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**CONTRIBUTION OF PARTICIPATORY COMMUNICATION ON NGO
INTERVENTIONS SUSTENANCE IN KENYA: A CASE OF WORLD VISION IN
TAITA TAVETA COUNTY**

^{1*} **Eliud Masaka Mwanyalo**
mwanyalo@gmail.com

^{2**} **Prof. Hellen Mberia**
hellenmberia@gmail.com

^{1* 2**} *School of Communication and Development Studies, Jomo Kenyatta University of Agriculture and Technology*

Abstract

Many people are quick to attribute failure of NGO development projects to withdrawal of funds; although that may be partly true, there are many underlying issues affecting sustainability of NGO projects than what meets the eye. Communication scholars have cited communication approach of the donor funded programs as one of the fundamental reasons that would affect the sustainability of an intervention. Many NGOs assume that they have all the solutions to the problems of the target communities and in so doing the beneficiaries of the intervention are left out at the conception, at the process and at the summation of the project. There is need for consensus and negotiated solutions which are participatory in nature in order to incorporate the needs of key stakeholders who are the intervention beneficiaries at all stages of a project cycle. When participatory communication strategies are applied then there is ownership of the intervention bringing about sustainable development. Participatory Communication messages also play a key role in the sustenance of NGO interventions; Participatory communication messages look at what circumstances to apply logical appeal, ethical appeal and lastly emotional appeal. The study used descriptive survey design and operationalized both qualitative and quantitative methods. The study applied

probabilistic and non – probabilistic sampling procedure. The descriptive analysis, revealed that majority of the respondents were in support of the role that is played by the participatory communication on NGOs intervention sustenance. The regression results showed that the three variables had positive and statistically significant effect on the NGOs intervention sustenance. The study thus recommends that the stakeholders should consider the effect of the three variables. The research will help NGOs and CBOs to achieve sustenance in their application of community based interventions. The research will also help NGO development partners such as Government Organizations in the smooth implementation of their development agendas such as Corporate Social Responsibility (CSR). The study revealed that communication stages, communication strategies and communication messages have a positive significant effect on the NGOs interventions sustenance. The conclusion is that participatory communication helps in the NGOs intervention sustenance.

Keywords: communication stages, communication strategies, communication messages and sustenance NGO interventions

1.0 Introduction

The success or failure of an intervention or a project has been mostly been pegged on funds i.e. pumping or withdrawal or lack of it (Andersson, 2013). However studies in participatory communication have demonstrated otherwise. Participatory studies have showed that there is need for the beneficiaries of an intervention to be involved at the conception, process and summation of a project for the intervention to be a success. Participatory communication ensures that the needs, attitudes and behavior of the beneficiaries are put into consideration at all the stages of a project cycle in order for the intervention to be effectively sustained. According to Pellika (2014) for example, in Taita an institution planted 40,000 tree seedlings to rehabilitate a degraded area, however some locals started a forest fire during dry season and destroyed all the trees due to their belief that this practice would attract rainfall. Research in Taita Taveta district has shown that over the years various NGOs whose objective is to spread sustainable interventions have failed miserably in their endeavors to achieve sustainable development as a result of not applying participatory strategies (Giffen, Dixon & Wangui 2011). One such research was carried out by Plan International in 2010 on a post intervention study to improve their understanding of the organizations contribution to long term change in communities they worked with and one of the findings was that community ownership of projects was often found to be lacking and almost all Plan supported CBOs were no longer in operation because the principle that people had to be consulted and participate was not put into practice (Programme Effectiveness Team, 2010).

The history of Participatory Communication can be traced back from the pre independent Kenya (1963) where council of elders used to organize *barazas* in

