

INSTITUTE OF SOCIAL COMMUNICATION

TANGAZA COLLEGE

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

FR. ALPHONSE OUMA

**PREVENTION STRATEGIES OF VIOLENCE
IN KIBERA SLUMS THROUGH
TELEVISION**

Supervisor

Mr. Francis Chishimba

**A Project Submitted in Partial Fulfillment of the Requirements for the Bachelor of
Arts in Social Communication**

NAIROBI 2010

Dedication

I dedicate this work to the people of Kenya who have endured violence and its repercussions especially in the recent past during post election violence of 2007. For those who have supported the healing process in the country and offered conflict resolution steps especially in violence epicenters such Kibera and parts of Rift Valley. May God reward everyone who has participated in positive change that brings about peace and development especially in Kenya.

Epigraph

Jesus said to Peter, “Put your sword back in its place, all who take the sword will die by the sword”. *Matthew: 26:52*

Acknowledgement

I thank all ISC Tangaza College staff especially the teachers whose dedicated work has helped me to become a good social communicator with a view of effecting positive change in the society. This is with specific reference to my final project moderator. Thanks to the people of Kibera whose responses and general participation in the research, helped me to come up with an accurate information. I also acknowledge the support of the sponsor, namely the Catholic Church of Kisumu, my parents, students, friends and all of good will. May God bless your efforts to bring lasting peace to the world especially through the media in Kenya.

Declaration


I the undersigned, declare that this research is my original work, achieved through my personal reading, scientific research and critical reflection. It is submitted in partial fulfillment of the requirements for the award of the Degree of Bachelor of Arts in Social Communication Studies. It has never been submitted to any other college or university for academic credit. All sources have been acknowledged and cited in full.

Signed: - 

Name: - *Fr. Alphonse Ouma*

Date: - 25th May 2010

This Research has been approved with my approval as the college Supervisor

Signed: - 

Name: - Mr. Francis Chishimba

Date: - 25th May 2010

Table of Contents

General Introduction.....	4
Background to the Study	4
Statement of the Problem	6
Hypothesis.....	6
Objectives of the Study	6
Limitations of the Study.....	7
Structure of the Study.....	8
Definition of Terms	9
CHAPTER ONE.....	11
1.0 The Literature Review.....	11
1.1 Sociological analysis of Kibera slums.....	11
1.1.1 History of Kibera.....	12
1.1.2 Economy of Kibera.....	13
1.1.3 Violence in Kibera.....	14
1.1.4 How Television has been used to prevent violence in Kibera.....	15
1.2 Literature Review	19
1.2.1 Preliminary Statement	19
1.2.2 Review of Information Sources.....	20
1.3 Six Strategic Preventive Measures of Violence (Kibera).....	24
1.3.1 First Strategy: Increasing the capacity for collecting data on violence	25
1.3.2 Second Strategy: Researching the causes, consequences and prevention of violence	30

1.3.3 Third Strategy: Promoting the primary prevention of violence.....	32
1.3.4 Fourth Strategy: Promoting social and gender equality and equity to prevent violence	39
1.3.5 Fifth Strategy: Strengthening support and care services for victims.....	41
1.3.6 Sixth Strategy: Developing a communal action plan of action to prevent violence.....	43
1.4 How television can be used in implementing the violence prevention strategies	44
1.4.1 History of television	44
1.5 Critical analysis of literature review and insight.....	47
1.6 Concluding remarks on the literature review	50
CHAPTER TWO.....	52
2.0 The Research	52
2.1 Hypothesis.....	52
2.2 Research Methodology and Justification.....	52
2.3 Description of the findings	53
2.3.1 Data Collection.....	53
2.3.2 The Data Organization.....	54
2.4 The Data Analysis: Quantitative research	55
2.5 Data Analysis of the Focus Group Interview Findings	67
2.5.1 Sample interview questions.....	67
2.5.2 Sampled Interview Findings.....	67
2.6 Theories of Communication in Support of the Research Findings.....	69
2.7 Conclusion.....	70
3.0 CHAPTER THREE.....	72
3.1 Communication Strategy	72

3.2 Justification of the Communication Strategy vis-a-vis Research Findings	73
3.3 Details of the Implementation of the proposed communication project.....	75
3.3.1 Reasons for Choice Suggested	75
3.4 How the Communication Project will be carried out	76
3.4.1 Television program detail.....	78
3.4.2 Sample Talk Show Questions.....	82
3.5 Evaluation.....	82
3.6 The Budget	83
3.6.1 Sources of Funds/Resources.....	84
3.7 Relevance of Project to Society.....	86
3.8 Strength of the Project.....	86
3.9 Ethical Issues	87
3.10 Communication techniques	88
4.0 General Conclusion	89
3.12 Bibliography	92
Appendix 1: Questionnaire.....	96
Index.....	98

General Introduction

Background to the Study

Kenya has suffered much violence in the recent past particularly the post-election violence (PEV) of the last General Election in 2007. Violence, like other human issues, has an epicenter, that is, where its concentration is highest.¹ During the last PEV, Kibera, which is the largest and most densely populated slum in Kenya, was considered by many including the National Steering Committee of Peace building and Conflict Management in Kenya (NSC), to be one of these epicenters. This is due to a number of factors: With its population of approximately 700,000 in an area of just 550 acres, overcrowding is a major issue which breeds different forms of violence such as rape and thuggery. It is located seven kilometers south-west of Nairobi city centre. During hostility in Kibera, there is often a spill-over of violence to the city centre. It is split by the Nairobi-Kisumu railway line, which residents often uproot to show their anger. Kibera's heterogeneous mix of various Kenyan tribes also presents fertile ground for inter-ethnic conflict.² Other factors include poverty, unemployment, insecurity and political interference among others.

A fundamental problem in Kenya when it comes to the issue of violence has been lack of preventive strategic methods of response especially in slums like Kibera. Many times, the response to the conflicts comes after the violence. Most actors engage on an ad hoc basis and with interventions that are reactionary in nature. This lack of preventive measures to guide interventions has in certain situations exacerbated violence in Kibera.³ Therefore, it is

¹ Kofi A. Annan: *Prevention of Conflict*; Report of the Secretary General of UN. NY 2002

² Peter Ngua: *Baseline Survey of Slums and Squatter Settlements and Inventory of NGOs and CBOs*, York University, October 1995, p. 64

³ Ministry of State for Provincial Administration and Internal Security: *National Policy on Peacebuilding and Conflict Management*, Final Version. September 2009

worthwhile to consider proactive rather than active measures. It is better to find the root cause of the problems affecting the people of Kibera before their frustration degenerates into violence. This project has come up with six strategic measures of prevention of violence in Kibera through television, namely: Increasing the capacity for collecting data on violence; researching violence – its causes, consequences and prevention; promoting the primary prevention of violence; promoting gender and social equality and equity and strengthening care and support services for victims of violence. This is presented in detail in the literature review.

There is a niche in which media can play a major role in prevention of violence in Kibera. In particular, television as a media form seems a natural choice to take up this mantle because it passes information to the audience using audio, visual and motion elements. This increases the ability of the audience to easily understand the content and move them to action.⁴ It can also capture the reality of situations on the ground, bringing the true picture of events and create immediacy. Television has a higher rate of receptiveness due to the relaxed and entertaining atmosphere it creates which leads to a less distracted audience. Zoning and networking through television boosts viewership capacity and allows a greater number of people to access information. Television programs can also appeal to people's emotions since they can be made to relate to events taking place in their personal lives; a violence prevention program can take advantage of this communication potential of television to effect change in a community such as Kibera.

This research aims to highlight television's proactive role in prevention of violence in Kibera through careful exploration of relevant literature, qualitative and quantitative research in the field and presentation of informed data findings and applications.

⁴ Shirley Biagi: *-Media Impact: Introduction to Mass Media*; 7th Ed. Australia, 2005.

Statement of the Problem

There are few effective institutional frameworks or coordinated approaches to preventing violence in Kibera. Instead we see intransigent interventions that lack policies, values and principles to guide and help stop further violence.⁵ The reactionary approach has in certain ways accelerated the same violence it is meant to curb. For example, the security approaches to try and help stop violence using police always ends up bloody. Media has not played its role well in highlighting the causes, nature and magnitude of violence in Kibera which can help prevent it. Instead, it concentrates its effort in portraying the aftermath of the violence.⁶

Hypothesis

Media and in particular television can be used proactively in social transformation process of many prevalent issues since they have power to influence its audience. Violence in Kenya is one of the key issues that need to be handled with a view of preventing it. With proper presentation of strategic prevention steps through television program, violence can be prohibited.

Objectives of the Study

The study of strategic prevention of violence in Kibera will:

1. Develop six violence prevention strategies that will address the problem of violence in Kibera.
2. Suggest ways of using television to effect the violence prevention strategies through its broadcasting to the people of Kibera.

⁵ Commission of Inter-Religious:- *Root causes and Implications of PEV 2007*, Kenya Thabiti Task Force, 2008

⁶ UN-Habitat:- *Crime in Nairobi, Results of a City-Wide Victim Survey*, Safer Cities Series 2

3. Promote application of conflict early warning and response to prevent violent conflict in Kibera.
4. Develop and suggest peace building and conflict management methods that promote sustainable violence sensitive planning, implementation, monitoring and evaluation.
5. Mainstream gender issues in conflict management with emphasis on the empowerment of women towards long-term conflict mitigation and peacemaking.

Limitations of the Study

The residents of Kibera have developed skepticism towards research projects in the area, many of which deal with poverty and violence. This reluctance is because the respondents feel they are being used by the researchers to gain money at their expense. Therefore, it is difficult to get genuine responses when one is conducting surveys. Furthermore, respondents are accustomed to receiving handouts in exchange for information. This may prevent acquisition of information for the study. The reputation of Kibera as a violent area creates fear that inhibits a good working environment for conducting interviews. In addition, respondents are apprehensive about giving information on violence for fear that the information might reach the police who will demand their presence in court as witnesses or suspects for unresolved cases. Since most men are away at work during the day, variables pertaining to them may not be fully covered.⁷ Due to the polarization of the various ethnic groups in Kibera, biased information is common and there is difficulty in conducting inter-ethnic discursive interviews due to flare-ups.⁸ However, the above problems cannot inhibit research since there is existing evidence-based literature on

⁷ Emily Lugano and Julius Ngundo:- *Final Report: A Participatory Urban Appraisal Study of Mashimoni, Kambi Muru, Lindi and Shilinga Villages- Kibera Informal Settlement*, Oxfam GB, May 2001

⁸ Government of Kenya: - *Investigation of Actors Operating in Kibera, Volume 1: Analytical Report, The Kenya Slum Upgrading Programme, Government of Kenya and UN-Habitat*, January 2004, Nairobi

Kibera and there are certain groups such small Christian communities in Kibera whose members are willing to take part in research.

Structure of the Study

The study is divided into three main chapters, namely;

Chapter one: This chapter handles sociological analysis of the Kibera slum in relation to the prevalent violence that is rampant in the area. It has literature review of how violence and its prevention have been handled in Kibera and other places. The literature materials are analyzed and classified to present an insightful input as a way forward. It ends with conceptualization of the key issues adopted from the literature material on the topic violence prevention in Kibera, and provides issues of research that is carried out in chapter two.

Chapter Two: This is the field research section- a case study design of violence in Kibera and prevention strategies using television. The research employs non-probability sampling where a respondent's judgment is used to choose what he thinks as the representative sample of a large population. It is based on opportunity available (convenience sampling), suitable for this research since it is flexible and inexpensive. The research instruments employed include questionnaires answered by respondents and focus group interview. Data collection, analysis and presentation cover the larger part of the chapter. And it ends with audience research exploring the need of the study, and interpretation of the findings against communication theories of agenda setting and cultivation.

Chapter Three: It elaborates the communication strategy based on relevant communication theories namely; agenda setting and cultivation. There is justification of the use of television to effect violence prevention in Kibera. The chapter ends with a presentation of the proposed

television broadcasting intervention and the social, ethical and cultural impact of the proposed project.

Definition of Terms

Kibera: Means ‘forest’ in the Nubian language; the largest slum in sub-Saharan Africa.⁹

Violence: Act or behavior that is intended to hurt or kill a person

Violence prevention: Measures taken to avert the escalation of conflict to violence.

