

Vernacular Radio Programmes And Family Planning Promotion Among Reproductive Women In Rural Areas: A Case of Nyamaiya Ward, Kenya

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Abstract: Despite this measure by the government through radio programmes, the uptake of the various family planning methods is still low. The purpose of the study was to assess the vernacular radio programmes and family planning promotion among reproductive women in rural areas: A case of Nyamaiya ward, Kenya. The study objectives of the study were specifically to: evaluate the how vernacular radio stations contribute to the level of awareness on family planning methods among reproductive women in Nyamaiya ward, Kenya, determine how local (vernacular) radio messages contribute to family planning use among reproductive women in Nyamaiya ward, Kenya and identify the challenges faced by local (vernacular) media in promoting family planning messages Nyamaiya ward, Kenya. The study will adopt case study research design with a target population of 1,951 persons comprised of 1888 reproductive women aged between 18-49 years accessing health facilities within Nyamaiya ward, 33 media personnel and 30 medical practitioners. Stratified random sampling technique was employed with a sample size of 322 persons. Data was collected using questionnaires and interview guides and the instrument were validated by the supervisors and experts. Reliability of the instruments was determined through a pilot study where a reliability correlation coefficient of 0.79 was achieved, thus, considered reliable. Quantitative data was analyzed using both descriptive, and be presented in tables while, qualitative data will be analyzed in themes and sub themes and be presented using quotations. The study established that messages aired through vernacular radio programmes promote family planning among women in rural areas. However the level of awareness on the family planning methods was still slow. Therefore, in order to enhance the uptake of family planning services as a bold step towards meeting the challenges envisaged in the Kenya's Vision 2030 and the realization of the SDGs, there should be a partnership between the vernacular radio stations and Ministry of Health to enable the media run the programs that encourage the uptake of contraceptives at household level through continuous catering of airtime, provisions of free contraceptives and supporting family planning outreach activities.

Key words: Radio Programmes and Family Planning Promotion

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I. INTRODUCTION

1.1 Background of the Study

Giving birth is something that both human beings and animals do but rearing young ones especially in educating them is a responsibility. It's therefore important for human beings to put more emphasis on how they would care for their young ones properly rather than thinking only about the number of children they give birth to. For it often happens that man's ability to give birth is greater than their ability to bring up the children (Julius Nyerere, 1983).

Family planning comes in to help the couple plan to have a child when they are able to cater for it. However, not everyone has this knowledge that's why the researcher proposes to find out whether rural women in Nyamaiya Ward have adequate information about family planning. According to the World Health Organization (2005) family planning is a voluntarily decisions that are made by an individual couples in order to promote health and contribution effectively to Social development of a country by reducing child birth rate. To ensure that there is a balance between resources and population, policy makers must promote family planning procedures based on informed and voluntary choice for couples to have the number of children they can take care of. For this to be achieved there need to educate the concerned parties about the same. Therefore adequate

information about methods of contraception therefore enables couples to develop a rational approach to planning their families and maintain healthy lives.

Couples can therefore choose the best contraceptive method that can best suite them in planning their families because they prevent unplanned pregnancies. However a couple's decision to use a family planning method depends on the willingness of both partners. Leke (1989), Child spacing in Africa is not something new. (John et.al., 2010), Fertility and population growth are mostly high in Sub-Saharan Africa than any other region world. The uncontrolled birth rate in these regions will hinder the development and health goals in entire Africa although many countries are providing support to family planning programs. Most Africa countries women at age of 15 are over half the population. But still fertility has always been on the peak. Civilization and traditional breakdown value have led to more childbearing .Women have greatly suffered at high rate of unsafe abortion in day to day life.Kenya has a fertility of 22% in 1980s from 8.3 children born in one woman in 1978 to 6.5% in 1989.Rapid population has great effect on the natural environment in Africa. The fast growing of population than economic indicators, threatens the health of the maternal and reproductive newborn realized in the past. This therefore posed a huge hurdle in the achievement of vision 2030 and Millennium Development Goals (MDGs). Kenya Family Planning Cost Implementation Plan (2012), explain the need for the country to improve the Contraceptive Prevalence Rate (CPR) of 45% in order to realize more adaptable rates of population growth.

KDHS 2008-09 reports indicates that religious prohibitions, opposition from spouse, menopause, infecundity, desire for many children, and infrequent sex are some of the reasons women do not prefer to use contraceptives. However others cite the safety of each family planning method as being the issue. This indicates the importance of having an adequate communication medium for dissemination family planning knowledge especially for the rural population. The media is one of the organizations that have come up to fund family planning programs, by informing the public about a number of issues as per tains the subject. According to Manon (2011) following the Second World War, in the context of growing fears of a global population explosion the American government began to fund media campaigns in other countries to promote the idea of family planning. Communications experts and birth control advocates collaborated with colleagues around the world to develop films, cartoons, posters, radio shows, and songs selling the benefits of contraception and small families to rural communities.

