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Assessing the Effectiveness of Media in Facilitating Community Education Campaign Against Child Neglect: A Case Study of Electronic Media in Lusaka (Radio)

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Abstract

Child neglect is a critical issue affecting the well-being and development of children globally and locally. In Zambia, particularly in Lusaka, child neglect is compounded by factors such as poverty, HIV/AIDS, and insufficient social services. Electronic media, including radio, plays a pivotal role in disseminating information and raising awareness about social issues. This study examines the effectiveness of electronic media in facilitating community education campaigns against child neglect in Lusaka, focusing on HOT FM, ZNBC - Radio 4, and Radio Phoenix. The primary objectives are to investigate the effectiveness of media campaigns in promoting child well-being, evaluate their effectiveness in enhancing child protection efforts, analyze the efficacy of media in fostering community engagement for children's welfare, and assess the influence of media programming and content dissemination in advocating for child welfare policies and practices. A mixed-methods approach, combining quantitative and

qualitative data collection and analysis, will be employed. Surveys and interviews with listeners of the three radio stations will gauge their perceptions of the media campaigns, while content analysis of the radio programs will evaluate the messaging and strategies used. The study is expected to reveal insights into the effectiveness of electronic media campaigns in addressing child neglect, suggesting that media campaigns can significantly raise awareness and potentially influence behavior change when integrated with community engagement and policy support. The results will have important implications for stakeholders, including policymakers, media practitioners, and child welfare organizations, highlighting the need for strategic media planning and multi-faceted approaches to combat child neglect effectively. By identifying the strengths and weaknesses of current media campaigns, the study aims to contribute to the development of more effective communication.

Keywords: Child Neglect, Community Education Campaigns, Media Campaigns, Child Well

1. Introduction

1.1 Overview

This chapter presents the research background, including the Statement of the problem, objectives, research questions, and theoretical framework. It also presents the significance, scope of the study and operational definitions of concepts used in this study.

1.2 Background

The media landscape in Zambia has undergone substantial transformation, especially since the re-introduction of multi-party democracy in the 1990s. Before this period, the government maintained tight control over both print and electronic media, limiting the flow of information. However, the shift to a multi-party system led to significant social and economic changes, and media pluralism became both a legal and practical reality (Banda & Fourie, 2004). This transformation paved the way for the emergence of numerous independent media outlets, including community radio stations, which have since played a critical role in promoting human rights, civic participation, and overall development. Globally, media, particularly radio has been recognized as a powerful tool for social change, especially in addressing issues like child neglect. Child neglect, defined as the

failure to provide for a child's basic needs, is a pervasive issue that affects communities worldwide. Media campaigns have been effectively used to raise awareness and educate the public on the importance of child welfare. Community radio, in particular, serves as a crucial platform for disseminating localized content that resonates with specific cultural contexts and needs, making it an essential medium for addressing social issues at the grassroots level (Murillo, 2009; Manyozo, 2017). In various countries, radio campaigns have been successful in influencing public attitudes and behaviors towards child protection. For instance, in countries like India and South Africa, radio programs have been instrumental in promoting child welfare and engaging communities in discussions on child rights (Backhaus, 2019). This global perspective highlights the potential of media, particularly community radio, to facilitate education campaigns aimed at combating child neglect. In Zambia, child neglect remains a significant issue, exacerbated by factors such as poverty, HIV/AIDS, and inadequate social services. The liberalization of the media landscape following the 1991 elections created new opportunities for addressing such issues. The Movement for Multi-party Democracy (MMD), which won the elections, fulfilled its campaign promises by lifting restrictions on broadcasting, leading to the establishment of independent radio stations such as Radio Phoenix in 1994 (Muzyamba, 2009). Since then, community radio stations have proliferated across the country, providing a platform for raising awareness on various social issues, including child neglect. Community radio stations in Zambia, such as those in Lusaka, have become vital in promoting child welfare by educating the public on the consequences of neglect and the importance of child protection. These stations offer localized content that directly addresses the challenges faced by communities, making them an effective medium for community education campaigns. As Nwanze (2003) pointed out, a democratic society without community radio is like a deaf and blind person, unable to perceive or react to the issues around them. This analogy underscores the essential role of community radio in engaging citizens and fostering an informed society. The development of community radio in Zambia has significantly impacted the country's ability to address child neglect through media campaigns. Scholars like Banda and Fourie (2004) argue that the liberalization of the media was a pivotal moment in Zambia's history, transforming the media landscape into a diverse and dynamic space where issues like child neglect can be addressed more effectively. The role of media in child protection is further supported by research that highlights the success of radio campaigns in raising awareness and prompting behavior change (Mawokomayi & Osunkunle, 2019). However, challenges persist. While community radio has proven effective in raising awareness, its ability to influence policy and bring about lasting change is still debated. Issues such as funding constraints, regulatory challenges, and political interference continue to affect the effectiveness of community radio stations in Zambia. Critics argue that without sustained support from both the government and civil society, the impact of media campaigns on child neglect may be limited (Murillo, 2009). This study will further explore the effectiveness of media, especially radio, in facilitating community education campaigns against child neglect, focusing on the roles played by stations like Radio Phoenix and others in Lusaka.

