ASSESSMENT OF THE COMMUNICATION STRATEGIES USED IN UPTAKE OF THE YOUTH ENTERPRISE DEVELOPMENT FUND INITIATIVE: CASE OF NAKURU COUNTY

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DECLARATION

I, **GEOFFREY IKENYE**, do hereby declare that this project is my original work and

has not been presented for a degree award in any other university.

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The project has been submitted for examination with my approval as the University

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DEDICATION

To my wife Sharon Cherono and son Ethan Ikenye Jnr.

ACKNOWLEDGEMENT

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BASIC TERMS AND ABBREVIATIONS

YEDF	Youth Enterprise Development Fund
POA	Program of Action
UN	United Nations
NGO	Non-Governmental Organisations
SDO's	Social Development Officers
SDG's	Strategic Development Goals
YESA	Youth Employment Scheme Abroad
GoK	Government of Kenya
Divisional YEDFC	Divisional Youth Enterprise Development Committee
KIHBS	Kenya Integrated Household Budget Survey
SPSS	Statistical Package for the Social Sciences
CTL	Center for Transformational Leadership
CEDGG	Center for Enhancing Democracy and Good Governance

ABSTRACT

The purpose of this study was to assess the impact of existing communication strategies in the adoption of the Youth Enterprise Development Fund in Nakuru County. The study objectives were: to investigate the methods of communication youth in selected Nakuru County constituencies have access to and regularly use for empowerment information, to establish communication strategies used by the county government to create awareness of the Youth Enterprise Development Fund, to explore the extent to which the youth are aware of the Youth Enterprise Development Fund in Nakuru County and to find out the communication factors that affect youth access to Youth Enterprise Development Fund. The study used two theories namely; social cognitive theory and information processing theory. The study used quantitative and qualitative research approaches using descriptive research design. Using random sampling method, the study target 165 youth in Nakuru County aged between 20-34 in Nakuru Town west, Bahati and Njoro Constituencies which are all located near Nakuru County Headquarters. The study interviewed 10 key informants who were identified through purposive sampling. The researcher used questionnaires in collecting data from youth and in-depth interviews in collecting data from the key informants. The quantitative data collected was keyed in into Statistical Package for the Social Sciences program to enable generation of percentages and frequencies which are presented in graph and pie charts and in turn analysed under each objective. The qualitative data was transcribed to identify specific themes and analysed using the study objectives. Emerging themes were categorized and analysed. The study found out that 78.9% of the respondents know or have ever heard about the Youth Enterprise Development Fund initiative mainly through media campaigns and advertisements however they lack information at the local level due to inaccessibility of the Youth Enterprise Development Fund offices and the youth fund officials at the local levels. 48% of the respondents have a preference for the social media as an empowerment tool however this could not be related to empowerment. Only 10.9% of the respondents have benefitted from the Youth Enterprise Development Fund in Nakuru County and there is need for more awareness initiatives in the county. The study recommends the use of social media to communicate youth empowerment initiatives as well as having local awareness meeting so as to attain the impact of the initiatives. Secondly there is need to have local office that reach to the people at the grassroots levels and also the youth involvement in all the empowerment initiatives.

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter covers the background of the study, the problem statement, research objectives, research questions, and the research hypothesis, justification of the study and the scope and limitations.

1.1 Background of the study

In 1965, the United Nations (UN) recognised that the imagination, principles and energies of the young persons are critical for the continued advancement of the society that we live in. In 1995, UN adopted a Programme of Action (POA) targeting the youths up to 2000 and beyond which was an international agenda to address youth related problem. Key matters on youths have been raised in internationally negotiated documents like POA (1994) and the international conferences on population and development. In the past four decades growth, peace and involvement have remained as the most widespread themes that concern the youths. In analysing these themes, world POA for the youths outlined 10 primary areas of concern for the young people namely; education, starvation or malnutrition and poverty, employment, drug abuse, environment, health, youth involvement in crime, leisure time activities, participation and girls and young women (Adventures for Youth, 2012).

Youths account for nearly 40% of the world population where 60% of them live in Asia, 15% in Africa, 10% in Latin America and Caribbean and the remaining 15% in in developing countries and regions. It is believed that 85% of the youths live in developing countries. Approximately 238 million youths live in extreme poverty of less

than $1 a day and 462 million youths survive in less than $2 a day (World Youth Report 2005 :33)

A youth has been defined variously, the UN definition of a youth is an individual between the age of 15 and 24 years old. In Africa the definition of a youth depends with a county. In Uganda, a youth is any individual between ages 18 and 30 years old. The Kenyan constitution defines a youth in Article 260 as a person who has reached 18 years but is under 35 years old.

Poverty eradication is the goal of every country so as to improve the lives and livelihood of the people while eradicating human suffering. Kenya has grappled with the poverty from independence where and in 1963 the Government of Kenya (GoK) recognised illiteracy, disease, ignorance and poverty as the main difficulties to be delt with in the post sovereign Kenya so as to attain development. (Sessional paper no. 1 of 1965: GoK).

To fight poverty economic empowerment is critical in any nation in ensuring the lives and the livelihoods of the people are improved. According to the Institute of Economic affairs, young people are critical component of a nation's growth and the realisation of Kenya Vision 2030, and the attainment of the Strategic Development Goals (SDGs) will mainly hinge on the development of Kenya's human resources, of whom the youth are the majority. The young people are the main target in spurring the economic growth both in the counties and Kenya as a whole.

Unemployment especially among the youths in Kenya is a critical challenge where an estimated 60% of people are aged between 18-35 years. It is estimated that youth unemployment is between 65-85% of the total number of people who are unemployed.

The unemployment is as a result of lack of critical skills due to poverty and also a shrinking job market in the Kenya.

According to Kenya National Bureau of Statistics (KNBS) (2010) report, Kenyan youth aged 18 to 34, constitute 43% of the working population, but worse still, youth constitute 70% of total unemployed population. Currently, Kenya is one of the most highly well-educated nations in sub-Saharan Africa. However, more than 60% of Kenyans live below the poverty line (Mohajan, 2012-2013). Despite the high literacy level there is disconnect between the number of people who come out of school with technical skills and the ability of the market to absorb them in jobs. Unemployment has been attributed to many social ills in the society as the raising poverty level. According to World Bank (2007), youth unemployment and particularly amongst males is a key contributor to frustration and tension, mainly in urban areas, and a matter of serious strategy concern in the nation.

The Kenyan youths have high hopes and ambitions however there exists a mismatch in their aspirations and the available opportunities for employment and empowerment. With the high expectations and the disappointing empowerment opportunities in addition to the marginalisation of the youths, it has ended up fueling frustrations and desperation. This leads to criminal activities which contribute to increased insecurity in society as a whole and deterioration of values in the society and the future is left blurred. Due to this, urgent attention is needed to empower the youths. According to the National Youth Policy (2006), the nation development agenda in the 1960's did not target the youths initially. The third nationwide growth plan of 1974-1978 recognised the efforts made to tackle unemployment among the youths however it warned that the problem would increase in the future.

In order to address unemployment levels, Kenya has come up with various measures from independence so as to support and encourage the youth's entrepreneurship and business formation. All these initiatives are aimed at increasing the number of youths in self-employment by offering advice and assistance to overcome difficulties encountered in business startups, existing business and search for employment.

Over the last 10 years the government has developed numerous employment policies meant to reduce the unemployment among the youths. Some of this include the Kazi kwa Vijana (April 2009) which was aimed at creating employment for the youth through labour intensive public works related projects. This would offer both formal and informal employment to the youths however it didn't solve the challenge of unemployment as more skilled youths were graduating and joining the shrinking labour force in the country.

To manage this unemployment challenge, the government of Kenya established the Youth Enterprise Development Fund (YEDF) in June 2006, to enable youth access funding for entrepreneurship. The main reason for the fund was to increase economic empowerment and opportunities for Kenyan youth and thus reduce unemployment rates. In order to make the initiative a success, the government at different levels has put in place communication strategies to create awareness and encourage the youths to take up the initiative to be self-employed. Different strategies are used depending on the target people with the aim of having maximum impact in the society. Some of the strategies include use of media advertisements both in print and electronic media, use of participatory communication and recently use of the social media.

Poverty is a reality in Kenya where it is estimated that 42% of the population live below the poverty line. Due to this access to basic quality services such as healthcare, education, clean water and sanitation remain to be a luxury for many people. The effects of poverty in Kenya are evident where there are many street children which is perceived as a normal part of life, beggars in the streets and people staying hungry is normal in the society. This leads to criminal activities in the society and other vices like prostitution. When the group of people is empowered financially and engaged in meaningful income generating activities these vices will be something of the past.

Nakuru is situated about 165 km to the north west of Nairobi. It lies between 0° -24' 0" (-0.4000) latitude and 36° 5' 0" (36.0833) longitude and covers an area of 7496.5 square Kilometers. In the Kenya Population Housing Census (2009), Nakuru County had a population of 1,602,637 which comprised of 41.9% people below the age of 15 years, 55% between the age of 15-64 years and 3% for people who were 65 years and above. The dependency level stood at 81.3%.

According to the Kenya National Adolescent and Youth Survey (NAYS) (2015), young people in Nakuru County engage in hawking, farming and skilled artisan activities for income generation. The survey established poverty as the main challenge which would be addressed by training and education and sensitisation of the government interventions to youth empowerment.

Table1.1 Main economic activities that young people engage in

Main economic activities	Challenges encountered	How to address the challenges
Hawking Farming Skilled artisans	Poverty	Sensitization on the interventions. Capacity building and education Address corruption

Source: NAYS, 2015

The research will address the YEDF government initiative in Nakuru County to address youth empowerment and how effective the sensitisation has been.

1.2 Description of Youth Enterprise Development Fund

The youth enterprise Development fund targeted youth projects like youth innovations, art work, green house farming and brick making projects. According to House, Ikiara, McCormick (2011), YEDF target was geared to all forms of youth owned initiatives irrespective of whether they were sole proprietors, companies, youth partnerships, cooperatives and/or any other forms of commercial ownership.

The objectives of the YEDF are; to provide loans to youth owned enterprises, facilitate marketing of products and services of youth enterprises in the domestic and international market, provide business development services and entrepreneurial training to youth enterprises and facilitate employment of youth in the international labour market through the Youth Employment Scheme Abroad (YESA).

The loan products of the YEDF are the following; Group loans, individual loans for youth in groups, direct lending to individuals, agri-vijana Loan, angua Chick's Loan and LPO Financing

To ensure the activities of the enterprise are within the reach of the youth, YEDF has offices in every constituency which targets all the youths with in the constituency. This

in turn coordinate with the Divisional youth enterprise development committee (Divisional YEDFC) who identify and recommend youth groups for loans. It is recommended that the beneficiaries should be youth (18-35 years) however where we have mixed individuals 70% of the composition of the group should be between 18-35 years and all the leaders in the group should be within that age limit (GOK, 2011 Youth Enterprise Development Fund Status Report).

For youth to qualify, the following is taken into consideration; first, the youth must have a registered group, company or a cooperative that has been in existence for at least three (3) months before the application. Secondly, they must have a bank account from any recognised bank in Kenya. Thirdly, they must have a business proposal which is in line with the provided format. Finally, the group must submit the proposal form to the divisional YEDF committee through the youth offices or social development assistants or the constituency YEDF offices.

The divisional YEDF committee assesses the application using an evaluation guideline provided by the ministry of state for youth affairs and upon recommendation it is submitted to the subcounty YEDF committee for validation and on approval it is forwarded to the YEDF secretariat for disbursement of the funds. The entity starts to repay the loan in monthly installments after the grace period provided. (YEDF, 2009)

1.3 Statement of the problem

The Government of Kenya (GoK) has implement various initiatives from independence aimed at increasing youth employment and empowerment however a significant number of youths remain unaware, unenthusiastic and lack participation in these initiatives. Some of the initiatives included; Youth Enterprise Development Fund (YEDF), Uwezo Fund and Kazi Kwa Vijana (Omolo, 2012, Odera et. al, 2013; UNDP,

2013). Information on all these initiatives has been broadcast in the various media channels and with the increased media space and the emergence of the new media platforms that are believed to have greater capacity to influence and enhance awareness and youth participation in empowerment initiatives (Carpentier and Francesca, 2013). It would be assumed that with the high level of sensitisation the youths would benefit from the funds and the poverty levels would reduce while development and youth empowerment would be on the rise. This is contrary in reality.

Despite having media awareness on the various youth empowerment measures by the government, there is need to relook at the communication strategies that the government uses to reach the youth in order to enhance the uptake of the YEDF and other empowerment initiatives targeting the youth. According to CAK (2014) Kenya internet access is 52% which means increased knowledge and awareness level on how the Kenyan youth can fight unemployment. According to Thomas, (2008) argues that while there may be an oversupply of communication, there is also a growing population of whom the information may be irrelevant simply because it does not address their needs. He further adds that poverty is not only a sign of lack or resources but also lack of awareness or information on the role of the people in the fight against poverty (Thomas, 2008).

Servaes, (2008) examines poverty as a product of four things: poverty as a mindset, poverty as lack of resources, poverty as lack of human rights and poverty as lack of access. Lack of access of critical information such as availability of youth enterprise development fund and resource is critical to the Kenyan youth.

In view of the above, the study sought to assess the communication strategies used in the uptake of Youth Enterprise Development Fund (YEDF) a case of Nakuru County.

1.4 General objective

The study seeks to investigate the effectiveness of communication strategies used in uptake of youth fund awareness in Nakuru County – Kenya.

1.4.1 Specific objectives

The study has the following specific objectives

i.   To investigate the methods of communication youth in selected Nakuru County constituencies have access to and regularly use for empowerment information for job opportunities, youth loans, careers among other.

ii. To investigate communication strategies used by the county government to create awareness on the YEDF

iii. To explore the extent to which the youths are aware of the YEDF in Nakuru County

iv. To find out the communication factors that affect youth access to YEDF in Nakuru County

1.4.2 Research questions

i.   Which communication methods are regularly used for youth empowerment in Nakuru County?

ii. What communication strategies are used to create YEDF awareness in Nakuru County?

iii. To which extent are youths aware of the YEDF in Nakuru County?

iv. Which communication factors affect youth access to YEDF in Nakuru County?

1.5 Justification of the study

This study seeks to assess of the communication strategies used in sensitisation of the youth enterprise development fund initiative in Nakuru County. The findings of this study will help the youth fund initiative in Nakuru to employ the most effective

communication strategy so as to reach as many youths as possible to ensure poverty reduction and better living standards among the residents. This will also help to establish the awareness level and the county and the major challenges faced in creating awareness in the county. Secondly, the findings will enable the communication strategists in Nakuru County YEDF to make relevant adjustments to the ineffective strategies to ensure they have maximum impacts in the awareness.

The findings will also enable the County government of understand the perception of the youths on the initiative and also understand the challenges being faced by the target population. Policy makers in the YEDF may also benefit in the findings on how the information channeled affects the youth in the country and formulate the necessary intervention measures so as to ensure the desired goal is attained both in Nakuru county and Kenya as a whole. In addition, other counties can use the findings to improve their communication strategies so as to impact as many youths as possible with aim of poverty reduction and community development.

Researchers and academicians in communication can use the findings as a benchmark for future research on the assessment of communication strategies. Gaps in this research can form basis for further studies in the field of YEDF in Nakuru County or other counties and also for Kenya as a whole.

1.6 Scope and limitations

The study was geographically limited to Nakuru County in Kenya only and the sample will be drawn from select 3 constituencies of Nakuru Town, Bahati and Njoro constituency. It was limited to assessing the communication strategies used in uptake of YEDF in Nakuru County. The target population were the youths between 20 to 34 years old youth who have benefitted or are potential beneficiaries of YEDF. The study

took place between the month of August and September where all the generalisation arrived at were informed by the data gathered during this period.

The researcher hypothesized that the data collected, analysed and conclusions arrived at in the study conducted although in three select constituencies in Nakuru County could be extrapolated to reflect the situation in other counties in Kenya. This is mainly because the youth face similar challenges in seeking empowerment through the various initiatives set up by the government.

