THE ROLE OF COMMUNITY RADIO IN CREATING AWARENESS ON HEALTH ISSUES: A CASE STUDY OF PAMOJA FM'S LINDA MAMA DELIVERY PROGRAMME

BY

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DECLARATION

This dissertation is my original work and has not been presented for a degree in any other university

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We confirm that the work reported in this project was carried out by the student under our supervision as the university supervisors.

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DEDICATION

This project work is first of all dedicated to God Almighty and all my loved ones for their encouragement and support throughout the time of my thesis at the University and throughout this project work.

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ABBREVIATIONS AND ACRONYMS

CBE	Clinical Breast Examination
FANC	Focused Antenatal Care
GOK	Government of Kenya
HIV	Human Immunodeficiency Virus
ICTs	Information and communication technologies
SABC	South African Broadcasting Corporation
SME	Small and Medium Enterprise
TV	Television
USAID	United States Agency for International Development
WHO	World Health Organization

OPERATIONAL DEFINITION OF TERMS

Awareness Campaign: A continued effort by community radio to inform the public and increase their knowledge about the Linda Mama delivery Program.

Awareness Creation: The act of making residents of Kibera Sub-County conscious and knowledgeable about Linda Mama delivery Program.

Community Radio: A non-profit, community-based, participatory radio station with a development agenda focused at transmitting socially valuable messages to the target audience.

Linda Mama Delivery Program: A program that was established by the Ministry of Health in 2013 aimed at cushioning expectant mothers from rural areas and informal settlements against incurring costs in prenatal, natal, and post-natal services.

Perception: Linda Mama's awareness campaign by community radio is regarded, understood, or interpreted.

Uptake: The action of making use of the Linda Mama delivery Program.

ABSTRACT

Community radio has globally been used to create awareness on a range of topical issues, including political awareness, education, crime, safety, human rights, and health communication. Accordingly, against the backdrop of low uptake in slum communities largely attributed to its low awareness levels coupled with paucity of literature, this study set out to assess the role of community radio in creating awareness on health issues with reference to Pamoja FM particularly concerning Linda Mama Delivery program. More specifically, the study set out to establish the level of awareness of community members of the Linda Mama programme in the Kibera sub-county; to examine how Linda Mama awareness campaigns are carried out by community radio in the Kibera sub-county; to evaluate community members' perception of the Linda Mama programmemessages as communicated by community radio in Kibera sub-county, and to determine the extent to which awareness creation of Linda Mama programme by community radio has influenced its uptake in Kibera sub-county. Anchored on the health belief model, this study took the descriptive design, employing a mix of both qualitative and quantitative techniques. The target population was all 56,406 resident women in Kibera sub-county. Using the Yamane (1967) formula, the determined sample size was 100 resident mothers, who were selected by convenience sampling technique and equally distributed across the 20 registered health centers in Kibera slums located within the 5 wards in Kibera Sub-County, namely Sarang'ombe, Woodley, Makina, Laini Saba and Lindi Kamitha. A semi-structured questionnaire was used. Techniques for both qualitative and quantitative data analysis were utilized. This was employed in a complementary manner, whereby descriptive computations including frequencies, percentages, means and standard deviations were utilized to evaluate quantitative data, while qualitative data was used to complement and expound on the quantitative findings through thematic content analysis. Results indicate that a majority of the residents of Kibera sub-county are highly aware of the various aspects of the Linda Mama programme($\dot{x}$=4.000; SD=0.915). The study found that the community radio in Kibera sub-county carries out Linda Mama awareness campaigns through a number of practices and avenues ($\dot{x}$=4.182; SD=0.829). It was further found that generally, a majority of Kibera sub-county residents ($\dot{x}$=4.126; SD=0.769) have a positive perception towards messages on the Linda Mama programme as communicated by community radio. The study also found that to a great extent ($\dot{x}$=4.022; SD=0.858), awareness creation of the Linda Mama programme by community radio has influenced its uptake in Kibera sub-county. It is concluded that the awareness campaign practices used by Pamoja FM; and the positive perception towards messages on the Linda Mama programme as communicated by community radio have been effective in creating awareness on the Linda Mama programmeamong residents of Kibera sub-county, leading to its uptake. It is therefore recommended that community radio ownership and management in the country invest in awareness campaigns using such practices and avenues as the use of open-air show, adverts, daily programs, expert interviews, news bulletin and debate to effectively create awareness on various health issues. It is also recommended that community radios in particular and media houses need to adopt messages that are simple, interesting, understandable, informative and educative to achieve their awareness campaign objectives.

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

This chapter provides an insightful overview of the research, highlighting the vital role that community radio plays in creating awareness on health issues, with a specific focus on the case study of Pamoja FM's Linda Mama Delivery Program. The chapter begins by presenting the background to the study, shedding light on the concept of community radio and its increasing relevance in today's digital age. It then delves into the statement of the problem, emphasizing the gaps and challenges in health awareness campaigns that necessitate a closer examination of community radio's role. Clear and concise research objectives are outlined to guide the study, ensuring a structured investigation into the subject matter. The chapter also discusses the significance of this research in contributing to the understanding of community radio's impact on health awareness and the potential improvements it can bring to public health outcomes. The scope of the study is outlined, defining the parameters within which the research will operate. Assumptions and limitations are also addressed, providing a transparent framework for the research process. This chapter thus sets the stage for a comprehensive exploration of the multifaceted role of community radio in enhancing health awareness and access to healthcare services.

1.2 Background to the Study

Community radio is defined as non-profit, participatory, local and has a development goal aiming at transmitting socially helpful messages to the community that is intended, and has been central in raising awareness on various social issues affecting local communities

(Melkote & Steeves, 2018). Community radio stations are run, influenced and owned by the people who live in the areas they serve (Girard, 2019). They give a way for communities, groups, and individuals to describe their own tales, share their experiences, and assume the role of media contributors and creators in a society that is media-rich (Mersham, 2021). As a result, there is a greater likelihood among community members to understand communications delivered in their native language and by members of their group with whom they can identify. Community radio also promotes community engagement in decision-making, which helps communities flourish and, in turn, contributes to the achievement of a country's development goals. In this approach, community radio may readily provide civic education to enable community development issues (Girard, 2019).

Community radio has been widely used in development communication, particularly to create awareness on a range of topical issues, including political awareness, education, crime, safety, human rights, and most commonly, health communication (Gupta & Sharma, 2018). Globally, community radio has been successfully used in health communication to rally communities behind various causes.

Linda Mama program was introduced in 2016 when maternal healthcare was shifted to the NHIF (National Health Insurance Fund) and expanded access beyond the public sector in order to benefit the poor and vulnerable as well as to reduce inequalities in access to maternity services (Orangi, Kairu, Ondera, Mbuthia, Koduah, Oyugi, Ravishankar & Barasa, 2021). The program was introduced as a free maternity healthcare service for expectant mothers, offering antenatal and postnatal care, delivery services, and essential medications (Elmusharaf, Bryne & O'Donovan, 2020). Through partnerships with various healthcare providers and community radio stations, including Pamoja FM, the program aimed to raise awareness about maternal health, incentivize facility-based deliveries, and reduce the

financial barriers to accessing healthcare during pregnancy and childbirth (Charantimath, Ramadurg & Qureshi, 2019). Over the years, "Linda Mama" has evolved, expanding its coverage and services to reach more women and children across Kenya, contributing significantly to the country's efforts to improve maternal and child health outcomes (Owiti, Oyugi & Essink, 2018).

In an effort to raise awareness of the Linda Mama program with a view to enhance its uptake among slum communities, the Government of Kenya utilizes a variety of platforms, common among them, community radio (Orangi, Kairu, Ondera, Mbuthia, Koduah, Oyugi, Ravishankar & Barasa, 2021). According to Wamalwa (2019) community-based radio stations in the country mainly operate around slum communities and rural areas. One such community radios is Pamoja FM, which started in the year 2007 and operates in Kenya's largest slum, Kibera. Pamoja FM is a project of Pamoja Development Centre (PADEC), a registered community organization and receives its funds from United States Agency for International Development (USAID) and it focuses on a wide range of community issues. These include public health, crime and economic empowerment through programs, feature broadcasts, debates, news and music show (Pamoja FM, 2022).

1.2 Statement of the Problem

Ideally, community radio should serve as a dynamic and inclusive platform for community outreach and public awareness, fostering a sense of ownership and participation among local residents (Marcelus & Marques, 2020). It should empower communities by providing access to relevant information, promoting dialogue, and amplifying the voices of marginalized groups. However, in many cases, community radio is currently perceived as disconnected from the immediate needs and concerns of the communities it serves, often due to limited

community engagement and a lack of tailored content (Fombad & Jiyane, 2019). This disconnect can result in missed opportunities to address pressing issues, reduced program effectiveness, and a limited impact on community development. To remedy this situation, the study proposed a comprehensive approach that includes a thorough assessment of community needs, improved communication and collaboration between community radio stations and local residents, and a more targeted and participatory approach to content creation and dissemination. By aligning community radio more closely with the ideal of genuine community engagement, the study thus aimed to enhance its effectiveness as a tool for public awareness and community outreach, ultimately leading to more positive and sustainable community development outcomes.

The introduction of the free Linda Mama program in the country was aimed at curbing the risks associated with unsafe home-based delivery among expectant mothers living in poverty, including maternal death and transmission of human immuno-deficiency virus (HIV) among other infectious diseases from mother to child during delivery (Orangi, Kairu, Ondera, Mbuthia, Koduah, Oyugi, Ravishankar & Barasa, 2021). In an effort to create awareness of the Linda Mama program and promote its uptake, the government of Kenya utilizes community radio owing to its participatory model. Participation of women in the Linda Mama project has however been considerably low especially among expectant women in slum communities, with a study finding that only 43.9% of women in Kibera slum deliver in health facilities that are public with the free intrapartum healthcare (Owiti. Oyugi & Essink, 2018).

The low uptake has been largely attributed to low awareness levels of the Linda Mama program among women in the slum community (Orangi, Kairu, Ondera, Mbuthia, Koduah,

Oyugi, Ravishankar & Barasa, 2021), bringing to question community radio's role in creating awareness on health issues with reference to Pamoja FM and Linda Mama Delivery program. Ideally, radio is one of the most utilized mass mediums and as such, can be the most ideal platform to enhance awareness on health matters. However, the role of community radio in health awareness remains a scantily explored issue in Kenya's empirical literature as because many related studies have largely laid emphasis on community radio's role on various development agendas other than health communication. Wamalwa (2019) studied the importance of community radio in Kenya's slum development agenda with reference to Pamoja FM; while Owiti (2019) examined the influence of Tuamke Pamoja program of Pamoja FM on economically empowering Kibera slums, with a focus on Soweto East Village. The foregoing studies leave a knowledge gap on the use of community radio in health communication particularly on the Linda Mama health program.

Against this backdrop, this study set out to assess community radio's role in creating awareness on health issues by Pamoja FM on Linda Mama Delivery Program. By so doing, the study findings not only add to the Kenyan body of knowledge, but also address the low uptake of the Linda Mama program in Kibera County for safe and affordable delivery among expectant mothers in the Kibera slum community.

1.3 General Objective

To assess the role of community radio in creating awareness on health issues with reference to Pamoja FM regarding Linda Mama Delivery Program

1.4 Specific Objectives

i. To establish the level of awareness of community members of the Linda Mama programme in Kibera sub-county

ii. To examine how Linda Mama awareness campaigns are carried out by community radio in Kibera sub-county

iii. To evaluate community members' perception of the Linda Mama programmemessages as communicated by community radio in Kibera sub-county

iv. To determine the extent to which awareness creation of Linda Mama program by community radio has influenced its uptake in Kibera sub-county

1.5 Research Questions

i. What is the level of awareness of community members of the Linda Mama programe in Kibera sub-county?

ii. How are Linda Mama awareness campaigns carried out by community radio in Kibera sub-county?

iii. What is the community member's perception of the Linda Mama program messages as communicated by community radio in Kibera sub-county?

iv. To what extent has awareness creation of Linda Mama program by community radio influenced its uptake in Kibera sub-county?

1.6 Justification of the Study

Rampant maternal deaths and complications have long been associated with unsafe home delivery practices among expectant mothers living in poverty, particularly in developing countries of Sub-Saharan Africa. To address this scenario in the Kenyan context, the government introduced the Linda Mama program to alleviate rising cases of maternal mortality emanating from complications in pregnancy and childbirth. To popularize this program especially in low-income areas such as informal settlements such as Kibera, the

government through the ministry of health utilizes community radio among other mass media. Pamoja FM is one such community radio operating in the Kibera slums. As such, this study is justified. The study findings address the low participation of women in the Linda Mama project in Kibera County for safe and affordable delivery among expectant mothers in the Kibera slum community. This complements government's effort to address maternal death and transmission of infectious diseases such as HIV from mother to child during delivery among expectant mothers living in poverty.

1.7 Significance of the Study

This investigation will be resourceful to various categories of people, including community radio, implementers of the Linda Mama program, policymakers in the Ministry of Health, as well as scholars in the field of communication. Community radios will find the findings of this research beneficial since it sheds light on the nexus between their awareness creation campaign strategies and their effect on their audiences' awareness levels, perceptions, attitudes and behavior change. This will enable them to improve their communication strategy for greater utility and impact.

Similarly, the implementers of the Linda Mama program will be able to appreciate the role of community radio in disseminating health information for promotion of various health-related policies, in order to influence perceptions, attitudes and behaviour change among target audiences. Policy makers in the Ministry of Health will also be informed of the perceptions and attitudes of target communities towards such health-related policies and program and how the same determine their uptake. This enables them formulate favourable and informed research-driven policies.

