

**Evaluating Communication Strategies used in enhancing the lives of people with disabilities: A case study of the Zambia National Association of Disabled Women (ZNADWO) in Lusaka.**

**By**

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## Declaration

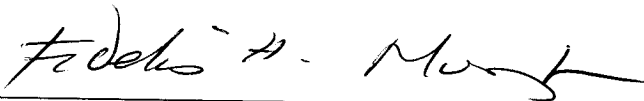
I declare that this report has not been previously submitted for a degree in this or any university.

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## **ABSTRACT**

This report is a result of the attachment of the author to Zambia National Association of Disabled Women. The overall objective was to evaluate the communication strategies used in enhancing the lives of people with disabilities basing it on a case study of the organisation in Lusaka. The research and writing of the report was the final phase of the partial fulfilment of the requirements for Master of Communication for Development degree at the University of Zambia.

The intention of the study was to make a profile of the communication strategies used by the organisation in the transmission of messages to its members; analyse them and see which ones were effective and what challenges members faced in the process of communication. The study also looked at the different suggestions of how communication could be improved to enhance the life of the disabled persons.

The methodology that was used in the study consisted of the use of the stratified random sampling in picking respondents to the questionnaires. This was to make sure that all categories of disabilities were proportionately represented. The disabilities covered were the physically-handicapped, the deaf, hard-of-hearing, visually-impaired and the mentally-challenged. Data collection from the respondents was done through quantitative and qualitative techniques. This was analysed by using the Statistical Package of Social Sciences (SPSS).

The findings of the study showed that the organisation used different electronic and print media to pass on messages to its members. The analysis revealed that the electronic media was preferred to more than the print media by the members. The challenges that were mentioned in the process of communication depended on the nature of disability possessed. This was in line with the suggestions made to alleviate these challenges.

Finally, observations and recommendations have been made in order to improve communication among the disabled persons. This, it is hoped, will contribute to the enhancement of their lives.

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## **LIST OF ABBREVIATIONS**

|        |                                                                 |
|--------|-----------------------------------------------------------------|
| AIDS   | Acquired Immunodeficiency Syndrome                              |
| ADD    | Action on Disability and Development                            |
| AGM    | Annual General Meeting                                          |
| CSO    | Central Statistics Office                                       |
| DPO    | Disabled People's Organization                                  |
| FAO    | Food and Agriculture Organization                               |
| FGD    | Focus Group Discussion                                          |
| FIDIDA | Finnish Disabled People's International Development Association |
| FM     | Frequency Modulation                                            |
| GDP    | Gross Domestic Product                                          |
| HIPC   | Highly Indebted Poor Countries                                  |
| HIV    | Human Immune Virus                                              |
| Ibid   | As cited above                                                  |
| IDDP   | International Decade for Disabled Persons                       |
| ILO    | International Labour Organization                               |
| IMF    | International Monetary Fund                                     |
| IYDP   | International Year of Disabled Persons                          |
| MCDSS  | Ministry of Community Development and Social Services           |
| NGO    | Non Governmental Organization                                   |
| NGOCC  | Non Governmental Organization Coordinating Council              |
| SAFOD  | Southern Africa Federation of the Disabled                      |

|         |                                                                  |
|---------|------------------------------------------------------------------|
| SAP     | Structural Adjustment Programme                                  |
| SPSS    | Statistical Package for Social Sciences                          |
| TEVETA  | Technical Education and Vocation Entrepreneur Training Authority |
| TTY     | Teletypewriter                                                   |
| TV      | Television                                                       |
| UK      | United Kingdom                                                   |
| WPACDP  | World Programme of Action Concerning Disabled Persons            |
| ZAFOD   | Zambia Federation of the Disabled                                |
| ZAPD    | Zambia Agency for Persons with Disabilities                      |
| ZCCM    | Zambia Consolidated Copper Mines                                 |
| ZNADWO  | Zambia National Association of Disabled Women                    |
| ZNBC TV | Zambia National Broadcasting Corporation Television              |
| ZNAN    | Zambia National AIDS Network                                     |

# **CHAPTER ONE:**

## **INTRODUCTION AND BACKGROUND**

### **1.0 INTRODUCTION**

The following is a report on the research that was carried out with Zambia National Association of Disabled Women. It is a case study and its overall objective was to evaluate the communication strategies used in enhancing the lives of people with disabilities. The research was carried out in Lusaka and it covered the following categories of disabilities: physical, visual, deaf, hard-of-hearing and mental.

The report has seven chapters. Chapter one covers the background information to Zambia and Zambia National Association of Disabled Women. As well as that background information has been written on issues related to disability in Zambia.

Chapter two discusses the methodology that was used to come up with the report. This includes the sampling procedure, survey methods, and data analysis.

Chapter three contains the conceptual and theoretical framework used in the report. It is here that the main concepts are defined and how they have been applied in the report. As well as that there is an inclusion of two theories that are relevant to the study.

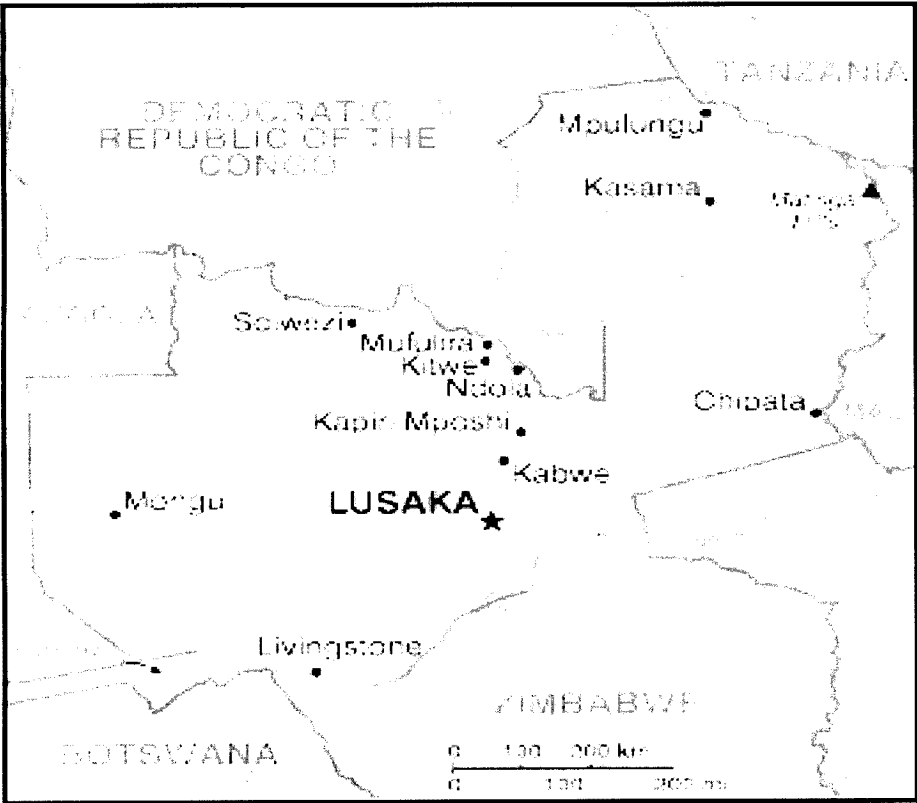
Chapter four, deals with literature review that is related to the research. This is on three levels, thus World, African and Zambian. This has been done to ensure no repetition of the same academic work.

The contents of chapter five consist of data analysis and findings of the research. Chapter six is a discussion on the findings while, chapter seven is a combination of the conclusion and recommendations to the study. The last section contains references and attachments to the report.

1.1 PROFILE 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 situated between latitude 10 degrees and 18 degrees south and longitude 22 degrees and 33 degrees east (<http://www.zambiatourism.com/travel/hisgeoepo/geograph.htm>). 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, as is shown on the map below.

Figure 1.1



Source: <http://en.wikipedia.org/wiki/Image:Za-map.png>

### **1.1.3 ECONOMY**

Following Independence in 1964 Zambia adopted a Socialist economic model within an African context. There was large-scale nationalization of the mining industry and the creation of large state owned conglomerates or parastatal 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, 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% 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, the world price of oil and energy fuelled global inflation pushing up the price of capital imports. Due to these factors the country began to experience unprecedented social and economic difficulties.

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

### **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. This involved three main goals:

- To restore macro-economic 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.

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 International Monetary Fund (IMF) for Highly Indebted Poor Countries (HIPC) debt relief, by the start of 2003 Zambia had received only 5% 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/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 ([bized.ac.uk/virtual/dc/back/geog.htm](http://bized.ac.uk/virtual/dc/back/geog.htm)).

## **1.2 HISTORICAL PERSPECTIVE OF DISABILITY ISSUES IN ZAMBIA**

Traditionally, the Zambian society believed that disability was as a result of some misfortune in the family, brought about by offending ancestors and witchcraft. Having a person with disability in the family was considered taboo and such people were hidden or cast out from society by family members as they were considered to be an embarrassment. Persons with disabilities were considered incapable of doing anything on their own and were therefore denied the opportunity to engage in any meaningful activities. Ignorance, neglect, superstition are social factors that throughout the history of disability have, interfered with the prevention of disability and led to the isolation of persons with disabilities and delayed their development (Zambia Agency for Persons with Disabilities, ZAPD, 1996).

Since independence, there has been recognition that persons with disabilities require Government intervention to be integrated in the mainstream of society. This has been done through the formulation of policy guidelines and enactment of laws to govern disability issues.

Legislation pertaining to persons with disabilities dates back to the colonial time. In 1961, the Blind Persons Ordinance was enacted under which the Northern Rhodesia Society of the Blind was created to provide services to the blind persons.

After independence, the Zambian government decided to have all categories of persons with disabilities covered under one Act and their affairs administered under one umbrella organization. It was assumed that persons with disabilities would be more united if their affairs were governed by one Act. The persons with disabilities were referred to as “handicapped” without being categorized as the blind, the physically handicapped, the deaf, and the mentally handicapped. The Handicapped Persons Act enacted in 1968, provided for the establishment of the Zambia Council for the Handicapped. The council was given the responsibility of providing and facilitating access of persons with disabilities to specialized services. The Council was also responsible for coordinating programmes for persons with disabilities. Under the Act, sheltered employment was provided to persons with disabilities and fourteen employment centres were established throughout the country (ZAPD).

The United Nations declared 1981 as the International Year of Disabled Persons (IYDP). The most important outcome of the year was the formulation of the World Programme of Action Concerning Disabled Persons (WPACDP), adopted by the General Assembly on 3<sup>rd</sup> December 1982. The IYDP and WPACDP provided a strong impetus for progress in this field. They both emphasized the right of persons with disabilities to the same opportunities as other citizens and to an equal share in the improvements in living standards resulting from economic and social development. The period 1983 to 1992, which was declared as the International Decade for Disabled Persons (IDDP) by the United Nations, resulted in increased awareness on the rights of persons with disabilities. Consequently, many associations and organizations of and for persons with disabilities were formed with the view to advocate for the rights of persons with disabilities. The associations and organizations of and for persons with disabilities mounted pressure on Government for increased services to persons with disabilities in order to improve their welfare.

The handicapped Persons Act of 1968 was proved to be inadequate to effectively deal with disability issues. The Zambia Council for the Handicapped was also not providing adequate services to persons with disabilities as had been expected. Therefore in November 1996, Government enacted the Persons with Disabilities Act, No. 33, which provides for the

establishment of the Zambia Agency for Persons with Disabilities (ZAPD). The Act also provides for the elimination of all forms of discrimination on the grounds of disability.

In 1994, the United Nations adopted the Standard Rules on the Equalization of opportunities for Persons with Disabilities. The purpose of the Standard Rules is to encourage the elimination of all forms of discrimination against persons with disabilities so that they can exercise their rights and obligations like others, hence promoting their status (Ibid.).

### **1.3 NATIONAL POLICY ON DISABILITY, 2002**

Zambia's National Policy on Disability aims at integrating people with disabilities in the mainstream of society. More specifically, the objectives of the policy are to:

- 1) Promote awareness of disability issues
- 2) Facilitate the provision of quality and well coordinated services to persons with disabilities
- 3) Promote equal rights and opportunities for and to eliminate all forms of discrimination against people with disabilities
- 4) Create an enabling environment for the full participation of people with disabilities (Ministry of Community Development and Social Services 2002)

The strategies to achieve these objectives include:

- 1) The integration of people with disabilities into the vocational training system
- 2) The development of programmes for the equalization and integration into mainstream society
- 3) The provision of devices to promote the inclusion of disabled persons in the workplace and in the education system
- 4) The provision of micro-credit facilities for self-employment
- 5) The promotion of participation of people with disabilities in decision making on issues relating to their welfare
- 6) The development of mandatory standards of physical accessibility
- 7) Gender mainstreaming in the provision of services to people with disabilities
- 8) Advocacy programmes on human rights and disability issues
- 9) Promoting research on disability issues (Ibid.).

## **1.4 PROFILE OF THE INSTITUTION**

Zambia National Association of Disabled Women (ZNADWO) was founded and established in 1990 by disabled women with the purposes of advocating for the rights and freedoms of women with disabilities and to act as a voice for them. The NGO is registered with the Zambia Agency for Persons with Disabilities (ZAPD). One of its roles as an organisation is to supplement government effort in addressing the plight of women with disabilities. With encouragement and financial support from The Finnish Disabled People's International Development Association (FIDIDA) the organization got established and gradually grew in the process.

The organisation which was composed of the physically-handicapped and the visually-impaired at its inception now embraces all categories of disabilities, viz: The deaf, the partially sighted, the mentally-challenged, the hard-of-hearing, etc. (Muyenga, 2006).

### **1.4.1 VISION STATEMENT**

The vision statement of the organisation is to have a society where women with disabilities will be treated as equals and have equal opportunities as other women vis-à-vis social, economic, cultural and political life.

### **1.4.2 MISSION STATEMENT**

The mission of the organisation is to promote empowerment, enhance sustainable development and encourage inclusiveness among women with disabilities in both rural and urban communities through sensitisation activities, skills training and other related courses (ZNADWO brochure 2005).

### **1.4.3 OBJECTIVES**

With the growth of the organisation, it meant that the objectives were simultaneously expanded to cater for all the needs of the members. The long term objectives of the association are to:

- 1) encourage and promote education, training and employment possibilities for women with disabilities in the community

- 2) encourage all women with disabilities to work for their integration and socialisation in their local communities
- 3) inform, educate and create awareness in the general public, through seminars, workshops and other means about the plight of women with disabilities and their families
- 4) encourage the publication of newsletters or any other such communication which may be conducive to the promotion of women's situation
- 5) work in close co-operation with local and international women's organisations that share similar aims and objectives.

