

**DETERMINING THE IMPACT OF ABSTINENCE CAMPAIGNS
IN REDUCING TEENAGE PREGNANCY IN MATHARE
NORTH SUB LOCATION, A CASE STUDY OF: *You think that is
dump. So is teenage sex. Be smart abstain,* TELEVISION
CAMPAIGN.**

BY

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DECLARATION

This research project is my original work and has never been presented for a degree in any other university.

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Signature.....

Date.....

This research project has been submitted for examination with my approval as the supervisor on behalf of the School of Journalism and Mass Communication, University of Nairobi.

Signature.....

Date.....

DEDICATION

This work is dedicated to my lovely daughter Esther Wendo, my dear husband John Oduor Otieno and my late mother Pamela Atieno Otieno.

ACKNOWLEDGEMENT

I give special thanks to God the Almighty, for the far He has brought me with regard to this project by giving me the strength and courage to undertake this important and rigorous research project.

The success of this work also lies on the support given by my supervisor Mr. Davis Mokaya who guided me throughout the process. I am very grateful to him. I also applaud all the lecturers at the School of Journalism who equipped me with the necessary knowledge in this field of study.

With love and affection I appreciate my husband John Oduor Otieno for is unwavering financial and emotional support as well as his encouragement to pursue this study.

Finally my appreciation goes to my father Peter Otieno for his care, encouragement and determination to see me through my education.

Abstract

This study determined the impact of abstinence campaign *You Think that's dump? So is teenage sex. Be Smart Abstain* done on television channel which was advertised from June 2013 to March 2014 in reducing teenage pregnancy in Mathare North Sub-location. It is acknowledged that teenage pregnancy continues to plague the country yet very little has been done to address the problem even the use of mass media to campaign against the same has not achieved much. This study therefore assesses the efficacy of that abstinence campaign in reducing teenage pregnancy.

The objectives of the study were to investigate the efficacy and potency of television campaigns in reducing teenage pregnancy, to determine the reach and extent of appeal of the message used in the abstinence campaign, to find out the level of knowledge regarding sexual and reproductive health

The study used Protection Motivation Theory and Social Cognitive Theory to explain the process of behavior change. The study used Descriptive Survey design to gather information as it exist at the time of study and a random sample of 80 school going teenagers from two primary schools and two secondary schools aged between 13-17 in Mathare North Sub-location was drawn through Stratified Sampling. The instrument of data collection that the researcher administered was a questionnaire which contained both structured and unstructured questions.

The study findings shows that television as a medium of mass communication has enormous capacity to create awareness and impart knowledge to the teenagers though its ability to alter the behavior of the target population can only be achieved for as long as they are repeated and sustained indefinitely for maximum impact. Indeed, it can be noted that the abstinence campaign, *you think that is dump? So is teenage sex. Be smart Abstain* also achieved some degree of success since the recall rates were very high and current abstinence levels also are high. The campaign has therefore helped reduce the levels of teenage pregnancy but it must be done continuously and other interpersonal channels like peer educators employed to improve on its success.

The study therefore recommends that the abstinence campaign- *you think that is dump so is teenage sex, be smart abstain*, should be rolled out again and all television channels in Kenya should be used for maximum reach. Teenage pregnancies prevention strategies done on television should also consider providing edutainment programs which are relevant to the needs of the teenagers.

LIST OF ABBREVIATIONS AND ACRONYMS

ARH	Adolescents' Reproductive Health
Ad/ Advert	Advertisement
HIV	Human Immunodeficiency Virus
KDHS	Kenya Demographic and Health Survey
KNCPD	Kenya National Council for Population and Development
KBC	Kenya Broadcasting Corporation
KTN	Kenya Television Network
NTV	Nation Television
PMT	Protection Motivation Theory
PSI	Population Service International
SCT	Social Cognitive Theory
STI	Sexually Transmitted Infections
TV	Television

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CHAPTER ONE

INTRODUCTION AND BACKGROUND INFORMATION

1.1 Introduction

The problem of teenage sexual behavior has and continues to be a huge concern for the society and nations at large. The period of adolescence has been that of rapid physical and cognitive development which makes them begin sexual exploration and experimentation of sexual fantasies and realities (Santrock 2003; Senderowitz 1995).

Pre-marital sex is a risk factor to the teenagers since it exposes them to sexually transmitted infections and unwanted pregnancies which further compound the problem in terms of increased rates of abortion, increased dependency, and disempowerment of girls (Dube 2013). In light of these developments it is imperative to have well thought out strategies that are specifically tailored to address teenage sexual behavior. The teenagers need to be informed and educated on various issues that are central to their development in order to avert the possible negative consequences of their uninformed actions.

Media mediated campaigns like those used to delay sexual debut of the teenagers are therefore powerful tools that can be used to surmount the various problem that are mainly related to the behavior and attitudes of the teenagers. Shafer (2013) notes that the use of mass media is an attractive strategy since it has the potential to reach large segments of the society producing some level of success by influencing attitude and altering behavior of a given section in the population.

1.2 Background of the Study

The use of mass media to promote awareness and advocate for public health issues is not a new phenomenon in many countries of the world. Countries from developed to less development have employed the use of mass media in their campaigns on various health issues like encouraging the use of condom, adoption of modern family planning methods, discouraging the abuse of drugs and many other campaigns meant to influence behavior change among target audience. However what remains a challenge is the development of effective campaign strategies which can tackle problems like teenage pregnancy.

Noar(2006) observes that the mass media campaigns are tools with great potential to address various health attitudes and behavior change in numerous audiences and their efficacy can only be achieved on condition that they are well targeted and properly executed

Mass media plays an important role in educating people and shaping their perception and behavior regarding sex by promoting open talk and discussion about sexuality hence it is considered an attractive strategy that can be used to promote abstinence, prevent teen pregnancy and encourage condom use (Shafer 2013). Farber (2003) observers that there has been increased interest on the potential of the mass media campaigns to reduce teen pregnancy by influencing the adolescents attitudes towards early and unprotected sexual activity.

With more than one quarter of the world's population aged between 10 and 24 (86%) and 1.7 billion of these young people living in the developing countries, there should be great concern over the growing rates of teenage pregnancies (WHO 2002)

World Health organization reports that about 16 million women aged between 15 and 19 give birth each year- this is about 11%of all the births worldwide. They further indicate that 95%of the births

occur in low and middle income countries with the proportion of births that take place during adolescents being about 2% in China, 18% in Latin America and Caribbean and more than 50% in Sub Saharan Africa.

The latest report released by Kenya Demographic and Health Survey in 2008-09, revealed that young women had their first birth at the median age of 19.8 years and that 18% of girls aged 15-19 years had already begun childbearing making the fertility levels significantly high among adolescents compared to other age groups. The report further indicates that the fertility rates have been dropping over the years. From the report teenage child bearing are highest in Nyanza at 27% followed by Coast at 26% and lowest in Central at 10% with teenagers from poorer households more likely to have begun childbearing early at 26% compared to teenagers from wealthier households at 16%.;8

Given the disturbing rates of teenage pregnancy, various interventions have been developed to address the problem with the mass media proving to be successful in tackling the problem in many countries of the world. For instance the United States of America which had the highest prevalence of teenage pregnancy compared to other developed countries in the 1990s managed to reduce the rates of teenage pregnancy by 30% during that time with the decline being attributed to mass media campaigns on abstinence (Wellings 2008)

In Jamaica mass media campaigns of Youth.now project which targeted teenagers aged 10-15 achieved some degree of success after more than half of the audiences recalled the television advert and further reported how the campaign influenced their behavior through abstinence and not giving into sexual pressure, (Ruland 2014).

In Zambia where Population Services International (PSI) conducted mass media campaign to promote abstinence among the youth in 2002, post test results indicated that the mass media campaign was effective since those who reported to have seen the advert ‘Virgin Power’, “Virgin Pride” on the local television significantly increased in round four of the campaign compared to round one and overall findings indicated a decline in the proportion of sexually active youth (PSI/Zambia 2002).

In Kenya the first massive national mass media campaign done by PSI from 2004-2010 targeting teenagers in urban areas advocating for abstinence through the Nimechill slogan, was also considered successful (PSI/Kenya 2006) after an evaluation found that the proportion of youth reporting virginity increased from 88 to 92 percent during the seven months of the campaign. Furthermore after the campaign approximately 85% of the urban youth recalled the “Nimechill” adverts and 45% indicating that they viewed the campaign through more than one channel (PSI/Kenya 2006)

The government of Kenya in 2003 came up with the Adolescents’ Reproductive Health Development policy to help address the health and development concerns of the young people and it laid its policy target on reducing the proportion of women bellow age 20 with first birth from 45%in 1998 to 22% by 2015 and also to raise the median age at first intercourse from 16.7 for girls and 16.8 for boy to 18 years by 2015. (NCPD)

1.3 Problem Statement

Even though evidence strongly suggests that the use of television media can help reduce teenage pregnancy by attempting to influence the attitude and belief about early and unprotected sex, very little has been done by the government to fully exploit this avenue. Successful television campaigns

should adhere to the key principles of campaign design for them to make any meaningful impact among the target audience (Noar 2006)

The first massive television campaign on abstinence, the Nimechill campaign was rated to be successful and was even acknowledged to merit continuation due to the impact it created on the target audience. However that has not happened making the teenage pregnancy prevention strategies very flimsy on the television since they are not sustained and done repeatedly as required for any mass media campaign. Brown(2002) notes that there is need for such campaigns to be sustained and repeated over long term otherwise their impact might be negated by unhealthy sexual behavior rampant on the television.

It is important tonote that, the amount of time and attention that young people give to mass media can also be exploited to provide an ideal opportunity for communicating, informing and educating the adolescents about health (Keller 2002) hence those channels widely watched by the teenagers should be selected to improve on the impact of the campaigns.

The Kenya National Council for Population and Development in its 2013 policy brief acknowledges that one of the main reasons why teenage pregnancy persists in the country is due to inadequate access to reproductive health information and services. It therefore means that the much has not been done to prevent teenage pregnancy through comprehensive strategies that can adequately address the problem.

With the latest Kenya Demographic and Health Survey report of 2008-9 indicating that the rates of teenage pregnancy are higher in poorer household than wealthier households, failing to address teenage pregnancy in Mathare North Sub-location where most residents live in deplorable situation

through effective campaign strategies will be costly to the nation in terms of increased maternal deaths, high rates of school dropouts and increased dependency levels (Dube 2003)

1.4 The purpose of the study

The purpose of the study was to determine the effectiveness of the media mediated campaigns on abstinence in reducing teenage pregnancy in Mathare North Sub-location.

1.5 Main Objective

To explore the capacity of television campaigns in influencing positive behavior change among teenage girls with regard to sexual activity in Mathare North Sub-location.

1.6 Specific Objectives

The following specific objectives guided the study;-

- i. To investigate the efficacy and potency of television campaigns in reducing teenage pregnancy
- ii. To determine the reach and extent of appeal of the message used in the abstinence campaign- *you think that is dump. So is teenage sex. Be smart, abstain* campaign.
- iii. To find out the level of knowledge regarding sexual and reproductive health and attitudes held by the teenage girls towards abstinence and pregnancy.

1.7 Research Questions

The study used the following research questions to seek for answers.

- i. To what extent can mass media campaigns done on television reduce incidences of teenage pregnancy in Mathare North Sub-location?

- ii. What is the level of penetration and appeal of the abstinence campaign – *you think that's dumb? So is teenage sex. Be smart, abstain campaign* done on television?
- iii. What is the state of knowledge regarding sexual and reproductive health among school going teenage girls in Mathare North Sub-location and what attitudes do they hold towards abstinence and pregnancy?

1.8 Significance of the study

Reducing teenage pregnancy in the country is a key development agenda which can help improve the wellbeing of the teenagers and also avert the negative consequences that might arise. The government and other stakeholders like the United Nation Population Fund (UNPF), Population Services International (PSI) and APHIA 11 have come up with various interventions that are meant to reduce teenage pregnancy in the country. The interventions have employed the use of mass media to reach the target audience even though the impact of that strategy still needs to be explored.

