

Efficacy of Ngima Dhano Community Radio Programme in the Uptake of Contraceptives among Women in Cham GiWadu Division, Kenya

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Abstract: Effort to promote family planning is long overdue with the media being used to propagate these practices. Community Radio stations have used to enhance awareness creation in rural areas. Despite all these efforts, little success has been recorded in Kenya with a national contraceptive prevalent rate is at 53.7% while Migori County at 20%. This study sought to establish the efficacy of Radio Rameny's Ngima Dhano programme on uptake of contraceptives among women of Cham GiWadu Division in Migori County. The study objectives was to establish the efficacy of Ngima Dhano Community radio programme in creating awareness on use of contraceptives among women in Cham GiWadu Division. Agenda Setting theory and Knowledge, Attitude and Practices model informed the study. This study used mixed method research design with a sample size of 400 respondents. The study used Questionnaires, Key Informant Interviews and Content Analysis as data collection tools. The study targeted reproductive health communication and formulation of policies on family planning for Government and Non-Governmental Organizations. The study revealed that community Radio broadcast has colossal effect on contraception uptake. Ngimadhano programme projected knowledge and awareness levels. There was an overwhelming positive attitude towards contraceptive uptake hence increased acceptance of contraceptives in Cham GiWadu Division.

Keywords: Contraceptives, Family planning, Mortality rates, Radio awareness, Marital status, Fertility rates

1. INTRODUCTION

The family planning awareness has been a subject of discussion in most modern families and at large the society. Although promotions on family planning through Mass Media were yielding expected results such as increased knowledge and perception domains, stakeholders considering appropriate policies and supporting women to make harmonized family planning decisions, community radio had not been left behind in these campaigns. The data shows that Kenyan Contraceptive Prevalence Rate at 57% (KDHS, 2022), Migori County was still struggling to increase its uptake of contraceptives whereas its current unmet need for family planning was at 20.1% (KDHS, 2022). It has a fertility rate of 4.2 (KNBS, 2019) against the National Fertility Rate of 3.259 (World Health Organization, 2023). This was still above the expectation of the Kenyan Government in line with its second objective in the Family Planning Vision 2030 (Kenya Government Commitment, 2021) and the Universal Health Care coverage.

The data from the shows that KDHS, (2022) 76% of currently married women and 89% of sexually active unmarried women have a demand for family planning. Similarly, 14% married women aged between 15–49 years and 19% of sexually active unmarried women have unmet needs for family planning. Further, if all women who acknowledged to the space or limit their children were to use family planning methods, the contraceptive prevalence rate would increase from 62% to 76% among currently married women and from 70% to 89% among sexually active unmarried women.

The host county, Migori County has 2.1% of women out of the total Kenyan women population with the Total Fertility Rate being higher among women in rural areas contrary to urban areas despite a declination 7.1 (1989) children to 3.9 (2022) children in rural areas. This is against the current Kenyan

birthrate of 27.357 and a fertility rate of 3.259 respectively according to the World Bank report of 2023 against World standards of 2.1 children per a woman.

Mass media has continually been used to convey messages about health risks and improving awareness. This is all done with a primary purpose of eliciting behavior change which in the long run is a preventive measure (Wogu, Chukwu, Nwafor, Ugwuoke, & Ugwulor-Onyinyechi, 2020). At the core of behavior change campaigns is the use of the media to inform and persuade the masses. This has largely been the case within the Sub-Saharan Africa where media has become a critical component of societal development through mobilization of the masses to embrace certain core values and practices (Szilvasi & Saitovic-Jovanovic, 2023)). Mass media has also been demonstrated to influence people's attitudes and behaviour.

1.1. Statement of Problem

The induction of modern contraceptive methods as part of family planning has led to much effort put in place to ensure that they are embraced by many. With the high Kenyan Contraceptive Prevalence Rate at 57% for married women and 67% for all women between 15-49 years, Migori County still struggles to increase uptake of contraceptives whereas its current unmet need for family planning is at 20.1 which is above the Kenyan unmet need that stand at 13.9. The County has a fertility rate of 4.2 against the National Fertility Rate of 3.259. Its demand for family planning stand at 74.9% which is below the Kenyan demand that stands at 82.1% while the Total Fertility Rate stand at 3.9 in the rural set up against 2.8 for the urban areas in the Country (KDHS, 2022). With a listenership of 33% according to Media Council of Kenya (2022) survey report, community radio still has a role in stirring the uptake of contraceptives despite both users and non-users exhibiting a deficiency of factual information on the different contraceptive methods. According to the survey, 78% of the listeners use radio for information more so rural occupants unlike urban occupants. According to Joint National Listenership Research (JNLR, 2023), over three million listeners tuned into radio every weekday comprising of daily listenership at 79.4% for adults. Weekly listenership also increased to 90.9% of the total Kenyan population. This makes radio become a popular mass media trusted for channeling information. Rameny Radio has been airing a health programme promoting uptake of contraceptives as a family planning method in rural areas of the County. This study sought to investigate the efficacy of NgimaDhano community radio programme messages on uptake of contraceptives among women in Cham GiWadu Division.

