

**UNIVERSITY OF ZAMBIA**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**NAME: Melody Simukali**

**COMPUTER NUMBER: 529002885**

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**TITLE OF ARTICLE:**

**TOWARDS A HEALTHIER WATER AND SANITATION  
SEWERAGE SYSTEM: - A CASE STUDY OF  
PARTICIPATORY COMMUNICATION IN KANYAMA  
COMPOUND, LUSAKA.**

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## **ABSTRACT**

This report aims to assess participatory communication towards a healthier water sewerage and sanitation system in Kanyama Compound. Kanyama Compound has for a long-time now recorded one of the highest cholera and diarrhoeal cases year after year, due to lack of proper water and sanitation systems.

A total of 120 respondents participated of which all these were Kanyama residents. Data was collected through questionnaires, in-depth interviews and focus group discussions. Other secondary data like books, journals were also used. The data from questionnaires was analysed using Statistical Package for Social Sciences.

Results show that the community is being supported and empowered to genuinely participate in issues of water and sanitation. The management infrastructure for community development includes the Ward Development Committee, Community Based Organisations, Neighbourhood health groups, schools clinic and indeed other stakeholders have been very instrumental in ensuring full participation of the community. Capacity building and skill development have been seen as very essential to ensure progressive and beneficial participatory communication. A lot of stakeholders have come on board to ensure that all projects surrounding water and sanitation are participatory of the beneficiaries. This has been done to instil sense of ownership, security and skills development. This helps the community to be easily weaned off to ensure continuity and sustainability.

There has been also remarkable reduction in cholera and diarrhoeal cases due to intensified campaigns, general stakeholder intervention and community involvement. There is also willingness on part of the community to participate in improving their water and sanitation problems.

Following the findings of the research it was recommended that there should be intensified training in participatory communication so as to enhance more community participation, also the need for budgetary allocation to communication in development. The provision of facilities like bins, water should go hand in hand with campaign to change attitude.

## **BACKGROUND**

Water is life, particularly safe drinking water; unfortunately Kanyama lacks access to safe water. It is for this reason why Kanyama Compound is indeed one of the worst hit by cholera and other diarrhoeal cases. Thus it is of great importance that people are able to have access to safe drinking water at all times as this is essential for a country to have a healthy population. In addition to improved water and sanitation system it is important for a community to effectively participate in activities towards the improvement of water and sanitation in their communities. This participation will enhance project/program implementation and decision making through community participation.

The participatory development communication is rooted in the understanding that development is not a mere gift to be given to the exclusion of intended beneficiaries. The people for whom development is intended must be seen as the integral architects in the construction vis-à-vis development, be it social, economic or political. The development of people depends largely on how people are involved in the process; it is the how question and it brings fourth this participatory development communication. This is important for power sharing, decision making and appropriation of accruing benefits.

Access to water is critical to both the social and economic well being of men, women and children. The burden of managing water is generally borne by women and children. However, it is also acknowledged that although women are generally key users of water, they are not always well represented in decision making over water issues in Zambia. Access to sufficient supply of water is important especially in the context of the human Immunodeficiency virus (HIV) and acquired immunodeficiency syndrome (AIDS) pandemic. Water is critical for the hygiene of AIDS sufferers as well as the care givers.

In addition, hygiene promotion is critical in these circumstances. Thus any programme for provision of water supply and sanitation whilst addressing poverty, should ensure that women are not only well represented in decision making, but also have access to clean water and sanitation.

## **AIM**

Kanyama Compound has for a long-time now recorded one of the highest cholera and diarrhoeal cases year after year, due to lack of proper water and sanitation systems.

