

**AN ASSESSMENT OF MEDIA CAMPAIGNS ON UWEZO FUND:-CASE STUDY  
OF LARI CONSTITUENCY KIAMBU COUNTY**

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## DECLARATION

I declare that this dissertation is the product of my own work, it has not been submitted for award of any degree or examination in any other university and that all the sources used or quoted have been indicated and acknowledged as complete references.

Signature.....

Date.....

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This research project has been submitted with my approval after supervising it on behalf of the School of Journalism, University of Nairobi.

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## **DEDICATION**

I dedicate this work to my parents Mr. and Mrs. Njuru for their great efforts towards my education and achievements in life. Thank you for your resilience and understanding as well as the push for tenacity that continually rings in my ears.

I also wish to dedicate this work to my God who gave me the strength and wisdom to complete this project as well as my Master's program despite some obstacles that got in my way during the course.

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## **LIST OF ACRONYMS**

CDF:	Constituency Development Fund
KKV:	Kazi KwaVijana
KNBS:	Kenya National Bureau of Statistics
KNDA:	Kenya National Data Archive
KYEP:	Kenya Youth Empowerment Project
NYS:	National Youth Service
SME:	Small and medium enterprises
SPSS:	Statistical Package for Social Science
UNDP:	United Nations Development Programme

## **ABSTRACT**

The study set out to assess media campaigns carried out on Uwezo fund in order to determine the effectiveness of awareness created by the campaign in Lari Constituency. This was prompted by the desire to ensure that the money released for the youth is fully utilized and that none goes back to the government due to failed uptake whereas the youth are still struggling with unemployment in Kenya. Interrogation from diverse scholars and previous successful media campaign projects casts light on how Media campaigns are effected in creating awareness. The theoretical framework included diffusion of innovations communications theory and a 2step flow communication theory. Data was collected through questionnaires and interviews. Contributions by key informants were also looked at to give additional perspective on the project. The study has identified the level of awareness created by the campaigns currently done on Uwezo fund, the media tools that the government used in creating awareness among the youth and the level of uptake of the fund by the youth.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background**

##### **1.1.1 Youth unemployment in Kenya**

In his 1995 works on employment and unemployment, Bulutay defined unemployment as a state of being without work, though actively searching for a job opportunity. To him, a person who is currently available for work but not able to secure search an opportunity can be referred to as unemployed or jobless. In this case we refer to the youth (18-35yrs) according to the National Youth Council act of 2009 and the constitution of Kenya 2010.

According to the 2009 Kenyan census, youth population distributed by age showed that 15-19 was at 31%, 20-24 at 28%, 25-29 at 23% and 30-34 at 18% and in total 13,665,378 million (Kenya National Data Archive, 2009).

A research carried out by Kenya National Bureau of Statistics (KNBS) of 2005/2006, an estimate indicated that the open unemployment rate among the youth aged 15-24 was 24% compared to an overall open unemployment rate of 12.7%. Open unemployment rate in urban areas at 19.9% being more than double that in rural areas; and the rate in Rift Valley Province at 23.9% being the highest among provinces.

Unemployment among the youth in Kenya is a major thorny issue to the government of the day. It has been for a long time to the extent that it has become one of the many agendas championed during political campaigns. It's a national issue and affects youth across borders. Majority of who qualifies to be employed but have not. In his publication titled 'Youth Fact Book', Katindi Sivi Njonjo (2010) explains that Kenya's young people

are unemployed, underemployed or underpaid and are therefore in the swelling ranks of the working poor. He continues to state that large proportion of young adults and a rapid rate of growth in the working-age population exacerbates unemployment, prolongs dependency on parents, and diminishes self-esteem and fuels frustrations, which increase the likelihood of violence or conflict.

In order to curb or reduce the percentage of unemployment in the country among the youth the earlier governments and the government of the day (Jubilee government) has come up with various packages/policies meant to give the youth opportunities to startup businesses and also come up with many other creative ways of creating income/ wealth. Some of these packages include, the Uwezo fund, 30% procurement opportunity in the government which is to be split between the youth and the women, the previous youth fund, *Kazi Kwa Vijana* (KKV) program that was initiated in 2011 by the office of prime minister. KKV was meant to employ between 200,000 and 300,000 youths in Kenya both in rural and urban areas through different projects by different ministries.

Bloom, Canning and Sevilla (2003) states that the way in which a population is distributed across different age groups at any given point in time is very important because people's social and economic behavior and needs vary at different stages of life. A country's age structure therefore has a significant impact on its socio-economic development. A large population of children (0-14) signifies high child dependency and the need to invest in child and maternal health as well as education opportunities. A large working age population (15-64) signifies an urgent need for investment in gainful employment opportunities while a large ageing population (65+) signifies high aged dependency and the need to invest in health care and retirement income (UNDP, 2013).

According to Kenya open data survey (2014) *Kiambu County* is located in central Kenya, it borders Murang'a County to the North and North East, Machakos County to the East, Nairobi and Kajiado counties to the South, Nakuru County to the West, and Nyandarua County to the North West. It constitutes 5 constituencies (Gatundu South, Gatundu north, Juja, Githunguri, Kiambaa, Kabete, Limuru and Lari). Gatundu, Githunguri, Kiambu, East Kiambaa, Kiambu West, Kikuyu, Lari, Ruiru, Thika East and Thika West districts were mapped to this county for the purposes of generating county estimates. In 2007, Kiambu District was subdivided in two: Kiambu East and Kiambu West. Kiambu West district took Limuru, Lari and Kikuyu divisions with Limuru as its district capital.

Youth comprise 29.1 % of the whole population totaling 1,623,282 in Kiambu County (KNBS, 2009) just like the rest of Kenya; youths in Kiambu are facing unemployment challenge. The Uwezo Fund created by Jubilee government will go a long way in reducing unemployment and this study sought to establish how well youth have been informed about the fund and the level of engagement.

#### ***1.1.1.1 Causes of unemployment among the youth***

According to an article written by Market analyst and researcher, Biko (2011) who expansively discussed various issues that have brought unemployment among the youth in Kenya, some of the most outstanding causes include high population, capital scarcity, capacity underutilization, global economic recess, and education inadequacy as expounded below.

Kenyan Census ( 2009) shows that the Kenyan population has increased by a huge percentage as we are now at 40 million with the youth taking 60% share and being under

30. This high growth rate fails to match the employment opportunities with the population growth hence high rate of Youth unemployment in Kenya.

The scarce capital/resources fail to create enough development and constant creation of income generating ventures leading to growth expansion in Kenya. This does not settle very well with the otherwise skilled labor in Kenya coming out of education institutions each year in the age bracket of 18-35 years and thus increased unemployment among the youth.

Most firms in Kenya produce below their capacity due to low technological knowhow, inefficient capital, inadequate resources, and unexploited markets for their supplies and a greater need to cut costs. This is an occurrence associated with most third world countries (under developed) that Kenya is a part of hence increasing unemployment among the youth.

Agrawal (2009) notes that the recent global recession whose impacts continue to be felt to date all around the globe has had serious negative impact on many firms in the country. Kenyan workers face massive lay-offs, halted salary increments and a freeze on employment as companies struggle to survive in a bad economy. The companies are reportedly cushioning their rather small businesses instead of taking greater risks that would lead to employment. This has had negative impact on the youth who may continue being unemployed for a while longer.

In Kenya most available jobs especially for the youth are contractual. This include menial jobs and especially in the rural areas. We all know most of the activities/jobs in rural areas are a result of agriculture. You find that many of these jobs are seasonal due to

seasonal rains, seasonal markets of different products leading to seasonal demand for labor. This renders many youth unemployed at a long stretch of months in a year causing despair where most of the youths decide to engage in crime for survival.

The education system (8-4-4) inclines more on white collar jobs instead of self-reliance education where ones talent, gift, strength and skill are identified and nurtured. This has led to many youths graduating every year with high expectations of employment yet the labor market has no capacity to absorb all of them. This has created many desperate young people flocking the market and demanding employment. The end result has been a disgruntled lot who feels left out and end up engaging in drunkenness and crime.

#### **1.1.1.1 Past Initiatives and policies established to curb unemployment among the youth**

The previous government regimes over time attempted to curb unemployment problem by implementing diverse policies and packages all in the efforts of ensuring that more Kenyan youths secured means of livelihood.

A study carried out by UNDP dubbed 'Kenyan youth unemployment challenge' (2013), indicates that Kenya has over time recognized the existence of youth unemployment. The study further highlighted that the government and various other stakeholders have come up with policies to deal with the unemployment challenge, for example, from 1963 to 2011 seventeen (17) policies have been implemented with ten (10) being used constantly as a policy menu. These 17 measures have been categorized into three types: Structural policies, active labor policies and macroeconomics or horizontal policies. The study

further noted that the measures were divided according to time frames of three periods, including 1963-1979, 1980-1989, and 1990-present.

1963-1979 saw the predominance of structural and kenyanized policies whereas 1980-present saw the predominance of both active labor policies with emphasis on micro economic measures. There has been little said about evaluations on this same policies and perhaps that forms our basis for negating that most of this policies have not been adequate to deal with unemployment challenge among the youth. These policies emphasize on public works, entrepreneurial development and skills enhancement (UNDP, 2013).The most notable one has been the National youth service (NYS) that was established in 1964-1990.Its main role was to offer young people with vocational, technical and professional skills. It also acted as a reserve force for the Kenya armed forces by rehabilitating and training disadvantaged youth like orphans and youth from poor backgrounds (UNDP, 2013). It was a good initiative that saw many youths become absorbed in many public works projects until its collapse in the 90s.In 2010 Kenya adopted a new constitution which brought in a new system of governance known as devolution. Currently the Ministry of Devolution has revived the NYS which will absorb the youth, train them and employ them in all developmental projects across the country hence creating more jobs for the youth.

Another policy has been the launch of Kazi Kwa Vijana (KKV) program in April 2009 under the office of the prime minister. It's a public works program that aims to employ between 200,000-300,000 youths per year both in urban and rural areas carrying out labor- intensive public works projects ( Organization for Economic Co-operation and Development, 2011).Some of the activities include building of dams and irrigation,



repairing access roads, clearing bushes, tree planting, managing water kiosks, waste management etc. The launch of four year Kenya Youth Empowerment Project (KYEP) in 2010 funded by the World Bank aimed at enhancing the KKV by providing internships and trainings to the youth in relation to the relevant projects. This has gone a long way into easing unemployment among the youth.