1.2. Specific Objectives

- i. To establish the efficacy of NgimaDhano Radio messages in awareness creation on use of contraceptive among women in Cham GiWadu Division in Migori County.
- ii. To establish the efficacy of NgimaDhano Radio messages on changing attitude in contraceptives use among women in Cham GiWadu Division in Migori County.
- iii. To determine the efficacy of NgimaDhano Radio messages on acceptability of contraceptives among women in Cham GiWadu Division in Migori County.

1.3. Significance of the Study

This study-built scholarship opportunities on research and knowledge in social and behavior change communications. Media studies more so on the efficacy of community radio stations will contribute immensely on promotion of behavior change.

The findings of this research will inform policies on reproductive health which will be in line with the Universal Health Coverage pillar, one of the Country's Big Four Agenda as well as attainment of objective two of the Vision 2030 by reducing unmet needs for family planning from 14% to 10% by 2030.

This study will also equip Government and Non-Governmental Organisations (NGOs) with the necessary skills and knowledge on how best they can exploit Community Radio stations in promoting

Family Planning and Reproductive Health Communication particularly targeting rural areas. It will also inform on behavior change research on how best Community Radio stations can be exploited in rural areas.

2. LITERATURE REVIEW

2.1. Agenda Setting Theory

The agenda the radio has set informs the strategies NgimaDhano radio program has put in place on matters contraceptive use. McCombs and Shaw developed the agenda-setting idea in 1972. The hypothesis argues that public opinion will change as a result of the media's attention to certain subjects (Mcquail & Windahl, 2013). Agenda setting involves setting the media agenda (what is covered), the public agenda (what people think about), and the policy agenda (regulatory or legislative actions on issues).

The 1968 US presidential campaigns served as the foundation for the first comprehensive study of agenda-setting. In their research, McCombs and Shaw (1972) concentrated on undecided voters in Chapel Hill, North Carolina. The "undecideds" were supposed to be particularly vulnerable to agenda-setting effects, according to their theory. The researchers did a content analysis of the mass media used to reach a sample of 100 respondents after interviewing them. Respondents were asked to list the nation's top issues as reported in the media (Mcquail & Windahl, 2013).

McCombs and Shaw (1972) found out that amongst a given range of issues or topics discussed in a given media, those which get more attention by the media will grow in their familiarity and perceived importance over a period of time (Mcquail & Windahl, 2013). Winter and Eyal (1980) later established that there's a cause-and-effect relationship between what media reports and how the public thinks about the issue. The researchers referred to this concept as visibility which they established to be associated with repeated or frequent coverage of issues. Winter and Eyal (1980) nonetheless noted that the Agenda-setting function was not only dependent on repeated coverage of issues but also the amount of exposure to issues by audiences. Their assertions were later proved by other researchers for instance.

Gondwe et al., (2020) in a study conducted in Zambia on Agenda-Setting theory in African contexts a case of A Jekyll and Hyde in the Zambian Presidential elections aimed at contextualizing the theoretical and empirical underpinnings of agenda-setting theory amidst cultural traditional values in Africa. The study tested the influence of agenda-setting theory in the 2011 Zambian presidential elections before proceeding to assert perceptions of what the voters believe influences their choices for a presidential candidate. The study investigated the likelihood and how applicable agenda-setting theory was in the global context. In its conclusion it was established that debates and discourse about what ought to be included in a normative theory suggest a number of lines of research that need to be taken up more strongly (Gondwe et al., 2020). Emphasis was put on the need to clarify what specifically shapes the agenda of the people more so in Africa. Findings pointed out traditional, cultural and historical backgrounds of the people to be having more influence on people's choice of one candidate over the other. While the media might have a huge role to place in the western traditions, many Africans isolate themselves from the media hence the need to advance the study by looking at the role of agenda-setting in some African countries where the citizens were now active in creating content through digital media (Gondwe et al., 2020).

