

Examining the Role of Makindye-Based Radio Stations in Creating Awareness on Sanitation Practices in Kampala Uganda

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Abstract. The study was conducted between the months of June-August, 2017 to examine the role of Makinde-based Radio stations in creating awareness on sanitation practices in Kampala, Uganda. The study was conducted in five settlements randomly selected within the Makindye Division including Kansanga, Bukasa, Ggaba, Kabalaga-Kataba and Nsambiya-Gogonya. Agenda setting theory was used to underpin this study. Radio campaigns are strong instrument in raising public awareness on environmental related issues however, the role played by most of the Makinde-based Radio stations seem to be very low. Hence, this study was aimed to assess the roles of these Radio stations. A total of 400 respondents comprising of 395 local community people and 5 officials each from 5 different Makinde-based Radio stations selected using Purposive sampling technique. Descriptive Survey design was used. Data collection instruments used were Questionnaires and structured Interview Guide. All quantitative data collected was analyzed in SPSS using descriptive statistics. Some of the findings revealed that Radio programmes enhanced people's awareness on sanitation practices (mean value 2.614. std. 1.26), enabled people to understand how to best relate to the

environment (mean value 3.76, std..952). Based on these findings and others not mentioned here, it is highly recommended that, since positive attitude toward sanitation practices depended on regular radio enlightenment campaigns, frequent campaigns by the media were highly recommended.

Keywords: Radio, Awareness Creation, Sanitation Practices, Makindye.

1. Introduction

The broadcast media in Uganda were under the exclusive control of the government between 1953 and 1993. In 1993 the first privately owned station went on air. This move came in the broader context of privatization of the media worldwide. It was closely linked to changes in the economic, technological and regulatory environment occasioned by the sweep of globalization. The channels of broadcasting have in the last decade grown from one television and one radio station to nearly 200 radio stations, with an additional 40 licensed but not on air according the Uganda Communications Commission (www.ucc.co.ug). This is up from 80 in 2004

when the first NEMPS was conducted. Similarly, there are now 40 television stations on air, with an additional 18 licensed though not on air. This compares with nine television channels in 2004. The stations broadcast in English, French, Kiswahili as well as various indigenous Ugandan languages to different parts of the country. While this growth has been phenomenal, it has not been systematic. As a result, most of the stations are concentrated in the lucrative urban areas and concentrate on English and/or one or two of the major regional languages because these are deemed commercially viable. This notwithstanding, there is also a discernible tendency for local stations to more aggressively champion specific regional interests, as evidenced by the events of 2009 that resulted in the closure of several local radio stations (Broadcasting Council, 2004).

The industry has also seen the expansion of cross-media enterprises like the Vision Group and the Nation Media Group which own interests in radio, television, print and online media and continue to expand systematically, particularly in the broadcast sector, to cover the various regions of the country. The Electronic Media Act of 1996 formalized the liberalization of the media sector and, until 2010, governed its operation. In 2010, the Broadcasting Council merged with the Uganda Communications Commission to streamline the operations of, and bring about harmony in the traditional broadcast and telecommunication sectors. Since policy is by its nature dynamic, the UCC is mandated by the Electronic Media Act to, from time to time, advise the Minister(s) in charge of information and communication on issues pertaining specifically to broadcasting policy with a view to keeping policy and regulation relevant and maintaining efficiency and harmony in the sector. In doing this, the Commission endeavors, as much as possible, to involve key stakeholders in the policy formulation process through periodic research and engagement (Broadcasting Council, 2004).

Since 1986, there have been many changes in the broadcast media. Government has

ceased to be the sole owner of broadcast media and private entrepreneurs have permitted to enter the sector. The range of programming has become broader and more global. Local media have to compete for audiences with larger, often better endowed regional and global media enterprises. More Ugandans have embraced formal training in journalism and communication. More people have access to both the traditional and new media although disparities in access between urban and rural and rich and poor persist.

