THE COMMUNICATION STRATEGIES OF THE HUMAN RIGHTS COMMISSION OF ZAMBIA

BY

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Submitted in partial fulfilment of the requirement for the degree of Master of Communication for Development offered by the Department of Mass Communication, School of Humanities and Social Sciences

THE UNIVERSITY OF ZAMBIA

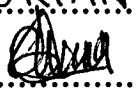
JULY 2008



DECLARATION

I declare that this research report has not been previously submitted for a degree in this or any other University.

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ABSTRACT

This study assesses how the Human Rights Commission of Zambia (HRCZ) communicates the human rights messages to the general public. The assessment involved 147 respondents from the general public. 15 Human Rights Commission workers were assessed to determine the target audiences of information dissemination and awareness of the human rights, and the overall effectiveness and efficiency of the existing communication strategies.

Data was collected through semi-structured questionnaires and in-depth interviews with the HRC staff were conducted. Cluster sampling procedure, random sampling and participatory observation was used in the collection of information. The paper examines how the HRC information is disseminated to the general public in Zambia.

The study concludes with recommendations towards more effective communication of human rights. It concludes that each human rights communication campaign should be developed to reach specific audiences with tailored messages, materials and interventions, strategically designed to meet specific objectives. The communication strategies must be consistent with the organisation framework in relation to resources and time frame so as to reach the set objectives.

This work is dedicated in loving memory of my late parents Justina Mwansa Chibwe and Elias Chibwe, and my late elder brother Justine Chibwe; may their souls rest in eternal peace.

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GLOSSARY OF ACRONYMS

AIHRE	Amnesty International's Human Rights Education
CERD	Convention on the Elimination of all Forms of Racial Discrimination
CEDAW	Convention on the Elimination of all Forms of Discrimination against Women
CAT	Convention against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment
GDP	Gross Domestic Product
HCR	Human Rights Commission
HIV	Human Immunodeficiency Virus
HRCZ	Human Rights Commission of Zambia
IHRESA	Institute for Human Rights Education in South Africa
IMF	International Monetary Fund
MCD	Master of Communication for Development
NGO	Non Governmental Organisations
SAP	Structural Adjustment Program
SPSS	Statistical Package for Social Sciences
UN	United Nations
UAWL	Uganda Association of Women Lawyers
UDHR	Universal Declaration of Human Rights
UNHCHR	UN High Commission for Human Rights
WB	World Bank

CHAPTER 1

INTRODUCTION AND BACKGROUND

1.0 Introduction

The research was an assessment of the communication strategies of the Human Rights Commission of Zambia (HRCZ) in the dissemination of the human rights information and its impact on the general public. It looked at the general public's source of human rights information and how they perceive messages they receive. It analysed factors that influence the general public to access different types of communication messages.

The first chapter provides general information about Zambia in the political, physical, economical and climatic perspective. It gives the descriptive information of the (HRCZ) to which the researcher was attached. The chapter presents a human rights communication problem under investigation, the objectives and the rationale.

1.1.0 Background Information on Zambia

1.1.1 Geographical Location

Zambia is a landlocked country situated in Central Africa. It has a total area of 752,614 square kilometres accounting for 2.5 per cent of the total area of the

African continent. On the world map, Zambia lies between Latitudes 8 degrees and 18 degrees South, and Longitudes 22 degrees and 33 degrees East (Zambia Basic Education Atlas, 1994:21). In the African continent, the country lies South of the Sahara and has eight neighbouring countries with Malawi and Mozambique on the east, Angola to the west, the Democratic Republic of Congo (formerly Zaire) and Tanzania to the north and Namibia, Botswana and Zimbabwe to the south.

Figure 1: Location of Zambia on the World Map.

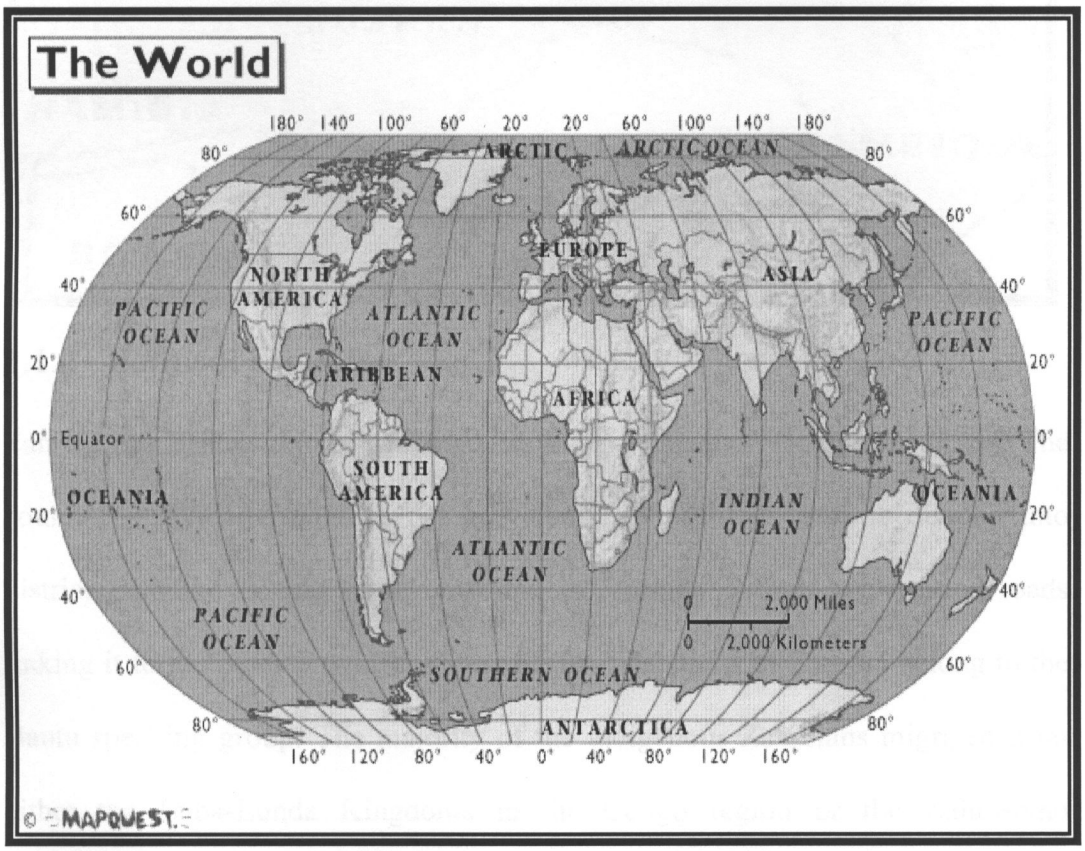
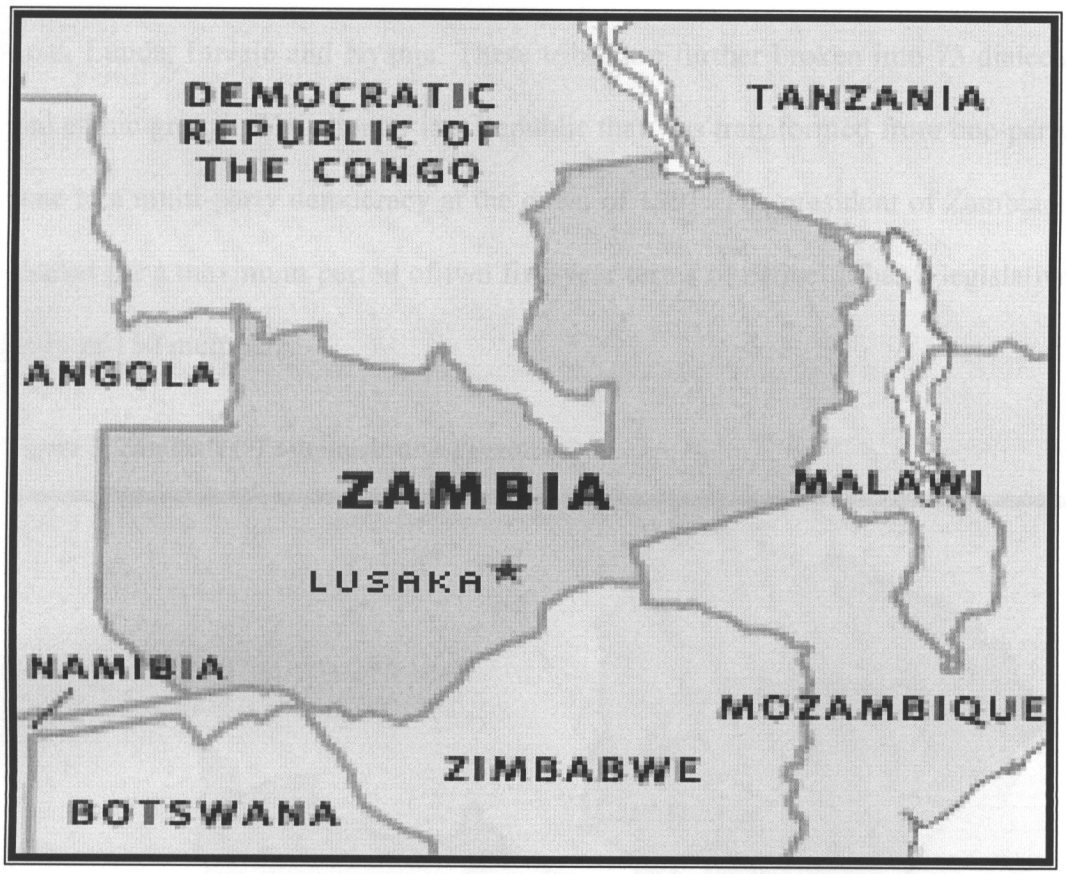


Figure 2: Location of Zambia and its neighbours.



1.1.2 Political Situation

Zambia is a British colony which got its independence on October 24, 1964. The country is divided into nine (9) provinces and each of these is divided into districts. Lusaka is the capital city and is centrally located with tarred roads linking it to the other provinces. Most of the inhabitants of Zambia belong to the Bantu speaking group. The majority of the indigenous Zambians migrated from either the Luba-Lunda Kingdoms in the Congo region or the Zulu-Sotho Kingdoms of South Africa.

There are seven major languages in the country namely; Tonga, Bemba, Kaonde, Lozi, Lunda, Luvale and Nyanja. These tribes are further broken into 73 dialects and ethnic groups. The country is a Republic that was transformed from one-party state to a multi-party democracy at the dawn of 1991. The president of Zambia is elected for a maximum period of two five-year terms of office. It has a legislative body of 150 members.

Figure 3: Zambia's (9) Administrative Provinces.



1.1.3 Physical Features

The country is endowed with rich natural resources. It has five major rivers. The Zambezi River is the longest from which the name Zambia is derived. There is also the Kafue, the Luangwa, the Luapula and the Bangweulu rivers.

There are five big lakes which include the Tanganyika, Bangweulu, Mweru, Kariba and Itezi-tezi. The Zambezi River is the source of the world-famous Victoria Falls. Zambia has the best wildlife reserves and game parks. These include the Kafue, North and South Luangwa, Lochniva, Lower Zambezi and Nsumbu National parks.