On the same note public works programs as a temporary relief to unemployment among the youth. A case in point is the UNDP initiative in Kibera dubbed “Road Works in Kibera”. These same initiatives have proved successful in Malaysia, South Africa and South Korea where the youth are tasked with manual labor and to some extent the technical jobs as part of trainings in all projects. Though on temporary basis its impact on the lives of the youth is incredible and having Kenya on the road of development and expansion this will go a long way to easing the unemployment statistics among the youth in Kenya.

The formation and launching of the Kenya National Federation of Jua-Kali sector (informal sector) is another notable achievement in trying to deal with youth unemployment. Wealth creation programs initiated in small enterprises in Kenya have great potential though not yet fully realized and utilized in dealing with youth unemployment in Kenya. The government of the day has the responsibility to ensure that these SMEs are supported and used as channels to create employment among the youth.

Review of labor markets regulations in order to allow adjustment of work force when demand calls. The regulations should be flexible and dynamic to suit the growing and expanding economy not forgetting the advancing technology which has become a part

and core of every function both in public and private sector. Most of these changes have been adopted by the youth at a good speed whereas the older generation is yet to adopt them. What this means is that things or business cannot be as usual and hence changes must be made to accommodate this dynamism by including the young tech savvy youth in the employment sector. This calls for a change even in the employment regulations of this country.

## **1.2 Uwezo Fund**

### **1.2.1 Background on Uwezo fund**

In the 2013, a special fund (Uwezo Fund) was created by Government of Kenya under the Ministry of Devolution and Planning. The President allocated 6 billion to the youth between (18-35yrs) by giving them loans to engage in business enterprises meant to create wealth and reduce unemployment. The money will be distributed in all constituencies under CDF (Constituency Development Fund). This fund is planned in a way that the youth will not pay interests but a little service fee of 3% and not as high as usually required by the commercial banks hindering them from going for loans. The wider intent of this fund is to engage the youth in enterprises where they can grow their abilities, talents, visions whereas making money and divert their attention from crimes.

The Uwezo Fund is a flagship program for vision 2030 aimed at enabling women, youth and persons with disability access finances to promote businesses and enterprises at the constituency level, thereby enhancing economic growth towards the realization of the same and the Millennium Development Goals which include eradicating extreme poverty and hunger, promote gender equality and empower women. The Fund was launched by

His Excellency the President of the Republic of Kenya on 8th September 2013 and enacted through a Legal Notice No. 21 of the Public Finance Management Act, 2014, and published on 21st February, 2014.

The Fund seeks to expand access to finances and promote women, youth and persons living with disability led enterprises at the constituency level. It also provides mentorship opportunities to enable the beneficiaries take advantage of the 30% government procurement preference through its Capacity Building Program. Uwezo Fund, therefore, is an avenue for incubating enterprises, catalyzing innovation, promoting industry, creating employment, and growing the economy

#### **1.2.1.1 Uwezo Fund objectives:**

The objective of Uwezo fund is to allow access to money through grants and credit to assist youth and women start and sustain businesses at the constituency level hence economic growth and realization of vision 2030. To also establish self-employment for Kenyan youth and women in the endeavor to address the problem of unemployment and enhance wealth creation. Also to design alternative framework in funding community development. The Uwezo fund provides a platform on which women and youth access grants and interest-free loans which allow them to be able to participate in the 30% government procurement slots allocated to them and hence reduce unemployment among the youth in Kenya.

##### ***1.2.1.1.1 Principles guarding Uwezo fund***

There are various principles that guard Uwezo fund and how the fund is distributed among the youth, women and persons with disabilities. First and foremost is fair

representation/inclusion of all youth, women, persons with disabilities, elected parliamentary representatives and respective government officials as candidates for the fund. Secondly principle of accountability by ensuring that government maintains its responsibility to its citizens for its decisions and actions. On accessibility it's done through ensuring accessibility of resources at the lowest level of engagement to a large category of recipients using a simple, structured and least cost approach. Lastly on the principle of economy, to use and have the best but least cost mechanism to achieve the desired objective.

In relation to the funds objectives the fund created a great opportunity for the youth to take advantage of and organize themselves with the fund on how well to exploit even further opportunities like the 30% procurement slots reserved for them by the government. This is the first policy of the current government in easing unemployment among the youth. As we have seen before, many policies have in the past been put in place for the youth and we cannot quite explain their successes. Not allowing this to just be another “attempt” to reduce unemployment, this study set out to examine whether Kenyan youths were aware of the fund by seeking to assess the media campaign used to create awareness among them about the fund/or create awareness of the funds' availability and rate the level of intake by the youth

#### **1.2.1.1.1 Role of Ministry of Devolution in implementing the fund**

The Ministry of Devolution and Planning being the Ministry responsible for youth and gender affairs is tasked with the operations of the Uwezo Fund as Oversight Board in the implementation of the Uwezo Fund. The Ministry is responsible for the development of

policy measures relating to the Fund and provides guidelines on the fund allocations and distribution at the constituency level.

The Ministry is working with local businesses and corporate enterprises to lobby for peer mentoring engagements for all Uwezo Fund recipient groups. Most importantly, the Ministry is also responsible for capacity building to Uwezo Fund recipients on matters relating to table banking, business entrepreneurship and public procurement as well as the creation of awareness among the youth and ensuring that it works by having the youths benefit from the initiative.

#### ***1.2.1.1.1.1 Uwezo Fund Requirements and Procedure***

The fund has various set requirements that need to be met before one is qualified for the fund. First, one must be registered with the Department of Social Services or Registrar of Societies with membership of 5-15 members. The youth group membership must be between 18 and 35 years of age and the women's group must be made of women. Preference will be granted to groups that have been in existence for at least six (6) months. The groups must also be based and operating within the Constituency it seeks to make an application for consideration and operate a table banking (chama) structure where members make monthly contributions according to the groups' internal guidelines (evidence of monthly contributions will be a requirement). Hold a bank account in the name of the group. The group must be recommended by the Chief of the location signed guarantee form executed by each member of the women or youth group individually committing to repay the loan requested by the group. Individual group member must have reference letters from

recognized leaders in business, religious organizations, national or county government administration in the location validating the member's credibility. The procedures of accessing the fund by the youth include signing up for Capacity Building Program once launched in the constituency followed by ensuring that you meet the eligibility criteria. Then fill the application form available at the constituency level or on Uwezo Fund website, submit the application form together with relevant documents to the Uwezo Fund Management committee within constituency and await notification of the Uwezo Fund from the Management Committee.

### **1.3 Problem Statement**

Unemployment in Kenya among the youth is a quite a challenge. With more than 70% of those unemployed are between the ages of 15 and 35 according to Raphael Obonyo, member of UN Habitats Youth Advisory Board. In regards to this statistics unemployment among youth needs serious addressing from all stakeholders in order to contain the youth in meaningful engagements that empowers them and reduce crimes they commit due to unemployment. With the introduction of Uwezo fund by Jubilee government in 2013 and understanding how crucial the Uwezo Fund endeavor is for the youth in Kenya and for the country at large it is imperative to ensure that the youths in Lari Constituency are aware of the fund and that the media campaigns have done their part of creating total awareness to all the youths.

## **1.4 Objectives of the Study**

### ***1.4.1 Main objective:***

Assess the media campaigns used by the government to create awareness among the youth on Uwezo fund in Lari Constituency, Kiambu County.

### ***1.4.2 Specific Objectives:***

- a) Explore what media tools were used by the government/Ministry of Devolution and Planning to create awareness among the youth in Lari Constituency.
- b) To assess the youth awareness level on Uwezo fund in Lari constituency, Kiambu County
- c) Find out if the youth are engaged in the process as intended by the government

## **1.5 Research questions**

- a) What media tools were used by the government to create awareness of Uwezo fund among the youth?
- b) Are the youth aware of Uwezo fund?
- c) Are the youths engaged in the process of accessing and making use of the funds?

## **1.6 Justification of the Study**

Having understood the plight of many young people when it comes to effects of unemployment, This project research acts as part of a follow-up that needs to be carried out by the Ministry of devolution and other ministries tasked with youth affairs in order

to ensure that none of these money returns to the government without complete utilization whereas the youth are still languishing in poverty, crime and other antisocial tendencies.

This research also adds to the body of knowledge by acting as a background on any future campaigns or studies related to the youth in Lari constituency. 'Because people's economic behavior and needs vary at different stages of life, changes in a country's age structure can [and do] have significant effects on its economic performance' (Bloom 2003). It's through this research that data and information gathered informs other stakeholders on the target group being the youth.



## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

This chapter reviews the background of Uwezo fund, modalities of accessing the fund and diverse scholarly evidence that have been written on the effectiveness of media campaigns in persuading a target group to conform to the message being put across for their consumption and in this case the youths and the available funds to improve their welfare. Journals, books, online materials and articles will be reviewed. This section will also look at theories relevant to the research objectives and used as guides to the investigation as Singletons, Eichenbaum and Hansen (1988) asserted that all empirical studies should be grounded on theory. Criticism in previous research in this field will be considered.

#### **2.1.1 Media campaigns**

Media campaigns refer to the universe related media measures used to fulfill a specific objective (Bragt, 2007). He further asserted that with media campaigns the focus is more on persuasive media as the target audience needs convincing of the message, the media campaign is broadcasting and in our case our target audience is the youth. Bragt (2007) agrees that most often media campaigns are carried out by organizations powerful organizations like the government. In our case Uwezo fund is a governmental initiative intended to empower the youth by lending funds for business ventures and creation of jobs. In this research more focus is on the awareness (having knowledge of something) aspect of media campaigns in relation to awareness creation of Uwezo fund.

According to Brian A. Day (2000), a media campaign refers to a varied, multifaceted, highly planned and strategically assembled media symphonies designed to increase awareness, inform, or change behavior in target audiences. Awareness refers to knowledge/perception of a situation or fact. A well-informed interest in a particular situation or development. In this case the researcher focuses more on the awareness aspect of the media campaign used to create awareness on Uwezo fund among the youth in Lari constituency.

A Media campaign in this regard refers to different media tools that the government has used to create awareness of this opportunity among the youth. These include the advertisements both on radio and TV, presentations, print, billboards and more in the hope that many young people will hear and know about it and also seek to engage with the process of the said opportunities.