1.7 Definition of terms

Youth – The constitution of Kenya (2010) article 260 defines a youth as an individual who has attained the age of 18 years but has not attained 35 years old. For the purpose of this research a youth is a person between 20 to 34 years.

Youth Enterprise Development Fund (YEDF) – a programme by the Government of Kenya aimed at empowering the youth owned enterprises with the aim of reducing unemployment and poverty levels in the country

Media – Any channels used by the governments and Nakuru County YEDF to sensitise the youths on youth enterprise development fund.

Credit Administration officers – Individuals involve in the process of lending and recovering of funds from the youths

Influential youth leaders – Youths/ Youth leaders who are seen as opinion holders in the society who influence youth in one way or the other

Poverty – For the purpose of this study refers to the head count of the population living below the poverty line.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This work reviews other related literature on the topic of study from which the project draws. The chapter also reviews theories that influence behavior change and attitude.

2.1 Introduction

According to Wrench J.S. et al. (2008), human communication is whereby one individual or a group of individuals attempt to stimulate meaning in the mind of another individual or a group of individuals through intentional use of verbal, non-verbal and or mediated messages. He further adds that mediated message is any kind of message that is transmitted using some kind of technology which may include print form, auditory, visual, and electronic among others. Birvenu (1987), defines communication as the process of transmitting feelings, attitudes, facts beliefs and ideas between people. Communication is a means through which information is transmitted from one party to another with the aim of receiving feedback. It is regarded as the empowerment tool that is used to facilitate sharing of information and participation of people in development activities. While planning a communication program the communication practitioners can adopt a one-way communication model or a two-way communication model. According to (Mafalopulos, 2008) the horizontal use of communication, which opens up dialog, assesses risks, identifies solutions, and seeks consensus for action thus is seen as a key to the success and sustainability of development efforts.

As such it is important to involve all the stakeholders in any project from the initial point so as to assure the ownership and sustainability of the project. When not involved from the beginning, stakeholders tend to be more suspicious of project activities and

less prone to support them. Conversely, when communication is used to involve them in the definition of an initiative, their motivation and commitment grow stronger (Mafalopulos, 2008).

Communication for development is critical in developing countries because it spurs development in the society by ensuring that people own the development initiative thus enhancing its sustainability.

2.1.1 Relevance of communication

Communication is critical for any meaningful development to be evident in any community or nation. The role of communication in development has been reviewed over years although its place in socioeconomic, political and cultural development begun in 1960's (Moemeka, 1993). Communication has been argued as a critical ingredient without which socioeconomic development would be difficult to attain. It is important to use the right communication strategy for the impact to be evident.

According to Thomas (2008), poverty is not only a sign of a lack of resources but is also about the lack of awareness or information on the role of the people in the fight against poverty. When people access information, they become aware of their rights and they are empowered to confront and deal with the many reasons that continue to perpetuate poverty in the society. The study agrees with Thomas on this because there may be a lot of information on YEDF however the same is not reflected on number of youths who are benefiting from it or the living standards improving.

There are cases where institutional communication may be more useful and in other cases communication for development. Institutional communication mainly publicises activities or achievement of a development process. This may be mainly used by the government or politicians who want to be seen that they are working. The practice of

development communications has continued to gain prominence in the world and also research in development communication has also increased.

Poverty is a reality in the world and to reduce poverty with aim of improving the living standards of the people, the government and the non-government organisations (NGO's) engage in various development initiatives. The citizens are sensitised about the initiatives through various communication strategies some of which succeed while others fail. One can argue that while there is on the one hand an oversupply of communication there is also on the other growing population for whom the information and the content of that information are irrelevant, simply because it does not address their concerns and needs (Thomas, 2008).

2.1.2 Methods of communication

The nature of communication has experienced a considerable transformation in the past 20 years, and the transformation is ongoing. Email has had intense effect on the way people keep in touch and the communications are shorter and more frequent than letters were and the response time has significantly reduced (The new media consortium, 2007). Communication methods also known as media, are the conveying vehicles for messages. These customarily have comprised: Journals like newspaper, magazines, newsletters; radio and television; billboards; telephone; websites; postal facilities face to face among others (Murphy, 2010). New media methods have come up which comprise internet communication vehicles like websites/blog; social media facebook, twiter, You Tube, email, mobile search; video conferencing, etc.

"Social media" is a term that in current years has developed closely associated to the significant use of internet. It allows individual to construct the information with a bounded system and share through networks with other users (Boyd and Ellison 2007).

The introduction of social media has transformed the information background and the design of the Internet considerably over the past 10 years (O'Reilly 2007; Warschauer & Grimes 2007). One important progress in the improvement of internet is the growing dominance of social media platforms that support Internet users to co-operate, connect, and circulate creative stuffing such as blogs, videos, wikis, journal or photos (Bawden & Robin 2008).

The social media has improved the communication career with new and instant ways of participant's collaboration. The discussion arising via these social media approaches never breaks and possibly includes every specific internet connection. Many such individuals seizes the opportunity to actively take part in discussion with each other and with groups, assessing, remarking and normally contributing content to a discourse that has developed to be vibrant since the growth of social media (Anderson 2004).

Use of online social linkage has developed to a trend amongst youngsters and the young adults. The effect of a study by Pew Internet& American Life Project (2009) as mentioned by Lenhart Purcell, Smith and Zickuhr (2010) confirmed that 73% of youths (ages 12-17) and teenagers (ages 18-29) in the United States use online social networks Uloma (2011) on the other hand proposed that while most of the younger group makes use of the Internet and social media to stay in touch with the World of culture and entertainment. Approaches that are more traditional still apparently prevail. While 87% of the youngsters interviewed said that they used the Internet and 83% use social networks to find out what's going on, and 84% cited television and radio as a source of information, fully 93% indicated that they acquire such information through their immediate circles like a group including family, friends and work associates.

2.1.3 Methods of communication currently in use

There has been essential eruption of use of technology in making interpersonal contacts. This is predominantly the situation of young people. As early as elementary school; many students are carrying cell phones. With ready access to the internet and mobile phone technology, social networking has developed into a phenomenon of exceptional magnitudes and is intensifying the notion of social network.

Burgers, (2003) says that there are numerous means of communication that youth engage on a daily basis and some of these approaches comprise letters, email messages, video telephone conversation, video conferencing, newspapers, websites among others are some of the most greatly used.

a) Website

This is asset of related Webpages served from a single web purview. Websites can be divided into two broad classes- statistics and interactive. Interactive sites are part of web 2.0 community of sites and permits for interactivity between the proprietor and the site guests. Statistics sites function or capture information but do not permit engagement with audience directly (The free dictionary .com)

b) Video Email Message

This is much like next messaging except that the sender can include video. A video messaging system offers access to record message through one of its designated service providers. The user can recover the message through the same.

c) Email messages

Electronic mail, most frequently denoted to as mail since almost 1993, is a technique of exchanging digital message from one author to another or more receivers (Berendzen, 2011). Email message are extensively in business as well as in private life.

d) Video conferencing

This is the conduct of a video conference by a set of telecommunications technologies, which permits two or more locations, connects with instantaneous way video and audio broadcast (Biello, 2009).

e) Telephone conversations

This is a slightly comfortable technique, which conveys sound rather than printed words. It allows for instant feedback, qualifying it as a better-off technique, which people and organisations use to get instant answer.

f) Posters

A poster is a piece of printed –papers intended to be attached to a wall or vertical surfaces. Typical posters comprise both written and graphical features even though a poster may be both graphical and textual (Gesling, 1999).

g) Letters

A letter is a written message comprising information from one party to anther (Blake 2010). As communication technology has expanded, posted letters have become less essential as a routine form of communication. They are suitable technique for definite endeavors to persuasion.

h) Face to face meetings

Face to face meetings are classified at the top of the richness scale since they permit the complete rise of all senses and constant response (Fieherty, 2009).

i) Social networking sites in use

Grahil et al. (2012) say that there are six categories of social media and comprise of the following;

Social networks-Services that allow you to connect with other people of similar interest and background. Usually they comprise of a profile, numerous ways to network with other users, ability to form groups; the most prevalent are Facebook and linked in.

Blog Comments and Forums-Online setting permit members to hold discussions by posting messages. Blog comments are similar except they are devoted to around the theme of the blog. There are many prevalent blogs and forums. Fred Cavazzanet (2011), on the other hand says that social media is divided into 10 categories which include Publish (Wiki); Share (You Tube);Discuss (Skype); Social networks (Facebook, LinkedIn);Micro blog(Twitter; Life stream (Friends feed); Live cast (Justin TV);Virtual Worlds (Second life, Habbo); Social games (Pogo, doff) and Massively multiplayer online games(World of War craft, Happy farm).

Micro blogging- Services that emphasis on short updates that are pushed out to any one subscribed to receive the updates. The most popular is twitter.

Media sharing-Services that allow you to upload and share different media such as photographs and videos. Most services have supplementary social features such as profiles, commenting, etc. The most popular are You Tube and Flickers.

2.1.4 Strategic communication

Strategic communication is mainly a purposeful communication aimed at fulfilling a mission. Colle (2008), explains strategic communication combines a series of elements of widespread research, careful planning, stakeholder participation, creativity, good programming, and connections to other programme elements so as to inspire positive and measurable behavior change among the intended audience. The research agrees with the definition as it seeks to establish positive change as a result of effective communication strategies in YEDF awareness.

In addition, Fray and Burton (1990), explain that some of the necessary conditions for an effective campaign include; use of high-quality messages, channel and sources, disseminating the message well, attracting the attention of the intended audience, encouraging interpersonal communication and obtaining knowledge of the campaign impacts. The research will revolve around establishing these factors so as to determine how effective the communication strategies are.

2.1.5 Development communication

Nora Quebral (1975) defines development communication as the art and science of human communication applied to the speedy transformation of a country from poverty to a dynamic state of economic growth and makes possible greater economic and social equality and the larger fulfilment of human potential. From the definition, development communication is not a product but a process that must be done keenly and carefully. Further, Development communication has been seen as a strategic tool to persuade people to change and enhance development process (Tufte, 2009).

The two primary roles of development communication are transforming as it seeks social change in the direction of higher quality of values of society and secondly it seeks to create an atmosphere of change as well as providing innovations through which society may change (Kumar, 2011). In this the youths mind set is transformed from the unemployment and hopeless situations due to lack of capital and market for produces to having a positive mindset that self-employment opportunities in Kenya are many which can lead to improving their lives and livelihoods.

Ulrich (2006), argues that there exists five key constraints and barriers to youth entrepreneurship in general: social and cultural attitudes towards youth entrepreneurship, entrepreneurship education, access to funds, administrative and

regulatory framework and business assistance and supply. I agree with Ulrich argument in the case of the youth enterprise fund where the main aim was to solve the barriers by reaching the youth through the various sensitisation channels.

2.1.6 Youth and public participation

This strategy was initiated by Paulo Freire in the 1960's and 1970's and advocated for conscious involvement of people in their own development projects as vital in the success of the project. This strategy is regarded as the most effective in enhancing social change and development. According to Mafalopus and Tufte (2009), participation is the involvement of the ordinary people in the development process leading change. They further explain that participation can be used as a tool to achieve a pre-established goal defined by someone external to the community involved. By this the target population is involved in a development initiative which is aimed to help them but the initiative has already been developed by an external party who has end in mind. This will result in empowerment, sustainability, gaining life skills and feeling of ownership.

Narayan (2006) explain empowerment as expansion of assets and capabilities of the poor people to participate in, exchange with, influence, control and hold accountable institutions that affect their lives. In this case, the public participation would empower the youth thus enabling them to benefit from the funds and also at the same time hold the leadership accountable and challenge them for more funding and other creative development initiatives. This would help in the attainment of the fund initiative.

With technological advancement, youths have been active in public participation mainly online in the social media and also in the radio and television. Notley (2009), stresses that from the research that participants in online networks provide the youths with opportunity to participate in society in ways that are social, economic, cultural,

and civic education. This can be used to enhance youth empowerment initiatives like the youth fund.

2.1.7 Youth and media

According to Fisher (2009), media is a tool through which we are able to get aware of all the products and services and making us live a standard and conducive life. Media influence people of all ages and intense impact on the youths' socialization. Although the influences of the media are undisputable among the youths, the influence depends on the accessibility and the pervasiveness of the media (Shafi, July 2015). With advancement in technology the youths' interaction with the media has increased for various reasons and also the access increased tremendously. Youths are generally known as early adaptors of media in keeping up with the global trends. According to Valkenburg (2001), the youth regard internet as a flexible medium and research has identified the following as the main uses of media; high affinity with computers, information, entertainment, boredom avoidance and online/offline interaction. Gross (2004) explains that the youths have access to social media but it is not known how the use of social media influences their wellbeing and development. A report by McKenzie (2011) on youths, ICT and Development showed that the new millennium saw raise in the internet, mobile phone and computer use in Kenya. There is increase media space and emergence of new media platforms use among the youths which is generally perceived to be for social interactions as opposed to creating awareness and encouraging youth's participation in job creation and empowerment.

From the above, it is evident the youth access to the media has been on the rise and the media has been influencing the youth in different ways. The influence on development still remains questionable. The research will establish the youth's access to the media

as reported in the Mckenzie (2011) report and the impact of the access which remains questionable as argued by Gross (2004).

2.1.8 Youth Enterprise Development Fund

The Youth Enterprise Development Fund (YEDF) was established in 2006 with the aim of reducing youth unemployment who account for over 61% of the unemployed in Kenya. The fund targeted young people within the age bracket of 18 to 35 years old. As of 2013, the Fund had financed over 157,000 youth enterprises to the tune of Kshs.5.9 billion, and helped thousands of youth build their enterprises through market support and entrepreneurship training. The Fund has also trained over 200,000 young entrepreneurs and supported thousands of youth to take up jobs overseas through the Youth Employment Scheme Abroad (YESA) Program. In addition, the Fund provided other services such as training and mentoring, business incubation, holding a business plan competition, and developing partnership with private and public institutions (YEDF, 2013). By September 2016, 11.9Billion worth of loans had been disbursed to 886,313 youth in Kenya, trained 364,368 youths, supported 5,644 to market their produce and facilitated 20,976 to obtain jobs abroad (Youth Fund status report, 2016).

The YEDF is also working on innovative strategies that are responsive to the needs of the youth, like direct funding, credit guarantee schemes, sector-specific financing, franchise financing and helping the youth access market for their products and services (YEDF, 2013). As outlined in the Kenya Vision 2030, all this is aimed at empowering the Kenyan youth, and building a strong base for the economy to grow and achieve the Millennium Development Goals (Kenya Vision 2030).

The level of awareness is critical in any government initiative as it determines how the people will embrace it. A study by Gachugia et al. (2004), recommended that in order

to improve performance of YEDF and SMEs, YEDF should launch a campaign to educate the Kenyan youth about the fund, intensify youth involvement about the fund and train them on how to start and manage businesses including financial literacy. Rogito (2010) in his research on the influence of monitoring and evaluation on the YEDF established that poor implementation is as a result few implementors who have been trained on monitoring and evaluation of the YEDF initiative.

Ohiambo et al. (2013) on a study about the effects of YEDF on youth concluded that YEDF had not had significant effect on youth enterprises and recommended an increase in the number of financial intermediaries and the active involvement of all the stakeholders in the mobilization of the youth on group formations and the initiatives by the YEDF. A survey by the Kenya National Adolescent and youth (2015) revealed that the youth were not aware of the government initiatives aimed at empowering the youth. From the above studies, it is evident that the level of awareness is very low and recommendations have been done to involve stakeholders and enhance the campaigns to create awareness.

2.1.9 Factors affecting youth access to information

According to Shaw (2011) "the greatest problem with communication is the illusion that it has been achieved". Information initiates decisions that any individual may want to make. Using past style extrapolations or "guts instincts" does not serve the pace, scale or scope of challenges confronting the public sector. Borrowing from the private sector, federal, states and local agencies progressively recognize that better access to information leads to improved decision making and eventually, the enhancement of citizen services and government performance (Dennis, 2012).

