Chapter One: Introduction

1.0. Background

The LCC's dream is to create a beautiful and clean city in which Solid Waste is managed properly. To realise this dream, The LCC has put Lusaka City Market traders as part of its target audience of health improvement sensitisation programmes. This is simply because traders do their trading in highly sensitive places which if left unclean can be a danger to both environmental and human health.

In such a scenario, information dissemination pertaining to Solid Waste Management practices becomes imperative in raising awareness of the dangers of ill-disposal of waste. According to Roy and Singh (2007:34), creating community awareness for citizens is a vital component in Solid Waste Management. Karout and Altuwaijiri (2012:44) underscore this point when they say that most of the problems regarding SWM could be seen in countries were environmental awareness is lacking.

LCC has long been providing information on SWM to traders at LCM through a variety of media and channels. What is surprising to note is that despite LCC's effort, indiscriminate disposal of waste has continued to rise both inside and outside LCM. It is therefore possible that LCC may not have communicated effectively about the necessity for proper waste

management by the traders or it is the traders themselves that just ignore LCC's SWM communications. This study assesses the effectiveness of the communication strategies used by LCC in disseminating information on SWM to the traders at LCM.

This is because the LCC has been perceived as the fulcrum to help, through its communicative processes of SWM information for change in attitude and behavior of traders. In addition, the Republic of Zambia (2007: iii) recommends that the Environmental Council of Zambia and Local Authorities should carry out public awareness campaigns on how solid waste should be managed and disposed of. The LCC is of course aware of the serious challenges that indiscriminate throwing of solid waste pose to the national goal of integral development. Among other things, lack of SWM threatens the health of people because the solid waste thrown indiscriminately can attract diseases such as cholera and dysentery. Aside from this, indiscriminate throwing of solid waste makes places dirty hence endangering environmental health. Poor SWM leads to uncontrolled throwing of garbage and waste which distorts the beauty of communities and the country at large.

This study is divided into six chapters. Chapter one focuses on the geographical, climatic and population setting of Zambia, Lusaka City and LCM. It elaborates on the operations of LCC and its communication strategies vis-a-vis SWM among traders at LCM. Some terms used in the

study are defined. Thereafter, the statement of the problem, the rationale, the general and specific objectives, and the research questions, the limitations of the study and the significance of the study are outlined.

Chapter two reviews the current literature with regard to the communication strategies employed in the promotion of SWM. This chapter also focuses on the theoretical framework and the two main theories and their relevance to the study. The Participatory Development Communication theory and the complementary Agenda Setting Theory are discussed.

Chapter three discusses the methodology used. It contains the data collection tools, the sampling procedure and data analysis.

Chapter four outlines the findings that respond to the research objectives. These are: Communication strategies used by LCC to promote SWM among traders at LCM, trader awareness of the existence of these strategies, effectiveness of the communication strategies.

Chapter five analyses the findings in line with the three research questions.

Chapter six concludes the study and offers some recommendations to promote effective communication strategies for SWM at LCM.

1.1. Introduction

This chapter focuses on the geographical, climatic and population setting of Zambia, Lusaka City and LCM. This chapter also elaborates on the operations of LCC and its communication strategies vis-a-vis solid waste management among traders at LCM. Some definitions of terms used in the write-up have also been elaborated on in this chapter. Aside from this, this chapter discusses the statement of the problem, the rationale of the study, the general and specific objectives of the study, the research questions, and the significance of the study.

1.2. Profile of Zambia

Zambia has a population of about 13 million, half of which lives in urban areas while the other half lives in the rural areas (CSO, 2011:7). The population is characterized by rapid growth of 3 percent per annum. The country has a very youthful population with those below 15 years estimated at 45.5 percent of the total population. However, life expectancy is very low and has been declining from 46.9 years in 1990 to 39 years in 1999 and 36 years in 2003. The HIV and AIDS prevalence is very high, standing at 16 percent of the total population aged between 15 and 59 as at 2002.

The climate of Zambia is tropical, modified by elevation. In the koppen climate classification, most of the country is classified as humid subtropical or tropical wet and dry, with small stretches of semi-arid stepped climate in

the south-west and along the Zambezi valley. There are three seasons, the rainy season (November to April) corresponding to summer, and the dry season (May/June to October/November), corresponding to winter and the warm and wet (December to April). The dry season is sub-divided into the cool dry season (May/June to August), and the hot dry season (September to October/November). The modifying influence of altitude gives the country pleasant subtropical weather rather than tropical conditions during the cool season of May to August. However, average monthly temperatures remain above 20 degrees Celsius over most of the country from eight or more months of the year.

1.2.1. The Location of Lusaka City

Lusaka is the capital and largest City of Zambia. One of the fastest-developing cities in Southern Africa, Lusaka is located in the Southern part of the Central plateau at an elevation of about 1,279 meters. As of 2010, the city's population is about 1.7 million (CSO 2011: 7). Lusaka is the Centre of both commerce and government in Zambia and connects to the country's four main highways heading north, south, east, and west. English is the official language of the city, but Nyanja and Bemba are also common.

Primarily due to its high altitude, Lusaka features a humid subtropical climate according to koppen climate classification. Its coldest month, July, has a monthly mean temperature of 14.9 degrees Celsius. Lusaka features hot summers and warm winters. The city's warmest month, October, sees

monthly average high temperatures at around 32 degrees Celsius. Lusaka features a wet season and a dry season with the wet season predominating the year, lasting from October through April.

1.2.2 Profile of Lusaka City Council

In the quest to keep Zambia Clean, the Ministry of Local Government and Housing in conjunction with the Local Councils Country-wide on 22th June, 2007 embarked on a campaign aimed at making cities, towns, and villages cleaner in order to improve the health standards of the people. This campaign was known as "Keep Zambia Clean". LCC has implemented this campaign in many ways among them being the promotion of safe solid disposal management among the residents through its Solid Waste Management Unit. This is all aimed at making Lusaka City clean.

1.2.3 The Profile of Lusaka City Market

LCM is situated in the heart of Lusaka Town along Lumumba Road. It was constructed in 1993 and was commissioned in 1997 by the then Republican President of Zambia, Fredrick Chiluba (Sakala, 2001: 60). LCM has a population of 4,000 traders and is made up of 6 sections identified by a particular color. The sections are identified by the following colors: Light Yellow, Purple, Green, Yellow, Dark Yellow and Pink. Each of these sections has 610 stands. The total number of stands therefore is 3660.

The market is run by LCC which has charged the market management with the responsibility of running the daily affairs of the market. The organizational structure of LCM is as follows: The Manager, Assistant Manager-Operations, Assistant Manager-Revenue, Supervisors—Cleaning/sanitation, Ablution, Car park, Maintenance, Cashiers, General Workers and Casual Workers

1.3. Lusaka City Council Waste Collection Services

Based on its Strategic Municipal Solid Waste Management Plan, LCC has formulated and introduced two new waste management systems to serve respectively, conventional and peri-urban areas. In order to implement an effective waste collection service in conventional housing and commercial areas, LCC has established partnerships with private waste management companies. To facilitate their intervention, the city has been divided into 12 Waste Management Districts. In all these Districts with an exception of one, waste collection has now been out-sourced to the private waste management companies through franchise contracts:

- A franchise contract provides a private waste collector with the sole right and obligation to collect and transport waste from all premises in a franchised Waste Management District.
- The waste collector awarded with a franchise contract shall be responsible for setting and collecting waste fees for the services provided.

- The waste collector shall determine the type of waste receptacles (bags , bins, or containers), subject to approval by LCC(Lusaka City Council, Waste Management Unit, 2011: 2).

To support the new waste management system, the LCC has elaborated on the LCC (Municipal SWM) By-Laws of 2004. On the basis of these by-laws, all waste generators in Lusaka residents, commercial outlets, institutions, industries, etc have to register with their respective waste management companies, utilize their services and pay the corresponding fee. All other ways of waste disposal, including the use of refuse pits or burning waste even in one's own yard are no longer allowed.

1.3.1 Waste Management Districts in the City of Lusaka

The Strategic Municipal SWM Plan, which the LCC has developed, distinguishes the following waste management districts:

A. Barlestone,Matero,Lilanda

B. Emmasdale

C. Chudleigh, Kalundu, Olympia Park, Olympia Extension, Roma

D. Kamwala Commercial Area, Central Business District, Thorn Park, Villa Elizabetha

E. Longacres, Northmead, Rhodes Park

F. Chamba Valley, Chelstone, Chudleigh

G. Avondale, Chainama, NRDC

H. Handsworth, Ibex Hill, Kabulonga, Sunningdale, Helen Kaunda

I. Arakan,Kabwata,Kamwala,Libala,Madras,Ridgeway,UTH,Chilenje,Ny umba Yanga,State House,Woodlands, Woodlands Extension

J. Industrial Areas (Heavy), Industrial Areas (Light)

K. Barclays, Lilayi, Makeni

For each of the Waste Management Districts there are maximum waste collection fees. The maximum fees the Waste Management Companies may charge have been negotiated on resident's behalf by the LCC and these maximum fees are included in the Franchise Contracts. Although the Council would like to have one uniform fee for the entire City, Market forces have led to minor differences between the Waste Management Districts.

For residents living in low-density areas, depending on the Waste Management District they live in, the fee varies, Fees for medium and high density areas are in general lower. For producers of non-residential waste the agreed maximum fees depend on the type of receptacle (waste bin or waste container). In general, the larger the container, the lower the price per cubic meter of waste to be collected.

The charging of a waste collection fee is based on provisions in the Local Government Act. The income of the Council through rates and personal levies is far from sufficient to provide waste collection services and as a consequence the council had to decide that a fee shall be charged. The selected fee system does however take into account the differences in income

and aims at providing services against fees that are reasonable and affordable for all.

1.3.2 Lusaka City Council's Solid Waste Management Communication Strategies.

Communications Strategies according to McQuail (2000:43) are plans for communicating information related to a specific issue, situation or audience. They serve as the blueprint for communicating with the public. A communication strategy is designed to help an organization communicate effectively and meet core organizational objectives. A communication strategy shows how effective communications can help people achieve overall organizational objectives, engage effectively with stakeholders, demonstrate the success of their work and facilitate change in behavior and perceptions in the target audience where necessary.