#### **1.4.4 AFFILIATION/PARTNERSHIP**

The organisation is registered under Act number 33 of the laws of Zambia with Zambia Agency for Persons with Disabilities (ZAPD). It is affiliated to Zambia Federation of the Disabled (ZAFOD) and Non-Governmental Organisations Coordinating Council (NGOCC). The organisation works in close collaboration with the Government through the Ministry of Community Development and Social Services (MCDSS), International Labour Organisation (ILO), Action on Disability and Development (ADD), Zambia National Aids Network (ZANAN).

#### **1.4.5 FUNDING**

Currently the organisation is funded by ADD and The Global Fund for Women. It also gets financial assistance from The Basket Fund being administered by NGOCC and sometimes from the MCDSS.

#### **1.4.6 MEMBERSHIP**

Membership is voluntary and open to any disabled woman who is at least 18 years of age. Upon registration through acquiring an official ZNADWO card (K2000) one becomes a member. Membership is also open to mothers or guardians of disabled children. These are called associate members.

The organisation has more than 2000 registered members drawn from branches in eight provinces of Zambia namely, Eastern, Southern, Copper-belt, Central, Lusaka, Luapula, Northern and Western provinces. The distribution at the district level is shown on the table below.

**Table 1.1**

| PROVINCE    | DISTRICTS                                  |
|-------------|--------------------------------------------|
| Lusaka      | Lusaka, Chongwe                            |
| Copper-belt | Ndola                                      |
| Eastern     | Chipata, Chadiza, Lundazi, Petauke, Katete |
| Western     | Mongu                                      |
| Central     | Kabwe, Mumbwa, Kafue, Kapiri Mposhi        |
| Northern    | Kasama                                     |
| Luapula     | Mansa                                      |
| Southern    | Mazabuka, Livingstone                      |

(Source: ZNADWO, 2005)

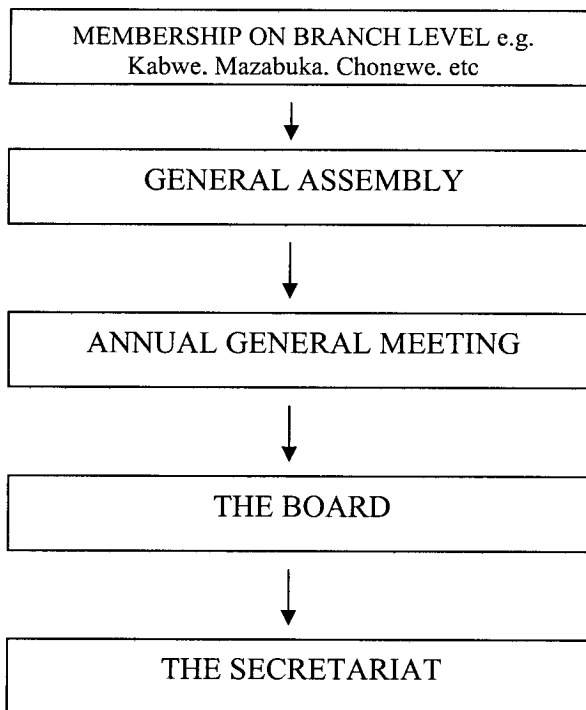
**1.4.7 Main Activities**

Currently the association is engaged in the following activities:

- 1) *Loan Scheme* – The association is administering loans at a small scale to its members who are in entrepreneurship. Funds were sourced from ZAFOD.
- 2) *Membership/Branch Development* – The association is on an aggressive exercise of making itself known to women with disabilities by encouraging its members to publicise the organisation and through print media e.g. the brochure.
- 3) *Educational and Awareness Campaigns on HIV/AIDS, Reproductive Health and Family Planning Methods* – The association is doing its best to sensitise and educate its members on these topics.
- 4) *Capacity Building* – The association is slowly going round its branches conducting leadership courses.

## 1.5 ZNADWO'S ORGANISATIONAL STRUCTURE

Figure 1.2



(Source: ZNADWO 2003)

- 1) **Membership:** The different branches that make the association constitute this. This is the level that is known as the grass roots. Most of the programmes and activities target this level.
- 2) **General Assembly:** Representatives from the individual branches constitute this (leaders). Due to logistical problems, representatives are chosen to attend this assembly. Otherwise all the members of the organisation are supposed to attend. This is supposed to be held every three years.

The main function of the general assembly is to conduct elections for board members.

**3) Annual General Meeting:** This is constituted by representatives from the branches. The main tasks of the AGM are:

- a) **Look at changes** - that may have occurred during the preceding year. This may include the staff, implementation of activities, expansion of the organisation, approving strategic plans for the coming year, etc.
- b) **Reports** – this includes the activity report from the chairperson, the audited financial report, minutes of the previous meeting with focus on matters arising.
- c) **Conflict resolution** – of any nature may be tackled in this gathering for the good of the organisation.

**4) The Board** – this is legally responsible and accountable for governing and controlling the organisation. It has several functions that include:

- a) Responsibility for deciding on policy and strategy
- b) Custodianship of the financial and other assets of the organisation
- c) Appointing and supporting the Chief Executive; and
- d) Representing interests of stakeholders

**5) The Secretariat:** Its main job is to implement policies and programmes of the organisation that are in line with the objectives of the organisation. The Executive Director is the one who heads it and works in collaboration with her subordinates: Development Officer, Projects Supervisor and Office Assistants.

## **1.6 STATEMENT OF THE PROBLEM**

As earlier alluded to, this research is looking at how ZNADWO can effectively use communication to enhance the life of people with disabilities. Communication, which is defined as a process of transmitting information, ideas, opinions from one person to another through the use of symbols such as words, art, gestures, etc (Berelson, 1964) is indeed important to any human person. A person is communicative by nature. This covers everyone, the disabled inclusive.

Some disabled persons have special needs. For instance, the deaf need an interpreter to communicate with other people. The visually-impaired need Braille or large print in order to read and understand the print media; the physically-challenged may need a lift to access the second floor of a storey building. If these special needs are not fulfilled, then the process of

communication cannot materialise. There is a realisation among the disabled themselves that through effective use of communication most of their problems would diminish. For instance, the deaf persons are very happy on Saturday morning to watch ZNBC Television programme: *Events of the Week* because the facility of interpretation is provided.

This research endeavours to evaluate the communication strategies of ZNADWO, look at the challenges the members are facing and make recommendations with the view of enhancing their lives.

## **1.7 RATIONALE**

The reasoning behind this research is that there is indeed potential not only in the organisation but also in its members to utilise to the maximum the meagre resources that are available for the improvement of their lives. It is hoped that this research will bring out pertinent and significant issues that will positively contribute to the strengthening of the communication strategies used by ZNADWO.

Access to information is essential in communication without which it would be difficult to communicate. Persons with visual impairment cannot access information originating from the print media unless one is in Braille format. But even Braille material is for people who are educated and well to do as it is expensive. The deaf need sign language interpretation to reach out and communicate with people. Very few people know sign language. Interpretation services are very expensive and deaf people cannot afford to pay whenever they need to communicate. If every person has a right to information, how does this reconcile with a deaf person who is denied information due to his/her disability?

It is a known fact that the world is becoming 'smaller' everyday largely due to technological advancement in communication. This is being done through different fora such as the media.

If the other sectors of life are improving as a result of employing good and efficient methods of communication, is it not possible for the disabled persons to partake in this and have their lives improved? The answer is 'yes' it is possible. This research therefore would like to contribute to this positive response.

## **1.8 OBJECTIVES OF THE STUDY**

The objectives of the study were to:

- 1) Create a profile of the communication efforts of the ZNADWO used in reaching out to its members.
- 2) Analyse the strategies used in their efforts.
- 3) Identify challenges that make communication process difficult to realise.
- 4) Make recommendations for improved communication to enhance the lives of members.

# **CHAPTER TWO**

## **METHODOLOGY**

### **2.0 INTRODUCTION**

This chapter discusses the methodology the author used in his research. It contains the main questions that were asked during data collection. Ways of gathering data and the sampling procedure that were employed during the research are also outlined. As well as that the chapter contains a description of how data was analysed.

### **2.1 RESEARCH QUESTIONS**

The following were the main questions used during research:

1. What are the communication strategies used by ZNADWO in reaching out to its members?
2. Of the communication strategies in place which ones are effective?
3. What communication challenges or obstacles do members encounter in the organisation?
4. What can be done to improve the situation of communication among women with disabilities?

### **2.2 METHODS USED TO COLLECT DATA**

To ensure that as much data as possible was collected in the research the author used both the quantitative and the qualitative surveys.

#### **2.2.1 QUANTITATIVE SURVEY**

##### **2.2.1.1 QUESTIONNAIRES**

This implied the use of systematic scientific approach and statistics in order to study the topic. As such one hundred (100) questionnaires were used with members of ZNADWO in the area of study for data collection. This approach was employed because of its advantages in terms of precision and use of statistics thereby reducing the degree of risk of subjectivity interfering in the study (Muzyamba, 2006).

**2.2.2 QUALITATIVE SURVEY**

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

**2.2.2.1 FOCUS GROUP DISCUSSION**

This consisted of eight people of different disabilities. The representation was as follows

- 2 physically handicapped
- 2 deaf
- 2 visually impaired
- 1 mentally challenged
- 1 hard of hearing

The author acted as a facilitator to ensure that the discussion was on course and intended issues were brought out. A tape was used to record the discussion.

**2.2.2.2 IN-DEPTH INTERVIEWS**

This was another method used in data collection under this survey. Two in-depth interviews were conducted by the author with the Executive Director and the Vice-Chairperson of the Board. The advantage of this method was that it enabled the researcher to view the situation without artificiality that sometimes accompanies experiments. These methods also provide the possibility of a deeper understanding of phenomenon by digging more information than expected.

**2.3 SAMPLING PROCEDURE (Stratified Random)**

Several categories of disabilities were covered in the research namely the visually-impaired, the physically-handicapped, the deaf, hard-of-hearing and the mentally-challenged. The author used the Stratified Random Sampling Procedure to ensure that all the disabilities were covered.

Two hundred disabled women of Lusaka communities of the organisation provided the sampling frame. In this case therefore each disability was considered as stratum. The percentage of each disability in the sample was determined against the proportion of the disability in the sampling frame. The advantage of using the stratified random sampling procedure was that all disabilities were represented and provided a true picture of the findings. The following diagram shows the numbers of disabled women who were randomly picked as respondents to the questionnaires.

1. QUANTITATIVE SURVEY

Table 2.1

SAMPLING PROCEDURE: Stratified Random Sampling

| <i>Sampling Frame</i>           |                                    |                   |                               |
|---------------------------------|------------------------------------|-------------------|-------------------------------|
| <b>Disabilities Represented</b> | <i>200 women with disabilities</i> |                   |                               |
|                                 | <b>No. of people</b>               | <b>Percentage</b> | <b>People picked randomly</b> |
| 1. Physically handicapped       | 80                                 | 40                | 40                            |
| 2. Visually impaired            | 45                                 | 23                | 23                            |
| 3. Deaf                         | 50                                 | 25                | 25                            |
| 4. Hard of hearing              | 15                                 | 7                 | 7                             |
| 5. Mentally challenged          | 10                                 | 5                 | 5                             |
| <b>Total</b>                    | <b>200</b>                         | <b>100</b>        | <b>100</b>                    |

2. QUALITATIVE SURVEY

Table 2.2

| <i>a) Focus Group Discussion</i> |                      |
|----------------------------------|----------------------|
| <b>Disability</b>                | <b>No. of people</b> |
| 1. Physically handicapped        | 2                    |
| 2. Visually impaired             | 2                    |
| 3. Deaf                          | 2                    |
| 4. Hard of hearing               | 1                    |
| 5. Mentally challenged           | 1                    |
| <b>Total</b>                     | <b>8</b>             |

|                                                                      |
|----------------------------------------------------------------------|
| <i>b) In-depth Interviews</i>                                        |
| This was done with the Executive Director and Board Vice Chairperson |

2.4 DATA GATHERING

Data was gathered through the following methods:

Questionnaires - the likert scale was employed in most of the quantitative questionnaire because it provided a high coverage of response categories. Open and closed ended questions were also used in the questionnaire.

The Focus Group Discussion (FGD) was another method used for data collection. This technique of gathering information was used particularly for those disabled women who did not feel comfortable to use English in answering questionnaires.

Lastly, the In-depth Interviews were also employed in gathering data. This method targeted senior members of the organization who did not have time for FGDs. The Executive Director and the Board Vice-Chairperson were interviewed.

## **2.5 LIMITATIONS IN DATA COLLECTION**

It is worthy to note that some limitations were encountered in the process of gathering data for the research. For instance, in the quantitative survey, one hundred questionnaires were distributed out of which ninety one were recovered. Many attempts were made to get back the other nine but proved futile. The researcher is however confident that the ninety one percent give enough representation for conclusion to be reached.

It is important also to mention that a good number of respondents to the questionnaires were unable to read and understand English. In such circumstances the data collector had to translate questions into vernacular language to enable the respondent understand and respond appropriately. This was risky as translation into vernacular language may not have been accurate thereby giving unexpected response.

## **2.6 DATA ANALYSIS**

Data was analysed through the use of Statistical Package for Social Sciences (SPSS).

This programme was used as it helped to obtain frequencies, percentages and charts in an accurate, precise and faster way for easy interpretation.

# **CHAPTER THREE**

## **CONCEPTUAL AND THEORETICAL FRAMEWORK**

### **3.0 INTRODUCTION**

This chapter looks at the main concepts and theories that the author used in the report. Communication, development and disability have been defined as these form the key concepts of the report.

The second part of the chapter discusses the two theories that the author used in the study. This embraces the Multi-Step Flow and the Diffusion of Innovation theories. The relevance of each of them to the study has been explained.

### **3.1 DEFINITIONS AND OPERATIONALISATIONS OF CONCEPTS (OF THEORIES)**

#### **3.1.1 DEVELOPMENT DEFINED**

Dudley Seers (2006) defined development as the “reduction and elimination of poverty, inequality and unemployment within a growing economy.”

While Michael Todaro (2006) suggested that improving living standards must ensure wider economic and social choices. He argued 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 modernised 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 was 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.

Foure (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, 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 this report is looked at from this perspective.

### **3.1.2 COMMUNICATION DEFINED**

A lot of definitions have been made regarding the term communication. These attempts by various scholars to give a definition of the term have landed in a predicament because there is no single approach to the study of communication (Madondo, 2002: 36). Some scholars have defined communication as a symbolic social process, which occurs when we have an idea in response to something we have seen or heard (Wimmer and Dominic, 1997: 134).

Berelson (1964) said that communication is the transmission of information, ideas, emotions, skills, etc 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 wrote: 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).

The understanding of communication by Berelson and Lievrouw as written above forms the basis of definition of the concept in this report.

