

**MEDIA USE STRATEGIES IN UPSCALING MEN'S PARTICIPATION IN  
HIV AND AIDS TESTING IN KEIYO SOUTH, ELGEYO MARAKWET  
COUNTY, KENYA**

**BY**

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## DECLARATION

### Declaration by Candidate

This thesis is my original work and has not been presented for award of degree in any other University

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## **DEDICATION**

To my family for their love, support, encouragement and prayer which contributed to success of the entire study.

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I thank our almighty God for enabling me to reach this far and complete my research study successfully. I would like also to extend my sincere gratitude to my supervisors Prof. Okumu Bigambo and Dr. Victoria Kutto whose guidance, support and encouragement led to the successful completion of this study. Their professional guidance, insightful suggestions and immense cooperation was of immeasurable benefit to this study. I am humbled by the selfless support of my family members. They were patient with me as spent most of my time in the study. I wish to thank all the respondents for their positive attitude which enabled the collection of relevant data to facilitate this report. Finally, I would like to recognize the contribution of my classmates for their valuable views, opinions and moments of laughter we shared throughout this study period.

## ABSTRACT

Media use in communicating health issues is gaining prominence in Kenya's Public Participation programs. This study sought strategies to pass information to Keiyo men on the need to combat the spread of HIV/AIDS in Keiyo South Sub County. The overarching question was: What media strategies would be used to facilitate the men in Keiyo South to respond positively to HIV/AIDS testing? The study was guided by three objectives: to find out the awareness and reception levels of media strategies towards HIV/AIDS testing among men in Keiyo South; to investigate the specific media strategies and channels used to influence the men's behavior change; and to establish the appropriate types of media that could be used to upscale male participation in HIV/AIDS testing services. This was a Quasi-Qualitative study that was anchored on Theory of Reasoned Action (TRA) supported by the Selective Theory. The study used Purposive and Snow-balling sampling techniques to obtain a sample size of 115 respondents consisting of men aged 18-49 years from a target population of 25,215 in Keiyo South Sub County. Data was collected using Observation Schedule, Focused Group Discussions (FGDs), and Interview. Data was analyzed using theme and subtheme content coding clusters. The study findings were; the effectiveness of radio through content programming, strategic campaigns, advocacy and lobbying in creating awareness among men, that men are more prone to listening to radios, watching television or video documentaries. The study concludes that there should be use of specific media focused on capturing audience attention and careful use of some specific media to campaign and lobby with a clear goal. The study recommends that behavior change for responsible and accountable health regarding HIV/AIDS testing should be undertaken by the government and its partners for a large -scale achievement. Organizations such as the National AIDS Control Council, AMPATH Kenya and other non-governmental institutions dealing with HIV testing should come up with the right media strategies to achieve more effective media campaign towards large scale HIV/AIDS testing services.

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## OPERATIONALIZATION OF TERMS

- AIDS:** Acquired immunodeficiency syndrome is a chronic, potentially life-threatening condition caused by the human immunodeficiency virus (HIV) Acquired Immuno-Deficiency Syndrome.
- HIV:** (Human Immunodeficiency Virus) is a virus that attacks the body's immune systems, and interferes with the body's ability to fight infection and disease.
- HTS:** HIV testing services, a test to check for human immunodeficiency virus (HIV) infection.
- Male:** Characteristic of boys, men, or the male sex, a boy or a man.
- Media:** Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.

**ABBREVIATIONS AND ACRONYMS**

|               |   |  |
|---------------|---|--|
| <b>AIDS</b>   | : | Acquired Immuno-Deficiency Syndrome                |
| <b>BBC</b>    | : | British Broadcasting Corporation                   |
| <b>HBM</b>    | : | Health Belief Model                                |
| <b>HIT</b>    | : | Health Information Technology                      |
| <b>HIV</b>    | : | Human Immuno-Deficiency Virus                      |
| <b>HTS</b>    | : | HIV Testing Service                                |
| <b>PMTCT</b>  | : | Prevention of Mother to Child Transmission         |
| <b>TPB</b>    | : | Theory of Planned Behavior                         |
| <b>TV</b>     | : | Television   |
| <b>UNAIDS</b> | : | United Nations Programmed on HIV/AIDS              |
| <b>UNICEF</b> | : | United Nations Children's Fund                     |
| <b>USAID</b>  | : | United States Agency for International Development |
| <b>VCT</b>    | : | Voluntary Counselling and Testing                  |
| <b>WHO</b>    | : | World Health Organization                          |

## **CHAPTER ONE**

### **INTRODUCTION TO THE STUDY**

#### **1.0 Introduction**

This chapter presents pertinent socio-cultural dynamics of the Keiyo people that are paramount in the interpretation of this study. The study interrogates the aspect of Public Health introduced into the lifestyle of the Keiyo men. This is HIV and AIDS testing procedures. This chapter is composed of background to the Study, Statement of the problem, purpose of the study, objectives of the study, research questions, justification, significance of the study and scope of the study. Each of these sections makes significant projections into the study.

#### **1.1 Background to the Study**

The Geographical and historical location of a people help to determine their philosophy of life and lifestyle. The Keiyo people of the Kalenjin Community in Kenya, have specific cultural orientations that are worth understanding for this kind of study. First, despite their exposure to modern health through public hospitals, they still hold onto certain traditional stereotypes. Second, they have a wealth of knowledge of their own health and welfare that should not be disregarded (EMCAIP 2015-2020). In the case of this study, the concept of HIV and AIDS testing is foreign to them but an emerging reality.

The study, therefore, sought to engage the Keiyo Men in the acquisition and use of relevant communication strategies in HIV/AIDS testing. The underlying question is: How can they access and accept the knowledge and practice of HIV and AIDS testing. Health communication is important in creating awareness to the public about health challenges that may affect them. According to Mokaya (2014), the media is an important ally in any public health situation serving as a source of accurate information

and an advocate for positive health behaviors. Development communication scholars have deliberated extensively on the role of communication in the quest to curb the spread of HIV/AIDS. According to Krishnan, Ferro, Weikum, Vagenas, Lama, Sanchez & Altice, (2015), HIV and AIDS communication is effective. They acknowledge that media is cost-effective and a crucial counterpart to clinical HIV and AIDS prevention interventions. There is, therefore, the need to investigate and determine the relevant media strategies used in up scaling Keiyo Men's Participation in HIV and AIDS testing. The HIV and AIDS Pandemic is not only a health problem but also a threat to development. It has economic, social and cultural implications on the affected family. HIV and AIDS prevalence rate is 6.8 percent nationally as compared to 2.5 percent in the county (Ajayi, Mudefi, Adeniyi & Goon, 2019). The impact of the pandemic has been felt across all age groups in Keiyo, especially the 18- 49 years age group, which forms the economically active and productive segment of the population. It has also affected productivity by increasing costs of production through loss of skilled labour, reduced productivity and additional healthcare expenditures. This formed one of the justifications for undertaking this study.

The Kenya Government through the National Aids Control Council (NACC) has been addressing the preventive, treatment and mitigation measures of HIV and AIDS. This and other multi-sectoral interventions have been adopted in preventing transmission of HIV and AIDS and mitigating the socio-economic impact of the epidemic. The County government together with NACC and other stakeholders therefore, focus on preventive, control and mitigation measures to counter these challenges and reduce HIV and AIDS prevalence and its socio- economic impacts.

Strategic communication in gender related concerns in Keiyo community as in other parts of Kenya (KDHS 2022), facilitates fundamental interactions and transactions. It plays an integral role in relaying information as it signifies symbolic capability. In addition to this, it fulfills a ritualistic function, which reflects so much of the humans as members of a social grouping. In the context of this study, strategic communication for the Keiyo men's acceptance and interaction with HIV and AIDS testing can be defined as the symbolic exchange of shared meaning (Rimal & Lapinski, 2015). Health communication, therefore, plays a crucial role in health literacy. It provides pieces of advice to people in target contexts. Health communication through use of strategic media is inadequacy of health personnel.

The goal of health communication programs is to increase knowledge and understanding of health-related issues and to improve the health status of the intended audience (Kreslake, Price, & Sarfaty, 2016). Understanding is important in achieving this goal, especially in situations where cultural values, beliefs, and practices continue to put people at high risk of contracting the virus. In Human Immunodeficiency Virus (HIV) prevention, effective communication is considered an integral part of service delivery programs to both providers and clients. In rural communities, for example, effective communication involves more than simply disseminating health information using popular media or enhancing people's compliance with medical regimens. It goes beyond dissemination and involves interventions that deal with issues of participation and empowerment for proper decision making (Kreslake et al., 2016).

This study sought to bring about a progressive perception of men related health in Keiyo. Reproductive health problems have been on the increase throughout sub-Saharan Africa. At the Eleventh International AIDS conference in Vancouver, Canada held in July, 1996, the United Nations Program on AIDS (UNAIDS) pointed out that



Sub-Saharan Africa is home to 25 million of the 36 million people living with HIV/AIDS, or roughly 70% of the global total (Singhal, 2016). The numbers are increasing rapidly. In 2000 alone, 3.8 million people were infected in Africa (Kharsany & Karim, 2016), and in Kenya the director of the National Council for Population and Development (NCPD) indicated that some 2 million Kenyans are HIV positive, including about 100,000 children (East African Standard, 2000). A World Bank official who attended the 1998 National AIDS conference in Kenya also pointed out that 12% of all productive Kenyan adults have AIDS, and 60 Kenyans contract the precursor HIV virus every day (UNAIDS, 2014). The mayor of Nairobi also indicated that one in five people in Nairobi is HIV positive (Daily Nation, 2001).

This study was particularly motivated by the fact that Kenya has one of highest numbers of people living with HIV/AIDS in Africa (WHO, 2018). Like many other African countries, Kenya has struggled in the past two decades to get the best, most effective, and responsive programs, strategies, policies, and approaches for combating the menacing HIV pandemic. Better ways of keeping people with HIV infection alive and well were sought. However, efforts must be intensified to prevent any further spread of the virus. This study forms part of the effort. It is on record a large proportion of the population has demonstrated a low uptake of HIV prevention approaches, including use of condoms and HIV testing services, in Keiyo South. The HIV and AIDS pandemic has negatively impacted upon the general well-being of men in the sub-county. Although statistical evidence suggests a decline in the number of men living with HIV/AIDS in Keiyo South, the degree of decline has been described as 'fragile' and as requiring ongoing monitoring and interventions (Lelon, 2018). Despite a range of highly visible HIV/AIDS campaigns, high rates of new infections amongst men continue to occur. This has been attributed to an existing gap between knowledge

acquisition and the translation of knowledge into action, bringing into serious question the effect of HIV/AIDS campaigns on recipients.

This study hypothesized that the media is a very instrumental tool when it comes to sending out campaign messages in support of HIV testing and other prevention messages. (Leta, Sandoy, & Fylkesnes, 2012). The use of various forms of media such as Television, Radio and the social media are very important tools for demystifying social and sexual behavior. They also aid in building social support, meeting new friends and HIV positive partners. This study sought to establish that the media can be used to encourage the community to embrace responsible sexual behavior and HIV testing. The campaign to encourage men to get tested through various media channels has been found to be a positive factor for reducing the transmission of HIV/AIDS and sexually transmitted diseases among people (Evelyn, 2018). Those who seek partners in social areas are also bound to get information regarding HIV testing easily through the media channels than clinical visits. They are also likely to learn more about protected sex, risk of having more sex partners, the effect of alcohol, drugs on individual sexuality thus promote high HIV testing rates. This study demonstrates that in modern times, there are various public health departments, community-based organizations and clinics that provide HIV testing and prevention education using the media. However, it is important to find out the impact that media strategies have in up scaling HIV testing, thus the main focus of this study (Lelon, Odero & Agalo, 2018).

This exploration contends that regardless of their numerous social and monetary preferences, men are more outlandish than ladies to search out medical services, to take an HIV test or to start and stick to HIV/AIDS therapy. In Malawi, for instance, men living with HIV are 12% less inclined to know about their HIV status and 20% more averse to be virally stifled than ladies living with HIV (Garett, Smith & Young, 2016).

In Kazakhstan and Niger, information on HIV status among men living with HIV is a third lower than it is among ladies living with HIV, and viral concealment among men is a large portion of that of ladies. Across sub-Saharan Africa, men and young men living with HIV are 20% more outlandish than ladies and young ladies living with HIV to know their HIV status, and 27% more averse to get to treatment.

This study noted that globally, there are approximately 1.7 million new HIV infections among people aged 18-49. Out of these, approximately 890,000 are men making up 52% of all new HIV infections.

This study was motivated by the current knowledge that most of the new infections have been blamed on stigma, lack of access to HIV testing facilities and male chauvinism (Hawkins, Chalamilla, Okuma, Spiegelman, Hertzmark, 2011). Therefore, the media have a critical task to carry out in the battle against HIV and AIDS. It is regularly said that instruction is the antibody against HIV. Numerous media associations are meeting people's high expectations by advancing attention to HIV/AIDS and teaching audience members about the actualities of the pandemic and how to stop it. This study noted gains in the advancement of condom use and HIV/Aids testing (Hawkins et al., 2011). Take-up of intentional medicinal male circumcision has slackened in a portion of the 14 needy nations in eastern and southern Africa, and the all-out yearly number of deliberate therapeutic male circumcisions over these nations is far shy of the numbers expected to arrive at the 2020 objective concurred at the United Nations General Assembly (UNAIDS, 2017).

The sexual orientation contrasts the wellbeing looking in the practices of people. The chronicled sex explicit endeavors in HIV-related general wellbeing efforts, sway wellbeing results, including mortality (Hawkins et al., 2011). For example, late

companion studies led among people beginning Anti-Retroviral Treatment (ART) in sub-Saharan Africa have demonstrated that men will in general access ART at a later sickness than ladies. The danger of mortality once on ART is a lot higher for men than ladies (May, 2010). In particular, in Uganda, proof from a huge, broadly agent companion study demonstrates that men are 1.43 occasions bound to pass on than ladies (Mills, Bakanda, Birungi, Chan & Hogg, (2011), and in South Africa, proof from an enormous accomplice study shows that men are 1.47 occasions bound to die than ladies. This study, therefore, noted that neglecting men's entrance to and utilization of HIV administrations yields negative results. In addition to the fact that men get debilitated pointlessly, yet their sexual accomplices, their families, their networks, and the wellbeing frameworks that serve them are likewise hurt. For example, when men don't have the foggiest idea about their HIV status, they are more vulnerable to insecure sex, which thus expands the danger of HIV diseases among their accomplices. They are additionally more averse to get to early treatment and thusly bound to require continuous consideration—both from friends and family (frequently ladies) and from wellbeing frameworks over extended with male patients with perilously low CD4 checks (Mills et Al., 2012).

The effort in this study was not in vain. For example, in Brazil, Promundo's communication through intercession with youngsters demonstrated noteworthy positive moves in sexual orientation standards (UNAIDS, 2017). In Nicaragua, men who took part in workshops on manliness and sexual orientation value found critical positive attitudinal and conduct changes as per accomplice reports and self-assessments. Markers included: utilization of mental and physical viciousness, shared decision- making, fatherly duty, and sharing household exercises. In South Africa, Sonke Gender Justice's “one man campaign” found that half of members detailed

making a move to address demonstrations of gender-based brutality in their locale, 25% got to deliberate HIV directing and testing administrations and 61% revealed increasingly visit condom use (WHO, 2018). More than 4 out of 5 members announced having in this manner chatted with companions or relatives about HIV and AIDS, sexual orientation, and human rights. Kofi Annan of United Nations Secretary-General, once said that when you are attempting to battle a heartbreaking and developing crisis, you should utilize each device available to you. HIV/AIDS is the most noticeably awful pandemic mankind has ever confronted. It has spread further, quicker and with more disastrous impact than some other ailment. Its effect has turned into a staggering obstruction to improvement. Communicate media have gigantic reach and impact, especially with youngsters, who speak to the future and who are the way to any fruitful battle against HIV/AIDS (UNAIDS, 2011). We should try to draw in these incredible associations as full accomplices in the battle to stop HIV/AIDS through mindfulness, counteractive action, and instruction.

### **1.1.1 The Role of Communication Programs**

This study took interest in sample media and communication programs that have influenced lifestyles in African contexts. For example, conceptive wellbeing exercises that keep individuals from contracting STIs and HIV/AIDS (UNAIDS, 2016). Media communication programs engage individuals by furnishing them with information and comprehension about explicit medical issues and intercessions. Suppliers likewise need to think about the different medical problems to have the option to impart adequately to their possible customers. This function of media correspondence in regenerative wellbeing programs was featured in the 1994 Cairo Program of Action that underlined the requirement for an interactive media correspondence approach in conceptive wellbeing (Weiser, Tsai, Bangsberg & Weiser, 2013).

This study noted that in the 21st Century much attention has been placed on Information, Education and Communication (IEC) programs internationally. Therefore, the need for strategic media communication for crusades that target changing individuals' perspectives, conduct and practices (Viswanath, Ramanadhan & Kontos, 2007). Basic methodologies utilized in regenerative wellbeing correspondence globally incorporate an assortment of approaches: the broad communications correspondence approach that utilizes a wide assortment of broad communications channels for mindfulness constructing; the social advertising approach that advances better ideas of combating the vice.