order to solve community problems and later on borrowed by the chief in the one party state after independence (GoK, 2012). With the entrance of NGOs in Taita Taveta in the mid 1990 such as Plan International, Action Aid, DANIDA and World Vision influence of participatory communication started to be felt but it was not sustainable, which led to re-strategization of intervention by some of the NGOs such as World Vision. Studies by Chalk (2013) trace forms of participatory communication in World Vision back in 2010 in her paper ideal versus actual: a comparative study of the application and results of World Vision's external stakeholder assessment. It was aimed at exploring the participatory evaluation component of World Vision Program Capacity Review (PCR) established in 2010. According to Fowler (2008) PCR incorporated external stakeholder assessment because there was a strong will within the project team to problem solve on current gaps to community- based evaluation. From the study, several recommendations were made but one that was pertinent in this study was that there is need for space for contextualization of the approach in cultures or contexts that resonate well with the beneficiary communities and that there should be a struggle for honest and open feedback (AFID, 2009). The above observation is important because when there is honest and open feedback in any intervention then participatory communication is in the route towards sustainable development. Carlsson and Berkes (2005) posit that integration of local knowledge in resource management is prerequisite for functional co-management of common natural resources. Our special focus in this research project would be the contribution of participatory communication on World Vision programs because World Vision programs have proved to be sustainable in Taita Taveta and World Vision well fits the definition of an NGO and their success in programming to a larger extent has been

attributed to their application of Participatory Communication strategies.

1.2 Statement of the Problem

For a long time well-meaning NGOs have gone to communities with an aim of setting up interventions that are aimed at raising living standards of the target group and by extension achieve one or some of the sustainable development goals (SDG) as much as this was well conceived attaining sustainable development had been a pipe dream because the communication aspect had been poorly strategized (Agunga, 1997). This was evident because a few months or years the NGO exit the community the projects would stall (Giffen et al., 2011). This was wrongly interpreted as lack of funds. This study aimed at changing the narrative by inculcating participatory communication which would ensure that people's knowledge attitude and practice are put into consideration at the inception, process and summation of an intervention which would help to promote ownership of the intervention. Participatory communication would attempt to incorporate the community in their own development since people's behavior is likely to change if they are not just passive recipients of message but they are actively involved in the process (Waisbord, 2001).

Communication is still not recognized where it needs to be, at the heart of development plans and that is why this study insisted that for any sustainable development to be made, participatory communication must be adopted at the inception in order to strengthen existing communication capabilities at the process for monitoring and adjustment of information flow and at summative level for reflection and consensus. The study aimed at helping NGOs, CBOs to meet the specific needs of their target communities so as to achieve sustainable development (Pacheco, 2000). The study would also help in the smooth

implementation of development agendas such as Corporate Social Responsibility (CSR) through minimizing friction at the grass root level and thus eliminating the risk of stalled programs and white elephant projects.

1.3. Objectives of the study

- i. To establish the contribution of participatory communication stages towards the sustenance of World Vision projects in Taita Taveta County in Kenya.
- ii. To analyze the contribution of participatory communication strategies towards the sustenance of World Vision projects in Taita Taveta County in Kenya.
- iii. To assess the contribution of participatory communication messages towards the sustenance of World Vision projects in Taita Taveta County in Kenya.

1.4 Research Question

- i. What is the contribution of participatory communication stages towards sustenance of NGO World Vision projects in Taita Taveta County in Kenya?
- ii. What are the participatory communication strategies used in the sustenance of World Vision projects in Taita Taveta County in Kenya?
- iii. What is the contribution of participatory communication messages towards the sustenance of World Vision projects in Taita Taveta County in Kenya?

2.0 LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Communitarian Theory

Communitarian theory is a theory that emphasizes the connection between the individuals and the

community. Its overriding philosophy is based upon the belief that a person's social identity and personality are largely molded by community relationships, with a smaller degree of development being placed on individualism (Etzioni, 2006). Communitarians examine the ways conceptions of the good are formed, transmitted, justified, and enforced hence, their interest in communities and moral dialogues within them. Although the term "communitarian" was coined only in the mid-nineteenth century, ideas that are communitarian in nature were found in the Old and New Testaments and catholic theology which emphasized on the church as a community (Burke,1729). The communitarian theory emerged largely as a critical reaction to liberalism such as Rawls (1971) theory of justice that conceptualized justice as inviolable rights of individuals that even the welfare of society as a whole cannot override. Communitarianism in contrast emphasized the importance of society in articulating the good (Bell, 2010)

