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An Evaluation of the Effectiveness of Communication Strategies for Achieving Millennium Development Goals in Zambia

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ABSTRACT

According to various reports by the UN and other organizations, Africa is facing big challenges in achieving the world's anti-poverty Millennium Development Goals (MDGs). This prompted a study by Muleba Matafwali (2010) which aimed at enhancing the understanding that communication plays a very critical role in the quest to attain development in Zambia. Key findings were that Twenty-Five point Five percent (25.5%) of the respondents indicated that television and radio documentaries were the most useful tool sources of information on MDGs for them. Forty-Three point Six percent (43.6%) indicated that community education on MDGs should be intensified. A total of 16.4% of respondents indicated that radio and television programmes should be prioritized in an effort to accelerate the achievement of MDGs. The findings also revealed that MDG experts and politicians make up 19.1% and 18.2% respectively of people who were good sources of information for them. A total of 126 people were sampled for the study. In the conclusion, the study noted that all key players in the MDG campaign were making significant efforts to reach the wider public with the MDG message. However there was need to accelerate these efforts in order to reach the wider population. The study recommended that MDG campaigners should use more inexpensive communication methods such as folk media alongside conversational means of communication such as radio.

Key Words: Evaluation, Effectiveness, Communication Strategies, Achieving, Millennium Development Goals.

BIRTH OF MILLENNIUM DEVELOPMENT GOALS (MDGS)

In 2000, leaders of the world from 189 developed and developing countries, under the auspices of the United Nations (UN), launched an unprecedented effort to improve the lives of the world's poorest people by eradicating poverty and its accompanying factors: hunger, disease, and the lack of medical care, education and the empowerment of women. The resulting eight Millennium Development Goals (MDGs) formed a blueprint for international cooperation and declared a worldwide mandate for change, with the goals to be met by the year 2015. These goals are: to eradicate extreme poverty and hunger, achieve universal primary education, promote gender equality and empower women, reduce child mortality, improve maternal health, combat HIV and AIDS, malaria and other diseases, ensure environmental sustainability and last but not the least develops a global partnership for development.

By 2010, Zambia like the rest of the world had five years remaining before reaching the 2015 deadline that the UN set for each country to attain the MDGs. The question that was posed was: Was Zambia on track in meeting this deadline? What challenges and successes had the country encountered in this area?

Of course, many efforts have been put in place regarding the MDG campaign. In all this, however, the study particularly looked at how much effort had been put specifically into communication for MDGs. The study looked at whether organizations involved in the MDG campaign had established deliberate communication strategies to help them campaign for measures to attain the MDGs. It is of great interest and importance to look at the issue of communication strategy in MDG campaign because by nature, MDGs are supposed to be cross cutting issues which should be talked about at all levels - household, community and society at large.

Both ambitious and practical, the MDGs can only be attained by the cooperative efforts of people at all levels, for example, NGOs and government institutions working together to share expertise and resources. One of the challenges in meeting the MDGs that has been noted under the UN body is in providing information and an impetus for change at the

individual level. The men, women and young people whose lives are supposed to be affected directly must themselves be instrumental in bringing about and sustaining change.

The main challenge however that development agencies face is reaching people effectively with the message of development. It is imperative therefore that the organizations involved in spearheading the achievement of MDGs have in place communication strategies to ensure that every person is reached. An effective communication strategy is one way of bringing everyone on board and also ensure that achievement of MDGs remain on top of the development agenda.

The aim of Matafwali's study was to do an evaluation of the effectiveness of communication strategies for the MDG campaign, with particular reference to the situation in Zambia. In themselves, MDGs possess the potential to make development more understandable to people at the centre of development policies: the poor, vulnerable and socially excluded. The potential to make development interventions more effective and, ultimately, achieve the MDGs, lies in improving the capability of these people to use information about development to claim their rights and to hold authorities accountable for their commitments.

The other core issue in the study was to see whether specific and clear communication strategies focused on MDGs exist in Zambia. In organisations where these strategies were identified, the study brought out the effectiveness or lack thereof of the strategies. In addition, the study sought to assess whether communicators were consulted as key stakeholders in the process of MDG planning and execution. Furthermore, the study sought to identify all the specific resources assigned for achieving communication strategies in Zambia. In order to increase appreciation for having communication strategies, the study also looked at the benefits that effective communication strategies add to the process of achieving MDGs in Zambia. The study further determined the importance of adequate funding for having effective communication strategies.

THEORETICAL FRAMEWORK

Three theories namely Agenda Setting, Knowledge Gap and the Two-Step-Flow were used to guide the study.

Agenda setting

Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basic assumptions underlie most research on agenda-setting. These assumptions are as follows:

1. The press and the media do not reflect reality; they filter and shape it;
2. Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

According to Untwente (2009), the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.

This theory was appropriate in the sense that if communication strategies are in place, the media can be a powerful instrument to put MDGs on the priority list of topics that people discuss. As people discuss, they bring out existing problems, suggest possible solutions on how best MDGs can be achieved in Zambia even as the 2015 deadline draws near.

The knowledge gap theory

The knowledge gap theory, according to Weng (2000), asserts that the increase of information in society is not evenly acquired by every member of society: people with higher socioeconomic status tend to have better ability to acquire information.

The knowledge gap can result in an increased gap between people of lower and higher socioeconomic status. The attempt to improve people's life with information via the mass media might not always work the way this is planned. Mass media might have the effect of increasing the difference gap between members of social classes. This theory was used to help the study make recommendations to MDG campaigners to establish communication systems that reach out to the people of low socio economic status. This is because people at

the grassroots are normally left behind on current issues due to issues such as illiteracy, lack of access to TVs and radios among other things. Largely, the nature of the mass media itself is that it is geared toward persons of higher socioeconomic status. People at the grassroots can help make contributions to the attainment of MDGs in Zambia.

Two-Step-Flow

The two-step flow of communication or Multistep Flow Model says that most people form their opinions under the influence of opinion leaders, who in turn are influenced by the mass media. So according to this model, ideas flow from mass media to opinion leaders, and from them to a wider population.

CONCEPTUAL FRAMEWORK

The main concepts in the study were:

1. Communication strategy

Regardless of the objectives of a project, defining a communication strategy shows attention to planning, an understanding of the situation, an ability to carry out the work, and clear identification of the goal.