This study will contribute to the literature in the field of Adolescents' Reproductive Health Interventions and further provide recommendations on how to improve mass media campaigns that are meant to reduce teenage pregnancy.

This study .will provide information on the efficacy of abstinence campaign under study by determining its reach, appeal and the potency of television as channel of disseminating information among the target audience of Mathare North Sub-location where teenage girls are faced with real challenges in terms of actualization of sexual and reproductive rights due to socio-economic problems. Therefore the findings from the study will provide an understanding on whether there need to adjust certain components of the campaign to suit that group and whether so far it's yielding any success.

The study will provide information to the government on how to develop and effectively implement policies related to adolescents' reproductive health especially with regard to the use of mass media to create awareness and advocate for responsible sexual behavior.

1.9 The Scope of the Study

The study assessed the impact of the abstinence campaign in reducing teenage pregnancy among school going teenage girls in Mathare North Sub-location with the targeted population being upper primary, forms one and two from selected schools in the area. The schools were Mathare North Primary, Mercury Junior, Brain House Academy and Glorious Friends.

1.10 Limitations of the Study

Due to limitation of time and resources, the researcher used a sample size of 80 teenage girls in Mathare North Sub-location and the results generalized to the entire population to explain the impact of abstinence campaign.

Even though the campaign, *You Think that's dump? So is teenage sex. Be Smart Abstain* was done in other channels like the radio, the study will limit itself to television to assess its potency.

1.11 Definition of Key Terms

Strategy- a comprehensive course of action planned to influence the behavior or attitude of a particular set of people

Target audience- members of a sub-set group to whom mass media campaigns are directed.

Abstinence- the ability to desist from sexual activities by the adolescents who are considered young like those in early and middle adolescence

Abstinence TV campaigns- carefully articulated initiatives done on television that are meant to delay sexual indulgence by the adolescents by providing knowledge and skills that are relevant to their needs in order to prevent early pregnancy.

Adolescence/teenagers- usually viewed as the period between childhood and adulthood for instance 10-24 years. For the purpose of this study it would be those aged 13-17 years.

Reproductive health- ability of the adolescent to have safe reproductive development free from undesirable consequence like pregnancy since they are well informed and therefore able to make informed decisions with regard to their sexuality

Effectiveness- ability of an intervention to achieve its main objective like in this case to reduce teenage pregnancy.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

The purpose of this chapter is to review and analyze related literature to the study. The review is discussed under various sub topics: determinants of successful mass media campaigns, adolescents' reproductive health interventions, the concept of abstinence campaigns, evidence of the impact of media campaigns on abstinence and challenges to television campaigns in relation to abstinence. Also discussed in this chapter is the theoretical framework which will guide the study: Protection Motivation Theory and Social Cognitive Theory

2.2 Determinants of Successful Mass Media Campaigns

Communication strategies like the mass mediated campaigns should be developed in such a way that they would meet certain level of efficacy. Effective communication usually requires an effective strategy and coherent plan of action to the extent that the entire process is clearly mapped out and well strategized for it to achieve some degree of success.

Denis McQuail(1979), provided for some characteristics of media campaigns to be; it has a specific aim and is planned to achieve these, has a definite time span which is usually short, is intensive and aims at wide coverage, its effectiveness is in principle open to assessment, it usually has authoritative sponsorship and is not necessarily popular with its audience.

Flay and Burton (1990) defined public health communication campaigns as an integrated series of communication activities, using multiple operations and channels aimed at populations or large target audience usually for long duration and with a clear purpose. Mass media campaigns have

been used by strategists to inform and educate people on various issues since it has the capacity to transcend boundaries reaching as many people as possible. The amount of time and attention that young people give to mass media can also be exploited to provide an ideal opportunity for communicating, informing and educating the adolescents about health (Keller 2002)

The success of any campaign that is geared towards influencing the behavior and attitudes of individuals is usually critical for both the planners and the targeted audience in the sense that meeting the required objective would be cost efficient for the planners and impact positively on the life of targeted audience. For instance if the abstinence campaigns were to be successful in terms of increasing the number of adolescents abstaining from sexual activities thereby reducing early pregnancies then interested parties would achieve their objective since teenage pregnancy can be very costly, the adolescent girls will also improve their future prospects.

Therefore any campaign should take note of the very integral factors that will guide its purposes by taking a holistic approach from the onset and closure of the same. Mendelsohn (1973), note that mass media on their own might not be able to bring about any significant change in the attitudes of the audience but they can be made effective by determining appropriate target audience, using theme appeals and potent media vehicles. Mass media campaigns are purposefully planned in order to influence the audience to act in certain way by increasing the amount of available information on the topic of interest (Randolph and Vswanath 2004)

For media health campaigns for sexual health to be successful they should first and foremost conduct formative research before rolling out campaign. Formative research should provide background information about the target audience in terms what they know already about the topic, the values and attitudes they hold and what health behaviors they are currently practicing and the

specific problems they face (Salmon and Atkin 2003; Noar 2006). They further note that formative research should also provide clear understanding for the appropriate channels to be used; audience segmentation criteria and development well-tailored messages.

Another important factor to be considered at the formative stage is the development of theories to guide the campaign since the theories will suggest important determinants around which to develop the message and will help ensure that campaign messages guide the target audience through the process of attitude and behavior change; and that different theories have different implication and should be used even during the evaluation process (Noar 2006).

In Kenya before PSI launched the national abstinence campaign (Nimechill) formative research was conducted to develop branded and generic mass media campaigns. Prior research on the campaign provided information on the sexual behavior of the Kenyan youth where focused group discussion revealed that one of the reasons why the teenagers engaged in pre-marital sex was that sex served as a rite of passage from childhood to adulthood (PSI/Kenya 2006). PSI therefore came up with a campaign slogan which was to make abstinence cool and smart choice even for the teenagers in relationship (PSI/Kenya 2006).

At the core of every mass campaign is the target audience. Audiences are usually the principle reason why the campaigns are put forth. Therefore it is imperative that they be given utmost importance for the campaigns to be successful by proper targeting and segmentation. It is only through segmentation that the planners will decipher the disposition of the audience in terms of whether they are interested or apathetic and their level of understanding and perception of the messages as intended by the strategists (Mc Quail 1979).

Atkin and Salmon (2003) indicates that there are two advantages of segmenting the audiences: - segmentation increases the level of message efficacy if audiences are placed in terms of importance by identifying those who need change the most and those likely to be influenced; segmentation also improves on the efficacy of message if its content and form are tailored to the predisposition and abilities of each sub-group. For instance the adolescents comprises the early, middle and late adolescents who should be carefully segmented for them to be dealt with based on the unique needs assessment for each sub-group (Senderowitz 2000)

Given that campaigns utilizes three basic communication process of creating awareness, giving instructions and persuasion to move the target audiences towards the desired goal (Salmon and Atkin 2003), the messages should be properly designed featuring persuasive reasons why the audiences should adopt the advocated action and avoid the proscribed behavior.

The message should be made clear, simple, informative and relevant to the audience in its form, content and style used (Mc Quail 1979; Salmon and Atkin 2003). Salmon and Atkin (2003) further notes that style and ideas should be engaging by using stylistic features that are attractive and entertaining. It is very important to create and place messages that are appealing to the audiences by using message effects theories to enhance the probability of a campaign success (Randolph and Vswanath 2004)

The message should be packaged and delivered through the most appropriate channels of communication taking into consideration how the audiences like to receive their information. What newspapers do they read? What radio stations do they listen to? What television stations do they watch? It has been observed that no matter how persuasive the campaign messages are, they cannot be effective without being placed in channels with great potential to reach the target audience (Noar

2006). The channel is usually considered in the formative stages where they are evaluated to determine their capacity to reach considerable number of individuals plus the cost implications attached to them.

Conducting process evaluation of mass media campaigns has been shown to provide important directions on what should be done to improve on the campaign. Process analysis and especially assessing the exposure to campaign message could serve as useful intermediate markers both for making midcourse corrections and explaining final campaign outcomes (Randolph and Vswanath 2004).

Other factors which have been shown to improve on the success of campaigns are related to source and existence of supportive environment: the source should be credible enough and the environment should be conducive to enable the adolescent make changes in the health behavior called for in the campaign (Mc Quail 1979; Randolph and Vswanath 2004)

2.3 Adolescents Reproductive Health Interventions

The increasing proportion of teenagers getting pregnant characterized by information gap, prompted the government to realize that there was need understand adolescents fertility. In an attempt to address the reproductive health issues and reduce the levels of fertility among the adolescents the government through the National Coordinating Agency for Population and development came up with an adolescents Reproductive Health Policy in 2003 in order to improve the reproductive health, the wellbeing and quality of life for Kenya's adolescents and youths (KDHS 2008-2009).

Senderowitz(1995) notes that reproductive health is an area where the adolescents are particularly vulnerable given that there are rapid rates of urbanization, early physical maturity among the

adolescents, shifting standards of behavior, increasing penetration of international media that results in early sexual activities among the adolescents.

In the Plan Of Action 2005, it is acknowledged that young people need to acquire both the knowledge and develop skills and attitudes that would enable them fully participate as members of a particular setting, making rational decisions and assessing risks and consequences of the decisions they make. This means that providing information and educating the adolescents is a critical role that should be undertaken early enough to enlighten them on the dangers and risks involved with certain choices that they might take as they grow up. Equally important is to promote behavior change among young people who are already involved in risky behavior like premarital/unprotected sex.

Reproductive health interventions targeting the adolescent' should be properly implemented to ensure that the interventions are effective in tackling teenage sexual behavior (Dube 2013). They further note that even though adolescents are usually exposed to diverse interventions, there are serious obstacles when it comes to realization of ARH goals since most countries have failed to prioritize the programs and there are no proper coordination and evaluation of the same.

2.4 The Concept of Abstinence Campaigns

Abstinence which comes from the word abstain means to refrain. Sexual abstinence therefore means to refrain from any sexual activity. Sexual abstinence has been advocated for among the adolescents even in the traditional African societies. As individuals go through the transitional period from childhood to adulthood, they were guided by strong rules and values which were put in place to help them act and behave responsibly with regard to sex.

The abstinence programs which have been integrated even in schools like Tuko Pamoja implemented by PATH International and Adolescents Reproductive Health Project implemented by Kenya Girl Guides Association are just but different communication strategies which are developed to influence the behavior of the target audience by emphasizing on abstinence and delaying sexual debut.

Abstinence campaigns give emphasis to refraining from sexual intercourse until marriage as the safest choice to prevent unintended pregnancies and STIs with its primary objective being to delay sexual debut by providing information, changing attitudes about sex and improving decision making skills among the adolescents (Pinkerton 2010).

Pinkerton (2010) further notes that abstinence campaigns are the initial and most propagated ideology that is promoted and communicated to the adolescents to inform them of the risks involved when they engage in premarital sex.

Supporters of abstinence campaign contend that teaching adolescents about abstinence is the only certain way to avoid the risks associated with sexual activity since it does provide a focused message and clear boundaries consistent with developmental needs of the adolescents unlike the comprehensive sex campaigns which teach about sexuality and contraceptives in addition to abstinence thereby sending mixed signals (Trenholm 2008,)

Even though sexual abstinence campaigns have been shown to have the potential of reducing teenage pregnancies and STIs, the effectiveness of the programs should be determined by how successful the campaigns are at reducing sexual activity over a specified period of time with some recent calls for the development of abstinence failure rates to facilitate the evaluation of adolescents sex campaigns that stress on abstinence (Pinkerton 2010).

2.4.1 The Abstinence TV Campaign- *You think that is Dump? So is teenage sex. Be smart, abstain*

The abstinence campaign being assessed in this study uses graphic display of man jumping from a very tall building and a message (slogan) is put forth in form of a question- *You think that is Dump? So is Teenage Sex. Be Smart Abstain*. The campaign was sponsored by the Kenya National Council for Population and Development (KNCPD) in collaboration with United Nation Population Fund (UNFPA) and was targeting teenagers in Kenya. The campaign which employs the use of advertising model in the Television channel was also done through radio to reach the target audience.