Media campaigns are defined as campaigns with purposeful attempt to inform, persuade or motivate behavior changes in a large audience within a given period of time (Rice & Atkins, 2012). In the same regard they include programs that predispose, enable and reinforce the target behavior (Nelson & Moffit, 1988). Green & Kreuter (1992) goes ahead to define this factors as: predisposing factors as factors that provide motivation for behavior change and include attitudes, knowledge, values and beliefs. Enabling factors allows a motivation to be realized (skills).Lastly the reinforcing factors provide a progressive reward for a behavior (incentives).

Media campaign guidelines published by International Union against Tuberculosis and Lung disease (2007) states that media campaigns are a key part of any business

opportunity awareness to not only inform them of the opportunity but to also persuade, encourage and change their mind to greater thinking and creativity to be realized through this opportunity.

Bragt (2007) posited that a media campaign refers to a universe of measures (messages) created in order to fulfill a specific objective performed on a large scale and using multiple media. It further explains that a good media is not only a good message but a right message reaching the right person via the right medium and at the right moment. They are created to get a message to a target group and influence them in a desired way. Uwezo fund campaign has messages targeting the youth meant to both inform and influence them to acquire the funds and use them on activities that will empower them and reduce unemployment.

#### ***2.1.1.1 Effective Media Campaigns***

According to Rice and Atkins (2012) on media campaigns effectiveness the duo argues that campaigns are capable of generating moderate to strong influences on cognitive outcomes, less influence on attitudinal outcomes and even lesser behavioral outcomes. Those behavioral outcomes are in proportion with factors like, dose of information, qualitative potency of the message and integration of both mass and interpersonal messages (Rice & Atkins, 2012).

Great creativity material in the campaign is a must ingredient for the effectiveness of the campaign. This means a message delivered to the best of its ability to motivate the youth to engage with the fund for their greater good. Cultural acceptance of the media campaign means a campaign tailored for its target audience and in this case we refer to

the youth. Anything less appealing to the youth would be a waste of resources by the government and hence much sensitivity and effort should be put in the preparation of this campaign for its effectiveness.

Salmon and Murray-Johnson sheds more light on types of campaign effectiveness which include definitional effectiveness, contextual effectiveness, cost effective comparison and programmatic effectiveness which this study sought to outline in its findings. The campaign ought to be an integral part of the greater vision and policies of the government in solving unemployment among youth in Kenya. It should be meant to enhance, increase, and expand the government's long term policies in dealing with unemployment among the youth.

Successful media campaigns on awareness hugely complements and leans onto use of participatory communications which in sense empowers, mobilizes, initiates actions, organizes and influences development process and outcomes (Ayee, 1993). In this regard for Uwezo fund to be of great influence among the youth and the community at large the media campaign used in essence ought to have the capability of ensuring that the awareness of the fund is well done and that ideally the youths will be empowered. In one of the presentations of the campaign (its launch), the youths participated indicating clearly that it is their fund and the appeals made are for the youths to take advantage and apply for the funds.

Successful media campaigns on awareness depend on the balance between goals, resources, messages and strategies designed for specific and different objectives. This being a governmental initiative to allow access of funds to the youths, empower the youth

through self-employment and as an alternative design to influence the community at large by giving them a platform to empower themselves, then every resource available ought to be used in order to make this initiative possible. The media campaign is one integral part that links the goals of the initiative with the youth through sensitization of the fund.

#### **2.1.1.1.1 *Uses of Media Campaigns***

Mass media campaigns has been greatly used as an integral part in promoting healthy behavior and discouraging unhealthy behavior in regards to a variety of public health issues e.g. healthy eating, safer sex practices, a stop to smoking, responsible drinking, responsible driving and more (Randolph & Viswanath, 2004). This is achieved through a belief that the media campaigns influence a range of psychological factors such as knowledge attitude and self-efficacy (Bertrand & Anhang, 2006). There has been evidence literature available in regards to success of media campaigns in promoting public health in Kenya. This media campaigns includes zero HIV infections, malaria prevention C-word, and more.

According to a study carried by William DeJong (1999) at the Boston University School of public health dubbed “*Reducing high-risk drinking among the college students*” that used three types of media campaigns namely information campaigns, social norms marketing campaigns and advocacy campaigns give us a clear picture of what a media campaign is and how it is used to bring a change to a targeted population. The main focus of the study was information campaigns which create awareness of an existing problem (unemployment) with the intent of motivating the youth to engage in business activities that will raise their living standards and also change their status from unemployment to self-reliance. As much as media campaigns are mostly used to not only create awareness

but also to persuade for change as of the recommended status it's pretty evident that awareness (informational campaign) is the first step to any success of media campaigns and was very vital in this study in regards to the questions of whether the youth are aware and if they are engaged with the fund..

A review of media campaigns on road safety carried out by Delaney, Lough, Whelan, Cameron (2004) in Sweden is another case in point that further explains both the use and the effectiveness of the media campaigns as a tool for creating awareness and persuading the target population on the perceived problem and a structured solution to the problem. According to this study various media campaigns elements are scrutinized in order to give a clear picture of how effective media campaigns are like. These elements include the type of appeals used, the supporting activities, the duration taken, the intensity of the messages, the timing and the exposure of media placement which all sum up to define a successful campaign. Persuasive or emotional campaigns are more effective than rational or informational style campaigns thus the study sought to expansively determine whether the media campaign used on Uwezo fund played its expected role in creating awareness among the youth about the provided fund and if the targeted youth got to know about it enough to apply for it and reduce unemployment.

In Kenya media campaigns have been used to try and help alter ill health habits among the citizens over the past few decades. These include tobacco use, use of drugs and illicit brews, malaria prevention, HIV prevention and C-change campaign in Kenya carried out by a reproductive division in the ministry of health dubbed "Plan for yourself a good life campaign" champions informed choices on contraceptives and child spacing. Kotler and Lee (2008) states that success of media campaigns is based upon dispersing properly

designed behavioral focused messages repeatedly over a period of time. And like most campaigns the focus once again is on behavioral change where the alterations create the desire to change the likelihood of realizing new behaviors (Fishbein & Azjen, 1975). The sole intent of this proposed study is to know the extent of the awareness campaign on Uwezo fund.

#### ***2.1.1.1.1 Challenges facing media campaigns***

Hornik (2002) indicates that a media campaign may fail to achieve its intended effect due to audience resistance barriers that may arise at different stages during the campaign. They include defensive responses, misconceptions, threatened consequences, denial of applicability, counter arguing against persuasive appeals and rejection of unappealing behavior recommendation. In line with this explanation there are different challenges that were evident in regards to this media campaign and how it has been received by the young people in Lari.

The challenges include administrative challenges on Uwezo fund cited by the youth which included mandatory requirements, procedure misconceptions, arguably incomplete message in that it did not give ‘all’ information as expected by the youth in Lari and hence a call for Uwezo staff on the ground. The mandatory requirements were cited as unnecessary at some point. For example formation of groups, registrations with other offices and endorsements from different quarters as guarantors, have adhered to other rules that was set by other funds like payment of any arrears which may have been accumulated with past funds.

Technological challenges were also evident. If you compare the message that was heard on the radio and the information given on the internet you would see the variations. Most people have learnt more on Uwezo fund from the internet as it has more details on the fund. In case of Lari, there are no centres where this platform is stationed for the youth to use for more information. This fails greatly in regards to the fact that counties like Nairobi would be named 'more advantaged' on that aspect. This explains why most young people in Lari would probably be very slow in adopting the fund due to such issues unlike their counterparts.

## **2.2 Theoretical Framework**

### **2.2.1 Overview/introduction**

A review of some of the related literature written and published on the media campaigns. The purpose of this theoretical overview is to give the reader a general background into media campaigns and its effectiveness in passing mass information, its associated terminology, and how media campaign theory relates to effective communication to the youth.

#### ***2.2.1.1 Basic concepts of media campaigns theories and practices***

There are a number of theories and theoretical models in regards to media campaigns as discussed below:

##### ***2.2.1.1.1 Two step flow theory:***

The 2 step flow theory implies that people forms opinion by the help of opinion leaders who are then influenced by the mass media (Kartz & Paul Lazarsfeld, 1944).The theory states that ideas generated by mass media flow to opinion leaders who in turn interprets



them to a wider population. The theory further explains that media effects are indirectly established through the 'personal influence' of opinion leaders. Personal influence explains the process intervening between media's direct message and the audience's reaction to that message. The leader supposedly influences others to change their attitudes and behaviors. This theory exudes the ability to predict how media messages influence audience behavior and also establishes why certain media campaigns do not alter audience's attitudes.

Lowery de fleur asserts that the theory was an effort to interpret and the authors drew broadly from scientific study of small groups (human agency). Trodahl agrees that media exposure is a 1<sup>st</sup> step to introduce ideas/discussions and then the opinion leaders initiate the second step flow that leads to interpretation of the message to the mass audience. Deutchmann & Danielson asserts in criticism of the theory asserts that initial mass media information flows directly to people on the whole and is not relayed over by opinion leaders as exerted by Paul Lazarsfeld.

Rogers accredits awareness to mass media and not to opinion leaders as claimed by Paul. In his Diffusion of Innovation theory he states that 2/3 of population consumes information directly from the mass media and hence term the two step flow theory inadequate in its claim of the flow of learning.

In summary most young people in Lari state that they need more than they got from their channel of communication. They repeatedly called for Uwezo fund Secretariat to send people on the ground to explain to them the procedure and the process required for one to

acquire the fund. This means that they heard about the fund but needs someone to interpret to them the message in order for them to engage with the fund.

#### ***2.2.1.1.1 Diffusion of innovations Theory:***

This theory states that innovations, new ideas, products or methods of doing things are communicated, received and appropriated by a target group (Rodgers, 1995). The theory focuses on four key areas namely the invention, diffusion (how it spreads), period/time taken and its effect. Different people adopt innovations differently. A5-step process explains how people receive information. Knowledge a person becomes aware of an innovation and has some idea of how it functions, Persuasion a person forms a favorable or unfavorable attitude toward the innovation, Decision a person engages in activities that lead to a choice to adopt or reject the innovation, Implementation person puts an innovation into use and confirmation a person evaluates the results of an innovation-decision already made. There are the innovators who birth the idea, then the early adopters who are followed by the early majority, late majority and lastly the laggards.