Decision making process entails having information which can be fiscal information and non-fiscal information as well (Zager et al…2006). Young people are susceptible to misrepresentation and often make costly mistakes at significant fiscal choices opinions (CFBP, 2013). Accessibility of and access to important information and the ability to understand this information is crucial to decision making. The introduction of the World Wide Web and other communication technologies has considerably transformed information availability, the amount of information accessible, and the cost of gathering that information. Individuals and businesses alike gather and interpret information in their decision-making activities and use this information for private or financial gain.

Underlying this explanation is the belief that the information required exist, is freely accessible and easy to understand. Yet in many occurrences this may not be the case at all. In some circumstances, information may be unknown, expensive to integrate or hard to understand to one's own situations (Shinnick, 2008).

Internet services accessibility (particularly in Africa least developed countries and the rural areas) may be hindered by mostly low level of computer literacy in the population. Poor organisation and high cost of internet services. Power accessibility is also scarce, with vast rural are not connected to power grids as well as numerous blackouts in main urban centers (UNCTAD, 2014).

In Kenya, in spite of the enactment of a rigorous policy agenda and numerous development initiatives to empower the youth, the majority of the youth are either unacquainted with the present pro-youth strategies or misinformed of how it relates to them. This essential challenge constrains any positive youth initiatives, as it remains impossible to involve an all-inclusive constituency effectively without their support for-

let alone an awareness of such programs. According to Njonjo et al. (2009), the present practice is that programs are planned and applied by government organisations, and the youth are only involved as beneficiaries as opposed to a credible constituency that can frame programs and policies.

Likewise, Gacheru et al. (2014) suggested that information on the youth fund is not sufficiently distributed in Kenya. Amenya et al. (2011) agrees observing that most of the youth are not appropriately conversant about the loans which makes it a challenge in accessing and there is necessity to offer the youth with sufficient information on YEDF purposes and services,

Ahibwe (2014) in a study carried out on the youth venture capital in Uganda distinguished that information disproportionateness emanated out as strong cause impeding youth involvement in the fund. That though most (95%) of the youth from control group had ever heard of the youth fund, only (63%) of the youth reported to have information on how to access it. The media (TV, radio, newspaper) and youth leaders were mentioned as the most common sources of youth fund related information. The study established that there is need to put in place a vibrant communication approach so that information from government and the implementers are coordinated.

2.2 Theoretical Framework

2.2.1 Social cognitive theory

Social Cognitive theory, Bandura (2009) explains that human learning occurs in a social environment. By observing, people acquire knowledge of rules, skills, strategies, beliefs and attitudes about their capabilities and common aspirations about life. By this people observe what other are engaging in in the environment and will tend to copy what is successful. Bandura argues that people are seen as self-organising, proactive, self-

reflecting rather than as reactive organisms shaped and driven by environmental forces or by hidden inner impulses. In applying this theory in Nakuru county, successful youth will be emulated by other ambitious youths and will with the aim of improving their lives and livelihoods.

Bandura further argues that cognition plays a critical role in people's capacity to construct reality, self-regulation, encode information and behave. In this case the youth will want to be trained in order to acquire same knowledge as other successful youths within the county and the country at large. This can take place in the public meetings, using media and peer challenge events.

People are proactive agents who engage in their own development and can cause things to happen by their actions. People in the society possess self-belief that enable them to exercise a measure of control over their thoughts, feelings and actions that 'what people believe and can feel affect how they behave. In applying this, the youths will learn from one another and creatively innovate other ideas which will help in the youth empowerment and alleviation of poverty in the society.

Bandura, (1971) adds that perceived or real rewards or punishments attracted by actions taken by one person will either serve as a warning or as a motivation to others. In this, youths who have benefitted from YEDF act as a motivation to others to also take advantage of the initiative while the youths who have been unable to pay their loans and others have had to pay their loans act as a deterrent to other prospective youths.

The social cognitive theory is based on four principles namely: attention, retention, reproduction and motivation. The attention principle states that we cannot learn if we are not attentive on the task at hand. We something is seen as different in some way we are more likely to focus on it and the social context at the particular time helps to

reinforce our perceptions. In this context, the youth have to identify something unique on awareness initiatives so as to be attentive and the social context has to spur the youth attention to learn about the YEDF.

Retention is the second principle where people learn by internalising information in their memories. This is recalled later when required to respond to a situation that is similar with that which we had learned earlier. The youth need to internalize the information got through the various communication methods on the youth fund so that they can be able to use it in the uptake of the youth fund initiatives.

The third principle on reproduction is where people reproduce previously learnt information (skills, knowledge and behaviors) when required. This can be during youth participation forums, peer meetings or when faced with youth empowerment initiatives. This is critical in YEDF as youths can freely share and challenge one another in fostering youth empowerment initiatives.

The fourth principle is motivation. People need to be motivated to do anything that that is valuable to them. Often the motivation originates from observing someone else being rewarded or punished for something they have done or said. This will motivate us to do the same later or avoid doing the same thing due to the rewards. The youth in Nakuru County can get motivation to adopt the YEDF initiatives if other youths have excelled in the past and have been empowered financially and refrain because of what other youths say about the initiative.

2.2.2 Information processing theory – stage theory

The theory holds that human mind process information through application of logical rules and strategies (Atkinson & Shiffrin, 1968). The theory states that for a problem to be solved, vital information about it must be encoded together with prior useful

information stored and this will be used in coming up with a strategy on how to solve the problem.

The stage model theory further holds that three stages occur in information storage namely; sensory memory, short term memory and long-term memory. Huitt (2003) explains that information must have an interesting feature and ability to activate a known pattern for it to transition into short memory. The information in the short-term memory usually lasts for 15 to 20 seconds and when repeated severally it lasts up to 20 minutes and it is usually processed in units of between 3 to 7 at a time in what is referred to as "chunking" (Miller, 1956).

Huitt (2003), explains that as information is stored in the memory it can be prearranged into several structures like declarative memory which has semantic episodic memories. The semantic memory includes ideologies and different structures used in problem solving and learning. The episodic memory informs personal experience and stories. In addition, information can be organised into procedural memory that deals with how things are done and also form images in a person.

The theory is applicable in the study in assessing how the youths are able to retain the YEDF information communicated to them through the various communication strategies. Secondly, on the information delivered on YEDF whether there is any reference and familiarity of language used and how it affects the youths in the retrieval of information for their empowerment and utilisation of the YEDF.

Youth access to the media is growing every time due to the technology advancement and the new media age. Many youths prefer to use the television, radio and social media to network, access information and also participate in national issues. The use of internet remains to be the most preferred by youths however it is not known how the

social media influence their well-being and development (Gross 2004). Thomas (2008) explains that poverty may not be a result of lack of resources but also lack of awareness and further explains that an oversupply of irrelevant information which does not meet the people's needs. The research will establish whether there is an oversupply of irrelevant information using the various communication strategies about YEDF which does not meet the needs of the youths and consequently not empowering them.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

This section outlines the procedures used in data collection and analysis. These include research design, study site, research approach, research method, data needs, types and source, population, sampling procedure and data collection, data analysis, data presentation validity and reliability and ethics.

3.1 Research design

According to Claire Selltiz *et. al* (1959) a research design is the preparation of conditions for collection and analysis of data in a way that aims to combine relevance to the research purpose with economy in procedure. The researcher carried out a descriptive research design. Kothari (2004) defines descriptive research design as that which "a clear definition of what a researcher wants to measure and finds adequate methods of measuring it along a clear-cut definition of the population under the study" (Pg. 37). Kumar (2011) states that a descriptive research attempts to describe systematically a situation, the challenges of a service or programme while providing information about the living condition of a community and describe their attitudes towards an issue. Kothari (2004) adds that descriptive design describes the characteristics of a particular individual or a group. In this case the study targeted the youth adoption to YEDF and assessing the various communication strategies used to create awareness in Nakuru County.

Jackson (2009), argues that descriptive research method is pretty much as it sounds as it describes the situation and does not make accurate predictions or determine the cause and effect. The descriptive research designed was preferred as it concerns the

characteristics of the youth and how they interact with specific phenomenon which in this case are the communication strategies used in the uptake of YEDF.

3.2 Study site

The study took place in Nakuru County one of the 47 counties in Kenya targeting three select constituencies namely: Njoro, Bahati and Nakuru town west constituencies which are all located near Nakuru County headquarters. The main economic activities in this area include subsistent farming, livestock farming and small-scale trading. According to the Kenya Bureau of Statistics (2009) there are 549,677 youth in the entire Nakuru County between the ages of 20-34 years old.

The selection of Nakuru county was informed by the finding of KIHBS county fact sheet (December 2011) which showed that Nakuru County has a poverty rate of 40.1% and is ranked number 12 in comparison to the other counties in Kenya. In addition, the same report showed that the dependency level in Nakuru County is over 80% which is very high. The study was conducted in the month of September 2018.

3.3 Research approach

The study employed a mixed method approach by using both quantitative and qualitative research approaches. Qualitative research according to Kothari (2004) concerns that which subjective assessment of the attitude, opinions and behavior and generates results that are either in non-quantitative form or in the form which cannot be subjected to rigorous quantitative analysis.

Kothari (2004) explains that "quantitative approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion" (page 5). He further adds that a sample of the population is studied

by use of questionnaires or observation to determine its characteristics and it is generalized that the population has the same characteristics.

3.4.0. Population and sampling

According to Ogula (2005), a population is any group of people in society or objects that have similar characteristics. The researcher targeted the youth in select Nakuru County Constituencies of Njoro, Bahati and Nakuru town west. The youth were aged between 20-34 years old who were beneficiaries or potential beneficiaries of the YEDF initiative. From the Kenya Bureau of Statistics 2017 the projected youth population in the three constituencies by the end of 2017 is 169,648.

3.4.1 Sampling techniques

Sampling is defined as selection of some part of an entirety on the basis of which judgment about an aggregate is to be made. This is where a researcher obtains information about an entire population by examining a part of the population. According to Kothari (2004), a sample design is a definite plan for finding a sample from a given population. Ogula (2005) adds that sampling is a method of selecting a sub group from the entire population to participate in the research. This is mainly the techniques a researcher uses to select a sample to be used in the research process.

Probability sampling method was used to collect quantitative data. Kothari (2004), explains that probability sampling is where every item in the population has equal probability of being included in the sample as it uses random selections of the sample items. He further adds that random sampling ensures that the law of statistics regularity where if on an average sample chosen is a random one, the sample will have the same composition and characteristic as the study population. In addition, this method gives each possible sample combination an equal chance of being selected from the entire

population. To determine the respondents, criterion sampling was used where the selected respondents met predetermined criteria of importance (Patton, 2001). In this case the researcher visited the various centers in the 3 constituencies and met the youth who were selected based on their age (20-34) and those who were beneficiaries or potential beneficiaries of YEDF.

To identify the respondents, the researcher visited the market centers where he met the youths and explained what the research was all about. Secondly the researcher was referred by the YEDF officials to where some groups meet in the in the three constituencies at different times of the week and month. The researcher contacted the group leaders to book for an appointment with them during the meeting. During the meeting, the respondents were explained to what the research was about and requested to voluntarily participate in the research. The third category of the respondents were referred by the individual youths who explained that they also meet at a particular time and venue where the researcher booked an appointment and visited the groups and administered the questionnaires.

Kothari (2004) further explains that units are picked up from the whole group not deliberately but by some mechanical process where by a blind chance alone determines whether one item or another will be select in the study. The youth were simple randomly selected by assigning number to them and those with the odd numbers were given questionnaires to fill. The respondents were explained to that the selected respondents were representatives of the whole population. This technique was more suitable in sampling the youth due to their large number and distribution in the select constituencies in Nakuru County.

Qualitative data was collected using non-probability sampling. Kothari (2004), defines non-probability sampling as a procedure which does not afford any bias for estimating the probability that each item in the study population has of being included in the sample. This involves the subjective judgement of the research in selecting the respondents who he/she perceives may have an understating of the research problem. The researcher employed purposive sampling to choose eleven key informants based on their knowledge about the population and the study problem.

3.4.2 Sample size

From the Kenya Bureau of statistics (2003), Nakuru County is projected to have a population of 169,648 youth between the age of 20 – 34 years in the select constituency. The tab below shows the population distribution.

Table 3.1: Youth population projection by end of 2017

N O.	SUB COUNTY	15- 19yrs	20- 24yrs	25- 29yrs	30- 34yrs	35- 39yrs	TOTA L
1	Njoro	24,302	25,625	22,311	17,211	13,846	**103,295**
2	Nakuru Town West	20,016	21,106	18,376	14,176	11,404	**85,078**
3	Bahati	18,966	19,998	17,411	13,432	10,805	**80,612**
	TOTAL	**63,284**	**66,729**	**58,098**	**44,819**	**36,055**	**268,985**

Source: Kenya National Bureau of Statistics – Nakuru County

Different formulae can be used to determine required sample under different situations. The study adopted a statistical formula proposed by Kothari and Gang, (2014) together with Cooper and Schinder, (2013) to establish the sample size of the youth who were involved in the study.

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

Where n is the desired sample size, N is the sample frame (population) and $\bar{\alpha}$ is the margin of error (0.08).

From the above, a total of 165 youth was sampled in Nakuru town west, Bahati and Njoro constituencies which are all located near Nakuru County headquarters. The sample will help in the assessment of the effectiveness of communication strategies used in creating awareness of YEDF.

3.5.0 Data Collection

The researcher used questionnaires and in-depth interviews to collect primary data.

3.5.1 In-Depth Interviews

Interview method was used to collect data from the key informants using an interview schedule. According to Kothari (2004), interviews involve presentation of oral-verbal stimuli and reply in terms of oral responses. Burns (1997), explains further that an interview is any verbal exchange often face to face though the telephone may be used where an interviewer attempts to elicit information, beliefs or opinions from another person. The responses were recorded by the interviewer for the purposes of analysis. Strauss & Corbin (1990), argue that interview method makes it easier for the researcher and interviewee to strike a rapport thus winning the confidence of the interviewer. This allows the interviewee to express themselves freely using both verbal and non-verbal aspects of communication which the research is able to capture.

In-depth interviews are useful in providing context of other data or data outcome by presenting a more complete picture of what happened in a program and why or explore new things in depth. In this case, the key informant provided critical information on youth's behavior and thoughts in the uptake of the youth fund. This method also

provides more detailed information that may not be available through other data collection.

Interviews can be direct personal investigation or indirect personal investigation. According to Kothari (2004), direct personal investigation is where the interviewer collects information personally from the sources concerned where in this research this is from the youth directly. On the other hand, indirect oral examination is where the interviewer cross examines other persons who have information about the research problem and record all the information obtained. In this research the interview intends to use the indirect oral examination on key informants who have more information about the research problem.

Key informants were interviewed within Nakuru County using interview schedule (appendix 2) so as to obtain vital information on the research problem. They included select NGO's in Nakuru targeting the youths (3), youth enterprise development fund officials (3), successful beneficiary of YEDF initiative (1), county youth development official (1) and country youth development official (1) in Nakuru County and influential youth leaders (2) in Nakuru County (president of the youth bunge and another youth leader). The participant's response was recorded on the interview schedule.

3.5.2 Questionnaires

Questionnaires were used to collect data from the youth who are the main beneficiaries of the YEDF. Kothari (2004), explains that questionnaires consist of a number of questions printed or typed in a definite order on a form or set of forms. The respondents usually answer the set of questions on their own where they read and understand the questions then write their replies in the spaces provided on the questionnaire. The researcher issued the questionnaires through collective administration and public

administration. In public administration the researcher met the youth in the shopping centers and explained whom the study targeted and the youth were requested to participate voluntarily. The youth were assigned numbers where the person with odd numbers were given the questionnaires. In collective administration, the questionnaires were administered to the youth in assembled in group meetings. The researcher was introduced to the groups by the youth leader or the YEDF officials. The youth were explained to the purpose of the study and requested to voluntarily participate in the study. This gave a high response rate.

The questionnaires were structured questions with the same wording and in the same order to all the respondent. In Kenya, the youth are credited of having an education and this will be critical guiding factor in the use of structured questionnaires. Questionnaires eliminate the researcher's bias, enable collection of data to a large population and also give the target population an ample time to respond to the questions. In order for the questionnaire to be effective and have high quality responses Kothari (2004), explains that the questions must have sequences.