Rimal &Lapinski, (2009) suggest that health communication is seen to have relevance for virtually every aspect of health and well-being, including disease prevention, health promotion and quality of life. This communication only becomes relevant when it gets to the respondent with the right content and in the right form. Kreuter and McClure (2004) document that linguistic strategies seek to make health communication campaigns, programs, and materials more accessible by providing them in the dominant or native language of a given audience segment. This message ensures that the respondents change their attitudes and beliefs through behaviour change communication. The Egesa FM empowers its listeners through its programmes which are aimed at connecting strongly with the audience through relevant content. It also airs unbiased and reliable news with a unique style. Egesa FM of Royal Media Services with the frequency of 103.2 is a radio station that broadcasts purely in Ekegusii language. It was considered a wisdom house where young men, women and children were no allowed to enter. Family planning has been one of the topics that have been aired from Monday to Tuesday at 10am-1pm through a programme "OMONG'INA NE'EKEBAGO"(A WOMAN WITH A HOE) hosted by Donya Toto Aburi and also and the researcher is trying to establish the efficiency of Egesa FM in promoting family planning practices in Nyamaiya ward.

1.2 Statement of the Problem

Family planning was introduced in Kenya in 1979 by the GOK with the aim of controlling birth rates among reproductive women. This was because it was seen necessary to balance the population with the available resources. Since then the government has made efforts to promote family planning among reproductive population through the mass media and other avenues. The government has in particular targeted vernacular radio stations because they broadcast in local language that a majority of the population understand. Despite this measure by the government the uptake of the various family planning methods was still low. There was need to ascertain whether the content aired by the vernacular radio is in the right form given that some of the words that relate to family planning are culturally considered abominable. It would also be important to understand whether the messages get to the right people in the right form.Studies in developing countries have shown that rural women are reluctant in adopting family planning methods as the number of child birth is still high. KDHS (2008-09) reports that slightly less than half of currently married Kenyan women (46 percent) are currently using some method of contraception. It is therefore important to note that information in regard behavior change is essential for rural communities to realize the importance of utilizing family planning methods to reduce the number of children. It was against this backdrop that the current study is proposed.

1.3 Purpose of the Study

The purpose of the study was to assess the vernacular radio programmes and family planning promotion among reproductive women in rural areas: A case of Nyamaiya ward, Kenya

1.4 Objectives of the Study

- i. To evaluate the extent to which vernacular radio stations contribute to the level of awareness on family planning methods among reproductive women in Nyamaiya ward, Kenya.
- ii. To identify the challenges faced by local (vernacular) media in promoting family planning messages Nyamaiya ward, Kenya.

1.5 Literature Review

1.5.1 Theoretical Framework

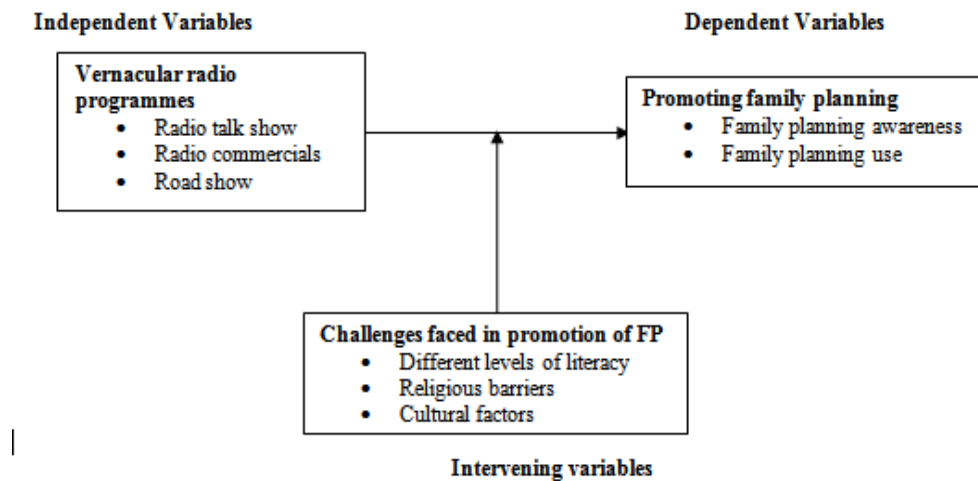
1.5.1.1 Uses and Gratification theory

Uses and Gratification theory was proposed by Blumer and Katz (1974) and is a major theory in this research topic. It is used to understand mass communication and argues that people should use the media in fulfilling their needs. It creates a big impact on the public. The audience also had a choice on what to view or listen even though it had influence on them. This theory therefore motivates the consumer for mass use. This theory argues that the audience plays a powerful role in communication process. They also argue that the public choose the media source to listen to that best fulfils or satisfies their needs.

1.5.1.2 Two-Step Flow Theory

This kind of theory was discovered by Katz and Lazarfield. It's concerned with what happens between the audience and media. It's all about dissemination of information from media to the public. It focuses mainly in finding out whether the mass media information or content directly affects and influences the people. The audience can therefore be influenced by others when interpreting the messages passed to them. According to Katz and Lazarfield, the media has ability to create informed audience opinion since it is an important tool used to enlighten. This theory employed the utilization of mass media to make population aware of the benefits of the use of family planning.