According to Selznick (2002) there has been an emergence of various communitarianism strands in recent decades, but one that has been of interest in this study is responsive communitarians, also called political or neo communitarians which was forwarded by a group of scholars and policy-makers in the 1990s. Etzioni (2006) a major proponent of responsive communitarians, stressed that societies cannot be based on one normative principle, and that both individual rights and the common good should be considered. Responsive communitarians pay special attention to social institutions, which form the moral infrastructure of society such as families, schools and communities. Through families and schools, societies impart the community's shared norms and values onto its new members. Those members are free to accept or reject those norms and either embrace or leave the community, but the community has a role in

inculcating them. Communitarians argue that communities require authentic commitment of most of their members, if not all, to a set of core values. If some members of the society are excluded from the moral dialogue, or are manipulated into abiding by the moral voice, or if their true needs are ignored, they will eventually react to the community's lack of responsiveness in an antisocial manner. Responsive communitarianism seeks to build communities based on open participation, dialogue, and truly shared values (Gibbons, 2015).

Communitarians argue that communities require authentic commitment and inclusion of most of their members, if not all, this is in line with participatory communication which insists on the participation of communities as a key ingredient to ownership of project's intervention. Another link between communitarian and participatory communication is that both paradigms frown on manipulation of members in decision making process claiming that if people's true needs are ignored they are going to react to community's lack of responsiveness in anti-social manner. Responsive communitarians seek to build communities based on open participation, dialogue and true shared values. This resonates well with tenets of participatory communication that advocates for genuine participation (Bell, 2010)

2.1.2 Theory of Citizen Participation

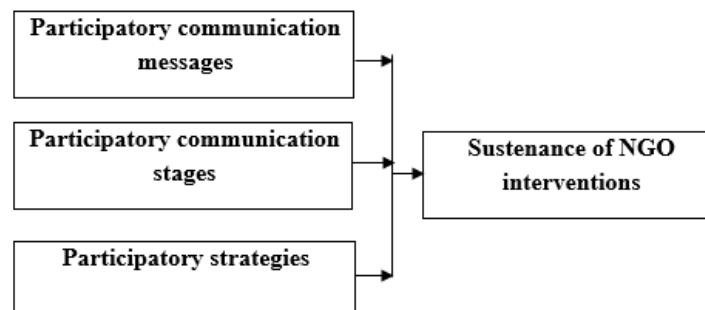
The theory of Citizen Participation can be traced as far back as Plato's Republic in the Plato's concepts of freedom of speech and equal representation (Plato & Grube, 1992). The roots of citizen participation have also been traced to ancient Greece and Colonial New England after being institutionalized in the mid-1960s by President Lyndon Johnson's Great Society programs (Cogan & Sharpe, 1986). There are eight steps on the ladder of citizen participation, they can be grouped

into three broad classifications: non participation, tokenism and citizen power. Florin and Wandersman (1990) defined citizen participation as a process in which individuals take part in decision making institutions, programs and environment that affect them. It is a collaborative process of communication exchange and powersharing among diverse participants (Webler & Tuler, 2000). In discussing the theory of public participation, it is useful to review broad theories of decision-making structures. DeSario and Langton (1987) conclude that public decisions have three broad decision-making structures which are defined and analyzed as the technocratic approach, democratic approach (political science approach) and the development communication approach. Technocracy (or the technocratic approach) is defined as the application of technical knowledge, expertise, techniques, and methods to problem solving. Democratic approach refers to citizen involvement activities in relation to government planning and policy making whereas, the development communication approach refers to the use of citizen participation theory in relation to how communities interact with external bodies such as NGOs and government bodies in the process of mitigating development issues and interventions. The development communication approach therefore justifies ladder of citizen participation theory that apart from being a political science approach also squarely lies as communication theorem in the community decision making structure (DeSario and Langton, 1987).

The significance of citizen participation theory in this study it that the theory helps to show avenues on which NGOs can exploit participatory communication in order to pass intervention agendas, the theory also helps to show levels in which citizens can be engaged through participatory communication and also shows which

is the most ideal level of engagement when participatory methodologies are applied. According to Florin and Wandersman (1990) ladder of citizen participation is about power structures in society and how they interact. It is a guide to seeing who has power when important decisions are being made. Many NGOs still exercise a variety of manipulations as participation process and in the process hampering the true meaning of participation and by extension sustainable development.