2. Millennium summit

The Millennium Summit was a meeting among many world leaders lasting three days from 6 September to 8 September 2000 at the United Nations headquarters in New York City. Its purpose was to discuss the role of the United Nations at the turn of the twenty-first century. At this meeting, world leaders ratified the United Nations Millennium Declaration. http://en.wikipedia.org/wiki/Millennium_Summit - cite_note-3. This meeting was the largest gathering of world leaders in history as of the year 2000. It was followed by the World Summit five years later, which took place from 14 September to 16 September 2005.

3. Millennium Development Goals (MDGs)

The Millennium Development Goals (MDGs) are the most broadly supported, comprehensive and specific development goals the world has ever agreed upon. These eight time-bound goals provide concrete, numerical benchmarks for tackling extreme

poverty in its many dimensions. They include goals and targets on income poverty, hunger, maternal and child mortality, disease, inadequate shelter, gender inequality, environmental degradation and the Global Partnership for Development.

Adopted by world leaders in the year 2000 and set to be achieved by 2015, the MDGs are both global and local, tailored by each country to suit specific development needs. They provide a framework for the entire international community to work together towards a common end – making sure that human development reaches everyone, everywhere. It is believed that if these goals are achieved, world poverty will be cut by half, tens of millions of lives will be saved, and billions more people will have the opportunity to benefit from the global economy. The eight MDGs break down into 21 quantifiable targets that are measured by 60 indicators.

The big question

For a long time now, within the development field it has been difficult to answer the bottom-line question the MDGs pose: what impact does development communication have on people living in poverty? According to Warren (2005), the MDGs make up the landscape on which we are walking. Every major bilateral agency or UN agency is focusing on the MDGs for their policy and funding strategies. So people working in development communication must engage with the MDGs. Despite a mismatch between the MDGs and development communication, it is possible to answer questions of impact. Furthermore, Warren outlined five areas of action that would enable a better match between development communication and the MDGs. These five are:

1. Identify and accelerate communication that enables people to hold governments accountable.
2. Return to basic information and use simple, culturally appropriate ways to get information out.
3. Use technology strategically to connect people.
4. Enable collective analysis and action by the people most affected by a development problem.
5. Harness existing communication processes rather than seeing them as a tool to deliver a message.

In view of the above, it is imperative that communication strategies are clearly outlined in the development process involving MDGs even in Zambia. The communication strategy should further be localized to the Zambian context for it to work effectively and produce desired results. According to the 2008 report by Zambia's Ministry of Finance and National Planning, Zambia is most likely to achieve all the goals but one. The MDG status at a glance shows that the MDG targets on hunger, universal primary education, gender equality, maternal health, and HIV and AIDS are likely to be achieved by 2015. It further shows that Zambia has the potential to achieve the MDG targets on extreme poverty, child mortality, malaria and other major diseases, and water and sanitation

The report further says that statistics from the Living Conditions Monitoring Survey of 2006 indicate that poverty levels dropped to 64 percent in 2006 from 68 percent in 2004. The just released provisional highlights of the 2007 Zambia Demographic and Health Survey Results show an improvement in all the major health indicators".

According to the UN progress report of 2009, with only six years until the 2015 deadline to achieve the MDGs, the global picture was mixed. The Millennium Development Goals Report 2009 highlighted gains and obstacles to achieving the MDGs and underscores the need to accelerate progress and revitalize efforts to strengthen the global partnership for development. In this context, the UN development system has continued to increase its coherence and cooperation in support of national efforts towards attaining the MDGs.

For Zambia, these positive elements were however dampened by findings that the MDG target on ensuring environmental sustainability is unlikely to be achieved without bold measures by the country. Although modest efforts to create a supportive environment have been made, there is urgent need for further impetus to enable Zambia to fully integrate principles of sustainable development in order to achieve environmental sustainability.

In addition, the UNDP (2007) report alludes to the fact that the challenge in the MDG campaign is to include communication in all MDG-related interventions and to use the MDGs to improve a two-way flow of communication between excluded groups and policy makers. This paper seeks to advocate more for a more systematic use of the MDG agenda as a communication for development tool, exploiting UNDP partnerships with governments and civil society and its work in the neediest communities. From this statement, it is clear to note

that even the UN has acknowledged the fact that communication plays a key role in the process of achieving MDGs.

The 10th UN Inter-Agency Round Table on Communication for Development advocated a common strategy on the MDGs, with the theme 'Towards a Common UN System Approach for Harnessing Communication for Development to Achieve the Millennium Development Goals'. The proceedings of the round table recognized the need for communication systems, stating that the commitments encompassed in the eight Millennium Development Goals demand communication systems and processes that enable dialogue and allow communities to speak out, express their aspirations and concerns, and participate in the decisions that relate to their development

According to Pagliani (2007), who reported on the UN 10th Inter-Agency round Table, the round table also noted a need for focus on planning when it expressed concerns "about the lack of appreciation among many development institutions of the need to include communication for development principles and methodologies at all stages of the development process and to allocate resources for that purpose."

UNESCO (2007) Progress Report further indicated that The UN had realized that generally, the communication strategies for MDGs often received insufficient thought by development planners and were not sufficiently integrated at the start of any strategic planning process. In addition, very few resources were accorded to communication strategies and often their implementation was insufficiently met by untrained personnel. The level of ownership, participation and public discourse required for success was a fundamental reassessment and reprioritization of the role of communication in meeting the MDGs.

COMMUNICATION STRATEGIES ON MDGS FOR DIFFERENT COUNTRIES MDGS

Some countries within Africa and outside have developed clearly laid down communication strategies in their quest to achieve the MDGs. This is out of a realization that it is important for each country to localize communication strategy in the road to attaining MDGs.

Ukraine

One advocacy experience that has had a profound impact at many levels was the October 2002 MDG Youth Summit in Kiev. The UNCT felt that adults only on this topic would be an injustice and that it would be critical to tap the ideas and voices of young people as equal partners, especially since the goals for the year 2015 are fundamental to today's youth who will be at the prime of adulthood during the target year! It has ignited the young people on this issue and led to a network of young activists called Ukraine MDGnet. The Network is picking up MDG's with local officials and provides a fantastic support base for UNCT activities around the nation. Their recommendations are also featuring in Ukraine's first MDG Report. The whole event cost under \$25,000.

