

## **ABSTRACT**

This report is based on a study that sought to assess the communication strategies put in place by the YWCA to fight child sexual abuse, and in particular defilement of girls. The problem of child sexual abuse especially the defilement of girls seems to have worsened over the past few years in Zambia going by available statistics and the number of cases reported by the media. Quantitative and qualitative data was collected using questionnaires, in- depth interviews and document analysis. Quantitative data was analyzed using SPSS to generate frequency tables and percentages. Qualitative data collected from in-depth interviews was analyzed and coded according to emerging themes.

The research findings indicate that the communication campaign for social and behaviour change used by the YWCA- ASAZA programme encompasses the organized use of a range of mass media, group and interpersonal communication strategies. Different communication channels such as radio, television, drama, workshops, newspapers, posters, billboards and door to door awareness campaigns are used to deliver messages to the target audience.

The study has brought out some important findings, among them is the fact that the respondent's area of residence which is also a reflection of the educational level attained and economic status did not seem to have an influence on their understanding of the terms child sexual abuse and defilement. Findings from the research also revealed that most of the children that were interviewed depend on interpersonal communication means such as parents and teachers as their main source of information on different issues. The adult respondents depend on mass communication through electronic and print media such as television, radio and newspapers as their main source of information. Residents from the high density area mainly depend on radio and television and residents from medium and low density area mainly depend on newspapers, radio and television as their sources of information.

The study also brought out another important finding which is that the ASAZA programme works with opinion leaders such as chiefs, headmen, church leaders, teachers and members of parliament who are engaged as members of positive change. The ASAZA programme also partners with different organizations such as the Police Victim Support Unit (VSU) and the Social Welfare Department to assist victims of gender and sexual based violence.

Findings from the study have revealed that even though the communication campaign needs to be more consistent and better funded, the communication strategies used by the YWCA- ASAZA programme have been effective in the fight against child sexual abuse. The number of cases being reported has increased over the past few years because people are now aware that defilement is a criminal offence. This can be attributed to the informational, educational and behaviour change communications that are in place to fight child sexual abuse.

**Dedication**

To Makena and Chellah

Even though I walk through the valley of the shadow of death, I will fear no evil, for you are with me; your rod and your staff, they comfort me. Psalm 23:4

Forever loved

(R.I.P)

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## **CHAPTER 1**

### **1.0 INTRODUCTION**

This report is an account of the practical attachment carried out at the Young Women Christian Association (YWCA) to evaluate the communication strategies used by the organization to fight child sexual abuse and defilement. According to the American Psychological Association, 'there is no universal definition of child sexual abuse and defilement'. However a central characteristic of any abuse is the dominant position of an adult that allows him or her to force or coerce a child into sexual activity. Accurate statistics on the prevalence of child and adolescent sexual abuse are difficult to collect because of the problem of underreporting. However there is a general agreement among child protection professionals that child sexual abuse and defilement is not uncommon, and is a serious problem facing the child in Zambia, particularly among young girls. Studies have shown that the person most likely to be the perpetrator is a close relative including fathers, uncles, brothers and grandfathers, 'More than one quarter of the children who were sexually abused reported that most of their time was spent around the home'. Despite the underreporting, in the recent past there has been an increase in the number of offences being reported which can be attributed to increased sensitization programmes being carried out by different organizations (<http://www.apa.org/releases/sexabuse>).

According to Zulu (2007), the number of children being defiled in Zambia has continued to increase dramatically because of the widespread myth and belief that having sex with a virgin will cure HIV/AIDS. This mis-information is mainly spread by local traditional healers. Madlala (quoted in Smith, 2003), argues that myths exist to explain the unexplainable and give meaning to realities that are beyond control. In times of desperation, myths and the behaviours they inform are more likely to come to the fore as people frantically search for answers, meanings and solutions. For instance, when faced with a protracted and painful death through AIDS, some people would be willing to try any possible cure and in this case the 'virgin cure'. Traditional healers epitomize power in the African community and many people believe that they have magical powers which can damage or fix people's lives. Village and urban clients consult them to gather

information about past and future concerns and to resolve their problems. Therefore, the role they play in fuelling this scourge cannot be ignored in any study of child sexual abuse and defilement.

Zambia is party to many major United Nations human right treaties. The Convention on the Rights of the Child contains provisions to protect children from abuse and exploitation. Article 19 requires state parties to take all appropriate measures to protect children from all forms of physical or mental violence, injury or abuse, maltreatment or exploitation, including sexual abuse and defilement, while in the care of parents, legal guardians, or any other person who has the care of the child. The Zambian Penal Code prohibits rape, incest and defilement, that is, sex with a girl under age sixteen years. (<http://www.hrw.org/reports/2003/zambia202-06.htm>). Despite these legal provisions, current statistics on the number of children being defiled locally and globally is alarming and stringent measures must be put in place to control the scourge.

Communication has been identified as a crucial tool in the fight against child sexual abuse and defilement. Without communication children may not know what to do in order to avoid being abused and what to do once they are abused. Also families may not know how to protect their children from sexual abuse and the affected families may not know how to support and care for their beloved children once they are sexually abused. Communities may not know how to respond to the problem. Thus, there is need for a strengthened communication campaign amongst children and adults on how to prevent sexual abuse and defilement and the dangers of HIV/AIDS. Information that is communicated is essential to educate and raise people's awareness of the scourge of child sexual abuse. According to Smith (2003), discussing sexual violence is uncomfortable at the best of times, but investigating why babies and small children are sexually abused is so repugnant to most, and the injuries so acute that many would rather do the most dangerous thing of all: pretend it is not happening. Traditionally in Zambia, open talk on sex is taboo and there is need to find ways of communicating with children on issues of sexual abuse and defilement so that they are free to share their experiences. Therefore communication strategies should give guidance and direction to organizations and

individuals who are involved in the fight against sexual abuse, on how to communicate to their audiences and what they should communicate so that people can break the silence on the subject. Interventions that have been put in place to address the problem of child sexual abuse and defilement include campaigns in awareness raising, education and information dissemination, addressing culture and practices such as early marriage and initiation ceremonies and promoting the right of the child to participate in decision making.

In 1998, the Young Women's Christian Association (YWCA) children in crisis centre (CICC) was opened to address the increase in the number of cases of child abuse that were being reported at the main drop in centre. YWCA is a non-profit Christian organization dedicated to the promotion of human rights for the development of the community especially women and children. The organization uses a variety of outreach techniques and communication strategies including community education and awareness campaigns in the fight against sexual abuse and defilement. The children in crisis centre specifically deals with children from birth to sixteen years who are victims of abuse. The most common form of abuse reported at the centre is that of defilement, physical and mental abuse and child labour.

The objective of the centre is to:

- Provide psychosocial counselling to abused children and their families.
- Conduct community awareness campaigns on child rights and abuse
- Support victims to report cases to police; organize medical help and seek legal redress.
- Collect statistics about incidents of child abuse and respond to the unmet needs of children in crisis.
- Provide transit shelter to abused children who are found in crisis situations especially sexually abused children.

The research study examined the communication strategies put in place by the YWCA to educate and raise awareness about Child Sexual Abuse (CSA) in the communities.

## **1.2 BACKGROUND**

### **1.2.1 Country Profile**

#### **Location**

Zambia is situated in South-Central Africa with Angola bordering its western boundary, while Botswana and Namibia occupy the south-west parts of the country. The Democratic Republic of the Congo (DRC) is on the northern stretch of Zambia's border and to the east is Malawi. On the south-east side is Mozambique, and Tanzania lies on its north-eastern border. Zimbabwe is directly located to the south of the country. Zambia's total landmass is 752,614 square kilometers and its population was estimated at 11,798,678 in 2006. Forty-nine (49) percent are below 18 years and 20 percent are less than 5 years (Government of the Republic of Zambia, 2006. Cited in Noyoo, 2008).

The country is located on a high plateau between latitudes 8 and 18 degrees south of the equator and between longitudes 22 and 36 degrees East. Zambia has a tropical climate modified by the altitude of the country, thus it is seldom unpleasantly hot. The rainy season runs from October/November to March/April. The cool dry season is in May-August and a hot dry season in September to October. Zambia's natural resources include copper, cobalt, zinc, lead, coal, emeralds, hydroelectric power and fertile land.

Zambia has extremely high poverty as well as unemployment levels. National statistics show that the poverty in the country in 2004 averaged 68 percent, with the rural regions averaging higher percentages at about 78 percent and urban rates of 53 percent (Ibid). The high prevalence of poverty has driven some families to use their children as sex workers in order to realize their basic economic needs. Research findings indicate that sexual exploitation of young girls is most serious among poor children because parents cannot find reasonable employment to sustain their families (CHIN, 2009). Girl children are also exploited through early marriages, whereby parents offer their daughters for marriage in return for a bride price or 'lobola', in order to reduce the burden of an extra child to feed and educate. This is a form of child sexual abuse because underage girls are married off.

The HIV/AIDS epidemic is ravaging Zambia and approximately 14.3 percent of Zambians are infected by HIV. Over 800,000 Zambian children have lost one or both of their parents to AIDS turning them to orphans. Life expectancy at birth is 38.63 years (Bureau of African Affairs, 2010). HIV and AIDS appear to further aggravate the problem of child sexual abuse and thus rendering girl children particularly vulnerable to sexual abuse. Orphans run a greater risk of being abused because many of these children turn to the workplace where they are often prone to sexual and physical abuse. Moreover, in many instances the subsequent ‘caregivers’ of these orphans abuse the very children they are meant to care for and nurture. The problem of child sexual abuse is further exacerbated by the misplaced belief, primarily by men, that engaging in sexual intercourse with a child will not only ensure that he is not infected by HIV, but also that if he is HIV positive, the act may cure him.

Zambia is one of the most highly urbanized countries in Africa South of the Sahara, with 44 percent of the population concentrated in a few urban areas along the major transport corridors, while rural areas are sparsely populated. Studies have revealed that patterns of social mobility such as migration within and between rural and urban communities encouraged and promoted child neglect. This is because in many instances, children are left to tend for themselves and this may put them at risk of being sexually abused. Overcrowding particularly in Lusaka and the industrial Copper-Belt towns, has led to the emergence of squatter townships with the various social problems such as high crime rate, teenage pregnancies, HIV and AIDS, child delinquency and child sexual abuse. The population comprises approximately 72 ethnic groups, most of which are Bantu speaking. The country is divided into nine provinces, namely Lusaka- which is the capital city, Eastern, Western, Copperbelt, Central, North- Western, Luapula and Northern

### **The Social, Political and Economic Background**

The post- colonial period can be designated under several historical eras that the Zambian nation traversed due to various political developments namely, the First, Second, and Third Republics. Zambia became independent on 24 October 1964 and was one of the wealthiest nations in Africa, but statistics now reveal that about two-thirds of Zambians

live in poverty. Per capita incomes are well below their levels at independence and at \$1800, place the country among the world's poorest nations (Bureau of African Affairs, 2010). The country's rate of economic growth cannot support the rapid population growth or the strain of which HIV/AIDS related issues (such as rising medical costs, decline in worker productivity) place on government resources.

At independence, Zambia's economy was mainly dependent on copper mining that accounted for 90 percent of its export earnings. The leadership was committed to the promotion of economic and social development and restructuring the economy guided by the ideology of Humanism. Zambia was a plural society with functioning opposition politics. According to Noyoo (2008), Zambia experienced positive economic growth in the 1960s and early 1970s, which enabled people to easily access free quality health care, education and social welfare services. The agricultural sector also received considerable attention from the government. All these things were made possible by soaring copper prices that earned the country substantial foreign exchange. During this First Republic that covered the period 1964- 1971, the government invested heavily in human development, with schools, hospitals, roads and houses being built for the benefit of the Zambian people.

In December 1972, Zambia was proclaimed a one-party state and this marked the beginning of the Second Republic. This did not augur well for the growth of democracy, political maturity and an appreciation of competition as well as diversity in the political arena. The reasonable growth of the economy in the 1960's and early 1970's was primarily due to high copper production and prices. The government embarked on a nationalization programme and import substitution which proved very costly. Zambia's failure to diversify the economy from copper mining and the import substitution proved unsustainable, resulting in economic decline.

Eventually, economic troubles and increasing international pressure to bring democracy to Africa forced the UNIP government to re-introduce multi-party politics. In 1991 Frederick T. J. Chiluba swept into power with the new Movement for Multi-party

Democracy party (MMD) and this ushered in the Third Republic. The new government made clear its support for Capitalism and adopted fully fledged Structural Adjustment Programmes. This saw the privatization of parastatals such as the copper mining industry and the liberalization of the economy. However, this did not deliver new impetus to economic growth and social progress. Many Zambians lost their jobs through retrenchment and thus were driven into poverty because of loss of income. The ten year rule of Chiluba and the MMD government was accompanied by corruption and had devastating effects on the social fabric of Zambia (Hwedie, 2003, p4). The country's total stock of external debt amounted to \$7.1 billion by the end of 2004 (Noyoo, 2008, p49). A large percentage of this debt was written off when Zambia qualified for debt cancellation under the Highly Indebted Poor Countries (HIPC) relief.

Levy Patrick Mwanawasa was sworn in as Zambia's third president in 2002 and until his death in 2008, he was committed to the fight against corruption and the rule of law. Immediately after taking over, he began cracking down on corruption, and Chiluba and some of his ex-officials were indicted. According to Noyoo (2008), Mwanawasa's ascendancy to the presidency rekindled a sense of sanity in the Zambian politics and the country in general.

### **1.3 STATEMENT OF THE PROBLEM**

The Zambian penal code prohibits child sexual abuse and defilement and the minimum sentence is 14 years while the maximum is life in prison which is imposed on child defilers. The problem is that despite the law and stiff jail sentences which are meant to deter would be defilers, the number of child sexual abuse and defilement offences being recorded are on the increase. Thus it has become a social problem and therefore in order to fight this scourge a number of organizations have come up with intervention strategies. The YWCA is engaged to fight this problem by carrying out community awareness campaigns on child's rights and sexual abuse. This is made possible through their communication strategies meant to sensitize the communities on the need to fight the escalating number of sexual offences currently prevailing in the country. At the University Teaching Hospital (UTH), a multidisciplinary centre housing health workers

and officers from the Victim Support Unit (VSU), counsellors and social workers was established with the aim of raising awareness in the communities on defilement. The centre also trains health workers, community leaders and women support groups on how to handle cases of defilement. They carry out sensitization programmes in schools, market places and bus stations on the need to fight the escalating number of sexual offences currently prevailing in the country.

Despite the intervention strategies that have been put in place by different organizations, a week hardly passes without the media reporting about a child who has allegedly been sexually molested. Studies have revealed that the girl child is more vulnerable to sexual abuse and defilement than the boy child. UNICEF reports that six times more girl children have HIV in Africa than boys and 58 percent of all HIV infections are among women (Smith, 2003). In 2006, the central Police Victim Support Unit recorded about 754 cases of defilement in urban Lusaka, a figure which was too high. In 2008, a pediatrician at the University Teaching Hospital disclosed that the hospital records about 30- 35 cases of defilement per week. Furthermore, in a shift of eight hours at the hospital, at least nine sexual abuse cases are treated. According to statistics compiled by the YWCA, about 70 cases of defilement are recorded in Lusaka every month and the perpetrators are more often by a known and trusted person (<http://postzambia.com/content/view>). These figures represent only the cases that are brought to the attention of the relevant authorities.

Despite the intervention strategies that have been put in place to fight child sexual abuse and defilement the problem still persists as evidenced by the increasing number of cases being reported. There's concern about the communication effort in terms of the outreach programmes that are meant to raise awareness, inform and educate people about child sexual abuse and defilement. Therefore, the communication component of the intervention strategies was studied so as to make recommendations that will help in the fight against child sexual abuse and defilement.



#### **1.4 RATIONALE**

Children are highly valued in Zambia and many parents strive to do the very best to bring up their children well. Therefore, it has been a concern for many people that the numbers of defilement cases are raising. The ill effects of child sexual abuse are wide ranging. According to the American psychological Association, children who have been sexually abused can suffer a range of psychological and behavioural problems, from mild to severe, in both the short and long term. The purpose of the study arises from the fact that, the negative effects of child sexual abuse can affect the victim for many years and into adulthood. Adults who were sexually abused as children commonly experience depression. Additionally, high levels of anxiety in these adults can result in destructive behaviours such as alcoholism or drug abuse. Many victims also encounter problems in their adult relationships and in their adult sexual functioning. Research has also shown that child sexual abuse victims are more likely to be involved in physically abusive relationships as adults.

Child sexual abuse can lead to the death and permanent deformity of victims and in most cases the child is infected with a sexually transmitted disease such as HIV/AIDS and syphilis. A Human Rights Watch report entitled 'Suffering in Silence' stated that sexual abuse and defilement is a major reason why five times as many Zambian girls under the age of 18 are HIV positive ( Smith, 2003).

Child sexual abuse and defilement is an urgent human rights and development issue. It is more complex than a single act of wrongdoing; it both reflects and has implications for the social, economic and organizational conditions in societies. For the child, it is an extreme and threatening violation of right. Therefore, this research is important because communication plays a key role in the dissemination of messages aimed at changing people's perception in order to fight child sexual abuse and defilement. Communication strategies that are both appropriate and effective assist in addressing different problems. The study has contributed a wealth of information that can be used by all stakeholders involved in the fight against Child Sexual Abuse and hence protecting the children against this heinous act. The information from this study can be used to develop

educational strategies and modify existing messages and how they are communicated so as to fight child sexual abuse. The findings will provide helpful background information for designing and targeting messages.

## **1.5 OBJECTIVES OF THE STUDY**

The objectives of the study were:

### **General Objective**

To assess the communication strategies put in place to fight child sexual abuse and defilement.

### **Specific Objectives**

1. To establish the nature of the communication strategies used by the YWCA and the extent to which they are utilized in reaching out to communities.
2. To establish whether the communication strategies in place are adequate to deliver the messages about child sexual abuse and defilement.
3. To identify barriers that may hinder effective communication of child abuse messages to children and adults.
4. To assess the knowledge and understanding of the community regarding sexual abuse and defilement.
5. To ascertain the role of group and interpersonal communication in the YWCA's fight against sexual abuse.
6. To establish which channel/s of communication is/are suitable for information dissemination to fight the problem.

## **CHAPTER 2**

### **2.0 METHODOLOGY**

This chapter looks at the research methodology the researcher used in the study. A combination of quantitative (survey) and qualitative methods were used in order to triangulate and get information. In order to gather quantitative data, the researcher used a structured questionnaire comprising both closed and open ended questions. Other methods used to collect data that may not be captured by the questionnaire in the survey were in-depth interviews, direct observation and document analysis.

### **2.1 RESEARCH QUESTIONS**

1. What communication strategies are used by the YWCA in the dissemination of information to communities?
2. What channels do they use for communicating messages?
3. How effective are the communication strategies and channels on their intended targets?
4. What strategy or strategies used for communicating is/are thought to have yielded positive results?
5. How do children and adults view child sexual abuse and defilement?
6. What channels of mass media communication are thought to be the most reliable by the target audience?

### **2.2 SCOPE OF THE STUDY**

The study was carried out in Lusaka. Lusaka was chosen purposively because it is the largest urban area, convenient and accessible for the researcher, and has high numbers of child defilement cases. The Young Women Christian Association was also purposively selected for the study because it has programmes that deal with issues on child sexual abuse.

### **2.3 RESEARCH METHODS**

The researcher used both quantitative and qualitative research methods of data collection. A variety of data collection techniques were used to gather sufficient data which is

representative of the situation under investigation. They include in-depth interviews, participant observation, desktop research and questionnaires.

### **2.3.1 Quantitative Survey**

In the survey, structured questionnaires were used to collect data from children and parents /guardians. The questionnaire for the children was administered through personal interviews. The children who are victims of child sexual abuse were interviewed by a child counsellor at the Children in Crisis Centre. The questionnaire for the adult population was administered through personal interviews in order to have high respondent returns. However in some cases, some were self administered which resulted into a few questions not being responded to. Questionnaires allowed the collection of data which can be used to measure attitudes, opinions, and beliefs. They also allowed the researcher to use different questioning techniques such as open ended questions in order to allow the respondent to give deeper details. Closed questions which gave the respondent options to pick from were also included in the questionnaire.

### **2.3.2 In - Depth Interviews**

This was used to collect data from respondents from the organization who were purposively selected. Purposive selection is a non- probability sampling method based on the assumption that a researchers knowledge about the population can be used to handpick the subjects to be included in the sample. It may be used to select respondents who are judged to be typical of the population in question or particularly knowledgeable about the issues under study (Bless and Smith, 1995, p95). The YWCA senior regional coordinator, the coordinator of the Children Drop in Centre (CICC) and the ASAZA (A Safer Zambia) coordinator were interviewed to gather information on the problem of child sexual abuse and the communication strategies used by the organization. One parent of an abused child was interviewed.