The dynamics in the utilization of condoms and different contraceptives form part of the media messages that this study sought to communicate to the men in Keiyo South. The end-goal being to change the conduct of people. For example, Mwenje (2018) noted that the “enter-teach” approach can be used to engage with the community, then together spread social messages, contact individuals, and impact their perspectives. This study, according to Rehnström Loi, (2020) noted that in Kenya today, a wide cluster of broad communications activities have been set up to educate individuals about different conceptive medical problems including family arrangements. Comparative methodologies have been used in anticipation of STIs, including HIV/AIDS.

### **1.1.2 Strategic Media use in HIV testing**

Kiwanuka-Tondo, Albada, and Payton (2012) investigated the patterns in Ugandan news inclusion and the conspicuous issue outlines for HIV/AIDS-related stories. They interpreted 365 articles. The results of the exploration showed that print news followed a non-direct and declining approach. The "arrangements" issue outline almost multiplied in conspicuousness from 2000 to 2004, while the HIV-counteraction outline diminished from 2000 to 2002 and afterward bounced back from 2003 to 2004. The

private paper included more highlights, printed lengthier articles, consolidated a more prominent assortment of news outlines, and distributed a greater number of articles by unfamiliar writers than the administration claimed paper. The private paper utilized the "HIV-counteraction," "activity," and "casualties" outlines more frequently than the legislature possessed paper.

This study, therefore, took interest in the broad but strategic communications in Kenya. Ginsberg & Gekonge, (2004); Marum Morgan, Hightower, Ngare & Taegtmeyer, (2008) investigated information in excess of 130 VCT destinations in Kenya and found that usage of mass HIV testing administrations expanded with the utilization of "proficient, escalated broad communications crusades". They found that media crusades prompted an expansion in the utilization of VCT in the community. In the primary stage, the expansion was 28.5% and 42.5 % expansion in the later stage.

Broad communications crusades, according to this study, have been a key segment of wellbeing advancement for quite a while, especially for behaviour change. Since the mid-1980s according to Marum, et al., (2008), broad communications have been utilized as an essential intercession to forestall HIV. HIV directing and testing (HTC) and antiretroviral therapy (ART) Mass media crusades are viewed as exceptionally fundamental in reaching out to society. In Kenya the national TV administration, the National AIDS Control Organization (NACO) and the BBC World Service Trust, (the universal improvement arm of the British Broadcasting Corporation), united in 2002 to build attention on HIV/AIDS. The crusade has been to a great extent dependent on specific models known as "Let's Join Hands" (WHO, 2014). In every one of these models, supporters kicked off something new and tested what had recently been socially adequate, in manners that did not estrange, yet rather pulled in, crowds. This

demonstrates the focus and significance of this study that media have a critical task to carry out in managing HIV in Elgeyo Marakwet and around the world (KNBS, 2015).

This study noted and adopted the extent to which different types of media have been used in both short-term and long-term public health mediation responsibilities. They have been used in propagating HIV& Aids campaigns, other sexual and regenerative medical problems. However, it was not very clear how some media engaged every individual or groups of persons with low education levels, or those with limited exposure.

### **1.1.3 HIV Intervention of programs in Kenya**

This study sought to be part of the effort made the Government of Kenya to enhance HIV interventions. Research scholars, for example Cawley, McRobie, Oti, Njamwea, Nyaguara, Odhiambo & Wringe, (2017), reported that HIV and AIDS pandemic can be addressed in two ways; first as a medical problem which requires medical intervention and secondly, as a behavioral problem which can be solved by individuals responding to available information which results from education campaigns. This study took the second approach.

Statistics from the Kenya Aids Strategic Framework, 2014/2015-2018/2019 identify Key intervention areas as improving the timely linkage to care for persons diagnosed with HIB and increasing the coverage of care and treatment. This is meant to reduce loss of life during care and scaling up of various intervention strategies to improve the quality of care and general health outcomes. However, there are still gaps related to the identification, linkage, retention and the viral suppression. For example, in Keiyo South in Elgeyo Marakwet County, there is still limited access and unequal geographical distribution of HIV testing services, inadequate human resources, poor referral and HIV



education awareness. There is also limited information regarding testing and treatment. This is the argument of this study.

There are, however, positive aspects which have been made possible through diverse HIV interventions by working with other stakeholders. For example, AMPATH Kenya which has set up a clinic in the Keiyo County hospital that provides an academic model of treatment for persons living with HIV and AIDS. This study noted that this is not enough to facilitate diverse community public health education. Some other media were needed to be used strategically to enhance the interventions and information on HIV and AIDS testing as well as treatment.

#### **1.1.4 Keiyo South**

Keiyo South is a Sub-County in Elgeyo Marakwet County in Kenya. It is one of the four sub counties in Elgeyo/Marakwet County (CIDP, 2012-2017). It is mandated by the Independent Electoral and Boundaries Commission Act to provide the following services to the constituents: Education; Infrastructure; Socio-cultural values; Security; Health Services; Political leadership; and protection of Environment (Keiyo District Strategic Plan, 2005-2010). The Sub-County aspires to be a leader in resource mobilization and utilization for sustainable development.

The population of the poor in the Sub-County is estimated at 47.82% who live in absolute poverty Elgeyo/Marakwet Action Plan, (2016-17). The most vulnerable groups include; the aged, orphans, handicapped, unskilled casual laborers, female headed households or child headed households, small agricultural farmers and alcoholics (Keiyo Sub-County Development plan, 2004:14).

The constituency has limited ICT infrastructure and communication is mainly through postal services and mobile phones. There are two Post Offices in the Sub-County which

are located at Flouspar and Chepkorio Centre. Internet service is only available in government offices and private cyber cafes in the major urban centers like Eldoret in the neighboring county of Uasin-Gishu. The mobile telephone coverage in the constituency is about 40 percent with most areas around Kerio valley and the escarpment with no mobile phone network. There are however, plans by the national government in conjunction with private service providers to extend the fibre optic cable network from Eldoret to the county headquarters at Iten and other areas in the county (Elgeyo/Marakwet County Strategic Report, 2013-2017). Information and documentation centres are not available in the Sub-County. The only available sources of public information are government officers like chiefs and District Commissioners through public “Baraza”. Other sources include radio and Television for the few who can afford. Majority of women in the constituency are living in abject poverty, are illiterate and dependent mainly on their husbands for information. Men here are said to own ICT equipment like radio, TV and mobile phones, while the few women who might have access do not have time to listen or utilize the equipment because they are always busy supporting the family core activities while men engage in other activities like village meetings.

## **1.2 Statement of the Problem**

Media programs that are well designed, selected, and put to specific use in context, provide precise facilitation and achievement of the purpose. Media communication strategies entail tailor-made content that is demonstrated, aired, posted and published for use in Keiyo Marakwet. The selected media is, therefore, a very essential tool in the propagation and promotion of HIV and AIDS counselling and testing information so as to transform the society positively by encouraging men to go for testing.

In Kenya, reproductive health programs have utilized media communications and other correspondence intercessions to advise and teach general society about HIV/AIDS infection. They have, in fact, advanced character change and healthy sexual practices. Results from Kenya National AIDS Strategic Plan (2009) and the Kenya Aids Indicator Survey (KAIS) conducted in 2017 indicate that 7.2 percent of Kenyan adults aged between 18-49 years are infected with HIV, the virus that causes AIDS. In the case of this study, Elgeyo-Marakwet was appraised among the 29 medium HIV rate regions that contribute 15% of all the HIV diseases in Kenya (NACC, 2012). With a HIV prevalence of 2.6 %, the county is rated at 22nd out of the 47 areas in Kenya (KASF, 2014). According to the Elgeyo Marakwet County AIDS Strategic Plan- EMCASP 2015-2020, there is need for scaling up male engagement in regard to HIV testing in the county. In Keiyo South sub-county, the number of women on ART (Anti Retro Viral Treatment) is 60% compared to men at 40%. This evaluation formed part of the reason for undertaking this study.

The media is, according to this study, known to affect and change the sexual behavior of the population, their perception and attitude about HIV and people living with the condition. The media strategies, however, continue to be a great concern when it comes to HIV awareness campaigns for many researchers. There is often a long debate regarding the content and medium. This study has addressed this matter.

The success of various public health programs through the use of media channels shows that it is possible to up scaling men's participation in HIV testing in Keiyo South Sub-County. This shows that the role of the media in HIV testing awareness is very significant. Mokaya (2014) noted that selected media takes up the responsibility to inform, educate and encourage people to go for HIV testing. In the case of this study,

well defined and HIV focused messages to the target audience repeatedly over time, in an incidental manner and at the lowest costs possible.

### **1.3 Aim of the Study**

The study sought to investigate strategies used by media in upscaling men's participation in HIV and AIDs testing in Keiyo South, Elgeyo Marakwet County, Kenya.

### **1.4 Objectives of the Study**

The following were objectives of the study:

- i. To find out the men's awareness levels and response to some types of media that propagate HIV testing among men in Keiyo South.
- ii. To investigate specific media channels and the relevant strategies for influencing behavior change and encouraging HIV testing among Men in Keiyo South.
- iii. To determine the content appropriate for the types of media to be used to upscale male participation in HIV testing in Keiyo South.

### **1.5 Research Questions**

The research questions that guided the study were:

- i. To what extent are the men in Keiyo South aware of media that educate them on HIV and Aids testing?
- ii. What types of media are available and relevant to be used in influencing behavior change and encouraging HIV and Aids testing among men in Keiyo South?
- iii. Which content type is appropriate for target media-use in up-scaling of male participation in HIV and Aids testing in Keiyo South?

### **1.6 Justification of the Study**

This study was focused on drastic developments and changes in the era of Public Health in both National and International spheres. The prevalence and devastating effect of HIV and AIDS is a global pandemic that is attracting serious attention from Governments, Politicians, Health Practitioners and Human Resource Managers. This study is, therefore, timely and justified. HIV and AIDS among men poses a challenge for future generation in Keiyo South. Increase in new HIV infections among this population despite various interventions, demands for this study. This study provides an understanding of various media channels that facilitate effective access to the men with targeted messages and creating avenues for conversations.

Further, the need for rapid development, adoption, and use of relevant media to provide an opportunity where HIV and AIDS conversations and responses form part of the interventions. Most Government Public Health programs are interventions. This study, therefore, is part of enhancing target interventions that can benefit residents and promote behavior change among the men and in turn reverse the trends of new infections. Furthermore, relevant strategic media-use offers an opportunity for public health information, targeting larger population with the potential to make the information accessible to various groups and not limited to ethnicity, socioeconomic status or location.

### **1.7 Significance of the Study**

This study is a strategic intervention, it seeks to support WHO's policies and frameworks on health communication that provide guidelines for addressing global health challenges. It forms one of the steps in raising awareness of access to safe-life practices. The knowledge from this study can be used in developing best practices and guidelines for public health media programs. This means adoption of strategic media

use on issues surrounding public health practices and other related sectors. This study fathoms the various media efforts implementable to address the gap that most organizations and media experts have grappled with in community lifestyles. This study is also catalytic. It facilitates conversation among risk groups such as men and adolescents aimed at improving public health, prompting them to combat HIV and AIDS pandemic by making informed choices such as knowing their HIV status, practicing safe sex, using prevention methods available to them and adherence to HIV treatment.

Further, this study was necessary to find out whether the use of media strategies and media channels can influence behavior of men regarding HIV and AIDS testing and up scale the number of men who come in for testing in Keiyo South sub-county, Elgeyo Marakwet County. According to the EMCASP (Elgeyo Marakwet County AIDS Strategic Plan) 2015-2020, there is need for scaling up male engagement in regard to HIV testing in the county. In Keiyo South sub-county, the number of women on ART (Anti Retro Viral Treatment) is 60% compared to men at 40%. Care is based on number of people tested. The higher the number of people on treatment translates to number of people seeking the testing services.

### **1.8 Scope of the Study**

In terms of geographical scope, the study was carried out in Keiyo South constituency, Elgeyo Marakwet County, Kenya. The study targeted 25,215 men between the ages of 18 – 49 years. Elgeyo Marakwet is appraised among the 29 medium HIV rate regions and contributes 15% of all the HIV diseases in Kenya (NACC, 2012). With a HIV prevalence of 2.6 %, the county is appraised 22nd out of the 47 areas in Kenya (KASF, 2014). At region level, the Elgeyo Marakwet Health Sector Strategic and Investment Plan (EMHSSIP) 2014 – 2018 singles out HIV and AIDS related contaminations as the

main source of mortality and dismalness. Keiyo South has one referral medical clinic, six local clinics, one mission emergency clinic, 16 wellbeing habitats, 79 dispensaries and 10 private centres in the Elgeyo Marakwet County.

### **1.8.1 Academicians and Researchers**

The scope of this study targets Academicians and Researchers. It should provide additional literature in health communication. Scholars interested in HIV strategies for prevention especially among men in rural settings, they will gain understanding and practice strategic media used to upscale HIV testing among rural men in Kenya

### **1.8.2 HIV/AIDS program managers and The Donor Community**

The scope will also reach out to Community Program Managers and Donor community. They will equally engage with various types of media to employ to upscale uptake of HIV preventive measures among men. This will enable them to successfully segment media to ensure the desired outcomes of the program are achieved. The findings of the study provide donors with information relating to the most effective media and media campaigns to fund.

### **1.8.3 The Government of Kenya**

This study will make a contribution towards the explanation and justification for improved public healthcare, especially the fight against HIV and Aids. Following on the government's primary role of providing healthcare to all, it can use the findings to roll out different targeted preventive media campaigns.

## **1.9 Summary**

This chapter provides a chronology of thoughts and tasks that form the background to this study. It is a composition of ideas and arguments that provide a justification and significance of this study. Information on media strategies used to upscale uptake of

HIV preventive measures has been well provided. An overall view of the problem to be studied has been discussed. Further the researcher has explained the importance of this study, the objectives and the scope of the research. Key terms have been defined and operationalized. In the next chapter the researcher reviewed literature related to this study.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

The chapter provides a critical interpretation of diverse scholarly works, policy documents and research findings relevant to the study. Literature based on empirical and textual publications was reviewed. The literature reviewed was divided into themes related to the general issues of HIV/AIDS, interventions and ongoing programs, gender related challenges, cultural issues, relevant theories and specific media strategies.

#### **2.1 Community HealthCare Basis for the Study**

Data available in Keiyo South (Elgeyo Marakwet County AIDS Strategic Plan 2015-2020) shows that majority of women vis-a-vis men are on care thus there is low uptake of HIV testing services among men. HIV is a behavioral problem. It is the position of this study that clear media campaign communications can be extremely instrumental in expanding mindfulness, learning and even in the advancement of relational correspondence about HIV/AIDS. According to Bwambale, Ssali, Byaruhanga, Kalyango, & Karamagi (2008) various channels, for example, TV, Radio and papers and magazines have been utilized as an approach to scale up HIV and AIDS testing and avoidance in other regions in this country. The development of web-based social networking where a huge number of youths are found online chatting and refreshing their profiles is perceived as a conceivable pathway to making mindfulness and give access to HIV and AIDS data.

This study contradicts the ‘single direction’ nature of correspondence in broad communications as conceived by Ndeti (2012). In Africa, the broad communications have been energized and contemplated as a method for making HIV and AIDS mindfulness (Tubbs, Maddox, Grabb, Oakes & Cohen-Gadol, 2010). This utilizes

various methodologies like the society media alongside broad communications (radio) to engage with nearby networks about HIV and AIDS. The need for HIV and AIDS correspondence for social change was contemplated by many scholars among them Ndeti (2012). Ndeti (2012), found out that HIV crusades by means of the broad communications in Kenya had almost no effect as 73% accepted the battle was not illuminating and enlightening. The study further revealed that independent data on HIV and AIDS avoidance go crosswise over by means of the broad communications, youthful people still participate in unprotected sex. This may be due to the 'single direction' nature of correspondence in broad communications.

Web-based life also known as the new media is a great opportunity for this study. The investigation in South Africa by Mpofu and Salawu (2014) detailed that 95% of the respondents, especially the youth, gained so much knowledge by utilizing web-based social networking stages. It detailed that person-to-person communication locales are extraordinarily utilized by youngsters for different exercises. MY Msta and Youth Noise.com stages that address different determinants of HIV contaminations were not generally utilized by the young. The examination demonstrated that dialogs hung on HIV and AIDS social destinations. It contributed incredibly to an expanded comprehension of the different parts of HIV and AIDS. It also enabled youngsters to take an interest in the procedures of such talks. The examination distinguished security, imitation and nature of community participation.

Studies by Leta, Sandoy & Fylkesnes, (2012) and Lanouette, Noelson, Ramamonjisoa, Jacobson & Jacobson (2003) emphasized the significance of online life in handling HIV in Africa. They contended that universally, web-based life had high probability to handle HIV and AIDS in context. UNAIDS (2011) saw that the probability of new advancements to re-stimulate the AIDS-development is justifiable. That with web-

based life and portable innovation, data on HIV aversion can be effectively shared via web-based networking media stages. It is on this strength that this study tapped into media-based life teaching and learning about upscaling HIV and Aids testing for the men in Keiyo South.

## **2.2 Media Strategies Used in Up Scaling Men's Participation in HIV Testing**

This study has embraced Broad communications crusades. To-date, these have been a key segment of wellbeing advancement for quite a while, especially where change of conduct is required. Since the mid-1980s (Leta, Sandoy & Fylkesnes, 2012) broad communications has been utilized as an essential intercession to forestall HIV infections through expanding mindfulness and information about HIV transmission. Safer socio-sexual practices, commencement of early usage of medical care administrations, for example HIV advising and testing (HTC) and antiretroviral treatment (ART) have also been encouraged. Broad communications crusades are viewed as extremely basic and savvy on account of programs on the individual, family and by extension society.