2.2 Conceptual Framework



Independent variable

Dependent variable

2.2.1 Participatory Communication Stages and Sustenance of NGO interventions

Communities should be encouraged to participate in making decisions, implementation and evaluation of projects this would intern give them a sense of ownership and the skills that they can use beyond the timetable of development projects (Kavinya, Alam & Decock, 1994). The inclusion of community participation from an early stage in the project process increases ownership, however ongoing motivation is important for continued participation (Bachelor et al., 2000). Evans and Appleton (1993) observe that involvement of women and other stakeholders in the project cycle increase the chance of project success and sustainability.

Contribution of participatory communication at Formative stage helps to bringing all the stakeholders on board. According to Leeuwis (1999) participatory communication is important at the formative stage in order to familiarize with all stakeholders, get their contacts and know their roles. Feasibility studies help a project to establish at the onset whether the intervention is doable and practically in a given setting based on the resistance experienced, for example in a Muslim based society it is not practical to convince members to keep pigs as an intervention for protein diets based on their religious belief. This is important in saving project's time and money. According to Fisher and Ury (1981) participatory communication is important in the integration of local knowledge at inception. It is important for NGOs not to behave as know it all because they can learn enough lessons from the locals. Participatory studies believe that local people have solutions to their problems all they need is direction and facilitation (Freire, 1970). The influence of participatory communication on the social aspects is that participatory communication helps to iron out friction and differences that might arise at the formative stage. Participatory communication provides a leveled ground for horizontal communication therefore different stakeholders are able to express their needs well without fear or prejudice (McQuail, 1983). Environmentally, participatory communication provides avenue for impact assessment thus preventing impeding environmental hazard and conflict over scarce resources thereby saving time and money.

2.3.2 Participatory communication strategies and sustenance of NGO interventions

There are various participatory communication strategies but for the purpose of this discourse we shall sample a few strategies that are going to be beneficial in our study and their relationship to

sustainable development namely focus group discussions FGD, meetings /barazas, edutainment and face to face communication. Some of the notable studies that have used or have promoted the use of participatory communication strategies are: a study in Erie County, Ohio, of the 1940 US which concluded that voting decisions were chiefly influenced by personal contacts and face to face persuasion (Lazarsfeld *et al.*, 1944), Soul City edutainment model which was used in South Africa in combating HIV/AIDS and UNICEF (Tufte, 2003), Sara Communication initiative for adolescent girls in Eastern and Southern Africa which used FGD on FGM research (McKee *et al.*, 2000). It is important to note that although communication strategies at the overall level are generic, no strategy will work if it is not carefully developed in context of local condition (Tufte, 2005)

FGD is not a new concept in the field of participatory communication, UNICEF Sara Communication initiative for adolescent girls in Eastern and Southern Africa successfully researched attitudes and materials on FGM through FGDs in order to collect community views on positive elements related to the practice (McKee *et al.*, 2000). Socially, FGD provide an avenue where people of different walks of life can meet thus providing a platform for divergent views necessary to make an invention reality. It also provides room for community cohesion since differences are able to be ironed out proactively. Environmentally, FGDs help to incorporate views of environmental experts such as National Environmental Management Authority NEMA.

Meetings (*barazas*) provide avenue for identification, participation and sensitization of stakeholders to the intervention benefits and offer opportunity for community contribution and feedback. According to Davis and Liyer (2002)

structured meetings provide a platform for free exchange of ideas bringing about unity of objectives and clarification of ideas thus preventing social pitfalls such as opposition and demonstrations before a project begins. It is through *barazas* that environmental hazards are able to be identified and environmental experts are able to be brought on board to advise the community on environmental safety measures such as planting of trees. Economically, *barazas* provide an avenue for financial contribution also known as *harambees*. Through *harambees* communities are able to provide financial contributions through pulling together of resources. Socially, *barazas* provide avenue for exchange of contacts and avenues for building new and fostering existing relationships thus bringing about cohesion which is important for well-being of any intervention.