Belgium

Belgium as a country ran a campaign between 2005 and 2008 to sensitize its entire nation on MDGs. The main objective of this campaign was to inform and sensitize Belgian citizens to the MDGs in order to build support to achieve them, including support for the Government's commitment to 0.7% by 2010. They focused on the solidarity dimension between people as well as the dates 2000-2015. In more specific material they focused first on poverty reduction followed by an outline of the other goals.

Cameroon

In Cameroon, Mowbray reports that the Government is using MDGs as the vision and objective for the participatory process for preparing the Interim and Final PRSP and for the 2nd MDG Report. Political parties using the conclusions of the 1st MDG Report as part of the campaign debate during the 2002 municipal and legislative elections. The Government's commitment was reflected in the 2003 budget, which included a large amount for education and health, and especially for the construction of schools and employment of teachers.

Chad

In Chad, following the publication of the MDG Report, the new Prime Minister explicitly referred to the incorporation and achievement of MDG as one of the key objectives of national policies and programmes. A joint plan was adopted by the government and the

UNCT, which called for dissemination and advocacy at all levels of society, and culminated into a televised debate on poverty and the MDGs. The PRSP fully integrates the MDGs, covering the 2015 time frame and setting as its central objective the halving of poverty by 2015. As Chad steps into the oil era, various initiatives are underway to help boost the country's absorptive capacities and ensure that future oil revenues will contribute to achieving the MDGs.

Egypt

Egypt's baseline report, the research and analysis for which was conducted by a local NGO, attracted considerable interest among policy makers. The UNCT is now concentrating on the preparation of a second report with particular attention to: fine-tuning methodological issues to better fit country level monitoring requirements; fostering greater involvement from the Ministry of Planning; and carrying out the first costing exercise.

Armenia

The preparation of the MDG Report 2002 was a highly participatory process in two dimensions – institutional and geographical. A set of new indicators relevant to Armenia is being developed by the focal Ministries and civil society experts, which will promote the national ownership. The Government has included MDG targets in its Social-Economic Development Programme, and has planned concrete activities to be implemented by sectoral Ministries this year. The public awareness campaign includes a series of TV programmes and interviews, preparation of a documentary film on MDG status in Armenia, and production of pens and cups devoted to MDGs in Armenia with the UNDP logo in both English and Armenian.

Ethiopia

At the MDG Action Forum in Addis Ababa, the Government presented a preliminary action plan for the internalization and monitoring of the MDGs. It included simplification and translation of the MDGs into at least one local language and production of brochures for wide distribution, as well as awareness workshops down to the district level that involve the parliamentarians, civil society, the private sector, donors and UN staff.

The Italian MDG Campaign

The Italian Campaign was premised on the recognition that the MDGs can only be achieved if Goal 8 is realized. But the goal did not have any clear targets or indicators.

The Campaign therefore undertook lobbying of its own government through public demonstrations and meetings; alliances with other civil society organizations in European countries to lobby rich countries collectively through a petition; and alliances with organizations in developing countries to incorporate their needs and demands into the MDG campaign.

MDGs, how Zambia is fairing

Zambia's progress towards the MDGs is captured in the National Millennium Goals Progress Reports. In addition to statistics, the reports contain projections on how likely the MDGs will be met. These projections are developed through a broad participatory process, where government civil society, private sector and various development partners come together to compare the statistics on the basis of such indicators as availability of supporting environment, prospects for economic growth, debt relief and aid.

UNDP on the MDG campaign

In the case of Zambia and going by the review of the effectiveness of communication tools reviewed in the study, it is clear that strides have been and are being made in Zambia to address MDGs. However, there is still room for much more to be done.

UNDP is working with a wide range of partners to help create coalitions for change to support MDGs in Zambia, to benchmark progress towards them, and to help countries to build the institutional capacity, policies and programmes needed to achieve the MDGs.

UNDP supports MDGs in Zambia by campaigning and mobilizing for the MDGs through advocacy in cooperation with other UN agencies. The most visible example of this support is the annual MDGs Race. The race activities include an information market which brings

together the general public and all stakeholders that work on the MDGs. Advocacy has also included the production and distribution of basic information on the MDGs via publications and radio and TV programmes.

Furthermore, the UNDP supports the Government of Zambia to monitor and report the progress towards the MDGs by publishing *Zambia MDGs Progress Reports*. Three reports have been published so far.

UNDP Zambia has a specific initiative focusing on *pro-poor policy formulation and MDGs*. This initiative focuses on developing capacity at the Ministry of Finance and National Planning for pro-poor policy formulation, implementation, monitoring and evaluation. This support has also been extended to tertiary institutions such as the Institute of Economic and Social Research (INESOR) and the University of Zambia (UNZA) to nurture the capacity to formulate home-grown pro-poor economic policies.

In order to effectively implement and monitor the MDG-based *Fifth National Development Plan*, the UN System through UNDP continued to build a critical mass of planners from Government, civil society organisations, UN agencies and other cooperating partners, with the capacity to undertake needs assessments of interventions that are essential in meeting the national development goals and costing of the next National Development Plan.

The UN system through UNDP and the Government have partnered with the Civil Society for Poverty Reduction to reach the grass root level in rural areas, as well as targeting the private sector through the Global Compact Zambia. In addition, sensitization activities continue to be held in collaboration with the Disability Initiative Foundation, resulting in a resolution outlining how the MDGs could be used to advocate for national planning that is more responsive to the challenges faced by disabled people.

UNDP is a key partner organisation that specifically spends huge amounts of money on the MDG campaign every year world-wide. For instance in 2009, the organisation spent US\$ 299 000 whilst in 2008, the organisation spent US\$ 336 600. The amounts are significant but

the study is of the view that the UN body can do more to increase funding so that more people are reached with the MDG message.

In addition to localizing the Goals, UNDP Zambia has stepped up efforts to sensitize civil society and the general public about the MDGs and to engage them in campaigning for their realization. This recognizes that unless civil society actively embraces the MDGs, develops a sense of ownership over them and uses them as a basis for advocacy and policy work, progress towards their achievement will be extremely slow.

Many of the current recommendations – in particular the ones aimed at improving researchers' ability to communicate rely on a questionable linear model. It is assumed that improved Knowledge will lead to improved Attitudes which will lead to improved Practice (the KAP model), even though the evidence against this is by now overwhelming. Many of the current recommendations rely on a second questionable assumption that one of the overriding problems in development is a lack of information. It is assumed that if communication of information and research could be improved, development would follow.