### **2.3.4 Observation**

The researcher participated in the daily activities at the YWCA Youth drop in centre where some cases of defilement are reported and also at the ASAZA project where all the

cases of defilement are referred to for further action. The researcher therefore spent some time observing and participating in the day to day activities of the organization. Direct observation helped in identifying the strategies used and messages conveyed.

### **2.3.5 Desktop Research**

The researcher reviewed case records on child sexual abuse and other literature including monthly reports, minutes from meetings, publications, brochures and posters that are available at the organization. The content of documents was examined to identify channels, strategies and other information on the communication process used by the YWCA.

### **2.4 Sampling Procedure**

The target population of this research constituted adults (parents/guardians) in three residential areas of Lusaka, school children from three schools, child survivors of sexual abuse and staff members at the YWCA. A total of 96 respondents were interviewed in the quantitative survey. This included 48 children, that is, 12 children who are victims and survivors of sexual abuse and beneficiaries of the Child Crisis centre at YWCA were selected using accidental sampling, this means that they were selected on the basis of availability and willingness to respond. 36 female school children, that is, 12 from each school were selected by using systematic random sampling from three schools which are; Rhodes Park School, Lotus Basic School and Northmead Basic School to represent children from low, medium, and high density residential areas respectively. The girl child was targeted because research findings indicate that girls are mostly the victims of sexual abuse and defilement. 50 adults in households who are parents or guardians were selected to take part in the survey. They were selected from Kabulonga, Chelstone, and Kalingalinga to represent low, medium, and high density residential areas respectively using multi-stage cluster sampling. The study also aimed at gauging the difference (if any) that might exist in terms of knowledge, attitudes and practices concerning child sexual abuse among the adults and children from the different socio-economic groups. A proportionate number of respondents from each residential area were included in the study in order to strike a balance. The total population in each of these residential areas

was obtained from the Central Statistical Office and the information was used to calculate the number of participants in each area. The population of the areas that took part in the study is as follows:

<b><u>Residential area</u></b>	<b><u>Population</u></b>
<b>Kabulonga</b>	<b>13,166</b>
<b>Chelstone</b>	<b>12,574</b>
<b>Kalingalinga</b>	<b>28,686</b>

*Source: 2000 Census of Population and Housing*

In the three areas of study, the multistage cluster formula was used to determine how many questionnaires to administer in each area. 50 questionnaires were administered and were broken down as follows: Kabulonga- 12 respondents, kalingalinga- 26 respondents, and Chelstone- 12 respondents. The following formula was used to arrive at the breakdown;

$$\frac{n}{N} \times \text{no. of questionnaires}$$

n is the total population in a given residential area; N is the total population of the three residential areas selected for the study. The calculations were done as follows;

$$\text{Kabulonga- } \frac{13166}{54426} \times 50 = 12$$

$$\text{Chelstone- } \frac{12574}{54426} \times 50 = 12$$

$$\text{Kalingalinga- } \frac{28686}{54426} \times 50 = 26$$

For the Qualitative study 3 workers from the YWCA were picked purposively for the in-depth interview. One parent of an abused child was selected on the basis of willingness to respond using accidental sampling. Unstructured questionnaires were used to gather data in the in-depth interviews in order to collect more information that was not captured by the survey. This enabled the researcher to ask further questions beyond what had been

planned and also enabled the interviewer to clarify the meaning of the responses that were received.

### **2.5 Data Analysis**

Qualitative and Quantitative methods of data analysis were used. The analysis was done by using the SPSS. The researcher analyzed the data by use of tables, frequencies, percentages, charts and graphs, and other data summarizing tools.

## **CHAPTER 3**

### **3.0 CONCEPTUAL AND THEORETICAL FRAMEWORK**

#### **3.1 Conceptual and Operational Definitions**

A conceptual definition is the definition of a concept by a set of other concepts. Verbal communication among human beings would be impossible without the existence of words expressing concepts. Thus the main functions of concepts is to facilitate communication among human beings and secondly to aid in the classification of the elements of reality and their generalizations (Bless, Smith, 1995, p35). The following concepts in this study will be conceptually defined:

##### **3.1.2 Communication**

Communication in this study will refer to the process by which messages will be transferred from a source to a receiver via a certain channel in order to influence the receiver's thoughts and actions. According to Rogers (1992), communication is a vital aspect of social change, and is part of the myriad decisions that, taken together, constitute social change.

##### **3.1.3 Mass Communication**

Mass communication denotes message transfers via such mass media as newspapers, magazines, film, radio and television, which enables a source of one( or several individuals) to reach an audience of many (Rogers, 1969, p99). This communication process refers to the form of communication that takes place among large, heterogeneous and physically scattered numbers of individuals.

##### **3.1.4 Communication Channels**

This will refer to the means through which the source conveys a message to the receiver. According to Severin and Tankard (1992, p200), Communication channels may either be interpersonal or mass media in nature and play different roles in the diffusion process. Mass media channels such as television reach large audiences rapidly and spread information to change attitudes. Interpersonal channels provide a two- way exchange of information.



### **3.1.5 Child Sexual Abuse**

Child sexual abuse is an umbrella term describing criminal and civil offences in which an adult engages in sexual activity with a minor or exploits a minor for the purpose of sexual gratification. It includes the involvement of dependent, developmentally immature children and adolescents in any sexual activity which they (children) do not fully comprehend and are thus unable to give informed consent. Forms of child sexual abuse include; pressuring a child to engage in sexual activities, indecent exposure of the genitals to a child, fondling or touching in a way that the child senses to be offensive, displaying pornography to a child or using a child to produce child pornography.

### **3.1.6 Defilement**

This refers to a form of sexual violation in which an adult or older adolescent engages in sexual activity with a minor. According to Daka (2005), defilement is the act of having unlawful sexual intercourse with any girl under the age of 16 years. It involves genital penetration and the genitals are injured or infected, or there are blood stains on clothing

### **3.1.7 Child**

A child in this study will refer to a minor aged sixteen years and below who is dependent on adults for so many things from love and affection to food and shelter and are developmentally immature.

### **3.1.8 Participatory Communication**

This will refer to the active involvement of a community or group in using media or group communication and to engage audience in critical reception.

### **3.1.9 Interpersonal Communication**

This describes participants who are dependent upon one another, that is, sender and receiver that engage with one another so as to gain information about each other for effective interaction. This is through verbal channels that rely on words as in written or spoken communication, or non verbal channels that include facial expressions, controlled body movement, and sound.

### **3.1.10 Communication strategy**

This will refer to a ‘well planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches’ ( Mefalopulos & Kamlongera, 2004, p8). It involves an educational approach for a campaign, awareness raising, training, and community mobilization.

### **3.1.11 Change Agent**

A change agent is defined as a professional person who attempts to influence adoption decisions in a direction deemed desirable by a change agency (White et al,1994, p297). In this study this will refer to the employees of the YWCA who are involved with the target adopters in a professional manner.

### **3.1.12 Target Group**

In this study, the target groups are individuals, groups or entire populations who are the target of appeals for change by the YWCA which is the change agent.

## **3.2 THEORETICAL FRAMEWORK**

This involves examining several theoretical propositions of different theories and then picking one or more which are relevant to the topic under investigation. According to Severin and Tankard (1992), communication theory is aimed at improving our understanding of the process of mass communication. With better understanding, people are in a better position to predict and control the outcomes of mass communication efforts. In the fight against child sexual abuse and defilement, it is vital that the right information is transmitted through the appropriate channels and communication theory may help or suggest an approach to the understanding of human communication and human behaviour. The theories try to explain why particular communication strategies need to be used in particular situations to induce positive change. A variety of theories that underpin this study will be examined.

### **3.2.1 AGENDA SETTING THEORY**

The agenda setting theory was picked because the YWCA uses mass media such as radio, television, newspapers among others, with a view that these could easily and positively influence the behaviour of the target audience. This theory posits that the mass news media have a large influence on audiences by their choice of what stories to consider newsworthy and how much prominence and space to give them. Agenda setting is one of the possible ways that the mass media can have an effect on the public. It is the idea that the news media, by their display of news, come to determine the issues the public thinks about and talks about (Severin and Tankard, 1992, p.207). That is, the mass media gives attention to an issue causing that issue to be elevated in importance to the public. This is achieved through salience transfer, which means the ability of the mass media to transfer issues of importance from their mass media agenda to public agenda. In agenda setting, the strength of the mass media lies in helping to put issues on the public agenda, that is, in raising consciousness and awareness about issues. In Zambia, the media has played a major role in reporting cases of child sexual abuse and therefore bringing it to the attention of the public. According to Kachemba (2008), a week hardly passes without the media reporting about a child who has allegedly been sexually abused. Defleur and Dennis (1981) describe the five distinct stages that make up the process of mass communication. They are;

- Professional communicators formulate various kinds of content for eventual presentation to different segments of the public for a variety of purposes.
- These messages are disseminated through the use of mechanical media.
- The message reaches relatively large and diverse mass audiences who attend to the media in selective ways.
- Individual members of the audience interpret the messages they select in such a way that they experience meanings that are more or less parallel to those intended by the professional communicators.
- As a result of experiencing such meanings, members of the audience are influenced in some way. That is, the communication has some effect.

According to Rodman (2006), the main thrust of agenda setting is that media content might not change your point of view about a particular issue but it will change your perception of what is important. Therefore, mass media campaigns and media coverage of the sexual abuse of children performs an important and significant role in placing the issue on the public and political agenda. This means that media coverage of child sexual abuse issues on media such as television, radio and newspapers can contribute to demystifying and reducing the secrecy that has characteristically surrounded its occurrence. The prominence given to issues surrounding the sexual abuse of children can be influential in advocating for the enactment of laws to protect children from sexual abuse.

The concept of agenda setting can be expanded into the concept of agenda building, which refers to the process by which news organizations and journalists feature, emphasize and/or select certain events or issues to cover over others. This is aimed at influencing public opinion. Thus in connection with Child sexual abuse, the mass media highlights the stories of sexually abused children and make them stand out through salience transfer. The media can then link the stories that have become the focus of attention to secondary symbols such as breaking the silence about child sexual abuse. Agenda setting is accelerated when well known and credible individuals (such as Dr. Kaunda, the first president of the Republic of Zambia), begin to speak out on the issue. The YWCA has used credible and influential individuals to speak out against the sexual abuse of children using the mass media as a means of communication. In communication campaigns, having the right source can increase the effectiveness of the message being delivered.

### **3.2.2 SOCIAL CHANGE CAMPAIGN THEORY**

This theory assists in the planning, designing and dissemination of social campaign messages. It looks at factors that may hinder messages in a social campaign to induce the desired effect, that is, behaviour change. Many social campaigns have accomplished little and postmortems of them have revealed a number of deficiencies that could have been corrected. For example, the campaigns may not have targeted the appropriate audience,

the reform message may not have been sufficiently motivating, the individuals, and groups, or populations that were targeted were not given a way to respond constructively, or a campaign may have been under funded (Kotler and Roberto, 1989, p.5). Therefore, this theory is of significance to this study because it guides in the planning and designing of messages that are used in the fight against sexual abuse.

According to Kotler and Roberto (1989), 'a social change campaign is an organized effort conducted by one group (the change agent), which intends to persuade others the (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices, and behaviour. The YWCA in this case is the change agent and it conducts sensitization campaigns in Lusaka and rural areas using mass communication channels such as radio, television and newspapers to fight child sexual abuse. The organization also produces information, education and communication materials (IEC) such as brochures, posters, banners and newsletters to carry different messages for the awareness campaign. The target adopters are the individuals and groups in the various communities such as Kalingalinga and Mandevu compounds where the sensitization campaigns are conducted.

The social campaign theory warns that the use of mass communication to change public attitudes and behaviours may be limited due to several factors that dilute mass media impact. They include;

1. Audience factors, such as apathy, defensiveness, and cognitive ineptness.
2. Message factors, such as messages that do not convey real motivating benefits to citizens in an attention getting way.
3. Media factors, such as failure to use appropriate media vehicles at the proper time or in effective ways or to reach target adopters with the type of media that they are most receptive to.
4. Response- mechanism factors, such as failure to provide receptive, motivated citizens with an easy and convenient way to respond positively to a campaign's objectives and to carry out the campaign's intentions (Roberto and Kotler, 1989, p.8).

Therefore, a campaign has to be well planned and carefully crafted in order for it to be successful. Two social scientists Lazarsfeld and Merton (1949) identified the following conditions for successful mass media-oriented information campaigns.

1. *Monopolization.* An information campaign has to enjoy a monopoly in the media so that there should be no messages that are contrary to a campaign's objectives. This means that the information campaign on child sexual abuse carried out by YWCA in the mass media should enjoy a monopoly in order to induce positive change.
2. *Canalization.* Mass and information-oriented social campaigns depend on a favorable public attitude base. Commercial advertising is effective because its task is not to instill basic new attitude or create new behaviour patterns but to channel existing attitudes and behaviour in one direction or another. The YWCA as the change agent should be aware of this and recognize that preexisting attitudes are easier to reinforce than to change. Therefore if there are any positive attitudes that exist in the target population that may assist in the fight against child sexual abuse, they should be reinforced.
3. *Supplementation.* Social campaigns work best when mass media-oriented communication is supplemented by face-to-face communication. To the extent that people are able to discuss what they hear with others, they will process information better and are more likely to accept changes. This is very crucial to a social change campaign because some members of the community who act as opinion leaders may influence others to adopt or reject the messages. As YWCA is carrying out the awareness and sensitization campaigns, they should be aware of the influence of opinion leaders in the target population and work with them in order to change attitudes that contribute to the sexual abuse of children.

### **3.2.3 THEORY OF COGNITIVE DISSONANCE (FESTINGER'S THEORY)**

Leon Festinger developed cognitive dissonance theory in 1957 to explain how a person's beliefs can change when they are in conflict (<http://www.cs.edu/honors/reports.html>).

Cognitive dissonance is the psychological conflict from holding two or more incompatible beliefs simultaneously. Individuals strive for balance in their beliefs and if

presented with decisions or information that creates dissonance, they use dissonance-reduction strategies to regain equilibrium. The theory suggests that dissonance is psychologically uncomfortable enough to motivate people to achieve consonance and in a state of dissonance, people will avoid information and situations that might increase the dissonance. Because cognitive dissonance is unpleasant, individuals are motivated to find some way to resolve the conflict that is causing it, and to modify their behaviour to resolve the conflict. Dissonance theory applies to all situations involving attitude formation and change and can be used to change the perception of people towards child sexual abuse and defilement by providing information that will create dissonance. The theory is able to manipulate people into certain behaviours, by doing so; these people will alter their attitudes themselves. According to Saunders (2002), prevention of abuse involves changing those individual and community attitudes, beliefs and circumstances which allow the abuse to occur.

Cognitive dissonance can be reduced in two ways: a) adding new beliefs or (b) changing existing ones. This theory is useful in the fight against child sexual abuse and defilement. According to Daka (2005, p.41), *'traditionally, any girl who has reached puberty is eligible for sex and marriage. Men and girls, especially in rural areas, don't know about defilement. According to them, defilement is sexual intercourse with a girl who has **not reached puberty**, or sexual intercourse with a virgin'*. In such a situation information can be provided which will create dissonance with the existing beliefs. For example, according to the penal code, any person who unlawfully and carnally knows any girl under the age of sixteen years is guilty of a felony and is liable to imprisonment for life (ibid). This kind of information may inform, educate and raise awareness and thus motivate individuals to change their existing beliefs which predispose the girl child to sexual abuse and defilement. For example, findings from a study conducted among convicted child sexual abuse prisoners revealed that the prisoners believed that their tradition allows a girl as young as ten years to get married after attaining puberty and going through the initiation ceremony. Therefore they complained that they were incarcerated for having sex with underage girls but according to their culture, the girls were ready to engage in sexual activities (Kamuwanga, 2008, p.86). There is also the

widespread belief that having sex with a virgin will cure the person of AIDS and that the virus would somehow be removed from the infected person. This has led to the dramatic increase of children who are being defiled some as young as 9months old babies. In such instances, information provided can change existing beliefs because it will be in conflict with the beliefs that the person holds and thus motivate them to change

#### **3.2.4 SOCIAL PENETRATION THEORY**

This is a theory of Interpersonal communication in which the roles of sender and receiver are shared by two people simultaneously in order to create meaning. The social penetration was formulated by psychology professors Altman, I, and Taylor P. (1973) as their attempt to describe the dynamics of relational closeness. This theory states that as relationships develop, communication moves from relatively shallow, non-intimate levels to deeper more personal ones. The more time we spend with others, the more likely we are to self disclose more intimate thought and details of our life. This theory is very useful to this study because the YWCA provides psychological counselling to victims of sexual abuse and their families and the counsellor depends on the client to provide details of what happened in order for them to be helped. When the victims are brought in for the first time, they are usually scared and do not disclose much about what has happened to them.

Social Penetration is best known for its onion analogy which describes the multilayered nature of personality. The outer layer of personality contains the public self, which is accessible to anyone who wants to look. Below the surface layer, however, the personality holds more private information like beliefs, faith and prejudices. Held within the inner core are values, self concept and deep emotions. The inner core is the unique private domain of individuals, which although invisible to the rest of the world, has a profound impact on the areas of life which lie closer to the surface. Persons allow other people to penetrate their public self when they disclose personal information. The decision to disclose is based on the perceived rewards the person will gain for disclosing information. Child sexual abuse requires a lot of confidentiality and trust so that the client can disclose details of the abuse. The counsellor holds a number of sessions (one –to-one)



with the victim and therefore spends time with them. The close interaction with the counsellor over a period of time helps to build the trust for them to disclose more intimate details.

## **CHAPTER 4**

### **4.0 LITERATURE REVIEW**

This chapter will look at what has been published by other scholars that appears relevant to the research topic of sexual abuse and defilement. It will examine what has been published concerning child sexual abuse and defilement as well as communication and education strategies that have been used in fighting child sexual abuse. This helps to understand and investigate the research problem. It should be noted that very little literature is available on research studies on child sexual abuse communication strategies. The researcher consulted a wide range of sources including; books, newspapers, Government reports, journal articles, theses and dissertations and the World Wide Web which houses the Internet.

According to the Law Association of Zambia (2009), child sexual abuse takes various forms and is not restricted to sexual intercourse with a child. It includes acts such as deliberate improper touching of a child and fondling or touching in a way that the child senses to be offensive and does not like. Some of the most common forms of sexual abuse are defilement, attempted defilement, abduction, child trafficking, pornography, prostitution, indecent assault, indecent exposure and incest. Defilement which is the most commonly reported form of sexual offence against the girl child usually refers to an actual sex act with a small child under the age of sixteen, and is usually committed by adults who take advantage of young children. According to Kachemba (2008), 90 percent of the sexual offences recorded at Zambia's University Teaching Hospital (UTH) were between a girl and an adult male. In recent years, the offence has also been committed by boy children not older than sixteen years on toddler girls. It has also become common to hear of adolescents getting involved in sexual intercourse among themselves (Ibid, p.5).

The defilement of young children has gained the public attention in the past few decades and has become one of the most high profile crimes in Zambia and the world over. While sexual abuse of children by adults has been present throughout history, it has become the object of significant public attention in recent times. The sexual abuse of children and especially defilement has increasingly been recognized as deeply damaging to children

and thus unacceptable for society as a whole. Child sexual abuse is outlawed nearly everywhere in the world, generally with severe criminal penalties, including in some jurisdictions, life imprisonment or capital punishment. In Zambia, an adult's sexual intercourse with a child below the legal age of consent (which is below 16years) is defined as statutory rape, based on the principle that a child is not capable of consent and that any apparent consent by a child is not considered to be legal consent (Daka, 2009, p.42). This means that a child is by law incapable of giving valid consent because they are developmentally immature to fully comprehend what they are consenting to.

The literature reviewed showed that child sexual abuse and defilement is a national, regional and indeed a global problem especially in view of the HIV/AIDS pandemic which has made the situation complicated. Children are vulnerable to sexual abuse because of their age, size and innocence and therefore need protection. While children of any age are susceptible to defilement, a study that was conducted by the Zambia Civic Education Association (ZCEA) revealed that the most defiled age groups are those between ten and fourteen years of age (ZCEA, 2009, p.5). Child abuse prevention means taking steps to ensure any kind of abuse never happens in the first place. Prevention means setting up laws, policies and declarations that deal with the rights of children (<http://www.child-abuse-effects.html>).

#### **4.1 The Legal Framework for Child Protection**

##### **International Law**

The UN convention on the Rights of Children (CRC) is one such declaration and it defines a child as a person under the age of 18 years. The convention has been ratified by every country in the world except USA and Somalia and it provides for the right of the child against sexual exploitation. This child abuse prevention document outlines many ways that societies are responsible for their children. The document identifies that children shall be given opportunities and facilities by law and other means, to enable them to develop physically, mentally, morally, spiritually and socially in a healthy and normal manner and in conditions of freedom and dignity. Article 34 of this convention states:

*‘State parties should undertake to protect the child from all forms of sexual exploitation and sexual abuse. For these purposes, state parties shall in particular take all appropriate national, bilateral and multilateral measures to prevent;*

- a) The inducement or coercion of a child to engage in any unlawful sexual activity.*
  - b) The exploitative use of children in prostitution or other unlawful sexual practices.*
  - c) The exploitative use of children in pornographic performances and materials’.*
- (ANPPCAN, UNICEF, 2001,p.8)

According to UNICEF (2005), creating a protective environment based on the ideal of the CRC is not just about changes in laws and policies, but also about altering attitudes traditions, customs and behaviours that continue to undermine children’s rights.