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

### **3.1.2.1 TYPES OF COMMUNICATION**

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

1. *Intra personal communication* – this is the communication that takes place within oneself. It could be through meditation or deep thoughts on something before making a decision.
2. *Interpersonal communication* – 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 feed back is usually delayed.

4. *Organizational communication* – this is communication within an organization or 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 was 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 implied 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 was the planned and organised 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.”

**3.1.4 DISABILITY DEFINED**

According to the *Zambian Persons with Disability Act* number 33 of 1996, disability is defined as any restriction resulting from impairment or inability to perform any activity in the manner or within the range considered normal for a human being, and would or would not entail the use of supportive or therapeutic devices and auxiliary aids, interpreters, white cane, reading assistants, hearing aids, guide dogs or any other animals trained for that purpose.

**3.2 MAIN THEORIES AND HOW THEY APPLY TO THE STUDY**

The following are the main theories that have been used in the study:

**3.2.1 THE MULTI-STEP FLOW THEORY**

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

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

**3.2.1.1 RELEVANCE OF THE THEORY TO THE RESEARCH**

The Multi Step-Flow Theory is relevant to the research as it provides the reality of how life of the members of the organization is affected. The people in positions of authority in ZNADWO act as opinion leaders in relaying information to the general membership. It is evident that these have great influence over the members and play a critical role in determining the flow of events in the organization. The organizational structure depicts well this trend when information moves

from the board members to the secretariat and then to the branch leaders and finally to the grassroots.

### 3.2.2 DIFFUSION OF INNOVATION THEORY

The other theory that is connected to our research is the Diffusion of Innovation Theory which encompasses very well our every day life and how we either adopt or eliminate certain elements.

Rogers (1962) defined diffusion as the process by which an innovation is communicated through certain channels over time among the members of a social system. Roger's definition contains four elements that are present in the diffusion of innovation process. The four main elements are:

1. *Innovation* – an idea, practice, or object that is perceived as new by an individual or other unit of adoption.
2. *Communication channels* – the means by which messages get from one individual to another.
3. *Time* – the three time factors are:
  - a) Innovation-decision process
  - b) Relative time with which an innovation is adopted by an individual or group
  - c) Innovation's rate of adoption.
4. *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 communication process. It also examines how ideas among people develop (Nkunika, 2006). Whereas the Multi 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) 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; where as, the adoption process pertains to an individual. Rogers defined the adoption process as the mental process through which an individual passes from first hearing about an innovation to final adoption.

### **3.2.2.1 THE FIVE STAGES OF ADOPTION:**

Rogers broke down 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.

The above description of innovation – decision process is similar to what Nkunika (2006) illustrated as five important points people should be convinced of before the adoption of an innovation: He wrote,

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. It is easy to understand or appreciate?
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.

#### **3.2.2.2 RELEVANCE OF THE THEORY TO THE RESEARCH**

In the past people used to have a wrong perception of the disabled. They viewed them as burdensome and had nothing to offer to society. However, with the passage of time society has come to accept and appreciate their potential to contribute positively to society. There is no doubt that this theory is applicable to the proposed research as it helps to break the cultural beliefs and barriers that would hinder the disabled people developing accordingly. The disabled themselves say, "Disability is not inability." If given what they lack the disabled people are able to do what the able bodied do.

For innovations to take place among people with disabilities the five stages of adoption as illustrated by Rogers truly apply. It is insofar as the organization tries to arouse interest in its members on issues of modern communication that the lives of the members may be enhanced.

# **CHAPTER FOUR**

## **LITERATURE REVIEW**

### **4.0 INTRODUCTION**

This chapter looks at the literature that has been written connected to the study on three levels, thus World, African and Zambian. The purpose is to make sure that this report is original and not a duplicate of what has been done before.

### **4.1 WORLD LEVEL**

Literature review on the world level generally paints a picture that little research has been done on issues pertaining to women with disabilities. This was confirmed by Asch and Fine (1988:3) who wrote: “Almost all research on people with disabilities has assumed the irrelevance of gender as well as other social dimensions such as social class, race, ethnicity, and sexual orientation. Having a disability presumably eclipses these dimensions of social experience. Even sensitive students of disability...have focused on disability as a unitary concept and have taken it to be not merely the “master” status, but apparently the exclusive status for disabled people.”

The review shows that the field of disability has not yet recognised the combined discrimination of gender and disability experienced by women who have disabilities, and policies and practices in the field have not been designed to meet the specific needs of women with disabilities (Asch and Fine, 1988; Kutza, 1985; Mudrick, 1988). Surely, this situation is not favourable to the disabled fraternity let alone this research that has been undertaken.

However, it is important to note that in 1985 the first major collection of scholarly writings about women with disabilities was published (Deegan and Brooks, 1985). The eleven chapters in this volume focus on the double minority status of women with disabilities, the lack of information about their lives and experiences, and the need to change the conditions that perpetuate the structural inequality women with disabilities experience.

Traustadottir (1990) wrote that although research in this area is relatively new, the writings of the past decade have provided research – based information about the social, economic and

psychological circumstances of women with disabilities along with theoretical analysis providing a framework to understand and interpret their lives and experiences. The review shows that much of the scholarly writing has been devoted to identifying the barriers women with disabilities face in today's society and has documented that they fare less well than both men with disabilities and non-disabled women in education and employment; in receiving economic security and social support.

A study into the experiences of disabled women in the United Kingdom found that many issues that are problems for all disabled people, such as low incomes or accessible transport, are exacerbated for disabled women. It found that disabled women felt their needs were not taken into account by service providers and this resulted in difficulties accessing information, housing, safety, transport, employment and education (Women's Resource Centre, UK.).

In Canada a research on people with hearing disabilities revealed that this category of disability includes a wide range of hearing loss from partial to total (Horgan, 1997). The research mentioned that there are two general groups:

- 1) People who are called deaf, and rely mainly on sign language as a principal means of communication
- 2) And people who are hard of hearing, who typically have functional speech and who communicate primarily through speech.

It is interesting to note that some people belonging to the first group consider themselves part of a distinct cultural community which has evolved around sign language, and object to being labelled as people with disabilities. When referring to a person or group of people who are deaf, avoid using the broader and less accurate term "hearing disabilities" instead use "hearing disabilities" when speaking about persons with different degrees of hearing loss (ibid.).

The research continues and states that there are three methods by which people with hearing disabilities communicate:

- 1) Oral/aural – combination of speech reading (lip reading) and use of residue hearing.
- 2) Manual sign language
- 3) And written language

The research concludes by recommending assistive devices that would enhance communication among people with disabilities thus: Teletypewriter (TTY), Telephone Amplification Devices, Message relay services, Hearing Aid, Closed Captioning, The Infrared, FM Systems, Signalling Devices, Hearing Ear Dog, Sign Language Interpreter, Oral interpreter, Phone Communicator and Speech Viewer (Ibid.).

In Asia, specifically Papua New Guinea, Yeates (1997) wrote a paper on the promotion of information and communication for disabled people. The paper starts by mentioning that each person with a disability will have different information and communication needs. He says that disabled people are handicapped in society because they encounter cultural, physical or social barriers which prevent their access to various systems of society that are available to other citizens (Eade and Williams, 1995). As such Yeates in his paper writes the following recommendations that would enhance information sharing, access and communication among people with disabilities:

- 1) Let there be collaboration between public libraries, information centres and organizations of persons with disabilities to increase the availability of information material in floppy diskettes, large print, Braille, audio cassette formats.
- 2) Introduction of captions in films and television programmes
- 3) Increase the availability of electronic equipment that people with disabilities may use either with or without special peripherals e.g. large print, Braille displays, keyboard enhancement, etc.).
- 4) Encourage public and private sector agencies and organizations to consider electronic access for people with disabilities in their procurement and renting of equipment.
- 5) Support for sign language development.
- 6) Training of persons whose work involves contact with the public, to improve their communication with people with visual impairment and people with cognitive limitations.

## **4.2 AFRICAN LEVEL**

According to our literature review not much research has been done on the topic in relation to the proposed study. The Southern Africa Federation of the Disabled (SAFOD) whose main objective is the promotion and coordination of development and self-help activities among

people with disabilities in Southern Africa states that of the estimated ten million disabled people in Southern Africa the female outnumber the male.

According to the Women's Coordinator of SAFOD many women face factors such as race, language, culture, religion, disability, socio-economic class, etc. (Musakanya, 2005). She mentions that many women are disadvantaged and marginalized by lack of knowledge and recognition of their rights as well as by the obstacles they meet in gaining access to information for instance the deaf and visually-impaired.

Of the many challenges disabled women encounter the Women's coordinator discusses inaccessibility to transport, buildings and information. These are cardinal in communication. In her research she elaborates on information and says that it is not easy for people with disabilities to access information. This is especially so for the visually impaired and deaf women as most information is shared through the print and electronic media which is usually not accessible to them. As a result, knowledge of one's right is curtailed. For the deaf women, sign language interpreters are not easily available and if they are, their service is exorbitantly expensive.

The review shows that in South Africa there is what is known as the Disabled Women's Research Project which was initiated by the Non-Governmental Organisation Zanempilo Trust. This programme seeks to meet the needs for personal, social, and economic empowerment of disabled people, especially women (Zanempilo, 2002). The NGO states that its main communication strategy is the use of workshops. Through these, members have worked to provide a safe arena for female participants building self-confidence and strong collective spirit through the sharing of experiences. The project works closely with the Disabled People of South Africa – Women's section (Ibid.).

Finally, on African level, it is interesting to note in the review that the Continental Plan of Action for the African Decade of Persons with Disabilities (1999 – 2009) resolved to undertake the following in its endeavour to promote accessibility and communication among people with disabilities:

- 1) Develop and implement regulations to promote universal design and physical accessibility.

- 2) Promote accessible information in alternative formats, including large print, Braille, electronic and audio formats;
- 3) Promote the availability of sign language interpretation at public meetings and in the media.

#### **4.3 ZAMBIAN LEVEL**

On the Zambian level there has not been any research dealing specifically with disabled women and communication. However, it is important to write that Mhango (2005) in his research paper emphasized the importance of communication among the disabled when he writes, "Effort needs to be directed to the development and dissemination of sign language, Braille and other forms of communication. This is because people with visual and/or hearing impairments may be deprived of the basic human right to language and communication in their everyday lives. The paper recommends that the Zambian Sign Language should be further developed and the sign language dictionary should be extended. He further says that communication tools also should include provision of training on best coping skills for families with disabled members, especially those with severe disability or intellectual impairments (ibid.).

The research mentions that assistive devices are essential for improving the mobility of people, the overall quality of life and in ensuring greater independence. He underscores the fact that individual needs should be carefully considered. Technical devices should be supported by disability sector with law to make them affordable to everybody.

Mhango concludes his paper by highlighting the necessity of research and data collection among the disabled persons. He writes that this should be done constantly. Regularly updated information is vital for advocacy, and for the purposes of planning and implementation of services for people with disabilities. The need for collaboration between public libraries, information centres and Disabled People's Organisations (DPOs) both nationally and internationally to increase the availability of information in different forms should be encouraged. This will enhance communication among persons with disabilities (Mhango, 2005).

Another research recently published that is related to women with disabilities was done by D. Ndhlovu (2006). It dealt with inclusion and empowerment of girls and women with

intellectual disability in Zambia. It does not specifically talk about the issue of women with disabilities and communication.

Finally, the Zambia Federation of the Disabled (ZAFOD) in formulating its National Plan of Action on Disability in Zambia (2003) makes inclusions of important sections on information and communication. There is a mention of the establishment of the Braille Press, Website on disability in Zambia and running regular television and radio programmes as a way of raising awareness and promotion of accessibility and communication among people with disabilities in Zambia. ZAFOD also mentions the introduction of sign language for the deaf on ZNBC Television. It is hoped that the realisation of all this will help improve the situation of communication among the disabled persons in the country.

# CHAPTER FIVE

## DATA ANALYSIS AND FINDINGS

### 5.0 INTRODUCTION

This chapter presents the analysis and findings of data that was collected through the quantitative and qualitative surveys. The chapter is divided into two parts: the first deals with the findings of the quantitative study while the second deals with the qualitative study. Bar and pie charts have been used as well as cross tabulations in the interpretation of data.

### 5.1 QUANTITATIVE SURVEY

#### 5.1.1 NATURE OF DISABILITY

The nature of disability was the key as the researcher used the stratified random sampling to ensure that all the disabilities were proportionately represented. As earlier mentioned in the report one hundred (100) questionnaires were distributed. Ninety one (91) were received as indicated in the table below.

Table 5.1

| <i><b>NATURE OF<br/>DISABILITY</b></i> | Number of<br>questionnaires<br>given | Number of<br>questionnaires<br>received | Number of<br>questionnaires<br>not received | Percentage of<br>the number<br>received |
|----------------------------------------|--------------------------------------|-----------------------------------------|---------------------------------------------|-----------------------------------------|
| Physical                               | 40                                   | 38                                      | 2                                           | 95                                      |
| Visual                                 | 23                                   | 19                                      | 4                                           | 82.6                                    |
| Audio (Deaf)                           | 25                                   | 23                                      | 2                                           | 92                                      |
| Audio (Hard of<br>hearing)             | 7                                    | 6                                       | 1                                           | 85.7                                    |
| Mental                                 | 5                                    | 5                                       | 0                                           | 100                                     |
| <b>TOTALS</b>                          | <b>100</b>                           | <b>91</b>                               | <b>9</b>                                    |                                         |

The table above shows that 91 percent of the questionnaires were returned to the researcher. This percentage was sufficient to give a true representation of the findings and make worthwhile conclusions about the study.

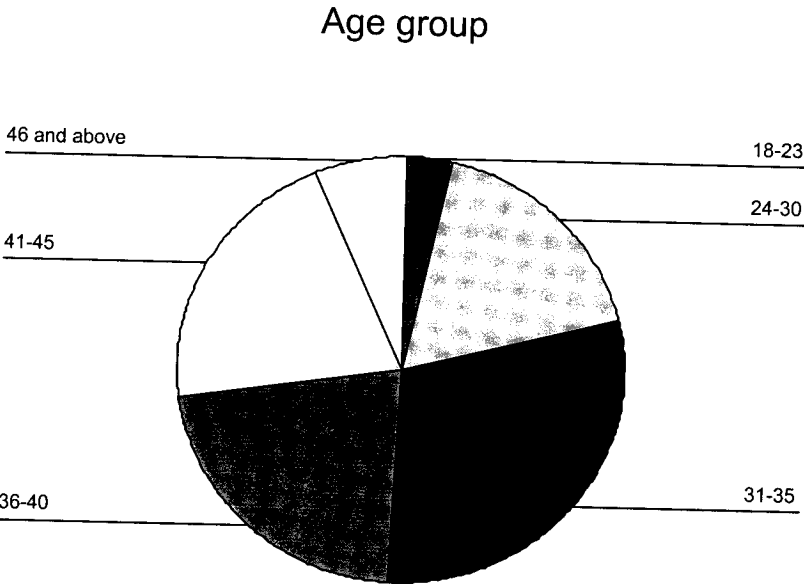
**5.1.2 SEX**

As regards sex of the respondents, all were female. This was justified by the fact that the research was dealing with a women’s organisation.