1.3 Statement of the Problem

Child neglect is a widespread problem in Zambia that has significant and long-lasting effects on the health and growth of children. In the capital city of Lusaka, this issue is made worse by socio-economic factors like poverty, a high prevalence of HIV/AIDS, and insufficient social services. According to UNICEF, more than 30% of children in Zambia experience neglect, which often means they do not have access to basic necessities like food, education, and healthcare. Despite various efforts by government and non-governmental organizations, the issue remains a significant challenge, with many communities unaware of the signs and long-term impacts of child neglect. Electronic media, particularly radio, has the potential to play a crucial role in raising awareness and educating the public about this issue. However, the effectiveness of media campaigns in facilitating community education and driving behavioral change remains under-researched. With Lusaka being home to a significant number of radio stations, including HOT FM, ZNBC - Radio 4, and Radio Phoenix, there is an urgent need to assess how effectively these platforms are being utilized to combat child neglect. Understanding the strengths and limitations of current media campaigns is essential to enhance their impact and ensure that they contribute meaningfully to child protection efforts. This study aims to address this gap by evaluating the effectiveness of electronic media in Lusaka in promoting community education against child neglect and identifying strategies to improve media engagement in safeguarding children's welfare.

1.4 Research Objective

The primary of this research study is to assess the effectiveness of media in facilitating community education campaign against child neglect, and include specific objectives as follows; (i) To examine the effectiveness of media campaigns in promoting child welfare (ii) To evaluate the effectiveness of media in promoting child protection (iii) To analyze the effectiveness of media in fostering community engagement for children's welfare and (iv) To assess the influence of media programming and content dissemination in advocating for child welfare.

1.5 Theoretical Framework

This study will adopt Framing Theory to assess the effectiveness of media in facilitating community education campaign against child neglect. Framing Theory, originally developed by Erving Goffman in 1974 and later expanded by communication scholars like Robert Entman, provides a comprehensive lens for understanding how media shapes public perception through the presentation of information. The core idea of Framing Theory is that the way an issue is presented (or framed) in the media influences how audiences understand and respond to it. Unlike Agenda-Setting Theory, which focuses on what topics the media makes salient, Framing Theory delves deeper into how these topics are structured and interpreted by audiences (Entman, 1993). Framing involves selecting certain aspects of a perceived reality and making them more salient in a communication text. This selection process influences how audiences define problems, diagnose causes, make moral judgments, and suggest solutions (Entman, 1993). For example, if the media frames child neglect primarily as a failure of individual parents, the public may focus on personal responsibility rather than systemic factors like