Scholars in the field of communication will also benefit from the results by contributing to the existing literature on the community radio's role in achieving awareness creation of health policies. It also encourages other scholars to duplicate the investigation to other sectors fields of communication and in other areas of Kenya. The study thus opens avenues for further studies which will enrich the body of knowledge.

1.8 Basic Assumptions of the Study

The sample size represents the population of listeners of Pamoja Fm Linda mama messages. The respondents would appropriately and honestly answer questions so at to give a rich picture of community radio's role in creating awareness on the Kibera sub-county's Linda Mama program of delivery, Nairobi County, concerning Pamoja FM. The study also assumes that all respondents listen to Pamoja FM.

1.9 Scope of the Study

This investigation was limited to assessing the role of community radio in creating awareness on the Kibera sub-county's Linda Mama program of delivery, Nairobi County, with reference to Pamoja FM. The geographic scope of the study was Kibera sub-county in Nairobi County, Kenya. The study was carried out over a one-month period. The units of analysis were resident mothers of Kibera Sub-County who had given birth under the Linda Mama program. The scope of the literature reviewed was confined within relevance to the study objectives including to establish the level of awareness of community members of the Linda Mama programme in Kibera sub-county; to examine how Linda Mama awareness campaigns are carried out by community radio in Kibera sub-county; to evaluate community members' perception of the Linda Mama programme messages as communicated by community radio in Kibera sub-county; and to determine the extent to which awareness creation of Linda

Mama programme by community radio has influenced its uptake in Kibera sub-county. Methodologically, the study was limited to primary data collected by use of questionnaires.

1.10 Limitation of the Study

A number of challenges were anticipated in the course of the study. The first was the issue of sampling. It was a challenge in targeting the respondents. This is because most of the audience of radio stations is usually anonymous and as such, it is hard to pinpoint those who are beneficiaries of the program. However, the researcher targeted resident mothers at prenatal, natal, and post-natal stages of their expectancies, who were selected by convenience sampling across all the 5 wards in Kibera Sub-County, namely Sarang'ombe, Woodley, Makina, Laini Saba and Lindi Kamitha. The convenience sampling technique was used to identify and isolate the respective respondents based on ease of accessibility and availability. In this regard, the resident mothers who fit the requirements of the study were found in community centers, women self-help groups as well as worship centers. Secondly, another challenge was securing an appropriate time for the administration of the research instruments. This owes to the fact that most of the participants have busy schedule, most of who are business owners and proprietors. This was countered by booking the time well in advance and sticking to the agreed timelines to avoid inconveniencing the respondent.

1.11 Chapter Summary

The background of the study has been provided in this chapter, followed by a detailed description of the study concepts with regard to operationalization, application, and definition. The chapter has further discussed the objectives, research problem as well as the significance, basic study’s assumptions, scope, and study limitations. The next chapter delves into the reviewed literature. This is followed by chapter three which will delve into the study

methodology. It comprises the design that the investigation adopted, the population targeted, method of selecting the sample, sample size, instruments of gathering information and data analysis techniques.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter delves into an extensive review of the existing literature related to the role of community radio in creating awareness on health issues with reference to Pamoja FM's Linda Mama Delivery Program. It synthesizes key concepts, theoretical frameworks, and empirical studies that provide insights into the intricate relationships among these crucial elements. The literature review examines global and regional perspectives, highlighting best practices, challenges, and lessons learned in similar contexts. Moreover, it explores the theoretical foundations that underpin our study, laying the groundwork for the conceptual framework that will guide our research. The chapter further develops the conceptual model which graphically depicts the linkage among the variables explored in the study. By examining the relevant body of knowledge, the chapter informs the development of research questions, and a solid theoretical foundation for the subsequent chapters, facilitating a deeper understanding of the issues and solutions explored in this study.

In India for instance, a community radio station named Kalanjiam Samuga Vanoli was launched in October 2005 by the United Nations Development Program under its Tsunami Recovery Support Program. This was in the aftermath of the devastating tsunami of December 2004 that ravaged coastal Tamil Nadu and badly affected fishing and farming communities in this belt. Recognizing the particular vulnerability of communities in times of natural calamities, the community radio was founded with a view to build disaster management-related capacities of these communities through awareness creation and mobilization of the communities' social capital towards rebuilding the affected communities (Sheopurkar & Srinivasan, 2021).

Regionally community radio has also recorded landmark successes in health communication. In South Africa, two community radio stations are reported to have successfully promoted awareness of the clinical trial of candidate microbicide among women. The radio stations were particularly instrumental in informing members of the society concerning particular clinical terminologies and techniques, as well as encouraging discussions between local residents and researchers. Individual broadcasts to this end were themed around reproductive and sexual health (18 percent), general health issues (46 percent), and clinical research issues (36 percent). A total of 13% of women who registered in MDP301 said they first learnt about it on the radio, while 403 audiences called the radio station (Medeossi, Stadler & Delany-Moretlwe, 2021).

In Kenya, Homa Bay Community Radio was Africa's first community radio station, founded by Alex Quarmyne (Wamalwa, 2019). As of December 2022, there were a total of thirty-nine (39) radio stations that were given community broadcasting permits by the Communications Authority of Kenya (CA) (CA, 2022). The expansion of community radio stations in the United States has been modest, with varied degrees of success, but it has been hampered by numerous problems. The sector's modest beginning expansion is nicely represented by a British Broadcasting Corporation (BBC) report titled, “Kenya has not been a hotbed of community radio growth”, wherein it is reported that despite the fact that Kenya was home to the first community radio station on the continent of Africa, community programming has failed to build a foothold (Wamalwa, 2019).

Kenyan studies have increasingly recognized the pivotal role of community radio programming in shaping health policy and outcomes. A notable study by Mwai and Muthee (2017) highlighted how community radio initiatives in Kenya have effectively disseminated

health information and influenced local health policies, leading to improved maternal and child health outcomes in rural communities. Similarly, the research conducted by Njogu, Sanginga & Bekalo, 2019) underscored the significance of community radio as a tool for engaging communities in health policy discussions, thus fostering community participation in decision-making processes related to healthcare delivery. These studies underscore the relevance of community radio in the Kenyan context and provide a solid foundation for understanding its role in shaping health policy and awareness.

From the foregoing global and regional success stories, community radio can be deemed as an interactive and effective avenue upon which societies can be informed and heard (Ray, 2018). Community radio has particularly been at the forefront in spreading awareness and promoting public health policies in slum communities (Melkote & Steeves, 2018). In Kenya, one such public health policy is the Linda Mama delivery program, a national expanded free maternity services initiative launched by the Government of Kenya (GOK) in the year 2013. The aim of the initiative is to eliminate charges for intrapartum care in public health facilities (Mutungi, 2018).

2.2 Theoretical Review

This study was anchored on the health belief model (HBM) which establishes a foundation for communicating health issues. The HBM was proposed by Hochbaum, Rosenstock and Kegels (1952) help predict and explain behaviours that are health-related, especially in terms of health-care utilization. This approach has been utilized extensively in a variety of health-related settings (Rosenstock, 1974). A summary of the HBM tenets is as presented in Table 2.1.

Table 2.1 HBM Variable Summary

Variable	Definition	Possible intervention Strategy
Perceived susceptibility	A person' evaluation of the probability of contracting a condition of health that is negative **Context:** health risks involved in failing to deliver under the Linda mama program	Use of community radio to tailor messages aimed at helping expectant mothers accurately assess the risks involved in failing to deliver under the Linda mama program
Perceived severity	A person's evaluation of the level of seriousness and consequences of contracting the health condition **Context:** severity of negative health experiences having not delivered under the Linda mama program	Encouraging community radio listeners to share their negative experiences having not delivered under the Linda mama program Expert interviews
Perceived benefits	One's evaluation of the rewards attributed to adopting the recommended behaviour **Context:** positive health experiences having delivered under the Linda mama program	Community radio using success stories from mothers who delivered under the Linda mama program; Expert interviews
Perceived barriers	One's evaluation of the hindrances deterring them from adopting the recommended behaviour change **Context:** obstacles deterring expectant mothers from registering for the Linda mama program	Mothers sharing their experiences with obstacles deterring them from registering for the Linda Mama program and how the overcame them; Expert interviews
Cues to action	The driving force that causes or fosters change **Context:** motivating factor that encourages expectant mothers to register for the Linda mama program	Community radio encouraging mothers to register for the Linda Mama program and directing on where to go for the same

Source: Orji, Vassileva and Mandryk (2012)

The HBM is made up of a number of structures that work together to predict behavior. They are: perceived severity, which is an a person's evaluation of the degree of gravity of acquiring the negative health state and its implications); perceived threat (made up of perceived

vulnerability, which is a person's perception of the likelihood of developing a poor health condition); (Becker, 1974); self-efficacy which concerns a person's conviction that they can take up and keep the desirable health behaviors; and likelihood of action (the evaluation of positive outcomes emanating from involvement in the health behavior that is recommended) against perceived barriers which are hindrances from adopting desirable health behaviors (Volk & Koopman, 2001).

Theory is of pertinence in this study as it was utilized to demonstrate how community radio leverages the perceived threat of failure to take up the program and cues to action in their health communication campaigns to influence listeners' likelihood to take on the Linda mama health deliver program. It also demonstrated how listeners' self-efficacy is influenced by community radio's health communication campaigns.

The HBM emphasizes the role of perceived susceptibility and perceived severity in health behavior. In this context, the study's first objective aimed to assess community members' awareness of the "Linda Mama" program. By understanding whether individuals in Kibera perceive themselves as susceptible to maternal and child health issues and whether they recognize the severity of these issues, we can link these perceptions to their awareness levels. The HBM suggests that individuals are more likely to engage in health-promoting behaviors, such as seeking information and services related to maternal and child health (in this case, through the "Linda Mama" program), when they perceive themselves as susceptible to health risks and understand the seriousness of those risks.

The HBM's concept of cues to action is relevant here. Cues to action are external stimuli or triggers that prompt individuals to take action to address a health issue. Community radio

campaigns can serve as crucial cues to action in the context of the "Linda Mama" program. Through the second objective, the study aimed to investigate how these cues are designed and delivered through community radio. Understanding the effectiveness of these cues and how they are perceived by the community can help shape future health communication strategies. The HBM posits that effective cues to action can motivate individuals to engage in health-promoting behaviors, aligning with the study's objective of examining the effectiveness of community radio campaigns.

The third objective is directly related to the HBM's concept of perceived benefits and barriers. The HBM suggests that individuals weigh the perceived benefits of taking a specific health action against the perceived barriers or costs. In the context of the study, community members' perceptions of the "Linda Mama" program messages as communicated by community radio influenced their perceptions of the benefits of participating in the program (for example, accessing maternal and child health services) and any perceived barriers. Evaluating these perceptions can provide insights into the factors that either facilitate or hinder community members' engagement with the program.

The fourth objective aligns with the HBM's concept of self-efficacy, which refers to an individual's belief in their ability to take a specific action. In this case, it relates to the belief that community members have in their ability to access and benefit from the "Linda Mama" program as a result of community radio awareness campaigns. The study sought to measure the impact of community radio on community members' self-efficacy regarding program uptake. According to the HBM, individuals with higher self-efficacy are more likely to engage in health-promoting behaviors, and this objective aimed to assess whether community radio has influenced self-efficacy related to the "Linda Mama" program.

2.3 General Literature Review

In Sao Paulo, Brazil, a community radio named Radio Cantareira has been effective in managing community health risks in the greater Sao Paulo, mainly through its participatory mode of operation (Marcelus & Marques, 2020). The radio station's management intends for the station's schedule to serve a preventative and educational role with items on health incorporated in the program intervals as well as in themes dealt with. Radio Cantareira has in this regard, been effective in mobilizing communities towards adopting desirable health behaviour change especially at the high of the Corona virus-2019 (COVID-19) pandemic (Marcelus & Marques, 2020).

In Zambia, community radio has been associated with significant health behaviour change among a majority of community members. Key among these stations is Namwianga Radio, termed as an imperative instrument of communication in Zambia's Southern Province. A majority of the participants (68%) in the Southern Province of Zambia are reported to get their health information from Namwianga Radio. In a study by Lawrence (2019), 85.2 percent of respondents claimed they had changed their health habits, and all of the respondents responded to the effect that they had faith in the radio station. Namwianga Radio is also found to have an empowerment role, by way of community participation in program development and presentation based on the strong element of listeners' clubs. A particular focus is gender-sensitive educational program, including maternal health, as well as land and resettlement contents packaged in drama and talk radio formats (Lawrence, 2019).

In Kenya, slum communities are characterized by a host of challenges. Kibera is Nairobi's largest slum and Africa's largest urban slum (McKinney, 2018). According to the most recent Kenya Population and Housing Census, Kibera has a population of 181,509. More than half

of the people of the Kibera slum are poor and earn very little money (Wabwire, 2018). The majority of Kibera residents live in extreme poverty, which leads to a slew of problems such as inadequate safe and clean drinking water, insufficient housing and sanitation, insecurity, poor health care amenities, and poor management of waste. There are not enough schools for the population, and the city's poor infrastructure has created a slew of problems (Mwanzia, 2017). In the country, a majority of home-based deliveries among expectant mothers are recorded in the rural and slum communities, which is indicative of a low uptake of the free Linda Mama program. In Kibera for instance, only 43.9% of expectant mothers were found to deliver in health facilitates that are public despite the amenities having maternal services that are free under the Linda Mama program (Owiti, Oyugi & Essink, 2018).