The LCC relays its SWM information through informal and formal structural engagements with both market traders and Lusaka residents. Informal engagements include inspectorate exercises LCM management. Inspectorate exercises include inspectors going to inspect garbage collection and in the process remind the traders transgressing the by-laws of the council. The formal engagements that LCC uses to disseminate SWM information is through the use of a variety of media such as TV and Facebook pages. On the formal level, LCC does not only target LCM traders but all the residents of Lusaka. It is therefore clear that LCM traders are not specifically the target of

the LCC's SWM communications instead they qualify to be LCC's target audience with regard to SWM information because they form part of Lusaka residents.

As regards the communication strategy LCC uses to communicate SWM information specifically to traders at LCM, the LCC does not communicate directly with traders; instead LCC relays SWM information to Lusaka City Market Management which in turn communicates this information to the traders. Lusaka City Market Management has also devised ways such as the use of notices, notice boards, and public announcement systems to sensitize the traders on the importance of SWM.

1.4 The Statement of the problem:

LCC has long provided information on SWM to traders at LCM through a variety of media and channels. Despite the LCC's effort, indiscriminate disposal of waste has continued to rise both inside and outside LCM. From the above, it is possible that the LCC may not have communicated effectively about the necessity for proper waste management by the traders or it is the traders that ignore LCC's SWM communications.

1.5 Rationale:

It is clear that LCC has attempted to communicate good waste management practices among traders. What is unclear is whether LCC's communications have been effective. This study aims at establishing whether LCC's SWM communications are effective or are just being ignored by the traders at LCC.

1. 6 General Objective:

The main objective of this study was to assess the effectiveness of the communication strategies used by LCC in promoting SWM among traders at LCM.

1.6.1 Specific Objectives:

The specific objectives of the study were to:

- Determine the communication strategies used by LCC to promote SWM among traders at Lusaka City Market.
- Establish the effectiveness of the communication strategies used by LCC to encourage trader participation in SWM at LCM.
- Explore whether traders at LCM are aware of LCC's communications for promoting trader participation in SWM.

1.7   Research Questions:

 * What are the communication strategies used by LCC to promote trader participation in SWM?

*How effective are the communication strategies used by LCC to encourage trader participation in SWM in LCM?

*What are the levels of awareness of LCM traders about the communication from LCC on the need to participate in SWM?

1.8 Significance of the study

Firstly, it is hoped by the researcher that the findings of this study will help establish the hindrances to trader involvement in SWM in LCM.

Secondly, the findings of this study will be of value effort that will bring to the fore participatory communication skills which can be used to encourage traders at LCM to participate actively in SWM.

Thirdly, the findings of this study will also help in informing the communication officers and programmers come up with appropriate communication interventions. This will in turn help the traders in behavior change and in equipping them with knowledge through appropriate messages. Lastly but not the least, it is hoped that the findings of this study will also help in the designing of different messages which can be applied to different target groups.

1.9 Limitations of the study

This study strictly confined itself to assessing the effectiveness of the communication strategies which LCC uses to disseminate SWM information to the traders at LCM. Besides, the study went as far as looking at the degree of awareness of LCC's communication strategies by the traders, and the effectiveness of these communication strategies used by LCC.

1.10 Definition of Terms

1.10.1 Solid Waste

This refers to the non-liquid municipal waste comprising of kitchen refuse, paper, plastic, metal grass and wood, leather and rubber, ceramic and stone, textile, and glass (Ancheta 2005:6).

1.10.2 Solid Waste Management

This includes all activities pertaining to the control, storage, transfer and transport, processing and disposal of solid waste in accordance with the best principles of public health, economics, engineering, conservation, aesthetic and other environmental considerations (Philippines-Canada LGSP 2003:8).

1.10.3 Participation

There is no consensus that exists around the definition of participation. It varies depending on the perspective applied. Some stakeholders define participation as mobilization of people to eliminate unjust hierarchies of knowledge, and economic distribution. Tufte and Mefalopulos (2009:4) define participation as the reach and inclusion of inputs by relevant groups in the design and implementation of a development. These examples represent two main approaches to participation namely a social movement perspective and a project based or institutional perspective.

These perspectives share a common understanding of participation as involvement of ordinary people in development process leading to change. From a social movement perspective, participation itself can be a goal as an empowering process Tufte and Mefalopulos (2009:8). From the institutional perspective, participation can be used as a tool to achieve a pre-established goal defined by someone external to the community involvement. The meaning of participation in this study is the involvement of ordinary people in development process leading to change and empowerment.

1.10.4. Effectiveness

This is the measure of the extent to which a development program or project achieves the specific objectives it sets.

1.11 Conclusion

This chapter focuses on the geographical, climatic and population setting of Zambia, Lusaka City and LCM. This chapter also elaborated on the operations of LCC and its communication strategies vis-a-vis solid waste management among traders at LCM. Some definitions of terms which the researcher used in the write-up have also been elaborated on in this chapter. Aside from this, this chapter discusses the statement of the problem, the rationale of the study, the general and specific objectives of the study, the research questions, and the limitations of the study and the significance of the study.

Chapter two presents theories and how they apply to the study. It also looks at the current literature with regards to the Solid Waste Management research and the various communication strategies employed in the promotion of SWM.

Chapter Two: Literature Review

2.0 Introduction

Chapter One discusses the geographical, climatic, and population setting of Zambia. It elaborated on the operations of the LCC and its communication strategies vis-a-vis SWM among traders at LCM. Some terms used in the study were defined. Thereafter, the statement of the problem, the rationale, the general and specific objectives, the research questions, and the significance of the study were outlined. Chapter Two discusses the theoretical framework of the study. It presents communication theories and how they apply to the study. It also gives a critical and evaluative overview of the literature related to SWM communication strategies that have been developed and used to promote stakeholder participation.

2.1 Agenda Setting Theory

According to Dietram & David (2007: 11), agenda setting refers to the idea that there is a strong correlation between the emphasis that media place on certain issues (e.g., based on relative placement or amount of coverage) and the importance attributed to these issues by mass audiences. Agenda Setting Theory holds dear the fact that the media are powerful tools that can be used to relay information to an audience with the aim of bringing about cognitive changes. According to this theory, the media are able to achieve this aim by choosing specific news items to cover on behalf of the audience. This power of the media to draw the attention of the audience to specific

news issues is what Eugene (2008: 15) eloquently explains this when he says: " because of the newspapers, televisions, and other media, people are aware or not aware, pay attention to or neglect, play up or downgrade specific features of the public scene." People tend to include or exclude from their cognitions what the media include or exclude from their content. People also tend to attach importance to what the media include that closely resembles the emphasis given to events, issues, and persons by the mass media.

The agenda setting hypothesis emerged during the early part of the 1900's when uses and gratifications theory researchers developed a hypothesis that denied that the press has awesome power in so far as transmission of information to the public is concerned. During this time, the inclination of research was focused on portraying media as "hypodermic needles" that sent direct, standardized, and deliberate messages to an easily influenced mass audience in order to yield effects (Hanson 2008: 56). However scholars who believed in the users and gratification core principle that the audience has the power to select and filter messages, contested the ideology of regarding media as having direct effects on the audience. Katz (1998:46) for example argued that instead of regarding newspapers, television, and the other mass media as principally disseminators of news and information and welders of power and influence as did the agenda setting theory, they should just be considered as primarily sources of diversion, gratifiers of individual needs, and entertaining outlets for personal escape. With this

assumption, researchers discovered that audiences are not passively overpowered by what they read in newspapers, hear on radio, or see on television and at the movies. Instead, people obstinately put to their own use and for their own gratification the media content they actively choose to pay attention to. They selectively make use of the material in front of them. This theory proposes that audiences have numerous media options to choose from and the theory suggests that the reasons for selecting a specific media institution will vary from user to user (Blumer & Katz 1974: 34).

Although the uses and gratification theory rejected the power of the media on audiences, the agenda setting theories' core principle that the media through their selection of what to cover on behalf of the audience still stands the test of time. This is simply because of the fact that despite media users having the freedom to choose what issues gratify their needs, the news agenda they select issues from is formulated and set by the media. Therefore, media users cannot select issues outside the agenda that has been set by the media. This therefore validates Cohen's (1963: 67) argument that the media (mainly the news media) are not always successful at telling us what to think but they are quiet successful at telling us what to think about. The media are successful in telling us what to think about because in spite of the audiences' capacity to actively choose what to pay attention to as propagated by the users and gratification theory, it is still the media that present the audience with the agenda from which people choose issues to attend to. The media set the agenda of what the audience should read

although the audience has the capacity to choose issues to attend to from the issues that the media have set as the audience's agenda.

It must nevertheless be noted that though the users and gratification theory underestimates the power of the media, it offers a valuable alternative perspective to the current understanding of the media's function in human society namely satisfying people's need. Haridakis & Whitemore (2006: 768) underscore this point when they say: "The uses and gratification theory has called attention to audiences' varying expectations of the several media. (Which medium, which channel, which program can best-adequately satisfy my needs?)". This emphasis on the function of the media namely, the satisfaction of people's needs, makes the agenda setting theory the basis for the uses and gratification theory because it sets or outlines the initial starting point and focus of agenda setting theory.

2.1.1 The impact of media messages on the audience

Unlike the hypodermic-needle theory that advocates that the impact of media information on an audience is direct and immediate with the aim of changing the attitude of the audience, the agenda setting theory specifies that the impact is not on peoples' attitudes but on their cognitions. The agenda-setting hypothesis does not say the media are trying to persuade. Instead the media effects on people are seen as the principle result of the day to day work of the press in informing its audiences of the opportunities and warning them of the dangers, real or imagined in their environment and

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in the rest of the world. The media, by describing and detailing what is out there, present people with a list of what to think about and talk about.

By avoiding claims of attitudinal effects caused by the media, the agenda setting theory aligns itself with the multi-step flow theory which emphasised the role of personal influence in changing human behavior. Like the multi-step flow theory, agenda setting theory recognises the importance of interpersonal contacts in determining the ultimate impact of media content on people. It uses interpersonal factors to help explain the conditions under which agenda-setting effects are more pronounced. McQuail (2010: 34) stresses the point that: "mass media had potentially strong attitudinal effects, but that these effects depended heavily on predispositions, schema, and other characteristics of the audience that influence how they processed messages in the mass media."