This view is perhaps most clearly expressed in the World Bank's oft-quoted *World Development Report* on 'Knowledge for Development':

'Knowledge is like light...Yet billions of people still live in the darkness of poverty – unnecessarily. Knowledge about how to treat such a simple ailment as diarrhoea has existed for centuries – but millions of children continue to die from it because their parents do not know how to save them' World Bank, (1999).

As has since been pointed out, this statement can easily be taken to ignore the fact that the spread of diarrhoea is closely linked to sanitation, overcrowding, nutrition, and poverty – and cannot simply be solved through providing information. One gets the feeling that commentators are reminding the Bank – and themselves – of what the Bank already knows: 'It's the economy, stupid'. These two critical points are not meant to discount the importance of research; for example the importance of research on the causes and effects of HIV and AIDS can hardly be overestimated.

In sum, communication is not only an issue to be tackled at an inter-personal, local or project level; it is also a systemic issue. Most current recommendations offer several possible options for individuals and projects, but have very little to say about how to approach communication at a systemic level.

IMPROVING THE CONDITIONS UNDER WHICH DEVELOPMENTAL NEWS IS COMMUNICATED

The poor are marginalized both from political and economic processes and communication processes in a society; they face the dual problem of not being able to 'send' information about themselves to policy-makers and, on the other hand, not being able to access information that they could use to change their situation. In two case studies from India – concerning the right to information movement Jenkins (1999) and the organization of pavement dwellers Patel (2001) – the marginalization of the poor from information systems was dealt with through influencing the political will of policy-makers. Other case studies examining why science research is not used as effectively as it could be in UK policy and why public policies are frequently not put into practice the way they were intended Lipsky, (1980), argue that the problem is not lack of communication per se, but lack of an enabling political/economic environment that would allow the practitioners to take up and use the information at hand.

In sum, the conditions under which research is communicated can have a far more decisive effect on whether the research is taken up or not than the actual communication content, channel or strategy. In particular, political and economic processes – such as lack of political will or pressure due to lack of resources – seem to be determining factors. The case studies illustrating this are taken both from a UK/Western context and from Southern contexts.

Facilitate different levels of user engagement

User engagement is the key to taking communication beyond mere dissemination. It is frequently referred to in the literature as a good strategy for increasing the responsiveness of development research projects, making research agendas more relevant and useful to end

users, facilitating trust and ownership, and thereby increasing the chances for uptake of the research results into policy and practice.

Communication Strategies and Tools specific to Zambia

During the period of the study (2010), the researcher discovered that a number of communication tools were being used in Zambia's MDG campaign in an effort to make the process of achieving MDGs inclusive, participatory and transparent. Furthermore, the researcher discovered that except for government institutions, the World Bank and the UNDP office, the communication tools being used were not part of a well defined and clearly written communications strategy.

A list of common communication tools being used in Zambia by various civic society organisations that took part in the study are listed below:

➤ **IEC materials**

The World Bank specifically has a library and information centre which has a number of IEC materials on MDGs. Specifically, the library has magazines, brochures, flyers and newsletters on different MDG issues. One would easily find information related to the environment, poverty or HIV and AIDS at the World Bank.

UNDP as an organisation has put up billboards on MDGs with Zambian musician, Marsha Moyo, holding children as the main feature. These billboards can be found along Addis Ababa and Great East Roads in Lusaka.

➤ **Press releases and press statements**

Most organizations are involved in the issuance of press statements on MDG related matters. This is probably the most common tool that MDG campaigners use to convey the message to people. They issue press releases / statements because they know that through the press, they can easily reach wide audiences within a short period of time.

Community outreach activities

These activities are conducted by a number of MDGs in an effort to raise awareness in the community on MDGs. For instance this year, 2010 on 17 September, the United

Nations Information Centre (UNIC) in Lusaka, organized the 7th Zambia Millennium Development Goals (MDGs) Campaign for the year under the global theme “Stand up, take action and make noise for MDGs” in part to highlight the Global MDG Summit that was held from 20-22 September 2010, in New York.

Thus, MDGs campaign in Zambia took on a new dimension. The 2010 campaign comprised of a series of community events geared towards raising the profile of the MDGs in the country and effectively raising awareness about what can be done to meet them. The community outreach programmes were done in the form of arts and culture as the mode of informing and educating the public on the MDGs.

➤ **Campaign ambassadors:**

In 2008, the United Nations System in Zambia appointed Marsha Moyo as the UN Millennium Development Goals (MDGs) Advocate for Zambia. A popular Zambian artiste, Marsha Moyo was charged with supporting the United Nations MDGs Campaign with a view to increasing public awareness and inspiring public action in support of the MDGs.

Ms. Moyo’s visibility would henceforth be evident at United Nations events aimed at promoting national awareness of the MDGs such as the increasingly popular annual MDGs Race held in Lusaka. In this respect, it was her role to support the United Nations Country Team in promoting national policies in support of the attainment of the eight goals. She was also expected to support the work of the UN Joint Team on AIDS to promote key national messages on HIV and AIDS.

In addition, Zambia Association of Musicians Chairperson Maiko Zulu in March 2010 was appointed as ambassador of Fair Play for Africa. Fair Play for Africa is a unique activity bringing together over 200 organisations from across the continent. Their initial aim was to use the 2010 FIFA World Cup to ensure equitable access to quality health and HIV services for African citizens, especially women, children, and people living with HIV and AIDS. The campaign further aims to make a strong push for

universal access to quality health services for African citizens with HIV and AIDS through a strengthened coordinated civil society campaign supported by active and empowered citizen base in at least ten focused countries in the continent. Zulu task is to speak with authority and passion on Fair Play for Africa and to provide accurate information on the campaign and the issues around health. Furthermore, Zulu was also expected to avail himself for interviews on radio and television to support and promote the campaign.

➤ **Round tables**

The World Bank in collaboration with other stakeholders has conducted a number of meetings to discuss the road to achieve MDGs in Zambia. During the round table meetings, stakeholders from all sectors of society are invited for discussions and dialogue.