## **Research Questions**

- (i) How do Kanyama residents perceive the use of participatory communication in improving water and sanitation?
- (ii) To what extent do residents of Kanyama access information on improving water and sanitation systems?
- (iii) What are the awareness levels of Kanyama residents on their right to adequate water and sanitation?
- (iv) Which media do residents of Kanyama have access to, to provide them with information on water and sanitation?
- (v) Which stakeholders conduct participatory communication on water and sanitation in Kanyama?
- (vi) What strategies are utilized by stakeholders to communicate on issues of water and sanitation?
- (vii) What role do Kanyama residents play in planning, implementation, operation and maintenance of issues surrounding water and sanitation?
- (viii) What skills do Kanyama residents offer to improve on their water and sanitation at Kanyama water trust?

## **Methodology**

In conducting the study, triangulation method was used, meaning both qualitative and quantitative research design and approaches were applied. This was intended to provide checks and balances and compensate inherent inadequacies of either approach. The approach was used to ensure that as much information as possible be collected from different people. The report triangulated using the following methods:

- **Focus Group Discussion**
- **Participant Observation**
- **Review of Documentary evidence**
- **In-depth Interviews of Documentary evidence**
- **Quantitative Survey**
- **Sampling procedure for quantitative survey**

## **Data Analysis**

Data was collected, organized, examined and reviewed using both quantitative and qualitative analysis. Data from quantitative design was coded and entered into the computer using Statistical Package for Social Sciences (SPSS). It was analyzed in terms of percentages, frequencies and other characteristics.

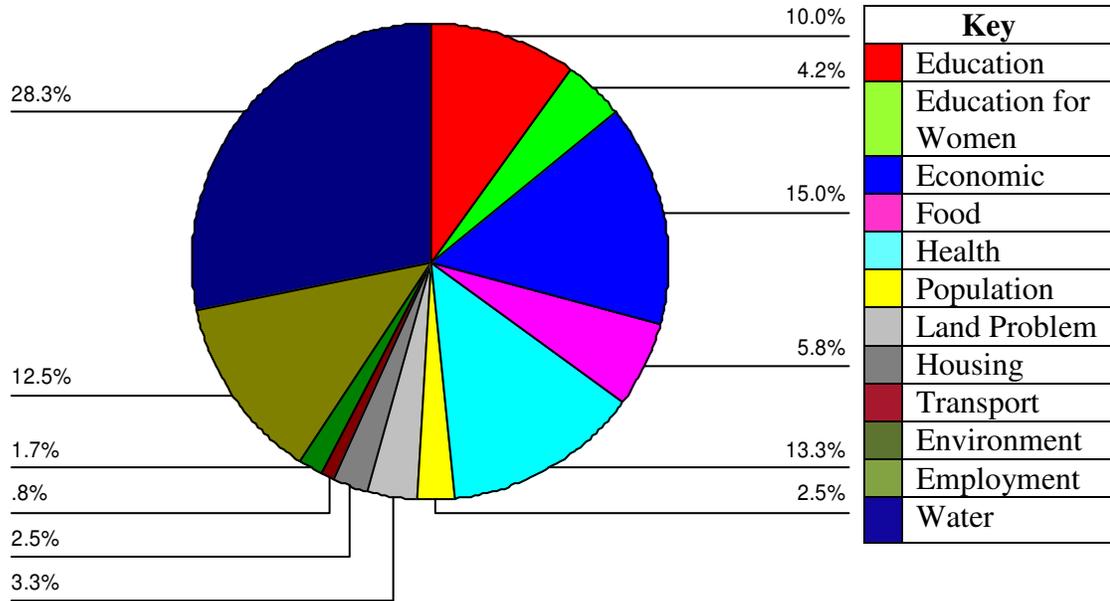
Data from the focus group discussion was analyzed to draw out responses and opinions about participatory communication available and if whether or not it is an approach to be used or not.

## **Results and Analysis**

This chapter presents analysis and interpretation of data collected by means of questionnaires and interview guides as research instruments. As pointed out earlier the study was aimed at accessing participatory communication and community involvement towards a healthier water and sanitation system in Kanyama Compound

**Figure below: most serious problems faced in Kanyama Compound**

Most serious problem faced in Kanyama



In addition to the water problem being cited as most serious problem, the residents also cited that their water needs are not sufficiently met. Although they get water from the water kiosks, it is not enough to meet all their water needs as this water is not free at all. They also alluded to the fact that the water kiosks are not open 24 hours a day.

