

Getnet Eshetu

Stories of Changes from Open Diaries

**The Joint Effects of Radio Messaging and
Group Discussions to Fight Child Marriage**



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ABBREVIATIONS AND ACRONYMS

AIDS	Acquired Immune Deficiency Syndrome
ANPPCAN-Ethiopia	Association for Nation Wide Action for Prevention and Protection Against Child Abuse and Neglect in Ethiopia
BCC	Behavior Change Communication
CRC	Child Right Convention
CVM- Ethiopia	Comunita' Volontari Per Il Mondo (Italian Development /Volunteering) Organization in Ethiopia
DoLSA	Department of Labor and Social Affairs
EDHS	Ethiopia Demographic Health Survey
EMA	Education Media Agency (of Ethiopia)
ESDP	Education Sector Development Policy
FAO	Food and Agriculture Organization (of UN)
FDRE	Federal Demographic Republic of Ethiopia
GEMC	Gondar Education Media Center
HIV	Human Immunodeficiency Virus
HTPs	Harmful Traditional Practices
ICRW	International Center for research on Women
IPA	Interpretive Phenomenological Analysis
KAPs	Knowledge Attitude and Practices
MDGs	Millennium Development Goals
NAP-GE	National Action Plan for Gender Equality
NGO	Non Government Organization
NPEW	National Policy on Ethiopia Women
PFI	Population Fund International
SCI	Save the Children International
SCN	Save the Children Norway
SCNE	Save the Children Norway Ethiopian
UNAIDS	United States Agency for International Development
UNESCO	United Nations Economic Social and Culture Organization
UNFPA	United Nations Population Fund
UNICEF	United Nations Children Fund
WHO	World Health Organization

ABSTRACT

Many Knowledge, Attitude and Practice (KAP's) studies are used to survey and identify the status of child marriage in Ethiopia particularly in Amhara region indicates its high prevalence and its devastating effects on girls health causing fistula and other complications, marriage instabilities, gender based violence and preventing from the right for education as well as other economic and social problems which are aggravated by plenty of deep rooted cultural misconceptions. This qualitative research aimed at to investigate the effectiveness of multimedia messaging mainly radio broadcast and group discussion to combat child marriage resulting to effect action in three woredas of North Gondar Zone Amhara region.

The study uses KAP's as evaluation framework and radio listening groups diary as a main data collection tool as well as semi-structured interview and report document for triangulation purpose. Participants of the study are 81 radio listening groups diaries are selected purposively from 312 total groups each having 21 members and for interview the available 18 grassroots workers are included. The views and reactions of listeners written on the groups diaries grouped under the three main categories KAP's then using inductive and deductive thematic analysis at interpretive level sub-themes are identified.

The findings of the study revealed that under knowledge main category three sub-themes are identified. And from the data listeners indicated their knowledge about the consequence of child marriage and related laws, and reasons why it was practice. Moreover, they indicated they know the benefits of child protection, equal education for both girls and boys, and the role of children to combat child marriage. Regarding attitude change five sub-themes are identified describing the perceived benefits and harmfulness of child marriage, intention to abandon it, the belief of appropriate age challenges in combating child marriage. Under practice category seven sub-themes are identified which indicates the cancellation of large number of child marriage plans, penalties due to not obeying the law, a number of reports to legal bodies, measures taken by different actors, decision made pro and against child marriage and collaborations effectiveness to combat child marriage. Besides one report of early sexual intercourse some negative actions recorded are the presence of marriage arrangement deals and partners choice by parents.

Based on the study findings some recommendations were drawn on: the effectiveness of KAP's as a framework and radio listening groups diary as data collection to evaluate media interventions; multimedia messaging like radio broadcast together with listening group discussion for effective and efficient method for educating the people for behavior change; collaborative action together with local media is very effective strategy in combating child marriage and to bring the desired change at community level; protection, support and encouragement to victims of child marriage, and measures to be taken to sustain and improve the observed changes against child marriage.

CHAPTER 1: INTRODUCTION

1.1. Introduction

Desmond Tutu the retired South African Anglican Church Archbishop and social right activist in the website called <http://theelders.org> in September 2011 posted the following blog entitled a Message from Desmond Tutu for men and boys;

A few months ago, in Northern Ethiopia, I met a group of young women who had been married around the age of 10 or 12. Many of them had their first children at 13 or 14. It was shocking for me to realize that there are millions of girls around the world who suffer the same fate every year.