### **National law and Policies**

Zambia maintains both a statutory and customary legal system. Statutory law takes precedence over customary law in Zambia, yet conflict between the two systems occurs and customary law often prevails, especially in the rural areas (ASAZA, 2007). Customary law constantly places women and girls in subordinate positions, a reflection of the social systems in which it operates. Yet victims and their families more often opt to seek justice through customary courts rather than face the intimidating prospect of pursuing criminal proceedings through the penal system. The customary law considers any girl who has reached puberty regardless of age as mature enough to engage in sex and therefore sex with such a minor is not regarded as defilement. Various studies, including media reports have shown an increase in the number of cases of abuse of children. For example, the Zambia Police Victim Support Unit (VCU) reported that they recorded 366 cases of child defilement in the year 2000 while in 2001 the number doubled to 715. Between January and June 2003, a total of 470cases of child defilement were reported to the police through the VCU (Mulenga, Tembo, 2003). In response to the public outcry over the increase in the sexual abuse of children especially defilement, the penal code was amended in July 2005 to provide for stiffer punishment (ZCEA, 2009, p.9). Section 138 of the Penal Code of Zambia states that ‘any person who unlawfully and carnally knows any girl under the age of sixteen years is guilty of a

felony and is liable to imprisonment for life' (Daka,2005, p.42). It further states that any person who prescribes the defilement of a child as a cure for an ailment commits a felony and is liable, upon conviction, to imprisonment for a term of not less than fifteen years or to imprisonment for life.

In defilement cases, consent is immaterial, that is, whether the victim consented expressly or impliedly, is not important. This is because the law on defilement or statutory rape considers girls less than sixteen years to be incapable of making sound decisions on sexual intercourse. Hence, the law is set to protect these girls from being sexually abused as well as to disallowing them from engaging in any unlawful sexual activities (Ibid). According to the Law Association of Zambia (2009), defilement is now a strict offence with no defence to it. A person cannot, for example, claim that he or she thought the child in question was older than 16 years nor can they claim that the child consented to the act willingly. A study was commissioned by the Zambia Civic Education Association to provide an understanding of the root causes of child sexual abuse in Zambia. The study conducted interviews with a number of incarcerated persons (defilers) in five prisons in the country. From the findings, one of the root causes of defilement as given by the defilers who admitted to committing the offence for which they were serving prison sentences was the issue of ignorance of laws and regulations relating to the child. This was portrayed by the reasoning or response *'I did not know that it was a crime to have sex with a girl under the age of 16'* and *'I did not see anything wrong with having sex with a young pubescent girl as tradition allows sex with girls who have reached puberty and the girl agreed to have sex'* (ZCEA, 2009, p.4).

The National Child Policy (2006) states that, the specific objective on child sexual exploitation and abuse is to protect children from sexual exploitation and abuse, including prostitution, defilement and involvement in pornography. The measures that were proposed in the policy to mitigate child sexual exploitation and abuse include the following:

- i. Refining and harmonizing the legal system where the statutory and customary issues on early marriages are concerned;

- ii. Introducing appropriate measures to prevent the child sexual exploitation and abuse through advocacy and promotion of children's rights and reinforcing the laws that protect the child;
- iii. Providing sustainable poverty reduction income generating programmes that will ultimately discourage habits that promote HIV and AIDS infections and sexual abuse; and
- iv. Implement interventions that will prevent child prostitution.

(National Child Policy 2006, Ministry of Sport, Youth and Child Development, Zambia).

#### **4.2 General Perspective**

According to the World Health Organization (WHO) (2004), child sexual abuse and neglect is a global public health concern and it is a prevailing problem in all generations, socio-economic strata and societies. Save the Children Alliance (2001) argues that, although poverty makes a child more vulnerable to sexual abuse and exploitation, the problem is not confined solely to poorest countries or the poorest children within countries; it exists in all cultures and all socio-economic groups and affects many millions of children. The magnitude of the problem in the Africa region is not known, and information from authoritative studies is scarce. This is complicated by the fact that most cases go unreported and those that are reported seldom reach a satisfactory conclusion according to the existing laws. According to research findings, one of the reasons given for not reporting is that the first option that most parents of the abused girl resort to is to demand payment from the perpetrator. In the case where the perpetrator fails to pay, then the case is reported but in cases where monetary compensation is obtained, such cases are never reported to the police (ZCEA, 2009, p.34). Also some parents or guardians think that by not reporting the matter to the police, they are protecting the innocent children and their family reputation especially when the offender is a close relation like an uncle, brother or father. Other reasons for underreporting of sexual abuse cases as given by UNICEF (2001) include;

- Fear of shame and stigmatization of the victims and their families. This leads to reluctance on the part of the family to report especially where the perpetrator is dominant, richer and /or more powerful in the community.
- Poor reporting by victims themselves to adult caretakers or family members occurs due to a lack of awareness by young children, fear that the child himself or herself may be considered to have consented and be held responsible, or even where the perpetrator is an authority figure such as teacher, extended family head or members on whom the child is dependent.
- Lack of faith in the official law enforcement mechanisms (police, courts of law) coupled with weak capacities of these agencies also leads to underreporting of cases. According to UNICEF, enforcement of the law related to sexual abuse of children is also very weak. In some instances those meant to enforce the law end up conspiring with the exploiters or being exploiters themselves. For a example, a report by the YWCA indicated some issues and concerns that were raised by the communities. These included complaints from Mandevu and Kaunda Square about the delay of cases by the police and the courts. This makes them feel humiliated and hence get discouraged from reporting cases of child sexual abuse to relevant authorities. Cases of child abuse are sometimes treated as domestic matters by some law enforcement agencies.

In the Africa region, economic poverty and affluence, armed conflicts and the breakdown of family and social systems are the main risk factors for child sexual abuse. Data from limited studies show that child sexual abuse is more common among girls than boys. A rapid assessment of child abuse by UNICEF and CHIN in Zambia involving 2000 children as a sample, found that female children are more at risk of sexual abuse, with 72 percent of female children experiencing this form of abuse compared with 28 percent of male children (Nkandela, 2001). There are some societal biases of female victims of sexual abuse which have been identified and they include;

- If a female is attracted to the male who sexually assaults her, she may be blamed for seducing him, rather than the blame being placed where it belongs: on the offender.

- If the girl does not fight her abuser, she may be viewed as ‘liking it’ and therefore blame is put on her as a willing participant. But the fact is that female victims of sexual abuse often don’t give a struggle. Girls are still taught to be ‘nice’ and many will not fight off the offender because of this perception.
- If the girl is promiscuous, she is often blamed for her sexualized behaviour, rather than being seen as a legitimate victim of sexual abuse. But the fact is that promiscuity in young girls is one of the signs of sexual abuse, as well as one of the effects of sexual abuse.
- If a girl dresses in a provocative way, she may be seen as ‘asking for it’. That is she may be seen as inviting men to abuse her.
- If a girl receives money for sex, she is less likely to be perceived as a victim.
- If a girl is well endowed, if her body looks more mature than her years or if she acts more mature than her years, society may see her as looking older than she is or acting older than she is and excuse the offender’s behaviour, rather than recognize that the girl has been sexually abused (<http://child-sexual-abuse-effects.html>).

It must be noted that regardless of how a child or adolescent responds to sexual advances, sexual abuse is never the child’s fault. Blame lies entirely with the offender.

According to Rakoczy (2000), the sexual abuse of children is particularly horrible because it is directed against those who are the most trusting of adults, it exploits their innocence and damages their inner selves in ways that are difficult to heal. Sexual abuse effects on children can be evident in emotional, physical, and behavioural ways. These effects can be just as devastating whether there was only one occurrence or there were repeated occurrences and they continue long after the abuse stops. The following are some emotional and physical sexual abuse effects:

Molested children suffer many losses, including;

- Self esteem and self-worth
- Trust
- Childhood, including the opportunity to play and learn
- The opportunity for normal growth and development



- Safety and security

Behavioural sexual abuse effects include:

- Nightmares, phobias and regressive behaviours such as thumb-sucking and bedwetting.
- Learning problems.
- Precocious sexual activity, that is, a young child knows more than they should about sexual activity and may exhibit seductive behaviour.
- Aggression and bullying behaviour.
- Depression and anxiety.
- Relationship problems.
- Antisocial behaviour
- Running away from home

(<http://www.childsexual-abuse-effects.html>)

A report by the YWCA (2010) indicated that when girls are admitted to the Children in Crisis Centre (CICC), the following has been observed;

- i. Most of them blame themselves for what happened especially relating to sexual abuse, while others feel that they are not loved by God hence the abuse.
- ii. Others begin to accept what happened in a negative way and look at it as something normal and can happen again to them.
- iii. They feel insecure.
- iv. They lose their self esteem and feel like they will never look beautiful again.

### **4.3 National Perspective**

Child sexual abuse, particularly among young girls is recognized as a widespread and growing problem in Zambia. Despite the stiff measures that have been put in place by the Zambian government to reduce child sexual abuse cases, incidences of defilement are still being reported on a daily basis. The Zambia police Service Victim Support Unit reports that in Lusaka between the years 2000 and 2004, there were 4,145 cases of defilement reported to the police. Another indicator of the rising cases of defilement is that at every court in Zambia, whether in lower or higher courts, at least 3 -4 defilement cases are now being handled per session compared to past years, when defilement cases

only came before the courts once every 3 months (Zulu, 2007). Statistics reveal that every month, averages of 70 girls are sexually abused in Lusaka alone, most often by a known and trusted person (Kachemba, 2008). According to a report by UNICEF, the person most likely to be the perpetrator is a close relative, including fathers, uncles, brothers and grandfathers. According to Kachemba (2008), in Zambia, 30 percent of child sexual offences were usually committed by relatives, 60 percent by teachers, stepfathers and 10 percent by strangers. In most cases, the families opt to settle offences within the family or at community level instead of taking the offenders to the courts of laws. For example, one housewife in Lusaka's Chawama township said that she would personally not be happy to see her defiler husband jailed for 25 years when there would be no one to provide for her and the children (Mulenga and Tembo, 2003). This scenario has led to an increase in defilement cases that go unreported. Sexual abuse is also more difficult to detect than for example, physical abuse. The relationship between the adult and the child may continue for a long time as 'our little secret', rewards of sweets and pocket money may be dispensed by the adult, and finally threats of violence or rejection may be used to keep the secret guarded. Children rarely divulge this secret and sexual abuse is often detected through sexually transmitted diseases or in the resulting pregnancy (Taylor and Stewart, 1991, p198). Research findings have revealed that coercion, trickery and manipulation are the most frequently used means of sexual exploitation of children, not the use of force.

In Zambia, child sexual abuse is a major problem facing the child and some practices, beliefs and attitudes have been identified that make children vulnerable and put them at risk of being sexually abused. These include:

- **Status and role of the child in society**

Generally in the Zambian society, children have a low status and they are expected to obey adults without question. Thus a child who questions an adult's motives or actions is largely regarded as rude. A child who has learned that she must obey adults is at risk of abuse. In traditional African society, children are not expected to speak in the presence of adults unless they are called upon to do so. This brings about barriers

in communication and even when a child is being sexually abused, they fail to bring this out to people who may help them. According to the Save the Children Alliance (2001), the powerlessness and low status accorded to children has meant that their suffering is invisible and unheard, and that their abuse is surrounded by stigma and shame for the child rather than the perpetrator.

- **Early and forced marriages**

This practice is common in the rural areas where children are married off as soon as they attain puberty. Early marriages deprive children the right to education and are a form of sexual abuse as children under the age of sixteen are sometimes married off. According to UNICEF (2008), early marriage contracted under customary law mainly a rural phenomenon is linked to payment of a bride price, and as such is widely recognized as a coping strategy for the poor. Early marriages are the results of many circumstances. At family level, parents may not be able to afford to keep a daughter and therefore encourage her to marry early. Family level poverty, however, is also tied to the practice of 'lobola' (bride price) and the desire to marry off a daughter who has reached puberty before she becomes pregnant. Younger girls command a higher bride price because they are perceived to be virgins and are obedient to an older husband. Also some parents are known to marry off their young girls to older men to meet educational fees for their male siblings. The HIV and AIDS epidemic has also contributed to early marriages with many adult males seeking out young girls for sex and/or marriage in the belief that the girls are free from HIV infection.

- **Initiation ceremonies**

Initiation ceremonies or rites of passage are performed among most tribes in Zambia once a girl reaches puberty. They serve a very important purpose in the communities but some negative aspects have been observed about them. For example, children are taught about techniques to please men sexually in bed. Having acquired these skills and knowledge some children feel that they should start indulging in sexual activities once their initiation is over. Some children who are put in confinement are not given sufficient protection and end up being defiled. The aspect of displaying bare-breasted

children to the public when they come out of confinement makes them vulnerable to abuse. For example, findings from a study conducted among convicted child sexual abuse prisoners revealed that a number of them believed that the Zambian tradition allows a girl as young as ten years to get married after the initiation ceremony. Some of the prisoners from the rural set up where such tradition is upheld complained that they were incarcerated for having sex with underage girls but according to their culture, the girls were ready to engage in sexual activities (Kamuwanga, 2008, p86).

According to a rapid assessment of the incidence of child abuse that covered 20 districts in Zambia representing the nine provinces and involving 1,957 children, 131 children indicated that they had been subjected to sexual abuse. Out of these, 33 percent indicated that they had undergone initiation ceremonies, 17 percent indicated that they had not undergone such ceremonies and 50 percent did not respond (CHIN, UNICEF, 2007). In customary law, age has no relevance in determining childhood or adulthood. Adulthood is marked by biological development, hence even though the penal code defines a child as a person aged 18 years and below, this is not necessarily so under customary law (ZCEA, 2009, p.34).

- **‘Joking’ between cousins**

This joking refers to older male cousins cracking sexually explicit jokes to younger female cousins. They may also touch the young girl’s breasts or pat their backs. The older cousin does this for his sexual gratification and is thus exploiting the girl sexually. This could lead to more sexual activity and thus places the female children at risk of being sexually abused.

(Saturday Post, Saturday September 26, 2009).

- **Prescribing sex as a cure for HIV/ AIDS**

According to Zulu (2007), another factor that is contributing to the dramatic increase of children who are being defiled in Zambia, is the widespread belief that having sex with a virgin will cure HIV/AIDS. This information is mainly spread by local traditional healers. According to the sexual cleansing myth, a man can cleanse his

blood of HIV and AIDS and provide inoculation against future HIV infection through intercourse with a virgin (Smith, 2003). In Africa South of the Sahara, traditional healers play a major role in providing for the health needs of people, particularly in rural areas where western health care is unavailable. In Zambia, few politicians have spoken out against the ‘cleansing crime’ of the virgin myth, but Kenneth Kaunda, the founding father of the Nation has broken the taboo. He is quoted as saying, *‘it would appear to me that some people believe that a man who is suffering from HIV and AIDS can rape a child 6 months old, 1 year old, whatever and he’ll be cured. What madness is this?’* (Smith, 2003) Due to this factor, these young children have a high risk of becoming infected with HIV.

A study on the ‘Perceptions about child sexual abuse in relation to Virgin Cure’ was conducted among convicted prisoners in a Lusaka prison. The study used qualitative research design and Focus Group Discussions were held with convicted child sexual abusers. Findings from the study reveal that the convicted prisoners indicated that traditional healers in Zambia recommend young girls and female infants to be sexually abused as a cure for sexually transmitted diseases such as HIV/AIDS, and some are advised to abuse their daughters. The respondents also stated that the information on virgin cure belief was not only obtained from traditional healers but also from parents, elders and friends (Kamuwanga, 2008, p86). The study recommended the need to intensify Information, Education and Communication to the general public especially men who are the major perpetrators.

- **Prescribing sex with a child for wealth creation**

Many people fall prey to desperate ideas of becoming rich. Some medicine men and women prescribe sex with a child for a person who wants to get rich fast. This a criminal offence committed by both the one prescribing and the one defiling. There is no correlation between getting rich and defilement. One of the root causes of child defilement as given by incarcerated persons in a study that was conducted was *“the belief that the traditional medicine to make a person rich becomes more potent when defiling a child is part of the medicinal process. The belief is that the business will*

*grow as the child that has been defiled grows. In this case the younger the child the better” (ZCEA, 2009, p.16).*

- **Commercial sexual exploitation of children**

According to Save the Children Alliance (2001), large numbers of children are sold and sexually exploited on a commercial basis. Commercial sexual exploitation of children is the sexual abuse of children in exchange for cash or in kind favours from the customer or an intermediary (Kyaddondo, 2002). Some children especially girls, are subject to commercial exploitation which is mostly an urban phenomenon in areas of high economic growth. Many of them are very young, and in some cases their parents are aware of their activities and some are even forced to do so by their parents. Child prostitution like other forms of child sexual abuse is not only a cause of death in millions of children, but also a gross violation of their rights and dignity. In Zambia, child prostitution exists throughout the country with the worst affected towns being Lusaka and Livingstone, where children as young as eight years old have been found in brothels (UNICEF, 2001).

In 2006, Children in Need Network (CHIN), a Non Governmental Organization based in Zambia undertook a research to ascertain the prevalence of commercial exploitation of children in Zambia and the findings were without doubt mind blowing. The research findings indicated that the sexual exploitation of girls is the most serious among poor children because parents cannot find reasonable employment to sustain their families (CHIN, 2009). For example, one 9 year old child, a sex worker from Misisi Township in Lusaka confirmed adopting the horrifying life style at the insistence of her mother who encouraged her to take the challenge if she needed to survive. The 9 year old further said that she was at first abused by the step father in full view of her own mother (Nali, 2005). Also some relatives may order some orphaned girls as young as 10 years out on the street at night telling them they must earn their living. . In the past, the extended family was a source of support and care for children especially orphans. However due to the harsh

changes in the social and economic situation in the country, the extended family system has weakened thus putting children in a vulnerable situation.

A study was conducted in Zambia by UNICEF and Children In Need Network to assess and determine the extent of child sexual abuse, its related factors and the extent to which it is underreported. The study used both quantitative and qualitative methods of data collection and analysis. Two questionnaires were developed and pre- tested. One for the use by children and the other for the use by adults. Focus Group Discussions (FGD) which followed a common set of guidelines were held with children and adults separately. In addition case studies were compiled during the data collection and FGDs. The evidence from the questionnaire suggested that 1 in every 13 -18 children is likely to experience some form of sexual abuse. Both the quantitative and qualitative data and FGDs brought out that female children are more at risk of sexual abuse, with 72 percent of female children experiencing this form of abuse compared with 28 percent of male. The findings suggested that about 1 in every 5 cases of sexual abuse is likely to occur in or near to the home. The implication is that a considerable amount of sexual abuse takes place in the vicinity of the home and sometimes within the home itself. Traditional ceremonies were seen as facilitating the occurrence of sexual child abuse. Of the girls who acknowledged that they had been sexually abused, 82 percent also said that they had undergone initiation.

#### **4.4 Regional and Global Perspective**

The virgin rape myth which has led to the escalating numbers of children being defiled has currency across Africa and more recently in India and the Caribbean. The myth has a rich and culturally diverse history stretching back to 16<sup>th</sup> Century Europe and more prominently to be found in 19<sup>th</sup> Century Victorian England. During this era, there existed a widespread belief that sexual intercourse with a virgin was a cure for sexually transmitted Infections. Brothels were kept and stocked with mentally retarded ‘virgins’ because it was believed that a syphilitic man could lose the infection by having sex with a virgin (Smith, 2003). The myth of the ‘Virgin cure’ is also deeply entrenched in India which has HIV infection rate estimated to be in excess of 3,000,000. This belief can also

be found in other Asian countries, Thailand being a good example, with the belief among men that they can rejuvenate themselves by sleeping with a young virgin girl (Kamuwange, 2008, p28).

In South Africa, Suzanne Leclerc, an anthropologist at the University of Natal in South Africa, notes that, according to the virgin cleansing myth, a man can cleanse his blood of HIV/AIDS through intercourse with a virgin... sexual intercourse with a virgin is also thought to provide inoculation against future HIV infection'. In 2002, 40 percent of all rape was reported in children under the age of 12. According to a 1997 report of the National Council for Child and Family welfare, twelve children are raped every hour in South Africa and perpetrators of offences against children are rarely caught and prosecuted (Rakoczy, 2000, p.9). The first national study of crimes against children was conducted in South Africa in 1995 and some of its major findings that were reported to the South African Police Service's Child Protection Unit were;

- 62% of the crimes against children were of a sexual nature.
- 83.5% of the perpetrators were known to the victim.
- 35.3% of the crimes were committed in the child's own home
- 74.4% of the victims were female.

