

## **The Role of Community Radio in Creating Awareness on Health Issues: A Case Study of Pamoja FM's Linda Mama Delivery Program**

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### **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 programme. 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 Kibra sub-county. Using the Yamane (1967) formula, the determined sample size was 100 resident mothers, who were selected by the snowball sampling technique. A semi-structured questionnaire was used. Results indicate that a majority of the residents of Kibra sub-county are highly aware of the various aspects of the Linda Mama programme ( $\bar{x}=4.000$ ;  $SD=0.915$ ). The study found that the community radio in Kibra sub-county carries out Linda Mama awareness campaigns through a number of practices and avenues ( $\bar{x}=4.182$ ;  $SD=0.829$ ). It was further found that generally, a majority of Kibra sub-county residents ( $\bar{x}=4.126$ ;  $SD=0.769$ ) 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 ( $\bar{x}=4.022$ ;  $SD=0.858$ ), awareness creation of the Linda Mama programme by community radio has influenced its uptake in Kibra 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 programme among residents of Kibra 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.*

**Keywords:** Awareness Campaigns, Awareness Creation, Community Radio, Linda Mama programme

## 1.0 Introduction

Radio is among the most imperative innovations that have had a significant impact on and revolutionized social life (Banjade, 2020). In comparison to television and newspapers, among mass media, radio remains the dominant mass media with the greatest geographical reach and biggest audiences, particularly in developing nations (Egargo, 2018). Community-controlled radio, privately owned commercial radio, state-controlled public radio and worldwide radio are the four types of radio stations (Hornik, 2019). Commercial radio stations boast bigger listeners than all other radio categories in many countries, especially in urban areas. Community radio stations, which are defined as non-profit, participatory, local and having a development goal aiming at transmitting socially helpful messages to the community that is intended, have been central in raising awareness on various social issues affecting local communities (Melkote & Steeves, 2018).

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). According to Ratzan (2019), Health communication is conceptualized as the art of inspiring, influencing, and informing the general public, institutions, and individuals about health issues through structured learning experiences grounded on good theories. The goal of this communication is to improve the business of healthcare, illness prevention, health care policy, and health promotion, as well as health and people's quality of life (Thomas, 2019).

Community radio can be deemed as an interactive and effective avenue upon which societies can be informed and heard (Ray, 2018). They also have the ability to increase informal sector groups' knowledge and awareness concerning their rights. Community radio further contributes towards development agendas by mobilizing broadcasters who have been trained to engage different segments of the community in social debate, express their plight and developmental needs and take part in decision making on issues that affect their community (Gordon, 2019). By so doing, it acts as a link connecting the local community and policymakers. 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).

The Focused Antenatal Care (FANC) package advanced by the World Health Organization (WHO) inspired the creation of the Linda Mama programme intending to help the country combat rising maternal mortality rates among expectant mothers (WHO, 2018). FANC promotes the implementation of interventions, with a focus on addressing common health issues among expectant mothers and newborns. Accordingly, the implementation of the Linda Mama programme as free maternal health care services provides an opportunity for the government to reduce maternal morbidity among expectant mothers (Birmeta et al., 2018). Uptake of the Linda Mama programme among expectant mothers is sometimes based on health care quality, availability of the services offered and public awareness (Charantimath et al., 2019). Nonetheless, its uptake has been termed low among expectant mothers in slum communities, attributable to low awareness (Owiti et al., 2018). Awareness of public health initiatives has been found to either positively or negatively influence their uptake (Elmusharaf et al., 2020).

In Kenya, slum communities are characterized by a host of challenges. Kibra is Nairobi's largest slum and Africa's largest urban slum (McKinney, 2018). According to the most recent Kenya Population and Housing Census, Kibra has a population of 181,509. More than half of the people of the Kibra slum are poor and earn very little money (Wabwire, 2018). The majority of Kibra 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 programme. In Kibra for instance, only 43.9% of expectant mothers were found to deliver in health facilities that are public despite the amenities having maternal services that are free under the Linda Mama programme (Owiti et al., 2018).

In an effort to raise awareness of the Linda Mama programme 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 et al., 2021). According to Wamalwa (2019) community-based radio stations in the country mainly operate around slum communities and rural areas. One such community radios with the widest reach is Pamoja FM, which was started in the year 2007 and operates in the Kibra slum. Pamoja FM 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 shows. The community is involved actively in contributing to the broadcast programming; hence the station has strong relations with the ghetto (Pamoja FM, 2022). Through its participatory model, the radio presents an avenue upon which mothers in the Linda Mama programme can share their prenatal, natal, and post-natal experiences, which may create awareness and promote its uptake. Uptake of the Linda Mama programme is however notably low in Kibra County (Owiti et al., 2018), bringing to question the role of community radio in creating awareness on health issues with reference to Pamoja FM's Linda Mama Delivery programme hence the focus of this study.