The study administered questionnaires (appendix 1) to the youths who were randomly sampled in the select three constituencies in Nakuru County. The respondents will be given enough time to read, understand and respond to the questions voluntarily before they submit the questionnaires. All the information collected will be treated as confidential and there will be no disclosure of the details of the respondents.

3.6 Reliability and validity of the instruments

According to Mugenda and Mugenda (1999), validity is the accurateness and meaningfulness of interpretations, which are based on the research results. The respondents were scientifically sampled to obtain a representative number that would

help to form generalisation about the behavior and character of the youth in the select constituencies within Nakuru County. To avoid ambiguity the researcher did a pilot and sought advice on the suitability of the research tools. The pilot study helped the researcher to review the questions to be in line with the objectives as well as establish the time taken to fill the questionnaire and also conduct the interview.

Data collected using interview schedules from the key informants were verified where possible with any available data or record held by the key informants. This helped to reduce respondent's bias.

3.6 Data analysis

The purpose of data analysis and presentation is to obtain usable and useful information. Data analysis consisted of the examination, categorising, tabulation or otherwise recombining the evidence to address the initial propositions of the study. Quantitative data collected was keyed into the Statistical Package for the Social Sciences (SPSS) program to enable generation of graphs and pie charts which were in turn were analysed under each objective. The researcher ensured the themes are in line with the study objectives and generate frequencies, percentages and describe statistics that were used to answer the research question. Statistical Package for the Social Sciences is a package for manipulating, analysing and presenting data mainly used in the social and behavioral sciences (Everitt, 2004). It performs data entry and analysis to create tables and graphs. Qualitative data collected was transcribed to identify specific themes in the research problem which were analysed using the objectives. Emerging themes were categorized and analysed. Once the researcher had saturated themes that emerged from the analysis, these themes become a basis for discussion.

3.7 Ethical considerations

Every profession is guided by set of ethical standards which dictate what is right and what is wrong. The study was guided by ethical consideration in research. These considerations include those that cover the researcher, the respondents and those that relate to the research procedures (Mauthner, 2002).

First the researcher sought informed consent from the target respondents. All the respondents were explained to what the research was all about and how the information collected was to be used. Anyone who was not be willing to give information was not forced to do so and neither did the researcher fail to seek consent. All the participants were assured that all the information collected was solely used for academic purposes and this was enhanced by production of the certificate of field work from the University of Nairobi School of journalism (appendix 3).

Privacy and confidentiality relating to the respondents was adhered to by ensuring anonymity and duty of care not to inflict harm to the respondents. Sharing of information about a respondent for purposes other than research is regarded as unethical. Also, the researcher ensured all information provided by the respondents remained anonymous. This is by avoiding identification of any individual respondents by referring to him or her. All the information collected in this research was generalized and all respondents remain anonymous. The researcher guarantees quality and truthfulness of the research work. The researcher went through defense of the study to the examination board and received a certificate of correction (appendix 5) after undertaking all the corrections proposed by the examining board. The study was subjected to the originality test and the originality certificate obtained (appendix 4) and a declaration of the work made to the university of Nairobi by the researcher and approved.

CHAPTER FOUR

DATA PRESENTATION, INTERPRETATION AND ANALYSIS

4.0 Overview

This chapter presents analysed data from the study on assessment of communication strategies in the uptake of youth enterprise development fund, case of Nakuru County. The data has been organised around the study objectives and has been presented in two sections namely data presentation and interpretation and data analysis.

4.1 Data presentation and interpretation

This section presents data which was collected and analysed from the questionnaires administered to the respondents and from the key informants using in-depth interview. The data collected has been presented in the form of texts, tables, pie charts, graphs, frequencies and percentages.

4.1.1 Instruments rate

In this study, questionnaires were used to collect data among the youth living in three select constituencies in Nakuru County namely Bahati, Nakuru Town West and Njoro Constituencies. The target population was 165 youth however the actual data collected was from 138 youth which represents 83.7% response rate which is considered sufficient for data analysis in this research. Table 1 below shows the response rate and distribution.

Table 4.1: Respondent Distribution & Response Rate

Constituency	County Respondent Distribution				Total	
	Response		Non-response			
	No.	%	No.	%	No.	%
Bahati	46	27.9	9	5.5	55	33.3
Nakuru Town West	50	30.3	10	5.9	60	36.4
Njoro	42	25.5	8	5.0	50	30.3
Total	138	83.7	27	16.4	165	100.0

According to Kothari and Gang (2014), a response rate of 50% is adequate for analysis and reporting, 60% rate is a good and 70% and over is excellent. Therefor the response rate was a true representation of the respondents in the study. Respondents were cooperative during this study.

4.1.2 Demographic information of the respondents

The study sought to find out the demographic information of the respondents in respect to their location, age, academic qualification and gender. The purpose was to establish the characteristics of the youth living in the three select constituencies of Nakuru town west, Bahati and Njoro all located in Nakuru County.

4.1.3 Distribution of respondents by gender

To determine the gender distribution of the respondents in the study, the subjects were asked to indicate their gender in the questionnaires issued.

Table 4.2: Gender distribution

		Frequency	Percent
	Male	66	47.8
	Female	67	48.6
	Total	133	96.4
Missing	System	5	3.6
Total		138	100.0

From table 2 above, a total of 47.8% of the respondents were male while a total of 48.6% were female of the valid data. Gender differences were taken into consideration so as to ensure that the study was not biased towards one gender. From the findings both genders were well represented in the study thus minimal gender bias.

4.1.4 Distribution of respondents by location

The table 3 shows distribution of the respondents by location (constituencies) in Nakuru county.

Table 4.3: Distribution by Location

	Frequency	Percent	Cumulative Percent
Bahati	46	33.3	33.3
Nakuru Town West	50	36.2	69.6
Njoro	42	30.4	100.0
Total	138	100.0	

This manner of distribution was important for explaining the character and scope of the sample used in the study. From table 3 above 33.3% of the respondents were from Bahati, 36.2% from Nakuru town west and 30.4% from Njoro Constituency. The distribution also was important is bringing out a clear picture of the awareness on YEDF in Nakuru county by the virtue that all youth exhibit similar characteristics. Kothari (2004) explains that in random sampling the sample has uniform composition and characteristic as the universe.

4.1.5 Distribution of respondents by age

Figure 1 below shows the age patterns of the respondents in the study.

Figure 4. 1: Distribution by age

	20-24	25-29	30-34
■ Series1	23.0	43.0	34.1
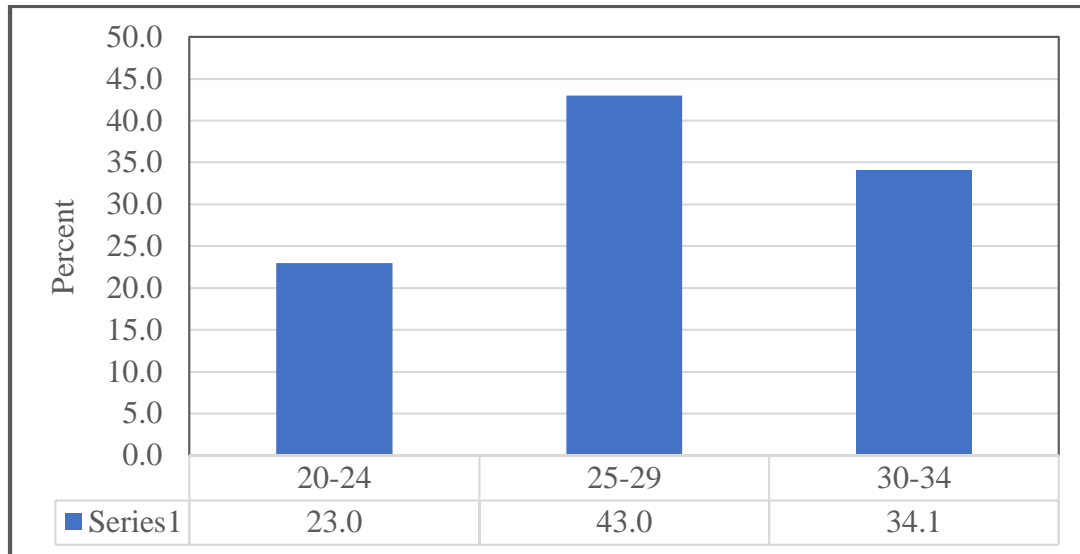
From the findings, 43% of the respondents comprised young people 25-29 of age followed by 30-34 of age at 34.1% and lastly 20-24 of age at 23.0%. The categorising of the youth scope involves a broad range of age with significant variations in their character, need and temperaments. It is necessary to differentiate the respondents further into uniform cohorts as shown on the table. This is critical in dealing with any possible biases and generalisations that might come with grouping them all.

4.2.6 Distribution of respondents by academic qualification

The Study sought information on the level of education attained by the respondents. The purpose was to establish the highest level of education exposure of the participants under the study. Since the focused on the awareness on Youth empowerment with keen interest on YEDF, education is an important element in determining access and consumption of the information among the sampled respondents. The aim was to

explain how disparities in education level affected the outcome of the research problem. The Figure 2 below shows the percentage distribution of the respondents.

Figure 4. 2: Distribution by Highest Level of Education
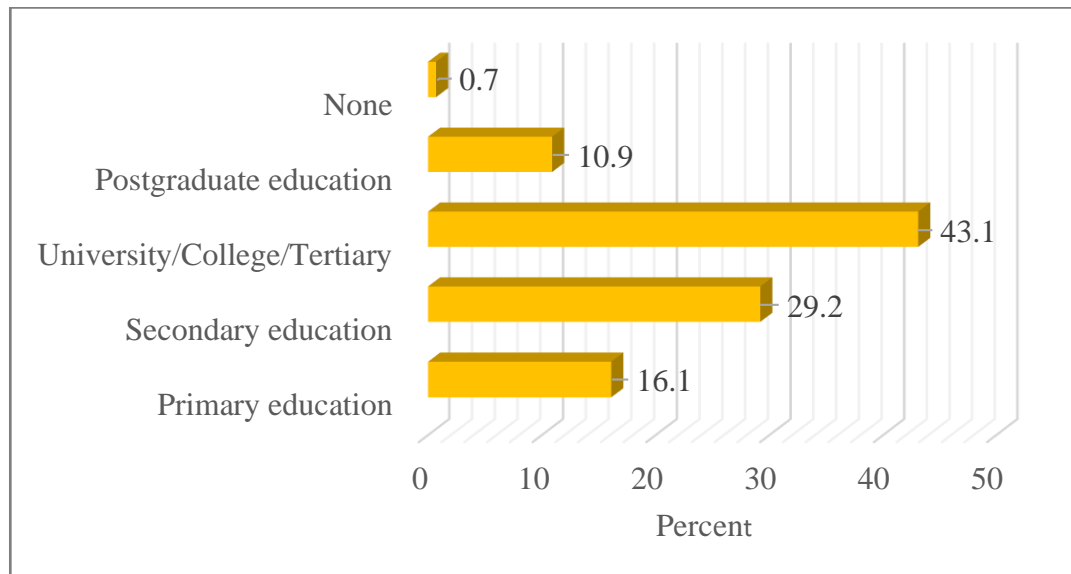
From the findings 43.1% of all the respondents have attained a university/College/tertiary level of education, 29.2% secondary education level, 16.1% primary education level, 10.9% post graduate education level and only 0.7% have no education at all. This confirms that literacy level in the three constituencies located near Nakuru County is high. From the study it can be established over 95% of the respondents can read and write and comprehend English and Kiswahili. The YEDF awareness initiatives can therefore be done in written or spoken word using either English or Kiswahili and will be understood by majority of the respondents

4.3 Data presentation and interpretation

This section presents data presentation and interpretation. The data has been organised in line with the study objectives.

4.3.1 Methods of communication youth have access to and regularly use for empowerment information

The first study objective was to investigate the communication methods that youth in select Nakuru county constituencies have access to and regularly use for empowerment information. Access was here defined as opportunity and regularly as intervals or frequency of use. To establish this, the respondents answered questions that sought their opinion on the question.

Table 4.4: Source of information on youth empowerment

	Responses		Percent of Cases
	N	Percent	
Media Campaigns/Advertisements	80	59.3%	71.4%
Public meetings/Baraza	23	17.0%	20.5%
County Government	6	4.4%	5.4%
Friends	24	17.8%	21.4%
Local authorities' offices	2	1.5%	1.8%
Total	135	100.0%	120.5%

From the findings in table 4, the study established that 59.3% of the respondents receive information on youth empowerment mainly from the media Campaigns/advertisements, 17.8% from friends, 17.0% from the public meetings/baraza, 4.4% from county government initiatives and 1.5% from the local authority's office.

The successful YEDF beneficiary noted that:

> *"I came to understand about YEDF from my friends in Nairobi who had benefitted from the funds and this made us from a group which was our initial step to access the funds."*

The first key informant in the youth development office in Nakuru County stated that:

"Form our office we only do sensitisation at the national level through the national media like TV, Radio and Newspapers and also the use of internet through the social media. In Nakuru County we occasionally hold road shows and visit the various centers with empowerment messages"

From the key informant in the youth development office, it can be established that there is high reliance on the use of the main stream media (television, radio and Newspapers) to create awareness on the youth empowerment initiatives. The findings from the youth and the key informant agrees since the youth also showed that they get information from the media campaigns/advertisements (59.3%). Murphy (2010), argues that the most common communication methods have been the of newspapers, magazines, television, billboards face to face among others confirms the continued use of the media campaigns and advertisement sin creating youth empowerment initiatives awareness. The findings agree with a research by Purcell, et al. (2010) were 84% of youth indicated they received information from television and radio while 93% indicated they acquired such information through their immediate circles like friends, family and work associates.

From the findings it can evident that most of the empowerment initiatives are mainly communicated through the main stream media. The role of the peers/friends which affirms Bandura (2009) social cognitive theory where learnings takes place in social environments and people observe what others are engaging in and tend to copy what the successful people do. The active use of the media campaigns and advertisement confirms the findings by Njonjo et al. (2009), where the government organises and the youth are only involved as beneficiaries of the initiatives.

4.3.2 Method of communication regularly accessed for youth media empowerment

The methods of communication used are written, verbal and non-verbal which are passed on through various media channels. The table below shows the frequency of the communication methods that are used by youth to access information on empowerment.

Table 4.5: Method of communication accessed regularly for information on youth empowerment

	Responses		Percent of Cases
	N	Percent	
Television	49	27.7%	38.0%
Social media (Facebook, twitter, WhatsApp)	85	48.0%	65.9%
Radio	10	5.6%	7.8%
Public meetings	29	16.4%	22.5%
Newspapers	4	2.3%	3.1%
Total	177	100.0%	137.2%

Notably, 48% of the respondents get information on youth empowerment through the social media (face book, twitter and whatsApp) which is followed by the television at 27.7% of the respondents then the public meetings at 16.4%, radio at 5.6% and lastly newspapers at 2.3% of the respondents. The research area was mainly located near the Nakuru county headquarters which is considered to be urban area and thus the access to the social media and television is high.

From the findings, the youth access the digital communication method more (social media) compared to all the other forms of communication. This agree with O'Reilly (20047), Warschauer & Grimes (2007), that the social media has transformed the information background over the last ten years. The findings also indicate that the various communication method have a particular category of youth that it reaches and there is need to incorporate all the communication methods so as to reach all the youth

within the Nakuru County. The dominance of the social media is worth noting since majority of the youth (48%) regularly access the social media. This affirms Bawden & Robin (2008) argument on the growing dominance of the social media to connect and share creative information. Newspapers are least used by the youth to access information on youth empowerments. Figure 3 below gives a clear picture on the most accessed method of communication by the youth in Nakuru County.