1.5.2 Conceptual framework



1.5.3 Contribution of Radio in Promoting Family Planning

Mass media are tools for the transfer of information, concepts, and ideas to both general and specific audiences. They are important tools in advancing public health goals. The media is often people's first source of information. News coverage helps bring FP information to men who do not normally attend family planning (FP) clinics. It also helps confirm and reinforce the information that people receive from elsewhere including FP clinics, entertainment programs, brochures, field workers family members and friends. Media coverage of issues like FP helps legitimize family planning both as a practice and a topic of conversation even between couples who would normally find it difficult to initiate a conversation on this subject. Through the media people are also able to gain knowledge about where to access services.

Initially in according to Aderibigbe, (1990) dissemination of messages was always done through face to face which was a common communication channel. It was therefore regarded as interpersonal communication involving two parties. As much as this kind of channel of communication was acknowledgeable and used in

rural areas; it was found out that it brought a small impact to the people. As the first commercial radio station was invented in the United States and went on air in Pittsburgh in July 1, 1941, there was a great transformation in terms of communication in the communities. Information then started flowing very fast from one place to another reaching a high mass as compared to the traditional ways of communication. Mass media play a significant role in shaping public perceptions on a variety of important issues, both through the information that is dispensed through them, and through the interpretations they place upon this information (Downing 2004). Family planning is not exceptional of these.

According to Downing (2004), the shaping of public perceptions on a range of important issues, the mass media play important role, both through the interpretations placed upon particular information, and through dispensed information through them. Family planning is not exceptional of these. There is a greater likelihood of use of contraceptive with the increase in the sources of media types of family planning messages (Jato *et al.*, 1999). In Mali, there is a more favourable positive attitude of family planning contraceptive use and knowledge associated with the number of mass media interventions (Kane *et al.*, 1998). Apart from conveying knowledge, as tool for education, media has played a huge role in ensuring necessary efforts are in place to promote social utility actions. Mass media messages expose individuals' contraceptive behavior thus promoting family planning (Bankole *et al.* 1996, Piotrow *et al.* 1990, Kincaid 2000, Bankole and Westoff 1997). In Nigeria, for instance, use of modern contraception, desire for fewer children, and intent to use were as a result of media messages exposure on family planning (Bankole *et al.*, 1996).

Specific pathways identified from different fields have emerged to offer insights to program and behavior change as they try to change and influence behavior. Several have been very influential in explaining the effects of mass media campaigns on fertility-related behavior. According to Wilson and Cleland (1987), ideation change has been identified as a key factor of decline in fertility, which is defined as the diffusion of new practices and ideas through the changed ways of thinking. According to Rogers (1995), the ideation model was derived from the diffusion of innovation theory and entails five stages an individual can progress: persuasion, knowledge, decision, confirmation and implementation. McGuire (1989), further explained how the behavioral outcome of communication is influenced by various communication aspects through the consideration of output/input persuasion model. The steps of change of behavior are an adaptation of the output/input persuasion model and the diffusion of innovation theory and comprise of five key stages of change: intention, knowledge practice, approval and advocacy (Piotrow *et al.* 1997).

There are several intermediate steps of behavior change that people move through as emphasized by this framework. This advocates that different approaches and messages in change of communication behavior are necessitated to reach people at different stages in the process. Nowadays, we rely on media to acquire facts and news about what we should beware of and what is important. We usually make decisions based on the information given to us by the media e.g. the kind of friends to keep, family, news, financial reports etc. (Rayuso, 2009). The media therefore remains powerful in promoting family planning. All most every media outlet has dedicated space and time for family planning issues, since it is a matter of public interest.

1.5.4 Challenges Faced by Media Houses in Promoting Family Planning

Media includes different organs such as Radio, Television, Newspaper, Journals and many more. They are channels that are used in disseminating of the same content to different people across the World despite the distance from the source of the message. In Kenya, Radio has always been identified as one of the best, fastest growing media that's is relatively cheaper to acquire thus has started to out space the traditional channels of passing information. Kenya has a lot of radio stations which reach a mass of people at the same time, playing an important role in a human being who includes informing, entertaining and advertising. Mostly Radio earns its income from the commercial adverts which helps them run their daily activities although its making the media to lose its main purpose. (According to Peter *et al.* 2010), Employers don't encourage and promote the code of conduct of journalism when they recruit different journalist to the media studio thus make them work under poor conditions and they don't adhere to their professional behaviors in the industry. The institutions do not also teach them well that's is they receive insufficient training pertaining to health related issues making the journalists to air or report and explain to the world around them to their leaders and audiences on a health programme .

Despite its tremendous growth and benefits, it's noted that the media in general faces a lot of challenges which hinders them from delivering fully to the society. Some of the challenges include professionalism. This has highly touched our media practioners who are corrupted by been given the brown envelope to kill the story thus practicing unethical conduct. The media stations also don't adhere to the rules and regulations governing the organization especially when recruiting new staff. This is done by employing untrained personnel to work in media station thus compromising content delivery since they don't know how to go about the whole process of broadcast. Srinivas Melkote(2001) in Communication for Development in the Third World, the study shows that most radio station lack content of the message .This has become a great

challenge since the media practitioners find challenged in finding the right message that best suits the content and the listener. This discourages them since they can't tell if the content disseminated was of value since they didn't understand the needs of the consumers from the beginning.

