person to convey the message. The radio speaks to an individual directly. It can also be carried anywhere. This worked for Southern India district farmers. Puri and Sahay (2003) highlighted the researchers' finding in this part of India that the participatory approach through radio effectively provided a model through which farmers developed a sense of project ownership. The project was not just done for them (farmers) but that they actively took part in the whole process.

6.1.2 Research question 2: What effect do KTZ communications for poverty alleviation have on the Luansobe communities in Masaiti District?

The researcher also tackled matters of impact of KTZ reaching out through different media by accessing how the interventions are viewed by the community in various areas of interventions like water, education, health, income generating activities, environment, sanitation, issues of early marriages child, defilement and GBV.

These areas of poverty alleviation were asked and 12 percent of the respondents in terms of proximity to social services were meters away, 10 percent a kilometre away, 42 percent were a few kilometres away and 36 percent have to go many kilometres away for the said services.

What comes out in accessing social services is that KTZ through its communication strategies is trying to cut down on long distances but still has to completely get the communities in its

catchment area to access the services meters away for that is what would be a desire for the organization.

Accessibility in the area of clean water came out that 60 percent of the respondents said they had access to this basic need of life and 40 percent did not have. It is again clear that KTZ messages of helping people in the communities with clean water are sinking well although there is still a challenge of more communities to being able to access and the issue of funding becomes rife again.

The communication styles that KTZ uses to bring about change in the communities in accessing clean and portable water could also be seen in the 55 percent of the respondents who said they were able to get to the water points within meters away from their community.

88 percent of the respondents also did make a point when they shared that the role KTZ in water accessibility was borehole drilling and 1 percent talked of raising community awareness.

Sinking boreholes in the communities presupposes a lot of community engagement which takes a lot of communication back and forth right from identification of the need in the community through planning, implementation, monitoring and evaluation. This entails that the communication style which came out strongly as word of mouth was doing very well in getting the communities on board in their own need.

With related issues of development like sanitation, cross-cutting issues such as environment, gender, early marriages, and defilement, the respondents were asked as to how KTZ communicated them as issues affecting communities and the outcome was that 93 percent of the respondents said they had toilets with the help of KTZ and the Finish government (48 percent talked about where help in this issue came from), 59 percent thought KTZ embarked on sustainable projects to discourage deforestation and by so doing KTZ was being helpful in the preservation of, value and caring for the environment, the community was aware of issues of GBV (28 percent of the respondents) and this was a plus on the part of KTZ because there are undertones to this that its messages on awareness do not fall on deaf ears and that there was even awareness of institutions where to report such cases (29 percent of the respondents attested to this point). There was also an acknowledgement from the respondents that early marriages were an issue hindering development or that would trap the communities in a

poverty cycle (60 percent admitted that there were incidences arising largely from lack of knowledge, poverty and peer pressure. The number of respondents in terms of percentage that mentioned lack of knowledge, poverty and peer pressure was 30. Though child defilement was not so much of an issue in the communities there were some incidences of it being represented by 18 percent of the respondents and there was again an awareness of how to criminate the problem and 6 percent of the respondents cited sensitization.

KTZ certainly impacted positively on the communities by its poverty alleviation interventions through reaching out to the communities with the messages and strongly and contextually it was the messages through the word of mouth and this is in sync with the idea of communication as put forth by McQuail (1994:492), “The term communication has many meanings and definitions but the central idea is of a process of increased commonality or sharing between participants on the basis of sending and receiving messages.” That KTZ impacted positively in this area was not by design, the researcher found that KTZ was generally the only organisation working in the catchment area to alleviate some challenges that the communities are facing in health, education, agriculture, and natural resource management. Elsewhere in the world, there has been also successful Communication for Development projects. India is the example in sight where the radio farm forum programmes had a great impact in bringing modern techniques of farming and transforming the rural areas (Pradip, 2008). Radio is able reach many rural areas without high costs. Unfortunately there is no community radio in Kaloko, but one could be built (see recommendations). As Godtland et al (2004) found in Peruvian Andes, vertical communication is also very critical in passing on information.