Of the 120 respondents, 38 felt that their water needs were sufficiently met while 80 of the respondents felt that their water needs were not being sufficiently met, 2 of the respondents were not sure whether their water needs were being met.

## Skills offered by Kanyama residents

### What skills do you offer to the Kanyama Water Trust?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid cleaning the faucets	22	18.3	18.3	18.3
stone collection	2	1.7	1.7	20.0
building of faucets	1	.8	.8	20.8
maintaining taps and pumps	1	.8	.8	21.7
no skill	44	36.7	36.7	58.3
security	25	20.8	20.8	79.2
other specify	25	20.8	20.8	100.0
Total	120	100.0	100.0	

From table above out of 120 respondents 22 indicated being involved in the cleaning of the water kiosks, 44 were not involved in any skill, one of the respondents was involved in the building of water kiosks, one respondent was involved in the maintaining of taps and pumps. Another 25 of the respondents' contributed in terms of support through security of the kiosks which are at risk of vandals. It is important to note that the Trust which supplies water to half of the population of Kanyama, does not enough money and expertise to train different people in different skills it no wonder it collaborating with other stakeholders like the LWSC, CARE International, LCC, MoLGH and Devolution Trust Fund. These collaborating partners have been involved in the training of residents with different skills. These skills help in the sustaining of project by the community themselves instead of relying on external expertise to improve water and sanitation.

In addition when asked what the respondents would do if they found someone tampering with the taps, surprisingly 100% of them said they would intervene and help stop the vice by either reporting to relevant authorities or arresting the person. This is an indication to show that people are interested in protecting that which belongs to the community. It should be noted that in the past years Kanyama Compound lacked safe drinking water, thus the reason for people's willingness to protect water kiosks at all times.

### 5.3.6 Involvement in decision making

Decision making is very important and critical, it is here that a community can fully adopt or totally reject an innovation. This will influence the course the project will take. Thus it is very cardinal that when decisions are being made of water and sanitation systems the community should not be left out. When respondents were asked if they are involved in decision making the responses are as shown in table below:

#### **Involvement in decision making.**

#### **Are you involved in making decisions on water projects by the Water Trust?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
yes	26	21.7	21.7	21.7
no	64	53.3	53.3	75.0
sometimes	20	16.7	16.7	91.7
do not know	10	8.3	8.3	100.0
Total	120	100.0	100.0	

From above it is clear that there is a level of involvement in making decisions through the attending of meetings. 26 of 120 respondents are involved in decision making and 64 of them are not involved while 10 are not sure where they fall.

#### **Collaboration with stakeholders**

When asked whether the respondents were collaborating with other organizations dealing in the improving of water situation and sanitation in Kanyama. They mentioned being aware of the WDC, LCC, Care International, MoLGH and Kanyama clinic.

Basically most of the stakeholders communicate orally or written word through the WDC. All organizations have to work with the WDC. WDC also ensures general sensitizations in the community. They also help clean drainages in the compound.

The Devolution Trust Fund which provides funds and implementation assistance using the kiosk approach for peri urban areas like Kanyama compound as these supply water to a large number of people. The DTF together with its partners like the Kanyama Water Trust through LWSC developed a concept which includes a Comprehensive Community Participatory approach (CPA). Through this approach Kanyama residents are being encouraged to be involved in the improving of water. DTF cited that community participation is crucial and projects for community need to be demand driven to enhance participation and analysis of problems be done by the communities themselves as it enhances sustainability.