"Information Explosion and the Challenge of Media Development in the contemporary Kenya" an article written by Steve Onsombah, he notes that "insufficient broadband frequencies have also resulted into limiting more people from getting the information, This is seen in Royal Radio station which airs information to a given entity. For example, a listener in Gusii land cannot be able to access Chamgei Fm. Promoting family planning messages include recruiting of new staff who may have no knowledge of health issues and have cultural and linguistic problems in coming up with appropriate messages, production quality of family planning programme might be altered, the multi-platform productions which makes it difficult for media personnel to be sure if the message reached the reproductive women and lack of funds and sponsorships affects media in coming up with programs on family planning. For example, the media house might have the content of the best family planning programme but the lack of airtime for airing Huang, Edgar, et al (2006). This mostly happens to our young media station that don't have any avenue of generating income to help them air important messages.

II. Research Methodology

Research Design: Saunder, Lewis and Thorn Hill (2007) define research design as the overall conception of study including description of all concepts, variables and categories, the methods of data collection and analysis. This study was conducted through case study design. A case study according to Gillham (2010) is one which investigates the cases to answer specific research questions and seeks a range of different kinds of evidence. The study was concerned with the perception of family planning in Nyamaiya ward, Nyamira County.

Target population: The target population for the study included 1,951 persons comprised of 1888 reproductive women aged between 18-49 years accessing health facilities within Nyamaiya ward, 33 media personnel and 30 medical practitioners.

Table 2.1(a): The target population for reproductive women

Region	Target population
Montontera	234
Nyansabankwa	386
Nyamaiya	467
Nyansangio	307
Rangenyo	213
Nyabite	157
St. John's Ambulance	124
Total	1888

Source (Ministry of Health, Nyamira County, 2017)

Table 2.1(b): The target population for Facility Health Staff

Health Facility	Target population (all the facility health staff)
Montontera	5
Nyansabankwa	4
Nyamaiya	8
Nyansangio	5
Rangenyo	4
Nyabite	4
St. John's Ambulance	3
Total	33

Source (Ministry of Health, Nyamira County, 2017)

Table 2.1(c): The target population and sample size for Media personnel

Media House	Target population (all the staff)
Egesa FM radio	30
Total	30

Source: Researcher (2017)

Sample size: According to Oso and Onen (2005), a sample is part of the target population that has been selected as a representative sample from the target population. The sample size was determined using the Krejcie &

Morgan table (1970). According to the table, the target population of 1951 reproductive women, media personal and health personnel corresponded to a sample size of 322 persons.

Sampling Procedure: Sampling is a process of selecting a number of individuals or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group (Orodho and Kombo, 2002). This study adopted stratified random sampling technique where the target population was divided into strata: Reproductive women, health personnel and media personnel. Therefore, using proportional allocation, the researcher sampled 312 reproductive women, 5 health personnel and 5 media personnel.

Table 2. 2: Sampling frame

Category	Population	Sample size
Reproductive women	1888	312
Health personnel	33	5
Media personnel	30	5
TOTAL	1951	322

Source (Researcher, 2017)

Data Collection Methods: Data collection was done using questionnaires and interviews. A questionnaire was preferred in collecting data from the reproductive women because the tool permits collection of data from a large population. Interview schedules were used in collect data from the sampled, media personnel and the medical practitioners from the selected sub locations. To improve on the data the researcher used triangulation method where the interview guides was used to the health and media personnel. Triangulation applied for qualitative data only was the of multiple data collection devices, data sources, data analysis and use of different theories to establish the validity of the findings.

Data Presentation and Analysis: Data analysis is an examination of data collected in a survey or experiment in which deductions and inferences are made by extracting important variables to the study and detecting anomalies therein (Kombo and Tromp, 2006). The results of the research were both quantitative and qualitative. For quantitative analysis, descriptive statistics was employed in which descriptive statistical techniques such as frequencies and percentages were applied. The quantitative data was presented in tables while for the qualitative data themes and sub themes were organized and later presented using quotations.

III. DATA ANALYSIS, PRESENTATION AND INTERPRETATION

The level of awareness about family planning among reproductive women in Nyamaiya ward

The study evaluated the level of awareness on family planning methods among reproductive women in Nyamaiya ward, Kenya. Therefore, to analyze the objective, the researcher adopted descriptive statistics (frequency and percentage) for the level of agreement on a five point Likert scale of the variable level of awareness on family planning methods (Table 4.6).

3.1 Descriptive statistics for the level for awareness on family planning methods among reproductive women in Nyamaiya Ward

For analysis, frequency and percentages of response for each item were evaluated and summarized in Table 3.1.