The effects of poverty alleviation interventions on the daily life of the Malaya community was also discussed and the responses from the discussants were that better access to social services through none motorized transport 55.6 percent and 22.2 percent improved had prolonged lives through clean and portable water.

During the field data gathering, the researcher discovered that KTZ mobilizes non-motorized transport from the UK and are given to communities to enable them meet the challenges of long distances to accessing social services and this is the more reason this aspect of the effects comes out so strongly and it also came to light as the researcher was in the field that

the water and sanitation project of KTZ is one of the most popular because it has impacted on the communities positively.

On the question of how KTZ help communities in preserving, caring and valuing for nature, the participants in the discussion said that the communities were trained in alternative sources of income to keep them away from depleting forests and 33.3 percent said that they were trained in alternative sources of income and best practices like tree planting and engaging in non-pollutant activities.

It was observed that KTZ trains communities in beekeeping as a way of keeping them away from pulling down trees for charcoal burning and so beekeeping is campaigned as a sustainable source of income that would not be harmful to the environment and takes cognizance of the fact that it would be passed to other generations.

Asked if the preservation of the environment helped the communities to reduce poverty, the participants in the discussion were all agreeable.

According to the researcher's observation, there was generally a feeling that the community would leap more by preserving the environment. There was an acceptance that they would rather keep the forests for bees than raze them down for charcoal.

In the discussion, the country director further explained that the communities did feel the impact of KTZ's interventions in that from the organization's side, all the programmes which were lined up in the 2013-2014 budget were all implemented and KTZ was the only organization working in the area to mitigate some challenges that the local communities faced in health, education, agriculture, water and sanitation etc. There was also a suggestion by the director that the communities were going to be reached better through a community radio station considering the power that radio has in disseminating messages of different campaigns also given that it was a cheap media and that everyone wants to be associated with its programming and it being versatile in nature. It was thought it would come in handy in a crusade against the bottlenecks that KTZ was experiencing in its poverty alleviation interventions messaging such as early marriages, child defilement, GBV, and instances of cutting down trees for charcoal burning. The researcher in discussing with the director did see the radio as a big step in positioning the organization to partners and customers who would be willing to buy its IGAs products.

The traditional councillors on their part, told the researcher that the KTZ's interventions were working well in alleviating poverty in the communities and were strongly felt in the areas of education, water, health, natural resources management to mention a few. However, the traditional councillors made a clarion call on the management of KTZ to do more so that everyone in this catchment area is brought on board in the fight against poverty. The traditional councillors agreed with Servaes et al (2004) participatory communication requires change in attitude of the community members and also that communication strives not on talking but listening to the needs of the affected.

KTZ has and will have to talk about developmental issues that need to be accepted by the people right at the grassroots and in particular in the Luansobe communities. Therefore, the diffusion of innovation theory (Rogers, 1962) works well in this area. For example, KTZ has been discouraging people from charcoal burning to training them in income generating activities like bee keeping. This idea has been received with mixed feelings in the communities. Others have moved on with KTZ on this idea while others are still cutting down trees. Other campaigns that are going to help change mind set with regard to indiscriminate cutting down of trees and early marriages should be advocated for in this catchment area.

6.1.3 Research question 3: What role do the Luansobe communities play in KTZ poverty alleviation communication interventions in Masaiti District?

Interpersonal communication is the type of communication that takes place between two people in which there is direct feedback between the sender and receiver of the message. Nothing much can be taken away from the Luansobe communities. The 39 percent who are consulted or involved play a pivotal role in working with KTZ in the fight against poverty. They participated as co-creators of development messages (ibid). Community participation is fundamental to improving the lives of people, particularly the lives of the disadvantaged and poor (Rifkin et al, 2003). This emphasis is the importance of the participation process rather than just the outcome.