Ajakaiye et al., (2023) in a study on Media and Public Opinion in West Africa with a focus on interplay of Agenda Setting, Agenda Building and Framing Theories, looked at the fundamental make-up of Agenda-Setting theory and its significance on how media shape public opinions and attitudes towards issues being discussed by the media. It highlighted the connection of agenda setting in media practice and politics of some West African countries such as Nigeria, Ghana and Mali. Relying on raw information gathered from the forefathers of Agenda Setting theory including Professors Emeritus Maxwell E. McCombs and David Weaver. Existence of Agenda Setting principles in Nigeria, Mali and Ghana and found that media are subjective in their agenda setting roles as their contents are more influenced by the politicians was also looked at. Neglect in historical raw data was also discovered. It gave a recommendation that the media ought to do more than news but maintaining the watchdog role.

Edy et al., (2019) discovered a cause-and-effect connection between the amount of media exposure and the public's perception and attitudes of certain topics. Edy et al., (2019) came to conclusion that the more exposure to the media a person has, the more their perceptions will mirror those in the media. For the purpose of this study, Agenda-setting theory will be used in the analysis of objectives one and two.

Naser, (2020) while looking at the relevance and challenges of the Agenda-Setting Theory in the Changed Media Landscape pointed out there was no proper distinction between the traditional media and the Internet new media more so when people relied most on a few mainstream media. Further, the study highlighted that there were technological challenges in terms of how the mainstream media influenced the agenda for the general public. Other arguments indicate that the theory was developed at a time when audiences relied more on a few mainstream media with a basic choice to informing them on understanding of issues. Assumption that people receive common media agenda was also questioned against the new media world with a notion that traditional media has changed from its offensive role in placing the public agenda to a defensive role that requires that coverage of certain news items are done in a specific way. In the new media, more information is available all which can be collected, traced, and circulated at an increased speed as the users have more control on this media hence more interaction between the senders and receivers with the messages.

The scholars also questioned if the internet media may be changing the dynamics of the theory and whether a new model was required for the digital age (Naser, 2020). Digital revolution in this case, has created new platforms to share and display information. This is making the today's media more versatile. It has also seen the audiences readily availing themselves faster embracing of cheaper networks to beat barriers making it easier to consume information. Indicating that key positive correlations is existent between the agendas of new media writers versus traditional media, it is an essential step to understand agenda setting and how it works in the modern media environment. The relationships do not show that a given agenda stimulates another, nor does it help in learning how such agenda setting might work.

However, this study limit itself to community radio which is a traditional media with emphasis on how agenda-setting theory informs the audiences to increase the awareness levels of contraception uptake within Cham GiWadu Division.

For objective 1, the researcher will consider the frequency of issues covered in the media and its association with audiences' levels of awareness. For objective 2, the research will establish whether the audiences' attitudes concerning family planning issues are related to the representations within NgimaDhano radio program.

2.2. Survey Review

This study aimed at filling the gap on how community radio was used in creating awareness in rural setups. As much as radio was used as a medium, a few studies had in the past looked at uptake of contraceptives in rural set-ups in Migori County, Kenya with a major focus on women despite radio enjoying a listenership of 33% according to Media Council of Kenya State of Kenya's Media, (2022).

In the survey report, 78% of the listeners admitted to listening to radio for information bringing to a remarkable improvement of 4% from 2021 more so for rural occupants unlike urban occupants. This made radio to become a popular mass media trusted for channeling information.

2.3. Efficacy of Radio in Creating Family Planning Awareness

The paper reviewed literature on the role of radio on knowledge and awareness levels, attitude change and awareness creation, and acceptance of practices by the audience as well as behaviour change among women in remote villages while demonstrating gaps in the existing literature.

Mutumba, (2022) conducted a study on mass media influences on family planning knowledge, attitudes and method choice among sexually active men in selected countries in sub-Saharan Africa including Kenya. This emanated from the fact that men were understated in family planning research. This was despite the widespread promotion with little systematic evaluation on how mass media exposure influences their family planning knowledge, attitudes and accepted behavior among men.

The study relied on Demographic and Health Survey (DHS) data from 31 countries in Sub-Saharan Africa (SSA), collected between 2010 and 2019.

Okinyi, (2019), noted that there were more than twenty thousand Radio stations around the globe. The rapidly expanding population and technology had favored the adoption of radio messages and transmission. Due to its simplicity in terms of establishment, Radio was one of the media used by most people around the World with a listener estimated at two billion people. This had made radio a common channel for creating awareness of public health. In China, for instance, each community had its radio station. The main purpose of community-based broadcasts was to address issues that affected those communities. Public health was among the issues that community radio had given weight to intending to get a healthy nation, (Sun & Lei, 2018). The use of radio programs had proven to be effective in the message relay to various regions and Kenya will be no exception.