Conflict Early Warning: Early warning is the act of alerting a competent authority about the threat of a new (or renewed) conflict sufficiently in advance for preventive action to be attempted.¹⁰

Conflict/Violence Cycle: This refers to the distinct phases violence goes through from its onset to termination. These include pre-conflict, confrontation, crisis, crisis outcome and the post conflict stages.

Crime: Activities amounting to breach of law as described in the penal code and is punishable under the criminal justice system through the criminal procedure act.

Ethnicity: Fact of belonging to a particular tribe or race

Violence/Conflict Management: This refers to actions undertaken with the main objective to prevent the vertical (intensification of violence) or horizontal (territorial spread) escalation of existing violent conflicts.¹¹

⁹ R. Schwartz-Barcotte: - *Youth Culture, NGO Involvement and Collective Violence in Kibera, Nairobi*. University of North Carolina, 2001.

¹⁰ Ministry of State for Provincial Administration and Internal Security:- *National Policy on Peacebuilding and Conflict Management*, Final Version. September 2009

Mitigation: These are measures undertaken to limit adverse effects that may result from a conflict.¹²

Peace building: This is the implementation of measures to consolidate peaceful relations and create an environment which deters the emergence or escalation of tensions which may lead to conflict.

Non-State Actors: These include civil society organizations, and private sector actors involved in the processes of peace building and conflict management.

Gender: Socially construed norms defining one to be a man or a woman as prescribed by the reproductive, productive and communal roles they have in the society.

State Actors: These include state institutions and structures as well as regional and international organizations to which the state is a partner or signatory, which are engaged in the processes of enhancing peace and human security.¹³

Human Security: Refers to two cases: 'freedom from fear' (referring to the threat of violence, crime and war); and, 'freedom from want' (referring to economic, health, environment and other threats to people's well being).¹⁴

Unemployment: Lack of payable job opportunities.

Poverty: State of being without basic things for survival such as food, shelter and clothing

¹¹ U.N.- *Guiding Principles for Crime Prevention and Criminal Justice in Context Developing a New International Crime Order*. 1985

¹² Kenya National Dialogue and Reconciliation (KNDR)

¹³ Ministry of Internal Security:- *Kenya National Focal Point on Small Arms and Light Weapons (KNFP)*

¹⁴ Christine Bodewes:- *Parish Transformation in Urban Slums*, Paulines Publication, 2005

CHAPTER ONE

1.0 The Literature Review

1.1 Sociological analysis of Kibera slums

Kibera is the largest of Nairobi's slums in Kenya and is located roughly 7 kilometers southwest of the city centre (of Nairobi) as indicated in figure 1.¹⁵ Kibera accounts for less than 1% of Nairobi's total area, but holds more than a quarter of its population, at an estimated density of 2000 persons per hectare. The neighborhood is divided into a number of villages, including Kianda, Soweto, Gatwekera, Kisumu Ndogo, Lindi, Laini Saba, Siranga/Undugu, Makina and Mashimoni.¹⁶

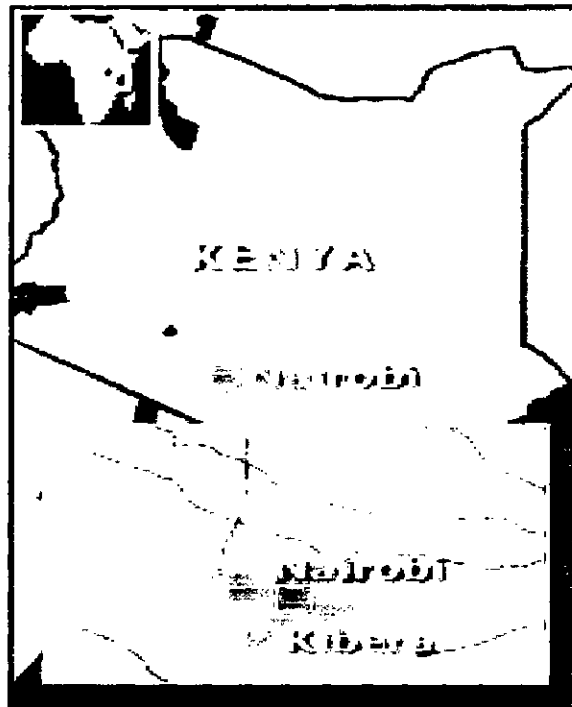


Figure 1: Position of Kibera Slums

¹⁵ Oxfam GB Final Report:-*A participatory Urban Appraisal Study of Mashimoni, Kambi Muru, Lindi and Silanga Villages: Kibera informal Settlement, Nairobi Kenya 2001*

¹⁶ Habitat Debate:-Vol. 7 No. 3, September 2001

1.1.1 History of Kibera

Kibera began as a settlement of Nubian soldiers returning from the First World War who were awarded plots there in return for their service. The British colonial government of the time allowed the settlement to grow informally, primarily because of the Nubians' status as former servants of the British crown, which put the colonial regime in their debt. Furthermore the Nubians, being detribalized natives had no claim on land in Native Reserves. Over time, other tribes moved into the area to rent land from the Nubian landlords.¹⁷

After Kenya became independent in 1963, Kibera became an unauthorized settlement on the basis of land tenure under a new government ruling. Despite this, people continued to live there, and by the early 1970s there were a significantly greater number of tenants than was permitted by law. The number of residents in Kibera has increased accordingly despite its unauthorized nature.¹⁸ Presently, Kibera's residents represent all the major Kenyan ethnic groups, with some areas being specifically dominated by peoples of one tribe. The tenants, who are highly impoverished, cannot afford to rent legal housing, finding the rates offered in Kibera to be comparatively affordable. The multi-ethnic nature of Kibera's residents combined with the tribalism that pervades Kenyan politics has led to Kibera hosting a number of small ethnic conflicts throughout its century-long history. The Kenyan government owns all the land on which Kibera stands, though it continues not to officially acknowledge the settlement providing it with limited social amenities.¹⁹

¹⁷ Partsons Timothy:- "*Kibera Is Our Blood: The Sudanese Military Legacy in Nairobi's Kibera Location, 1902-1968*," *International Journal of African Historical Studies*, Vol. 30, No. 1, (1997).

¹⁸ Gitau Sarah and Olima Washington:- "*Land Tenure and Tenancy Concerns and Issues in Kibera*," Department of Land Development, University of Nairobi, Kenya, 2002.

¹⁹ Syagga Paul, Mitullah, Winnie and Gitua Sarah:- "*Nairobi Situational Analysis*" for the government of Kenya/UNCHS Slum Upgrading Initiative, Nairobi Kenya 2001

1.1.2 Economy of Kibera

Kibera residents are economically underprivileged; most of them come from rural areas in search of jobs in Nairobi's industrial area. Generally, they end up getting casual work that does not earn them much therefore they are only able to live in the slum where basic needs such as house rents and food are relatively cheap.²⁰ This economy of poverty is seen in poor infrastructure, children toddling everywhere, people lounging by their homemade shops or selling vegetables and charcoal as seen in figure 2 below.²¹ There are rampant health problems, alcoholism and crimes are widespread and garbage strewn everywhere poses further health hazards. However there are small thriving economies, based on bartering, marketing and hard work. It has schools; markets and its own radio station- Pamoja FM, as the people survive against all odds²².



Figure 2: Vendors within the informal Kibera settlement

²⁰ Koinonia Advisory Research and Development Services:- "*Factors Influencing Poverty Situation in Selected Slum Areas of Nairobi*" Nairobi, Kenya, 2002

²¹ Mejia, Rodrigo, SJ:- "*The Church in the Neighborhood*", St. Paul Publications, Nairobi, Kenya, 1992

²² Nairobi Informal Settlement Coordination Committee Report:- "*A Development Strategy for Nairobi's Informal Settlements*," Nairobi, Kenya, 1997.

1.1.3 Violence in Kibera

Kibera has a long history of violence precipitated by many intertwined factors which include ethnic, political and religious tensions. Five of Kenya's six largest ethnic groups (Kikuyu, Kisii, Luo, Luhya, and Kamba) live in Kibera. They live in groupings (villages) and are usually affiliated to a particular political party. Politicians have been blamed for taking advantage of this situation and inciting their supporters to act violently against other ethnicities who support different political parties. Furthermore, politicians looking for votes hire idling, unemployed youth in the slum to harass and coerce residents to vote for the particular politician. Many residents are bitter towards the government which they view as oppressive and uncaring towards the poor therefore they are quick to resort to violent riots which target those they consider on the government pay-roll.²³

Land tenure issues have remained unresolved as the government of Kenya has not given title deeds to residents, which has led to conflict amongst the residents especially between landlords and tenants. The Nubians, who are Sudanese Muslims, have claimed land tenure rights to the slum. Violence has erupted severally between them and the local population over these claims and it sometimes takes on a religious dimension as the locals are mainly Christian. In each case of collective violence in Kibera, the combatants are predominately unemployed youth, aged 16-30 years.²⁴ These youth, for example, tore up the railway line that supplies goods to Uganda in May 2009 over the issue of Migingo Island, a disputed Island between Kenya and Uganda. Previously in the year 2008, a similar incident happened over alleged electoral malpractice.

²³ Gitau Sarah:- *The Perpetuation of Land Problems by Groups with Political and Economic Power in Kenya*, Department of Land Development, University of Nairobi, Nairobi, Kenya, 2001.

²⁴ Schwartz-Barcotte R:- *Youth Culture, NGO Involvement and Collective Violence in Kibera, Nairobi-East Africa's Largest Slum*, Unpublished Honours Thesis, University of North Carolina 2001

Domestic violence is quite common in Kibera mainly due to scarcity of basic resources since the larger part of the population is unemployed. In the majority of cases of domestic violence, women and children are frequently affected since they are the most vulnerable. Generally, women are maimed severely and children lose their lives at the hands of the perpetrators who are most often close relatives.²⁵ Lack of adequate security personnel and joblessness breed disorder which is a recipe for crimes such as armed robbery which may range from breaking into peoples' houses at night for goods to pick pocketing at daytime. Poverty and acrimony between residents of different ethnic groups also propagates lawlessness and sometimes residents take justice into their own hands mobbing, injuring and even killing suspected wrong-doers.

Child abuse is rife in the Kibera slum. Beginning at home, children are often left to fend for themselves especially in situations where one or both parents are physically abusive. This scenario is driven by the high incidences of alcoholism, lack of education and unemployment. The girl child is at a particular disadvantage as more often than not, parents will sacrifice her education in order to educate male children. In this way, prostitution has become commonplace among the girls and women of Kibera- they see it as their only source of a decent livelihood being that they are not well educated and therefore cannot get good jobs.²⁶

1.1.4 How Television has been used to prevent violence in Kibera

Kibera Film School, established in 2000 under the sponsorship of the Hot Sun Foundation, recruits and trains youth in television and film production. Current and former students are involved in putting together television shows, short and full-length films that

²⁵ Kenya Human Rights Commission:- *Behind the Curtain: A Study on Squatter Slums and Slum Dwellers*, Nairobi, Kenya, 1996.

