

**THE ROLE OF PRINT MEDIA IN FACILITATING COMMUNITY EDUCATION AND
CHILD ABUSE PREVENTION STRATEGIES: A CASE OF NATION MEDIA.**

BY:

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DECLARATION

I hereby certify this research project as my original work and has not been presented for examination in any other institution of higher learning.

CLAIRE GATHERU

Sign: **Date:**

This project has been submitted for examination with my approval as university supervisor.

Sign: **Date:**

MR. KAMAU MUBUU

DEDICATION

I dedicate project to my parents, Anne and Philip Gatheru, my siblings Carol, Roselyn, Evelyn, Nicholas and Raphael, my sons Brian Macharia and Alvin Mwangi for the sacrifice they made for me to complete this project. Their love, care, concern, support, encouragement and enthusiasm inspired me to achieve this goal.

This also goes to my pastor Rev. Simon Mwangi Ndegwa for your prayers and support that encouraged me to complete my studies.

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ABSTRACT

Child abuse is not a new phenomenon, nor is public or state concern about it. Nevertheless fresh attempts to tackle child mistreatment are usually accompanied by the declaration that it is a new and as yet undiscovered problem. This newness is seen as an important part of the process of establishing it as an issue requiring resources to tackle it. This research was therefore motivated to determine the role of print media in facilitating community education and child abuse prevention strategies. The specific objectives of the study were to determine how print media influences community education and child abuse prevention strategies, to determine the benefits of mass media programs as a tool to advocate for children's rights and to determine different campaign strategies that can be used in child abuse prevention strategies by nation media. This research was a case study. This research problem could best be studied through the use of a descriptive survey. The population of this study comprised of staff members from Nation media (printing department). The researcher used simple random sampling to select 45 respondents from 132 target population. The researcher used primary data (questionnaires) to carry out the study. Data was analyzed using descriptive and inferential statistics. This enabled the researcher to make possible predictions about the study. The descriptive statistical tools helped the researcher to describe the data and determine the extent to be used. The findings were presented using tables and charts. Data analysis used SPSS and Microsoft excel, percentages, tabulations, means and other central tendencies.

The study found that child abuse is a common problem in Kenya and print media influences community education and child abuse prevention strategies positively. The study further revealed that the print media leads to increased acceptance of the seriousness of child sexual assault, a higher perception of the prevalence of child sexual assault and a higher awareness of the potential for sexual abuse to be perpetrated by adults known to the child. On the benefits of mass media programs as a tool to advocate for children's rights the study found that quality children's magazines can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the study

A research study by Tomison and Wise (1999) on the prevention of child maltreatment noted that “the African proverb, ‘It takes a village to raise a child’, epitomizes the importance of the role of the wider community in raising children and young people”. Increasingly, responsibility for children is not entrusted solely to parents or guardians but to whole communities (Cohen, Ooms and Hutchins 1995; Korbin and Coulton 1996). Strategies that aim to optimize the experiences of children and young people, and to prevent child abuse and neglect, are therefore required to ascertain, and perhaps confront, commonly held community attitudes and responses to all children and young people, and to increase community awareness of issues that may affect children and young people.

According to the National Child Protection Council (undated: 9, cited in Hawkins, McDonald, Davison and Coy 1994): “Prevention of abuse involves changing those individual and community attitudes, beliefs and circumstances which allow the abuse to occur.” The media play a significant role in forming and influencing people’s attitudes and behaviour. Goddard and Saunders (2001) drew attention to the essential role of the media in increasing society’s awareness of, and response to, child abuse and neglect. Of particular note was the part played by news and features that reported on specific child abuse cases, research and intervention strategies. Such media attention to child abuse has, at times, positively influenced public, professional and political responses to the circumstances in which children and young people find themselves. Understanding media influences, and how to use the media constructively, may thus be an essential tool for those who advocate for children, young people, and their families (Brawley, 1995).

In addition to news stories, feature articles, and investigative journalism, sporadic mass media education and prevention campaigns are launched. These campaigns usually endeavor to broaden community knowledge of child abuse and neglect, to influence people’s attitudes towards

children and young people, and to change behaviours that contribute to, or precipitate, the problem of child abuse and neglect in our communities.

For several reasons, however, the effectiveness of these campaigns remains contentious. Primarily, the effectiveness of mass media in the prevention of child abuse and neglect is debatable. For example, Rayner (1996) argues that “media campaigns are expensive” and their impact is difficult to determine. Expensive media campaigns may be hard to justify in a political climate where limited funds and resources are provided to address children’s needs.

Further, McDevitt (1996) cites O’Keefe and Reed (1990) to note that: “At best, the media are ‘effective at building citizen awareness of an issue’ but more complex attitudinal or behavioural change requires ‘more direct forms of citizen contact and intervention’.” Others argue, however, that mass media campaigns and media coverage of the abuse and neglect of children perform an important and significant role in placing issues such as child abuse on the public and political agenda. Lindsey (1994) maintains that: “Media has a central role in mediating information and forming public opinion. The media casts an eye on events that few of us directly experience and renders remote happenings observable and meaningful.”

As Wurtele and Miller-Perrin (1993) have observed, media coverage of child sexual assault has contributed to demystifying and reducing the secrecy that has characteristically surrounded its occurrence. Similarly, a review of the literature on mass media campaigns reveals many examples of campaigns impacting on public knowledge about issues such as work safety, drug and alcohol use, drink-driving, speeding, cigarette smoking, obesity, AIDS, and domestic violence. Attitudinal and/or behavioural change may also occur during campaigns, although this result may be short-lived, lapsing when campaigns end (Reger, Wootan and Booth-Butterfield 2000; Freimuth, Cole and Kirby 2001).

Mass media present the opportunity to communicate to large numbers of people and to target particular groups of people. As observed by Gamble and Gamble (1999), mass communication is significantly different from other forms of communication. They note that mass communication has the capacity to reach “simultaneously” many thousands of people who are not related to the sender. It depends on “technical devices” or “machines” to quickly distribute messages to diverse audiences often unknown to each other. It is accessible to many people, but may be avoided. It is

orchestrated by specialists whose intent is to persuade potential audiences of the benefits of their attention. It is “controlled by gatekeepers” who censor the content of messages. And finally, unlike one-to-one communication, it produces only minimal, delayed feedback to its senders.

However, mass communication simultaneously presents opportunities *and* limitations, both of which require consideration when planning mass media assisted eradication of social problems such as child abuse and neglect. According to Wellings and Macdowall (2000), drawing on Tones et al. (1990) the strength of the mass media lies in helping to put issues on the public agenda, in reinforcing local efforts, in raising consciousness about issues and in conveying simple information. The limitations of the mass media are that they are less effective in conveying complex information, in teaching skills, in shifting attitudes and beliefs, and in changing behavior in the absence of other enabling factors.

Further, a campaign or program may target families in which abuse has already occurred with the intention of preventing recurrence of the abuse (tertiary prevention). Thus, a well-focused mass media campaign, educational program has the potential to contribute successfully to community education and the prevention of child abuse and neglect. However, campaign strategies may only be successful to the degree that they are backed by community education and support programs. A media campaign can be effective, but it means nothing unless the campaign is integrated into an overall approach dealing with the various aspects of the problem being addressed. Whatever happens at the mass level must be complemented and supported at a grass roots level for any long-term behavioral change to occur (Julie, 1994).

1.1.1 Nation Media Group

The Daily Nation, an independent newspaper, is the most influential newspaper in Kenya with a daily circulation of about 205,000 copies. The total readership is likely to be higher as each copy is read by a large number of people. It is East Africa's largest newspaper. It is headquartered at Nation Centre, a landmark 17-storeyed twin tower building situated in Kimathi Street in the central business district of Kenya's capital city Nairobi. It is part of the Nation Media Group which is a publicly listed company, quoted on the Nairobi Stock Exchange, and has about 7,500 shareholders. The Daily Nation was started in 1958 as a Swahili weekly called Taifa by the Englishman Charles Hayes. It was bought in 1959 by His Highness Prince Karim Aga Khan IV,

the spiritual leader of the Ismaili community worldwide. Taifa was then changed into a daily newspaper, Taifa leo (Swahili for "Nation today"), in January 1960. An English language edition called Daily Nation was published on 3 October 1960, in a process organised by former editor of the British News Chronicle, Michael Curtis. The publisher was East African Newspapers (Nation Series) Ltd, which later became the Nation Media Group with its operations over the years covering the entire East African region with a diversified product portfolio. The Daily Nation and its sister paper Sunday Nation have grown phenomenally since inception. They command a market share of 74 per cent and outsell their nearest competitor by a ratio of more than 3:1.