Table 3. 1: Descriptive statistics for the level of awareness on family methods among reproductive women in Nyamaiya Ward

Statements		SD	D	U	A	SA
The programmes on vernacular radio stations has enabled me to know about fertility awareness	F	91	91	37	36	33
	%	31.6	31.6	12.8	12.5	11.5
The programmes on vernacular radio stations has enabled me to know about long acting reversible contraception	F	89	95	37	35	32
	%	30.9	33.0	12.8	12.2	11.1
The programmes on vernacular radio stations has enabled me to know about hormonal conception contraception (Pill and Depo Provera injection)	F	15	27	33	112	101
	%	5.2	9.3	11.5	38.9	35.1
The programmes on vernacular radio stations has enabled me to know about permanent contraception	F	85	99	33	37	34
	%	29.5	34.4	11.5	12.8	11.8
The programmes on vernacular radio stations has enabled me to know about barrier method	F	2	40	19	112	115
	%	0.7	13.9	6.6	38.9	39.9

contraception						
The programmes on vernacular radio stations has enabled me to know about emergency contraception	F	4	36	14	123	111
	%	1.4	12.5	4.9	42.7	38.5

Source (Researcher, 2017)

Table 3.1 shows that (31.6%) of the respondents strongly disagreed with the statement that the programmes on vernacular radio stations enabled them to know about fertility awareness, 31.6% disagreed, 12.8% of the respondents were undecided, 12.5% agreed and 11.5% of the respondents were in a strong agreement. It emerged from the study that most of the respondents (63.2%) indicated that the programmes on vernacular radio stations did not enable them to know about fertility awareness. Similarly, (33.0%) of the respondents disagreed with the statement that the programmes on vernacular radio stations enabled me to know about long acting reversible contraception, 30.9% strongly disagreed, 12.8% of the respondents were undecided, 12.2% agreed and 11.1% of the respondents were in a strong agreement. The study suggested that most (63.9%) of the respondents stated that the programmes on vernacular radio stations did not enable them to become aware of long acting reversible contraception.

On the other hand (38.9%) of the respondents agreed with the statement that the programmes on vernacular radio stations enabled them to know about hormonal conception contraception (Pill and Depo Provera injection), 35.1% strongly agreed, 11.5% of the respondents were undecided, 9.3% disagreed and 5.2% of the respondents were in a strong disagreement. It emerged from the study that most (74.9%) that most of the respondents believed that the programmes on vernacular radio stations enabled them to know about hormonal conception contraception (Pill and Depo Provera injection). Additionally, (34.4%) of the respondents disagreed with the statement that the programmes on vernacular radio stations enabled them to know about permanent contraception, 29.5% strongly disagreed, 12.8% agreed, 11.8% strongly agreed and 11.5% of the respondents were undecided. The study suggested that most (63.9%) of the respondents stated that the programmes on vernacular radio stations did not enable them to be aware of permanent contraception.

Moreover, (39.9%) of the respondents strongly agreed with the statement that the programmes on vernacular radio stations enabled me to know about barrier method contraception, 38.9% agreed, 13.9% disagreed, 6.6% of the respondents were undecided and 0.7% of the respondents were in a strong disagreement. It emerged from the study that most (78.8%) that most of the respondents believed that the programmes on vernacular radio stations enabled me to know about barrier method contraception. Lastly, (47.2%) of the respondents agreed with the statement that the programmes on vernacular radio stations enabled them know about emergency contraception, 38.5% strongly agreed, 12.5% disagreed, 4.9% of the respondents were undecided and 1.4% of the respondents strongly disagreed with the statement. The study suggested that most (85.7%) of the respondents stated that the programmes on vernacular radio stations enabled them know about emergency contraception. Findings concur with the findings of Mohammed, Mohammed Reza, *et al.* (2006) that the respondents had knowledge about being impregnated during sexual intercourse. Besides, at least among the reproductive women they were aware about condoms and oral contraceptives measures of preventing pregnancies.

3.2 How local (vernacular) radio messages have contributed to the use of family planning among reproductive women

The study determined how local (vernacular) radio messages have contributed to the use of family planning among reproductive women. Therefore, to analyze the objective, the researcher adopted descriptive statistics (frequency and percentage) for the level of agreement on a five point Likert scale of the variable contribution of radio messages (Table 3.2).

Descriptive statistics on how radio messages contributed to the use of family planning among reproductive women

For analysis, frequency and percentages of response for each item were determined and summarized in Table 4.7.

Table 4. 1: Descriptive statistics for how radio messages contributed to the use of family planning among reproductive women

Statements		SD	D	U	A	SA
Radio talk features enables me to adopt to family planning practices	F	12	29	17	80	150
	%	4.2	10.1	5.9	27.8	52.1
Through radio talk show am able to utilize the	F	32	17	11	94	134

information because of call in and make any clarification	%	11.1	5.9	3.8	32.6	46.5
Radio commercials enables me to adopt to family planning practices	F	16	26	15	90	141
	%	5.6	9.0	5.2	31.3	49.0

Source (Researcher, 2017)

Table 3.2 shows that (52.1%) of the respondents strongly agreed with the statement that radio talk features enabled them adopt to family planning practices, (27.8%) agreed, (10.1%) disagreed, (5.9%) of the respondents were undecided and (4.2%) strongly disagreed with the statement. The study findings suggested that the most (79.9%) of the respondents believed that radio talk features enabled them adopt to family planning practices. This implies that having talk features enhances the adoption of family planning; thus, promote family planning among the reproductive women in the rural areas. This is in line with the findings of Prachi, *et al* (2008) that 443 reproductive women of age 15-44years visit medical facilities to access information concerning family planning.