Fombad et al., (2019) in a study conducted in South Africa on the magnitude to which community radio contributed to development of women shown that community radio stations played a substantial role in rural development through the provision of information, education, and entertainment programmes to the listeners. The study further projected that radio stations dedicate more than half of their time to content and less than half to music. In Maputo land the study revealed a decrease in the number of domestic violence cases reported per day from the police stations. This was an indication that awareness on domestic violence, detailing the contact centres and places where domestic violence could be reported and safety could be sought, was making an impact on the listeners.

2.4. Efficacy of Radio in Changing Attitudes on Family Planning

Attitude is defined as a settled way of thought towards something or someone. This means that attitude is a thought pattern that is developed over time. It must therefore have started and will advance to a later stage or regression or improvement. The global demand for information has led to the adoption of various attitudes over time. Every society has over the years evolved due to the various expectations and information presented to them. The case of family planning is information-based since in some cases there tends to be a lack of awareness over some of the issues presented. According to Parsenkar et al., (2021), globally women's attitude towards family planning has been affected by the effective method, the level of education, the number of pregnancies, and information about contraceptives. The change of attitude toward good practices has been therefore brought forth by the family planning education programs and consultancy services, (Parsekar, Hoogar, Dhyani, & Yadav, 2021).

In Africa, the attitudes, beliefs, and expectations on the use of contraceptives has widely contributed to contraceptive low uptake (Schaub, Hinson, Roth, & Izugbara, 2022). For example, thinking that contraception is “wrong” or believing it is against one’s religion can inhibit contraceptive use. This attitude for instance has greatly affected the advancement of contraceptives in such communities. This has led to misinformation about the methods and gender norms. This means that the specific beliefs and outcome expectations will stem from the culture and is in line with objective two of this study.

A study by Schuab et al., (2022) found that in Nigeria, individuals exposed to mass media programming exhibited more positive attitudes and outcome expectations, as well as greater communication about and advocacy for family planning, compared with those unexposed. This means that the role of media is undisputed for the awareness and also the correction of the conceptions earlier adopted. This would also be a baseline for the Kenyan communities so that the media; radio is used for correction and also instilling the right attitude.

According to Machange and Munyogwa, (2022), the prevalence of family planning uptake in Tanzania was still low (32%) despite the government strategies to ensure at least 60% of people in need used family planning by 2020. According the WHO reports, there were various factors that led to low family planning uptake particularly in developing countries in the world. Such factors included; a limited access to contraception, a limited choice of methods, a fear or experience of side-effects, a cultural or religious opposition, a poor quality of available services and gender-based barriers. However, these factors may not be the same in all settings. A study by the Ministry of Health (2020) indicated that in Kenya people who were exposed to media content, especially those listening to radio programs had no problem taking contraceptives. However, much was needed to be

done to change people's perception of the use of modern family planning since a significant percentage of those aware of modern contraceptives still hold biased beliefs.

2.5. Efficacy of Radio on Acceptance of Contraceptives use

The world's concern over the radio and family planning practices shifted with the increase in the information available. On acceptance of using contraceptives, different studies had been conducted to validate how well the study population embraced use of modern contraceptives.

Shezi, et al (2023) in a study on Knowledge, Attitudes and Acceptance of voluntary Medical Male Circumcision (VMMC) among males attending high school in Shiselweni region, Eswatini, participants were asked to report their circumcision status and their future willingness to get circumcised. The findings of the study projected that the students had knowledge about VMMC despite having a negative attitude towards it. In the study neither knowledge nor attitudes were associated with the acceptability of it (Shezi, Tlou, & Naidoo, 2023).

According to Daniel et al., (2023) knowing the reasons for women acceptance of certain contraceptive methods over others helped in generating interventions. This means targeting communications and counseling them about contraception with intention to improve their behavior and decision-making around sexual and reproductive health influencing the uptake of VMMC amongst the students in Eswatini (Daniel, et al., 2023).

