AN ASSESSMENT OF PUBLIC AWARENESS OF KENYA VISION 2030

BY

SHARON CHEPKOECH

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DECLARATION

Candidate's Declaration

I hereby declare that this study project is my original research and has not been previously submitted for any academic or professional qualifications in any learning institution.

Signature: Date: 14th November 2023

SHARON CHEPKOECH

K50/34791/2019

Declaration by Supervisor

The project has been submitted for examination with my approval as University Supervisor.

Signature   Date: 14th November 2023

PROF. GEORGE M. NYABUGA

DEDICATION

I dedicate this research project to my family, friends, and colleagues, whose unwavering support and encouragement have been invaluable. I offer my heartfelt gratitude, and may you abundantly be blessed.

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ABSTRACT

The Kenya Vision 2030 Delivery Board (VDB) is mandated to market Vision 2030 aggressively, publicize it, and communicate its activities and achievements to the public. Despite the much the VDB has achieved, there is a lack of awareness of the projects being implemented in the country. The purpose of this study was to critically analyze the public understanding of Kenya Vision 2030 by evaluating the communication channels used, the messaging strategies employed by the government, and the effectiveness of public awareness campaigns. The study reviewed the literature on the critical role of communication of the national government in enhancing public awareness to the public. Priming theory shaped the discourse on transmitting the Kenya Vision 2030 goals. The study utilized a qualitative descriptive research design to provide a detailed representation of the findings using document analysis of the Kenya Vision 2030 Delivery Secretariats' communication strategy and strategic plan and key informant interviews. The study targeted ten staff members from Kenya Vision 2030 Delivery Secretariat (VDS), the State Department for Economic Planning, and other Ministries, Departments, and Agencies implementing Kenya Vision 2030 using purposive sampling. Data was collected and analyzed using descriptive statistics and presented through thematic representations. The study established that the level of awareness among the staff members in the public sector is very high and that government websites are the ideal communication channels. Additionally, it was noted that VDS, through its communication strategy, has employed various communication channels to enhance awareness of the milestones and goals of Vision 2030 to the public. Further, the government has implemented various strategies such as distributing fliers, branded materials, translating the Vision 2030 documents to popular versions, and braille to enhance awareness among the public. Despite the efforts of the government to create awareness, respondents recommended additional measures to improve further public awareness, including lobbying for additional funds to increase the scale of use of the existing communication structures, aggressive use of social media platforms, use of pamphlets written in local languages and use of videos clips and pictures showcasing completed projects. The study finds that even though the government has yielded the most success in raising awareness, as evidenced by the respondents, it is worth noting that it lacks control over public opinions and expectations and warrants a need for more proactive measures.

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LIST OF ABBREVIATION

CIDP   County Integrated Development Plans

ERS   Economic Recovery Strategy

MDAs   Ministries, Departments and Agencies

MTPs   Medium-Term Plans

NARC   National Rainbow Coalition

OECD   Organization for Economic Cooperation and Development

SAGA   Semi-Autonomous Government Agency

SGR   Standard Gauge Rail

VDB   Vision 2030 Delivery Board

VDS   Vision 2030 Delivery Secretariat

CHAPTER ONE

INTRODUCTION

This chapter presents an overview of background information to the study. It discusses public awareness of Government projects with a focus on the Kenya Vision 2030. It also presents the problem statement highlighting lack of public awareness of the projects implemented in the country. It also covers study objectives, research questions, significance, and scope, as well as the study's limitations.

1.1 Background of the study

The Government of Kenya, guided by the Kenya Vision 2030 Blueprint and successive 5–year Medium-Term Plans (MTPs), implements several flagship programmes and projects at the national and county levels as guided by the '*County Integrated Development Plans*' (CIDPs). The Kenya Vision 2030 has 216 flagship programmes and projects outlined in the MTP III from 2018 to 2022. These flagship projects include *the Standard Gauge Rail* (SGR), the building of tier-one markets, the affordable housing programme, and judicial transformation (Leshore and Minja, 2019; Republic of Kenya, 2018).

The Kenya Vision 2030 Delivery Secretariat (VDS) is mandated to provide strategic leadership and coordination in realizing the overall goals of the Kenya Vision 2030 and its MTPs, as well as aggressively market the Vision, publicize, and communicate its activities and achievements to the people of Kenya. To successfully achieve these mandates, Ministries, Departments, and Agencies (MDAs) are charged with executing the development plans in the MTPs (Government of Kenya, 2009). Since its inception, Kenya Vision 2030 has achieved tremendous progress. Still, most citizens are unaware of these achievements because of inadequate communication models adopted by Ministries, Departments, and Agencies. This has created low visibility and awareness of Vision 2030 projects (Kamau, 2023)

The government has employed various methods to disseminate information and raise public awareness regarding project implementations. Government entities have devised and executed multiple Public Communication Strategies to reduce the gap between the general public and these entities' objectives. Illustratively, in January 2019, the former Cabinet Secretary, Mr. Joe Mucheru, inaugurated a task force dedicated to Government Information and Public

Communication. The primary objective of this task force was to explore mechanisms for streamlining information and public communication functions within public institutions, focusing on enhancing the provision of information to citizens and the media—this initiative aligned with the government's commitment to transparency and accountability (Korir, 2019).

The inception of the Office of Public Communications dates back to 2003, coinciding with the National Rainbow Coalition (NARC) assuming power after the 2002 general elections. This office's core purpose was to distribute government information to the public effectively. The Government Spokesperson is responsible for facilitating communication between the government, its constituents, and various stakeholders. The overarching aim is to establish an efficient and proactive government communication system through activities such as research, training, and the dissemination of information, all geared toward promoting good governance and fostering a positive image of Kenya (Ndoncho, 2019).

1.1.1 Public Awareness of Government Projects

Any policy decision that needs public support and behavioral change must have a public awareness and communications campaign (Baswony, 2014). Public awareness campaigns aim to affect behavior and foster social change by bringing the public's attention to specific public issues or problem areas. Improved public buy-in, awareness, and ownership should result from well-designed communication and publication awareness creation efforts (Cooke & Jutten, 2013; Oluoch et al., 2020).

Communication has been defined in various ways by scholars. Schramm (1962) characterizes communication as transmitting information and influence among individuals and within groups. Meanwhile, another definition by Akmpelu, Adewoyi, and Otunla (1999) states that communication is any interaction facilitated by signs governed by context-specific and content-coherent rules. Hartley (2002) defines communication as an inherently social interaction, emphasizing that communicative competence is the capacity to engage in intersubjective interactions. Communication competence pertains to establishing intersubjective relationships, underscoring the fundamentally social nature of communication (Hartley, 2002; Khasiebi, 2021).

Communication involves any act through which one person transmits or receives information from another person or source. For effective communication, the recipient must be interested in the conveyed information and possess desires, perceptions, knowledge, or affective states that enable them to receive and interpret the information effectively (Baran, 2009).

Communication may be intentional or unintentional, employ conventional or unconventional signals, take linguistic or non-linguistic forms, and occur through spoken or other modalities (Hybels & Weaver, 2009). Baran (2009) defines communication as "the process that encompasses all acts of transmitting messages through channels that connect individuals to languages. It also comprises the means by which such messages are received and stored. This definition includes the rules, customs, and conventions that define and govern human relationships and events (Taleb et al., 2017).

Effective communication necessitates the presence of a sender, a message, and a recipient, although the recipient need not be physically present or aware of the sender's intent to communicate at the time of the communication. Consequently, communication can occur across vast temporal and spatial distances (Velentzas, Mamalis, and Broni, 2010). The communication process is complete when the receiver comprehends the sender's message (Taleb et al., 2017).

When introducing a new public strategy, issue, or policy, securing the acceptance of the primary audience affected by these messages is imperative. In the context of public projects funded by taxpayers, it is crucial to garner public buy-in, awareness, and ownership, as this leads to enhanced monitoring and evaluation of project progress (Leshore and Minja, 2019). Consequently, it becomes essential to grasp the needs, desires, perceptions, and attitudes of the target audience regarding the proposed changes (Botan, 2017). This level of understanding is a fundamental component of what is recognized as social marketing (Oluoch et al., 2020).

1.1.2 Kenya Vision 2030

Kenya Vision 2030, the nation's extended-term development strategy encompassing the years 2008 to 2030, strives to metamorphose Kenya into a newly industrialized, middle-income state that guarantees its populace an elevated standard of living by 2030. Following the implementation of the Economic Recovery Strategy (ERS) for Wealth Creation between 2003 and 2007, which underscored the importance of comprehensive national long-range planning and development, the conception, formulation, and launch of Kenya Vision 2030 transpired (Kamau, 2023, Republic of Kenya, 2007).

In 2003, Kenya established a robust foundation on which to embark on the endeavor of shaping a globally competitive and prosperous economy. Kenya carried out substantial economic and structural reforms to address historical economic and social challenges, as delineated in the ERS during the 2003–2007 period. The ERS encompassed three primary pillars: the restoration

of economic growth within the framework of macroeconomic stability, the enhancement of equity and reduction of poverty, and the augmentation of governance to heighten the economy's efficacy and efficiency (Khasiebi, 2021; Republic of Kenya, 2003).