According to Titus Maina, key designer of the abstinence campaign, when the KNCPD approached them to make an advertisement targeting 13-17 years old teenagers with the message of abstinence, they decided to take a different approach based on the fact that it was natural for teenagers rebel authority. He states that, “ Since it's natural for this age group to rebel authority, we had to use one of their own, and create a situation which they can relate with and disperse the message while mainly entertaining them and creating a possibility for them to start a discourse around the ad and hopefully the message behind it. This is why we created our super hero “wanna be who is a teen. His name is -Captain Dumb-dumb”.

According to Titus Maina captain dump dressed in his super hero costume decides to do a dump thing by walk on the edge of tall building and then jumping has he seen super heroes do on the television- this pictorial was meant to show teenagers that clearly that is dump thing to do. Then the message- *you think that is dump. So is teenage sex be smart abstain*. “At that point, we are passing an anti-teen sex message to this rebellious target market without directly telling them "you should

do this and not the other!". Instead, we are telling them that apart from jumping off a roof, teenage sex is also a bad idea.”

The campaign was meant to delay sexual debut by promoting abstinence among adolescents so that they can have better prospects in life. This campaign done on the mass media was not perceived as a standalone project but it was to provoke interaction and communication in the social circles. Although this campaign targets teenage girls country-wide, the researcher selected Mathare North Sub-location site for the study because it is one of the areas experiencing high rates of teenage pregnancies as reported in the latest report of Kenya Demographic and Health Survey of 2008-09 and the results of this study are generalized to all similar urban slum areas in Kenya.

2.5 Evidence of the Impact of Television Campaigns on Abstinence

Kenya’s first large scale campaign on abstinence which was launched in 2004 was the “Nimechill” advert which targeted ten to fourteen year old adolescents in the urban areas and sought to delay sexual activity among that sub-group by changing their social norm, reducing peer pressure and portraying abstinence as cool, smart and responsible choice (PSI/Kenya 2006).

The campaign utilized various channels like the television, radio, posters and newspaper adverts to illustrate incidences of peer pressure and sexual violence. A post evaluation done based on two cross-sectional surveys from randomly chosen households in 13 Kenya’s largest towns found that the proportion of youth reporting virginity increased from 88 to 92 percent during the seven months of the campaign. Furthermore after the campaign approximately 85% of the urban youth recalled the “Nimechill” adverts and 45% indicating that they viewed the campaign through more than one channel (PSI/Kenya 2006), therefore it was concluded that the campaign was a success since the

target audience were able to recall key elements of the campaign, have an increased sense of self-efficacy and demonstrate an increased focus on future goals (PSI/Kenya 2006)

Another study (Trends in Primary and Secondary Abstinence among Kenyan Youth) that was conducted by Chi Chao and Mishra (2007) to investigate trends in primary and secondary abstinence among Kenyan youth showed that knowledge that abstinence can prevent HIV infections was positively associated with the likelihood of practicing abstinence. With abstinence levels being higher among the female youth than the male; the trend was attributed to increased efforts by the government to promote abstinence.

The study further indicates that female youth with weekly exposure to the television were significantly more likely have abstained. Results of that study therefore provides a positive correlation of the television campaigns on influencing behavior of the adolescents to abstain thus reducing the incidences of pregnancies and STIs (Chi Chao 2007)

2.6 Challenges to Television Campaigns in Relation to Abstinence

It is widely observed that the television plays a critical role in the life of an individual in terms of imparting new knowledge, socialization and as vehicle for social change. Television is such a powerful medium with the immense influence which can either be positive or negative. It has massive capability of being a tool of socialization to individuals even providing sexual socialization.

When it comes to the use of the television to campaign for sexual abstinence, concerns have been raised on the ability of that media to produce desirable effects given that the content provided by most televisions are increasingly becoming sexually charged. Sexually explicit content has become

increasingly rampant on the television making it extremely difficult to tackle the problem of adolescents' sexual behavior.

It has also been observed that young people spend more time on the television than in any other media and are therefore greatly influenced by what they see and hear from that media (Shafer, Bobkowski and Brown 2013). Soap Operas and music videos which are very popular with the adolescents have been cited as the main television genres which are highly charged with sexual content (Smith 2004). Whether such content negates the impact of abstinence campaigns is open to debate but it is acknowledged that when the adolescents are exposed to the television, they get sexual information which can affect their attitude towards sex and influence their behavior (Smith 2004).

In a study conducted by Nancy Gakahu(2010) on The Role of Broadcast Media in Behavior Change and HIV/AIDS Communication to the Youth with specific focus on the Kenya's music industry, she notes that even though some songs have been used positively to curb HIV most songs produced in Kenya used language and graphics which tended to glorify sex with no clear messages about safe sex. Recently a song done by Sauti Soul titled 'Nishike'(touch me) sparked a heated debate due to its explicit video showing half naked singers being touched by skimpily dressed women acting seductively.

Smith(2004), further notes that using the television to learn about sexual feelings and interests can be very problematic since what is usually presented does not usually provide any cautionary messages instead sex is depicted as glamorized activity with very attractive characters engaging in such behavior. Such portrayals can have negative impact on the adolescents making them engage in premarital sex.

Shafer (2004), points that since the media plays a critical role in the sexual socialization of the adolescents different strategies have been developed to address the potentially harmful effects and increase the possibility of sexually healthy outcomes by limiting exposure to explicit content and increasing access to information. In the same vein, there has been a call for the establishment media literacy education strategies which empowers the young people to be active media consumers who are well enlightened on the media production process and are capable of evaluating the media content (Chakroff and Nathanson 2008).

Even though young people usually come to the media to learn more about their sexual feelings and interests, what the media provides is always open to interpretation depending on what the adolescent already knows and beliefs, how they attend to the content and retains it (Shafer 2004)

2.7 Theoretical Framework

This section reviews some of the major theories of behavior change which are closely related to the media campaign under study. The theories to be used are: - Protection Motivation Theory and Social Cognitive Theory.

2.7.1 Protection Motivation Theory

Protection Motivation Theory is behavioral theory of change that has been used to predict and explain health behavior. It was developed by Rogers in 1983 to explain inconsistencies in research of fear arousal appeals and attitude change and further employed primarily as a model of health decision making and action (Rogers 1997)

According to Rogers(1975), PMT is grounded on the research paradigm designed to investigate the effects of fears appeals upon attitude change where an individual is exposed to persuasive

communication that depicts a noxious consequence accruing to specified course of action. Recommendations are further presented that can avert the danger if the individual adopts the appropriate attitude and act upon them.

PMT is based on persuasive communication which stresses the need to protect oneself from undesirable and harmful event which might threaten the health of an individual. It is assumed that the threat of pain and suffering will motivate people to take protective action making the fear arousal strategies in interventions a critical factor in stimulating individuals to change risky health behavior (Rogers, 1975). Hence the motivational role of threat is important by formulating threatening health information to affect the attitude and change the behavior of individuals

The theory states that exposure to health threat will evoke two cognitive processes of threat appraisal and coping appraisal. That is, if an individual is exposed to health threatening or harmful event which is most likely to occur they will evaluate the severity of the event and their ability to cope with event by altering their attitudes accordingly (Rogers 1975)

Rogers further stresses the fact that special emphasis should be placed on the cognitive process rather than fear since it's all about organization and integration of cognitive plans that will stimulate an individual to cope with and avoid a noxious event and not merely escaping from an unpleasant emotional state of fear.

According to PMT, environmental and personal factors combine to pose a potential health threat and that is what triggers the motivation to protect oneself. PMT recognizes that many sources of information may initiate the cognitive mediating process like the environment sources which deals with fear appeals and observational learning and intrapersonal sources like the personality or dispositional characteristics and prior experience with similar threat (Rogers 1975).

PMT states that when faced with health risks an individual will react either by adopting adaptive behavior to minimize risks or carry out a maladaptive behavior which places them to health risks (Rogers 1975). Adopting an adaptive behavior will depend on personal evaluation of perceived severity of the threat, individual vulnerability to the threat, effectiveness of the recommended preventive behavior, response efficacy to the proposed behavior and response costs.

For instance in this study, adopting an adaptive behavior of abstinence will be achieved if the adolescents understand the severity or negative consequences related to sexual activity like pregnancy and STIs; their acceptance that they might be at risk of such negative consequences; their belief that sexual abstinence will reduce the threat of pregnancy and STIs; their ability to remain abstinent without being persuaded otherwise through peer pressure or economic hardship; finally the ability accept the costs involved for example in the case of transactional sex, the adolescent must be ready to forego the economic incentives involved.

This theory is relevant to this study because it assess the effectiveness of fear arousal strategy to change attitudes and behavior. The abstinence campaign being analyzed in this study also uses fear arousal appeals to show the adolescent how risky it might be to engage in certain behavior. The campaign uses pictorial presentation of a man jumping from a very tall building putting his life at risk. Then a message in form of question is put forth "*You think that is Dump? So is Teenage sex. Be Smart Abstain*". The campaign uses symbolic action to depict how dangerous teenage sex can be and provide the recommendation of abstinence which is considered the safest and surest way to avoid pregnancy and STDs

2.7.2 Social Cognitive Theory

Social Cognitive Theory is another behavioral theory which was developed by Albert Bandura and explains how people learn certain behavior. It proposes that learning or development of behavior is as a result of the interaction of three factors- personal attributes, environment and behavior which all operate as interacting determinants that influence each other bi-directionally (Bandura 2001).

SCT points out that it's not only the environment that will determine the behavior of an individual but there are also intrinsic factors that emanate from individual to influence their interpretation of desirable and undesirable action (Bandura 1997). In SCT individuals are viewed as proactive members capable of self-organizing, self-reflecting, and self-regulating and thus there are not reactive organism shaped by environmental and inner forces (Bandura 2001).

Individuals have cognitive capability which encode and construct structures in different situations (Bandura 1997). He further point out that the environment gives us different models which can impact on our behavior through observation based on whether we see them as believable or credible, that is cognitive interpretation of the environment.

The Social Cognitive Theory stresses on observational learning where individuals learn from their social context by watching others and this is dependent on the attention, retention, production and motivation (Bandura 2001), therefore based on the socio-cognitive perspective human nature has a vast potentiality that can be fashioned by direct and observational experience into a variety of forms within biological limit.

The Social Cognitive Theory also notes that it is important for individuals that by adopting new proposed behavior the benefits would outweigh the costs and thus they are consciously evaluating the consequence involved with a particular behavior (Bandura 2001). Another important

consideration is self- efficacy where individuals need to be convinced that they can perform the proposed action with easy.

Albert Bandura (2001) in Social Cognitive Theory of Mass Communication underscores the fact that mass media has an important role in society and therefore understanding the psychological mechanism through which symbolic communication influence human thought is very important since people have symbolizing capability that helps them understand the environment while at the same time creating and evaluating environmental events that are central to their lives. Given that observation, he stresses on the importance of symbolic modeling which has the capability of tremendous reach and psychological impact on mass audience who are widely dispersed by transmitting new ways of thinking and behaving.

The theory is used in this study to explain how adolescents can learn and maintain certain behavior based on what they see on the media. The media being an important source of sex information can therefore be used positively through campaigns to reinforce moral values through symbolic modeling. Adolescent are also members of particular social setting and they might be influenced by what they see and observe in their immediate surroundings. Influence from their peers and socio-economic factors like poverty can force them to indulge in premarital sex.

The location of the study (Mathare North Sub-location) is faced with many social and economic challenges which might impact negatively on the individual. However as stated in the theory individuals also do have cognitive capability to evaluate the environment and make decisions that are beneficial to them.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter describes the methods that were used to collect data. Pertinent to this section is the study design, sampling procedures, study location, target population, data collection instruments, data collection procedures and data analysis and ethical consideration.

3.2 Research Designs

Nachmias(1996) defines research design as the program that guides the research process from the collection, analysis and interpretation of the data and is very useful in providing domain for generalizing the findings. Creswell (2009), also notes that the research design are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis. Research design therefore provides the conceptual framework within which the research would be carried out.