Through its messaging, Pamoja FM is focused on issues that bear directly on its listeners in Kibera slums such as environment, women's rights, drug abuse, community awareness and community health, among others (Owiti, 2019). It brings news to the community, not just about crime and misery, but of hope and the existing opportunities in the community. The radio station aims to tackle ignorance and to empower the community to participate in their own development (Wamalwa, 2019). In its messages, the station stresses the importance of cooperation among various development actors to overcome poverty, hunger, social hazards and injustices, gender violence, HIV and AIDS, climate change and community negativity and apathy. The community in Kibera slums is involved actively in contributing to the broadcast programming; hence the station has strong relations with the ghetto (Pamoja FM, 2022).

Messages on the Linda Mama Program are transmitted eight times a week through announcements, debates, expert interviews, as well as documentaries and contain a wide

range of pertinent information. These include the eligibility criteria, enrollment, range of prenatal, natal, and post-natal services, benefits of enrollment and risks involved in non-enrollment as well as accredited health facilities offering the Linda Mama Program. As a community radio, Pamoja FM features a participatory model in which from time-to-time, the producers conduct interviews with members of these beneficiaries of the program share their prenatal, natal, and post-natal experiences, which may create awareness and promote its uptake (Pamoja FM, 2022). Despite the foregoing however, participation of women in the Linda Mama project remains notably low in Kibera slums (Owiti, Oyugi & Essink, 2018), bringing to question the role of community radio in creating awareness on health issues with reference to Pamoja FM and Linda Mama Delivery program hence the focus of this study.

2.4 Empirical Review

2.4.1 Community Radio and Awareness Campaigns

Fombad and Jiyane (2019) studied the function of two community radio stations in rural development and information distribution to women listeners in chosen areas of the KwaZulu-Natal Province of South Africa. The qualitative study found that, while community radio stations are appreciated as systems of support for disseminating information in development of communities, their women community development and information dissemination role has not been fully explored. According to the findings, there are few information awareness initiatives targeted specifically for women, and women are more likely to be recipients of these radio stations compared to participants that are active in their operation and ownership. The study was however not conducted in reference to health communication in general and health policy uptake in particular, and findings may therefore not be applicable in the present study.

Hart (2019) looked into the possibility of a community radio station owned by the South African Broadcasting Corporation (SABC) serving as a facilitator and social actor in community development. The research was conducted using a case study technique that included ethnographic data gathering approaches such as semi-structured and in-depth interviews, as well as participant and passive observations that were videotaped. It was discovered that community radio, through both cultural and informational programs, has raised awareness of development issues, and that the SABC has empowered community radio to be economically sustainable, technologically sophisticated, and participatory. The SABC's authority over the station, on the other hand, limits the two communities' possession of the station and involvement in policy development, limiting the station's ability to function more effectively as a community radio station. The study was also not conducted about health communication in general and health policy uptake in particular, and findings may therefore not be applicable in the present study.

Mgahama (2019) looked into the use of community radio as a development tool in Malawi's community radio stations. The findings reveal that community radio in Malawi provides ordinary people with possibilities to participate in the media and development programs, as well as informing them about development initiatives from development organizations, using a case study technique. Despite the fact that both tasks overlap, the study discovered that Malawian community radio stations place a greater emphasis on the latter. The goals of agents of development who fund program influence the programming of the stations, restricting options for involvement. As a result, the study indicates that community radio in Malawi facilitates capacity, albeit rarely through complete involvement. The study was conducted in reference to development in general with no focus on a particular policy. The findings may therefore not be applicable in the present study.

Faisal and Alhassan (2018) examined community participation and access in broadcast by community radio with a focus on Radio Gaakii in Ghana. The study particularly investigated the occurrence of involvement by members of the community in the station's broadcast, and their satisfaction levels, or lack thereof, with their involvement in the radio broadcast were determined. Taking a cross sectional survey design, 150 participants across five communities that were listening were recruited for data collection. The study discovered that community engagement in Radio Gaakii's broadcast is restricted to the radio program stage of listening, with most local residents participating via cell devices during specified program phone-in parts. Listeners are often capable of following debates, share ideas, clear their questions, and even send wishes to friends and family thanks to this new style of engagement. The study was only narrowly focused on participation, with no focus on a policy uptake, which in the present study's focus.

In their study of Sili Radio in Ghana, Seidu, Alhassan and Abdulai (2018) looked at the function of community radio in improving livelihoods. Simli Radio has worked to raise awareness and knowledge of solutions to community development issues spanning from rural development to culture, hygiene education, local governance, agriculture, and sanitation. The station has shown to be an efficient means of communication between rights holders and duty bearers. It has aided small and medium enterprise development by providing market opportunities for SME operators, which has resulted in increased sales and profits. The study was conducted about livelihood improvement in general with no focus on a particular policy's uptake. The findings may therefore not be applicable in the present study.

In Kenya, Ochichi (2018) studied the community radio's evaluation in the rural development context. Employing the cross-sectional mixed method design, the study employed a mix of

in-depth interviews, direct observation, focus group discussions, and survey designs. According to the study's findings, radio that is community nature has contributed moderately to the development of the community in Kenya. The study concluded that the stations failed to foster participatory development and program were produced by the community radio staff, without incorporating the efforts of the communities. However, to some extent, the stations facilitated the process of sharing development information. The study was conducted about rural development in general with no focus on a particular policy's uptake. The findings may therefore not be applicable in the present study.

2.4.2 Community Radio and Community Member Perceptions

In rural Bali, Indonesia, Waters, James and Darby (2020) conducted an effect assessment of community radio that is health-promoting. To interview 74 people, the researchers employed a combination of individual interviews and focus groups. In contrast to the conclusions of a needs assessment in 2004, the study revealed that the community now values the radio station's input, with community members expressing that they are "extremely proud of the radio station." The health promotion approach by the radio station, which included a combination of on-air and off-air programming to support community projects, is credited with shifting community perceptions. The study focused on a rural context in Bali, Indonesia, which is different from Kibera Sub-County.

Farwa (2019) studied the feasibility of community radio for educational and grooming purposes in universities in Islamabad. In the study, data was collected through a survey questionnaire and examined using the statistical package for the social sciences. It was found that efficiency, accessibility, and usability determine the listeners' attitudes towards interactive radio instruction, and that adoption of community radio interactive radio

instruction, interactive communication tools, and lifelong learning were major governing factors towards the feasibility of interactive radio instruction in universities. It was also found that age, gender, and qualification were demographic variables that determine the listeners' perception of interactive radio instruction. The study however focused on universities in Islamabad, which is a different socio-economic context from Kibera Sub-County.

Kassahun (2018) investigates the Jimma community radio's impact to the development of communities in Ethiopia. The study used a qualitative research method to achieve this goal. As a result, data was gathered through focus group discussions, individualized in-depth interviews, and participant observation. The study's findings reveal that Jimma community radio broadcasts a variety of entertaining and educational programming with social development messages. It also shows that residents of the Jimma community share similar views on community radio's role. They all saw it as a community radio station that is owned, operated, and run by the people who live in it. They also classified it as a radio station that helps the silent and marginalized population. The study was however not conducted in reference to a particular policy uptake, which is the focus of this study.

Mwanzia (2017) studied community radio's role in building peace among the youth with reference to Pamoja Fm in Kibera, Kenya. The study was case study in design, with data collected from 400 respondents in the Kibera constituency using questionnaires. Pamoja FM had peace area to be covered that was aired during the day, as well as specifically youth targeted peace content in conversations aired in the course of the afternoon show, according to the findings of the study. The "Afternoon Youth Show" was listened to by a majority of the youths (52%). It was also discovered that 39% of youths favoured the engagement of known community people in conveying peace content, 24% preferred radio call-ins, and 5% favoured

music as a delivery mechanism. In general, 70 percent of the young said that the parties broadcast by Pamoja FM promoted peace and coexistence by inspiring them to be more accepting of others and motivating them into becoming peace champions in their communities. The study was however conducted in reference to peace building and the youth, while this study focuses on the Linda Mama program and women.

In Kisumu West Sub-County, Ndege (2020) evaluated the impact of a radio advertisement on free health male circumcision uptake. The advertisement Miya Ngima aired on Ramogi radio promoting voluntary medical male circumcision was completely understood by most adolescents in Kisumu West Sub-County, according to research findings based on 368 Luo men. The study also discovered that the program increased Luo men's awareness of HIV/AIDS, particularly among men who are not circumcised, and enabled them to participate in the exercise. Furthermore, the message conveyed information on male circumcision and its benefits to society, as well as the risks associated with not becoming circumcised. The survey also discovered that the Luo community did not practice traditional male circumcision, and that members of the community believed the procedure was painful and resulted in medical difficulties. The Miya Ngima spot advertising was shown to have aided in changing the unfavourable view of voluntary medical male circumcision, according to the study and also towards the service. The study however focused on voluntary medical male circumcision among Luo men, while this study focuses on the Linda Mama program and women.

2.4.3 Awareness Creation by Community Radio and Public Health Policy Uptake

Jenkins, McPhee, Bird, Pham, Nguyen, Nguyen, Lai, Wong and Davis (2019) surveyed Vietnamese-American women to look at how a media-driven education campaign affected cervical and breast cancer screening. Pretest telephone interviews with 482 control area women, 451 intervention area women who were randomly selected and 422 and 454 women posttest interviews were conducted to assess its impact. In the surveyed populations, after demographic differences were controlled for, the intervention effect's odds ratios for hearing of a checkup that is general, clinical breast examination (CBE) and Pap test; arranging for a mammogram, checkup, CBE, and Pap test; and going for a Pap test and checkup were statistically significant at posttest. It was determined that a media-led educational campaign was more effective in improving recognition of diagnostic tests and willingness to take them than in increasing test currency or receipt. The study however focused generally on the media, while this study specifically focuses on community radio.

Tyali (2020) looked into the role of community radio stations in HIV/AIDS communication among beneficiaries. The goal was to learn about the access and presence of certain community viewpoints in the HIV/AIDS debate. The research was limited to one case study that is X-K FM, a radio station that is community in nature headquartered in South Africa's Platfontein, Kimberley. Partial and simple participant observation, as well as interviews that were semi-structured was used to collect data. According to the findings, the radio station has offered some channels to encourage participation by recipient community in HIV/AIDS communication content has recorded success in allowing beneficiaries to take part in the HIV/AIDS communication program. The study however focused on communities'

participation in HIV/AIDS communication, while this study focuses on community radio women's participation of women in the Linda Mama project.

Abiodun, Olu-Abiodun, Sotunsa and Oluwole (2018) investigated the impact of health education on women in rural Nigerian communities' perceptions, knowledge, and awareness of cervical cancer and screening. The study used a quasi-experimental approach, with 350 women each group being sampled using a multistage random sampling technique. By using community radio stations as sources of information, results indicate the percentage of women who had undergone cervical screening increased from 4.3 percent to 8.3 percent. After the intervention, there was a statistical difference between the control groups and intervention in terms of practice, attitude, and knowledge about screening and cervical (p 0.05). The study however focused on screening and cervical cancer, while this study focuses on community radio women's participation of women in the Linda Mama project.

Ndege (2020) went on to say that many Luo males had opted for free medical male circumcision to reduce their risk of HIV transmission as a result of the Miya Ngima spot campaign. As per the data, the message was presented in a very engaging, easy, and clear manner by the responders. The communication is heard and reaches the majority of the respondents, according to the respondents, because it is broadcast by a local station. They also stated that many participants can get the message regarding free health male circumcision via the radio, prompting males to participate in the rite. As a result, the Miya Ngima advertising campaign played a substantial effect in the free health male circumcision adoption in Kisumu West Sub-County, according to the study. The study however focused on voluntary medical male circumcision among Luo men, while this study focuses on the Linda Mama program and women.

2.5 Conceptual Framework

Figure 2.1 presents the conceptual framework, which depicts theorized linkage between the variables, constructs investigated in this study.