The formulation of the Vision was a product of a comprehensive and inclusive stakeholder consultation process, engaging Kenyan citizens from all corners of the nation. It drew upon insights from prominent local and international experts who offered perspectives on how newly industrialized nations worldwide had transitioned from impoverishment to widespread prosperity and parity (Leshore and Minja, 2019; Republic of Kenya, 2007).

1.2 Problem Statement

Participatory communication, a concept denoting a balanced and reciprocal exchange of information involving horizontal, vertical, and iterative flows, was referred to as such (Mbeke, 2007). Various stakeholders, including the government, the corporate sector, and civil society, employed communication to influence the design, execution, and monitoring of development activities. Nevertheless, despite the paramount importance of communication, particularly at the government level, there remained a deficiency in the seamless dissemination of information to the general populace. It is worth noting that most communication research has been conducted within the realms of business management and communication fields. However, the area of public administration has contributed limited insights regarding communication, its roles, and its impacts (Eunju, 2009; Khasiebi, 2021).

In the context of Kenya, establishing the '*Kenya Vision 2030 Delivery Board'* (VDB) was formally published in the special issue of Vol. CXI - No. 15 in February 2009 (Republic of Kenya, 2009). The VDB was entrusted with an advisory role, overall leadership, oversight, guidance, and policy direction in pursuing and realizing Vision 2030. Conversely, *'the Vision Delivery Secretariat'* (VDS) was mandated to vigorously promote the '*Vision and its Medium-Term Plans'* (MTPs) and disseminate information about its undertakings and achievements to the Kenyan populace. Collaborating with the Communications and Strategy Department, the Secretariat spearheaded diverse campaigns, including initiatives such as the "Tunatimiza" campaign and the 10th-anniversary Commemoration campaign (Khasiebi, 2021).

In the quest to ensure public involvement in the formulation, execution, and appraisal of government policies, former President Uhuru Kenyatta issued a directive about public communication and awareness of government accomplishments and projects (Oneya, 2010). This directive was aligned with one of the mandates of Kenya Vision 2030 (Khasiebi, 2021).

Despite the substantial strides made by the VDB and VDS in the context of the three Medium-Term Plans, there existed a research void concerning the effectiveness of the communication channels employed by '*Ministries, Departments, and Agencies'* (MDAs) in creating awareness among the public regarding Kenya Vision 2030 projects. Consequently, the citizens had been deprived of the opportunity to participate in policy and agenda formulation for implementation, resulting in a lack of awareness about the ongoing projects in the country.

Given this backdrop, the study endeavored to bridge this void by conducting a comprehensive analysis of public awareness regarding Kenya Vision 2030, particularly recognizing its character as a collaborative development blueprint necessitating communication between implementing agencies and the public (Khasiebi, 2021).

1.3 Objectives

1.3.1 General Objective

The study's general objective was to assess the public awareness of Kenya's Vision 2030.

1.3.2 Specific Objectives

i) To assess the channels of communication used by the Government to create awareness of Vision 2030 projects;

ii) To examine messaging strategies used in creating awareness of Vision 2030 projects to the public and

iii) To determine the effectiveness of public awareness strategies for communicating Vision 2030 projects.

1.4 Research Questions

The study sought to achieve the objectives by formulating the following research question, which guided the research process.

i) Which communication channels does the government use to create awareness of Vision 2030 projects?

ii) What messaging strategies does the government use to create awareness of Vision 2030 projects to the public?

iii) How effective does the government use the public awareness strategies to communicate Vision 2030 projects?

1.5 Significance of the study

The study will provide evidence of the communication strategies the Government has used to create awareness of its projects and programs. The study is also helpful as it will contribute to scholarship and other academic researchers seeking to research Kenya Vision 2030.

Non-Governmental Organizations and international entities can glean insights from this research, gaining a deeper understanding of the significant impact of communication in fostering public awareness.

Moreover, this study may serve as a point of reference for many stakeholders, particularly the State Department for Economic Planning, in service dissemination, knowledge-based decision-making, and policy formulation.

Furthermore, both researchers and policymakers can find utility in this research. It underscores the fundamental role of public communication in raising awareness about government projects and issues affecting the nation, shedding light on the government's approach to various challenges.

1.6 Scope and Limitations of the study

The study was entirely based on the Kenya Vision 2030 and the impact of communication on public awareness of government projects. It was based on the Kenyan landscape for which the Kenya Vision 2030 has been developed.

The study encountered certain potential limitations, which included the possibility of respondents harboring suspicions about the study's intentions. Such suspicion is common, particularly when respondents lack a clear understanding of the study's true purpose. To address this concern, efforts were made to transparently communicate the study's objectives and ultimate goals to the participants, ensuring their comfort and willingness to participate (Mbeke, 2007).

During the research process, there was also a likelihood of encountering reluctance among some respondents, potentially resulting in incomplete or inaccurate data. This, in turn, could have complicated the task of drawing valid conclusions. To mitigate this issue, the researcher reassured the respondents that the study was solely conducted for academic purposes (Khasiebi, 2021).

1.7 Chapter Summary

This study chapter focused on implementing several flagship programs and projects by the Government of Kenya, guided by the Kenya Vision 2030 Blueprint. It underscored the vital role of communication in augmenting public awareness and engagement in achieving these endeavors (Kamau, 2023; Republic of Kenya, 2007). Despite the significant strides, challenges persist in effectively communicating progress to the general population, resulting in limited public engagement and awareness. Through an in-depth analysis, the study seeks to evaluate the communication channels, messaging strategies, and the overall effectiveness of public awareness campaigns concerning the Vision 2030 projects. The findings are expected to advance scholarly research, guide policy formulation, and provide insights for various stakeholders, including government agencies and international organizations. While the study offers valuable insights, potential limitations such as respondent suspicion and reluctance may impact the data collection process, emphasizing the importance of ensuring clarity and transparency throughout the study.

<center>**CHAPTER TWO**</center>

<center>**LITERATURE REVIEW AND THEORETICAL FRAMEWORK**</center>

2.1 Introduction

This chapter covered and reviewed the literature on government communications channels and messaging strategies used to create awareness for the public. The literature review entailed a comprehensive review of existing studies. Similarly, this chapter provided the theoretical framework used in this study.

2.2 Public Awareness by the National Government

The government has historically played a pivotal role in employing communication and public awareness strategies to foster policy discourse and enhance the relevance of various policy issues (Flint, 2019). This signifies that the government determined the main direction, priorities, tasks, and scope of activity, along with the necessary financial and legal support. In such a context, public sector organizations not only possessed limited autonomy in critical operational aspects but also grappled with uncertainty, considering that changing the political majority could lead to substantial alterations in operational conditions (Hood & Head, 2018).

In contrast to the corporate sector, public communication, particularly government communication, has exhibited a significantly higher complexity concerning its objectives, requirements, target audiences, definition, and available resources (Canel & Luoma-aho, 2018). The environment in which government communication took place was intricate and organizationally diverse. Governmental communication frequently had to balance seemingly conflicting objectives imposed by political leaders. Much of the existing literature on political communication was inclined to focus primarily on executive communication at the presidential or prime ministerial levels (Canel & Sanders, 2012). In reality, a substantial portion of political communication research related to government communication only addressed matters concerning senior national government, such as media management and the rhetoric of officeholders. Nevertheless, the term "government communication" could also encompass the communication efforts of regional and local executive entities (Jenei, 2012).

It is recognized that public awareness creation and government communication are essential both for the government and the members of the public in equal measures. Members of the

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public benefit because of the information passed to them through awareness campaigns (Leshore and Minja, 2019). In the realm of government, political figures were required to proactively engage in long-term dialogues with citizen voters to uphold the public's loyalty and trust (Jackson & Lilleker, 2018). This necessitated a more strategic and forward-looking approach, as opposed to being reactive and purely technical (Kiousis & Strömbäck, 2020, p. 315). Adopting such an approach in the study of government communication carried several implications. Firstly, fostering relationships entailed an inherently strategic communication approach, and secondly, the purview of government communication extended beyond media relations to encompass activities like reputation and issues management (Flint, 2019).

Government communication has raised issues across multiple domains, including political communication, public relations, corporate communication, organizational communication, and strategic communication (Sanders, Canel & Holz-Bacha, 2019). Deliberations within these domains sought to elucidate the fundamental challenges confronting research in government communication (Canel & Sanders, 2012).

Numerous researchers have examined communication and public awareness creation from various angles. Liu and Horsley (2018) introduced a model for analyzing the relationship between governments and the public within the context of public relations. Gregory (2006) outlined a framework of competencies for government communicators to enhance the efficiency and consistency of communication practices across the government. Vos (2006) developed a model for assessing the effectiveness of government communication and public awareness creation. In the case of Liu et al. (2019), a comparative analysis of communication strategies employed by the government and corporations was conducted. Kim and Liu (2012) undertook a study to contrast crisis management approaches between the government and the private sector. Lee et al. (2012) elucidated tools for the execution of government public awareness initiatives from a public relations perspective, while Hong et al. (2012) worked on segmenting public audiences for the establishment of government public relations. Lastly, Da Silva and Batista (2007) explored the concept of government reputation within the context of business communication.