This study used the Descriptive Survey Design. Gay(1983) defines a survey as the collection of data from the selected members of the population in order to determine their status in relation to one or more variables. Surveying is usually done to question people about their attitudes, emotions, beliefs, and behavior with main agenda being to determine how they perceive or evaluate some issues, events or messages (Hockings 2003)

Descriptive Survey is designed to gather information about present condition or attitudes by exploring the nature of the situation as it exists at the time of the study (Adanza 1995). The Descriptive Survey would be justified for this study because the study seeks to examine the current

conditions of attitude and perceptions of in-school teenage girls in Mathare North Sub location towards the abstinence campaigns done on television. It would be a form of audience survey to determine the reach and effect of that advertisement.

3.3 Study Location

The study was carried out in Mathare North Sub-location which is an informal settlement within Nairobi city. The area is within Kasarani District. Residents of Mathare North live in deplorable condition and are mainly dependant on small scale businesses and casual labour. Mathare North Sub-location has four areas – 1, 2, 3 & 4. The number of registered schools in the area both private and public is twenty six in total.

3.4 Target Population

Central to any research activity is usually the population to which the results would be generalized. The target population provides a precise way of researching by grouping individuals with some common observable characteristics. Mugenda and Mugenda(1999), notes that since it's impractical to select a representative sample from the target population due to time and resource constraints, it is better to work with an accessible population which must be similar in its characteristics to the target population. For this study the target population is teenage girls in Mathare North Sub-location. However, the experimentally accessible population would be school going adolescents from both primary and secondary schools aged 13-17 years. The target group would be upper primary girls from two primary schools and form one and form two girls from two selected secondary schools in the area.

3.5 Sample and Sampling Procedures

From the accessible population a sample was drawn to be a representative of the entire population of teenagers in Mathare North Sub-location. A sample is a subset of a particular population (Mugenda 1999). The researcher used a sample size of 80 respondents. Hockings (2003) defines sampling procedures as the practical selection of people from some population in such a way that certain specifications set by the researcher are met.

For this study, the research used the stratified random sampling where the population was defined by a given strata. Mugenda(1999), observes that stratified random sampling can be used to achieve desired representation from various sub-groups selected based on a certain criterion. The researcher obtained a complete list of registered schools in Mathare North Sub-location from the district education's office. The twenty six schools were divided into two strata – primary and secondary schools. From each stratum, two schools were selected using simple random technique of the lottery method to give an equal chance to all elements. This gave a total of four schools each with sample size of 20 respondents selected randomly from class registers and those included in the sample had to be aged between 13-17 years.

Distribution of the sample in selected schools

Strata	Name of school	Selected sample size
Primary schools	Mathare North	20
	Mercury Junior	20
Secondary schools	Brain House	20
	Glorious Friends	20
Total		80

Table 3.5.1- table showing the distribution of sampled schools

3.6 Data Collection Instruments

The main instrument of data collection that the researcher used to gather information is questionnaire. A questionnaire usually provides information about the population and each item should be developed to address a specific objective, research question or hypothesis of the study (Mugenda 1999). The questionnaire was used to elicit information concerning successful campaigns, the reach of that campaign and its appeal among the target audience as well as the attitudes the teenagers hold towards such campaigns and pregnancy.

The questionnaire had both structured and unstructured questions to provide for both quantitative and qualitative data. The structured questions were used since they are easier to administer and analyze, while the unstructured questions were used to permit in-depth response. On the ways of administration, the researcher opted for the researcher administered questionnaire which made it easier to clarify certain aspects in the research in order to meet specified objectives of the study. The method of administration also ensured high return ratio of the questionnaires 100% since where the respondents did not understand the researcher clarified. Such administration is regarded as an interview and it is appropriate for this study because the study is sensitive and personal in nature hence the need for personal interaction between the researcher and the respondents (Mugenda 1999).

3.7 Data Collection Procedures

The questionnaire used in the research was developed by the researcher and pre-tested to ensure its validity. The questionnaire was pretested among 20 teenage girls aged 13-15 years of Baba-Dogo Primary School which is also within Kasarani District. The pilot study was done to find out on the clarity of the questionnaire. The instrument was then revised accordingly before being used in the main study.

The researcher also obtained identification letter from the school department and permission from the District Education Office and school heads before conducting study on the selected schools since the respondents were minors.

Prior to the research, the researcher visited the schools and talked to the school heads about the intended research and appointment given. In each school the selected sample of 20 girls were assembled at the same place on the day of data collection. The researcher then first clarified the purpose of the research and gave all the facts and details related to the study to the respondents.

3.8 Data Analysis and Presentation

Data obtained was analyzed quantitatively and qualitatively. Qualitative data was first thoroughly read then organized and categorized into various themes and patterns based on the questions asked in the questionnaire. Qualitative data which was obtained through open ended questions sought to find out the attitudes and perception of the respondents on pregnancy and abstinence campaigns. The various themes developed were based on the study objectives. On their attitudes towards pregnancy it was found out that there was a general feeling that pregnancy was not good for the teenagers with abstinence campaigns being perceived favorable as a good tool in preventing

teenage pregnancies. The qualitative data therefore gave an in-depth understanding on the various issues central to this study.

Quantitative data was sorted, coded and entered into computer for analysis using Statistical Package for Social Sciences. Descriptive statistics like percentages, frequency tables were then used to present the data. This data provided for summarized version of the findings making it easier to generalize the results of the study. The data was obtained from the closed ended questions in the questionnaire where the respondents were provided with multiple choices and were meant to answer research questions on the efficacy of television campaigns and to find out whether the abstinence campaign being studied had the basic capacity to propel change

3.9 Ethical Considerations

Since the respondents were minors, the researcher sought permission from the school heads and the purpose of the study was explained. Before data was collected, the researcher first clarified the reason of conducting the research and gave all the facts and details related to the study to the respondents and those willing to participate in the study were randomly chosen. Therefore the selected sample was based on voluntary and informed consent.

Participants were assured that confidentiality would be upheld with regard to any information given in the questionnaires and for that reason they were not expected to indicate their names

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSIONS

4.1 Introduction

This chapter presents the findings of the study as derived from the data collected from teenage girls aged 13-17 years from four selected schools in Mathare North Sub-location. Data was collected using a Questionnaire and analyzed using Social Statistical Packages to generate descriptive statistics in form of percentages and frequency tables.

The study examined the impact of *You think that is dump? So is teenage sex. Be smart, abstain* abstinence campaign done on television in reducing teenage pregnancy and aimed at addressing the objectives and research questions of the study.

4.2 Demographic Data

Data was collected from 80 school going teenage girls in Mathare North Sub-location from four schools – primary and secondary schools with each school having a sample size of 20 students. The sample was equally distributed to primary and secondary schools 40 (50%). The study achieved 100% return ratio of the administered questionnaire, meaning all the 80 sampled respondents returned their questionnaires fully completed.

The age and class distribution of the sample.

Demographic data	Frequency	Percentage (%)
Age		
13-15	56	70

16-17	24	30
Total	80	100
Educational level		
Class seven	23	28.8
Class eight	17	21.2
Form one	13	16.2
Form two	27	33.8
Total	80	100

Table 4.1-table showing the age and class of the respondents

The above table shows that majority of the respondents (70%) were aged 13-15 years and form two students were 33.8% followed by 28;2.8% for class seven while class eight and form one were represented by 21.2% and 16.2% of the respondents respectively.

4.3 Media Habits

The selection of the media to be used to deliver information is usually critical for a campaign to achieve its goals and objectives. How effective a particular medium is in influencing change among target audience is dependent on how the target audience like to receive their information – which channels do they watch?, which radio station do they listen to?-so that the content can be rightfully placed within the channel which will effectively capture most audiences.

4.3.1 Preferred Media of Mass Communication

One of the objectives of the study was to investigate the efficacy of television channel as medium of imparting change. Therefore the respondents were asked questions related to their media consumption. Figure 4.1 below shows response on preferred medium of mass communication

Preferred Media of Mass Communication

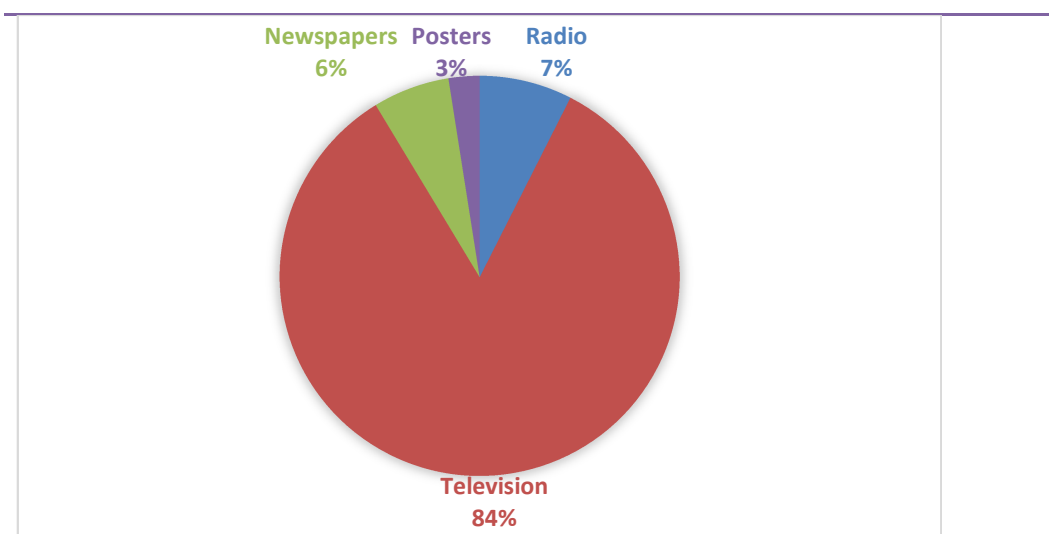


Figure 4.1- figure showing the preferred media of mass communication by the respondents

As shown in the figure above, at 84% television was listed as the most preferred medium of mass communication, followed by radio at 7%, newspapers at 6% and posters at 3%. That rating indicates that television is the most preferred by majority of the teenagers in Mathare North Sub-location. The finding supports a number of studies that have indicated that teenagers spend more time on the television than any other medium and hence the need for teenage pregnancy interventions to exploit this avenue.

4.3.2 Preferred Television Channel in Kenya

The respondents were asked to indicate their preferred television channel in Kenya since according to the sponsors KNCPD, the abstinence campaign was advertised in all the television channels of Kenya. Figure 4.2 show the response given by the teenagers

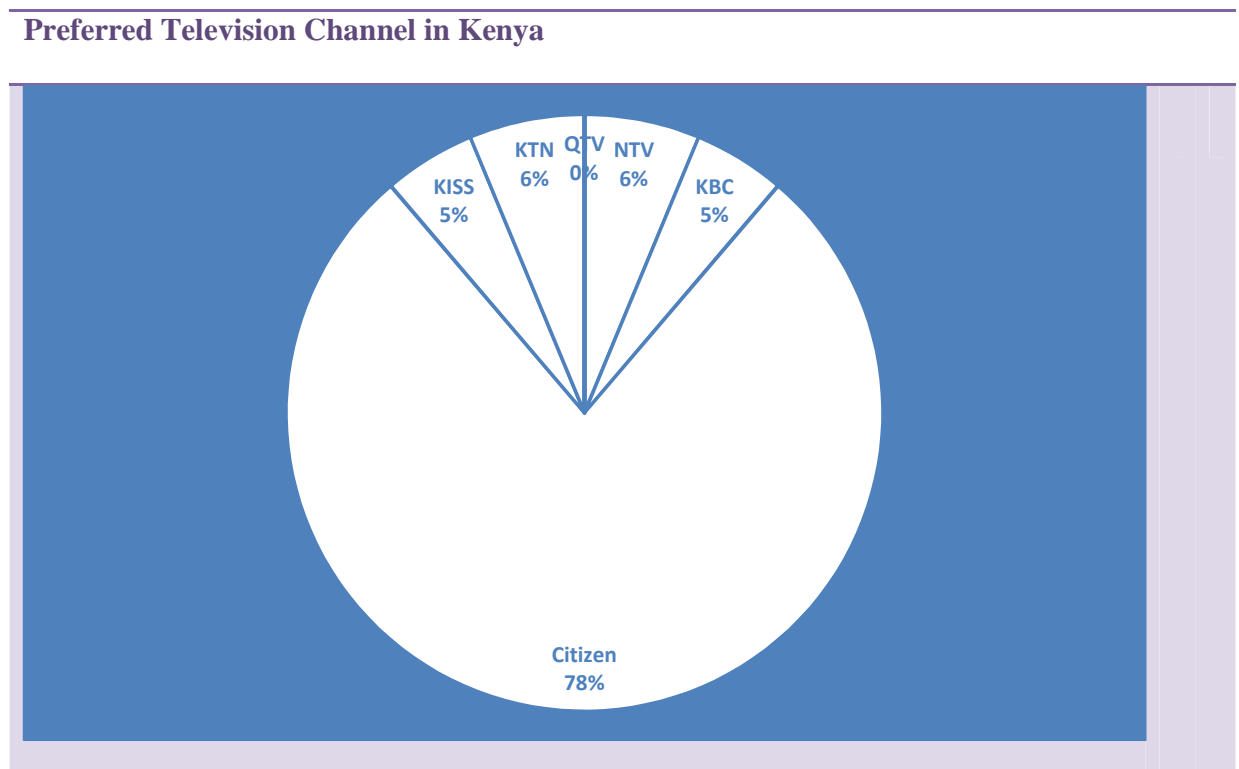


Figure 4.2 –figure showing the preferred television in Kenya by the respondents.