Radio programs can have a direct impact on the perception, attitudes and behaviors of individuals enhancing their understanding of environmental related issues. This leads to a potential behavioral change in sanitation practices. The radio stations program provided a platform for the community to obtain in-depth knowledge to discuss issues concerning their environment with local council's officials in a way forward. This effort was followed up by the radio stations and resulted in many of the concerns being addressed with improved infrastructure, sanitation and waste disposal. Mass media provides a public platform for issues to be raised and explored. This contributes to building public demand for action or reform. The public can use the media as an avenue to raise their view in any issues affecting their lives. Therefore if environmental related issues like sanitation practices were given proper attention by the media especially radio stations considering its unique quality, the desired enlightenment campaigns toward proper awareness on sanitation practices can be achieved through programs like discussion, interview, talk shows and drama (Anderson & Hitchins, 2007).

2. Mass Communication and the Environment

Environmental issues are firmly entrenched at the Centre of the world in all spheres of development activity, especially after the Second World War. This is exemplified by the number of international conferences and workshops which are held on the environment.

One of these, the Rio de Janeiro Earth summit in 1992, marked the beginning of relentless environmental campaigns across the world from developed to developing nations. This was followed by the world summit on sustainable development which was held in Johannesburg, South Africa in 2002 where critical targets for sustainable development, including the Millennium Development Goals (MDG's), were defined (UNCED, 1992). These campaigns were largely in response to the alarming rate at which human activities are affecting the environment (Introduction to MDGs, 2008).

Environmental communication has now emerged as a strong complementary practice to environmental education. A broad definition of environmental communication would be, "the sharing of information, insights and opinions on environment issues, trends, conditions and solutions using any means of communication, rising from interpersonal methods to mass communication channel.

Communication through the broadcast media is capable of raising public awareness, perceptions and attitudes to sanitation practices and it is argued that the lack of environmental awareness is a major problem in our society. By this, Nwabueze, (2007) believe that knowledge has to be supported by will, information and abilities to behave in an environmentally friendly way.

Nwabueze, (2007) also suggested that awareness should be created among residents to manage household refuse and educate them on the hazards that ill-disposed waste could pose to the environment and to inhabitants. Therefore, communication becomes necessary to create public enlightenment or awareness and education on sanitation practices. In Makindye division, Kampala Uganda, for instance, broadcast media is important for awareness creation on sanitation practices.

There are many radio stations in Makindye division and the stations are capable of transmitting signals within and beyond the area under study as such, capable of shaping social norms and values, influence people's decisions in manners that promote a more environmentally

sustainable society. Communication plays a central role in shaping our understanding of the natural world and the role of humans therein.

Okunna, (2002) believes that communication facilitates positive change to the target audience in terms of improving their living conditions. This is possible when there is effective mobilization aimed at creating favorable attitudes and behaviors among the people for whom a development project is being executed. In the same vein, McQuail (2010) argues that the media could be a potent force for public enlightenment and popular education. Communication is also the terrain where diverse points of view are negotiated. The broadcast media, for example, are central arena for amplifying environmental issues and can influence the course of policy and attitudinal change. The European Commission for Environment in its 2009 Environmental Policy believes that both the cause of environmental problems and possibilities for addressing them depend on human perceptions, attitudes and behaviors, which are linked to values, preferences and beliefs about the world. Communication, therefore, as they see it, is key to analyzing the relation between all of these aspects. Uganda is rapidly urbanizing with slums and informal settlements housing approximately 45% of its urban population. In the capital city, Kampala, most inhabitants live in low lying areas of reclaimed swamps, prone to flooding during heavy rains. The sanitation coverage in urban areas is estimated at 81% while functioning hand-washing facilities are estimated at 30%. However, disparities are very visible with informal settlements like in Kawempe having latrine coverage to as low as 36% mostly made up of make shift structures which are opened up in the drainage channels whenever it rains posing huge health and environmental challenges. The sewerage system in Kampala only covers part of its central business district and the system currently serves less than 8% of the total population. As a result, the bulk of the people in the city rely on poorly managed on-site sanitation, which has contributed to high incidences of water and sanitation related diseases, such as cholera and diarrhea, as well as degradation of the

environment in and around Kampala (Ministry of Water and Environment, 2010).