This summary of different adopters explains why it takes a while before ideas or information is diffused within a society. The Uwezo fund cannot be relayed to the youth without the use of media campaigns. The different types of adopters in Lari, Kiambu affects how the fund will be distributed and if it will eventually be a success or a failure, hence a look at the theory to establish if the campaign did it's part of creating awareness and this factors explained in this theory could be the hindrance (if any) of adoption of the funds.

### **2.3 Summary**

Media campaigns are mostly carried out when mass information is needed to be sent to a large group of people informing them of a product, service, or a pattern in regards to a matter. The main purpose is to ensure large consumption of the message (awareness) and also a changed lifestyle in regards to the product or the service being put across in our study being Uwezo Fund.

In most of the cases presented and given as a point reference, more emphasis is directed to the behavioral change more than the other parts of a media campaign. As seen in regards to the definition, it creates awareness, it informs and also emphasizes on behavioral change. This research project sought to explore how great an impact media campaigns have in creating awareness or in informing the mass of a product or a service.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Overview**

This chapter describes the research design that was used in conducting this study, the target and sampled population, as well as the method employed in collecting of the data. The section also expounds on the data analysis method that was used in this study.

#### **3.2 Research design**

This study sought to assess media campaigns on Uwezo fund among the youth, a Government initiative that is meant to ease unemployment among the youth. Since media campaigns are used to create awareness and also persuade the targeted group to engage in the recommended behavior, this study sought to determine how the youth's perceptions have been informed by the campaigns and if they have engaged in the process of acquiring the funds. Those patterns will aid the mind in comprehending both a quantitative and a qualitative study and its implications.

#### **3.3 Study Locale**

The study was carried out in Lari Constituency, Kiambu County

##### **3.3.1 Background of the study area**

Lari constituency is located in western part of Kiambu district and was established in 1966 after the creation of the first assembly (parliament) in Kenya. It is divided into 5 county assembly wards namely Kinale, Kirenga, Kijabe, Nyanduma and Kamburu. According to the Kenyan 2009 Census, Lari has a population of 123,895. Lari is situated 40kms from the capital city of Kenya, Nairobi and along Nakuru-Nairobi highway. It is a

rural constituency and the main tribe is Kikuyu. It is mainly an agricultural region, including tea farming, pear farming, vegetable farming (being among the largest producer of kales in Kenya with about 1500 bags daily that sells in major cities in the country) and daily farming. It is home to a few industries which include Carbacid Kenya Ltd Plant, Farmers Choice, Uplands Bacon factory, Sundale Milk Processors, Kinale Milk Processors, and Wetlands Water Company. Lari being a constituency in Central Kenya we would not rule out the possibility of alcoholism and crime as vices to find with young people especially the men in this area. There are other economic hubs associated with Lari Constituency associated with tourism which include Rift Valley view points, Kereita forest which is the home to Kereita caves and waterfall where tourists do hikes, Kamae forest which is home to diverse wild animals.

### **3.4 Research instruments**

#### **3.4.1 Questionnaires**

O. Mugenda and A. Mugenda (1999) refer to questionnaires as research tools which give detailed answer to complex questions/problems. Questionnaires were the primary method of data collection for the research. This was in form of structured questions and unstructured questions. The aim of the structured questions was to ensure that the respondents gave strict responses needed for the furtherance of the research. It helped greatly in time efficiency and keeping irrelevant information at bay. The use of unstructured questions/open ended questions together with interviews used gave the study a chance to further discuss recommendations noted for this study.

The interview was also used in collecting data as a secondary tool. The information gathered from the interview also formed the objectivity of this study and helped in coming up with qualitative reports.

### **3.5 Target population**

According to Busha and Harter (1980), population is a group of individuals, objects or items from which samples are taken for measurement or an entire group of persons, or elements that have at least one thing in common. A population is any set of persons or objects that possesses at least one common characteristic. The population of the study that was under consideration was the youths (18-35yrs) viable for employment in Lari, Kiambu County.

### **3.6 Sample size and sampling procedure**

A sample is a smaller group or sub-group obtained from the accessible population (O. Mugenda & A. Mugenda, 1999). Gay (1992) states that a large sample size reduces chances of error, thus this study involved 250 youths from across the five wards in Lari Constituency. The youth were randomly sampled and also cluster sampling was used by dividing it into five wards. Much attention was taken so as not to randomly select subjects closer to each other. Various measures were employed to ensure representativeness of the accessible population by spreading the sample frame across the entire region.

As earlier stated, Lari Constituency is made up of five wards, thus to ensure representativeness of the entire region, fifty youths were picked from each county assembly from diverge age-groups and different genders. The study also involved persons

with different levels of education, including primary school dropouts, high-school graduates and dropouts, and college and university graduates.

### **3.7 Pilot study**

A pilot study is a small scale preliminary study conducted in order to evaluate feasibility, time, cost, adverse events, and affect size in an attempt to predict an appropriate sample size and improve upon the study design prior to performance of a full-scale research project. In this study, a pilot study was conducted involving 30 questionnaires in two of the county wards in Lari Constituency in an endeavor to evaluate whether the instruments of the study were effective in realizing the purpose of the study.

### **3.8 Reliability**

Wiersma (1986) refers to reliability as consistency and reliability of a research. Guided by such an understanding, this research ensured consistency in data collection, analysis and interpretation of the same. According to O. Mugenda and A. Mugenda (1999), reliability is a measure of the degree to which a research instrument yields consistent results or data after repeated trials. Test re-test method was used to pilot the questionnaires, and which did not form sample of the study. Reliability was calculated with the help of Statistical Package for Social Sciences (SPSS).

### **3.9 Data collection procedure**

Prior to embarking on data collection, I sought approval from the county authorities. Thus, a letter of approval from the university was obtained to accord me the mandate to collect data on Uwezo Fund from the constituency's youths and was presented to the office of Kiambu deputy county commissioner. Thereafter, I obtained a letter from the

Kiambu deputy county commissioner in order to have free movement all over the constituency as an administration requirement. My research assistants and I administered the questionnaires and later wrote the report on our findings.

### **3.10 Method of Data analysis**

Whereas descriptive studies aim at finding out "what is," questionnaires were used to collect descriptive data (Borg, Gall, & Gall, 2007). This research method is considered appropriate as it deals with many members of the population spread all over the county where it is not possible to study all the population and hence calling for sampling in order to come up with generalizations about the whole population. In addition, Questionnaires method is less biased compared to other designs like in-depth case study (Gilbert & Gips, 2000). Gay (1992) posited that questionnaires gives respondents more freedom to answer questions and make suggestions than in any other method due to anonymity factor.

An interview accorded to one of the wards administrator in regards to her views on the youths in her area and her thoughts on how well the young were conversant with the fund and a youth involved in the process of acquiring the fund leads to our qualitative analysis as exhibited in the findings.

Both quantitative and qualitative approaches were used for data analysis. The data from interview was categorized into information for objectivity and the questionnaires was subjected to data analysis, coded and entered in the computer for descriptive statistics ensuring inconsistencies were checked. Statistical package for social science (SPSS) was used to run descriptive analyses to produce frequency distribution and percentages. Tables, graphs and charts were used to summarize data frequencies and



percentages. Responses given for free and an interview with one of the wards administrator and a youth involved with the fund were used to analyze and interpret the information for reports.

### **3.11 Ethical considerations**

There are ethical standards that guide research in social science and that must be adhered to. They include standards for the researcher which include misuse of privileges and plagiarism, while to the subjects involve privacy and confidentiality of the given information which also translates into making sure that anonymity is observed if one desires so, and that the research will not lead to any psychological or physical harm to the subjects. One should also make sure consent is voluntary. There are also those that relate to the research procedure to be used (Mauthner, 2002).

Mostly young adults and the rest of the youth to the age of 35years formed the sample and therefore seeking consent was not of great concern. Personal question requiring anonymity was also not being pursued in this research. Confidentiality was exercised and all requirements to carry out the research were followed. Academic freedom in research was practiced and the findings of this research will be made available in all available platforms as required by the institution. Academic honesty and proper citations of the sources used before, during and after the research is properly shown.

### **3.12 Timeline**

Fifteen days were used in carrying out this study and were distributed as follows: One day was used in structuring the research questions. Two days were used in conducting the pilot study to determine the effectiveness of the questions. One day was used in analyzing

the pilot study findings and doing the necessary amendments on the questionnaires guided by the pilot study findings. Two days were used in training the research assistants followed by five days of data collection from among the sampled population. The last four days were used in writing reports, doing data analysis and writing the final report.

## CHAPTER FOUR

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Finding and data presentation

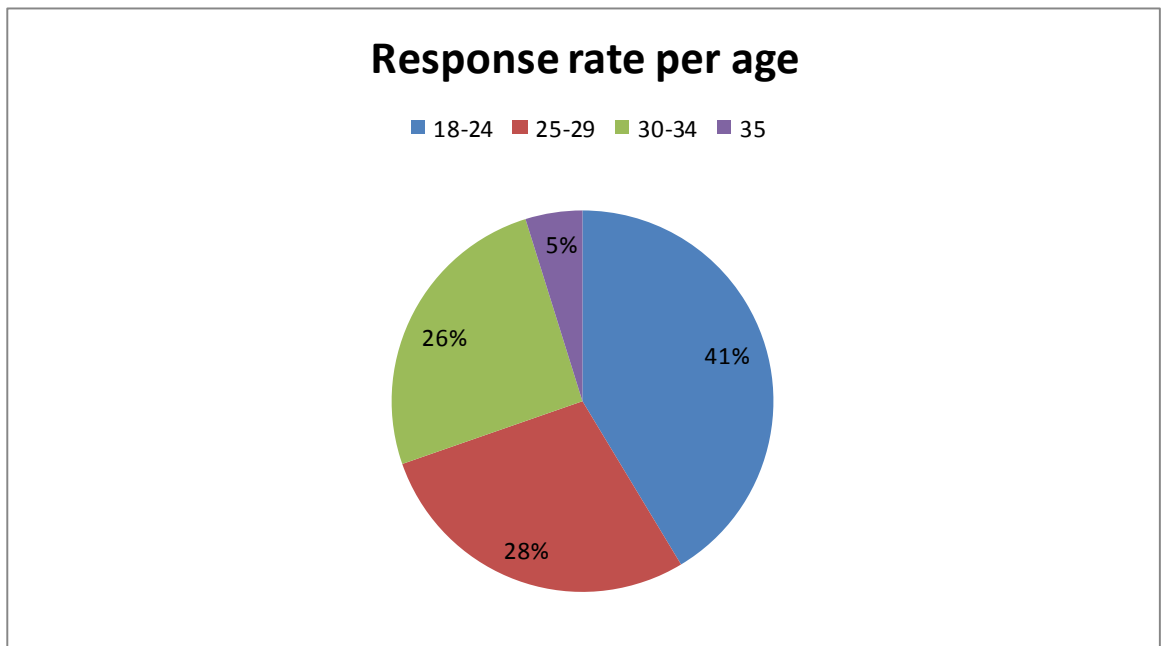
This chapter presents crucial/key regularities in empirical data collection in the project field. In understanding and for comparison purposes presentation is in tabulated format followed by a more detailed discussion of specific data collected within a selected question and analysis of subjective meaning submitted in line with the question.