A respondent from Twashuka Basic School cited that one of its roles is to educate the young about usage of water. Pupils are taught about cleanliness and how to handle waste materials. Pupils are taught on sanitation so that they can take it to their homes. They use children as agents of change bearing the fact that Kanyama has high levels of illiteracy. Children's participation in the water and sanitation issues are very crucial in Kanyama Compound as they are taught on issues of water and there is an emphasis for children to share this important information back home to avoid cases of diarrhoea and cholera.

Also emphasized on the need to break people into groups, that is the educated and non educated and give them different pieces of information adjusted to their communication needs and skills so that all people can participate effectively and efficiently.

Another important point raised was the need for leaders like zone leaders to speak in a friendly way so that the community can listen. He stressed the need for training on proper courtesy to encourage people to keep surrounding clean. Need for more trained people in markets and other communities to enhance general cleanliness.

LWSC which is the license holder of Kanyama Water Trust mentioned that community participation is best medicine for Kanyama Compound. LWSC made it clear that

participation is a cornerstone of their company. They made it clear that if we involve people in different projects they tend to have a high sense of appreciation of infrastructure and emphasized the fact that a project cannot be successful minus the involvement of the beneficiaries in the improving of water and sanitation. LWSC is involved in the training the community members and other community based organizations. While MoLGH is mandated in provision of water and sanitation and have emphasized the use of the bottom – up approach and emphasis placed on fact that people should move away from perception of people to expressed as “Niva Boma” meaning property belonging to the government. Thus it is very clear that there is a need to move towards community participation. LCC has provided a lot of capacity building to members of Kanyama to help them enhance improvement in water and sanitation.

Kanyama clinic has been very involved in ensuring that the community is well informed on issues of general hygiene. The hospital alone cannot manage to sensitize the community, thus has brought on board the community. Through involvement of the community the awareness levels are much higher and people at least have been responding positively to matters of hygiene. The planning and implementation is done community volunteers and the WDC.

LCC too emphasized on the need to involve the community at all levels of development as they are the best people to explain their situation. The Masauko market also ensures that there is cleanliness in the markets; the market committees are involved in issues of awareness campaigns to all marketers. This is in a bid help people change their attitudes towards having a clean market and home. The market community sees community participation as a good driving force toward fighting water borne diseases, they believe that all should take part in maintaining cleanliness at market at all times, though their main challenge is lack of bins.