Ilegbusi et al., (2021) in a study on Knowledge, Attitude and Practice of Women of Childbearing age towards the acceptance of Contraceptive Implants in Akungba-Akoko, Ondo State, Nigeria noted that factors influencing the acceptance of contraceptive implants among women of childbearing age were: *fear of side effects; lack of interest; husband's refusal; lack of information; religion influence; contraceptive failure; lack of regular sex; and its diminished sexual pleasure*. It was concluded that the knowledge of women of childbearing age towards the acceptance of contraceptive implants required improvement. Additionally, they needed to be fully informed about the cost-effectiveness, benefits and minimal side effects of contraceptive implants. Most of the women who were currently using contraceptive implants expressed low knowledge on how fertility returns after termination of contraceptive implants. The study also revealed that the attitude of women of childbearing age towards the acceptance of contraceptive implants should be corrected (Ilegbusi, Tomori, & Alabi, 2021). This study expressed similarity in line with the study since both look at the acceptability of contraceptives.

Kamaku, (2021) investigated the effect of television viewing on students' unrest in secondary schools in Kiambu county, Kenya. A conceptual framework involving three theories; Cultivation Theory, Social learning Theory and Social responsibility Theory was used. The study used descriptive survey research design. Data was collected using self-administered questionnaires through stratified random sampling. Outcomes of the study indicated that television viewing had influence over students' unrest in secondary schools. In particular, there was a positive significant linear relationship between student's unrest in secondary schools and types of programs one likes viewing, $r = 0.613$; $p = 0.000$, and student's unrest in Kenyan secondary schools and the Content encountered in the programs viewed, $r = 0.456$; $p = 0.000$ (Kamaku, 2021). The present study sought to investigate whether media exposure in this case community radio, yielded similar positive effects on behaviour as far as the adoption of family planning activities are concerned.

3. METHODOLOGY

The study applied a cross sectional mixed method research design. In a cross-sectional research the researchers investigate the state of affairs in a population at a certain point in time. Instead of using a census or a complete enumeration to get information in the target population, in practice, the researchers collect data on only a small part of the population to get information about the sampled elements of the population as a whole.

3.1. Area of Study

This study evaluated the role of radio Rameny’s Ngima Dhano messages on reproductive health behavior among women in Cham GiWadu division of Rongo Sub-County, Migori County. Rongo Sub-County covers an area of 213.4 square kilometers and has a population density of 124,586 and 29,087 households. Cham GiWadu Division has 3 Locations namely, South Kamagambo, South West Kamagambo and West Kamagambo. It has 8 Sub-Locations namely: South Kanyajuok, Kamreri, North Kanyajuok, Kanyawanga, Kanyimach , East Kanyamamba, Kangeso and West Kanyamamba. The total population of the sub-county is 124,586 people (KNBS, 2019) while Cham GiWadu Division has a total population of 44,163 and a household of 9,931.

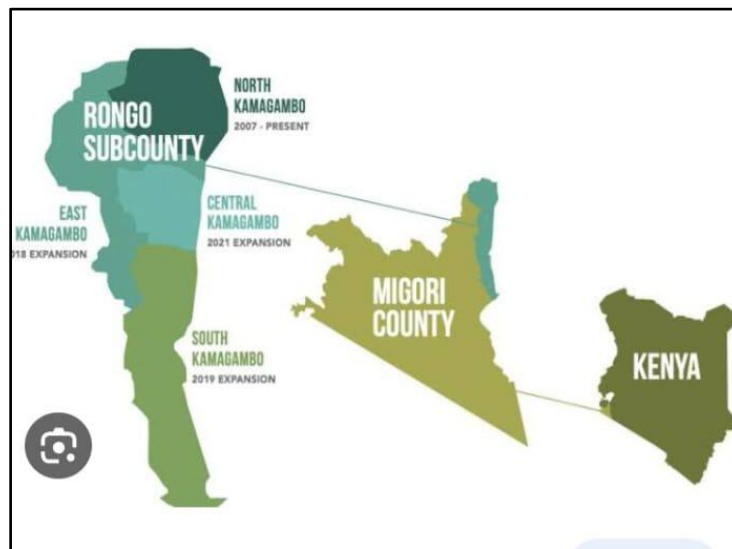


Figure1. Map of Rongo Subcounty

Source: Lwala Community Alliance

3.2 Study Population and sample size

Rongo Sub-County has a population of 124,586 people. Of this, 59,257 are males while 65,329 are female. The study will focus on women who are 25,364 who have attained the age of 18-50 years from Cham GiWadu Division (KNBS, 2019). The study focused on women as the respondents for this study since there was no list of listeners maintained by the community radio.

The sample size was determined by the Yamane (1967) formula based on the population size;

$$= \frac{25,364}{1 + 25,364 (0.05)^2}$$

$$n = \frac{25,364}{63.41}$$

$$n = 400 \text{ Respondents}$$

$$n = 400 \text{ listeners}$$

4. RESULTS AND DISCUSSION

The questionnaires were used for the collection of data. Out of the 400 copies of questionnaires administered to Ngima Dhano programme listeners in Cham GiWadu Division, 344 were duly filled and returned.