One of the functions of media in this study is to open up channels of correspondence and cultivate conversation about HIV and relational connections. Various specialists have noticed that the Radio Tanzania's drama *Twende na Wakati* (Let's Go with the Times), extraordinarily expanded audience members' eagerness to talk about issues identified with the infection. The show got individuals talking. After the program had been aired for a few seasons, assessments detailed that 65% of respondents said they had addressed somebody about *Twende na Wakati*. Eight out of ten listeners sampled reported having embraced a HIV anticipation measure because of tuning in to the show. Uganda has drastically decreased its HIV contamination rate through media driven open conversation of the sickness, its causes, and how to forestall it.

Broad communications are, therefore, strategically instrumental in making a situation that supports conversation of how people can secure their health and change their conduct. This may mean fighting existing normal practices, qualities and conditions. There are various models in which media mediations have rolled out sure improvements in the public eye.

Correspondence in conceptive wellbeing gives information where obliviousness and fantasy win. When zeroing in on regenerative wellbeing exercises, correspondence programs endeavor to advance appropriate conceptive conduct and keep individuals from contracting STIs, including HIV/AIDS, one of the main sources of deaths in Africa today.

In the case of this study, Correspondence engages individuals by giving them information and comprehension about explicit medical issues and intercessions. This function of correspondence in conceptive wellbeing programs was featured in the 1994 Cairo Program of Action that accentuated the requirement for a mixed media correspondence approach in regenerative wellbeing correspondence. Different examinations bring up components that are fundamental in picking up consideration of the crowds include: Proximity or quickness, solidness, tension, reiteration, commonality, effortlessness, curiosity, strife, action, visual and distinctive substance, world class characters, messages with powerful substance and humor (Ferguson, 1999, p. 149 as referred to in Hanan, 2009).

This study, further, according to Hanan (2009) noted that the considered media facilitates the arrangement of powerful messages. In this case, (a) Audience consideration ought to be caught; (b) Make the crowd be persuaded about a need or the issue that exists, (c) Help the crowd to envision the future (d) Outline explicit strides of

activity (Ferguson, 1999, p. 168). Hanan portrays the various components that make up a successful message that can be perceived by the crowd as indicated by the mission creator's goal. This study focusing on upscaling Men's HIV and Aids testing, it was noted, for a message to be powerful, there must be media supporting materials which upgrade the believability and agreeableness. That makes the message exceptionally justifiable for the target audience. The media also gives subtleties that are not engaged in the message, and helps both the administrations suppliers and the patients. Besides, two-sided contention introduced in a message builds the dependability and adequacy of the message. The selected media, therefore, expands the judgment of the audience. In this case, it makes it a more compelling method of persuading the people to change their conduct as indicated by the message substance.

### **2.3 Media Strategies and Channels Used in Influencing Behaviour Change**

The fruitful scale-up of antiretroviral treatment (ART) in sub-Saharan Africa (SSA) were required approach creators to address the sexual orientation hole in HIV testing and treatment. Men in SSA are more outlandish than ladies to experience HIV testing and bound to begin ART at cutting edge ailment stages and hinder or drop out of ART (Mills, Beyrer, Birungi & Dybul, 2012). These aberrations have brought about a future hole of as long as 10 years between HIV positive people (Nsanziimana, Remera, Kanter, Chan, Forrest, Ford & Mills, 2015). Low male testing and treatment rates additionally increase HIV transmission to female accomplices. For instance, pregnant ladies in SSA have high HIV testing inclusion through antenatal consideration (ANC) yet have double the HIV rate of non-pregnant ladies (Matovu et al., 2005). This can be attributed to low testing rates on their male accomplices. In Kenya during the year 2013, 88% of pregnant ladies were tested for HIV contrasted with 4.5% of their male accomplices (UNAIDS, 2014).

Disgrace is one potential explanation for low male commitment to the HIV care course. HIV constructive people are regularly seen by their locale as crippled and unequipped for contributing financially to society (Katz, Ryu, Onuegbu, Psaros, Weiser, Bangsberg & Tsai (2013). Men might be progressively influenced by this shame as they are customarily the family "providers." Poverty and nourishment weakness, basic in SSA, can fuel HIV-related disgrace as commitment in the work power is essential for network survival (Katz et Al., 2013). Destitution can likewise straightforwardly influence commitment in consideration as people need assets required to go to offices. Further boundaries to visiting centers incorporate secrecy concerns, costs (transport, hold up time, and lostwages), awkward hours, and the discernment that facilities are places for ladies (Leichliter, Paz-Bailey, Friedman, Habel, Vezi, Sello & Lewis, 2011).

#### **2.4 The Appropriate types of Media that can be used to Upscale Male Participation in HTS**

This study was conceptualized on the premise that since 2000, worldwide endeavors at HIV control have had huge impacts. UNAIDS (2016), Acquired resistant insufficiency disorder (AIDS) - related passing's have been diminished and 19.5 million individuals are getting to antiretroviral treatment (ART) (UNAIDS, 2016). To accomplish the part of the arrangement plague by 2030, 90% surprisingly living with HIV (PLWH) should know their HIV status, 90% surprisingly with analyzed HIV contaminations ought to get ART, and 90% surprisingly getting ART ought to have viral concealment by 2020 (UNAIDS, 2016). In 2016, just 70% of PLWH all-inclusive had been analyzed, 53% were accepting ART, and 44% had accomplished viral concealment (UNAIDS, 2016). Improved endeavors are expected to reach PLWH with a far-reaching bundle of HIV intercessions, including HIV testing, linkage to mind, ART, and maintenance. More projects are required for key populaces who are lopsidedly influenced by HIV and who

experience issues getting to administrations over the HIV care continuum (WHO, 2014). Hindrances to HIV intercessions among key populaces are mind boggling. They incorporate steady shame and segregation, corrective laws, and generally safe discernment (Beyrer, Baral, Van Griensven, Goodreau, Chariyalertsak, Wirtz & Brookmeyer, 2012). More incentives are needed to deal with the accomplishment of 90-90-90 targets (UNAIDS, 2014).

The media, according to this study, have an urgent task to carry out in the battle against AIDS for the men in Keiyo South. It is frequently said that training is the antibody against HIV. Numerous media associations are meeting people's high expectations by advancing consciousness of HIV/AIDS and instructing audience members and watchers about the certainties of the pandemic and how to stop it. As indicated by national studies directed in the United States, 72% of Americans recognize TV, radio and newspapers as their essential wellspring of data about HIV/AIDS, more than specialists and loved ones. Comparable insights have likewise been accounted for in the United Kingdom and somewhere else on the planet (Beyrer et Al., 2012). In a review done in India over 70% of respondents said they got their data about HIV/AIDS from Television. Obviously, media associations have a tremendous impact in teaching and enabling people to abstain from contracting HIV.

More deliberate surveys were directed on the connection between online life and HIV results (Garett et al., 2016). These examinations for the most part characterize online networking extensively to incorporate E-Health and M-Health intercessions. The added dimension was to inspect use of web-based social networking for an assortment of purposes, including enrollment, reconnaissance, correspondence, and HIV aversion and treatment. It has been noted by Cavallo, Tate, Ries, Brown, DeVellis & Ammerman (2012) that web-based life intercessions can improve HIV-related results, for example,

advancing HIV testing and linkage to care (Cavallo et al., 2012). This methodological survey demonstrates that internet-based life mediations are being utilized to advance HIV testing among MSM and transgender populations. In the examinations incorporated into a meta-investigation to evaluate the job of internet-based life in correspondence HIV messages, HIV testing take-up among this key population gathering expanded after execution of online life intercessions. Likewise, HIV testing take-up was especially higher when the online life intercessions were participatory and peer-driven. These discoveries are steady with different investigations and bolster usage of web-based life intercessions that arrive at an assortment of populations and advance support in HIV testing (Duke, Hansen, Kim, Curry & Allen, 2014).

Internet based life intercessions that are participatory and peer-driven have been found to bring about higher HIV testing rates contrasted with those that had no online networking mediations or web based life mediations that did exclude intelligent attributes. Connecting with individuals to take an interest in the mediations can expand their apparent significance and significance of the exercises (Duke et al., 2014). Participatory techniques of internet based life mediations, for example, fitting intercession substance to client's attributes and empowering peer cooperation's and network commitments, can improve the probability for members' connection to HIV care and administrations. Given that participatory and companion drove web-based life mediations enable the coordinators to get input from the clients and can propel clients to take activities, future online life intercessions ought to receive built up methodologies or grow new techniques to improve commitment and connection with members (Duke et al., 2014).

This study noted that the fast growth of internet-based life in improving access to HIV-related intercessions and its impact in advancing HIV administrations among key



populaces can't be questioned or under played. Online networking can add to making inventive mediation programs, scattering intercession data, building virtual networks, and particularly advancing HIV self-testing and self-inspecting. Online life intercessions were powerful in expanding HIV testing rates, particularly in high-salary nations. As earlier envisaged (Duke et Al., 2014), to accomplish the objective of 90-90-90 by 2020 and eventually end AIDS by 2030, it became necessary to adjust web-based social networking intercessions.

## **2.5 Review of Theories and Concepts**

The study was guided by the Social Exchange Theory in understanding social media as a platform for use in HIV and AIDS communication and information. Theories are explanations about a phenomenon. A theory provides the researcher with a lens to view the world. A theoretical framework can also be thought of as a map or travel plan. Theories are meant to explain, predict and master a certain phenomenon e.g. relationships, events, or behavior Rutter & Quine, 2002). The Social Exchange theory provides a good framework that underpins users' acceptance. Many theories and models of health behavior change, including reasoned action, social learning, cognitive theory, and the hierarchy of effects, are based on individual psychology. In fact, the assumption (such as individualism as opposed to collectivism) on which these theories and models are based are foreign to many nonwestern cultures. In majority of non-Western contexts, the family, group, and community play a greater role in decision-making: theories and models based on individualism continue to dominate communications strategies for HIV/AIDS prevention and care in such settings. Therefore, both strategies including use of mass media and interpersonal communication are effective ways of behavior change use of technology.

### **2.5.1 Theories and Models Used in HIV/AIDS Prevention**

#### **a). The Health Belief Model for Behaviour Consciousness**

This study adopted the Health Belief Model (HBM) advanced using different perspectives by Becker, Haefner, & Maiman, (1977); Janz and Becker, (1984); and Strecher & Rosenstock (1997). This model was originally intended to explain why people did not participate in programs that could help them diagnose or prevent diseases (National Cancer Institute & National Institutes of Health, 2002). The major assumption of this model is that in order to engage in healthy behaviors, target audiences need to be aware of the risks. For example, the severe or life-threatening diseases. They should also perceive the benefits of their behavior change which outweigh potential barriers or other negative aspects of recommended actions.

HBM is one of the first theories developed to explain the process of change in relation to health behavior. It has also inspired, among many, other influences and models like the field of health education. Health education is defined as “any planned combination of learning experiences designed to predispose, enable, and reinforce voluntary behavior conducive to health in individuals, groups, or communities” (Healthy People 2010, p. 11-20; Green & Kreuter, 1999). HBM has the following key components that are relevant to this study:

#### **a) Perceived susceptibility:**

This perception would provide an opportunity for the men in Keiyo South to individually think critically whether he or she is at risk for contracting a specific illness or health problem. It progresses to Perceived severity. This is the subjective feeling on whether the specific illness or health problem can be severe. For example, permanently impair physical or mental functions, or life threatening and therefore worthy of one's

attention. This perception would inspire the men in Keiyo South in the case of this study, to accept the HIV and Aids testing.

**b) Perceived benefits**

The study, through the target media, emphasized the need for individual men and the community in general to envisage the advantages of adopting recommended actions that would eventually reduce the risk for disease severity, morbidity, and mortality.

**c) Perceived barriers**

The study sought to expose to the community to diverse perspectives of costs of, and obstacles to adopting recommended actions that include economic costs as well as other kinds of lifestyle sacrifices. That would form the basis of enlightenment and acceptance of the HIV and Aids testing. The concept of Perceived barriers would provide Cues to the target action. The cues are Public or social events that can signal the importance of taking action, in this case to accept the HIV and Aids testing.

**d) Self-efficacy**

This study took note of the concept of Self-Efficacy as advanced by Pechmann (2001). This sought the individual's confidence or ability to perform and sustain the recommended behavior change, in the case of this study to accept HIV and Aids testing. In describing the HBM, Pechmann referred to it as a "risk learning model because the goal is to teach new information about health risks and the behaviors that minimize those risks" (p. 189). The overall premise of the HBM is that knowledge will bring change. Knowledge is brought to target audiences using well planned and designed media through an educational approach that primarily focuses on messages, channels, and spokespeople (Andreasen, 1995). "Some authors caution that the HBM does not pre-suppose or imply a strategy for change" (Rosenstock & Kirscht, 1974, p. 472;

Andreasen, 1995, p. 10). Nevertheless, the major contribution of the HBM to the health communication field is its emphasis on the importance of knowledge, a necessary but not sufficient step to change. HBM can also be used for audience-related research since it provides a useful framework to organize one's thoughts in development. It was expected that men in Elgeyo/Marakwet would attend to preventive measures.

**b). The theory of Reasoned Action in making commitments**

Behavioral performance, according to Ajzen & Fishbein (1980), Health Communication Partnership (2005d); and Coffman (2002), is primarily determined by the strength of the person's intention to perform a specific behavior. It identifies two major factors that contribute to such intentions. This study noted the need to address a person's attitude toward the behavior. In general, the study was guided to take cognizance of the fact that attitudes can be defined as emotions or feelings toward a behavior, a person, a concept, or an idea. It is this position, therefore, that led to the need to engage the men in Keiyo South to interact with various media.

This study noted, under the TRA, attitudes toward a specific behavior are a function of the person's beliefs about the consequences of such behavior. Such are the attitudes of the men in Keiyo South. These are called behavioral beliefs. Subjective norms are influenced by normative beliefs, which refer to whether a person may think significant others will approve or not of his or her behavior (for example, "I think that if I start to smoke marijuana, some of my friends may not approve of it"). Another component of normative beliefs is the person's motivation to comply with other people's ideas and potential approval (Coffman, 2002). For example, if the normative belief is the one above ("I think that if I start to smoke marijuana, some of my friends may not approve it"), the person's motivation to comply can be assessed by asking the following question: "Do I care enough about these specific friends to avoid smoking marijuana?"

TRA is currently one of the most influential theories in health communication and is frequently used also in program evaluation (Coffman, 2002).

However, this study found it necessary to take some caution in concluding that the intention of adopting a certain behavior always translates in actual behavioral performance. Communication can play an important role in supporting behavioral intentions and increasing the likelihood that they would become actual behaviors. This requires the development of adequate tools that would facilitate and make it easy for people to try, adopt, and integrate new health behaviors in their lifestyle. Of course, TRA is particularly useful in analyzing and identifying reasons for action and messages that can change people's attitudes. It is also a good tool in profiling primary audiences (the people whom the program seeks to influence more directly and would primarily benefit from change) and secondary audiences being the individuals and groups who can have an influence on the primary audience (Health Communication Partnership, 2005d). The thinking in TRA greatly influenced this study.

### **c). Ideation Theory in propelling Change**

This study also ventured into the ideation theory advanced by Kincaid, Figueroa, Storey & Underwood (2001); Rimon (2002); and Cleland & Wilson (1987). The theory refers to "new ways of thinking and diffusion of those ways of thinking by means of social interaction in local, but culturally homogenous communities." Scholars Sullivan, Yonkler, Morgan & Merritt (2003), Bongaarts & Watkins (1996) are very categorical about the dynamics in propelling change in context. This theory is used in strategic behavior communications to identify and influence ideational elements. The target communication behavioral strategies in the Ideation Theory are advanced by Rimon (2002; Kincaid, Figueroa, Storey & Underwood (2001). Attitudes, knowledge, self-efficacy, social and peer approval are some of the factors the media addressed in this

study. Each of them was significant in behaviour change and acceptance of HIV and Aids testing. One of the key premises of the ideation theory is “that the more ideational elements that apply to someone, the greater the probability that they will adopt a healthy behavior” (Kincaid and Figueroa, 2004).

#### **d). Social Exchange Theory (SET) for target Interactions**

This study brought on board some aspects of the Social Exchange Theory (SET) to target the relational dynamics among the male gender in Keiyo South. Emerson (1976), in practicing this theory, depicts the significance of correspondence and cooperation in a development context similar to Keiyo South. The theory, in the case of this study, highlights the role of specific media in initiating correspondence and discourse among individuals and groups of men. In Social Exchange Theory exists Social Trade Hypothesis (STH) noted in the works of Thibaut, Kelley and George Homans (1958). As much as it is characterized by business-oriented movements and the search for profits, that is not different from this study’s behaviour change and acceptance of HIV and Aids testing. That is a social profit. Following the establishment of the hypothesis laid by Homans, different scholars like Peter M. Blau and Richard M. Emerson (1976) improved the hypothesis. The hypothesis uses money saving advantage system and examination of choices to clarify how people speak with one another, how they structure connections and securities, and how networks are shaped through correspondence trades (Homans, 1958). This hypothesis expresses that people participate in practices they find fulfilling and keep away from practices that have mind-boggling expenses both money related and non-fiscal. This study, therefore, brought along the concept of “people participatory practices” (PPP) to facilitate achievement of behaviour change in order to accept HIV and Aids testing for the men in Keiyo South. Through PPP, the Men convey or trade with one another dependent upon corresponding

activities from the other imparting party (Emerson, 1976). The shared support could be broken down through a microeconomic structure, however commonly the prizes are not fiscal but rather social, for example, opportunity, glory, congruity or acknowledgment (Emerson, 1976). As noted in the previous studies, social trade hypothesis facilitated attractive activities which yielded alluring reactions. This study took interest in the People Participatory Practices in order to engage the community.