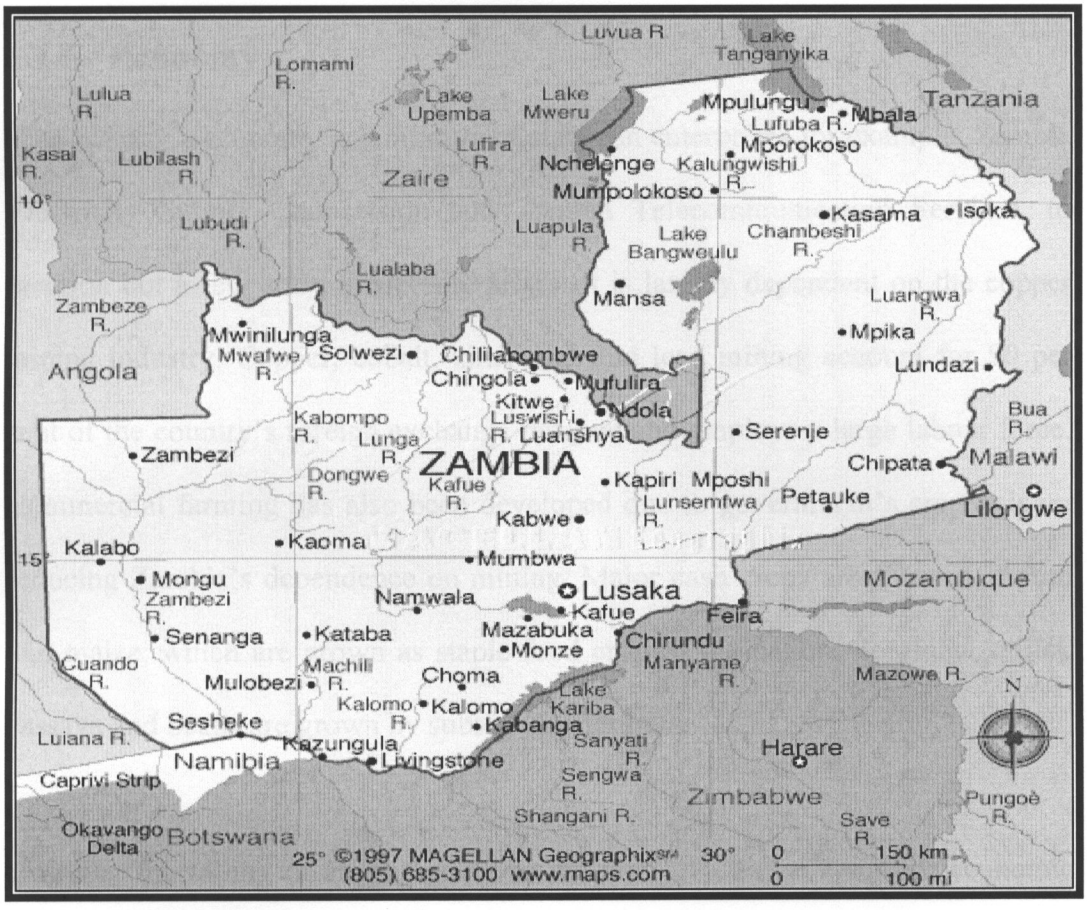
There are three distinctive divisions in the country; the high veld (1200 meters above sea level); this includes mountain areas, high lands, plateau and escarpments. The middle veld falls between 900 and 1200 meters above sea level. The lower Zambezi and Luangwa River valleys form the low veld which is below 900 meters above sea level.

1.1.4 Climate and Vegetation

Zambia has three types of seasons. These are the cold season (May to July), the wet season (November to April) and the hot dry season (August to October). The country has three types of rainfall namely; relief, conventional and convergence.

Rainfall figures range from 700 millimetres in the valley areas to over 1500 millimetres in highland areas.

Figure 4: Map of Zambia showing the major rivers and lakes.



The temperature ranges in Zambia is from 16 degrees centigrade in highlands to over 30 degrees centigrade in low lying areas. The most predominant type of vegetation is the Savannah Woodlands and grasslands, which cover the largest area in Zambia. The majority of trees are deciduous which include species like the Mukwa, Mupani, Mukusi and Kayimbi, which yield high valuable commercial

hardwood timber. The grassland in Zambia is predominant in flood plains, uplands and low rainfall areas.

1.1.5 Economy

The country's economy is a mixture of state-run enterprises for example; Zambia Electricity Supply Cooperation and Zambia Telecommunication Services, to mention but a few and private enterprises. It is largely dependent on the copper mining industry. Copper, cobalt, zinc, coal and lead mining account for 90 per cent of the country's foreign exchange revenue and employs a large labour force. Commercial farming has also been developed due to government's emphasis on reducing Zambia's dependence on mining. Major cash crops are tobacco, cotton and maize, which are grown as staple food crop of the nation. Sorghum, millet, cassava and beans are grown by subsistence farmers.

However the falling of copper prices in the mid '70s led to a sudden economic decline. In order to revive the economy, the country introduced the first Structural Adjustment Program (SAP) in 1985 which was supported by the World Bank (WB) and the International Monetary Fund (IMF). The result of SAP was the loss of many jobs because of the redundancies and retrenchments of the work force. As such, by the end of 1990s, the economy was characterised by reduced government expenditure on social services, public infrastructure and high levels of poverty.

1.1.6 Population

The country's population growth rate of 3.2 per cent is among the highest in Africa. The total population has grown from 3.5 million in 1963 to 7.8 million in 1990 and was projected to be nearly 11 million by the year 2000. Currently the population of Zambia stands at 11, 477, 447 million.

About 62 % of the population resides in rural areas while 38 % are in urban areas. Most of the population is concentrated along the line of rail; from Southern province, through Lusaka, and Central Province up to the Copper-belt province. The country has a relatively young population with about 45 % aged between 0 and 14 years.

The population is characterised by high fertility with Total Fertility Rate (TFR) recorded at 6.1 per cent in 1996. Despite the decline in fertility in the last decade, indications are that it will remain high for sometime. On the other hand, mortality rate is increasing in Zambia.

Child mortality increased from 107 deaths per 1000 children in 1992 to 109 deaths in 1996. The increase in mortality rates has been attributed to the worsening socio-economic conditions and the HIV / AIDS pandemic. The population shows a high level of spatial mobility with majority of the migrants moving from rural to urban areas.

1.2.0 Human Rights Commission Profile

The Human Rights Commission of Zambia is located in Lusaka, the capital city of Zambia. This is the headquarters, which is situated on Independence Avenue opposite the American Embassy. The commission is headed by the Director who is appointed by the president for a term office of three years.

1.2.1 Human Rights Commission

The Human Rights Commission is made up of a Commission and Directorate. The Human Rights Act, provides for seven commissioners who are appointed by the President and ratified by the National Assembly. The Commissioners serve for a period of three years subject to renewal.

1.2.2 Organisation Structure

The Directorate is headed by a Director, who is assisted by a Deputy Director. The Commission has the following Departments:

1) Research and Planning.

2) Information and Education.

3) Investigation and Legal Services.

4) Human Resources and Administration.

The Commission has created five Thematic Committees as follows;

1) Gender Equality Right Committee

2) Children's Right Committee

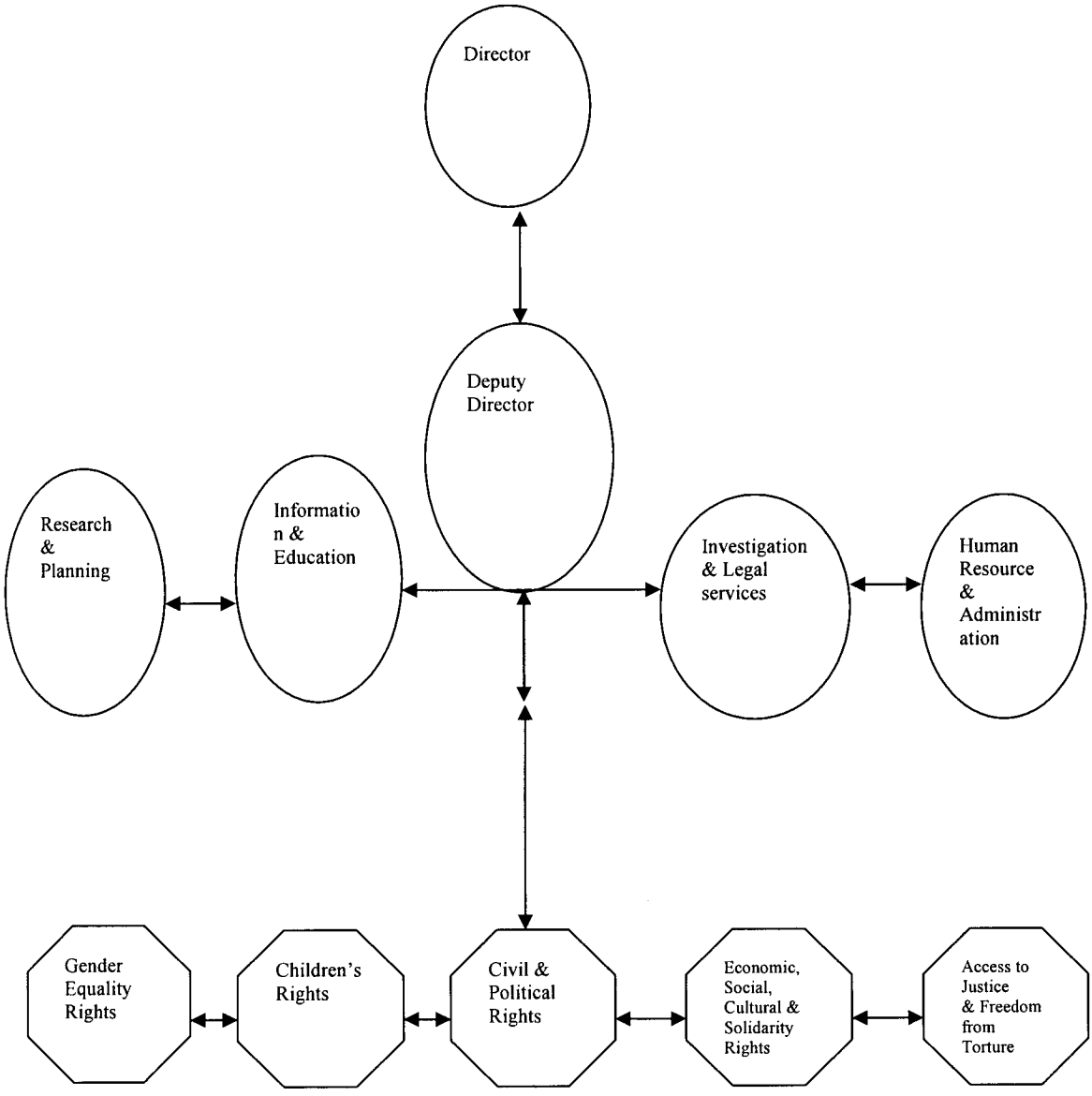
3) Civil and Political Rights Committee

4) Economic, Social, Cultural and Solidarity Right Committee

5) Access to Justice and Freedom from Torture Committee

The (figure 5) on the next page presents the diagram of the organisation structure of the Human Rights Commission of Zambia. This was at a time the researcher was attached at the Human Rights Commission head office in Independence Avenue in Lusaka opposite the American Embassy.

Figure 5: Human Rights Commission of Zambia Organisation Structure.



1.2.3 History of the Human Rights Commission

The Human Rights Commission was established in 1997 following the enactment of the Human Rights Commission Act No. 39 of 1996. The amended 1996 Republican Constitution provided for the establishment of a permanent Human Rights Commission, under article 125, following a recommendation to Government by the 1993 ad-hoc Munyama Human Rights Commission, appointed to investigate and report on abuses of human rights in the Second Republic (1973-1991) and after 31 October, 1991 when Zambia reverted to multiparty state. The Human Rights Commission Act No. 39 of 1996 spells out among other things, the composition, functions and powers of the commission.