Given the environmental pollution from the indiscriminate disposal of human waste, each slum dweller in Kampala spends about 14 dollars per month on water and sanitation related diseases, with an estimated infant mortality related to diarrhea of 36 children per month. In addition, 5% of households practice open defecation. The Uganda Demographic Health Survey, (2011) further confirms that 23 % higher incidence of diarrhea among children in households without improved facilities than in those with improved facilities which are not shared. Inadequate excreta management threatens the public health and the environment of informal urban settlements and urban areas in Kampala. Although legal and policy frameworks exist and are sufficient to achieve desired improvements in sanitation services, the weak enforcement capacities of the local authorities, pose huge set-backs in realizing improved sanitation within the urban poor areas and informal settlements of Uganda (SSWARS, 2008).

For hygiene and sanitation awareness creation and behavioral change the following activities are planned: preparation of targeted sanitation learning materials such as posters, flyers, banners, radio spot messages, radio talk shows and printing of t-shirts. In addition, community sensitization and mobilization meetings will be held across the target community. At the school level sanitation clubs with girl child representation will be established in 20 schools to promote hygiene sensitization, learning and awareness; to reinforce behavior change at school and overtly at home (Ministry of Water and Environment, 2010).

In Kampala City, there are two main institutions mandated to provide sanitation services: These are Kampala Capital City Authority (KCCA), for on-site sanitation, and National Water and Sewerage Corporation (NW&SC), for sewerage services. However, three main problems arise with this structure. Firstly, KCCA has proved to be institutionally weak, in its ability to enforce laws requiring proper latrine facilities in

households and institutions, and to fulfill its obligation to provide such facilities in public places. Secondly, because NW&SC is only mandated to provide water-driven sewerage services, performance improvements in its water operations have only minimally been transferred to sanitation, as the number of people connected to its sewerage network has remained at only 8% leaving out majority of the poor people living in slum areas. Thirdly many external (donor) interventions in slum areas have been highly subsidized and often free, based on the assumption that residents of informal settlements are too poor to pay for the development of their own sanitation facilities. As a result, many poor urban residents have not only found unsafe ways of getting rid of the sludge, like opening the latrines during rainy seasons for the sludge to follow into the drainage channels, but also the formal service providers such as private cesspool empties have neglected them due to inaccessibility of their residences and are highly costly for the urban poor (Ministry of Water and Environment, 2010).

3. Statement of the problem

Status of hygiene and sanitation has been a very serious issue of concern in Kampala city, with pile of wastes dumped on roads, household compound, city squares, schools and almost everywhere (Okot-Okumu & Myenye, 2011). Issues of sanitation has been presented in Kampala with the growing population at an alarming rate coupled with technological advancement over time, waste disposal and management began to constitute serious problem. Indiscriminate dumping of household solid wastes on the streets, rivers and drainages systems has contributed in no small measure to drainage blockage, flooded roads and the spread of offensive odors and diseases. Many households are struggling with how to manage their waste. Waste is accumulating day-in day-out, as there is no proper waste management. In the context of Uganda, sanitation is both an urban and rural problem. It is also indicated by the United Nation that sanitation is a critical concern in Uganda (UN, 2011).

The problem was escalated by the dumping of refuse in gutter, drains, roadside, unauthorized dumping sites and stream channels, poor drainage system and delayed garbage collection from the few allocated garbage skips designated by the city authorities. This condition resulted into a number of health problems including cholera outbreaks, flooding of people's houses. According to Ugandan demographic health survey 2013 confirm that 23 percentage of higher incidence of diarrhea among the young children in households are as a result of poor sanitation practices. Which also leading to widespread diseases (epidemic) such as diarrhea, polio, dysentery, cholera, skin rashes and it's the major causes of high infant mortality rate (Bwire, 2013).

Despite the efforts of Uganda government Kampala Capital City Authority (KCCA) and National Water and Sewerage Corporation (NW&SC) of ensuring proper sanitation through sewerage system still the dumping of waste inside drainages, on the road side still continues. It is assumed that, publics were not adequately enlightened through the media on the effects of their actions on the environment.