According to agenda setting theory, media messages target the cognitive aspect of the receiver of the message. The receiver's response to the media message is explained by the concept of need for orientation which is grounded in the idea that individuals have an innate curiosity about the world around them (McCombs 2004: 57). For a wide variety of public affairs topics, the news media provide this orientation. People's use of the press to follow public affairs as well as for the purposes of acceptance of the news media agenda and the views of opinion leaders generally increase with the rising levels of the need for people's orientation. According to Gunho

(2005:56), the need for orientation is underlined by theoretically two concepts: relevance and uncertainty. Low relevance amounts to low need for orientation. High relevance and low uncertainty on the other hand, equals to a moderate need for orientation; and high relevance and uncertainty is equals a high need for orientation.

2.1.2 Consequences of media messages on the audience

According to McQuail (2010:37), the transmission of information from the press to the public about different issues have significant consequences for people's attitudes and opinions. There are three distinct consequences for attitudes and opinions namely forming an opinion, priming opinions about an issue through an emphasis on particular issues and shaping an opinion through an emphasis on particular attributes. This shaped opinion is then actualized and manifested in observable behavior with the help of interpersonal factors such as opinion leaders. Opinion leaders play a critical role in the audience's formation of an opinion, priming of opinions and shaping of an opinion which ignite changes in attitudes which will subsequently translate into changes of behavior.

According to Eugene (2011: 55), the impact of the media on the audience can only be felt if the media pay more attention to a specific issue so as to create interest in the mind of the targeted audience. The media have the power to direct people's attention towards certain issues. Mass media should provide information among people so that there is an acceptance of

any idea to create interest. If the media sets an agenda of issues to cover which encompass the importance of SWM, they can make their audience think about SWM. This is primarily because of the fact that the more an issue is given more coverage, space and importance the more people will think about that issue until they subsequently develop interest. Besides, the media must ensure that their message content is simple and easily understandable to non-elite audiences. Technical jargon, if any, should be simplified and sources of high credibility and understandability should be utilised; and the salience, appeal, and presentation of information should be such that lower-knowledge audiences could "catch up" with higher-status counterparts who would probably find lesser value and interest in such messages due to its redundancy and "ceiling effect".

Melkote & Steeves (2001:222) argue that the diffusion of innovations, the predominant model, that guided local level development communications planning from the 1950's into the early 1970's failed to bear fruit in so far as imparting agricultural innovations on farmers through the use of mass media is concerned because of many factors among them inattention to the content of the media messages it relayed to the farmers. Melkote & Steeves have given their critique of the diffusion of innovation approach under two heads namely theoretical biases in the diffusion of innovations research, and methodological biases.

2.1.3. Theoretical Biases in Diffusion of Innovations Research

According to Rogers (1969:101) media exposure makes those who are exposed to them change their behavior and in so doing bring about development. This implicitly means that larger media audiences accompanied by high levels of mass media exposure are expected to lead those exposed to them to more favorable attitudes toward change and subsequently to greater awareness of technical knowledge. Melkote & Steeves (2001:223) highlight that this obsession with mass media effects on behavior alteration through increased exposure to mass media gives little consideration to the content of the messages to which the audience was exposed hence making it difficult for those trying to disseminate information to know if there message is efficacious.

Golding (1974: 34) further argues that this lack of interest in the content of media messages propagated by the diffusion of innovation theory leads to lack of interest in the cognitive dimension of the communication effects which is a cardinal tenet of the agenda setting theory. Most diffusion of innovations studies focus predominantly on the behavioral dimension of communication effects. They pose questions like: "Has there been any effect of the media on respondents' behavior. Very rarely do diffusion of innovations research seek to investigate the cognitive dimension or what audience members know as agenda setting theory does. Diffusion studies do not pose agenda setting theory questions like: "Did the communication

attempt have a relatively greater effect on the cognition of certain receivers than others?" "Why?" Whereas the first agenda setting theory question asked about effects on adoption behavior, the second question directed communication research to the differential levels of cognition among receivers and to the possible concern with knowledge gaps. It is therefore imperative to focus on the cognitive dimension of media messages as this will help the communicator have a clue of what the audience knows before they receive the message, what they should know and the impact of what they have known about the new message on their life which is manifested in observable behavior.

2.1.4. Methodological Biases on Diffusion of Innovations Research and Strategy

According to Roling (1973:45), the implicit assumption running through diffusion tenets was that adoption of non-traditional innovation would be advantageous to all potential adopters. Although the traditional practices of the people of developing countries had enabled them to survive for millennia, the prevailing wisdom of the times dismissed them without any evaluation. It was after all known that Western agriculture, medicines, tools, and techniques outstripped corresponding traditional practices. Therefore, it made unquestionable sense that the Third World people discard unconditionally their primitive ways and embrace the technologies that had wrought such extraordinary progress in the advanced countries. This

orientation eventually came to be known as a pro-innovation bias. Melkote & Steeves (2001:54) argue that diffusion of innovations theory failed to achieve its main objective of making developing countries embrace new technologies because it just advocated the one-way approach that tended to block the researcher from seeing the reverse flow of ideas and innovations from the less developed to the more developed, from the peasants to the technicians, administrators, and scientists.

Many developing countries that were asked to discard their practices so as to embrace new innovations rejected the new innovations because they did not participate actively in the entire diffusion of innovation processes except just being mere recipients of new innovations which they didn't even understand properly. Cowley (1989:44) argues that it is not enough for the media to just place on emphasis and more coverage on certain issues so as to draw audience attention and interest to certain issues on their agenda. Instead the media should engage with all stakeholders involved in a particular development issue to promote ownership and commitment to the message content. This later encourages the target audience which is part the stakeholders to implement or actualise the development innovation enshrined in the message to be disseminated by the media.

2.1.5. Relevance of agenda setting theory to this study

It is well recognized by public health advocates that the media play an enormous influential role in public responses to health related issues. This

recognition has been necessitated by the fact that health issues interest many people. It is therefore imperative to give more and frequent coverage to health issues as this can help people know more about prevention and management of diseases which may arise due to lack of health information. Freimatu (1984:56) highlights this point explicitly by saying that many people rely on the news media for their health related information. Policy makers also obtain considerable amount of information from the media. As Bryant & Thomson (2002: 66) suggest, news coverage of public health matters takes on considerable significance that has the potential to shape the impression of average citizens and policy makers alike. Claire (2010:1) argues that the media have this potential because they (1) have substantial power in setting agendas, that is what we should be concerned about and take action on and, (2) framing issues, that is, how we should think about them.

According to McQuail (2000:64), media are able to structure issues and present them to the public who in turn have something to think about and act accordingly. McQuail refers to this as the power to structure issues. With this ability of the media in place, traders at LCM can be convinced as to what, from the media's or media user's standpoint, are most important issues in the area of SWM. This is a cardinal part of advocacy and attempts at influencing public opinion.

2.2 Participatory Development Communication Theory

Participatory Development Communication advocates both the use of mass media and traditional inter-personal means of communication that empowers communities to visualize aspirations and discover solutions to their development problems and issues (Tufte & Mefalopulos, 2009:9). Central to this theory is the emphasis on letting the stakeholders get involved in the development process and determining the outcome rather than imposing pre-established outcomes. Participation in this case means involving all concerned people in a development process leading to change and empowerment (Tufte & Mefalopulos 2009: 8). This approach promotes ownership and commitment of the stakeholders involved because they are engaged in all stages in addressing a particular development problem. Mefalopulos and Tufte (2009: 10) outlines the stages of addressing a development problem as follows:

2.2.1 Six Phases of Participatory Communication Planning

Communication planning for development is a logical process guided by a systematic and rational framework. This framework could be developed through situation-specific data gathered using the following participatory research techniques:

1. Assessment

This is where the development problem is accurately defined. Assessment can include studying previous experiences, individual and community knowledge, attitudes and behavior.

2. Communication strategy design

This stage involves defining the actual activities. A participatory approach helps to secure the ownership and commitments of the communities involved. Active participation by local people and other stakeholders aims to enhance both the quality and relevance of the suggested intervention.

3. Participatory design of messages and discussion of the theme

This involves active participation by the affected people and other stakeholders in designing messages of addressing the development problem.

4. Communication methods and material for development

A participatory approach promotes ownership and commitment of the communities involved in the sense that the communities involved are engaged in the selection of the communication methods to be used in addressing the development problem.

5. Implementation participatory stage

This happens when the intervention is planned. Implemented participation at this stage increases commitment, relevance and sustainability.

6. Evaluation stage participation

This ensures that most significant changes are voiced, brought to common attention and assessed. For a meaningful evaluation, indicators and measurement should be defined in a participatory process at the very beginning of the initiative involving all relevant stakeholders. According to Mefalopulos (2008:34), the involvement of all stakeholders in participatory communication planning leads to solutions to specific problems and the outcome of this empowerment through involvement yields the following results:

1. Psycho-social outcomes of increased feeling of ownership of the problem and a commitment to do something about it.
2. Improvement of competencies and capacities among traders at LCM required engaging with the defined development.
3. Actual influence on institutions that can affect an individual or community.

The fact that Participatory Development Communication advocates the use of both mass media and face to face communication to bring about development can greatly help LCC intertwine both inter-personal communication and mass media with the aim of sensitizing traders on the

relevance of SWM. This combination of inter-personal communication and mass media in the sensitization process becomes the most complete and efficacious way of bringing about development.

2.2.2 Pragmatic use of Participatory Development Communication Theory in the area of Solid Waste Management

Much research needs to be done in Zambia vis-a-vis the communication strategies used to promote SWM. Such research is very important because information dissemination through communication plays a major role in establishing a sustainable waste management system in a country. According to Roy and Singh (2007:34), creating community awareness for citizens is a vital component of SWM system. McDonald and Ball (1998:35) pointed out that any information about waste management needs to be adequately communicated and encouraged to the public so that residents' behaviors and habits can be changed for the better. Most research conducted in Zambia has not offered much in terms of proposing communication strategies that can be used to senstise people on SWM. Many researchers who have taken keen interest in solving solid waste management problems have opted to concentrate on how best the Local Councils can be better equiped with adequate disposal facilities so as to contain solid waste problems instead of focusing on the idea of preventing waste mismanagement in the first place. For example, the Auditor General in the Republic of Zambia (2007:iii) argues that the current indiscriminate

disposal of solid waste in Zambia has been exercerbated by lack of appropriate disposal facilities in the council. This has resulted in both ordinary citizens and councils disposing of waste illegally thereby posing potential health harzard to human beings and contamination of the environment. The Auditor General has called for effective public awareness interventions to guide the public on how waste should be disposed of. The Auditor General does not however suggest what these public awareness interventions are and how these awareness interventions should be implemented.