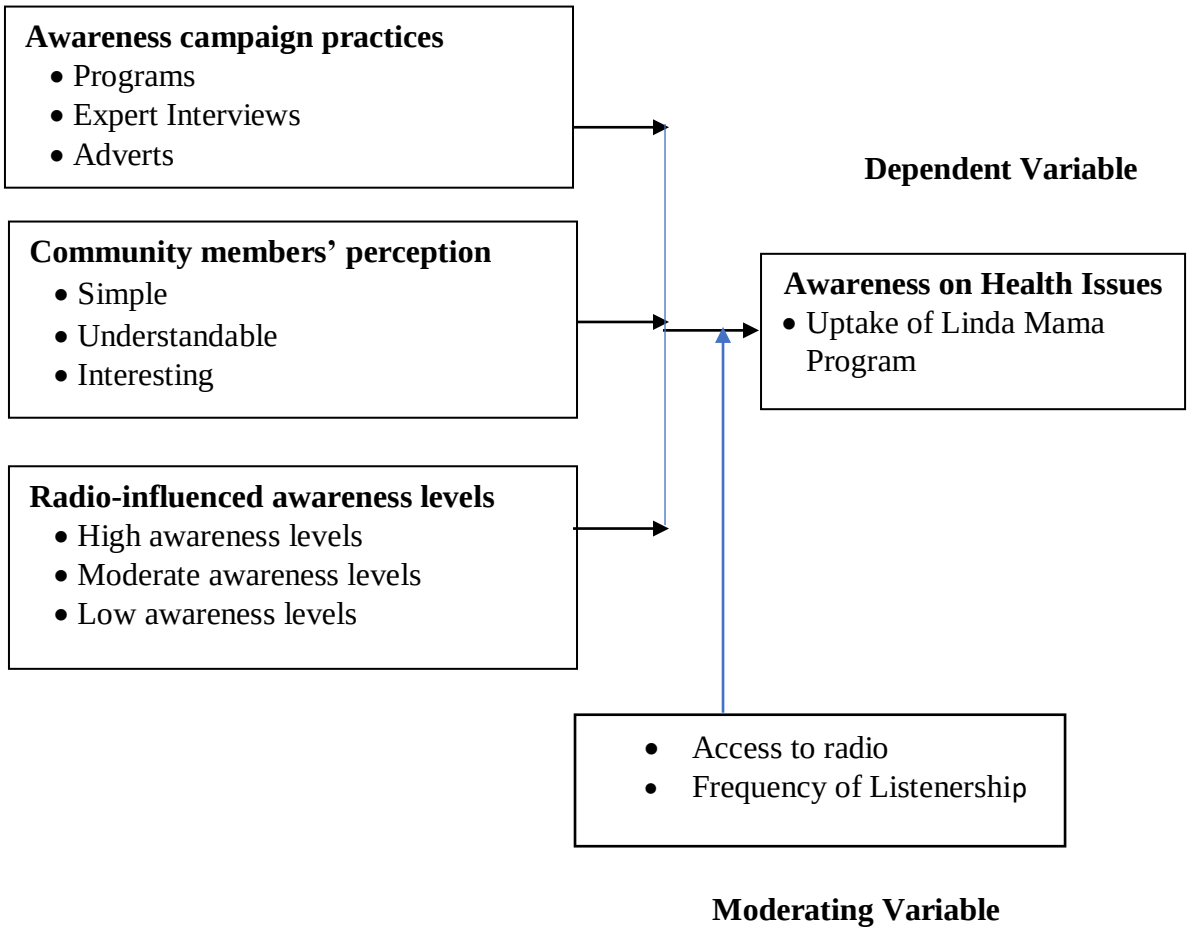


Figure 2.1 Conceptual Framework

From the Figure 2.1 above, the current investigation assumes that there is a link, as shown in the diagram between the resultants construct variable that is, awareness on health issues indicated by uptake of Linda Mama program; the predictor variables that is awareness campaign practices, community members' perception and radio-influenced awareness levels.

2.6 Research Gap

Whereas the foregoing reviewed literature demonstrate linkages among the variables explored in this study that is level of awareness, initiative campaigns, community members perception and uptake, a majority of them (Kassahun, 2018; Seidu, Alhassan & Abdulai, 2018; Ochichi, 2018; Farwa, 2019) were not conducted indirect reference to either health communication or the Linda Mama programme. Further, a number of them were conducted in contexts other than Kenya (Faisal & Alhassan, 2018; Kassahun, 2018; Seidu, Alhassan & Abdulai, 2018; Farwa, 2019) and therefore the findings may not be directly generalizable to the Kenyan context. The foregoing gaps present the motivation for the present study.

2.7 Chapter Summary

This chapter has presented theoretical groundings, review of the empirical literature, and conceptual framework. The relevant theories grounding the study have been identified and reviewed under theoretical framework. Under the empirical literature, existing studies relevant to the subject matter have been reviewed and the gaps warranting the present study are highlighted. A diagrammatic illustration of the study variables is presented in the conceptual framework. The next chapter is on the research methodology.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter concentrates on the methodology utilized to enable the assessment of the role of community radio in creating awareness on health issues with reference to Pamoja FM and Linda Mama Delivery Program. It comprises the investigation's design, the inclusion criteria, size of the sample, process of selecting the sample, research instruments, research instrument validity and reliability, data gathering approach, methodologies of data analysis, and ethical concerns when conducting the research study.

3.2 Research Design

Research design, according to Clark, Foster, Bryman and Sloan (2021), is the strategy or plan which is utilized to produce responses to the research. This study employed descriptive research because as Bell, Bryman and Harley (2019) observe, this design allows the researcher to gather information using survey instruments to give an accurate account of the phenomenon under study. The descriptive research design also allowed the researcher to employ a mix of both quantitative and qualitative techniques in collecting and analyzing data (Cooper & Schindler, 2018). This enabled for the acquisition of detailed data as well as a thorough examination of the research topics. On the same point, Saunders, Lewis and Thornhill (2019) define descriptive research as "the process of determining and reporting the current state of affairs".

3.3 The Location of the Study

The investigation was performed in the Kibera Sub-County of Nairobi County, Kenya which happens to be the catchment area of Pamoja FM. The Sub-County is around 5 kilometers

south-west of Nairobi's city center. The area is cosmopolitan and pluralistic with all major ethnic communities represented. It is also one of the areas that were targeted by the Linda mama maternity program and many women are enrolled in the program. According to Kothari (2019), an ideal ranking for any study location is one that is conveniently accessible and allows for immediate rapport with adequately informed participants. The Kibera slums were picked by the researcher because they are accessible and have informants who can contribute to the study being that they are recipients of the Linda mama services as well as the audience of Pamoja FM. Kibera slum was also selected to owing to it being the largest slum in country with a considerably high the lowest hospital deliveries at only 43.9% (Owiti, Oyugi & Essink, 2018). As the largest slum will all attributes of a typical slum (Owiti, 2019; Wamalwa, 2019), findings from the study are generalizable to other slum areas in the country given that the socio-economic status of the people who live in the slum areas is similar and hence the findings in Kibera will apply to the rest of the slum areas.

3.4 Study Population

This is the complete group on which the researcher desires to conduct research and draw findings (Kumar, 2018). A population, according to Collis and Hussey (2021), is a whole group of humans, events, or things that share observable features. The target population in this study will be resident mothers who have given birth from the year 2014 to date, which is after the launch of the 2013Linda Mama program. As per the Kenya National Bureau of Statistics (2019), Kibera Sub-County has 185,777 residents, who include 94,199 males, 91,569 females, and 9 intersexes. Taking 61.6% of the proportion of females above the age of 18 years in Nairobi County (KNBS, 2019), the total target population is 56,406 resident women of Kibera Sub-County. Accordingly, the units of analysis are resident women in Kibera Sub-County.

3.5 Sample Size and Sampling Procedures

Collis and Hussey (2021) define sampling as the process of selecting representative examples from a wider population. The goal of sampling is to obtain accurate empirical evidence at a fraction of the cost of investigating all conceivable scenarios. The size of sample is a subset of a population's units, members, or elements. This sample is used to draw conclusions about the entire population. An optimal sample is one that perfectly represents a population.

This study used the Yamane formula (Yamane, 1967) to obtain the desired sample size from the target population of 56,406 as exemplified below:

$$n = \frac{N}{1 + N(e)^2}$$

Where: N=total population; *n*= required sample; *e* = margin of error (0.1)

$$n = \frac{56{,}406}{1 + 56{,}406(e)^2}$$

n= 56,406/ $[1+56{,}406\ (0.1)^2]$

=99.8 ~ 100

n = 100 (sample)

A sample of 100 resident mothers was therefore targeted. These were equally distributed across the 20 registered health centers in Kibera slums located within the 5 wards in Kibera Sub-County, namely Sarang'ombe, Woodley, Makina, Laini Saba and Lindi Kamitha. The stratified random sampling technique was used to identify the respective respondents based on wards, which formed the strata. Upon being granted permission by the relevant head administrators in the respective health centers, the researcher administered the questionnaires on the respondents as they were being discharged from the facilities. Information on potential

respondents were obtained from the respective facilities' attendance records. A breakdown of how the sample was distributed across the health centers and wards is given in Table 3.1.

Table 3.1 Sample Distribution

Ward	Community Centers	Total
Sarang'ombe	Ushirika Medical Clinic SHOFCO Medical Clinic Springs of Life Lutheran Dispensary Tumaini Medical Centre	**20**
Woodley	Mbagathi Hospital Woodley Clinic Ngong Road Dispensary	**15**
Makina	Kibera D O Dispensary Kibera Level 3 Hospital Kibera Health Center Makina Clinic Wema Medical Clinic- Kibera	**25**
Laini Saba	Kibera Community Health Centre - Amref Bliss Medical Centre Kibera FHOK Kibera	**15**
Lindi Kamitha	Kibera South Health Centre Kisembo Dispensary Chonesus Clinic CDC Tabitha Clinic Jamhuri Medical Centre	**25**
Total	**20**	**100**

3.6 Data Collection Instruments

This investigation used a semi-structured questionnaire the main tool for data collection. The survey comprised of open and close-ended presented into five sections in line with the objectives set. The questionnaires (Appendix IV) were both self- administered whereby the respondents were given the questionnaire to fill for themselves; and researcher-administered whereby the researcher read out the questionnaires and filled them on their behalf. This depended on the individual respondents' ability to read and write.

3.7 Piloting of Research Instruments

In order to pretest the research instruments, a pilot study was carried out in Kibera slums, sampling 10 resident mothers from 2 health centers that is Mbagathi Hospital in Woodley and Kibera Community Health Centre in Laini Saba. This is in line with Sekaran and Bougie (2019) who indicated that a pilot testing is conducted among 10% of the population sample to improve the surveys and reduce ambiguity. As such, the pilot sample was made up of 10 resident mothers drawn from various health centers in Kibera slums. This took place two weeks before the questionnaire was actually given to the participants. For objectivity purposes, the pilot subjects were omitted from the main study.

3.7.1 Validity of Research Instruments

A survey tool has validity if it gauges what it claims to measure and the data it collects appropriately reflects the opinions of the respondents and if the process is repeated it will then give the same results. As previously stated, the validity of the tool in this study was determined by carrying out a pilot study. Before the questions were asked, this eliminated any ambiguity and matches the questions to the expected results. The tool's content validity was gauged by use of random samples that are both heterogeneous and representative.

3.7.2 Reliability of Research Instruments

Reliability is described by Bell, Bryman and Harley (2019) as the consistency with which observations, tests, questionnaires among other instruments yield consistent results across time. It is confirmed by the constancy with which a specific consequence is observed. The internal reliability of the questionnaire was tested in this study based on data acquired from the pilot study. Nunnally (1978) set the alpha value limit of 0.7, which the research compared against which. Furthermore, according to Bryman and Bell (2017), an item is considered

“highly reliable” if the Cronbach Alpha coefficient is “between 0.82 and 1.00”; “sufficient reliability” if “between 0.64 and 0.81”; “low reliability” if “between 0.46 and 0.64”; and not reliable if “between 0.10 and 0.45”. Table 3.2shows the results of the reliability test.

Table 3.2 Reliability Analysis

Variable	Cronbach's Alpha	No of Items	Decision
Awareness level	0.774	6	Sufficient Reliability
Awareness campaigns	0.759	6	High Reliability
Perception of programme messages	0.770	5	High Reliability
Awareness creation	0.830	6	Sufficient Reliability

Source: Survey Data (2022)

Table 3.2 shows that the alpha coefficients for all of the variables were greater than 0.70, with the highest at .830 and the lowest at 0.759. Awareness creation recorded the highest reliability (α = .830) followed by Awareness level (α = .774). Perception of programme messages had a reliability coefficient of .770 while awareness campaigns recorded the least reliability coefficient at 0.759. The results met Cronbach's 1951 threshold of 0.7, suggesting that all of the scales used to create the survey questions were trustworthy. The findings led to the conclusion that the investigation instrument used for this study had satisfactory reliability coefficients and was thus suitable for the research. Nunnally (1978) set a coefficient of 0.7 as the criterion for reliability based on the findings.

3.8 Operationalization of the Study Variables

The study explored four main variables including uptake of Linda Mama program as the dependent variable and the predictor variables that is awareness campaign practices, community members’ perception and radio-influenced awareness levels. The foregoing

variables were differently measured by utilizing various attributes as summarized in Table 3.3.

Table 3.3 Operationalization of Key Study Variables

Variable	Questionnaire Item	Indicators	Measure	Measurement
Awareness campaign practices **Independent variable**	Part B	• Programs • Expert Interviews • Adverts	5-point Likert scale	Ordinal
Community members 'perception **Independent variable**	Part C	• Simple • Understandable • Interesting	5-point Likert scale	Ordinal
Radio-influenced awareness levels **Independent variable**	Part D	• High awareness levels • Moderate awareness levels • Low awareness levels	5-point Likert scale	Ordinal
Uptake of Linda Mama program **Dependent variable**	Part E	• Use of Linda Mama in the last delivery	5-point Likert scale	Ordinal

3.9 Data Analysis Techniques

Since the data was both quantitative and qualitative obtained from both closed and open-ended sections of the questionnaire, a mixed paradigm approach was employed in data analysis. The Statistical Package for Social Sciences (SPSS) version 26 was used to evaluate quantitative data using such descriptive statistics as standard deviations, frequency, means, and percentages, and organized into charts and tables. Qualitative data from the open-ended responses was then analyzed by thematic content analysis, whereby codes and themes were

developed and interpretations made by making inferences from the codes and themes generated.

3.10 Ethical Considerations

Before the study begins, some ethical concerns were addressed. To formally ask their authorization to take part in the study, all responders were given an informed consent letter. This occurred before data collection in the study area. The report did not utilize any names to maintain privacy and confidentiality, and the information obtained was only used for the purposes stated by the lead investigator. Other necessary authority, including the ethical review committee was requested for approval. There was no data manipulation that could lead to the study's conclusions and recommendations being skewed. All references and quotes included in the study were properly referenced.

