

EVALUATING THE EFFECTIVENESS OF COMMUNICATION STRATEGIES FOR  
COMMUNITY PARTICIPATION IN SAFE DRINKING WATER: THE CASE OF  
KABANANA TOWNSHIP CHISAMBA DISTRICT

BY

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2015

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## ABSTRACT

This study aimed at evaluating the effectiveness of communication strategies used by the Department of Public Health to promote community participation in safe drinking water. The study used a descriptive-exploratory research design guided by three objectives, which were to assess (1) The communication strategies used, (2) message content and (3) receptability and or awareness of the messages. The findings revealed that communication is not effective due to a duo source of information on safe water, namely, the Department itself through interpersonal communication and mass media, the latter is unfortunately not utilized by the Department. It was recommended that in order to bridge this knowledge gap, the Department of Public Health should, improve on some of its communication channels, and engage the media for production of relevant community messages on safe water and run them regularly so as to capture those exposed to it.

## DEDICATION

To my Parents, Sisters and beloved brother Fr. Alexander Musambakawa

Khama R.I.P

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## LIST OF ACRONYMS

TV	TELEVISION
CSO	CENTRAL STATISTICAL OFFICE
SPSS	STATISTICAL PACKAGE FOR SOCIAL SCIENCES
DOPH	DEPARTMENT OF PUBLIC HEALTH
WHO	WORLD HEALTH ORGANISATION
WAZ	WATER AID ZAMBIA
MCDMCH	MINISTRY OF COMMUNITY DEVELOPMENT MOTHER AND CHILD HEALTH
UNESCO	UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANISATION
UNISA	UNIVERSITY OF SOUTH AFRICA