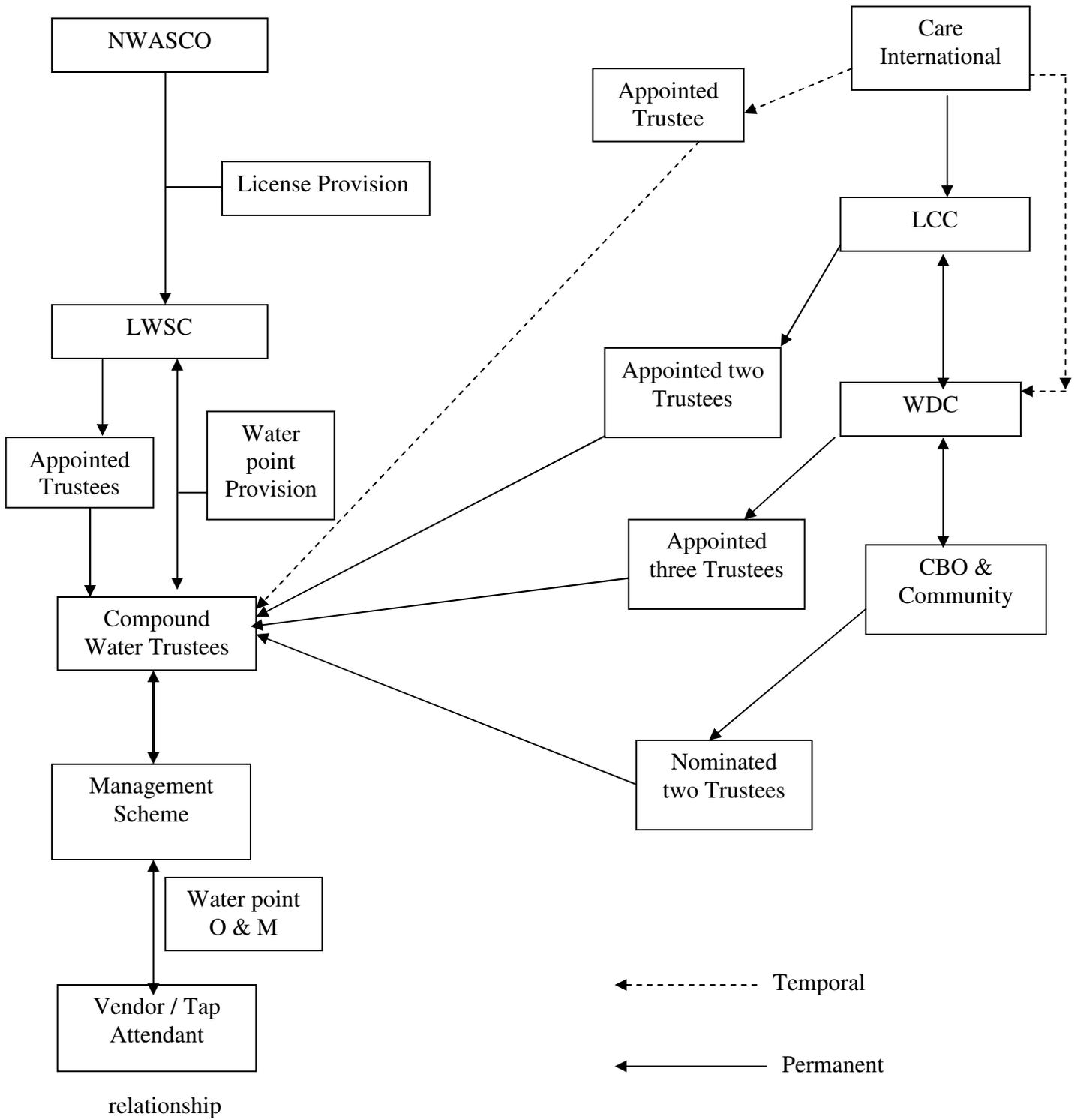
Care International has been one of the major funders of water projects. Not only have the funded the water and sanitation projects but have trained a lot of people in the compound. The training has ranged from CBEs to maintenance and construction of water kiosks to

project planning and implementation. Care International has been very instrumental in ensuring community participation through the Disaster Risk Reduction (DRR), Promoting Peri Urban Sanitation Service (PPURSS) and Strengthening Peri Urban Risk Reduction in Zambia projects (SPURRZ). These projects have been very instrumental in lifting standards of living of people and most importantly improvement in water and sanitation. In all these projects participatory communication has been used at all stages of the projects. Care International believes and trusts that if they involve the community there is sustainability as the communities are finally weaned and project continues. This is made possible because Care International has trained people in skills of project management/planning, monitoring and evaluation.

In addition people have been trained on how to manage disasters like floods, waste management through the Community Based Enterprises, sensitizations/campaign skills, bricklaying and cleaning of drainages. In addition the tap attendants or water vendors in chain water management at point of collection to point when consumer takes water home. Care International helps to ensure that there is continuity in these projects as they have significantly helped reduce on waterborne diseases. They are not just interested in providing clean water and clean environment but in the behavioural change of Kanyama residents. They help communicate through sensitizations, campaigns, meetings, use of posters and electronic media.

Care International is of the view that, at no point is the community left out in all their activities that are taking place. Care mentioned that they are open to work with Kanyama leadership (WDC) but the challenge is faced by the leaders as commitment levels are low when it comes to offering free labour by community. But overall the participation of the community and strong partners like Care International has improved Kanyama Compound.