1.2.4 Functions of the Commission

1) To propose effective measures to prevent human rights abuse.
2) To visit prisons and places of detention or related facilities with a view of assessing and inspecting conditions of the prisoners held in such places and make recommendations to redress existing problems.
3) To establish a continuing programme of research, education, information and rehabilitation of victims of human rights abuse.
4) To enhance the respect and protection of human rights.

1.2.5 Powers of the Commission

1) To investigate any human rights abuses.

2) To issue summons or orders requiring the attendance of any authority before the Commission.

3) To question any person in respect of any subject matter under investigation by the Commission.

4) To recommend the punishment of any officers found by the Commission to have perpetrated an abuse of human rights.

The functions and powers of the Commission are contained under Section 9 and 10 (1) respectively of the Human Rights Commission Act No. 39 of 1996. Complaints the Commission cannot handle;

1) The Commission has no powers to deal with cases that are before the courts of law.

2) The Commission has no power to deal with cases brought more than two years after knowing of violation.

The Commission, whose services are free, upon receipt of a verbal or written complaint from a person or group of persons or on behalf of someone whose rights have been violated, opens a file and initiates investigation. Once investigations have been concluded, the Commission informs both parties of the outcome. In some cases, the Commission endeavours to reconcile the two parties

by way of mediation and reconciliation and where necessary a Public hearing is convened to obtain evidence from both parties.

1.2.6 Networking of the Commission

The Commission is determined to build a sustainable culture of human rights in Zambia, and is working with other stake holders in the promotion and protection of human rights. The Commission maintains close working relationships with stakeholders such as:

1) Religious groups.
2) Trade Unions.
3) Employers.
4) Private sector.
5) Traditional leaders.
6) Local authorities.
7) United Nations Agencies.
8) International Organisations.
9) Human Rights Organisations.
10) Embassies and High Commissions
11) Political parties.
12) Civil societies and Non Governmental Organisations (NGO)
13) Community based organisations.
14) Government sector through liaison committees.

1.3.0 Government Commitment to Human Rights

The government is fully involved in the issue of human rights. Zambia had a Bill of Rights in its constitution after independence in 1964. Later in the years, the country adopted a National Plan of Action to put into practice what the Bill of Rights stipulates.

The Plan focuses on the most crucial human rights and provides necessary direction for a more effective campaign. The country is also a party, to all major human rights treaties, which includes;

1) The Convention on the Elimination of all Forms of Racial Discrimination (CERD) 1965, ratified on 4th February 1972.
2) The Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) 1979, ratified on 21st June 1985.
3) The Convention Against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment (CAT) 1984, acceded to in August 1998.
4) The Convention on the Rights of the Child (CRC) 1989, ratified on 6th December 1991.

1.4.0 Human Rights on Global Perspective

On 10th December1948, the United Nations took a first action to codify the international human rights standard and unanimously adopted it in the General

Assembly of the Universal Declaration of Human Rights. Since then several other human rights instruments have been adopted at international and regional level.

The underlying premise of this declaration was that all human beings are born free and equal in dignity and rights and are endowed with reason and conscience and should act towards one another in a spirit of brother and sisterhood. It was observed that the rights of human beings are cardinal to peace and development. There was a realization of the respect and dignity which is worthy of every human person by merely being human.

1.5.0 Statement of the Problem

The statement of the problem for the research was based on the increase in media reported cases regarding the human rights abuses, especially towards women and children in Zambia.

1.6.0 Rationale

The continuity of human rights abuses fostered the research so as to look into the effectiveness of the Commission's communication strategies to bring about human rights awareness and education.

The Human Rights Commission of Zambia holds a key to the attainment of full potential of human rights awareness through its communication process. They are

well positioned to influence change in knowledge, attitudes, and behaviour of the Zambian people. It is for this reason that the research was conducted so as to asses and evaluate the Commission's communication strategies in use.

1.7.0 Objectives

1.7.1 General Objectives

The general objective of the research was to assess the communication strategies in use by the Human Rights Commission of Zambia. This was to determine their applicability, relevance, effectiveness, and impact on the local communities. The measurements were with regard to change in attitude and behaviour that fosters health human relations, which contributes significantly to the overall national goal of human development.

1.7.2 Specific Objectives

1) To asses the Human Rights Commission of Zambia's communication strategies in use.
2) To asses the relevance and effectiveness of human rights communication strategies.
3) To asses the general public's source of human rights information.
4) To asses the rate of the population's adoption of change campaigns on human rights.

5) To asses the impact of the Commission's communication strategies on the communities.

1.8.0 Conclusion

The chapter has looked on the background information of Zambia. It has presented the geographical, political, physical, climatic, economical and population of Zambia. It has looked at the background information of the Human Rights Commission of Zambia, the Commission's profile, structure, functions, powers and networking. The chapter has discussed the government commitment to human rights and the global perspective of human rights. Finally the problem that led to the research, the rational and the objectives has all been stated. The next chapter discusses the methodology which was applied for the research.

CHAPTER 2

METHODOLOGY

2.0 Introduction

The research chapter looks at the research methodology used. The study was conducted in Lusaka city only because of financial constraints. The primary data was collected through the semi-structured questionnaire and in-depth interviews. The questionnaires were randomly administered to 150 respondents in randomly selected areas in all wards and constituencies. A multi-stage cluster sampling was used to determine the sample size of the respondents. Data was also collected through literature review and Statistical Package for Social Sciences was used for data entry and analysis.

2.1. Research Questions

In researching the population of Lusaka, the following questions guided the study;

1) What human rights awareness communication strategies are in use by the Human Rights Commission of Zambia?
2) Do the current communication strategies of the Human Rights Commission of Zambia affect the general public in bringing about social change in behaviour and human practices?
3) What is the perceived impact of the human rights communication strategies in use on the people?

4) What are the sources of the general public's human rights information?

5) What is the general public's human rights awareness level?

2.2. Research Methodology

The study targeted 150 respondents in Lusaka. Data was collected through semi-structured questionnaires. The questionnaires were used to collect both qualitative and quantitative data. The questionnaires explored how the general public comes to know about human rights and suggestions for improvement were suggested.

2.2.1. Quantitative Survey

The semi-structured questionnaires were administered to the general public in different constituencies and randomly selected wards from Lusaka. There were 150 semi-structured questionnaires administered but only 147 were collected from the general public and 15 for the human rights workers. The questionnaires helped in obtaining numerical and statistical information. The information facilitated and allowed direct comparisons between the human rights communication strategies in use and the impact on the general public. The semi-structured questionnaires helped in measuring beliefs, attitudes, opinions and behaviours towards the issue of human rights awareness. Closed and open ended questions were administered.

2.2.2. In-Depth Interviews

In-depth interviews with purposively selected number of human rights workers at the Human Rights Commission of Zambia were conducted. The in-depth

interviews were used to investigate the communication strategies which were being used by the Human Rights Commission at the time of the research.

2.2.3. Participation Observation

Primary data was gathered by participation observation in the activities of the communication department of the Commission. This provided the researcher with snap shot information assessment through active participation in the Human Rights Commission's activities. Participant observation facilitated an assessment and observation regarding how different departments interact, communicate and work with each another. The researcher was officially attached for two months from February 28, 2008 to April 28, 2008. The researcher participated in the various activities.

2.2.4. Sampling Procedures

Multi-stage Cluster sampling procedure was used because the population of Lusaka in which the research was conducted has an occurrence of population clusters. The samples were collected from the clusters of constituencies and wards. The researcher in determining the number of respondents to be interviewed, considered the population of each constituency in Lusaka represented by 'N' divided by the overall population of Lusaka represented by 'M' multiplied by the expected number of the respondents to be interviewed represented by 'Y', as illustrated below;

N

- x Y, where 'Y' is equal to 150 targeted respondents.

M

The population figures came from the Central Statistics Office of the 2000 Census of Population and Housing. Lusaka had a population of 1, 084, 703. The expected number of respondents for each constituency was calculated as follows;

Chawama Constituency

Total population in Chawama $\frac{139{,}998}{\quad}$ x 150= 19 Questionnaires

Total population in Lusaka 1, 084, 703

Wards in Chawama

1) Chawama
2) Lilayi
3) Nkoloma

Two wards were randomly selected from three wards in Chawama Constituency for the administering of the questionnaires and the questionnaires were randomly distributed as follows;

No	Name of the ward	Number of Questionnaires
1	Chawama	10
2	Lilayi	9
Total		19

Kabwata Constituency

Total population in Kabwata 89,556

_____ x 150 = 12 Questionnaires

Total population in Lusaka 1, 084, 703

Wards in Kabwata

1) Chilenje
2) Kabwata
3) Kamwala
4) Libala

Two wards were randomly selected for the administering of the questionnaires and the questionnaires were randomly distributed as follows;

No	Name of Wards	Number of Questionnaires
1	Chilenje	6
2	Kabwata	6
Total		12

Kanyama Constituency

Total population in Kanyama 170,803

_____ x 150= 23 Questionnaires

Total population in Lusaka 1, 084, 704

Wards in Kanyama

1) Harry Mwaanga
2) Kanyama
3) Munkolo

Two wards were randomly selected for the administering of the questionnaires and the questionnaires were randomly distributed as follows;

No	Name of Wards	Number of Questionnaires
1	Kanyama	12
2	Harry Mwanga	11
Total		23

Lusaka Central Constituency

Total in population in Lusaka Central 99,431

_____ x 150 = 13 Questionnaires

Total population in Lusaka 1, 084, 704

Wards in Lusaka Central

1) Independence
2) Kabulonga
3) Lubwa
4) Silwizya

Two wards were randomly selected for the administering of the questionnaires and the questionnaires were randomly distributed as follows;

No	Name of Wards	Number of Questionnaires
1	Kabulonga	7
2	Independence Avenue	6
Total		13

Matero Constituency

Total population in Matero 189,480

_____ x 150= 26 Questionnaires

Total population in Lusaka 1, 084, 703

Wards in Matero

1) Kapwepwe
2) Lima
3) Matero
4) Muchinga
5) Mwembeshi

Two wards were randomly selected for the administering of the questionnaires and the questionnaires were distributed as follows;

No	Name of Wards	Number of Questionnaires
1	Matero	13
2	Kapwepwe	13
Total		26

Munali Constituency

Total population in Munali 176,150 / _____ x 150 = 24 Questionnaires

Total population in Lusaka 1, 084, 703

Wards in Munali

1) Chainda
2) Chakunkula
3) Kalingalinga
4) Mtendere
5) Munali

Two wards were randomly selected for the administering of the questionnaires and the questionnaires were distributed as follows;

No	Name of Wards	Number of Questionnaires
1	Kalingalinga	12
2	Mutendere	12
Total		24

Mandevu Constituency

Total population in Mandevu 219,285

_____ x 150 = 30 Questionnaires

Total population in Lusaka 1, 084, 704

Wards in Mandevu

1) Chaisa

2) Justine Kabwe

3) Mulungushi

4) Ngwerere

5) Raphael Chota

6) Roma

Two wards were randomly selected for the administering of the questionnaires and the questionnaires were distributed as follows;

No	Name of Wards	Number of Questionnaires
1	Roma	15
2	Ngwerere	15
Total		30

Each constituency had its own wards and the wards had different house holds. In each constituency, a simple random sampling was used to select the wards. In each household within a particular ward, the head of the house hold was targeted for interviews. The head in each house hold was perceived by the researcher to be the one who provides for the family and makes day to day decisions in the management of the house hold. The research involved the cross section of house holds, both demographics and psychographics were taken into considerations.