From the table above, most respondents preferred citizen television at 78% followed by NTV and KTN at 6% each, KBC and KISS television at 5% each. This shows that the citizen television has vast capacity to capture most teenagers in Mathare North Sub-location compared to other television channels. This finding is consistent with most audience surveys which have found out that citizen television was very popular among the young viewers especially in the urban and semi-urban areas.

4.3.3 Exposure to Television in Terms of Hours per Day

The time one is exposed to the television is also important in determining his/her consumption of the media text produced. When the teenagers engage with the television text, the amount of time they spend watching will determine whether they are actively or passively consuming information that might be good or detrimental to their sexual behavior. Table 4.2 below shows how much time the teenagers spend watching television in terms of hours per day.

Exposure to Television in Terms of Hrs. per Day

Hrs./day	Frequency(n)	Percentage (%)
1-2	31	38.75
2-4	19	23.75
4-6	23	28.75
More than 6	7	8.75
Total	80	100

Table 4.2 – table showing hours spent watching television per day

From the table above most teenagers indicated watching the television for 1-2hrs a day at 38.75%, with those watching between 4-6hrs being 28.75%. Another 23.75% of them indicated watching television for 2-4 hrs. While only 8.75% of the respondents watched television for than six hours a day. This finding indicates that most of the students were not heavy viewers of the television since majority of them spent less than 4hrs watching. That data therefore raises concerns as to whether the respondents were adequately exposed to the abstinent campaign and if they were persuaded enough to take positive step towards behavior change since sufficient viewing increases the opportunity to be exposed to such advertisements.

4.3.4 Type of Content Frequently Watched

When asked which content/program they frequently watched on the television half of the respondents indicated that they mostly watched entertainment programs. News was mentioned by 26.25% of the respondents while talk shows and documentaries was mentioned by 17.5% and 6.25% respectively, as shown in table 4.3 bellow.

Type of Content Frequently Watched

Content/program	Frequency (n)	Percentage (%)
News	21	26.25
Talk shows	14	17.5
Entertainment	40	50
Documentaries	5	6.25
Total		100

Table 4.3- table showing frequently watched content on the television

Given that the teenagers were very fond of entertaining content, teenage pregnancy programs should consider introducing edutainment programs that teach the teenagers on responsible sexual behavior.

4.4 Sexual Knowledge and Behavior

Another objective of this study was to find out the level of knowledge related to their sexuality and reproductive health specifically on pregnancy.

4.4.1 Sources of Sexual Knowledge

Acquiring information related to sexuality is important for the wellbeing of the teenagers since it will prevent the possible consequences of irresponsible sexual behavior like early pregnancy and sexually transmitted infections. The respondents were therefore asked to indicate their major source of information related to sexuality as shown in the Figure 4.3 bellow

Source of Sexual Knowledge

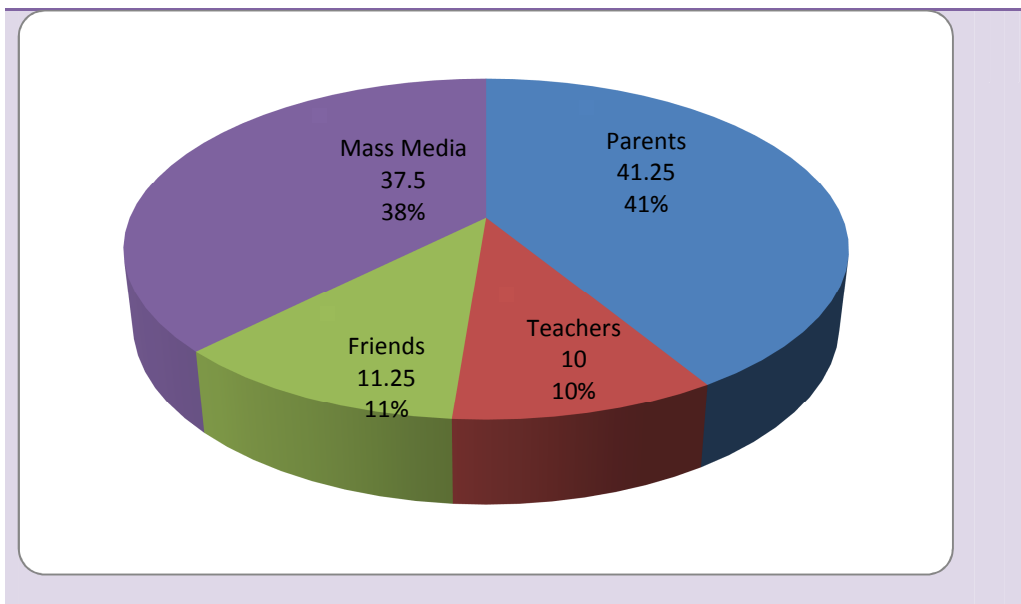


Figure 4.3- figure showing source of sexual knowledge for the teenagers.

When it comes to matters sexuality, very little has been achieved in terms of adequate information to the teenagers, with most source of information being subject to various challenges. From that table above majority of the teenagers at 41% indicated that their major source information related to their sexuality was from their parents; this points to the fact that interpersonal communication is very critical as parents are taking an active role in educating their children as opposed to shying off from the topic as have been shown in some previous studies. The mass media comes second with 38% of the respondents indicating that it's their major source of information related to sexuality.

This shows that the mass media like television is still a very powerful medium of sexual socialization to the adolescents. However there should be concerns as to what kind of socialization it provides. For instance, is information relating to sexuality positive enough to warrant desired change? Are there enough content/ campaigns that might possibly negate the potential corrupting influence of the mass media? Teachers and friends were mentioned by 10% and 11% of the respondents respectively.

4.4.2 Level of Sexual Knowledge

The students were presented with three items measuring the extent to which they were informed about certain issues relating to sex. For each statement they were required to indicate whether they are not informed, somewhat informed, well informed or very well informed. With scale of 1 for not informed and 4 for well informed. **Table 4.4** shows their responses

Level of Sexual Knowledge

Issues related to sexuality	Not informed		Somewhat informed		Well informed		Very well informed	
	(n)	%	(n)	%	(n)	%	(n)	%
Consequences of sex	11	13.75	9	11.25	18	22.5	42	52.5
Age at which one can become pregnant	6	7.5	7	8.75	27	33.75	41	51.25
How to avoid pregnancy	4	5	6	7.5	21	26.25	49	61.25
Total								

Table 4.4- table showing the level of sexual knowledge of the respondents

From the table above it is clear that the sexual knowledge of the respondents was very high with most of them being very well informed on how to avoiding pregnancy at 61.25%, followed by 51.25% of the respondents being very well informed on the age at which one can become pregnant while consequences of sex recorded 52.5% of the respondent being very well informed.

This finding shows that the teenagers were very well informed on how avoid pregnancy may be through abstinence or the use of family planning. Of the three issues, least percentage of students were very well informed about the consequence of sex. In a study conducted by Margaret Gaughram and Ramin Asgary to on- site students of Daraja Academy most students reported not knowing the risk of teen pregnancy and its medical consequences (Gaughram 2014)

High percentage was also recorded at 13.75% of the respondents indicating that they are not informed about the consequences of sex with age at which one can become pregnant and how to avoid pregnancy recording the least percentages of those who were not informed at 7.5% and 5% of the respondents respectively.

The data above shows that sexual knowledge of the respondents is very high with high percentage being recorded at those well informed and who are very well informed about a particular issue. Whether this knowledge can be translated to positive sexual behavior where the target group can practice abstinence is however questionable. The knowledge can be high but the abstinence failure rates can also be high making us wonder if the failure should be blamed on the target group or the campaigns which might not be persuasive and forceful enough to produce desired results.

4.4.3 Factors Influencing Sexual Behavior

The respondents were asked to indicate the extent to which certain factors could affect their sexual behavior and they responded as shown in the table 4.5 below indicating whether that factor had no influence on their behavior, to some extent or large extent.

Factors Influencing Sexual Behavior

Factors	No extent		Some extent		Large extent	
	N	%	N	%	n	%
Social like peer pressure	35	43.75	45	56.25	-	-
Economic like poverty	38	47.5	42	52.5	-	-
Environmental like where you live	24	30	35	43.75	21	26.25

Table 4.5- table showing the factors influencing the sexual behavior of the teenagers.

The success of campaigns can also be watered down by undesirable factors like peer pressure, poverty and where one live and that is why the respondents were asked if such factors could influence their decision to abstain from sex. A great percentage of 26.25% of the respondents indicated that the environment could influence their sexual behavior to a large extent while none indicated that economic factors or social could.

To some extent of influence social pressure like friends recorded a high percentage with 56.25% of the respondents followed by economic factors like poverty being indicated at 52.5% of the respondents and 43.75% for environmental factors. This finding supports other studies that have shown that teenagers are usually prone to be influenced by their peers where they might be pressured to act contrary to their wishes.

As shown above most of the teenagers at 47.5% were influenced to no extent by poverty as compared to 43.75% and 30% of respondents for social factors and environmental factors respectively.

4.4.4 Sexual Relationships

The study also wanted to find out if the teenagers were sexually active and therefore they were asked if they have ever had any sexual relationships with persons of the opposite sex and they responded as shown in the figure bellow.

Sexual Relationships

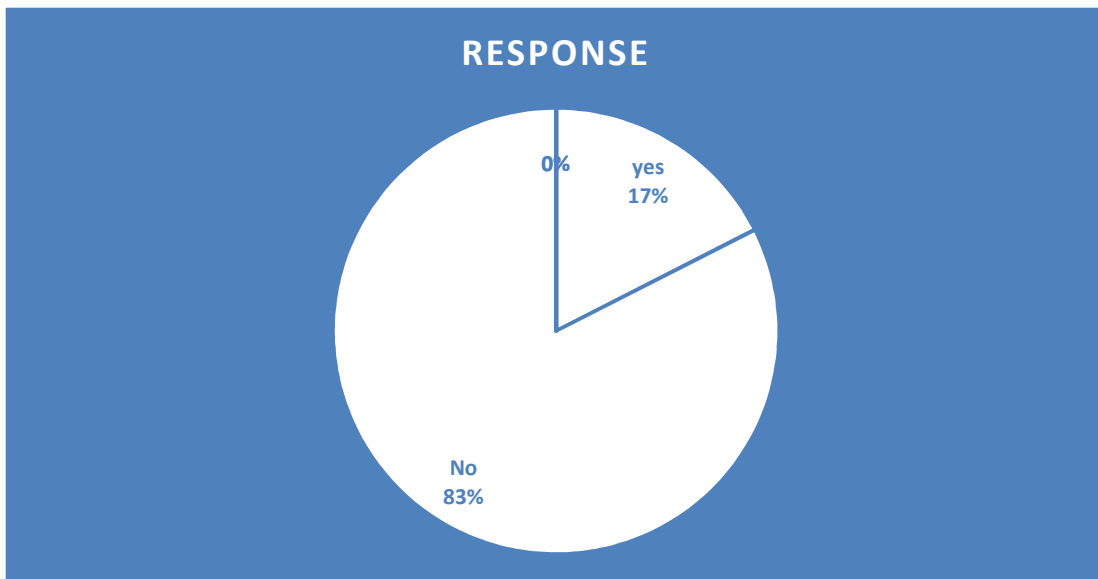


Figure 4.4- figure showing sexually active teenagers

From the figure above, 14 teenagers translating to 17% of the respondents indicated yes while majority of 66 teenagers translating to 83% of the teenagers indicated no. This means that considerable number of teenagers engaged in sex as shown in figure 4.4

4.5 Level of Abstinence Campaigns Awareness

Creating awareness is usually a focal consideration towards ensuring behavior change among the target audience. There is need to create awareness about a particular issue before motivating and persuading people to change or adopt a prescribed behavior.