**Figure below: Kanyama Water Trust Management Institution Areas**



The figure above is an illustration of community involvement in the planning and making of decisions on water and sanitation. As shown, three trustees who sit on board at Water Trust from the WDC and two trustees are nominated from the Community Based Organizations (CBOs) and the community of Kanyama Compound. The Trustees from the WDC and CBOs are the only ones who have the voting rights when it comes to final decision making.

The program (Kanyama Water Trust) sees communication as being very vital. Through it information is sent and response is given. Kanyama Water Trust believes in community participation as it brings about development and a sense of ownership. In addition through its partner organizations like Care International which has led to development of skills for community members. They are of the view that since Kanyama is poverty stricken, vandalism would have been higher if the water project was not placed in the hands of the community. It is no wonder when people were asked what they would do if they found someone tampering with community taps. Surprisingly all respondents said they would do something to curb the vice as shown in table below:

**Figure below: Challenges of Participatory Communication**

- It is difficult to come up with agreements.
- People do not appreciate offering of free labour in meetings, sensitization or door to door service.
- Political interference (people sometimes do not want to participate in developmental activities citing that it belongs to a political party they do not support).
- People feeling it is a waste of time to participate in community issues.
- Bad/good leaders are sometimes opposed greatly (mistrust).
- Lack of incentives in most cases.
- Bad attitudes from community towards community leaders (sometimes not receptive to information they are given by their community leaders).
- Time consuming.
- Behavioural change difficult especially when dealing with an illiterate and poor community.
- Lack of consistency and commitment on part of community members.
- People feeling that the government should do everything for them thus reluctant to contribute to development of their own community.
- Delays in project implementation as community moves at own pace.
- Difficult to change mindset (e.g. some people in Kanyama say they have always used the shallow wells from time in memorial).

## Table below: Participation in activities of water and sanitation

### How do you participate in these communication activities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	drama	1	.8	.8	.8
	meetings	52	43.3	43.3	44.2
	announcements	6	5.0	5.0	49.2
	planning	8	6.7	6.7	55.8
	performing	1	.8	.8	56.7
	publicity	11	9.2	9.2	65.8
	other specify	1	.8	.8	66.7
	do not participate at all	40	33.3	33.3	100.0
	Total	120	100.0	100.0	

This means that there was greater appreciation in the importance of involving the community in activities of planning and meetings stages.

## ANALYSIS

### Challenges of Participatory Communication

A lot of challenges were brought up in previous chapter. It should be noted that participatory communication has disadvantages. It is not as easy as just people participating in a project.

*“If you pluck away all feathers of a chicken in one go it will be painful for the chicken, the chicken will scream, shout and resist. It is easier to remove the feathers one by one all though it will take longer”* (Bhasin, 1976).

In working with groups of the poor, development workers need to remember that ingrained ideas and behaviour patterns cannot be changed all at once. Behavioural change takes time. Change must be a gradual process, a process in which the ideas and behaviours of both poor and development workers will most probably change over time.

Some of the problems alluded to are that of lack of commitment from the residents and this can be attributed that majority of people in Kanyama are poor thus they would rather fend for their families unlike participating in a community project which offers no incentives at all. Most people demand for incentives because they feel that after offering their labour they should be paid. Other stakeholders who work in the compound give people incentives thus they have notion that all projects should do the same.

Other respondents felt that participation is time consuming. The time consuming aspect also relates to the fact that they people offer free labour with no money to buy food for their families. Political interference in Kanyama has been common. Most people will feel that a certain project is for people of a certain political party thus hinder participation of the community members.

Bad attitudes from community towards community leaders (sometimes not receptive to information they are given by their community leaders). This is because people are not convinced by what they are being told, they would rather continue with their old ways of life. For example some continue to drink water from shallow wells sighting the fact that they have been doing this for a long time and are still alive. The link between water, hygiene and illness is not strongly perceived since water is assumed to be beneficial and cleansing rather than a potential source of infection. Thus this requires continuous sensitization as a headmaster from Twashuka advised in a Bemba quotation saying:

*“Umupama pama watulile ng’oma”*

*“Apakomaila nondo ninshi pali ubulema”*

The above basically means that when trying to out something there is need for intensity on repeated messages for people to understand and act positively. This simply means that indeed with intensity people will finally accept good practices.