➤ **Sports events**

The 6th Annual Millennium Development Goals (MDGs)-2009 Race and Information Market took place on Saturday 26 September 2009 at the Lusaka Show grounds from 07h30 -13h30. The MDGs Race and Information Market were organized by the Government of the Republic of Zambia and the United Nations System in Zambia. To highlight the sense of urgency and the need to attain the MDGs by 2010, amid the global economic and other challenges, the 2009 race was held under the theme “Speed up the Pace – Meet the Goals”. Choosing sport as a platform to promote the MDGs represented a symbolic equivalence to the effort required by Zambia to meet these goals by 2015. As such, over 1,200 people including children gathered to do a 7 km Health Walk, a 21 km marathon, assorted children’s races and activities and to visit the information stands dedicated to the eight MDGs.

➤ **SMS Technology**

The Zambia National Farmers’ Union publishes up to date market information on the web and sends out trader and price details to farmers using a system of SMS messages. The SMS trade and market information system in Zambia was developed from similar initiatives already operating in Kenya. After studying how these systems worked and the benefits they brought to small-scale farmers, Hamusimbi Coillard and his colleagues at the Zambia National Framers’ Union (ZNFU) decided to introduce a

similar price announcement service for rural farmers in Zambia. The system started operating in August 2006, initially aimed only at the small-scale farmers and giving details of six different commodities.

➤ **Television and Radio Talk Shows**

Launched in June 2009, the One Love- Kwasila! Campaign is a Zambian national multimedia campaign designed to prevent HIV transmission caused by having multiple concurrent partnerships (MCP). The campaign is a partnership between the National AIDS Council, the Ministry of Health, Health Communications Partnership Zambia, and Zambia Centre for Communications Programmes and Society for Family Health. The campaign consists of a television mini drama series called *Club Risky Business* and other multimedia elements involving radio, television talk shows, a feature-length film, print materials, a website, and bus campaigns. One Love Kwasila! is also conducting advocacy, training, and events with parliamentarians, musicians, and faith-based organisations.

The One Love - Kwasila! Campaign is tied to a regional One Love campaign being implemented across Eastern and Southern Africa. The overall goal of the campaign is to get men to reduce their number of partners, ideally to one. The primary audience of the campaign is married men aged 25 to 50 years, and the secondary audience is women aged 15 to 45 years (the wives and girlfriends of the primary audience). The campaign initially has an urban and peri-urban focus, as HIV prevalence in these areas tends to be much higher than in rural areas.

In addition, a USAID supported organisation called Health Communication Partnership (HCP) also supports national health information, education and communication campaigns by developing job aids, radio programs, and health talk lines and video- and poster-based media. Two HIV and AIDS-related videos produced by HCP, *Tikambe* and *Road to Hope*, have won international awards. *Tikambe* ("Let's Talk about It") was awarded a Silver Hugo for Best Non-Broadcast Documentary at the 2004 Chicago International Film Festival's INTERCOM competition for its portrayal of a Zambian woman struggling to live positively with HIV and AIDS. On the other hand, *Road to Hope*, a 2007 Zambian HIV and AIDS video on living positively won the Silver medal in the Healthcare category in the New York Film and Video Festival.

Lobbying and advocacy are also among the tools used by various organizations to influence policy actions in Zambia. For example, for the MDG which focuses on gender, organizations such as Women's Lobby groups, Women for change and NGOCC are actively involved in lobbying and advocacy campaigns to champion the cause of women. Particularly, the celebration of international and national days such as Women's Day are strategically used to keep the pressure on government leaders and other policy makers to keep their commitments in order to achieve MDGs.

For water and sanitation, the Water and Sanitation Association of Zambia (WASAZA) and independent organization are involved in a lot of advocacy and lobbying work with government and other stakeholders in issues of improving accessibility and availability of water situation in Zambia especially in rural communities. With the Zambian country statistics standing at 4.5 million people lacking access to safe drinking water and over 5 million people lacking accessing to adequate sanitation facilities, the situation is in dire need of serious and immediate interventions. The civil society therefore is conducting lobbying and advocacy activities in order to bring government's attention to this sector which is very critical in Zambia's developmental efforts.

Another important aspect that the study looked at was the different communication strategies that exist in other organizations that are working towards the achievement of MDGs. These are the organizations which had information readily available and accessible. In this vein, broad literature review from a broad spectrum of documents from across Zambia revealed that a few of the government line ministries have come to appreciate the fact that communication strategies are important to develop. Government ministries have also realized that they have a much better chance of channelling their resources towards the desired outcomes once they have good communication strategies in place. Simply put, a strategy helps an organisation to make better choices which are likely to yield results.

At a steady pace, government ministries are beginning to put communication strategies in place. One of the government ministries with the communication strategy in place is the Ministry of Education (MoE). The education ministry has developed a wide range of communication campaigns and training programs to raise awareness about MDGs and to bring about HIV and AIDS preventative practices among education staff, teachers and learners at all levels. The Ministry of Education further seeks to communicate to members of staff within the ministry about care and support structures that are available to infected employees and their families. Furthermore, MoE using the communications strategy maintains a stable workforce and minimize the costs of the epidemic on the education sector and provide counselling services to employees and families infected/affected by HIV and AIDS.

Besides the MoE, the Ministry of Tourism and Environment has also put in place a communications strategy. According to the government UN-Redd website, the Ministry of Tourism and Environment has in place a communication strategy which in essence covers MDG 4 which deals with the sustainability of the environment. In particular, the ministry's communication strategy forms the basis for most of the awareness raising activities on environmental issues. Zambia has an approximately 50 million hectares of forest with an estimated deforestation rate of 250,000 to 300,000 hectares per year. The communication strategy under the Ministry of Tourism and Environment is being supported by the United Nations collaborative programme on reducing emissions from deforestation and forest degradation in developing countries (UN-REDD). The main activities under this programme includes developing community capacity to preserve the forest, conducting awareness activities on preserving the environment and last but not the least supporting legislation that seeks to punish perpetrators of environment destruction.

In order to accelerate the achievement of MDG 5, the government of the republic of Zambia launched the gender based violence at Taj Pamodzi hotel in Lusaka in October 2009. The communications strategy is a two year plan communication campaign strategy on gender based violence against children and women. Given that the theme is "*Abuse Just Stop it!*" It is hoped that that the launch and subsequent activities mark the beginning of a new era and opens doors of hope for children and women.