2.2.5 Purposive Sampling

The Human Rights Commission of Zambia had a small number of workers which were less than 40. It is for this reason that purposively sampling procedure was used in selecting workers based on knowledge on issues of human rights.

2.2.6 Data Gathering

Data was gathered using semi-structured questionnaires; in-depth interviews were conducted through the interview guides and participatory observation. Other sources of data were from the local newspapers and research on books, articles and periodicals were consulted.

2.2.7 Data Analysis

The data analysis began with the sorting out of instruments according to numbers as they were collected from the field. They were then cross-checked for information completeness and consistency in order to allow for easy interpretation

and facilitate procession. The procession of data involved the use of manual and computer. The Statistical Package for Social Sciences (SPSS) was utilization. The data was then categorized according to relevant variables and coded with regard to responses. The data was then analyzed and interpreted by use of frequency tables.

2.2.8 Limitations

The research was limited by a number of factors;

1) The language barriers due to lack of questionnaires translated in local languages which affected many people who were not very effective and conversant with English.
2) Financial resources were not enough hence the sample size was limited to 150 respondents and within Lusaka only.
3) Logistical coverage of the respondents was limited especially in reaching respondents located in shanty compounds.

2.2.7 Conclusion

The chapter has looked at the methodology which was used in the research. It has also looked at the research question and how they applied to the research. The in-depth interviews, quantitative survey, participatory observation, and purposively sampling were used in the methodology. The chapter has presented ways by

which data was gathered. It has also discussed some of the limitations the research encountered. The next chapter discusses the concepts and theories and how they applied to the research.

CHAPTER 3

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.0. Introduction

Chapter three looks at conceptual and theoretical flame work. It gives various definitions of concepts and theories and how they applied to the research.

3.1. Communication

Communication is a process that involves the transfer, exchange, transmission, and dissemination of information from the sender to a receiver. In human rights communication, the concept involves the transmission of human rights information from the Human Rights Commission of Zambia to the target audience.

3.2. Planning

Planning is a conscious effort to adapt a system to its environment in order to achieve a system's goal. Planners are those people within a system charged with the task of adapting a system to its environment. Human rights information dissemination requires a lot of systematic planning. It involves conscious effort to asses how human rights can be adapted to the Zambian environment from a global perspective of human rights understanding.

3.3. Participation

Participation means sharing in an activity. According to White (1994), participatory communication is one in which the people being communicated to are actively involved. People's participation, in which the control of the projects rests with the planners, is pseudo participation. Genuine participation is when the people are empowered to control the action to be taken (White, 1994:17). Participation in human rights communication involves members of the community sharing ideas, opinions, values and concerns about human rights.

3.4. Development

The late Professor Francis Kasoma of the University of Zambia, Department of Mass Communication defined development, "as the improvement of human life condition at individual and societal levels which is achieved through desirable but fluctuating changes or adjustment in the environment." (Kasoma, 1994:403). In the light of human rights, the general public should be helped to see the need and value of human rights to bring about development.

3.5. Commission

"A Commission is a committee or a special group delegated to consider some matter;" Wordnet.princeton.edu/perl/webn. Commissioning is the act of granting authority to undertake certain functions. The Human Rights Commission of Zambia was delegated to consider and address the issues of human rights in

Zambia and to bring about human rights education and awareness to the people of Zambia.

3.6. Human Rights

These are basic rights and freedom to which all human beings are entitled by merely being human. "All human beings are born free and equal in dignity and right, they are endowed with reason and conscience and should act towards one another in a spirit of brotherhood." Article 1 of the United Nations Universal Declaration of Human Rights adopted by the General Assembly Resolution 217 (III) of 10th December 1948.

3.7. Human Rights Commission

The Human Rights Commission was established by Article 125 of the Constitution of Zambia; pursuant to the Human Rights Commission Act No. 39 of 1996. The Human Rights Commission is an autonomous body and not subject to the direction or control of any person or authority in the performance of its duties. The Human Rights Commission Act, is to promote and protect human rights in Zambia. It ensures that the rights and freedoms secured in international documents to which Zambia is a party are observed and respected.

3.8. Social Change Campaign

A social change campaign is an organised effort conducted in order to achieve a given goal. Human rights social change campaign is imperative in the communication of human rights by the Human Rights Commission of Zambia. Human rights social change campaigns can have their own limitations;

1) **Audience Factors:** may relate to apathy, where people for whom change is intended don't like the change. In terms of human rights social change, the people for whom change is intended disagrees with the change.
2) **Message Factors:** may relate to language used, or anything that prevents the message from reaching the intended audience. Proper packaging of human rights messages is very imperative to attract attention.
3) **Media Factors:** may relate to the failure to use appropriate media at the proper time in effective ways. Timing of human rights programs is very necessary to avoid targeting wrong audiences.

Human rights social change campaign programs can be very effective if essential factors of the campaign are put in place. There are some factors that favour a social change campaign;

1) **Monopolisation:** refers to the ability of an information campaign to enjoy a monopoly in the media without other messages that might be contrary to the

2) campaign's objective being present. Human rights information should enjoy the monopoly in media.

3) **Canalisation:** refer to a favourable public attitude base. Pre-existing attitudes are easier to reinforce than change. Human rights change agents should be aware of the pre-existing attitude base.

4) **Supplementation:** refer to the addition of mass media communication with face-to-face communication. People will process human rights information better if they discuss others.

For human rights social change campaign to be effective, there is need to be aware of the target adopters needs and formulate good communication strategies. There is need to select good channels of communication and enjoy the monopoly in media.

3.9. Social Marketing Theory

Social marketing is defined as the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs. Human Rights Commission can utilise social marketing theory and technology in the execution of human rights messages and programs to the general public. Social marketing is a strategy to change people's behaviour in this case; human rights behaviour. There are three types of social products that may be advanced by social marketers and these are attitudes, ideas or values.

For human rights social marketing to be successful, change agents requires knowledge of the target adopters. These includes the social demographic characteristics (the external attributes of social class, income, education, age, family size and so forth); the psychological profile (internal attributes such as attitudes, values, motivation and personality) and behaviour characteristics (patterns of behaviour, decision making characteristics).

3.10. Persuasion Theory

Persuasion is an attitude towards a source's proposal. An attitude is a flame of mind, a mental disposition towards something in this case a human rights proposal. Attitude is on how favourably we evaluate something; these can be human rights messages. Infante et al. (1997) argues that if a persuader wants to influence a specific behaviour, he or she must use messages to create favourable attitude. By persuading a person to favour a proposal, the persuader provides justification for the receiver to choose to behave in a particular manner.

Human rights persuasion involves the freedom of choice as opposed to coercion, which involves the use of physical force and verbal aggression such as insults, ridicule, profanity and threats as substitutes for change. Persuasion has a number of dimensions;

1) **Intimacy;** persuasion is relatively easy where people are intimate. It is very easy to persuade people who are intimately connected to consider a human rights issue and they are likely to give in easily.

2) **Dominance;** persuasion works well if the people are very dominant or submissive to a situation. It is much easier to persuade people about human rights who are submissive and if the people who are dominant are persuaded, the human rights issue will dominate.

3) **Personal benefits;** persuasion works well if the people can see the benefits. The persuader should attempt to give advantages to the receiver in accepting the human right issues.

3.11. Diffusion of Innovation Theory

Diffusion of innovation theory explains the strategies aimed at gaining adoption of new ideas, for instance the human rights ideas. In the diffusion of innovation theory, there are four elements;

1) **Innovation;** an idea or practice perceived as knew. Human rights issues are perceived as new ideas in Zambia.

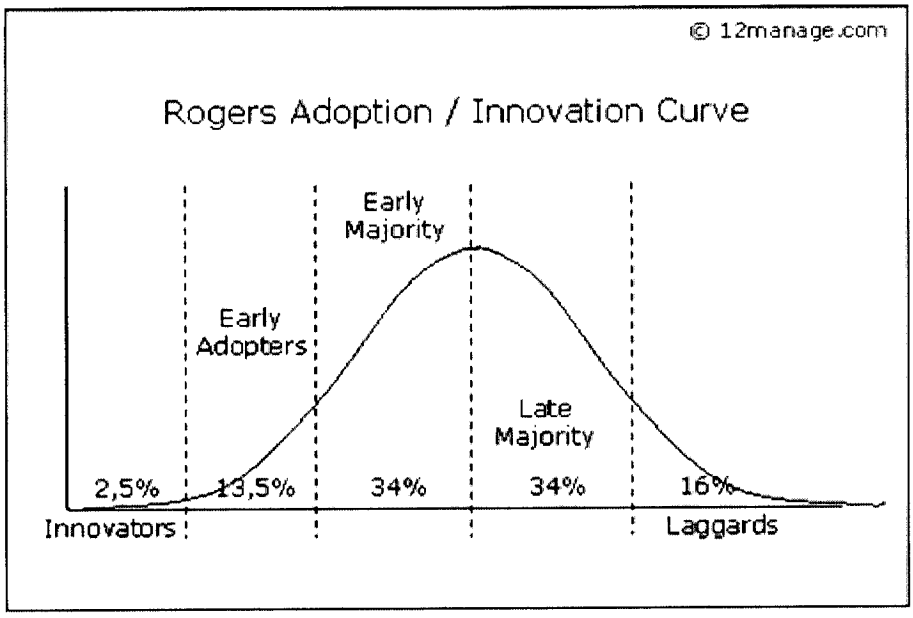
2) **Communication channels;** means by which new ideas get from one individual to another. This can be human rights message.

3) **Time;** there are three time factors; time in the new idea adoption-decision process; time by which a new idea is adopted; and time in the new idea rate

of adoption. Human rights issues will require time for their adoption.

4) **Social systems;** these can be characterized as heterophilous or homophilous. In homophilous people interact with other people similar to them easily. Adoption of human rights ideas will receive much resistance in this society. In heterophilous people interact more with people who are different from them. The human rights ideas are likely to be adopted easily in such societies.

Figure 6: Diffusion of innovation theory adopter categories.



1) **Innovators;** these are the first to adopt new ideas; they are more cosmopolitan, travel more frequently and they are venturesome. These will easily adopt human rights ideas.

2) **Early Adopters;** these are more integrated within the societies. They serve as role models and they are respected. These can be helpful in the diffusion of human rights ideas.

3) **Late Adopters;** these frequently interact with others, rarely hold positions of opinion leadership. They are the largest category group and once they adopt human rights ideas will influence others too.

4) **Late Majority;** these are a one-third of the members of a social system. They have pressure from peers and they adopt for economic necessity. These can be cautious of human rights before adoption.

5) **Laggards;** these are isolates; they are very slow to adopt new ideas. They are more local and rarely travel. They can take time to adopt and understand human rights ideas.

The human rights adoption process is a mental process through which an individual passes from first hearing about human rights to the final adoption. There are five stages that have been advanced in relation to the diffusion of innovation theory;

1) **Awareness;** this is when an individual becomes aware of the existence of a new idea like human rights.

2) **Interest;** this is when an individual becomes interested about the new idea and seeks additional information about human rights for example.

3) **Evaluation;** this is when an individual finally gives a mental application to his or her present and anticipated future situation, and then decides whether or not to try and adopt a new idea like human rights ideas.