And because of interpersonal communication (IPC), the study established that there was good will from those few who worked with KTZ in terms of cooperation and participation. The community helped with labour like in the cases of sinking boreholes and construction of

community health posts. The traditional leadership has also not been left out. In fact they are the opinion leaders who interpret and pass on the information from Kaloko Trust Zambia to their subjects. The elements of interpersonal communication are people, messages and effects. The people are those involved in communications who are the senders and recipients of messages. Their roles are simultaneous and reversible. Thus, at one time the receiver becomes the sender and vice versa. Messages can be verbal and nonverbal and there is immediate feedback which is communicated through cues e.g. through squinting of eyes, gestures and head nods. Words mean different things to different people and are personal. Their meanings depend on experiences, reactions, feelings and contexts of the people using them. It is important to be aware of the reactions of other people to the words one uses. This is true considering the fact that this study took place in a rural set up where small things like kneeling before elders really matter a lot.

Much as it has been highlighted that the community participated in these communication interventions, Cheetham (2002) on the other hand warns of the weakness of participatory communication. Opinion leaders may want to sabotage this communication strategy by limiting stake holders. This causes a lacuna, as some members may tend to shy away from such activities, as they feel alienated.

On the issue of consultations as KTZ designs and implements the poverty alleviation interventions the Malaya Community were in unison that KTZ does go to the communities and engages and discusses with them. This entails that communities are asked about the problems they would need to resolve or to prioritize their needs and consultations are done from the start to the phasing out of the project. This is certainly a step in the direction of genuine participation in development parlance instead of pseudo participation where organizations only go to meet their beneficiaries because they know that funders are coming to check on the progress of where their money was spent.

When asked participated in coming up with and implementing poverty alleviation interventions, they predominantly brought to the table the idea that there was needs assessment in which they were actively involved and through giving community contribution. 5 of those representing 55.6 percent readily brought out this idea.

The researcher thought that this point was very valid because most of the projects that were visited had community participation via contributions such as labour and materials and these were willingly given.

Participation basically means to be involved or to take part. In order for any community to develop participation by its members is vital because it cultivates a sense of responsibility and ownership. White (1994:17) objectively distinguishes the two types of participation “Pseudo” and “Genuine”. She categorizes pseudo participation as domestication which is concerned with informing, therapy, and manipulation and assistencialism which includes placation and consultation. Genuine participation was categorized as cooperation referring to partnership and delegation of power and citizen control which means empowerment. She recommends genuine participation as the panacea of any developmental activity (ibid).

Another angle to the face to face communication that KTZ employed in sending messages of poverty alleviation interventions, the country director explained that there are established committees in the communities that bring people together to work. The researcher also came to a realization that there were already committees in the communities or rather organized structures through which the messages were relayed. The country director further explained that there was a lot of interaction between communities and the KTZ which he felt implied that there was co-operation and involvement of the communities in KTZ’s programmes. The communities provided 20 percent of labour and money. However, the country director bemoaned a bad attitude that some community members have with regards to the projects that KTZ is implementing. He pointed out at one of the health posts under construction at Kwesha which was vandalised.

That the traditional councillors were bearers of the messages of interventions was practically witnessed by the researcher when there was a social gathering that brought all the traditional councillors in the communities with the aim of sharing ideas on how KTZ was going to remodel itself in terms of its mandate. The traditional councillors were for the idea that they were part of the process and that they were consulted extensively in any intervention that was responding to the needs of the community and this was through face to face communication through meetings. The researcher was amazed at how this event turned out as a success and participation became a reality in rural development.

Hovland's persuasion communication theory (1912) dovetails very well with the role that the Luansobe communities play in helping KTZ in its poverty alleviation interventions. The communities participated in these interventions by providing labour and money especially in the construction of health posts and sinking of boreholes because they understood the source as being trusted and attractive, message packaging, and the receiver (community).