4.5.1 Awareness of Previous Abstinence Campaigns

The respondents were therefore asked about their awareness of abstinence campaigns that have been done previously on the mass media since this is the starting point towards informing and educating the girls on pregnancy prevention. When asked if they have ever heard of or seen abstinence campaigns they responded as shown in the figure bellow.

Awareness of Previous Abstinence Campaigns

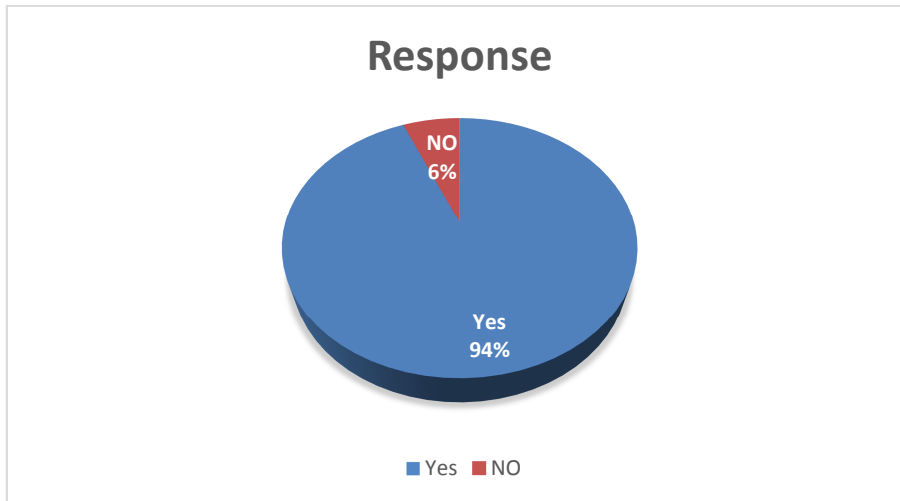


Figure 4.5- figure showing awareness of previous abstinence campaigns

From the figure above 94% of the respondents indicated yes while only 6. % of the respondents were not aware of the mass media campaigns on abstinence. This means that most teenagers were

very much aware of the various mass media campaigns advocating for abstinence as shown in figure 4.5 above.

4.5.2 Major Source of Information on Abstinence

The respondents were further asked to indicate where they mostly get information on abstinence and they responded as shown in table 4.6 below.

Major source of Information on Abstinence

Source	Frequency (n)	Percentage (%)
Radio	7	9.3
Television	40	53.3
Posters	3	4
Newspapers	2	2.7
Trained Peer Educators	23	30.7
Total	75	100

Table 4.6- table showing major source of information on abstinence

The finding from this study therefore indicates that television was the medium which provided most information on abstinence with 53.3% of the respondents who are aware of abstinence campaigns citing it, trained peer educators with 30.7% of the respondents, radio 9.3%, while posters and newspapers recorded the least at 4% and 2.7% of the respondents respectively. This finding further affirms the important role played by interpersonal channels like the peer educators in creating awareness.

4.5.3 Effectiveness of the Source of Information on Abstinence

To understand the efficacy of the various sources of information on abstinence the respondents were asked to rate the effectiveness of various sources, they were to indicate whether the source was not effective, effective, very effective or not seen or heard of any campaign from that source. They responded as in table 4.7 below

Effectiveness of Source of Information on Abstinence

Source	Not seen/heard		Not effective		Effective		Very effective	
	(n)	%	N	%	n	%	N	%
Radio	11	14.7	22	29.3	28	37.3	14	18.7
Television	7	9.3	15	20	26	34.7	27	36
Posters	15	20	30	40	23	30.7	7	9.3
Newspapers	21	28	22	29.3	26	34.7	6	8
Trained Peer educators	6	8	15	20	23	30.7	31	41.3

Table 4.7- table showing the effectiveness of various sources of information on abstinence.

From the table above trained peer educators were mentioned to very effective by 41.3% of the respondents followed by television at 36% of the respondents and radio 18.7%. Most respondents at 40% indicated that posters were not effective source of abstinence campaigns, with radio and newspapers recording 29.3% each for the respondents who felt it was not effective. Majority 28% of the respondents indicated that they had not seen any abstinence campaigns on the newspapers. 14.7% of the respondents indicated that they had not heard of the campaigns on the radio while

television and peer educators recorded the least number of respondents who have not heard or seen them at 9.3% and 8% respectively.

Overall scorers of the finding on the efficacy of the various sources indicated that trained peer educators were rated as the most effective with 72% of the respondents, television at 70.7% of the respondents, radio 56% while newspapers and posters 42.7% and 40% respectively.

4.6 Awareness of -*You think that is Dump? So is teenage sex. Be smart, abstain- Campaign*

Since one of the objectives of the study was to determine the extent of reach and appeal of the abstinence campaign, *you think that is dump, so is teenage sex. Be smart abstain*; it was critical to find out about the campaign in terms of its reach to the target audience and message appeal. In other word did the campaign have the basic capacity to propel change?

Awareness of *You think that is dump? So is teenage sex. Be smart, abstain*.

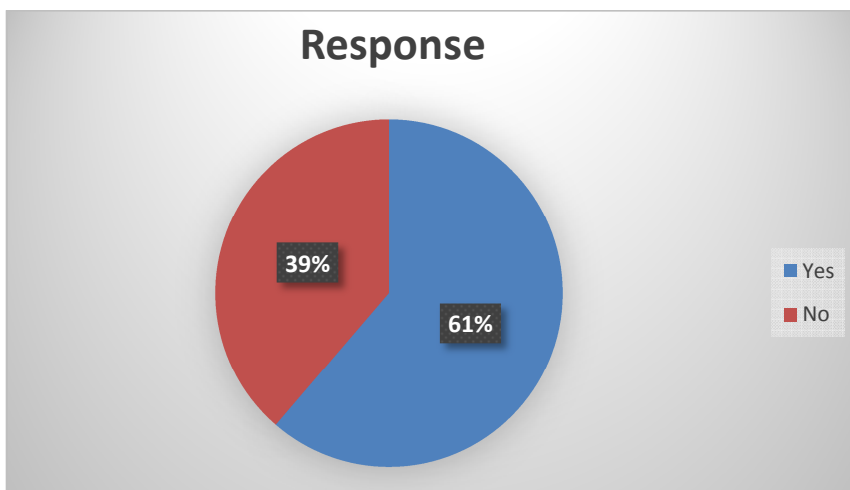


Figure 4.6- figure showing the respondents awareness of *you think that is dump campaign*

Findings from the study indicated that quite a good number saw the abstinence campaign- *you think that is dump? So is teenage sex. Be smart,abstain* with 61% of the respondents having seen the

campaign advert on the television. 39% of the respondents said that they had not seen. This means that the advertisement had high recall rate and it reached a considerable number of teenagers in Mathare North Sub-location as presented in figure 4.6 above.

4.6.1 Understanding of the Message

Of those who had seen the advertisement, they were asked to indicate how well they understood the message used in the advert by indicating whether they did not understand at all, understood very little, well or very well and they responded as shown in the table 4.8 below

Understanding of the Message

Response	Frequency (n)	Percentage (%)
Don't understand	1	2
Very little	11	22.5
Well	8	16.3
Very well	29	59.2
Total	49	100

Table 4.8- table showing the respondents' understanding of the message used in the campaign

From the table above 59.2% of the respondents understood the message very well, 16.2% understood it well while 22.5% understood the advert message very little and 2% of the respondents did not understand the message at all. This findings shows that majority of the teenagers understood the message and action put forth in the advertisement; meaning the message and the slogan could have been simple and was constructed in way that the target group could decipher meaning and the information attached to it.

4.6.2 Extent to which the Respondent Could Relate to the Message

Given that when constructing the message the key designers decided to take a different approach of using a teenager to depict that teenage sex was not a good idea, the respondents were asked to indicate the extent to which they could relate to advertisement since it was done by one of their own. They responded as shown in the table 4.9 bellow

Extent to which the Respondents Could Relate to the Message

Response	Frequency (n)	Percentage (%)
No extent	5	10.2
Small extent	8	16.3
Some extent	16	32.7
Large extent	20	40.8
Total	49	100

Table 4.9- table showing the extent to which the respondents could relate to the message.

From the table above majority of the respondents who had seen the advert on television indicated that they could relate with it to a large extent at 40.8% of the respondents, 32.7% of respondents could relate to it so some extent, 16.3% to a small extent while 10.2% of the respondents indicated that they could not relate to the advertisement at all.

4.6.3 Discussion of the Campaign with Others

You think that is dump? So is teenage sex. Be smart, abstain campaign was also meant to elicit discussion among the teenagers. It was not a stand-alone strategy since it intended to create a platform for discussion on teenage sex among the teenagers. The respondents were therefore asked

if they have ever discussed the advertisement with their friends and they responded as shown below.

Discussion of the Campaign with others

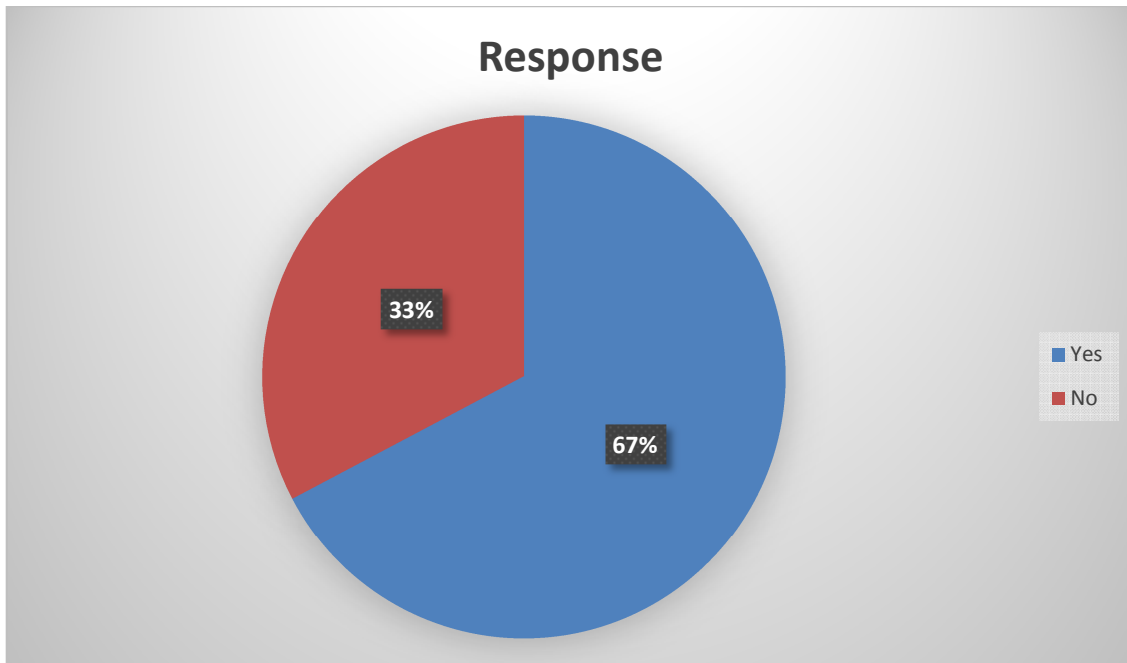


Figure 4.7- figure showing discussion of the campaign with others by the respondents