3.11 Chapter Summary

The investigation’s methodology was concentrated in this chapter to enable the assessment of the role of community radio in creating awareness on health issues with reference to Pamoja FM and Linda Mama Delivery Program. It comprises the investigation’s design, the inclusion criteria, size of the sample, process of selecting the sample, research instruments, research instrument validity and reliability, data gathering approach, methodologies of data analysis, and ethical concerns when conducting the research study.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the results and discussion of findings as obtained from the field. It is structured into five main parts. These include a preliminary analysis comprising of reliability and validity test results; descriptive analysis of demographic information; descriptive analysis of the main study variables; and a discussion of findings**.**

4.2 Response Rate

To determine the return rate of the questionnaires that were administered, the total number of questionnaires that were returned back dully filled was divided by the total number of questionnaires that were administered. Out of the 100 questionnaires that were administered to respondents across all the 5 wards in Kibera Sub-County, namely Sarang'ombe, Woodley, Makina, Laini Saba and Lindi Kamitha, 97 were returned back dully filled. This brings the overall return rate to 97.0% as Table 4.1 showcases.

Table 4.1 Rate of Response

	Frequency	**Percentage**
Response	97	97.0
Non-Response	3	3.0
Total	100	100.0

Source: Survey Data (2022)

The rate of return that was established in this study is regarded as, in tandem with Rea and Parker (1997) put forth that a rate of return of 50% is “adequate”, a rate of return 60% is “good”; and a rate of return of 70% and above is “excellent”. The rate of return established in the study is also consistent with Creswell and Guetterman (2019) who aver that a rate of return of above 70% is “excellent”, while a rate of return of 60% is “adequate”. The study ascribes the excellent rate of return to the recruitment of five research assistances who were

briefed and trained how administer the questionnaire; as well as observance of the established protocol with regard to data collection and the aid of well-trained research assistants. At the same time, the questionnaires were easy to fill and did not take much of the respondent's time hence convenient and helped in enhancing the return rate.

4.3 Demographic Information

The participants of the study were assessed for their demographic profiles. In this regard, the information that was sought comprised of the respondents' location, age bracket, length of stay in Kibera Sub-County, as well as whether or not respondents listen to Pamoja and the frequency with which they listen.

4.3.1 Location

The study targeted respondents across five (5) locations in Kibera Sub-County, including Sarang'ombe, Woodley, Makina, Laini Saba and Lindi Kamitha. This would ensure representativeness of findings based on respondents' various lived experiences in the 5 locations that make up Kibera Sub-County. Results are as illustrated in Figure 4.1.

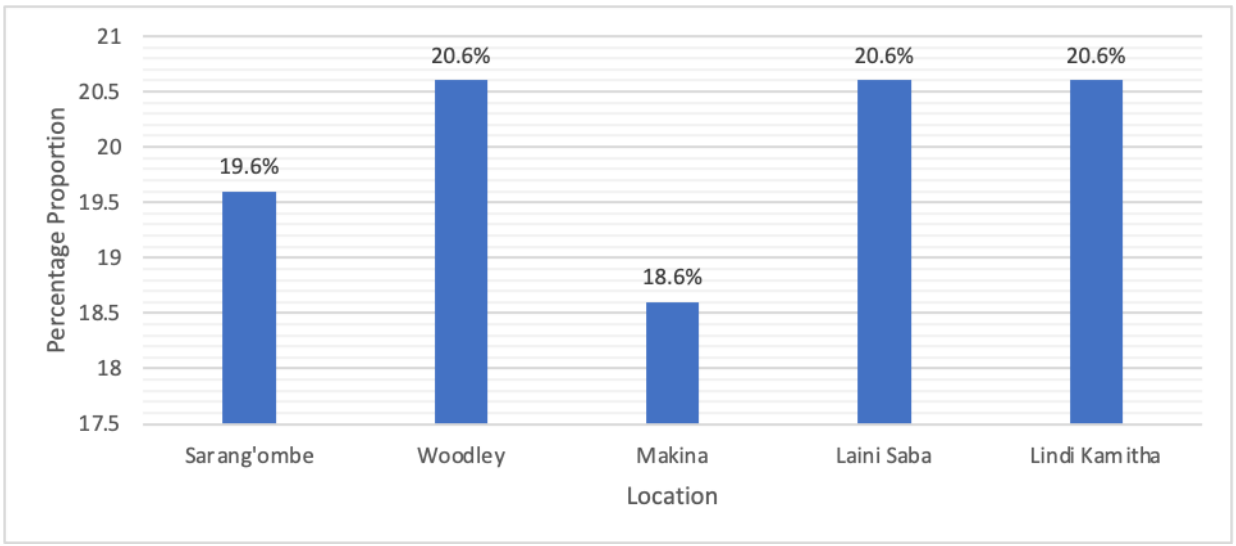


Figure 4.1 Location

Source: Survey Data (2022)

As illustrated in Figure 4.1, an equal number of respondents represented by 20.6% of respondents was drawn from Woodley, Laini Saba and Lindi Kamitha; followed by 19.6% while 18.6% were from Makina. The finding is of the implication that the responses advanced in the study are representative of the various lived experiences by residents of Kibera Sub-County as represented by respondents from the 5 locations.

4.3.2 Age Bracket

Respondents were also asked to indicate their respective age brackets, with a view to ensure representativeness in the study, based on age and therefore the perceived length of exposure and experience in the subject matter. Outcomes of the study in this regard are as shown in Figure 4.2.

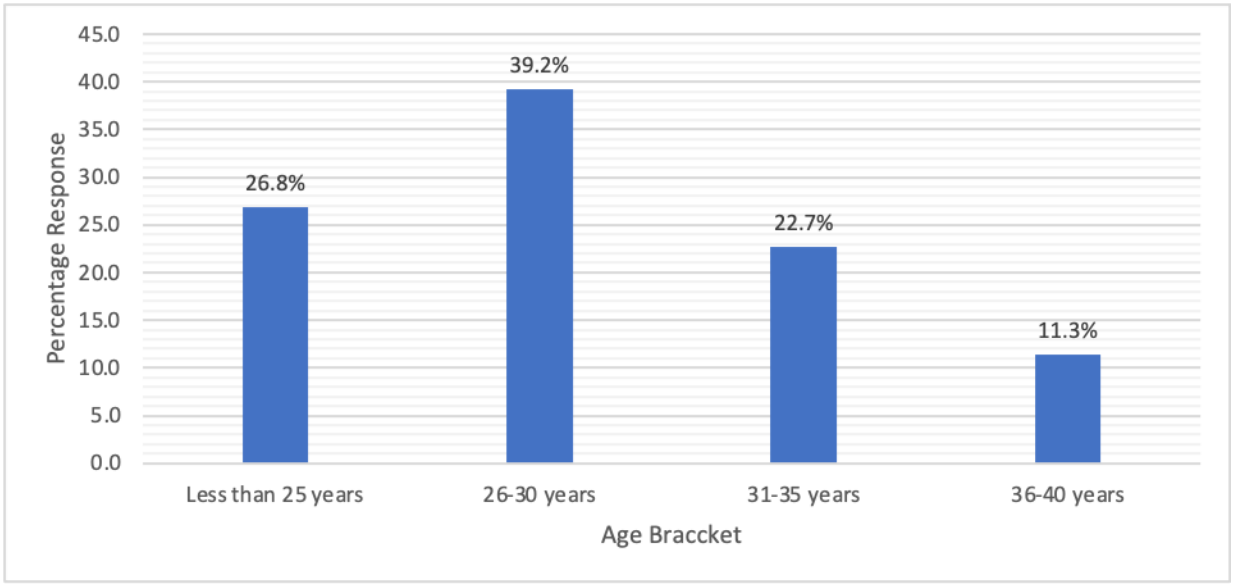


Figure 4.2 Respondents' Age Bracket

Source: Survey Data (2022)

As Figure 4.2 portrays, most people who responded (39.2%) were aged between 26 and 30 years, followed by 26.8% aged less than 25 years. A further 22.7% of respondents fell between 31 and 35 years of age; followed by 11.3% of respondents who further affirmed to

being between 36 and 40 years of age. The finding implies that the study is representative of the various levels of exposure and length of experience in the subject matter, based on age.

4.3.3 Length of Residence in Kibera Sub-County

The study further required that respondents indicate their respective lengths of residence in Kibera Sub-County. This would further give an indication of respondents' respective length of experience in and wealth of knowledge of how community radio has influenced awareness creation on health issues with particular reference to Pamoja FM. A depiction of the outcomes is given in Figure 4.3.

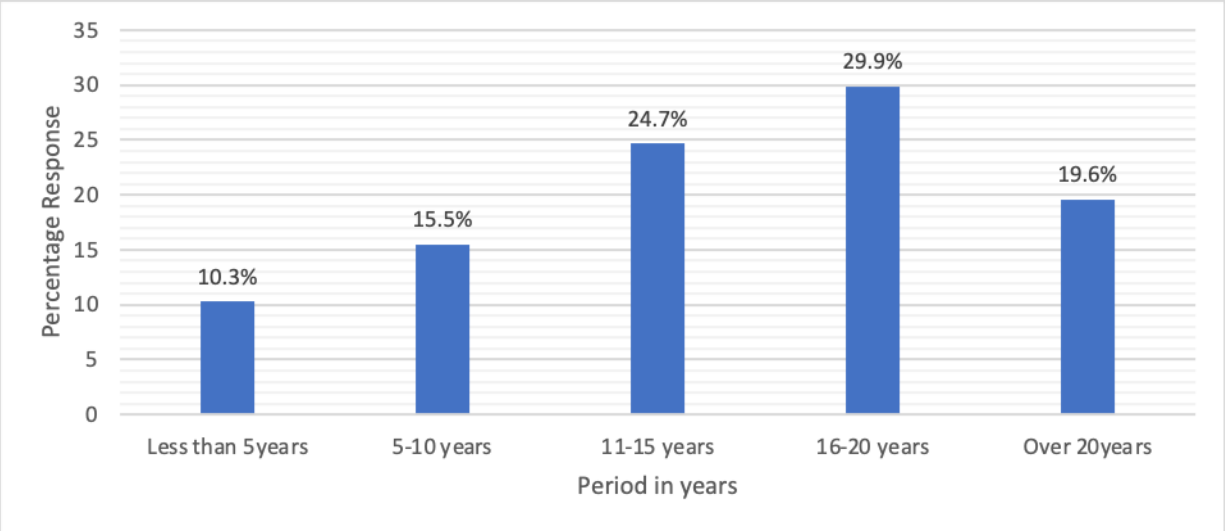


Figure 4.3 Length of Residence

Source: Survey Data (2022)

As displayed in Figure 4.3, most people who responded (29.9%) responded to the effect that they had lived in Kibera Sub-County for between 16 and 20 years. This was followed by 24.7% affirming to residing in their respective areas for between 11 and 15 years; while 19.6 5 had lived in the study area for over 20 years. A further 15.5 responded to the effect that they had stayed in Kibera Sub-County for between 5 and 10 years; while 10.3% had lived for less than 5 years. It can be inferred from the finding, that a majoriy of the respondents had

lived in Kibera Sub-County for at least 5 years, meaning that they are adequately versed in pertinent issues regarding community radio and its role in the study area.

4.3.4 Listenership

In this section, it was requested that respondents indicate their opinions as to if they listen to Pamoja Radio. This would show the prevalence of Pamoja Radio's listenership and therefore the community radio's reach in the study area. Figure 4.4 gives an illustration of the outcomes.

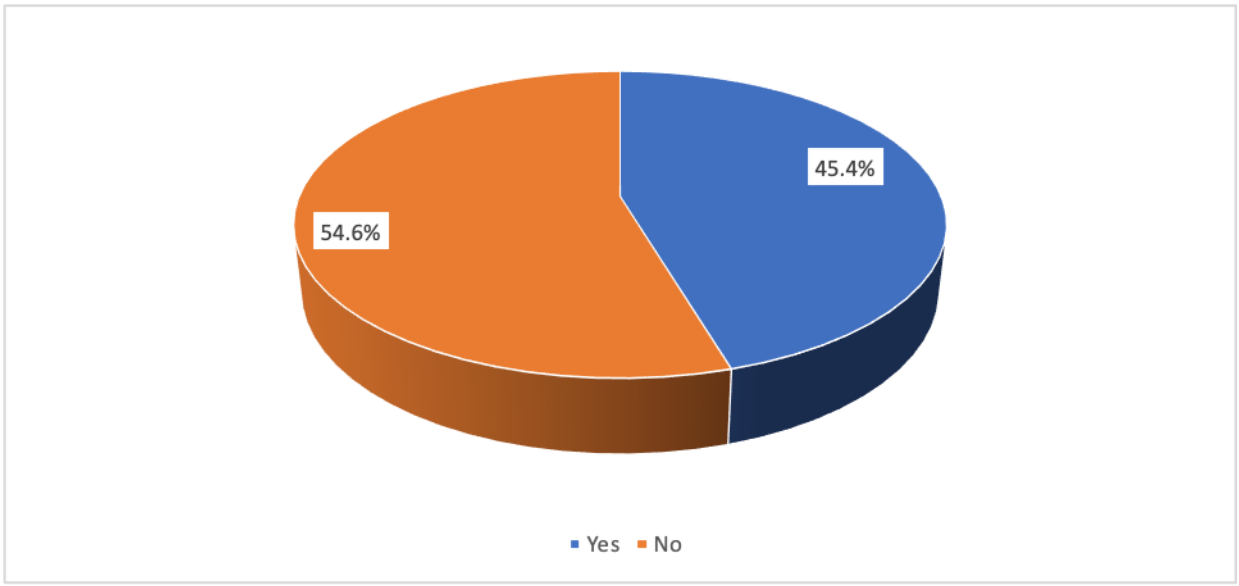


Figure 4.4 Length of Residence

Source: Survey Data (2022)

From Figure 4.4, a staggering 45.4% affirmed that they listen to Pamoja FM, while the majority (54.6%) dissented. The finding implies that Pamoja FM has a substantial reach in Kibera Sub-County, with almost half of the study population tuning in. The results further imply that the study findings are representative of diverse opinions and experiences by both listeners and non-listeners.