2.3.3 Participatory communication messages in the sustenance of NGO interventions

There are three means to persuasion namely: logos, ethos and pathos. Logos is the appeal to logic and reasoning. Ethos is the appeal to ethics and credibility whereas pathos is the appeal to emotions and passion (Aristotle, 1924). Further there is the positive appeal and the negative appeal. Positive appeal uses some kind of bias in processing information; it capitalizes on what people want to hear and works best with symbols which people can easily relate while on the other side negative appeal refers to appeals of guilt, anger and fear for example, a photo of deceased lungs for cigarette smokers (Randle & Dolnicar, 2010). Fear appeal has two components namely threat component and a recommended response. According to health belief Model (HBM) threat component gives the severity of the threat and susceptibility, the feel that it can happen to you, whereas a recommended response deals with efficacy issues that is how well does the solution work (Rosenstock et al., 1997). In

participatory communication one is allowed to heighten the fear then effectively lower the fear by giving solutions. Logos means logical and this is the cognitive or rational appeal. It deals with deduction, reasoning from general to specific and induction, reasoning from specific to general (Godfrey- Smith, 2003). It is important first to understand the attitude of the stakeholders towards the intervention therefore stakeholder segmentation is very important before analyzing attitude since their attitude may not be at par and their needs may also vary, in the Elaboration Likelyhood Model (ELM) there are those stakeholders that may require the cognitive route and those that they may require the peripheral route therefore, when packaging the message it is important for one to put these factors into consideration (Petty & Cacioppo, 1986). For elite audience posters, radio and (SMS) could be used to package the message however for otherwise audience entertainment strategies such as song and dance can be used. Message packaging is important because it determines whether to appeal to the audience emotions, intellect or both. It is argued that messages that appeals to emotions are short lived whereas messages that appeal to cognition are long lasting. It is therefore important to strike a good balance. Two step flow theory supports the above school of thought by pointing out that the opinion leaders are critical raising and shaping the agenda but interpersonal relations are important in cementing the attitude of the audience (Lazarsfeld et al., 1944).

2.3.4 Sustenance of NGO Interventions

Over the years the definition of sustenance in development literature was varied widely and broadened in scope, however, the publishing of World Commission on Environment and Development brought the concept of sustenance into wider use (Brutland, 1987). Sustainability concept arose in response to economic growth

model that characterized development approaches over the last half century. Studies by IFAD (2007) define sustainability as ensuring institutions supported through projects (In our case communities) and the benefits realized (in this case intervention) are maintained and continued after the end of the project (in this case long after the NGOs have left). Studies by Bowrt (1989) define sustainability in terms of outcomes persisting at least two years after project completion. According to Honadale and Vasant (1985) in the study of sustainability of integrated rural development project defined sustenance as the percentage of project initiated goods and services that is still delivered and maintained five years past assistance of donor resources. Therefore, sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The concept of sustainability refers to the long term maintenance of wellbeing, be it environmental, economic or social. It is premised on the fact that continuous self-reliance is vital for the progress and development of a given community as they strive to achieve a common objective based on self-determined participatory interventions and consensus reached solutions (Elliot, 1994).

According to Elliot (1994) there are three essential aspects of sustainable development namely: economic aspect, environmental aspect and social aspects. Economically sustainable systems must be able to produce goods and services on a continual basis in other words it must promote continuous self-reliance and long term maintenance of well-being. Environmentally sustainable systems must maintain a stable resource base and avoid over exploitation of resources, in other words it must meet the needs of the present without compromising the ability of the future to meet their

needs (Elliot, 1994). Thirdly, socially sustainable systems must achieve fairness in distribution and opportunity this is the adequate provision of social services including health and education, gender equity and political accountability and participation (Harris et al., 2001).

2.4 Empirical Review

There are several empirical studies that have been done in participatory communication most involving effective utilization of participatory communication strategies such as edutainment, face to face communication and meetings. One of the earliest studies in participatory communication was the study in Erie County, Ohio, of the 1940 US presidential elections which gave birth to *two step flow theory of communication* (Lazarsfeld et al., 1944). UNICEF Sara Communication initiative for adolescent girls in Eastern and Southern Africa is another study in this field which successfully researched attitudes and materials on FGM through FGDs and collected community views on positive elements related to the practice (McKee et al., 2000). Soul City edutainment model is another study which was carried out in South Africa to combat HIV/AIDS. The study proved substantial because the results were massive awareness raising, behavior change, social mobilization, public debate in the media and influence on legislation (Goldstein et al., 2005).