Similarly, (46.5%) of the respondents strongly agreed with the statement that through radio talk show they were able to utilize the information because of call in and make any clarification, (32.6%) agreed, (11.1%) strongly disagreed, (5.9%) disagreed and (3.8%) of the respondents were undecided on the statement. It emerged from the study that most (79.1%) of the respondents believed that through radio talk show they were able to utilize the information because of call in and make any clarification. This implies that having talk shows in the radio stations is likely to promote the knowledge of the family planning among the reproductive women in the rural areas. This supports the findings of Tufte (2005) that the use of entertainment-education (EE) as a communication strategy in development work has grown significantly over the past decade to address family planning issues.

Lastly, (49.0%) of the respondents strongly agreed with the statement that radio commercials enabled reproductive women adopt family planning practices, (31.3%) agreed, (9.0%) disagreed, (5.6%) strongly disagreed and (5.2%) strongly agreed with the statement. The study findings suggested that the most (80.3%) of the respondents opined that radio commercials enabled reproductive women adopt family planning practices. This implies that having radio commercials creates awareness on family planning; thus, promote family planning among the reproductive women in the rural areas. This supports the findings of Rayuso (2009) that media remains powerful in promoting family planning. All most every media outlet has dedicated space and time for family planning issues, since it is a matter of public interest.

3.3 Descriptive statistics on application of messages heard about planning

For analysis, frequency and percentages of response for each item were determined and summarized in Table 3.3.

Table 3. 3: Descriptive statistics on application of messages heard about family planning

Statements		SD	D	U	A	SA
I use implant because of the messages from vernacular radio programmes	F	19	15	24	96	134
	%	6.6	5.2	8.3	33.3	46.5
I always use withdrawal due to the messages from vernacular radio programmes	F	99	102	28	34	25
	%	34.4	35.4	9.7	11.8	8.7
I use injections because of the messages from vernacular radio programmes	F	22	18	48	103	97
	%	7.6	6.3	16.7	35.8	33.7
I use coil because of the messages from vernacular radio programmes	F	44	45	27	80	82
	%	15.3	19.1	9.4	27.8	28.5
I use condom as a result of the messages from vernacular radio programmes	F	23	32	31	85	117
	%	8.0	11.1	10.8	29.5	40.6
I use emergency contraceptives because of the messages from vernacular radio programmes	F	122	111	13	24	18
	%	42.4	38.5	4.5	8.3	6.3

Source (Researcher, 2017)

Table 3.3 shows that (46.5%) of the respondents strongly agreed that they used implant as a result of the messages from vernacular radio programmes, (33.3%) agreed, (8.3%) of the respondents were undecided, (6.6%) strongly disagreed and (5.2%) disagreed with the statement. The study findings suggested that the most (79.9%) of the respondents believed that they used implant as a result of the messages from vernacular radio

programmes. This implies that through radio messages, the use of implant among the reproductive women in the rural areas is high; thus, promote family planning among the reproductive women in the rural areas. This is in line with the findings of Kincaid (2000) that individuals' exposure to mass media messages promoting family planning influences contraceptive behavior.

On the other hand, (35.4%) of the respondents disagreed that they always used withdrawal as a result of the messages from vernacular radio programmes, (34.4%) strongly disagreed, (11.8%) agreed, (9.7%) of the respondents were undecided and (8.7%) of the respondents strongly disagreed with the statement. It emerged from the study that most (69.8%) of the respondents opined that they never used withdrawal as a result of the messages from vernacular radio programmes. This implies that the use of withdrawals as a method of family planning is not common among the reproductive women in the rural areas.

In addition, (35.8%) of the respondents strongly agreed that they used injections as a result of the messages from vernacular radio programmes, (33.7%) agreed, (16.7%) of the respondents were undecided, (7.6%) strongly disagreed and (6.3%) disagreed with the statement. The study findings suggested that the most (69.5%) of the respondents opined that they used injections as a result of the messages from vernacular radio programmes. This implies that through radio messages, the use of injections among the reproductive women in the rural areas is high; thus, promote family planning among the reproductive women in the rural areas. This supports the findings of Kincaid (2000) use of modern contraception, intent to use, and desire for fewer children were found to be associated with exposure to media messages on family planning.

Similarly, (28.5%) of the respondents strongly agreed that they used coil as a result of the messages from vernacular radio programmes, (27.8%) agreed, (19.1%) disagreed, (15.3%) strongly disagreed and (9.4%) were undecided on the statement. The study findings suggested that the most (56.3%) of the respondents believed that they used coil as a result of the messages from vernacular radio programmes. This implies that through radio messages, the use of coil among the reproductive women in the rural areas is high, thus, promote family planning among the reproductive women in the rural areas. This supports the findings of Kane *et al.* (1998) who found that contraceptive knowledge and use and more favorable attitudes towards family planning were positively associated with the number of mass media interventions in Mali.