4.3.5 Frequency of Listening

Respondents who had affirmed to listening were asked to indicate the frequency with which they tune in to Pamoja FM. This would give an indication of the frequency with which respondents were exposed to possible communication and messages on Linda Mama program. Results are as displayed in Figure 4.5.

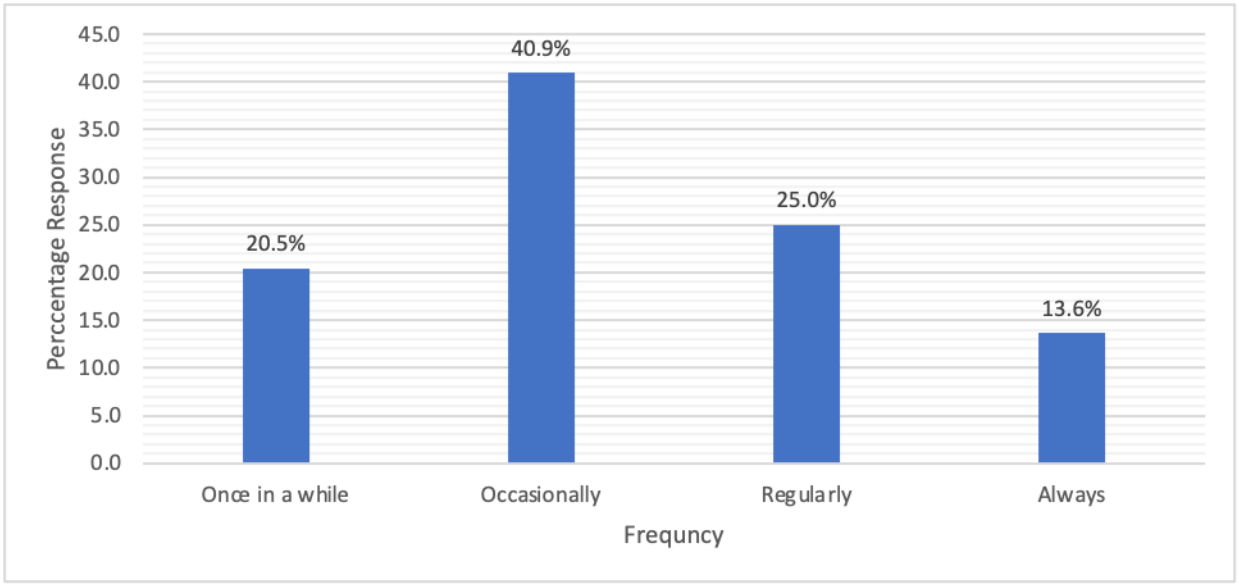


Figure 4.5 Frequency of Listening

Source: Survey Data (2022**)**

As per Figure 4.5, the study established that most people who responded (40.9%) tune in to Pamoja FM occasionally, while 25.0% tune in regularly. A further 20.5% affirmed to tuning in once in a while, while 13.6% are always tuned in. It can thus be deduced from the finding that most people who responded are at least occasionally tuned in to Pamoja FM, and therefore adequately exposed to possible communication and messages on Linda Mama program.

4.4 Descriptive Statistics

In this section, the variables advanced in the study investigation were evaluated for their descriptive statistics in order to indicate their occurrence in the study area. These comprised of awareness campaign practices indicated by programs, expert interviews and adverts; community members' perception indicated by simplicity, understandability, and whether or not interesting; radio-influenced awareness levels as indicated by different levels of awareness, that is high, moderate and low; and awareness on health issues as indexed by uptake of Linda Mama program.

4.4.1 Level of Awareness of Community Members of the Kibra sub-county's Linda Mama program of delivery

The goal of the investigation was to confirm the level of awareness of community members of the Kibera sub-county's Linda Mama program of delivery. To this end, the study first posed a question to find out whether or not those surveyed were acquainted with the delivery program for Linda Mama, to which all affirmed. Making statistical calculations was then performed on the level of awareness based on "five-point Likert scale", running from 1 through 5, provided: "strongly disagree as 1, disagree as 2, neutral as 3, agree as 4, strongly agree as 5". Table 4.2outlines the data.

Table 4.2 Level of Awareness

	Mean	Std. Dev
I am aware that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF	4.155	0.846
I am aware of the antenatal preventive care services covered under Linda Mama services	4.000	0.901
I am aware of the delivery care services covered under Linda Mama services	3.784	0.938
I am aware of the post-delivery care services covered under Linda Mama services	3.711	1.020

I am aware of the outpatient baby care services covered under Linda Mama services	4.134	0.964
I am aware that under Linda Mama delivery is conducted by skilled birth attendants	4.217	0.819
Composite Mean	**4.000**	**0.915**

Source: Survey Data (2022)

Results tabulated in Table 4.2 reveal a composite mean of 4.000 (SD=0.915), implying that most people who responded highly support the queries asked pertinent to the level of awareness among community members, of the Linda Mama program. In more specific terms, most of the participants approved to a high degree, that aware that under Linda Mama, delivery is conducted by skilled birth attendants (4.217); and that they are aware that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF (4.155).

Responders were requested to state the degree that they felt that in their last delivery, their respective awareness levels of the Linda Mama program influenced their decision to take up the initiative. Most people who responded affirmed that their decision whether or not to use NHIF in their last delivery was heavily influenced by their respective awareness levels of the Linda Mama program. A respondent for instance offered that:

> *"Yes, I had heard about Linda mama so when I first visited the clinic I asked to be enrolled"*
>
> Q7 027, Woodley Ward, Kibera

Another observed that:

> *"In my last delivery, I was not aware of Linda mama so I used NHIF. I came to learn about it later"*
>
> Q7 045, Sarang'ombe Ward, Kibera

It can be inferred from the foregoing findings, that a majority of the residents of Kibera sub-county are highly aware of the various aspects of the Linda Mama programme. These include the outpatient baby care services; the antenatal preventive care services; delivery care services; post-delivery care services; under the Linda Mama delivery is conducted by skilled birth attendants; delivery care services; and that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF. Additionally, it may be inferred from the results that most of respondents' decision whether or not to use NHIF in their last delivery was heavily influenced by their respective awareness levels of the Linda Mama program.

The finding is in contrast to Owitim Oyugi and Essink (2018) who report low awareness of the Linda Mama program among expectant mothers. It also contrasts Orangi, Kairu, Ondera, Mbuthia, Koduah, Oyugi, Ravishankar & Barasa, (2021) who observe that the low participation of women in the Linda Mama project in the slum community is largely attributed to low awareness levels.

4.4.2 How Linda Mama Awareness Campaigns Are Carried Out by Community Radio in Kibera Sub-County

The study sought to examine how Linda Mama awareness campaigns are carried out by community radio in Kibera sub-county. Making statistical calculations was thus performed on Linda Mama awareness campaigns based on "five-point Likert scale", running from 1 through 5, provided: "strongly disagree as 1, disagree as 2, neutral as 3, agree as 4, strongly agree as 5". Table 4.3outlines the data.

Table 4.3 Linda Mama Awareness Campaigns

	Mean	Std. Deviation

Daily programs	4.206	0.946
Adverts	4.330	0.851
News bulletin	4.062	0.922
Expert interviews	4.165	0.746
Debate	3.949	0.795
Open-air show	4.381	0.714
Composite Mean	**4.182**	**0.829**

Source: Survey Data (2022)

Results presented in Table 4.3 reveal a composite mean of 4.182 (SD=0.829), implying that most people who responded highly support the queries asked pertinent to how Linda Mama awareness campaigns are carried out by community radio in Kibera sub-county. More specifically, most people who responded indicated that the community radio in Kibera sub-county carries out Linda Mama awareness campaigns through open-air show (4.381), adverts (4.330) and, daily program (4.206).

Responders were requested to state the degree that they felt that in their last delivery, the information they acquired on the Linda Mama program from any of the above avenues on Pamoja FM influenced their respective decisions to take up the initiative. In responding, a majority of participants affirmed that the information they acquired on the Linda Mama program from any of the above avenues on Pamoja FM influenced their respective decisions to take up the initiative. A respondent for instance noted that:

> *"A lot. There was an open show by Pamoja FM just next to where I live at the time when I was about to deliver. And then I learnt that it was free, so I had to inquire at the hospital about it. That's when I registered"*
>
> Q9 61, Laini Saba Ward, Kibera

Another intimated that:

> *"Yes, I learnt about Linda mama from an interview at Pamoja FM. I think they were interviewing someone from the Ministry of Health. So, during one of my visits, I asked to be registered"*

Q9 77, Makina Ward, Kibera

It can be inferred from the findings that Pamoja FM carries out Linda Mama awareness campaigns through a number of practices and avenues, common among which include open-air shows, adverts, daily programs, expert interviews, news bulletin and debate. Considering the high awareness levels established in the previous findings, it is inferable that these practices and avenues have been quite effective in cresting awareness of the Linda Mama program among residents of Kibera sub-county.

The outcomes concur with Kassahun (2018) investigates the Jimma community radio's impact to the development of communities in Ethiopia. The study's findings reveal that Jimma community radio broadcasts a variety of entertaining and educational programming with social development messages. The findings also agree with Mwanzia (2017) who discovered that 39% of youths favoured the engagement of known community people in conveying peace content, 24% preferred radio call-ins, and 5% favoured music as a delivery mechanism. The findings further agree with Ndege (2020) who evaluated the impact of a radio advertisement on free health male circumcision uptake and found that Miya Ngima spot advertising was shown to have aided in changing the unfavourable view of voluntary medical male circumcision, according to the study and also towards the service.

4.4.3 Community Members' Perception of the Linda Mama program messages as Communicated by Community Radio in Kibera Sub-County

The study sought to evaluate community members' perception of the Linda Mama program messages as communicated by community radio in Kibera sub-county. Making statistical calculations was thus performed on community members' perception based on "five-point

Likert scale", running from 1 through 5, provided: "strongly disagree as 1, disagree as 2, neutral as 3, agree as 4, strongly agree" as 5. Table 4.4outlines the data.

Table 4.4 Perception of Linda Mama Program Messages

	Mean	Std. Deviation
Pamoja FM's messages on Linda Mama are simple	4.144	0.722
Pamoja FM's messages on Linda Mama are interesting	4.052	0.846
Pamoja FM's messages on Linda Mama are understandable	4.093	0.792
Pamoja FM's messages on Linda Mama are informative	3.979	0.803
Pamoja FM's messages on Linda Mama are educative	4.361	0.680
Composite Mean	**4.126**	**0.769**

Source: Survey Data (2022)

Results shown in Table 4.4 reveal a composite mean of 4.126 (SD=0.769), implying that most people who responded highly support the queries asked pertinent to community members' perception of the Linda Mama program messages as communicated by community radio in Kibera sub-county. More specifically, most people who responded to the effect that they perceive Pamoja FM's messages on Linda Mama as educative (4.361), simple (4.144), and understandable (4.093).

Additionally, responders were requested to state the degree that they felt that in their last delivery, their perception of the Linda Mama program messages as communicated by Pamoja FM influenced their respective decisions to take up the initiative. Most people who responded affirmed in this regard, that in their last delivery, their perception of the Linda Mama program messages as communicated by Pamoja FM influenced their respective decisions to take up the initiative to a great extent.

A respondent for instance offered that:

> *"I was actually able to understand the Linda Mama programmeby how simplee it was put during an interview on Pamoja FM, which is why I decided to take it up when I got my second child"*

Q11 83, Lindi Kamitha Ward, Kibera

Another observed that:

> *"The adverts on the Linda Mama programmeon Pamoja FM are the reason I registered for the program because I was able to understand the benefits"*

Q11 94, Sarang'ombe Ward, Kibera

It can be deduced from the findings, that generally, a majority of Kibera sub-county residents have a positive perception towards messages on the Linda Mama programme as communicated by community radio. A majority particularly perceive the messages as educative, simple, understandable, interesting and informative. It is also notable that this perception of the Linda Mama program messages as communicated by Pamoja FM has in return notably influenced the community members' respective decision to take up the initiative.

The findings agree with Ndege (2020) who went on to say that many Luo males had opted for free medical male circumcision to reduce their risk of HIV transmission as a result of the Miya Ngima spot campaign. As per the data, the message was presented in a very engaging, easy, and clear manner by the responders. As a result, the Miya Ngima advertising campaign played a substantial effect in the free health male circumcision adoption in Kisumu West Sub-County, according to the study. Similarly, Risi, Bindman, Campbell, Imrie, Everett, Bradley and Danny (2004) indicated in whose study that while the radio-drama may have had a greater impact, the photo-comic was unsuccessful in raising cervical screening uptake in this cohort, despite the fact that only a small percentage of women remembered having exposed to it.

4.4.4 Extent to Which Awareness Creation of Linda Mama program by Community Radio Has Influenced its Uptake in Kibera Sub-County

The study sought to determine the extent to which awareness creation of Linda Mama program by community radio has influenced its uptake in Kibera sub-county. Making statistical calculations was thus performed on awareness creation based on "five-point Likert scale", running from 1 through 5, provided: "No extent as 1, Little extent as 2, Moderate extent as 3, Great extent as 4, Very great extent as 5". The outcome results are laid out in Table 4.5.