Figure 4. 3: Method of Communication Accessed More Regularly

	Television	Social media (Facebook, twitter, WhatsApp)	Radio	Public meetings	Newspapers
■ Series2	27.7	48.0	5.6	16.4	2.3
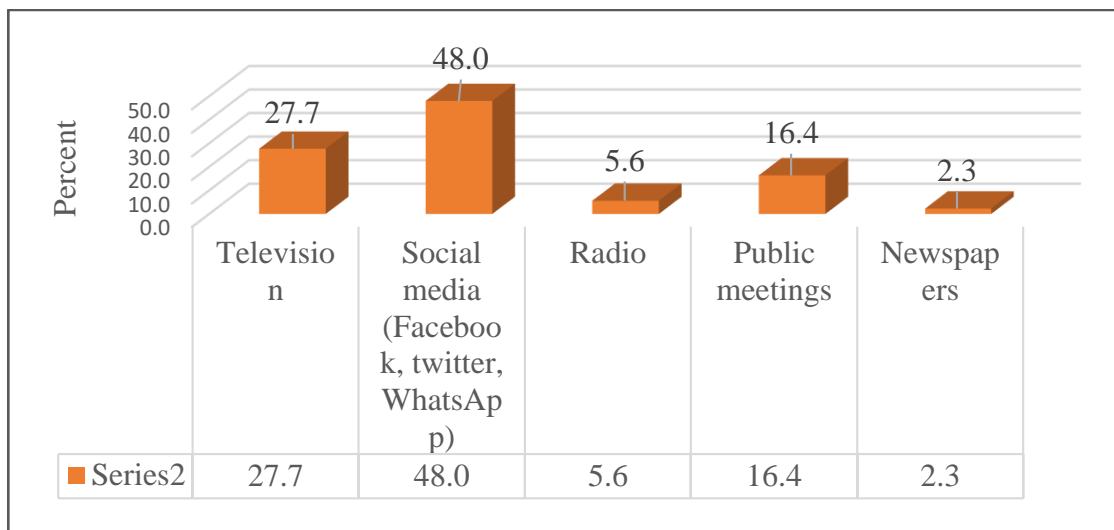
4.3.3 Age of the respondents verses the channel used

The study also sought to establish cross tabulation of age and the channel accessed most by the youth in Nakuru County. Figure 4 below shows the findings of the study.

Figure 4.4: Age and Channel of Access

	Television	Social media	Radio	Public meetings	Newspapers
■ 20-24	4.4	12.7	1.1	1.7	1.7
■ 25-29	12.7	16	2.2	6.1	1.1
■ 30-34	14.9	12.2	2.8	8.3	2.2
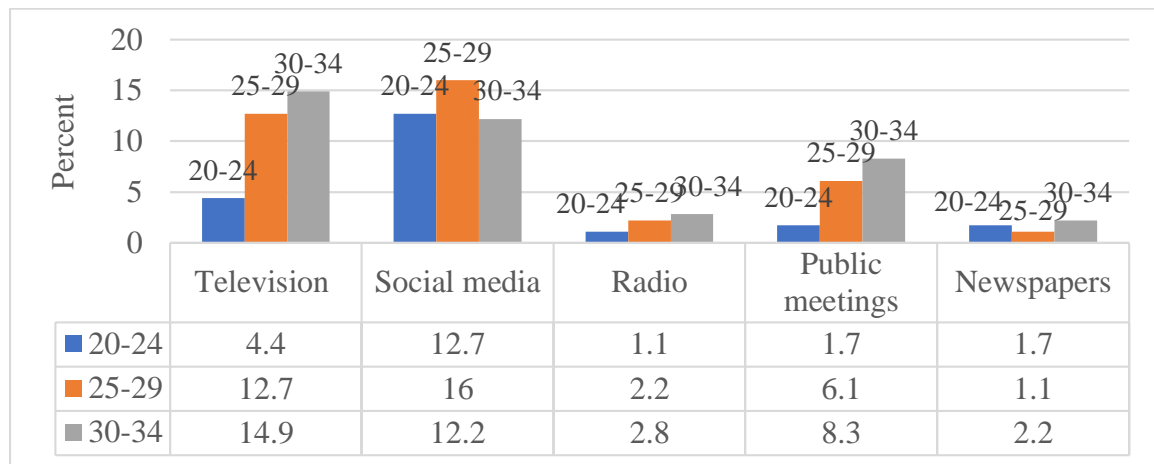
From the findings of the study, youth between 25-29 years have high preference and access to social media at 16% compared to youth between 20-24 at 12.7% and those 30-34 at 12.2%. On the other hand, youth 30-34 have higher access to television at 14.9% in comparison to youth between 25-29 at 12.7% and those 20-24 at 4.4%. Public meetings are more accessed and preferred for youth between 30-34 at 8.3%, 6.1% for those 25-29 and 1.7% for those between 20-24 years of age. Radio is also accessed more by youth between 30-34 years at 2.8% compared to those 25-29 at 2.2% and those 20-24 at 1.1%. Newspapers are least accessed of all media platforms at 2.2% for 30-34 age group, 1.7% for 25-29 and 1.1 for those between 25-29 years of age. From the findings, it is important to include all channels of communication in order to target the different age groups form maximum impact on the various empowerment initiatives.

4.3.4 Method of communication preferred to access information on youth empowerment

The study considered platforms like: television, social media, radio, public meetings, newspapers, internet (online newspapers and blogs) and others which the respondent had to specify.

Figure 4. 5: Preferred Platform for Information Access
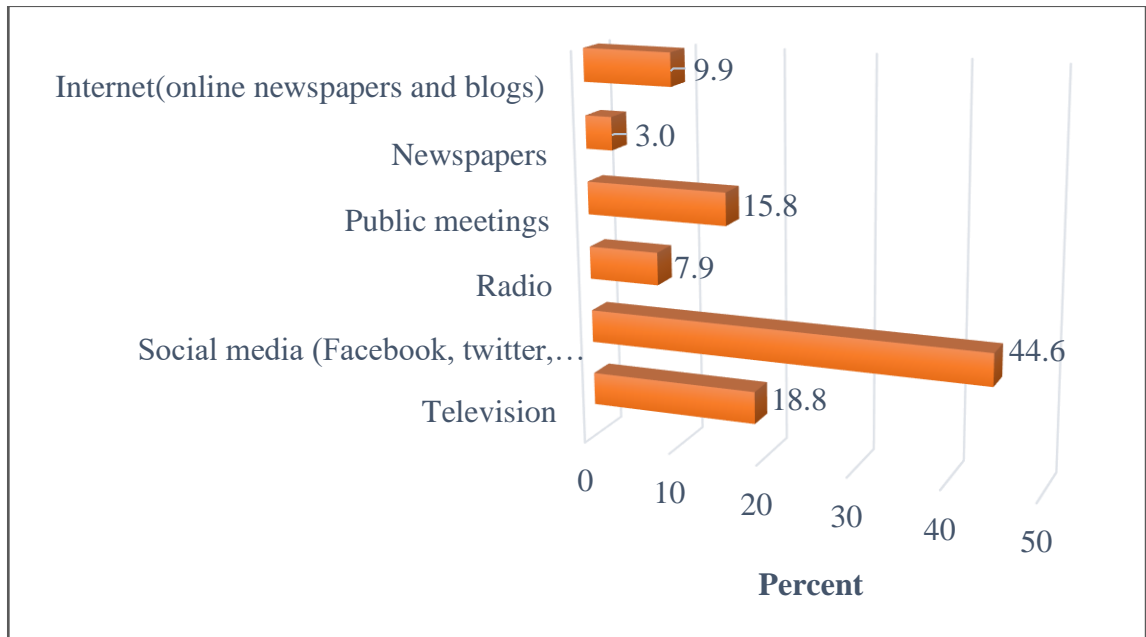
From the findings, social media is the preferred communication platform to access information on youth empowerment which is also the most accessed communication method by most youths. Out of the respondents involved in the study, 44.6% preferred the use of social media platform, 18.8% indicated the television, 15.8% public meetings, 9.9% internet (online newspapers and blogs), 7.9% the radio and 3% radio. This can be attributed to the ease of using the social media by the present-day youth who mainly have their smartphones and can easily access internet. This may have influenced their preference over the other communication channels and moreover the mobile phones have made it easier to access social media. The social media preference can be attributed to the growing dominance of social media as argued by Bawden & Robin (2008) and further by McKenzie (2011) who argues the rise in use of the internet, mobile phones and computers in Kenya. From this it can be concluded that there is a

high preference for the social media (44.6% of the respondents) in the uptake of the YEDF and thus more awareness initiatives need to be done through the social media.

In the first objective, it is evident that the youth empowerment initiative has been mainly communicated through the media campaigns and advertisements mainly and the other methods of using the social media, public meetings and friends also have had impact however the youth mainly prefer the social media. This can be mainly attributed to the growing dominance of the social media. There is need for more consideration of the social media in future empowerment (job opportunities, youth loans, careers among others) initiatives targeting the youth.

4.4 Communication strategies used by county government to create awareness on YEDF

The second objective sought to establish the communication strategies used by the county government to create awareness on YEDF.

Table 4. 6: Communication strategies used by the county government

		Responses		Percent of Cases
		N	Percent	
Q1[a]	Television	60	32.1%	48.0%
	Social media	76	40.6%	60.8%
	Radio	12	6.4%	9.6%
	Public meetings	30	16.0%	24.0%
	Newspapers	9	4.8%	7.2%
Total		187	100.0%	149.6%

The influential youth leader in the Nakuru Youth Bunge stated the following:

> *"The main strategies I have seen being used are the use of the social media especially by the chairman Mr. Rony Osumba, use of the provincial administration, meetings organised by the youth fund officials, use of the churches and the media especially TV and radio. Social media is good however not all the youth are in the social media and also the cost of*

accessing the social media can be limiting to the youths. The various meetings by the local leadership are also good, however the settings of the meetings are wrong. The meetings are planned at chief's office or churches but the youths are found in pool and football pitches". Key informant – Youth Bunge, Nakuru County

The influential youth leader acknowledged the use of the social media and the meetings that have been useful however there are also limitations like mobilization of the target group since the youths who are targeted may be in different settings like football matches and pools. The social media may also be limiting due to the cost of accessing the social media.

Most of our communications are made through public meetings and occasionally media campaigns and having road shows where we announce to people about youth empowerment. We also rely on opportunistic meeting like church meetings, MP or MCA meetings and chiefs barazas to reach the youth. Key Informant National Youth Development – Nakuru County.

From the key informants, the study established the YEDF team in Nakuru county to a greater extent relied on meetings to reach people in different places and these meetings were mainly organised by the local leadership in the political class and churches. The use of media campaigns and social media is also evident by both key informants and the youth. From the findings, it can be established that the use of meetings by the YEDF officials in comparison to the youth response account for the 16% of the people who accessed information on YEDF through the public meetings. This may be attributed to the wrong settings for the meetings as explained by the influential youth leader. The use of the television and the social media which are mainly used by the national government account for 32.1 and 40.6% respectively. The findings affirm the Bandura's (1971) Social cognitive the that learning must take place in a social setting and the need for an interesting feature that attracts the youth attentions as argued by the Information processing theory in order for the information to stick to the memory.

Figure 4.6: Platforms used to access information on YEDF
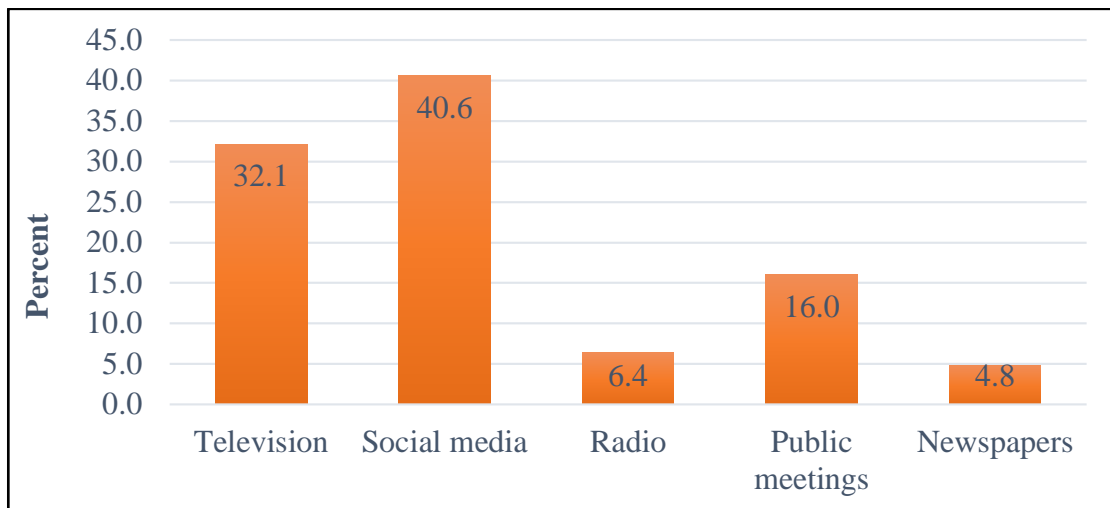
From figure 6, the study established that 40.6% of the respondents use the social media to access information on YEDF, 32.1 use the television, 16.0% use public meetings, 6.4% used the radio while newspapers were the least used platform to access information. From the findings, it can be assumed that if the empowerment information is put in the newspapers or the radio is used, it will reach only 4.8% of the respondents and 6.4% only. This will leave out the large percentage of the youth. Fisher (2009), argues that the media is the tool which people get to know about products and services through which lives and livelihood as are improved and Shafi (2015), argues that influence of the media depends on the accessibility and its pervasiveness.

The use of the various strategies critical in enhancing retention of information shared as it sticks in the memory and is prearranged in various structures as argued by Huitt (2003) and can be retrieved when a person needs to solve a problem.

4.4.1 Youth participation in empowerment initiatives

The study sought to establish whether the youth participate in youth empowerment initiatives within Nakuru County. The figure below shows the findings of the study.

Figure 4.7: Participation in Youth empowerment meetings
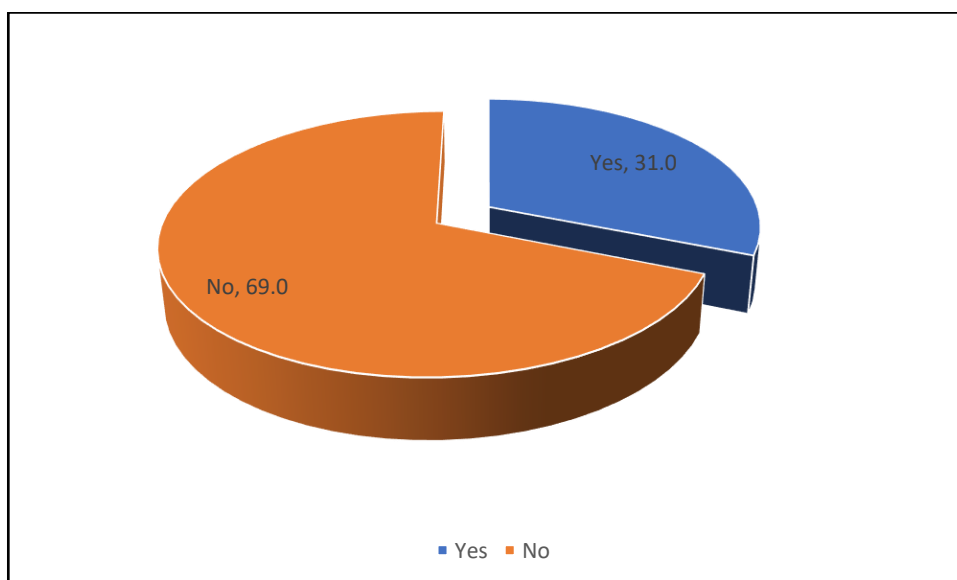
From the finding in figure 7 above, it is evident that most of the youth do not participate in youth empowerment meetings with Nakuru County. 69% of the youth do not participate in any empowerment initiatives while only 31% of them participate in empowerment initiatives. Most of the respondents attributed the low participation level on empowerment initiatives to lack of such initiatives in Nakuru County.