The low uptake has been largely attributed to low awareness levels of the Linda Mama programme among women in the slum community (Orangi et al., 2021), bringing to question community radio's role in creating awareness on health issues with reference to Pamoja FM and Linda Mama Delivery programme. It however remains unexplored in Kenya's empirical literature, the role of community radio in creating awareness on the Linda Mama delivery programme as extant 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 programme of Pamoja FM on economically empowering Kibra 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 programme.

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 Programme. More specifically, the study sought to establish the level of awareness of community members of the Linda Mama programme in Kibra sub-county; to examine how Linda Mama awareness campaigns are carried out by community radio in Kibra sub-county; to evaluate community members' perception of the Linda Mama programme messages as communicated by community radio in Kibra sub-county; and to determine the extent to which awareness creation of Linda Mama programme by community radio has influenced its uptake in Kibra sub-county.

## **2.0 Literature 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 et al. (1952) to 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). The 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 programme and cues to action in their health communication campaigns to influence listeners' likelihood to take on the Linda mama health deliver programme. It also demonstrated how listeners' self-efficacy is influenced by community radio's health communication campaigns.

A number of studies have been conducted in relation to the role of community radio in creating awareness on health issues: case study of pamoja fm's linda mama delivery program. 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 Kibra Sub-County.

Jenkins et al. (2019) surveyed Vietnamese-American women to understand 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.

In rural Bali, Indonesia, Waters et al. (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 Kibra Sub-County.

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.

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 in nature has contributed moderately to the development of the community in Kenya. The study concluded that the stations failed to foster participatory development and programmes 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.

Mwanzia (2017) studied community radio's role in building peace among the youth with reference to Pamoja Fm in Kibra, Kenya. The study was case study in design, with data collected from 400 respondents in the Kibra 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 programme 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 programme 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 programme and women.

### **3.0 Research Methodology**

This study employed descriptive research because as Orodho (2012) observes, 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 (Mertens, 2010).

The target population in this study was resident mothers who have given birth from the year 2014 to date, which is after the launch of the 2013 Linda Mama programme. As per the Kenya National Bureau of Statistics (2019), Kibra 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 Kibra Sub-County. Accordingly, the units of analysis are resident women in Kibra Sub-County.

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)

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

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

$$= 99.8 \sim 100$$

$$n = 100 \text{ (sample)}$$

A sample of 100 resident mothers at prenatal, natal and post-natal stages of their expectancies under the Linda Mama programme was therefore targeted. The study did not however focus on particularly stages of expectancy during sampling as this would not in any way influence the achievement of the study objectives. These were sampled by convenience sampling across all the 5 wards in Kibra 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. For each ward, 20 semi-structured questionnaires were issued.

Pilot subjects were drawn from subjects that have similar characteristics as the target population. In this regard, resident mothers from Mukuru slum, Nairobi County and Ruben FM (99.9) were targeted for the pilot study. As indicated by Mertens (2010), 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 women self-help groups in Mukuru slum. This took place two weeks before the questionnaire was actually given to the participants. After sessions had been made, the survey was distributed one by one. For objectivity purposes, the pilot subjects were omitted from the main study. The tool's content validity was gauged by use of random samples that are both heterogeneous and representative.

The instrument's reliability was also confirmed with alpha coefficients for all of the variables being greater than 0.70, with the highest at .830 and the lowest at 0.759.

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.

#### **4.0 Results**

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 programme.

##### **4.1 Level of Awareness of Community Members of the Linda Mama programme in Kibra Sub-County**

The study sought to establish the level of awareness of community members of the Linda Mama programme in Kibra sub-county. To this end, the study first posed a question to find out whether or not respondents were aware of the Linda Mama delivery program, to which all affirmed. A computation of the descriptive statistics 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. Mean values below 2.4 imply low approval, while means between 2.5 and 3.4 indicate middle-ground approval and means above 3.5 mean high approval. Table 1 gives a depiction of the outcomes.