Apart from Daily Nation, the Nation Media Group owns other newspapers including the weekly The EastAfrican, a daily business paper, The Business Daily, the Swahili language daily Taifa Leo and the Ugandan daily The Monitor. Digital versions of the Nation titles and The EastAfrican are sold to subscribers via Newsstand.

The newspaper also maintains a website which hosts online editions of the daily and Sunday titles with links to its other titles, across the region. Access is free and the site's daily hit rate is more than three million.

1.2 Statement of the problem

Child abuse is not a new phenomenon, nor is public or state concern about it. Nevertheless fresh attempts to tackle child mistreatment are usually accompanied by the declaration that it is a new and as yet undiscovered problem. This newness is seen as an important part of the process of establishing it as an issue requiring resources to tackle it. Historically, children have been accorded little, if any, status in society. Deprived of rights and perceived as the property of their parents or guardians, children could be treated any way their owners saw fit (Archard 1993). In this context, community awareness and acceptance of the reality of child abuse, particularly child abuse perpetrated by family members, has been slow. Stranger danger, beliefs that children's stories are untrustworthy, and beliefs that parents always act in the best interests of their children, appear to be easier for communities to accept. Such beliefs may present people with a means of turning a blind eye to the reality that child abuse is often perpetrated by adults well known to children, in children's own homes, and in other trusted environments. Olafsen, Corwin and Summit (1993) have argued that cycles of awareness followed by suppression have typified

society's response to child sexual abuse. Arguably, this has been society's response to all forms of child abuse and neglect of children. Mass media education and prevention campaigns present one means of breaking cycles of suppression and denial. The media have played a key role in periodically placing the issue of child abuse on the public agenda.

Several research studies have been done on community development and child abuse prevention strategies but there is no known study that has been done on the role of print media in facilitating community education and child abuse prevention strategies.

This research study was there be motivated to determine the role of print media in facilitating community education and child abuse prevention strategies by focusing on nation media. The study also determined how print media influences community education and child abuse prevention strategies; determine the benefits of mass media programs as a tool to advocate for children's rights, determine different campaign strategies that can be used in child abuse prevention strategies by nation media

1.3 Objectives of the study

1.3.1 General objective of the study

The general objective of the study was;

To determine the role of print media in facilitating community education and child abuse prevention strategies.

1.3.2 Specific objectives of the study

The specific objectives of this study were;

- i. To determine how print media influences community education and child abuse prevention strategies
- ii. To determine the benefits of mass media programs as a tool to advocate for children's rights
- iii. To determine different campaign strategies that can be used in child abuse prevention strategies by nation media

1.4 Research questions

- i. How do print media influence community education and child abuse prevention strategies?
- ii. Which are the benefits of mass media programs as a tool to advocate for children's rights?
- iii. What are the campaign strategies that can be used in child abuse prevention strategies by nation media?

1.5 Significance of the study

To the management

This research study was of great importance to the management of Nation media as it outlined the role of print media in facilitating community education and child abuse prevention strategies.

To the Government

The study was also valuable to the Government of Kenya as it will provided the general information that can be used to from policies regarding community education and child abuse prevention strategies.

To academicians and researchers

The academicians and researchers the study can use the findings of this study as a source of reference material for future researchers on other related topics; it can also help other academicians who undertake the same topic in their studies. The study also highlighted other important relationships that require further research.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

In the year 1990–1991 reports of child abuse and neglect to Kenyan child protection authorities numbered 49,721. According to the Australian Institute of Health and Welfare (KIHW 2002), in 2000–2001 reports had increased to 115,471; following investigation, 27,367 cases were confirmed or substantiated as involving child abuse and/or neglect. The physical abuse, sexual abuse, emotional abuse, and neglect of children have a long recorded history. In the mid to late 1800s, Toulmouche, Tardieu, Bernard and Lacassagne reported that children were often sexually assaulted, that children reported honestly about their abuse, and that the perpetrators of abuse were often the children's fathers and brothers (Olafsen, Corwin and Summit 1993). Corby (1993) notes that Kempe's discovery of the battered child syndrome in 1962, and the discoveries of child sexual abuse in Britain in the 1980s were in fact re-discoveries.

2.2 Conceptualization of childhood and adolescence

This section discusses: images of children and young people in society and in the media; media influences on children and children's rights; and the impact of media campaigns on the victims of child abuse.

2.2.1 Images of children in society and the media

Journalists willing to advocate for children and young people face the challenge of counterbalancing negative images or demonization (Franklin and Horwath 1996) of children and, particularly, of adolescents, in print. It is notable that child abuse media prevention campaigns rarely, if ever, focus on the maltreatment of adolescents (rather attention is given to societal problems, perhaps stemming from child abuse, such as drug use, youth suicide and chomping (Goddard and Tucci 2002)). Similarly, as observed by Mendes (2000), drawing on Vinson (1987), Aldridge (1994) and Wilczynski and Sinclair (1999) structural disadvantages

contributing to child abuse and neglect such as poverty, unemployment, and gender or race-based discrimination are rendered invisible in the media.

A comparison of the media coverage of three child murder cases two in the United Kingdom and one in Australia highlights significantly different images of children created, or reinforced, by media comment. Alder and Polk (2001) observe the language used and attitudes portrayed in the media coverage. In 1968, 11-year old Mary Bell murdered two boys, aged three and four in the UK. Twenty-five years later, in 1993, two ten-year-old boys murdered two-year old Jamie Bulger in the UK and in Australia in 1998, a ten-year-old boy was charged with drowning a six-year-old playmate. According to Alder and Polk (2001), while media commentary in the Mary Bell case expressed concern for the offender who was perceived by many as the surviving child of this tragedy, the latter two cases predominantly yielded media described the child offenders as evil, callous and reckless. Alder and Polk (2001) contend that what may have changed in the years since the Bell case is the gradual evolution of an internationalized media, capable of the instantaneous transfer of infotainment around the globe. these outlets have a special appetite for the bizarre and unusual.” Franklin and Horwath (1996) further observe a concerning change in society’s perception of children which, as Tomison (1997) has noted, extends to adolescents. Less often perceived as “innocent” and “innately good”, it seems a child or young person may now be portrayed as a “powerful, destructive human being” (Franklin and Horwath 1996: 315).

The cases described above are distressing and uncommon. Negative images of children (perhaps stemming from such cases), and media reinforcement of feelings that children and young people are a burden on families and on society, do not assist in the prevention of child abuse and neglect. Further exploration of the lives experienced by young offenders, while not detracting from the horror of events that occur, almost invariably reveals their own victimization as children or as adolescents. Moreover, as Tomison (1997) claims, perceiving children as powerful and evil beings may dehumanize children and serve to justify child abuse. He further contends that the negative portrayal of children in the media may result in victims of abuse blaming themselves for their abuse. Victims may be led to believe that they deserved the assaults perpetrated against them, and thus accept their abuse as justified. Further, Tomison (1997) cites Winn (1993) and Garbarino (1992) to note that these negative images of children may indeed be magnified once the child becomes an adolescent. Negative stereotypes of young people, he

contends, may contribute to the incidence of adolescent maltreatment, exacerbating “the problems of troubled youth in troubled families, providing a justification for unresponsive parenting and increasing the probability of serious family conflict (Tomison 1997: 23).

By putting pressure on governments to increase community supports for children and families, and by presenting positive, empathetic images of children and young people, the media may have a powerful influence in preventing, rather than perhaps indirectly promoting, child maltreatment. As Walby (1996: 25) argues children and childhood need to be better appreciated; families with children need a more supportive environment; issues affecting children need more sophisticated debate; and services for children and the people who work for them need more support from the public.

2.3 Media influences on children and children’s rights

The impact of media advertising on children and adolescents is well documented, as is concern about some aspects of the media’s powerful influence on children’s attitudes and behaviours (for example, Macklin and Carlson 1999; Inquiry into the Effects of Television and Multimedia on Children and Families in Victoria 2000). As acknowledged in a major New Zealand newspaper, it is notable that the media promote violence as an effective way of dealing with conflict through television, films, videos, and interactive video games” (The New Zealand Herald, 2001).

However, this power of the media to negatively influence children’s attitudes and behaviours may be used to impact positively on the lives of children and adolescents. According to the Inquiry into the Effects Multimedia on Children and Families in Victoria (2000) qualitative evidence suggests that quality children’s television can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world. Indeed, the constructive use of mass media can assist in teaching children and young people socially desirable ways of dealing with conflict, knowledge of their rights to integrity and protection from harm, healthy eating habits and lifestyles, and ways to assert themselves and their rights in a positive, acceptable manner.