4) **Trial;** this is when an individual makes full use of the new idea like human rights issues in his or her day to day activities.

5) **Adoption;** this is when an individual decides to continue the full use of a new idea like human rights makes it a way of life.

Human rights ideas vary in the extent to which they offer easily observed benefits to the adopters compared with existing ideas or practices. There are key characteristics of a new idea like human rights for them to be adopted;

1) **Relative advantage**; this is a degree to which a new idea is perceived as better than the idea it supersedes. Human rights should have a relative advantage more than the cultural norms that are perceived as human rights abuses.

2) **Compatibility**; this is a degree to which a new idea is perceived as being consistent with existing values. Human right messages should be compatible with existing values and experiences.

3) **Complexity**; this is a degree to which a new idea is perceived as difficult to understand. Human rights campaigns should be easy to understand by the end user.

4) **Trialability**; this is a degree to which a new idea may be experienced on a limited basis. Human rights ideas should make sense to an ordinary person if experienced on a limited basis.

5) **Observability**; this is a degree to which the results of the human rights ideas are visible to others. An adopter of human rights should have more observable advantages than those not adopting them.

The diffusion of innovation theory teaches us that knowledge acquisition, risk evaluation, value acceptance, social/economic/political constraints, adaptation to specific situation, time, money, and the expertise of change agents all influence the adoption of new ideas; like human rights. Understanding relationships among culture, values, existing practices, and political/social/economic relations is a necessary element of the diffusion of new ideas.

3.12. Conclusion

The chapter has looked at various concepts and theories and has explained how they applied to the research. The next chapter discuses the literature reviews in relation to human rights communication.

CHAPTER 4

LITERATURE REVIEW

4.0 Introduction

The literature review in the field of human rights communication was very scarce and limited. Most literature reviews focused on specific human rights communication strategies.

4.1.0 Human Rights Communication in the World

Some literature review in human rights communication came from Richard Pierre Claude, Professor Emeritus of the University of Maryland in the United States of America, he did a research on the methodologies for human rights communication and he concluded that; there is need to be much more creative and innovative in the communication of human rights.

(http://www.pdhre.org/people/claudebio.html)

He further argued that human rights communication should be able to make sense to an ordinary person. The communication of human rights should be presented in various communication media and should adjust to the times of the changing world. Being innovative and able to adjust will facilitate the understanding of human rights in both social and legal perspective.

Further literature review came from Asia, in the article of Jefferson R. Plantilla and Sebasti I. Raj. They conducted a research in, "Human Rights Communication in Asian Cultures - Continuity and Change."

The research findings were written in 2003 for the HURIGHTS OSAKA Japan on the communication of human rights in Asian cultures. Jefferson R. Plantilla and Sebasti I. Raj observed that;

1) It is important to have cultural and contextual communication of human rights that are relevant to Asia.
2) It is not helpful to have international human rights concepts that do not relate meaningfully to the concept of human rights in Asian cultural values.
3) The research also observed that the human rights by nature should be considered universal despite differing in cultural values.

The other literature review came from An- Naim, Abdullah. In his human rights communication and education research at University of Pennsyvania in the United States of America in 1992. An-Naim, Abdullah, observed that there is need to communicate the human rights in cross cultural perspectives. He observed that there is need to move away from a rigid way of human rights communication and be much broader so as to accommodate other cultural norms and values as we live in a multi-cultural world.

Another literature review came from the, "Conference of Asia-Pacific Human Rights Education and Communication for Development." The conference was held in Manila, Philippines in December 1995. It was observed that Human Rights Communication and Education should focus on the following;

1) To communicate human rights in terms of empowerment of disadvantaged sectors and respect for indigenous cultures of the region.

2) To communicate human rights and adopt participatory methods that promotes the right to development.

3) To communicate human rights that address accountability for trans-national/multi-national corporations as well as international financial institutions such as Asian Development Bank, World Bank and the International Monetary Fund, among others.

4) To communicate human rights and the need to develop national programs and plans of action in accordance with the Vienna Declaration and Programme of Action on human rights.

5) To strengthen the communication of human rights and education in the schools and universities.

6) To develop specific human rights communication strategies and education programs for judges, civil servants, police, security and defence forces, lawyers, prosecutors, prison officials, community leaders, parliamentarians, health professionals, artists, members of the media, the family and other

social institutions or those in a position to effect the realisation of human rights.

7) To communicate and coordinate national human rights education and communication programs and strengthen linkages between grassroots communities and human rights agencies.

4.1.1 Human Rights Communication in Africa

In Africa; there is slow increase in research in the field of communication and education of human rights. Despite the literature still being limited in Africa about human rights communication; other sections of the continents are making progress in terms of human rights communication research.

Some literature review came from East Africa through the Organisation of Africa Unity Charter on human rights which have been explained in a comic book form produced by the Mazingira Institute in Nairobi, Kenya. These comic books about human rights are internationally distributed by the Uganda Association of Women Lawyers.

The Mazingila Institute of Nairobi in Kenya has developed a human rights stories and picture books so as to communicate the human rights issues effectively. The Association also publishes a "Kids Newsletter" with a section called "Questions Parents Ask."

Other literature review on human rights communication research came from South Africa. In South Africa, in order to ensure that Africans understand their rights and duties a research was done by the Institute for Human Rights Education in South Africa. The findings helped in the production of a "Rights Radio Tape Series." Because of high levels of functional illiteracy there, the series seeks to reach those who rely on radio for information, presenting them with programs of educational entertainment designed "to make people aware of their basic rights, the dignity of being human and the responsibilities we have to one another."

According to the literature review, the same South African Institute also offers a service called "Rights Info," offering news clipping services from various newspapers and magazines.

Additionally, it makes publicly accessible Amnesty International's Human Rights Education Resource Notebooks, the UN Centre for Human Rights "Fact Sheets," and a collection of training manuals from the Peoples' Decade for Human Rights Education. (http://www.pdhre.org/materials/methodologies.html#11)

4.1.2 Human Rights Communication Zambia

There has been a very limited research about human rights communication in Zambia. No one has ever done a research about human rights communication by the Human Rights Commission of Zambia. The researcher was the first person to

carry out the research at the Human Rights Commission - as an assessment of their communication strategies.

Some literature review came from the special collection at the University of Zambia in Lusaka in which a research was done on child labour and human rights; According to Chooye-Madondo Coreen who did a research at the University of Zambia in 2002 on the Ministry of Labour and Social Security and the Progressive Elimination of the most forms of child labour; Communication Strategies: A project she submitted in partial fulfilment of the master of mass communication for development degree at the Department of Mass Communication she concluded that;

There is a progressive abuse of children's rights in Zambia. She observed that there is need to take advantage of the functions of mass communication in the communication of the rights of the children in Zambia. The functions of the mass communication are surveillance, correlation, cultural transmission, entertainment, education and mobilisation; as they are vital in the communication of the rights of the children.

Another literature review came from the Human Rights Commission of Zambia materials; according to the draft of the National Plan on Human Rights education in Zambia which was put together in 1998 by a team of experts namely Dr. A. W. Chanda, Mrs. G. Mutukwa, Mrs. T. Kambobe and Mr. J. B. Sakala, they observed

that there is need to improve the communication of human rights so that it ceases to be a mere rhetoric but a reality. This calls for trained human rights communication experts so as to disseminate human rights messages effectively.

Other literature came from the late Professor Francis Kasoma who did a research on communication policies at University of Tampere in Finland in 1992. He observed that freedom of press is a right that should be balanced with other rights of a human person in society, such as the right to honour and respect, the right to privacy, the right to enjoy one's intellectual property, the right to respect one's conscience and the right to a fair trial in a court of law.

He further observed that these and other rights are just as important for orderly human society as the freedom of the press and need to be protected by the state. He further observed that the state therefore, makes laws to ensure that no one's right is tramples on and for good orderly human society. He also observed that it is important to be innovative in the communication of human rights.

4.1.3 Conclusion

The chapter has presented the literature review. It is important to state that not many researches have been conducted in the field of communication of human rights. However the scantiness of the literature in this field does not defeat the importance of human rights communication towards the goal of development in the world at large.

The following chapter presents the research finding from the Human Rights Commission of Zambia. The researcher was attached at the Human Rights Commission of Zambia so as to facilitate the findings from the communication strategies which was in use at the time of the research writing.

CHAPTER 5

RESEARCH FINDINGS

5.0 Introduction

The chapter discuses the main finding of the research from the Human Rights Commission of Zambia to which the researcher was attached. The other findings came from the general public through semi-structured questionnaires. The objectives which guided the findings were as follows;

1. To asses the Human Rights Commission of Zambia's communication strategies in use.
2. To asses the relevance and effectiveness of human rights communication strategies.
3. To asses the general public's source of human rights information.
4. To asses the rate of the population's adoption of change campaigns on human rights.
5. To asses the impact of the Commission's communication strategies on the communities.

5.1 General Public

The respondents from the general public were asked on whether the information provided by Human Rights Commission of Zambia on human rights helped in the combating of abuses; 85.0 % said that the information provided by the Human Rights Commission was very helpful in the combating of abuses while 5.4 % said that the information did not help in the combating of abuses and 9.5 % were not sure as to whether the information from the Human Rights Commission did help in the combating of abuses.

Figure 7: Whether information from the Commission help in abuse combating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	125	83.3	85.0	85.0
	No	8	5.3	5.4	90.5
	Not Sure	14	9.3	9.5	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were questioned on whether the Human Rights Commission of Zambia was to be recommended to provide information on human rights. 96.6 % had recommended the Commission to provide more information about human rights and 3.4 % were not sure as to whether the Commission should be recommended to provide more information about human rights or not.

Figure 8: Recommendation for the Commission to provide more information.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	142	94.7	96.6	96.6
	Not Sure	5	3.3	3.4	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked concerning the rate of adoption of the human rights information from the Human Rights Commission of Zambia; regarding the brochures, pamphlets and posters as a mediums used by the Human Rights Commission of Zambia, 79.6% had said that they have had access to them very regularly, 7.5% had said that they sometimes have had access to them, 9.5 % had said that they rarely have had access to them and 3.4 % had said that they never have had access to them.

Figure 9: General public's access to brochure, posters and pamphlets.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	117	78.0	79.6	79.6
	Sometimes	11	7.3	7.5	87.1
	Rare	14	9.3	9.5	96.6
	Never	5	3.3	3.4	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked on their rate of access to Internet as a medium used by the Human Rights Commission of Zambia; 2.0% had said that they regularly have had access to internet, 10.2 % had said that they sometimes have had access to internet, 13.6 % had



said that they rarely have had access to internet and 74.1% had said that they have never had access to internet.

Figure 10: Level of access to Internet by the general public

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	3	2.0	2.0	2.0
	Sometimes	15	10.0	10.2	12.2
	Rare	20	13.3	13.6	25.9
	Never	109	72.7	74.1	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked on their level of access to magazines as a medium used by the Human Rights Commission of Zambia in human rights information dissemination; 5.4% had said that they regularly have had access to magazines, 38.1% had said that they sometimes have had access to magazines, 46.3% had said that they rarely have had access to magazines and 10.2 % had said that they never have had access to magazines.

Figure 10: Level of access to magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	8	5.3	5.4	5.4
	Sometimes	56	37.3	38.1	43.5
	Rare	68	45.3	46.3	89.8
	Never	15	10.0	10.2	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked on their level of access to radio as a medium used by the Human Rights Commission of Zambia in the dissemination of human rights information; 78.9 % had said that they regularly have had access to the radio. 14.3% had said that they sometimes have had access to the radio and 6.8 % had said that they rarely have had access to the radio.