#### 4.2 Background information about the respondent

**Table 1: Distribution of respondents by age categories**

<b>Age</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>18-24</b>	60	37	97
<b>25-29</b>	41	29	70
<b>30-34</b>	37	34	71
<b>35≤35</b>	7	5	12
<b>Total</b>	<b>145</b>	<b>105</b>	250

**Figure 1: Response rate by age**



***Response rate age by and gender***

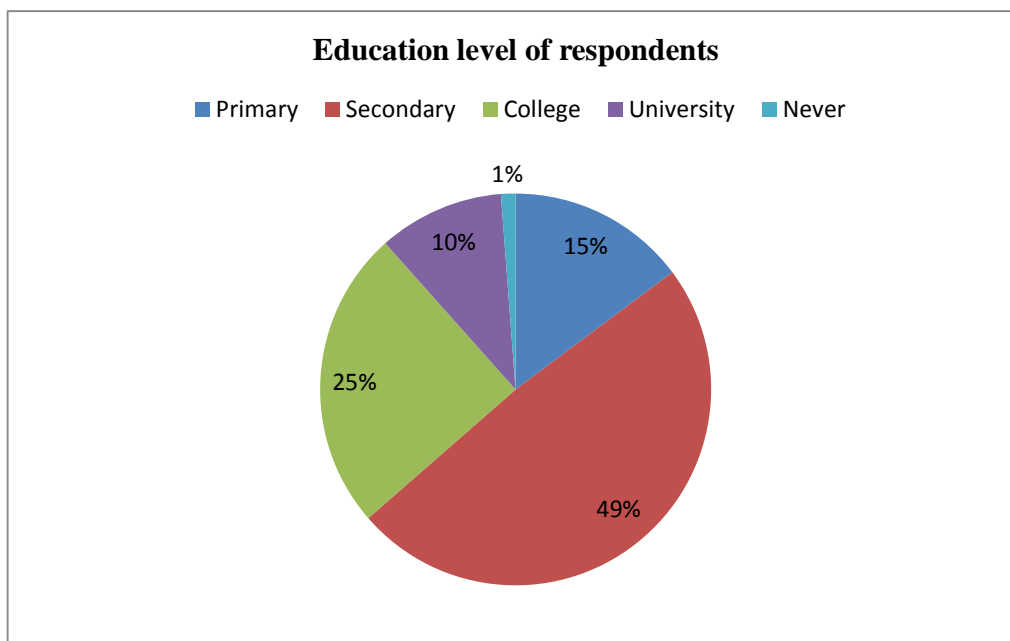
Majority of the respondents were youths 41% aged between 18 and 24 years while those on the age bracket of 35 constituted the lowest percentage at 5%. On gender, male respondents represented the highest response rate at 58% while the female were 42% as extracted from table 1 above.

## Response rate by education level

**Table 2: Level of education among the respondents**

Level of education	Male	Female	Total
Primary	20	17	37
Secondary	68	54	122
College	36	26	62
University	19	7	26
Never attended	2	1	3
<b>Total</b>			250

**Figure 2: Education level of respondents**

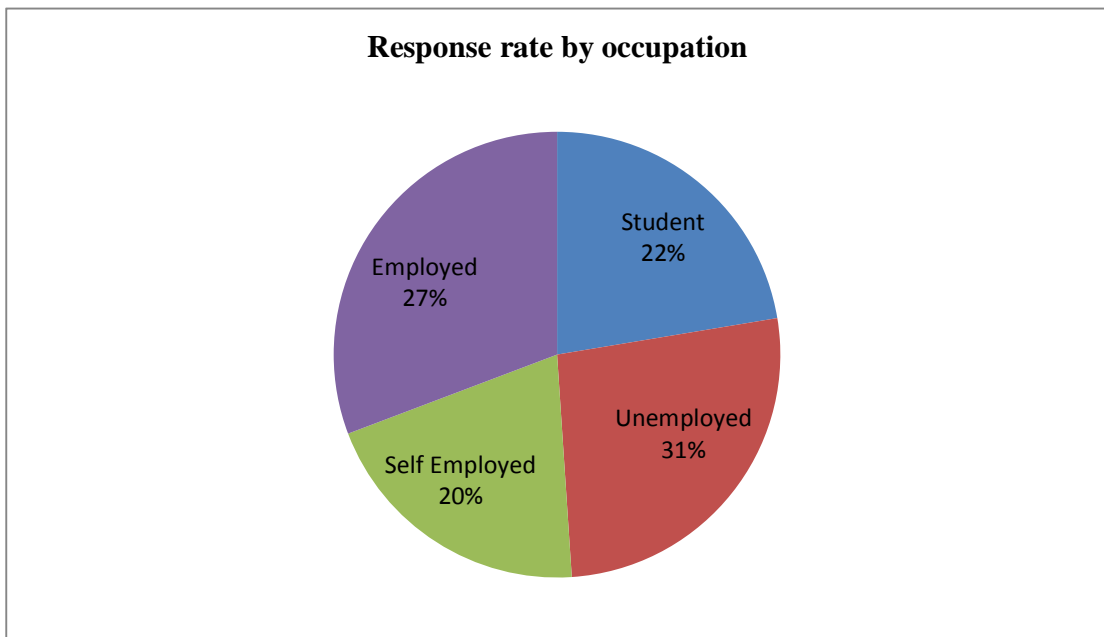


Majority (49%) of the respondents had secondary education while the minimum number has never attended school at 1 %. Those with University, College and Primary education constituted 10%, 25% and 15 % respectively.

**Table 3: Response Rate by Occupation**

Employment status	Male	Female	Total
Student	32	18	50
Unemployed	38	50	88
Self employed	29	12	41
Employed	44	27	71
250	143	107	250

**Figure 3: Response Rate by Occupation**



The table above shows that majority of the respondents were unemployed at 31% while Self-employed, employed and Students were at 20%, 27%, and 22 % respectively.

**Media tools used by the audience to access information on Uwezo fund:**

**Table 4: By Occupation**

<b>Media</b>	<b>Student</b>	<b>Unemployed</b>	<b>Self Employed</b>	<b>Employed</b>
<b>Internet</b>	35%	29%	17%	37%
<b>Radio</b>	30%	33%	39%	9%
<b>TV</b>	20%	17%	21%	23%
<b>Newspapers</b>	12%	11%	15%	29%
<b>Other</b>	3%	10%	8%	2%
<b>Total</b>	100%	100%	100%	100%

**Table 4 above shows preferred media tools by occupation and how they got aware of Uwezo fund:**

**Table 4: By Age**

<b>Media</b>	<b>18-24</b>	<b>25-29</b>	<b>30-34</b>	<b>35≤35</b>
<b>Internet</b>	33%	28%	20%	30%
<b>Radio</b>	34%	32%	35%	22%
<b>TV</b>	21%	19%	22%	29%
<b>Newspapers</b>	9%	15%	17%	18%
<b>Other</b>	3%	6%	6%	1%
<b>Total</b>	100%	100%	100%	100%

Table 5 above shows preferred media tools by age

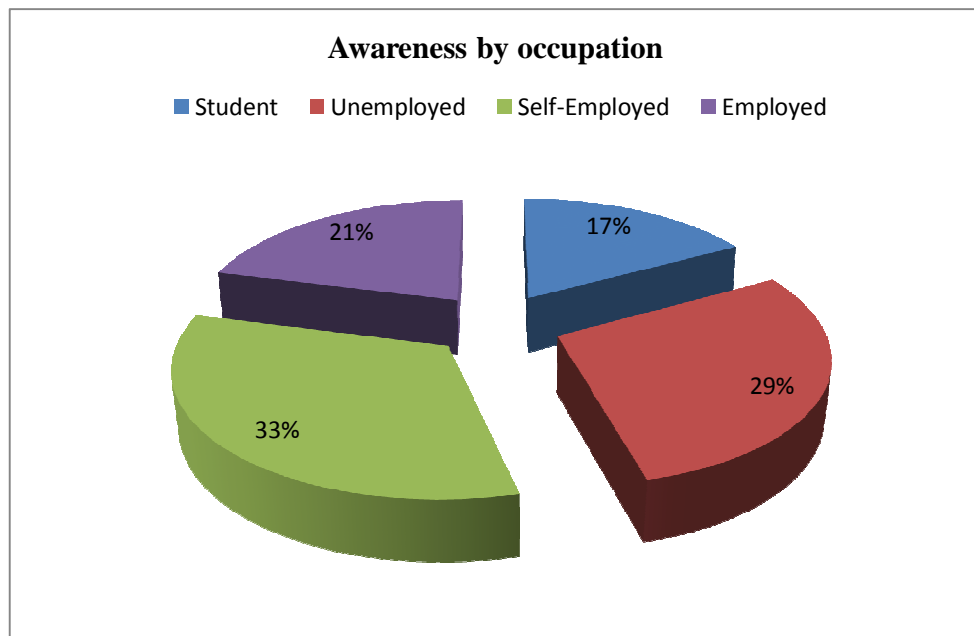
**Findings:**

**A) Uwezo Fund awareness level**

**Table 5: Awareness Funding By occupation**

Occupation	% aware on Uwezo fund	% Unaware
Student	17%	83%
Unemployed	29%	71%
Self Employed	33%	67%
Employed	21%	79%
Total	100%	100%

**Figure 4: Awareness by occupation**



Majority of those aware of Uwezo fund are the self-employed at 33% while the least are students at 17%. The employed and the unemployed are at 21% and 29% respectively.