poverty or lack of social services. By shaping the narrative in specific ways, frames guide the audience's interpretation and emotional response to the issue at hand (Goffman, 1974). In the context of this study on assessing the effectiveness of media in facilitating community education campaigns against child neglect, Framing Theory is particularly relevant. Child neglect is a complex issue that can be framed in multiple ways such as a societal problem, a governmental responsibility, or a moral failing of individuals. The way media outlets in Lusaka, such as HOT FM, ZNBC - Radio 4, and Radio Phoenix, choose to frame child neglect will significantly influence how the public perceives the issue and what actions they believe are necessary. By applying Framing Theory, this study can uncover the dominant frames used in media campaigns and assess their impact on public understanding and behavior regarding child neglect. One of the primary applications of Framing Theory in this study is through content analysis. The research will involve examining the language, narratives, and metaphors used in radio programs to frame the issue of child neglect. For example, the study will analyze whether the media frames child neglect as primarily a public health issue, a legal issue, or a moral crisis. By identifying the frames, the study can assess which aspects of child neglect are emphasized and which are downplayed, providing insights into how media shapes public perception (Entman, 2007). Moreover, the study will explore the impact of these frames on public perception and behavior. By conducting surveys with community members, the research will evaluate whether certain frames lead to greater public engagement or specific actions. For instance, if child neglect is framed as a crisis requiring immediate intervention, does this prompt more community involvement compared to a frame that presents it as a long-term societal issue? Understanding the link between media frames and public behavior will help assess the effectiveness of media campaigns in driving social change (De Vreese, 2005). Framing Theory also offers a way to analyze how media campaigns influence policy advocacy. The study will examine whether certain frames used by media outlets are more effective in mobilizing public support for child welfare policies or pressuring policymakers to act. For example, framing child neglect as a governmental responsibility may lead to increased demands for policy interventions, while framing it as a community issue might encourage grassroots initiatives (Entman, 2003). This analysis will help determine the role of media in shaping not just public opinion but also policy responses to child neglect. Finally, the study will compare the framing strategies of different radio stations in Lusaka to identify which are most effective. By comparing frames across stations, the research can uncover best practices for framing child neglect in ways that resonate with the community and lead to positive outcomes. This comparative approach will provide valuable insights for media practitioners looking to enhance the impact of their campaigns (Chong & Druckman, 2007).

1.6 Literature Review

The effectiveness of media campaigns in promoting child welfare has been a subject of extensive study, particularly in the context of public health and social development. Media campaigns are considered effective when they successfully raise awareness, change attitudes, and influence behaviors in ways that protect and enhance the well-being of children.

The power of media lies in its ability to reach large audiences and disseminate critical information quickly and efficiently. For child welfare, this means educating the public on issues such as child neglect, abuse, and the importance of providing a safe and nurturing environment for children. Effective media campaigns can bridge the knowledge gap, motivate action, and foster a community-wide commitment to safeguarding children's rights and well-being (Wakefield, Loken, & Hornik, 2010). One of the critical factors in determining the effectiveness of media campaigns is the clarity and relevance of the message. For media campaigns to be effective in promoting child welfare, the content must resonate with the target audience, be culturally sensitive, and address the specific issues relevant to the community. Studies have shown that campaigns that use compelling narratives, emotionally engaging content, and clear calls to action are more likely to succeed in changing behaviors and attitudes (Noar, 2006). Another crucial aspect of media campaign effectiveness is the choice of medium. Different media platforms have varying strengths in reaching and engaging audiences. In the context of child welfare, radio has been particularly effective in reaching diverse and often rural populations where literacy rates may be low, and access to other forms of media may be limited (Myers, 2008). Radio's accessibility, coupled with its ability to broadcast in local languages, makes it a powerful tool for promoting child welfare.