## **2.6 Keiyo South Men's Awareness of HTS**

This study recognized the need to share the right information of HIV/AIDS and the related hazards. For over 15 years, instructive battles in Kenya have made efforts to disperse data about the ailment, how it is obtained, and how to avert new contaminations. The use of strategic media in this study would, therefore, enhance the knowledge and advantages of an individual knowing his or her HIV status. As indicated by the 2018 Kenya HIV Estimates Report, roughly 523,600 men and 864,600 ladies are as of now living with HIV in the nation. About half (51 percent) of individuals dying of Aids-related diseases were 13,800 men, contrasted with 10,100 women.

The government contended that on the grounds that less men than ladies got tested for HIV, many won't know about their status. Therefore, less men are on antiretroviral treatment.

As per NASCOP (Prevention of Mother-to-Child Transmission (PMTCT), 2014), about half (46.5 percent) of Kenyan grown-ups and youths were uninformed that HIV/AIDS can be transmitted from mother-to-kid during pregnancy. So also, 46.7 percent of people accepted that an accomplice of an HIV tainted individual is constantly contaminated. Eight of every ten (80.9 percent) men and seven of every ten (68.8 percent) ladies trusted themselves to be at little or no hazard for procuring HIV disease.

Among the individuals who saw themselves to be at no or at little danger of HIV disease, HIV pervasiveness went from 2.1 percent to 3.5 percent. In a study completed in Mozambique on attention to HIV status, counteractive action information and condom use among individuals living with HIV it was built up that men were bound to be ignorant of their aerostats in respect to ladies, with a chances proportion (OR) of 1.78 (95% CI 1.31–2.43). In the wake of altering for age, riches record and condom use, men were still bound to be ignorant of their aerostats with a balanced chance proportion (aOR) of 2.05 (95% CI 1.40–2.98) (Dokubo et al., 2014). Men speak to 35% of PLHIV in Mozambique; they had double chances of being uninformed of their HIV-positive status. Low paces of HIV testing among men have been seen in other high HIV commonness settings (Bwambale et al., 2008; Leta et al., 2012). These sexual orientation contrasts might be because of decreased wellbeing looking for practices among men and furthermore propose that endeavors to build HIV testing and directing have given more prominent advantages to women.

This study noted from National AIDs Control Council (Kenya HIV Prevention Revolution Road Map 2014 2019) that HIV testing and linkage to treatment are significant strides in diminishing the sexual transmission of HIV. In spite of the gigantic significance of HIV testing as an approach to expand anticipation and treatment, around 62 percent of individuals in Elgeyo Marakwet County had never shown in testing for HIV by 2009. The HIV commonness among ladies in Elgeyo Marakwet County is higher (3.5%) than that of men. Consistent and legitimate utilization of condoms can lessen the danger of HIV and other explicitly transmitted diseases by more than 90 percent. In Elgeyo Marakwet County, low condom use may represent a noteworthy danger of HIV disease to the populace.



Male circumcision diminishes the danger of female-to-male transmission of HIV contamination by roughly 60 percent. Elgeyo Marakwet communities customarily circumcise men. More than 78 percent of men who took part in a national review in 2009 declared that they had been circumcised, but not tested for HIV and Aids. Indeed, even in generally circumcising networks, the training ought to be done under protected and clean conditions and empowered before sexual debut. In Elgeyo Marakwet County, around 33 percent of people had their first experience of sex before the age of 15 (2.1%), a sign of early sexual presentation (NACC, 2014).

As per (National AID Control Council, Elgeyo Marakwet County HIV and AIDS Strategic arrangement 2014/2015 - 2018/2019) The HIV and AIDS Pandemic isn't just a medical issue but a risk to the livelihoods of the family. The pandemic's effect has been felt over a large age bracket in the region particularly the 15-49 ages. The National AIDS Control Council (NACC) has been tending towards preventive, treatment and moderation proportions of HIV and AIDS.

Together with other multi-sectoral mediations have been received in averting transmission of HIV and AIDS and moderating the financial effect of the plague (County integrated Development Plan (CIDP) Elgeyo Marakwet County 2014/2015 - 2018/2019).

## **2.7 Relationship between Specific Media and Male Participation in HTS**

This study sought to justify the use of specific media in the case of HIV and Aids testing for the men in Keiyo South. UNAIDS (2016) documents number of people living with HIV globally in 2016 was 37.6 million, and out of this figure, 23.5 million were from Sub-Saharan Africa. Literature shows that there are several media programs in place to keep HIV/AIDS on the consciousness of the African context. The mass media in Kenya

have targeted young sexually active people through media such as billboards to promote VCT (Ginsberg & Gekonge, 2004). Marum et al. (2008) analyzed data from more than 130 VCT sites in Kenya and found that utilization of mass HIV testing services increased with the use of professional, intensive mass media campaigns. They found that media campaigns led to an increase in the use of VCT in the participating sites. In the first phase, the increase was 28.5% compared with 42.5 % increase in the fourth phase.

Another strategy used for educating people about HIV/AIDS has been entertainment education (E-E). E-E is a strategy used to influence audience behavior (Bandura, 2001) by using techniques of sharing educational content while entertaining the participants (Singhal & Rogers, 2003; The Henry J. Kaiser Family Foundation, 2004; Vaughan, Rogers, Singhal, & Swalehe, 2000). Several African countries have used E-E for HIV/AIDS prevention, including Kenya. These shows (radio soap opera) in Kenya included *Ushikwapo Shikamana* (If Assisted, Assist Yourself) with the main message being HIV/AIDS prevention. It was aired between 1987-1989 and 1998-2003 (Mazrui & Kitsao, 1988) and discussed HIV/AIDS. In 1999, a comic strip of the popular radio soap opera was published in the newspaper *Taifa Leo*. There was a positive response from the community for the soap opera and the comic strip (Singhal & Rogers, 2003). Studies show mass media campaigns can play a significant role in Kenyans' perceptions and self-efficacy regarding the severity of HIV/AIDS (Agha, 2003).

Other forms of media in Kenya included the distribution of HIV/AIDS printed materials. Witte, Cameron, Lapinski, and Nzyuko (1998) collected printed HIV/AIDS materials: pamphlets and brochures which they showed to commercial sex workers, truck drivers, and their assistants, and to young men along the truck stops on the Trans-Africa highway. Their study found that pamphlets had a more favorable response in

reference to “self-efficacy and response-efficacy perceptions” toward condom use, condom use negotiation, and “accurate information on symptoms of AIDS” hence, indicating that Kenyans are willing to pay attention to media messages.

This study, therefore, noted that media have a pivotal role to play in the fight against AIDS. It is often said that education is the vaccine against HIV. Many media organizations are rising to the challenge by promoting awareness of HIV/AIDS and educating listeners and viewers about the facts of the epidemic and how to stop it. According to national surveys conducted in the United States, 72% of Americans identify television, radio and newspapers as their primary source of information about HIV/AIDS, more than doctors, friends and family.

Similar statistics have also been reported in the United Kingdom and elsewhere in the world (UNAIDS, 2004). In a survey carried out in India more than 70% of respondents said they had received their information about HIV/AIDS from television. Clearly, media organizations have an enormous influence in educating and empowering individuals to avoid contracting HIV. This perspective led to the undertaking of this study in Keiyo South.

It is, therefore, the position of this study that the importance of mass media in health promotion and disease prevention cannot be disputed. It is the position of Randolph and Viswanath (2004) that routine exposure to strategic use of mass media play a significant role in promoting awareness, increasing knowledge and changing health behaviors. The swift advancement of technology in the last few decades has significantly improved the access and use of media in most developing countries like Kenya. The cultural taboos associated with sex-talk like among the Kalenjin communities, make an open conversation on HIV/AIDS transmission and prevention difficult. Also, the vague and

incomplete AIDS information presented on television and other media sources due to the numerous political and social barriers has limited the quality of AIDS knowledge.

When looking at the African and Kenyan context, the use of mass media continues to be encouraged as a strategy for creating HIV and AIDs awareness (Grabbe et al., 2010; Onsomu et al., 2013; Jung et al., 2013). The approach has been achieved in many ways like use of folk media in addition to radio to educate people at the local level regarding HIV. The need for this kind of communication especially in encouraging testing and behavioral change is something to be investigated. According to Ndeti (2012), HIV awareness campaigns using the mass media still make very little impact since 73% of respondents still feel the campaign is not informative or enlighten when it comes to information related to prevention through mass media and individuals who are sexually active. The rise of social media could also be a bridge of encouraging a more interactive communication between the society and HIV testing messages across the country, the situation is also same in Elgeyo Marakwet (Elgeyo Marakwet County HIV and AIDS Strategic Plan 2014).

## **2.8 Types of Media used to Upscale Knowledge and Practice of HIV Testing**

This study noted that media inclusion of AIDS is different from society to society and culture. The announcement of AIDS according to Williams (1992) has uncovered feelings of trepidation and taboos identified with unexpected demise related to sex. Fundamentally, the press has set the motivation illuminating individuals about the infection which appeared to be changed to others, for example, flu and smallpox. The press has had an influence in conscientizing individuals about AIDS and the effect of the illness on the world economy. Different occasions have manifested different media impact through sensationalization of the HIV/AIDS pandemic.

Radio has been utilized in diverse urban and local contexts to instruct and illuminate the populace on HIV/AIDS. Radio has been utilized for dramatization, PSAs, syndicated programs, tests, and commercials on HIV/AIDS battle. There have been a few radio dramatization arrangements that were broadcast with the point of conscientizing individuals about HIV/AIDS. Radio has, also, been the mass medium that has been utilized most widely in creating social orders, and as a cost-impact method for giving data and instruction to various objective gatherings. Such gatherings according to McLean (1992), incorporate ranchers, country men and women, ignorant people, elementary younger students, casual and non-formal instruction.

In most developing nations and communities like Keiyo South, TV is as yet the medium for the upper and middle class. There are a couple of lower-class areas who claim TV sets. The extraordinary dominant part does not approach any TV set. Consequently, grouping of watchers at home is in the significant urban communities. This is not to say there are no TV sets in provincial regions. There are only a couple of families which can bear to claim them. It is suggested subsequently that any type of data scattered through this medium is for the urban populace of the general public.

Blurbs are another type of media that have been utilized with an end goal to teach individuals about the perils of HIV/AIDS. Blurbs were viewed as a noteworthy piece of the gay-arranged dissent gathering, ACT UP, which developed in the late 1980s in the United States of America as an instrument for eagerly articulating the interests of that segment. Many of these publications joined basic illustrations with clear groundbreaking pictures and trademarks that were activity situated (Parker, 1994:28). Notices have been utilized worldwide in a wide assortment of undertakings. In South Africa, Swaziland as well, from the point of view of Parker, notices were developed inside the scope of political work development during the 1980s. Notices have been utilized by

the Ministry of Health in various battles. These were created by the Health Education Unit (HEU). The notices are then conveyed countrywide particularly to community centers and clinics. Notices in the past have been created for illnesses, for example, cholera, looseness of the bowels, measles, small pox, and STDs. This study noted that Blurbs have been utilized a lot in making a consciousness of specific sicknesses and precautionary measures individuals could take until they got help from wellbeing focuses. Above all, this study noted that TV like radio, its message is short lived. Television's bit of leeway is that it utilizes audiovisuals and these make it amazing in evolving demeanors. Papers are more top to bottom. When composing a story on an issue, the preferred position is that a pursuer can go over what he/she doesn't get. Magazines and papers enable the pursuer to retain material at his/her own pace. One drawback is that it is just for the proficient fragment of the populace gathered in the urban areas and towns. In the case of this study, The Elegeyo/Marakwet communities have diverse classes of media consumers.

## **2.9 Mass Media and Public Health Campaign**

The media have a vital task to carry out the battle against AIDS. Training of communities using mass media facilitates knowledge and practice immunization against HIV. This is the position of this study. Ferguson in Hanan (2009) and Monroe also cited in Hanan (2009) give a pattern of organizing persuasive messages: (a) Audience attention should be captured; (b) Make the audience be convinced about a need or problem that exists, (c) Help the audience to visualize the future with or without solutions (d) Outline specific steps of action. This psychological ordering of information plays a vital role in behavior change.

Numerous media associations are meeting people's high expectations by advance consciousness of HIV/AIDS and instructing audience members and watchers about the

realities of the pestilence and how to stop it. As indicated by public studies in the United States, 72% of Americans recognize TV, radio and papers as their essential wellspring of data about HIV/AIDS, more than specialists, loved ones. Comparative measurements have additionally been accounted for in the United Kingdom (UNAIDS, 2004). In a review completed in India over 70% of respondents said they had gotten their data about HIV/AIDS from TV. Obviously, media associations have a tremendous impact in teaching and engaging people to abstain from contracting HIV.

The broad communications in Kenya have focused on youthful explicitly dynamic individuals through media, for example, boards to advance VCT (Ginsberg and Gekonge, 2004). Marum et al. (2008) broke down information from in excess of 130 VCT locales in Kenya and found that usage of mass HIV testing administrations expanded with the utilization of "proficient, serious broad communications crusades" (p. 2019). They found that media crusades prompted an expansion in the utilization of VCT. In the principal stage, the expansion was 28.5% contrasted with 42.5 % expansion in the fourth stage.

Another technique utilized for teaching individuals about HIV/AIDS has been entertainment education (E-E). E-E is a system used to impact crowd, according to Bandura (2001), by utilizing methods of sharing instructive substance while engaging the members (Singhal and Rogers, 2003; The Henry J. Kaiser Family Foundation, 2004; Vaughan, Rogers, Singhal, and Swalehe, 2000). A few African nations have utilized E-E for HIV/AIDS counteraction, including Kenya. These shows (radio drama) in Kenya included "Ushikwapo Shikamana" (If Assisted, Assist Yourself) with the primary message being HIV/AIDS anticipation. It was circulated between 1987-1989 and 1998-2003 (Mazrui and Kitsao, 1988) and talked about HIV/AIDS. In 1999, a funny cartoon of the well-known radio drama was distributed in the paper *Taifa Leo*. There was a

positive reaction from the network for the drama and the funny cartoon (Singhal and Rogers, 2003). Studies show broad communications missions can assume a noteworthy part in Kenyans' discernments and self-adequacy with respect to the seriousness of HIV/AIDS (Agha, 2003).

## **2.10 Summary of Literature Review and Emerging Issues**

The literature on Media Communication has brought forth the argument that media is as much science as it is an art. The choice and use of media has to relate scientifically and artistically to the content and the target audience. This study considered selected media for application in the case of HIV and AIDS testing in the context of Keiyo South Men.

Exposition and demonstrations by UNAIDS (2014) and World Bank (2012) among others provided critical perspectives on HIV and Aids handling. Together with related scholars, associations and commissions, provided a broad scope from which this study drew a lot of insights. Smith and Christakis (2008), Webb et al., (2010); and O'Grady et al., (2009), for example, presented appropriate declarations of importance to examine the degree to which media and online life have been utilized to upgrade HIV and AIDS Communication. This study borrowed many thoughts, ideas and concepts applicable to the case of Men in Keiyo South.

The literature was explicit on the relevance of mass media, community activities and interpersonal discussions that introduces individuals and communities to new ideas and opportunities. This was relevant to the case of this study. The literature further included the idea of VMMC in HIV prevention among other benefits. There was emphasis on interpersonal communication especially meetings and conversations about the challenges and risks that come along with HIV and Aids which should be prevented.



Numerous media associations are adapting to current circumstances by advancing consciousness of HIV/AIDS testing and teaching community members about the realities of the pandemic and how to stop it.

Above all, Kamal et al., (2010); (Webb et al.), 2010), Louis and Zorlu (2012) underscored the need for online data management with regard to the emerging issues from HIV and Aids pandemic. This study, therefore, following from this literature review, delved into the utilization of strategic media methodologies in upscaling men's support in HIV testing programs.

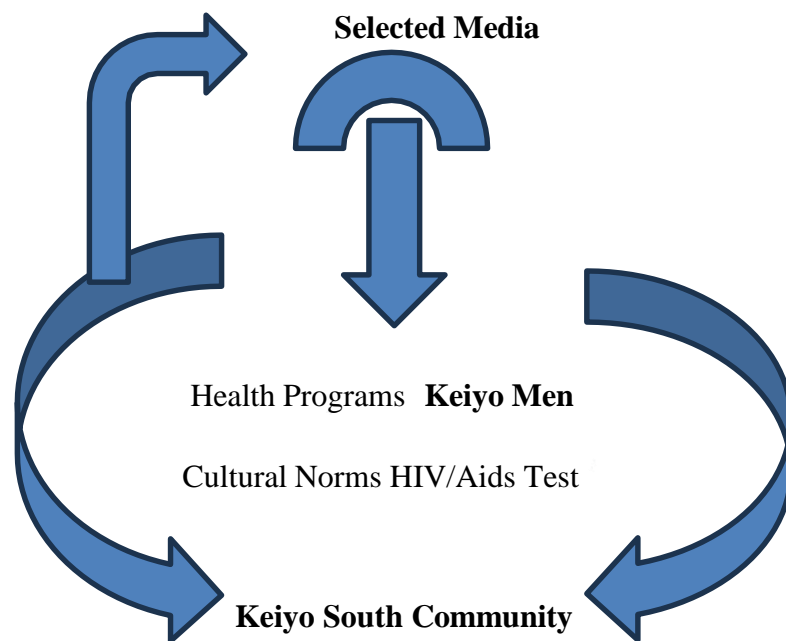
### **2.11 Theoretical Framework**

This study was premised on Ajzen and Fishbein's (1980) Theory of Reasoned Action (TRA). This is a theory of planned behaviour that addresses attitudes, behavioural intention and subjective norms. In this study, the theory was operationalised in the Philosophy of Hermeneutics and Phenomenology (Boland, 1985), which focuses on the reasonable relationship and the meaning of the parts of variables from one context to the other. The choice and use of the external variable being the media, had to be reasonably and selectively brought on board to help predict how the men in Keiyo South would behave based on their pre-existing cultural norms. It was at this point that Festinger's Selective Theory (in Stroud, N.J. (2014), and in Williams, P. (2016) was brought along as a supporting theory.