CHAPTER SEVEN: CONCLUSION AND RECOMMENDATIONS

7.0 Introduction

In summing up the study, there is taking a look at the understanding of poverty on which this research is grounded for it is the variable that has to be solved, and then the key interventions of poverty alleviation of Kaloko Trust Zambia (KTZ) are spelt out to show how they will be able to alleviate poverty in the communities.

Communication which would enable KTZ to reach out to communities with poverty alleviation interventions is discussed and then some suggestions to enhance communicating poverty alleviation interventions are put forth.

7.1 Conclusion

The World Bank definition of poverty include the following: not being able to have clean water, read and write as result having inadequacies in terms of capacities to take action/decision that would bring about change in one's life, being sick and not able to have access to health care, not having income to meet the basic needs of life, hunger, not having a clean environment (deforestation, pollution and waste disposal) among others. The conception of poverty in rural areas in Zambia is no exception to the World Bank understanding.

Kaloko Trust Zambia like many other NGOs in rural development is trying to complement government efforts in working to alleviate poverty in the infrastructure development provision and support in education and health, to promote agriculture, improve access to clean water, preserve environment through community natural resource management , improving livelihoods through income generating activities.

The modus operandi for poverty alleviation interventions to be operationalised is communication between KTZ as the provider of interventions and the community. This communication has to be very effective in bringing every player in poverty alleviation on board so that there is ownership of the interventions for sustainability and it has to bring about change on lives in the communities.

Interpersonal communication or face to face with communities through traditional leaders is a stratagem that KTZ has been using and that it has impacted positively on the communities

through education, health, agriculture, Natural resource management, water and sanitation and IGAs.

Some of the recommendations made to enhance delivery through its communication strategies are among others establishing of the radio station, positioning the organization to attract partners, incorporating more of locals on the board of directors, networking with other like-minded organizations so that the burden of taking care of almost all the community needs is lessened.

7.2 Recommendations

7.2.1 KTZ should have quarterly community meetings to establish gaps in needs as opposed to when a project is about to be implemented.

7.2.2 KTZ should time and again liaise with the community on their needs

7.2.3 KTZ should improve on communication tools of preservation and caring for the environment.

7.2.4 KTZ should transfer knowledge and leadership to communities for sustainable empowerment.

7.2.5 KTZ should stop using the top-down approach in poverty alleviation interventions but instead use vertical communication (transfer of technology approach).

7.2.6 KTZ should expedite communication with other partners in the area of developing effective messages for sensitizing communities on poverty alleviation

7.2.7 KTZ should learn to consult the communities to enhance participation and ownership of the interventions

7.2.8 KTZ should share information about its interventions to communities

7.2.9 KTZ should reach out to communities with its poverty alleviation interventions by profiling communities' effective means of communication.

7.2.10 KTZ to prioritize Orphans and Vulnerable Children (OVC) and the aged in its poverty alleviation interventions messaging.

7.2.11 The government should subsidize agriculture inputs so that the local people should desist from cutting down trees.

7.2.12 KTZ should come up with a radio station to help the community have a platform for participatory discussion of issues and possible solutions.

7.2.13 KTZ to broaden its donor base and engage other NGOs and partners in the fight for community service in the area.

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APPENDIX I

Questionnaire

Dear respondent,

I am a student at the University of Zambia pursuing an MA in Communication for Development (MCD). I am conducting a research and this information will not be used for any other purposes and will be held in high confidentiality.

Feel very free to express your ideas and opinions and they will not be used for any other purposes.

INSTRUCTIONS: please write the appropriate responses to the question in the space provided {.....} and tick in the right box { }.