I have to confess that I was simply not aware of the scale and impact of child marriage. 10 million girls a year, 25,000 girls a day, are married without any say in the matter, to men who are often much older than they are. These girls almost always drop out of school to attend to household chores, and when they become young mothers themselves face serious dangers of injury and even death in pregnancy and childbirth. Child marriage robs girls of their childhood, of their basic rights to education, security and health(FYI, 2011).

Child marriage, generally defined as marriage before age 18, is not limited to any one country or continent(United Nations, 2000). However, Clifton and Frost (2011) in their research indicated that in the last decade, 58 million young women in developing countries—one in three—have been married before the age of 18, many against their will and in violation of international laws and conventions on women's rights. The document also stated that according to new figures, one in nine girls, or 15 million, have been forced into marriage between the ages of 10 and 14, with limited education and economic opportunities, child brides are often condemned to a life of poverty, social isolation, and powerlessness, violations on their human rights, health, and well-being. According to WHO Media Center (2013) ending child marriage is closely related to efforts to Millennium Development Goals (MDGs) 3, 4, and 5 i.e., promote gender equality , to reduce child mortality and to improve maternal health respectively. The WHO media center commented that the continued occurrence of child marriage has hindered the achievement of these MDGs, especially in South Asia and Sub-Saharan Africa.

International Center for Research on Women (ICRW) mentioned the reason why countries with the highest prevalence of child marriage are concentrated in Western and Sub-Saharan Africa is due to population size, and the largest number of child brides reside in South Asia(ICRW, 2013). Ten countries have particularly high prevalence rates, with one-half to three-fourths of girls marrying before their 18th birthday. Among them according to UNICEF (2013) Statistics and Monitoring Section, Division of Policy and Strategy Ethiopia has fifth rank with 673 thousands Women age 20 to 24 who were married before 15. Based on the research conducted including Ethiopia, where 49 percent of girls are married by age 18, but in the Amhara region, 74 percent

are married by age 18 and half of all girls are married before their 15th birthday(Erulkar and Muthengi, 2009). Moreover, a study by the same researchers in 2004 in two districts of Amhara found that 14 percent of girls were married before age 10. Generally, girls living in rural areas marry earlier than girls in urban areas(Erulkar and Muthengi, 2004).

Young brides, even below 10 years of age, are married off to adolescent boys and thus the cycle of ignorance, poverty, health hazards continue. Even in the present times there are remote places where people are uneducated and are not equipped with even a little education and knowledge to break a tradition which brings miseries to many of little girls in their land. However, many study results show that support of the community on the eradication of Child marriage and abduction is by far better and higher than other HTP's. It was identified that an individual abducting a girl Child knows the negative effect of his act on the daughter. But there is a gap that the community should know that all acts they perform on Child marriage related issue are illegal. Using various communication channels to reach communities with messages about the importance of ending child marriage is crucial to raise awareness and change norms. For example, mass media can be an effective tool for educating families and communities about the harmful consequences of child marriage as well as for getting the word out that there has been a policy change regarding age of marriage(Gage, 2009).

Although awareness raising activities are strengthened by government and civic societies, many people lack clear information and positive attitudinal changes to stop Child marriage. To raise awareness Gondar Education Media Center (GEMC) in partnership with SCI has been broadcasting culturally sensitive radio program for over 10 years on Harmful Tradition Practices (HTP's) including Child Marriage issues.

A baseline survey conducted by SCI on three woredas i.e., Debark, Dabat and Wogera for the project called Combating Child Marriage in North Gondar zone recommended radio education broadcast combined with listeners group discussion as one of intervention activities. So that GEMC executed a two and half year media activities including the weekly radio program having the same program name Bisrat with similar activities but more focusing on Child marriage and related issues where this study was conducted. The program broadcasted every Sunday for 45 minutes from 10:30 – 11:15 AM aiming for children and adult targeted organized listeners.

As stated in the project proposal the three main focuses of Bisrat Radio program to Combat Child Marriage is;

- **Primarily on child marriage** – with emphasis on the negative impacts of child marriage in culturally approachable manner. As studies indicate the majority (above 80%) are aware that it is a crime, but keep practicing it, which is why the need to focus on awareness creation on the negative impact on children and their families, and the community at large. And promote the men and boys role for abandoning the practice as they are part of the decision making process, and the ones who are getting married to children below the age of 18 years.

- Integrate issues of **adolescent reproductive health** rights and Reproductive Health education to bring about practice change through information sharing. Because one of the major reasons for parents to give their female children for marriage is forced rape and pre-marital pregnancy.
- **Promotion of girl's education** as part of the prevention of child marriage is one of core objective for this project by SCI. It is also an important intervention for empowering girls to protect and decide for themselves, through insuring their empowerment and independence(GEMC, 2010a).

