

Impact of behaviour change campaigns on prevention of HIV AIDS in Kenya: a case study of Mpango wa Kando

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ABSTRACT

This study focuses on the Mpango wa Kando campaign that has been running in the Kenyan mass media since 2009. For several years since HIV/AIDS was declared a national disaster, many organizations including the government of Kenya have put up a spirited fight against HIV and AIDS through a number of multi-media strategies. One of these strategies has been the Mpango wa Kando campaign by Population Service International, a locally based international non-governmental organization. This research looks at the challenge of extra marital affairs and concurrent sexual partners in modern Kenya and tries to establish why married people and those in stable relationships have concurrent sexual partners and whether the Mpango wa Kando campaign has had any impact on their behaviour. The specific objectives of the study were to establish the level of knowledge derived from Mpango wa Kando adverts by married people and those in stable relationships, to find out whether people in marriage and those in stable relationships pay attention to the Mpango wa Kando adverts, to establish the attitudes on extra marital affairs among married people, and to establish whether there has been any behaviour change among people in marriage and those in stable relationships as a result of the messages in Mpango wa Kando campaign. The qualitative methods of data collection through Focus Group Discussions (FGD) and key informant interviews were used to investigate the impact of Mpango wa kando campaign. The methods were interactive and provided detailed accounts of the respondents' feelings towards extra marital affairs and what they felt about the Mpango wa Kando campaign. Among the key findings of the study was that the Mpango wa Kando campaign did not have much impact in changing people's sexual behavior. The study established that many people feel that the mass media in Kenya are not doing enough to fight HIV AIDS. Many of the respondents and informants felt that Mpango wa Kando campaign should offer more practical solutions such as marriage counseling services. They challenged the government of Kenya to regulate alcohol advertising that encourages people to engage in extra marital affairs and concurrent sexual activities through drunkenness. The mass media in Kenya were also challenged to come up with well researched documentaries that address behavior change issues instead of relying on campaigns from government and nongovernmental organizations alone.