The Selective Theory (of attention and exposure) is used in media and communication to facilitate the determination of target people's tendency to be attracted to certain information that influence their perception. As a supporting theory, Selectivity was crucial for this study for purposes of identifying and applying specific media strategically to address issues of HIV and Aids testing. Media was to be selected

alongside the type of reasoning theory that would facilitate the achievement of the aim of the study.

Figure 2.1 demonstrates the conceptual relationship between the selected media and the apparent reasoning for its interaction with the target variables. The reasoning involved in the selection and use of different types of media was to determine the extent to which Health programs including HIV and Aids testing would, convincingly, be delivered to the target men who are enveloped in their cultural norms. That is where Reasoning and Selectivity were used to focus on persuading the men in Keiyo South to accept and appreciate HIV testing.



**Figure 2.1: The relationship between Selected Media with the variables in context**

The inter-linkage among the variables and how they affect each other is clear. The lifestyle of in Keiyo South Community is compact. However, the Health programs that include HIV and Aids testing are an intrusion that sought to be understood and accommodated. The variables were not necessarily measurable but describable.

The demonstration in Figure 2.1 shows one variable which is the selected media introduced to deliver Health programs into the lifestyle of the Keiyo Men. The other

variable is the Keiyo Men who are passionately attached to their cultural norms in Keiyo South Community. The researcher anticipated a conflict and or misunderstanding due to intrusion. That is why it became necessary to apply the Theory of Reasoned Action (TRA) supported by Selective theory, to reason with the community's attitudes, perceptions and habits and find a smooth entry point and harmonize the relationship between the variables in the community. The strategic entry and use of selected media was of great significance.

The main challenge was logistics. In this case, how the type of media would be introduced to one cluster or age group of the men, then to the next; the amount of information on HIV and Aids testing one type of media would carry from one cluster of the sample to the next; and especially, how the type of media would be persuasive enough to remove the target sample population from their cultural norms to accept to be tested. The theoretical framework in this case created a very interesting encounter with the variables being: the reason for HIV and Aids testing, the typed of media to convince and persuade Keiyo men; then the men themselves as individual persons, their individual and group attitudes, perceptions, fears and hopes; and above all, their formidable cultural norms. Each of these variables could only be determined qualitatively.

## **2.12 Summary of Chapter**

Chapter two looked at the literature review. The types of Literature reviewed had a direct relationship with the global trends in the health domain regard the HIV and Aids pandemic, governments' mitigation efforts and the reception levels of target communities. National and county Policy documents and scholarly studies were reviewed. Further, the review interrogated theories, models, and principles applicable to the study. The emphasis was on, especially, the extent to which there exist valid

documentation on the reception and response of the community of the target sample population to media use in communicating HIV and Aids content.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter provides a systematic logistical development of undertakings in data collection and handling. This study was Quasi-Qualitative survey, it incorporated both qualitative and quantitative methods. While it primarily focused on gathering qualitative insights, it included elements that were measured and counted to provide some quantitative data. The structure of this chapter entails some demographic statistics, but above all, much of the work is qualitative. The subsections include research design and methodology that includes study location, target population, sampling procedures, sample size, data collection instruments, data collection procedures, and data analysis as well as logistical and ethical consideration. Each of these parts are well harmonized in response to the aim of the study.

#### **3.1 Research Design**

The design and direction of this study was guided by its nature being quasi-qualitative. Roberts (2010) defines research design as a mapping strategy. Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study is what, according to Kothari (2004), constitutes a research design. Roberts agrees with Mugenda (2004) that, a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with precision in procedure.

The research design used in this study was descriptive survey for purposes of capturing the subtle media events in the uptake of HIV testing by men in Keiyo south. The design involved interacting types of media to process knowledge and skills to persuade these men to accept and appreciate HIV and Aids testing. Bearing in mind the role of the

Theory of Reasoned Action and Selective Theory in this study, the design involved fundamental aspects of Psychology for handling the attitude and behaviour change of the Men in Keiyo to accept HIV and Aids testing.

### **3.2 Study Area**

This area was picked for this study due the people's attachment to their cultural norms. The Keiyo are a branch of the Kalenjin speaking people of Rift Valley. They are particularly passionate for their cultural practices with gender-based distinctions. The argument for the choice of this location was to test the men's possibility to support the emerging global trending HIV and Aids amidst their cultural loyalty.

Higson (2006) explains the study area as location of objects or people which are the focus of the research that possess certain common characteristic of interest to the researcher. True. What was of common interest was their apparent negative attitude towards HIV and Aids testing to ascertain their wellness, whereas the women were positive.

Keiyo South is 897.8 square kilometers land mass located in Elgeyo Marakwet County in the former Rift Valley Province (KNBS POPULATION CENSUS 2019). It is bordered by Keiyo North, Uasin Gishu to the West and Baringo to the south and East. The sub county has a population of 120,746 (Male: 50%, Female: 50%) with a population density of 134 people per Km<sup>2</sup>. This whole mass of land may not be very important, but it is where the sample population resides.

### **3.3 Research Paradigm**

A paradigm means a pattern of aspects that connect meaningfully for a known purpose. In the case of this study, following from the theoretical design, the selected media, the programs of HIV and Aids testing, and the men in Keiyo South in the context of their

cultural norms constitute a pattern of related variables that form the interpretivist paradigm. This means a design that allows different assumptions in the interpretation of reality or relationships of the variables in their real social context. For example, in the case of this study, there were expected subjective and opinion-based interpretations, meanings, and values of the role of media in Keiyo men's behaviour change.

This paradigm was demonstrated through interviews and participant observation methodologies. Diverse views, opinions, and meanings emerged being part of the subjective argument of the sample in the study. This paradigm was designed to allow the study subjects to reflect on issues or even ask the researcher questions. The design led to diverse qualitative data which provided a broad base for understanding the relationship of the variables. It was at this point that different values and meanings were arrived at. For example, how was the choice of media related to the select content of HIV testing? Did all the men in Keiyo South accept both the media and content delivered? If different men had different opinions and meanings of the study, how did the researcher behave? Above all, what was the influence of the rest of the Keiyo Community on the few men involved in the study? All these, together, constituted a pattern of relationship with varied interpretations.

The use of interviews, focused group discussions and closed-ended questionnaire led this study to adopt a mixed methods design combining both qualitative and quantitative data. The interpretive paradigm was concerned with understanding the world as it is from subjective experiences of individuals. It used meaning (versus measurement) oriented methodologies, such as interviewing or participant observation, that relied on a subjective relationship between the researcher and subjects. Interpretive research does not predefine dependent and independent variables, but focused on the full complexity of human sense-making as the situation emerges (Kaplan and Maxwell, 1994).

Interpretive approach aims to explain the subjective reasons and meanings that lie behind social action. The interest of interpretivists is not the generation of a new theory, but to judge or evaluate, and refine interpretive theories. Interpretivist researchers seek methods that enable them to understand in depth the relationship of human beings to their environment and the part those people play in creating the social fabric of which they are a part (McQueen (2002: p.17). Interpretivists do not prefer using the methods that offer objective or precise information. That is exactly what the paradigm realized in this study. It placed the Keiyo men at the centre of their environment and asked them to interpret and relate with Health project of HIV and Aids testing. Their assumptions, feelings and meanings were sought out of a natural environment.

### **3.4 Target Population**

This study was located in Keiyo South which is 897.8 square kilometers land mass located in Elgeyo Marakwet County (Ref. 3.3). The sub county has a population of 120,746 (Male: 50%, Female: 50%) with a population density of 134 people per Km<sup>2</sup>. This was the target population.

According to Sekaran (2010), a target population is classified as all the members of a given group to which the investigation is related. According to Kombo (2006) and Mugenda and Mugenda (2008) target population also refers to an entire group of persons or elements that have common characteristics. The target population should possess similar observable characteristics to ease generalization of results.

The study targeted men aged between 18 to 49 years considered sexually active. According to Kenya Bureau of Statistics; KBS (2019), Keiyo South Sub-County has a total of 25,215 of men in the age group 18 to 49 years. The population within the age



group was selected because it was assumed as the age group that had the highest HIV prevalence rate in the Sub-County.

### **3.4.1 Sample size and sampling procedure**

The study design and paradigm influenced the determination of the sample size and sampling procedure. This was basically a qualitative study with minimal quantitative aspects. The design sought to describe observable events while the paradigm invested in interpretation of meanings emerging from the sample's attitudes, assumptions, opinions, and critical views. Therefore, the sample size had to be small in size but with the necessary diverse and depth of content.

Mugenda and Mugenda (2008), refers to a sample size as part of the original group of the population being studied. Similarly, Roberts (2010) observes that it is important that the researcher ensures the sample size is adequate enough to ensure the population is well represented and data collected is representative of the population. The study used purposive and snow-ball sampling techniques to obtain sample population. The former technique aimed at picking specific key representatives of the community with a wealth of information. The latter technique was used to get samples one, to the next and next following the guidance and direction of one known member.

Purposive sampling was used to obtain 15 key informants (Chief, village elders, teachers, nurse, AMPATH celebrities, ward admin.) from 15 administrative wards of the Sub County. The technique was appropriate as it assisted the researcher to identify and only engage with respondents with crucial information concerning the study. Snow-balling technique provided the rest of the 100 informants who offered general information on the study.

**Table 3.1 Sample population distribution**

| <b>No</b>    | <b>Age group</b> | <b>Number</b> | <b>Sample</b> |
|--------------|------------------|---------------|---------------|
| <b>1</b>     | 18-29            | 13,268        | 60            |
| <b>2</b>     | 30-39            | 6889          | 35            |
| <b>3</b>     | 40-49            | 5058          | 20            |
| <b>Total</b> |                  | <b>25215</b>  | <b>115</b>    |

Source: Author

Table 3.1 provides the distribution of the sample representative of the vulnerability of the age groups.

### **3.5 Types of Media Used**

The study introduced to, and tested the following types of media among the sample:

- i. KASS FM Radio (Music, Dance and Drama).
- ii. Chamgei FM (Music, Dance and Drama).
- iii. Video documentaries Shows at Health Clinics and County Administrative Centres.
- iv. Pamphlets as campaign and advocacy materials.
- v. Celebrities of Ampath Health Programs.
- vi. Social Media.

The different clusters of the sample were exposed to the specific demonstrations of these media that carried precise content on HIV and Aids testing.

### **3.6 Strategies Used to Engage the Sample**

The study sought opportunities to engage the men in Keiyo South through the following specific media strategies:

- i. Taking the AMPATH Celebrities to the meeting places in the field.
- ii. Showing the Video documentaries at the Hospital and County Ward venues.

- iii. Participating in physical Content- based cultural dances, reliving drama activities captured from KASS FM and Chamgei FM.
- iv. Creating sessions for free, chats, free jokes, easy arguments; free opinions, all following from the Video presentations.

### **3.7 Data Collection Instruments**

The selection and distribution of the sample size gave direction on the design and use of the data collection instruments. Ronbell and Kendell (2008) define data collection as the gathering of information aimed at proving or disproving facts. The instruments for data collection were, therefore, to be constructed to achieve the said task. In the case of this study, the researcher took cognizance of the expanse of the geographical scope and the illiteracy levels of the sample population. It was clear that the sample population could only be invited to, or found at Ward Administrative and Sub-County Centres; or at business centres. Among the many known types of data collection methods, especially bearing in mind the interactions that were to be involved, the researcher chose to use Focus-Group Discussions (5 FGDs), Interviews, and observation schedule. What was unique with each of this instrument was the ability to engage practically with every individual or groups of individuals. The researcher with the research assistants, were able to interact directly with the sample through discussions, observations, and question-and-answer. The style of introduction of the subject of HIV and Aids, especially the key issue of Testing the men, was handled with friendliness, care, and humour. These instruments, therefore, helped the researcher to observe, note, and record the men's body language, attitudes, assumptions, feelings of the moment, voices, arguments and their critical thoughts.

The rest of the details were in the specific instruments (Appendices ....). All these were qualitative data.

### **3.7.1 Data collection procedure**

The procedure for undertaking data collection in this study was technical and challenging, but manageable. Making mini-presentations of the on-going proposal writing to Supervisors and the Departmental Graduate Studies Committee from time to time was quite critical. However, the Researcher gained a lot of insights from the interactive sessions. Thereafter, An introductory letter from Moi University, School of Information Sciences, Department of Communication Studies, was acquired to carry out the study. The introductory letter was used by the researcher to get a research permit from National Council of Science, Technology and Innovation (NACOSTI). Subsequently, permission from the County Government of Elgeyo Marakwet was obtained by the researcher. (Appendices).

Ten research assistants (6 men and 4 women) were first, identified from Elgeyo/Marakwet County and introduced to the magnitude of the exercise. The gender of the Research Assistants was considered for purposes of handling gender issues in the field. Secondly, they were adequately trained and prepared for interaction with the community and specifically, for target data collection. Each Research Assistant went through the three data collection instruments. They familiarized themselves every question, the expected response, and what was to be observed. Thereafter, they met as a group to further expose themselves to the instruments. They interacted with every question from the point of view of the field respondents. Together with the Researcher, the instruments were cleared of any doubt and declared ready to be used in the field.

### **3.7.2 Validity and reliability**

The Departmental Graduate Committee together with the Supervisors arranged for several sessions through which every aspect of the proposal was interrogated and

realigned to the objectives and research questions. The sessions sought to determine validity and reliability of every instrument.

Validity, according to Kothari (2004), Mugenda (2004) and Singh (2006), is the degree to which results obtained from the analysis of data represent the phenomena under study. It is a matter of dependability, trustworthiness, and utility placed on a research instrument by researcher. The sessions the Researcher had with the Research Assistants, too, aimed at testing the instruments for trustworthiness and dependability of the findings of the study. However, the Researcher still went ahead to carry out a pilot test involving 30 men falling within the sexually active age group in the neighbouring Keiyo North Sub County. Keiyo North was selected because of its proximity to Keiyo South and the men in the Sub Counties exhibiting similar characteristics. The pretesting of the questionnaires helped the researcher assess the reaction of the respondents, the acceptability and the clarity of the questions, the time required and the willingness of the respondents to co-operate. The researcher was able to determine the extent to which instructions given would be followed and to locate the problems in carrying out the instructions. Pre-testing therefore enabled the researcher to maximize the validity of research instruments.

The reliability of research refers to the degree of consistency of results obtained after repeated experiments (Zohrabi, 2013). Reliability looks at the consistency of the experimental results obtained after repeated tests. This may not necessarily apply to this qualitative study. There was no need to repeat any exercise. However, the concept of reliability could only apply to the meaning that emerges out of discussions and interpretations of the Keiyo Men's thoughts and responses to the HIV and Aids testing.

### **3.7.3 Data analysis**

The data collection instruments were designed to capture qualitative information. These instruments: the observation schedule, Focus-Group Discussions and the Interviews were used categorically to raise unique data that required special technical thematic analysis.

#### **3.7.3.1 Data from the Observation schedule**

This instrument captured signals and features to do with the respondent's body language. For example, sitting or standing position, and facial expressions in response to the subject of HIV and Aids Testing as presented by the specific media in the study. The respondents' relationship with one another in context was noted, especially, how the body language of one person would influence others. The environment of the meeting was equally noted, especially if the respondents felt free or constrained during the interaction. The data collected from observation was analysed by clustering and interpreting the very subtle cues, signs and all physical features by relating them to the themes and subthemes of the study as detailed in Focus Group Discussions.

#### **3.7.3.2 Data from Focus-Group Discussions**

The Focus Groups were very precise and focused on gathering in-depth insights, opinions and perceptions from participants. The discussions involved every group made up of 7 to 12 members, usually composed of both genders. At the very beginning, the Men wondered why three or four women would be admitted into a Men's group. They later allowed in the women who were, strategically, Keiyo women professionals and Celebrities serving in the AMPATH Health HIV and Aids Programme. In order to set the mood, every group did some warm up activity that involved singing and jumping around. Thereafter, every group chose their own Chairperson who chaired the sessions.

At the end of every session the group chairperson picked one member to close with a prayer.

The discussions were anchored precisely on how the issues and ideas regarding HIV and Aids testing were presented through KASS FM Radio (Music, Dance and Drama), Video documentary Shows at Health Clinics and County Administrative Centres, Pamphlets as campaign and advocacy materials, and Celebrities of Ampath Health Programs. The interactions generated arguments, questions, and moments of laughter that led to some members facing it off with one another. The issues captured were coded randomly as discussions were going on. Thereafter, they were recoded, then categorized (in clusters) into the following subthemes: the group's concept of Community health; Best standards for Women's health and Men's health; Interpretation of HIV and Aids in community development; Their assumptions about HIV and Aids in their lifestyles; the attitudes of the Men towards HIV and Aids in the Community; and Setting standards for the future of Men's health through HIV and Aids testing.