For example, in Zambia, community radio stations have played a pivotal role in educating the public about child rights and the responsibilities of caregivers, contributing to a more informed and vigilant community. The effectiveness of media campaigns also depends on their ability to foster community engagement. Research has shown that media campaigns are more impactful when they are not just passive sources of information but also platforms for dialogue and interaction (Wakefield, Loken, & Hornik, 2010). This means that for a campaign to be truly effective in promoting child welfare, it should include opportunities for community members to discuss the issues, share their experiences, and collaborate on solutions. Interactive radio programs, for instance, where listeners can call in and discuss topics related to child welfare, can enhance the campaign's impact by creating a sense of ownership and collective responsibility among the audience. This participatory approach helps to ensure that the campaign does not merely inform but also empowers the community to act. However, without supportive policies and frameworks, the gains made through media campaigns can be difficult to sustain.

The "NSPCC Full Stop" campaign in the United Kingdom is a notable example of how a well-coordinated and multi-faceted media initiative can significantly contribute to promoting child welfare. Launched by the National Society for the Prevention of Cruelty to Children (NSPCC), the campaign set ambitious goals to end child abuse by increasing public awareness, changing societal attitudes, and encouraging proactive intervention in child protection. The campaign leveraged a variety of media platforms, including television advertisements, billboards, and social media, to reach a broad and diverse audience. This comprehensive approach ensured that the message of child protection and the importance of community involvement in safeguarding children reached every corner of society. The campaign was instrumental in reducing the acceptance of child labor

among the public and increasing support for policies aimed at eliminating it. Evaluations indicated that public awareness of child labor issues increased significantly, and there was a corresponding rise in the number of children enrolled in school and removed from hazardous work environments.

However, challenges remain, particularly in developing countries, where limited resources and access to media can constrain the reach and impact of such campaigns.

In Zambia, the effectiveness of media campaigns in promoting child welfare has been a subject of considerable research, reflecting the country's broader efforts to address issues such as child neglect, abuse, and education through both governmental and non-governmental initiatives. One of the central themes in the Zambian context is the role of radio, particularly community radio, in disseminating information that promotes the well-being of children. Another critical area of focus in Zambian media campaigns has been the promotion of education as a fundamental right for all children. The "Education for All" campaign, which was broadcasted across various media platforms, aimed to increase school enrollment and reduce dropout rates, particularly among girls. A study by Chanda (2016) found that the campaign effectively raised awareness about the importance of education and led to a significant increase in enrollment in areas where the media messages were most heavily promoted. The campaign's success was attributed to its comprehensive approach, which included radio, television, and community-based discussions that addressed both the cultural and economic barriers to education. Through building on these experiences, future campaigns can be more targeted, more engaging, and ultimately more effective in safeguarding children's rights and well-being across different cultural and socio-economic context.

2. Research Methodology

This study will employ a descriptive case study design, which is particularly well-suited for exploring complex phenomena in their real-life contexts. A case study is defined as an in-depth, multifaceted examination of a specific subject (or case) within its real-world setting, typically used when the boundaries between the phenomenon and context are not clearly evident (Yin, 2018). A descriptive case study is appropriate for this research because it allows for a detailed and systematic investigation into how specific radio stations, such as HOT FM, ZNBC - Radio 4 and Radio Phoenix address the issue of child neglect through their programming.

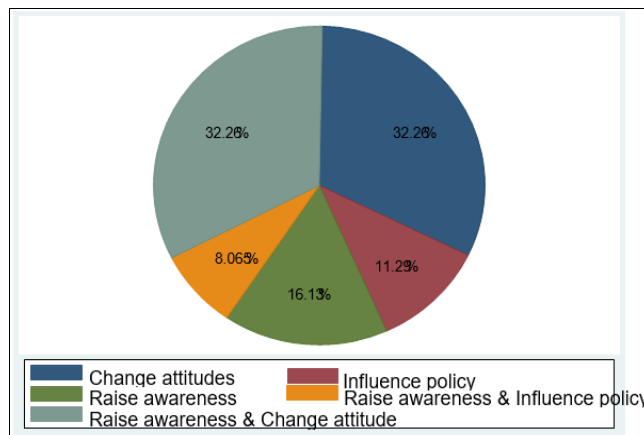
3. Results / Findings

The demographic and background characteristics of the respondents provide context for understanding the diversity of the sample. Key demographic factors including age, gender, education level, experience and occupation of the respondents.