Figure 11: Level of access to radio by the general public

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	116	77.3	78.9	78.9
	Sometimes	21	14.0	14.3	93.2
	Rare	10	6.7	6.8	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

On the respondents level of access to television as a medium used by the Human Rights Commission of Zambia; 61.2 % had said that they regularly have had access to television, 33.3% had said that they sometimes have had access to television and 5.4 % had said that they rarely have had access to television.

Figure 12: Level of access to television by the general public

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	90	60.0	61.2	61.2
	Sometimes	49	32.7	33.3	94.6
	Rare	8	5.3	5.4	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were question as to whether they considered human rights education important; 93.3 % had said that the human rights information was important and 6.1 % had said that the human rights information was not that all important.

Figure 13: Level as to whether human rights were all that important

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	138	92.0	93.9	93.9
	No	9	6.0	6.1	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked as to whether they knew anything about the Human Rights Commission of Zambia; 83.0% said that they were aware of the existence of the Human Rights Commission and 17.0 % said that they were not aware of the Human Rights Commission existence.

Figure 14: Knowledge about the Human Rights Commission existence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	122	81.3	83.0	83.0
	No	25	16.7	17.0	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

Concerning the level of participation in the programs of the Human Rights Commission of Zambia by the general public; 2.7 had said that there was a very adequate

participation, 19.7 % had said that there was an adequate participation, 5.4 % had said that there was a moderate particpation, 61.2 % had said that there was an inadequate participation and 10.9 % had said that there was a very indaequate particpation by the general public in the programs of the Human Rights Commission of Zambia.

Figure 15: Level of participation by the general public

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Adequate	4	2.7	2.7	2.7
	Adequate	29	19.3	19.7	22.4
	Moderately Adequate	8	5.3	5.4	27.9
	Inadequate	90	60.0	61.2	89.1
	Very Inadequate	16	10.7	10.9	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked on how they would describe the information they receive from Human Rights Commission of Zambia. 10.9% had said that the information was very adequate, 24.5 % had said that the information was adequate, 18.4 % said that the information was fairly adequate, 35.4 % had said that the information was inadequate and 10.9 % had said that the information was very inadequate.

Figure 16: Level of the information the general public get from the Commission

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Adequate	16	10.7	10.9	10.9
	Adequate	36	24.0	24.5	35.4
	Fairly Adequate	27	18.0	18.4	53.7
	Inadequate	52	34.7	35.4	89.1
	Very Inadequate	16	10.7	10.9	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked to rate the communication strategies used by Human Rights Commission of Zambia to address concerns of human rights abuses; 38.8% said that the strategies were good, 47.6 % had said that the strategies were fairly good and 13.6 % had said that the strategies were poor.

Figure 17: Ratings of the communication strategies of the Commission

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good	57	38.0	38.8	38.8
	Fairly good	70	46.7	47.6	86.4
	Poor	20	13.3	13.6	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked on whether the information provided by the Human Rights Commission of Zambia was easy for everyone to understand; 15.6 % had said that the information was very easy, 4.8 % had said that the information was easy, 59.9% had said

that the information was moderately easy, 17.0% had said that the information was difficult and 2.7% had said that the information was very difficult.

Figure 18: Whether information from the Commission is easy for every one

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very easy	23	15.3	15.6	15.6
	Easy	7	4.7	4.8	20.4
	Moderately easy	88	58.7	59.9	80.3
	Difficult	25	16.7	17.0	97.3
	Very difficulty	4	2.7	2.7	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked to state what they knew about human rights; 9.5% had said that they knew nothing about human rights and 90.5 % had said that human rights were the protection of human dignity.

Figure 19: Knowledge about human rights

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing	14	9.3	9.5	9.5
	Protection of human dignity	133	88.7	90.5	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents level of education were as follows; 7 % had done primary education, 12.9 % had done Junior Secondary education, 30.6% had done Senior Secondary education and 55.8 % had done tertiary education.

Figure 20: Level of Education among the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary Education	1	.7	.7	.7
	Junior Secondary Education	19	12.7	12.9	13.6
	Senior Secondary Education	45	30.0	30.6	44.2
	Tertiary Education	82	54.7	55.8	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents representation of age was as follows; 7% were in the range of 16 to 21 years, another 7 % were in the range of 22 to 27 years, 6.8 % were in the rage of 28 to 33 years, 6.1 % were in the range of 34 to 39 years, 35.4 % were in the range of 40 to 45 years and 35% were in the range of 46 years and above.

Figure 21: Age representation among respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 21 yrs	1	.7	.7	.7
	22 - 27 yrs	1	.7	.7	1.4
	28 - 33 yrs	10	6.7	6.8	8.2
	34 - 39 yrs	9	6.0	6.1	14.3
	40 - 45 yrs	52	34.7	35.4	49.7
	Above 46 yrs	74	49.3	50.3	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents nature of occupation was as follows; 38.8% were employed, 60.5 % were self employed and 7 % were un employed.

Figure 22: Occupation among respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	57	38.0	38.8	38.8
	Self Employed	89	59.3	60.5	99.3
	Un employed	1	.7	.7	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents sex representation was as follows; 79.6 % were males and 20.4 % were females.

Figure 23: Sex representation among respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	117	78.0	79.6	79.6
	Female	30	20.0	20.4	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

The respondents were asked to state which media was most appropriate for them in the recieving of human rights information; 59.2% had mentioned radio, 29.9% had said television, 4.8% had mentioned newspapers and 6.1% had mentioned brochures.

Figure 24: Media most appropriate for the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radio	87	58.0	59.2	59.2
	Television	44	29.3	29.9	89.1
	Newspaper	7	4.7	4.8	93.9
	Brochures	9	6.0	6.1	100.0
	Total	147	98.0	100.0	
Missing	System	3	2.0		
Total		150	100.0		

5.2 Human Rights Commission workers

The workers were asked on how are different groups like women and children had been targeted in Human Rights information dissemination; 53.3% had cited that they were not sure, 13.3% had said that by having child friendly materials, 26.7% had said that by drama performances while 6.7% had cited material package to target needs.

Figure 25: How different groups are targeted

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not sure	8	53.3	53.3	53.3
	Child friendly materials	2	13.3	13.3	66.7
	Drama performances	4	26.7	26.7	93.3
	Material package to target needs	1	6.7	6.7	100.0
	Total	15	100.0	100.0	

The workers were asked to identify what human rights materials they were producing as Human Rights Commission of Zambia for their target groups; 40.0% had cited magazines, 13.3% had cited brochures, 33.3% had cited posters, 6.7% had cited leaflets while 6.7% were not sure.

Figure 26: Materials produced by the Commission

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Magazines	6	40.0	40.0	40.0
	Brochures	2	13.3	13.3	53.3
	Posters	5	33.3	33.3	86.7
	Leaflets	1	6.7	6.7	93.3
	Not sure	1	6.7	6.7	100.0
	Total	15	100.0	100.0	

The workers were asked basing on the communication strategies they were using if there was any reduction in human rights abuses prevention rates on the targeted groups; 46.7% had said that there was a reduction, 26.7% had said that there was no reduction while 26.7% were not sure.

Figure 27: Reducation in human rights abuses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	46.7	46.7	46.7
	No	4	26.7	26.7	73.3
	Am not sure	4	26.7	26.7	100.0
	Total	15	100.0	100.0	

The workers were asked if there was a resource centre for human rights Information, education and Communication material; 46.7% had said that there was no resource centre while 53.3% had said that there was a resource centre.

Figure 28: Resource Centre at the Commission

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	46.7	46.7	46.7
	No	8	53.3	53.3	100.0
	Total	15	100.0	100.0	

The workers were asked for how long they have worked with the Human Rights Commission of Zambia; 13.3% had cited less than a year, 66.7% had cited 2 to 5 years, 20% had cited 6 to 9 years.

Figure 29: Period working with the Commission

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a year	2	13.3	13.3	13.3
	2- 5 yrs	10	66.7	66.7	80.0
	6-9 yrs	3	20.0	20.0	100.0
	Total	15	100.0	100.0	

The workers were asked based on their experience how fast were the brochure, pamphlets and posters in communicating human rights information to reach the target groups; 46.7% had said that they were very fast, 46.7% had said that they were fast while 6.7% had said that they were slow.

Figure 30: How fast are the brochures to reach target groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very fast	7	46.7	46.7	46.7
	Fast	7	46.7	46.7	93.3
	Slow	1	6.7	6.7	100.0
	Total	15	100.0	100.0	

The workers were asked based on their experience on how fast was Internet in communicating human rights information to reach the target groups; 26.7% had said that it was very fast, 40.0 % had said that it was fast, 26.7% had said that it was slow while 6.7% had said that it was very slow.

Figure 31: How fast are the internet to reach target groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very fast	4	26.7	26.7	26.7
	Fast	6	40.0	40.0	66.7
	Slow	4	26.7	26.7	93.3
	Very slow	1	6.7	6.7	100.0
	Total	15	100.0	100.0	

The workers were asked based on their experience how fast were magazines in communicating human rights information to reach the target groups; 46.7% had cited that

magazines were fast, 46.7% had said that magazines were slow while 6.7% had said that magazines were very slow.

Figure 32: How fast are the magazines to reach target groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fast	7	46.7	46.7	46.7
	Slow	7	46.7	46.7	93.3
	Very slow	1	6.7	6.7	100.0
	Total	15	100.0	100.0	

The workers were asked based on their experience how fast were newspapers in communicating human rights information to reach the target groups; 6.7% had said that newspapers were very fast, 53.3 % had said that newspapers were fast while 40.0% had said that newspapers were slow.

Figure 33: How fast are the newspapers to reach target groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very fast	1	6.7	6.7	6.7
	Fast	8	53.3	53.3	60.0
	Slow	6	40.0	40.0	100.0
	Total	15	100.0	100.0	

The workers were asked based on experience how fast was radio in communicating human rights information to reach the target groups; 86.7% had cited that it was fast, 13.3% had said that it was slow.

Figure 34: How fast is the radio to reach target groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fast	13	86.7	86.7	86.7
	Slow	2	13.3	13.3	100.0
	Total	15	100.0	100.0	

The workers were asked based on their experience how fast was television in communicating human rights information to reach the target groups; 66.7% had said that it was very fast, 26.7% had said that it was fast while 6.7% had said that it was slow.

Figure 35: How fast is the television to reach target groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very fast	10	66.7	66.7	66.7
	Fast	4	26.7	26.7	93.3
	Slow	1	6.7	6.7	100.0
	Total	15	100.0	100.0	

The workers were asked on how effective were the strategies used by the Human Rights Commission of Zambia in addressing human rights challenge; 46.7 % had said that they were effective, 26.7% had said that they were less effective and 26.7% had said that they were not effective.

Figure 36: How effective are their strategies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Effective	7	46.7	46.7	46.7
	Less effective	4	26.7	26.7	73.3
	Not effective	4	26.7	26.7	100.0
	Total	15	100.0	100.0	

The workers were asked on the use of brochure, pamphlets and posters in the dissemination of human rights information; 20.0% had cited that they were very frequently used, 73.3 % had cited that they were frequently used and 6.7% had cited that they occasionally used them.