Moreover, (40.6%) of the respondents strongly agreed that they used condom as a result of the messages from vernacular radio programmes, (29.5%) agreed, (11.1%) disagreed, (10.8%) of the respondents were undecided and (8.0%) strongly disagreed with the statement. The study findings suggested that the most (70.1%) of the respondents opined that they used condom as a result of the messages from vernacular radio programmes. This implies that through radio messages, the use of condom among the reproductive women in the rural areas is high, thus, promote family planning among the reproductive women in the rural areas. This is in line with the findings of Prachi, Renjhen, *et al* (2008) that 31% had used condoms.

Lastly, (42.4%) of the respondents strongly disagreed that they used emergency contraceptives as a result of the messages from vernacular radio programmes, (38.5%) disagreed, (8.3%) agreed, (6.3%) strongly agreed and (4.5%) of the respondents were undecided on the statement. It emerged from the study that most (80.9%) of the respondents opined that they never used emergency contraceptives as a result of the messages from vernacular radio programmes. This implies that the use of emergency contraceptives as a method of family planning is not common among the reproductive women in the rural areas.

3.4 Challenges faced in promoting family planning messages

The study identified the challenges faced in promoting family planning messages. Therefore, to analyze the objective, the researcher adopted descriptive statistics (frequency and percentage) for the level of agreement on a five point Likert scale of the variable challenges (Table 3.4).

Descriptive statistics on challenges faced in promoting family planning messages

For analysis, frequency and percentages of response for each item were determined and summarized in Table 3.4

Table 4. 2: Descriptive statistics on challenges faced in promoting family planning messages

Statements		SD	D	U	A	SA
Different levels of literacy is a challenge faced in promoting family planning messages	F	6	17	9	139	117
	%	2.1	5.9	3.1	48.3	40.6
Religious barriers is a challenge faced in promoting family planning messages	F	36	17	18	133	84
	%	12.5	5.9	6.3	46.2	29.2
Lack of funds and sponsors of the programme is a challenge faced in promoting family planning messages	F	16	30	19	126	97
	%	5.6	10.4	6.6	43.8	33.7
Lack of airtime for airing is a challenge faced	F	6	11	35	80	156

in promoting family planning messages	%	2.1	3.8	12.2	27.8	54.2
The side effects with any family planning method is a challenge faced in promoting family planning messages	F	10	21	9	126	122
	%	3.5	7.3	3.1	43.8	42.4
Negative cultural factors is a challenge faced in promoting family planning messages	F	52	65	32	71	68
	%	18.1	22.6	11.1	24.7	23.6

Source (Researcher, 2017)

Table 3.4 shows that 139(48.3%) of the respondents agreed with the statement that different levels of literacy was a challenge faced in promoting family planning messages, 117(40.6%) strongly agreed, 17(5.9%) disagreed, 9(3.1%) of the respondents were undecided and 6(2.1%) strongly disagreed with the statement. The study findings suggested that the most 256(88.9%)of the respondents believed that different levels of literacy was a challenge faced in promoting family planning messages. This finding was supported by an interviewee who had the following to say:

...In every programme, education level is very important as a result of variation in literacy level, promoting family planning becomes a difficult because people with varying literacy levels have different views and perception ... *Female Participant, 46 years, Health Staff.*

This implies that dealing with people of a common literacy levels is likely to promote the knowledge of the family planning among the reproductive women in the rural areas. This supports the findings of Dagon (2001) that despite the media role in promoting family planning, women in the rural setup are unlikely to access information from print media due to high illiteracy level and they are likely to rely more on radio messages.

Similarly, (46.2%) of the respondents agreed with the statement that religious barriers was a challenge faced in promoting family planning messages, (29.2%) strongly agreed, (12.5%) strongly disagreed, (6.3%) of the respondents were undecided and (5.9%) of the respondents disagreed with the statement. It emerged from the study that most (75.4%)of the respondents opined that religious barriers was a challenge faced in promoting family planning messages. This finding was supported by an interviewee who had the following to say:

...Some religious beliefs do not support family planning through the use of contraceptives and this always hinder the promotion of family planning among the media personnel ... *Female Participant, 27 years, Media Personnel.*

This implies that dealing with people of a common religious belief that supports family planning is likely to promote the knowledge of the family planning among the reproductive women in the rural areas. In addition,(43.8%) of the respondents agreed with the statement that lack of funds and sponsors of the programme was a challenge faced in promoting family planning messages, (33.7%) strongly agreed, (10.4%) disagreed, (6.6%) of the respondents were undecided and (5.6%) strongly disagreed with the statement. The study findings suggested that the most (77.5%) of the respondents opined that lack of funds and sponsors of the programme was a challenge faced in promoting family planning messages. This finding was supported by an interviewee who had the following to say:

...Sometimes the media house might have the content of the best family planning programme but the lack airtime for airing as a result of low funds and sponsor might hinders the programme ... *Male Participant, 43 years, Media Personnel.*

This implies that mobilizing funds to ensure reliable and adequate funds is likely to promote the knowledge of the family planning among the reproductive women in the rural areas. This supports the findings of Huang *et al* (2006) that lack of funds and sponsorships affects media in coming up with programmes on family planning.