The Erie County study of 1940 by Kart and Lazarsfeld was built upon the theory of Two-step flow of communication. The theory, states that most people form their opinions under the influence of opinion leaders, who in turn are influenced by the mass media. In Lazarsfeld words, many voters regard family members and close personal friends as major influences in the decision making process and not the mass media (Lazarsfeld et al., 1968). It is based on a 1940s study on social influence that states that media effects are indirectly

established through the personal influence of opinion leaders. The two-step model posits that most people are not directly influenced by mass media, but that they rather form their opinions based on opinion leaders who interpret media messages and put them into context. According to Baran (2011) opinion leaders are those initially exposed to specific media content, and who interpret it based on their own opinion. They then influence the general public who become opinion followers. These opinion leaders gain their influence through group media as opposed to mainstream mass media (Katz & Lazarsfeld, 1955).

In 1999 UNICEF-ESARO commissioned a series of research studies on the Sara Communication Initiative (SCI) in order to help UNICEF determine if the SCI goals were being achieved, Sara Communication Initiative (SCI) is an “entertainment-education” strategy, which sought to harness the drawing power of popular entertainment to convey educational messages: SCI used animated films, radio broadcasts, and printed materials around a central character named Sara. The following studies were conducted with Western Michigan University as Evaluation Center whereas quantitative outcome study was conducted by the Demographic Training Unit (DTU) at the University of Dar es Salaam, Tanzania; and qualitative outcome studies were conducted by the Makerere Institute for Social Research (MISR) at Makerere University, Uganda, and the Institute for Development Studies (IDS) at the University of Nairobi, Kenya. To determine outcomes, the DTU conducted a survey of girls aged 10-18 years in 25 of 54 "Child Special Protection Districts" in Tanzania. According to the research comic books were the medium that provided the highest exposure 18 % followed by video 15%, radio 10 % and posters 9 %. Posters provided a longer lasting exposure. To determine the initial impact of the

initiative, MISR and IDS conducted qualitative outcome studies in rural and urban settings. The relevant issue that guided this study was how the life skills that these girls learned through SCI fostered their participation in development regarding gender relationships. The research established that Sara materials taught existing life skills such as problem solving, decision making, assertiveness, negotiation and conflict management. These life skills could foster girls' participation in development. The term “participation in development” was operationalized as to claiming rights set out in the Convention on the Rights of the Child (CRC). The overall goal of SCI was to promote the Rights of the Child and support their implementation and realization, with special focus on adolescent female children in Eastern and Southern Africa. Over 8,000 respondents from communities across the region participated in focus groups to develop concepts, storylines and character designs. Tanzania, Uganda, and Zimbabwe produced popular theater dramas around Sara themes. Quantitative research contrary to the general expectation deduced that exposure to Sara through video was higher than exposure through radio. This consequently supports the argument that participatory approaches have more impact than mainstream media.

3.0 RESEARCH METHODOLOGY

The study used descriptive survey design. Descriptive survey design involved the collection of information from a sample of individuals through their responses to questions (Mugenda and Mugenda, 2003). The population of the study included World Vision programs activities in three sub counties of Taita Taveta, namely: Wundanyi, Mwatate and Taveta. The researcher randomly picked two locations from each sub county that have specific programs running: Wundanyi - education and child protection, Mwatate – health

and nutrition, Taveta- wash and finally Kishushe which is in Wundanyi but has unique program - livelihoods.

With stratified sampling, the researcher sampled an equal number of items from each sub-county; Each stratum or subgroup was sampled as an independent sub-population. On the part of Key Informant, the study used purposive sampling, which is an informant selection tool where there was deliberate choice of an informant due to the qualities the informant possessed. The Key Informants were four (4) field workers and four (4) World Vision program Managers were also included. A total sample size of 589 household of World Vision (WV) beneficiaries from the three sub-counties was obtained using Cochran formulae. Quantitative data was collected using questionnaires from the households that benefits from WV interventions.