> *"We rarely organise for the youth empowerment meetings due to lack of facilitation kitty and mainly rely on opportunistic meetings organised by other parties especially the political class and the churches. They invite us go to teach the youth in their forums". Key informant 3 - YEDF*

The NGO representative stated that:

> *"We hold meeting to sensitize youth on issues like leadership, civic education, democracy, empowerment and budget advocacy. During such meetings we invite the youth fund officials in our meetings to train the youth. In 2017 especially before the election we had a lot of partnerships to empower the youths and also to foster peace during the election period." Key informant 4 - NGO representative*

From study it is noted that 31% of the respondents who participate in the empowerment initiatives, they are mainly organised by the local leadership in the county. This includes the area member of parliament, the Member of county assembly, NGO in Nakuru

County, Churches and other meeting organised by the youth leadership especially the youth bunge in the county. The influential youth leaders and the successful YEDF beneficiary stated that the political class (MP and MCA) hold most of the empowerment initiatives and play a critical role in sharing information on youth empowerment. YEDF officials and the country director youth development also stated that the local leaders who include the MP, MCA and church leaders play a critical role in mobilization of the youth and call upon them to educated them.

From the findings, the local leaders and NGO play a critical role in enhancing the empowerment initiatives. Participation is critical as advance by Paulo Freire in awareness and conscience raising.

In the second objective, it is evident from the respondents that social media and television are mainly used to create awareness on YEDF however the youth fund officials have tried using the public meetings which only account for 16.0%. The youth participation in youth empowerment initiatives remains low at 31.0% where majority of the youth indicated that such initiatives never happen in Nakuru County. For this to be reversed there is need for more campaigns and awareness initiatives so that many youths can participate in empowerment initiatives.

4.5 To explore the extent to which youth are aware of the YEDF in Nakuru County
The Figure 8 below shows that 78.5% of the respondents understand the youth fund while 21.5% of the respondents didn't know what the fund was all about.

Figure 4.8: Knowledge of the YEDF
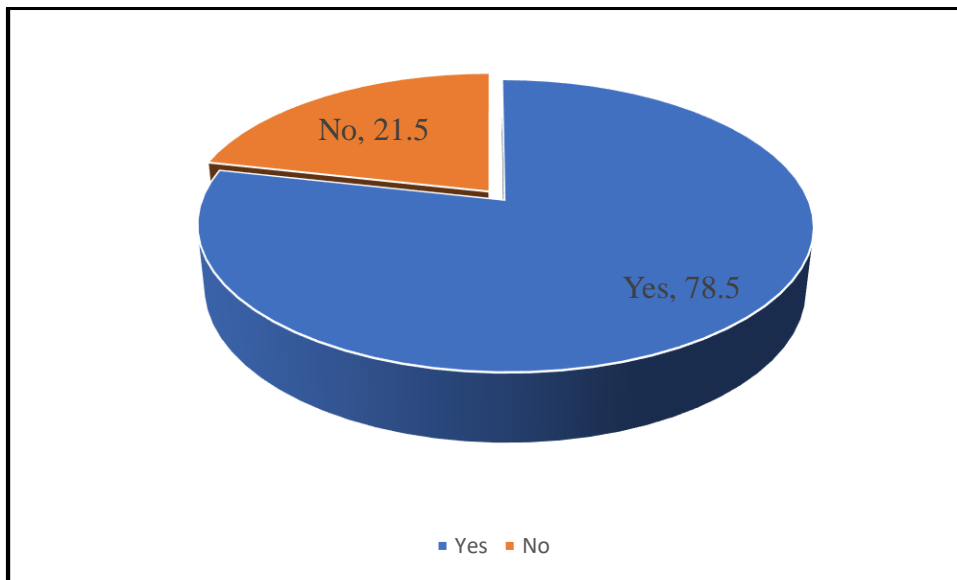
The study established that 78.5% of the youth has an idea that YEDF deals with empowering the youth by giving them finances to start their own business in order to create employment. From the findings youth to have heard or known about the initiative through the various communication methods and channels. This may have occurred in some social setting as advance by Bandura (2009) social cognitive theory through the capturing of the youth attention. Huitt (2003), further reinforces that information has to be interesting and ability to activate a pattern for it to be transmitted in the short-term memory. With 78.5% of the respondents having heard or known about the initiative the youth it confirms that people have information however the depth and their ability to understand it to suit their needs is critical.

By the virtue the youth have heard about YEDF it does not translate to understating of the initiative as argued by Shaw (2011) that the challenge in communication is the illusion that its goal has been achieved. Thomas (2008), on the other hand urges that while on one hand we may be having an oversupply of communication there is still a growing population whom the information is irrelevant simply because it does not

address their concern and needs. Research by Ahibwe (2014), in Uganda concluded that 95% of the youth had ever heard about youth fund however only 63% had information on how to access the fund. This shows that lack of information prevented many people from benefiting from the empowerment initiatives.

4.5.1 Age and awareness of the youth enterprise fund

The table below shows the findings of the study.

Table 4.7: Age and Awareness of the Youth Enterprise Fund

Age bracket	Do you know about Youth Enterprise Development Fund?				Total	
	Yes		No			
	No.	%	No.	%	No.	%
20-24	21	15.8	9	6.8	30	22.6
25-29	45	33.8	13	9.8	58	43.6
30-34	38	28.6	7	5.3	45	33.8
Total	104	78.2	29	21.8	133	100.0

From the findings in table 7 above, it is established that 33.8% of the respondents aged between 25-29 are aware about YEDF followed by 30-34 at 28.6% and 15.8% of the youth aged between 20-24 years of age. Similarly, 9.8% of the participants between 25-29 didn't know about youth fund followed by 20-24 at 6.8% and 30-34 at 5.3%. From the findings a larger percentage of youth who are aware of YEDF are aged between 25-29 at 33.8% and also the same age group account for the larger percentage of respondents who do not know about YEDF at 9.8%.

Social media is used more by youths aged 25-29 who account for 16% who at the same time account for 33.8% of the respondents who are aware about the YEDF initiatives. This shows the growing dominance of the social media as advanced by Bawden and Robin (2008) thus showing the need to actively use social media in making youth empowerment awareness.

4.5.2 The Source of Information On YEDF

Figure 4.9: Source of information on YEDF
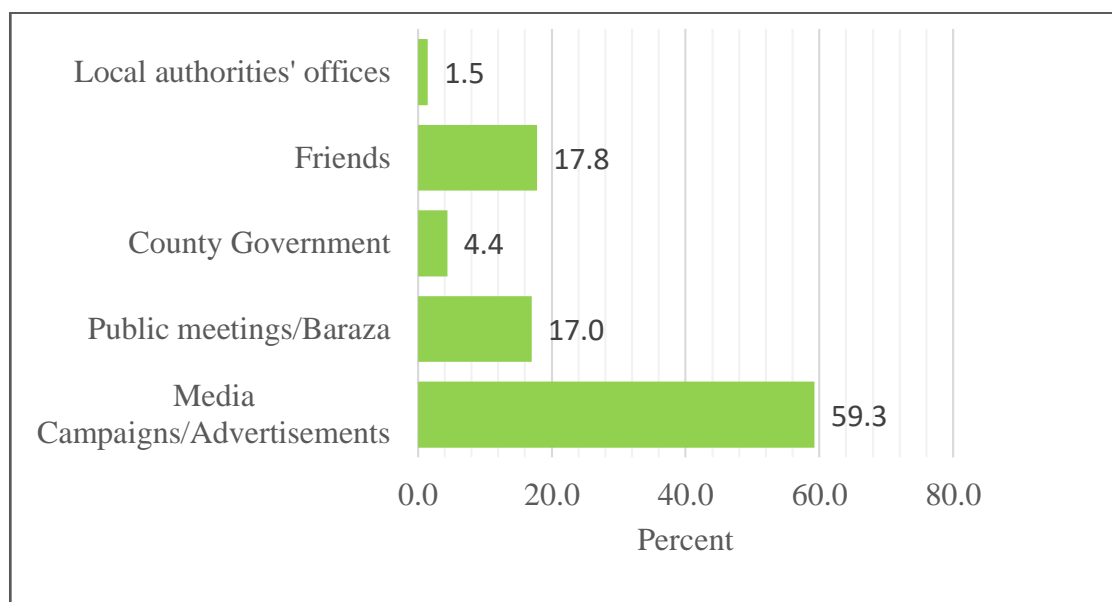
The study established that 59.3% of the respondents heard about YEDF form media campaigns/advertisements followed by friends at 17.8%, then public meetings/Baraza, then County government at 4.4% and lastly local authorities at 1.5% of the respondents. The role of the friends in awareness creation is still critical which accounted for 17.8% which affirms the Bandura's (2009) forth principle in the social cognitive theory where people are motivated by observing other people being rewarded or benefiting from the YEDF initiatives. Also, the first principle where perceptions are reinforced by the social

context of the youth. Friends offer the best social context where credibility is gained easily.

4.5.3 Language preferred to create awareness on YEDF

The study also sought to establish the language preference of the respondents on YEDF awareness in Nakuru County. The study established that there is a strong variation in preference to the language which YEDF should use in creating awareness on youth empowerment initiatives.

Figure 4.10: Preferred language
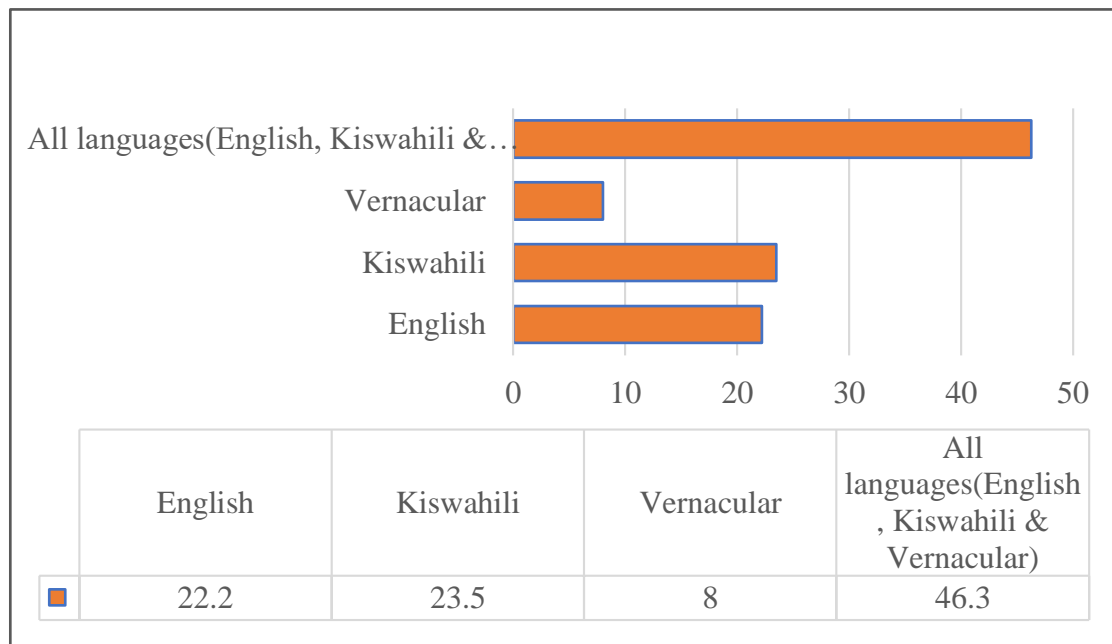
The figure above shows that 46.3% of the respondents would prefer to receive information on youth empowerment on all the languages which include Kiswahili, English and Vernacular. 23.5% of the respondents preferred to receive information in Kiswahili only, 22.3% on English while 8% only preferred to receive information vernacular. This finding can be mainly attributed to the fact that most of the respondents

are in the urban and therefore most of the respondents are likely to be educated and thus are able to read, write and understand both English and Kiswahili.

In the World Bank (2010) report, it is estimated that the national literacy level for adults in the region is 87.4% with the literacy level among the youth being 92% with males at 91.7% and the female at 93.7%. The statistics explains the low preference for vernacular over English and Kiswahili. The key informants stated that the youth in urban areas of Nakuru County are well educated and prefer the use of English, Kiswahili and "sheng" for any initiatives targeting them. On the other hand, the youth located in the rural area prefer the use of vernacular due to the low level of education

4.5.4 Training on YEDF

The study also sought to establish whether the youth in Nakuru County have ever been trained on YEDF initiative. This was important in the study in establishing the extent of awareness that the youth have about the YEDF initiative in Nakuru County. The figure below shows the results of the study.

Figure 4.11: Training on YEDF
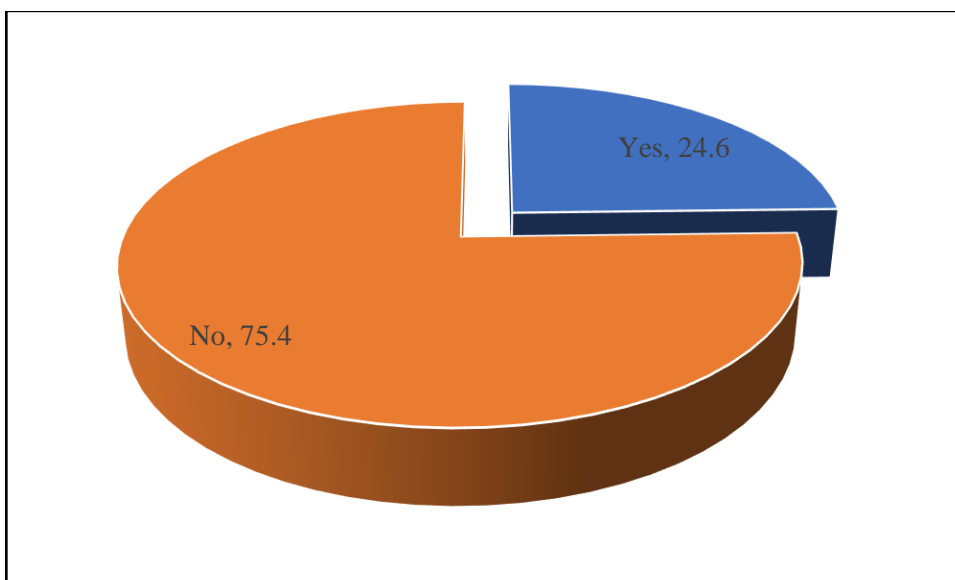
From the findings in figure above, 24.6% of the total respondents stated that they had been trained on YEDF initiative while 75.4% of the respondents have never been trained about the YEDF initiative. The key in the YEDF explained that they organise meeting occasionally where they go and train the youth or they are invited by the local leaders, churches or NGO to train on the YEDF. There is a high reliance on opportunistic meeting where the YEDF attend and train people on the initiative. The Bandura (2008) social cognitive theory argues that understanding plays a critical role in people's capacity to construct reality, self-regulate, encode information and behave. In this case the 75.4% of the people who have not been trained on YEDF are lacking understanding of the initiative thus their lower uptake of the initiative. This is supported by the finding of Amenya et al. (2011) who observed that most of the youth are not conversant with the YEDF loans which makes it a challenge for them to access the loans and thus need to offer sufficient information to the youth on YEDF. In addition, the findings by Gacheru et al, (2014) is supported that the information on YEDF is not sufficiently distributed among the youth. There is need for initiative to sensitize the youth on the initiatives.

4.5.5 Loans uptake

The study sought to establish the number of individuals who are currently benefiting from youth fund by establishing the number of groups and individuals who are currently having loans in the select Nakuru County Constituencies (Nakuru Town West, Njoro and Bahati). This was established by knowing the individuals who are in groups where the respondents ticked yes or no. Figure below shows the results of the findings

Figure 4.12: Group membership
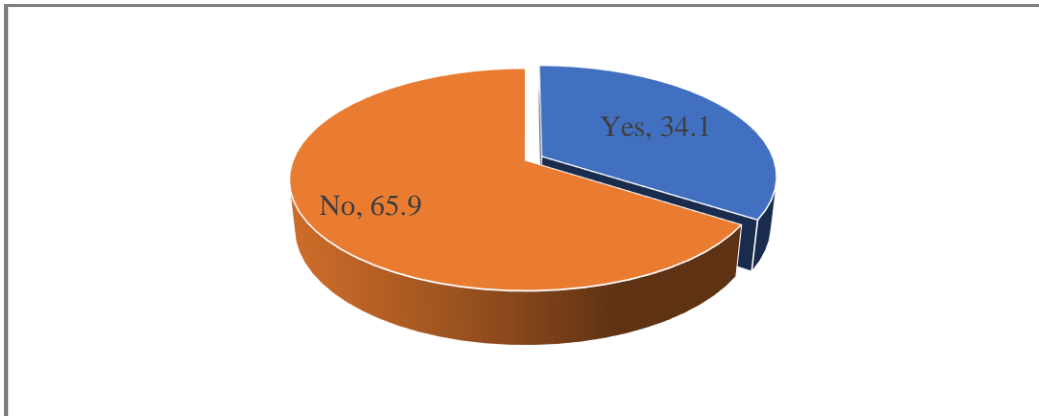
From the findings in the figure above, 34.1% of the respondents belonged to a group while 65.9% of the respondents did not belong to any group.