**5.1.3 AGE GROUPS**

The findings showed that 3.3 percent of the ninety one (91) respondents were in the age group of between eighteen and twenty three; 17.6 percent were between twenty four and thirty; 29.7 percent were between the ages of thirty one and thirty five; 22 percent were in the range of between thirty six and forty; 20.9 percent were in the age group of between forty one and forty five; while 6.6 percent were forty six and above, as is shown in the figure below.

**Figure 5.1**



According to the findings of the research 90.2 percent of the 91 respondents were between the ages of twenty four and forty five. This indicates that most of the members of the organisation are in this range of ages.

### 5.1.4 MARITAL STATUS

According to the findings of the survey 25.3 percent of the 91 respondents were married. 51.6 percent were single; 13.2 percent were divorced while 9.9 percent were widowed, as figures in the table below indicate.

**Table 5.2**

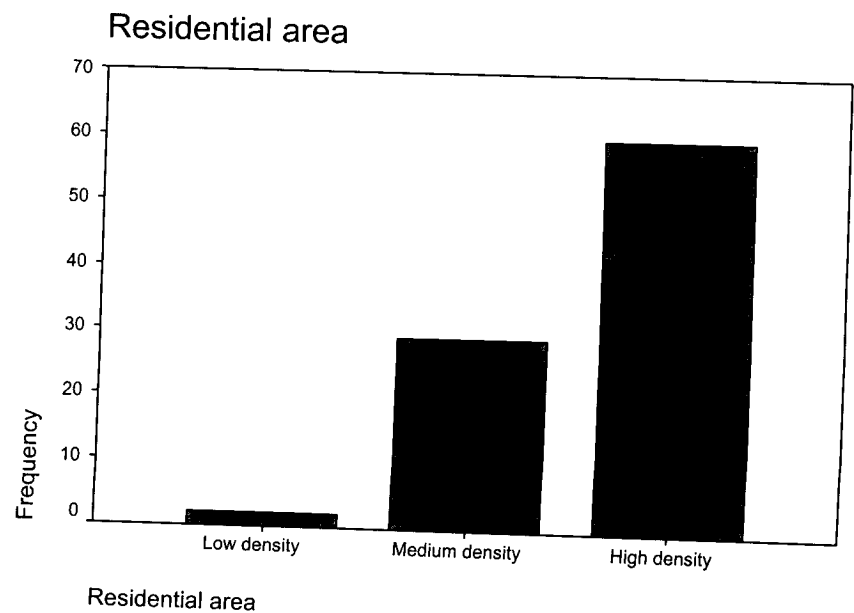
| Marital status |          |           |         |               |                    |
|----------------|----------|-----------|---------|---------------|--------------------|
|                |          | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid          | Married  | 23        | 25.3    | 25.3          | 25.3               |
|                | Single   | 47        | 51.6    | 51.6          | 76.9               |
|                | Divorced | 12        | 13.2    | 13.2          | 90.1               |
|                | Widowed  | 9         | 9.9     | 9.9           | 100.0              |
|                | Total    | 91        | 100.0   | 100.0         |                    |

The percentages in the above table indicate that the status of most of the disabled women was single.

### 5.1.5 RESIDENCE OF THE RESPONDENTS

*The research showed that of the ninety one respondents 65.9 percent lived in the high density residential area (low income); 31.9 percent lived in the medium density residential area (medium income), while 2.2 percent lived in the low density residential area (high income). The findings are represented by the figure below.*

Figure 5.2



The interpretation of the above chart was that most of the respondents were not well to do and this had a bearing on the degree of exposure, accessibility and frequency of attendance to the media.

**5.1.6 PERIOD OF MEMBERSHIP**

Research findings showed that 36.3 percent of the 91 respondents were members of the organisation for not more than 4 years; 49.5 percent were in the organisation for five to ten years; 11 percent were in the organisation for eleven to fourteen years, while 3.3 percent were in the organisation for fifteen to twenty years. See table below for details.

**Table 5.3**

**Period of membership in ZNADWO**

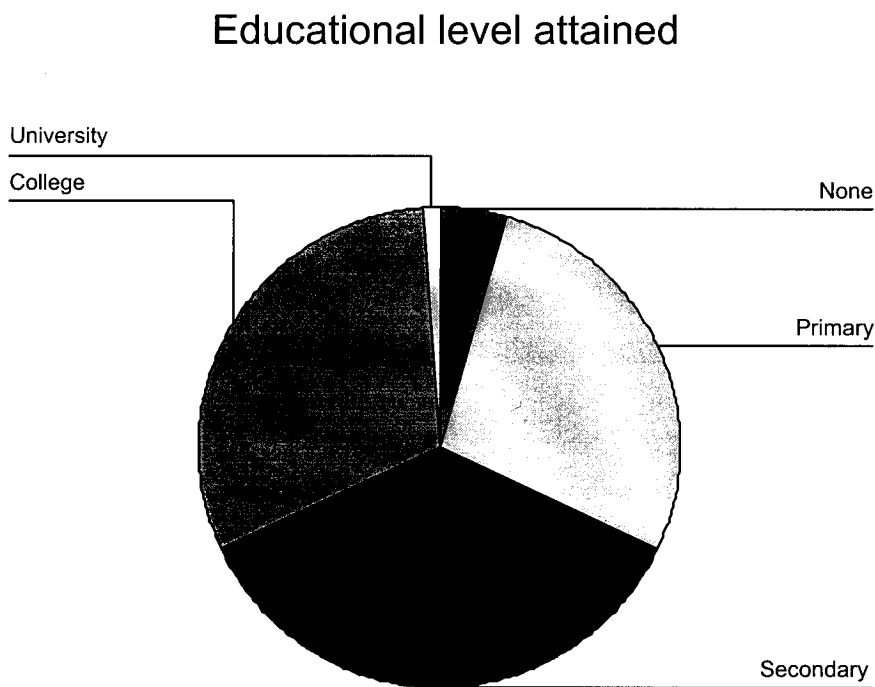
|                 | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-----------------|-----------|---------|---------------|-----------------------|
| Valid 1-4 years | 33        | 36.3    | 36.3          | 36.3                  |
| 5-10 years      | 45        | 49.5    | 49.5          | 85.7                  |
| 11-14 years     | 10        | 11.0    | 11.0          | 96.7                  |
| 15-20 years     | 3         | 3.3     | 3.3           | 100.0                 |
| Total           | 91        | 100.0   | 100.0         |                       |

The findings indicated that most of the members were in the organisation for a period not exceeding ten years. This represented a cumulative percentage of 85.7 as is shown in the table above. Generally, the relatively short period of membership of most of the respondents is understandable as the organisation was established in 1990 and was still relatively new.

**5.1.7 EDUCATIONAL LEVEL ATTAINED**

According to the research findings 4.4 percent of the 91 respondents did not attend any formal education. 27.5 percent of the respondents went as far as the primary school, while 36.3 percent reached secondary education. 30.8 percent attained college or tertiary education; while 1.1 percent reached the university. The figure below shows a pictorial view of levels of education attained by the respondents.

**Figure 5.3**



By adding up the figures it was found out that 64 percent of the 91 respondents did not go beyond secondary education. This indication revealed that the level of education attained in the organisation was generally low. This had a direct bearing on the degree of communication obtained within the organisation especially as regards the print media.

**5.1.8 COMMUNICATION AID OR FACILITY**

It is important to highlight in this report that certain categories of disabilities needed a facility or gadget to assist in communication while others did not. The table below shows the facility needed to enhance communication as regards each disability.

Table 5.4

| <i>DISABILITY</i>       | <i>FACILITY NEEDED</i> |
|-------------------------|------------------------|
| Visual                  | Braille/large print    |
| Audio (Deaf)            | Sign language          |
| Audio (Hard of hearing) | Hearing aid            |

Of the ninety one respondents 6.6 percent indicated that they needed a hearing aid to communicate easily and were in the category of the hard-of-hearing. 15.4 percent indicated that they needed Braille print and were in the category of the visually-impaired. 25.3 percent indicated that they needed sign language to communicate easily and were in the category of the deaf. 3.3 percent indicated that they needed either Braille or large print to read print media. 1.1 percent indicated that large print was needed to access print media. 48.4 percent of the respondents indicated that they did not need any facility or aid to use in communication.

The table below depicts the findings of the research.

Table 5.5

Facility needed to communicate easily

|       |                         | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|-----------|---------|---------------|--------------------|
| Valid | Hearing aid             | 6         | 6.6     | 6.6           | 6.6                |
|       | Braille                 | 14        | 15.4    | 15.4          | 22.0               |
|       | Sign language           | 23        | 25.3    | 25.3          | 47.3               |
|       | Large print             | 1         | 1.1     | 1.1           | 48.4               |
|       | Braille and large print | 3         | 3.3     | 3.3           | 51.6               |
|       | None                    | 44        | 48.4    | 48.4          | 100.0              |
|       | Total                   | 91        | 100.0   | 100.0         |                    |

The information on the table above shows that more than 50 percent of the 91 respondents needed a facility to help them communicate or access information. Without which it was difficult if not impossible to access information or communicate.

### 5.1.9 THE MEDIA STRATEGIES ZNADWO USES TO COMMUNICATE

In the quantitative survey the following results were found after analysing the data which was collected: Of the ninety one (91) respondents 59.3 percent said that the organisation communicated to its members through letters and telephone. 18.7 percent mentioned letters as a way in which the organisation used as channel to communicate with its members. 12.1 percent acknowledged that the organisation used a combination of letters, telephone and radio as channels to communicate with its members. 4.4 percent indicated a combination of letters, telephone and brochures; 2.2 percent indicated telephone only. A further 2.2 percent indicated newsletter, while 1.1 percent indicated television. The findings are shown on the table below.

Table 5.6

| Communication media ZNADWO uses to communicate |                                 |           |         |               |                    |
|------------------------------------------------|---------------------------------|-----------|---------|---------------|--------------------|
|                                                |                                 | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                          | Letters                         | 17        | 18.7    | 18.7          | 18.7               |
|                                                | Telephone                       | 2         | 2.2     | 2.2           | 20.9               |
|                                                | Newsletter                      | 2         | 2.2     | 2.2           | 23.1               |
|                                                | Television                      | 1         | 1.1     | 1.1           | 24.2               |
|                                                | Letters and Telephone           | 54        | 59.3    | 59.3          | 83.5               |
|                                                | Letters, Telephone and Radio    | 11        | 12.1    | 12.1          | 95.6               |
|                                                | Letters, Telephone and Brochure | 4         | 4.4     | 4.4           | 100.0              |
|                                                | Total                           | 91        | 100.0   | 100.0         |                    |

According to the findings, the combination of letters and telephone was perceived by respondents as the most effective means of communication used by the organisation. The issue of the effectiveness of the strategy could be a result of many factors such as accessibility,

frequency of attendance to the media and affordability to acquire the means of communication. The choice of letters and telephone as most effective media may be attributed to them being *personal and direct to the members*. Of particular interest was the telephone where the originator of the message was able to get a feedback immediately from the recipient.

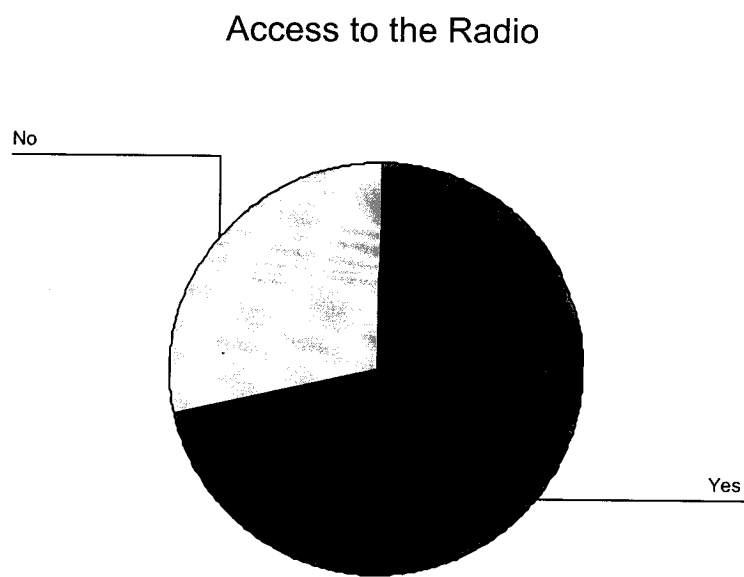
## **5.1.10 ACCESS TO THE MEDIA**

### **5.1.10.1 RADIO**

Of the ninety one respondents 71.4 percent indicated that they had good access to the radio. The high percentage of access was attributed to the medium being cheap and affordable by most of the respondents.

The percentage of those who had poor or no access to the radio was 28.6. Those who had no access had this problem due to the nature of disability. For instance, the deaf and some of the hard-of-hearing were found in this category. The figure below depicts the results as regards this medium.

**Figure 5.4**



It should however be noted, that some of the hearing-impaired did have access to radio through those around them.

As for the frequency, 66 percent of the respondents stated that their attendance to radio ranged from often to very frequently as is shown in the table below.

**Table 5.7**

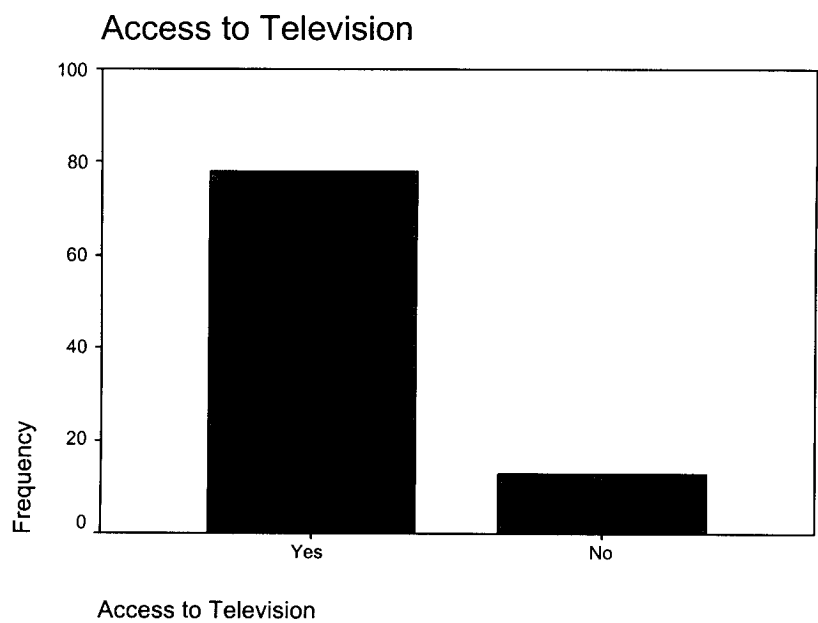
**Frequency of attendance to the Radio**

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Very frequent | 19        | 20.9    | 20.9          | 20.9               |
|       | Frequently    | 25        | 27.5    | 27.5          | 48.4               |
|       | Often         | 16        | 17.6    | 17.6          | 65.9               |
|       | Occasionally  | 4         | 4.4     | 4.4           | 70.3               |
|       | Never         | 27        | 29.7    | 29.7          | 100.0              |
| Total |               | 91        | 100.0   | 100.0         |                    |

**5.1.10.2 TELEVISION**

Of the ninety one respondents 85.7 percent indicated that they had access to television. It was interesting to note that some of the visually-impaired and the deaf indicated that they too had access to this medium through one of the two senses of hearing and sight. 14.3 percent indicated that they had poor or no access to the television; as is shown in the figure below.