It is therefore imperative that the government and people in Uganda are properly informed on the dangers of indiscriminate refuse disposal and how to properly dispose of waste in a hygienic manner. The researcher strongly believes that one medium through which this can be achieved is through awareness campaigns on radio and other media. Radio, is the most popular medium in Uganda, since it is affordable to the majority of the population and has a very wide reach. This study therefore aims to find out the role of Makindye-based radio stations in creating awareness on sanitation practices.

4. Purpose of the study

The purpose of this study was to examine the role of Makindye-based radio stations in creating awareness on sanitation practices. Objectives of the study is to determine the of influence radio campaigns have had on the sanitation attitudes of the residents of Makindye Division Kampala, Uganda.

5. Study Area

Makindye division is the southern part of the city of Kampala and is one of the five divisions that make up Kampala city. Administratively the division is made of 21 parishes in which there are 15 of informal settlements. The earlier settlement is said to have been established as early as the 1890 while the most recent was first settled in 1997. As result of their location, residents of the slums in Makindye must cope with natural location hazards like; floods, garbage dumps, busy roads, power lines, open drains, and industrials hazards. These areas are also prone to man-made disasters like; forced evictions, crime, community violence and riots. The study was cover radio stations found in Makindye division. Which includes KFM radio, Galaxy FM1, Community radio, Dembe radio and Radio Sapiensa? It was also cover a sample of listeners found in Makindye Division Kampala Uganda. To access radio stations programs on sanitation campaigns.

6. Material and Methods

The study was conducted between the months of June-August, 2017 to examine the role of Makinde-based Radio stations in creating awareness on sanitation practices in Kampala, Uganda. The study was conducted in five settlements randomly selected within the Makindye Division including Kansanga, Bukasa, Ggaba, Kabalaga-Kataba and Nsambiya-Gogonya. Agenda setting theory was used to underpin this study. A total of 400 respondents comprising of 395 local community people and 5 officials each from 5 different Makinde-based Radio stations selected using Purposive sampling technique. Descriptive Survey design was used. Data collection instruments used were Questionnaires and structured Interview Guide. All data collected was analyzed using Frequency, Percentage, Mean and Standard Deviation distribution tables.

The target populations of this study was 409, 500 local community dwellers residing in Makindye division and officials as well as program managers of radio stations in Makindye

which includes KFM radio, Galaxy FM1, Community radio, Dembe radio and Radio Sapiensa. The sample size of this study was 400 respondents obtained by using the Slovene’s formula from a targeting population 409,500 as follows:

Demographic characteristics of the respondents

Demographic characteristics of the respondents who participated in the research study in terms of gender, age, highest qualification and occupation was captured as indicated in the table below.

7. Data Analysis and Interpretation

Table 1: Demographic characteristics of the respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	244	65.8	65.8	65.8
Female	127	34.2	34.2	100.0
Total	371	100.0	100.0	
Age				
Below 20	2	.5	.5	.5
20 - 29	73	19.7	19.7	20.2
30 - 39	184	49.6	49.6	69.8
40 - 49	90	24.3	24.3	94.1
50 and above	22	5.9	5.9	100.0
Total	371	100.0	100.0	
Qualification				
None	25	6.7	6.7	6.7
Primary	37	10.0	10.0	16.7
Secondary	180	48.5	48.5	65.2
Post-secondary	129	34.8	34.8	100.0
Total	371	100.0	100.0	
Occupation				
Farming	60	16.2	16.2	16.2
Trading	80	21.6	21.6	37.7
Sales person	129	34.8	34.8	72.5
Public servant	102	27.5	27.5	100.0
Total	371	100.0	100.0	

The findings presented in Table 4.1 revealed that majority, 65.8% of the respondents were male while the female were represented by 34.2%. The dominance of the male in the study implies that more men were more concerned and listen to radio stations program on sanitation practices than their female counterparts because of the nature of the socio-cultural environment. The dominance of the male in the study implies that more men are involved in sanitation practices than their female counterparts because they have the ability, time and manpower. This is unlikely among their female counterparts.