From the figure above 67% of the respondents had discussed the advertisement while 33% of the respondents did not. This is an indicator that the message and knowledge behind abstinence campaign is being spread as the teenagers engage each other on the topic as presented in the figure above

4.6.4 Observed Behavior Change after the Campaign

Rolling out campaigns is usually meant to change people's attitude and behavior. After providing knowledge and creating awareness through strategies like abstinence campaigns, it is critical to find out if such efforts could have persuaded people to change their attitude or behavior. The

respondents were asked if they have observed their friends practice abstinence or intended to practice abstinence and they responded as shown in table 4.10

Observed Behavior Change after the Campaign

Observed behavior change	Frequency (n)	Percentage (%)
Practice of abstinence		
Yes	36	73.5
No	13	26.5
Intention to practice abstinence		
Yes	33	67.3
No	16	32.7

Table 4.10- table showing observed behavior change after the campaign

From the table above 73.5% of the respondents who had seen the abstinence advertisement reported that they had observed their peers practice the advocated behavior by refraining from sex while 26.5% of those respondents indicated no, meaning some of their friends who are teenagers were still not practicing abstinence. When asked whether they felt their friends had the intention of practicing abstinence in future 67.3% of the respondents indicated yes while a significantly higher proportion of respondents indicated no at 32.7%. These data shows that as at now many teenagers are likely to abstain from sex however it is unlikely that they would maintain that behavior of abstinence since those indicating (No) to intention to practice abstinence is higher compared to those indicating (No) at the current situation of practicing abstinence.

4.7 Awareness of Pregnancy Levels in Mathare North Sub-location

The study also wanted to find out the level of teenage pregnancy in Mathare North Sub-location. Understanding the problem of teenage pregnancy as it is in this area was important, so the respondents were asked to indicate the extent to which teenage pregnancy was a problem in Mathare North and they responded as shown in table 4.11 below

Awareness of Pregnancy Levels in Mathare North

Response	Frequency (n)	Percentage (%)
Don't know	15	18.75
Minor problem	9	11.25
Somewhat a problem	7	8.75
Major problem	49	62.25
Total	80	100

Table 4.11-table showing awareness of pregnancy levels in Mathare North Sub-location

From that table above 62.25% of the respondents indicated that teenage pregnancy was major problem in Mathare North Sub-location, 18.75% of the respondents indicated that they did know how much of a problem teenage pregnancy was in that area. 11.25% of the respondents indicated that it was minor problem while another 8.75% of the respondents felt it was somewhat a problem.

To further understand the level of teenage pregnancy in the area the respondents were asked if they knew anyone who became pregnant as a teenager in the last one year from Mathare North Sub-location. A total of 59 (73.75%) of the respondents indicated yes while 21(26.25%) indicated no. Those who had indicated yes were provided with an open ended question where they were to indicate the number of teenagers who had become within the last one year. The answers were varied

but most of them said they knew two to three teenagers who got pregnant some even indicated that they were too many to count.

This data shows that the level of teenage pregnancy is very high in Mathare North Sub-location with outright affirmation by the teenagers themselves that teenage pregnancy was a major problem in the area and the high number being reported of those who became pregnant in a period one year.

4.8 Presentation of Open Ended Questions

In order to understand the attitude the teenagers held towards teenage pregnancy and abstinence campaigns, open ended questions were asked to yield qualitative data. This gave the respondents total freedom to express themselves with regard to the two issues. Data was coded into different themes based on the research objective as stated in the questionnaire. The themes were: attitude towards teenage pregnancy, perception on abstinence campaigns as a tool of preventing teenage pregnancy and recommendation for the best way to tackle teenage pregnancy.

4.8.1 Attitude towards Teenage Pregnancy

It was important to find out the views of the teenagers towards teenage pregnancy, whether they thought it was good, bad or they were simply apathetic to the all issue of pregnancy. The respondents were asked to explain how they felt about teenage pregnancy. The responses were varied but it come out clearly that most teenagers felt teenage pregnancy was an unfortunate situation characterized by many unpleasant consequences. There was a general feeling that teenage pregnancy was not good for healthy development of young girls with most of them citing the negative repercussion that comes with it. They felt that teenage pregnancy shatters the dreams of the affected making it had or even impossible to achieve your goals since you may be forced to drop out of school.

Many of them also felt that teenage pregnancy increases the circle of poverty since the affected are usually minors who cannot fend for themselves let alone the children that they bring forth. Critical to note was the stigma associated with pregnancy as a teenager, the respondents felt that those who become pregnant during teenager-hood are often ridiculed and mistreated especially by their peers. Few responses were sampled as indicated below to show attitude towards teenage pregnancy.

“I feel tremendously bad about teenage pregnancy because the affected girl may be forced to drop out of school and they also become the talk of town. This is something I have seen even in my class and it always affects me very much”

Teenage girls dropping out of school due to pregnancy can be very counterproductive to the various efforts being made to address the problem since these girls dropping out may resort to early marriages which is another contributing factor to the number of young mothers.

“It is a major problem causing many teenage girls to drop out of school and I feel it is very bad that we are seeing so many young girls pregnant yet they cannot support themselves and their babies, leaving the burden to their parents”

Teenage pregnancy is not only a problem to the girls but it is very multifaceted to the extent that it increases poverty since the affected girls are minors who do not have economic base to support themselves and their babies. That is why failing to tackle the problem of teenage pregnancy through the mass media campaigns will eventually prove to be costly to the families and the society at large

“I think it is something shameful and it does bring out a bad image of a person and therefore should be prevented at all cost”

The attitudes the teenagers hold towards pregnancy is bad and therefore teenage pregnancy prevention efforts should capitalize on this because teenagers themselves understand that it is not good to become pregnant at the age.

4.8.2 Perceptions on Abstinence Campaigns as a Tool of Preventing Teenage Pregnancy

Another objective of the study was to find out the perception of the teenagers towards abstinence campaign as a tool of preventing teenage pregnancy. In as much as abstinence has been advocated for young people as the most effective tool for preventing early pregnancies and STIs, it was important to explore their perceptions and they were therefore asked if they felt that abstinence campaigns are good tools that can be used in efforts of addressing teenage pregnancy.

Nearly all the respondents affirmed that abstinence campaigns were surely the most effective tools since it can create enormous awareness and educate the teenagers on the consequences of sex. Most of the respondents explained that it is only the abstinence campaigns that can reinforce positive behavior and encourage the teenagers to take the right path in their sexual life. The respondents expressed confidence that abstinence campaigns have the potential of encouraging behavior change among the target audience making them maintain the prescribed behavior with abstinence being described as the only surest way of preventing teenage pregnancy and other STIs. Some of their responses are shown below:-

“Abstinence campaigns are very useful to the girls, since it educates and informs them about the consequences of sex. The girls need to know that sex is very risky to them and being pregnant as a teenager will only ruin them”

Using abstinence campaigns to tackle teenage sexual behavior is no doubt the best method through which the teenagers are enlightened on the consequences of irresponsible behavior. It provides

knowledge and creates awareness on issues related to teenagers and sex and further provide information on the consequences involved.

“Abstinence campaigns are very effective tools since it helps those who are neither aware nor informed about the consequences of sex and this will help them make right choices and decisions with regard to sex.

The starting point of any campaign strategy is to create awareness on various issues being advocated for. The teenagers need constant exposure to the various abstinence campaigns so that their attitudes and behavior are shaped accordingly when they are still young.

“Abstinence campaigns are very effective tools because they enlighten the girls on the consequences of sex. Through the campaigns confidence is instilled making teenagers to take charge by acting responsibly with regard to sex by abstaining from it. Therefore it is important to educate girls on simple issues before they bring problems to the society”

In this case making abstinence campaigns very friendly to the teenagers is very important since they need to feel cared for and protected from harsh treatment. Therefore the campaigns should be made relevant to their need to the extent that they feel comfortable and confident to practice abstinence

4.8.3 Opinion on the Best Approach of Preventing Teenage Pregnancy

From their responses on the best way of preventing teenage pregnancy it was clear that majority of the teenagers had vivid understanding that teenage pregnancy was big problem that needed a very comprehensive approach in terms of the strategies developed. It was the duty and responsibility of all the concerned parties including the teenagers themselves to play a vital role towards teenage

pregnancy. They mentioned that it was important for the parents, schools, media and the government to play a role towards pregnancy prevention.

Even though they were affirmative on their take on abstinence as the best approach towards preventing teenage pregnancy, the teenagers further indicated that they had it upon themselves to protect their future by abstaining from sex but there was serious need for continued education inform of campaigns from the mass media and even peer educators so that they can be enlightened on the consequences of sex.

Worth to mention was how the teenagers described those factors that might impede the teenage pregnancy prevention interventions where they cited peer pressure and poverty. Therefore in broad sense they felt effective prevention strategy should take into consideration economic empowerment or assistance that should come from the government. On the case of peer pressure they felt they had an obligation to avoid bad company that might ruin their morals. They also mentioned in-school programs that could provide wholesome education on sex so that their attitude and behavior are shaped accordingly. Some of their responses are shown below:-

“ It is good educate teenagers on the consequences of sex but that might not be enough since there is need to provide sanitary towels to the disadvantaged girls since some of them normally drop out of school because they cannot afford sanitary towel and later they engage in sex which might put them at risk of being pregnant”.

This point raises the concern that teenage prevention strategies should take broad approach where other factors like poverty are adequately addressed since those teenagers who are economically disadvantaged can resort to unhealthy relationships leading to early and unplanned pregnancies

“Preventing teenage pregnancy should start at home through parent-girl talk, and then the mass media should also play a role by creating awareness on the consequences of sex”

Teenage pregnancy prevention should be a very inclusive agenda where everyone is involved from the parents at home, teachers and trained peer educators where teenagers are educated and counseled when necessary. The role of such interpersonal channels is very critical in reinforcing and complimenting the mass media campaigns.

“There is need to effectively utilize the television by airing more educative content in form of plays where teenagers get to see exactly the disadvantages of intimate relationships, I say this because people tend to understand what they see than what they hear”

Even though using the television to campaign for abstinence can be very problematic, efforts can be made to make them achieve some degree of success by increasing content that is relevant to their needs and also that which can provide education and caution when necessary.

“The most effective way of preventing teenage pregnancy is by creating public awareness on the consequences of sex to both girls and boys and advocating for abstinence till marriage”

Teenage pregnancy prevention efforts should also target the boys since most girls might succumb to sexual pressure from their boyfriends.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of key findings of the study based on the research objectives, conclusions arrived at and the recommendations

5.2 Summary of the Findings Based on the Objectives of the Study

This study determined the impact of abstinence campaign, *you think that is dump so is teenage sex be smart abstain* in reducing teenage pregnancy among school going teenage girls aged 13-17 in Mathare North Sub-location and used Descriptive Survey Design to gather information. Four schools were selected using Stratified Random Sampling. From each school a sample size of 20 respondents was randomly selected using the class register making a total of 80 respondents.

The instrument of data collection was questionnaire which had open ended questions and closed ended questions. The questionnaire was personally administered by the research and the data obtained was analyzed quantitatively and qualitatively. Open ended questions were organized into themes based on the research objectives. Quantitative data was sorted, coded and analyzed using statistical packages for social sciences yielding descriptive statistics of percentages and frequency tables

The study findings revealed that television remains the most dominant medium of mass communication among the teenagers with majority of the teenagers citing it as their preferred source of information compared to other mass media like the newspapers, radio and posters. When it comes to the preferred television channel in Kenya, Citizen television was mentioned by more

than three quarters of the respondents making it the most powerful among the teenagers' with enormous capacity to reach that target group.