In as much as many communication tools are being used to talk about MDGs, the research discovered that a lot of other tools which have the potential to be very effective were not being used in Zambia due to various reasons. Some of the tools listed below are among the ones which have not been fully adopted for use by Zambian organisations:

1. Social media

This is media in a layman's language that is created to be shared freely. Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, wiki or video hosting site. Social media utilization is believed to be a driving force in defining the current time period as the *attention* age. A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value. Face book and twitter are among the examples of social media that are currently the main forms of social media being used. Organizations such as endpoverty.com are actively using face book to engage the world on MDGs. Zambian based organizations have not adopted this innovation yet as a form of engaging the public.

2. Social Audits and Score Cards

Lack of a clause in the Zambian constitution that criminalises the failure by government to provide for its citizens with basic human requirements such as hospital medicines renders communication tools such as social audits and score cards automatically ineffective. The National Constitutional Conference (NCC) which recently finished its sitting in Lusaka rejected the enshrining the provision of shelter, water and food as basic human rights that should have been enshrined in the new constitution.

According to Human rights lawyer, Mumba Malila (2010), this exclusion is as a result of a basic misconception, which has had a negative effect on the appreciation of economic and social rights, is that it is impossible to define economic, social and cultural rights in legally enforceable terms; that is, if they can be defined at all. Another reason is that enforcement of

these rights would be prohibitively expensive to the state as there would be endless litigation for enforcement of these rights

Protests and demonstrations are also mainly not used to champion the MDG cause. This is because protests and demonstrations are strongly linked to politics and industrial work stoppage in Zambia than development. The country rarely sees people protesting or demonstrating because they do not have safe and clean water for use. Zambians do not demonstrate or protest because their school going children are attending school on empty stomachs. Instead, the protests and demonstrations Zambians are used to seeing mostly are politically oriented. Political cadres especially from the ruling party, for example, will protest as a sign of solidarity with certain politicians in office. When people attempt to demonstrate for other reasons such as poor conditions of service for the few unemployed people, the police service meet them with force and sometimes even fires teargas to disperse. When Zambians hear of demonstrations and protests, they mainly link that to politics.

CIVIL Society MDG Campaign-GCAP Zambia

GCAP Zambia has been in the forefront of calling for active civil society participation in the development process. Civil society is one of the important partners in national development and social dialogue. However, GCAP Zambia is of the view that generally civil society's participation in the process has been marred by intimidation, arrest of activists, squeezed space for advocacy and abuse by politicians for egocentric reasons.

ANALYSIS OF KEY FINDINGS

The study revealed that though significant efforts are being made to communicate the importance of achieving MDGs in Zambia, there is still much more that needs to be done to ensure that the communication that is going forth to public members is both effective and efficient. From the researcher's point of view, organisations that are communicating MDGs are doing so in a haphazard manner and not as part of a proper, designed communication strategy.

The researcher was thus of a view that there is a lack of a coordinated message on MDGs in Zambia. This has resulted in people not having a comprehensive knowledge on MDGs. The result of people not having comprehensive knowledge over MDGs is that they cannot place demands on their leaders to ensure that MDGs are achieved. From the interviews done and observations made in this study, many organisations say they have communication strategies for MDGs but in reality, these communication strategies do not exist. For example, the failure by many organisations to answer the institutional questionnaire speaks to the fact that no coherent steps are being done on the ground to clearly communicate to people on the ground on MDGs.

Among the most common means of communication preferred and used by most organizations are both electronic and print media. Traditional forms of communication have not been used as much by organizations promoting MDGs. As a result, people on the grassroots with low literacy levels are left behind in the developmental process. Most, if not all NGOs have been formed under the premise of helping the underprivileged people on the ground understand developmental efforts. Therefore, it is only ideal for NGOs to explore other means of communication which will reach out to them in a way that they will easily understand.

Knowledge of MDGs among survey respondents

With five years to go to meet the UN set deadline for achieving MDGs, the study noted that only 23% of the survey respondents indicated knowing all the eight MDGs.

The only MDGs that people can easily mention is MDG number 6 which relates to combating HIV and AIDS, malaria and other diseases and MDG number 1 which relates to the eradication of extreme poverty and hunger. The implication of people not knowing much about MDGs is that they will not effectively influence the process of achieving the MDGs i.e., they will not place any demands on government to achieve the MDGs. High corruption levels and poor government performance in Zambia to a large extent thrives on people's lack of knowledge or ignorance on certain key developmental areas.

Sources of information

From the survey findings, it was further revealed that the major sources of information on MDGs are MDG experts (25.5%) and politicians (20%). MDG experts are considered as people who are knowledgeable and in the forefront of advocating and lobbying for the achievement of MDGs. Some of the people who fall in this category of MDG experts are leaders of organisations such as UNDP, World Bank, CSPR, GCAP, programme managers and officials from both the private and public sector. Politicians were also mentioned in this study as another important source of information. Politicians in this case refer to the president, government ministers, counsellors and members of parliament from both the opposition and ruling party.

Furthermore, the survey also revealed that sports and film celebrities constituted 8.2% of the sources of MDG information. It is important for organisations involved in disseminating information on MDGs to make use of sources which will be effective in reaching people on the grassroots. For example, politicians, film and sports people can and are very influential when it comes to getting the message to the people. MDG campaigners should, thus, work closely with the politicians when it comes to communicating MDGs. Politicians have a greater capacity to reach people on the grassroots through the ward, district, provincial and national offices.

Media variables

The study further noted that among the media channels, ZNBC is the major source of information for MDGs in Zambia. 31.8% of respondents indicated this in the survey. Through documentaries and feature stories, ZNBC, more especially continues to reach to the wider audience on MDGs.

Documentaries were a growing form of communication that provided the kind of news and information that the main stream news and the media moguls hide. In a time when 70% of all

media worldwide is controlled by eight companies, the importance of independent documentaries is all the more evident in helping to educate people and promote much needed changes in society.

According to study findings, the national broadcaster ZNBC should be supported where necessary to ensure that it continues spreading developmental message across the whole nation. Government and other stakeholders should thus take much interest and invest in ZNBC.

Contrary to assertions that people do not watch ZNBC, the study proved otherwise. Zambians still watch ZNBC in many respects. ZNBC remains a powerful tool to influence what people know and how people think. The challenge therefore is for ZNBC to expand its services to all parts of Zambia so that people get a chance to access information on MDGs. Countrywide ZNBC accessibility will be very beneficial for people who cannot afford to pay for TV services such as DSTV, My TV and MUVI TV.