There is a significant relationship between preferred methods of access to information compared to how awareness reached the respondents on Uwezo fund. Data from questionnaires also reveals that a diverse communication mix was employed by Uwezo fund secretariat to create awareness: Radio, Notice Boards, Websites, Social Media, Print Media, TV and word of mouth. On how they accessed information on Uwezo fund, most respondents accessed it primarily on their preferred methods of choice as reflected in table 4 and 5.

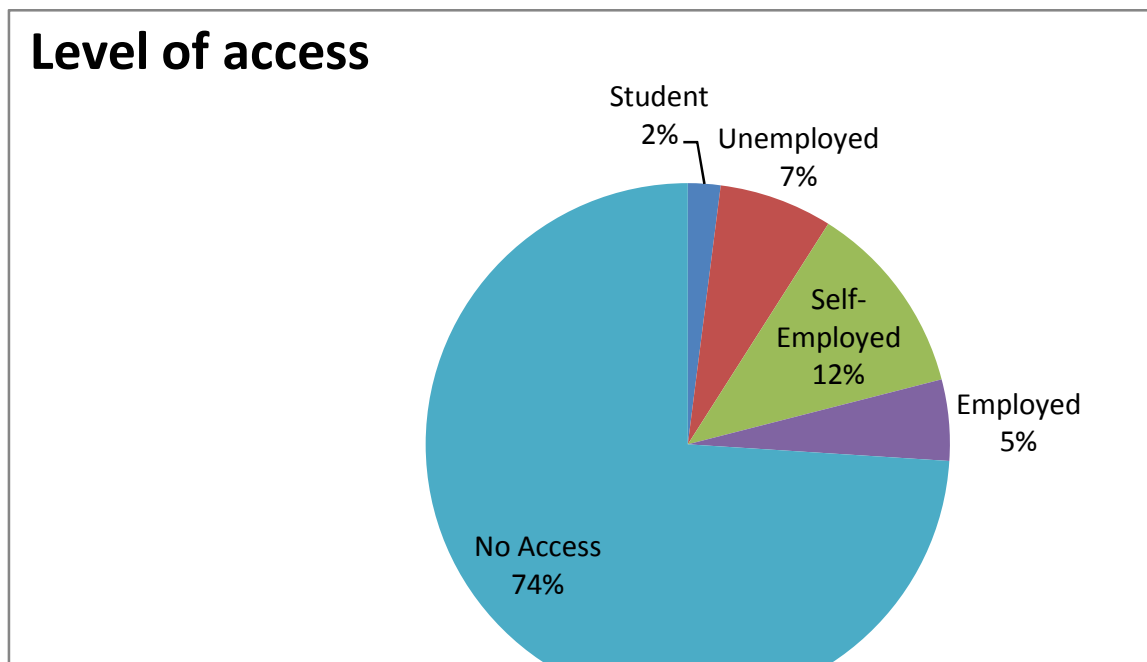
**a) Effectiveness of the media tools and campaigns on Uwezo Fund**

From table 6 above a large percentage of the target respondents are unaware of the Uwezo fund as reflected in different categories namely Student, Unemployed, Self – Employed and Employed with 83%, 71%, 67%, 79% respectively. This is also reflected under the ages of 18-24, 25-29, 30-34 and 35 with 76%, 73%, 53%, and 98% levels of unawareness. This holds true by the fact that only 6% of those who have heard about Uwezo fund would state the objectives or explain what Uwezo Fund meant. In addition, 42 of the target population cited inadequate information on procedures and 31% mandatory requirements as the reasons why they were not accessing the fund.

**Table 6: Access Efforts on Uwezo Fund**

Category	Number of people	% of persons making an effort to access Uwezo Fund
Student	1	2%
Unemployed	6	7%
Self-Employed	5	12%
Employed	4	5%
Not access		74%

**Figure 5: Level of access**

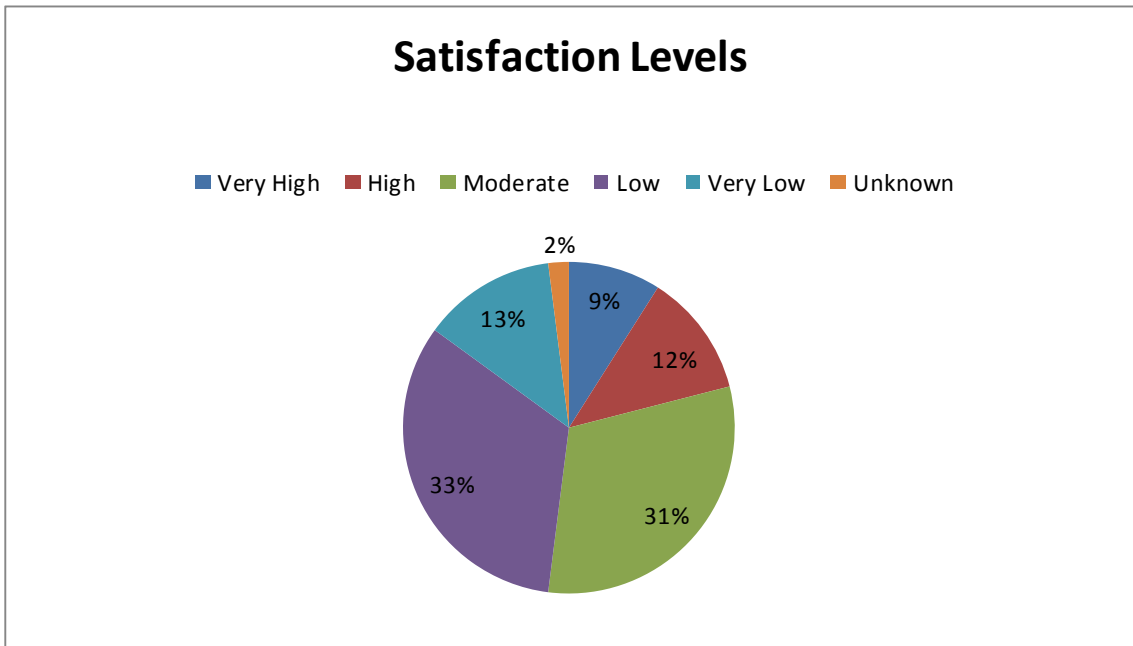


The pie chart above illustrates how those who are aware of the fund are utilizing it. Majority of the respondents (74%) are not making any effort to access the fund while only 2 % of the students, 7 % of the unemployed, 12% of the self-employed and 5 % of the employed are. This could be attributed to the level of awareness created by the media campaigns.

**Table 7: Satisfaction**

<b>Level of satisfaction on the awareness campaigns</b>	<b>Number of people</b>	<b>Percentage</b>
Very High	23	9%
High	30	12%
Moderate	78	31%
Low	82	33%
Very Low	32	13%
Unknown	5	2%
<b>Total</b>	<b>250</b>	<b>100</b>

**Figure 6: Satisfaction levels**



On the levels of satisfaction on awareness campaigns used 33% had low satisfaction while Very High, High, Moderate and Very Low attracted 9%, 12%, 31% and 13% respectively. However, 2 % of respondents had unknown levels of satisfaction.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.0 Introduction**

This chapter summarizes the main items of the study, including its objectives, the research questions, the findings, and highlights some of the recommendations in relation to media campaigns with particular attention to the case study.

#### **5.1 Overview of research objectives**

The objective of this study was to examine the effectiveness of the awareness created by the media campaigns carried by the government to sensitize the youth on Uwezo fund. Also the media tools that reached the youth in Lari Constituency. Finally the study sought to identify the uptake of the fund among the youth by assessing the response towards registration or engagement of the youth in acquiring the fund. As shown in chapter 4 different age brackets and different occupational categories posited different results in regards to different questions that were posed to them.

In the response rate the youth between 18-24 had the majority response in Lari constituency with 97 out of 250 (41%) and the age of 35< was the lowest with 5% of the sampled youths. The male respondents were more compared to the women with 145 men responding against 105 women. This is associated with the fact that the study was carried in the centers and not on homesteads. Response rate by education also varied in the results posited. Secondary level took the majority of the respondents with 122 out of 250 sampled youths. The lowest response came from those who have never attended school

with only 3 out of 250 sampled youth. Secondary level was at 49% while others took the rest.

Response rate by occupation equally posited very interesting results as shown in table 3. Unemployed category were more with a total of 88 out of 250 (31%) youths who were sampled in Lari Constituency. Self-employed took the least with 41 out of 250 (20%).

On the question of preferred media tools or how they get information on key issues regarding them or not, the students category stated internet as their most preferred medium at 35%, Unemployed stated Radio as their most preferred medium at 33%, self-employed too stated radio as their most preferred channel at 39% and the employed mentioned internet as their most preferred tool of choice. Again on the preferred medium by age category 18-24, Radio scored highest at 34%, 25-29 age bracket stated the radio at 32% against other mediums, 30-34 responded by ascertaining that radio was their best medium at 35% against other mediums.

The age bracket of 35 preferred the internet more with 30% of the respondents citing internet as their most preferred tool. In the question of preference and choice we can categorically state that radio took the highest score in both categories and also became the answer as to how they became aware of Uwezo Fund. In regards to the reason for their choice most cited accessibility while others talked of the nature of their work. This can fully be attributed to the fact that radio and internet have a platform on their phones and hence nothing was hindering their mobility.

Those who stated the nature of their work said they listen to radio all day long through earphones and those of internet said they would always go online whenever even through

the phone. This shows the relationship between the medium of choice and the source of awareness on Uwezo Fund.

In response to the question of awareness the response was selected by occupational category as shown in table 6 and 7. In this research, awareness did not only mean hearing about Uwezo fund, knowing the procedure but meant responsiveness towards the fund. This refers to what the youth know about the Uwezo fund.

This would include information on the procedure, the objectives and the benefits of the fund to them and this would go ahead to show the relationship between the level of awareness and number of the youths who have made an effort to get the funds. On the response given, the students level of awareness scored 17%, Unemployed 29%, Self-employed 33% and the employed was at 21%. On the level of unawareness the students scored 83%, Unemployed 71%, self-employed 67% and the employed at 79%. It's interesting to note that, the fact that the fund is targeting the unemployed youth both the students and unemployed who should be on the frontline wanting to know more about the funds still scored very low in terms of percentage whereas the opposite was and is expected of them. This clearly indicates that more needs to be done in terms of raising the awareness among the youth in Lari constituency.