## **Collaboration with stakeholders**

Kanyama interviewed recognized the significant roles of the different stakeholders who have come on board to help improve water and sanitation problems in Kanyama Compound. Most residents alluded to the fact that if these stakeholders did not come then the hope of them having access to clean water would still have been a dream. As shown earlier Care International has been very instrumental in the provision of water and sanitation through the use of bottom-up approach to an extent where the community says Care International “cares”.

Past experiences teaches that many project failures result from two major factors: faulty project design and lack of buy-in by those who are supposed to be beneficiaries. Both of these are due to basic flaw: insufficient or very limited involvement of key stakeholders in decision making process of development initiative. Establishing a space where all stakeholders feel comfortable enough to express their views, share concerns and provide inputs on desired change for success and long term sustainability and initiative.

In addition in the book Pedagogy of the oppressed Freire pointed out:

*“That in comparison of traditional classroom and training course to banking system in which students are the depositories or receivers of teacher and the teacher is the depositor. Instead of communicating the teacher issues communiqués and makes deposits which the students passively receive, memorise and repeat” (Freire 1972)*

He proposed that:

*The ultimate goal of true education could be achieved through problem posing education. In this form of education the separation of teacher from student found in banking education was replaced by dialogue between teacher- students. The teacher is no longer the one who teaches , but one who is himself taught in dialogue with students who, in turn , while being taught also teach . They become jointly responsible for a process which all grow”*

## **Skills offered by Kanyama Residents**

Skills are very cardinal in the effectiveness of the participatory approach; this ensures full participation of community members.

Among the key community skills that must be considered in assessing local management capacities are leadership, accounting, and mechanical aptitude. Leadership is required to organize, motivate, and educate the community. Many decisions require a consensus after the issues and alternatives have been clearly explained. For example, the siting of a well or standpipe could be controversial, since one location will be more convenient to some users only. The level of service and fee structures is questions that deserve wide discussion. Many WSS projects rely upon community participation for the construction of facilities. To marshal this work force requires leadership skills. Often communities can draw on their experience in sectors unrelated to WSS, such as building a school. Accounting and record-keeping skills are necessary for the proper collection and disbursement of funds (World Health Organisation, 2000). Some mechanical skills within the community are necessary. Depending on the technology involved, these can range from simple caretaker skills to repair skills for sophisticated machinery.

It should be noted that it is not always that a community like that of Kanyama can have all skills especially when it pertains to the technical aspect. For any community to thrive it needs to have available skills to effectively contribute to sustainability of a project even after being weaned off. It is for this reason that we have seen most stakeholders taking keen interest in training different people of the community so that the beneficiaries themselves can contribute effectively to the development of the community.

Indeed from results obtained about 44% of the respondents do not have any skill that can be used to improve water and sanitation. This can be as a result of two things lack of enough funds to train more people and another is that people do not want to be fully involved because they feel they are offering free labour which should be used to fend for their families.

It is indeed very clear that the stakeholders' role is not to speak to people about their view of the world, nor an attempt to impose on them, but rather to dialogue with the people about their view and ours. We must realise that their view of the world is manifested variously in their action, reflects their situation in the world. It is impressive to note that majority of the stakeholders in Kanyama compound residents are supporters of this perspective by Freire.

### **Maintenance, decision making and Planning**

The aim of Planning, Operation and Maintenance (O&M) programmes, is to improve the efficiency, effectiveness and sustainability of water supply and sanitation services. Operation and Maintenance activities, which encompass not only technical issues, but also managerial, social, financial and institutional issues, must be directed towards the elimination or reduction of the major constraints which prevent the achievement of sustainability. However, the importance of O&M has gained considerable visibility over the past few years, and it appears that policy-makers and project designers are now more conscious of the direct links between improved O&M practices and the sustainability of water supply and sanitation services. There is also greater recognition of the need to approach these projects in a comprehensive way, emphasizing not only the design and construction but also post-construction activities.