In his quest to offer a solution to the problem of solid waste mismanagement, Munthali (2006:55) has proposes for the increase in the number of communal dumpsites in Zambian communities as the key to solving solid waste problems. He, like the Auditor General argues for need to embark on community education campaigns that should revolve around the need for individual households. Community members, according to him should pay for waste collection services and a penalty should be meted out on those that fail to pay the collection levy.

Sibanda (2010:49) proposes that solid waste problems in Zambia can only be solved by putting in place an effective legal framework of regulating SWM. She argues that that despite the broader framework provided within the Environmental Protection and Pollution Act on SWM, much needs to be done in order to create an effective legal framework on SWM. First of all,

Sibanda states, there is need to improve institutional capacity of the Local Authority to effectively manage waste in communities. This entails ensuring that the private sector have access to affordable financacing to invest in waste collection equipment.

From the above, it is clear that most SWM research in Zambia has not done much in terms of suggesting how mass media can be utilized to relay SWM information to people nor is there anything said with regard to involvement of the concerned people in SWM activities. None of the Zambian literature reviewed has clearly suggested a communication plan that can be used to promote SWM. It is also clear that there does not exist much stakeholder participation in SWM communication programs in Zambia. Furthermore, all the literature reviewed focuses on how the Local Authorities can solve solid waste management problems. Nothing is mentioned about how ordinary citizens can actively take part in communication programs aimed at solving solid waste management problems. Nothing also, is said about the need to prevent solid waste mismanagement before looking at suggesions to increase communal dumpsites.

There are however success stories on the global level that may validate the effectiveness of Participatory Development Communication based strategies. These stories clearly tabulate some communication strategies that point to the objective of this study concerning the channels that the LCC is using in waste management in Lusaka.

A good example of effective SWM communication could be the initiative that the Local Authorities of a County in the USA called Devon have come up with. The Local Councils of US County of Devon have a long history of working together successfully on recycling and waste issues. In 1992 the 11 Local Authorities across the county formed a strong alliance named 'Devon Authorities Recycling Partnership' which aimed at providing a coherent and consistent approach to waste management activity. In order to achieve this aim, this partnership mounted on a campaign dubbed : "The Dont let Devon go to waste." This campaign included high profile advertising and public relation aimed at changing entrenched attitudes and behavior towards waste and recycling (The Devon Authorities Recycling Partnership.2012: 2). Overall in its communication plan or strategy was a shift in focus away from simply recycling waste to emphasizing the idea of preventing waste in the first place.The following are the major steps that where taken to encourage stakeholder participation in finding solutions to SWM problems(The Devon Authorities Recycling Partnership (2012:4):

Engaging with all stakeholders on a regular basis through a wide variety of existing communication channels exist, for example, social media, newsletters, events.

• Utilising stakeholders' own communication channels for incremental spread of messages

• Increasing engagement with the media, building and creating media opportunities, regular reporting on progress, briefing journalists in order to gain media support and buy in.

• Two-way communication – ensuring that all communication allows for two-way communication to encourage ownership, increase credibility and convey accountability.

• Briefings to ensure political stakeholders are kept informed including Members of Parliament, Councillors and Officers are kept informed of progress, challenges and opportunities.

This campaign was hugely successful and contributed to Devon achieving a 55 percent recycling rate by 2011/12 which has significantly reduced the amount of waste going to landfill. This recyclimg rate far exceeds the target set for the County, which is at 46 percent. Since the Devon Authorities' Communication Strategy for Waste was launched in 2008, many changes have taken place. Firstly, Devon has taken ambitious steps in its approach to waste management. Targets set by government and/ or the Devon Authorities have been achieved and exceeded. Growth stabilised at 0 percent and two Energy from Waste Plants are scheduled to be operational by 2014/15.

Similarly the Christchurch City Council of New Zealand also has long provided information on solid waste and waste minimisation to its citizens and stakeholders through a variety of media. These include informational

pamphlets and written materials on numerous topics, teacher resources kits, web pages, and so on. However, the Council's solid waste communication and education actions to date have often been ad hoc, incremental and tended to lack overall coordination.

More Participatory Development communication based strategies have been used like participation in keeping the Cities clean. One such experience comes from a study by City of Leduc. It reviewed the City of Leduc Waste Diversion Social Marketing Strategy. This strategy involved disseminating information through the use of mass media to residents so that they increase their participation in waste diversion initiatives over the short term. In the long term, the aim was to change people's behaviors so that the concepts of recycling and waste reduction become habits for them(City of Ludec and the DAGNY Partnership.2014:1).

Before this communication strategy was implemented, there was just a plan that involved giving residents curbside waste and blue bag in which they would throw accumulated waste. Recycling pickup were invited to households participating in the new curbside organics program to collect the waste bags. The entire community, including those living in multi-family units, would be encouraged to use the enhanced depot drop-off services.

The communication strategy on waste management which included packaging a specific waste management message for the audience and direct contact with the intended audience supports the work of Reams &

Ray (1993:21) who noted that general information was ineffective in changing behavior instead having specific waste management information for an intended audience coupled with   direct and personal contact with the affected person is a more effective method of gaining commitments to participate than indirect and impersonal efforts.

2.3 Conclusion

Chapter Two discusses the theoretical framework of the study. It presents communication theories and how they apply to the study. It also gives a critical and evaluative overview of the literature related to SWM communication strategies that have been developed and used to promote stakeholder participation. Chapter Three discusses the methodology the researcher used during the study. It contains the research tools used during data collection, methods of data collection and sampling procedure employed. The next Chapter describes the data that was collected and how it was analyzed.

Chapter Three : Methodology

3.0 Introduction

Chapter Two discusses the theoretical framework of the study. It presents communication theories and how they apply to the study. It also gives a critical and evaluative overview of the literature related to SWM communication strategies that have been developed and used to promote stakeholder participation. The following Chapter discusses the methodology the researcher used during the research. It contains the research tools that were used during data collection, methods of data collection, and the sampling procedure that was employed in the research. As well as that, this Chapter contains a description of the data that was collected and how it was analysed.

3.1 Research Design

The study used the descriptive research design. The design of this study took a multi-dimensional mixed method approach. Both qualitatative and quatitative methods were employed as demanded by the research questions and objectives. In order to collect data that addressed all issues demanded by the research questions, the study was rooted in the inductive, deductive and abductive research strategies. Abductive research strategies were used to analyse one-to-one interviews through content analysis based on themes. Manifest analysis involved looking at what each text says. This enabled the descriptions of the visible, in some instances, and obvious components of

the texts. This was shown by presenting reality in verbatim. This data "spoke" for themselves and allowed for a certain amount of researcher discretion. The reasons for combining these strategies were for effective data collection, analysis and interpretation.

3.2 Population size and Sampling method

LCM has a population of 4000 traders and is made up of six sections identified by a particular colour. The sections are identified by the following colours: Light yellow, Purple, Green, Yellow, Dark yellow, and Pink. Each of these sections has 610 stands. The total number of stands therefore is 3660. The researcher used systematic random sampling method in order to accord each subject a fair chance of being chosen and specifically the researcher picked one trader after every 6th stand of LCM. This is because the researcher wanted to give each member a chance of being part of the study.

The sampling size was one hundred (100) traders. The researcher chose this sampling size because it is relatively representative.

3.3 Methods of Data Collection

The data collection and processing was highly participatory. Quantifiable data was collected about the communication strategies which LCC uses to disseminate SWM information, trader awareness of the communication strategies employed by LCC in promoting waste management and the

effectiveness of the communication strategies for SWM. Qualitative data was used to probe and collect data on non-categorical questions. It was envisaged that a combination of the two methods would enhance the quality of the research.

3.3.1 Data Collection Tools

The questionnaire was engaged in the collection of information from the 100 traders of LCM. The use of questionnaires was deemed appropriate as it helped immensly in obtaining categorical information. The researcher administered the questionnaires personally either to the owners of the stands or their employees depending on who conducts business there. Data collection took three months, from 3rd September, 2014 to 3rd December, 2014.

 In-depth Interviews were used to collect qualitative data. In-depth interviews were carried out with key personnel of LCC and LCM. The format of these interviews was semi-structured, in form of a question guide to obtain responses. Unstructured discusssions and informal chats with the personnel of Lusaka City Council Waste Management Unit and Lusaka City Market Management were also used to gain insights in the their functions vis-a-vis sensitization on SWM. In-depth interviews were planned for ten experts who are knowledgeable in the area of SWM. But only five were available as the other five experts were unresponsive during the time of collection of data.

3.4 Data Analysis

3.4.1 Quantitative Data

The analysis begun with the sorting out of instruments according to numbers that were collected from the field. The questionnaires were cross-checked for information completeness, uniformity, and consistency in order to allow for easy interpretation and facilitation procession. The processing of data involved the use of manual facilities and computer through the utilization of the SPSS and Micro Soft Excel. The data was categorized according to relevant variables and coded with regard to responses. The data was then analyzed and interpreted by use of frequency tables, figures, and bar charts.

3.4.2 Qualitative Data

Qualitative data collected through one-to-one interviews was analysed through content analysis based on themes. Attention was paid to manifest as well as latent contents of texts. Manifest analysis involved looking at what each text says. This enabled the descriptions of the visible in some instances, and obvious components of the texts. This was shown by presenting reality in verbatim (quotations of parts of speech or the whole speech). This data "spoke" for themselves and allowed for a certain amount of researcher discretion.

3.5 Ethical considerations

Research is a scientific human endeavour that is organized according to a range of protocols, methods, guidelines and legislation. As such, informed consent was the cornerstone of this research. The subjects' identities are anonymous. The subjects were informed of their right and that they were free to withdraw from the study at any point. Furthermore , each individual was treated equally without prejudice. Additionally, each respondent was thoroughly informed about the aim of the research and of proposed outcome.