Furthermore, 10% of study respondents indicated that Muvu TV is the source of information for them on MDGs. According to the researcher, this further shows mass media in the form of TV remains a huge source of information and education in addition to the function of entertainment that it offers. The advantage that T.V for communication is that it is medium that reaches a wider audience within a short period of time. Furthermore, TV is a visual tool and anything visual appeals to intended audiences very well.

Undoubtedly, TV remains one of the most powerful tools for disseminating information in Zambia. The only disadvantage with a TV being used in Zambia to educate and inform people is that there are some households which cannot afford to buy a TV set for their homes. Such households are therefore automatically cut off from knowing about latest developmental efforts such as the MDGs. furthermore, the Zambian government has passed a TV license law which stipulates that all T.V set holders should pay K3, 000. The K3, 000 is expected to be

used by ZNBC to improve and expand its services. However, for a nation that has over 68% of its people living on less than K5, 000 per day, K3, 000 is a luxury that many people cannot afford to part away with.

For the group of Zambians which therefore cannot afford a T.V or radio, other forms of low cost and user friendly communication tools which costs less to access should be sought in an effort to ensure that all people are reached with the same message on MDGs.

From the study findings, a combined total of 6.4% of respondents mentioned that the daily newspapers (i.e., Times of Zambia, Zambia Daily Mail and Post Newspaper) are their main source of information for MDGs. The percentage is low compared to ZNBC and Muvi TV's combined percentage of 41.8%.

It is also worth noting from the study findings that the internet is increasingly becoming a huge source of information for the people, especially the younger generation. 6.4% of study respondents indicated that the internet is their source of information. The internet has so much information on the subject of MDGs from different parts of the world. One of the major disadvantages of accessing information on the internet is that it is also expensive and not everyone has access to it.

Computers are very expensive for majority of Zambians to buy. Furthermore, not everyone can afford to pay internet charges at the internet café or any other place offering internet services. Accessibility and availability of computers therefore remains a huge challenge for the people living in both urban and rural areas.

KNOWLEDGE OF BENEFITS THAT ARE IN ACHIEVING MDGS

From the survey findings, 60.9% of the respondents indicated that they are fully aware of the benefits that are in achieving MDGs. In addition, 39.1% of the survey respondents could not

clearly state the benefits that are in achieving MDGs. A number of reasons were cited as being responsible for the respondents not knowing much about MDGs. In particular, those who indicated they did not know much about MDGs said this is due to lack of information on the subject matter. Another reason indicated by respondents was a clear lack of interest on MDGs generally. Thirdly, the fact that some of the respondents indicated that they have not seen any clear feasible impact on MDGs has contributed to them not knowing much about MDGs and the impact that lies in achieving them.

In view of this, the challenge that MDG campaigners have is to work at generating interest on MDGs where this interest is currently lacking. Lack of interest comes about by lack of information and understanding of what MDGs are all about. It is widely said that information is power. Therefore, more should be done to ensure information gets to the people using the right media channels. Proper and clear information on MDGs will generate interest.

For the respondents who cited lack of feasible impact on MDGs, the only way to reach them is through information too. It is vital information on MDGs be clear on what has been achieved so far, supported by facts, figures and pictures on the ground. Media coverage on the achievements of MDGs should be improved. For example, in as much as there is more that still needs to be done to ensure the message about MDGs goes out to the people; the Zambian government has made some achievements in some areas. Some of the positive strides for example, which the campaign should strongly highlight, as listed by the UNDP Zambia office are:

MDG1: Reducing poverty and hunger by half by 2015

There have been marginal improvements in the incidence of extreme poverty from 58% in 1991 to 51% in 2006-still a long way from MDG target of 29%. As the supportive environment is strong, Zambia has however the potential to reach this target. On the target of halving the proportion of people who suffer from hunger, the prevalence of underweight children declined from 22% in 1991 to 14.6% in 2007. It is likely that the target will be achieved.

MDG2: Ensuring all children complete primary education by 2015

Net enrolment has increased from 80% in 1990 to 97% in 2006 as a result of strong supportive environment. Zambia achieved an increase of 19% in primary school completion rates from 64% in 1990 to 83% in 2006. This goal is likely to be achieved; however, the decline in literacy rates of 15-24 year olds (79% in 1990, 70% in 2004) needs to be addressed in order to achieve this goal.

MDG3: Increasing gender equality and empowering women by 2015

This goal is likely to be met, despite an only fair supportive environment recorded in this area. The trend show a growth in the enrolment of girls in the school system, which stands at 98% while that of males is 96%. However, the dropout rate of girls increases as they precede to secondary education, therefore the ratio of girls to boys decrease sharply. In addition, the ratio of literate females to males (15-24 year olds) is stagnating at 0.8 (2004-2005).

MDG4: Reducing child mortality by two-thirds by 2015

Zambia is aiming at reducing the number of children who die before their fifth birthday. Out of every 100,000 births from 191 children in 1992 to 56 children in 2015, with 119 deaths per 100,000 births in 2007, Zambia is potentially achieving this goal. Infant mortality has also shown a declining trend since 1992. The reduction in child mortality is mainly attributed to the strong supportive environment that Zambia has put in place, such as improved childhood immunization.

MDG5: Reducing maternal mortality by three quarters by 2015

To achieve this goal, Zambia needs to reduce the number of women dying due to complicated pregnancies from 649 (in 1996) to 162 (2015) out of every 100,000 expectant women. Due to the strong supportive environment, Zambia managed to decrease the number to 449 in 2007 and will potentially achieve the target. Despite this achievement, there still a lot to do, as only 46% of all births were attended in 2007 by skilled health personnel.

MDG6: Stemming the spread of HIV and AIDS and other diseases by 2015

It is likely that Zambia would have halted and have started to reverse the spread of HIV and AIDS by 2015. The national HIV prevalence rate among adults (15-49 years) has declined from 15.6% in 2001/2002 to 14.3% in 2007. However women have a higher infection rate than men, and the urban population has rates twice as high than the rural. The drop in HIV prevalence rates is largely attributed to the good supportive environment. Improvements have been noted for example in the percentage of pregnant women and children under-five who sleep under insecticide treated bed nets for children under-five rose from 7.9 in 2001 to 32.7% in 2007

MDG7: Ensure environmental sustainability

The target on including environmental principles into Zambia's policies and programs and reversing the loss of its environmental resources is the only unlikely goal to be achieved by 2015. However, the possibility that Zambia will reach the target of improved water and sanitation services seem potentially achievable. Both targets are backed by only good/fair supportive environment.