Figure 37: On the use of brochures, pamphlest and posters

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very frequently	3	20.0	20.0	20.0
	Frequently	11	73.3	73.3	93.3
	Occasionally	1	6.7	6.7	100.0
	Total	15	100.0	100.0	

The workers were asked on the use of Internet in the dissemination of human rights information; 6.7% had cited that they had used it very frequently, 26.7 % had cited that they had frequently used it, 60.0% had cited that they had occassionally used it while 6.7% said that they had never used it.

Figure 38: On the use of Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very frequently	1	6.7	6.7	6.7
	Frequently	4	26.7	26.7	33.3
	Occasionally	9	60.0	60.0	93.3
	Never	1	6.7	6.7	100.0
	Total	15	100.0	100.0	

The workers were asked on the use of newspapers in the dissemination of human rights information; 26.7% had cited as oftenly used while 73.3% had cited occassionally.

Figure 39: On the use of Newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often	4	26.7	26.7	26.7
	Occasionally	11	73.3	73.3	100.0
	Total	15	100.0	100.0	

The respondents were asked on the use of radio in the dissemination of human rights information; 6.7% had cited that it was used very frequently, 20.0% had said that it was used frequently, 53.3% had cited that it was oftenly used and 20.0% cited it was occasionally used.

Figure 40: On the use of radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very frequently	1	6.7	6.7	6.7
	Frequently	3	20.0	20.0	26.7
	Often	8	53.3	53.3	80.0
	Occasionally	3	20.0	20.0	100.0
	Total	15	100.0	100.0	

The workers were asked on the use of testimonies in the dissemination of human rights information; 13.3% had cited as oftenly used, 13.3% had cited as occasionally used, while 73.3% had said that they never have had testimonies used in the dissemination of human rights.

Figure 41: On the use of testimonies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often	2	13.3	13.3	13.3
	Occasionally	2	13.3	13.3	26.7
	Never	11	73.3	73.3	100.0
	Total	15	100.0	100.0	

The workers were asked on the use of theatre for community action in the dissemination of human rights information; 66.7% had said that it was frequently used, 6.7% had said that it was oftenly used while 26.7% had said that it was occassionally used.

Figure 42: On the use of theatre for community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	10	66.7	66.7	66.7
	Often	1	6.7	6.7	73.3
	Occasionally	4	26.7	26.7	100.0
	Total	15	100.0	100.0	

The workers were asked to state what were their key challenges in information dissemination about human rights; 40.0% had stressed funds and resources, 26.7% were not sure, 13.3% had cited high ignorance levels, 6.7% had cited misconception about human rights, 6.7 % had cited lack of adequate publicity while 6.7% had cited language barriers.

Figure 43: On the key challenges

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Funds and Resources	6	40.0	40.0	40.0
	Not sure	4	26.7	26.7	66.7
	High ingnorance levels	2	13.3	13.3	80.0
	Misconceptions about human rights	1	6.7	6.7	86.7
	Lack of adequate publicity	1	6.7	6.7	93.3
	Language barriers	1	6.7	6.7	100.0
	Total	15	100.0	100.0	

The Commission workers age representations were as follows; 23.3 % were aged 25 to 29 years, 26.7% were in the range of 30 to 34 years, and 20.0 % were in the range of 40 to 44 years old.

Figure 44: On the age representation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-29 yrs	8	53.3	53.3	53.3
	30-34 yrs	4	26.7	26.7	80.0
	40-44 yrs	3	20.0	20.0	100.0
	Total	15	100.0	100.0	

The workers marital status were as follows; 26.7% were single while 73.3 % were married.

Figure 45: On the marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	4	26.7	26.7	26.7
	Married	11	73.3	73.3	100.0
	Total	15	100.0	100.0	

5.2.1 In depth Interviews

The researcher conducted in depth interviews with three purposively selected employees at the Human Rights Commission. The purposive sampling procedure was used in the identification of the workers based on their knowledge about human rights communication.

The respondents said that they were involved in different human rights communication activities. They stated that they have had attended workshops related to human rights,

talks and various commemorations. They further stated that they have been involved in human rights programs for more than a year.

The in-depth interviews yielded that it is not only the human rights workers who should communicate and sensitise the people about human rights but every person who is aware of human rights. Non governmental organisations should also play an active role in the human rights communication.

When asked by the researcher to point out some of their weakness in the communication of human rights, one respondent pointed out that the approaches used by the Human Rights Communication were fairly well despite the bad timing of the radio and television programs. The respondent was further asked to give a concrete example. The respondent elaborated that sometimes programs have been run on Sunday at the time when people are preparing to go to the church or on working days when the people are in offices working.

The respondents further said that the general public has been advising them to target the rural population seriously as human rights abuses in rural areas are much more rampart and go un-reported as compared to urban areas. Another respondent pointed out that the Human Rights Commission has been however using drama and community radio in its human rights communication in rural areas.

The respondents said that what ever meetings they had organised they have tried to in cooperate the aspects of human rights communication and what ever function and commemoration they have attended they have tried to bring in the aspect of human rights awareness.

The respondents also said that they had organised meetings before to teach and sensitise the people about human rights. One respondent cited out a meeting in which they had sensitised the Members of Parliament in a workshop; this was to see to it that the members of parliament understand human rights issues and their importance in the formulation of laws.

The respondents further mentioned some of the weaknesses of the communication strategies in their quest to disseminate information to the target groups. One said that the way the information was disseminated it came across as an imposition on the people. The respondent was asked to explain. The respondent gave an experience where they had gone to disseminate information to various rural areas carrying their own drama group. The participants in the drama group were strangers to the target audience and human rights information was viewed by some sections of the community as foreign and controversial. In such a case it was difficult for the target audience to identify them selves with the message and the actors.

Another respondent cited a situation on the dissemination of information about the rights of the children in which the target audience saw the information as a campaign to spoil the children from being taught child responsibilities.

The respondents further said that the poor people has been coming to the Human Rights Commission to seek help, direction and protection in human rights related issues more than the rich people. When asked why, by the researcher, the respondent added that the rich people have had the financial stamina to seek the help of the lawyers.

One respondent said that in the dissemination of the human rights information, there is need to research and look into other international human rights organisations to see and evaluate their nature of human rights communication and see what can be emulated. Another respondent suggested that there is need to engage media houses on regular basis about human rights issues and human rights reporting. The students training for journalism can be targeted by the Commission and be given courses on reporting human rights issues and how to access and identify human rights stories and news.

5.3 Conclusion

The chapter has presented findings about the impact of the human rights messages to the general public. It has also presented the effectiveness and the relevance of the communication strategies in use by the Human Rights Commission of Zambia towards the target audience. It has presented the target audience sources of human rights

information and the rate of adoption of human rights information from the Commission by the general public. The chapter has also analysed as to whether the information from the Human Rights Commission have had any impact to the general public.

Other findings which have been presented in the chapter came from the Human Rights Commission of Zambia employees. The findings looked at the media used in the dissemination of human rights information and the strategies which were in use. The data was collected through the semi-structured questionnaires and in depth interviews. The following chapter will discuss data analysis and interpretations.

CHAPTER 6

DATA ANALYSIS AND INTERPRETATION

6.0 Introduction

Chapter six presents the data analysis and interpretations. The data analysis and interpretations by the researcher was guided by the use of Statistical Package for Social Sciences with regard to the findings from the general public and the Human Rights Commission employees.

6.1 Discussion of Data Collected

6.1.1 General Public

There were 147 questionnaires which were administered to the selected house holds in Lusaka central, Munali, Mandevu, Chawama and Kabwata constituencies, 93.3% affirmed that the human rights education was of superior importance to the goal of national development.

The majority of the respondents who saw human rights as important were aged at 46 years and above. The respondents who measured at 83.0% were aware of the existence of the Human Rights Commission of Zambia of which 61.2% said that there was no adequate participation from the general public in the activities of the Human Rights Commission of Zambia.

The general public knew about human rights. This was evident from the 90.5% who said that they were aware of the human rights and pointed out as the protection of human dignity while only 9.5% knew nothing about human rights.

The majority of the respondents had actually done tertiary education which stood at 55.8%, while only 38 % were employed. This explained the high levels of informal employment in the country despite having obtained the trade.

Many of the respondents who were targeted were actually males who were at 79.6% and females were at 20.4% the reason being that there were more males who were the head of the house hold than the females in the areas which were selected for the samples.

The majority of the respondents from the general public stated that the most appropriate source of human rights information was the radio. The respondents said that they first head about the Human Rights Commission of Zambia from the radio. The general public also stated that they regularly have had access to human rights information through the radio.

About 74.1% said that they never have had access to the information about the Human Rights Commission of Zambia through the internet. This may be due to

the high costs of accessing internet by the ordinary members of the general public or lack of adequate publicity of the Commission's website.

96.6% recommended the Human Rights Commission of Zambia to continue to provide more information about human rights. While 83.3% said that the information from the Human Rights Commission of Zambia actually helped in the combating of abuses.

6.1.2 Human Rights Commission workers

There were conflicting responses from a number of questionnaires which were given to the Human Rights Commission of Zambia workers. However, the research yielded the fact that 66.7% of the 15 respondents who were targeted had worked for the Commission for 2 to 5 years, 13% had worked for less than a year while 20% had worked for 6 to 9 years.

One conflict in responses from the workers came from the 73.3% who said that they had never used testimonies in the communication of human rights while 13.3% said that they had often used testimonies and the further 13.3% said that they had occasionally used testimonies. During the time of the attachment by the researcher, the testimonies had actually been used. One concrete example was on the launch of the state of human rights in Zambia were a suspect in a failed coup

was captured on a video documentary giving a testimony of human rights abuses in Zambia's prisons

The general public had pointed out that they had came across human rights information from the radio programs, while when the workers were asked on how effective the radio was towards human rights communication 73.3% said that they occasionally had used the radio and only 26.7% said that they had often used the radio. This discrepancy may be due to lack of interest by the workers in their communication of human rights.

When the workers were asked on whether there was a resource centre for human rights information 53.3% said that there was no resource centre while 46.7% said that there was a resource centre; but the researcher's experience was that the resource centre was just being put in place.

The general public pointed out that they have had regularly accessed human rights information from the radio and the measurement was at 78.9% while the workers at the Human Rights Commission of Zambia pointed the brochures and pamphlets as much more effective and frequently used.

About 66.7% of the workers cited that they had used drama and theatre very often in the dissemination of human rights information. However during the in-depth

interviews with one of the workers, it was pointed out that on several occasions drama had come across as an imposition to the target audience especially when ever the drama group had been carried along from Lusaka the capital city of Zambia to the rural areas.

6.1 Conclusion

The Chapter has analysed the data and has interpreted it based on the findings of the research from the human rights employees at the Human Rights Commission of Zambia in Lusaka at which the researcher was attached and from the genaral public.

The next chapter gives the various recommendations based on the research findings from the general public in Lusaka and the Human Rights Commission workers.

CHAPTER 7

CONCLUSION AND RECOMMENDATION

7.0. Introduction

Chapter seven has given the conclusion to the research and has proposed various recommendations which came out of the research findings from the general public, Human Rights Commission workers and participatory observation during the researcher's time at the Human Rights Commission.

7.1 Conclusion

Human rights are very important to the goal of national development. It is important to note that the Universal Declaration of Human Rights by the United Nation in 1948 came after serious deliberation by member states. This followed after serious atrocities which were done by a human person to a fellow human person. The slave trade and the Nazi executions are some of these atrocities. However there was a need to respect and recognise the dignity of a human person by merely being human regardless of someone's position in society.