2.4 Impact of media campaigns on victims of child abuse

The impact of media campaigns on the lives of victims is sometimes reported in print media stories about them. Writing about Annie, a victim of sexual assault by her stepfather, Dixon (1993) reported how Annie remembered her reaction as a child to an advertisement about sexual abuse her grandmother caught the fleeting look of despair and pain in her face. Her grandmother who had previously had unconfirmed suspicions asked Annie again about her stepfather. Annie says she burst into tears.” In the same year, the Sydney Morning Herald (1993) published a piece about another victim of sexual abuse, assaulted by her stepfather. It was reported that shortly before driving over him with her car, causing long-term injuries, the victim saw a televised community announcement about standing up against child abuse. As in many cases of incest, the victim’s stepfather had been released from prison after serving a sentence which was perceived by his victim as not fitting the crime she had suffered.

2.5 Prevention campaigns

An article in *The Age* in 1993 demonstrated the potentially powerful influence of the media on people’s attitudes. Milburn (1993) reported on the cancellation, after five days sitting, of a trial against a foster parent charged with the sexual penetration and sexual abuse of an 11-year-old boy in his care.

Clearly, the perceived power of the media, as exemplified in this case, may be used in child abuse prevention campaigns (Tomison 1997). Krugman (1996) notes that in 1990, faced with what they perceived to be a national emergency, the United States Advisory Board on Child Abuse and Neglect called on the media to avoid raising public awareness that child abuse exists, and rather help the public understand the complexity of the problem and how it could be prevented. This view appears to be turning a blind eye to the reality of child abuse and neglect. Importantly, the literature documenting past and present media campaigns consistently stresses a dual role for the media – to portray the existence of child abuse and to present ways of addressing and preventing it media prevention needs to provide information about both the problem behaviour and how to deal with it effectively (Sanders et al. 2000).

As noted above, the success of a child abuse education and prevention campaign will be influenced by available funding, existing support services, and other educational activities, such as prevention programs in schools (Calvert 1992; Donovan 1992; Scott 1993). Writing about the impact of a media campaign in the United States designed to increase public action to help maltreated children in addictive families, Andrews, McLeese and Currant (1995) made the following recommendations public awareness about effective ways to help is likely to lead to citizen action.

The services system needs to be prepared for the public's response to a media message. Increasing public awareness raises demands for assistance and information. Increased efforts are needed to promote personal ways of helping, without formal system intervention many people believe in their own capacity to help. This is consistent with the 'neighbors helping neighbors' approach recommended by the US Advisory Board on Child Abuse and Neglect (1993). With encouragement and information more people might act on their beliefs."

2.6 A campaign targeting businessmen

A notable example of how a mass media campaign can target a particular group of people was run in the United States in 1994. Brown (1994) reported on a campaign, children: An investment that's guaranteed to grow", that targeted businessmen this spring's major ad campaign to prevent child abuse won't picture a bruised toddler or an out of control parent. It will show a stack of books on business. And it won't move you to tears. Instead it will suggest you see children much as you might view a stock portfolio – an investment, as one of the ads says, 'that's guaranteed to grow.

2.7 Child abuse

Child abuse is now increasingly the subject of television dramas, documentaries, films, and live theatre productions. Some of them, characteristically controversial, have attracted comment in the literature and have been reviewed in the print media (Campbell 1989; Donovan 1992; Scott 1993; Hellen 1998; Musiel 1999; Pristel 1999; Edwards 1999). Television programs are often followed by information about where victims and offenders/potential offenders can seek help, and phone numbers to ring (helplines) are often displayed. Discussion about the impact of these types of media on the public's perception of child abuse and on efforts to combat the abuse of

children presents both positive and negative comment. The following discussion presents some examples and commentary.

Child abuse is a community problem and as such it ought to be everybody's business. However, as noted above, as part of the ongoing campaign by Australians Against Child Abuse, *Every child is important*, Quantum Market Research found that: "Child abuse, as a serious social problem, is poorly understood by the public on a number of levels including its true extent and nature . . . only 4 per cent of respondents accurately estimated the size of the problem, 29 per cent of respondents underestimated the problem by at least 90,000 reports" (Tucci, Goddard and Mitchell 2001: 3). These results, a good example of what Freimuth, Cole and Kirby (2001) describe as "formative research or evaluation", confirmed "the need for a major community awareness campaign to better inform the public about the problem of child abuse" (Tucci, Goddard and Mitchell 2001). Research, such as that carried out by Quantum for Australians Against Child Abuse is integral to a successful campaign. Social marketing principles, which incorporate such research, are increasingly recognised for their relevance to campaign planning and evaluation.

2.7.1 Social marketing

The social marketing model has much to contribute to planned mass communication campaigns (Windahl, Signitzer and Olsen 1992). Successful commercial marketing involves an "exchange process" that results in the satisfaction of the needs of two or more groups of people (Kotler 1972). Communication thus plays a significant role: an offer is communicated to the client based on essential information received by the seller about the client's "needs, wants and resources" (Windahl et al. 1992). Social marketing uses commercial marketing techniques "to advance a social cause, idea or behavior" (Kotler et al. 1992). Indeed, commercial marketing practices may be applied "to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of their society" (1995, quoted in Hall and Stannard 1997). New Zealand's Breaking the Cycle child abuse education and prevention campaign, begun in 1995, was the first to successfully apply "social marketing as a social work intervention to change abusive parenting behaviours . . . increasing awareness and self-reported behaviour change, especially with Maori and Pacific

Islands people” (Hall and Stannard 1997). These writers (1997) summarise the seven key elements of Andreason’s (1995) social marketing model (which was used in the *Breaking the Cycle* campaign) as follows: consumer behaviour is the bottom line: learning new information is only important if it leads to the desired behavioural outcome (raising awareness and changing attitudes may be steps in this direction) programs must be cost-effective: limited resources must always be used wisely in the social services arena, all strategies begin with the client: rather than attempting to make an audience accept and carry out the marketer’s values and beliefs, practitioners of social marketing recognize clients will only change their behavior when they believe it is in their interests. It is therefore essential to start with an understanding of the target audience’s needs and wants its values and its perceptions interventions involve marketing theory’s classic “four Ps, market research is essential to designing, pre-testing and evaluating intervention programs, markets are segmented: initial research inevitably points out how different the client groups are and highlights the limits of mass marketing. (The use of a budget will impact on the ability to segment markets), competition is always recognized: every choice of action by the client involves giving up some other action. What the client sees as major alternative behaviors must always be kept in mind so the deficiencies of these alternatives can be highlighted and the benefits of the new behavior promoted. Windahl et al. (1992) note that unlike commercial marketing, social marketing often targets less accessible segments of the population; operates in a less competitive environment; promotes products and services that are freely accessible to those who need them; often challenges powerful interest groups, such as the tobacco industry; may promote a product or behavior that the message’s recipient is reluctant to accept, such as a low fat diet; and may produce a demand for a product or service which remains unmet due to an insufficient supply/lack of available resources.

2.8 Empirical review

In Victoria in May 2000, Australians Against Child Abuse launched a child abuse prevention campaign “Every Child is Important” (Tucci, Goddard and Mitchell 2001). This primary prevention campaign used a “comforting” approach and incorporated a significant mass media component. As outlined in “More action – less talk! Community responses to child abuse prevention” (Tucci, Goddard and Mitchell 2001), the campaign sought to: elicit a commitment from adults to adults to develop safe and non-abusive relationships with children; persuade

adults to stop behaving in ways which are harmful to children; educate adults about the important needs of children; and better inform adults about the causes and consequences of child abuse.

The campaign encouraged all adults to: think and view children as a source of hope; understand the developmental variables of children; respect the meaning children give to their experiences; engage positively with the principles of children's rights; and appreciate more fully the capacities and contribution of children to the cultural and emotional life of families and communities. The campaign also addressed: the commonly held belief that children are a cost to society; the perceived suspicion that any application of the notion of children's rights will mean an erosion of parent's rights; and the public's lack of understanding about the extent and nature of child abuse in Australia.

Quantum Market Research monitored the effectiveness of the campaign. In May 2000 and October 2000 telephone interviews were conducted with a representative sample of 301 adults. Public dissemination of research outcomes formed part of the campaign strategy. Tucci et al. (2001: 20-21) report that the initial research findings, five months into the campaign, revealed that: "Child abuse is as serious social problem that is poorly understood by the Victorian public. While 51 per cent of respondents believed the community recognised child abuse as a serious social problem and another 21 per cent believed they accurately understood the extent and nature of child abuse in Australia, this is clearly not the case 59 per cent were unable even to guess the number of reports of child abuse received annually only 4 per cent of respondents accurately estimated the size of the problem. Twenty-nine per cent of respondents underestimated the problem by at least 90,000 reports. The idea that adults can hurt children is disturbing and likely underpins the belief by 51 per cent of respondents that the community treats this issue seriously, but when asked to account for the extent to which children are being abused by adults, community awareness is sadly lacking. Eighty per cent of respondents strongly supported the need for a campaign against child abuse. Australians Against Child Abuse thus feels confident that the "Every Child is Important" campaign will significantly influence public attitudes and responses to children and to child abuse. Ongoing research into the impact of the campaign will in itself be valuable in contributing to the debate about the educative and cost effectiveness of mass media campaigns aimed at preventing child abuse and neglect.