**Figure 5.5**

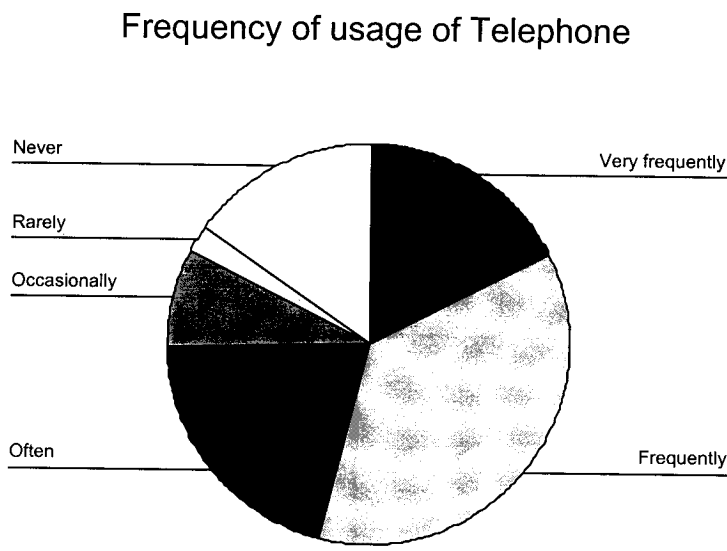


The fact that access to television was higher than access to radio may be due to the fact that the sample was from the city only.

**5.1.10.3 TELEPHONE**

Of the ninety one respondents 80.2 percent indicated that they had access to the telephone. While 19.8 percent indicated that they had poor or no access to the telephone. Reasons given for those who indicated poor access included nature of disability and that the medium was expensive to acquire and maintain. The frequency of usage of the telephone was generally high, as is shown in the figure below.

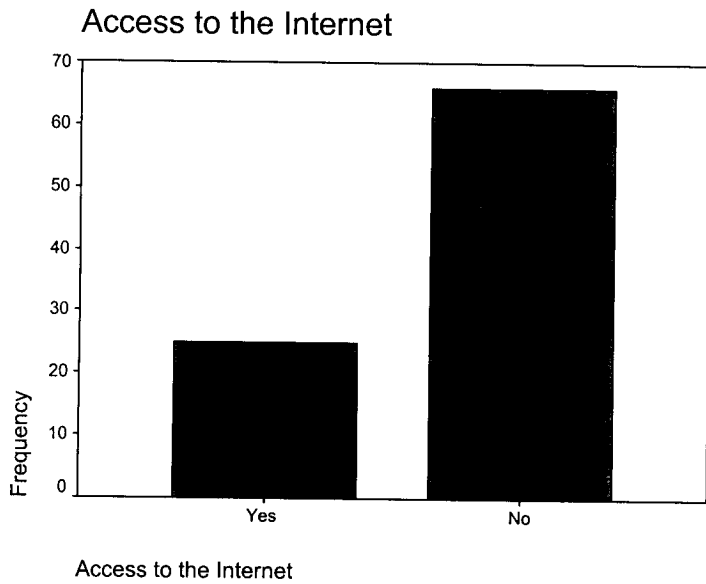
**Figure 5.6**



**5.1.10.4 INTERNET**

Findings for this medium indicated that 27.5 percent of the ninety one respondents had access to the internet. 72.5 percent of the respondents indicated that they had no access to the medium. The figure below gives a pictorial interpretation of the findings.

**Figure 5.7**



Various reasons were given for poor access to this medium. According to the findings, 24.2 percent of the ninety one respondents indicated that they were computer illiterate. 22 percent

indicated that they were computer illiterate and did not own a computer. 13.2 percent indicated that they were not connected; while 8.8 percent indicated that the nature of their disability did not allow access. 31.9 percent of the respondents indicated that they did not have any reasons for poor access to the medium; as is shown on the table below.

**Table 5.8**

| Reasons for poor access to Internet |                                             |           |         |               |                    |
|-------------------------------------|---------------------------------------------|-----------|---------|---------------|--------------------|
|                                     |                                             | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                               | None                                        | 29        | 31.9    | 31.9          | 31.9               |
|                                     | My disability does not allow access         | 8         | 8.8     | 8.8           | 40.7               |
|                                     | I am computer illiterate                    | 22        | 24.2    | 24.2          | 64.8               |
|                                     | I am not connected                          | 12        | 13.2    | 13.2          | 78.0               |
|                                     | I am computer illiterate and do not own one | 20        | 22.0    | 22.0          | 100.0              |
|                                     | Total                                       | 91        | 100.0   | 100.0         |                    |

The frequency of usage of the internet was generally low. This was connected to the reasons given for having poor or no access to the medium.

**5.1.10.5 NEWSPAPER**

61.5 percent of the ninety one respondents indicated that they had access to the newspaper. While 38.5 percent indicated that they had poor or no access to the medium. Various reasons were given for poor access to the medium. For instance, 15.4 percent of the respondents said that the nature of their disability did not allow access. 7.7 percent said that the newspaper was expensive and could not afford buying it. 4.4 percent indicated that they did not know how to read.

The interpretation of this finding was that poor access to the newspaper was a determining factor on the frequency of reading the medium. This was generally low. For instance, of the ninety one respondents only 3.3 percent indicated that they read the newspaper very frequently. 4.4 percent indicated that they read it frequently; while 13.2 percent indicated that they read the newspaper

often times. 34.1 percent indicated that they read the newspaper occasionally, while 5.5 percent indicated that they read the newspaper rarely. 39.6 percent indicated that they did not read the newspaper; as is shown in the table below.

**Table 5.9**

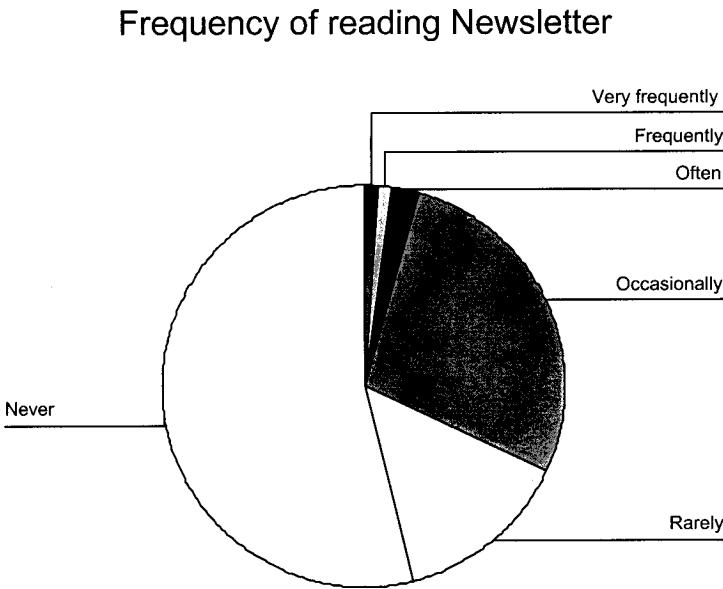
| Frequency of reading Newspaper |                 |           |         |               |                    |
|--------------------------------|-----------------|-----------|---------|---------------|--------------------|
|                                |                 | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                          | Very frequently | 3         | 3.3     | 3.3           | 3.3                |
|                                | Frequently      | 4         | 4.4     | 4.4           | 7.7                |
|                                | Often           | 12        | 13.2    | 13.2          | 20.9               |
|                                | Occasionally    | 31        | 34.1    | 34.1          | 54.9               |
|                                | Rarely          | 5         | 5.5     | 5.5           | 60.4               |
|                                | Never           | 36        | 39.6    | 39.6          | 100.0              |
|                                | Total           | 91        | 100.0   | 100.0         |                    |

**5.1.10.6 NEWSLETTER**

Of the ninety one respondents 40.7 percent indicated that they had access to the newsletter; while 59.3 percent indicated that they had poor or no access to the medium. The number of respondents who had poor access was bigger than those that had good access. Various reasons were given for this. 15.4 percent indicated that the nature of their disability did not allow access. 16.5 percent wrote that the newsletter was not available; 3 percent said that it was rare; 1.1 percent indicated that the print was too small to read; while 2.2 percent indicated that they did not know how to read. 61.5 percent indicated that they had no reasons for poor access to the medium.

The frequency of reading the newsletter by the ninety one respondents was generally low. This finding was in agreement with the high percentage of those who had poor access to the medium as is shown in the figure below.

Figure 5.8



5.1.10.7 PAMPHLETS/BROCHURES

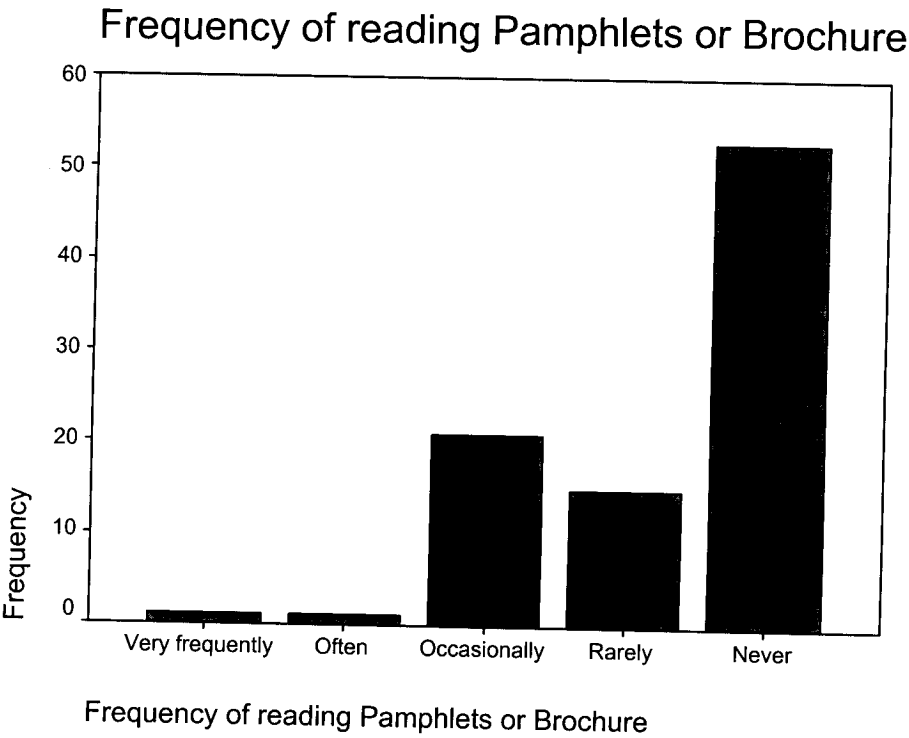
39.6 percent of the ninety one respondents indicated that they had access to the medium. 60.4 percent indicated that they had poor or no access to the medium. The table below shows the breakdown.

Table 5.10

| Access to Pamphlets or Brochure |       |           |         |               |                    |
|---------------------------------|-------|-----------|---------|---------------|--------------------|
|                                 |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                           | Yes   | 36        | 39.6    | 39.6          | 39.6               |
|                                 | No    | 55        | 60.4    | 60.4          | 100.0              |
|                                 | Total | 91        | 100.0   | 100.0         |                    |

The reasons given for poor access varied. 22 percent of the ninety one respondents indicated that pamphlets and brochures were not available. 15.4 percent stated that the nature of their disability did not allow access especially the visually impaired. 1.1 percent wrote that the print was too small to read; while 2.2 percent indicated that they did not know how to read. It was interesting to note that 59.3 percent of the ninety one respondents indicated that they did not have any reasons for poor access to the media. The findings on frequency of reading pamphlets and brochures were generally low as is shown on the figure below. This was connected to the low levels of access to this particular media.

Figure 5.9

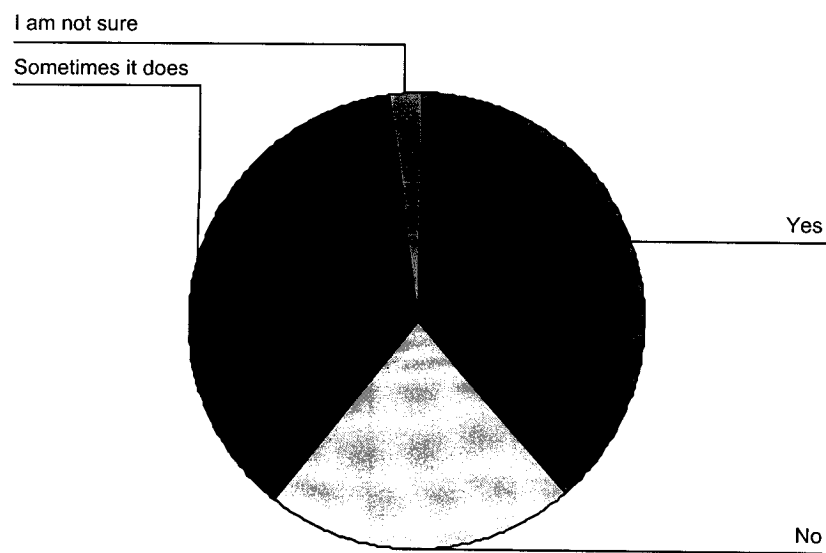


**5.1.11 WAS ZNADWO DOING ENOUGH TO PROMOTE COMMUNICATION?**

Findings to the question whether the organisation was doing enough to promote communication among its members or not revealed that of the 91 respondents 38.5 percent indicated a ‘yes’ response, 22 percent indicated ‘no’ response; 37.4 percent indicated ‘sometimes the organisation did it’; while 2.2 percent indicated ‘that they were not sure of how to respond’. The figure below gives a pictorial representation of the findings.