Moreover, (54.2%) of the respondents strongly agreed that lack of airtime for airing was a challenge faced in promoting family planning messages, (27.8%) agreed, (12.2%) of the respondents were undecided, (3.8%) disagreed and (2.1%) strongly disagreed with the statement. The study findings suggested that most (82.0%)of the respondents believed that lack of airtime for airing was a challenge faced in promoting family planning messages. This implies that having enough airtime for airing family planning programmes is likely to promote the knowledge of the family planning among the reproductive women in the rural areas. This supports the finding of Huang, Edgar, et al (2006) that the media house might have the content of the best family planning programme but the lack airtime for airing.

Similarly, (43.8%) of the respondents agreed with the statement that the side effects with any family planning method was a challenge faced in promoting family planning messages, (42.4%) strongly agreed, (7.3%) disagreed, (3.5%) strongly disagreed and (3.1%) of the respondents were undecided on the statement. The study findings suggested that the most (86.2%)of the respondents opined thatside effects with any family planning method was a challenge faced in promoting family planning messages. This finding was supported by an interviewee who had the following to say:

...Most of the women fear the side effects of some contraceptives and this negatively hinder the health practitioners and the media fraternity in promoting family planning among the reproductive women... *Female Participant, 37 years, Health staff.*

This implies that organizing trainings on the positive effects of the contraceptives is likely to promote the knowledge of the family planning among the reproductive women in the rural areas. Lastly, (24.7%) of the respondents strongly agreed with the statement that negative cultural factors was a challenge faced in promoting family planning messages, (23.6%) strongly agreed, (22.6%) disagreed, (18.1%) strongly disagreed and (11.1%) of the respondents were undecided on the statement. It emerged from the study that most (48.3%) of the respondents opined that negative cultural factors was a challenge faced in promoting family planning messages. This implies that having positive cultural beliefs is likely to promote the knowledge of the family planning among the reproductive women in the rural areas.

IV. CONCLUSION AND RECOMMENDATION OF THE STUDY

4.1 Conclusion

From the findings, the researcher concludes that messages aired through vernacular radio programmes promote family planning among women in rural areas. On the evaluation of the level of awareness on family planning methods among reproductive women, the study concludes that, through programmes on vernacular radio stations, reproductive women are aware of hormonal conception contraception (Pill and Depo Provera injection), barrier method contraception and emergency contraceptives. However, they do not have knowledge on fertility awareness, long acting reversible contraception and permanent contraception. On how radio messages contributed to family planning use among reproductive women, it is concluded that radio commercials, radio talk features radio talk shows ambles reproductive women to utilize the information and make any clarification. Moreover, on the application of messages heard about family planning, most of the reproductive women use implant, condom, coil and injections as a result of the messages from vernacular radio programmes. However, despite the radio messages, emergency contraceptives and withdrawal are always not being used. This is because of lack of awareness, high cost and their inaccessibility. On the challenges faced in promoting family planning messages, the study concluded that different levels of literacy, religious barriers, lack of funds and sponsors of the programme, lack of airtime for airing, side effects with any family planning method and negative cultural factors are the challenges faced in promoting family planning messages.

4.2 Recommendation of the study

From the findings, conclusions and the direction from the literature review, it is clear that messages aired through vernacular radio programmes promote family planning among women in rural areas, however, the intake is still low. Therefore, in order to enhance the uptake of family planning services as a bold step towards meeting the challenges envisaged in the Kenya's Vision 2030 and the realization of the SDGs, the following are recommended; The government through the Ministry of Health to revive and support family planning education at both household and community level that targets the woman and her partner. This could be undertaken through print and mass media, chiefs' *barazas*, market places as well as newsletters and posters.

Additionally, there should be a partnership between the vernacular radio stations and Ministry of Health to enable the media run the programs that encourage the uptake of contraceptives at household level through continuous catering of airtime, provisions of free contraceptives and supporting family planning outreach activities. To help reproductive women make informed choices and reduce the cost of family planning, the government should provide a media policy guideline that ensures accurate provision of information regarding family planning methods to help women make informed choices and reduce the cost of family planning. Lastly, creation of advocacy groups at community level and formation of lobby groups to enhance cultural change, awareness creation and counseling and integrating family planning services with HIV/AIDS are recommended. To gain a more robust understanding of the relationship between communication and health issues, the researcher suggests at least two areas for further research. Further research should be narrowed down to the messages aired through vernacular radio programmes and how they effectively promote family planning among Reproductive Women. Secondly, the mediating effect of the relationship between the messages aired through vernacular radio programmes and how they effectively promote family planning among reproductive women should be determined.

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