3.6 Conclusion

Chapter Three discusses the methodology used in relation to the research questions outlined in Chapter one. It outlines the research tools and methods used in data collection, and the sampling procedures that was employed. The chapter further describes the manner in which the collected data was analysed. The following Chapter Four presents the findings in relation to the three research questions of the study.

Chapter Four : Findings

4.0 Introduction

Chapter Three discusses the methodology used during the research. It contains the research tools that were used during the data collection, methods of data collection and the sampling procedure that was employed in the research. It also contains a description of the data that was collected and how it was analysed. Chapter Four presents the research findings in relation to the three objective questions. It presents the objective data as collected during the study. In a candid, this chapter constitutes a straightforward reporting of the findings of the study.

4.1 Display of Findings

This study measures effectiveness of a communication strategy as follows:

i. Its ability to help people achieve overall organisational objectives;

ii. Effective engagement with stakeholders;

iii. Ability to demonstrate the success of stakeholders' work and;

iv. Its power to facilitate change in behaviour and perceptions in the target audience where necessary.

4.2. LCC Communication Strategies used to promote trader participation in waste management at LCM.

Communication experts like Auture & Camilla (2002:39) argue that a communication strategy is very important because it states the anticipated effect communication activities will have on the development problem. The expected knowledge, attitude, and practice related to the problem, how participants' and partners' behaviours will develop or change, to what extent and over what period of time. This study aimed at assessing the effectiveness of LCC's communications for promoting trader participation in SWM at LCM.

Figure 1 highlights the communication channels that the respondents said the LCC uses to relay SWM communication plans to them. The majority of the respondents representing 45% of the respondents reported that they were informed about the LCC's SWM communications through inspection exercises while the least number of respondents representing 17% said they received the LCC's SWM information through the media (TV and Radio).
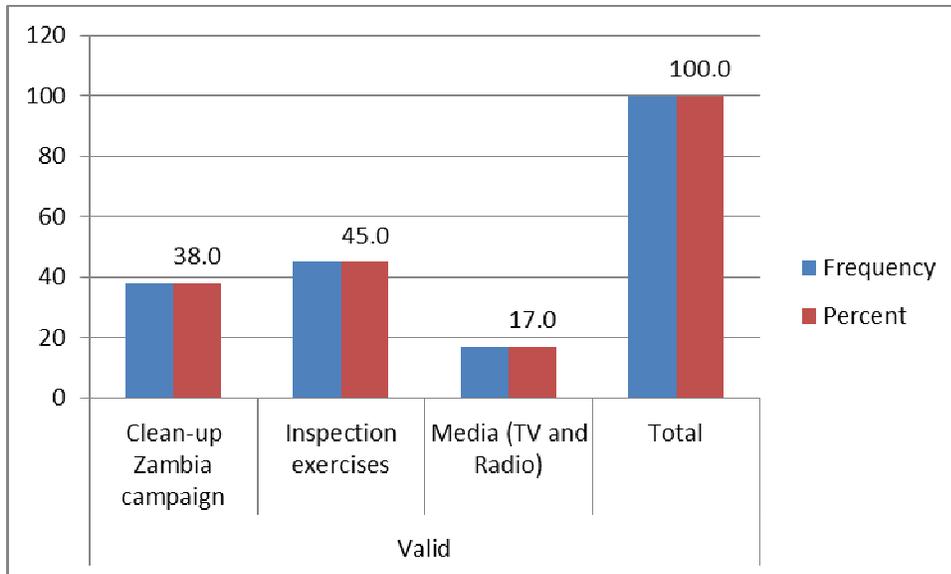
Figure 1. LCC's communication channels

On the channels or strategies used to communicate SWM information to the traders at LCM, a respondent from the Office of Public Office through in-depth interview reveals that: *"a written communication plan is not in place. And we do not directly communicate with the traders but through their management and inspectors. ……LCC acts as a board to these but without a clear written strategic plan maybe it's difficult to say whether we have a communication strategy. In relation to LCM our strategies are more ad hoc than anything strategic."*

This implies that what the LCC has no written SWM communication plan for traders at LCM; However SWM information is spread to the traders through both formal and informal structural engagements.

When asked how the LCC communicates its messages formally to the traders at LCM, an officer from the Public Relations Office via interview reported: *"the LCC uses a variety of media to disseminate SWM information to its stakeholders who include traders. This dissemination via media is done on two levels namely, provincial and LCM."* On the provincial level, LCC uses TV to communicate SWM information. For instance, LCC runs a program on TV2 entitled "In My Community" on which Lusaka residents are provided with information on good waste management. LCC also has a Facebook page called "Have Your Say", a forum on which it explains the importance of safe waste management and other issues that affect Lusaka residents. Apart from this, this forum also allows Lusaka residents to report or inquire about various issues that affect them. At this level, the LCC does not target LCM traders specifically. LCC's target audience for its communications at this level are all its stakeholders. LCM traders are therefore part of this target group due to the fact that they also form part of the LCC's target group.

On the level of LCM, the LCC indirectly communicates its SWM information to the traders. The LCC communicates SWM information to the traders at LCM through its inspectors who visit the market regularly during inspection exercises who regularly visit the market during their inspection exercises.

The inspectors underscore the need for traders to manage waste properly and the penalty to be meted out on traders that manage waste properly. The LCC also communicates its information to LCM management which in turn

relay this information to the traders through its own communication channels.

According to Cecillia (2003:9), a communication strategy can only be successful if it promotes direct involvement and communication of information to the intended audience using effective and accessible information. Therefore, the fact that the LCC does not directly communicate with the traders at LCM means that the traders are not active participants in the SWM communications apart from just being mere recipients of SWM messages from the LCC. The majority of the respondents representing 75% reported that the LCC communicates does not communicate with them directly them with regard to SWM. Table 1 shows the response that the respondents gave when they were asked if the LCC communicates directly with them.

Does LCC communicate SWM issue directly to you?	Frequency	Percent	Valid Percent	Cumulative Percent
No	75	75.0	75.0	75.0
Yes	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Table 1. Traders' source of SWM information

The fact that the LCC does not communicate SWM messages directly with the traders has made the traders speculate about the source of the SWM information they receive. This is because the LCC also uses private waste management companies apart from its inspectors as conduits for transmitting SWM information to the traders at LCM. Because of this arrangement, some traders tend to mistake these private companies for the LCC. When asked to specify who communicates SWM information to them, the majority of the respondents representing 63% said LCC while 24% of the respondents reported Nemchem and respondents representing 13% reported Private Company. Figure 2. Shows the respondents' responses with regard to who relays SWM information to them.
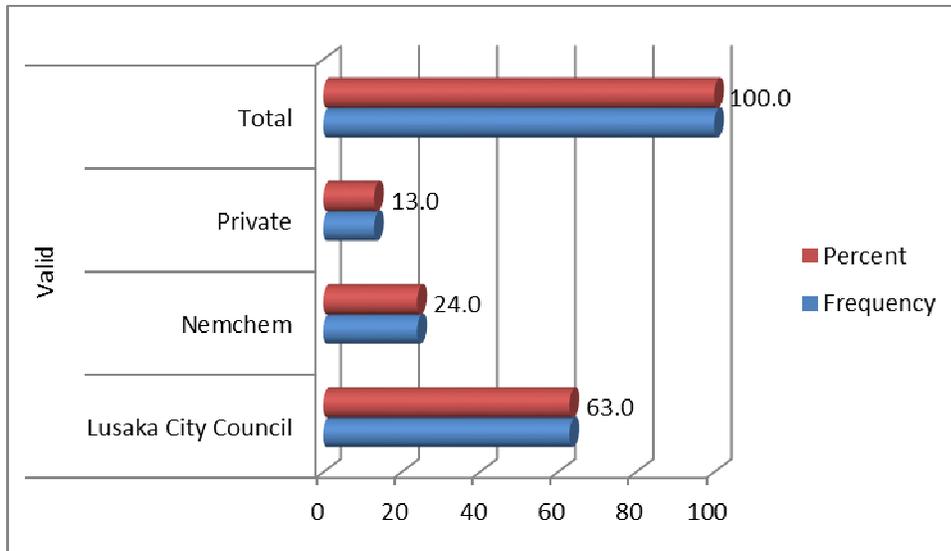
Figure 2. The LCC's engagement with the traders

When asked as to whether or not the LCC communicates SWM information directly to the traders at LCM, a respondent from the Health Education Unit at LCC reports that: "*LCC communicates indirectly to the traders at LCM through its inspectors, and LCC management*". *This respondent further adds:* "*LCC's communication strategies are ad hoc as there is no written communication strategy plan that clearly articulates activities done by the council.*" This situation is very detrimental to the LCC's effort of managing waste because it becomes difficult for the LCC to monitor and evaluate the impact of its SWM communications on the traders at LCM. It also makes it difficult to know what adjustments the LCC can make so as to improve its SWM services. It also becomes very difficult to determine the exact channels that the LCC uses to communicate SWM information to the traders.

4.3. Effectiveness of LCC's communication strategies for promoting trader participation in SWM.

According to communication experts like Jim & Ailish (2005: 9), effective communication relies on the synergistic use of the three strategic components:

i.   Advocacy: This informs and motivates leadership to create a supportive environment to achieve programme objectives and development goals.

ii. Social Mobilisation: This engages and supports participation of institutions, community networks, social/civic and religious groups to raise demand for or sustain progress toward a development objective.

iii. Behaviour Change Communication: This involves face to face dialogue with individuals or groups to inform, motivate, problem-solve or plan, with the objective to promote and sustain behaviour change.