²⁶ Koinonia Advisory Research and Development Services:- *Factors Influencing Poverty Situation in Selected Areas of Nairobi*, Nairobi, Kenya, 2002

highlight the humanity and creativity of the community. They focus on peace and reconciliation efforts following Kenya's post-election violence in 2007-2008. By emphasizing the dignity of human life, they hope to deter violence amongst residents. The film school empowers the youth and offers them a chance to be proactive- their time is occupied wisely and in doing so prevents them from being hired as goons by politicians and landlords. The school also networks students with media personnel from other parts of the world which makes them think globally thus discourages violent behavior.²⁷

Nation Television (NTV) in conjunction with various non-governmental organizations (NGOs) has broadcast several programs aimed at preventing violence in Kibera. In August 2008, a television program was broadcast that featured the work of the Gender Based Violence (GBV) Sub Cluster in Kibera. It advocated for the empowerment of women through establishment of local cooperatives to finance small businesses through non-interest loans.²⁸ This allows the women to be independent and reduces domestic violence since they are able to contribute to family income. Children of such households are dissuaded from engaging in acts of violence since they are provided with basic needs. Televised media has also featured UNFPA efforts in supporting opening up opportunities for young people including incorporating youth issues into national development and poverty reduction strategies; expanding access to gender-sensitivity policies, life skills-based sexual and reproductive health education; promoting a core package of health services and commodities for young people; and encouraging young people's leadership and participation while reducing highly violent elements in them. In such programs, women are

²⁷ Justin R. Edwards:- *Building a self-sustaining, indigenous film industry in Kenya*, A study on behalf of the World Story Organization, September 2008

²⁸ Minutes of GBV Sub Cluster on Kibera in Conjunction with UNFPA, August 13, 2008

encouraged to have manageable families through birth control hence preventing the financial strain of a large family that can breed violence.²⁹

Kenya Television Network (KTN) participated in *Mission Possible*-a media intervention that focused on the positive role it has to play in maintaining peace in violent prone areas such as Kibera. The intervention came up with several recommendations on preventing violence such as avoiding graphic presentation of victims of conflict since this incites others to retaliate. It also recommended shielding ethnic backgrounds of perpetrators and victims of violence from television audiences so as to scale down ethnic animosity. Furthermore, they concluded that balanced and objective news coverage helps reduce violence in places such as Kibera where the population is charged.³⁰

Another example of a violence prevention strategy in Kibera that has incorporated television is the community-based policing heralded by Saferworld, an independent NGO based in the United Kingdom that works to prevent and reduce violent conflict. This has been done in conjunction with the Kenya Institute of Administration (KIA). This initiative led stakeholders and a civil society consortium to develop a training curriculum on community based policing in Kibera. A key aspect of the training has been the focus on gender, conflict prevention and intelligence-led policing to address crime affecting women at pilot sites. At the Kibera pilot site, a Gender Action Group was set up to work with the police to address increased cases of violence against women. Television (NTV) has been used to bring out to the residents of Kibera through its broadcasts (talk shows) the importance of community based policing. In particular, the

²⁹ Schwartz-Barcotte R.: - *Youth Culture, NGO Involvement and Collective Violence in Kibera*, Nairobi- East Africa's Largest Slum, University of North Carolina, 2008

³⁰ Benjamin Chesterton:- *Frameworks for understanding and reporting conflict*, Report and recommendations, June 2008

television message has been focused on the community's willingness to give information to the police concerning violent situations before and after they happen.

Saferworld has worked with local partner organizations to build structures for enabling community participation in determining policing priorities and objectives. This has been through establishing community policing forums and assemblies that provide a platform for the public to dialogue and engage with police, especially on matters of crime prevention and police accountability. This strategy has led to a significant drop in crime at Kibera. Saferworld is documenting the approach and consolidating lessons, in order to assist the expansion of community based policing in Kenya and design programmes in other countries. Saferworld has also assisted in the development of a media and communication strategy for the Administration Police. This includes the appointment of an officer designated at police headquarters responsible for media, public relations and communication matters. As part of the implementation of community based policing, consideration is also given to ensuring that the media are either involved or informed of the outcomes.

Posters, leaflets, video clips etc. have been prepared to help with external communication and training. The Administration Police magazine has covered the issue of community-based policing and a bi-annual community newsletter has been developed. Saferworld and PeaceNet-Kenya (a national umbrella organization of NGOs, CBOs and individuals involved in peace building and conflict resolution) have supported radio and television messages and outreach to schools and community theatre to promote peace and community safety. The training also focuses on developing the capacity of the Community Policing Unit (CPU) in Kenya Police and Administration Police senior management staff to deliver on public education in community

based policing through provision of technical support, expertise and mentoring/coaching of key personnel.³¹

Television, being one of the most powerful forms of media, is increasingly becoming a major means of preventing violence in Kibera. Its role should however be enhanced by a more practical approach and increased community participation.

1.2 Literature Review

1.2.1 Preliminary Statement

Violence in Kibera has been the subject of numerous literary works including journals, books and online articles. Some of these literary works are personal opinion and others are well researched articles. A concise review and analysis of some of these works is therefore important in view of coming up with preventive strategic measures in this particular slum. This project is concerned with social transformational change using television. This is achieved by coming up with practical proactive initiatives to stamp out violence in Kibera. Most of the measures taken so far concerning violence in Kibera are largely reactive. That is, they come up when the damage of violence has been felt for example, bringing in government security to patrol Kibera after incidences of ethnic clashes in the slum.

Taking a case of ethnic clashes in Kibera, a proactive preventive approach such as televised peace meetings of elders from different ethnic groups will create awareness for the need for peace and empower the people themselves to be the agents of peace in Kibera. Peace in Kibera will not come from outside but from within- individuals should be supported to accept change of behavior. Such an approach achieves better results due to the fact that it creates a habit

³¹ African Police Resource Network Report, 2007

and culture of non-violence which defeats old philosophies that persistently describe human change as impossible, that youth will always go for utopic wild ideas and the old will stick to their old habits³². Change is possible though it is a process.

1.2.2 Review of Information Sources

According to The American Heritage Dictionary, violence is defined as a) physical force exerted for the purpose of violating, damaging, or abusing or b) abusive or unjust exercise of power. It is also defined as the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, which either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment, or deprivation.³³ Violence can be classified into three major types, namely: self-directed, interpersonal and collective violence. Self-directed violence refers to violence in which the perpetrator and the victim are the same person and is subdivided into self-abuse and suicide. Interpersonal violence is violence is between individuals, and is subdivided into family/intimate partner violence and community violence. The former category includes child maltreatment; spousal violence; and elder abuse, while community violence is subdivided into acquaintance and stranger violence and includes youth violence; assault by strangers; property crime violence; and violence in workplaces and other institutions.

Collective violence refers to violence committed by larger groups of individuals and can be social, political or economic in nature.³⁴ There are four modes in which violence may be inflicted, namely: physical; sexual; psychological attack; and deprivation. This classification of

³² John Dewey:- *Human Nature and Conduct, An Introduction to Social Psychology*, New York, 2007

³³ David M. Anderson:- *Vigilantes, violence and the politics of public order in Kenya*, African Affairs 101:531-555 (2002)

³⁴ Mark L. Rosenberg, Mary Ann Fenley:- *Violence in America: a public health approach*, Oxford University Press, USA, 1991

violence according to its type and mode of occurrence which is shown diagrammatically in figure 3 below provides a valuable framework for understanding the often multifaceted patterns of violence.³⁵

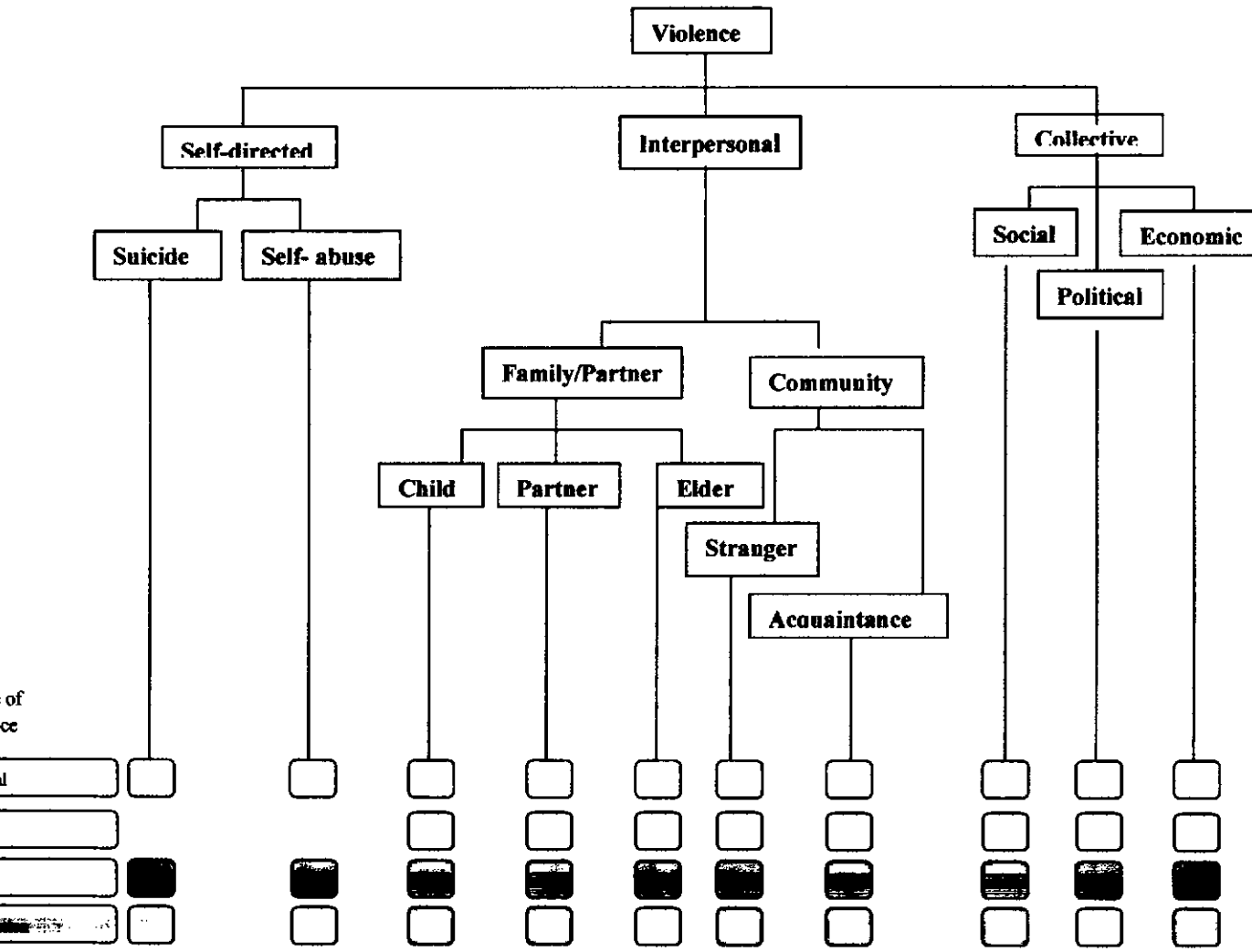


Figure 3: A typology of violence: as seen in the figure, it is only self-directed violence that lacks a sexual nature (Stevenson: Perspectives on Violence and Violent Death).

³⁵ Stevenson, R:- *Perspectives on Violence and Violent Death*, Baywood Publishing Company, 2007

1.2.3 The nature and magnitude of violence (Kibera)

Most victims and perpetrators of violence are generally between 15 and 44 years old.³⁶ Very high rates of violence in places such as Kibera can effectively cancel out many of the development efforts by the private and public sector since it so frequently occurs among adolescents and young adults. Countless children are abused and neglected each year and for every homicide among young people there are numerous non-fatal cases. In addition, rape and domestic violence account for a substantial amount of healthy years of life lost by women of reproductive age. From the foregoing, it is clear that violence is expensive. The Kenyan public sector – and therefore society in general – pays the bulk of these costs. Unpaid hospital bills are absorbed by government and society in the form of uncompensated care financing and overall higher payment rates of personal income tax. Furthermore, the society also takes in the cost of violence through direct public expenditures and negative effects on investment and economic growth.³⁷

The ecological model (figure 4), used to understand the causes, consequences and prevention of violence is based on evidence that no single factor can explain why some people or groups are at higher risk of violence while others are more protected from it. Instead, the model views violence as the outcome of interaction among many factors at four levels: the individual, the relationship, the community and the societal³⁸. In this model the interaction between factors at the different levels is just as important as the influence of factors within a single level. For example, complications associated with violence amongst young adults predict violence during

³⁶ Dutton, D. G., A. J. Starzomski:- *Borderline Personality in Perpetrators of Psychological and Physical Violence*, *Violence and Victims* 8: 327-37. (1993).

³⁷ Sachs, J.D., J.W. McArthur, G. Schmidt-Traub et.al.:- *Ending Africa's Poverty Trap*, Brookings Papers On Economic Activity, 2004

³⁸ Heise, Lori. L.: - *Violence Against Women: An Integrated, Ecological Framework*, *Violence Against Women*, Vol. 4, No. 3, 262-290 (1998)

young adulthood mainly when they occur in combination with other problems within the family such as poor parenting practices.

Figure 4 lists a number of these cross-cutting risk factors at each of the four levels of the ecological model. They include:

a) At the individual level, personal history and biological factors influence how individuals behave and their likelihood of becoming a victim or a perpetrator of violence. Among these factors are being a victim of child maltreatment, alcohol and/or substance abuse, and a history of behaving aggressively or having experienced abuse.