The Table further revealed that majority, 49.6% of the respondents were within the age group of 30 – 39 years, followed by 24.3 % of the respondents were within the age group of 40 – 49 years, followed by 19.7% of the respondents were within the age of 20 – 29 years, 5.9% of the respondents were within the age of group of 50 years and above and lastly .5% of the respondents were within the age of group of below 20 years. The dominance of the respondents within the age group of 30 – 39

years was because they have the ability and time to participate in all sanitation practice in the community.

Furthermore, Table 4.1 revealed that majority, 48.5% of the respondents were secondary school holders and 34.8% of the respondents were post-secondary holders and 10.0 % of the respondents were primary holders, while 6.7% of the respondents were not educated at all. The dominance of the respondents who were obtained secondary school certificate implies they have the knowledge that can help them to understand the importance of sanitation practices and personal hygiene.

Similarly, Table 4.1 revealed that majority, 34.8% of the respondents were sales person or business people and 27.5% of the respondents were public servants and 21.2% of the respondents were traders, while 16.2% were farmers. The dominance of the respondents engaged in self businesses could be attributed to the high unemployment rates found in almost developing countries.

Table 2: Showing the Number of Sanitation Programs by Makindye-based Radio Stations

Name of radio stations	Program	Airtime used (minutes) Per week
Galaxy FM	Radio Cho campaign	30
KFM 90.4	Bulungi-Bwansi	40–45
Dembe FM 93.3	Bulungi-Bwansi	40
Community Radio FM	Nil	Nil
Sapiensa	Nil	Nil

Source: Primary Data, 2017

Table 3: Showing the influence of Radio Campaigns

	N	Minimum	Maximum	Mean	Std. Deviation	Interpretation
Frequent campaign on sanitation by radio enable me to positive attitude change	371	1.00	5.00	3.6334	.90067	Satisfactory
Radio programs on sanitation enabled to avoid indiscriminate dumping of waste	371	1.00	5.00	3.6873	.97	Satisfactory
Radio programs on sanitation enhances creative thinking about sanitation practices	371	1.00	5.00	3.8113	.88	Satisfactory
Radio programs on sanitation enable me to improved my attitude on personal hygiene	371	1.00	5.00	3.8544	.82	Satisfactory
Radio programs on sanitation facilitating attitude change	371	1.00	5.00	3.8329	.89	Satisfactory
Radio programs on sanitation increase my interest on sanitation practices	371	1.00	5.00	3.8787	.86	Satisfactory
Average mean	371	-	-	3.783	0.89279	Satisfactory

Source: Field Survey, 2017

The results presented in Table 4.5 revealed that community attitude on sanitation practices was assessed by respondents as satisfactory. Because of the finding revealed that majority of respondents (average mean 3.783 and standard deviation 0.89279.) strongly agreed that sanitation program by radio stations assist them towards developing positive attitudinal change, avoid indiscriminate dumping of waste and improved their attitudes on personal hygiene. This has supported the responses of the key informants as stated below. To determine the level of influence radio campaigns have on the attitudes of the community of Makindye division.

Item (1): The researcher summed up his interview by asking the key informants his opinion on the influence of radio campaigns on sanitation practices had on the attitude of the community and the participant's comments as follows:

“Radio stations play a fundamental role in influencing people's behavior and attitudes towards sanitation practices in Makindye division, to the extent that indiscriminate disposal of wastes by the populace has reduced as compared to some years back. And many incidences of diseases resulted from poor sanitation such as typhoid, skin infection; cholera and diarrhea especially among the young children are no longer frequent.....KFM 90.4 Program manager

On the influence of radio campaigns have on the attitudes of the community on sanitation practices the key informants also added that:

“In organizing program on sanitation we invited the resource persons like doctors, environmentalist and local council officials to participate in the discussion program on sanitation practices where the producer (reporter) asked the experts questions (in an interview session) on sanitation practice and personal hygiene in their responses the experts gave more detail on sanitation practices such as consistent used of latrine, avoid open defecation, wash hand practices, maintain safe water either by boiling, add chlorine, waste management and proper care of children hygiene.....KFM 90.4 Program manager

Item (2): The researcher in his efforts to find out the influence of radio stations on sanitation

practices asked the key informants in the area under study and the respondents views confirmed that:

“We know our radio stations are doing enough on sanitation and other related environmental programs because we normally listen to it and we actively participate in our community monthly sanitation practices Bulungi-Bwansi, take care of our unwanted materials, avoid indiscriminate dumping of wastes but properly managed our wastes by putting it in provided places where it can collected by the trucks.....Local Council official

8. Discussions, Conclusion and Recommendations

The influence of radio sensitization campaigns on sanitation practices in Makindye division. The study revealed that radio sensitization campaigns on sanitation practices by radio stations are significant on the attitudes of the residents. The study revealed that radio campaign in Makindye division have influenced the attitudes and behaviors of the residents on sanitation practices to extent that poor disposal of waste by the residents has reduced as compared to some years back. And frequent incidences of cholera, dysentery and diarrhea are no longer frequent because of the improvement on personal hygiene.

The findings of this study also agreed with that of Makali, (2003) who found that media have power to control and direct people's beliefs, attitudes and behaviors through direct appeals toward a specific objective via information that circulate daily among the people. It is believed that, with the help from radio stations in Makindye division people will change their attitudes and behaviors towards the environment conservation.

A study conducted by Singhal and Rogers, (1989) supported the findings above who stated that media play crucial role in disseminating relevant environmental information which offer solutions to environmental issues and possibilities about suitable novelty because environmental awareness helps in conservation and sustainable development.

Consequently media are important social institutions which fight against negative attitudes by raising awareness towards attitudinal change by receiving relevant and educative information from the media. Different societies adopt change as per what they see and hear from the media. These changes are not limited to socio-economic only, it also includes environmental issues like water, sanitation and hygiene practices.

However, findings made by Akpoghiran (2015), disagreed with the above findings. He conducted a study on influence of broadcast media enlightenment campaigns on solid waste management in Nigeria. The findings from the programs schedule of the nine (9) stations obtained showed that public enlightenment campaigns on environmental information and issues like solid waste were inadequate and insufficient for sustainable environmental behavior and development. For example, four (4) stations (Melody FM, Warri; NTA, Amukpe Sapele; Radio Bayelsa and EBS, Benin) do not have direct programs on environmental management. We have explained direct program in this study to mean programs that directly deal on environmental issues like social/magazine program where a small segment for few minutes highlight issues on environmental management. Therefore, from the data obtained from these stations, it is evident that the extent of broadcast media enlightenment campaigns on environmental information and management is very poor, inadequate and insufficient for attitudinal change. Only few stations have regular programs on environmental management and this appears once a week. This is also inadequate.

9. Conclusion

The study also revealed that the residents of Makindye division believed that enlightenment campaigns on Radio stations enhanced the situation with regards to sanitation practices. It was revealed that, campaigns on Radio stations with regards to raising people's awareness on sanitation practices were very much effective in changing attitudes of the residents in that line. The Radio enlightenment campaigns in

Makindye division have changed the attitudes and behaviors of the residents on sanitation practices to extent that poor disposal of waste by the residents has significantly reduced as compared to some years back and frequent incidences of cholera, dysentery and diarrhea are no longer frequent because of the radio enlightenments campaigns.

10. Recommendations

Based on the findings made by this study, the following recommendations are hereby proffered.

- Some of the Radio stations do not have direct programmes on sanitation practices and for those who have, the time allocated for such programmes were short such that the programmes are broadcast weekly and even occasionally. Hence, Radio stations should strengthen the enlightenment campaigns on sanitation practices by creating regular programmes on that aspect.
- Radio enlightenment campaigns should focus on the dangers of indiscriminate waste disposal on the health of the residents of Makindye division and redesign their programmes to encompass discussions, interviews with experts on environmental issues, Radio Links, Dramas as well as public participations. This strategy can help to influence people's attitude and behavior in ways that promote environmentally sustainable societies.
- The study also discovered that attitudes of indiscriminate waste disposal by most of the local communities arise as a result of lack of specially allocated refuse dumping sites in most of these locations. Thus, it is recommended that Governments at all levels should provide refuse dumping sites in each of these locations at places very much accessible to the local residents.

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