The Victorian and New South Wales media campaigns comprised television commercials and community service announcements, press advertisements, information booklets, stickers, posters and telephone hotlines. In Victoria, the criteria used to evaluate the success of the campaign included: an increased acceptance of the seriousness of child sexual assault; a higher perception of the prevalence of child sexual assault; a higher awareness of the potential for sexual abuse to be perpetrated by adults known to the child; an increase in awareness of the types of organizations who could be approached for help; an increasingly strong belief that there is a need to take action to address child sexual assault; and an increase in the belief that a child is best out of the home if child sexual assault is occurring. (Wallis Consulting Group 1992)

Apparently, removing the perpetrator rather than the child from the home was not considered either at this time or in this campaign. Issues documented as needing to be addressed following the Victorian campaign included: there was little acknowledgment of the existence of female offenders; a number of mothers believed that the child victim of sexual assault might be to blame, and a number of males blamed the female in the home for the occurrence of child sexual assault; there was resistance to reporting child sexual assault to doctors, the police or to Community Services Victoria (as the Department of Human Services was then known); and there was a retention of the misconception that children provoke men who sexually assault them. (Wallis Consulting Group 1992)

One of the main messages the campaign set out to communicate to the community was that children are at a greater risk of sexual abuse by relatives and family friends than by strangers, and child sexual offenders ought to take responsibility for their actions (Calvert 1992).

The campaign aimed to promote community awareness of why perpetrators of child sexual assault commit this crime, how attitudes in society influence their behaviour; and how these attitudes arise in the first place (Calvert 1992). Concerns documented following the evaluation of the media campaign included: an increase in the number of people who would talk to the offender as a means of addressing the issue, perhaps further endangering the child; that by concentrating on one form of abuse important connections with other forms of abuse may not have been made; and that the campaigns could have been even more multilingual and culturally specific. (Calvert 1992) also stressed that mass media campaigns will only have an impact on

attitudes and behavior if they are run over a long period of time supported by a range of other activities prevention strategies obviously require a sustained effort and commitment to resources if they are to be successful additional and adequate funding must be provided.

2.9 Summary/Conclusion

The impact of media advertising on children and adolescents is well documented, as is concern about some aspects of the media's powerful influence on children's attitudes and behaviors. In addition to news stories, feature articles, and investigative journalism, sporadic mass media education and prevention campaigns are launched. These campaigns usually endeavor to broaden community knowledge of child abuse and neglect, to influence people's attitudes towards children and young people, and to change behaviors that contribute to, or precipitate, the problem of child abuse and neglect in our communities.

For several reasons, however, the effectiveness of these campaigns remains contentious. Primarily, the effectiveness of mass media in the prevention of child abuse and neglect is debatable. Media campaigns are expensive and their impact is difficult to determine. Expensive media campaigns may be hard to justify in a political climate where limited funds and resources are provided to address children's needs.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology that was used to carry out this study. Research methodology is defined as an operational framework within which the facts are placed so that their meaning may be seen more clearly. The task that follows the definition of the research problem is the preparation of the design. The methodology of this research includes the research design, population to be studied and sampling strategy, the data collection process, the instruments used for gathering data, and how data was analyzed and presented.

3.2 Research Design

This research was a case study. This research problem could best be studied through the use of a descriptive survey. Descriptive research portrays an accurate profile of persons, events, or situations (Robson, 2002). Surveys allow the collection of large amount of data from a sizable population in a highly economical way. It allows one to collect quantitative data, which can be analyzed quantitatively using descriptive and inferential statistics (Saunders et al., 2007). Therefore, the descriptive survey was deemed the best strategy to fulfill the objectives of this study.

3.3 Target Population

Target population is the specific population about which information is desired. According to Ngechu (2004), a population is a well defined or set of people, services, elements, events, group of things or households that are being investigated. This definition ensures that population of interest is homogeneous. The population of this study comprised of staff members from Nation media (printing department). There are 132 members of staff working in the printing department of nation media group. The target population of this study was therefore be 132.

3.4 Sampling design and sample size

Simple Random Sampling is one in which each element of the target population has an equal chance of being selected (Babbie, 2002). The researcher assigns a number to each element in the list and then uses a table of random numbers which is normally constructed in a way that each entry has an equal probability of being selected. Bernard (2000) observed that depending on the sample size, various types of simple random sampling include: tossing a coin, tossing a dice, raffle, drawing lots and use of random numbers.

The researcher used simple random sampling to select 45 respondents from 132 target population. The target population of this study was therefore be 45 respondents.

3.5 Data Collection

The researcher used primary data (questionnaires) to carry out the study. The questionnaires included structured (close-ended) and unstructured (open-ended) questions and were administered through drop and pick method to respondents. The structured questions were used in an effort to conserve time and money as well as to facilitate in easier analysis as they are in immediate usable form; while the unstructured questions were used so as to encourage the respondent to give an in-depth and felt response without feeling held back in revealing of any information. With unstructured questions, a respondent's response may give an insight to his feelings, background, hidden motivation, interests and decisions and give as much information as possible without holding back.

3.6 Validity and reliability

Mugenda and Mugenda (2003) asserted that, the accuracy of data to be collected largely depended on the data collection instruments in terms of validity and reliability. Validity as noted by Robinson (2002) is the degree to which result obtained from the analysis of the data actually represents the phenomenon under study. Validity was ensured by having objective questions included in the questionnaire. This was achieved by pre-testing the instrument to be used to identify and change any ambiguous, awkward, or offensive questions and technique as emphasized by Cooper and Schindler (2003). Reliability on the other hand refers to a measure of the degree to which research instruments yield consistent results (Mugenda & Mugenda, 2003).

In this study, reliability was ensured by pre-testing the questionnaire with a selected sample from one of the banks which was not included in the actual data collection. This represented 2% of the entire sample size used in the study. The pre-test was conducted by both the principal researcher and the research assistant to enhance clarity of the questionnaires. The pre-test exercise took place at the convenience of both the researcher and the research assistance.

3.7 Data Analysis

Data was analyzed using descriptive and inferential statistics. This enabled the researcher to make possible predictions about the study. The descriptive statistical tools helped the researcher to describe the data and determine the extent to be used. The findings were presented using tables and charts. Data analysis used SPSS and Microsoft excel, percentages, tabulations, means and other central tendencies. Tables were used to summarize responses for further analysis and facilitate comparison. This generated quantitative reports through tabulations, percentages, and measure of central tendency. Cooper and Schindler (2003) notes that the use of percentages is important for two reasons; first they simplify data by reducing all the numbers to range between 0 and 100. Second, they translate the data into standard form with a base of 100 for relative comparisons.

CHAPTER FOUR

4.0 DATA ANALYSIS AND INTERPRETATION OF FINDINGS

4.1 Introduction

This chapter discusses the interpretation and presentation of the findings. The general objective of the study was to determine the role of print media in facilitating community education and child abuse prevention strategies. The specific objectives of this study were to determine how print media influences community education and child abuse prevention strategies, to determine the benefits of mass media programs as a tool to advocate for children's rights and to determine different campaign strategies that can be used in child abuse prevention strategies by nation media. This chapter focused on data analysis, interpretation and presentation. The researcher made use of frequency tables and percentages to present data.

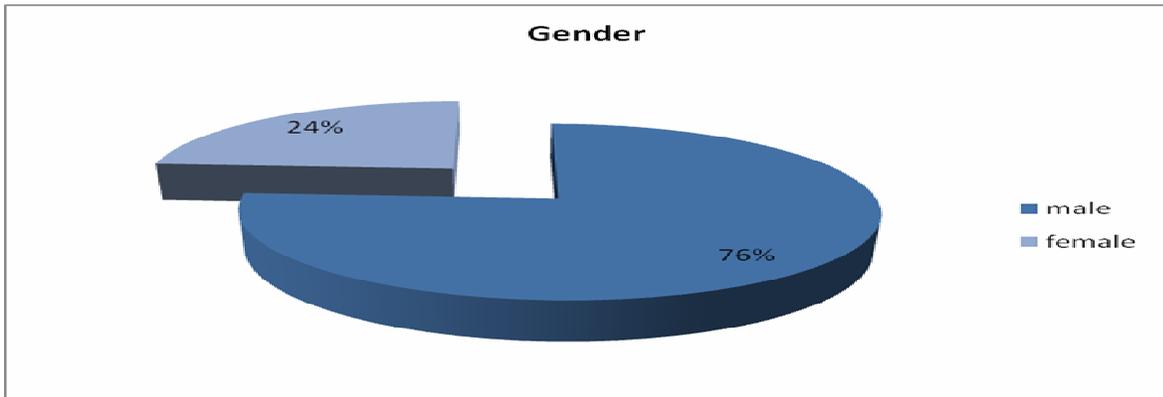
The Response Rate

The researcher targeted a sample of 45 members of staff working in the printing department of nation media group out of which 41 responses were obtained. This represented an 91.11% response rate. According to Babbie (2002) any response of 50% and above is adequate for analysis thus 91.11% is even better.