Data was analyzed through descriptive statistics. This entailed analysis of correlation of factors and use of measures of central tendency. After analysis, data was presented using mean, standard deviations, correlation analysis and regression analysis. The Multiple Regression Model below was used to analyze the data

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

Y = NGOs intervention sustenance

β_0 = Intercept term

β_i = Are the various coefficients of the independent variables

X_1 = Communication stages

X_2 = Communication strategies

X_3 = Communication messages

ε = error term

4.0 RESULTS AND DISCUSSIONS

4.1 Correlation Analysis

Table 4.1 Correlation Analysis

| | | Communication stages | Communication strategies | Communication messages | Ngo intervention sustenance's |
|-------------------------------|---------------------|----------------------|--------------------------|------------------------|-------------------------------|
| Communication stages | Pearson Correlation | 1 | | | |
| | Sig. (2-tailed) | | | | |
| | N | 298 | | | |
| Communication Strategies | Pearson Correlation | 0.660 | 1 | | |
| | Sig. (2-tailed) | 0.000 | | | |
| | N | 298 | 298 | | |
| Communication Messages | Pearson Correlation | 0.654 | 0.233 | 1 | |
| | Sig. (2-tailed) | 0.000 | 0.243 | | |
| | N | 298 | 298 | 298 | |
| Ngo intervention Sustenance's | Pearson Correlation | 0.860 | 0.171 | 0.26 | 1 |
| | Sig. (2-tailed) | 0.000 | 0.324 | 0.543 | |
| | N | 298 | 298 | 298 | 298 |

From table 4.1 it can be observed that the correlation between the independent variables and the dependent variable was high and positive at 0.66, 0.65 and 0.86 respectively for Communication stages, Communication strategies, Communication messages, Ngo intervention sustenance's respectively. Correlation in the table above was used to test for multicollinearity. Brook (2002) argue that multicollinearity is the problem that occurs when the explanatory variables are very highly correlated with each other. Burns and Burns (2008), assert that muticollinearity is the presence of very high correlations between the independent variables and should be avoided if one has to run the regression analysis.

The results reveals that the muticollinearity is very low since the correlation between the independent variables was very low as indicated in table 4.1 above. The values of 0.23, 0.17 and 0.26 shows low correlation between the independent variables.

4.2 Regression Results

Table 4.2 Regression Table

| Variables | Coefficients | Std. Error | t-statistic | p-value |
|--------------------------|--------------|----------------|-------------|----------------------------|
| (Constant) | 0.167 | 0.021 | 7.952 | 0.000 |
| Communication stages | 0.466 | 0.031 | 15.223 | 0.000 |
| Communication strategies | 0.319 | 0.029 | 10.984 | 0.000 |
| Communication messages | 0.281 | 0.031 | 9.759 | 0.000 |
| F => 673.650 | | P-value 0.000; | | Adjusted R Square => 0.872 |

The fitted regression model is

$$Y = 1.67 + 0.466 X_1 + 0.319 X_2 + 0.281 X_3 + \epsilon$$

| | | | |
|----------------|-------|--------|--------|
| Standard Error | 0.021 | 0.031 | 0.029 |
| t-Statistics | 7.952 | 15.223 | 10.984 |
| p-value | 0.000 | 0.000 | 0.000 |

Where; Y = NGOs Sustenance, X1 = Communication stages, X2 = Communication strategies, X3 = Communication messages, ε = Error Term, β₀ = Intercept, β₁, β₂, β₃, β₄ = Coefficients

4.2.1 Communication Stages

From table 4.2, the regression coefficient of Communication stages was found to be 0.466. This value shows that holding other variables in the model constant, an increase in Communication stages by one unit causes the NGO Intervention sustenance to increase by 0.466 units. The value of the coefficient is also positive. The positive effect shows that there is a positive relationship between communication stages and NGO Intervention sustenance. The coefficient was not just positive but also statistically significant with a t-statistic

value of 15.223. A t-statistic value of 1.96 and above is normally accepted to be significant for inference analysis. The standard error was found to be 0.031 and the p-value was found to be 0.000. These findings support those of Kavinya, Alam & Decock, (1994) who observe that communication stages have an effect on NGO Intervention sustenance.

4.2.2 Communication strategies

From table 4.2, the regression coefficient of Communication strategies was found to be 0.319. This value shows that holding other variables in the model constant, an increase in Communication strategies by one unit causes the NGO Intervention sustenance to increase by 0.319 units. The value of the coefficient is also positive. The positive effect shows that there is a positive relationship between communication strategies and NGO Intervention sustenance.