A survey done in 2002 among Daimler Benz automobile workers in Pretoria, by the University of South Africa, found that 18 percent believed the virgin myth (Smith, 2003). The sexual abuse of children within families by those with responsibility for their care is also widespread. A study that was conducted in a rural population of South Africa found that 51 percent of children between six months and fifteen years of age receiving treatment for sexual abuse had been abused by a neighbour, a male relative or a teacher.

According to Smith (2003), In Botswana, when a girl child is raised, she is told it is okay to have sex with her uncle. Traditionally sex with young girls was sanctioned through arranged marriages, this tradition has changed but the perception that it is nice for an older man to have sex with a young girl has not. This has led to increasing numbers of young girls being sexually abused. UNICEF notes that in Zimbabwe, a man may be allowed intimate touching relationships with his wife's young sisters or nieces. This may



lead to young girls being sexually exploited especially if they are dependent on the man and are living in his house. In some cultures in African societies, it is believed that if bad luck befalls a person or a family, this can be removed by the man of the house having sex with a very young girl, a virgin because it is believed that virginity destroys evil (Smith,2003).

According to the Centre of the Prevention and Healing of Child Abuse, a Non-Governmental Organization based in India, changing attitudes and behaviour is only possible by providing accurate information. The centre does this by periodically organizing public awareness and sensitization programmes and campaigns, and by making use of different platforms to bring the issue to the forefront of public consciousness. These include printed material such as billboards, posters, handouts for children and adults; live performances; and use of mass media. Training programmes include sensitization and skill building workshops for teachers, social workers, doctors, parents and others. The use of interpersonal communication is part of an effort to build a support system for children by equipping adults with the skills and knowledge required to effectively respond to Child sexual abuse. (<http://www.communication.strategies.com/en/node/134560/36>).

Communication strategies that have been used by this organization in the fight against child sexual abuse and defilement focus on fostering children's participation in their own protection against abuse. For example, "Personal Safety Education" is a school based curriculum that focuses on providing age-appropriate information, developing assertiveness and decision making skills, and promoting self esteem to translate learning into practice. The curriculum is designed to provide children with strategies for standing up for their own rights without violating the rights of others. The organization also develops and publishes booklets, posters, training guides and multimedia resources, including materials specifically designed for different stakeholder groups. These are vehicles for spreading awareness, stimulating networking and engaging in advocacy around the issue of child sexual abuse. In Zambia, the YWCA in partnership with Population Council has implemented a 'Safe Space Project' in basic schools from April

2010. The project activities include sensitization of pupils and teachers on sexual violence and reproductive health issues, providing peer education services, training girls and teachers as mentors, providing referral for legal, health and counselling services. The project aims to address injustices faced by the girl child in Zambia. This includes provision of psychosocial support and life skills that will give the girls a platform to be aware of their rights, be assertive and be able to make sound decision, hence creating a safe space. According to a YWCA report (2010), Safe Spaces are needed due to the following challenges:

- Lack of sex education within the family, that is, from the parents. Parents and guardian are not free to discuss issues of sex with their children.
- Lack of deliberate activities for health behaviour and decision making for young adolescent girls in schools.
- Peer pressure on young girls to have a sexual partner.
- Failure of young girls to say 'NO' to sex.

The YWCA in partnership with CARE Zambia also runs another programme, ASAZA (A Safer Zambia). This is a sexual and gender based violence (SGBV) coordinated response programme. The goal of the ASAZA programme is to contribute to the reduction of SGBV in Zambia through the creation of greater knowledge of and changed attitudes about gender inequities, and ensuring that survivors of sexual and gender based violence have access to comprehensive services to meet their medical, psychological and legal needs. ASAZA has two fold approaches to tackling the problem of SGBV, namely preventive and restorative. Through the preventive approach, ASAZA uses an array of informational, educational and behaviour change communications to help Zambians reflect on rights, gender and power. Through radio, television and print, messages reach all corners of the nation. Through the restorative approach, ASAZA operates SGBV Coordinated Response Centres (CRC's) where survivors can find medical help, legal support and psychological support.

Children have been abused throughout human history, but only recently and only in particular countries and cultures has the abuse of children come to be seen as a major

social problem and a main cause of many people's suffering and personal problems. Rarely do very young children have the vocabulary to speak about incidents of sexual abuse and especially defilement; therefore they cannot disclose sexual offences (WHO, 2004). Perpetrators use cheating, coercion or force to commit these crimes. Therefore, Communication has been identified as a crucial tool in the fight against child sexual abuse and defilement. Without communication children may not know what they need to do in order to avoid being abused and what to do once they are abused. They may not speak out on what is happening to them. Also the affected families may not know how to support and care for their beloved children once they are sexually abused. Thus it is an important tool in the sensitization process.

According to the United Nations development Programme (UNDP 2003), an increase in the flow of information is a key factor in the spread and smoothness of development. Many organizations are now centering on disseminating information to address various social problems such as drug abuse HIV and AIDS and child sexual abuse. Mass medium like radio, television, newspapers and brochures are mainly used. Communication should be considered an essential component for educating the public, shaping attitudes and perceptions, creating demands for services and improving client interaction. These are all crucial factors in the fight against child sexual abuse. Targeted information delivered within a culturally sensitive context can help to increase awareness and knowledge and to overcome myths, beliefs and prejudices associated with child sexual abuse. According to Mckee et al (2004), mass media, supported by interpersonal communications are vital channels to reach the largest number of people with accurate, targeted and relevant messages.

It is important to examine communication strategies that have been used to fight other social problems in order to learn from them since there is little systematic study on communication strategies used to fight child sexual abuse. The literature review brought out statistics and other information about the sexual abuse of children and in particular defilement in Zambia but failed to pinpoint how the communication strategies have performed.

A study on street children and substance abuse in Zambia was conducted by the Commonwealth Youth Programme in 1999. One of the main objectives was to change the behaviours of street children on drug and substance abuse. One of the key findings from the study was that the common source of information for street youth is through informal discussions with people they meet in places. To verify a piece of information they confirm it with people who command respect in their community such as religious leaders and traders including their own parents. Other reliable sources of information include radio, newspapers and television. They mainly rely on radio especially programmes done in local languages (Mtonga, Mkandawire, Aidoo, 1993, p.29). In America, the National Drug Control Office utilizes mass media and communications in drug abuse prevention. It has initiated a media campaign as part of its long term strategy to reduce drug use by changing attitudes about the dangers and acceptability of drug use. Findings from this report indicated that interpersonal and media messages can have a significant influence on attitudes, expectancies, intentions and behaviours which affect individual decisions about illicit drug use. According to this office, research on communication approaches to drug abuse prevention should be encouraged because it will increase understanding the most effective use of mass media for reaching all audiences.

<http://www.promoteprevent.org/publications/centre-briefs/strategies2.pdf>

The communication strategy used in the fight against HIV/AIDS can also be useful in the fight against Child sexual abuse and Defilement. It sets a comprehensive set of communication objectives aimed at improving knowledge, behaviour change and communication for safer practices. For example, the Behaviour Change Communication (BCC) is a process by which information and skills are shared and disseminated to people in a specific target audience, with the intention of influencing them to adopt sustained changes in sexual behaviour or attitudes. The communication can be intended for communities or individuals and messages are often delivered through the mass media. Reports have indicated that BCC has been said to be an effective intervention strategy in the fight against HIV/AIDS because high levels of knowledge and awareness have too

often been matched by sustained changes in sexual behaviour (National HIV/AIDS/STI/TB council, 2004, p45).

These strategies that have been used to address other social problems can be adopted and used in the fight against Child sexual abuse because research findings have indicated that they have yielded positive results.

## CHAPTER 5

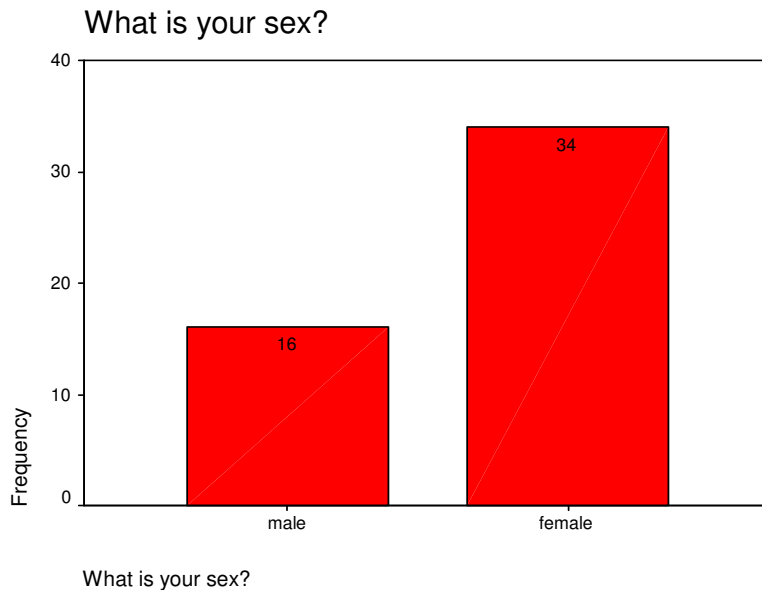
### 5.0 PRESENTATION OF FINDINGS

This chapter presents findings from the field from three questionnaires, that is, the parent/guardian questionnaire, the school children questionnaire and the victims of abuse questionnaire. Findings from in- depth interviews, direct observations and document analysis will also be presented in this chapter. These findings will be analyzed and the results interpreted and discussed in chapter 6. The first part of the chapter analyses the questionnaires and it gives the basic demographic statistics of the respondents. The presentation of the findings is done under the headings knowledge and understanding of child sexual abuse and defilement; and perceptions of parents/ guardians and children of communication strategies and their effectiveness.

#### PARENTS/ GUARDIANS RESPONSES

##### DEMOGRAPHIC STATISTICS

Majority of the respondents in this study were female. In the households that were included in the study, most of the respondents that were found at home were female especially in the high density residential area of Kalingalinga. Out of the 50 respondents that took part in the study 34 were female representing 68 percent compared to 16 male respondents representing 32 percent. Figure 5.1 illustrates this information.



**Figure 5.1: Composition of sample by sex**

Findings from the data collected indicate that the majority of the respondents for the parents/guardians were in the age group 36- 40yrs representing 22 percent of the sample. This was followed by the age groups 31-35yrs and above 51yrs which each represented 16 percent, 26-30yrs age group came next representing 14 percent, then 41-45yrs representing 12 percent, 21-25yrs representing 10 percent, 46-50yrs representing 8 percent and the age group 15-20yrs had the least with only one respondent representing 2 percent. Table 1 below illustrates these findings.

**Table 1: Composition of sample by age**

**What is your age group?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15- 20 yrs	1	2.0	2.0	2.0
21- 25yrs	5	10.0	10.0	12.0
26- 30yrs	7	14.0	14.0	26.0
31- 35yrs	8	16.0	16.0	42.0
36-40yrs	11	22.0	22.0	64.0
41- 45yrs	6	12.0	12.0	76.0
46- 50yrs	4	8.0	8.0	84.0
above 51yrs	8	16.0	16.0	100.0
Total	50	100.0	100.0	

Table 2 reveals that among the parents/guardians that took part in the study, the majority of the respondents were married representing 76 percent of the sample. Another 16 percent of the respondents were single, 4 percent were widowed followed by respondents who were divorced at 2 percent and one was a widower representing 2 percent of the respondents. Table 2 below illustrates these findings.

**Table 2: Marital Status**

**What is your marital status?**

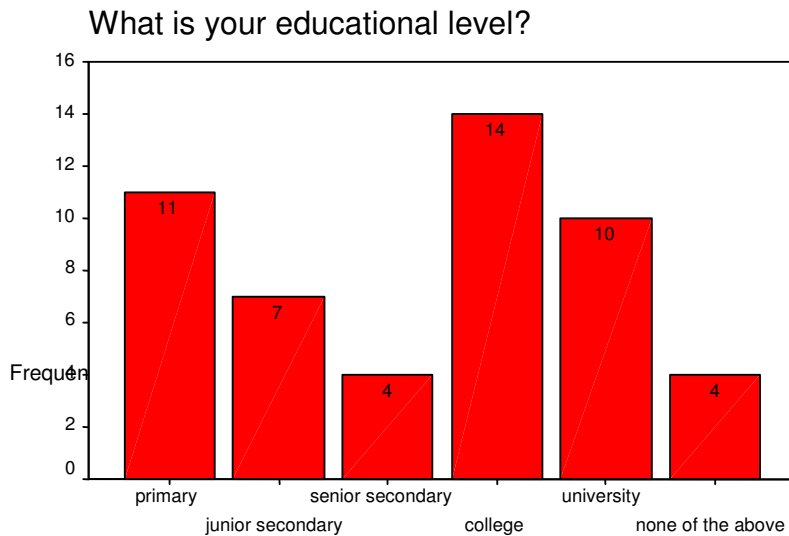
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid married	38	76.0	76.0	76.0
single	8	16.0	16.0	92.0
divorced	1	2.0	2.0	94.0
widow	2	4.0	4.0	98.0
widower	1	2.0	2.0	100.0
Total	50	100.0	100.0	

The data collected as shown on Table 3 and Figure 5.2 reveals that 14 (28 percent) of the respondents had attained college education, followed by primary education at 11 (22 percent), 10 (20 percent) had attained university education, 7 (14 percent) had attained junior secondary education, 4 (8 percent) had gone up to senior secondary and another 4 (8 percent) who had never been to school. This data reveals that the majority of the respondents have been to school and thus were able to understand the contents of the questionnaire without much trouble.

**Table 3: Educational level according to residential area**

**What is your educational level?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid primary	11	22.0	22.0	22.0
junior secondary	7	14.0	14.0	36.0
senior secondary	4	8.0	8.0	44.0
college	14	28.0	28.0	72.0
university	10	20.0	20.0	92.0
none of the above	4	8.0	8.0	100.0
Total	50	100.0	100.0	



**Figure 5.2 Educational level**



The sample population for the parents/guardian target group was made up of fifty respondents. Out of these, 26 respondents (52 percent) represented kalingalinga residents (high density area), and Chelstone (medium density area) and Kabulonga (low density area) had 12 (24 percent) of the respondents each. This data is illustrated by table 4 below.

**Table 4: Residential area**

What is your residential area?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kalingalinga	26	52.0	52.0	52.0
	Chelstone	12	24.0	24.0	76.0
	Kabulonga	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

## **KNOWLEDGE AND UNDERSTANDING OF CHILD SEXUAL ABUSE AND DEFILEMENT**

The respondents were asked a question to find out their understanding of who a child is. Table 5 shows the views of the parents/ guardians on whom they consider to be a child. 32 percent of the respondents indicated that a child is any person aged below 16 years. 20 percent of the respondents indicated that it is any person aged below 12 years and another 20 percent indicated that it is a person aged below 18 years. This was followed by 10 percent who said that a child is anyone aged below 20years, 6 percent who indicated that anyone who is not married is a child, 4 percent said that everyone is a child, 2 percent indicated that it is anyone aged below 7years, another 2 percent said that it is anyone aged below 27years and there was no response from 2 percent of the total respondents.

**Table 5: Understanding of who a child is.**

		Who is a child?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	any person aged below 12yrs	10	20.0	20.0	20.0
	any person aged below 16yrs	16	32.0	32.0	52.0
	any person aged below 18yrs	10	20.0	20.0	72.0
	any person aged below 20yrs	5	10.0	10.0	82.0
	anyone who is not married	3	6.0	6.0	88.0
	any person aged below 7yrs	1	2.0	2.0	90.0
	any person aged below 35yrs	1	2.0	2.0	92.0
	everyone is a child	2	4.0	4.0	96.0
	any person aged below 27yrs	1	2.0	2.0	98.0
	no response	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

The survey revealed that majority of the respondents had some understanding of child sexual abuse (CSA). 56 percent of the respondents indicated that CSA is an adult having sex with a child. 14 percent said that it is an adult having sex with a minor and inappropriate touching. 8 percent indicated that it is an adult having sex with a child using force, 4 percent said that they did not understand the term CSA and another 2 percent indicated that it is forcing a child to do manual work. There was no response from 6 percent of the respondents. Table 6 illustrates this information

The respondents were also asked what they understand by the term defilement. Table 7 shows that majority of the respondents (34%) indicated that defilement is the same as child sexual abuse while 6 percent said that they did not know and there was no response from 12percent of the respondents. 30 percent indicated that it is an adult having sex with a minor aged below 16 years, 10 percent said that it is an adult having sex with a child using force, 4 percent said that it is having sex with a child without consent and 2 percent

each said that it is sex with a child including inappropriate touch and sex with a child below 1 year.

**Table 6: Parent/guardian’s understanding of Child sexual abuse**

**What do you understand by the term child sexual abuse?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid an adult having sex with a child using force	4	8.0	8.0	8.0
adult having sex with a minor, inappropriate touching	7	14.0	14.0	22.0
an adult raping a child	2	4.0	4.0	26.0
sexual mistreatment of a child	2	4.0	4.0	30.0
adult having sex with a child without consent	1	2.0	2.0	32.0
forcing the child to do manual work	1	2.0	2.0	34.0
I don't know	2	4.0	4.0	38.0
an adult having sex with a child	28	56.0	56.0	94.0
No response	3	6.0	6.0	100.0
Total	50	100.0	100.0	

**Table 7: Parent/ guardian’s understanding of defilement**

**What do you understand by the term defilement?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid defilement is the same as child sexual abuse	17	34.0	34.0	34.0
an adult having sex with a minor aged below 16yrs	15	30.0	30.0	64.0
having sex with a child without consent	2	4.0	4.0	68.0
sex with a child including inappropriate touch	1	2.0	2.0	70.0
adult having sex with a child using force	5	10.0	10.0	80.0
sex with a child below 1 year	1	2.0	2.0	82.0
I don't know	3	6.0	6.0	88.0
No response	6	12.0	12.0	100.0
Total	50	100.0	100.0	

The respondents were further asked about the adequacy of the messages that are disseminated by the media. Table 8 below reveals that 50 percent of the respondents indicated that messages in the media are adequate to combat child sexual abuse while the other 50 percent indicated that they are not adequate enough to combat child sexual abuse.

**Table 8: Parents/ guardians opinion on adequacy of messages disseminated**

**do you think the messages being disseminated by the media are adequate enough to combat child sexual abuse and defilement?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	25	50.0	50.0	50.0
no	25	50.0	50.0	100.0
Total	50	100.0	100.0	

The respondents were also asked what their main source of information is on CSA. Table 9 below reveals that the main source of information for parents/guardians on CSA and defilement is radio representing 28 percent of the total responses, followed by television (24%), newspapers (20%), the church (14%), friends (6%), billboards (2%), pamphlets and fliers (2%) and clinic (2%).

**Table 9: Parents/guardian’s main source of information**

**What is your main source of information on child sexual abuse and defilement?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid friends	3	6.0	6.0	6.0
YMCA	1	2.0	2.0	8.0
Kalingalinga				
church	7	14.0	14.0	22.0
radio	14	28.0	28.0	50.0
television	12	24.0	24.0	74.0
newspapers	10	20.0	20.0	94.0
billboards	1	2.0	2.0	96.0
pamphlets, fliers	1	2.0	2.0	98.0
Clinic	1	2.0	2.0	100.0
Total	50	100.0	100.0	

Among the 50 respondents, 28 percent consider television and radio to be effective in the dissemination of child sexual abuse messages, followed by television cited by 22 percent, radio (16%), television, radio and newspapers (8%), television, radio, newspapers and magazines (8%), television, radio and billboards (2%), television and magazines (2%), radio and newspapers (2%), newspapers (2%) and community meetings (2%). Table 10 illustrates this information.

**Table 10: Parents/ guardians opinion on effectiveness of mass media**

**What mass media would you consider to be effective in the dissemination of child sexual abuse messages? (You can pick more than one)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid television	11	22.0	22.0	22.0
television, magazines	1	2.0	2.0	24.0
television, radio, newspapers, magazines	4	8.0	8.0	32.0
television, radio, billboards	1	2.0	2.0	34.0
television, radio, brochures, billboards	1	2.0	2.0	36.0
radio, newspapers	1	2.0	2.0	38.0
newspapers, magazines	1	2.0	2.0	40.0
television, newspapers	1	2.0	2.0	42.0
radio	8	16.0	16.0	58.0
newspapers	2	4.0	4.0	62.0
community meetings	1	2.0	2.0	64.0
television, radio	14	28.0	28.0	92.0
television, radio, newspapers	4	8.0	8.0	100.0
Total	50	100.0	100.0	

The respondents were asked what factors they look at to identify a communication as being effective. 36 percent of the respondents indicated that they consider a communication to be effective if it uses a local language to be effective. 26 percent cited that a communication has to be easy to understand for it to be effective, 16 percent said that a communication has to be readily available, 8 percent said that it has to be cheap, 4 percent indicated that the communication should be readily available, easy to understand and use of local language for it to be effective. 2 percent indicated readily available, cheap and use of local language, 2 percent indicated cheap, easy to understand and use of

local language, 2 percent indicated readily available, easy to understand, cheap and use of local language, 2 percent indicated cheap, use of local language, and there was no response from 2 percent. This information is illustrated by table 11.