4.2 General information

In an effort to determine the general information of the respondents the researcher requested them to indicate their gender. The results are presented in figure 4.1 below.

Figure 4. 1: Gender of the respondents



From the findings as shown by figure 4.1, 76% of the respondents indicated that they were male while 24% indicated that they were female. From these findings we can deduce that majority of the respondents were male.

Figure 4. 2: Age of the respondents

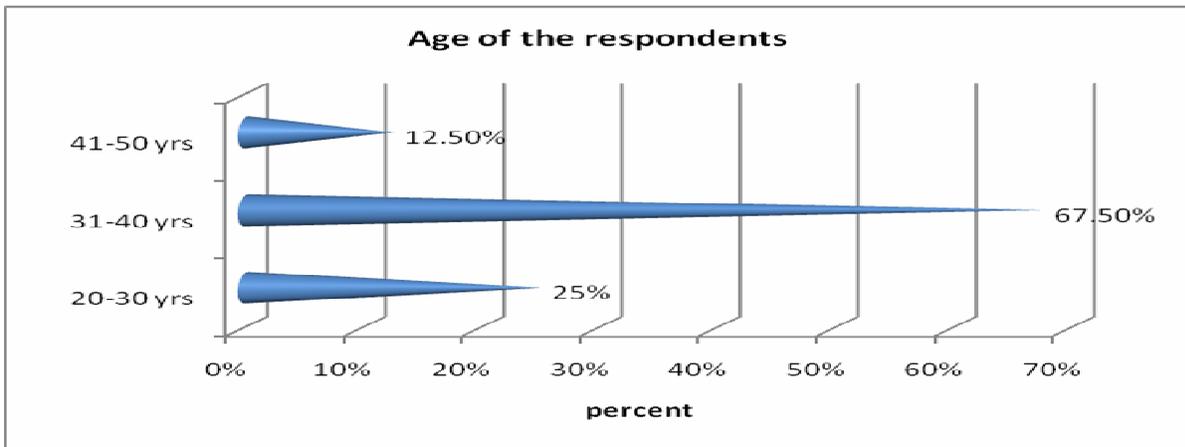
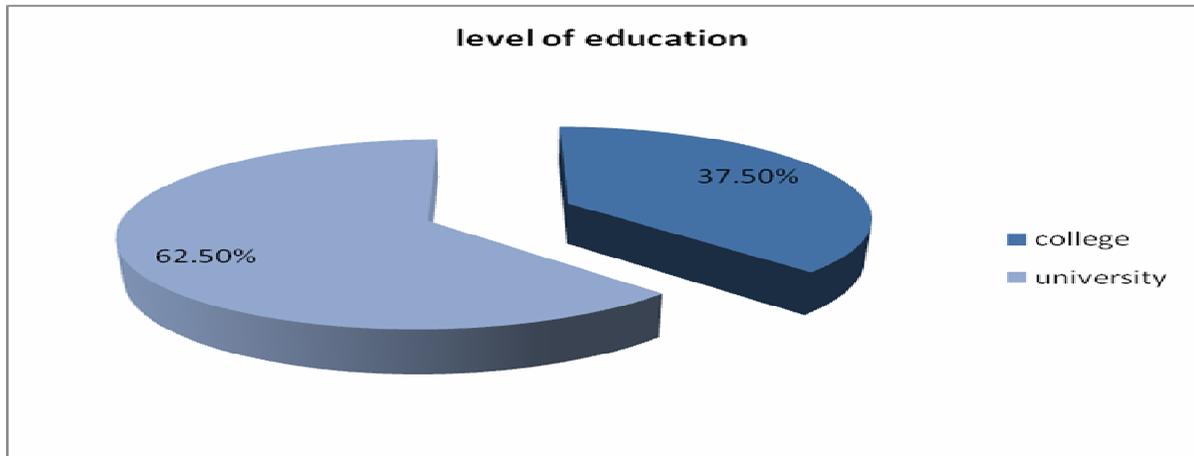


Figure 4.2 above shows the age of the respondents. From the findings 12.5% of the respondents were aged between 41 and 50 years, 67.5% were aged between 31 and 40 years while 25% were aged between 20 and 30 years. From these findings we can deduce that majority of the respondents were aged between 31 and 40 years.

In an effort to determine whether the respondents had the required information on the role of the print media on community education and child abuse prevention strategies, the researcher

requested the respondents to indicate their level of education. The results are shown in figure 4.3 below.

Figure 4. 3: Level of education



On their level of education, 62.5% of the respondents indicated that they were university graduates while 37.5% indicated that they were college graduates. This clearly shows that majority of the respondents were university graduates and hence the acquired data was reliable.

In an effort to determine the respondents work experience, the researcher requested the respondents to indicate the duration of time (years) they had been working in their organization. The results are shown in figure 4.4 below.

Figure 4. 4: Respondents work experience

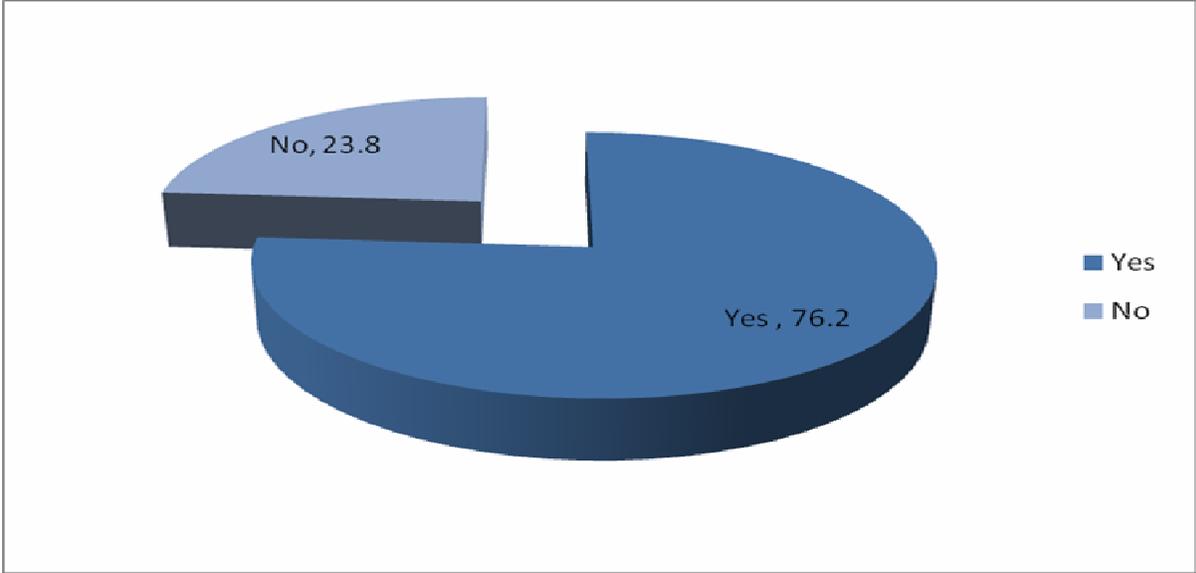


From the findings as shown by figure 4.4 above, 38% of the respondents indicated that they had been working in their organisations for less than 3 years, 32% had been working in the organisation for between 3 and 9 years, 32% had been working in the organisation for between 9 and 12 years and 9% had been working in their organisation for above 12 years. From these findings we can deduce that majority of the respondents had been working in their organisation for 3 and above years.