The LCC has long been providing SWM information to the traders at LCM with the aim of making them aware of its SWM activities. It is however worrying to note that despite the existence of all these activities, the majority of the respondents representing 72% reported that the LCC's communications are not effective because they don't explain the SWM

activities taking place in the market and how they can participate in them. 6% of the respondents reported that the LCC's communications are effective while 22% of the respondents said they are fairly effective as indicated in Figure 3.
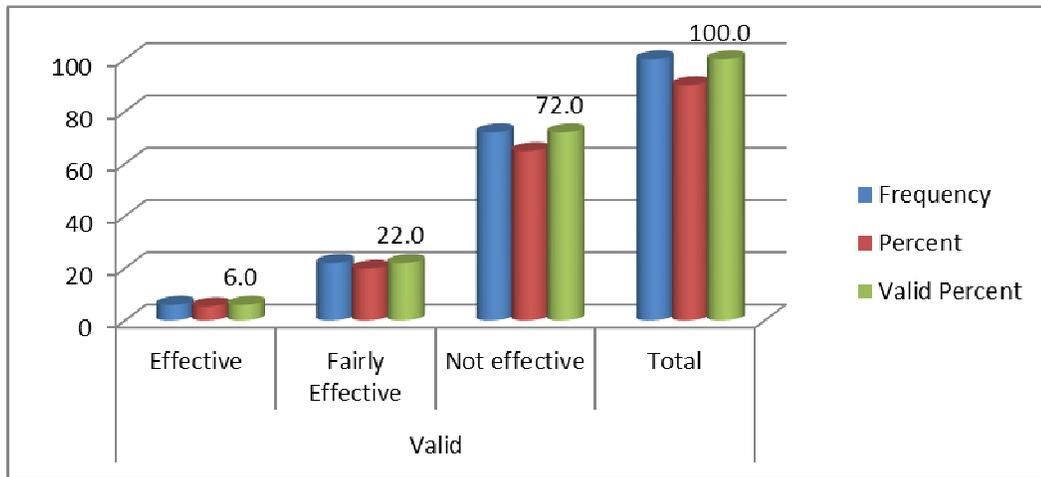
Figure 3. Effectiveness of LCC's communication strategies

When asked about the effectiveness of the LCC's communications, a respondent at the LCC responded via interview in the following way:

" *we do not directly communicate with the traders but through its management and our inspectors.........LCC acts as a board to these but without a clear written communiction strategic plan. Maybe it is difficult to say whether our "commucation strategies" are fully effective. In relation to LCM our strategies are more ad hoc that anything strategic."*

This simply implies that the LCC lacks written integrated, comprehensive and consistent communication plan or approach in disseminating SWM

information. According to the Central Statistical Office (2007: 23) , access to information is a very important aspect in a person's life because it increases people's knowledge and awareness of what is taking place around them, which may eventually affect their perceptions and behaviour. It is therefore unquestionable that effective communication becomes worthwhile if the target audience is able to access information that can help them participate in addressing a development problem. Lack of information substantially affects the quality of people's participation. To participate effectively , people need access to information so as to know what is happening and how they can get involved. Table 2 shows clearly that the majority of the traders at LCM representing 81% dont access the LCC's information about the SWM activities taking place at the market.

Do the LCC inform you about the SWM activities that take place in the market?		Frequency	Percent	Valid Percent	Cumulative Percen
	no	81	81.0	81.0	81.0
	yes	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Table 2. Trader access to information on SWM activities in the market.

This simply implies that LCM trader are ignorant about the SWM communications that the LCC has put in place with the aim of informing traders about the need to manage waste hence they don't participate in SWM activties at LCM. According to Melvin (2009: 34) , one of the many issues contribution to underdevelopment is ignorance. And so, information sharing and dissemination becomes crucial in bringing about integral development. An information population makes informed decisions which later is manifested into observable behaviour.

The mass media in this case is seen as a source of information provision, and a tool to provoke both inter and intrapersonal dialogue with the potential positive action among community members. Table 3 Shows the media exposure of the traders in form of the distribution of responses to the multi-response question of the channels through which respondents receive

SWM massages. 45.1 % of the respondents said they get SWM messages from Radio, 20.7 % said it is TV, 19.7 % said it is Newspaper and 14.5 % said it is internet (electronic). Based on this, it is expected that traders at LCM would have a positive attitude towards SWM if information describing the LCC's SWM activities at the market and they can participate in them is availed to them through the radio as it is the most accessed meduim at LCM

Type of Media		Responses		Percent o Cases
		N	Percent	
channel	Type of media exposed to TV	40	20.7%	40.8%
	Radio	87	45.1%	88.8%
	Newspaper	38	19.7%	38.8%
	Internet	28	14.5%	28.6%
Total		193	100.0%	196.9%
a. Dichotomy group tabulated at value 1.				

Table 3. Trader exposure to mass media

4.4 Trader awareness of LCC's communications for promoting trader participation in SWM at LCM

The LCC endeavours to disseminate its SWM communications through a variety of media and channels. These communications are aimed at making LCM traders' active participants in SWM activities taking place at the market. As a result, it is expected that the traders' awareness of LCC's SWM communications would enable them manage waste properly. To measure trader awareness of the LCC's SWM communications, the study collected information about awareness of LCC's SWM communications at LCM and measured it against traders' attitude to SWM at the market.

Table 4 indicates that 64% of respondents didn't know about the existing SWM activities at LCM. Nevertheless, 36% expressed awareness of the LCC's SWM activities at the market.

Are you aware of LCC's SWM activities at the market?	Frequency	Percent	Valid Percent	Cumulative Percent
No	64	64.0	64.0	64.0
Yes	36	36.0	36.0	100.0
Total	100	100.0	100.0	

Table 4. Trader awareness of LCC's SWM activities at LCM.

In proving the credibility of the fact that the majority of the respondents representing 64% were not aware of the LCC's SWM communications, the study revealed that the majority of the traders didn't actualise the recommended SWM practices such as storage of waste generated at their stands in readiness for private collection by private contracted waste collection companies as seen in Table 5. Through its communications, the LCC informs the traders about the importance of storing waste, reuse and recycling of waste generated and to ensure that reuse and recycling of waste are promoted among the traders. Aside from this, the LCC informs the traders about the need to sort out waste generated at their stand. Table 5 reveals that the traders' ignorance of LCC's recommended method of storing waste at the market is seen in the way traders handle the waste they generate at their stand. It was revealed that 59% of the respondents prefer

burning the waste generated at their stands to storing it which is considered illegal by the LCC.

Collection of waste from where it is generated or stored is the priority area in the current waste management system of the LCC. A respondent from the Waste management Unit underscores this by saying: " *General waste must be safely stored in readiness for collection by the Local Authority for this is primarily the work of the council.*" This respondent further adds: " *for effective collection of waste, the LCC recommends that storage of waste generated and reuse and recycling are the best.*" This makes other methods of waste management illegal.

How do you manage the waste generated at your stand?		Frequency	Percent	Valid Percent	Cumulative Percent
	Burn it	59	59.0	59.0	59.0
	Store it	41	41.0	41.0	41.0
	Total	100	100.0	100.0	100.0

Table 5. Solid Waste Management Strategies at LCM.

The study further reveals the impact that ignorance about the LCC's SWM activities at the market has on the traders as is seen in the way the traders

store the waste generated in their stands. Table 6 Shows that 71 % of the respondents generated a mixture of organic and inorganic waste. This is an indication that there was no sorting out of waste at the stand level. This in itself provides a challenge to improving the management of waste at the market. Unless the generated waste is sorted out at the source, it becomes difficult to implement other SWM strategies such as reuse and recycling.

Category of waste dominates the waste produced at the stand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mixture of Organic and Inorganic waste	71	71.0	71.0	71.0
	Inorganic waste	20	20.0	20.0	20.0
	Organic waste	9	9.0	9.0	9.0
	Total	100	100.0	100.0	100.0

Table 6. Category of waste generated by the traders at LCM.

Clearly, awareness of the LCC's communications for promoting trader participation in SWM enables people to embrace good waste management practices. This is so because table 4 shows that all the respondents who said they are aware of the LCC's SWM communication follow LCC's

recommended method of waste storage and management as shown in Table5.

4.5 Conclusion

Chapter Four has revealed the findings of the study. The Chapter has made use of tables, figures and verbal descriptions of what was discovered and observed. The next Chapter discusses the findings of the study and their implications.

Chapter Five : Discussion of Findings

5.0 Introduction

 Chapter Four revealed the findings of the study through the use of tables, figures, graphs and narratives. The findings in general unveiled that LCC's communication strategies were not effective in disseminating SWM information to traders at LCM.

This Chapter discusses the findings of the study vis-à-vis the research questions. Besides, it interprets the results of the study and the implications of the results.

5.1. Discussion of the Findings

It is imperative from the outset to state that the present study was designed to assess the effectiveness of the communication strategies that LCC uses to disseminate SWM information to the traders at LCM. This study was necessitated by the serious challenges that indiscriminate disposal of waste pose to LCM and the national goal of integral development. Among other things, ill disposal of waste threatens the health of the people because ill-disposed waste attracts diseases such as cholera and dysentery. Aside from this, ill disposal of waste makes places dirty hence endangering environmental health. Ill disposal of waste distorts the beauty of communities and the country at large.

5.2. What are the communication strategies used by LCC to promote trader participation in SWM at LCM?

The findings reveal that LCC does not have a clearly written integrated and consistent communication strategy that specifically aims at disseminating SWM information to the traders at LCM. A respondent from the Health Education Unit at LCC reports that: "*LCC communicates indirectly to the traders at LCM through its inspectors, and LCC management*". This respondents further adds: "*LCC's communication strategies are ad hoc as there is no written communication strategy plan that clearly articulates activities done by the LCC.* What exist are formal and informal structural engagements to disperse information on SWM among traders.

Informal structural engagements utilised by LCC include inspectorate exercises and LCM management. As part of implementing formal structural engagements, LCC uses a number of communications channels such as mass media, posters and notices as Table 1 reveals. This greatly affects the manner in which LCC communicates its messages because these formal and informal structural engagements do not promote trader participation in SWM at LCM . In these engagements, LCC does not engage directly with the traders with regard to SWM issues. With regard to the use of mass media for SWM information dissemination, LCC does not engage the traders directly; instead LCM traders are just mere recipients of already packaged SWM messages. LCC also just engages with LCM management which in turn

through its communication channels relays SWM messages it receives from LCC to the traders.