Table 1: Demographic Characteristics of the respondents according to gender

What is your gender?	Freq.	Percent	Cum.
Female	28	45.16	45.16
Male	34	54.84	100.00
Total	62	100.00	

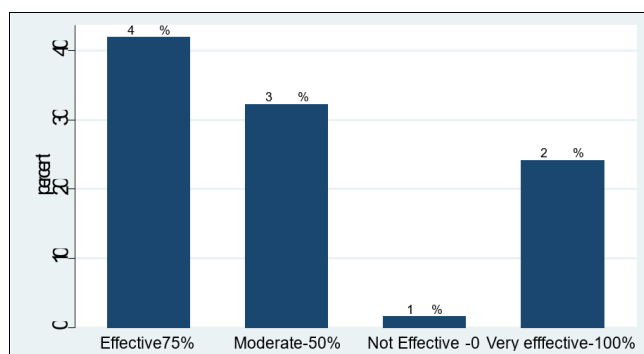
As shown above (Fig 1), the gender distribution of the respondents shows a relatively balanced representation, with 54.84% being male and 45.16% being female. This balance ensures that perspectives from both genders are well-represented in the study.



Source: Field Data obtained by Mambwe Mwewa Patience

Fig 1: The primary goal of media campaigns related to child welfare

As depicted on the pie chart above (figure 1), the primary goal of media campaigns related to child welfare, as reported by respondents, is to change attitudes, with 32.26% of participants selecting this as their primary objective. Additionally, 32.26% also identified a combined goal of raising awareness and changing attitudes. Raising awareness alone was the goal for 16.13% of respondents, while 11.29% aimed to influence policy through their campaigns. A smaller proportion (8.06%) chose a dual focus on raising awareness and influencing policy. This indicates a strong emphasis on altering public perceptions and promoting awareness, with a noteworthy number of media professionals also targeting policy change.



Source: Field Data obtained by Mambwe Mwewa Patience

Fig 2: The effectiveness of media campaigns in raising awareness about child welfare issues

As shown above (figure 2), the effectiveness of media campaigns in raising awareness about child welfare is generally rated positively by respondents. 41.94% of participants considered their campaigns to be "effective" (75%), while 32.26% rated them as "moderate" (50%). A smaller proportion, 24.19%, found their campaigns to be "very effective" (100%). Only 1.61% of respondents rated their campaigns as "not effective" (0%). This suggests that the majority of media professionals believe their campaigns are somewhat to highly effective in raising awareness about

child welfare, though there is room for improvement in certain cases.

Table 2: Effective media programming in providing accurate information and resources on child welfare issues

Effective media programming in providing accurate information and resources on child welfare issues	Freq.	Percent	Cum.
Very Effective	17	27.42	100.00
Effective	33	53.23	53.23
Not effective	1	1.61	72.58
Moderate	11	17.74	70.97
Total	62	100.00	

Reporting on the effectiveness of media programming in providing accurate information and resources on child welfare issues, over half of the respondents (53.23%) rated it as effective, while 27.42% considered it very effective. A smaller portion, 17.74%, rated it as moderate, and only 1.61% felt it was not effective. These responses indicate that media programming is largely seen as reliable in delivering accurate information and resources on child welfare, though there is room for improvement in achieving greater effectiveness.

3.1 Discussion of Findings

The demographic factors analyzed in Table 1, include the gender distribution of the respondents showing a relatively balanced representation with 54.84% being male and 45.16% being female. This balance ensures perspectives from both genders are well represented in this study.