Table 4.5 Awareness Creation by Community Radio and Linda Mama program's Uptake

	Mean	**Std. Dev**
I am aware that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF from listening to Pamoja FM	3.588	0.997
I am aware of the antenatal preventive care services covered under Linda Mama services from listening to Pamoja FM	4.144	0.816
I am aware of the delivery care services covered under Linda Mama services from listening to Pamoja FM	4.196	0.671
I am aware of the post-delivery care services covered under Linda Mama services from listening to Pamoja FM	4.186	0.741
I am aware of the outpatient baby care services covered under Linda Mama services from listening to Pamoja FM	3.887	0.978
I am aware that under Linda Mama, delivery is conducted by skilled birth attendants from listening to Pamoja FM	4.134	0.942
Composite Mean	**4.022**	**0.858**

Source: Survey Data (2022)

Results shown in Table 4.5 reveal a composite mean of 4.022 (SD=0.858), implying that most people who responded highly approve of the extent to which awareness creation of Linda Mama program by community radio has influenced its uptake in Kibera sub-county. More specifically, most people who responded indicated that to a great extent, they are aware

of the delivery care services covered under Linda Mama services from listening to Pamoja FM (4.196); they are aware of the post-delivery care services covered under Linda Mama services from listening to Pamoja FM (4.186); and that they are aware of the antenatal preventive care services covered under Linda Mama services from listening to Pamoja FM (4.144).

The people that answered were tasked to show the degree to which knowledge of the program from listening to Pamoja FM influenced their decision to take up the initiative in their last delivery. Most people who responded affirmed in this regard, that awareness of the Linda Mama program from listening to Pamoja FM influenced their decision to take up the initiative in their last delivery to a great extent.

A respondent for instance offered that:

> *"I can say that my decision to enroll for the Linda Mama program was heavily influenced by listening to Pamoja FM, since it is from a program in the radio that I learnt about it"*
>
> Q11 99, Woodley Ward, Kibera

Another respondent conceded that:

> *"Well maybe I didn't hear about the Linda Mama program early enough because I don't normally listen to radio"*
>
> Q11 30, Laini Saba Ward, Kibera

It can further be concluded from the findings that to great extent, awareness creation of the Linda Mama program by community radio has influenced its uptake in Kibera sub-county. This particularly regards Kibera sub-county residents' awareness of the delivery care services, post-delivery care services, antenatal preventive care services and outpatient baby care services covered under the Linda Mama program. It is further inferable from the findings, that most people who responded' decision whether or not to use NHIF in their last

delivery was heavily influenced by their respective awareness levels of the Linda Mama program from listening to Pamoja FM.

The outcomes concur with Abiodun, Olu-Abiodun, Sotunsa and Oluwole (2018) who investigated the impact of health education on women in rural Nigerian communities' perceptions, knowledge, and awareness of cervical cancer and screening. By using community radio stations as sources of information, results indicate the percentage of women who had undergone cervical screening increased from 4.3 percent to 8.3 percent. Similarly, Jenkins, McPhee, Bird, Pham, Nguyen, Nguyen, Lai, Wong and Davis (2019) surveyed Vietnamese-American women to looked at how a media-driven education campaign affected cervical and breast cancer screening. It was determined that a media-led educational campaign was more effective in improving recognition of diagnostic tests and willingness to take them than in increasing test currency or receipt. Further, Tyali (2020) looked into the role of community radio stations in HIV/AIDS communication among beneficiaries. According to the findings, the radio station has offered some channels to encourage participation by recipient community in HIV/AIDS communication content has recorded success in allowing beneficiaries to take part in the HIV/AIDS communication program.

4.4.5 Uptake of the Linda Mama Program

The study finally sought to assess the take-up of Linda Mama Delivery Initiative. To this end, it was requested that respondents indicate their opinions as to if they had registered with the Linda Mama program and whether or not they utilize the Linda Mama program. Table 4.6outlines the data.

Table 4.6 Uptake of the Linda Mama Program

Uptake	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	41	42.3	42.3	42.3
No	56	57.7	57.7	100.0
Total	**97**	**100.0**	**100.0**	

Source: Survey Data (2022)

As presented in Table 4.6, most people who responded (57.7%) responded to the effect that they had not enrolled for the Linda Mama program vis-à-vis 42.3%. This is in tandem with the number of respondents who responded to the effect that they do not listen to Pamoja FM (54.6%), vis-a-vis those that do (45.4) as shown in Figure 4.4. this is of the implication that Pamoja FM has been effective in creating awareness on the Linda Mama Program, leading to its uptake.

The finding is consistent with Owiti, Oyugi and Essink (2018) who found that participation of women in the Linda Mama project has been considerably low especially among expectant women in slum communities, with a study finding that only 43.9% of women in Kibera slum deliver in health facilities that are public with the free intrapartum healthcare. It is also in agreement with Orangi, Kairu, Ondera, Mbuthia, Koduah, Oyugi, Ravishankar and Barasa (2021) who observe report a low participation of women in the Linda Mama project in the slum community.

4.5 Cross-Tabulation: Listenership and Uptake

To determine whether uptake of the Linda Mama program could be associated with listenership, a cross-tabulation was conducted, results of which are presented in Table 4.7.

Table 4.7 Cross-Tabulation: Listenership and Uptake

		Listenership		
		Yes	No	Total
Uptake	Yes	41	0	41
	No	3	53	56
Total		44	53	97

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	85.544[a]	1	.000		
Continuity Correction[b]	81.768	1	.000		
Likelihood Ratio	110.238	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	84.662	1	.000		
N of Valid Cases	97				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.60.
b. Computed only for a 2x2 table

As presented in Table 4.7, a significant association was observed between uptake of the Linda Mama program could be associated with listenership at a likelihood ratio of 110.238 (Sig.=<.05). as such, there is a significant correlation between uptake of the Linda Mama program could be associated with listenership of Pamoja FM.

4.6 Inferential Analysis

The output in Table 4.8 reveals a 0.788 correlation value (R), modeling a strong, linear connection between role of community radio in awareness creation on health issues and uptake of the Linda Mama Program. An R^2 value of .776 was also observed, implying that community radio accounts for 77.6% of awareness creation on health issues and the remaining 22.4% is attributed to additional characteristics that the predictive model used in this study did not consider.

Table 4.8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788[a]	.776	.776	1.05941

a. Predictors: (Constant), Awareness Campaigns, Community Members' Perception, Radio-influenced awareness levels

An ANOVA test was also generated as seen in Table 4.9. Results of the ANOVA analysis demonstrate that the technique of regression used in the investigation was substantial (F = 1288.090, Sig. <0.05). The results show that predicated on the total squared sum (4441.443), the sum of the regression squares was 4337.065. This indicates that the regression model explains about 77.6% of the variation in the dataset, while the total of the remaining squares is 104.379implying that 22.4% of the variance in the database is unexplained for.

Table 4.9 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4337.065	3	1445.688	1288.090	.000[b]
	Residual	104.379	93	1.122		
	Total	4441.443	96			

a. Dependent Variable: Uptake

b. Predictors: (Constant), Awareness Campaigns, Community Members' Perception, Radio-Influenced Awareness Levels

Regressing evaluation also yielded a table of regression values, which is shown in Table 4.10. The finding demonstrates the estimated role of community radio in awareness creation on health issues. The coefficientof.909 (Sig.= .000<.05) in awareness campaigns means that for every 1% change in awareness campaigns by community radio, there was a correlated .909% change in uptake of the Linda Mama Program, keeping other factors constant. Similarly, for

every 1% change in community members' perception, there was a correlated .328% change in uptake of the Linda Mama Program. Further, for every 1% change in radio-influenced awareness levels, there was a correlated .083% change in uptake of the Linda Mama Program. This was also significant, implying that awareness creation by community radio has a considerable impact on uptake of the Linda Mama Program.

Table 4.10 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	19.802	2.181		9.079	.000
	Awareness Campaigns	4.584	.111	.909	41.332	.000
	Community Members' Perception	1.263	.081	.328	15.537	.000
	Radio-Influenced Awareness Levels	.363	.120	.083	3.036	.003

a. Dependent Variable: Uptake

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of key findings from the preceding chapter, conclusions based on the findings and recommendations as informed by both the study objectives and corresponding results. The chapter culminates in suggestions for future studies, which are informed by the main limitations encountered in the study.

5.2 Summary of Key Findings

5.2.1 To establish the level of awareness of community members of the Kibra sub-county's Linda Mama programme of delivery

The goal of the investigation was to confirm the level of awareness of community members of the Kibra sub-county's Linda Mama program of delivery. To this end, the study first posed a question to find out whether or not those surveyed were acquainted with the delivery program for Linda Mama, to which all affirmed. Making statistical calculations was then performed on the level of awareness. Results revealed a composite mean of 4.000 (SD=0.915), implying that most people who responded highly support the queries asked pertinent to the level of awareness among community members, of the Linda Mama programme. More specifically, most of those approved to a high degree, that aware that under Linda Mama, delivery is conducted by skilled birth attendants (4.217); they are aware that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF (4.155); they are aware of the outpatient baby care services covered under Linda Mama services (4.134); they are aware of the antenatal preventive care services covered under Linda Mama services (4.000); they are aware of the delivery care services

covered under Linda Mama services (3.784); and that they are aware of the post-delivery care services covered under Linda Mama services (3.711).

5.2.2 To examine how Linda Mama awareness campaigns are carried out by community radio in Kibera sub-county

The study also sought to examine how Linda Mama awareness campaigns are carried out by community radio in Kibera sub-county. Making statistical calculations was thus performed on Linda Mama awareness campaigns. Results reveal a composite mean of 4.182 (SD=0.829), implying that most people who responded highly support the queries asked pertinent to how Linda Mama awareness campaigns are carried out by community radio in Kibera sub-county. More specifically, most people who responded indicated that the community radio in Kibera sub-county carries out Linda Mama awareness campaigns through open-air show (4.381), adverts (4.330), daily program (4.206), expert interviews (4.165), news bulletin (4.062) and debate (3.949).

5.2.3 To evaluate community members' perception of the Linda Mama program messages as communicated by community radio in Kibera sub-county

The study then sought to evaluate community members' perception of the Linda Mama programme messages as communicated by community radio in Kibera sub-county, statistical calculations was thus performed on community members' perception. Results shown in Table 4.5 reveal a composite mean of 4.126 (SD=0.769), implying that most people who responded highly support the queries asked pertinent to community members' perception of the Linda Mama programmemessages as communicated by community radio in Kibera sub-county. More specifically, most people who responded to the effect that they perceive Pamoja FM's

messages on Linda Mama as educative (4.361), simple (4.144), understandable (4.093), interesting (4.052), and informative (3.979).

5.2.4 To determine the extent to which awareness creation of Linda Mama program by community radio has influenced its uptake in Kibera sub-county

The study further sought to determine the extent to which awareness creation of Linda Mama program by community radio has influenced its uptake in Kibera sub-county. Making statistical calculations was thus performed on awareness creation. Results reveal a composite mean of 4.022 (SD=0.858), implying that most people who responded highly approve of the extent to which awareness creation of Linda Mama program by community radio has influenced its uptake in Kibera sub-county.

More specifically, most people who answered showed that to a great extent, they are aware of the delivery care services covered under Linda Mama services from listening to Pamoja FM (4.196); they are aware of the post-delivery care services covered under Linda Mama services from listening to Pamoja FM (4.186); they are aware of the antenatal preventive care services covered under Linda Mama services from listening to Pamoja FM (4.144); they are aware that under Linda Mama, delivery is conducted by skilled birth attendants from listening to Pamoja FM (4.134); they are aware of the outpatient baby care services covered under Linda Mama services from listening to Pamoja FM (3.887); and that they are aware that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF from listening to Pamoja FM (3.588).

The study finally sought to assess the take-up of Linda Mama Delivery Initiative. To this end, it was requested that respondents indicate their opinions as to if they had registered with the Linda Mama programmeand whether or not they utilize the Linda Mama programme. Most

people who responded (57.7%) responded to the effect that they had not enrolled for the Linda Mama program vis-à-vis 42.3%. This is in tandem with the number of respondents who responded to the effect that they do not listen to Pamoja FM (54.6%), against those that do (45.4).

5.3 Conclusion

5.3.1 To establish the level of awareness of community members of the Kibera sub-county's Linda Mama program of delivery

The goal of the investigation was to confirm the level of awareness of community members of the Kibera sub-county's Linda Mama program of delivery. Considering the investigation's results, it is concluded that a majority of the residents of Kibera sub-county are highly aware of the various aspects of the Linda Mama program. These include the outpatient baby care services; the antenatal preventive care services; delivery care services; post-delivery care services; that that under Linda Mama, delivery is conducted by skilled birth attendants; delivery care services; and that that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF. Additionally, it may be inferred from the results that most of respondents' decision whether or not to use NHIF in their last delivery was heavily influenced by their respective awareness levels of the Linda Mama program.

5.3.2 To examine how Linda Mama awareness campaigns are carried out by community radio in Kibera sub-county

The study also sought to examine how Linda Mama awareness campaigns are carried out by community radio in Kibera sub-county. It is concluded from the findings that the community radio in Kibera sub-county carries out Linda Mama awareness campaigns through a number of practices and avenues, common among which include open-air shows, adverts, daily

programs, expert interviews, news bulletin and debate. Considering the high awareness levels established in the previous findings, it is inferable that these practices and avenues have been quite effective in cresting awareness of the Linda Mama programme among residents of Kibera sub-county.