The researcher sought to establish the number of individuals who had accessed YEDF loans from respondents.

Figure 4.13: Ever taken a loan with YEDF
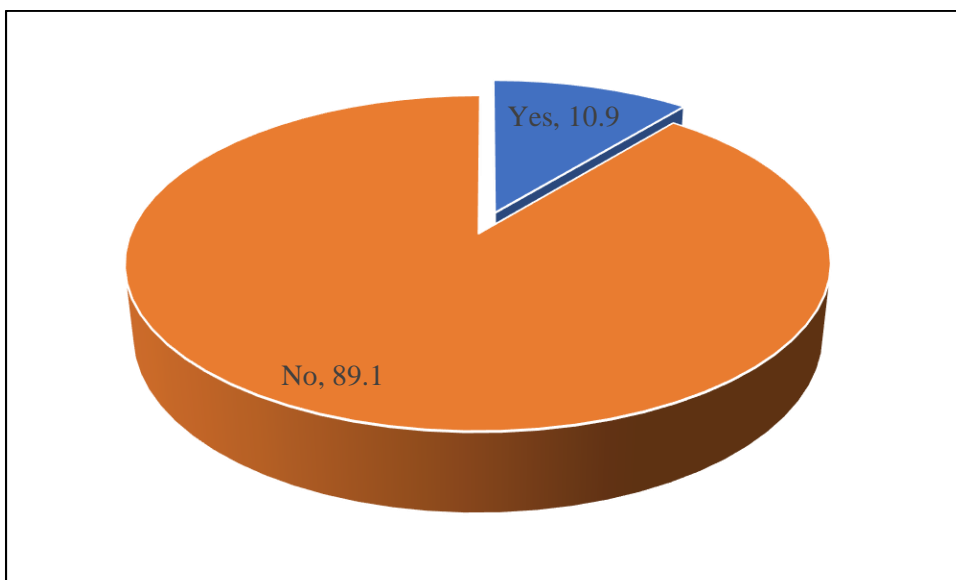
From the finding in the figure above it shows that 89.1% of the youths have never taken a loan with YEDF in Nakuru County and only 10.9% of the youth have benefitted from the initiative. This shows that the impact of the initiative is still very low in the county. This was attributed to the low awareness and also in some case the youth have applied

for the loans which took too long to be disbursed. The low uptake can be attribute to lack of information as argued by Dennis (2012) that access to information leads to decision making. Amenya et al. (2011) further argues that most of the youth are not aware about the loans which makes it a challenge to access loans and that there is need to offer sufficient information on YEDF.

From the Key informants in the YEDF, the researcher was able to establish the number of groups and individuals who are currently benefiting from the YEDF loans. The table below shows the Nakuru county data.

Table 4.8: Number of active loans

NO.	SUB COUNTY		PRODUCT	
		GROUPS	INDIVIDUALS	LPO
1	Kuresoi South	99	13	0
2	Kuresoi North	106	8	0
3	Molo	165	7	1
4	Njoro	117	13	3
5	Rongai	187	17	0
6	Nakuru Town West	300	51	1
7	Nakuru Town East	296	42	4
8	Bahati	147	23	2
9	Subukia	106	9	0
10	Gilgil	173	20	0
11	Naivasha	219	33	3
	TOTAL	**1915**	**236**	**14**

Source: YEDF Nakuru County September 2018

From the table 8 above, it is only 1,915 groups that have are currently accessing loan in Nakuru County. Currently a group is composed of a minimum of five members which may translate to 9,575 people in Nakuru County or 2820 in the study area. This is a very small number in comparison to the total population in Nakuru County. On the other hand, for individuals both the LPO loans and the other loans, it is a total of 250 individuals in the entire Nakuru County who are currently having YEDF loans in the

entire Nakuru County or 93 individuals in the study area. This is supported by Odhiambo et al. (2013) who concluded that the YEDF had a minimal impact and recommended active involvement of the stakeholders in mobilization of the youth on initiatives by the YEDF. This is a clear indication that the rate of awareness and access to YEDF in Nakuru County is still very low.

Table 4.9: Loans disbursed in Nakuru County

FINANCIAL YEAR	AMOUNT DISBURSED
2015/2016	28,963,421
2016/2017	28,390,435
2017/2018	31,240,356
TOTAL	**88,594,212**

Source: YEDF Nakuru County

Table 4.10: Age and Uptake of YEDF

Age bracket	Have you ever taken a loan with YEDF?				Total	
	Yes		No			
	No.	%	No.	%	No.	%
20-24	1	0.8	26	20.6	27	21.4
25-29	4	3.2	49	38.9	53	42.1
30-34	8	6.3	38	30.2	46	36.5
Total	13	10.3	113	89.7	126	100.0

From table 9 it is established that 6.3% of the respondents between 30-34 had benefitted from YEDF loans, 3.2% aged between 25-29 and only 0.8% of the respondents aged 20-24 years of age. 38.9% of the respondents who had never taken a loan were aged between 25-29, 30.2% between 30-24 and 20.6 between 20-24 years of age.

The information processing theory as advanced by Atkinson and Shiffrin (1968) argues that for a problem to be solved (youth empowerment), vital information must be encoded with prior useful information stored so as to come up with strategy to solve the

problem at hand. In this case the prior training on YEDF and the perceived rewards and benefits play a critical role on the uptake of the loans in Nakuru County. Bandura's (2008) Social cognitive theory further adds that understanding enhances reproduction of what has been learned (skills, behavior or knowledge) when required.

4.5 Communication factors that affect youth access to YEDF

The forth objective was examining the communication factors and challenges that youth have in accessing and using information on youth fund initiative. The results of the study found the following key challenges that the respondents had in accessing and using information on YEDF initiative:

a) Inadequate and detailed information on YEDF

Although 78.5% of the respondents have heard about YEDF mainly from the media campaigns and advertisements, the same information was inadequate and not detailed to help the youth understand well what the YEDF initiative is all about. This was mainly attributed to the limitation in accessing the YEDF offices which are located in four places in the entire Nakuru County (Nakuru town, Naivasha, Gil gil, and Rongai). The Nakuru town office is the south rift regional office which also services other counties like Bomet and Kericho.

The key informants also stated that

> *"The youth have to travel for a long distance so as to access information. For example, a person in in Rongai has to board 2 vehicles to reach Nakuru town office and in some cases find the youth fund official is out of town. There is need to relook at the current structure". Key Informant - Influential youth leader*

> *"For me the use of group meetings and having youth fund officials work best because I gained more information and confidence through such meetings. Social media may be good but the meetings worked best". Key informant successful YEDF beneficiary*

The expected structure where the offices are supposed to be in every constituency does not happen in Nakuru County thus making it difficult for the youth to access the YEDF officials in their local levels.

b) Complex messaging

The youth noted the use of media in creation of awareness however regarded their messaging as complex and unattractive to the youth. Some participants thought it wise if the message would be attractive to the by using of the role models or influential youths and also seeking input of the locals in designing the messages in a manner that they would understand easily. Most of the youth perceived the fund is meant for other people and not them. Colle (2008) argues that for strategic communication there is need for widespread research, planning carefully, stakeholder participation and creativity. Burton (1990) further adds that for effective campaign the message should be of high quality and the message must be disseminated well so as to capture attention as argued by the Bandura (2008), social cognitive theory and the Information processing theory.

c) Use of inappropriate strategy to communicate

Despite having more media usage, some of the participants in the study indicated that the use of the television and the newspapers in making advertisement was a wrong strategy as most of the youth rarely read the newspapers or watch the television. Some of the participants preferred the use of the social media and public meetings targeting the youth in the county. The key informants (influential youth leaders) stated that the best strategy would be the use of the social media, use of public meetings targeting youth in their favorite settings like football matches and having massive campaigns at the grass root levels to sensitize the youth about the initiative.

> *"The main challenge we have is use of the wrong strategy. You will see that most of advertisements and information is put in the newspapers or the*

television and most of the youth in the present day have minimal access to such. Tell me, who reads newspapers these days? Only people in office". *Key Informant in youth Bunge*

"Despite the high social media activity of the youth, majority prefer face to face interaction to get information on the youth fund initiatives. Most of the beneficiaries are the people who came inquiring about the fund and we trained them before they accessed the funds". Key informant 2 Youth Enterprise Development Fund

The reliance on social media can be a challenge since the access to social media is not equal to all and also the other channels like television can be limited due to access to power. UNCTAD (2014) argues that power accessibility may be a challenge while Shinnick (2008), adds that information may be unknown or expensive to integrate. This calls for need to use more appropriate strategy to specific target youth group.

4.5 Data Analysis

Information is critical in empowering the youth in any initiative by the national government and the county government. As expected, the national government and the county government has employed various communication methods and strategies all aimed at creating awareness about the youth fund with the aim of having maximum impact in empowering them through job creation in employment and financing their businesses. Research by Njonjo et al. argues that government practice it to organise and the youth are only involved as beneficiaries as opposed to stakeholders in the initiatives. The Information processing theory explains that for a problem to be resolved (youth empowerment), vital information must be synthesized by the targeted people which in turn helps them in coming up with a strategy on how to resolve the challenge at hand. Bandura's (2004) social cognitive theory elaborates that learning takes place in social environment where people acquire knowledge, skills, strategies, beliefs and attitudes about their abilities in life. McCombs and Shaw (1972) and Asthana (2006) uphold that

it is credible for the youth to develop, share, critique and utilize media content and leverage it to participate in empowerment initiatives.

Awareness is critical for lack of awareness means that the youth lack information and they cannot know the opportunities that exist for them. Fisher (2009) holds that media is a tool through which we get aware of products and services which improve the lives and the livelihoods of the people. Sensitisation alone is not sufficient to create social change but it needs to address the needs of the target people. Thomas (2008) argues that while there is an oversupply of communication/information on one side there can be a growing population from whom the information is irrelevant because it does not address their concern. There may be a general perception that with the increased awareness initiative using different communication methods and strategies, the extent of awareness on youth empowerment is also high and the development initiatives are also on the rise.

It is evidenced from the study that although many youths know or have ever heard about the youth enterprise development fund, the same youth lack depth of knowledge about the initiative which translates to low uptake of the loans and other youth empowerment initiatives as argued by Amenya et al. (2011). In addition, the same youths have access to some of the communication methods that are mainly used to share information on the empowerment initiatives however they miss critical information that empower them.

From the study, more concentration has been put in sharing the information haphazardly using the various methods of communication with the hope that the youth will get the information and act on it. However, from the findings this is not the case because despite many youth having ideas of what YEDF is all about they still lack deeper

information about it. The Information processing theory argues that there are three stages that occur in information storage; sensory memory, short term memory and long-term memory. For information to be actively absorbed by the youth it has to be attractive to the sensory sense after which it is transferred to the short-term memory and eventually to the long-term memory after being repeated severally.

From the study findings, the sensitisation information may have attracted the youth's sensory memory and transferred to the short-term memory and that was the end of it. Due to lack of other avenues to access information deeply like the access to YEDF offices of lack of youth empowerment initiatives the message might not have been transferred to the long-term memory thus having minimal impact on the youth.

The choice of media plat form is important while targeting the youth because there is a uniqueness in preference of media especially with the digital age. This affects the level of access of empowerment information among the youth and also determines the impact it creates on the youth. The distinctive preference of a particular media among the youth especially the use of the social media is a conflicting with the government preference to use media advertisements and campaigns using the television and the newspapers. There is need by the national government and the county government to converge in the choice of communication method and strategy in preference with the youth for the impact to be meaningful in empowering the youth through the YEDF initiatives.

Communication barriers are also critical in determining the impacts of the campaign message on the target audience. It is notably that the YEDF officials are lacking in the local levels where the youth are located but are only located in places within Nakuru County namely; South rift regional office in Nakuru town, Naivasha, Gil gil and Rongai constituencies. This make youth access to information a challenge. In addition, there

are very few sensitisation initiatives within the county where most of the youth have never heard of any campaigns locally but hear from the national television. This has been mainly attributed to lack of facilitation kitty both at the Country director of youth empowerment, County Director of youth empowerment and the YEDF officials in the county. This makes it difficult for the officials to share information on YEDF and may be rely on opportunistic meeting that rarely happen.

Lastly, despite the youth having heard of YEDF initiative and having a preference to social media for empowerment initiatives, there is still a need for local presence for the information to have impact. This can be deduced from the fact that many youth have a challenge to access information due to their proximity to the YEDF offices. There is still a need to have local meetings and campaigns at grass root level so as to give the youth confidence on the empowerment initiatives.

4.6 Summary of the Findings

Below is the summary of the findings as presented under the specific study objectives in the study. The government has a high preference for media campaigns and advertisements to communicate all youth empowerment initiatives however the youth have a high preference for the social media which has been evidenced in the findings where the youth regularly access and have preference for the social media as opposed to the other communication methods. Nearly half of the respondents indicate their preference for social media despite them accessing information on youth empowerment through the media campaigns and advertisements.

Despite having many youths who have ever heard about the YEDF, their depth of awareness is so low which is mainly attributed to the lack of access of information at the grassroots levels because the offices for the YEDF are located too far and the

awareness initiatives rarely happen in the county. This can be the main reason why the loans uptake is still very low despite having a high budget allocation for the YEDF. In Nakuru county also the youth mainly use the social media to access information on empowerment where else the public meeting only account for 16 %.

There are significant challenges that the youth face in accessing the information on YEDF which include; in accessibility of YEDF offices and officials, complexity of the messages as designed by the YEDF officials, lack of local awareness campaigns that people identify with and negative perception due to delays in loans disbursements. This is mainly attributed to disconnect between the communication methods and strategies used by the county government in comparison to the youth preference.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND

RECOMMENDATIONS

5.0 Overview

This chapter presents a summary of the findings, conclusions drawn and recommendations of the study whose aim was to assess the communication strategies used in sensitizing youth about youth enterprise development fund a case of Nakuru County as an illustrative case.

5.1 Summary of the Findings

The study sought to answer the following research questions (i) which communication methods are regularly used for youth empowerment? (ii) Which communication strategies are used to create YEDF awareness in Nakuru County? (iii) To which extent are the youths aware on the YEDF in Nakuru County and lastly (iv) To find out the communication factors that affect youth access to YEDF. The research established the following.

The youth in the 25-29 age bracket account for 40% of all the youth seek information on youth fund, 20-24 accounted for only 20% while 30-34 accounted for the 30% of the total population.

Over 90% of the respondents know the existence of the YEDF both at the county government and the national government however the information is limited in Nakuru County. Media Campaigns/advertisements accounted for 60% of the awareness tool followed by the social media platforms at 15% while the radio and television accounted for about 10% each and the YEDF official's awareness accounted for only 5% of the awareness. The Key informants also explained that the youth understand about 80% of

the youth have ever heard about the youth fund however their level of awareness about the youth fund still remain low.

The study established that 60% of the respondents prefer the use of English as the main language of creating awareness with 40% saying they understood English, Kiswahili and vernacular and would easily understand any language used. The key informants explained that youth in the urban setting we more comfortable in using English and "sheng" in awareness creation while the youth in the villages preferred the use of Kiswahili and mother tongue. Language barrier has been witnessed in the interior places where the YEDF official had to seek intervention of the locals. The NGO's always involve the locals in all their initiatives targeting the locals.