4.1. Demographic Orientation

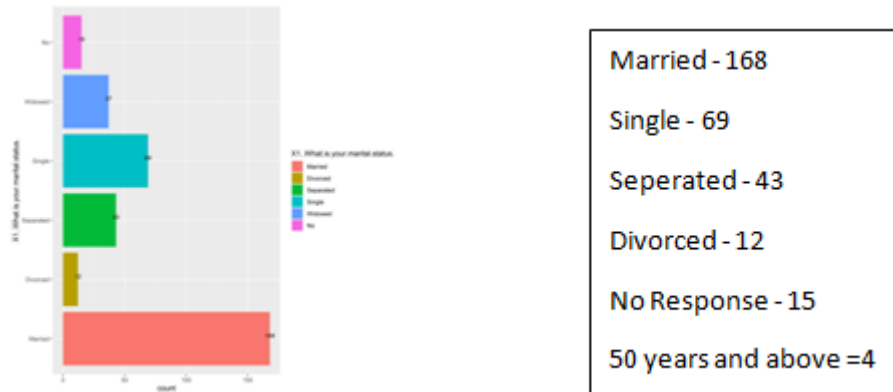


Figure2. Demographic orientation

The Demographic orientation shows that the majority of the respondents were married at 168 while the unknown were at 15

4.2. Education Levels

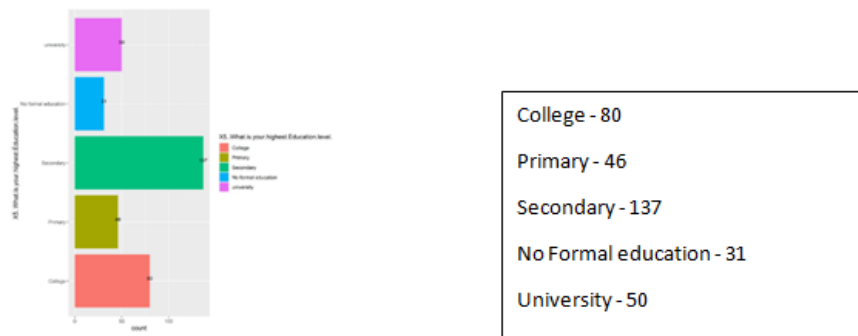


Figure3. Education Levels

The results showed that most of the respondents had basic education levels equivalent to that of secondary school at 137

4.3. Age Distribution

The age distribution of the respondents was as follows

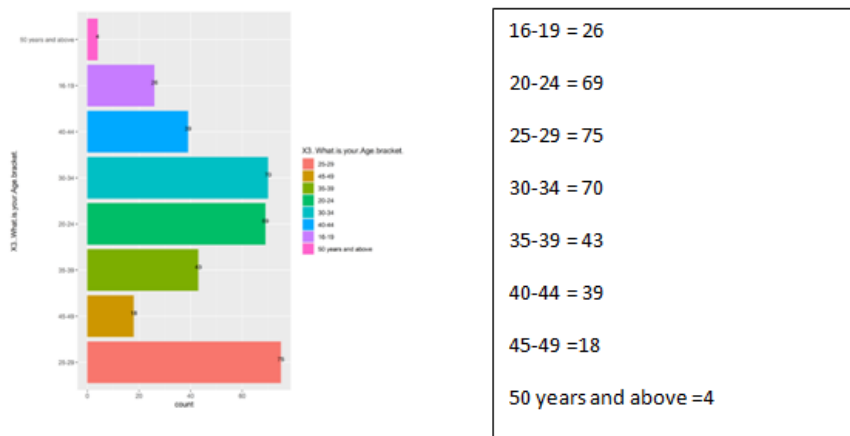


Figure4. Age distribution

The results showed that majority of the respondents were aged between 25-29 years at 70 respondents.