2.2.1 Communication Channels used by Government to Create Awareness

Organizations in the public sector are increasingly required by law to be open and transparent. This is necessary to ensure accountability mechanisms and that public sector entities carry out their functions according to relevant laws, regulations, and directives (Levay and Waks, 2019).

This implies that papers and actions created by public sector institutions are accessible to the public, interest groups, the media, and other actors (Waeraas & Maor, 2015). It can also imply that a third party may have the right to be informed before a choice is taken or that this third party may have the right to participate in planning and decision-making regarding particular issues (Scheufele & Tewkbury, 2007).

In a society that is becoming more regulated, one such scenario is where public sector communication has been heavily exploited in creating awareness and understanding regarding legal issues (Susan, 2018). In this process, public sector organizations will use communication to influence the knowledge, attitudes, and behaviors of the public or specific groups to further their political objectives rather than providing information upon request (Salomonsen, 2013).

Information sharing and the resulting discourse play integral roles in democratic governance, contributing to improved policy decisions (Levay & Waks, 2019). The widespread integration of social media into people's daily lives underscores that digital technology has significantly simplified communication (Susan, 2018). Nonetheless, many governments have missed opportunities to engage with their constituents meaningfully. This trend can be reversed by acknowledging the strategic importance of communication in policymaking, making timely investments to fortify it as a public function, and mandating two-way dialogues (Canel & Luoma-aho, 2018).

Research by the Organization for Economic Cooperation and Development (OECD) revealed that governments worldwide face direct consequences due to a lack of open, inclusive, and responsive communication (Mbeke, 2009). Waning trust in many countries is eroding democracy and presenting challenges to the institutions that underpin it, including traditional and new media, electoral processes, and public institutions at large. In 28 OECD member and non-member nations, more than half of the respondents expressed disillusionment with the political system (Edelman, 2021). In 21 countries, up to 60 percent of respondents believed that their government did not consider their views when formulating social policies (OECD, 2018). These findings significantly affect public trust in the government (Edelman, 2021).

The effectiveness of the communication and public awareness function as a tool for public policy and citizen trust hinges critically on its governance and the channels and strategies employed (OECD, 2017). The primary starting point for governments seeking to redefine how communication can better align with strategic objectives lies in the policy texts that confer authority (Canel & Sanders, 2018). Transitioning from predominantly tactical approaches to

more strategic ones will prove beneficial for governments in achieving more effective communication (Liu, Horsley, and Levenshus, 2019). This entails using communication strategies as guiding frameworks to shape how the function is executed in line with its stated mandate (Macnamara, 2017).

Public communication assumes immense significance in addressing the dual crisis of trust in information and government (Liu et al., 2019). However, a historical emphasis on top-down, one-way information dissemination and a focus on burnishing government reputations has impeded realising this function's full potential (Canel & Sanders, 2018). With an excessive concentration on securing visibility and approaches falling out of favour globally, communication continues to be closely associated with media relations and press offices. Furthermore, an emphasis on responsive communication that upholds open government principles of transparency, honesty, accountability, and stakeholder engagement may often face resistance and be perceived as risky (OECD, 2017).

2.2.2 Messaging Strategies used to Create Awareness

Information is released or made available to an unrestricted audience when it is disseminated. It protects a person's sacred right to seek, acquire, and freely share information and ideas (Gibson, Parvanta, Jeong, & Hornik, 2014). The information is disseminated by extensive communications, either with or without membership, on a basis that costs money or not at all.

When print media is used, a single issue, name, edition number, and date are printed in over one hundred or more copies in a print media course. Additionally, public, and cooperative telecommunication networks, broadcasts on television and radio, are used occasionally when large audiences are involved (Freimuth, Cole, and Kirby, 2018). According to Shepherd et al. (2006), many people have access to the media, regardless of how frequently they are updated, how long the data is supported, or any other factor. Globally, governments employed Public Information Campaigns (PICs) as pivotal policy tools (Rice and Atkin, 2012). PICs represent government-sponsored communication endeavors aimed at influencing the beliefs, attitudes, social norms, and actual behaviors of the public or a specific segment thereof (Weiss and Tschirhart, 1994).

Campaigns serve as one of the most prevalent and effective strategies for enhancing public awareness of governmental policies, fostering compliance, and promoting service utilization, as acknowledged by WPP Government and Public Sector Practice (2016). Recent trends

highlight the potential to harness campaigns for bolstering stakeholder engagement and reinforcing an ethical culture (Freimuth et al., 2018).

Media relations, the oldest and most established communication domain, is widely utilized to disseminate information and champion government priorities. Nevertheless, its capacity to enhance transparency remains underutilized (Susan, 2018). Interaction with the media primarily occurs through formalized channels such as press releases and conferences. Alternatively, maintaining ongoing dialogues with media outlets on matters extending beyond high-profile news stories, possibly through partnerships aimed at amplifying citizen participation opportunities, could be considered. Internal communication appears to be an undervalued competency marked by limited resources, insufficient training, and coordination challenges (Gibson et al., 2014). Nonetheless, it is pivotal in promoting a more effective public sector by fostering alignment with and supporting governmental priorities.

Aday, Brown, and Livingston (2018) stressed the importance of effectively communicating with the public and listening to their concerns and aspirations, incorporating these considerations into the policymaking and implementation processes. Crawford and Okigbo (2014) noted that many communication campaigns fall short when the target audience rejects the messages, often perceiving them as conflicting with their values and established practices. Additionally, poorly crafted, one-way communications that fail to engage a diverse audience demographic are typically met with resistance (Mauri, Ciceri, Songa, Sirca, Onorati, and Russo, 2014). Therefore, to be effective, public relations campaigns must address issues nonthreatening and inclusively, employing persuasive, logical, and emotional appeals designed to elicit desirable behaviors and attitudes through strategic communication tools.

Proficient governments employ strategic communication to advance their objectives, demonstrating expertise in various communication strategies and procedures (Boundless, 2017). For example, the White House Communications Office in the United States can promptly communicate with significant domestic and international media outlets (Caddy, Peixoto, & McNeil, 2007). Similarly, the United Kingdom's government communication machinery can distribute information to every household in the country within a 24-hour timeframe (Aday, Brown, & Livingston, 2018). Conversely, most developing nations rely on low-skilled personnel to manage public communication functions, mainly from Sub-Saharan Africa, including Kenya (Aday, Brown, & Livingston, 2018).

2.2.3 Effectiveness of Public Awareness Strategies

Governments played a pivotal role in dispelling misinformation and debunking conspiracy theories on sensitive topics. Despite the growing range of practices addressing this issue, many institutions worldwide grappled with establishing comprehensive strategies to combat and respond to misinformation (Cloete, 2019).

At the operational level, communication and public awareness played a critical role in strengthening governance by influencing the opinions, attitudes, and behaviors of leaders, policymakers, mid-level bureaucrats, and citizens to align with the goals of governance reform (Ritva & Jakob, 2015). These transformational processes for promoting pro-reform changes affected governance's supply and demand aspects. On a structural level, communication provides a framework for a national dialogue, creating an informed public opinion by connecting citizens, civil society, the media system, and the government (Susan, 2018). Understanding communication's structural and procedural dimensions became indispensable for effective governance transformation.

In the past, traditional media served as the primary means for citizens to receive information from their governments. However, today's landscape has shifted, with many alternative voices emerging through social media feeds, podcasts, and online videos, shaping public discourse worldwide (Cook, 2020). Effectively leveraging data related to these channels has become paramount for successful communication, as is using these channels strategically to engage a broader and more diverse public on topics of interest.

Nonetheless, as many as 26% of government centers did not specifically target audience segments in their communication efforts. Recent years have witnessed the disruptive proliferation of misinformation and disinformation, exacerbating the decline of traditional media and journalism sources, undermining policymaking, and fueling polarization (Reuters Institute, 2021).

To convey information and disseminate messages to decision-makers, communicators must use reputable media outlets (Mauri et al., 2014). In selecting the most effective messaging channels, communicators must consider the audience's access to various media resources and their preferences (World Health Organization, 2017). According to Rice and Atkin (2012), when assessing channels, it's imperative to consider their reach, ability to aid message recall, impact, and whether they stimulate action.

Choosing the proper media channels is vital in effective public relations planning (Davis, 2016). In the current digital-mobile era, categorising channels based on print, web, or broadcast is no longer sufficient (Taylor & Perry, 2015). Davis (2016) proposes examining them based on media ownership, ownership stake, purchase history, and other communication forms. Editorials hold significant influence in earned media, contributing to word-of-mouth publicity. This mode of communication boasts credibility, reaches large audiences, and excels in raising awareness (Taylor & Kent, 2017).

As Crawford and Okigbo (2014) emphasized, many communication campaigns falter when audiences reject perceived messages conflicting with established behaviors. Effective public communication campaigns must thus address these behaviors in an accommodating, non-threatening manner, utilizing appropriate emotional and logical persuasive appeals to elicit desired attitudes and behaviors (Gregory, 2005).

