

A critical analysis of the effects of radio campaigns on violence against women and children in Kibera slums, Nairobi. A case study of Pamoja FM

Koech, Gilbert Kipngeno

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Abstract:

This study was designed to investigate the impact of radio campaigns against violence by Pamoja FM, a community FM radio that broadcasts to residents of Kibera slum. Specifically, the researcher sought to establish whether the station has had effects on its audience in terms of behaviour change and their perceptions about violence. Violence against women and children is a vice that occurs in all social classes of any society. It is however more pronounced in informal settlements. Violence against women and children is pervasive and severe throughout the world. It has severely impaired and violated the health and rights of millions of women and girls of every race, religion, ethnic group and social class. This study is set to investigate, analyze, and establish how radio campaigns have influenced cases of violence against women and children. Data will be collected through purposive sampling. A total of 100 respondents will be used to respond to questionnaires. The population for the study will be residents of Kibera, especially those who listen to Pamoja FM. The respondents were able to identify various forms of violence and link this with the knowledge provided through Pamoja FM. The study revealed that Pamoja FM has played an important role in educating its listeners about violence against women and children. It is a recommendation of this project report that community radio should be seriously considered as a powerful means of disseminating information. In addition, there is need to carry out further research on what the listeners of Pamoja FM do with the information received from the station.