4.4. Religion

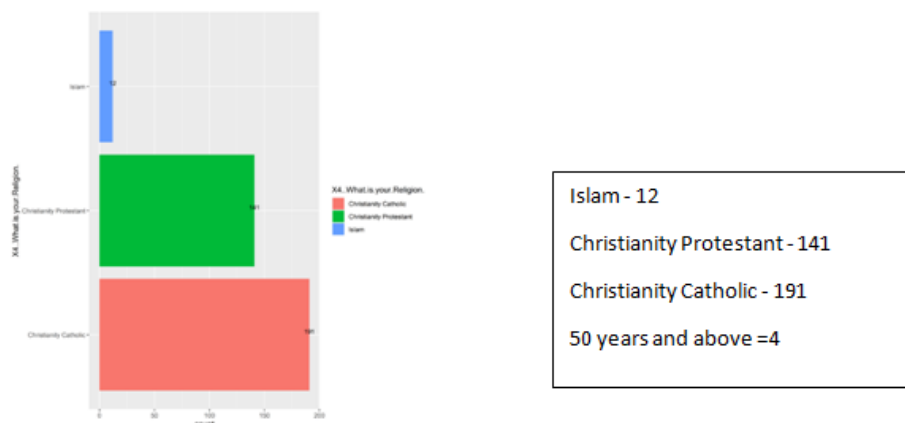


Figure 5. Religion distribution

The results showed that majority of the respondents were Christians and with the Christian Catholics leading at 191

4.5 NgimaDhano Program on Knowledge and Awareness

QUESTIONS	YES	NO
One can have a child after terminating contraceptive use?	99.7% (343)	0.3% (1)
Contraceptives are effective in Family Planning?	99.7% (343)	0.3% (1)
Use of Contraceptives has permanent effect on the body of a woman?	0.6% (2)	99.4% (342)
Contraceptives can be sourced from Clinics, Health Centers and pharmacies?	99.1% (341)	0.9% (3)
Contraceptives can be sought directly over the Counter?	97.1% (334)	2.9% (10)
Emergency Pills is a method of Family Planning?	98.5% (339)	1.5% (5)
Implants are methods of Family Planning?	97.1% (334)	2.9% (10)
Coils are mostly used Family Planning methods?	93.6% (322)	6.4% (22)
Injectable are used in Family Planning?	98.0% (337)	2.0% (7)
Are you aware of Natural methods of Family Planning?	99.1% (341)	0.9% (3)

The findings indicated that the majority of the NgimaDhano listeners, 99.7% (343), agreed that one can have a child after contraceptive use with only 0.3% (1) disagreeing. This highlights the reversible nature of most contraceptives.

This suggests that NgimaDhano Radio program has a substantial impact on increasing awareness and knowledge about contraceptive use among women in Cham GiWadu Division. This position is further buttressed through various interviews that were conducted with the radio hosts, guest speakers who are experts who are experts on the topics of discussion and key persons from the County Government of Migori, Department of Health. For instance, on expert involvement, it was established NgimaDhano program involves experts to educate women about contraceptive methods, addressing misconceptions, and myths. This is supported by quotes (i) and (ii):

- i. Mr. Paul Odhiambo (Host): "We bring in experts who teach these women on matters regarding contraceptive use."
- ii. Mr. Anthony Mark Adu (Host): "We bring in people who have successfully used contraceptives and helped demystify myths."

4.6 NgimaDhano Programme Listeners and Attitudes towards Contraceptives

Statement	Strongly Disagree(SD)=1.	Disagree (D)=2	Neutral (N)=3	Agree	Agree (A)=4	Mean Statistic

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1. Family Planning is important and one can still have children after suspending usage of contraceptives.	0 (0%)	0 (0%)	0 (0%)	125 (36.3%)	219 (63.7%)	4.64
2. Contraceptives have permanent side effects	128 (37.2%)	210 (61.0%)	3 (0.9%)	0 (0%)	2 (0.6%)	1.65
3. Use of contraceptives increases women's libido.	154 (44.8%)	182 (52.9%)	7 (2.0%)	1 (0.3%)	0 (0%)	1.58
4. Emergency Pills can only be used on emergency situations and twice a year.	1 (0.3%)	6 (1.7%)	13 (3.8%)	117 (34.0%)	207 (60.2%)	4.52
5. Partner opposition is a source of not using contraceptives.	0 (0%)	3 (0.9%)	26 (7.6%)	197 (57.3%)	118 (34.3%)	4.25
6. Use of contraceptives enhances economic development?	0 (0%)	0 (0%)	0 (0%)	171 (49.7%)	173 (50.3%)	4.5
7. Use of contraceptives help achieve reproductive rights, choice of children and when to have children	0 (0%)	0 (0%)	0 (0%)	145 (42.2%)	199 (57.8%)	4.58
8. Use of contraceptives reduce unmarried adolescent child bearing	0 (0%)	1 (0.3%)	0 (0%)	87 (25.3%)	256 (74.4%)	4.74

The findings show that that majority of NgimaDhano listeners agreed (SA=63.7%, A=36.3%) that family planning is important and one can still have children having stopped usage. This was supported by a strong mean statistic of 4.64 suggesting a prevailing positive attitude. Concerning side effects, the majority of NgimaDhano listeners (98.2%) either strongly disagreed or disagreed (SD=37.2, D=61.0) that contraceptives have permanent side effects. Only a small percentage expressed neutral views (0.9%). The low mean statistic of 1.65 indicates a strong overall disagreement with the perception of contraceptives as having permanent side effects. As relates to statement three on usage of contraceptives and increase in libido, the majority of NgimaDhano listeners (97.7%) either Strongly Disagree or Disagree (SA=44.8%, A=52.9%). A small percentage expressed Neutral views (2.0%), and only a minimal portion Agreed with the statement (0.3%).