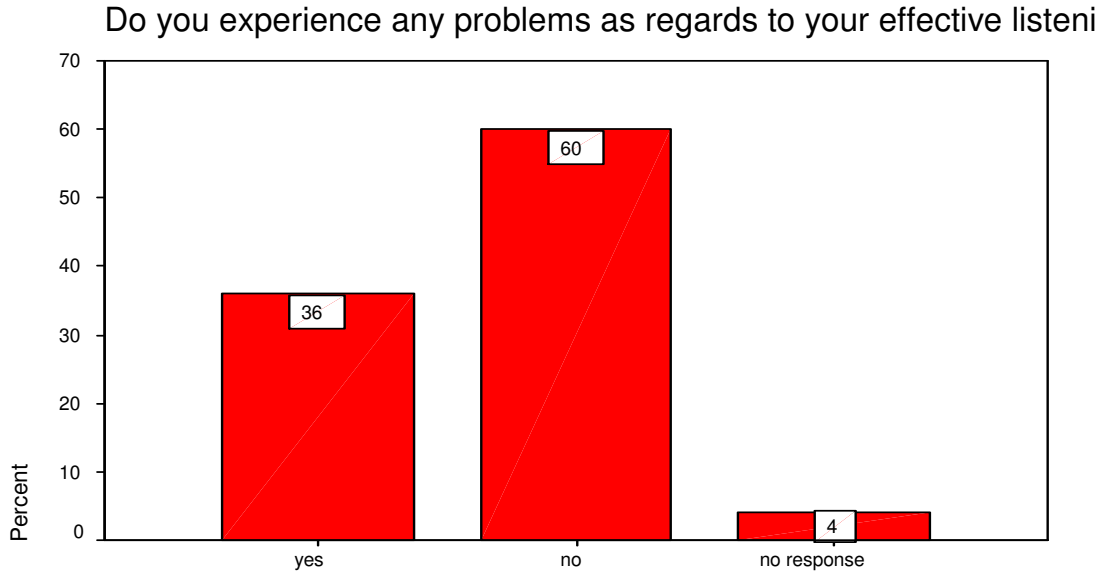
**Table 11: Parents/guardian’s perception of an effective communication**

**What factors do you look at to identify a communication as being effective?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid readily available	8	16.0	16.0	16.0
readily available, cheap, use of local language	1	2.0	2.0	18.0
cheap, easy to understand, use of local language	1	2.0	2.0	20.0
cheap	4	8.0	8.0	28.0
easy to understand	13	26.0	26.0	54.0
use of local language	18	36.0	36.0	90.0
readily available, easy to understand	1	2.0	2.0	92.0
cheap, use of local language	1	2.0	2.0	94.0
readily available, easy to understand, use of local language	2	4.0	4.0	98.0
no response	1	2.0	2.0	100.0
Total	50	100.0	100.0	

From the data in figure 5.3, 60 percent of the respondents indicated that they do not experience any problems as regards to effective listening to programmes broadcast on radio while 36 percent indicated that they experience some problems and there was no response from 4 percent.

The data collected reveals that 24 percent of the respondents experience the problem of power cuts because of power rationing by ZESCO and this affects their effective listening, 6 percent said that sometimes they do not have batteries which hinder their effective listening, 4 percent indicated that they experience poor reception and there was no response from 4 percent of the respondents. Table 12 shows these findings



Do you experience any problems as regards to your effective listening to

**Figure 5.3: Parents/ guardians response on whether they experience any problems regarding the effective listening of radio.**

**Table 12: Problems experienced by respondents that may hinder effective listening to the radio.**

**If your answer in question 19 is yes, which are those problems you experience in regards to effective listening? If no, proceed to question 21.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid poor reception	2	4.0	4.0	4.0
no radio/ batteries	3	6.0	6.0	10.0
ZESCO power rationing	12	24.0	24.0	34.0
not applicable	31	62.0	62.0	96.0
no response	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Table 13 shows that majority of the respondents (52 percent) indicated that messages about child sexual abuse and defilement that are communicated through television are culturally appropriate, 16 percent indicated that they are very appropriate, 14 percent indicated that the messages are inappropriate, 12 percent indicated that they are neutral, 2

percent indicated that they are very inappropriate and there was no response from 4 percent of the respondents.

**Table 13: Parents/guardian’s perception of whether messages communicated through television are culturally appropriate.**

**Is the education and information that is communicated through television culturally appropriate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very appropriate	8	16.0	16.0	16.0
appropriate	26	52.0	52.0	68.0
neutral	6	12.0	12.0	80.0
inappropriate	7	14.0	14.0	94.0
very inappropriate	1	2.0	2.0	96.0
no response	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Majority of the respondents (56 percent) indicated that the messages on radio are appropriate, 20 percent indicated that they are very appropriate, 14 percent indicate that the messages are neutral, 6 percent indicate that they are inappropriate and no response from 4 percent of the respondents.

**Table 14: Parents/guardian’s perception of whether messages communicated through radio are culturally appropriate.**

**Is the education and information that is communicated through the radio culturally appropriate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very appropriate	10	20.0	20.0	20.0
appropriate	28	56.0	56.0	76.0
neutral	7	14.0	14.0	90.0
inappropriate	3	6.0	6.0	96.0
no response	2	4.0	4.0	100.0
Total	50	100.0	100.0	

The respondents were asked if the messages that are communicated through billboards are culturally appropriate and 58 percent of the respondents indicated that the messages on billboards are culturally appropriate. A further 16 percent indicated that they are very



appropriate, 10 percent indicated that the messages are inappropriate, 4 percent indicated very inappropriate and there was no response from 8 percent of the respondents. This information is illustrated by table 15 below.

**Table 15: Parents/guardian’s perception of whether messages communicated through billboards are culturally appropriate.**

**Is the education and information that is communicated through billboards culturally appropriate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very appropriate	8	16.0	16.0	16.0
appropriate	29	58.0	58.0	74.0
neutral	2	4.0	4.0	78.0
inappropriate	5	10.0	10.0	88.0
very inappropriate	2	4.0	4.0	92.0
no response	4	8.0	8.0	100.0
Total	50	100.0	100.0	

The respondents were asked if the messages communicated through brochures, pamphlets and posters are culturally appropriate and Table 16 below shows that 56 percent of the respondents indicated that messages that are communicated through this media are culturally appropriate. A further 12 percent indicated very appropriate and 8 percent indicated neutral. 4 percent indicated inappropriate, 2 percent indicated very inappropriate and there was no response from 18 percent of the respondents.

**Table 16: Parents/guardian’s perception of whether messages communicated through brochures, pamphlets and posters are culturally appropriate.**

**Is the education and information that is communicated through brochures, pamphlets and posters culturally appropriate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very appropriate	6	12.0	12.0	12.0
appropriate	28	56.0	56.0	68.0
neutral	4	8.0	8.0	76.0
inappropriate	2	4.0	4.0	80.0
very inappropriate	1	2.0	2.0	82.0
no response	9	18.0	18.0	100.0
Total	50	100.0	100.0	

According to table 17, majority of the respondents (60 percent) indicated that messages communicated through newspapers are appropriate while 12 percent said that they are very appropriate. 10 percent indicated that the communication is neutral and there was no response from another 10 percent. 6 percent and 2 percent of the respondents indicated that the communication is inappropriate and very inappropriate respectively.

**Table 17: Parents/guardian’s perception of whether messages communicated through newspapers is culturally appropriate.**

**Is the education and information that is communicated through newspapers culturally appropriate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very appropriate	6	12.0	12.0	12.0
appropriate	30	60.0	60.0	72.0
neutral	5	10.0	10.0	82.0
inappropriate	3	6.0	6.0	88.0
very inappropriate	1	2.0	2.0	90.0
no response	5	10.0	10.0	100.0
Total	50	100.0	100.0	

The data collected reveals that 54 percent of the respondents indicated that the messages that are communicated through books are appropriate while 16 percent said that they are very appropriate. 8 percent said that they are neutral and another 8 percent indicated inappropriate while there was no response from 14 percent of the respondents. Table 18 below illustrates this information.

**Table 18: Parents/guardian’s perception of whether messages communicated through books is culturally appropriate.**

**Is the education and information that is communicated through books culturally appropriate?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very appropriate	8	16.0	16.0	16.0
appropriate	27	54.0	54.0	70.0
neutral	4	8.0	8.0	78.0
inappropriate	4	8.0	8.0	86.0
no response	7	14.0	14.0	100.0
Total	50	100.0	100.0	

In terms of rating the communication strategies that have been put in place to fight CSA in Zambia on television, table 19 reveals that 54 percent of the respondents rated them as good, 22 percent as fairly good, and 10 percent as very good. 8 percent and 2 percent rated them as poor and very poor respectively and there was no response from 4 percent of the respondents.

**Table 19: Parents/ guardian’s rating of communication strategies- Television**

**How would you rate the television communication strategies that have been put in place to fight child sexual abuse and defilement in Zambia?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very good	5	10.0	10.0	10.0
good	27	54.0	54.0	64.0
fairly good	11	22.0	22.0	86.0
poor	4	8.0	8.0	94.0
very poor	1	2.0	2.0	96.0
no response	2	4.0	4.0	100.0
Total	50	100.0	100.0	

The data from Table 20 reveals that 52 percent of the respondents rated the communication strategy using radio as good, 20 percent rated them as very good, 16 percent as fairly good, and 6 percent as poor and there was no response from 6 percent of the respondents.

**Table 20: Parents/ guardian’s rating of communication strategies- Radio**

**How would you rate the radio communication strategies that have been put in place to fight child sexual abuse and defilement in Zambia?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very good	10	20.0	20.0	20.0
good	26	52.0	52.0	72.0
fairly good	8	16.0	16.0	88.0
poor	3	6.0	6.0	94.0
no response	3	6.0	6.0	100.0
Total	50	100.0	100.0	

The respondents were further asked to rate the communication strategy using billboards. Table 21 reveals that 46 percent of the respondents rated the communication strategy as good. A further 18 percent as fairly good and 14 percent of the respondents indicated that

they are very good. 10 percent rated it as poor, 4 percent as very poor and there was no response from 8 percent of the respondents.

**Table 21: Parents/ guardian’s rating of communication strategies- Billboards**

**How would you rate the billboards communication strategies that have been put in place to fight child sexual abuse and defilement in Zambia?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very good	7	14.0	14.0	14.0
good	23	46.0	46.0	60.0
fairly good	9	18.0	18.0	78.0
poor	5	10.0	10.0	88.0
very poor	2	4.0	4.0	92.0
no response	4	8.0	8.0	100.0
Total	50	100.0	100.0	

The respondents were also asked to rate the communication strategy using brochures, pamphlets and posters. Table 22 shows that 46 percent of the respondents rated them as good, 20 percent as fairly good and 8 percent as very good. 8 percent and 2 percent rated them as poor and very poor respectively while there was no response from 16 percent of the respondents.

**Table 22: Parents/ guardian’s rating of communication strategies- Brochure, pamphlets and posters**

**How would you rate the brochures, pamphlets and posters communication strategies that have been put in place to fight child sexual abuse and defilement in Zambia?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very good	4	8.0	8.0	8.0
good	23	46.0	46.0	54.0
fairly good	10	20.0	20.0	74.0
poor	4	8.0	8.0	82.0
very poor	1	2.0	2.0	84.0
no response	8	16.0	16.0	100.0
Total	50	100.0	100.0	

The responses given in Table 23 reveals that majority of the respondents (60 percent) rated the communication strategy using newspapers as good, 14 percent rated it as fairly

good and 6 percent as very good. While 8 percent rated it as poor, 6 percent as very poor and there was no response from 6 percent of the respondents.

**Table 23: Parents/ guardian’s rating of communication strategies- Newspapers**

**How would you rate the newspapers communication strategies that have been put in place to fight child sexual abuse and defilement in Zambia?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very good	3	6.0	6.0	6.0
good	30	60.0	60.0	66.0
fairly good	7	14.0	14.0	80.0
poor	4	8.0	8.0	88.0
very poor	3	6.0	6.0	94.0
no response	3	6.0	6.0	100.0
Total	50	100.0	100.0	

Majority of the respondents at 52 percent rated the communication strategy using magazines as good. 18 percent rated it as fairly good and 10 percent as very good. 8 percent rated it as poor, 4 percent as very poor and there was no response from 8 percent of the respondents. Table 24 illustrates this information.

**Table 24: Parents/ guardian’s rating of communication strategies- Magazines**

**How would you rate the magazines communication strategies that have been put in place to fight child sexual abuse and defilement in Zambia?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very good	5	10.0	10.0	10.0
good	26	52.0	52.0	62.0
fairly good	9	18.0	18.0	80.0
poor	4	8.0	8.0	88.0
very poor	2	4.0	4.0	92.0
no response	4	8.0	8.0	100.0
Total	50	100.0	100.0	

Most of the respondents 41 (82 percent) indicated that a child below 16 years cannot consent to sex while 9 (18 percent) indicated that a child can consent to sex. This is illustrated by table 25.

**Table 25: Parents/guardians opinion on consent****Can a child aged below 16 years consent to sex with an adult?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	9	18.0	18.0	18.0
no	41	82.0	82.0	100.0
Total	50	100.0	100.0	

The respondents were asked to give reasons why they think a child below sixteen years is or is not capable of consenting to sex. 68 percent and 10 percent of the respondents as shown on table 26 below said that a child aged below 16 years cannot consent to sex because she is still too young to fully understand what she is consenting to and that it is against the law respectively. While 14 percent said that such a child can give consent because she understands what she is consenting to. A further 2 percent said that a child can consent if they are in a relationship because they can negotiate, another 2 percent said that the child can consent in exchange for money and there was no response from 4 percent of the respondents.

**Table 26: Reasons given by parents why a child below the age of 16 years can or cannot consent to sex****Reasons given by parents why a child can or cannot consent to sex.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A child under 16yrs is still young to fully understand.	34	68.0	68.0	68.0
it is against the law	5	10.0	10.0	78.0
if they are in a relationship, they can negotiate to have se	1	2.0	2.0	80.0
she understands what she is consenting to	7	14.0	14.0	94.0
children ask for money from adults who abuse them.	1	2.0	2.0	96.0
no response	2	4.0	4.0	100.0
Total	50	100.0	100.0	

## SCHOOL CHILDREN RESPONSES

The sample for the school children was made up of thirty- six school children from three schools, twelve respondents from each school representing 33.3 percent each. These schools are; Rhodes Park, Lotus Basic and Northmead Basic schools. This data is illustrated by Table 27 above.

**Table 27: School**

What is your school?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rhodes Park School	12	33.3	33.3	33.3
	Lotus Basic school	12	33.3	33.3	66.7
	Northmead Basic school	12	33.3	33.3	100.0
	Total	36	100.0	100.0	

## DEMOGRAPHIC STATISTICS

Findings from the data collected among the school children indicate that the majority of the girls were aged 12 years which represents 25 percent of the sample, then the rest were as follows; age 11 years representing 19.4 percent, age 15 years representing 13.9 percent, age 10 years representing 11.1 percent, ages 8 and 9 years each representing 5.6 percent and age 16 years representing 2.8 percent. Table 28 below illustrates these findings.

**Table 28: School children ages**

What is your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8yrs	2	5.6	5.6	5.6
	9yrs	2	5.6	5.6	11.1
	10yrs	4	11.1	11.1	22.2
	11yrs	7	19.4	19.4	41.7
	12yrs	9	25.0	25.0	66.7
	13yrs	4	11.1	11.1	77.8
	14yrs	2	5.6	5.6	83.3
	15yrs	5	13.9	13.9	97.2
	16yrs	1	2.8	2.8	100.0
	Total	36	100.0	100.0	

**SCHOOL CHILDREN’S KNOWLEDGE AND UNDERSTANDING OF CHILD SEXUAL ABUSE AND DEFILEMENT**

The respondents were asked what they understood by the term Child sexual abuse (CSA).Table 29 below reveals that 22.2 percent of the school children said that CSA is an adult man raping a young girl. 19.4 percent indicated that it is an adult having sex with a child aged below 18 years and another 19.4 said that they did not know. 16.7 percent said that CSA is an adult having sex with a child using force, 8.3 percent said that it is taking advantage of a girl or boy sexually, 5.6 percent gave no response. 2.8 percent indicated that it is a child being defiled by an adult and another 2.8 percent said that it is when an adult demands sex from a young girl for gifts given.

**Table 29: School children’s understanding of CSA.**

**What do you understand by the term child sexual abuse?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A child being defiled by an adult	1	2.8	2.8	2.8
Taking advantage of a boy or girl by sexually abusing them	3	8.3	8.3	11.1
An adult having sex with a child by force	6	16.7	16.7	27.8
when a woman or man rapes a child aged below10yrs	1	2.8	2.8	30.6
An adult having sex with a child aged below 18yrs	7	19.4	19.4	50.0
An adult man raping a young girl	8	22.2	22.2	72.2
An adult demanding sex from a young girl for gifts given	1	2.8	2.8	75.0
I don't know	7	19.4	19.4	94.4
No response	2	5.6	5.6	100.0
Total	36	100.0	100.0	

A good number of the respondents (52.8%) as revealed by Table 30 said that they did not know what defilement is. 11.1 percent indicated that it is an adult having sex with a child using force, 8.3 said that it is a man raping a very young girl aged below 6 years and



another 8.3 percent said that defilement is the same as child sexual abuse. 5.6 percent said that it was an adult having sex with a child below 18 years, another 5.6 percent said that it is mistreatment of a child. 2.8 percent said that is having sex with a child with the child's consent, 2.8 percent said that it is when a stranger forces a girl to have sex with him and another 2.8 percent gave no response.

**Table 30: School children's understanding of defilement**

**what do you understand by the term defilement?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Same as child sexual abuse	3	8.3	8.3	8.3
	An adult having sex with a child aged below 18yrs	2	5.6	5.6	13.9
	An adult having sex with a child with the child's consent	1	2.8	2.8	16.7
	mistreatment or beating a child	2	5.6	5.6	22.2
	An adult having sex with a child using force	4	11.1	11.1	33.3
	when a stranger forces a girl to have sex with him	1	2.8	2.8	36.1
	A man raping a very young girl aged below 6yrs	3	8.3	8.3	44.4
	I don't know	19	52.8	52.8	97.2
	No response	1	2.8	2.8	100.0
	Total	36	100.0	100.0	

**PERCEPTION OF COMMUNICATION STRATEGIES AND THEIR EFFECT**

The respondents were asked a question on what their main source of information is and 52.8 percent of the children indicated that they rely on their parents as a source of information on different issues of interest, 30.6 percent on their teachers, with 11.1 percent and 2.8 percent depending on friends and television respectively. Another 2.8 percent indicated that they rely on their sister. This information is illustrated by table 31.

Majority of the respondents (66.7 percent) cited television as the communication media from which they have received most information regarding child sexual abuse and

defilement. 8.3 percent cited radio, 5.6 percent said magazines, 2.8 said newspapers, another 2.8 percent said sister and there was no response from 13.9 percent of the respondents. This information is illustrated by Table 32 below.

**Table 31: Children’s main source of information on different issues**

**What is your main source of information on different issues? (Choose one)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid friends	4	11.1	11.1	11.1
parents	19	52.8	52.8	63.9
teachers	11	30.6	30.6	94.4
sister	1	2.8	2.8	97.2
television	1	2.8	2.8	100.0
Total	36	100.0	100.0	

**Table 32: School children’s main source of information on CSA and defilement.**

**From which communication have you obtained the most information regarding child sexual abuse and defilement?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid television	24	66.7	66.7	66.7
radio	3	8.3	8.3	75.0
newspapers	1	2.8	2.8	77.8
magazines	2	5.6	5.6	83.3
sister	1	2.8	2.8	86.1
no response	5	13.9	13.9	100.0
Total	36	100.0	100.0	

The respondents were also asked what communication media do they consider to be the best to deliver messages about CSA and defilement and Table 33 indicates that most of the respondents (47.2 percent) chose television as the best media to deliver messages. This was followed by live performances such as drama, song and dance at 27.8 percent. Radio, posters and magazines had 2.8 percent each, 5.6 percent chose newspapers and 11.1 percent did not respond.

**Table 33: Children’s opinion on best communication media to deliver messages to children**

**Which communication media do you think is the best to deliver communication messages about child sexual abuse and defilement to children?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid television	17	47.2	47.2	47.2
radio	1	2.8	2.8	50.0
live performance (drama, song and dance)	10	27.8	27.8	77.8
posters	1	2.8	2.8	80.6
magazines	1	2.8	2.8	83.3
newspapers	2	5.6	5.6	88.9
no response	4	11.1	11.1	100.0
Total	36	100.0	100.0	

The respondents were further asked if they had received any information from any source on how to protect themselves from being sexually abused. Figure 5.4 reveals that 26 (72.2 percent) of the respondents said ‘Yes’ they had received information on how to protect themselves against being sexually abused and in particular defilement. A further 10 (27.8 percent) said ‘No’ they had not received such information.