**Table 1: Level of Awareness**

	<b>Mean</b>	<b>Std. Dev</b>
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
<b>Composite Mean</b>	<b>4.000</b>	<b>0.915</b>

Source: Survey Data (2022)

Results tabulated in Table 1 reveal a composite mean of 4.000 (SD=0.915), implying that a majority of respondents highly approve of the questions posed pertinent to the level of awareness among community members, of the Linda Mama programme. 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); 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).

Respondents were further asked to indicate whether in their last delivery, their respective awareness levels of the Linda Mama programme influenced their decision to take up the initiative. A majority of respondents 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 programme. 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, Kibra

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, Kibra

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

The study sought to examine how Linda Mama awareness campaigns are carried out by community radio in Kibra sub-county. A computation of the descriptive statistics 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. Mean values below 2.4 imply low approval, while means between 2.5 and 3.4 indicate middle-ground approval and means above 3.5 mean high approval. Table 2 gives a depiction of the outcomes.

**Table 2: Linda Mama Awareness Campaigns**

	<b>Mean</b>	<b>Std. Deviation</b>
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
<b>Composite Mean</b>	<b>4.182</b>	<b>0.829</b>

Source: Survey Data (2022)

Results presented in Table 2 reveal a composite mean of 4.182 (SD=0.829), implying that a majority of respondents highly approve of the questions posed pertinent to how Linda Mama awareness campaigns are carried out by community radio in Kibra sub-county. More specifically, a majority of respondents indicated that the community radio in Kibra sub-county

carries out Linda Mama awareness campaigns through open-air show (4.381), adverts (4.330), daily programmes (4.206), expert interviews (4.165), news bulletin (4.062) and debate (3.949).

Respondents were further asked to indicate whether in their last delivery, the information they acquired on the Linda Mama programme from any of the above avenues 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 programme from any of the above avenues 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, Kibra

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, Kibra

### **4.3 Community Members’ Perception of the Linda Mama programme Messages as Communicated by Community Radio in Kibra Sub-County**

The study sought to evaluate community members’ perception of the Linda Mama programme messages as communicated by community radio in Kibra sub-county. A computation of the descriptive statistics 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. Mean values below 2.4 imply low approval, while means between 2.5 and 3.4 indicate middle-ground approval and means above 3.5 mean high approval. Table 3 gives a depiction of the outcomes.

**Table 3: Perception of Linda Mama programme 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
<b>Composite Mean</b>	<b>4.126</b>	<b>0.769</b>

Source: Survey Data (2022)

Results shown in Table 3 reveal a composite mean of 4.126 (SD=0.769), implying that a majority of respondents highly approve of the questions posed pertinent to community members’ perception of the Linda Mama programme messages as communicated by community radio in Kibra sub-county. More specifically, a majority of respondents indicated 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).

Respondents were further asked to indicate the extent to which in their last delivery, their perception of the Linda Mama programme messages as communicated by Pamoja FM influenced their respective decisions to take up the initiative. A majority of respondents affirmed in this regard, that in their last delivery, their perception of the Linda Mama programme 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 programme by 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, Kibra

Another observed that:

*“The adverts on the Linda Mama programme on Pamoja FM are the reason I registered for the programme because I was able to understand the benefits”*

Q11 94, Sarang’ombe Ward, Kibra

#### **4.4 Extent to Which Awareness Creation of Linda Mama programme by Community Radio Has Influenced its Uptake in Kibra Sub-County**

The study sought to determine the extent to which awareness creation of Linda Mama programme by community radio has influenced its uptake in Kibra sub-county. A computation of the descriptive statistics 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. Mean values below 2.4 imply low approval, while means between 2.5 and 3.4 indicate middle-ground approval and means above 3.5 mean high approval. Table 4 gives a depiction of the outcomes.

**Table 4: Awareness Creation by Community Radio and Linda Mama program’s Uptake**

	<b>Mean</b>	<b>Std. Dev</b>
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
<b>Composite Mean</b>	<b>4.022</b>	<b>0.858</b>

Source: Survey Data (2022)

Results shown in Table 4 reveal a composite mean of 4.022 (SD=0.858), implying that a majority of respondents highly approve of the extent to which awareness creation of Linda Mama programme by community radio has influenced its uptake in Kibra sub-county. More specifically, a majority of respondents 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); 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).