Figure 5.10

Is ZNADWO doing enough to promote communication'



The analysis of the above figure indicates that the majority of the respondents were not very satisfied with the way ZNADWO communicated with its members.

5.1.12 REASONS FOR DISSATISFACTION

Respondents were asked to indicate their reasons for dissatisfaction with the level of communication in ZNADWO. The following were the findings: Of the 91 respondents 25.3 percent wrote that the organisation could do more than it was doing. 4.4 percent indicated that sometimes important information did not reach all the members. 12.1 percent said that there was poor communication between the organisation and its members. 3.3 percent indicated that information was not disseminated to members adequately. 1.1 percent said that they were dissatisfied because other ways of communication were not utilised by the organisation. Another 1.1 percent indicated that the organisation was too limited in the usage of the media; while, 1.1 percent said that the organisation did not encourage members to come together through meetings and social gatherings. 49.5 percent did not indicate any reasons for dissatisfaction. The table below depicts the findings.

Table 5.11

| Reasons for dissatisfaction |                                                              |           |         |               |                    |
|-----------------------------|--------------------------------------------------------------|-----------|---------|---------------|--------------------|
|                             |                                                              | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                       | We are satisfied                                             | 45        | 49.5    | 49.5          | 49.5               |
|                             | The organization can do more than it is doing at the moment  | 23        | 25.3    | 25.3          | 74.7               |
|                             | Other ways of communication are not utilised                 | 1         | 1.1     | 1.1           | 75.8               |
|                             | Sometimes important information does not reach all the membe | 4         | 4.4     | 4.4           | 80.2               |
|                             | The information reaches the members late                     | 3         | 3.3     | 3.3           | 83.5               |
|                             | There is poor communication between ZNADWO and its members   | 11        | 12.1    | 12.1          | 95.6               |
|                             | Information is not disseminated to members adequately        | 2         | 2.2     | 2.2           | 97.8               |
|                             | ZNADWO does not encourage members to come together           | 1         | 1.1     | 1.1           | 98.9               |
|                             | ZNADWO is too limited in the usage of the media              | 1         | 1.1     | 1.1           | 100.0              |
|                             | Total                                                        | 91        | 100.0   | 100.0         |                    |

With the above findings, it was observed that ZNADWO as an organisation could do more in the area of communication by addressing the concerns raised by the respondents.

5.1.13 CHALLENGES ENCOUNTERED

Various challenges were encountered in the process of communication. The following were the findings. Of the 91 respondents 15.4 percent indicated that communication with people who did not know sign language was a big challenge. 8.8 percent said that immobility was a challenge as it made the degree of communication limited. 7.7 percent of the respondents indicated that not reading print media due to visual impairment was a challenge. 5.5 percent responded that scarcity of money made the capacity to communicate limited; 4.4 percent responded that getting

what people were saying without a hearing aid was a challenge. 2.2 percent indicated that when written communication was not in Braille. Another 2.2 percent indicated that the phone was reliable but expensive to maintain. 1.1 percent indicated that not knowing how to read and write was a challenge in the process of communication. Another 1.1 percent said that interpretation services were expensive. A further 1.1 percent indicated that when people spoke in low voices was a challenge in the process of communication. Another 1.1 percent said that interpreting non-verbal signs due to visual impairment was a challenge in communication. Another 1.1 percent indicated that stigma discouraged communication; while another 1.1 percent mentioned that having no regard of what was being communicated by the mentally-challenged was a challenge. Finally, of the 91 respondents 47.3 percent indicated that they did not face any challenges in the process of communication. The findings revealed that each category of the disabled had unique challenges pertaining to their disability.

#### **5.1.14 SUGGESTIONS FOR THE IMPROVEMENT OF COMMUNICATION**

Having looked at the challenges faced by the members in the process of communication, the researcher proceeded by finding out suggestions for the improvement of communication among the members. The following were the findings: Of the 91 respondents, 24.2 percent indicated that the organisation should utilise different means of communication other than letters and telephone. 15.4 percent suggested the publication of a newsletter for information dissemination. 12.1 percent of the respondents wrote that the organisation should promote interaction of members through functions such as social gatherings.

Of the 91 respondents 11 percent indicated that the organisation should take the initiative of teaching sign language to members of the civil service, for instance the police, the medical personnel, the judiciary, journalists, etc. This would enhance communication between the civil service and the disabled fraternity. 6.6 percent of the respondents suggested that important messages should be translated into Braille as a way of catering for the visually-impaired. 5.5 percent of the respondents suggested that the organisation should find ways of introducing or teaching computers to its members. This would enhance communication as members would be able to access the internet and other modern means of communication. 2.2 percent of the respondents suggested that sign language for the deaf be introduced in institutions of learning especially in the teaching profession. It was envisioned that this would enhance communication and understanding between the deaf and the teachers. Another 2.2 percent suggested that the organisation should lobby local authorities to ensure that structures that are put up are accessible

to the disabled. A further 2.2 percent said that ZNADWO should provide a mobile phone for each branch. 1.1 percent of the respondents suggested that the organisation should persuade ZNBC TV to start using sign language and captions in its programmes. The table below shows all the suggestions that were proposed.

**Table 5.12**

**Suggestions for improvement of communication**

|       |                                                              | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------------------------------------------|-----------|---------|---------------|--------------------|
| Valid | none                                                         | 6         | 6.6     | 6.6           | 6.6                |
|       | Let the organization teach sign language to the members      | 4         | 4.4     | 4.4           | 11.0               |
|       | The public should be taught sign language e.g the police.    | 10        | 11.0    | 11.0          | 22.0               |
|       | Let ZNBC TV use sign language and captions in its programmes | 1         | 1.1     | 1.1           | 23.1               |
|       | The organization to ensure that messages reach the target    | 2         | 2.2     | 2.2           | 25.3               |
|       | The organization should utilise other means of communication | 22        | 24.2    | 24.2          | 49.5               |
|       | Let the organization teach Braille to the visually impaired  | 2         | 2.2     | 2.2           | 51.6               |
|       | Let the organization publish a newsletter for information    | 14        | 15.4    | 15.4          | 67.0               |
|       | Let the organization facilitate teaching computers to member | 5         | 5.5     | 5.5           | 72.5               |
|       | Let the organization promote interaction of members          | 11        | 12.1    | 12.1          | 84.6               |
|       | Lobby government to be putting up accessible structures      | 2         | 2.2     | 2.2           | 86.8               |
|       | Make radio and TV programmes on ZNBC and community radios    | 1         | 1.1     | 1.1           | 87.9               |
|       | Promote linkages with other organizations                    | 1         | 1.1     | 1.1           | 89.0               |
|       | Let every branch of ZNADWO have a mobile phone               | 2         | 2.2     | 2.2           | 91.2               |
|       | Messages be translated into Braille for the blind            | 6         | 6.6     | 6.6           | 97.8               |
|       | Introduce sign language into institutions of learning        | 2         | 2.2     | 2.2           | 100.0              |
|       | Total                                                        | 91        | 100.0   | 100.0         |                    |

## 5.2 QUALITATIVE SURVEY

### 5.2.1 FOCUS GROUP DISCUSSION

Under this survey one focus group discussion was held consisting of eight disabled persons. Each of the five disabilities was proportionately represented. The group comprised the following:

- 2 physically disabled
- 2 visually-impaired
- 2 deaf
- 1 hard-of-hearing
- 1 mentally-challenged

The researcher facilitated the discussion and also did the sign language interpretation for the group. See appendix III for the prompt list of discussion.

The following were the findings and analysis of the discussion:

The group defined communication as a process of sending a message from one person to another followed by a response or feedback. It was also pointed out in the discussion that communication involved listening to one another. It meant being quiet with the view of getting what the other one was saying. Some of the members pointed out that breakdown in communication implied no message was communicated or information was wrongly interpreted by the recipient.

The group was asked to discuss what channels or means the organisation was using to communicate to them. The following were mentioned: letters, telephone, radio, brochures and messengers. Asked why they did not include television and internet. They responded by saying that the former was not used by the organisation as it was expensive to own and that many members were in places where there was no electricity. As for the latter, the group said that most of the members did not access the facility and that they were computer illiterate.

The group went on to discuss that the effective ways of channeling messages to members was through the letters and telephone as these were personal and direct. Some members said that the telephone was unique as it gave the recipient of the message an opportunity to give a feedback immediately.



On what challenges they faced in the process of communication, the following were the findings on each category of disability:

The **deaf** mentioned that interpretation services were scarce and expensive. They said that there were very few interpreters as such rendering the service was viewed as a lucrative venture. They said that the biggest challenge came when they interacted with people who did not know sign language.

As regards the **hard-of-hearing**, it was said that getting what people were saying in low voices was a challenge. They needed people to speak louder than usual in order to grasp what they were communicating. The other challenge mentioned was the acquisition of hearing aids that were not only scarce but also expensive.

For the **visually-impaired**, the following challenges were mentioned: the non-availability of print media in Braille format. The other one was the low levels of education as a result of the disability. It was also pointed out that in the absence of a personal guide; movements were restricted thereby curtailing the degree of communication.

The **mentally-challenged** said that they needed encouragement from the organisation and general public to assist them improve their self esteem. They felt to a certain extent the degree of stigma existed in the community and this posed a big challenge in the area of communication for them.

The **physically-handicapped** pointed out that immobility as a result of not having walking devices such as callipers, clutches, wheel chairs, etc negatively affected their level of communication. The other challenge mentioned was the non-accessibility to public buildings and structures. This was seen as a challenge in the area of communication.

The group was asked to discuss possible solutions to the challenges raised above.

For the **deaf** they suggested that ZNADWO should train as many interpreters as possible. This was going to counteract the business aspect and also make communication easier for the deaf fraternity. They also suggested that sign language should be taught to public servants for instance, the police and medical personnel. Lastly, they suggested that the organisation should lobby television stations to use sign language and captions in their transmission.

The ***hard-of-hearing*** pointed out that the organisation should work hand in hand with Zambia National Association of the Hearing Impaired in acquiring hearing aids at a reduced and subsidised price. The group also suggested that the organisation should introduce members to computers. This would facilitate faster and better ways of communication.

The ***visually-impaired*** suggested that the organisation should acquire Universal Axis Voice Over Computers for the visually-impaired. This would help them access the internet and other computer related programmes. The suggestion of the organisation deliberately introducing members to the computer through lessons was again raised. The organisation should also help members acquire the white canes which they would use when walking without a guide. Lastly the blind suggested that the organisation should translate important message into Braille and make them available to the visually-impaired.

The ***mentally-challenged*** suggested that the organisation should carry out sensitisation and awareness programmes on the plight of the mentally challenged through radio and television discussions. It was hoped that this measure would help reduce stigma and build the self esteem of the mentally-challenged.

For the ***physically-handicapped***, they suggested that the organisation should work hand in hand with the local government to ensure that public structures were accessible to the disabled. They also suggested that ZNADWO should work with the government in finding cheaper walking devices for the disabled.

*The group unanimously said that they were not satisfied with the level of communication in the organisation. They said that the organisation should provide a mobile phone in each branch for information dissemination. Others suggested the publication of a periodical newsletter and brochures. Others still said that the community radio stations should be utilised by ZNADWO in disseminating messages not only to its members but also the public at large for sensitisation programmes.*

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### 5.2.2 IN-DEPTH INTERVIEWS

Two in-depth interviews were conducted one with the Executive Director and the other one with the Board Vice-Chairperson of the organisation. For the interview guide see appendix II. The findings of the two interviews have been put together and the following is what was gathered:

Both interviewees mentioned the use of letters, telephone, brochures and internet as channels of communicating messages to its members and stakeholders. There was a mention of verbal communication to members through messengers. It was acknowledged by the Executive Director that the newsletter was not produced by the organisation. However, she conceded the importance of having such a medium for disseminating information.

The interview revealed that both the Director and the Vice-Chairperson were not satisfied with the level of communication in the organisation and were optimistic that it would improve. The Director was quoted saying:

I am not satisfied with the level of communication that is currently in the organisation. We are aware that there are many other means of communication we can utilise such as the internet, newsletter, pamphlets, etc...I hope with the passage of time we will improve our communication strategies. It should be made clear here that communication goes beyond passing on of information from one person to another. It also involves correct interpretation of information, good channels or means of communication. I must admit that my organisation has not reached that level where one would say that we are truly comfortable with our communication strategies. For us there is always room for improvement.

On the challenges that the members were facing the following were mentioned: low levels of education among the disabled women which included not knowing how to read and write. The other challenge concerned the deaf who depended so much on sign language. Very few people knew sign language and its interpretation.

The other challenge was that faced by the visually-impaired as the Vice-Chairperson remarked:

Our women who are visually-impaired have difficulties to communicate due to the nature of their disability. They cannot see thereby making it impossible for them to read written communication unless those that know Braille. But very few among the blind know how to read Braille because it is expensive to learn and there are very few places you can learn it from. The scarcity of information in large print is another challenge faced by our women who are visually-impaired but partially-sighted.

As for the physically disabled, the non-access to physical structures or buildings was cited as a challenge to communication. The high price of assistive devices such as wheel chairs, callipers and clutches was a big challenge to the disabled and this hampered their level of communication.

As regards the mentally-challenged, the interviewees mentioned extortion and exaggeration of information as a challenge to them.

Both the Director and the Vice-Chairperson acknowledged the importance of improving the situation of communication as regards the disabled. They mentioned working closely with the government, donors and other disabled people's organisations in mobilising resources to improve their access to communication; as the Vice-Chairperson was quoted saying:

One of the measures to be taken to improve communication among the disabled is for the government through the Ministry of Education to ensure that teachers of special education are properly trained to handle various disability related issues such as knowing sign language, how to read and write Braille and making sure that large print material is made available to those that are partially sighted, etc.

On utilising the technological advancements to enhance the life of people with disabilities they talked of the telephone and the internet that contributed so much in communication. Even the deaf persons were capable of using the cell phones. There was a facility of vibration that alerted them of an incoming call or text message. They said that the phone was portable and handy. However, there was an admission that it was too expensive to maintain by many disabled women.

It was discussed in the interview that the availability of Braille for written communication for visually-impaired was vital for communication. Another good measure for the visually-impaired was the use of a white cane when walking on the road alone.

As for the hard-of-hearing the Director had this to say:

As for those that are hard-of-hearing a hearing aid is highly recommended to improve their hearing ability. This is a small gadget inserted in the ear to help the hard-of-hearing pick what people are communicating to them verbally.

It was also pointed out in the interviews that making communication easier for the physically handicapped meant making physical structures user friendly. “The availability of good callipers and clutches for the disabled creates an enabling environment for mobility thereby enhancing communication amongst the physically-handicapped,” said the Vice-Chairperson.