On their engagement with the media texts, the study further revealed that most teenagers were somehow exposed to the television channel on daily basis. Even though majority of them were exposed to the television for less than four hours a day, that exposure was vital since it revealed that they could assess that media with most of them indicating that when they come to that medium they mostly consume content which is entertaining in nature and not hard content like news.

Due to its dynamic nature television therefore proved to be very forceful with enormous capacity to transcend boundaries and capture many teenagers. The preference attached to that medium was undoubtedly huge compared to other mass media.

Another interesting finding revealed that parents are increasingly becoming important agents of sexual socialization with majority of the respondents indicating that their parents were the main source of information related to their sexuality. This finding gave recognition to the important role that can be played by interpersonal channels of communication. Mass media like television, radio come in closely second as the main source of information related to sexuality. The study also revealed that television was the main source of information on abstinence meaning, television plays a crucial role of creating awareness and informing the teenagers on abstinence however most teenagers felt that it was not that effective as compared to peer educators which was rated most effective source of information related to abstinence. Newspapers and posters were rated least effective.

The study also found out that the knowledge level of the teenagers was very high, with an average score on various issues touching on their sexuality. Majority of the teenagers indicated that they

knew how to avoid getting pregnant, age at which they are susceptible to become pregnant and the consequences of sex. However, worth to mention was the fact that there were a considerable percentage of teenagers who indicated that they were not informed at all on the consequences of sex.

On the factors that could influence sexual behavior, the study revealed that all factors from environment, social and economic had some degree of influence on the teenagers' sexual behavior however majority of the teenagers felt their environment affected their sexual behavior to a large extent. This could be in terms of coerced sex or rape. Social factors like peer pressure also affected their sexual behavior to a certain extent.

The study discovered that the awareness level of the teenagers was also very high with nearly all the respondents affirming that at one point or another they have been exposed to various campaigns advocating for abstinence. The abstinence campaign under study also received significant awareness levels with 61% of the respondents indicating that they saw it on television and could even recall the action and slogan- *You think that is dump, so is teenage sex, be smart abstain*. This high recall rate means that the advertisement reached most teenagers.

When constructing campaign messages, it is usually important to understand the target audience so that the message can match their level of knowledge and understanding. This study revealed that the message used in *you think that is dump? So is teenage sex. Be smart, abstain* campaign was very well understood by more than half of the respondents, meaning the message was constructed in simple and clear terms. The message also appealed to majority of the teenagers, where most teenagers could relate very well with the advertisement. It was revealed further that those who had

seen the abstinence advertisement engaged their peers on the message behind the campaign creating a discourse on the social platforms which was very important for further propelling the message.

On the observed behavior after the abstinence campaign, the study found out that most teenagers refrained from sex by practicing abstinence. However worth to mention was the fact that there was significant proportion of those who did not intend to remain abstinent in future this was noted by comparing the percentage of those who indicated yes 73.5% for current abstinence level and those indicating yes 67.3% for future abstinence levels. This means that there is need for rigorous and continued abstinence campaigns that should avert a possible occurrence where the number of sexually active teenagers would increase.

Despite the high awareness levels and high knowledge levels among the teenagers in Mathare North Sub-location, the study discovered that there were a number of teenagers who were still sexually active (17.5%) and that pregnancy levels were very high with the number of reported pregnancy ranging mainly from two to uncountable teenagers getting pregnant in the last one year. Majority of the teenagers also affirmed that teenage pregnancy was a major problem in the area.

The study found out that the teenagers had a negative attitude towards teenage pregnancy where they felt it was a bad occurrence to people of their age. Teenage pregnancy was seriously stigmatized making it very shameful. The study also revealed that the teenagers' perception towards abstinence campaigns was favorable since they felt it was effective in advocating for behavior change among the teenagers by creating awareness and educating them on the consequences of sex.

5.3 Conclusions

Based on the findings of the study, it is imperative to note that television campaigns are surely an attractive strategy with enormous capacity to capture the attention of most teenagers. It is channel with great potential in creating awareness and advocating for positive behavior change among the target audience, however its ability to alter the behavior of the teenagers towards favorable sexual orientation is still very fragile. Television has the ability to alter behavior for as long as the campaigns are done continuously

For teenage pregnancy prevention strategy to achieve some degree of success, then there is need for comprehensive approach where all channels are effectively utilized. The role of interpersonal channels cannot be overemphasized since from the findings it come out clearly that interpersonal channels like the parents and peer educators where taking important place of educating the teenagers on matters sexuality. Therefore mass media and interpersonal channels can be used to complement each other such that when the former is used to create awareness and pass knowledge, the latter provides one on one relationship with the teenagers where they can motivate them and counsel them when necessary.

Given the nature of television, the campaigns that are channeled through it should be made more forceful and persuasive enough to counter the negative content produced. There is need for those campaigns to be sustained for long and repeated several times for the teenagers to internalize the approved behavior of abstinence.

Even though television was cited as the major source of abstinence campaigns with most teenagers even being aware of the previous and latest abstinence campaigns *you think that is dump? So is teenage sex. Be smart, abstain* the study found out that there are teenagers who are sexually active

and the numbers of reported pregnancies were also high. The study can therefore conclude that the use of television to reduce incidences of teenage pregnancies can only be successful to certain extent of creating awareness, providing knowledge and altering the behavior of the target audience when sustained for longer time.

You think that is dump? So is teenage sex. Be smart, abstain campaign also achieved some degree of success. The recall rate of that advertisement was above average since most teenagers could recall the advert and even the message used. The penetration of that campaign was therefore good and it had an impact on the abstinence behavior of the teenagers since the current abstinence level was high among the teenagers. This campaign therefore warrants continuation and should exploit all the television channels in Kenya instead of overlying on one channel (KBC) as was the case in round one.

Even though the knowledge level of the teenager was very high and even their attitude towards abstinence campaigns was favorable, this was not translated to actual abstinence behavior for some teenagers. Therefore there is need for more rigorous preventive measures that should be undertaken from imparting relevant knowledge through well trained sources to dealing with other pertinent issues like poverty which might influence the uptake of the advocated behavior.

5.4 Recommendations

Based on the findings of this study, the researcher recommends the following:-

- i. The government should take a more robust approach towards teenage pregnancy by conducting comprehensive education through the mass media; school based programs, peer educators so that the attitude and behavior of the teenagers are shaped when they are still young towards positive sexual behavior.
- ii. The media fraternity also needs to practice social responsibility by producing and airing content that provides knowledge and educate the teenagers. Given that most teenagers are fond of the television there need to reduce the potentially harmful content and increase programs that can educate and entertain the teenagers at the same time on the consequences of sex.
- iii. Mass media campaigns need to well-targeted and sustained for a longer time. *You think that is dump? So is teenage sex. Be smart, abstain* abstinence campaign should be rolled out again and repeated for maximum impact to be realized. Consequently this research highly recommend that it should be advertised on all television channels to capture all the teenagers bearing in mind that t the television with capacity to capture most teenagers was not utilized in round one of the campaign.
- iv. There is urgent need to de-stigmatize pregnancy by sensitizing significant others like the parents, teachers and even other teenagers. Parents need to sober-up when faced with the problem of teenage pregnancy and avoid treating their girls harshly since this can lead to other pregnancies due early marriage when the affected fail get support from them.
- v. The researcher also recommends that peer educators should be properly trained and provided with relevant knowledge that they should pass on the teenagers on how act

responsibly with regard to sex. In line with this parents should also be encouraged more to take an active role of educating their girls on their reproductive health

5.5 Suggestions for Further Research

- i. Since this study sought to assess the impact of abstinence campaign- You think that is dump, so is teenage sex. Be smart abstain- in reducing teenage pregnancy among teenage girls in Mathare North Sub-location which is an informal settlement, similar study should be conducted among teenage girls living in places of average or high social status for purposes of comparison.

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APPENDIX I

STUDENT’S QUESTIONNAIRE

Hello,

My name is Lucy Akoth Otieno, a student of University of Nairobi School of Journalism and Mass communication. I am conducting a study among teenage girls in Mathare North Sub-location to determine the impact of *you think that is dump? So is teenage sex. Be smart abstain* abstinence campaigns in reducing teenage pregnancy in the area. I kindly request you to fill in the questionnaire provided.

Information provided in this questionnaire is strictly for this study and would be treated confidentially.

SECTION A: PERSONAL INFORMATION (please tick the appropriate)

- 1. Age 13-15 () 16-17 ()
- 2. Place of stay.....
- 3. Level of education Primary () Secondary ()
- 4. Please indicate the class/form
- 5. Do you watch television Yes () No ()

SECTION B: MEDIA HABIT

4 Which one is your preferred channel/media of mass communication? (Tick the appropriate)

Media	
Radio	
Television	
Newspapers	
Posters	

5 Which one is your preferred television channel in Kenya? (Tick the appropriate)

Television channel	
Citizen TV	
NTV	
KTN	
KBC	
Kiss TV	
QTV	

6. How often are you exposed to television channel in terms of hours per day?

- 1to 2hrs 2-4hrs 4-6hrs more than 6hrs

7. What sort of content/program best interests you in the television?

News Talk shows Entertainment Documentaries

SECTION C: SEXUAL KNOWLEDGE AND BEHAVIOR

8. Which one of the following is your major source of matters regarding sex and sexuality? (Tick only one)

Source	
Parents	
Teachers	
Friends	
Mass media like radio, television	
Other (Specify)	

9. For each of the following issues relating to sex and sexuality, identify the extent to which you are informed/know about them

- i. Consequences of sexual activities- () Not informed () somewhat informed () Well informed () Very well informed
- ii. Age at which one can become pregnant- () Not informed () somewhat informed () well informed () very well informed
- iii. How to avoid getting pregnant- () Not informed () somewhat informed () well informed () very well informed

10. To what extent do the following factors affect/influence your sexual behavior?

- i. Social factors like peer pressure - () No extent () some extent () Large extent
- ii. Economic factors like poverty- () No extent () some extent () Large extent
- iii. Environmental factors like where you live- () No extent () some extent () Large extent

11. Have you ever had any sexual relationship with a person of the opposite sex?

() yes () No

SECTION D: TELEVISION CAMPAIGNS AWARENESS ON ABSTINENCE

12. Have you ever heard of abstinence campaign?

() Yes () No

If yes, where did you see or hear the campaigns

Radio Television Posters Newspapers Trained Peer educators

13. How do you rate the effectiveness of the sources of information on abstinence?

- i. Radio- Not seen/heard Not effective Effective Very effective
- ii. Television- Not seen/heard Not effective Effective Very effective
- iii. Posters- Not seen/heard Not effective Effective Very effective
- iv. Newspapers- Not seen/heard Not effective Effective Very effective
- v. Trained Peer Educators- Not seen or heard Not effective Effective Very effective

14. Have you ever heard or seen the abstinence campaign/advert “*You think that’s dump? So is teenage sex. Be Smart. Abstain*” Yes No

If yes answer question 15-18 if no skip to question 19

15 How well do you understand the message and action put forth in the campaign?

Don’t understand Very little Well Very well

16 To what extent do you relate to that TV campaign advert?

No extent Small extent some extent Large extent

17. Have you ever talked/discussed to anyone about the TV campaign?

Yes No

18 After the abstinence TV campaign have you observed any behavior change among your peers in terms of the following?-

- i. Practice of abstinence- Yes No
- ii. Intention to practice abstinence- Yes No

SECTION E: PREGNANCY AWARENESS LEVEL

19 How much of a problem is teenage pregnancy in this area?

Don’t know Minor problem somewhat a problem Major problem

20 Do you know anyone who became pregnant as a teenage during the last one year in this area?

Yes No

If yes, how many.....

21. How do feel about teenage pregnancy? (Explain)

.....
.....
.....

22. Do you think the abstinence campaign is a good tool that can be used in efforts to prevent teenage pregnancy? (Explain)

.....
.....
.....
.....

23. In your opinion which is the most effective method of preventing teenage pregnancy? (Explain)

.....
.....
.....
.....

THANK YOU