It is evident that numerous businesses generate vast amounts of new information daily using advanced tools, disseminating it through diverse channels (Ferris Research, 2006). These transactions encompass file transfers, instant messaging, emails, and other online activities (Taylor and Kent, 2017). Outbound message content requires active control to prevent data disclosure and ensure the distribution of only authorized information (Sheer & Ling, 2004). This content control encompasses monitoring electronic communications, including emails, instant chats, electronic documents, and web posts.

In the public sector, implementing policies can be costly, with expenses significantly increasing if citizens misunderstand or reject policy communications (Viswanath, 2014). Therefore, the messaging surrounding such initiatives should encourage public support for the government's vision, fostering long-term commitment. However, communication control and its role in public relations strategy has not received thorough attention in prior research.

2.3 Theoretical Framework

Communication stands as a pivotal element in the execution of any strategic development blueprint. It serves the essential function of evaluating the requirements of target demographics and aids in pinpointing suitable approaches for engaging effectively with these specific audiences. As Li et al. (2008) highlighted, proficient communication is significant in facilitating training, the dispersion of knowledge, and the acquisition of insights throughout the strategy implementation procedure. A successful strategy implementation process hinges on unambiguous and precise communication regarding the imperative for the strategic transition,

the rationale behind the change process, and the resultant effects on the existing state of affairs among employees.

2.3.1 Priming Theory

Priming theory is based on the idea that exposure to specific aspects of media content influences an individual's thoughts and behavior, meaning that specific mental representations or concepts can influence an individual's thinking and decision-making (Hoewe, 2020). In 1982, Iyengar, Peters, and Kinder initially identified and popularized the concept. During the 1980s and early 1990s, there was significant attention directed towards the theory of priming, which, built upon agenda setting, posited that mass media strongly influenced attitudes and audience message reception while also being contingent on predispositions, schemas, and other characteristics (Scheufele & Tewkbury, 2007).

The priming theory's initial premise suggested that when individuals acquire information, memory traces or "activation tags" form in their minds (Corbu, Nicoleta, Hosu & Olga, 2017). Scheufele (2000) explains the concept of "tags" as an idea where these activation tags traverse the audience's consciousness once a topic is primed. When a new topic is subsequently presented, it connects with a previously existing tag. However, this theory revolves around the idea that one's interpretation of subsequently acquired information is contingent on the earlier context of the topic. Subsequently, the concept of "tags" was replaced by the notions of accessibility and saliency of information in the audience's memory (Scheufele, 2000). Salience pertains to the ease with which information can be recalled from memory, making it relevant and accessible when constructing ideas and forming judgments. In the context of today's priming hypothesis, specific issues are presented as more salient in the media, affecting how viewers assess media content (Scheufele, 2000).

Priming is intricately connected to the agenda-setting theory as an outcome of agenda-setting. By creating public awareness of particular issues, the news media sets the agenda and dictates what should be considered crucial. Evaluations based on these issues are primed as a consequence. According to Scheufele (2000), agenda setting is a "natural extension" of priming, with agenda framing acting as the source of priming, albeit occurring at a distinct level of analysis. Setting the agenda primarily entails the media's allocation of weight to specific topics at a macro level, while priming delves into the accessibility of specific topics in an individual's memory at a micro level (Scheufele, 2000).

In line with the memory-based information processing model, which underpins priming, the ease of remembering associations directly affects the speed of forming judgments (Scheufele, 2000). The effects can be swiftly observed in terms of attitude accessibility. A study conducted in 2007 as per Carpentier (2014), demonstrated how triggering one notion influences subsequent assessments.

The priming theory significantly influences communication and public relations as it enables professionals to comprehend the effects of exposure on a topic and how these effects can have a lasting impact. According to the theory, any amount of content can begin shaping opinions, even if the audience is not actively engaged or attentive (Scheufele, 2000). This implies that a subtle, repetitive approach can influence an audience by simplifying the message for easy recall. Scheufele and Tewksbury (2007) contend that mere content exposure is sufficient for agenda-setting and priming.

Within the memory-based information processing model, a viewer's initial interest in a message will likely influence their later recollection of it (Scheufele and Tewksbury, 2007). This is a critical insight as it suggests that if a brand or organization makes a favorable initial impression on an audience, it is probable that positive sentiments will persist over time. Thus, in the current study context, the priming theory is expected to play a crucial role in shaping the discourse on the communication of the Kenya Vision 2030 plan. Priming, as an enhancer of media effects, has been demonstrated to impact audience evaluations and judgments, and this can subsequently be leveraged to influence the level and extent of public awareness regarding Kenya Vision 2030.

2.4 Chapter Summary

The literature covered in this chapter explored the utilization of communication and public awareness strategies by the national government, focusing on the intricacies involved in government communication compared to the corporate sector. It underscored the importance of establishing a sustained dialogue with citizens and the necessity for a proactive and strategic approach to government communication. Furthermore, the literature examined the critical role of effective messaging strategies, and the diverse communication channels governments employ to enhance public awareness. It also assessed the effectiveness of these strategies and the impact of the priming theory on shaping public perceptions and attitudes, with a specific focus on implementing Kenya Vision 2030.

The scrutiny of literature related to government communication provided valuable insights into the significance of contact and information in the nation's development. This laid a robust foundation for understanding the existing public awareness regarding Vision 2030 and how it could be improved through information dissemination, ensuring that the public had unrestricted access to Vision 2030-related information. As a result, this chapter served as a precursor to further exploration as the study proceeded to the research methodology phase, delving into the various research instruments employed.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research methodologies used in this study. The research instruments include research design, approach, target population, sample size and techniques, data collection methods, and data analysis techniques. This chapter also discusses the reliability and validity of research instruments and ethical considerations.

3.2 Research Design

A descriptive research design was utilized in this study to provide a precise depiction of the findings and to accomplish the study's objectives. The primary aim of this research design was to offer a detailed description of a phenomenon while gathering comprehensive data from diverse sources to attain a deeper insight into the participating population, encompassing their opinions, viewpoints, and attitudes (Nassaji, 2015). According to Boyce (2006), a research design serves as a blueprint guiding a researcher in organizing their activities. It encompasses the methodology and procedures adopted for conducting scientific research. Kothari (2012) defines the design of a study as the research type that functions as a roadmap for research, addressing at least four key issues: determining the research questions, identifying relevant data, deciding what data to collect, and specifying how to analyze the results.

3.3 Research Approach

Data in this study were gathered and analyzed using a qualitative methodology. Qualitative research is a method that aims to comprehend and interpret phenomena by exploring the underlying meanings within them (Denzin & Lincoln, 2018). This approach was well-suited for this study as it facilitated a more profound comprehension of the specific elements that impacted a particular phenomenon, focusing on the collection and examination of data gathered for the study.

3.4 Target Population

Castillo (2009) and Kothari (2012) defines population is defined as a group of individual cases, people, or objects sharing common observable characteristics and is the set of entities from which statistical inferences are to be made. According to Mugenda and Mugenda (2003) and Kothari (2014), target population encompasses the entire group of these individuals or objects

to which researchers aim to generalize their findings (Kothari, 2012). Moreover, the population encompasses a collection of events, people, services, elements, residences, or other entities that a researcher intends to investigate. It can also be described as the complete assembly of people, circumstances, or objects that exhibit similar observable characteristics (Creswell & Creswell, 2014).

For this study, the targeted population included a segment of the Kenya Vision 2030 Delivery Secretariat (VDS), staff from the State Department for Economic Planning, considering that Kenya Vision 2030 operates as a Semi-Autonomous Government Agency (SAGA) under this department, and personnel from specific Ministries, Departments, and Agencies (MDAs) responsible for implementing Kenya Vision 2030. The selected implementers encompassed those affiliated with various awareness campaigns conducted by the Kenya Vision 2030 Delivery Secretariat.

3.5 Sample size and Sampling Technique

A sample is defined as a proportion of the population under investigation (Kothari, 2014: Adit, 2020), while Kothari (2012) characterizes a sample as the chosen respondents who represent the entire population. Determining the appropriate sample size for a study depends on the duration of data collection and the necessity for sufficient statistical power (Alise & Teddlie, 2010). Babbie (2015) has emphasized the importance of keeping the sample size manageable to enable the researcher to obtain comprehensive data at a reasonable cost.

This study utilised a purposive sampling approach to select the sample from the target population. The selection criteria were based on the participants' familiarity with the research topic, in line with the recommendations of Creswell (2014), who suggests that researchers exercise their judgment when choosing population members to participate in the study. The purposive sampling method was deemed appropriate for this study, as it gathered data from a limited number of individuals affiliated with the Kenya Vision 2030 Delivery Secretariat, the State Department for Economic Planning, and the chosen implementers of Vision 2030.

Consequently, the sample size for the study consisted of 10 respondents, as indicated in Table 3.4.1.