**Figure 5.4: Children’s response on information received on how to protect themselves**

The respondents were asked to indicate from which source they had received the information on how to protect themselves and Table 34 shows that the majority of the respondents at 44.4 percent indicated parents as the source from which they received information about how to protect themselves. 22.2 percent indicated teachers, 5.6 percent indicated television and this question was not applicable to 27.8 percent of the respondents because they indicated in the previous question that they had not received any information.

**Table 34: Source from which the children received information on how to protect themselves.**

if yes to question no.8, from which source have you received this information? If No, proceed to question 11.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid teachers	8	22.2	22.2	22.2
parents	16	44.4	44.4	66.7
television	2	5.6	5.6	72.2
not applicable	10	27.8	27.8	100.0
Total	36	100.0	100.0	

The respondents were asked to state what information was given to them in order to protect themselves from being sexually abused and Table 35 below reveals that 16.7 percent of the respondents were advised not to trust anyone because they can be sexually abused. A further 13.9 percent were advised to report anyone who asked them for sex, another 13.9 percent were advised not to talk to strangers or follow them to secluded places, 11.1 were advised to dress decently, 8.3 percent were advised to be assertive and say no to sex, and 5.6 percent were advised not to let a man touch them inappropriately. This question was not applicable to 22.2 percent of the respondents because they had indicated that they have not received any information to protect themselves and there was no response from 8.3 percent of the respondents.

**Table 35: Information given to children on how to protect themselves**

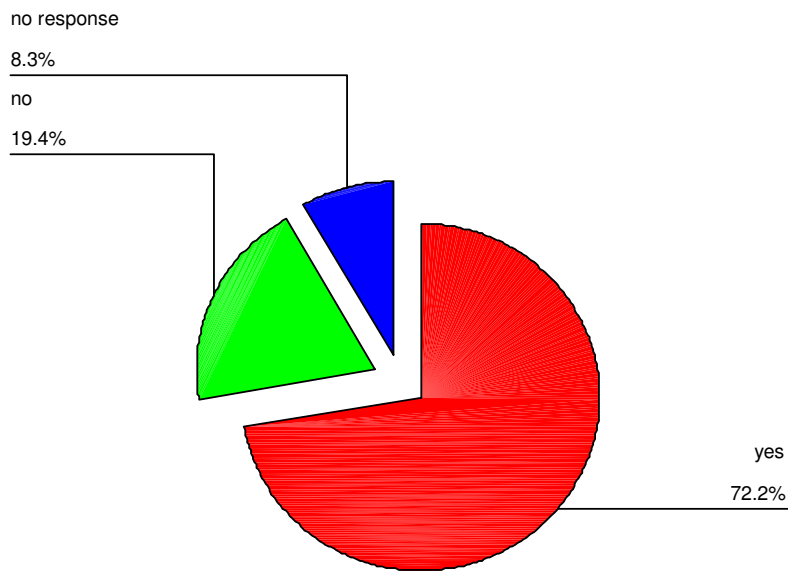
		What information did they give you?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't trust anyone because they can sexually abuse you	6	16.7	16.7	16.7
	Dress decently to avoid attracting men to you	4	11.1	11.1	27.8
	Report anyone who wants to have sex with you	5	13.9	13.9	41.7
	Do not talk to strangers or follow them to secluded places	5	13.9	13.9	55.6
	Be assertive and say 'NO' to sex	3	8.3	8.3	63.9
	Donot let a man touch you in an inappropriate manner	2	5.6	5.6	69.4
	Not applicable	8	22.2	22.2	91.7
	No response	3	8.3	8.3	100.0
	Total	36	100.0	100.0	

The respondents were asked whom they would tell if they were to be sexually abused and Table 36 indicates that 91.7 percent of the respondents said that they would tell their parent or guardian if they were to be sexually abused or know a friend who has been sexually abused and 8.3 percent said that they would tell the teacher.

**Table 36: The person children would communicate to if they were to be sexually abused.**

		Whom would you tell if you were to be sexually abused or you know a friend who has been sexually abused?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	teacher	3	8.3	8.3	8.3
	parent/ guardian	33	91.7	91.7	100.0
	Total	36	100.0	100.0	

The respondents were asked if the messages that are targeted at them are clear for them to understand and Figure 5.5 reveals that a large percentage (72.2 percent) said ‘Yes’ that the messages they have received about child sexual abuse and in particular defilement are clear enough for them to understand. 19.4 percent said ‘No’, the messages are not clear and 8.3 percent did not respond.



**Figure 5.5: Children’s opinion of whether the messages delivered to them are clear.**

### **VICTIMS OF SEXUAL ABUSE**

#### **DEMOGRAPHIC STATISTICS**

Among the twelve girls interviewed Table 37 on page 71 reveals that the majority were aged 15 years representing 41.7 percent, followed by age 14yrs representing 16.7 percent, and ages 8, 10, 11, 12 and 16 years representing 8.3 percent each.

**Table 37: Victims of CSA ages**

**What is your age?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 8yrs	1	8.3	8.3	8.3
10yrs	1	8.3	8.3	16.7
11yrs	1	8.3	8.3	25.0
12yrs	1	8.3	8.3	33.3
14yrs	2	16.7	16.7	50.0
15yrs	5	41.7	41.7	91.7
16yrs	1	8.3	8.3	100.0
Total	12	100.0	100.0	

**KNOWLEDGE AND UNDERSTANDING OF CSA AND DEFILEMENT**

Respondents were asked what they understand by the term child sexual abuse and Table 38 above reveals that majority of the respondents (50%) indicated that child sexual abuse is an elderly man taking advantage of a young girl, 25 percent said that it is when a young girl is forced to have sex by a boy or man, 16.7 percent indicated that they did not know and 8.3 percent said that it is a young girl being raped by an elderly man.

**Table 38: Victims of CSA understanding of the term sexual abuse**

**What do you understand by the term sexual abuse?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid a young girl being raped by an ederly man	1	8.3	8.3	8.3
a young girl is forced to have sex by a boy or man	3	25.0	25.0	33.3
an elderly man taking advantage of a young girl	6	50.0	50.0	83.3
I don't know	2	16.7	16.7	100.0
Total	12	100.0	100.0	

Respondents were also asked what they understand by the term defilement and majority of the respondents at 75 percent indicated that defilement is the same as child sexual abuse. Another 16.7 percent just said that it is a sin and one respondent representing 8.3 percent indicated that it is a young girl being forced to have sex by an adult. This information is illustrated by Table 39

**Table 39: Victims of CSA understanding of the term defilement.**

**What do you understand by the term defilement?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Defilement is the same as child sexual abuse	9	75.0	75.0	75.0
	It is a sin	2	16.7	16.7	91.7
	a young girl being forced to have sex by an adult	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

**PERCEPTIONS OF COMMUNICATION STRATEGIES AND THEIR EFFECT**

Table 40 shows that majority of the respondents (75 percent) cited television as the communication media from which they have received most information regarding child sexual abuse and defilement. 8.3 percent and 16.7 percent cited newspapers and posters respectively.

**Table 40: Victims of CSA main source of information on CSA**

**From which communication have you obtained the most information regarding child sexual abuse and defilement?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	television	9	75.0	75.0	75.0
	newspapers	1	8.3	8.3	83.3
	posters	2	16.7	16.7	100.0
	Total	12	100.0	100.0	

According to Table 41, majority of the children (58.3 percent) indicated that television is the best media to deliver messages about child sexual abuse and defilement to children. 16.7 percent indicated both television and radio, 8.3 percent indicated radio, 8.3 percent indicated books and another 8.3 percent indicated a combination of television, radio and magazines as the best media to reach children.

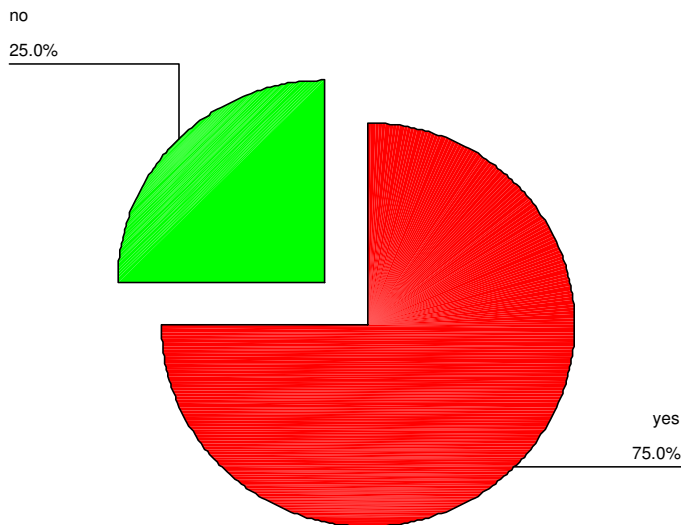


**Table 41: Victims of CSA opinion on best media to deliver messages to children**

**Which communication media do you think is the best to deliver communication messages about child sexual abuse and defilement to children?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid television	7	58.3	58.3	58.3
radio	1	8.3	8.3	66.7
books	1	8.3	8.3	75.0
television, radio	2	16.7	16.7	91.7
television, radio, magazines	1	8.3	8.3	100.0
Total	12	100.0	100.0	

Respondents were asked if they had received any information on how to protect themselves from being sexually abused. Figure 5.6 reveals that 75 percent of the children said they had received information on how to protect themselves and 25 percent said that they had received no such information.



**Figure 5.6: Children’s response on whether they had received any information to protect themselves against being sexually abused and defiled.**

The respondents were further asked from which source they had received the information and Table 42 shows that 41.7 of the victims of CSA indicated that they had received information on how to protect themselves from further abuse from the counsellor at the Children in Crisis Centre (CICC). 8.3 indicated a combination of teachers and counsellor, 8.3 percent indicated friends, teachers, counsellor, 8.3 percent indicated parents and 8.3 percent indicated friends and counsellor. 25 percent did not respond because they had not received any information and thus the question was not applicable to them.

**Table 42: Source from which the children received information on how to protect themselves.**

**If yes to question no.6, from which source have you received this information? If No, proceed to question 9.**

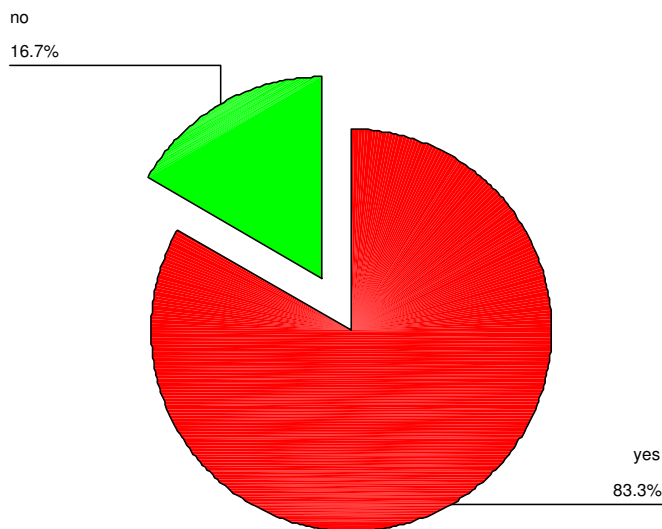
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid teachers, counselor	1	8.3	8.3	8.3
friends, teachers, counselor	1	8.3	8.3	16.7
parents	1	8.3	8.3	25.0
not applicable	3	25.0	25.0	50.0
counselor	5	41.7	41.7	91.7
friends, counselor	1	8.3	8.3	100.0
Total	12	100.0	100.0	

The respondents were asked what information they were given in order to protect themselves from further sexual abuse and Table 43 shows that 25 percent said that they were told not to be enticed with gifts to have sex with a man, 16.7 percent said that they were told to report anyone who touches them in a way that they feel is uncomfortable and 8.3 percent said that they were told not to let anyone touch them in an inappropriate manner. 8.3 percent said that they were told to say no to anyone who wanted to have sex with them and another 8.3 percent were advised not to be too close to men.

**Table 43: Information that the victims of CSA received on how to protect themselves.**

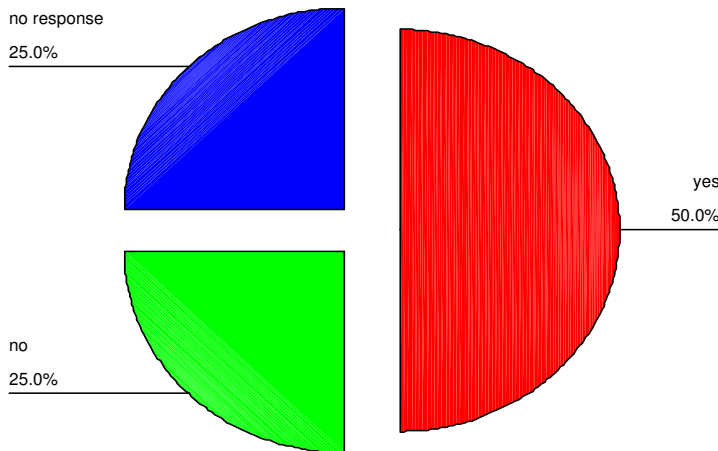
		What information did they give you?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	if a man entices you with gifts, to have sex, refuse.	3	25.0	25.0	25.0
	say no to anyone who wants to have sex with you	1	8.3	8.3	33.3
	report anyone whose touch makes you uncomfortable	2	16.7	16.7	50.0
	do not let anyone touch you inappropriately	1	8.3	8.3	58.3
	do not be too close to men	1	8.3	8.3	66.7
	not applicable	4	33.3	33.3	100.0
	Total	12	100.0	100.0	

Respondents were asked whether the messages received are clear for them to understand and 83.3 percent of the children indicated that the messages they have received are clear and the rest 16.7 percent said the messages are not clear. This information is illustrated by figure 5.7 below.



**Figure 5.7: Victims of CSA responses whether the messages they have received about sexual abuse and defilement are clear enough for them to understand.**

The respondents were asked if they had told anyone when they became victims of defilement and Figure 5.8 reveals that 50 percent said ‘Yes’ that they told someone when they became victims of sexual abuse, 25 percent indicated ‘No’ that they did not tell anyone and 25 percent did not respond



**Figure 5.8: Victims response on whether they told anyone when they became victims of sexual abuse.**

The respondents were asked the question whom they told when they were sexually abused. Table 44 shows that majority (41.7 percent) indicated that they told their parents or guardians when they became victims of sexual abuse while 8.3 indicated that they told a neighbour. There was no response from 25 percent of the respondents and this question was not applicable to 25 percent of the respondents.

**Table 44: Children’s responses on whom they told when they became victims of sexual abuse**

If Yes to question 14, whom did you tell? If No proceed to question 16.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid parent/ guardian	5	41.7	41.7	41.7
neighbour	1	8.3	8.3	50.0
not applicable	3	25.0	25.0	75.0
no response	3	25.0	25.0	100.0
Total	12	100.0	100.0	

## **QUALITATIVE RESEARCH FINDINGS**

### **In-depth interviews, direct observations and document analysis**

This part of the chapter analyses the in- depth interviews that were conducted with members of staff at the YWCA and ASAZA programme (This is a CARE- Zambia led sexual and gender based violence response programme in partnership with YWCA). A number of documents were analyzed namely the minutes from meetings, reports, posters and pamphlets that are used as information, education and communication materials. What was observed directly during the researchers' attachment will also be reported.

The YWCA-ASAZA programme seeks to eliminate sexual and gender based violence (SGBV) through awareness raising and supporting of victims of sexual and gender based violence. It has a twofold approach to tackling the problem of SGBV, namely preventive and restorative. The most reported sexual based violence is the defilement of children. Through the preventive approach, ASAZA uses an array of informational, educational and behaviour change communications (IEC and BCC) to help Zambians reflect on gender and power. Through the restorative approach, ASAZA operates SGBV coordinated response centres (CRC's) at which survivors can find medical help, legal support and psychological support. Through radio, television and print, messages reach all corners of the nation. ASAZA works intimately with leaders and citizens- men, women and youth to strengthen new forms of gender relations and to enact and support behaviour change. The researcher observed that multi- communication strategies are used to deliver messages to the target audience. According to the documents that were analyzed by the researcher and the in-depth interviews conducted, the following communication strategies are used by ASAZA in the fight against sexual and gender based violence.

#### **1. Men as agents of change**

Men are engaged as advocates and agents of change using radio talk shows on local stations such as ZNBC radio 1 and national television (ZNBC TV) to promote changes in values and practices, bolstered by peer to peer counselling among men and boys.

## **2. Sensitization of traditional leaders**

ASAZA involves Zambian traditional chiefs and village headmen who wield great authority over their groups, whose voices carry enormous weight and whose actions influence everyone in their chiefdoms. ASAZA also targets the influential keepers of traditions such as leaders of girls' and boys' initiation traditions, (for example traditional counsellors known as *alangizi*) and traditional healers. Other influential groups in the community including church leaders, teachers, RDC's chairpersons, members of parliament are also involved. These are engaged as advocates requested to communicate positive change to their constituents.

## **3. Youth as agents of change**

This includes training boys and girls to increase awareness and change behaviours related to SGBV. Topics that are covered include human rights and forms of child physical and sexual abuse including abuses of girls such as child marriage and child prostitution.

## **4. Mass media approach**

ASAZA develops and conducts anti- SGBV campaigns through print, radio and visual media. For instance, ASAZA partnered with International Justice Mission (IJM) to conduct a 13 series programme to discuss sexual and gender based violence on television and radio. ASAZA has also partnered with Victim Support Unit (VCU), lifeline and the social welfare department to develop a radio programme on ZNBC Radio 1 which discusses issues on sexual and gender based violence. This is a daily programme and it is conducted in the local languages. Press releases are also used and short public announcements on SGBV are printed in newspapers and aired on radio and television.

## **5. IEC and BCC materials for communication**

ASAZA develops IEC and BCC materials such as pamphlets, brochures and posters to increase public awareness. Materials address specific groups including 1) survivors of SGBV; 2) women, children and men; 3) service providers; 4) opinion leaders and traditional authorities. IEC materials are used nationally and tailored to address specific practices and gender norms in participating communities.

**6. Edutainment material with gender and gender based violence (GBV) themes**

ASAZA partners with the public and private sectors to incorporate gender and GBV themes and information into the content of mass media programming such as popular television and radio soap operas.

**7. National and community radio programmes with gender and GBV themes**

Radio is the medium most accessible to Zambians, including those in remote, rural areas. Radio shows provide an opportunity for the anonymous participation of survivors including children to speak about their experience.

**8. Drama and musical concerts**

Drama and musical concerts are used to sensitize the communities. These are very popular with the communities because they are also entertaining. The role plays are performed in the local language that the community understands. The sketches performed bring out different messages targeted at all groups in the audience such as messages on children's rights and educating parents on how to protect their children. After the performance the audience is given an opportunity to ask questions and discussions are also encouraged. For those who are not comfortable to contribute in public, they are encouraged to approach any member of the YWCA staff to ask questions or get information on a one to one basis. According to the senior regional coordinator, drama has been one of the most successful channels of reaching out to the communities because it is entertaining, informative and educative. It is thought to have yielded positive results in changing people's attitudes perceptions and behaviours towards child sexual abuse.

**9. Advocacy Strategy**

The YWCA lobbies government and other policy makers through various strategies such as workshops, focus group discussions and drama to ensure that punitive measures are imposed on violators of women's and children's rights. For example, the YWCA together with other organizations lobbied government for child defilers to be given stiffer sentences and the law was amended and they are now getting 15 years in imprisonment to life imprisonment. They are also advocating that the Parliament of Zambia review all laws that have provisions for

children so that there is consistency and harmony among domestic pieces of legislature. There should also be compatibility between domestic legislation and international standards (codification of all laws).

#### **10. Use of International events for SGBV educational activities**

International events include the 16 days of activism which is an annual event that addresses the issues of sexual and gender violence by holding various activities to highlight the issues of violence against women and children. Some activities carried out are community sensitizations such as drama performances, sensitization workshops, round table meetings, radio and television programmes and tribunals. For instance in 2002, one of the major activities was holding a tribunal in Mazabuka which focused on women and child abuse. Other events are Women's day and Day of the African child.

#### **11. Counselling**

Trained child counsellors carry out counselling sessions with the abused children to help them through the healing process and also to get information from them so that it can be used in court against the perpetrator. Sometimes the girls are withdrawn from the abusive environment and taken to a safe shelter (CICC) where they receive counselling

#### **12. Door to door strategy**

The ASAZA (YWCA) carries out door to door sensitization in the target communities when funding is available.

#### **13. Safe Space project in schools**

The project activities include sensitization of pupils, teachers and PTA members on sexual violence and reproductive health issues as well as providing peer education services.

#### **14. Churches**

Churches are also being used as channels to spread messages about sexual and gender based violence.

#### **15. General community as agents of change**

Community conversations is a tool used to engage the community in discussions that identify the form of gender based violence (GBV) prevalent in their families



and households; understand the harms and costs associated with GBV; and develop locally viable strategies for GBV prevention.