### **3.7.3.3 Data from Interviews with Key Informants**

The procedure for FGDs was similar to the Interview sessions. However, the sessions here were very strict by observing time allocated for one key informant, then from one key informant to the other; time for specific expected responses and closing remarks. The Interview Schedule had some questions that were short, yet some were long. Some questions teased individual interviewees to offer "Yes" and "No" answers, yet other questions prompted them to raise explanatory responses. All questions were within the subthemes noted in the Focus Group Discussions. All data raised was qualitative.

Above all, the analysis of the data in 3.6.4.1, 3.6.4.2 and 3.6.4.3 was coded and analysed using NVivo 10. This is a Software that helps organize with ease all unstructured information in order to arrive at justifiable answers and decisions. This platform helped to organize all data captured by the Observation Schedule, the FGDs and Interview sessions. It specifically, helped to clarify, sort out, arrange information and build up relationships in the themes and subthemes.

### **3.8 Ethical Considerations**

The respondents were informed of the purpose of the study and were assured that the data collected would be confidential and only used for academic purposes. Involvement in the study was voluntary for all respondents and consent forms were administered to the respondents. The decision of those not willing to participate or sought withdrawal from the study was respected by the researcher.

Above all, every event in the study that involved interactions was undertaken under a friendly atmosphere.

### **3.9 Summary of the Chapter**

The research design and paradigm dictated the events in this chapter. The Researcher was able to achieve the necessary methodological precision by focusing on the dynamics in the terrain of the study site and the sample population. The data collection instruments were designed in relation to the nature of the study site and the characteristics of the sample population. The procedures for engagement with the key informant and the rest of the sample were ethical and undertaken in a friendly manner. The subject of HIV and Aids Testing was facilitated by the media used in the study and discussed extensively. The data collected was purely qualitative. The data was in the form of personal and group observations, views, comments, opinions, questions, and



Yes, No answers. Consensus was reached through the development, adoption and use of some media for strategic interventions in the Government of Kenya's effort to handle HIV and Aids pandemic.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND INTERPREATION**

#### **4.0 Introduction**

This chapter presents clusters of findings and the analysis of the same findings as collected from the Observation Schedule, Focus Group Discussions, and Interview schedules. The data was generated from the use of KASS FM Radio (Music, Dance and Drama), Video documentary Shows at Health Clinics and County Administrative Centres, Pamphlets as campaign and advocacy materials, and Celebrities of Ampath Health Programs. The data collected was coded and sorted out into specific clusters in relation to the objectives and research questions of the study. The types of qualitative data were in the form of arguments, Yes and No answers, personal statements of fact, opinions; questions upon questions and near fights; jokes, laughter, and observed moments of silence.

The presentation and analysis of data in this chapter was premised on the Philosophy of Hermeneutics and Phenomenology (Boland, 1985). Hermeneutics is a major branch of interpretive philosophy by Gadamer and Ricoeur arguably being its most well-known exponents according to Klein and Myers (1999). It emerged in the late nineteenth century (Kaboob, 2001). Hermeneutics can be treated as both an underlying philosophy and a specific mode of analysis according to Bleicher (1980). As a philosophical approach to human understanding, hermeneutics provides the philosophical grounding for interpretivism. As a mode of analysis, it suggests a way of understanding the meaning or trying to make sense of textual data which may be unclear in one way or another. The most fundamental principle of hermeneutics is that all human understanding is achieved by considering the interdependent meaning of parts

and the whole that they form. In this case, the relationship between the sociological lifestyle of the Men in Keiyo South, their interaction with emerging ideas and instructions that come with HIV and Aids, and above all, their interpretation of the new knowledge for future use.

#### 4.1 Response Rate

The study undertook 57 meetings as shown below in Table 4.1

**Table 4.1: Response Rate**

| <b>Types of Media</b>                | <b>No. of Meetings</b> |
|--------------------------------------|------------------------|
| Video documentaries (Hospital level) | 07                     |
| Video documentaries (Ward level)     | 12                     |
| HIV/Aids Campaign materials          | 12                     |
| AMPATH Promoters/Celebrities         | 08                     |
| Listening to KASS FM Presentations:  |                        |
| KASS FM Music                        | 06                     |
| KASS FM Dance                        | 06                     |
| CHAMGEI FM Drama                     | 06                     |
| <b>Total: 06</b>                     | <b>57</b>              |

Source: Author

#### 4.2 Demographic Characteristics of the Respondents

In order to investigate and consider the response rate of the respondents to the types of media in this study, some demographic data was noted. The age and exposure levels of the respondents were considered. The Researcher observed and noted that age and exposure levels of respondents to types of media was a direct indication of why and how the media was to be manipulated, strategically, to suit them. This, in fact, was carried out in all the 57 meetings. The over-arching question was: to what extent was the media used strategically to draw the respondents' attention, involve them in the

discussion and convert the target respondents to accept and participate in upscaling HIV/Aids testing in Keiyo South Sub-County, Elgeyo Marakwet county. The results are shown in table 4.2

**Table 4.2: Demographic Characteristics of the Respondents**

| <b>Variable</b>        | <b>Gender</b> | <b>Frequency</b> | <b>Percent (%)</b> |
|------------------------|---------------|------------------|--------------------|
|                        | Male          | 115              | 100.0              |
|                        | <b>Total</b>  | <b>115</b>       | <b>100.0</b>       |
| <b>Exposure levels</b> | Primary       | 48               | 55.2               |
|                        | Secondary     | 36               | 41.4               |
|                        | College       | 23               | 26.45              |
|                        | University    | 08               | 9.2                |
|                        | <b>Total</b>  | <b>115</b>       | <b>100.0</b>       |
| <b>Age</b>             | 18-23 years   | 22               | 25.3               |
|                        | 24-29 years   | 46               | 52.9               |
|                        | 30-35 years   | 24               | 27.6               |
|                        | 36-49 years   | 23               | 26.45              |
|                        | <b>Total</b>  | <b>115</b>       | <b>100.0</b>       |

Source: author.

The results show that all the respondents interviewed were male between the age of 18 and 49 years. Table 4.2 demonstrates varied exposure levels of the respondents. The implication of such differences in exposure and age was for the researcher to manipulate the media, strategically, to engage the respondents appropriately in order to achieve the objectives of the study.

### **4.3 Presentation of Findings in relation to the Objectives of the Study**

The findings from the field were captured using the Observation Schedule, Focus Group Discussions, and interviews. Despite the fact that this study was majorly qualitative that should have used questions only, it still involved some objectives that are in the quantitative realm. The objectives of the study were:

- i. To find out the men's awareness levels and response to some types of media that propagate HIV testing among men in Keiyo South.

- ii. To investigate specific media channels and the relevant strategies for influencing behavior change and encouraging HIV testing among Men in Keiyo South.
- iii. To determine the content appropriate for the types of media to be used to upscale male participation in HIV testing in Keiyo South.

The determination of relevant findings was guided by questions that were related to these objectives. The respondents were guided by the key research questions which were carefully crafted into the research instruments. These were:

- i. To what extent are the men in Keiyo South aware of media that educate them on HIV and Aids testing?
- ii. What types of media are available and relevant to be used in influencing behavior change and encouraging HIV and Aids testing among men in Keiyo South?
- iii. Which content type is appropriate for target media-use in up-scaling of male participation in HIV and Aids testing in Keiyo South?

#### **4.3.1 Response Rate of the Respondents**

The response rate of the respondents was noted and described following from their exposure to, and interaction with the types of media used in the study: KASS FM Radio (Music, Dance and Drama), Changei FM (Music, Dance and Drama); Video documentary Shows at Health Clinics and County Administrative Centres, Pamphlets as campaign and advocacy materials; Celebrities of Ampath Health Programs, and social media.

#### **4.3.2 The role of The Theory of Reasoned Action, Theory of Selectivity, and Philosophy of Hermeneutics in Analyzing the Response Rate**

The two theories and the philosophy have a clear approach of assessing the nature and justification of relationships of the part or parts of variables in a common context. In the case of the findings of this study, they were used to help explain the psychological and physical meanings the respondents derived from the HIV and Aids content as delivered by the target media channels. They together gave guidance in the interpretation and analysis of the following:

- i. How much the type of media attracted the attention of the respondents.
- ii. The extent to which the type of media involved the respondents in the task at hand.
- iii. How much the type of media motivated individual men or groups of men to participate in the activity taking place.
- iv. The manner in which the type of media contributed to any change in attitude and character of the respondents.
- v. The extent to which the type of media contributed to the respondents to accept to upscale HIV and Aids testing.

The responses to the research questions had a direct relation to media used and behaviour change for and or, upscaling HIV Aids testing.

#### **4.3.3 Exposure levels of Respondents**

The sample size for this study was categorized into clusters. Following from the Observation of diverse features of respondents in their varied situations in Keiyo South, 81.3 percent were in the age bracket 24-35 years, this is the age group sexually most active and most likely to spread HIV/AIDS and, therefore, involving them in HIV

testing as well as ambassadors of the campaign against HIV/AIDS would impact the spread of the disease. Less than 5 percent (4.7%) were aged between 18-23 years while slightly more than 10 percent (14 percent) were above 36 years. This meant that engaging the majority would influence the rest of the society members in actively participating in HIV testing, get to know their status, hence the need to reduce the spread of the disease in the sub-county.

Majority of the respondents at 81.5 percent had primary and secondary level of education implying that in terms of education, they were semi-illiterate hence level of awareness of HIV testing was low and at the same time exposure level was low leading to high HIV/AIDS prevalence in the sub-county. However, given the geographical setting, this exposure was good enough. Engaging the group to participate in HIV testing awareness would help to reduce the spread of the virus in the region hence Kenya at large. Among the respondents with post-secondary education were only 18.5 percent, implying that most of the highly educated men were not within the sub-county and, therefore, involving them in the activity would not bring great impact against the spread of the disease. However, on the other hand, their intellectual exposure would bring along a sharp and clearer interpretation of the need to upscale HIV and Aids testing.

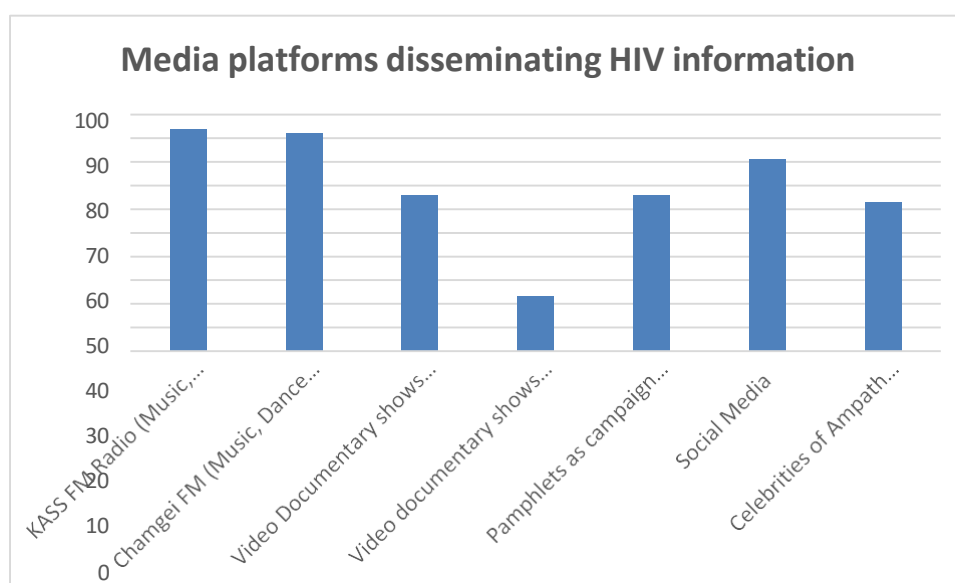
This section presents responses of the sample in line with the objectives of the study as guided by the research questions. The responses were categorized in themes and subthemes.

#### 4.3.4 Respondents' reception and response to media used for HIV and Aids testing awareness among men in Keiyo South?

This was in line with the first research objective which sought to find out men's awareness levels of the existing HIV and Aids testing. By implication, it became necessary to determine men's reception and response to types of media strategically used towards encouraging to upscale HIV and Aids testing among men in Keiyo South. The respondents interacted with the target media through Focus Group Discussions and interviews. They were exposed to detailed HIV and Aids content through Video documentary shows, KASS FM and Changei FM, AMPATH Celebrities, Social media chats, and Printed materials. The use of diverse media was to enhance strategic manipulation for effective achievement of the objectives of the study. This approach was important as it helped in creating an understanding if the respondents were able to consume any information related to HIV and AIDs.

#### 4.3.5 Types of Media channels that contain HIV and AIDS information

Figure 4.1 shows the types of media companies that were reported as disseminating HIV information:



**Figure 4.1: Media platforms disseminating HIV information.**



As a matter of establishing awareness and implementing media strategies, the channels preferred by the respondents were listed to show the ones that men interacted with and those that contained information regarding HIV testing services. The two most common media channels were Kass TV & FM and Chamei FM. This implies that vernacular media is critical in disseminating health information in a rural setting.

This was followed by the social media, Celebrities promoting AMPATH programmes, and Published materials used in the campaign against HIV and Aids among others. Looking at the findings, it was evident that the majority of the respondents followed local radio and TV channels, through Music, Dance, and Drama, including information on the social media regarding their interest. This implies that the respondents who are from a rural setting appreciate radio and television stations that air development issues. This is shown in excerpts 1, 2, 3, and 4.

Excerpt 1:

*“... There are things that I would look for in public, and I do not think that I can seat at an HIV forum, but listening to the radio or sharing through the social media is good because it remains private”*

Excerpt 2:

*“Discussions on the radio show that unless one is tested, then they are not going to know their HIV status, this means that one is likely to take interest, search and read on social media more regarding the topic.”*

Excerpt 3:

*“The local radio stations and the social media are of great value but there is need to also sensitize the use of language since it is hard to prevent the media messages for children.”*

Excerpt 4:

*“The Music sung, Dances, and Drama activities on TV and Radio channels are very exciting, and convincing. Everything is so good in the local language.”*

The above findings on the subtheme of “Reception and Response” indicate that the use of target media was most ideal. The said media introduced and enhanced individual

gratification of the respondents. The media, when tactfully and strategically manipulated and used well in context, enhanced the respondents' self-expression, entertainment, information, inspiration and chat time or communication with friends. They enjoyed it when it lasted. The question that begs is, why were these men unlike their women, less attracted to HIV and Aids testing? Could it have been due to lack of consistency in regard to availability of HIV messages in many media channels, or perhaps due to agenda of the media station? Or, could it have been cultural self-esteem and attitude that led to little influence on up scaling HIV testing services? During some interviews respondents made the following observations from their stereotypes and cultural belief system:

Excerpt 5:

*"I heard that HIV testing can finish my manhood. Why don't you wait until I have had my children!"*

Excerpt 6:

*"Do you promise to give me something good after I accept HIV testing?"*

Excerpt 7:

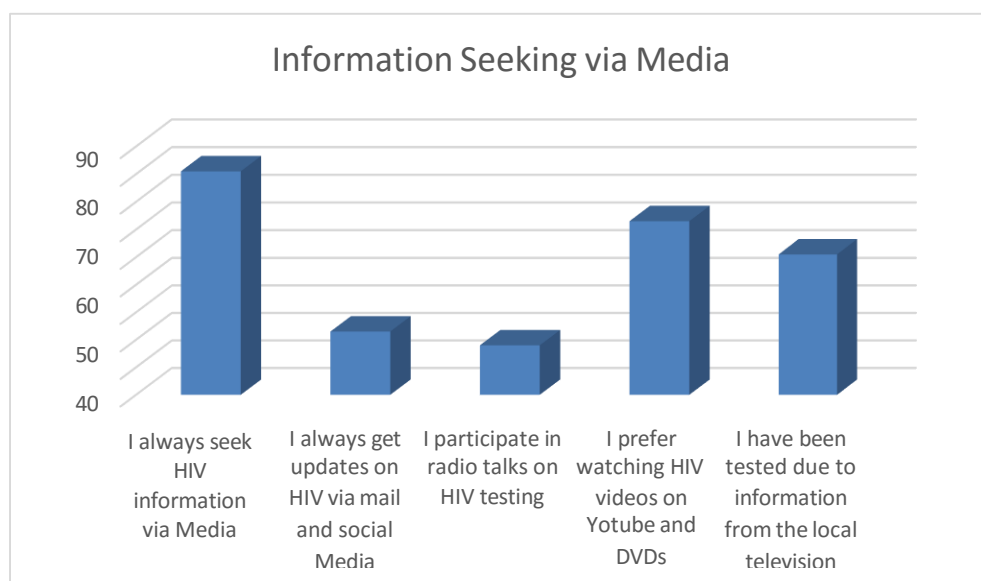
*"Why do you bother us men? If women are happy with it... so long as they are still our women! Is there a problem?"*

These observations in excerpts 5, 6, and 7 needed serious interpretation that would have heavy implications for the study. It was clear that the representative sample of the men in Keiyo South had already decided against HIV and AIDS testing. However, there were voices that would have wished to be given a token of appreciation before accepting to be tested.