4.7. NgimaDhano Programme Listeners and Acceptance of Contraceptives

	Strongly Disagree (SD)=1.	Disagree (D)=2	Neutral (N)=3	Agree (A)=4	Strongly Agree	Mean Statistic
1. Talking openly about family planning is important.	1 (0.3%)	5 (1.5%)	1 (0.3%)	232 (67.4%)	5 (30.5%)	4.26

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2. I am willing to consult a health expert for personalized family planning advice.	0	0	0	114 (33.1%)	230 (66.9%)	4.67
3. I consider natural family planning methods (e.g., withdrawal) as valid choices.	116 (33.7)	224 (65.1)	2 (0.6%)	2 (0.6%)	0 (0%)	1.68
4. It is my personal choice not to use any family planning method.	123 (35.8%)	215 (62.5%)	2 (0.6%)	4 (1.2%)	0	1.67
5. Emergency pills are a valid option for urgent situations, up to twice a year.	0	11 (3.2%)	6 (1.7%)	72 (20.9%)	255 (74.1%)	4.66
6. I am concerned that contraceptives might affect breast milk and cause back pain.	54 (15.7%)	264 (76.7%)	4 (1.2%)	22 (6.4%)	0	1.98
7. My husband's/parents'/family's opinions discourage contraceptive use.	10 (2.9%)	302 (87.8%)	32 (9.3%)	0	0	2.06
8. I still desire to have children despite using contraceptives.	0	13 (3.8%)	10 (2.9%)	67 (19.5%)	254 (73.8%)	4.63

The findings as indicated by Table 4.3 suggest a high level of acceptance and support for discussing family planning openly among program listeners. The majority of listeners either strongly agreed (30.5%) or agree 67.4% with the statement. Few *Ngima Dhano* listeners Disagree (D=0.3%) or Strongly Disagree (SD=1.5%). A negligible proportion was on the disagreement (D = 1.5%, SD = 0.3%) or Neutral side (N=0.3%).

According to the model, attitudes toward behavior are shaped by beliefs about what is entailed in performing the behaviour and outcomes of the behaviour. (Glanz, Rimer, & Viswanath, 2008). According to Moon, S. J. (2021) attitude is an intention aggregated by the three determinants: Attitude toward the Beliefs and Attitudes about green restaurants and the impacts of these beliefs and attitudes. This is according to a study on green restaurant patronage: In this study, therefore, through the media, the audiences' intentions to use contraceptives are a factor of exposure to the media.

5. CONCLUSION

The study sought to evaluate the Efficacy of NgimaDhano community radio messages in the uptake of contraceptives among Women in Cham GiWadu Division, Kenya. This was anchored based on the research objectives.

Objective one of this study was to establish the efficacy of NgimaDhano Radio messages in awareness creation on use of contraceptive among women in Cham GiWadu Division, Kenya. Based on the findings, it was concluded that NgimaDhano radio program listeners in Cham GiWadu Division reveal a high level of knowledge and awareness regarding family planning.

Objective two of the study was to establish the efficacy of NgimaDhano Radio messages on changing attitude in contraceptives use among women in Cham GiWadu Division, Kenya. Based on the findings, it was concluded that exposure to NgimaDhano radio program among listeners in Cham GiWadu Division was associated with overwhelmingly positive attitudes towards family planning and contraceptive use.

Objective three of the study was to determine the efficacy of NgimaDhano Radio messages on acceptability of contraceptives among women in Cham GiWadu Division, Kenya. Based on the findings, it was concluded that among NgimaDhano radio program listeners in Cham GiWadu Division, there was high levels of acceptance of contraceptives and its use.

RECOMMENDATIONS

Given the study's findings and conclusions, the researcher recommends that; since *Ngima Dhano* programme was found to be effective in creating awareness, the study recommends that community radio should be used more to enhance awareness levels about diseases which is critical in disease prevention intensively.

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