## **CHAPTER 6**

This chapter presents a discussion of findings that were presented in chapter 5 on the communication strategies used in the fight against child sexual abuse and defilement by the Young Christian Women Association (YWCA) ASAZA programme. The major objective of the study is to assess the communication strategies put in place to fight child sexual abuse and defilement

The YWCA is one of the oldest and most established Non- governmental organizations focusing on women, youth and children's issues. It operates a child in crisis centre (CICC) that was opened in 1988 to address the increase in the number of cases of child abuse that were being reported at the main drop in centre. The centre specifically deals with children aged from birth to 16 years who are victims of abuse. The YWCA has partnered with CARE- Zambia to operate the ASAZA (A Safer Zambia) program which addresses issues on sexual and gender based violence. The YWCA was brought on board because of the safe houses they operate for children (CICC) as well as for adults who are victims of gender violence. ASAZA is a sexual and gender based violence (SGBV) coordinated response program, whose goal is to contribute to the reduction of SGBV in Zambia through the creation of greater knowledge and changed attitudes about gender inequities. The main programme messages are:

- That SGBV is unacceptable in any context.
- That all sections of society (particularly men) can and should change their attitude towards implicit condoning of SGBV.
- That survivors of SGBV have the right to access comprehensive support encompassing medical, psychological and legal services.
- That communities should offer help and support to survivors of SGBV
- That perpetrators of SGBV should not be condoned and should be brought to court to face justice.

### **Communication strategies and channels used in the delivery of messages**

The research study established through in- depth interviews and content analysis that the YWCA-ASAZA programme uses a combination of interpersonal, group and mass

communications strategies in the dissemination of information to communities. The combination of the different communication strategies in any social change campaign is crucial because each strategy has a different effect on the audience. According to Rogers (1983) ‘mass media channels are often the most rapid and efficient means to create awareness and knowledge of an innovation, whereas interpersonal channels are more effective in persuading an individual to adopt a new idea’. Providing people with information and telling them how they should behave is necessary but not enough to bring about behaviour change. Behaviour change also requires a supportive environment. The individual is influenced by community and society and these provide the supportive environment necessary for behaviour change through interpersonal interactions.

Interpersonal channels that are used by ASAZA-YWCA programme to deliver the messages include one-to-one meetings (counselling sessions) and individuals interacting with many people in the community for example, door to door sensitization and community conversations. Community conversation is a tool used to engage the community in discussions that identify the form of SGBV prevalent in their families and households; understand the harms and costs associated with SGBV; and develop locally viable strategies for SGBV prevention. Mass media channels that are used include television, radio, newspapers, posters, brochures, billboards workshops, drama, t-shirts, banners, newsletters and musical concerts. All these carry different messages and efforts have focused on increasing public awareness of child sexual abuse, challenging abusers to stop their abuse immediately, changing attitudes about what can be done to prevent abuse and encouraging behaviours by adults to intervene in abuse situations or to act before the abuse occurs. Posters calling upon the community to break the silence and report all cases to the police are placed in strategic places such as in the communities and at schools where the messages can be read. This has contributed to an increase in the number of cases being reported to the authorities by community members because people are now aware that defilement is a criminal offence. Some posters and brochures are given to networking partners such as the police victim support unit (VSU), other NGO’s dealing in child issues, schools and government line ministries. The following are some messages that appear on posters, brochures and billboards;

*'Don't have sex with me, protect me!'*

*'Sex with a child is a crime'*

*'Abuse, Just stop it! Report all cases to the nearest police station'*

*'Look upon each child as everyone's child'*

The messages are used to raise awareness on the issue, educate the public so that they are informed and some of the messages are appeals by children to be protected. Increased awareness about the law on defilement is one way that children and their caregivers learn about their rights. According to the ASAZA coordinator, sensitization campaigns that urge individuals to speak out against sexual violence in all its forms have increased the number of people reporting cases to authorities. Peer educators conduct awareness rising in different communities of Lusaka in places such as markets and schools. Some targeted sites are Ng'ombe, Bauleni, Mtendere, and Kalingalinga compounds. However, the researcher found out that community sensitizations are only carried out when funds are available. These activities are dependent on donor funding and therefore when funds that are allocated run out, the activities are suspended until more funds are sourced. Therefore, the researcher was not able to take part in the community sensitization activities because during the time of attachment from June- September 2010, no activities took place. According to the senior regional coordinator, these activities are not allocated adequate funds and thus they are suspended when money runs out. The suspension of the sensitization activities may have a negative impact on the outcome because community members need to be provided with repeated exposure to ideas over a long period of time from a variety of sources. This contributes to changing the climate in the community and building momentum for change.

The ASAZA-YWCA programme has utilized interpersonal, mass, and group communication strategies to a large extent and the senior regional coordinator indicated in the in-depth interview that they have all had some positive effects. According to Kotler and Roberto (1989), mass communication messages typically are insufficient to bring about behavioural changes; they have to be supplemented by interpersonal interventions and personal communications. Drama was cited as an effective communication tool to

deliver messages in the communities because it is a medium that the community understands. The combination of entertainment and information in drama is appealing to many people in the community and thus is seen as a suitable medium for clearing myths and misconceptions such as the 'virgin cure' myth. Brochures are produced in English and the 7 main local languages which are Tonga, Nyanja, Bemba, Lozi, Kaonde, Luvale and Lunda so as to reach out to the different ethnic groups in Zambia with messages on SGBV. Messages on such brochures include information on prevention, steps to take when the abuse occurs, where to report cases of abuse and the location of the places where victims of SGBV can find help. The information, education and communication (IEC) materials are used nationally and tailored to address specific practices such as child marriages and norms in participating communities. Radio programmes to inform and educate the public are broadcast in the local languages and the listeners are given a chance to call in and participate. The utilization of a combination of communication strategies to reach out to the target audience is one of the conditions that favor successful mass media-oriented information campaigns. According to Kotler and Roberto (1989, p.11), *'social campaigns work best when mass media- oriented communication is supplemented by face-to-face communication. To the extent that people are able to discuss what they hear with others, they will process information better and are more likely to accept changes'*.

### **Role of group and interpersonal communication in the fight against CSA and defilement**

Group and interpersonal communication have played a major role in the YWCA's fight against child sexual abuse. Group communication using strategies such as drama, community discussions, workshops, round table talks and debates are used to convey messages about child sexual abuse. Community discussions on issues of concern are one way of involving the community in problem identification and problem solving for the betterment of the community. According to one monthly report, community discussions revealed that female children in a named compound in Lusaka are suffering from all sorts of abuse which has resulted in an increase in sexually transmitted diseases (STI's), pregnancies, abortions, early marriages and child dumping. Thus the community

participates in finding solutions to the problem of child sexual abuse. The YWCA lobbies government and other policy makers using the various strategies to ensure that punitive measures are imposed on violators of women and children's rights. Drama has been widely used to sensitize communities and it has proven to be very effective in conveying messages to the target audience because it is both educative and entertaining. Story lines are developed that tackle issues on child sexual abuse and the audience is given a chance to ask questions after the performance. The community is made aware of what services are available and where to seek for services for people who have been sexually assaulted. The drama performances are held in different compounds such as Mandevu, Bauleni, Mtendere, Kaunda Square and Kalingalinga in places such as markets and schools.

One of the interpersonal strategies that is used to a very large extent by the YWCA is counselling. The counsellors at YWCA carry out counselling sessions for abused children on a one to one basis. The researcher was able to take part in counselling the parents or guardians that brought the children to the centre and was able to provide information orally or brochures. Such information provided includes ways on how the parent can help to protect their child from further abuse and how to cope with what has happened to their child or dependant. When children become victims of defilement, they need to be withdrawn from the environment in which they are abused, be rehabilitated and possibly later reintegrated in the community. Withdrawing children from unsafe environments allows them to receive rehabilitative services such as counselling. This is an on-going activity and is not affected by poor funding and thus parents and their children are able to benefit from this service. Door to door sensitization activities are also carried out but this is dependent on the availability of funds to conduct such activities. Trained peer educators are sent out into the communities and they go from door to door to sensitize people on a one to one basis.

**Table 45: Knowledge and understanding of the term child sexual abuse**

**What do you understand by the term child sexual abuse? \* What is your residential area?  
Crosstabulation**

Count		What is your residential area?			Total
		Kalingalinga	Chelstone	Kabulonga	
What do you understand by the term child sexual abuse?	an adult having sex with a child using force	1	2	1	4
	adult having sex with a minor, inappropriate touching	3	1	2	6
	an adult raping a child	0	1	1	2
	sexual mistreatment of a child	0	2	0	2
	adult having sex with a child without consent	0	1	0	1
	forcing the child to do manual work	1	0	0	1
	I don't know	2	1	0	3
	an adult having sex with a child	19	3	6	28
	No response	0	1	2	3
	Total	26	12	12	50

**Table 46: Knowledge and understanding of the term defilement**

**What do you understand by the term defilement? \* What is your residential area?  
Crosstabulation**

Count		What is your residential area?			Total
		Kalingalinga	Chelstone	Kabulonga	
What do you understand by the term defilement?	defilement is the same as child sexual abuse	9	3	5	17
	an adult having sex with a minor aged below 16yrs	6	5	4	15
	having sex with a child without consent	1	1	0	2
	sex with a child including inappropriate touch	0	1	0	1
	adult having sex with a child using force	5	0	0	5
	sex with a child below 1 year	1	0	0	1
	I don't know	3	0	0	3
	No response	1	2	3	6
	Total	26	12	12	50

Table 45 and 46 show the results of the cross tabulations between residential area and the respondents' knowledge and understanding of child sexual abuse and defilement. The research study sought to find out if there is a difference in the knowledge and understanding of the respondents depending on where one resides. This will also indicate if there is a relationship between knowledge and understanding of child sexual abuse and the educational level of the respondents. As revealed by table 3 in chapter 5, the respondents in Kabulonga have attained college and university level education while most residents in Kalingalinga have attained primary level education, Chelstone had a mixture of college and university educated respondents. The three residential areas included in the study are Kalingalinga to represent high density areas, Chelstone to represent medium density areas and Kabulonga to represent low density areas.

The two tables reveal that there are no major differences in the responses given by the respondents depending on the residential area or educational level. When asked what they understood by the term child sexual abuse, table 45 reveals that a total of 28(56%) respondents which included parents/ guardians who had never been to a formal school to the ones who had attained university level said that it is 'an adult having sex with a child'. 6 (12%) of the respondents from the different educational levels indicated that it is 'an adult having sex with a minor including improper touching of the child'. From the responses that were given, it is clear that there is need for more education on what is included in the term sexual abuse. This is because the respondents did not seem to be aware that child sexual abuse is not just sexual intercourse with a child but includes several other acts such as kissing and inappropriate touching of a child which may progress to more intrusive sexual acts, such as oral sex and vaginal or anal penetration. According to Rakoczy (2000), child sexual abuse is a general term that involves a broad category of acts that include; obscene telephone calls, indecent exposure and voyeurism such as watching a child undress, fondling or molesting, taking pornographic pictures, intercourse or attempted intercourse, defilement, rape, incest and child prostitution. The IEC materials that were examined by the researcher did not seem to give enough information on what is involved in the term sexual abuse. People may therefore not report



some of these acts because they are not aware that they are offences under the laws of Zambia.

The responses presented on table 46 on what the respondents understand by the term defilement also reveals that the majority of the respondents had an idea of what the term means. From the responses given, it is clear that respondents from the three residential areas with different educational backgrounds have some understanding and knowledge of what defilement is. Education or area of residence does not seem to have any influence on the knowledge levels of the respondents. Therefore, it can be deduced that the information and education campaigns are having a positive effect on the audience regardless of their economic status. For example, one poster that is used in the social campaign simply explains what defilement is and has the following message;

*'Defilement is the act of having unlawful sexual intercourse with any girl under the age of 16.'*

What should be made clear is that defilement is a strict offence with no defence to it. A person cannot, for example, claim that he or she thought the child in question was older than 16 years nor can they claim the child consented to the act willingly. A child is by law incapable of giving valid consent. The researcher also observed that a great number of adults who reported cases of defilement to the YWCA-ASAZA coordinated response centres (CRC) seemed to be aware that a person who has carnal knowledge of a child under the age of sixteen years commits the offence of defilement. Table 5 in chapter 5 shows the varying responses that the respondents gave when asked the question who is a child. A number of the respondents (32%) said that a child is any person aged below 16 years, 20 percent said that it is any person aged below 18 years and another 20 percent said that it is anyone aged below 12 years. The responses given by the respondents show whom the respondents consider to be a child depending on the age. The majority of the respondents consider anyone less than 16 years to be a child. This means that they are able to understand that such a person should not be engaged in sexual activities and are therefore bound to report cases involving such minors. This assertion is supported by the responses in table 25 which were given by parents/ guardians when asked whether a child of 16 years and below can consent to sex. Majority of the respondents (82%) indicated

that such a child cannot consent. The reason given by 68 percent of the respondents is that such a child is too young to fully understand what she is consenting to. A further 10 percent of the respondents said that it is against the law. However, 18 percent of the respondents indicated the child can consent to sex because she fully understands what she is consenting to. It is a matter of concern to learn from the study that there are some adults who think that a child below the age of 16 fully understands the consequences of engaging in sex, whether forced or with the child's consent. Kotler and Roberto (1989) argue that a campaign may fail to make a dent in the public's knowledge or attitudes and one of the reasons they gave is that;

*'A hardcore of "chronic know-nothings" exists who cannot be reached by information campaigns. In fact, "there is something about the uninformed that makes them harder to reach, no matter what the level or nature of the information."* (Kotler, Roberto, 1989, p.7)

An in- depth interview was conducted with one parent of an abused child and the researcher asked him if he thought that a child's dressing such as in short tight skirts could make some men defile a young girl. He said that nowadays girls are dressing indecently and that is why there is an increase in the number of sexual abuse cases. People need to be educated that it is never the child's fault when she is sexually abused no matter what she is wearing. Blame should lie entirely on the perpetrator and not the victim.

The study also sought to find out the knowledge levels and understanding of what child sexual abuse and defilement is from school children in three schools of Lusaka as well as victims of child sexual abuse at the YWCA children in crisis centres (CICC). The responses given indicate that majority of the children have some knowledge of what is meant by the two terms. Table 29 reveals that 19.4 percent of the school children said that child sexual abuse is when an adult has sex with a child below the age of 18 years, 22.2 percent said that it is an adult raping a child and 16.7 percent said that it is an adult having forced sex with a child. From the responses given it seems that the children are not aware that whether force is used or not, it is an offence for an adult to engage in any

sexual activity with them and that it is never the child's fault. The majority of the children did not fully understand what is meant by the term defilement going by the response 'I don't know' when asked what they understood by the term defilement. There is need to have more programmes in schools to educate children on such issues that affect them. The YWCA has some programmes running in some of the schools such as Lotus Basic School, for example the Safe Space Programme, but these need to be scaled up so as to reach more children with information. Some of the children from Lotus Basic revealed that they had received a lot of information on defilement during the YWCA sensitization programme in their school. This is an indication that the communication strategy being used by the YWCA is having a positive impact on their target audience. However, the researcher also found out that there are no specifically tailored IEC materials for children such as child friendly booklets that are produced by the YWCA-ASAZA programme.

#### **Adequacy of communication strategies to deliver messages**

According to Kunczik (1984), an effective communication programme will combine some or all the tools of communication to communicate the intended message to the target audience. Findings from this study have revealed that the YWCA- ASAZA programme uses multi communication strategies in their delivery of messages. Table 8 reveals that 50 percent of the respondents think that the communication strategies used in the fight against child sexual abuse in Zambia are adequate to combat the sexual abuse of children. The other 50 percent think that the strategies are inadequate. The respondents who said that the strategies are adequate may think so, because of the increase in the number of cases being reported to the police. This is because people have access to information through different media and are therefore better informed and equipped to fight this vice. On the other hand, there are the respondents who felt that the communication strategies put in place to fight child sexual abuse are not adequate and more need to be done. The respondents who said the communication strategies are adequate gave reasons such as that perpetrators are now being arrested and taken to court to face the law and also that there is mass awareness and cases of defilement are covered and reported by the media. On the other hand those who said the strategies are

inadequate gave reasons such as that the police are bribed by the perpetrators and they are therefore not arrested. They felt that the media is not doing enough to expose such police officers. The respondents also said there is not enough information and sensitization concerning defilement and therefore the campaign against child sexual abuse should be scaled up. Some of the respondents said that interpersonal strategies should be used more because there are continuous interactions between the communicator and the recipient.

The children who took part in the survey were asked if the messages they have received about child sexual abuse are clear enough for them to understand. Figures 5.6 and 5.8 show the responses given. Majority of the children at 83.3 percent and 72.2 percent representing opinions of child victims and school children respectively said 'Yes', the messages that they have received are clear. Although the children have indicated the messages are clear, the responses given by the children on what they understand about CSA and defilement indicate that a lot more needs to be done to develop more child friendly messages using the communication strategy that best suits them.

The researcher extended further the findings by looking at the relationship between one's level of education and what mass media communication they consider to be effective in the dissemination of child sexual abuse messages. This is very important because the target group can be reached through the media that is most suitable to them if the communicator knows the target group's choice of communication. For example, a communicator uses newspapers to reach out to a particular target group that have no access to newspapers because of the cost involved in buying newspapers daily, then the message will not reach them. According to Rodman (2006), mass communication consists of mediated messages that are transmitted to large, usually widespread audiences. It has the capacity to reach simultaneously many thousands of people who are not related to the sender of the message. Mass communication depends on technical devices such as television, radio, newspapers, among others to quickly distribute messages to diverse audiences unknown to each other. Table 47 reveals that television, radio and newspapers were considered to be the most effective by the respondents. Most of the respondents that had attained primary, junior secondary and senior secondary level

of education considered television and radio to be the most effective. The respondents who had attained college and university level of education considered television, radio and newspapers as the most effective in the dissemination of child sexual abuse messages.

**Table 47: Effectiveness of communication strategies- Cross tabulation of educational level and mass media considered effective by respondents**

Count		What is your educational level?						Total
		primary	junior secondary	senior secondary	college	university	none of the above	
What mass media would you consider to be effective in the dissemination of child sexual abuse messages? (You can pick more than one)	television	7	0	0	4	0	0	11
	television, magazines	0	0	0	1	0	0	1
	television, radio, newspapers, magazine	0	0	0	0	4	0	4
	television, radio, billboards	0	0	0	1	0	0	1
	television, radio, brochures, billboards	0	0	0	0	1	0	1
	radio, newspapers	1	0	0	0	0	0	1
	newspapers, magazine	1	0	0	0	0	0	1
	television, newspapers	0	0	0	0	1	0	1
	radio	1	2	1	2	2	0	8
	newspapers	0	1	1	0	0	0	2
	community meetings	0	0	0	1	0	0	1
	television, radio	0	3	2	4	1	4	14
	television, radio, newspapers	1	1	0	1	1	0	4
	Total		11	7	4	14	10	4

The respondents were further asked what factors they look at to identify a communication as being effective. Table 11 in chapter 5 shows that 36 percent of the respondents said that a communication is effective if it uses local languages, 26 percent said that the communication has to be easy to understand, 16 percent indicated that the communication should be readily available and 8 percent said that it should be cheap.

Most of the respondents from all levels of education were of the view that television is effective because it is readily available in most homes and people spend a lot of time watching programmes on television. Radio was also cited as being effective because it was considered cheap by the respondents. Programmes on child sexual abuse are broadcast on national, local and community radio stations across the country. The YWCA together with other partners namely the police Victim Support Unit (VSU),

lifeline and Department of Social Welfare conduct a daily programme on ZNBC radio 1 which discusses sexual and gender based violence in local languages. School children were asked which communication media they consider to be the best to deliver messages to them and the majority (47.2%) said television. Child survivors of defilement were also interviewed and asked the same question and 58.3 percent said television. From the results obtained, both adults and children consider television, radio and newspapers to be the most effective mass communication to deliver messages. These electronic and print media would serve as a point of information centre but this is not enough to cause behavioural change. The reason is that change requires a personal encounter for an individual to make a decision either to change or not. There is need to combine these with approaches involving group and interpersonal communication.

For a communication strategy to be considered effective the messages being relayed to the audience must respect the culture of the target group. According to Kunczik (1984), communicators must know what codes, channels and expressions can be used in which situations for effective communication. An individual has to know the 'ethnography of communication' of a given society in order to know what sort of messages, in which form, in which situation, vis-à-vis which individuals can be communicated adequately to the situation. There is need to incorporate the positive beliefs and cultural values of the intended audience. The parents/ guardians who took part in the study were asked if the messages delivered through the communication strategies used in Zambia are culturally appropriate. Majority of the respondents were of the view that the strategies were culturally appropriate as shown by tables 13 through to 18. According to the data from these tables, the respondents who said that messages delivered through television were culturally appropriate represented 52 percent of the total respondents, radio (56%), billboards (58%), brochures, pamphlets, posters (56%), newspapers (60%) and books (54%). It is important for communicators to note that messages which are an affront to the culture of the target audience will not be received well.