1.0 Gender

- 1) Male
- 2) Female

2.0 Age

- 1) 0-25 years
- 2) 26-30 years
- 3) 31-36 years
- 4) 37-42 years
- 5) Above 42 years

3.0 What is your marital status?

- 1) Single
- 2) Married

3) Separation []

4) Widowed []

4.0 Highest level education attained

1) Pre-primary []

2) Primary []

3) Pre -junior []

4) Junior []

5) Pre-senior []

6) Senior []

7) Pre tertiary []

8) Tertiary []

5.0 How many are you in your family?

1) Less than 5 []

2) Between 6 and 10 []

3) Between 11 and 16 []

4) Between 17 and 22 []

6.0 How many OVCs are you keeping at home?

1) 1-3 orphans and vulnerable children []

2) 4-6 orphans and vulnerable children []

3) 7-9 orphans and vulnerable children []

4) 10 and above orphans and vulnerable children []

7.0 What do you do for a living?

- 1) Small scale farmer []
- 2) Charcoal burner []
- 3) Beekeeper []
- 4) Business []
- 5) Engaged in IGAs like goat and chicken rearing []
- 6) Nothing []

8.0 If you earn a living through farming, how many 50kg bags do you harvest per year?

- 1) 1-9 50kg bags []
- 2) 10-19 50kg bags []
- 3) 20-29 50 bags []
- 4) 30 and above 50kg bags []

9.0 How do you support your family?

- 1) Proceeds from an extra harvest from farming []
- 2) Returns from charcoal burning []
- 3) Profit from business []
- 4) Some money gained from IGAs like goat and chicken rearing []
- 5) Get help from Kaloko Trust Zambia []
- 6) Struggling because do not have alternatives []
- 7) There is nothing we are doing to support our family []

10.0 How do you get your agricultural inputs?

- 1) Proceeds from an extra harvest from farming []
- 2) Returns from charcoal burning []
- 3) Profit from business []
- 4) Some money gained from IGAs like goat and chicken rearing []
- 5) Get help from Kaloko Trust Zambia []
- 6) Struggling because do not have alternatives []

11.0 How do you support children in school?

- 1) Proceeds from an extra harvest from farming []
- 2) Returns from charcoal burning []
- 3) Profit from business []
- 4) Some money gained from IGAs like goat and chicken rearing []
- 5) Get help from Kaloko Trust Zambia []
- 6) Struggling because do not have alternatives []
- 7) There is nothing we are doing to support children in school []

12.0 What are your alternative sources of income?

- 1) Farming []
- 2) Beekeeping []
- 3) Charcoal burning []
- 4) Business []
- 5) Kaloko gives us IGAs to run []

13.0 Are you food secure as a family?

1) Yes []

2) No []

14.0 Explain your answer to the above question to the above question?

15.0 How would you rate your family situation in terms of income per year?

1) Bad []

2) Average []

3) Above average []

16.0 Explain your answer to the above question.

17.0 How many meals do you have per day?

1) One []

2) Two []

3) Three []

4) More than three []

18.0 Explain your answer above?

19.0 Does your spouse work anywhere?

- 1) Yes []
- 2) No []

20.0 What is his/her salary scale?

- 1) Less than K500 []
- 2) K600-K900 []
- 3) K 1000-K1300 []
- 4) K 1400-K1700 []
- 5) Above K1800 []

21.0 Has Kaloko Trust Zambia helped you in poverty alleviation?

- 1) Yes []
- 2) No []

22.0 How has Kaloko Trust Zambia helped you in poverty alleviation?

23.0 How does KTZ reach in terms of communication?

- 1) Committees []
- 2) Messages through word of mouth []
- 3) Mobile phone []
- 4) Announcements in church []
- 5) Letters []
- 6) Meetings in communities []

7) Trainings

8) Meetings with community leaders

24.0 Which ones of the communication means to reach you with KTZ poverty alleviation interventions are the most effective

25.0 Have the KTZ interventions in poverty alleviation affected you?

1) Yes

2) No

26.0 How have they affected you?

27.0 Does KTZ involve you in coming up with and implementing poverty alleviation interventions?

1) Yes

2) No

28.0 Explain your answer to the above question.

29.0 How far are the social services from your community?

1) Meters away

2) A kilometre away

3) A few kilometres away []

4) Many Kilometres away []

30.0 How has KTZ helped you in accessing the social services?

31.0 Is there availability of safe and clean water in your community?

1) Yes []