The goals of these media campaigns, as presented in Figure 1, reflect a strong focus on changing attitudes and raising awareness, with 32.26% of respondents identifying changing attitudes as their primary goal. Another 32.26% noted a combined goal of raising awareness and changing attitudes, while 16.13% emphasized awareness-raising alone. Additionally, 11.29% of respondents aimed to influence policy, indicating that a smaller but significant portion of media professionals also targets structural changes through their work. The dual focus on attitude change and awareness suggests that media campaigns are designed not only to inform the public but also to shift perceptions and behaviors concerning child welfare. This dual approach is crucial in fostering long-term changes in how child welfare issues are perceived and addressed.

When it comes to the effectiveness of these campaigns in raising awareness, Figure 2 reveals that most media professionals believe their efforts are impactful. A total of 41.94% rated their campaigns as "effective," while 32.26% considered them "moderate." Notably, 24.19% rated their campaigns as "very effective," indicating high satisfaction with their ability to communicate child welfare issues to the public. Only 1.61% felt their campaigns were "not effective." This generally positive assessment suggests that media professionals see their work as playing a significant role in raising public awareness about child welfare issues, although there remains room for improvement to maximize the impact of these campaigns.

When assessing the media’s effectiveness in influencing policy and practice changes related to children’s welfare, as shown in Table 2, respondents largely recognized the media’s influence. A total of 41.94% of respondents rated the media as "effective" (75%) in driving policy and practice changes, while 24.19% believed it was "very effective" (100%). However, 32.26% rated it as "moderate," suggesting that there is still work to be done to fully realize the media’s potential in shaping policy and practice. A small minority (1.61%) felt that the media was not effective in this regard, indicating that while the media is seen as a key player in influencing policy, there is a recognition that its impact could be amplified through more targeted efforts, such as more strategic reporting or advocacy campaigns.

4. Conclusion

The findings of this study reveal that media outlets play a significant and influential role in advocating for child welfare and engaging communities in supporting child welfare initiatives. The majority of respondents indicated that they frequently develop content specifically focused on child welfare issues, with many outlets producing content on a weekly or biweekly basis. This demonstrates that a large proportion of media outlets prioritize child welfare in their programming and recognize the importance of addressing these issues regularly. The strong commitment to child welfare coverage across various media outlets reflects an overall positive trend in the media’s engagement with these critical topics.

Furthermore, the study found that media campaigns have been effective in driving increased community activities and events in support of child welfare, with 90.32% of respondents affirming that their campaigns have led to greater community involvement. This finding highlights the potential of media as a mobilizing tool for fostering public participation in child welfare initiatives, emphasizing the media’s capacity to influence community action positively.

In terms of raising awareness about child welfare issues, the majority of respondents rated media programming as effective, with many considering it to be very effective. While there is general consensus on the media’s role in raising awareness, the study also found that there is room for improvement, particularly in enhancing the strength of its influence. Although media programming is seen as effective in changing attitudes and behaviors towards child welfare, only a moderate portion of respondents believe that media programming is very effective in this regard, pointing to an opportunity to further increase its impact.

The provision of accurate information and resources on child welfare through media programming was also found to be generally effective, with over half of the respondents rating it as effective or very effective. This suggests that media outlets are seen as reliable sources for information on child welfare issues, which is critical for educating the public and stakeholders about these topics. However, a portion of respondents felt that there is room for improvement in ensuring that the information provided is more comprehensive and tailored to the needs of specific audiences.

Lastly, the study indicated that media programming is generally effective in engaging communities and stakeholders on child welfare issues. However, some respondents felt that there were areas for improvement in fostering deeper engagement, particularly in terms of

increasing the participation of marginalized or underrepresented groups. The findings suggest that while media programming is a powerful tool for advocacy and engagement, there is still work to be done to fully harness its potential in mobilizing diverse stakeholders and communities.