4.3 How print media influence community education and child abuse prevention strategies

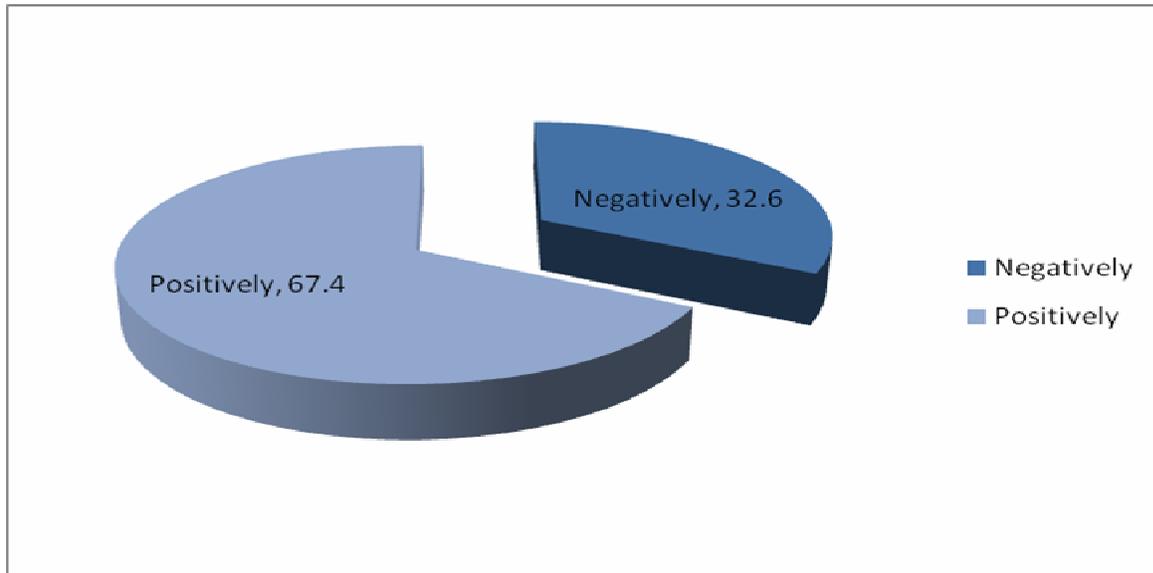
The researcher requested the respondents to indicate whether child abuse was a common problem in Kenya. The results are shown in figure 4.5.

Figure 4. 5: Child abuse in Kenya



From the findings, 76.2% of the respondents indicated that child abuse is a common problem in Kenya while 23.8% disagreed. From these findings we can deduce that child abuse is a common problem in Kenya.

Figure 4. 6: Influence of the print media on community education and child abuse prevention strategies



On whether the print media influences community education and child abuse prevention strategies negatively or positively, 67.4% of the respondents indicated that it influenced community education and child abuse prevention strategies positively while 32.6% indicated that it influenced community education and child abuse prevention strategies negatively. From these findings majority of the respondents indicated that print media influences community education and child abuse prevention strategies positively.

Figure 4. 7: print media and community education and child abuse prevention strategies

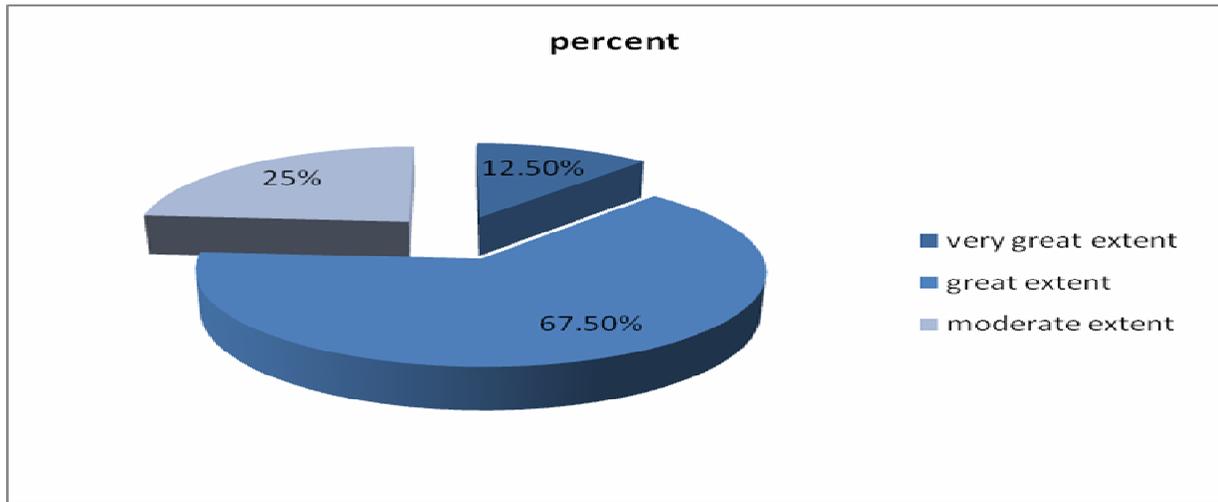


Figure 4.5 above shows the extent to which print media influences community education and child abuse prevention strategies. From the findings 25% of the respondents indicated print media influences community education and child abuse prevention strategies to a moderate extent, 12.5% indicated to a very great extent and 67.5% indicated to a great extent. From these findings we can conclude that print media influences community education and child abuse prevention strategies to great extent.

Table 4. 1: Effects of print media on community education and child abuse prevention strategies

	Mean	Std. Deviation
Leads to increased acceptance of the seriousness of child sexual assault	4.23	.725
Leads to a higher perception of the prevalence of child sexual assault	4.00	1.080
Leads to a higher awareness of the potential for sexual abuse to be perpetrated by adults known to the child	4.00	.739
Leads to an increase in awareness of the types of organizations who could be approached for help	3.92	.760
Leads to an increasingly strong belief that there is a need to take action to address child sexual assault	3.85	.555

Table 4.1 shows the effects of print media on community education and child abuse prevention strategies. A likert scale running from 1 to 5 was utilized where 1 represents strongly disagree, 2 represents agree, 3 represents neutral, 4 represents agree and 5 represents strongly agree. A mean greater than 3 indicated that a statement was agreed. Standard deviation less than 1 was generally considered as small and indicates that there was high level of consensus around the mean. Standard deviation greater than 1 showed huge variations in respondent ratings indicating that there was not much congregation of responses around the mean.

From the findings the respondents agreed with all the stated effects of print media on community education and child abuse prevention strategies. The study found that print media leads to increased acceptance of the seriousness of child sexual assault (M= 4.23, SD= 0.725), a higher perception of the prevalence of child sexual assault (M= 4.00, SD= 1.08), a higher awareness of the potential for sexual abuse to be perpetrated by adults known to the child (M= 4.00, SD= 0.739), an increase in awareness of the types of organizations who could be approached for help (M= 3.85, SD= 0.76) and an increasingly strong belief that there is a need to take action to address child sexual assault (M= 3.92, SD= 0.555).

4.4 Benefits of mass media programs as a tool to advocate for children's rights

The researcher requested the respondents to indicate the extent to which they agreed with the stated benefits of mass media programs as tools to advocate for children's rights. The findings are shown in table 4.2

Table 4. 2: Benefits of mass media in advocating for children rights

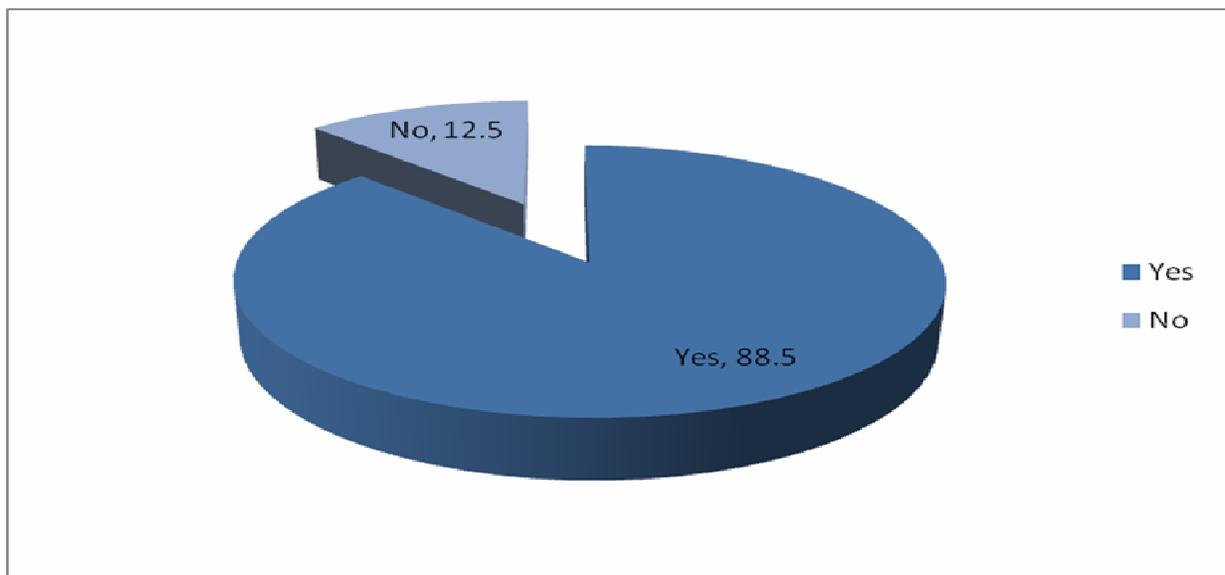
	Mean	Std deviation
Quality children’s magazines can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world	4.23	.725
Can assist in teaching children and young people socially desirable ways of dealing with conflict	4.00	1.080
Children get knowledge of their rights to integrity and protection from harm	4.00	.739
Teaches children ways to assert themselves and their rights in a positive, acceptable manner	3.92	.760