As indicated above the level of awareness among the youths in Lari directly correlates with the level of engagement or efforts to access the Uwezo fund. Again on this question, the tallying was by occupation and as indicated in table 7 only 1 student out of 250 youths sampled is making an effort to access the funds constituting to only 2%. The unemployed who were and are the main target of the Uwezo fund only 6 out of 250 (7%) of the

sampled youth are making any efforts to access the funds. Only 5 of the self-employed youths in Lari have engaged in the process of getting the funds constituting to 12% of the sampled youth. Only 4 of the employed category (5%) indicated their effort to accessing the fund. At this stage 74% of the sampled youth in Lari constituency are yet to engage in any process of getting the fund. More needs to be done in this regard if the youth in Lari constituency are to fully benefit from Uwezo fund. Among the key issues highlighted as a hindrance included the inadequate information on the procedure to be followed in order to get the funds.

This again reveals the direct relationship between the levels of awareness during the campaigns that was carried out to inform the youth and the effort to access the fund. Other issues included the mandatory requirements as indicated in the Uwezo fund application form, loan payments where most of the youth indicated that they still don't know what happens when one gets the money. Do you repay as a group or in case of money splits as a group does one pay as an individual? Posing the fear of mistrust in case one of the members was unable to repay.

This was in relation to the question of how they regarded the information they were seeking from Uwezo fund as urgent, vital, or personal. On vital, procedure to acquire the funds scored was at 47%, On urgent, failure to have Uwezo fund personnel on the ground to demystify Uwezo fund process scored 23% and on personal, formation of groups got a whole 30%. This is a direct explanation as to the low level of awareness on the fund and maybe associated with the low level of intake of the Uwezo fund in Lari constituency.



On the question of how satisfied the youth were on the information passed to them in regards to Uwezo fund, very highly satisfied scooped 9%, high got 12%, moderate got 31%, low took the highest at 33%, very low had 13% and finally we had those who did not indicate their satisfaction level at 2%. This again shows clearly the relationship between the satisfaction level on the awareness created and the level of uptake of the Uwezo fund in Lari constituency.

On the part of proposals on how to make the information to be more useful to them the respondents proposed an Uwezo fund personnel almost unanimously on the ground (Lari constituency) as the most viable way of understanding the process. Others included role model (as persons already registered for the fund), their leaders like Mps to convene meetings and explain to them and more.

### **Key Informant View**

The key informant in this research was the Assistant Chief who responded to the questions posed to her. She was selected for the interview because according to Uwezo fund secretariat the chief and his office are the endorsers/guarantors of the Uwezo fund groupings.

First and foremost she acknowledged that she had heard about the Uwezo fund. She also acknowledged that she knew it was given by the government (President) to the youth to help them in opening businesses and create wealth to ease unemployment among the youth.

On the question of if media Campaign employed to sensitize the youth about the Uwezo Fund worked successfully in Lari Constituency, she affirmatively stated that she could

not claim so because she did not know of any young person who were doing anything related to getting the funds. She in fact confessed that none of the young people had approached her in regards to getting information about Uwezo fund yet she was the first administrative contact the youth had in the ward. She concluded by arguing that it could still be too early to gauge the campaigns success at this point.

On the question of if she knew whether youths were aware of the Uwezo fund opportunity again the assistant chief could not clarify with all certainty insisting the fact that she knew no group that was pursuing the fund or any young person who had approached her in regards to the fund then she was not sure if they were fully aware. She said they could have heard about the fund because it was all over but she was not certain if they knew what it meant to them or if they understood the process of accessing the fund.

On the question of any initiative she had taken as a leader to help the youth in realizing this opportunity and benefit from the fund, she regretfully indicated that she had done nothing or better still had not engaged the youth in any way in regards to Uwezo fund and this she cited to having no knowledge of the process of acquiring the fund from any authority except knowing the existence of the fund. In fact she confessed to know nothing about the process of acquiring the fund though she knew the fund existed and had a slot for women too.

Lastly on the question of if she thought if the fund was of benefit to the youth in her area, she responded by acknowledging that the fund was a great initiative and would go a long way in reducing unemployment issues among the youth. But in regards to the youth in her area she noted if nothing more was done like educating them on how to go about it

and how beneficial it would be to them and if they would be given ideas on how to invest the money and be motivated to register for the for the fund then the effort would be futile to the youth in her area.

This interview was a better prove on the fact that more needs to be done in terms of practicality of the Uwezo fund. As much as the youth knew about the fund more was required to create full awareness of what the fund was about and the process of acquiring the fund. More was needed to motivate or persuade the youth to engage and give them the challenge to go for Uwezo fund for their benefit. Especially when one analyses the response to this last question then one can conclude that only youths enlightenment was needed through a training and youth based follow-ups and the benefits would be enormous. She mentioned dairy farming, tree planting for sale, she talked of the modern fish farming, poultry keeping, vegetable farming, acquiring motorbikes as the businesses she would advocate for the youth in the area.

### **Resource person**

The resource person interviewed was a youth in the age bracket of 25-29 years and in self-employment category who is set to benefit from the fund. He was selected in order to demystify the process of Uwezo and through this study help us in analyzing the process and procedure. He confirmed to have known about Uwezo fund from the radio which is his medium of choice that he uses to acquire information on key issues in the country and went ahead to shed more light on the process of Uwezo fund.

On the question of how he would rate the process of acquiring Uwezo fund he cited it as a bit fair though he confirmed to have been easier on him because of his earlier

experience with such funds before, as he and his group had benefited from similar funds from the government earlier on. He understood the whole process and what it meant to apply for the funds meaning he was fully aware of Uwezo fund.

When asked on what motivated him to go for Uwezo fund, the resource person indicated that as a youth involved in self-employment he was ready to take advantage of such opportunities whenever they were available in order to expand and sustain his businesses. His earlier experience with other funds was another great motivator as he explained how lenient the government was on acquisition conditions and even repayment rules as compared to other institutions. He went ahead to cite his group as another great motivator to going for Uwezo fund seeing how successful they were on managing the previous funds where they ended up with a clean name unlike others who ended up as defaulters and rendered ineligible of Uwezo fund.

On how he would advise the youth who are not yet engaged in the process of acquiring the fund, he categorically pointed at the young men who just roamed the centers jobless as the people who should be on the front line in getting the Uwezo fund. He cited ignorance and lack of information as the greatest hindrance to their engagement. He confessed to have never seen any Uwezo fund personnel on the ground (capacity building) in Lari constituency. He cited forming of groups with people with the same interest as a big plus because such foundations cast a bigger vision even beyond the fund. He advised the youth to stop focusing on the unknown fears and focus on the bigger picture that of the opportunities that comes with such funds as Uwezo fund.

## **5.2 Conclusion**

This study sought to evaluate the success of the awareness created by the media campaigns through various media tools used by the government in passing the relevant information about Uwezo fund. The study examined whether the media campaigns created to raise awareness on Uwezo fund were able to realize their objective among the youth with particular attention to the youths in the five wards of Lari Constituency.

The study revealed that the media campaigns contributed in increasing the level of awareness about Uwezo fund among the youths, with different categories sampled population positing interesting results as discussed in the findings above. The radio was the most successful communication media in Lari Constituency as it was responsible for more than 60 percent of youth awareness on Uwezo fund. Equally effective campaign tool was the internet that was responsible for almost 20 percent of the level of awareness in the region. Newspaper, outdoor adverts and television scored lower on the type of media tools that created awareness about the fund to the youths within Lari Constituency.

Although the level of awareness increased with the media campaigns on Uwezo Fund, the study revealed that the youths were yet to engage with the fund majorly because they were uninformed about the processes and procedures involved. This implies that the awareness level affected the way in which the youth responded to the fund which was not limited to increasing awareness but also encompassed influencing the youths to take the necessary measures in accessing and using the funds. No changes in attitude or perceptions were witnessed in relation to Uwezo Fund, which further confirms that the media campaigns were not successful in realizing the government's objective about the fund. With less than 26% of the youths in Lari Constituency showing interest towards

accessing and using the Uwezo fund, the campaigns cannot be qualified as successful and thus a number of recommendations have been highlighted for improving the role of such media campaigns.

### **5.3 Recommendations**

From this study, it is apparent that much needs to be done in relation to improving the level of awareness through media campaigns used on Uwezo Fund, and more especially in realization of the objective of the fund. Whereas we understand that a media campaign is meant to not only create awareness but also to influence or persuade a behavior. According to *Diffusion of innovations Theory*, This theory states that innovations, new ideas, products or methods of doing things are communicated, received and appropriated by a target group (Rodgers, 1995). The theory focuses on four key areas namely the invention, diffusion (how it spreads), period/time taken and its effect. Different people adopt innovations differently. A 5-step process explains how people receive information. Knowledge a person becomes aware of an innovation and has some idea of how it functions, Persuasion a person forms a favorable or unfavorable attitude toward the innovation, Decision, a person engages in activities that lead to a choice to adopt or reject the innovation, Implementation, person puts an innovation into use and in confirmation a person evaluates the results of an innovation-decision already made. There are the innovators who birth the idea, then the early adopters who are followed by the early majority, late majority and lastly the laggards.

In the research this theory confirmed how the awareness levels have influenced the adoption of the fund. As the theory states that it depends with if one is aware of how the innovation works for them to adopt the idea. This means awareness forms a serious

integral part of the decision they make towards the innovation. The government birthed the Uwezo fund went ahead to create awareness to the target group and we can see the level of awareness has led to early adopters who form our 26%. This is also evidenced by the fact that Uwezo fund is a few months old and having some youth in the process of acquiring the fund is a plus for the Jubilee government. Those already engaged in the process fits the early adopters who became aware of the fund and made the first move to adopt the fund.

The study to a larger extent agrees with the *2 step flow theory* that states that media introduces ideas and discussions which are later taken by opinion leaders who interpret them for the audience. According to 2 step flow theory people form opinions by the help of opinion leaders who are then influenced by the mass media ( Kartz & Paul Lazarsfeld, 1944). The results shows that most youth in Lari termed Uwezo Fund stuff as their greatest need on the ground so that they can explain the procedure to them. The reduced level of uptake hence is as a result of lack of an opinion leader who can further interpret the procedure and process required to get Uwezo fund. These opinion leaders do not necessarily mean the Uwezo fund workers alone but as per some of the recommendations given by the youth, the area leaders such as MPs and County representatives were seen as better lot to explain and persuade the youth to partake the fund as we have witnessed political leaders urging their youth to go for the fund in other counties in the country by helping them with different interpretations on the fund.