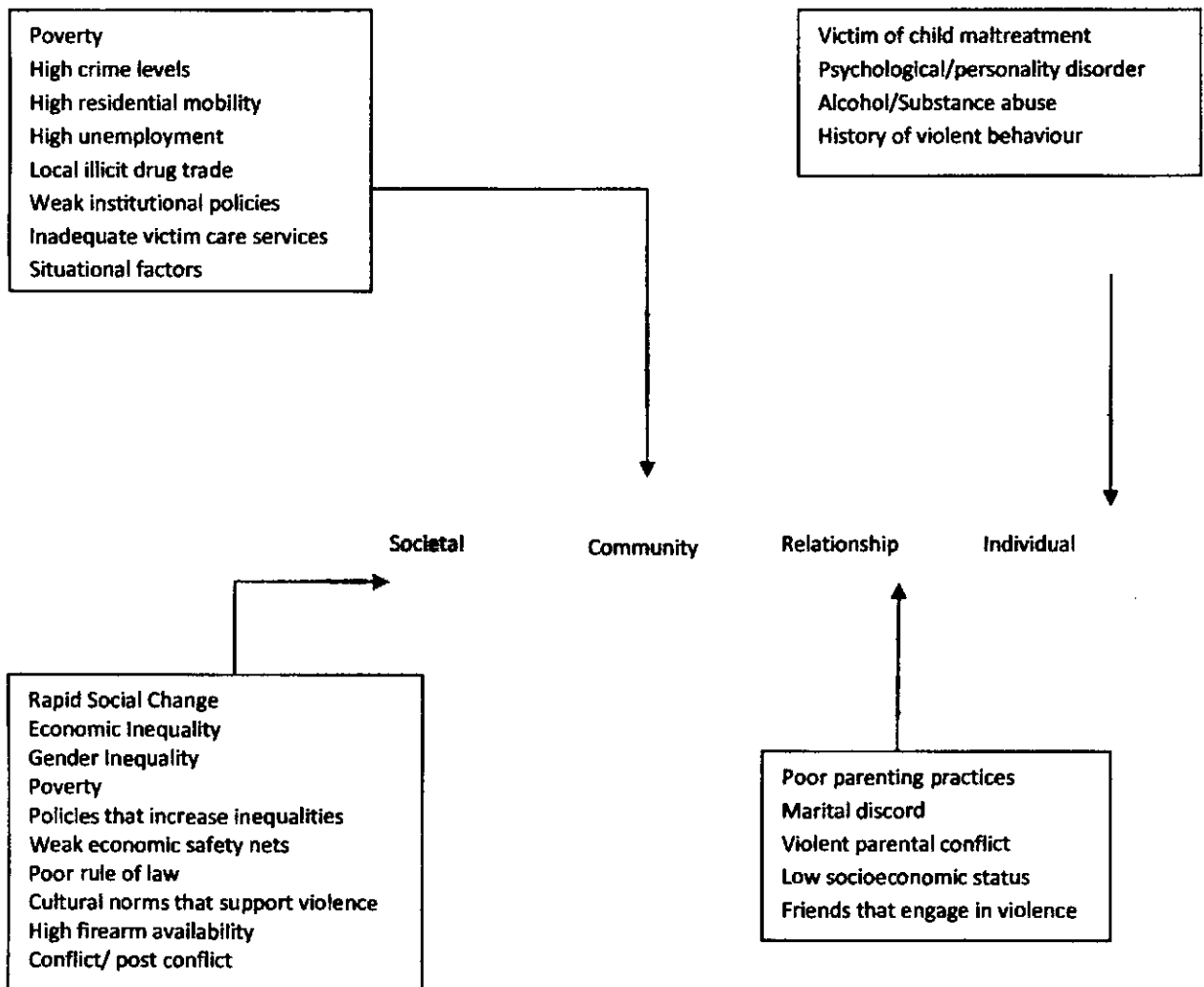


Figure 4: Ecological model showing shared risk factors for sub-types of violence

b) Personal relationships such as those with family, friends, intimate partners and peers may also influence the risks of becoming a victim or perpetrator of violence. For example, a poor relationship with a parent and having violent friends may influence whether a young person engages in or becomes a victim of violence.

c) Community contexts in which social relationships take place, e.g., schools and neighborhoods also influence the likelihood of violence. Risk factors here may include the level of unemployment and the existence of a local drug or gun trade.

d) Societal factors influence whether violence is encouraged or inhibited. These include economic and social policies that maintain socioeconomic inequalities between people, and social and cultural norms such as those that endorse violence as an acceptable method to resolve conflicts.

The ecological model is also useful to identify and cluster intervention strategies at the four different levels. This project, informed by the ecological model, discusses and describes a number of promising ways of promoting the prevention of violence in Kibera through television.

1.3 Six Strategic Preventive Measures of Violence (Kibera)

There are many potential strategies of preventing violence in Kibera that have been suggested by various agencies.³⁹ This project has set out six strategies that are specific and practical in approach, proactive in style and with tangible and lasting results. Furthermore, since the world is in the media age, television is to be employed in presenting these strategic steps to the people of Kibera. This is because as mentioned in the introduction; television has a great

³⁹ Rye Schwartz-Barcott:- *Youth culture, NGO involvement, and collective violence in Kibera, Nairobi-East Africa's largest slum*, AbeBooks, 2001.

capacity to influence due to its ability to present information in both video and visual form. The six strategic preventive measures include:

1. Increasing the capacity for collecting data on violence.
2. Researching the causes, consequences and prevention of violence.
3. Promoting the primary prevention of violence.
4. Promoting gender and social equality and equity to prevent violence.
5. Strengthening care and support services for victims of violence.
6. Developing a communal plan of action to prevent violence.

Looking at the literature review of each strategic plan in detail is important in achieving this important social transformation in Kibera.

1.3.1 First Strategy: Increasing the capacity for collecting data on violence

The capacity to collect data on violence can be defined as the ability to routinely record, analyze and report data covering the consequences and causes of violence. The goal of increasing data-collection capacity is to create a system that continually obtains descriptive information on a limited number of key factors that can be accurately and reliably measured for all new cases, or for a clearly identifiable subgroup of all new cases.⁴⁰ Developing the capacity to collect data on the risk factors associated with violence and its consequences contributes directly to its prevention at local levels by:

⁴⁰ Elizabeth Kandel Englander:- *Understanding Violence*, Routledge, USA, 2006

- Providing a quantitative definition of the problem that can be shared across different agencies.
- Providing ongoing and systematic information on the incidence, causes and consequences of violent incidents at communal levels.
- Enabling the early identification of new trends in violence and emerging problem areas so that appropriate interventions can be established in time.
- Suggesting prevention priorities among those at high risk of experiencing or perpetrating violence, and priorities for addressing the associated socioenvironmental risk factors.
- Informing the geographical distribution of emergency help and other victim support services.
- Providing information by which to evaluate violence prevention measures that are either direct e.g. limiting carrying of fire-arms or indirect e.g. slum renewal.
- Monitoring seasonal and longitudinal trends in the magnitude and characteristics of violence and its associated risk factors.

The information gathered through surveillance is mostly used at the first step of the violence prevention, that is, for the definition and description of the magnitude, scope and characteristics of the problem. Research however involves studies designed to explore specific questions that cannot be answered through the descriptive analysis of routinely collected data. Information from surveillance can inform research questions and identify areas in which research is necessary.⁴¹

⁴¹ Raymond M. Lee, Elizabeth Anne Stanko:- *Researching Violence: Essays on Methodology and Measurement*, Routledge, 2002

The social and environmental contexts in which violence occurs vary between societies and between different groups within societies. One subgroup of the population may, for instance, have easy access to police stations geared towards handling cases of violence, while others may live far from such facilities and have a deep-seated mistrust of reporting to authorities of any kind. These contextual differences will shape the help-seeking behaviour of people after violence has occurred and must be taken into consideration when designing a data-collection strategy.

Ideally, this can be achieved by conducting a population-based survey in which the incidence of violence and the help-seeking behaviour of victims of violence and their caregivers is identified⁴². This type of survey could also provide information on community perception of particular problems, and on violent events for which people have not sought help. While the results from a population-based survey can invaluablely inform the establishment of a violence surveillance system, it is recognized that such an endeavor is resource-intensive and may be beyond the capacity of many programmes as they are getting started. Victim surveys indicate that many more cases of violence occur than are reported to the police, a trend that is typical in Kibera⁴³. Systems for collecting data about violence must therefore be broader than police information systems and should aim to collate information from victim surveys, media interviews and from other routine data collection mechanisms such as census counts.

The following data-collection priorities are proposed:⁴⁴

- **Priority 1: data collection for fatal violence:** Where data about fatal violence is lacking owing to poorly developed official crime information systems, priority must be given to putting in place systems for collecting data on all known and suspected violence and injury-

⁴² Heitmeyer, John Hagan:- *International Handbook of Violence Research*, Springer, 2003

⁴³ Kimberly A. Scott:- *Violence Prevention in Low and Middle Income Countries: Finding a Place on the Global Agenda: Workshop Summary*, National Academies Press, 2008

⁴⁴ Dinesh Sethi:- *Guidelines for conducting community surveys on injuries and violence*, 2004

related deaths. It is not always clear whether an injury-related death resulted from intentional or unintentional causes. Collecting data on all suspected violence and injury-related deaths thus avoids the serious underestimates that could otherwise result.

- **Priority 2: data collection for non-fatal incidents:** As second-level priorities, emphasis should also be given to implementing three other mechanisms for the routine collection of data on violence and injury, namely: registries of violence and injury victims admitted to a small sample of medical emergency rooms chosen to reflect the full range of societal conditions; data-collection systems in selected police stations; and population-based data-collection mechanisms such as integrating violence questions into routine demographic surveys.
- **Priority 3: data collection on socioenvironmental risk factors:** Routinely collected data about risks in the social and physical environment (for example, on income, education and employment) cut across fatal and non-fatal violence. The responsibility for collecting this type of information will lie beyond the capacity of a single agency. The priority for violence prevention is therefore to negotiate an agreement on data sharing that allows for the ongoing use of such risk-factor data.
- **Priority 4: data collection on behavioural risk factors:** One of the objectives of behavioural risk factor surveillance is for data to be collected in a systematically repeated manner over time so that useful information on trends can be obtained. Population-based surveys often include relevant variables (such as alcohol and drug use) and can potentially be adapted to include questions specifically relating to violence.

Measures to increase data-collection capacity

In conclusion, increasing the capacity to collect data on violence involves, firstly, the review of existing sources of information. This will establish what is known about the violence problem and thus answer questions about the overall profile of the problem and what the main priorities in tackling it should be. Secondly, an audit of policy and legal support should seek to establish what policies exist on violence and an analysis of their content and scope should be done. Based upon the results, decisions can then be made on whether there is a need to lobby for the enactment of new policies, to amend existing policies or to strengthen the implementation of sound existing policies.

Thirdly, an initial profile of the violence problem should be obtained by bringing data from as many relevant sources as possible. Problems in analyzing the data more thoroughly can be identified and rectified at this nascent stage and the profile can be used to attract resources and to establish communication between groups that normally do not engage in any type of collaborative activity. Fourthly, an information working group should be set up. Its mandate is to oversee the development and maintenance of a violence surveillance system by linking already-established data sets from diverse agencies, ensure widespread dissemination of the information gathered and critically assess the effectiveness of the system that has been created. Fifthly, a second profile of the problem that is more accurate should be created. This more comprehensive profile is more suitable for widespread dissemination to policy-makers, researchers, programme developers and the general public.

Sixthly, the information working group should conduct a thorough evaluation of the data collation process and the policies and interventions resulting from it. The results of this analysis can be fed back into the process to improve the quality of the data and to make the information produced more accessible and useful to programmers and policy-makers who can then determine

whether or not their programmes have yielded benefits to the community. Lastly, based on the evidence produced during the evaluation process, the information working group should then revisit several of the issues it faced as it was formed and modify these as necessary including articulating a new set of objectives based on what has already been accomplished and reviewing compliance with specific stakeholders' needs.⁴⁵

1.3.2 Second Strategy: Researching the causes, consequences and prevention of violence

Investigation of violence using scientific methods will lead to a better understanding of the problem in different social, economic and cultural contexts, and will greatly enhance the development of appropriate responses. Information obtained through such research can be used to design prevention programmes, assess their effectiveness, and advocate for increased investment in strategies of proven or promising effectiveness. The research includes quantitative methods such as longitudinal studies; case-control studies; randomized control trials; and cost-effectiveness analysis; as well as qualitative methods such as case studies. Research topics will need to be addressed at each of the following stages⁴⁶ if an effective violence prevention program is to be achieved.