MDG8: Developing a global partnership for development

The highly indebted poor country Initiative (HIPC) and Multilateral Debt Relief Initiative (MDRI) have contributed a lot towards Zambia's achievement of the MDGs. Besides debt relief, and more efficient aid (Official Development Assistance-ODA), increased trade is required to support the achievement of all the MDGs. One of the challenges to trade in Zambia is supply, side-constraints, such as the problem of transportation, storage and communication. Further, Zambian exporters face the challenge to conform to sanitary conditions of the United States and the European Union. It is therefore necessary that trade policies address these constraints.

It is worth noting that though organizations on one hand indicated that community outreach is one of their core activities, the individual questionnaire respondents stated that there is not much that organizations involved in the MDGs are doing to reach the community members.

Clearly this shows a disparity between what organizations say they are doing on the ground and what is actually being done on the ground. It is therefore not surprising that individual community members many times fail to identify themselves with any of the activities of what some of the community based organizations are doing on the ground. It is easy for organizations in Zambia to claim to do one thing when in actual fact there is nothing being done on the ground as evidenced by findings from the personal field survey.

Public organizations indicated the work they mostly do is program design and implementation. This represented 33.7% of the survey. To a large extent, the researcher believes that this is true and it reflects mostly the work that government ministries are involved in. one of the core responsibilities of government is to design programs, set policies and standards that act as a guide for all organizations to operate under.

From the researcher's point of view, the problem that lies with organizations and the process of developing communications strategies is mainly due to inadequate understanding of what an effective communications strategy consists of. Developing an effective strategy goes beyond what most people think is actually involved.

The study further discourages campaigners to conduct communication related activities without conducting a proper needs analysis because they risk their efforts and resources going to waste. Before actual implementation of activities, campaigners are advised first to go through the steps of defining their objectives, making a useful "power analysis", developing a convincing communication strategy and then using insights gained in this process to choose the activities that can best be used to reach the objectives.

Weak partnerships between private and public institutions around issues of MDGs have been cited in this study s contributing to weak communication strategies. This is because inherently, both private and public institutions have their own agenda to fulfil. Many times, these agendas clash. When they clash, the result is a weak and disjointed communications

strategy on MDGs in Zambia generally. In the campaign for MDGs, using government institutions, CSO networks/poverty observatory, academia institutions and media focal points in the provinces, guarantees a sustainable and enlarged participation of large CBOS/CSOS/NGOs as well as provoking a debate that has potential to lead to positive action at all levels of the society.

CONCLUSION

It can be noted without hesitation that all key players in the MDG campaign have and are making significant efforts to reach the wider public with the message on MDGs. What is needed to be done by organisations currently involved in the MDG campaign is to accelerate the current communication efforts that are currently being put in. Organisations such as the UN (through its offices such as UNDP, UNICEF and UNIC), the World Bank and GCAP should enhance their communication activities on MDGs in Zambia by strategically using popular media channels such as TV, radio and newspapers to carry forth the message on MDGs.

Since the study has identified common data sources such as MDG experts, politicians and journalist, the MDG campaign in Zambia should endeavour to use the common data sources. This is in an effort to ensure that the message reaches its intended recipients effectively.

In scoring some of the successes referred to above, a number of communication tools have played a key role. These tools include the internet, radio and television programs which create a platform for citizens to engage with their leaders. The issuance of press statements, using of key public figures, holding of poverty exhibitions and production of IEC materials have assisted the MDG campaign. The only downside of all this is that mainly only people living along the line of rail are reached. This is because they are the ones with greater access to TV, radio, IEC materials and the internet. Literacy levels are also highest among people living along the line of rail.

Tools such as TV, radio and internet for example, through effective will not produce the same results if used in a rural setting. Due to poor infrastructure and high illiteracy levels people in rural settings will lag behind. They will lack the information that is necessary for them to make informed decisions, which will be beneficial to them and to the country as a whole.

The other challenge that needs to be addressed is that organizations involved in the MDG campaign should be adequately funded in order to expand their scope. For example, expanding services to the rural areas with the MDG campaign message requires a lot of funds which many times remains limited for many organizations.

All in all, the communication strategies being used in MDGs if properly funded, designed and implemented have the potential to produce effective results. This is evidenced by the campaign around issues of HIV and AIDS in Zambia. So much funding has gone into the HIV and AIDS campaigns over the past years and now the country is witnessing reduced incidence and prevalence levels.

The study recommended increased use of social media and the internet; Preparation of information and education materials such as brochures and posters, in the local language; Use logos and slogans; Increased budgets for MDG campaigns; Emphasis on practical solutions; Localisation of communication tools; Stronger coalitions around issues of MDGs; Diversity use of multiple communication tools; Use of inexpensive communication methods; Increased community outreach; and Strong monitoring and evaluation frameworks.

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Factors Affecting Academic Performance of In-service Students in Science Education: A Case of the University of Zambia

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ABSTRACT

The study sought to determine factors that affected academic performance of in-service students in Science Education Degree Programme at the University of Zambia. The study was motivated by the knowledge gap as to why it was common in Science Education at the University of Zambia for both school leavers and in-service students to be excluded from school, repeat courses or change to non-science programmes due to poor academic performance. In order to have in-depth understanding of the phenomenon being studied, a case study design was used. Both qualitative and quantitative research methods were used to collect data from 88 respondents. Simple random and purposive sampling procedures were used to select the study sample. 80 students were selected by simple random sampling procedure. This procedure was used in order to allow all the students to have an equal chance to be selected for the sample. Purposive sampling procedure was used in order to select the lecturers and tutors. The procedure was used to select the lecturers and tutors because they were the only ones with adequate knowledge about Science Education Degree programme at the level of lecturers which the researchers were inquiring. The study findings showed that several factors adversely affected academic performance of the in-service students who were studying Science Education Degree programme at the University of Zambia. These included; inadequate supportive lecturer-student relationship, combining Science with Mathematics in one programme, dilapidated classroom infrastructure especially the laboratories, too much content in the curriculum of which some was considered irrelevant to what was taught in schools, personal life problems and responsibilities, pace at which material were being delivered in class was too fast for them, poor attendance to lectures and laboratories by students themselves. In addition, students were stressed by their own poor