Table 4.3 above shows the extent to which the respondents agreed with the stated benefits of mass media as a tool to advocate for children rights. From the findings all the analyzed benefits were considered to a great extent since they all had a mean of above 3.0. the respondents agreed to a great extent that quality children’s magazines can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world (M= 4.23, SD= 0.725). It was also established that print media can assist in teaching children and young people socially desirable ways of dealing with conflict (M= 4.00, SD= 1.08). the respondents further agreed that children get knowledge of their rights to integrity and protection from harm (M= 4.00, SD= 0.739). Finally the respondents indicated that print media teaches children ways to assert themselves and their rights in a positive, acceptable manner (M= 3.92, SD= 0.76)

4.5 Campaign strategies that can be used in child abuse prevention strategies by nation media

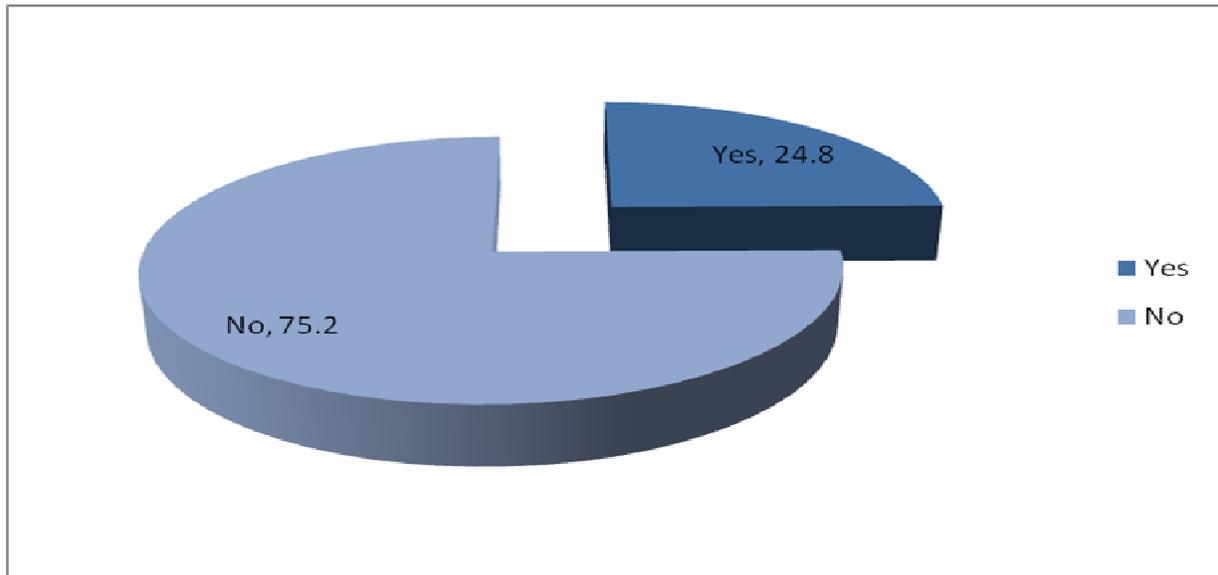
In an effort to determine whether campaign strategies can be used in child abuse prevention strategies by nation media, the researcher requested the respondents to indicate their opinion on whether campaign strategies can be used as child abuse prevention strategies

Figure 4. 8: Campaign strategies as child abuse prevention strategies



From the findings as shown by figure 4.8 above, 88.5% of the respondents reported that campaign strategies can be used as child abuse prevention strategies while the rest (12.5%) disagreed. From these findings we can deduce that campaign strategies can be used as child abuse prevention strategies.

Figure 4. 9: Holding campaigns strategies against child abuse



On whether their organization had been holding campaigns strategies against child abuse, 75.2% of the respondents indicated that Nation print media had not been holding campaigns strategies against child abuse while 24.8% reported that Nation print media campaigns strategies against child abuse. From these findings we can deduce that Nation print media does not hold campaigns strategies against child abuse.

Table 4. 3: Effects of campaign strategies in child abuse prevention

	Mean	Std deviation
It helps the public to understand the complexity of the problem and how it could be prevented	3.98	0.946
The campaigns provides information about both the problem behavior and how to deal with it effectively	4.02	0.834
The campaign seeks to elicit a commitment from adults to adults to develop safe and non-abusive relationships with children	4.27	0.637

The campaign persuades adults to stop behaving in ways which are harmful to children	4.33	0.923
The campaign educates adults about the important needs of children	4.32	0.879
The campaign informs the adults about the causes and consequences of child abuse	4.12	0.976
Helps the adults to engage positively with the principles of children’s rights	4.00	0.865

Table 4.5 above shows the extent to which the respondents’ agreed with the effects of campaign strategies in child abuse prevention. From the findings the respondents strongly agreed that campaign strategies helps the public to understand the complexity of the problem and how it could be prevented (M=3.98, SD=0.946), provides information about both the problem behavior and how to deal with it effectively (M=4.02, SD=0.834), seeks to elicit a commitment from adults to adults to develop safe and non-abusive relationships with children (M=4.27, SD=0.637), persuades adults to stop behaving in ways which are harmful to children (M=4.33, SD=0.923) educates adults about the important needs of children (M=4.32, SD=0.879), informs the adults about the causes and consequences of child abuse (M=4.12, SD=0.976) and helps the adults to engage positively with the principles of children’s rights (M=4.00, SD=0.865).

Figure 4. 10: Media campaigns

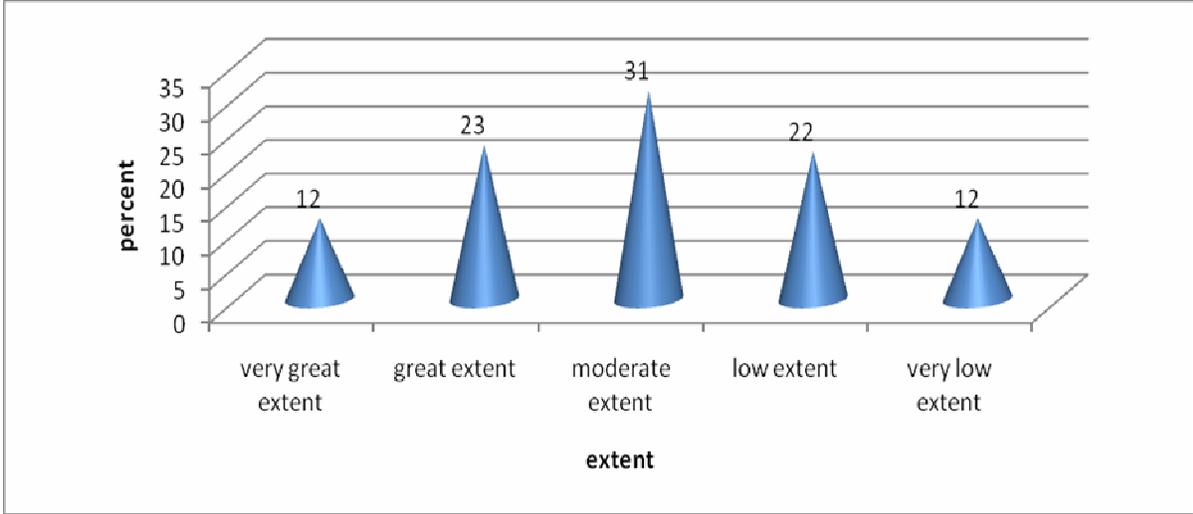


Figure 4.10 above shows the extent to which the respondents agreed with the statement that media campaigns address the commonly held belief that children are a cost to society; the perceived suspicion that any application of the notion of children's rights will mean an erosion of parent's rights; and the public's lack of understanding about the extent and nature of child abuse. From the findings 12% of the respondents agreed to a very great extent, 23% agreed to a great extent, 31% agreed to a moderate extent, 22% agreed to a low extent and 12% agreed to a very low extent. From these findings we can deduce that media campaigns address the commonly held belief that children are a cost to society; the perceived suspicion that any application of the notion of children's rights will mean an erosion of parent's rights; and the public's lack of understanding about the extent and nature of child abuse.

CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presented the discussion of key data findings, conclusion drawn from the findings highlighted and recommendation made there-to. The conclusions and recommendations drawn were focused on addressing the purpose of the study which was to determine the role of print media in facilitating community education and child abuse prevention strategies. The specific objectives of this study were to determine how print media influences community education and child abuse prevention strategies, to determine the benefits of mass media programs as a tool to advocate for children's rights and to determine different campaign strategies that can be used in child abuse prevention strategies by nation media.

5.2 Discussions of Key Findings

The researcher targeted a sample of 45 members of staff working in the printing department of nation media group out of which 41 responses were obtained. This represented an 91.11% response rate. According to Babbie (2002) any response of 50% and above is adequate for analysis thus 91.11% is even better. Majority of the respondents in this study were male aged between 31 and 40 years. On the highest level of their education, the study found that majority of the respondents were university graduates and hence the acquired data was reliable. In relation to their work experience the study revealed that majority of the respondents had been working in their organisation for 3 and above years.

5.2.1 How print media influence community education and child abuse prevention strategies

The study found that child abuse is a common problem in Kenya and print media influences community education and child abuse prevention strategies positively. The study further established that print media influences community education and child abuse prevention strategies to great extent.

The study found that print media leads to increased acceptance of the seriousness of child sexual assault (M= 4.23, SD= 0.725), a higher perception of the prevalence of child sexual assault (M= 4.00, SD= 1.08), a higher awareness of the potential for sexual abuse to be perpetrated by adults known to the child (M= 4.00, SD= 0.739), an increase in awareness of the types of organizations who could be approached for help (M= 3.85, SD= 0.76) and an increasingly strong belief that there is a need to take action to address child sexual assault (M= 3.92, SD= 0.555).

5.2.2 Benefits of mass media programs as a tool to advocate for children's rights

On the benefits of mass media programs as a tool to advocate for children's rights the study found that quality children's magazines can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world (M= 4.23, SD= 0.725). It was also established that print media can assist in teaching children and young people socially desirable ways of dealing with conflict (M= 4.00, SD= 1.08). The respondents further agreed that children get knowledge of their rights to integrity and protection from harm (M= 4.00, SD= 0.739). Finally the respondents indicated that print media teaches children ways to assert themselves and their rights in a positive, acceptable manner (M= 3.92, SD= 0.76)

5.2.3 Campaign strategies that can be used in child abuse prevention strategies by nation media

On whether campaign strategies can be used as child abuse prevention strategies the study found that they can be used. The study also revealed that Nation print media does not hold campaigns strategies against child abuse.

On the effects of campaign strategies in child abuse prevention the study found that campaign strategies helps the public to understand the complexity of the problem and how it could be prevented (M=3.98, SD=0.946), provides information about both the problem behavior and how to deal with it effectively (M=4.02, SD=0.834), seeks to elicit a commitment from adults to adults to develop safe and non-abusive relationships with children (M=4.27, SD=0.637), persuades adults to stop behaving in ways which are harmful to children (M=4.33, SD=0.923) educates adults about the important needs of children (M=4.32, SD=0.879), informs the adults

about the causes and consequences of child abuse ($M=4.12$, $SD=0.976$) and helps the adults to engage positively with the principles of children's rights ($M=4.00$, $SD=0.865$).

The study also revealed that media campaigns address the commonly held belief that children are a cost to society; the perceived suspicion that any application of the notion of children's rights will mean an erosion of parent's rights; and the public's lack of understanding about the extent and nature of child abuse.

5.3 Conclusion

The study concludes that child abuse is a common problem in Kenya and print media influences community education and child abuse prevention strategies positively. Print media leads to increased acceptance of the seriousness of child sexual assault, a higher perception of the prevalence of child sexual assault, a higher awareness of the potential for sexual abuse to be perpetrated by adults known to the child, an increase in awareness of the types of organizations who could be approached for help and an increasingly strong belief that there is a need to take action to address child sexual assault.

On the benefits of mass media programs as a tool to advocate for children's rights the study concludes that quality children's magazines can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world. Print media can assist in teaching children and young people socially desirable ways of dealing with conflict.

The Nation print media does not hold campaigns strategies against child abuse. On the effects of campaign strategies in child abuse prevention the study revealed that campaign strategies helps the public to understand the complexity of the problem and how it could be prevented, provides information about both the problem behavior and how to deal with it effectively, seeks to elicit a commitment from adults to adults to develop safe and non-abusive relationships with children, persuades adults to stop behaving in ways which are harmful to children educates adults about the important needs of children, informs the adults about the causes and consequences of child abuse and helps the adults to engage positively with the principles of children's rights.

5.4 Recommendation

The study found that child abuse is a common problem in Kenya and print media influences community education and child abuse prevention strategies positively. This study therefore recommends that the mass media in Kenya should get more involved in advocating for the rights of the child and in campaigns against child abuse.

The study also revealed that campaign strategies can be used as child abuse prevention strategies. The study further revealed that the Nation print media does not hold campaigns strategies against child abuse. This research study therefore recommends that the nation media group should embark on campaigns on community education and child abuse prevention strategies.

The study found that the Nation print media does not hold campaigns strategies in relation to child abuse. This study therefore recommends that the Nation media group should collaborate with non governmental organizations in campaigning against child abuse and education the community on the rights of children.

5.5 Recommendation for Further Studies

From the study and related conclusions, the researcher recommends further research in the area of the effectiveness of media campaigns in facilitating community education and child abuse prevention strategies. The study also suggests further studies in the area of factors affecting community education and child abuse prevention strategies in Kenya.

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Appendix I: Questionnaires

1. Please indicate your gender

Female []

Male []

2. Indicate your age bracket

20-30 yrs []

31-40 yrs []

41-50 yrs []

51 and above []

3. State your highest level of education

Primary level []

Secondary level []

College []

University []

Postgraduate []

4. For how long have you been working in your organization?

Less than 3 years []

3 to 9 years []

9 to 12 years []

Above 12 years []

How print media influence community education and child abuse prevention strategies

5. Is child abuse a common problem in Kenya?

Yes [] No []

6. Does the print medium influence community education and child abuse prevention strategies negatively or positively?

Negatively []

Positively []

7. To what extent do print media influence community education and child abuse prevention strategies?

To a very great extent []

To a great extent []

To a moderate extent []

To a low extent []

To no extent at all []

8. To what extent do you agree with the following effects of print media on community education and child abuse prevention strategies?

	Strongly agree	agree	neutral	disagree	Strongly disagree
Leads to increased acceptance of the seriousness of child sexual assault					
Leads to a higher perception of the prevalence of child sexual assault					
Leads to a higher awareness of the potential for sexual abuse to be perpetrated by adults known to the child					
Leads to an increase in awareness of the types of organizations who could be approached for help					
Leads to an increasingly strong belief that there is a need to take action to address child sexual assault					

Benefits of mass media programs as a tool to advocate for children’s rights

9. To what extent do you agree with the following benefits of mass media as a tool to advocate for children rights?

	Very great extent	Great extent	Moderate extent	Low extent	No extent at all
Quality children’s magazines can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world					
Can assist in teaching children and young people socially desirable ways of dealing with conflict					
Children get knowledge of their rights to integrity and protection from harm					
Teaches children ways to assert themselves and their rights in a positive, acceptable manner					

Campaign strategies that can be used in child abuse prevention strategies by nation media

10. In your own opinion can campaign strategies be used as child abuse prevention strategies?

Yes [] No []

11. Has your organization been holding campaigns strategies against child abuse?

Yes [] No []

12. To what extent do you agree with the following effects of campaign strategies in child abuse prevention?

	Very great extent	Great extent	Moderate extent	Low extent	No extent at all
It helps the public to understand the complexity of the problem and how it could be prevented					
The campaigns provides information about both the problem behavior and how to deal with it effectively					
The campaign seeks to elicit a commitment from adults to adults to develop safe and non-abusive relationships with children					
The campaign persuades adults to stop behaving in ways which are harmful to children					
The campaign educates adults about the important needs of children					
The campaign informs the adults about the causes and consequences of child abuse					
Helps the adults to engage positively with the principles of children's rights					

13. To what extent do you agree with the statement that “media campaigns address the commonly held belief that children are a cost to society; the perceived suspicion that any application of the notion of children’s rights will mean an erosion of parent’s rights; and the public’s lack of understanding about the extent and nature of child abuse?”

To a very great extent []

To a great extent []

To a moderate extent []

To a low extent []

To no extent at all []