It is the considered view of this study that LCC should come up with an integrated communication strategy on SWM that should help every stakeholder know the activities that are happening in the market and how they can take part. This is because experts like McQuail (2000:43) argue that a communication strategy is very important because it shows how effective communications can help people achieve overall organisational objectives, engage effectively with stakeholders, demonstrate the success of their work and facilitate change in behaviour and perceptions in the target audience where necessary. Tufte & Mefalopulos (2009:10) further argue that letting stakeholders get involved in the development process promotes ownership and commitment since they are all engaged in all the stages in addressing a particular development problem. LCC must therefore not just use traders as mere recipeints of SWM messages but as partners in solving the problem of ill disposal of waste at LCM. Traders must be engaged by LCC in all stages when coming up with a communication strategy i.e from communication strategy design to the evaluation stage. The primary stakeholders who in this case are the traders are able to make the final decisions as ownership and control of the process rests in their hands.

According to Tufte & Mefalopulo (2009:12), stakeholder participation in addressing development problems is key because stakeholders themselves

determine the outcome of the development process rather than being mere recipients of pre-established outcomes. Participatory Development Communication Theory hence underscores that any communication planning for development should be guided by a systematic and rational framework developed through situation-specific data gathering by utilising key participatory research techniques namely assessment, communication strategy plan, communication methods and material for development, implementation participation stage and evaluation stage participation(Mefalopulos & Tufte 2009:10) . LCC can therefore adopt these Participatory Development Communication research techniques to enhance its communication plan in the following ways:

5.2.1 Assessment

This is where the development problem is accurately defined. LCC can accurately define SWM problems by studying the individual trader's and community knowledge, attitudes and behaviour so as to estabilsh the cause of the ill disposal of waste at LCM.

5.2.2 Communication strategy design

This involves defining the actual activities to be conducted in addressing a specific problem through the involvement of all stakeholders. This participatory approach helps to secure the ownership and commitment of the communities involved. LCC should encourage trader active participation

in SWM at LCM to promote ownership of the strategy and enhancement of both the quality and relevance of the suggested intervention.

5.2.3 Participatory design of messages and discussion of theme

This involves active participation by the affected people and other stakeholders in designing messages of addressing the development problem. LCC could involve traders in designing SWM messages so that the ill disposal of waste can be addressed instead of just imparting already packaged messages on the traders.

5.2.4 Communication methods and material for development

This promotes ownership and commitment of the community involved in the sense that the communities involved are engaged in the selection of the communication methods to be used in addressing the development problem. LCC should consult the traders with regard to the methods of communicating its SWM messages because it is the traders themselves that know what channels of communication they easily and often access.

5.2.5 Implementation Participation Stage

This fifth stage of a communication plan happens when the intervention is planned. LCC is therefore encouraged at this stage to promote trader participation in the implementation of its communcation plan because this increases commitment, relevance, and sustainability.

5.2.6 Evaluation stage participation

This is the sixth stage at which significant changes are voiced, brought to common attention and assessed. For meaningful evaluation, LCC should define the indicators and measurements in the participatory process of SWM at the very begining of the initiative by involving the traders and other relevant stakeholders so as to know whether or not LCC is making strides vis-a-vis delivery of its communications and the impact that these communications have had on the traders.

These participatory techniques can greatly help LCC come up with an effective communication strategy that promotes trader participation in SWM through knowledge exchange in all the stages of communication planning. This knowledge exchange between LCC and the traders can lead to solutions to ill disposal of waste.

5.3 How effective are the LCC communication strategies encouraging trader participation in SWM in LCM?

 Though the LCC has endeavoured to disseminate SWM messages to traders, all these have not been effective due to lack of a clear written operational and intergrated communication strategic plan. , a respondent at the LCC responded via interview in the following way: " *we do not directly communicate with the traders but through its management and our inspectors.........LCC acts as a board to these but without a clear written communiction strategic plan. Maybe it is difficult to say whether our*

"commucation strategies" are fully effective. In relation to LCM our strategies are more ad hoc that anything strategic."

Table 2 reveals that though the LCC has been disseminating SWM information to the traders through a variety of channels, the majority of the traders representing 81 % are not aware of the SWM activities at the market. And when asked if the communication strategies that the LCC uses are effective, 72% of the traders reported that they are not effective because they don't highlight the LCC's communication activities vis-a-vis SWM and how they can take part in them. LCC uses a number of channels such as inspection exercises, mass media, posters and notices to impart SWM information on the traders at LCM but these have all not been effective.

It is therefore imperative for LCC to come up with a clear written consistent and integrated communication plan that should promote trader participation in SWM. Thereafter, the LCC should engage national mass communication channels , such as television, newspapers and radio in the implementation of its SWM communication plan. These media must be engaged so that they can give more airtime and space to promote waste management practices such as waste separation, recycling, composting and re-using frequently. Moreover,they should make frequent awareness programs to make traders aware of the impact of ill disposal of waste in the market environment.

Dietram & David (2007:11) argue that the media are powerful tools that can be used to relay information to an audience with the aim of bringing about cognitive changes. The media are able to achieve this aim by choosing specific news topics to cover. Eugene (2008:15) argues further that the ability of the media to give more airtime and space to certain news items is important for information dissemination due to the fact that television , newspapers, and other media are channels through which people are made aware or not aware, pay attention to or neglect, play up or downgrade specific features of the public scene.

According Nobuya (2007:10), the Agenda Setting Theory states that the impact of the media on the audience can only be felt if the media pays more attention to specific issues so as to create interest in the mind of the audience. This is primarily because of the fact that the more coverage and space the media give to a particular issue, the more people will think about that issue until they subsquently develop interest. LCC should therefore engage with the media so as to look at the modalities of how SWM issues can be given more space and frequent coverage by the media. The media could then make everyone think about SWM by setting the agenda. This agenda should encompass among other things the importance of SWM to the traders. This they can do by covering more on the importance of SWM and how waste can be managed properly.

Melkote & Steeves (2001: 334) however argue that concentration on media effects on a receiver caused by mass media exposure is not effective if it is not coupled with focus on the content of the message.When considering the content of the media messages, it is cardinal to pay attention to the quality of information, the knowledge and skills emanating from the messages.The lack of interest in the content of the media messages and consequently, individual or group differences in their use and perception leads to a lack of cognitive dimension of communication effects i.e lack of knowledge and skills about an innovation that has the power to change a person's attitude towards something which in turn is translated and manifested in visible behaviour. It is therefore important for the LCC to critically look at the content of the SWM messages it gives the traders as it tries to engage with the media with the aim of making the media give more space and frequent coverage of SWM issues.

The study reveals that LCC's SWM messages focuse predominantly on the behavioral dimension of communication effects. This is due to the fact that the LCC communicates SWM information to the traders with the aim of change their behaviour in terms of SWM through its inspectors who visit the market regularly during inspection exercises. During these inspection exercises, the inspectors underscore the need for traders to manage waste properly and the penalty to be meted out on traders that manage waste properly. By doing this, the LCC neglects the cognitive dimension that asks the question: "what has the audience known about the SWM activities that

promote trader participation?" It is important for the LCC to first of all know what the traders have known about its SWM communications so as to measure the effectiveness of its delivery of communications. This is an important step to effective communication because it can accord the LCC a chance to critically look at what aspects of its commmunications the traders are aware of and which ones are they not aware of so as to come up with an effective communication plan that will focus on bridging the knowledge gap between what the traders know about LCC's SWM communications and what they don't know.

5.4 Are the traders at LCM aware of the communications from LCC on the need to participate in SWM?

 According to the distribution of awareness responses of the respondents in Table 4, 64% of the respondents said they are not aware of LCC's communications while 36% reported that they are aware of LCC's communications. The revealation that the majority of the respondents are unaware of LCC's communications implicitly means that they also lack a clear understanding of the SWM practices that the LCC seeks to impart on them through its communications. Karout & Altuwaijri (2012:44) argue that most of the problems regarding SWM could be seen in countries where environmental awareness education is lacking. This clearly explains the attitude the traders exihibit with regard to waste storage and disposal at the market. Table 5 reveals that the majority of the respondents representing

59% get rid of the waste they generate by burning it which the LCC considers illegal.

It is therefore imperative for the LCC to monitor and evaluate the quality of SWM information it imparts on the traders and its impact on the traders' attitude towards SWM. This can also help the LCC establish the reasons why some traders are not aware of its SWM communications. Monitoring and evaluation experts like Jane & Jo (2011:10) argue that through monitoring and evaluation, you can assess the quality and impact of your work, against your action plans and strategic plan. These two experts go further to stress the fact that monitoring and evaluation is most valuable if there is a clear plan of action. This study reveals that LCC at the moment has no clear written communication plan for disseminating SWM information to the traders at LCC. This, therefore, makes it difficult for the LCC to monitor and evaluate the impact of its communications on the traders. It is therefore important for the LCC to come up with a clear written communication plan specifically formulated for communicating SWM information to the traders at LCM before considering looking at the impact of its communications on the traders.

In this case, prior plans of how the LCC is to deliver its communications are essential but not totally fixed. Plans can change if they are not working or if circumstances change. Mary (2004:13) puts this articulately when she says: "Getting something wrong is not a crime. Failing to learn from past mistakes

because you are not monitoring and evaluating is." The LCC should therefore utilise monitoring and evaluation tools to review the progress made in delivering its SWM communications to the traders. Furthermore monitoring and evaluation can help the LCC identify the problems it encounters in communication planning and/or implementation so as to make necessary adjustments that are likely to make a difference in so far as SWM information delivery is concerned. In the lenses of Mary (2004:15), monitoring and evaluation should be for an organisation or project itself to see how it is doing against objectives, whether it is having an impact, whether it is working efficiently, and to learn how to do it better. With a clear communication plan in place, the LCC can use monitoring and evaluation tools to know if its communication plan is working or establish whether or not some adjustments and embelishments are needed to its communication plan due to change of circumstances. They can give the LCC information it needs to make decisions about its communications, and the changes that are necessary in the strategy or plans. Plans are not totally fixed; instead they change if they are not working or due to circumstantial changes.

Based on the participatory development communication theory, the LCC could implement commmunications that will enhance trader participation in SWM. The LCC could do this by engaging the traders in all stages of communication planning from the baseline survey to the endline survey.This is because according to Thomas (2009: 154), development

programs are only relevant, effective, and sustainable provided people are actively involved in the programs. This theory underscores the need to empower communities through communicative means to help them gain control over their environment and resources, and the importance of involving communities in planning, implementation and evaluation of the development program. According to Mefalopulos (2008:34), the outcome of empowerment through involvement of the concerned community in this case traders in the planning, implementation, and evaluation of LCC's communications could yield the following results:

1. Psycho-social outcomes of increased feeling of ownership of the problem and a commitment to do something about it.

2. Improvement of competences and capacities among traders required to engage with the defined development.

3. Actual influence on institutions that can affect an individual or community.

5.5 Conclusion

Chapter Five discussed the findings of the study vis-à-vis the research questions. Besides, it interprets the results of the study and the implications of these results. The next Chapter presents the summary, limitations, findings, conclusion, and the implications and recommendations of the study.