First, research should focus on defining the problem by addressing questions on the magnitude, types and costs of violence. For example, surveillance data could be used to prepare descriptive epidemiology reports of fatal and non-fatal violence. Risks and protective factors should then be assessed as some will be modifiable through interventions, and it is on these factors that policy-makers and programme developers should target their efforts. Examples here include studies of how unemployment rates affect the rates of violence across different communities. Thirdly, programmes at all levels should be tailored to the circumstances and

⁴⁵ Wilhelm Heitmeyer, John Hagan:- *International Handbook of Violence Research*, Springer, 2003

⁴⁶ Albert J. Reiss:- *Understanding and Preventing Violence*, Vol. 2, National Academies Press, 1994

characteristics of the population in which they are to be implemented and should target specifically one or more of the modifiable risk or protective factors identified in the previous stage. At this stage, programme and policy development may benefit particularly from research focused upon adapting evidence-based interventions from one setting to another such as from high-income to low-income countries.

Promising evidence-based programmes should then be implemented in different settings. Monitoring and evaluation research continues throughout this stage to fine-tune programmes to each individual setting. Here, research could again be usefully employed to examine and assess the degree of success or failure in the scaling-up of a programme. All in all, several practical steps to take while researching violence have been proposed⁴⁷. They include:

- ***Highlight the need to study violence:*** Drawing the attention of the research community as well as various stakeholders such as the media, policy-makers and the general public to the need to study violence can help raise the profile of violence prevention research and highlight its importance.
- ***Develop a communal and national research agenda on violence:*** Establishing such an agenda sets priorities for research in the field and raises the visibility of the subject of violence in the research community.
- ***Identify local research policy frameworks and integrate violence research into them:*** Efforts to mainstream research on violence prevention must aim to integrate the topic into communal and national research policy frameworks in order to transform research findings into policy and action.

⁴⁷ Chandra Lekha Sriram, Karin Wermester:- *From promise to practice: strengthening UN capacities for the prevention of violent conflict*, Lynne Rienner Publishers, 2003

- ***Identify and support a communal and national centre for violence research:*** It is vital that a communal and national centre for violence research be identified. Such a centre should be regarded both by government policy-makers and by nongovernmental stakeholders as an impartial source of credible scientific information on violence.
- ***Establish mechanisms to ensure researcher access to key information sources:*** The more research data are studied by the research community the greater the understanding of violence and the greater the potential to prevent it therefore all efforts should be made to make it readily available to legitimate researchers.
- ***Establish dissemination mechanisms for research findings:*** This is an important step in gaining wider appreciation of the value of such research, and in setting the stage for the application of its findings. Examples of such dissemination mechanisms include exhibitions, websites, newsletters, regular columns in newspapers or other printed media, news reports and talk shows.
- ***Integrate violence prevention research into undergraduate and postgraduate research training settings:*** By adding violence to the list of possible research topics that undergraduate and postgraduate students in fields such as epidemiology choose from, research capacity can be significantly expanded.

The above pragmatic steps yield interventions that are effective and long-lasting.

1.3.3 Third Strategy: Promoting the primary prevention of violence

Promoting the primary prevention of violence involves encouraging and supporting the development, implementation and evaluation of programmes explicitly designed to stop its

perpetration⁴⁸. Feeding the results of these efforts into the policy process will ensure that lessons learned from experience, and rooted in local realities, will bring maximum benefit.

The effectiveness of a particular primary prevention strategy will depend upon a combination of the type of intervention, the timing of its delivery, and the population at risk. Many interventions are developmental-stage specific and the timing of their delivery is crucial. For example, home-visitation and parent-training programmes are effective in preventing child maltreatment and later violence among male adolescents and young adults when delivered during infancy (ages 0–3 years) but are not designed for implementation later in the life-cycle. As illustrated in figure 5.⁴⁹

A range of strategies that act at the various stages of development and across the different levels of the ecological model are necessary for the effective primary prevention of violence. Those strategies shown by evidence to have either proven or promising effectiveness must be promoted. Based upon the scientific literature relating to the epidemiology, etiology and prevention of violence, several overarching approaches to the primary prevention of violence have been identified.⁵⁰

The primary prevention measures include: investing in violence prevention programmes targeted at children or those who influence them during early development because these show greater promise than those that target adults. Such early interventions have the potential to shape the attitudes, knowledge and behaviour of children while they are more open to positive influences, and to affect their lifelong behaviours. Another approach is to increasing adult involvement. There is evidence that a warm, supportive relationship with parents or other adults

⁴⁸ Bronson, M.H. :- *Violence Prevention*, Glencoe/McGraw-Hill, 1996

⁴⁹ Pentz, M. A.:- *Blueprints for violence prevention*, University of Colorado, 1998.

⁵⁰ Albert J. Reiss:- *Understanding and Preventing Violence, Vol. 2*, National Academies Press, 1994

is protective against antisocial behaviour in children and adolescents.⁵¹ For example, mentoring programmes that match high-risk children and youth with a positive adult role model can be effective in reducing youth violence.

Another approach to primary violence prevention would be to strengthen communities. The community is the environment in which individuals and families interact, and the extent to which it condones or censures violence and its associated risk behaviours (for example, drunkenness) will be an important consideration in prevention efforts. A number of community-based interventions have been identified that show promise in reducing the levels of serious physical violence. These include interventions to reduce the availability of alcohol and programs that increase the availability and quality of childcare facilities.⁵²

Furthermore, for the prevention of violence it is particularly important to discourage cultural norms that associate violent behaviour with masculinity and norms that foster racism, classism, and sexism. Similarly, norms that protect against violence must be promoted. Reducing income inequality is key since the juxtaposition of extreme poverty with extreme wealth is universally associated with violence.⁵³

⁵¹ Susanne Kappeler:- *The will to violence: the politics of personal behaviour*, Spinifex Press, 1995

⁵² Bronson, M.H. :- *Violence Prevention*, Glencoe/McGraw-Hill, 1996

⁵³ The Kenya National Dialogue and Reconciliation Monitoring Project, National baseline survey, January 2009

Figure 5: Prevention strategies by developmental stage, ecological context and effectiveness

Strategies in **dark grey box** have been demonstrated to be effective in reducing violence or risk factors for violence

Strategies in **light grey box** have shown promise in reducing violence or risk factors for violence

Strategies in *italics* have been demonstrated to be ineffective in reducing violence or risk factors for violence

ECOLOGICAL CONTEXT	DEVELOPMENTAL STAGE	
	INFANT AND TODDLER (AGE 0-3)	CHILDHOOD (AGE 3-11)
Individual	<ul style="list-style-type: none"> - Reduce unintended pregnancies - Increase access prenatal/postnatal services - Treatment programs for maltreatment for victims of maltreatment to reduce consequences - Services for children who witness violence 	<ul style="list-style-type: none"> - <i>Social-development training</i> - <i>Pre-school enrichment</i> - School-based child maltreatment prevention programs - <i>Drug-resistance education</i> - <i>Gun-safety training</i>
Relationship e.g. family, peers	<ul style="list-style-type: none"> - <i>Home-visitations services</i> - <i>Parenting training</i> - <i>Therapeutic foster care</i> 	<ul style="list-style-type: none"> - Mentoring - Home-school partnership programs to promote parental involvement
Community	<ul style="list-style-type: none"> - Lead monitoring and toxin removal - Screening by health-care providers for maltreatment 	<ul style="list-style-type: none"> - Safe havens for children on high-risk routes to and from school - After-school programs to extend adult supervision - Recreational programs
	<ul style="list-style-type: none"> - Community policing - Improving emergency response and trauma care - Training for health-care providers in the detection and reporting of child maltreatment - Prevention and educational campaigns to increase awareness of child maltreatment - Child-protection service programs - Services for incarcerated perpetrators - <i>Gun buy backs</i> 	
Societal		<ul style="list-style-type: none"> - Reduce media violence - Public information campaigns to promote pro-social norms
	<ul style="list-style-type: none"> - Strengthen police and judicial systems - De-concentrate poverty - Reduce income inequality 	

**Figure 6: Violence prevention measures at infant, toddler and childhood stages
(Pentz, M. A.: Blueprints for violence prevention)**

ECOLOGICAL CONTEXT	DEVELOPMENTAL STAGE	
	ADOLESCENCE (AGED 12-19)	ADULTHOOD (AGED 20 AND ABOVE)
Individual	<ul style="list-style-type: none"> - Social-development training - Educational incentives for at-risk disadvantaged high-school students - School-based dating violence prevention programs - Academic enrichment programs - Individual counseling - Shock probation or parole - Residential programs in psychiatric or correctional institutions - Gun-safety training - Boot camps - Trying young offenders in adult court - Drug-resistance education - Programs modeled on basic military training 	<ul style="list-style-type: none"> - Incentives for post-secondary education or vocational training - Services for adults abused as children - Treatment for child and intimate partner abuse offenders
Relationship e.g. family, peers	<ul style="list-style-type: none"> - Mentoring - Family therapy - Temporary foster-care programs for serious and chronic delinquents - Peer mediation, counseling 	
Community	<ul style="list-style-type: none"> - Recreational programs - Reduce alcohol availability - Train health-care professionals in identification and referral of high-risk youth and victims of sexual violence - Multi-component gang-prevention programs 	<ul style="list-style-type: none"> - Reduce alcohol availability - Establish adult recreational programs - Shelters and crisis centers for victims of violence - Criminal justice reforms to criminalize child maltreatment, intimate-partner violence and elder abuse - Mandatory arrest policies for intimate-partner violence - Public shaming of violence offenders - Services for identifying and treating victims - Train health-care in identification and referral of victims of violence - Laws permitting gun carrying in public
	<ul style="list-style-type: none"> - Community policing - Improve emergency response and trauma care - Disrupt illegal gun markets - Mandatory sentences for gun use in crimes - Coordinated community interventions for violence prevention - Prevention and educational campaigns to increase awareness of violence - Gun buy backs 	
Societal	<ul style="list-style-type: none"> - Reduce media violence - Enforce laws prohibiting illegal transfer of guns to youth 	<ul style="list-style-type: none"> - Establish job-creation programs for the chronically unemployed
	<ul style="list-style-type: none"> - Strengthen police and judicial systems - De-concentrate poverty - Reduce income inequality - Change cultural norms that support violence and abuse of children and adults 	

Programmes or policies that reduce or minimize the impact of income inequality are therefore highly relevant to violence prevention. Lastly, improving the criminal justice system will contribute to the general fall of violence levels as victims will have confidence they will get justice and perpetrators will be deterred for fear of the law.

Effective and economically meaningful levels of violence prevention can be accomplished through neighborhood and community-based initiatives, as well as through large-scale programmes that involve whole societies. While some *universal* interventions (which cover entire populations irrespective of differences in risk between subgroups) may be effective, they are expensive. In resource-poor settings, a *selective* intervention (which works with population subgroups known to be at elevated risk of perpetrating or being subjected to violence) should be used.⁵⁴ If properly designed, implemented and evaluated, these selective interventions will be both affordable and capable of producing evidence of impact that can then be used to advocate for the scaling-up of interventions to cover increasingly larger proportions of the population. After implementation, proper evaluation through a systematic process of collecting and analyzing data using a science-based methodology of primary prevention programmes is essential to documenting the occurrence and magnitude of its impact and its cost-effectiveness.