Tables 19 through to 24 show the responses given by parents/ guardians when they were asked to rate the communication strategies that have been put in place to fight child

sexual abuse in Zambia. Majority of the respondents rated the mass communication strategies as good. Those who rated television as good represented 54 percent, radio (52%), billboards (46%), brochures, pamphlets, posters (46%), newspapers (60%) and magazines (52%).

### **Channels of communication suitable for information dissemination**

In order to find out which channels of communication are suitable for information dissemination for each target group, the researcher asked the respondents what is their main source of information on different issues. The research findings reveal that the respondents who included adults and children consider both mass and interpersonal channels of communication as being suitable for the delivery of messages. Table 31 reveals that 52.8 percent of the school children indicated parents as main source, 30.6 percent said teachers and 11.1 percent said friends. This indicates that the school children who were aged between 8 and 15 years consider interpersonal communication with their parents, teachers and friends as important sources of information. Table 34 also reveals that 44.4 percent of the school children indicated parents as the source from which they received information on how to protect themselves from being sexually abused and 22.2 percent indicated teachers. Therefore parents and teachers should be considered as critical in the fight against child sexual abuse and need to be equipped with correct information so that they can also inform and educate the children.

The children victims at the YWCA CICC indicated that they had received information on how to protect themselves from the child counsellor at the centre. Table 34 shows that when asked whom they would tell if they were to be sexually abused or know a friend who has been abused, 91.7 percent of the school children indicated parents or guardian. The majority at 41.7 percent of children victims of defilement indicated that they told their parents according to table 44. According to the social penetration theory of interpersonal communication, the more time we spend with others, the more likely we are to self disclose more intimate thoughts and details of our life. Children spend a lot of time with their parents, teachers and friends and can therefore be suitable for information dissemination. According to Kotler and Roberto (1989), interpersonal communication is

interactive in nature and therefore the communicator has the opportunity to initiate, build and maintain a full range of relationships with the target adopter. The deeper the relationship, there is a better chance that the communicator can achieve the objective of the campaign.

The parents and guardians that were interviewed indicated that their main source of information was from mass communication channels. Table 9 shows that majority of the parents at 28 percent indicated radio as their main source, 24 percent indicated television, 20 percent indicated newspapers and 14 percent indicated church. As for the children victims of defilement, 75 percent indicated television as their main source of information on different issues as shown by table 40 in the previous chapter.

**Table 48: Barriers that may hinder effective communication to the target audience**

**Do you experience any problems as regards to your effective listening to programmes broadcast on radio? \* What is your residential area? Crosstabulation**

Count		What is your residential area?			Total
		Kalingalinga	Chelstone	Kabulonga	
Do you experience any problems as regards to your effective listening to programmes broadcast on radio?	yes	14	2	2	18
	no	11	9	10	30
	no response	1	1	0	2
Total		26	12	12	50

The study sought to find out if there are any barriers that may hinder effective communication of messages to the target audience. Figure 5.3 in chapter 5 shows that 60 percent of the respondents said they do not experience any problem as regards to effective listening of the radio, and 36 percent said yes they experience problems. Table 48 above reveals that majority those who experience problems are from the high density area of Kalingalinga. They indicated that the problem they mostly face is power outages due to ZESCO power rationing. The rationing is done on a daily basis in most parts of Lusaka and especially in the high density areas and sometimes there is no electricity the whole day. This has affected the effective listening of radio and television broadcasts and considering that these channels are the main source of information for the respondents



especially those in the high density areas like kalingalinga. Some of the respondents said that they cannot afford to be buying radio batteries to use when there is no electric power. This means that the messages that are delivered through these channels may not reach the intended target group because their listening is affected by power rationing.

## **CHAPTER 7**

### **CONCLUSIONS AND RECOMENDATIONS**

#### **7.1 Conclusions**

The research findings indicate that the communication campaign for social and behaviour change used by the YWCA- ASAZA programme encompasses the organized use of a range of mass media, group and interpersonal communication strategies. Different communication channels such as radio, television, drama, workshops, newspapers, posters, billboards and door to door awareness campaigns are used to deliver messages to the target audience. The mass communicated messages are supplemented by interpersonal interventions and group communications.

The study has brought out some important findings, among them is the fact that the respondent's area of residence which is also a reflection of the educational level attained and economic status did not seem to have an influence on their understanding of the terms child sexual abuse and defilement. All the residents in the low and medium density areas had attained either college or university level of education and they have access to more channels of communication as revealed by the research. But this did not seem to give them an upper hand in terms of knowledge or understanding about child sexual abuse and defilement.

Findings from the research reveal that most of the children that were interviewed depend on interpersonal communication means such as parents and teachers as their main source of information on different issues. The adult respondents depend on mass communication through electronic and print media as their main source of information. This finding is critical for communicators when deciding which communication strategy to use for which target group in order to achieve the objectives of the campaign.

The study also brought out another important finding which is that the ASAZA programme works with opinion leaders such as chiefs, headmen, church leaders, teachers and members of parliament who are engaged as members of positive change. These groups of people yield a lot of power in the communities and can have an influence on

whether the campaign succeeds or fails. Therefore their support is very important because of the influencing power they yield and thus are able to persuade others to adopt or reject an innovation. The ASAZA programme also partners with different organizations such as the Police Victim Support Unit (VSU) and the Social Welfare Department to assist victims of gender and sexual based violence.

The ASAZA programme has faced some challenges in carrying out awareness and sensitization activities. These activities are carried out when there is donor funding and suspended when funds run out. This has created gaps in the delivery of messages to the target audience which may have a negative effect on the fight against child sexual abuse. This is because people need to be exposed to messages through different media in a consistent manner for any change to take place.

The communication strategies used by the YWCA- ASAZA programme have been effective in the fight against child sexual abuse. The number of cases being reported has increased over the past few years because people are aware that defilement is a criminal offence. This can be attributed to the informational, educational and behaviour change communications that are in place to fight child sexual abuse. The communication strategies have been used to deliver messages with the aim to eliminate sexual and gender based violence through awareness rising.

## **7.2 Recommendations**

The following recommendations are based on the findings drawn from the study. They are aimed at helping improve the dissemination of child sexual abuse information to the target groups.

1. There is need to increase the financial and logistical support for sensitization and awareness activities so as to have a sustained and continuous multi-media campaign.
2. Messages need to be specifically tailored for different populations. Materials specifically targeting children with messages should be developed using a language that children relate to and understand. Information packages must be

tailor made to cater for both in-school and out of school children and targeted to specific age groups of children. For example, children should be made aware that they have a right to privacy and that no one should look at or touch their 'private parts' in a way that makes them uncomfortable. They should also report any incidence of bad or confusing touch.

3. The YWCA has school programmes such as the Safe Space Project for girls in various basic schools in Lusaka. School programmes should not work exclusively with girls, ignoring the need to influence attitudes and behaviours of boys.
4. Adult caretakers of children such as parents and teachers should be empowered with information and education on how they can help to protect children. For example, they should be advised to monitor their child's interaction with adults, even members of the family and respected leaders. This is because the study reveals that children use these interpersonal communications as sources of information on different issues. These are people that the children trust because of the close association that exists between them and are therefore bound to believe what they are told by them.
5. There is need for more Coordinated Response Centres (CRC's) under ASAZA in the communities close to the people. For people to use a service, it must be available and easily accessible within their communities. Some people complained of the cost involved in travelling to the two CRC's available in Lusaka. Although the ASAZA programme collaborates with other service providers, most of the clients preferred to come to the CRC for help and this means that if they are easy for people to access than more people will come forward to report cases of child sexual abuse.

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## **APPENDICES**

## APPENDIX I: QUESTIONNAIRE FOR PARENTS/ GUARDIANS

Dear respondent,

You have been randomly sampled to take part in this research study focused on Communication Strategies for fighting Child Sexual Abuse by the YWCA. Your contributions in answering the questions in this questionnaire will go a long way in trying to find appropriate ways of making the communication strategies effective tools in the fight against child sexual abuse. You are therefore, kindly being asked to answer each question truthfully and honestly and your answers will be treated confidentially. Do not write your name anywhere on this paper.

Specific Instruction:

Tick [ ] in the appropriate bracket [ ] 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: BACKGROUND

- |    |                |                   |     |
|----|----------------|-------------------|-----|
| 1. | Sex            | 1. Male           | [ ] |
|    |                | 2. Female         | [ ] |
| 2. | Age            | 1. 15 – 20 years  | [ ] |
|    |                | 2. 21 -25 years   | [ ] |
|    |                | 3. 26-30 years    | [ ] |
|    |                | 4. 31 -35 years   | [ ] |
|    |                | 5. 36 – 40 years  | [ ] |
|    |                | 6. 41 -45 years   | [ ] |
|    |                | 7. 46 -50 years   | [ ] |
|    |                | 8. Above 51 years | [ ] |
| 3. | Marital Status | 1. Married        | [ ] |
|    |                | 2. Single         | [ ] |
|    |                | 3. Divorced       | [ ] |

- 4. Widow [ ]
- 5. Widower [ ]
- 6. On separation [ ]

4. Educational level
- 1. Primary [ ]
  - 2. Junior Secondary [ ]
  - 3. Senior secondary [ ]
  - 4. College [ ]
  - 5. University [ ]
  - 6. None of the above [ ]

5. Residential area
- 1. Kalingalinga
  - 2. Chelstone
  - 3. Kabulonga

**SECTION B**

**Knowledge and Understanding of Child Sexual Abuse**

6. Who is a child? \_\_\_\_\_  
\_\_\_\_\_

7. What do you understand by the term child sexual abuse?  
\_\_\_\_\_  
\_\_\_\_\_

8. What do you understand by the term defilement?  
\_\_\_\_\_  
\_\_\_\_\_

9. In your opinion, do you think child sexual abuse and defilement is being given enough attention?

- 1. Yes [ ]
- 2. No [ ]

10. Give reasons for your answer to question 7.

---

---

11. Do you think the messages being disseminated by the media are adequate enough to combat child sexual abuse and defilement?

- 1. Yes
- 2. No

12. Do you think you have received enough knowledge and understanding of child sexual abuse and defilement?

- 1. Yes
- 2. No

**Perceptions of Parents/ guardians of Communication strategies and their effectiveness.**

13. What is your main source of information on Child sexual abuse? (Please tick one only).

- 1. Friends
- 2. Church
- 3. Radio
- 4. Television
- 5. Newspapers
- 6. Workshops
- 7. Billboards
- 8. Pamphlets, Fliers
- 9. Other Please specify\_\_\_\_\_

14. What mass media would you consider to be effective in the dissemination of Child sexual abuse messages? (You can pick more than one)

- 1. Television
- 2. Radio

- 3. Newspapers [ ]
- 4. Magazines [ ]
- 5. Brochures [ ]
- 6. Billboards [ ]
- 7. Other please specify [ ]

15. Why do you consider this/these mass media that you have picked in question 12 effective?

---

---

16. What factors do you look at to identify a communication as being effective?

- 1. Readily available [ ]
- 2. Cheap [ ]
- 3. Easy to understand [ ]
- 4. Use of local language [ ]

17. What time of the day do you spend more hours listening to the radio?

- 1. 05:00 – 09:00 hours [ ]
- 2. 09:00 – 12:00 hours [ ]
- 3. 12:00 – 15:00 hours [ ]
- 4. 15:00 – 18:00 hours [ ]
- 5. 18:00 – 21:00 hours [ ]
- 6. 21:00 – 24:00 hours [ ]

18. Which time range would you propose to be more ideal and appropriate for radio child sexual abuse programmes broadcast?

- 1. 05:00 – 09:00 hours [ ]
- 2. 09:00 – 14:00 hours [ ]
- 3. 14:00 – 19:00 hours [ ]
- 4. 19:00 – 21:00 hours [ ]

5. 21:00 - 23:00 hours [ ]

19. Do you experience any problems as regards to your effective listening to programmes broadcast on radio?

1. Yes [ ]

2. No [ ]

20. If your answer in question 16 is 'YES', which are those problems you experience in regards to effective listening? If 'NO' proceed to question 19.

1. Poor reception [ ]

2. No radio/ batteries [ ]

3. Other Please specify \_\_\_\_\_

21. Do you think that the education and information provided about Child sexual abuse is friendly to the general public?

1. Yes [ ]

2. No [ ]

Is the education and information that is communicated through the mass media culturally appropriate?

	1. Very Appropriat	2.Appropriate	3.Neutral	4.Inappropriate	5.Very Inappropriate
22. Television					
23.Radio					
24.Billboards					
25.Brochures, Pamphlets, & posters					
26.Newspaper					
27.Books					

How would you rate the Mass Communication strategies that have been put in place to fight Child sexual abuse and defilement in Zambia?

	1.Very good	2.Good	3.Fairly Good	4.Poor	5. Very Poor
28.Television					
29.Radio					
30.Billboards					
31.Brochures, Pamphlets, & posters					
32.Newspapers					
33.Magazines					

34. Do you think that there is adequate participation and involvement of the communities in the development of communication messages to fight Child sexual abuse and defilement?

1. Very adequate
2. Adequate
3. Moderately adequate
4. Inadequate
5. Very inadequate

35. Can a child aged below 16 years consent to sex with an adult?

1. Yes
2. No

36. Give reasons for your answer to question 33.

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## APPENDIX II: QUESTIONNAIRE FOR CHILDREN

1. Age \_\_\_\_\_

2. School \_\_\_\_\_

3. What do you understand by the term child sexual abuse?

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4. What do you understand by the term defilement?

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5. What is your main source of information on different issues? (Choose one)

- 1. Friends
- 2. Parents
- 3. Teachers
- 4. Church
- 5. Other please specify \_\_\_\_\_

6. From which communication media have you obtained the most information regarding child sexual abuse and defilement?

- 1. Television
- 2. Radio
- 3. Newspapers
- 4. Magazines
- 5. Posters
- 6. Billboards
- 7. Other please specify \_\_\_\_\_



7. Which communication media do you think is the best to deliver communication messages about child sexual abuse and defilement to children?

- 1. Television [ ]
- 2. Radio [ ]
- 3. Live performance (Drama, song and dance) [ ]
- 4. Posters [ ]
- 5. Magazines [ ]
- 6. Books [ ]
- 7. Other please specify\_\_\_\_\_

8. Have you received any information on how to protect yourself against being sexually abused and defiled?

- 1. Yes [ ]
- 2. No [ ]

9. If yes to question No. 6, from which source have you received this information? If No, proceed to question No. 9.

- 1. Friends [ ]
- 2. Teachers [ ]
- 3. Parents [ ]
- 4. Television [ ]
- 5. Radio [ ]
- 6. Church [ ]
- 7. Books [ ]
- 8. Other please specify\_\_\_\_\_

10. What information did they give you?

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11. Are the messages that you have received about sexual abuse and defilement clear enough for you to understand?

- 1. Yes [ ]
- 2. No [ ]

12. What time of the day do you watch television most?

- 1. Morning [ ]
- 2. Midmorning [ ]
- 3. Afternoon [ ]
- 4. Evening [ ]
- 5. Night [ ]
- 6. None of the above [ ]

13. Would you like to be involved in the making of communication messages that are targeted at children?

- 1. Yes [ ]
- 2. No [ ]

14. Give reasons for your answer to Question 10.

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15. Whom would you tell if you were to be sexually abused or you know a friend who has been sexually abused?

- 1. Friend [ ]
- 2. Teacher [ ]
- 3. Parent/ Guardian [ ]
- 4. Other please specify\_\_\_\_\_

### APPENDIX III: QUESTIONNAIRE FOR CHILDREN- VICTIMS OF CSA

1. Age \_\_\_\_\_

2. What do you understand by the term child sexual abuse?

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3. What do you understand by the term defilement?

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4. What is your main source of information on different issues? (Choose one)

- 1. Friends [ ]
- 2. Parents [ ]
- 3. Teachers [ ]
- 4. Church [ ]
- 5. Other please specify \_\_\_\_\_

5. From which communication media have you obtained the most information regarding child sexual abuse and defilement?

- 1. Television [ ]
- 2. Radio [ ]
- 3. Newspapers [ ]
- 4. Magazines [ ]
- 5. Posters [ ]
- 6. Billboards [ ]
- 7. Other please specify \_\_\_\_\_

6. Which communication media do you think is the best to deliver communication messages about child sexual abuse and defilement to children?

- 1. Television [ ]
- 2. Radio [ ]
- 3. Live performance (Drama, song and dance) [ ]

- 4. Posters [ ]
- 5. Magazines [ ]
- 6. Books [ ]
- 7. Other please specify\_\_\_\_\_

7. Have you received any information on how to protect yourself against being sexually abused and defiled?

- 1. Yes [ ]
- 2. No [ ]

8. If yes to question No. 6, from which source have you received this information? If No, proceed to question No. 9.

- 1. Friends [ ]
- 2. Teachers [ ]
- 3. Parents [ ]
- 4. Television [ ]
- 5. Radio [ ]
- 6. Church [ ]
- 7. Books [ ]
- 8. Other please specify\_\_\_\_\_

9. What information did they give you?

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10. Are the messages that you have received about sexual abuse and defilement clear enough for you to understand?

- 1. Yes [ ]
- 2. No [ ]

11. What time of the day do you watch television most?

- 1. Morning [ ]
- 2. Midmorning [ ]
- 3. Afternoon [ ]
- 4. Evening [ ]
- 5. Night [ ]
- 6. None of the above [ ]

12. Would you like to be involved in the making of communication messages that are targeted at children?

- 1. Yes [ ]
- 2. No [ ]

13. Give reasons for your answer to Question 10.

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14. Did you tell anyone when you became a victim of sexual abuse?

- 1. Yes [ ]
- 2. No [ ]

15. If 'Yes' to question 13, whom did you tell, if 'No' proceed to question 15?

- 1. Friend [ ]
- 2. Teacher [ ]
- 3. Parent/ Guardian [ ]
- 4. Other please specify \_\_\_\_\_

16. Why didn't you tell anyone?

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**APPENDIX IV: INTERVIEW GUIDE FOR THE PARENT/ GUARDIAN OF AN ABUSED GIRL CHILD**

1. What do you understand by the terms (a) sexual abuse and (b) defilement?
2. Who is a child?
3. Why is sexual abuse common in our communities?
4. What beliefs and practices exist which may lead to child sexual abuse?
5. Do you think a girl's dressing in clothing such as mini skirts could make them more vulnerable to being abused? Why do you think so?
6. Are you aware of the activities that are available at the YWCA to combat CSA and defilement in communities?
7. In your opinion, do you think the activities undertaken by The YWCA are appropriately able to address the real issues faced by the communities on the issue of child defilement? Give reasons for your answer.
8. When your child became a victim of sexual abuse, what steps did you take in order for the accused person to be convicted by the courts of law?
9. What kind of information have you been given at YWCA to protect your child from further sexual abuse and defilement?
10. In your opinion what more could be done by YWCA and Government to ensure that messages are communicated appropriately to reach the target audiences?

## **APPENDIX V: INTERVIEW GUIDE FOR THE ASAZA COORDINATOR**

Date and Time \_\_\_\_\_

1. What is your perception of the Child Sexual Abuse (CSA) and defilement problem looking at the African context and Zambia in particular?
2. What communication strategy/ies is YWCA using in reaching communities in the fight against CSA and defilement and what has been their impact?
3. In your assessment do you think YWCA is disseminating CSA and defilement information among Zambian communities satisfactorily? Give reasons.
4. Which channels of communication does YWCA utilize most in the dissemination of messages and why?
5. Who is your target population and why?
6. What advocacy method is YWCA using in the fight against CSA and defilement?
7. What is YWCA doing to ensure that children are empowered more in the fight against CSA and defilement?
8. What Information, Education and Communication (IEC) materials are produced by the YWCA to educate and disseminate information to the communities on CSA and defilement? Are your IEC materials children friendly?
9. How is the YWCA tackling the role of witchdoctors in disseminating falsehoods such as the 'Virgin cure Myth' which has led to the rising cases of child sexual abuse and defilement?

**APPENDIX VI: INTERVIEW GUIDE FOR THE PROGRAMME  
COORDINATOR- CHILDREN IN CRISIS CENTRE**

Date and time\_\_\_\_\_

1. What can you say according to your own experience, is the most vulnerable child to CSA and defilement and why?
2. What communication strategies do you use in the dissemination of information to the public on CSA and defilement?
3. To what extent does YWCA use the following mass media channels: Television, radio, pamphlets, booklets, leaflets and books in communicating with the communities in the fight against CSA and defilement?
4. To what extent are Interpersonal communication, group communication and Public address system communication effective in the dissemination of information to fight CSA and defilement?
5. What are the challenges and barriers that hinder effective communication of messages in the fight against CSA and defilement?
6. What communication strategy has been the most effective in reaching out to the communities and why?
7. Which strategy used for communication is thought to have yielded positive results in changing people's attitudes, perceptions and behaviour towards CSA and defilement?
8. What key changes in information dissemination for CSA and defilement would you make if given a chance?
9. How do the clients view the services offered here at the Child in Crisis drop in Centre?