To a lesser extent this theory fails to justify categorically to what extent or probably percentage of opinion leader's influence in message consumption. This is due to the fact that a section of the people acknowledged having heard about Uwezo fund from their

preferred media channels and also the awareness was from the same sources and not from an opinion leader and yet they are already engaged in the process of having the fund in Lari Constituency.

Through this research many issues were identified as a hindrance to the youth's uptake of Uwezo fund. This included the low level of awareness in regards to the fund. As stated earlier the awareness includes the general view on the fund, what the youth know about the fund, what they know about the process of acquiring the fund and the benefits of the fund. We find that the level of awareness had direct relationship with the level of satisfaction to the information that was passed through the media and ultimately affected the level of effort to acquire or not acquire the fund. On the information passed there was evidence that a gap existed. This is better explained by the fact that the respondents claimed procedure as a vital piece of information that was missing. On the same note a number of respondents stated need for capacity building at ward level as very urgent need in regards to the information they were seeking for or are seeking for in regards to Uwezo fund. This means they still require more clarity on Uwezo fund in order for them to engage.

The awareness campaign needs to be reviewed in the light of the findings shown in this research. More emphasis needs to be incorporated in regards to the information passed to the youth. Let Uwezo fund personnel be on the ground and give the youth more direction on what is supposed to be done. Before another campaign is carried out let Uwezo Secretariat work with the youth on the ground because yes they have heard about Uwezo but fails to go past knowing only. Officers on the ground should work with the youth



through focus groups, through leaders of the wards until the youth know without a doubt what Uwezo fund is and its benefits to them.

The secretariat may also need to review the mandatory requirements in order to make the fund friendlier to the young people. Many youth cited issues with mandatory requirements like formation of a group for one to be eligible. Many asked why they need to be in a group for them to acquire the fund that was meant to help them develop their talents and their goals for a better life.

This research further recommends a qualitative and quantitative study of the target group by the government before launching another campaign. As much as this entire people are the youth you can clearly see the differences in terms of age brackets, education level, occupation and gender variations to a larger extent. This would give a clear picture of the needs of this categories, their preference of media tools, their perceptions, their needs, and their responsive rate to such ideas like Uwezo fund. This would greatly help inform the government on how to undertake an awareness campaign whenever they intend to target the young people in Lari constituency. Choosing the most appropriate media to use for the target group is a great step in achieving campaign goals. From this study we find that radio worked for many youths in the area and if the government ever considers another campaign this is the way to go only that it would be good if they first identify which stations in particular.

Integrated approach of campaigns and educational programs at community level would be a plus for the government. In the research it was identified that only one capacity building on Uwezo fund had been carried out in Kiambu County. Not many got a chance

to attend and it was not in Lari constituency but in the larger Kiambu County. Given the number of youths in Kiambu County and the rest of Kenya one capacity building event in a county is too inadequate. The government should increase more logistics in regards to Uwezo fund capacity building and make it closer to the youth. The research indicates that the best level of engagement as suggested by the youth would be at wards level and if not affordable at least it should be on every constituency.

When implored on the kind of methods of communication they would want to be used to reach the youths with information on procedure and other things and more clarity on the fund most respondents still stuck with their choices of medium but it's also important to note other suggestions that came up. This included media caravans as an option to explore, during sports or other organized events of the youth in Lari constituency and as earlier mentioned the personnel from Uwezo fund still was largely mentioned. If these suggestions are not put into place then Uwezo fund may fail to live up to its expectations and end up as another un-successive initiative. During data collection some youth for example expressed fears of having defaulted in the past allocations in youth empowerment fund. This cannot possibly be ignored if any progress is to be expected with this new fund and the ministry should come up with modalities on how one can make for the nonpayment in order for them to acquire Uwezo fund instead of a strict closure on them.

The Government ought to improve infrastructure in Lari Constituency in order to better engage with the youth. This would include creation of Huduma centres where the youth can engage government processes easily. Internet availability should too be on the governments list of rural development initiatives. As indicated in the findings more

youths accessed information through internet provided by the phone platform. We all know that as much as it's a good platform it has its limitations. If this was in place the awareness level would have been more compared to what was indicated in the research.

Initiatives that ought to be encouraged include, though not limited to, viability of exporting different labor categories to foreign markets and the latest example being the announcement by the statehouse spokesman, Manoah Esipisu that 300 plumbers from Kenya are required in the Middle East, a creation of intergovernmental policies to help in reducing the youth unemployment in Kenya. Moreover, proper regulations should be put in place in order to ensure safety and good working conditions for the youth once out there. We have heard of exploitation and bad working experiences in the past and it is only when the government comes up with rules and regulations to curb the vice then will our youth have a good chance to be exposed to the international platforms for the benefit of the country.

#### **5.4 Limitations of media campaigns**

As much as media campaigns are designed to inform, persuade or motivate behavior changes in a target group it still remains a difficult task of assessing change or level of impact created by a media campaign. It's also difficult to ascertain for sure if the media campaign carried to create awareness is the only factor contributing to the change or lack of it which sums up as a limitation towards successful media campaigns (Agostinelli & Grube, 2002). This has been noted in Lari constituency in that the level of adoption of the fund is still low.

The possibility of other compounding factors that affects outcome limits the success of a media campaigns in creating awareness. For example in the case of Lari and other areas many youths do not own land. What this means is that even if they were to get money and maybe desire to invest in things like farming it would still be difficult as they would need to lease or buy. Other factors include poor infrastructure for example roads, failure to have internet centers in place in the area, psychological problems affecting many youth in the area like drinking and many more. Short duration of the campaigns (though still ongoing but not with the same momentum as at first) fails to change deeply rooted cultural norms and values of a targeted groups behavior. For example as I noted earlier the government needed to understand the needs of the youth and the background of the regions before rolling out this fund as this always hinders the view of the campaigner and that of the respondent.

### **5.5 Possible solutions**

Pilot studies should be carried out always before a campaign to create awareness is rolled out. This will help in determining the outcome of the proposed campaign.

Focus groups discussions prior to campaigns will be very helpful in Lari constituency. As the study has shown the different age variations, different levels of education, occupational differences and different choice of medium of communication means that even the perception of the campaign is different. It's through this focus groups discussion that the campaigner would understand different needs and incorporate them in the awareness campaign.

## **5.6 Evaluation**

For future successful awareness campaigns the government should improve current and future intervention by providing campaigners with all pieces of information needs of the target groups as this study has indicated in the reporting (Valente, 2001).

## **5.7 To consider**

The government may need to consider the elements of a successive awareness campaign as noted by Davidson, ( 2004) where he recommends one to have means of measuring campaign outcomes, unique contribution of campaign on a targeted group being youth in Lari in this case, tracking of the progress as time goes on, timing of evaluation (though early may be erroneous/inefficient for conclusions) especially on our case as the fund has only been rolled out a few months ago and hence needs time to take root and lastly if the desired results are as expected though there is still continuity with Uwezo fund campaign.

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## APPENDIX 1: QUESTIONNAIRE

This is a survey on how effective media campaigns created awareness on Uwezo Fund as conducted by the Government of Kenya: Case Study on Lari Constituency. Kindly fill as reliably as possible. Most questions are **Yes** and **No**, some may require additional information. Thank you.

### SECTION A: (About the Respondent)

Gender (Tick where appropriate): Male Female

Nationality.....  
(Kenyan/Other).....

County: (Name your  
county).....

Ward: (Name your  
ward).....

Age Bracket (Tick where appropriate)

Age category	Tick
18-22	
23-26	
27-30	
31-35	

### Education

**Kindly tick where appropriate:**

Highest level of education	Tick
Primary Education	
Secondary Education	
College education	
University Degree	
Never Went to School	



**Occupation: Kindly tick where appropriate**

<b>Employment status</b>	<b>Tick</b>
Student	
Unemployed	
Self Employed	
Employed	

**SECTION B: ACCESS TO INFORMATION ON UWEZO FUND**

a) How do you usually get information about issues in Kenya? (Tick more than once where appropriate)

Online (Website, Facebook, Email)		
Posters/Notice Boards		
TV		
Radio		
Newspapers		
Baraza		
Other		

b) What are your reasons for your choice above?

.....  
 .....

c) **Are you aware of the Uwezo fund?**

\_\_\_\_\_

a. YES

b. NO

d) **If yes, what media did you access it from?**

\_\_\_\_\_

a. RADIO

b. TV

c. WORD OF MOUTH

d. INTERNET

OUTDOOR ADVERTISEMENTS e.g. BILLBOARDS

e. NEWSPAPERS

f. BARAZA

Others specify \_\_\_\_\_

b) \_\_\_\_\_ **Kindly state briefly what you know about Uwezo fund**

\_\_\_\_\_

\_\_\_\_\_

**Are you currently making any effort to benefit from Uwezo fund since you**

e) **heard about it?**

\_\_\_\_\_

a. YES

b. NO

If NO briefly state your reasons \_\_\_\_\_

\_\_\_\_\_

f) How can you describe the kind of information you were or would wish to seek for on Uwezo Fund?

Urgent, Vital, Personal

g) Are you satisfied with how awareness is being carried out on the Uwezo Fund? (Please tick where appropriate):

h)

Very High (5)	High (4)	Moderate(3)	Low (2)	Very Low (1)	I don't know

i) If No, what do you propose should be done to make the information more useful based on your experience (Describe briefly)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**SECTION C: General Recommendations on Uwezo Fund**

a) In your opinion, what methods of communication should Uwezo Fund Secretariat use to build awareness on the youth?

.....

.....

## **APPENDIX II: INTERVIEW SCHEDULE**

County Ward Administration

Assistant Chief Kamburu Ward

- Did the Media Campaign employed to sensitize the youth about the Uwezo Fund work successfully in Lari Constituency, Kiambu County?
- Are you aware if the youths are engaged in the process of accessing and making use of the funds?
- Has the fund been beneficial to the youth in your area?

What do you think should be done to make Uwezo fund even more beneficial to the youth in your ward?

### **Interview Schedule**

**Resource person-**A youth who is engaged in the process of acquiring the Uwezo fund (self employed category)

How did you get to know about Uwezo fund?

How would you rate the process of acquiring Uwezo fund?

What motivated you to go for Uwezo fund?

How would you advise the youth who are not yet engaged in the process of acquiring the fund?