Category	Target Population	Sample Size
Vision 2030 Delivery Secretariat staff	10	4
State Department for Economic Planning	5	2
Vision 2030 implementers	10	4
Total	**30**	**10**

Table 3.4.1 Sample Distribution

3.6 Data Collection Method

For this study, both primary and secondary sources were used to collect data. Preliminary data was collected from firsthand sources, while secondary data consisted of secondhand information from other sources. Primary data was collected using Key Informant Interviews administered directly to the respondents through phone calls for accessible data collection and analysis. Interviews, in this case, were used to study the effectiveness of awareness strategies that the government put in place to communicate Vision 2030 to the public. This data collection method also gathered insights on channels of communication and the messaging strategies used to create awareness of Vision 2030.

In contrast, the collection of secondary data relied on document analysis. Document analysis is a systematic procedure employed for scrutinizing and evaluating diverse document types, encompassing printed and electronic materials, comprising computer-based and internet-transmitted content. Document analysis shares similarities with other qualitative research analytical methods, demanding a thorough inspection and interpretation of data to extract meaning, enhance comprehension, and generate empirical knowledge, as outlined by Corbin and Strauss (2008).

The process of document analysis involved a comprehensive review of various documents published by the Kenya Vision 2030 Delivery Secretariat, including the organization's Communication Strategy and strategic plans. This document analysis method was employed to assess the effectiveness of the government's awareness strategies in conveying Vision 2030.

3.7 Data Analysis and Presentation

Creswell (2014) defines data analysis as a procedure that imparts order, structure, and significance to a study's vast amount of information. The application of descriptive statistics facilitated the depiction of sample data in a manner that accurately represents the typical participant and uncovers the prevalent response pattern. The data, once analyzed, was exhibited in the form of descriptions. The guide for document analysis, which served as the foundation for extracting qualitative data, was evaluated based on themes steered by the specific areas of

interest in the study and directed by the research questions. Ultimately, deductions and conclusions were formulated.

3.8 Reliability and Validity

3.8.1 Validity of the Research Instruments

Validity, in the context of research, refers to the extent to which the data analysis accurately reflects the phenomenon being studied. It is determined by the accuracy and significance of the inference drawn from the research results. The extent of validity is assessed by comparing the measurements with values that closely approximate the valid values. Inadequate validity can impede the characterization of relationships between variables in research data.

As Mugenda and Mugenda (2003) state, an instrument's validity becomes evident when it effectively serves its intended purpose. To establish face validity, the researcher and the supervisor sought expert opinions on the data collection instruments. Construct validity was ensured by carefully formulating indicators and measurements rooted in relevant existing knowledge. The interview exclusively incorporated pertinent questions tailored to gauge established indicators.

Criterion validity was ascertained by correlating correlations between the measurement results and those of the criterion measurement.

3.8.2 Reliability of the Research Instruments

Reliability pertains to the extent to which research consistently produces the same results or data when subjected to repeated trials. It quantifies the consistency exhibited by the research instruments or procedures. It essentially measures the ability to replicate a measurement. In cases of poor reliability, the precision of a single measurement is compromised, and the capacity to monitor changes in measurement studies is diminished (Creswell, 2014).

Qualitative research frequently entails the examination of the ever-changing social phenomena, shaped by numerous variable and contextual factors, which might undergo evolution or transformation throughout the research process. Moreover, qualitative research is often conducted in naturalistic and interactive settings, where the researcher and the participants may influence each other and the data generation process (Bobin, 2016). Ensuring reliability in qualitative research entails a meticulous and systematic approach to research planning and design. This process requires precisely articulating the research problem, purpose, questions,

and objectives, ensuring their alignment with pertinent theoretical and conceptual frameworks, paradigms, and methodologies. Furthermore, it entails the deliberate choice and substantiation of suitable data sources, methods, techniques, and tools tailored to the research's specific context and questions, all while ensuring their reliability and validity (Boyce & Neale, 2018).

3.9 Ethical considerations

During the study, the researcher sought informed consent from the respondents treated with respect and courtesy. For interviews, the study respondents were briefed on the study's purpose, rationale, and importance for their input before administering the instruments to them to enhance their understanding and acceptance of the study. This made it possible for them to voluntarily provide the required data adequately. For the secondary data, objectivity and transparency were observed to ensure that the findings represented the actual situation. At the end of the study, all the data collected was handled with care to ensure its integrity. The researcher ensured that the statistics generated from the study were truthful and verifiable.

3.10 Chapter Summary

In this study, a descriptive research design was employed to provide a detailed representation of the findings and fulfill the study's objectives. The study targeted a section of Kenya Vision 2030 Delivery Secretariat (VDS) and staff from the State Department for Economic Planning, employing a purposive sampling method to select participants. Data was collected through key informant interviews, analyzing the effectiveness of the awareness strategies, and document analysis, which involved an in-depth examination of various documents published by the Kenya Vision 2030 Delivery Secretariat. The study applied descriptive statistics for data analysis, emphasizing the presentation of findings through thematic representations. Furthermore, the study addressed reliability and validity concerns, ensuring the research instruments were consistently dependable and accurately reflected the phenomenon under investigation. Ethical considerations were carefully observed, with informed consent obtained from the participants.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1 Introduction

This chapter presents findings from a document analysis of the Kenya Vision 2030 Delivery Secretariat's Communication Strategy and Strategic Plan. It analyses the organization's communication channels and messaging strategies to create awareness of Kenya Vision 2030 to the public. This chapter also gathered from in-depth key informant interviews conducted with a diverse cohort of ten knowledgeable respondents. Key informant interviews were conducted through phone calls because participants were unavailable for one-on-one interviews. The interview guide in the appendix was used to acquire the primary data. The study sampled personnel with knowledge of communication of Kenya Vision 2030, including staff members from Kenya Vision 2030 Delivery Secretariat, the State Department for Economic Planning, and selected Implementers of Kenya Vision 2030.

4.2 Discussion of findings

To effectively execute the communication strategy, the secretariat identified the strategic goal of vigorously promoting and communicating Vision 2030 to all stakeholders, aiming to foster a sense of ownership and awareness among the staff and the public. Several vital resources were established to realize this goal, including developing progress reports for wider dissemination, launching an interactive website, active engagement on social media platforms, and producing informative brochures.

The Strategic plan centred around three Key Result Areas, with one explicitly targeting and cultivating ownership and awareness regarding Kenya Vision 2030. This objective has been met by implementing targeted communication campaigns tailored to various stakeholders, developing, and implementing a comprehensive social media engagement strategy, and co-branding flagship projects.

4.2.1 Relationship of respondent's work to Kenya Vison 2030

The study made it necessary to know the relationship between the work done by specific respondents and Kenya Vision 2030. Based on their responses, it was ascertained that a large majority of the respondents were responsible for monitoring and evaluating the Kenya Vision 2030. Some of the respondents were associated with the implementation of the economic and

macro pillar; others had the mandate of promoting gender equality as well as highlighting and documenting the progress and success of Kenya Vision 2030. These findings show that, to a large extent, the majority of the respondents taking part in the study were well-suited to provide the information required by the study.

4.2.2 Level of Awareness of Respondents of Kenya Vision 2030

The findings are shown below.
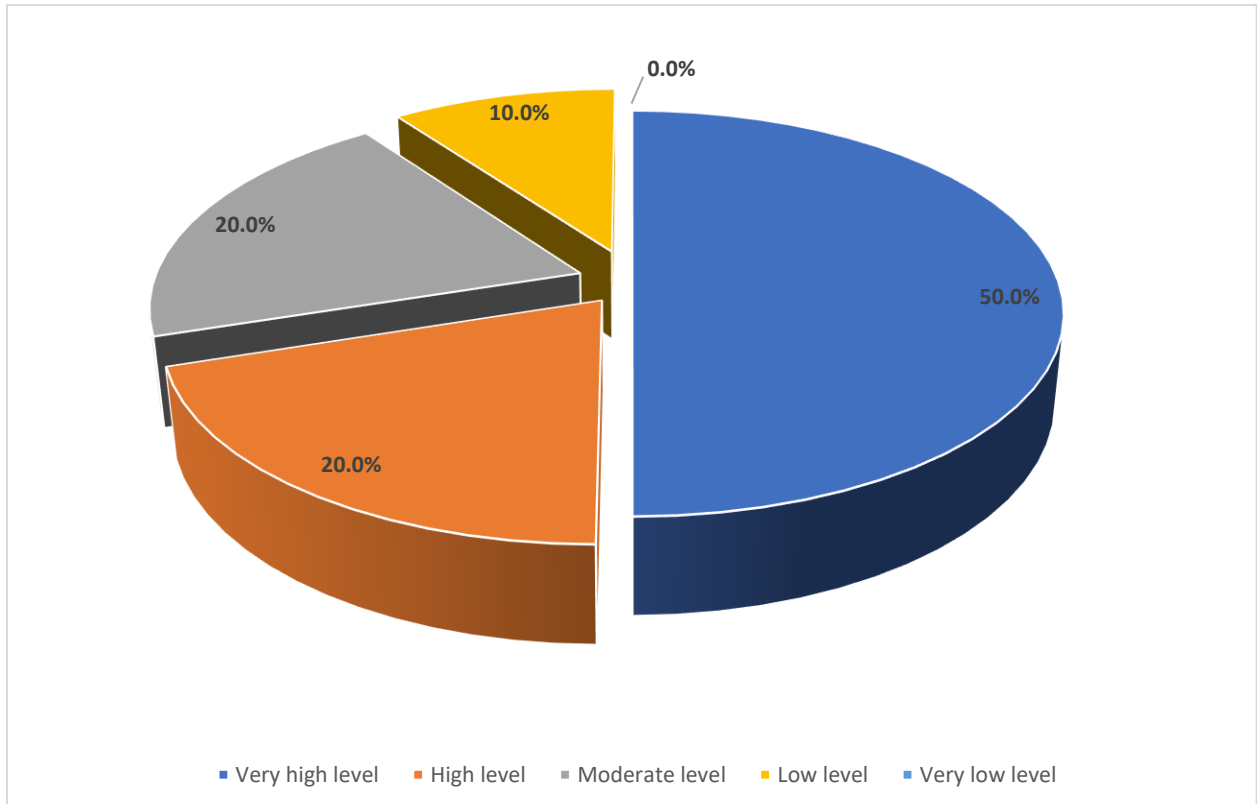
Figure 4.2.2: Level of Awareness of Kenya Vision 2030