2) No []

32.0 How far away are the water sources in your community?

1) Meters away []

2) A kilometre away []

3) A few kilometres away []

4) Many Kilometres away []

33.0 What has been KTZ's role in making safe and clean water available to your community?

34.0. Are there toilets in your community?

1) Yes []

2) No

[]

35. How has KTZ helped in the area of sanitation?

36.0 How has KTZ helped in the area of natural resource management and valuing and caring about the environment?

37.0 What other organizations work in your area in helping you to alleviate poverty?

38.0 Are there any issues of gender based violence in your family/community?

1) Yes

[]

2) No

[]

39.0 If any how have they been addressed?

40.0 Are there issues of early marriages for the girl child?

1) Yes []

2) No []

41.0 If yes explain the causes and how they can be addressed.

42.0 Are there issues of child defilement in your community?

1) Yes []

2) No []

43.0 If yes explain their causes and what can be done to stop them

44.0 What recommendations would you give in terms of how KTZ's poverty alleviation interventions should be communicated to you?

THANK YOU VERY MUCH

APPENDIX II

**PROMPT LIST FOR FOCUS GROUP DISCUSSION WITH MALAYA
COMMUNITY MEMBERS**

1.0 For how long have you known Kaloko Trust poverty eradication interventions?

2.0 Who is the source of information about Kaloko Trust poverty eradication interventions?

3.0 In what ways have the information about these interventions reached you?

4.0 The information about interventions targets who?

5.0 How do you as communities take part in coming up with and implementation of interventions of poverty eradication?

6.0 Do you think you are part and parcel in designing and implementing the interventions?

1) Yes

2) No

7.0 Explain your answer to the above question

8.0 What effects do these interventions have on your daily life as communities?

9.0 Of the ways to reach you as communities with poverty eradication interventions, which ones are most appropriate?

10.0 How has KTZ helped you as communities in cutting down the distances to social services?

11.0 How about KTZ's role in making communities access clean and safe water and sanitation (Toilets and hygiene education)?

12.0 What has KTZ done to help communities value and care for natural resources and the environment?

13.0 What empowering activities has KTZ trained you in for income generation?

14.0 Have these activities helped you reduce poverty at a household level?

15.0 What recommendations would you give in terms of the ways in which Kaloko Trust reaches you with the poverty eradication interventions?

APPENDIX III

IN-DEPTH INTERVIEW GUIDE WITH THE COUNTRY DIRECTOR OF KTZ

1.0 How do you think the interventions you have designed over the years have affected the communities in Luansobe?

2.0 How do you reach out to the communities in your poverty alleviation programmes?

3.0 What strategies are you using for your outreach programmes?

4.0 Are there established committees in the communities working with Kaloko Trust Zambia?

1) Yes

2) No

Explain your answer below

5.0 What are the milestones have you scored in so far as activities are concerned?

6.0 What are some of the challenges that you face in carrying out the designed interventions meant for poverty eradication?

7.0 How often do you have meetings with the communities?

8.0 What other NGOs, CBOs and government ministries are you working with?

9.0 What are the levels of community cooperation in implementing activities?

10.0 What recommendation can you give over working together with the communities?

APPENDIX IV

IN-DEPTH INTERVIEW GUIDE WITH THE CHAIRPERSON OF CHIEF'S TRADITIONAL COUNCILLORS (BA FILOLO) OF LUESANGA CAMP

1. How does KTZ reach the communities in their poverty alleviation interventions?

2. What strategies does KTZ use in their outreach programmes?

3. Are their established committees in the communities working with KTZ?

4. How are they organized in terms of leadership?

5. What are some of the challenges that communities face in working with KTZ?

6. Are the communities involved in coming up with and implementation of the interventions that KTZ is engaged in?

1) Yes

2) No

Explain your answer

7. Besides KTZ, what other NGOs, CBOs and Government Ministries are you working with?

8. What recommendations can you give over working together with KTZ?