Practical steps in promoting primary prevention

The practical dimension of promoting primary prevention focuses on the description, implementation and evaluation of strategically selected prevention programmes. The aim is to provide a local source of evidence and experience for use in advocating for the scaling-up of primary prevention, its integration into routine government work, and the formulation of policies

⁵⁴Chandra Lekha Sriram, Karin Wermester:- *From promise to practice: strengthening UN capacities for the prevention of violent conflict*, Lynne Rienner Publishers, 2003

and laws explicitly aimed at primary prevention in areas such as employment, education and media standards. As a result, the following steps are essential in promoting primary prevention:

- ***Map existing primary prevention programmes:*** Information from existing primary prevention programmes is crucial in ensuring that future prevention efforts learn from past successes and failures, and are focused on delivering proven and promising intervention strategies. All existing interventions in the area of interest should be identified and a representative sample of these programs should be chosen and their operations documented.
- ***Support and evaluate primary prevention demonstration programmes:*** Demonstration programmes are intended to serve as test-beds for the implementation and evaluation of proven interventions from other settings and, if successful, to attract the attention of policy-makers and other stakeholders.⁵⁵
- ***Disseminate country-specific prevention experiences:*** Dissemination is essential to increase awareness that violence prevention is possible, to integrate it into the work and policy routines of local and national government and to improve collaboration and information sharing within the violence prevention field. Options for dissemination formats include regular reports, meetings and media stories through print, radio or TV.
- ***Advocate for primary prevention:*** Advocacy groups outside government have a powerful role to play in promoting primary prevention. Victim associations, for example, may be formed by survivors of violence. Government-sponsored advocacy campaigns should aim to correct public misconceptions about the causes and preventability of violence, and

⁵⁵ Kimberly A. Scott:- *Violence Prevention in Low and Middle Income Countries: Finding a Place on the Global Agenda: Workshop Summary*, National Academies Press, 2008

should be coordinated with policy changes to heighten public awareness of new laws and policies.⁵⁶

- ***Integrate primary prevention into routine local and national government work:*** Integrating the primary prevention of violence into planned social development, educational and urban renewal projects can be achieved by requiring that such plans include the prevention of violence as an explicit goal, and that appropriate indicators are included to measure levels of violence before and after project implementation.
- ***Build sustainability mechanisms:*** The primary prevention of violence should be established as a standing line item in the budgets of the health, justice, education, welfare and security ministries, and a portion of the local and national research and development budget should be allocated to scientific research into primary prevention.⁵⁷

1.3.4 Fourth Strategy: Promoting social and gender equality and equity to prevent violence

An essential component of violence prevention is to promote both social and gender equality (fair *access* to opportunities and resources) and equity (fairness in the *distribution* of benefits, responsibilities and resources). Gender and social inequalities and inequities are related to many of the major risk factors such as poverty and unemployment common to multiple types of violence and act as risk factors themselves.⁵⁸ Though not the only means, policy development and implementation makes important contributions to achieving social and gender equality and equity. Policy can both provide legal protection from discrimination (to promote equality) and improve the access of groups to opportunities and resources (to improve equity). It must be

⁵⁶ Gerald Leslie Stone, A. Parsons, Jaycee Cape Town, A. Russell:- *Victims of violence: a study of the characteristics of 2,000 assault victims, and the circumstances and consequences of assaults in Greater Cape Town*, Jaycee Cape Town, 1970

⁵⁷ Wilhelm Heitmeyer, John Hagan:- *International Handbook of Violence Research*, Springer, 2003

⁵⁸ Violeta Bautista, Carolyn I. Sobritchea:- *Gender Violence: Its Socio-Cultural Dimensions*, UP-Center for Women's Studies, 2001

remembered however that together with policy implementation, discriminatory attitudes and social norms that perpetuate inequities must be addressed if change is to occur.

The involvement and commitment of leaders and policy-makers, along with public awareness campaigns e.g. through television, social marketing and other communications strategies, are often required to bring about sustained efforts for social transformation. Good social and economic policies that establish social protection programmes and improve fiscal responsibility mitigate the effects of inequities arising from risk factors for violence. Because most gender inequality works to the disadvantage of women, initiatives that focus on the empowerment of women such as provision of access to credit mechanisms to women and elimination of female illiteracy will should be focused on.

The first practical step to promoting social and gender equality and equity should therefore be to advocate for effective social and gender policies. Advocates need to understand what type of arguments and rationales motivate the decision-makers responsible for these policy areas and to tailor their strategy accordingly with a mixture of human rights, health, and cost/benefits arguments. To accomplish this, it is important to understand the local context within which policy is created, adopted and implemented by the government as well as the social and political environment. One feature of policies that aim to reduce social and gender inequalities over long time frames is that they can provide an excellent supportive structure for primary prevention programmes.

A thorough review of existing social and gender policies in education, employment, social welfare and labour should thereafter be conducted. Furthermore, the assessment of the level of their implementation and success should be done. This will allow one to come up with

recommendations on whether or not new policies should be drawn up or the existing policies modified to reflect the violence prevention objectives that are necessary to reduce violence as a whole. Another key measure is to promote gender mainstreaming in the programmes and policies of ministries.⁵⁹ The objective in this step is to bring gender equality/equity concerns into the standard planning and analytical process of agencies instead of dealing with them as an addendum. This can be achieved through various strategies, one of them being eliminating sexist messages and materials in the media and encouraging the media to educate society on gender equality.

Finally, the proposed social and gender policies should be subjected to a social impact assessment which is a technique for predicting the potential social consequences likely to result from implementing a proposed policy.⁶⁰ If conducted properly, social impact assessments can provide information on the likely effects of a policy on various determinants of violence.

1.3.5 Fifth Strategy: Strengthening support and care services for victims

Appropriate services for victims of non-fatal violence can prevent future fatalities, reduce the amount of short-term and long-term disability, and help those affected to cope with the impact of violence on their lives. The specific aims of strengthening such services are to treat injuries and minimize harm and suffering in both the short and long term, to facilitate redress through the criminal justice system where possible and to reduce the likelihood that individuals will suffer repeat victimization in the future and the likelihood that victims themselves will become perpetrators.⁶¹ Policies relevant to the provision of victim support and care services

⁵⁹ Violeta Bautista, Carolyn I. Sobritchea:- *Gender Violence: Its Socio-Cultural Dimensions*, UP-Center for Women's Studies, 2001

⁶⁰ Jayne Mooney:- *Gender, Violence and the Social Order*, Palgrave Macmillan, 2000

⁶¹ Gerald Leslie Stone, A. Parsons, Jaycee Cape Town, A. Russell:- *Victims of violence: a study of the characteristics of 2,000 assault victims, & consequences of assaults in Greater Cape Town 1970*

include those which relate to the availability of emergency medical services, those that involve investigative procedures in cases of criminal assault, those that deal with the structure of forensic services, and those related to the response to gender-based and other forms of violence. These policies are only effective when those responsible for their implementation are aware of their existence and work consistently in accordance with them.

In order to galvanize support and care services for victims of violence, advocacy for the provision of quality services that take into account all levels of need (for example, medical, psychological, social, legal) is a crucial initial step. The ultimate aim is to promote a balanced system of provision founded on evidence-based services and interventions. Existing policies relevant to victim services should also be identified and analyzed. Findings should then be disseminated in a report on the strengths and gaps in policy, and on the steps needed to improve the policies that govern or affect victim services.

A situational analysis describing available short-term emergency services, both public and private, is important for determining what services exist, how they are organized, and how accessible they are. The establishment of trauma systems designed to treat and manage injured violence victims more efficiently and effectively is an important factor in reducing the overall health burden of violence.⁶² The proper training of hospital staff is key to ensuring that they recognize and diagnose violence, understand its consequences and manage these appropriately. Another important practical measure in strengthening support and care services for violence victims is conducting community outreach initiatives and holding focus-group sessions with community members to develop a better understanding of cultural norms regarding different

⁶² Peter N. Grabosky:- *Victims of Violence*, Australian Institute of Criminology, 1989

types of violence and the seeking of care after incidents as this will identify any barriers to accessing services.

1.3.6 Sixth Strategy: Developing a communal action plan of action to prevent violence

A communal plan of action for preventing violence and improving victim support and care is the blueprint that provides the different sectors involved with a set of common goals, a shared time frame, a strategy for coordinating activities, and a framework for evaluation. Such a communal plan is therefore the key to organizing interventions that involve more than one objective and which depend upon the input of participants from different sectors. To begin with, consultation with government and nongovernmental stakeholders on the prevention of violence and the provision of support and care services to those affected is critical in ensuring ownership of the plan of action.

In identifying and involving stakeholders the aim should be to achieve sufficient consensus for the programme to start. One prerequisite of systematic planning is a clear understanding of the problem of violence, of current responses to it, and of anticipated responses by different stakeholders. Conducting a local and national situational analysis is one way of obtaining this information, and can help to create a common topic for inter-sectoral discussions on prevention and care services for victims.⁶³ After the situational analysis is complete, a communal consultative conference should be held. The objective of the conference is to reach consensus around the content and structure of the communal plan of action by allowing all stakeholders the opportunity to comment upon a draft outline. Once the draft plan of action is ready, it should be circulated among key stakeholders for one more round of comments aimed at

⁶³ Kimberly A. Scott:- *Violence Prevention in Low and Middle Income Countries: Finding a Place on the Global Agenda: Workshop Summary*, National Academies Press, 2008

ensuring that the plan adequately reflects the inputs received during consultation. It should then be finalized and published in an accessible yet authoritative format. Endorsement of the plan of action is vital and should include formal letters of commitment to its implementation from all government partners in the initiative and from NGOs and other agencies that may be centrally involved in the work.

In addition, informal endorsement should be obtained from the broader community of violence prevention practitioners and the citizen groups that are the intended beneficiaries. Once the plan has been implemented, monitoring it and reporting on its progress should be conducted with reference to the baseline information, indicators and time frames specified for each objective within the plan.⁶⁴ It is helpful in this regard to specify when a follow-up report should be prepared.

1.4 How television can be used in implementing the violence prevention strategies

1.4.1 History of television

Electronic television was developed during the 1930s where it became popular and replaced radio as the main information and entertainment medium after World War II. The main networks during that time included features such as drama, quiz and game shows. It however matured in the 1960s in its content and became more professional. Public television began in 1967 with the invention of cable television. In 1970, television was highly criticised for being violent leading to many adjustments including the Telecommunications Act of 1996 which affected the production of television programmes. This led to the implementation of content

⁶⁴ Albert J. Reiss:- *Understanding and Preventing Violence, Vol. 2*, National Academies Press, 1994

ratings and rules for conversion to digital television in 1997, with the latter making television have superior quality in terms of pictures and sound.⁶⁵

Currently television consists of program suppliers, distributors and local stations, while the big television conglomerates own major television networks and a large market share. Public Broadcasting television however depends on the tax from the public. Apart from the mainstream television, there is a growing demand for community based television.⁶⁶ This is to help cater for the needs of local people who are not satisfied with the products from mainstream stations- a resource that could be instrumental in slums such as Kibera.

1.4.2 Television and violence prevention

Television is currently one of the forms of mass media that can be used effectively in the implementation of strategic violence prevention measures. Mass media according to Berger and Chaffee (1987) is a science which seeks to understand the production, processing and effects of the symbol and signal systems by developing testable theories. The theories lead to formulations of lawful generalization, and this explains phenomena associated with processing, production and effects of mass media. Mass media therefore are channels of communication such as radio, television, print and online, to the mass audience.

The three pillars of mass media according to Berger i.e. production, processing and effects, become the basis from where good coverage on television programmes starts.⁶⁷ This is the focus from which strategic violence prevention measures using this medium take their cue. Processing refers to the gathering of information, editing it and making it television worth.

⁶⁵ Albert Abramson:- *The history of television, 1942 to 2000*, McFarland, 2003

⁶⁶ Howley, Kevin: *Community Media people, places and Community Technology*

⁶⁷ McCullagh C:-*Sociology of Media Power: An Introduction*. Palgrave 2001

Production on the other hand is the presentation of the finished product for the consumer, the television viewers. And the effect refers to the reactions of the viewer either positive or negative towards the information passed on the television. The effect depends on the intention of the producer, culture of the audience, time and place of viewing. These elements must be considered while using television in violence prevention for it to be more effective.

There are five elements that give television superior influence on the audience unlike other media forms. These elements include: its ability to transmit information; stimulation effect; its ability to direct audience's attention differently; persuasion; defining situations and framing reality. This led to the formulation of the theory of 'bullet' or 'the hypodermic needle' which suggests the automatic effect of television on the viewer.⁶⁸

Television programs can be divided into four parts or genres, namely; *Contests*; which are the programmes that involve real people in competition as in football match and other games. Because of their participatory nature, these programs are able to captivate audience. Such programs can be used to televise community outreach programs for youth such as sports days that may be organised to build a sense of positive competition and unity among residents in violence-prone slums.