Respondents were further asked to indicate the extent to which awareness of the Linda Mama programme from listening to Pamoja FM influence their decision to take up the initiative in their last delivery. A majority of respondents affirmed in this regard, that awareness of the Linda Mama programme from listening to Pamoja FM influence 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 programme was heavily influenced by listening to Pamoja FM, since it is from a programme in the radio that I learnt about it”*

Q11 99, Woodley Ward, Kibra

Another respondent conceded that:

*“Well maybe I didn’t hear about the Linda Mama programme early enough because I don’t normally listen to radio”*

Q11 30, Laini Saba Ward, Kibra



#### 4.5 Uptake of the Linda Mama Program

The study finally sought to assess the uptake of Linda Mama Delivery Programme. To this end, respondents were asked to indicate whether or not they had registered with the Linda Mama programme and whether or not they utilize the Linda Mama programme. Table 5 gives a depiction of the outcomes.

**Table 5: Uptake of the Linda Mama Program**

<b>Uptake</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Yes	41	42.3	42.3	42.3
No	56	57.7	57.7	100.0
<b>Total</b>	<b>97</b>	<b>100.0</b>	<b>100.0</b>	

Source: Survey Data (2022)

As presented in Table 5, a majority of respondents (57.7%) indicated that they had not enrolled for the Linda Mama programme vis-à-vis 42.3%. This is in tandem with the number of respondents who indicated 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.

#### 5.0 Discussion

It can be inferred from the foregoing findings, that a majority of the residents of Kibra 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. It is also deducible from the findings, that a majority 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 programme. The finding is in contrast to Owiti et al. (2018) who report low awareness of the Linda Mama programme among expectant mothers.

It also contrasts Orangi et al. (2021) who observe that the low uptake of the Linda Mama programme among women in the slum community is largely attributed to low awareness levels.

It can be inferred from the findings that the community radio in Kibra 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 creating awareness of the Linda Mama programme among residents of Kibra sub-county. The findings are in agreement with Kassahun (2018) who investigated 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.

It can be deduced from the findings, that generally, a majority of Kibra 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 programme 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 et al. (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.

It can further be concluded from the findings that to great extent, awareness creation of the Linda Mama programme by community radio has influenced its uptake in Kibra sub-county. This particularly regards Kibra 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 programme. It is further inferable from the findings, that a majority 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 programme from listening to Pamoja FM. The findings are in agreement with Abiodun et al. (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 et al. (2019) surveyed Vietnamese-American women to look 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.

## **6.0 Conclusion**

The study sought to establish the level of awareness of community members of the Linda Mama programme in Kibra sub-county. Based on the study findings, it is concluded that a majority of the residents of Kibra 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; that under 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. It is also deducible from the findings, that a majority 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 programme.

The study also sought to examine how Linda Mama awareness campaigns are carried out by community radio in Kibra sub-county. It is concluded from the findings that the community radio in Kibra 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 creating awareness of the Linda Mama programme among residents of Kibra sub-county.

The study then sought to evaluate community members' perception of the Linda Mama programme messages as communicated by community radio in Kibra sub-county. The study deduces from the findings, that generally, a majority of Kibra 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 programme messages as communicated by Pamoja FM has in return notably influenced the community members' respective decision to take up the initiative.

The study further sought to determine the extent to which awareness creation of Linda Mama programme by community radio has influenced its uptake in Kibra sub-county. It is concluded from the findings that to great extent, awareness creation of the Linda Mama programme by community radio has influenced its uptake in Kibra sub-county. This particularly regards Kibra 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 programme. It is further inferable from the findings, that a majority 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 programme from listening to Pamoja FM.

## **7.0 Recommendations**

The study also sought to examine how Linda Mama awareness campaigns are carried out by community radio in Kibra sub-county. It was found that the community radio in Kibra sub-county carries out Linda Mama awareness campaigns through a number of practices and avenues

and that these practices and avenues have been quite effective in creating awareness of the Linda Mama programme among residents of Kibra sub-county. 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.

The study then sought to evaluate community members' perception of the Linda Mama programme messages as communicated by community radio in Kibra sub-county. Results to this end indicate that generally, a majority of Kibra sub-county residents have a positive perception towards messages on the Linda Mama programme as communicated by community radio. Considering the fact that this perception has greatly contributed to respondents' decision whether or not to take up the initiative, it is recommended that community radios in particular and media houses in general adopt messages that are simple, interesting, understandable, informative and educative to achieve their awareness campaign objectives.

The study further sought to determine the extent to which awareness creation of Linda Mama programme by community radio has influenced its uptake in Kibra sub-county. It was found that to great extent, awareness creation of the Linda Mama programme by community radio has influenced its uptake in Kibra sub-county. It is therefore recommended that the ministry of health leverages the power of community radio in creating awareness to enhance uptake of various health-related policies in the country. Other ministries and institutions ought to also use community radio to create awareness on various policies or practices.

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