The importance of the computer in this age was underscored by the Director. She said that it accommodated several technological advancements that could be used by the disabled people. She mentioned that the e-mail, radio, television and the telephone were all accessible on the internet. These would help the disabled to communicate easily.

The Vice-Chairperson was quoted saying that good formal education was key to all forms of communication strategies. She said that disabled people should be encouraged to attend formal education. This, she believed, was the greatest technology one could acquire and use in life for communication.

Finally, as regards future plans, the following were mentioned: establishment of a computer centre at the secretariat which would provide lessons to the disabled persons. With the availability of funds, it was hoped that each branch of the organisation would be supplied with a cell phone to boost communication. The publication of a quarterly newsletter was among the organisation’s priorities for the future. Lastly, the strengthening of the publicity committee was emphasized by the Vice-Chairperson as this was directly involved with communication.

# **CHAPTER 6:**

## **DISCUSSION OF THE RESULTS**

### **6.0 INTRODUCTION**

This chapter contains a discussion of the results of the study in relation to the conceptual and theoretical framework of chapter three of this report.

### **6.1 COMMUNICATION AND DISABILITY**

Communication is defined as the process of sharing ideas, information and messages with others in a particular time and space. It involves verbal, non-verbal, written and electronic channels (Lievrout, 1993). According to the results of the study the disabled persons are involved in communication of various kinds and levels. With the challenges they face as a result of their disabilities, full utilisation of communication may enhance their lives.

It is important to note in the discussion that some challenges were unique depending on the disability a respondent possessed. For instance, 14 of the 23 deaf persons indicated that communication with people who did not have formal knowledge of sign language was a big challenge. 4 of the 6 respondents in the hard-of-hearing category indicated that without a hearing aid, getting what people were saying was a challenge.

In comparison to what has been discussed above it is interesting to discover that most of the physically-handicapped and the mentally-challenged had more access to the media than the other disabled persons probably because their disabilities did not affect the senses of hearing and sight. This is also because the two senses play a major role in communication. It was understandable then that the deaf and the visually-impaired were probably the most affected vis-à-vis challenges in the process of communication.

It is worthy to note in our discussion that the results obtained in the qualitative study were

not different from those gathered through the quantitative study. However, it should be mentioned that in the qualitative method issues were articulated in a deeper and more profound manner. The data collector even had chance to seek clarification whenever need arose.

The analysis of the findings prompted the researcher to conclude that great deal of work needed to be done not only among the members but also within the organisation in order to scale up the level of communication. There were several factors that limited the capacity to communicate among the disabled persons. These included nature of disability, low levels of education which in turn had a negative bearing on the members as regards access to the print media. It was envisioned that with the implementation of the measures suggested in both the focus group discussion and the two interviews the situation of communication in the organisation and among the members would significantly improve.

6.2 MASS COMMUNICATION AND DISABILITY

Mass communication is defined as the sending of messages from the source or originator to an audience which is large, heterogeneous and unorganised through a medium which would either be electronic or print (Nkunika, 2006). The disabled persons widely participate in mass communication as they receive and send messages through various channels. According to the findings of the research there, is an indication that more respondents had access to the electronic than the print media. A good example is the access to television compared to that of newsletter. The disparity between the two is wide. The table below gives a good summary of the difference on access between the electronic and print media.

Table 6.1

| ELECTRONIC MEDIA      |                    | PRINT MEDIA           |                    |
|-----------------------|--------------------|-----------------------|--------------------|
| <i>Name of medium</i> | <i>% of access</i> | <i>Name of medium</i> | <i>% of access</i> |
| Television            | 85.7               | Newspaper             | 61.5               |
| Radio                 | 71.4               | Newsletter            | 40.7               |
| Telephone             | 80.2               | Pamphlet/Brochure     | 39.6               |
| Internet              | 27.5               |                       |                    |

According to the research there were several factors at play and these should be closely considered. In this report, we discuss the following:

- 1) The low levels of education among the respondents which may have resulted in them not having much access to the print media, as this demanded knowledge of reading.
- 2) The degree of access to the various channels of the media. It was easier to have access to the radio and television because the receivers were already in the home setting than the print media which most often required one to buy copies of them in order to have access to information. This disparity is clearly illustrated by the three successive cross tabulations below.

**Table 6.2**

**Nature of disability \* Access to Television Crosstabulation**

|                      |                         |                               | Access to Television |        | Total  |
|----------------------|-------------------------|-------------------------------|----------------------|--------|--------|
|                      |                         |                               | yes                  | no     |        |
| Nature of disability | physical                | Count                         | 33                   | 5      | 38     |
|                      |                         | % within Nature of disability | 86.8%                | 13.2%  | 100.0% |
|                      |                         | % within Access to Television | 42.3%                | 38.5%  | 41.8%  |
|                      |                         | % of Total                    | 36.3%                | 5.5%   | 41.8%  |
|                      | visual                  | Count                         | 17                   | 2      | 19     |
|                      |                         | % within Nature of disability | 89.5%                | 10.5%  | 100.0% |
|                      |                         | % within Access to Television | 21.8%                | 15.4%  | 20.9%  |
|                      |                         | % of Total                    | 18.7%                | 2.2%   | 20.9%  |
|                      | audio - deaf            | Count                         | 17                   | 6      | 23     |
|                      |                         | % within Nature of disability | 73.9%                | 26.1%  | 100.0% |
|                      |                         | % within Access to Television | 21.8%                | 46.2%  | 25.3%  |
|                      |                         | % of Total                    | 18.7%                | 6.6%   | 25.3%  |
|                      | mental                  | Count                         | 5                    | 0      | 5      |
|                      |                         | % within Nature of disability | 100.0%               | .0%    | 100.0% |
|                      |                         | % within Access to Television | 6.4%                 | .0%    | 5.5%   |
|                      |                         | % of Total                    | 5.5%                 | .0%    | 5.5%   |
|                      | audio - hard of hearing | Count                         | 6                    | 0      | 6      |
|                      |                         | % within Nature of disability | 100.0%               | .0%    | 100.0% |
|                      |                         | % within Access to Television | 7.7%                 | .0%    | 6.6%   |
|                      |                         | % of Total                    | 6.6%                 | .0%    | 6.6%   |
|                      | Total                   | Count                         | 78                   | 13     | 91     |
|                      |                         | % within Nature of disability | 85.7%                | 14.3%  | 100.0% |
|                      |                         | % within Access to Television | 100.0%               | 100.0% | 100.0% |
|                      |                         | % of Total                    | 85.7%                | 14.3%  | 100.0% |

The information in the cross tabulation above, between nature of disability and access to television (electronic media), shows that the ‘yes’ response is generally higher than the ‘no’ response for all categories of disability. The total indicates that of the ninety one (91) respondents, 85.7 percent had access while 14.3 percent had poor or no access to the electronic medium.

There is a similar outcome on nature of disability against access to radio as shown below.

**Table 6.3**

**Nature of disability \* Access to the Radio Crosstabulation**

|                      |                               |                               | Access to the Radio |        | Total  |
|----------------------|-------------------------------|-------------------------------|---------------------|--------|--------|
|                      |                               |                               | yes                 | no     |        |
| Nature of disability | physical                      | Count                         | 36                  | 2      | 38     |
|                      |                               | % within Nature of disability | 94.7%               | 5.3%   | 100.0% |
|                      |                               | % within Access to the Radio  | 55.4%               | 7.7%   | 41.8%  |
|                      |                               | % of Total                    | 39.6%               | 2.2%   | 41.8%  |
|                      | visual                        | Count                         | 18                  | 1      | 19     |
|                      |                               | % within Nature of disability | 94.7%               | 5.3%   | 100.0% |
|                      |                               | % within Access to the Radio  | 27.7%               | 3.8%   | 20.9%  |
|                      |                               | % of Total                    | 19.8%               | 1.1%   | 20.9%  |
|                      | audio - deaf                  | Count                         | 0                   | 23     | 23     |
|                      |                               | % within Nature of disability | .0%                 | 100.0% | 100.0% |
|                      |                               | % within Access to the Radio  | .0%                 | 88.5%  | 25.3%  |
|                      |                               | % of Total                    | .0%                 | 25.3%  | 25.3%  |
|                      | mental                        | Count                         | 5                   | 0      | 5      |
|                      |                               | % within Nature of disability | 100.0%              | .0%    | 100.0% |
|                      |                               | % within Access to the Radio  | 7.7%                | .0%    | 5.5%   |
|                      |                               | % of Total                    | 5.5%                | .0%    | 5.5%   |
|                      | audio - hard of hearing       | Count                         | 6                   | 0      | 6      |
|                      |                               | % within Nature of disability | 100.0%              | .0%    | 100.0% |
|                      |                               | % within Access to the Radio  | 9.2%                | .0%    | 6.6%   |
|                      |                               | % of Total                    | 6.6%                | .0%    | 6.6%   |
| Total                | Count                         | 65                            | 26                  | 91     |        |
|                      | % within Nature of disability | 71.4%                         | 28.6%               | 100.0% |        |
|                      | % within Access to the Radio  | 100.0%                        | 100.0%              | 100.0% |        |
|                      | % of Total                    | 71.4%                         | 28.6%               | 100.0% |        |

The results as regards the print media (e.g. newsletter) were rather different as the respondents generally indicated a higher ‘no’ response than ‘yes’ response as can be seen on the table below.

**Table 6.4**

| Nature of disability * Access to the Newsletter Crosstabulation |                                   |                                   |                          |        |        |
|-----------------------------------------------------------------|-----------------------------------|-----------------------------------|--------------------------|--------|--------|
|                                                                 |                                   |                                   | Access to the Newsletter |        | Total  |
|                                                                 |                                   |                                   | yes                      | no     |        |
| Nature of disability                                            | physical                          | Count                             | 20                       | 18     | 38     |
|                                                                 |                                   | % within Nature of disability     | 52.6%                    | 47.4%  | 100.0% |
|                                                                 |                                   | % within Access to the Newsletter | 54.1%                    | 33.3%  | 41.8%  |
|                                                                 |                                   | % of Total                        | 22.0%                    | 19.8%  | 41.8%  |
|                                                                 | visual                            | Count                             | 0                        | 19     | 19     |
|                                                                 |                                   | % within Nature of disability     | .0%                      | 100.0% | 100.0% |
|                                                                 |                                   | % within Access to the Newsletter | .0%                      | 35.2%  | 20.9%  |
|                                                                 |                                   | % of Total                        | .0%                      | 20.9%  | 20.9%  |
|                                                                 | audio - deaf                      | Count                             | 15                       | 8      | 23     |
|                                                                 |                                   | % within Nature of disability     | 65.2%                    | 34.8%  | 100.0% |
|                                                                 |                                   | % within Access to the Newsletter | 40.5%                    | 14.8%  | 25.3%  |
|                                                                 |                                   | % of Total                        | 16.5%                    | 8.8%   | 25.3%  |
|                                                                 | mental                            | Count                             | 0                        | 5      | 5      |
|                                                                 |                                   | % within Nature of disability     | .0%                      | 100.0% | 100.0% |
|                                                                 |                                   | % within Access to the Newsletter | .0%                      | 9.3%   | 5.5%   |
|                                                                 |                                   | % of Total                        | .0%                      | 5.5%   | 5.5%   |
|                                                                 | audio - hard of hearing           | Count                             | 2                        | 4      | 6      |
|                                                                 |                                   | % within Nature of disability     | 33.3%                    | 66.7%  | 100.0% |
|                                                                 |                                   | % within Access to the Newsletter | 5.4%                     | 7.4%   | 6.6%   |
|                                                                 |                                   | % of Total                        | 2.2%                     | 4.4%   | 6.6%   |
| Total                                                           | Count                             | 37                                | 54                       | 91     |        |
|                                                                 | % within Nature of disability     | 40.7%                             | 59.3%                    | 100.0% |        |
|                                                                 | % within Access to the Newsletter | 100.0%                            | 100.0%                   | 100.0% |        |
|                                                                 | % of Total                        | 40.7%                             | 59.3%                    | 100.0% |        |

3) The nature of disability also had a bearing on access to the electronic and print media. For instance, the visually-impaired had poor or no access to the print media but had access to electronic media, as is indicated on tables 18 and 20 above.

The researcher is optimistic that access to the print media could gradually catch up with the electronic media as long as there is strong persuasion from the organisation and its leaders in

encouraging the members to appreciate and use this medium. The critical aspect here is to work on lifting the levels of education among the members. Additionally, more materials, including Braille should be made available in print form. Little by little members will cultivate the liking of this medium.

As regards the internet the results showed that access to this medium was the lowest for any single medium. This was largely attributed to the reasons that the respondents gave earlier. With the passage of time, the researcher believes that the internet will be accessed as much as the others depending on its availability to the members. This was where the diffusion of innovation theory is applicable. The internet was, at the time of the research, relatively new to the members of the organization. By and large, the responsibility lay on the organisation to initiate the members by introducing them to this medium. Hence the idea suggested by interviewees in this research of establishing a computer centre will be a step in the right direction.

As regards frequency of attendance and usage of the media, these depended on the degree of access an individual had. It is understandable therefore that the research results indicated that the frequencies vis-à-vis electronic media were generally higher than those of the print media.

The other factor to be considered in communication as regards the disabled was the availability of a facility, gadget or interpretation service to access information. For instance, a deaf person required interpretation service to understand what was being communicated verbally and the visually-impaired needed Braille or large print to access print media. In the absence of these facilities it was difficult to communicate.

### **6.3 ORGANISATIONAL COMMUNICATION AND DISABILITY**

Organisational communication refers to communication within an organisation or between organisations (McQuail, 1994). ZNADWO as an organisation has communication structures existing within itself between the leaders and the members, between the secretariat and the board members and between ZNADWO and other organisations. Going by the results of the study, the most effective way the organisation could pass information and messages to its members was through the electronic media particularly the television, telephone and the radio. The wider use of these media by the disabled was not only evident from the scores on the level of access but also the frequency of attendance. However, ways would have to be found for enhancing receipt of feedback from the members, e.g. through suggestion boxes, letters, meetings, etc.

Another point worthy discussing on organisational communication was that many respondents had reservations on how the organisation promoted communication among its members. Apart from the 38.5 percent who said the organisation did enough to promote communication among members, the rest were of the view that the organisation needed to do more. This point was supported by the findings of the research on the question as to whether members were satisfied with the way ZNADWO communicated with its members. The bigger percentage gave a 'no' response (56 percent) compared to those who indicated 'yes' (44 percent).

As ZNADWO relates with other organisations the level of networking and collaboration with them could be enhanced through the use of effective organisational communication. Actually all the four objectives of the organisation, as reflected in the first chapter of this report, are hinged on communication without which, the organisation cannot achieve them. Collaboration with the Government Ministries, Donors, Disabled People's Organisations and other stakeholders all needed the effective use of communication and the media.