4.1 Recommendations

Based on the findings and conclusions of this study, the following recommendations are proposed to enhance the effectiveness of media in fostering community engagement for child welfare:

1. Increase Frequency and Consistency of Child Welfare Content:

While the majority of media outlets report on child welfare issues on a regular basis, there is still room for improvement in terms of frequency. Media outlets should aim to increase the production of child welfare content, particularly on a weekly or bi-weekly basis, to ensure that child welfare remains a continuous and prioritized topic. This can include developing dedicated segments, programs, or special reports that focus exclusively on child welfare issues, allowing for deeper exploration of ongoing challenges and solutions.

2. Enhance Collaboration Between Media and Child Welfare Organizations:

To improve the quality and reach of child welfare content, it is recommended that media outlets partner more frequently with community organizations, child protection agencies, and NGOs. These collaborations can ensure that content is not only accurate but also relevant to the local context. Such partnerships can help in generating content that is aligned with community needs and promote more localized child welfare campaigns, which can have a stronger impact on public awareness and action.

3. Diversify Media Formats for Greater Reach:

Given the diverse media consumption habits of different audiences, media outlets should consider utilizing a variety of platforms and formats, including radio, television, print, and digital media, to disseminate child welfare content. By tailoring the message for each platform such as using interactive campaigns on social media or broadcasting child welfare stories on community radio stations media outlets can reach a broader and more varied audience. Furthermore, media organizations should explore engaging content such as documentaries, public service announcements, and interviews with experts and survivors, to increase the emotional and intellectual impact of their messages.

4. Focus on Behavior Change Campaigns:

While media programming has been somewhat effective in raising awareness, the study highlights that there is potential for greater impact in changing attitudes and behaviors towards child welfare. Media outlets should design and implement targeted behavior change campaigns that encourage the public to take action on child protection issues, such as reporting abuse, providing resources to children in need, or volunteering with child welfare organizations. These campaigns should use positive messaging, relatable storytelling, and real-life examples to inspire individuals to become actively involved in child welfare.

5. Improve the Accuracy and Depth of Information:

The study found that media programming is generally effective in providing accurate information about child welfare, but there is still a need for improvement in this area. Media outlets should prioritize providing comprehensive, evidence-based information on child welfare issues, ensuring that the content is both accurate and accessible. This could involve working with child welfare experts, researchers, and practitioners to create reliable educational materials that can be shared with the public, providing practical guidance on how to support children's rights and protect vulnerable children.

6. Strengthen Stakeholder Engagement:

To improve the engagement of communities and stakeholders in child welfare issues, media outlets should adopt strategies that foster stronger collaboration and dialogue. This could include organizing town hall meetings, radio call-ins, or social media forums where members of the community can discuss child welfare issues and offer solutions.

7. Focus on Inclusivity and Representation:

While media programming is generally seen as effective, there is room for improvement in terms of reaching marginalized and underrepresented groups. Media outlets should take steps to ensure that their content is inclusive and reflective of the diverse communities they serve, particularly by amplifying the voices of vulnerable groups such as children in orphanages, disabled children, and those living in poverty.

8. Conduct Regular Monitoring and Evaluation:

To continuously improve the effectiveness of media programming on child welfare, media outlets should invest in regular monitoring and evaluation of their campaigns. This can involve tracking the reach, engagement, and impact of content related to child welfare and using this data to inform future programming decisions. Media outlets should also seek feedback from their audiences and stakeholders to identify areas of improvement and adjust strategies accordingly.

9. Increase Public and Private Sector Support for Child Welfare Media Campaigns:

To strengthen the impact of child welfare media campaigns, there is a need for increased support from both the public and private sectors. Government agencies, international organizations, and businesses should be encouraged to sponsor or collaborate on media campaigns that focus on child welfare. This would not only provide financial support but also increase the visibility and credibility of media campaigns, helping them reach a wider audience.

Through implementing these recommendations, media outlets can enhance their role in advocating for child welfare, raising awareness, fostering positive change, and mobilizing communities to take action in support of children's rights and well-being. The media has a critical opportunity to serve as a powerful catalyst for social change in the child welfare sector, and with targeted efforts, its impact can be significantly amplified.

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