The coefficient was not just positive but also statistically significant with a t-statistic value of 10.984. A t-statistic value of 1.96 and above is normally accepted to be significant for inference analysis. The standard error was found to be 0.029 and the p-value was found to be 0.000. these findings supports those of Okunna 1995; Goldstein et al., (2005) who found out that communication strategies have significant effect on NGOs intervention sustenance.

4.2.3 Communication messages

From table 4.2, the regression coefficient of Communication messages was found to be 0.281. This value shows that holding other variables in the model constant, an increase in Communication messages by one unit causes the NGO Intervention sustenance to increase by 0.281 units. The value of the coefficient is also positive. The positive effect shows that there is a positive relationship between communication and NGO Intervention sustenance.

The coefficient was not just positive but also statistically significant with a t-statistic value of 9.7590. A t-statistic value of 1.96 and above is normally accepted to be significant for inference analysis. The standard error was found to be 0.029 and the p-value was found to be 0.000. These findings supports those of Thomas (2006) who found that communication messaging has effect on NGO intervention sustenance.

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of findings

The purpose of this study was to establish the contribution of participatory communication in the sustenance of NGO interventions in Kenya with a special focus of World Vision projects in Taita Taveta County. The study was guided by three research objectives. The first research objective was to establish the contribution of participatory communication stages in the sustenance of NGO interventions; the second objective sought to analyses the contribution of participatory communication strategies in the sustenance of NGO interventions; while the third objective sought to assess the contribution of participatory communication messages in the sustenance of NGO interventions. The sample comprised 298 household of beneficiaries, four (4) community workers and four (4) program managers from World Vision as the Key Informant.

Further, the results revealed that most of the respondents had adequate knowledge on operations of World Vision and that all the respondents were beneficiaries of the projects/ interventions. The correlation analysis revealed that there in no multicollinearity problem. The regression analysis revealed that all the three independent variables had a positive effect of NGO intervention sustenance.

5.2 Conclusion

Based on the study findings, the researcher concluded that participatory communication in an NGO intervention is a vital and sagacious undertaking for the sustenance of any development intervention. As such, the NGOs should integrate participatory communication strategies with the overall objectives and goals in which they intend to attain. Further, the researcher concluded that the input of participatory communication is powerful and life changing to the lives of the target communities. Moreover, with reference to the study findings the researcher concluded that the participatory strategies used by World Vision are exceptional and combination of multiple participatory communication strategies was commendable. Additionally, NGOs should not limit themselves to these strategies alone but devote more effort in unveiling other participatory communication strategies in consultation with the communities they interact with.

Additionally, as it relates to participatory communication stages the researcher concluded that all stages, be it at formative, process and summative are significantly important and that participatory communication should not be ignored at any stage since they have different but desired systematic effect in the sustenance of NGO interventions and lives of the communities they interact with. Based on the study findings, the research also concluded that there are various outcome of participatory communication but the most valued outcomes were the relevance of the intervention to community priorities, ownership of the intervention by beneficiaries, and the involvement or participation of the community. This is in line with Paris Declaration (2005) on Aid Effectiveness that it is important for communities to set their own strategies whereas NGOs support

and respect communities priorities and invest in their human resources and institutions.

5.3 Recommendations

As per the research findings, the study recommends that members of projects should always be included in the determination of the strategic direction of the project. The researcher also recommends that in the process of applying participatory communication methodologies in the dissemination of interventions, the NGOs should also endeavor in strengthening local capacity by training intervention beneficiaries on all aspects of project management, financial management, procurement, operations, record keeping and any other necessary skills that are important in the sustenance of community development projects.

The researcher also recommends that there should be development of policies around the regulation of development communication work that will insist in the use of participatory communication

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methodologies. There should also be an establishment of a formidable NGO regulatory board that will supervise activities of various NGOs thus eliminating exploitation of the beneficiary communities thus ensuring application of genuine and true participation. Finally, the researcher recommends that in the process of applying participatory communication, the NGOs should also encourage local communities in the integration of ICT and adoption of social media which is participatory and interactive in nature. Further, apart from the qualitative methods, efforts should also be made towards empirical monitoring and evaluation of participatory stages for scholarly and comparative analysis in order to analytically ascertain the marginal contribution of participatory communication at all participatory stages in comparison with similar projects. The information collected, would also be of benefit to project management and for future reference.

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