Actualities; these are the news, documentaries and reality programmes that are generally unemotional in principle, they present facts. Such programs are instrumental in passing policies on such issues as social equity thus these programs are important in educating and empowering the audience which is key in reducing violence levels. *Persuasions*; are programs meant to persuade the audience especially by advertising, advocating and even propaganda as in political

⁶⁸ Shirley Biagi: *Media impact; introduction to mass media*; 7th ed. Published- Australia, 2005, pages 152-156

campaigns. This kind of programs can be used to pass peace messages through adverts thus dissuading the audiences from engaging in conflict. *Drama*; this genre includes fiction stories that have some relevance to the audience and are mainly for entertainment. They are good in pulling and creating audience loyalty. They can be used to convey messages of violence prevention to an already loyal and attentive audience.⁶⁹

These genres can be further grouped into news, talk shows, documentaries, news magazines and drama. Any of these programs can be used effectively to pass information about violence prevention so long as it can be ascertained through research on a particular community that there is an audience loyalty and number on the particular program. It is important at this point to state that the producer of the violence prevention programs through television should consider the above facts for the information to be received effectively.

1.5 Critical analysis of literature review and insight

The articles tackling violence are vast as the foregoing suggests; an indication of how the topic has generated interest in the literary world. The larger part of this work deals with the nature, causes, consequences and magnitude of violence from the universal point of view. This approach, though good for a general analysis of violence and for world bodies such as the United Nations, has drawbacks. Every setting, including Kibera, presents unique challenges because violence occurs under circumstances that are particular to that setting. Inasmuch as a universal approach may be initially useful in dealing with the problem of violence, it is imperative that an analysis of violence is tailored to each situation. A good percentage of scholarly work has also come up with possible violence prevention measures- an encouraging fact in the drive towards

⁶⁹ Kuncziak M: *-Communication and Social Change*. Germany, FES, 1984.

alleviation of violence in society. From the articles, it appears that the best approach is to empower a community like Kibera through involving them closely in the initiatives taken, therefore arming them with both the knowledge and means of violence prevention. Such is the case with the second and fourth stages in the strategic measures mentioned in the review, namely: researching the causes, consequences and prevention of violence- a step whose viability depends on people's active participation and gender equality and equity which is aimed at educating individuals, especially women, about their rights.

In order to fully involve a community in any violence preventive measures, each initiative must be presented in such a way that it is interpreted accurately by residents. For instance, to involve the residents in the initial measures of data collection and research one should use community elders and other social systems to ascertain the information is well understood. This opposes the traditional method of using experts who are often alienated from the community. Financial factors among other issues may become a hindrance in the implementation of some of these measures. These limitations must be considered before the community action plan, the sixth strategy, is put in place. The involvement of the area's own residents creates a sense of ownership of the whole process, and this is able to yield better results. In the case of community-based policing, for instance, with the assistance of local law enforcement officers, residents are able to identify and expose perpetrators; a fact which deters the offenders from committing other crimes.

Television clearly comes out as a powerful tool in passing information about violence prevention. Its audio and imagery production elements create impact on the audience leading to lasting change on the viewer. This fact is supported by the communication theory of cultivation

by George Gerbner (1969).⁷⁰ As mentioned in the literature review, the theory states that the more the people view items in television the more they get accustomed to the items on television and come to accept them as the reality and truth about life, hence they are changed by them. Television can therefore be used as a teacher, a parent and a role model to the audience concerning issues such as violence prevention. Even if the above is true, there is also proof that not all people are influenced by the information viewed on television. This can therefore allow other communication tools to be used in passing the message of violence prevention to the people such as theater scenes and radio.

The cultivation theory of communication as explained by Gebner, leads to collective conscience. This means that people watching similar television programs start to think in a similar way worldwide. The positive aspect of this element is that the message is effectively received and change in the audience achieved. On the other hand, collective conscience may lead to a mean world syndrome, whereby the world grows only with the 'diet' of television as the rest of information from other media becomes irrelevant. Still in explaining television effects on the viewer, Bernard Cohen (later by McCombs and Shaw in 1972), crafted another communication theory of agenda setting stating that the media does not tell us what to think but what to think about.⁷¹ For example if the media such as television highlights an issue of violence prevention in Kibera, the issue will become everybody's concern, hence the setting of agenda. This is definitely the way forward in violence prevention since people need to focus on violence prevention rather than its aftermath.

⁷⁰ Matter lard, A. et al. - *theories of Communication; a short Introduction*; London: Sage Publication 1998.

⁷¹ Twood Julia: *Communication: Theories in action, introduction*, 3rd ed. 2004 USA

Considering the fact that television is an important tool in violence prevention, the stress should be put on the choice of the programs in which it is enshrined. A poor program that does not have the audience pull and loyalty will be ineffective in passing the information. Therefore research to find suitable programs is important before broadcasting the information. And in view of multiple audiences' choice, a number of television programs can be broadcasted such as, drama depicting violence prevention and talk shows explaining the policies and even the details of the prevention.

1.6 Concluding remarks on the literature review

The large amount of literature materials about violence and its prevention is a sign that humanity is exposed to violence more than ever before. This has also been confirmed by the UN Special Reporter on Human Rights who has recommended to various stakeholders to come up with viable violence preventive steps.⁷² From the review, television is given priority as a means to pass the message of violence preventive measures.

Kibera community which is the target for this research has been an epicentre of violence in Kenya. Many times, violence is emotive and therefore it is important that sober measures are adopted to prevent it before it occurs rather than wait for it to happen. The six preventive steps in the literature review are promising proactive measures that can be applied in Kibera to deter violence before it happens. The empowerment of the stakeholders, especially community members, to collect data on violence is the basis for the preventive measures since from it stems the other five steps. The data collected will highlight the nature, causes and magnitude of violence which enables one to act on the primary preventive strategies which are in the second

⁷² The Kenya Human Rights Network Report, 2007 pages 15

and third steps respectively. For example in Kibera, unemployment is rampant and is a likely cause of violence; primary prevention can include creating vocational training incentives for at-risk youth where they can learn skills that earn them gainful employment.

Gender equality and general equity cannot be overlooked if the community is to be handled wholly with no one left behind in the violence prevention process; this is the fourth step. This could include fair distribution of job opportunities for both men and women in so that none is left at the mercy of the other. Establishment of the care and support centres is an important step done at the fifth stage to rehabilitate the victims and perpetrators of violence. This is geared towards a healing process of those wounded by violence as well those who have caused the wounds so that both can come back to support the worthy duty of creating a violence free community.

The sixth step is the community action plan which is vital in ensuring that the whole process of violence prevention is not just a one week or one month issue, but is for life. It has the aspects of creating in the members of the community a habitual character of violence prevention which is expected to evolve into a culture which will be passed from one generation to the next.

CHAPTER TWO

2.0 The Research

2.1 Hypothesis

Television is an effective media form capable of transmitting information successfully to the audience due to its ability to present reports in both the audio (sound) and the visual (picture), which creates impact and influence on the viewers especially when relevant programs are broadcasted. Television can therefore be used valuably to pass information of how to prevent violence in Kibera slums, a place which has been an epicentre of violence in Kenya at an alarming rate as reported by the National Steering Committee of Peace building and Conflict Management in Kenya (NSC).

2.2 Research Methodology and Justification

The research employed non-probability sampling where one's own judgment is used to choose what one thinks is a representative sample of a large population. It is based on opportunity available (convenience sampling) and was suitable for this research since it is flexible and inexpensive. The research instruments employed included questionnaires answered by respondents and a focus group interview.

A descriptive design was used owing to the fact that the research handled a particular place, Kibera, and was used to find out the respondents views on violence in Kibera and the viability of the use of television as an instrument to pass the information of the strategic violence preventive measures. The process involved classification of several elements i.e. the respondents, to find out their demographic distribution; television studios, to find out which channel is frequently watched; television programmes, to see where violence prevention measures can be

broadcasted and suitable periods to watch this information. Data gathered in the field was analyzed, interpreted and then compared to similar data analyses from other sources. Some of these data included several questionnaire and interviews meant to solicit the desired information as expressed above in the descriptive design used. The people surveyed were residents of Kibera slums; a place that has experience numerous forms of violence.

The respondents were chosen at random and asked to answer the questionnaire after brief explanation of the kind of information required. Qualitative research was also done to find out how television can be effective in passing on information about violence prevention in the Kibera slums. A focus group interview was conducted based on selected persons from different communities living in Kibera so that diverse views could be obtained; this was done through the help of Christ the King Parish in Kibera.

2.3 Description of the findings

2.3.1 Data Collection

There were 126 validly answered questionnaires collected out of 160 given out during the research. A report on the focus group interview on the research topic was also collected and the views of the respondents collated and synthesized. There were also observed facts gathered from the respondents living in Kibera. Some of the observable information included:

Ideas that are stimulating: Kibera is over populated with many people idling most of the time, especially those who cannot find jobs. One can take advantage this large number of people around during implementation of preventive measures by gathering the people in strategic places such as shopping and market places to watch the selected and relevant television programs.

Situational highlights: The respondents especially men have longer duration of watching television in social places such as bars and hotels, making such places important venues for passing the message. There are also institutions of learning such as pre-primary and primary schools. These are important points to engage the young pupils into ways and means of preventing violence.

Policies: Respondents were categorical that they are not aware of any effective regulations they have as a community to prevent violence. The government's presence is limited only to when there are problems in the area. This has created a kind of fear between the community and the police with the latter seen as enemies who only come to beat and maim them as opposed to peace keepers.

Provision for justification: Respondents confirmed existence of militant groups, charged political/ethnic groupings and presence of crude weapons, which are catalysts of violence.

2.3.2 The Data Organization

The data from the answered questionnaires were then interpreted. This included getting variables and their values. The variables included age, gender, place of residence and respondent's rate of watching television. The respondents' preferred television channel and type of program were also keyed in. Other variables included the incidence of various types of violence as well as their causes.

Information collected from the focus group interviews was also taken into consideration as important elements in the analysis. The respondent's feelings and opinions were noted concerning the key issues such as violence prevention and television as a media tool.

2.4 The Data Analysis: Quantitative research

Looking at the collected data, important findings that came out included:

Age of respondents

In figure 6 below, the majority of the respondent's age is above 25 years, a pointer to various significant factors. This is an age associated with the robustness of youth and energy that can either be channeled positively or negatively. In rural urban migration, this age is normally dominant as young adults come to the city of Nairobi looking for job opportunities. Failing to get well paying jobs in the city, a majority of them end up only able to live in slums such as Kibera. Those unable to get any job on the other hand become vulnerable to politicians or hiring goons who use them in violence related events such as evicting tenants who appear not to agree with the land lords. Getting this group to change and become agents of change in Kibera is therefore important.

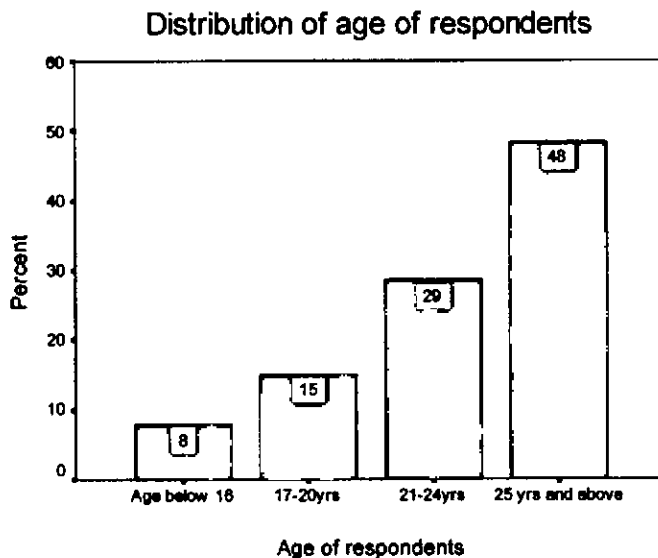


Figure 6: Age Distribution of Respondents

Gender of the Respondents

The gender distribution of respondents is males at 59.5% and females at 40.5% as indicated in figure 7 below. Even though more males responded, any strategy to prevent violence through television should reach both men and women in equal measure because if an environment that strives for the stop to violence is to be created in Kibera, both genders must be involved. For instance, even though most victims of gender inequality are women, if one wants to promote the values of equality, one must come up with an intervention that speaks to both genders if such a strategy is to be successful in Kibera because men must also understand the value and dignity of a woman.