Based on the findings from the key informant interviews conducted, it was ascertained by most of the respondents that there is a high level of awareness of Kenya Vision 2030. This can be associated with the high level of publicity that has been done concerning Kenya Vision 2030. It is, therefore, evident from the findings that there is a very high level of awareness concerning the Kenya Vision 2030, which can directly translate to the level of awareness that the public members have concerning it.

4.3 Channels of Communication Used to Access Information on Kenya Vision 2030

In devising an effective communication strategy, the Kenya Vision 2030 Delivery Secretariat identified a range of communication channels to create extensive awareness among the public. Leveraging a comprehensive approach, the Secretariat utilized a combination of traditional and

digital mediums. Firstly, they optimized their outreach through traditional channels such as Television and radio, ensuring their messages reached a broad audience. Simultaneously, they harnessed the power of digital platforms, including social media platforms (Twitter, Facebook, YouTube), to engage with a tech-savvy audience and foster interactive discussions. Furthermore, they established an informative and user-friendly website with regular updates and email newsletters to targeted stakeholders, ensuring a cohesive and comprehensive approach to public awareness.

Based on the findings from the interviews conducted, as relayed in the figure below, it is evident that government websites form the largest source of information on Kenya Vision 2030. This is according to the responses whereby 50 per cent cited government websites, 20 per cent cited print media consisting of newspapers, magazines, and reports. Further, 20 per cent cited social media platforms comprised of Facebook, Twitter, Instagram, and YouTube, and 10 per cent of the respondents cited traditional media outlets. The findings show that government websites disseminate information concerning Vision 2030, and traditional media outlets are the least used.
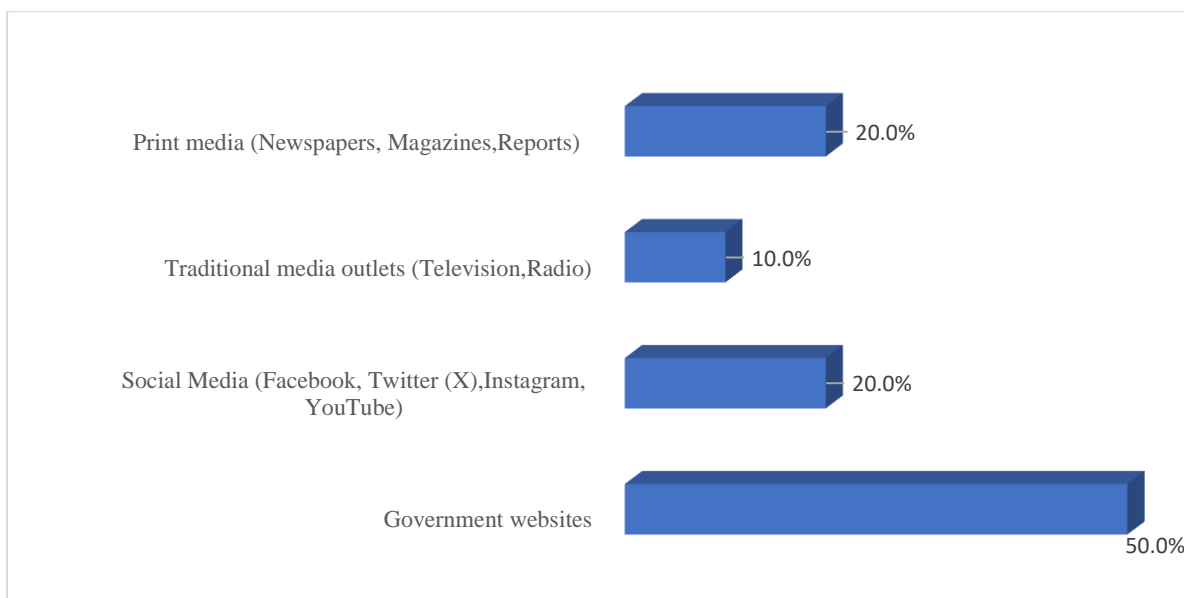
The findings have been presented in the Figure below.

Figure 4.3: Channels of Communication used for Kenya Vision 2030

The researcher sought to ascertain why the cited channels were preferred for getting information on Kenya Vision 2030. This was meant to shed light on the level of effectiveness of the channels in relaying information concerning Vision 2030. Based on the responses, it was established that government websites are accessible to public officers because they work for the government. Government websites were also associated with credibility and ease of accessibility that individuals working in Government have. Print media was associated with credibility as the public believes that much of the information availed through print media is verified before being made public. For this reason, it is preferred as a source of information on Kenya Vision 2030.

According to the findings, it was established that the use of social media platforms as a means of staying informed had 20 per cent of citations from the respondents, and they stated that social media platforms are preferred because they have extensive coverage and can, therefore, get to a large audience compared to the other channels. Further, social media platforms have the aspect of being current as information is updated in real-time. Concerning traditional media like radio and television, it was established that they are used because of their ability to reach substantial populations at a time and that they majorly relay information to the lowest members of society who do not have access to all the other sources of information cited earlier. Individually, the respondents preferred getting information from the government website because they could access it conveniently.

These findings align with the submissions of the OECD (2017), which indicate that the level of public awareness success depends on the tools that governments use. For governments looking to change how communication can better support strategic goals, the policy texts that provide authority are the main place to start (Sanders & Canel, 2018). Further, Liu, Horsley, and Levenshus (2019) state that governments will gain from moving from merely tactical approaches to more strategic ones to achieve more effective communication.

4.4 Messaging Strategies Employed by the Government to Create Awareness

Assessing the government's messaging strategies for creating awareness of the Kenya Vision 2030 has been deemed crucial. The communication strategy highlights various messaging approaches, including a comprehensive landscape assessment through targeted research among key stakeholders to validate recommendations and further enhance the strategy. Data collection methods, such as questionnaires and corporate surveillance, will be employed to conduct this

research among board members, leadership, staff, public officers, private sector entities, media representatives, and the public.

Additionally, the organization has identified the development of communication assets as a key advocacy-building strategy, aiming to equip staff, leadership, board members, and the public to advocate for the vision effectively. This initiative also fosters stakeholder trust through engaging narratives that emphasize the importance and methods of advocacy while leveraging relevant communication principles to strengthen the effectiveness of this approach.

In order to establish a robust communication framework, the private sector must integrate the language of Vision 2030 into their press releases and speeches, aligning their commercial endeavors with the vision's objectives. A comprehensive analysis of the existing perception of Vision 2030 supplemented this effort. The organization recommended reframing the narrative, emphasizing concise language that evokes a familiar and established image of Vision 2030. Reframing the language entails cultivating a sense of relatability for the public by identifying both the beneficiaries and the contributors, thus emphasizing the mutual opportunities presented.

After reframing the language, the fourth strategic step involves the implementation of the campaign model. This entails the identification of a suitable candidate, a platform for promoting the candidate, and a proactive approach to mobilizing stakeholders, ensuring continued relevance. A comprehensive media strategy will also be employed, encompassing a 360-degree approach that integrates earned and paid media, digital and social media channels, and influencer marketing. These campaigns are instrumental in fostering grassroots movements. Notably, Kenya Vision 2030 Delivery Secretariat has actively pursued campaigns, with the 2018-10th year anniversary campaign focusing on educating the public about the purpose, impact, and success stories of Vision 2030. Furthermore, the campaign sought to recruit advocates to passionately champion Vision 2030, enhancing audience engagement with a sustainable approach.

The table below highlights the organisation's key messaging strategies through the communication strategy.

Messaging strategies employed by VDS' Communication Strategy
Undertaking the landscape from key audience
Building advocacy by equipping staff & board members and the public
Building a communication system
Rollout campaigns

Table 4.4.1: Messaging Strategies Employed by VDS' Communication Strategy

Based on the interview findings from the ten respondents, the table below relays the messaging strategies employed by the government to create awareness about the Kenya Vision 2030.