Studies done in different parts of the world, reviewed quite significant evidence of importance of participatory communication. Studies done among district level workers and community on malaria control recorded significant impact on use of participatory approaches ([www.liv.ac.uk/istm/majorprogs/malaria/output](http://www.liv.ac.uk/istm/majorprogs/malaria/output)). Due to this intervention there was a reduction in malaria cases. It should be noted that there is at least a degree of participation in Kanyama Compound at 43.3% in activities of planning, security, maintenance and information activities. Indeed due to people's intervention it has impacted greatly in term of water and sanitation awareness

There is indeed now widespread recognition of participatory development, involving users and the communities at all levels of the development process. This is very critical for achieving sustained benefits. By responding to felt needs and involving stakeholders intimately in all aspects of a program. Participatory communication creates ownership, accountability and willingness on part of users to manage and invest in services as demonstrated by the Kanyama Water Trust Project.

Sustainable human development is development that is participatory and pro people. Nowadays in community development, it is common to talk about media categories which are taken to include broadcasting (television and radio), group media (video, tape slides, sound film, audio cassettes, overhead projection, as well traditional folk media such as puppets) and interpersonal communication (community leaders). Delivery strategies are ranked in terms of complexity from interpersonal communication through to radio and television and group media to multi channel campaigns. The rankings also subsumes to notion that each strategy is made effective by incorporating that which precedes it. Radio for example have much more impact if backstopped with authoritative, community based interpersonal sources and group media can benefit from both radio and interpersonal community support.

These media variations are true in Kanyama Compound in sources of information on water and sanitation. The study reviewed that Kanyama residents got information of water and sanitation through radio at 33.3 %, other from television, talk with neighbour or relative or community leader. However others indicated that they did not have radios.

According to UNICEF 1993, the potential use media to reach people in rural areas or peri urban areas was limited due to the fact that than less than a third of the households' posses a radio and newspapers are not easily available. This could also be applied to Kanyama Compound where there was low response in newspaper. However it is important to note that radio is one of the most powerful tools that covers large areas at the same time and could supplement interpersonal messages.

Mass media might be used to increase people`s awareness of the need to participate fully on issues of water and sanitation. But important to note that persuasion and instruction would need more of face to face communications at community level. It is no wonder that the WDC intensifies sensitizations on water and sanitation through the zone leaders; these zone leaders are strategically located to perform their door to door campaigns effectively. We deduce that because of the intensified communications in the community the cholera levels reduced last year as compared to the previous year. Thus true to say:

*“The tree is not uprooted with first gust of wind, persistence is needed for everything, and everything takes time” (Burkey, 1993).*

In addition Joseph Klapper in his book Effects of Mass communication (1960) stated:

*“Mass communication ordinarily does not serve as a necessary and sufficient cause of audience effects but rather functions among and through a nexus of mediating factors and influences. The mediating factors are the selective processes (selective perception, selective exposure and selective retention), group processes and group norms, opinion leadership, implied in this listing as oral media and interpersonal communication such as drama”.*

Important to note that both mass media and oral media are cardinal to making people understand development issues and enhances participation.

Rodgers amply also mentioned that:

*“Mass media channels are more effective in creating knowledge of innovations whereas interpersonal channels are more effective in forming and changing attitudes towards new idea. Homophily and heterophily are great determining factors” (Rodgers 1962:18)*

If people do not understand what is being communicated then it will be very difficult to change people`s attitudes and behaviours. Speaking to common man in his language in his idiom, and dealing with problems of direct relevance to his situation helps bring desired results as people understand things easily to put in practice (Salawu, 2004).

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