

# **The impact of behavior change communication in Reduction of corruption in the public service in Kenya: a knowledge, attitudes and practices (KAP)survey**

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## **ABSTRACT**

This study was conducted to examine the impact of Behavior Change Communication (BCC) , initiatives in reduction of corruption in the public sector in Kenya. The study hence investigated the current communication situation in respect to reduction of corruption in view of determining the impact of anti-corruption communication efforts on behaviour among civil servants. .The study particularly sought to examine the nature of BCC messages used in the anti-corruption campaigns, communication habits, media access, media channels and information needs related to corruption among public servants. The study basically endeavoured to determine the impact of the content of anti-corruption messages on civil servants. Fundamentally, the following constitute the key research questions that the study seeks to address: What constitutes the nature of anti-corruption messages in use in the anti-corruption communication initiatives among public servants? What are the information gaps that are discernible in the anti-corruption communication strategies? What are the communication habits prevalent among civil servants? What media do they prefer and use most and to what extent are they accessible these media? What are the information needs of the public servants? Other critical research questions addressed by study include; does the content of messages meet the needs of the audience? What impact does anti-corruption BCC initiatives have on the knowledge, attitude and practice levels among civil servants? What is the most appropriate way to reach these audiences and how can they be persuaded through communication to change attitudes and practices in respect to corruption? The study was conducted through the survey research design using self-administered questionnaires targeting a sample of 350 officers selected [rom a study population of 4,000 civil servants working within the capital city - Nairobi. The data was analysed using quantitative - methods where the SPSS, a statistical software package was a vital tool in the analysis. The study established that there is still marked over-reliance on mass media as far as anticorruption communication campaigns are concerned. This is r esponsible for the significant levels of awareness on the subject of corruption. Thus whereas the current anticorruption information sources are relatively effective in increasing knowledge levels among civil servants the channels are rarely effective in increasing intolerant feelings towards corruption and reducing corrupt practices in their daily routine. Hence despite the fact that communication campaigns have been , underway, a majority of officers would still get involved in corruption. The study also established that more and more people are accessing the Internet to seek information, as evident in the increasing preference and use of the facility. However anti corruption crusaders have not effectively harnessed this facility to disseminated information on ... corruption. Hence the Internet was definitely not the source of anti-corruption informatio:l reaching the officers and neither were interpersonal channels which are critical at practice change stage in the diffusion

process. The study concludes that though communication efforts were in place, they are largely ineffective hence a need to revise them in order to have more strategic communication.

Accessibility to such messages is minimal implying that exposure is rather inadequate and neither do they seem to be well positioned and targeted in line with the information needs of the various social classes in the civil service. Again, the choice of channels is poorly done as such channels end up raising knowledge without triggering behaviour change among the officers. The messages are not appropriately grounded in theories of behaviour change. The study recommends a review of communication methodologies and strategies in order to have appropriate strategies in the fight against corruption. There is need to revise the current media-mix, methods of segmentation of civil servants, communication objectives and message design for effective communication that targets behaviour change. Designing of messages is rather critical to the communication process in order to have messages that are clear, are interesting enough to command attention, create trust and uniquely presented. These are critical issues in the process of behavior.