Chapter Six: Conclusion

LCC has long provided information on SWM to traders at LCM through a variety of media and channels. Traders are part of the target audience of health improvement campaigns because they mainly do their trading in highly sensitive places which if left unclean can be a danger to the environment and peoples' health. What is surprising to note is that despite LCC's effort, indiscriminate disposal of waste has continued to rise both inside and outside LCM. From the above, it is possible that LCC may not have communicated effectively about the necessity for proper waste management by the traders. This study assessed the effectiveness of the communication strategies used by LCC in disseminating information on solid waste management and its impact on the traders at LCM. It also looked at the effectiveness of these communication strategies, how the traders receive and perceive the messages.

In order to determine the effectiveness of LCC's communication strategies for promoting trader participation in SWM, this research study undertook to examine the following research questions:

*What are the communication strategies used by LCC to promote trader participation in SWM at LCM?

* How effective are the communication strategies used to encourage trader participation in SWM in LCM?

*Are the traders at LCM aware of the communications from LCC on the need to participate in SWM?

The research design was a multi-dimensional mixed method as both qualitative and quantitative techniques were utilized. Data was collected through structured interviews and self-administered questionnaires. Questionnaires were distributed using Systematic Random Sampling. A sample of 100 respondents was drawn from a population of 4000 traders at LCM. This study was anchored in the Agenda Setting and Participatory Development Communication Theories.

The data revealed explicitly that the communications strategies that LCC uses to promote trader participation in SWM are not effective. Though the LCC has endeavoured to disseminate SWM messages to traders, all these have not been effective due to lack of a clear written operational communication strategic plan.

In terms of the depth and breadth, this study did not cover the entire population of traders in all markets across the country. It strictly focused on the traders at LCM, 5 officials from the LCC. Based on this, it is believed that the findings of this study were valid.

6.0 Implications and Recommendations

The implication of the findings of this study are that the LCC may consider the following recommendations:

- Coming up with an integrated approach that should involve the traders in all stages of the development of a communication strategy as this encourages ownership and commitment.

- Utilising stakeholders' own communication channels for the incremental spread of messages.

- Increase its engagement with the media, including the creating of media opportunities, regular reporting on progress, briefing journalists in order to gain media support and buy in.

- Allow for two-way communication to encourage ownership, increased credibility and conveyance of accountability.

- Prioritise briefings to ensure that all stakeholders in the communication plan are kept informed of the progress, challenges, and opportunities.

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APPENDICES

Appendix I: QUESTIONNAIRE

Dear respondent, you were randomly sampled to take part in this research study focused on the effectiveness of Lusaka City Council's communication strategies to build capacities in communities for dealing with Solid Waste. Your contribution in answering the questions in this paper will go a long way in trying to find better and efficacious means of handling solid waste so as to help the trader community in Lusaka City Market deal with the aforesaid issue. You are, therefore, kindly asked to answer each and every question truthfully and honestly. Your answers will be treated as confidential. You are not supposed to write your name anywhere on this paper.

Tick { } in the appropriate bracket (s) provided for you next to the answer of your choice, and /or write in the space underlined where your opinion or comment is required.

SECTION A: Bio-Data and Demographic Information

1. Date...
   ....
   ....

2. Location

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

3. Sex

   1.   Male   { }

   2.   Female { }

4. How old were you last birthday { }

5 Marital Status

   1. Single   { }

   2. Married   { }

   3. Divorced   { }

   4. Widowed   { }

5.   On separation { }

6. Education background

1. No formal education { }

2. Some primary   { }

3. Primary (Grade 1-7) { }

4. Some Junior   { }

5. Junior secondary { }

6. Some senior { }

7. Secondary (8-12) { }

8. College { }

9. University   { }

SECTION B: Methods of waste disposal

(1) What do you know about SWM?

    1. Nothing

    2. This includes solid waste collection, transportation, sorting, recycling, treatment, compositing, energy recovery, incineration and disposal.

    3. Other

    (specify)..

    ....

    ....

(2) Do you think it is important for people to be educated on the issues of SWM?

    1. Yes   { }

    2. No   { }

(3) Does your stand generate in a week?

    1. Yes   { }

    2. No   { }

(4) What category of waste dominates the waste produced in your stand ?...

    ....

    ....

(5) After generation, what do you do with the waste?

    1. Burn it   { }

2. Store it   { }

3. Bury it   { }

4. Other { }   Give detail...

(6) If the answer is 2, where do you store

it?..

(7) If stored, what kind of receptacles do you use to store the waste?

1. Plastic bag   { }

2. Bins   { }

3. Sacks   {   }

4. Other improved devices { }

SECTION C: SWM Awareness levels

Is there an organization/ company that collect wastes from your stall?

1. Yes   { }

2. No   { } If yes, which organization is this?...............................

Does this organization explain the importance of SWM to you?

1. Yes   { }

2. No   {   }

If the answer is 1, what exactly does this organisation tell you about the effects of indiscriminate disposal of solid waste on human health and on the environment?..

If the answer is 1, who specifically explains to you the effects of indiscriminate disposal of solid waste on both human and environmental health?...

If yes, what channels or means does this organization use when communicating to you about SWM and Hygiene?...

What is the most effective means or channel that this organization uses to communicate with you?..

At what level are you involved when the communication means used by this company / organization are being initiated?..

In your opinion,how can the trader community be more involved in waste management and what can be done to improve SWM in Lusaka City Market...**THANK YOU!**

Appendix 2. IN-DEPTH INTERVIEWS WITH LUSAKA CITY COUNCIL PERSONNEL

An assessment of Lusaka City Council's communication strategies for promoting trader participation in SWM in Lusaka City. (The case of Lusaka City Market)

Kindly be assured that the information obtained shall be treated with utmost confidence and shall only be used for academic purposes.

Administrative Information

Name of organization...

Name and title of contact person...

Contact Address..

Email..
....

Nature of operation...

What is the aim of the "Keep Lusaka Clean Campaign" in relation to aim of the SWM Unit?---

What is Lusaka City Council doing in regard to the aim?----------------------
----

How does LCC reach out to the traders in Lusaka City Market so as to

promote SWM?---

What channels of communication does Lusaka City Council use when

reaching out to Lusaka City Market traders?...............................

Who specifically from Lusaka City Council reaches out to these

traders?...

Do you have any deliberate policy on how to disseminate information vis-a-

vis SWM to the people?...

If there is, is the dissemination effective?..

If you think they are effective, what are the

indicators?..

How does Lusaka City Council collaborate with Lusaka City Market

Management in disseminating SWM information?...

What communication strategies is LCC using for its outreach t

programmes?...

....

....

....

How are Lusaka City Market Traders involved in the communications strategies of LCC?..

Are these communication strategies having an impact on the

traders?...

What recommendation can you give as regards trader participation in

SWM?..

....

....

....

What would you recommend to be done in order to improve the

communication strategies used by Lusaka City

Council?..

THANK YOU FOR YOUR CO-OPERATION!

Appendix 3. INTERVIEW WITH MEMBERS OF LUSAKA CITY MARKET MANAGEMENT

An assessment of the effectiveness of Lusaka City Council's communication strategies for promoting trader participation in SWM in Lusaka City. (The Case of Lusaka City Market).

Kindly be assured that the information obtained shall be treated with utmost confidence and shall be only used for academic purposes.

Administrative Information

Name of organization..

Name and title of contact person...

Contact Address..

Email..

Nature of operation..

Does management have a deliberate policy of collecting waste from the traders' stands?

　　1. Yes 2. No 3. Not sure

If there is a policy, can you shed more light on

it?..

How is waste collected from the stands and how often is waste collected in a week?...

Where does management take the waste it collects from the traders' stands?

....

What happens thereafter?...

How often does Lusaka City Market Management collect from the dumpsite?

1. Very frequently

2. Frequently

3. Often

4. Occasionally

5. Never

Does management provided receptacles in which traders should throw waste?

1. Yes   2. No   3. Not sure

If the answer is 1, what receptacles are provided?...

How does LCC communicate to Lusaka City Market Management on issues pertaining to trader participation in SWM?..

Have you ever been involved in an on-going solid waste sensitization exercise for the traders?

1. Yes   2. No

 If the answer is 1, Have you ever gotten any feedback from the traders with regard to SWM?..

Who exactly from Lusaka City Council communicates SWM information to Lusaka City Market Management?..

What exactly does the message communicated contain?.............................

Who exactly from Lusaka City Market Management communicates SWM information to Lusaka City Market traders?...

What exactly is the content of this communication

information?..

At what stage are the traders involved in the formulation of these communication messages?..

Does Lusaka City Market Management say something about the effect of solid waste on human health and

environment?..

What form of media do Lusaka City Market Management use when disseminating SWM information to the traders of Lusaka City

Market?...

How much do you make use of the following in disseminating information about SWM to the traders?

Television, Radio, Newspaper, Magazines, Internet, Brochures, Theatre for community action, workshops, Talks, pamphlets and posters, Debates, Meetings, Others specify.

1. Very frequently 2. Frequently 3. Often 4. Occasionally 5. Never
2. 1.Very frequently 2. Frequently 3.Often 4. Occasionally 5. Never

What is the most effective means of communication that Lusaka City Market Management uses to communicate with the traders?................................

Are you content with the means of communication that Lusaka City Market Management uses when reaching out to you on solid management issues?...

According to your observation, have your communications been helpful in preparing for traders for SWM?

1. Yes
2. No
3. I am not sure

Why do you say so?...

In your own analysis, what do you think is the most effective form of media to use when sensitizing traders on SWM issues?..

What challenges do you encounter in the process of disseminating information about SWM?...

What recommendation would you give as regards the message content and means of communication currently being used by Lusaka City Market Management to disseminate information on SWM?...

THANK YOU FOR YOUR COOPERATION!