Messaging Strategies Employed by the Government to Create Awareness
Printing of fliers
Preparing simplified versions of the vision in Kiswahili and English
Organizing village meetings (*Barazas*)
Media announcements
Availing materials that are branded (Booklets and T-shirts)
Organizing and attending talk shows
Increasing online presence through social media and the official website
Doing press releases
Circulars from the head of public service
Both direct and indirect stakeholder engagements

Table 4.4.2: Messaging Strategies Employed by the Government to Create Awareness

Table 4.4.2 shows the government's strategies to pass information and create awareness concerning the Kenya Vision 2030. Based on the table, it is evident that the government has employed several strategies to ensure a continued awareness of the Kenya Vision 2030 among members of the public. From the table, among the strategies used are printing fliers, which are then given out to the public members to ensure they are aware of Vision 2030 and its aims. The government has also given out branded materials to increase the level of visibility and awareness among members of the public. The government has also embarked on printing popular versions and braille versions of the Kenya Vision 2030, which is translated into Swahili and then given out to members of the public. This is aimed at enhancing the level of awareness

by having a large number of people who understand the ideals of the vision. The government has also used village meetings (Barazas) to create awareness about the Kenya Vision 2030, and this is done in the local villages through chiefs and other community leaders.

The respondents also indicated that the government has used media announcements in collaboration with local media outlets. The respondents indicated that the government does press releases through mainstream media to create awareness about Kenya Vision 2030. Participating in talk shows organized by media stations is another way the government disseminates information concerning Vision 2030. Social media has also been used to increase the amount of information made available on social media. Another strategy cited by respondents was the use of circulars from the Head of Public Service to create awareness and use both direct and indirect stakeholder engagement.

These findings show that the government has done a lot to create awareness about the Kenya Vision 2030, and various strategies have been used effectively to achieve high levels of awareness.

Macnamara (2017) pointed out that using communication strategies more frequently is a road map that can direct how communication is carried out in accordance with its intended mandate. According to Aday, Brown, and Livingston (2018), to effectively communicate with the public, it is vital to listen to their concerns and aspirations and incorporate them into developing and implementing communication policies. This implies that communication strategies should be developed with the audience in mind to meet their expectations through the message.

4.4.1 Strengths and Weaknesses of the Messaging Strategies

It was important to ascertain the strengths and weaknesses of these messaging strategies in effectively conveying the goals and objectives of the Kenya Vision 2030. According to the findings from the respondents, most of the strategies used have been able to reach the targeted audience effectively and have also been properly understood. However, several of them have weaknesses that curtail their effectiveness. It was established that these strategies fail to appeal to most of the population since they are not presented in the local languages. Most of these strategies require active participation on the part of the members of the public, which in most cases translates to financial obligations. Most members of the public who are very poor cannot afford internet, electricity, or even buy newspapers. Further, when printed material is given out, it is only done in urban centers, leaving out the people living in the villages. Most talk shows are in English or Swahili, limiting access to only the educated.

The online and printed booklets have been lauded as good but must be shared widely to increase their reach. Compressing the booklets to result in an easily digestible popular version would be appropriate. The kind of awareness that has been created has led to misinformation, making many members of the public only view the Kenya Vision 2030 as a development idea, and very little is known about the institutionalization of the Kenya Vision 2030 into an organization. Due to this, several government officials are not aware of the goals and how these goals relate to their work.

Aday, Brown, and Livingston (2018) emphasize that to be successful, communication campaigns need to skillfully address issues in a manner that is either direct or indirect, non-threatening, and inclusive. They should employ persuasive strategies using logical and emotional appeals to encourage desirable behaviors and attitudes. This can be achieved through tools such as strategic communication.

Weaknesses of Messaging Strategies
Lack of appeal
Language barriers
Low coverage
Difficulty to understand.
Misrepresentation of information
High cost of internet

Table 4.4.3: Weaknesses of Messaging Strategies

4.5 Effectiveness of Public Awareness Strategies

4.5.1 Effectiveness of the Government's Strategies for Creating Awareness about Kenya Vision 2030.

The research sought to study the effectiveness of strategies used by the government. The government's strategies for creating awareness have overall been moderately effective. This is because public members are slightly aware of the Kenya Vision 2030, implying that they have been reached with information concerning this subject. Further, all flagship projects have the Vision 2030 logo, and progress reports have been produced annually to show how much has been done. However, the government has not been able to manage the perceptions and expectations of the members of the public, calling for more to be done. Having been around for more than 10 years, it is important to take stock of what has been achieved so far and make this information available to the public. The respondents stated that the level of awareness had

not increased much despite the numerous strategies used by the government to raise awareness. Therefore, different approaches should be taken by the government to achieve effectiveness. The respondents indicated that apart from publicizing Vision 2030, the government should also compile, print, and publish annual progress reports on all government sectors and their related agencies.

In addition to the findings above, Freimuth, Cole, and Kirby (2018) stated that public and cooperative telecommunication networks, broadcasts on television and radio, are used occasionally when large audiences are involved. This implies that the effectiveness of whichever strategy the government adopts is determined by its ability to reach large audiences at a time, hence meeting the intended purpose of disseminating information. According to Shepherd et al. (2015), many people have access to the media, regardless of how frequently they are updated, how long the data is supported, or any other factor. Globally, governments utilize Public Information Campaigns (PICs) as essential policy initiatives (Rice and Atkin, 2012).

4.5.2 Changes or Initiatives that the Government should consider.

The study sought to determine the changes or initiatives the government should consider to enhance its efforts in creating awareness among the public about Kenya Vision 2030. The responses varied and touched mainly on strategies and approaches that the government, through the Secretariat, should adopt to ensure that the sensitization process succeeds by achieving its intended purpose. Information dissemination mechanisms are very crucial in managing perceptions and expectations. The secretariat should publish all the achievements in all the sectors in a simplified yet easy-to-understand version so that the people can see them. The respondents also suggested that more awareness campaigns should be done on mainstream radio and TV stations. Further, social media platforms that promote sensitization about Vision 2030 should be popularized. To overcome the language challenge, the respondents pointed out that the Vision 2030 should be translated to local languages, braille, and Kiswahili so that it reaches a much larger population than it currently does.

The government should engage in regular capacity-building initiatives for government officials on how their activities should align with Vision 2030 to ensure the fulfillment of their goals. Sensitization should be devolved to the county governments to help the national government sensitize the public concerning Vision 2030. The body tasked with implementing Vision 2030 should be given more visibility by being given autonomy so that members of the public can

understand that there is an organization tasked with the rolling out of Vision 2030 and, at the same time, understand its functions. The government should consider increasing the budget allocations directed towards sensitization of the public concerning the Kenya Vision 2030 while at the same time showing the progress of critical projects and the long-term effects they are likely to have on the communities living around them and the country. This way, public members will be more aware of the strides.

According to Susan (2018), knowing communication's structural and procedural dimensions is essential for successful governance transformation. Based on this, it would be important that the government formulates communication approaches while emphasizing the basic characteristics of communication and how likely it is that the messages, they send will reach the target audiences properly. According to a study by the Reuters Institute (2021), many government agencies do not specifically target any audience segments in their communication. This led to the conclusion that the information ecosystem has been disturbed in recent years by the unprecedented dissemination of misinformation and disinformation, which has undermined policy and increased polarization.

4.5.3 Effective Strategies, Channels, or Outreach Methods that can be used.

The study sought to find out if there are more effective strategies, communication channels, or outreach methods that would be more effective in ensuring that the vision is well-understood and supported by a wider audience. The respondents indicated that the existing methods should be used, with more funding to enhance efficacy. Social media should be used more, especially Instagram, Twitter, and YouTube, as these forms of communication can be easily accessed by large groups simultaneously. When using these platforms, emphasis should be put on visualization by displaying images taken from project sites of completed projects and those still in progress. The threshold of reach should be increased so that more members of the public can be reached with information concerning the Kenya Vision 2030. More effort should be directed towards the production of pamphlets in local languages. According to (Mauri et al., 2014), to effectively distribute information and spread messages to decision-makers, effective communication necessitates that communicators employ reputable media outlets. As a result, in order to choose the most effective messaging channels, communicators must examine the audience's access to various media resources and preferences (World Health Organization, 2017). According to Rice and Atkin (2012), while ranking channels, it is important to consider their reach, or the number of people who will see, read, or hear a message, as well as methods the channel uses to support recalling of messages, impact, or whether the message evokes

action. The following table shows the strategies, media, and outreach methods that the respondents recommended.

Effective Strategies, Channels, or Outreach Methods
More funds to increase the scale of use of the existing communication structures
Social media, especially Instagram, Twitter, and YouTube, should be used more.
Use of pamphlets written in local languages
Videos and pictures portraying completed projects should be uploaded more frequently.

Table 4.5.3: Effective Strategies, Channels, or Outreach Methods that can be used.