#### **6.4 COMMUNICATION FOR DEVELOPMENT AND DISABILITY**

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 (Ilboudo, 2002). Persons with disabilities need communication in every respect to enhance development in their lives. According to the results of this study, there was strong indication that disabled persons were using communication to improve their standards of living. The study revealed that they also sought to perfect the process of communication through requests for better availability of Braille materials, hearing aids, large print, sign language interpretation and other assistive devices which are in short supply and expensive. Only if this problem is addressed would we say that communication is playing a significant role in the lives of the disabled persons.

A lot needs to be done within the organisation for communication to enhance development among the members. The critical area to be looked at is the level of education, which is key to any form of communication. It is through better education that disabled persons' awareness of their own situation and of the options they have at their disposal for activities involving change would be realised.

## **6.5 DEVELOPMENT AND DISABILITY**

Development in this report is understood as improvement in human life conditions at individual and societal levels, and it is achieved through desirable but fluctuating changes or adjustments in the environment (Kasoma, 1994). Development can only be seen among the disabled persons if their life conditions are improved. This would entail the alleviation of illiteracy and material poverty among them. More importantly, it would mean overcoming the barriers and limitations to good and effective communication. This situation can only come about through concerted effort at the individual and organisational levels. Individuals and leaders of influence have an important role to play in this regard as they are expected to initiate others to new forms of communication such as the internet. The appreciation and access of the print media by most of the disabled persons would greatly contribute to their development as this would expose them to information which is only found in this form of communication.

Finally, in our discussion, the researcher wishes to state that genuine development is that which is human-centred. The improvement of communication among the disabled persons will be seen as a significant step in their development as they would be enabled to socialise with other people and access the media without much difficulty.

## CHAPTER 7:

# CONCLUSION AND RECOMMENDATIONS

### 7.1 CONCLUSION

*Communication is defined as the process of sharing ideas, information and messages with others in a particular time and space. It involves the use of verbal, non-verbal, written and electronic channels (Lievrouw, 1993). Communication, in its various forms, is used by the Zambia National Association of Disabled Women in its endeavour to enhance the lives of its members. It is a necessity among people and organisations as it facilitates development. The importance of quality communication in development is underscored by Infante and al (1997: 23) when they wrote, "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."*

*The study by the researcher was undertaken to evaluate communication strategies used in enhancing the lives of people with disabilities and was based at the Zambia National Association of Disabled Women in Lusaka. Five categories of disabilities were covered, viz: physically-handicapped, visually-impaired, the deaf (audio), the hard-of-hearing (audio) and the mentally-challenged.*

*Respondents in the quantitative and qualitative surveys (focus group discussion and in-depth interviews) were asked to indicate what communication strategies ZNADWO was using to pass on information to its members. They were also asked to mention which of the stated strategies were effective. They were further requested to point out what challenges they were encountering in the process of communication. Lastly, they were asked to make suggestions of how to overcome the challenges in order to improve communication among themselves.*

*The study established that ZNADWO used the telephone, letters, brochures, radio, television, sign language and internet to pass on messages to the members and other organisations. It is*

important to note that the members perceived communication through the telephone and letters as the most effective. However, it is important to note in the conclusion that according to findings, more disabled persons had access to the electronic than the print media. ZNADWO would then be advised to use more of the television, telephone and radio than print media in order to reach a wider audience when transmitting messages.

Challenges related to access to the media and communication to disabled persons largely depended on the nature of disability possessed. For instance, the deaf persons had no access of their own to the radio due to the nature of their disability. However, some had access through the people around them who helped by providing sign language facility.

The visually-impaired had semi-access to television as they only used the sense of hearing and not that of sight to access this medium.

The hard-of-hearing found it difficult to communicate in the absence of hearing aids. The nature of their disability required a person to speak louder in order to communicate to them verbally.

The physically-handicapped were concerned with access to public buildings and structures. Lack of access to these had a negative bearing on their degree of communication.

The mentally-challenged spoke of the negative impact of stigma as their biggest challenge in the process of communication.

In order to alleviate the problems above and enhance communication among the disabled persons, suggestions were made by the respondents pertaining to each disability. The deaf persons spoke of the need to enhance the provision of sign language interpretation services by ZNADWO, ZNBC TV and other stake holders. This would greatly enhance communication among them.

The visually-impaired talked of the need to enhance the availability of information in Braille format as this would enable them to access the print media. The provision of 'Universal Access' with 'Voice Over' Computers would assist them to access the internet and other documents.

The hard-of-hearing suggested improvements in the provision of hearing aids as this would alleviate the audio problem in verbal communication.

The challenges of the physically-disabled in accessing buildings and structures would be subdued by having elevators and lifts in such buildings.

As regards the mentally-challenged, sensitisation and awareness programmes on the different channels of the media would greatly assist them overcome stigma. ZNADWO could help by organising discussions and other fora on the plight of people with this disability.

If the above suggestions were seriously considered and implemented by ZNADWO and its stakeholders, people with disabilities would have their communication situation improved thereby enhancing their lives.

## **7.2 RECOMMENDATIONS**

*Based on the results of this study and the discussions herein the following are the recommendations that will assist ZNADWO and its members to use communication and enhance the lives of the people with disabilities.*

**7.2.1 The researcher recommends the use of radio, television, telephone and internet by the organisation** to pass on messages to the members of the organisation is recommended. This is because the findings of the study revealed that members of this organisation have more access and frequency of attendance to the electronic than print media. In this vein, when it comes to dissemination of information, ZNADWO should utilise this discovery by relaying much of its messages and information through the electronic media as this has a wider audience than the print media. However, it should also be pointed out that the use of a variety of channels or multi-media approach when disseminating information is highly recommended by scholars. In other words prioritise the electronic media in the communication, but do not leave out the print media as well. These add their own unique advantages to your communication: e.g. print media give a permanent record for future reference.

**7.2.2 The researcher urges the organisation to establish a computer centre** at the secretariat to encourage members to learn about the use of computers and the internet.

The centre should also cater for the visually-impaired by providing them with 'Universal Access' with 'Voice Over' computers. The centre will be cardinal to the members as they will be enabled to be computer literate and easily access the internet facility. The centre will provide an opportunity for members to meet, interact and exchange information on a variety of issues. This will be an effective way of promoting interpersonal communication among them. Government is also urged to build similar centres elsewhere

**7.2.3 The publication of a simple periodical newsletter, having radio and television programmes** for dissemination of information will be helpful not only to the organisation and its members but also to the stakeholders who are interested in disability issues such as the government, donors and other disabled people's organizations. These can be used as effective channels of sensitisation and awareness activities on the plight of people with disabilities. This work can be spearheaded by the publicity subcommittee of the organisation. Through this the voice of the disabled women will be heard by a larger audience.

**7.2.4 Raising the level of formal education** of many members in the organisation will enable them have access to the print and electronic media. Let the organisation be aggressive in proactive education and championing the cause of the disabled persons, especially women, by working in close collaboration with the Ministry of Education through Special Education Institutions and the Ministry of Science and Technology by offering the members entrepreneurial skills through TEVETA. Networking with organisations such as Forum for African Women and Educationists in Zambia (FAWEZA) and Non-Governmental Organizations' Coordinating Council (NGOCC) is highly recommended to achieve this objective. We quote the words of the Vice-Chairperson during the in-depth interview to emphasize this point when she said, "Good formal education is the key to all forms of communication strategies and is the greatest technology one could acquire and use in life for communication."

**7.2.5 ZNADWO** in-conjunction with other disabled people's organisations should **lobby government** through the Ministry of Information to persuade media institutions especially those with television section, to use more sign language services and captions in their programmes. This will help persons who are deaf and hard-of-hearing access information easily.



Apart from that, the organisation should engage government through the Ministry of Health to find cheaper sources of assistive devices for the disabled persons such as hearing aids, Braille typewriters, white canes, wheel chairs, callipers, clutches, etc. These are indispensable elements for disabled persons as regards communication.

**7.2.6** Finally, it is recommended that ZNADWO as an organisation should seriously **consider the suggestions** that the respondents and researcher made in this report for the improvement of communication. The disabled people's organisations have a motto which states, "Nothing for us without us" (ZAFOD, 1999). This saying means that the disabled persons should be consulted and involved on issues related to them and development. Imposition on them of any developmental project without involving them is doomed to fail. This study should be treated as a worthwhile method of consulting the disabled persons on issues regarding communication. Therefore the implementation of their suggestions will be seen as a way of promoting participatory communication and development in their lives.

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# APPENDICES

## Appendix 1: Questionnaire

Dear Respondent,

You have been selected to participate in providing information for research. This questionnaire is intended to collect information on the Communication Strategies used by Zambia National Association of Disabled Women in enhancing the lives of its members. The information to be collected will help to evaluate the communication strategies of the organisation with the view of improving the welfare of disabled women. Names of respondents shall be kept anonymous to ensure confidentiality

### INSTRUCTIONS

- a) Tick in the appropriate box for your response to the questions or statements with boxes in the questionnaire.
- b) Write brief responses to questions that are in this questionnaire in the spaces provided.

#### A. RESPONDENT'S IDENTIFICATION

- 1) What is your gender? 1. Male ☐ 2. Female ☐
- 2) What is your age group? 1. 18 – 23 ☐ 4. 36 – 40 ☐  
2. 24 – 30 ☐ 5. 41 – 45 ☐  
3. 31 – 35 ☐ 6. 46 and above ☐
- 3) What is the nature of your disability? 1. Physical ☐ 2. Visual ☐  
3. Deaf ☐ 4. Hard-of- hearing ☐ 5. Mental ☐  
6. Other ☐ Specify \_\_\_\_\_
- 4) Marital status: 1. Married ☐ 2. Single ☐  
3. Divorced ☐ 4. Widowed ☐
- 5) Residential area: 1. Low ☐ 2. Medium ☐ 3. High ☐
- 6) What is the name of your residential area? \_\_\_\_\_

- 7) How long have you been a member of ZNADWO? 1. 1 – 4 years [ ]  
 2. 5 – 10 [ ] 3. 11 – 14 [ ]  
 4. 15 – 20 [ ] 5. 21 and above [ ]

## B. EDUCATION

- 8) Educational level attained: 1. None [ ] 2. Primary [ ] 3. Secondary [ ]  
 4. College [ ] 5. University [ ]

## C) COMMUNICATION STRATEGIES OF ZNADWO

- 9) What facility do you need to use to communicate? 1. Hearing Aid [ ] 2. Braille [ ]  
 3. Sign language 4. [ ] 5. Large print [ ]  
 6. Other [ ] please specify \_\_\_\_\_
- 10) Tick communication media that ZNADWO uses to pass on information/messages to its members: 1. Letters [ ] 2. Telephone [ ] 3. Newsletter [ ] 4. Radio [ ]  
 5. T.V. [ ] 6. Brochure [ ] 7. Pamphlets [ ]

Answer the question below with a tick regarding your access to media

1. Yes 2. No

|    |                   |  |  |
|----|-------------------|--|--|
| 11 | Radio             |  |  |
| 12 | Television        |  |  |
| 13 | Newspaper         |  |  |
| 14 | Newsletter        |  |  |
| 15 | Pamphlet/Brochure |  |  |
| 16 | Telephone         |  |  |
| 17 | Internet          |  |  |

Answer the questions below with a tick regarding your frequency of attendance to the media

|            | Very frequently | Frequently | Often | Occasionally | Rarely | Never |
|------------|-----------------|------------|-------|--------------|--------|-------|
|            | 1               | 2          | 3     | 4            | 5      | 6     |
| 18   Radio |                 |            |       |              |        |       |

|    |                       |  |  |  |  |  |
|----|-----------------------|--|--|--|--|--|
| 19 | Television            |  |  |  |  |  |
| 20 | Newspaper             |  |  |  |  |  |
| 21 | Newsletter            |  |  |  |  |  |
| 22 | Pamphlet/<br>Brochure |  |  |  |  |  |
| 23 | Telephone             |  |  |  |  |  |
| 24 | Internet              |  |  |  |  |  |

Where there are problems of access to specific media, give reasons

|    | MEDIA             | REASONS FOR POOR OR NO ACCESS    |
|----|-------------------|----------------------------------|
| 25 | Radio             | 1. _____<br>2. _____<br>3. _____ |
| 26 | Television        | 1. _____<br>2. _____<br>3. _____ |
| 27 | Newspaper         | 1. _____<br>2. _____<br>3. _____ |
| 28 | Newsletter        | 1. _____<br>2. _____<br>3. _____ |
| 29 | Pamphlet/Brochure | 1. _____<br>2. _____<br>3. _____ |
| 30 | Telephone         | 1. _____<br>2. _____<br>3. _____ |
| 31 | Internet          | 1. _____<br>2. _____<br>3. _____ |

D. ANALYSIS OF THE STRATEGIES

- 32) Do you think the organisation is doing enough to promote communication among its members? 1. Yes [ ] 2. No [ ] 3. Sometimes it does [ ] 4. I am not sure [ ]
- 33) Are you satisfied with the way ZNADWO communicates with its members?  
1. Yes [ ] 2. No [ ]
- 34) If the response is “no” to question 33, could you write why \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

E. CHALLENGES BEING ENCOUNTERED

- 35) What problems or difficulties do you face in the process of communication?
1. \_\_\_\_\_
2. \_\_\_\_\_

F. RECOMMENDATIONS

- 36) Could you indicate measures that the organisation should take to improve communication among the members?
1. \_\_\_\_\_
2. \_\_\_\_\_
- 37) Is there anything concerning communication that you wish to bring to the attention of the organisation?
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Thank you for your participation.

## Appendix II: IN-DEPTH INTERVIEW GUIDE

- 1) Could you outline the communication strategies ZNADWO is currently using?
- 2) Are you satisfied with the level of communication that is obtaining in the organisation? If no why?
- 3) What are the main challenges faced by disabled women in communication?
  - in terms of information
  - in terms of accessibility
- 4) Do you think that all categories of disabilities are adequately covered in your communication effort?
  - the visually-impaired
  - the mentally-challenged
  - the physically-handicapped -the deaf/hard-of-hearing
- 5) What could be done to improve communication among members as regards each disability?
- 6) What technological advancements do you think could help disabled women to communicate easily?
- 7) What are the future plans of your organisation as regards communication?

### Appendix III: PROMPT LIST FOR FOCUS GROUP DISCUSSION

- 1) What are the communication strategies of ZNADWO?
- 2) What facility do you need to communicate easily?
- 3) What challenges do you encounter with other people in the process of communication?
- 4) What do you think could be done by the organisation to assist uplift communication among women with disabilities?
  - visual
  - audio
  - physical
  - mental
- 5) What can persons with disabilities do as individuals to help improve communication in the organisation?