1.2. Problem statement

Media intervention is a powerful strategy for increasing awareness, knowledge, positive attitude and practice. In the present times many community level intervention projects baseline surveys documents recommends media components as a means to achieve the desired behavioral changes. For instance the baseline study of the project recommends designing culturally appropriate strategies through intensive community conversations and dialogues, visual and audio education materials and radio programs (SCN,2011). However, the effects of media on KAPs are less investigated.

Save the Children International in Ethiopia in collaboration with partners from the year 2011 to 2013 implemented “Combating Child Marriage” project in North Gondar Zone (Wegera, Dabat and Debark Woredas) do have media component (i.e., a weekly radio education called Bisrat, radio manual, and face to face group discussion) to change the existing low level of knowledge, attitude and practice (i.e., KAPs) about child marriage. To see the change in behavior due to the intervention activities the baseline document recommends mid-term and final evaluations using predetermined objective indicators. However, the impacts of the multimedia intervention components are less evaluated.

Ignoring to evaluate the specific effects of media components in any intervention will lead to inconsistency and distorted overall result, which intern inhibits to clearly find out key achievements of the goals of the intervention projects. Doing appropriate evaluation to see the media activities impact to attain the desired behavior change could help the actors participating in the project learn every components of the activities and better implement the project next time.

The present study aspires to explore the effects of the multimedia activities in contributing towards changing target audience knowledge, attitude and practice (KAPs) about child marriage in the project area i.e., Debark, Dabat and Wogera woredas of North Gondar zone found in Amhara region in Ethiopia. To do this the researcher carried out radio listening group diary analysis and used it to find out the trends of KAPs change and give possible recommendations.

1.3. Purpose and significance of the study

Purpose of the study

This multimedia intervention project with radio messaging, print manual, face to face listeners group discussion, and interaction with media center to serve as a forum for discussion aim to change the target people's behavior. The question is if these multi-media activities do impacted the KAPs how it happens?

The purpose of this study is to identify changes on target audience by analyzing their reflection statements on the diary book that is provided to them. The study tries to answer the following questions divided in to the three main categories:

Knowledge gained-

- What important information's do participants get to change their views and opinions?
- What participants feel from dialogue between listening members and with community members?

Attitude changes-

- What informed believe changes towards child marriage and related issues are identified?
- What interactions are identified due to shared stories?

Practice done-

- What practical actions achieved from the creation of radio listening forum for education?
- What exemplary activities are identified so that others can follow them?
- What kinds of collaborations resulting actions are observed due to the presence of multimedia intervention?

Significance of the study

This study has significant contribution for media practitioners and social development initiatives project implementers. The study gives a feedback about which group of the target audience do show what positive change. It give light to use diary analysis method as a means of monitoring progress and evaluating audience participation as a part of solution for social and health problems at community level. In addition to this it attempts to show the possibility of using KAPs as a frame work for evaluating impacts of media intervention. More over it combines KAPs framework and radio diary analysis method to get a better result to evaluate the impacts of media intervention.

1.4. Objectives of the Study

General objective

The general purpose of this study is to explore the effects of multimedia on KAPs regarding child marriage.

Specific Objectives

Specific objectives of the present study :-

- To explore the change in feeling, views and opinions on the Child Marriage and related issues of the target population due to their exposure to multimedia intervention.
- To examine the importance of radio listening group as a forum for discussion, initiate dialogue within the community members and improve learning from each other by discussion in group to solve their problem.
- To investigate the presence of change of practice among the community members towards the abandonment of child marriage and improved reproductive health practice and girls education, in target woreds.

1.5. Assumption

Karen, Barbara & Viswanath (2008) citing Blumer & Katz (1974) stated that elaborated media effects research should also look reactions of audience to media, because audience are not regarded as passive recipient, but also as active seekers and users of information. Though the research presents no specific hypotheses to be tested, there are several assumptions which the researcher expected to be validated by the result of listener's diary analysis. These were;

- Fundamentally, the mass media are "message multipliers" channels, which increase the number and speed messages sent and the size of audience reached.
- Any message to have an effect, must receive attention, interpretation, acceptance and disposition.
- Radio as a delivery system of message is very useful media because; it is wide spread and democratic, it can entertain and inform at the same time, it can establish a uniform standard of excellence and it is cost-effective.
- When changing behavior, the individual, community, or institution goes through a series of steps—from unaware, to concerned, to sustained behavior change.