4.6 Chapter Summary

This chapter analyzes, presents, and discusses the study's findings. The VDS employed various channels to promote and communicate Vision 2030 to all stakeholders effectively. Government websites were highlighted as the primary source of information, followed by print media and social media platforms, each associated with benefits like accessibility, credibility, and broad coverage. The Secretariat's communication strategy integrated traditional and digital platforms, utilizing television, radio, an interactive website, social media engagement, and targeted email newsletters. Further, the government implemented strategies such as distributing fliers branded materials, and translating the Vision 2030 blueprint, aiming to enhance visibility and awareness among the public. Despite the moderate effectiveness of these strategies, respondents recommended additional measures to improve public awareness further.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter provides conclusions of the study based on the research objectives guided by research questions. It also outlines the recommendations from respondents for further studies.

5.2 Conclusions of the Study

This study sought to assess the public awareness of Kenya Vision 2030. This research was based on three objectives: to assess the channels of communication used by the Government to create awareness of Vision 2030 projects, to examine messaging strategies used to create awareness to the public and to determine the effectiveness of the public awareness strategies used to communicate Vision 2030.

5.2.1 Channels of Communication Used to Access Information on Kenya Vision 2030

The Kenya Vision 2030 Delivery Secretariat employed a comprehensive communication strategy that integrated traditional and digital mediums to raise awareness about their initiatives. They utilized television, radio, and a user-friendly website alongside social media platforms like Twitter, Facebook, and YouTube to engage a diverse audience. According to research findings, government websites were the most relied-upon source for information on Kenya Vision 2030, followed by print media, social media, and traditional media. Respondents highlighted the accessibility and credibility of government websites, the verified nature of print media, the broad reach and real-time updates of social media, and the ability of traditional media to reach the masses. These findings emphasized the significance of effective communication tools and the transition from tactical to strategic communication approaches for governments to achieve successful public awareness.

5.2.2 Messaging Strategies Employed by the Government to Create Awareness

The evaluation of the government's messaging strategies for promoting awareness of the Kenya Vision 2030 underscores the thorough approach taken by the Kenya Vision 2030 Delivery Secretariat. Integrating various communication assets, including strategic language reframing, comprehensive campaigns, and community engagement initiatives, has yielded substantial progress in fostering public awareness. The use of diverse communication channels, such as traditional media, social media, and community-based initiatives, has effectively

disseminated information and mobilized stakeholders, demonstrating a concerted effort to ensure wide-reaching visibility, and understanding of the vision's objectives. The alignment of communication strategies with the expectations and aspirations of the public, as emphasized by Macnamara (2017) and Aday, Brown, and Livingston (2018), serves as a guiding principle for implementing effective communication initiatives. This ensures that the messaging resonates with the target audience. Overall, these findings underscore the government's commitment to providing comprehensive and inclusive communication strategies that actively involve the public and stakeholders in realizing the objectives of the Kenya Vision 2030.

5.2.3 Effectiveness of Public Awareness Strategies

The assessment of the government's awareness strategies for the Kenya Vision 2030 has revealed a mixed level of effectiveness, with moderate success in reaching the public and disseminating information but limited success in managing public perceptions and expectations. While the presence of the Vision 2030 logo on flagship projects and the annual publication of progress reports have contributed to some level of awareness, the research highlights the need for a more comprehensive and transparent approach, emphasizing the importance of making detailed progress reports accessible to the public. The findings underscore the government's need to employ innovative and diversified approaches to improve the effectiveness of its communication strategies and enhance public understanding and engagement with the Vision 2030 goals.

Additionally, the insights from Freimuth, Cole, and Kirby (2018) and Shepherd et al. (2015) reinforce the significance of utilizing various communication channels, particularly mass media, to effectively disseminate information to a wide audience, underscoring the crucial role of public information campaigns as a pivotal policy tool for governments globally (Rice and Atkin, 2012). These insights collectively emphasized the importance of continuous and dynamic communication efforts to foster a deeper public understanding and appreciation of the Kenya Vision 2030.

In summary, the government's endeavors to raise awareness have yielded modest success, as evidenced by the respondents' limited but existent knowledge of Vision 2030. It is worth noting that the governments' efforts demonstrate commitment to employing diverse and inclusive communication strategies to enhance awareness of their projects and initiatives to public. Nevertheless, the government, despite its efforts, lacks control over public opinions and expectations, indicating a need for more proactive measures.

5.4 Recommendations

Based on the research findings and conclusions, it is recommended that the Secretariat ensure the publication of their documents is in a format that is both clear and concise, allowing the public to comprehend better the progress achieved in implementing the Vision 2030 objectives. Furthermore, it is recommended to launch additional awareness campaigns nationwide on popular radio and television stations. Moreover, there should be an enhanced promotion of social media channels dedicated to raising awareness about Vision 2030. Respondents also highlighted the importance of overcoming language barriers by translating Vision 2030 into regional dialects, braille, and Swahili to reach a significantly larger audience than it currently does.

To ensure the attainment of the goals set by Vision 2030, the government must engage in capacity development initiatives for its personnel consistently. Additionally, to effectively educate the public about Vision 2030, the national government should consider delegating the sensitization process to the county level. The outreach threshold must be heightened to expand the dissemination of information about Kenya Vision 2030 to a larger audience.

5.5 Recommendations for Further Study

Additional research is warranted on the same subject, explicitly focusing on government communication as a comprehensive concept. This approach would provide a more comprehensive understanding of government communication overall.

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APPENDICES

APPENDIX 1: INTERVIEW GUIDE

INTERVIEW GUIDE
Duration of the interview – 30 minutes
1. Introduction
- Begin the interview by introducing yourself.
- Briefly explain the purpose of the interview and how the information will be used.
- Assure the interviewee of confidentiality if applicable.
- Ask for consent to record the interview.
2. Background Information
- Collect basic demographic information about the interviewee (e.g., name, gender, age, job title).
3. Key Questions
- Briefly tell us about yourself and your work.
- How is your work related to Kenya Vision 2030?
- What is your level of awareness of Kenya Vision 2030?
- Which of the following **channels of communication** do you rely on to access information related to Kenya Vision 2030?   1. Government websites   2. Social Media (Facebook, Twitter (X), Instagram, YouTube)   3. Traditional media outlets (Television, Radio)   4. Print media (Newspapers, Magazines, Reports)
- Why do you find these channels effective or preferred for staying informed about Kenya Vision 2030?
- Please describe the **messaging strategies** employed by the government to create awareness about Kenya Vision 2030?
- What do you think are the strengths and weaknesses of these messaging strategies in effectively conveying the goals and objectives of the Kenya Vision 2030 to the public?
- **How effective** do you believe the government's strategies for creating awareness about Kenya Vision 2030 have been? Share specific examples if any
- In your opinion, what changes or initiatives do you think the government should consider enhancing its efforts in creating awareness among the public about Kenya Vision 2030?
- Are there specific strategies, communication channels, or outreach methods that you believe would be more effective in ensuring that the vision is well-understood and supported by a wider audience?
4. Closing Questions
- Ask if the interviewee has anything else they would like to add
- Thank the interviewee for their time and participation.
5. End the Interview
- Thank the interviewee once again for their participation
- If the interview was recorded, confirm that you have captured accurate contact information in case of follow up.

APPENDIX 2: DOCUMENT ANALYSIS GUIDE: INTERVIEW TRANSCRIPTS

Research Project	A Critical Analysis of Public Awareness of Kenya Vision 2030
Researcher	Sharon Chepkoech
Purpose of Analysis	The purpose of this document is to extract meaning insights, themes, and patterns from the interview transcripts to answer research questions and achieve research objectives.
Data Source	Interview transcripts from (Specify the number of interviews and interviewees' details if necessary).

Step 1: Familiarization
Read through each transcript to gain general understanding of the content.
Document initial thoughts, initial patterns or themes that stand out.

Step 2: Data Coding
As you read transcripts, start coding specific phrases, sentences or paragraphs that are relevant to the research objective.
Identify emerging themes across the transcripts.
Create thematic categories and label them accordingly.

Step 3: Categorization and theme development
Group similar codes into broader categories or themes which should present key topics or issues related to the research.
Continually refine and adjust the thematic categories as you progress through the analysis.

Step 4: Data Synthesis
Review and summarize the content within each them or category, highlighting key points and noteworthy quotations or examples
Compare and contrast by analyzing how themes relate or contradict to each other

Step 5: Interpretation and Conclusions
Offer interpretations and explanations for the themes and patterns identified while relating to the findings to the research objectives and questions

Provide evidence from the interview transcripts (Quotes, examples) to support interpretation and conclusions
Step 6: Report Writing
Develop a coherent narrative that presents the analyzed data, including the identified themes and their implications for the research
Suggest recommendations or actions based on the analysis findings
Step 7: Validation
Consider conducting a peer review or involving other researchers to validate the analysis and ensure trustworthiness of your findings
Step 8: Reflexivity and Ethical Considerations
Reflect on your own biases and assumptions that may have influenced the analysis. Document any potential sources of bias
Ensure that the analysis respects confidentiality and privacy of interviewees
Step 9: Documentation and Storage
Maintain a detailed record of your analysis process, including notes, decisions, and any changes made during the analysis
Step 10: Final Review
Conduct a final review of your analysis to ensure accuracy and completeness