#### **4.3.6 Media significance and Information communication in context**

The study, following from the first objective, sought to find out the Respondents' relationship with target media for behaviour change, especially the preferred media

regarding HIV and AIDS. Figure 2 demonstrates the significance of traditional media (Radio and television) as sources of HIV and Aids information in Keiyo south.



**Figure 4.2: Significance of Media on HIV and Aids information for behaviour change**

Source: Author

Figure 4.2 demonstrates the Respondents' considered opinions and views about their relationship with target media in this study. Having interacted with precise HIV and Aids content through Music, Dance and Drama from KASS TV and FM, and Changei FM, the respondents made their opinions and observations.

Some of the respondents made their comments with regard to incorporating HIV and Aids information into other interesting programmes like news, music, dance and drama. Such served as favourite programs that made it more interesting and would have a lasting impact. The researcher took more interest in interrogating this perspective. The emerging question was, why was it even with such acceptance levels, the men did not change their behaviour, especially to accept upscaling of HIV and Aids testing?

Excerpts 8, 9, and 10 demonstrate a further understanding of the impact of target media as used in context.

Excerpt 8:

*“Media is good in passing information; I think it is more reliable than having to wait for people to come to hospital with the sole purpose of being tested.”*

*“It depends on the time that the HIV information is aired, when it comes to mobilization, they should target favourite programs and news time’*

Excerpt 9:

*“Songs and Dances carry a lot of entertainment and meaning. They go deep into the heart and you just feel good. Even a serious message like HIV and Aids is simplified and well understood.”*

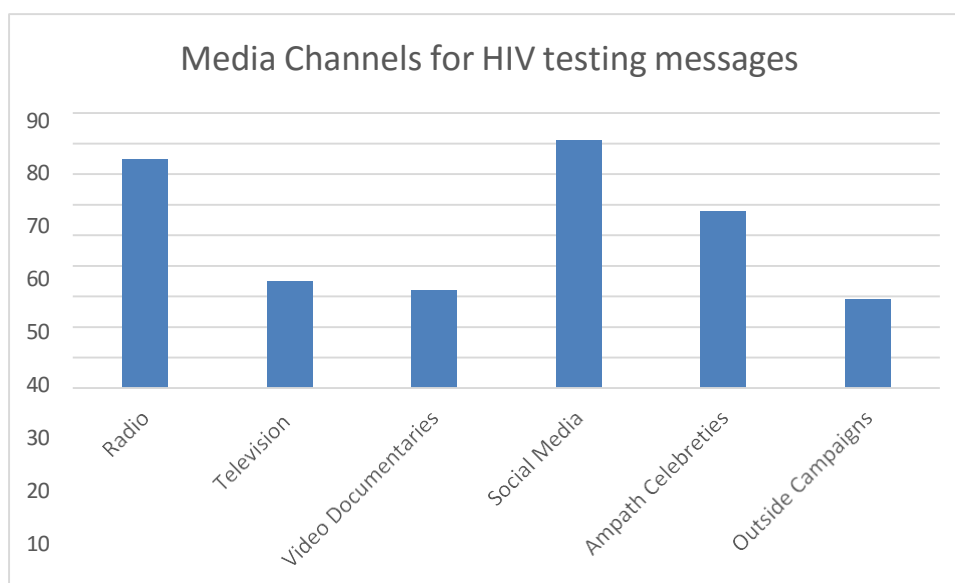
Excerpt 10:

*“When the media is interesting it helps the participants to think together and together to achieve an important goal. We dance, laugh, ask questions, ...and, together, look at the future as men.”*

There is evidence in these excerpts of types of media being tactfully, strategically, used in different contexts to influence decision-making. In this case, the decision of the respondents to upscale HIV and Aids testing having been convinced through cultural songs, dances and drama.

#### **4.3.7 Media types and strategies used to influence behaviour change to support upscaling of HIV testing among Men in Keiyo South?**

The second objective of the study was to find out the media strategies and channels used in influencing behavior change and encouraging HIV testing among men in Keiyo south. This was due to the fact that the preference of the media channel was to inform the study on the popularity of the channel and its use among men. Figure 4.3 shows the media channels that were manipulated and used tactfully to influence behaviour change.



**Figure 4.3: Media Channels for HIV testing messages**

*Source: Author*

Figure 4.3 shows that social media was the most preferred media channel for acquiring and sharing messages regarding HIV testing and other prevention information at 81 percent. This was followed by radio (especially content-based music, dance and drama) at 65 percent, then posters and leaflets (printed materials and Celebrities from AMPATH) at 58 percent; while television and video documentaries stood at 36 percent followed then by outside campaigns. This implies that radio is the most preferred health communication channel in rural settings for discussion of information as it is mostly owned and acquired by most individuals. In the case of this study, the content designers and programmers manipulate chats, jokes, expressions, and philosophies of life delivered by radio. Such content, interpreted alongside excerpts 5,6, and 7 was delivered in the form of cultural music, dance and drama.

This was ascertained by focus group discussions at the several meetings in Keiyo South which affirmed that local radio stations were easily understood and accessible. They were significant in sharing information. Even though social media was more preferred

despite the fact it was not easily accessed by all respondents due to network problems. This is shown in excerpt 11 below.

Excerpt 11:

*“The social media is quite strategic, quite able to reach a lot of people a large mass of people in a short and very effective time, and this is why I support the social media and radio Presentations”.*

Figure 4.3 further demonstrates that HIV and Aids content, however well designed, needed the right type of media to run with it to the target audiences. It was in this case that this study identified specific media to be used strategically to facilitate men to generate interest in upscaling HIV and Aids testing.

#### **4.3.8 Media types used to upscale male participation in HIV testing services.**

The third objective was to investigate the media types that could be used to upscale male participation in HIV testing services. To achieve this objective, a review of some of the sub themes that included attitude, perceptions about HIV and AIDS and male sexual behaviour was done to establish the amount of influence by various types of media. It also explored the impact of the said media types on the lifestyle of respondents and finally, the levels of usefulness of each type of media in communicating the unique features of HIV and Aids testing among men in Keiyo South constituency.

##### **4.3.8.1 Radio as the preferred media type in upscaling HIV testing services**

Following from the Focus Group Discussions, Radio still remains the preferred media type for up scaling male participation in the HIV testing and counselling by the respondents. The study further established that attitude and perception of men on HIV and AIDS could be influenced easily by use of information delivered through cultural music, dance and drama. That is the entertainment mode.

During the discussions respondents were required to express their attitudes and views regarding the current situation on HIV and AIDS among men in Keiyo south as

portrayed in the Media. Among the respondents interviewed, 22 percent felt that men and especially young men were the most vulnerable while 14 percent felt that men and especially the youth carried most of the burden of the disease in the region; 6 percent of the participants said that the spread of HIV had reduced in the region due to the influence of the media. However, 4 percent of the respondents felt that the media in general had failed to address the HIV and AIDS scourge by looking at the risky behaviour among men who had refused to take on protective measures. The study also investigated how HIV and AIDS communication through the media, influence male individuals in the region to adjust their lifestyle in regard to early orientation to sexual activity, having multiple sexual partners and paying for sex from different partners.

The results are shown in table 4.3.

**Table 4.3: Sexual behaviors of respondents**

| Variable  | Category            | Frequency |
|---|---------------------|-----------|
| Behaviour Change regarding early orientation to sexual activity   | I abstain           | 0         |
|   | I use Condom        | 0         |
|   | I have one          | 35        |
|   | sexual partner I    | 0         |
|   | am not aware        | 0         |
|   | No influence at all |           |
| Behaviour Change regarding having multiple sexual partners        | I abstain           | 10        |
|   | I use condom        | 50        |
|   | I have one          | 35        |
|   | sexual partner I    | 0         |
|   | am not aware        | 0         |
|   | No influence at all |           |
| Behaviour Change regarding paying for sex from different partners | I abstain           | 0         |
|   | I use condom        | 45        |
|   | I have one          | 35        |
|   | sexual partner I    | 0         |
|   | am not aware        | 0         |
|   | No influence at all |           |

*Source: Author*

The study found that the concept of HIV and AIDS and, especially, the sexual lifestyle of the men in Keiyo South, seemed to be handled casually. The men did not bother

much with whether to abstain or not; use condom or not; keep one known female partner or not; and above, whether they were well informed of the risks involved or not. The study noted less than 50% of the respondents had accessed enough knowledge and guidance on matters of HIV and Aids testing. The study, therefore, invested in the need to raise and manipulate specific media to attract and influence men in Keiyo South.

#### **4.4.8.2 Strategizing Media Use in Upscaling HIV and Aids Testing**

This study sought to explain that it is one thing to use general media generally, and yet another, to use some of the known media strategically to achieve a unique goal in context. The respondents were exposed to some of the media they already knew, but applied rather tactfully to attract and appeal to them. The main aim of the study was to use some media to influence men in Keiyo South to accept to upscale HIV and Aids testing.

**Table 4.4: Levels of consensus on the strategic use of the media in up scaling HIV and Aids testing among men in Keiyo South constituency**

|  |           |
|--|-----------|
| I am now aware of the need to understand issues of HIV and Aids through interaction and discussion.                      | 20        |
| I am willing to join a group of social media that discusses more about HIV and Aids testing.                             | 10        |
| The Video documentaries and social media are quite good at spreading information about upscaling HIV and Aids testing.   | 14        |
| The use of Radio, especially cultural music, dances, and drama help us to easily obtain HIV and Aids testing information | 21        |
| The Celebrities bring the message too close and real; they provide a chance to share information easily.                 | 12        |
| I believe information shared through the media than from a clinician   | 08        |
| We can now teach the rest of the community on the matters of HIV and Aids testing.                                       | 30        |
|  | Total:115 |

*Source: Author*

Table 4.4 demonstrates a convincing development of consensus ranging from the highest 30 respondents to the lowest being 08 respondents. The evidence available in



this table confirmed a growing positive appreciation and acceptance of media used strategically to motivate men to upscale HIV and Aids testing.

From Table 4.4, it is evident that over 71 respondents out of 115 agreed that the media is useful when it comes to communication of HIV testing information. There was specific reference that the media, including the social media is a very important source of information regarding HIV testing services, the spread of the disease and new development towards finding a cure. The findings are in line with other empirical studies that confirmed that if specific media is well manipulated and used in context, would have great impact.

#### **4.4 Emerging appreciation of Strategic Media use**

This study noted from the Focus Group Discussions a precise emerging appreciation of media used strategically. The respondents who were composed of County Ward Administrators, AMPATH program promoters, and Keiyo South community leaders (a teacher and chief), supported the course of this study. Excerpts 12 and 13 confirm emerging appreciation.

Excerpt 12:

*“The types of media brought to us here, were shaped nicely and used nicely to teach our people big ideas. Strategic media use is the style of use in our situation; it helps build role- specific competencies among the participants.”*

Excerpt 13:

*“Cultural music carries so much education ... when these men dance and sing along, they learn a lot. You see, now they support HIV and Aids testing. The Celebrities have used KASS and Chamgei FM's music and dance very well.”*

This study, therefore, established that radio remains a powerful tool in confronting health and social challenges posed by HIV/AIDS, but that there is much scope for

improving programming. KASS FM and Chamgei FM in the case of this study, can be used to teach about and help reduce HIV risk of exposure by motivating people to take protective behavioral action. Television was found to be expensive for some people, while for others who could afford to buy a television set, television signal was not easily accessible. Radio has been used in educating and informing the population on HIV/AIDS, drama, PSAs, talk shows, quizzes, advertisements, on HIV/AIDS campaign. Radio announcements, when employed as part of larger media campaigns, appear to help raise awareness about HIV.

On the influence of media on personal decision to take a HIV test, it was revealed that mass media helps improving sexual health in different ways. Mass media increases sexual health knowledge through the repetition of the message and warning about high-risk sexual behaviors. They also influence HIV testing by acting on the perception of risk and motivating the individual to protect themselves. The reduction of stigma by mass media was also reported to have positive effect on the probability of being tested for HIV and AIDS.

#### **4.4.1 Reflective Critical Thinking that supports Upscaling of HIV and Aids Testing**

The study, through interviews and focused group discussions, found that men living with HIV were more likely to die early compared to their female counterparts, owing to late diagnosis and antiretroviral therapy. The mass media campaigns especially radio has shown the need for HIV prevention and other health promotion interventions through repetition of the information severally. Different media should be manipulated to serve in specific situations targeting a known audience. Such media would help to work on the attitudes of the men in Keiyo South, therefore, improve on the need to upscale HIV and Aids testing.

#### **4.4.2 Media influence on knowledge, attitude and behavior about HIV/AIDS**

The study revealed that when certain types of media are designed to engage with a certain scope of Participants, they facilitate generation of knowledge in the target situation. In the case of this study, the media initiated interaction which in due course generated discussions and critical thinking. The said media, impacted the knowledge, attitude, and behaviour of the men in Keiyo South.

Accordingly, the selected media used in this study played a subtle role of campaigns, lobbying and advocacy in order to encourage the men in Keiyo South to believe in the need to upscale HIV and Aids testing. These media have been reliably linked to facilitating an increase in the knowledge of HIV and Aids among individuals in low-income countries, including the ways in which the virus is transmitted, and preventive behaviors. This study determined, therefore, that knowledge is an important determinant in the pathways to changing health behaviors. In the case of this study's upscaling HIV/AIDS testing, a high level of awareness is likely to promote safe sex practices such as the regular use of condoms, which may reduce the prevalence rate of HIV infection.

The study noted that the media can make HIV/AIDS programming a key part of their output and, indeed, their corporate strategy. This can be done in a number of ways, including the following: giving the epidemic prominent news coverage, dedicating airtime/space to HIV/AIDS public service messages, supporting the broadcasting of HIV/AIDS special programming, supporting the development of AIDS storylines in existing programming and making public service messages and original programming available to other outlets on a rights-free basis.

## **CHAPTER FIVE**

### **DISCUSSION OF RESULTS, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.0 Introduction**

This was a Quasi-Qualitative study. Almost one quarter of the findings and results were captured as Quantitative, but three quarters of all deliberations were noted as Qualitative. It would be unfair to regard this study as mixed methods. Granted, the study was basically qualitative. The quantitative features played a supportive role of the qualitative study. Therefore, this chapter presents discussions of diverse results raised from several clusters of findings. Conclusions were made from well thought out interpretations of the findings in relation to the objectives and research questions. Thereafter, recommendations were deduced from the conclusions. One suggestion for further studies was made for the possibility of complementing this study.

#### **5.1 Discussion of the Results**

The discussion of results in this study was premised on Hermeneutics, which is a major branch of interpretive philosophy already mentioned in this study. It provided the philosophical grounding for interpretivism. Hermeneutics, therefore, provides a well thought out understanding of full relationships or part of relationships, and then meanings of results or trying to make sense of textual data in context.

This study had results categorized into the following cohorts: Keiyo South men's awareness levels and response to types of media that propagate HIV testing; Specific media channels and the relevant strategies for influencing behavior change and encouraging HIV testing among Men; and Appropriate content for the types of media used to upscale male participation in HIV testing.

### **5.1.1 Keiyo South men's awareness levels and response to types of media that propagate HIV and Aids testing**

The findings presented and analysed in chapter 4 delivered results related to the select media's power of attraction and attention; the respondents' involvement with the target media; the respondents' acceptance of, and participation in the use of selected media to impact the men in Keiyo South and, above all, change the attitude and behaviour of the said men.

The awareness levels of the need to accept to upscale HIV and Aids testing ranged from stereotypes and cultural belief systems to facts of health practices in relation to the Ministry of Health nationwide programmes. There is strong evidence that radio campaigns through cultural music, dances and dramatic activities in context, are effective agents of behavior change. Bertrand and Anhang conducted a systematic review of mass media campaigns that "had the main objective of providing information about HIV/AIDS or sexual health" in developing countries (eleven studies from Africa, two from Latin America, one from Asia and another from multiple low-income countries). Of these studies, seven used radios as major media for communication about HIV and behavior change.

This study, therefore, confirmed the effectiveness of radio through content programming, strategic campaigns, advocacy and lobbying. It is import to underscore the details involved in content programming. It takes into account the stakeholders' exposure, intelligent quotient, and lifestyle. Thereafter, the content is aligned to communication techniques for a campaign strategy, advocacy strategy, and lobbying strategy. It is with this background, therefore, that the radio medium was more effective in this study. It increased knowledge of participants' understanding of HIV

transmission, improving self-efficacy in condom usage, and changing social norms surrounding HIV behaviors.

The foregoing result is in agreement with Ginsberg & Gekonge (2004) and Marumet al. (2008) who observed that Mass Media in Kenya have successfully targeted young sexually active people through media such as radios and billboards to promote behavior change. These scholars had analyzed data from more than 130 VCT sites in Kenya and found that utilization of mass HIV testing services increased with the use of “professional, intensive mass media campaigns”. It is noted here, the need for “Professional and Intensive” advocacy in order to win souls and change behaviour of men in Keiyo South. This study found that media campaigns led to an increase in the use of VCT in the participating sites.

#### **5.1.2 Specific media channels and relevant strategies for influencing behavior change to accept HIV testing among Men**

There is, according to Hermeneutics, consistent linkage and relationship of the findings noted in the excerpts 1- 14, especially between the cultural orientation of all the respondents and the objectives of the study. The specific media channels put in use in this study, were methodologically aligned with the HIV and Aids programmes. It was noted, every channel was manipulated in a style to suit the environment of the men in Keiyo South. The study noted the significance of choice and use of simple but readily available media channels. The radio (KASS FM and Chamgei FM) presentations, video documentaries, and the AMPATH celebrities were quite handy. The media incorporated strategies of entertainment and information; entertainment and campaigning; entertainment and lobbying; and entertainment and advocacy.