Despite the Universal Declaration of Human Rights and other human rights charters that have followed, the state of human rights abuses has continued to rise in the world including Zambia.

The Human Rights Commission of Zambia was given this mandate to look seriously into the issues of human rights in the country by the government. However to effectively realise this mandate, good communication strategies are very imperative to bring about a total human rights awareness in the country. The assessment of the communication strategies in use by the Human Rights Commission of Zambia guided the research.

The researcher observed that the communication strategies of human rights must be consistent with the organisation framework in relation to resources and time frame so as to reach the set objectives.

Based on the responses from the research findings, it was important to not that the Human Rights Commission of Zambia had actually done well in terms of human rights communication and awareness as evident from the samples which were collected. However it was noted that some areas of human rights communication by the Human Rights Commission of Zambia left much of concern and left much to be desired. This led the researcher to propose certain recommendations to be integrated into the communication strategies which were in use.

7.2 Recommendations

1) According to the research findings from the Human Rights Commission workers, there was lack of deeper understanding of human rights issues and

the communication strategies which were in use by their Commission. This was very saddening in terms of social marketing of human rights and in building the self image of the Commission work. There was need to intensify the human rights training of the workers.

2) There was need to develop an effective reading culture on issues of human rights at the Commission on both local and global perspective. The workers did not know as to whether there was a resource centre at the Commission or not; 53.3% said there was no resource centre and 46.7 % said that there was a resource centre.

3) There was need for workers to lead by example in relation to upholding the values of human rights either at work or outside their working hours so as to market the image of the Commission well.

4) There was need to have toll-free numbers for those who have complaints about human rights and for those seeking human rights information.

5) The majority of the general public felt that they were not really engaged in the communication of the human rights in terms of participatory communication. There was need to develop participatory communication

strategies which spoke the human rights languages of ordinary people so as bring about ownership of human rights information by the target audience.

6) There was need to simplify human rights messages especially towards those who could not read and write.

7) There was need to have a proper timing of human rights programs on any media used by the Commission.

8) There was need for the communication department of the Human Rights Commission of Zambia to be much more persuasive, supplementary, and engage monopolisation of human rights communication approaches.

9) The Human Rights Commission communication strategies needed to advance the dynamics of planning an effective communication strategy which provided readily available insights about their communication strategies so as to achieve effective communication of human rights.

10) There was need to maximise the use of radio in the communication of human rights as the majority of the respondents from the general public affirmed that they had come to learn about the Commission existence and the issues of human rights through the radio.

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Appendix: A

QUESTIONNAIRE ON HUMAN RIGHTS IN ZAMBIA

GENERAL PUBLIC

Kindly answer the questions by simply ticking what applies to you

ANSWERS WILL ONLY BE USED FOR ACADEMIC PURPOSES

1. Sex?

1. Male ☐
2. Female ☐

2. Age?

1. 10-15 years ☐
2. 16-21 years ☐
3. 22-27 years ☐
4. 28-33 years ☐
5. 34-39 years ☐
6. 40-45 years ☐
7. Above 46. ☐

3. Education?

1. Nil ☐
2. Primary ☐
3. Junior Secondary ☐
4. Senior Secondary ☐
5. Tertiary ☐

4. Occupation?

1. In school ☐
2. Employed ☐
3. Self employed ☐
4. Unemployed. ☐

5. What do you know about human rights?

1. Nothing ☐
2. Protection of human dignity ☐
3. Other specify.....

6. Do you consider human rights education important?

1. Yes ☐
2. No ☐

7. Do you know anything about Human Rights Commission of Zambia (HRCZ)?

1. Yes ☐
2. No ☐

8. Has HRCZ addressed the human rights education and awareness in Zambia?

1. Yes ☐
2. No ☐

9. Are you aware of the activities undertaken by the Human Rights Commission of Zambia to combat human rights abuses in your area?

1. Very aware ☐
2. Aware ☐
3. Moderately aware ☐
4. Vaguely aware ☐
5. Not aware ☐

10. How would you describe the information you receive from Human Rights Commission of Zambia?

1. Excellent ☐
2. Very adequate ☐
3. Adequate ☐
4. fairly adequate ☐
5. Inadequate ☐
6. Very inadequate ☐

11. What issue do you think Human Rights Commission of Zambia concentrate on in the dissemination of human rights information?

1. Promotion of Behaviour change ☐
2. Prevention of abuses ☐
3. Persecution ☐
4. Human rights awareness ☐

12. Does the information provided by Human Rights Commission of Zambia on human rights help in the combating of abuses?

1. Yes ☐
2. No ☐
3. Not sure. ☐

13. Is the information provided easy for everyone to understand?

1. Very easy ☐
2. Easy ☐
3. Moderately easy ☐
4. Difficult ☐
5. Very difficult ☐

14. Which of the following mediums of human rights communication is the most appropriate for you?'

1. Radio ☐
2. TV ☐
3. News-papers ☐
4. Public Address Systems ☐
5. Brochures ☐

15. Do you consider the information provided by Human Rights Commission of Zambia to be culturally acceptable?

1. Yes ☐
2. No ☐
3. Not sure ☐

16. Do you think there is adequate participation in the programmes of the Human Rights Commission of Zambia by the targeted beneficiaries?

1. Very adequate ☐
2. Adequate ☐
3. Moderately adequate ☐
4. Inadequate ☐
5. Very inadequate ☐

17. How would you rate the communication strategies used by Human Rights Commission of Zambia to address concerns of human rights abuses?

1. Very good ☐
2. Good ☐
3. Fairly good ☐
4. Poor ☐
5. Very poor. ☐

18. Would you recommend Human Rights Commission of Zambia to provide information on human rights?

1. Yes ☐
2. No ☐
3. Not sure ☐

Which of the following mediums used by Human Rights Commission of Zambia do you have access to?

MEDIUM	**1. Regulary**	**2. Sometimes**	**3. Rare**	**4. Never**
19. Radio				
20. Television				
21. Group Discussions				
22. Internet				
23. Public Address				
24. Magazines				
25. Newspapers				
26. Brochure, Pamphlets & Posters.				

27. How would you describe the communication programmes by Human Rights Commission of Zambia?

1. Very successful ☐
2. Successful ☐
3. Moderate ☐
4. Unsuccessful ☐
5. Totally unsuccessful ☐

Thank you for kindly answering the all questions

Appendix: B

QUESTIONNAIRE
HUMAN RIGHTS COMMISSION OF ZAMBIA EMPLOYEES

Kindly answer the following questions? Simply tick what is applicable.
The answers given will only be used for academic purposes.

SECTION A.

Identification.

1. Your age?

1. 16-19 years ☐
2. 20-24 years ☐
3. 25-29 years ☐
4. 30-34 years ☐
5. 35-39 years ☐
6. 40-44 years ☐
7. 45-49 years ☐
8. 50-54 years ☐
9. 55-59 years ☐
10. 60 and above. ☐

2. Sex ?

1. Male ☐
2. Female ☐

3. Marital status?

1. Single ☐
2. Married ☐
3. Divorced ☐
4. Widow/widower. ☐

4. For how long have you being working with Human Rights Commission of Zambia?

1. Less than one year ☐
2. 2-5 years ☐
3. 6-9 years ☐
4. 10 years and above. ☐

SECTION B

Communications Strategies Used by Human Rights Commission of Zambia:
How much of the following do you use in disseminating Human Rights Information?

MEDIUM	1. Very frequent	2. Frequent	3. Often	4. Occasional	5. Never
5. Television					
6. Radio					
7. Newspapers					
8. Magazines					
9. Internet					
10. Brochures, Pamphlets and Posters					
11. Theatre for Community Action					
12. Testmonies					
13. Workshops					
14. Talks					
15. Dialogue					
16. School Debates					
17. Meetings					
18. Others, Specify.					

From your experience how fast are the following media in communicating Human Rights information to reach the target groups?

MEDIUM	1. Very fast	2. Fast	3. Slow	4. Very slow
19. Television				
20. Radio				
21. Newspaper				
22. Magazines				
23. Internet				
24. Brochures, Pamphlates & Posters.				
25. Public Addresses.				

26. Basing on the communication strategies you use, has there been any reduction in Human Rights abuses prevention rates on the targeted groups?

1. Yes ☐
2. No ☐
3. Am not sure ☐

27. Which group has been mainly your target in your communication strategies?

1. Children ☐
2. Youths ☐
3. Men ☐
4. Women ☐
5. Families ☐
6. All the above. ☐

28. Have you ever encountered different approaches to stimulate debate about your communication strategies?

1. Yes ☐
2. No ☐

29. According to your observations and statistics, have your communication strategies helped to reduce human rights abuses prevalence in the country?

1.Yes ☐
2.No ☐
3.I am not sure. ☐

How effective are the following communication strategies in addressing Human Rights challenge?

MEDIUM	1. Very Effective	2. Effective	3. Less Effective	4. Not Effective
30. Mass Approach				
31. Group Approach				
32. Individual Approach				
33. HRCZs				
34. Schools				
35. Door to Door campaigns				
36. NGOs Organisations				

37. What are the key challenges in information dissemination about Human Rights?.....

38. Are there any differences in the communication strategies used in urban areas to those used in rural areas?

1. Yes ☐
2. No ☐

39. How are different groups like women and children targeted in Human Rights information dissemination?.....

40. What are the major limitations to HRCZ communication strategies concerning Human
Rights?.....

41. Which of the following is the priority in HRCZs communication strategies against Human Rights abuses?

1. Promotion of Behaviour change ☐
2. Abuses prevention ☐
3. Persecutions ☐
4. Awareness ☐

42. How often do you get feed back on the information you disseminate about Human Rights?

1. Very often ☐
2. Often ☐
3. Rarely ☐
4. Very Rarely ☐
5. Never at all ☐

43. What Human Rights materials do you produce as HRCZ for your target groups?.....

44. Who are the target groups for the materials in question 43?

1. Children ☐
2. Youths ☐
3. Men ☐
4. Women ☐
6. Families ☐
7. All the above. ☐

45. Do you have a resource centre for Information, education and Communication material?

1. Yes ☐
2. No ☐

46. What major challenges you are facing as HRCZ in your communication approach?.....

Thank you for kindly answering the all questions

Appendix: C

IN-DEPTH INTERVIEW
Human Rights Commission of Zambia

Name of an Expert:.....

Position:.....

Questionnaire Number:..... Date: ...../...../.....

Section: A

1) In what ways have you been involved in the Human Rights Commission of Zambia programs?
2) For how long have you been involved in the HRCZ activities?
3) Have you been involved in HRCZ Organisation Structures?
4) If yes, how did you find the discussions?
5) Some people have a perception that it's only members of staff of the HRCZ who disseminate information on human rights. What is your perception?
6) In your view, are the approaches used by Human Rights Commission of Zambia to disseminate information on human rights effective?
7) If you think they are effective, what are some of the things you can point out as successes?

Section B

1) Have you ever attended a meeting or workshop organised by Human Rights Commission of Zambia to sensitize people on the combating of human rights abuses?
2) How did you find the meeting?
3) What were the strengths?
4) What were the weaknesses?
5) Which Media is the Human Rights Commission of Zambia mostly using to disseminate its messages?
6) What would you say are some weaknesses of the communication strategies used by Human Rights Commission of Zambia in quest to disseminate information to the target groups?
7) What is your view of the way you receive and send official information at the Human Rights Commission of Zambia?
8) What would you recommend to be done in order to improve the communication strategies used by Human Rights Commission of Zambia?

Thank you for your time and cooperation.