5.3.3 To evaluate community members' perception of the Linda Mama program messages as communicated by community radio in Kibera sub-county

The study then sought to evaluate community members' perception of the Linda Mama program messages as communicated by community radio in Kibera sub-county. The study deduces from the findings, that generally, a majority of Kibera sub-county residents have a positive perception towards messages on the Linda Mama program as communicated by community radio. A majority particularly perceive the messages as educative, simple, understandable, interesting and informative. It is also notable that this perception of the Linda Mama program messages as communicated by Pamoja FM has in return notably influenced the community members' respective decision to take up the initiative.

5.3.4 To determine the extent to which awareness creation of Linda Mama program by community radio has influenced its uptake in Kibera sub-county

The study further sought to determine the extent to which awareness creation of Linda Mama program by community radio has influenced its uptake in Kibera sub-county. It is concluded from the findings that to great extent, awareness creation of the Linda Mama program by community radio has influenced its uptake in Kibera sub-county. This particularly regards Kibera sub-county residents' awareness of the delivery care services, post-delivery care services, antenatal preventive care services and outpatient baby care services covered under the Linda Mama program. It is further inferable from the findings, that most people who responded' decision whether or not to use NHIF in their last delivery was heavily influenced

by their respective awareness levels of the Linda Mama program from listening to Pamoja FM.

5.4 Recommendations

Based on the study findings, the following recommendations are advanced. To community radio stations and program producers involved in health awareness campaigns and the promotion of the "Linda Mama" program, a multifaceted approach is recommended to maximize their impact. Community radio stations should continue producing content that is not only informative but also culturally sensitive and relevant to the local context. Engage community members in the content creation process to ensure that it resonates with their needs and preferences. Content should be designed to address the specific health concerns and questions of the Kibera community. It is also important that community radio develops and implements robust community engagement strategies that involve local leaders, community health workers, and influencers. These individuals can serve as bridges between the radio station and the community, helping to reinforce the credibility of the messages and fostering trust. Further, community radio should conduct regular impact assessments to gauge the effectiveness of awareness campaigns. Use surveys and feedback mechanisms to assess community members' perceptions, awareness levels, and the influence of radio on their health-related decisions. This data-driven approach will allow for continuous improvement and refinement of communication strategies.

Health authorities and policymakers responsible for the "Linda Mama" program and public health initiatives in Kibera sub-county should collaborate closely with community radio stations to ensure that the "Linda Mama" program aligns with community needs and expectations. Joint planning and coordination can result in more effective health communication and improved program uptake. The authorities should allocate resources to

support community radio initiatives aimed at health awareness. Adequate funding and training can enhance the capacity of community radio stations to produce high-quality, evidence-based health content and reach a wider audience. The health authorities should also implement a robust monitoring and evaluation framework to track the impact of the "Linda Mama" program. This includes assessing program reach, utilization rates, and health outcomes among beneficiaries. Regular evaluations can guide evidence-based decision-making and program adjustments.

Finally, for community members and beneficiaries of the "Linda Mama" program, the study recommends actions to optimize their engagement. Community members should actively participate in community radio programs, call-in shows, and feedback mechanisms. Sharing personal experiences, questions, and concerns on air can enrich the content and foster a sense of ownership. They should also be proactive in seeking information about the "Linda Mama" program and maternal and child health services. Engage with community health workers and utilize local healthcare facilities for regular check-ups and antenatal care. Informed community members should advocate for improved healthcare services and awareness campaigns. Collaborate with community leaders to convey the specific health challenges faced in Kibera and work together to find solutions.

5.5 Contribution to New Knowledge

The study contributes uniquely to the body of knowledge in a number of ways. Firstly, the first objective aimed to establish the level of awareness among community members regarding the "Linda Mama" program. By conducting surveys or interviews to gauge awareness levels, the study provided valuable insights into the programs outreach and effectiveness. This information has shed light on the program's current impact and identified

areas where awareness efforts may need enhancement. The findings from this objective have contributed to the existing knowledge base by providing a clear picture of the baseline awareness levels within the community, which is crucial for designing targeted awareness campaigns in similar settings.

The second objective sought to examine how "Linda Mama" awareness campaigns are carried out by community radio in Kibera sub-county. By investigating the strategies, content, and platforms used by community radio stations, the study has uncovered innovative and effective approaches to health promotion and community engagement. These insights contribute to the broader field of communication for development, offering best practices and lessons learned for leveraging community radio in health awareness campaigns, not only in Kibera but also in similar contexts globally.

The third objective focused on evaluating community members' perceptions of the "Linda Mama" program messages as communicated by community radio. This objective contributed to the body of knowledge by providing a deeper understanding of how community members interpret and respond to health messages delivered through community radio. Such insights can help tailor messaging to align with the local culture, language, and preferences, thereby enhancing the effectiveness of health communication campaigns and providing a valuable contribution to the field of health communication research.

Finally, the fourth objective aimed to determine the extent to which awareness creation of the "Linda Mama" program by community radio has influenced its uptake. This objective provided a critical assessment of the practical impact of community radio campaigns on healthcare-seeking behavior. The findings from this objective contribute to the body of knowledge by demonstrating the link between awareness creation through community radio

and the actual utilization of maternal healthcare services. This knowledge is not only valuable for health policy and program planning but also for showcasing the pivotal role of community radio in driving positive health outcomes in underserved communities, thereby adding to the body of knowledge.

5.6 Suggestions for Future Studies

This study has assessed the role of community radio in creating awareness on health issues with reference to Pamoja FM and Linda Mama Delivery Program. The main limitation faced in the study was the inability to generalize the findings to all community radios and/or all health issues other than Pamoja FM and Linda Mama Delivery Program respectively. This is because different community radios may approach various health issues differently. The study therefore suggests that future research explore the role of community radio in creating awareness on health issues with reference to other community radios and/or all health issues or policies other than the Linda Mama program.

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APPENDICES

Appendix I: Consent Form

My name is Perpetua Mbatha. I am a Masters student from St. Paul's University. I am conducting a study on "The Role of Community Radio in Creating Awareness on Health Issues: A Case Study of Pamoja FM's Linda Mama Delivery Program". The information will only be used for academic purposes.

Procedures to be followed

Participation in this study will require that you fill in a questionnaire. You have the right to refuse participation in this study. Please remember that participation in this study is voluntary. You may ask questions related to the study at any time. You may refuse to respond to any questions and you may stop an interview at any time.

Risks

There are no risks whatsoever for participating in this study.

Benefits

If you participate in this study, you will help promoters of the Linda Mama program as well as community radios adopt best practices aimed at raising awareness of the free delivery program. This will by extension help expectant mothers' deliver in a safe and healthy manner to curb among others, the spread of mother-to-child transmission of diseases and deaths of both mother and child or either of them during home deliveries.

Confidentiality

You will fill the questionnaire on your own and your name will not be recorded on the questionnaire. In case a respondent is unable to read or write the researcher will translate the questions and assist in filling in the actual responses from the audience. The questionnaire will also be kept safe and all the information therein will be kept private.

Contact information

If you have any questions, you may contact m on 0722798873.

Participant's statement

The above information on my participation in the study is clear to me. I have been given a chance to ask questions and my questions have been answered to my satisfaction. My participation in this study will be entirely voluntary. I understand that my records will be kept private and that I can stop participation at any time.

Name of the participant ……

---------- ----------

Signature Date

Investigators statement

I, the undersigned, have explained to the volunteer in a language s/he understands the procedures to be followed in the study and the benefits involved.

Name of the interviewer: _____

---------- ----------

Interviewer signature Date

APPENDIX 1: CONSENT LETTER

ST. PAUL'S UNIVERSITY

Private Bag 00217 LIMURU, KENYA
Email: office@spu.ac.ke
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Tel Office: +254 (0) 20-2020505/10
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BOARD OF POSTGRUADUATE STUDIES

6th June, 2022

National Commission for Science and Technology,
P.O. BOX 30623-00100,
Nairobi.

Dear Sir/Madam,

RE: RECOMMENDATION FOR PERPETUA MBATHA-MACSNRB611720
TO CONDUCT RESEARCH

This letter confirms the above named person is a student of the Master of Arts in Communication Studies Program at St. Paul's University.

The second year consists of a major research work leading to a dissertation. The student's selected topic is *" The Role of Community Radio in Creating Awareness on Health Issues: Case Study of Pamoja FM and Linda Mama Delivery Program."*

Kindly grant this student the required permit.

Yours Faithfully,

DIRECTOR POSTGRADUATE STUDIES ST. PAUL'S UNIVERSITY 08 JUN 2022 P.O. PRIVATE BAG - 00217, LIMURU

Dr. Julius Kahuthia
Director, Board of Postgraduate Studies

Appendix II: Research Questionnaire

Introduction

We appreciate your willingness to participate in this research study, which aims to investigate the role of community radio in promoting awareness and uptake of the "Linda Mama" program in Kibera sub-county. Your valuable insights and responses are essential in helping us gain a deeper understanding of how community radio can effectively communicate health-related messages and contribute to improved maternal and child healthcare outcomes in your community. Please indicate your response by ticking (✓) as appropriate against the respective statements.

Part A: Demographic Information

---

1. Location

   Sarang'ombe [ ]
   Woodley [ ]
   Makina [ ]
   Laini Saba [ ]
   Lindi Kamitha [ ]

2. What is your age bracket?

   Less than 25 years [ ] 26-30 years [ ] 31-35 years [ ]
   36-40 years [ ] Above 50 years [ ]

3. For how long have you lived in Kibera Sub-County?

   Less than 5years [ ] 5-10years [ ] 11-15 years [ ]
   16-20 years [ ] Over 20years [ ]

4. Do you listen to Pamoja Radio?

   Yes [ ] No [ ]

   If yes, how often?

   Once in a while [ ] Occasionally [ ] Regularly [ ] Always [ ]

Part B: Level of Awareness

5. Are you aware of the Linda Mama delivery program?

   Yes [ ] No [ ]

6. Please show how much you agree or disagree with the following items regarding your level of awareness of the Kibra sub-county's Linda Mama programme of delivery. Where "1=Strongly disagree, 2= Disagree, 3=Neutral, 4= Agree, and 5=Strongly disagree"

	1	**2**	**3**	**4**	**5**
I am aware that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF					
I am aware of the antenatal preventive care services covered under Linda Mama services					
I am aware of the delivery care services covered under Linda Mama Services					
I am aware of the post-delivery care services covered under Linda Mama services					
I am aware of the outpatient baby care services covered under Linda Mama services					
I am aware that under Linda Mama delivery *is conduct*ed by skilled birth attendants					

7. In your last delivery, did your level of awareness of the Linda Mama program influence your decision to take up the initiative? Please elaborate

……
……
……
……

Part C: Linda Mama Campaigns

8. From which of the following did you last get information related to the Linda Mama programme on Pamoja FM? Tick as appropriate

Daily programs	
Adverts	
News bulletin	
Expert interviews	
Debate	
Open-air show	
Other (Please specify)	

9. In your last delivery, did the information you acquired on the Linda Mama program from any of the above avenues influence your decision to take up the initiative? Please elaborate

……
……
……
……

Part D: Perception of Linda Mama program Messages

10. Please show how much you agree or disagree with the following items with regard to your perception of the Linda Mama program messages as communicated by Pamoja FM. Where "1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly disagree".

	1	**2**	**3**	**4**	**5**
Pamoja FM's messages on Linda Mama are simple					
Pamoja FM's messages on Linda Mama are interesting					
Pamoja FM's messages on Linda Mama are understandable					
Pamoja FM's messages on Linda Mama are informative					
Pamoja FM's messages on Linda Mama are educative					

11. In your last delivery, to what extent did your perception of the Linda Mama program messages as communicated by Pamoja FM influence your decision to take up the initiative? Please elaborate

……
……
……
……

Part E: Awareness Creation by Community Radio and Linda Mama program's Uptake

12. Please show how much you agree or disagree with the following items with regard to the extent to which awareness creation of Linda Mama program by Pamoja FM has influenced your decision to take up the initiative. Where "1=No extent, 2=Little extent, 3=Moderate extent, 4=Great extent, and 5=Very great extent".

	1	**2**	**3**	**4**	**5**
I am aware that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF from listening to Pamoja FM					
I am aware of the antenatal preventive care services covered under Linda Mama services from listening to Pamoja FM					
I am aware of the delivery care services covered under Linda Mama services from listening to Pamoja FM					
I am aware of the post-delivery care services covered under Linda Mama services from listening to Pamoja FM					
I am aware of the outpatient baby care services covered under Linda Mama services from listening to Pamoja FM					
I am aware that under Linda Mama, delivery is conducted by skilled birth attendants from listening to Pamoja FM					

13. To what extent did your awareness of the Linda Mama program from listening to Pamoja FM influence your decision to take up the initiative in your last delivery? Please elaborate

……
……
……
……

Part F: Uptake of the Linda Mama Program

Have you registered with the Linda Mama Program?

Yes [ ] No [ ]

In your last delivery, did you utilize the Linda Mama Program?

Yes [ ] No [ ]

Appendix III: NACOSTI Permit

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **484420**

Date of Issue: **15/June/2022**

RESEARCH LICENSE



This is to Certify that Ms.. Perpetua Mbatha of St. Paul's University, has been licensed to conduct research in Nairobi on the topic: THE ROLE OF COMMUNITY RADIO IN CREATING AWARENESS ON HEALTH ISSUES: CASE STUDY OF PAMOJA FM AND LINDA MAMA DELIVERY PROGRAM for the period ending : 15/June/2023.

License No: **NACOSTI/P/22/18311**

484420

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

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