These, together, formed key components of health promotion, particularly where target behaviour change was desired. That was the reason for the men in Keiyo South to accept and appreciate HIV and Aids testing.

This study is, therefore, a crucial enhancement of the ongoing crusade. Since the mid-1980s mass media has been used as a primary intervention to prevent HIV through increasing awareness and knowledge about HIV transmission. The crusade also promotes adoption of safer socio-sexual behaviors, and promotion of early utilization of health care services such as HIV counselling and testing (HTC) and antiretroviral therapy (ART). Mass media campaigns are considered very essential and cost effective because of the number of people reached in a short time, and the impact of the program on the individual and family, and by extension society. This is part of the success of this study.

The media strategies in this study maximized the role of proximity or immediacy, concreteness, suspense, repetition, familiarity, simplicity, novelty, conflict handling, basic activities, visual and vivid content; elite personalities, and above all, content with effective messages and humor.

It is evident from this study that the media, if used strategically, offers great opportunities towards the promotion of HIV testing services in the region due to the fact that men are more prone to listening to radios, watching television or video documentaries; while male youth are more engaged through the social media via their smart phones showing that they consume information at any provided time. The desire that drives men to utilize the media is mostly for news and entertainment, and connecting with the rest of the country and following updates on what is happening in their county with little interest on educative issues like healthy sexual behaviours.

The study also established that there are specific media types that men prefer when gathering information about Health and HIV testing services. Use of media by men to seek information is common in the region, however, the most common information does not usually arouse the desired interest to act on the packaged message. In addition, this study shows that information obtained by men through the media on HIV testing services does not provide them with the knowledge and awareness regarding the disease since this does not have much influence on the decision making when it comes to the promotion of healthy behaviour. This means that respondents may not take preventive actions (risk-reduction behaviours) because they feel that they are not susceptible to the disease (self-perception of risk). They also fail to acknowledge that the consequences are severe; they do not believe that taking preventive actions will be beneficial in reducing the threat of contracting the disease as stipulated in the health belief model. This was one of the challenges the study faced, but overcame through manipulation of media channels in context.

### **5.1.3 Appropriate content for the types of media used to upscale male participation in HIV testing**

Following from excerpts 5, 6, and 7 in Chapter 4, the men in Keiyo South were too prejudiced against HIV and Aids testing that a lot of effort was required to engage them. The study found out that most men are aware and knowledgeable regarding HIV and AIDS. However, there is little or no relationship regarding them seeking information about HIV testing on the media and their perception regarding the risk of contracting the disease. The media, and especially radio and television has been useful in communicating HIV and AIDS through the old ways due to the fact that available data was said to be the same and that men are often exposed through hospital leaflets and non-governmental organizations. It was, however, agreed by many that the media



is a useful tool in creating strategies and opportunities towards up scaling HIV testing services in Keiyo South. From the Hermeneutics point of view, this study takes the position that ones' actions can only be influenced by influencing one's intentions. Intention in turn is a joint function on one's positive or negative feeling leading to 'perform or not to perform' that particular action as stipulated in Reasoned Action Theory.

This study has confirmed the significance of selection of media channel, planning the content design and being carefully dramatic or manipulative in the delivery in context. At this point, the study seems to speak to yet another theory of selectivity which highlights specific intentions by focusing on attitudes towards risk reduction, response to social norms, and behavioral intentions vis-à-vis risky behavior. McLean (1992) holds the position that the Radio has been utilized for dramatization, PSAs, syndicated programs, tests, commercials, on HIV/AIDS battle. There were a few radio dramatization arrangements that were broadcast with the point of conscientizing individuals about HIV/AIDS. This study, above all, confirmed the critical value of selective strategic media use in creating social order.

#### **5.1.4 The Emerging Knowledge from the Study**

The study injected a new perspective into the use of media in communication. The apparent argument that runs through the study is that every media channel is hardware that requires another effort beyond its nature in order to function efficiently. The required effort is for the user to interrogate and capture the intelligence of the channel, determine its aspects that can be reconstructed and manipulated for use, strategically.

## 5.2 Conclusions

The comprehensive interpretation of the results of this study concludes generally that there is a strong need to use media with wisdom, skill, and tactics, otherwise, known as strategic manipulation to encourage and upscale HIV and Aids testing among men in Keiyo south constituency. The study raised the following conclusions:

- i. The use of specific media focused on and captured audience attention; made the audience convinced about a need or problem that exists; helped the audience to visualize their future health with regard to HIV and Aids testing and outlined specific steps of action.
- ii. Careful use of some specific media to campaign and lobby for a clear goal is one of the best strategies. This approach can directly or indirectly produce positive changes or prevent negative perception towards HIV testing services in the region. The likelihood of success in up scaling HIV testing services will be increased through the application of different interventions having been provoked by this study.
- iii. There is the need for the Government's Communication Authority to develop policies with Media houses to ensure support for opportunities that HIV testing provides. The enforcement of a media policy would be used to encourage HIV testing services, including self-testing.
- iv. The Media Advocacy programs should be development to help shape up the handling and treatment of HIV issues. This calls for careful planning and testing of campaign content and format in regard to specific target audience.
- v. Only appropriate types of media can be used to upscale male's HIV Aids testing. Radio stands out as the most popular medium in Kenya, especially with the recent upsurge in the use of regional and local FM radio stations.

Portable battery-operated radio sets are frequently brought to farms and other rural locations, even in the remotest parts of Kenya. This availability gives radio the capacity of being heard by a large, diverse audience. Folk media such as storytelling, drama, poetry recitals, proverbs, and music promoted on the radio will appeal to rural audiences and potentially influence them to adopt responsible, healthy behaviors.

- vi. The use of FM radio (in this case KASS FM and Changei FM) also offers opportunities for interactive participation by local residents. Community groups and institutions, including traditional leaders, religious groups, youth associations, and men's and women's groups, are asked to come along to promote listenership, discuss priorities, and monitor and assess the project. To complement the stories, broadcast during the radio soap opera, community drama troupes and Celebrity Shows will periodically enact some episodes of the serial in order to raise issues for discussion by all community members.
- vii. Literature reviewed for this study alongside the Philosophy of Hermeneutics, provide the essentials for meaning-making in relationships in the variables of the study. Such are attention related issues that require proximity or immediacy, concreteness, suspense, repetition, familiarity, simplicity, novelty, conflict, activity, visual and vivid contents, elite personalities, messages with effective contents and humor.

### **5.3 Recommendations of the Study**

The study recommends that behaviour change for responsible and accountable health regarding HIV and Aids testing in Keiyo South, in Elgeyo Marakwet County, should be undertaken by Government and its partners for a large-scale achievement.

Organisations such as the National Aids control council, AMPATH Kenya and other non-governmental groups and institutions dealing with HIV testing to come up with the right media strategies to achieve more effective media campaign towards large scale HIV and Aids testing services.

#### **5.4 Areas for Further Research**

Further research should be done to include both genders to participate in HIV testing as well as to establish the relationship between information presentation by the media, gender-attitude and risk related to perceptions.

The current study mainly focused on media use in upscaling male participation in HIV and AIDS testing in Keiyo South sub-county particularly concentrating on HIV testing awareness, strategies and channels used to influence men to undergo testing as well as the most appropriate media to be used to upscale male participation in HIV testing.

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## APPENDICES

### Appendix I: Interview Schedule and Questionnaire

#### CONSENT FORM

##### Interview Schedule and Questionnaire Consent form

Dear respondent

The interview schedule will take approximately 20 minutes long and your answers are going to be kept confidential. The findings will be used solely for academic purposes and especially towards the fulfilment of the award of Master of Science in Communication Studies at Moi University.

By participating in this process, you imply that you have given consent to participate in the research study.

In case of any further inquiry please contact Faith Koskei at:

Name of Participant: .....

Signature of the Participant: .....

Signature of the researcher: ..... Date: .....

##### Semi-Structured Questions

Study Title:

1. What is your view about the media as a strategy towards HIV and AIDS prevention and behavior change?
2. What is your view regarding the choice of media in regard to encouraging men to go for HIV testing?
3. How does the social media in particular influence your knowledge, risk perceptions and awareness in HIV testing and prevention?
4. How does the media influence your response to HIV and AIDS? (Testing, Prevention, treatment, anti-stigma, counselling)

## Appendix II: Questionnaire

### PART A: DEMOGRAPHIC INFORMATION

Please indicate your Name (Optional)

1. Age:

18 –23 years      [      ]      24-29 years      [      ]      30-35 years [      ]

36 & above years [      ]

2. Gender

Male years [      ]      Female [      ]

3. Level of education

College      [      ]      University [      ]

### PART B: TO FIND OUT THE RECEPTION AND RESPONSE OF STRATEGIC MEDIA STRATEGIES TOWARDS HIV TESTING AWARENESS AMONG MEN IN KEIYO SOUTH.

Based on the likert scale of 1 – 5 where (1 = Very low extent, 2 = Low extent, 3 = Moderate extent, 4 = Large extent and 5 = Very large extent), explain to what extent do you agree with the following statements.

| Statement  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| HIV awareness has been done in Keiyo   |   |   |   |   |   |
| I know the importance of HIV testing and I have been tested                            |   |   |   |   |   |
| I have adequate information regarding HIV prevention and treatment                     |   |   |   |   |   |
| HIV is not common among people in our tribe  |   |   |   |   |   |
| HIV is very common among people in our tribe   |   |   |   |   |   |
| AIDS infected people have signs and symptoms   |   |   |   |   |   |
| AIDS is a Killer disease but HIV is not  |   |   |   |   |   |
| I have attended HIV aids workshops   |   |   |   |   |   |
| You cannot get HIV from staying with one partner                                       |   |   |   |   |   |
| AIDS Can be transmitted through indiscriminate sexual relations                        |   |   |   |   |   |
| You cannot get HIV from using a condom   |   |   |   |   |   |
| Having Sex with an infected partners does not mean that you will automatically get HIV |   |   |   |   |   |
| HIV can be transmitted through mosquito- bite  |   |   |   |   |   |

### MEDIA CHANNEL CONTENT AND PREFERENCE

1. Select devices in which you own below (Tick as appropriate):  
Radio ( )      Television ( )      Computer ( )      Smartphone ( )
2. What type of Media channel do you prefer for health messages (Tick as Appropriate)
  - KBC ( )
  - KTN ( )
  - CITIZEN ( )
  - KASS TV and Radio ( )
  - Changei FM ( )
  - Newspapers ( )
  - Social Media ( )
3. What time to you listen to radio?  
Morning -6AM-12Noon ( )      Afternoon- 12 Noon – 6PM ( )      Evening – 6PM – 11PM      Latenight- 11PM- 6AM ( )

### PART C: TO INVESTIGATE VARIOUS MEDIA STRATEGIES AND CHANNELS ARE USED IN INFLUENCING BEHAVIOR CHANGE AND ENCOURAGING HIV TESTING AMONG MEN IN KEIYO SOUTH.

1. Based on the likert scale of 1 – 5 where (1 = Very low extent, 2 = Low extent, 3 = Moderate extent, 4 = Large extent and 5 = Very large extent), explain to what extent do you agree with the following statements.

| Statement  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| The media has been instrumental in encouraging me to get tested        |   |   |   |   |   |
| The media contributes highly to sexual immorality of the society       |   |   |   |   |   |
| HIV education is best conveyed through the media than in hospitals     |   |   |   |   |   |
| The Media can help reduce stigma revolving around HIV in our community |   |   |   |   |   |
| There are HIV aids messages in the media everyday                      |   |   |   |   |   |
| The newspaper is the best medium for HIV testing Awareness             |   |   |   |   |   |
| The Television is the best medium for HIV testing Awareness            |   |   |   |   |   |
| The Internet is the best medium for HIV testing Awareness              |   |   |   |   |   |
| The Radio is the best medium for HIV testing Awareness                 |   |   |   |   |   |

2. Have you ever sought HIV information in the Media? (Tick as appropriate)  
Yes ( ) No ( )

3. If yes, which media type did you prefer?

Radio ( ) Television ( ) Newspaper ( ) Social Media ( ) Other ( )

In what format do you prefer messages related to HIV testing and prevention

Audio ( ) Pictorial ( ) Video ( ) Text format ( ) Print ( )

**PART D: TO ESTABLISH THE APPROPRIATE TYPES OF MEDIA CAN BE USED TO UPSCALE MALE PART IN HTS.**

Based on the likert scale of 1 – 5 where (1 = Very low extent, 2 = Low extent, 3 = Moderate extent, 4 = Large extent and 5 = Very large extent), explain to what extent do you agree with the following statements.

| Statement   | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| The newspaper is the best medium for HIV testing Awareness  |   |   |   |   |   |
| The Television is the best medium for HIV testing Awareness |   |   |   |   |   |
| The Internet is the best medium for HIV testing Awareness   |   |   |   |   |   |
| The Radio is the best medium for HIV testing Awareness      |   |   |   |   |   |
| The newspaper is the best medium for HIV testing Awareness  |   |   |   |   |   |
| The Television is the best medium for HIV testing Awareness |   |   |   |   |   |

1. Has the media exposed you to any information regarding HIV testing and prevention (Tick as appropriate)

Yes ( ) No ( )

2. Has the media exposed you to information regarding where to get testing and counselling

Yes ( ) No ( )

3. Has the media exposed you any information regarding HIV and AIDS stigma and discrimination?

Yes ( ) No ( )

4. Indicate the risky behavior regarding HIV and AIDS you got from the media below:

- a) .....
- b) .....
- c) .....

5. Do you think the media has any influence regarding the decision to get tested for HIV?

Yes ( ) No ( )

6. Regarding the information you got from the media, what do you think of HIV as a disease?
  - a) It is like any other? Yes ( ) No ( )
  - b) Everybody is at risk Yes ( ) No ( )
  - c) It can be prevented Yes ( ) No ( )

### **FOCUS GROUP DISCUSSION**

1. Does the media influence your decision to or not to take action regarding HIV testing to know your status?
2. What is your view about media promoting men's participation in HIV testing in Keiyo south?
3. How does the media influence your knowledge, attitude and behavior about HIV \AIDS?
4. How do the media influence your response to HIV/AIDS testing?
5. Which is the most strategic media in passing to you information on HIV/AIDS testing?

### Appendix III: Observation Schedule

|  |                              |
|--|------------------------------|
| <b>Name of Observer</b>  | <b>Date of observation</b>   |
| <b>Lesson to be learned</b>  | <b>Length of observation</b> |
| Cues to be observed  | Notes                        |
| Observation of body Language and facial expression                                 |                              |
| Face -to Face (eye contact) interaction between the participants and the moderator |                              |
| Questions asked by the participants  |                              |
| Non-verbal cues while listening to the moderator                                   |                              |

**Thank you for your time.**

**Appendix IV: Gate Keeper's letter**

Faith Koskei,

P.O BOX 410,

Eldoret.

01/08/2021

Dear Sir/Madam,

**RE: REQUEST TO CONDUCT RESEARCH IN YOUR LOCATION**

My name is Faith Koskei. I am currently beginning a research project for my thesis titled. "MEDIA USE STRATEGIES IN UPSCALING MEN'S PARTICIPATION IN HIV AND AIDS TESTING: KEIYO SOUTH, ELGEYO MARAKWET COUNTY, KENYA" at Moi University.

I am writing to seek for your permission to be allowed to access your location to conduct focus discussions groups, one on one interviews and to distribute questionnaires. This should take approximately one month.






All answers and results from the research are kept strictly confidential and the results will be reported in a research paper available to all participants on completion.

Thank you for your time and I hope to hear from you soon. Yours sincerely,

Faith Koskei



## Appendix V: Research Permit

|  |  |
|--|--|
| <br>REPUBLIC OF KENYA   | <br>NATIONAL COMMISSION FOR<br>SCIENCE, TECHNOLOGY & INNOVATION |
| Ref No: 159076   | Date of Issue: 25/November/2020  |
| <b>RESEARCH LICENSE</b>  |  |
|   |  |
| This is to Certify that Miss. FAITH Chepkemai KOSKEI of Moi University, has been licensed to conduct research in Elgeyo-Marakwet on the topic: MEDIA USE STRATEGIES IN UPSCALING MEN'S PARTICIPATION IN HIV TESTING: A CASE OF KEIYO SOUTH, ELGEYO MARAKWET COUNTY, KENYA. for the period ending : 25/November/2021. |  |
| License No: NACOSTI/P/20/7476  |  |
| 159076   |   |
| Applicant Identification Number  | Director General<br>NATIONAL COMMISSION FOR<br>SCIENCE, TECHNOLOGY &<br>INNOVATION   |
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## Appendix VI: Plagiarism Awareness Certificate



SR752

ISO 9001:2019 Certified Institution

### THESIS WRITING COURSE

### *PLAGIARISM AWARENESS CERTIFICATE*

This certificate is awarded to

***FAITH KOSKEI***

**IS/PGC/02/2018**

In recognition for passing the University's plagiarism

Awareness test for Thesis entitled: **MEDIA USE STRATEGIES IN UPSCALING MEN'S PARTICIPATION IN HIV AND AIDS TESTING: KEIYO SOUTH, ELGEYO**

**MARAKWET COUNTY, KENYA.** with similarity index of 14% and striving to maintain academic integrity.

Word count:25089

Awarded by

Prof. Anne Syomwene Kisilu

CERM-ESA Project Leader Date: 22/01//2025