The local authorities and the youth developments officials relay to a great extent on the opportunistic meetings like the chiefs baraza, church meeting, national holidays or events organised by the NGOs so as to create awareness on the youth fund and youth empowerment initiatives. This is mainly due to lack of facilitation funds from the government. This has been the main cause of the low awareness level on youth fund and another empowerment initiative. The YEDF officials in South Rift Regional office are only five personnel's with only three offices in the entire Nakuru County (Naivasha, Gil gil and Rongai areas). This has made it difficult for youths who need to visit their offices to seek information putting into consideration these officials are mainly in the field. In addition, the YEDF official rarely organise any awareness meeting in to reach the people at their local levels.

For future initiatives targeting the youth, the key informants suggested the establishment of an online application similar to the e-citizen portal where the youth can request for services and also creation of a youth empowerment desk at the huduma

centers where every other youth can access the information from. The youth prefer the use of social media and massive media campaigns followed by public meetings spear headed by the local leaders. The media campaigns will create awareness while the local meetings by the local leaders will reinforce the information and create confidence to the locals. There was also a suggestion to include the success stories in the awareness initiatives so as to foster confidence and encourage the youth to participate in youth fund. The success stories can be invited to pitch tents or have videos that are shared to other youth.

5.2 Conclusion

Upon analysis of the finding it has been established that youth have heard about YEDF initiatives especially through the media campaigns and advertisements however in Nakuru County the have limited access to information. It can be concluded that the communication methods and strategies used have not been effective in sensitizing the youth on the YEDF initiative.

5.2.1 Communication methods regularly used for youth empowerment

Despite the study revealing that 59.3% of the respondents got information on YEDF initiative through media campaigns, 40.6% of the respondents indicated that they received information on YEDF from the social media platforms. This can be mainly attributed to the rise in internet, mobile phones and computer usage as stated by the McKenzie (2011) report. However, the regular access and use cannot be linked to development or empowerment as explained by Gross (2004). There is need to use more effective strategies to have maximum impact on the youth empowerment as opposed to flooding the media with information that may be irrelevant.

From this it can be concluded that there is critical need to facilitate youth development officers at the grassroot levels and ensure that there are consistent awareness initiatives. This will ensure that the information is transferred to the long-term memory as advance by the information processing theory.

5.2.2 Communication strategies used for YEDF awareness

From the study, it can be concluded that the 40.6% of the respondents get information on YEDF from the social media and 32.1% from the television. The social media was preferred by 44.6% of the respondents and television by 18.5% and 15.8% preferred public participation. This does not relate to the number of youths who have benefitted from the YEDF loans who are 10.9% only. The finding supports the argument of Gross (2004) and Forbrig (2004) where youth participation in the media has not influenced their wellbeing and development. From that the role of public participation and face to face interactions at different levels cannot be overlooked.

5.2.3 Extent of YEDF awareness in Nakuru County

From the study it can be concluded that majority of the respondents 78.5% have known about the youth fund however only 24.6% have ever been trained on YEDF initiatives and only 31% of the respondents participate in youth empowerment initiatives. The study also established that only 10.9% of the respondents have ever taken loans to empower the youths and from the YEDF data currently only 250 individuals and 1,915 groups in the entire Nakuru County have loans. This accounts for a small percentage of the youth population in the Nakuru County showing that the of loans uptake is very low. This supports the argument by Thomas (2008) that poverty is not only lack of resources buy lack of information on the duty of people in the fight against poverty. With information this trend can be reversed and the youth can benefit.

Youth participation in development participation is critical in conscious raising as argued by Paulo Freire in the 1960's and 1970's where the youth can be involved in the empowerment initiative. With 31% of the respondents participating in youth development initiatives it shows that most of the youth have been left out or are disinterested in the initiatives.

5.2.4 Communication factors affecting youth access to YEDF

From the findings, most of the youth have a challenge to access information due to lack of availability of the YEDF youth and their offices at the local levels. In addition, there are minimal initiatives in Nakuru County to create awareness mainly due to lack of facilitation fund. From this, it is important for all initiatives targeting the youth to be well planned for and facilitated and also for the planned structures to be actualized at the grass root level. This can be eliminated if the constituency offices are put in place and also having more staff.

5.3 Recommendations

From the results of the study, it is evident that the communication methods and strategies have had minimal impact on YEDF awareness to the respondents in the study. There for, the study recommends the following:

5.3.1 Communication method and strategy

From the study the youth empowerment initiatives are mainly communicated through the media campaigns and advertisements however the youth access and preferred the social media to access information on youth empowerment. The YEDF should consider sharing more information targeting the youth through social media followed by the television.

From that, it is also important for the YEDF officials to have regular meetings with youth in the various locations so as to empower them with information.

5.3.2 Having local YEDF offices at the grassroots' level

Despite having a good plan for the YEDF initiative at the national government level, this is not reflected in Nakuru County because there are only four offices that attend to residents in the whole county. One of the offices located in Nakuru town is south rift regional coordination office which also attends to other counties like Bomet and Kericho County. The local YEDF offices will ensure the youth do not have to travel far to access information on the initiatives and that also the YEDF officials are within their reach. This will also require addition of staff in the offices. Currently there are only three officials who serve the entire county.

5.3.3 Message design

Complex and unattractive message was a major challenge on many communications that targeted the youth. Most of the respondents and the key informants recommended that the message should have items that relate with the youth so as to attract them and make them understand or emulate the message. For example, using of successful case stories of other youth who have benefitted from the YEDF while advertising or campaigning about youth empowerment. This can also be enhanced by using simple messages which incorporates the language that the residents easily understand like sheng or English or Kiswahili. Burton (1990) argues that for an effective campaign quality of the message and disseminating well the message to attract the target audience is critical. Colle (2008) further supports the careful planning, stakeholder participation and creativity with good programming inspires positive and measurable behavior change.

5.3.4 Youth setting

The study noted that some of the messages through the media and public meeting could not reach the youth due to poor planning and targeting the wrong places. For example,

most of the respondents and the key informant preferred to be reached using the social media as opposed to using media campaigns. The key respondent recommended the use of the youth leaders who have influence and network of other youth leaders who can mobilize other youths and inform them on any youth empowerment initiatives. This youth leaders can be able to reach other youth due to the uniformity of their behavior and needs thus creating maximum impact of the initiative.

5.3.5 Youth involvement and participation

There is need to involve the study from the initial planning of the youths in initiatives that target them so as to enhance adoption and the sustainability of the initiative. The key informant in the Center for Transformation leadership (CTL) noted that there is no involvement of the youth in Nakuru County on development initiatives which hinders their adoption. Paulo Friere (1970) advocated for the participants involvement which is critical in conscious raising and enhancing the local's adoption of the development initiative.

5.4 Areas for further research

The research study has established that youth have heard and know about YEDF initiatives however the knowledge lacks depths as there are minimal initiatives at the grass root to address and reinforce information on youth empowerment. There is a general public perception that the youth have much information about the empowerment initiatives however the information may seem to be irrelevant as it does not address their concerns. The study would recommend further research on the effectiveness of social media as a communication channels in youth empowerment. Secondly, the study would recommend research on the government adoption of the social media as a communication tools in the digital age.

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APENDICIES

Appendix 1: Questionnaire

My name is **Geoffrey Ikenye,** a student at the University of Nairobi, School of Journalism and Mass Communication currently pursuing a Master of Arts Degree in Communication Studies (Development Communications). I am conducting a research to assess *the communication strategies used in sensitisation of the youth enterprise development fund initiative: case of Nakuru County*. The research is purely for academic purposes and as such your individual responses will remain confidential. You are free to withdraw at any time without penalty if you no longer wish to proceed. If you agree to participate please complete this questionnaire only once. Thank you

PART A: BIO DATA

Kindly Tick appropriate answer

1. Age
   a) 20 - 25 ( )
   b) 26-30 ( )
   c) 31-34 ( )
2. Gender   Male_____   Female_____
3. Location in Nakuru County_____
4. Highest level of education

Level of education	Tick as appropriate
Primary education	
Secondary education	
University/College/Tertiary	
Postgraduate	
None	

5. Do you belong to any youth group? Yes_____   No_____ if yes, for how long has it been in existence?

   _____

   _____

   _____

PART B: YEDF

1. Do you know about Youth Enterprise Development fund?
   a) Yes (   )
   b) No (   )
   If yes, where did you get information about the fund?

Media Campaigns/Advertisements	
Public meetings/Baraza	
County Government	

Friends	
Local authorities' offices	
Others (specify)	

2. What does Youth Enterprise Development fund deal with?_____
   _____
   _____
   _____

3. Which of the following platforms do you use to access information on YEDF
   and youth empowerment (if at all you access information)

Television	
Social Media	
Radio	
Public meetings	
Newspapers	
Others (specify)	

4. Which method of communication on youth empowerment do you have access
   to more regularly?

Television	
Social Media	
Radio	
Public meetings	
Newspapers	
Others (specify)	

5. Which media platform would you prefer for use to access information on
   youth empowerment?

Television	
Social Media (Facebook, Twitter, Whatsapp)	
Radio	
Public meetings	
Newspapers	
Internet (online newspapers and blogs)	
Others (specify)	

6. Which language would you prefer to be used by the media to create awareness
   on YEDF?

ENGLISH	
KISWAHILI	
VERNACULAR	
All	

b) What informs your choice?

_____
_____
_____

7. What challenges do you encounter while accessing information on YEDF?

_____
_____
_____

b) How can these barriers be overcome?

_____
_____
_____

8. Do you participate in youth empowerment meetings? Yes_____No_____
Please explain_____
_____
_____

Have you ever been trained about the Youth Enterprise Development Fund?

_____
_____
_____

9. Have you ever taken a loan with YEDF? Yes_____   No_____ If
yes, what did you do with it?

_____
_____
_____

If No, Why have you not taken a loan?_____
_____
_____

10. Which media channels would you prefer to be used in the future for
communication on the youth empowerment in the future?
11. What recommendation do you have for future initiatives targeting the
youth?_____

_____
_____

Thank you for your participation.

Appendix 2: Interview Schedule

1. What age bracket seeks YEDF services more?
2. Which channel is used in creating YEDF awareness in Nakuru County? (please list)
3. Do youths participate in creation/Reaching other youths on YEDF initiatives? Please explain
4. How effective is youths' participation in YEDF awareness and uptake of loans?
5. How would you rate the YEDF awareness level in Nakuru County?
6. What challenges do you face in creating YEDF awareness/youths awareness on YEDF? Please list
7. What would you say is the role of communication in YEDF awareness? Please explain
8. Which channels do youth have access to most? (please list)
9. Which communication strategy has worked well in sensitisation on YEDF? (please list)
10. What communication strategy should be put in place to increase youth uptake on YEDF?
11. What are some of the barriers, if any that you encounter in sensitizing the youths on YEDF?
12. How can the barriers be overcome?
13. From the interview, what would you say is the preferred /Best mode of sensitisation on YEDF
14. What recommendations do you have for future initiatives such as these?
15. I appreciate your time to respond to the questions. Do you have anything else you wish to add?

Appendix 3: Certificate of Field Work

UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION

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REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on _24|08|2018_ in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: _K50|88278|2016_

Name: _GEOFFREY IKENYE_

Title: _ASSESSMENT OF THE COMMUNICATION STRATEGIC USED IN SENSITIZATION OF YOUTH FUND ENTERPRISE DEV. FUND: CASE OF NAKURU COUNTY_

Dr. Machria Muthru
SUPERVISOR   SIGNATURE   11th September 2018
                                          DATE

Dr Samuel Siringi
ASSOCIATE DIRECTOR   SIGNATURE   12|09|2018
                                          DATE

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This is to certify that all corrections proposed at the Board of Examiners meeting held on ____19-10-18____ in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

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Name: ____GEOFFREY IKENYE____

Title: ____ASSESSMENT OF THE COMMUNICATION STRATEGIES____

____USED IN UPTAKE OF THE YOUTH ENTERPRISE DEVELOPMENT FUND: CASE OF NAKURU COUNTY____

DR. MARTINA MUTHEU   ____ 4/11/2018
SUPERVISOR   SIGNATURE   DATE

Dr Samuel Siringi   ____   9/11/2018
ASSOCIATE DIRECTOR   SIGNATURE   DATE

Dr. Ndeti Ndati.   ____   9.11.18
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Appendix 6: Nakuru County Map

Appendix 7: Population projection by gender & age cohort

Age Cohort	2,009 (Census)			2,012 (Projections)			2,015 (Projections)			2,017 (Projections)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
0-4	123,431	119,481	242,912	135,258	130,929	266,187	148,218	143,475	291,692	157,540	152,499	310,039
5-9	115,809	112,534	228,343	126,905	123,317	250,222	139,065	135,132	274,198	147,812	143,632	291,444
10-14	100,848	98,881	199,729	110,511	108,355	218,866	121,100	118,738	239,837	128,717	126,206	254,923
15-19	81,571	79,088	160,659	89,387	86,666	176,053	97,952	94,970	192,922	104,113	100,944	205,056
20-24	80,126	89,267	169,393	87,803	97,820	185,624	96,216	107,193	203,410	102,268	113,935	216,204
25-29	71,514	75,973	147,487	78,366	83,252	161,619	85,875	91,229	177,105	91,276	96,968	188,244
30-34	58,427	55,358	113,785	64,025	60,662	124,688	70,160	66,475	136,635	74,573	70,656	145,229
35-39	47,090	44,445	91,535	51,602	48,704	100,306	56,546	53,370	109,917	60,103	56,727	116,830
40-44	32,540	30,430	62,970	35,658	33,346	69,004	39,075	36,541	75,615	41,532	38,839	80,371
45-49	27,651	26,167	53,818	30,300	28,674	58,975	33,204	31,422	64,625	35,292	33,398	68,690
50-54	18,297	17,441	35,738	20,050	19,112	39,162	21,971	20,943	42,915	23,353	22,261	45,614
55-59	13,938	13,117	27,055	15,273	14,374	29,647	16,737	15,751	32,488	17,790	16,742	34,531
60-64	10,871	10,728	21,599	11,913	11,756	23,669	13,054	12,882	25,936	13,875	13,693	27,568
65-69	7,202	8,142	15,344	7,892	8,922	16,814	8,648	9,777	18,425	9,192	10,392	19,584
70-74	5,637	5,818	11,455	6,177	6,375	12,553	6,769	6,986	13,755	7,195	7,426	14,621
75-79	3,424	3,884	7,308	3,752	4,256	8,008	4,112	4,664	8,776	4,370	4,957	9,328
80+	5,807	7,699	13,506	6,363	8,437	14,800	6,973	9,245	16,218	7,412	9,827	17,238
Age NS	399	290	689	437	318	755	479	348	827	509	370	879
Total	804,582	798,743	1,603,325	881,674	875,276	1,756,950	966,154	959,142	1,925,296	1,026,924	1,019,471	2,046,395

Source: Kenya National Bureau of Statistics, 2013

Appendix 8: Projected population and population density per constituency

Constituency	Area (Km²)	2009 (Census) Population	Density	2012 (Projections) Population	Density	2015 (Projections) Population	Density	2017 (Projections) Population	Density
Nakuru Town West	251	152,257	607	166,846	665	182,832	728	194,332	774
Nakuru Town East	74.3	157,167	2,115	172,226	2318	188,728	2,540	200,599	2,700
Molo	478.79	124,438	260	136,361	285	149,427	312	158,826	332
Njoro	713.3	184,859	259	202,572	284	221,981	311	235,944	331
Kuresoi North	559.7	124,050	222	135,936	243	148,961	266	158,331	283
Kuresoi South	572.3	115,435	202	126,496	221	138,616	242	147,335	257
Rongai	1049.1	130,132	124	142,601	136	156,264	149	166,093	158
Bahati	375.4	144,266	384	158,089	421	173,237	461	184,133	490
Subukia	390.71	94,478	242	103,531	265	113,451	290	120,586	309
Naivasha	1685.8	224,141	133	245,617	146	269,152	160	286,081	170
Gilgil	1348.4	152,102	113	166,676	124	182,646	135	194,135	144
Total	7498.8	1,603,325	4,660	1,756,951	5107	1,925,295	5,596	2,046,395	5,948

Source: Kenya National Bureau of Statistics, 2013