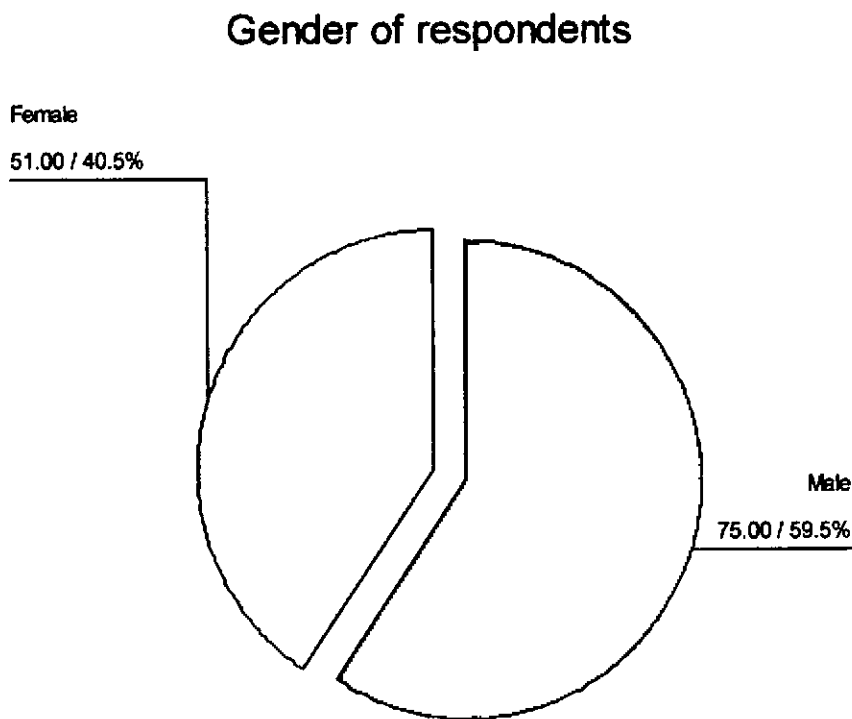


Figure 7: Percent Distribution of Gender of Respondents

Place of residence

As shown in figure 8 below, most respondents (18%) are from the Soweto section of Kibera. The Gatwekera, Kisumu Ndogo, Laini Saba and Mashimoni, rounds off the top five areas where respondents come from. In fact, 74% of respondents reside in these five sections combined. It can be deduced therefore that violence prevention measures based in these five areas will reach a majority of Kibera residents. If, for instance, resources are limited as is often the case with start-up interventions then targeting the prevention measures towards the residents of the aforementioned areas will ensure that a large number of residents will be reached.

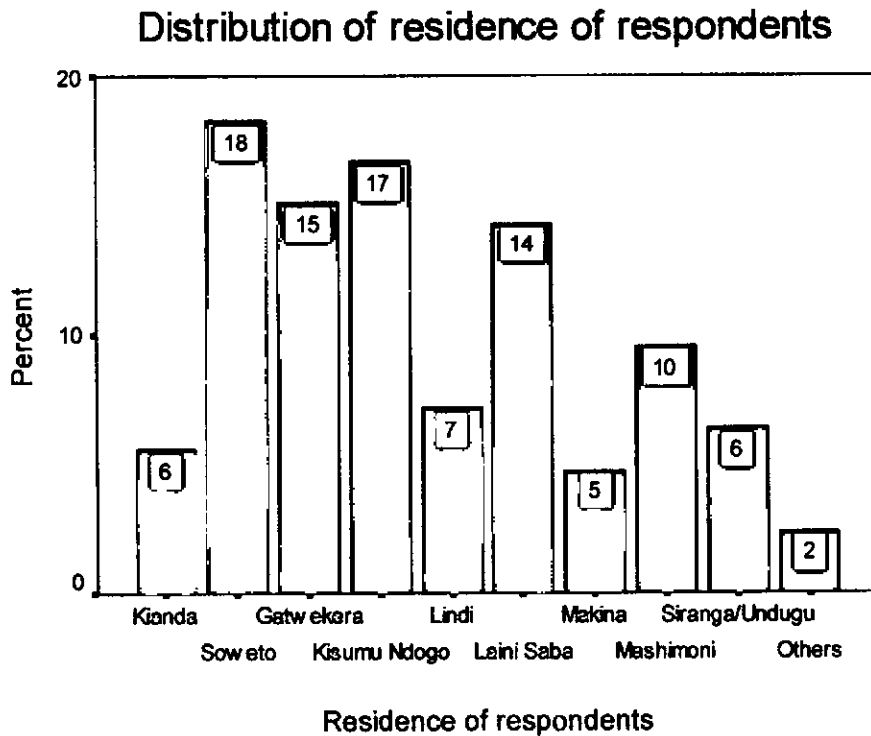


Figure 8: Percent distribution of place of residence of respondents

Percentage of respondents who have witnessed violence versus those who have not

The overwhelming majority (94%) of respondents indicated they have witnessed or experienced violence where they live as seen in figure 9. This shows the great need and urgency for the measures to prevent violence in the Kibera slums. It is imperative that the number of violent encounters be reduced because the consequences of having such a high percentage of respondents who said they had either seen or experienced violence also raises questions about the effects of such a situation on the individuals and the society as a whole. This present situation creates fertile ground for the increase in delinquents and crime. It also creates a population of victims of violence that do not have faith in the organs that are supposed to protect them which only emboldens criminals.

Graph showing if respondents have witnessed violence

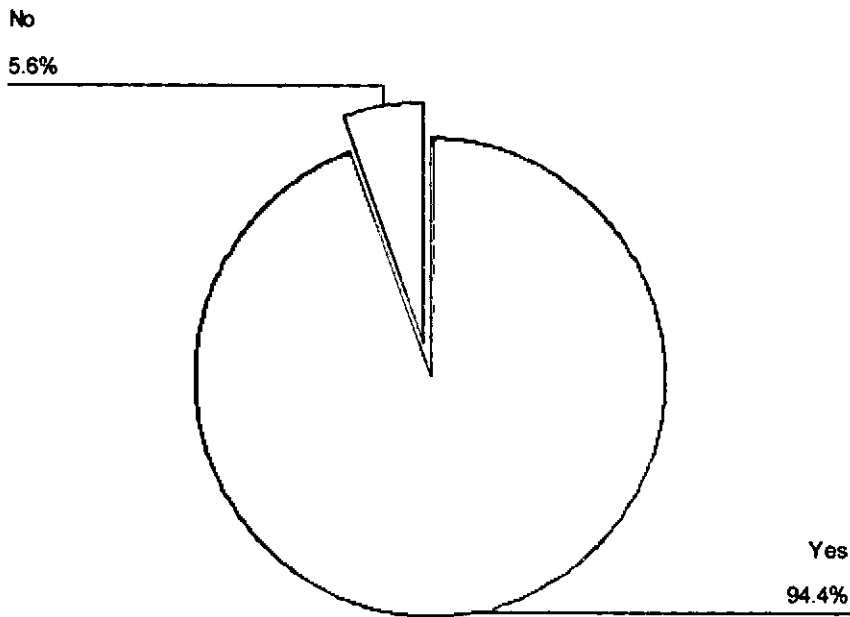


Figure 9: Percentage of respondents who have witnessed violence versus those who have not

Major types of violence experienced/witnessed by respondents

Collective violence i.e. violence involving groups is the most common type of violence (54%) that respondents have come across as seen in figure 10. Interpersonal violence is the second most common at 33% followed by self-directed at approximately 13%. Collective violence includes political skirmishes and ethnic clashes which have been prevalent in Kibera. The causes of these kinds of violent encounters are multiple and complex and include unemployment, frustration with the government of the day and poverty. Interpersonal violence is the other kind of violence that is widespread in the slums of Kibera. It includes domestic violence and child abuse. It is clear that preventing the incidences of these two types of violence will go a long way in the goal of violence eradication in Kibera. This, therefore, would be the aim of most interventions proposed in this project.

Distribution of types of violence experienced

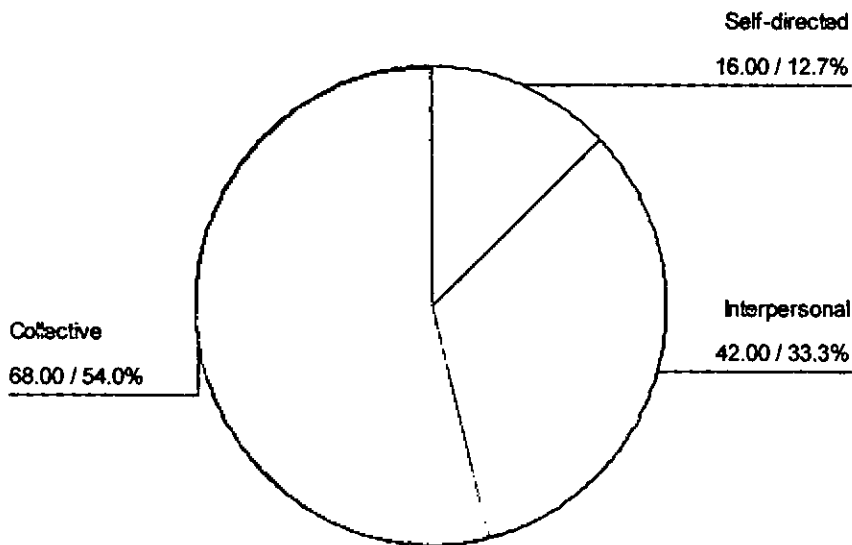


Figure 10: Percent distribution of violence experienced or witnessed by respondents

Major cause of violence

As seen in figure 11, according to respondents the two most likely causes of violence are ethnic (33%) and political (29%). The other substantive contributors are land (18%) and poverty (12%) while drugs/alcohol (5%) and other causes (3%) round off the responses. It comes as no surprise that ethnicity and politics are seen as the major causes of violence in Kibera as collective violence spurred on by these two factors is rampant in the area. An intervention aimed at addressing ethnic and political differences amongst residents will go a long way in preventing violence in this volatile slum. It must be acknowledged that causes of violence in Kibera are interrelated and dealing with one cause will most likely resolve tensions involving other causes of violence. For example, landlords and other individuals that lay claim to tracts of land in Kibera are perceived to be of particular ethnic groups. This breeds acrimony among residents as they see these ethnic groups as having an unfair economic advantage. Therefore, instituting measures to deal with land and landlord-tenant conflicts will also ease ethnic tensions.

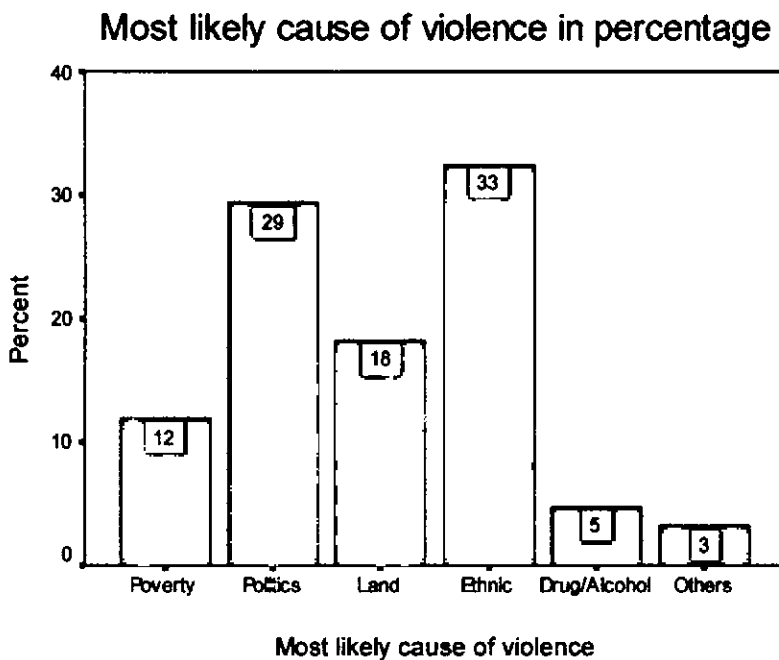


Figure 11: Most likely causes if violence in Kibera according to respondents

Presence of preventive measures

As seen in figure 12, the majority of respondents (70.6%) indicated that there are no effective measures to prevent violence in Kibera. It appears that although there may be some prevention measures undertaken in this slum, most are not perceived by residents to be effectual. It is important that the interventions that are implemented speak to the needs and concerns of residents. Novel and innovative ways of promoting cohesiveness and curbing violence that are tailor-made for Kibera must be the aim of subsequent interventions that are planned. This project recognizes the need for such interventions and it is for this reason that television is a key pillar for any measures that are proposed. The six strategic measures discussed earlier serve as an invaluable blueprint in this cause.

Respondents opinion:

Existence of effective violence prevention measures

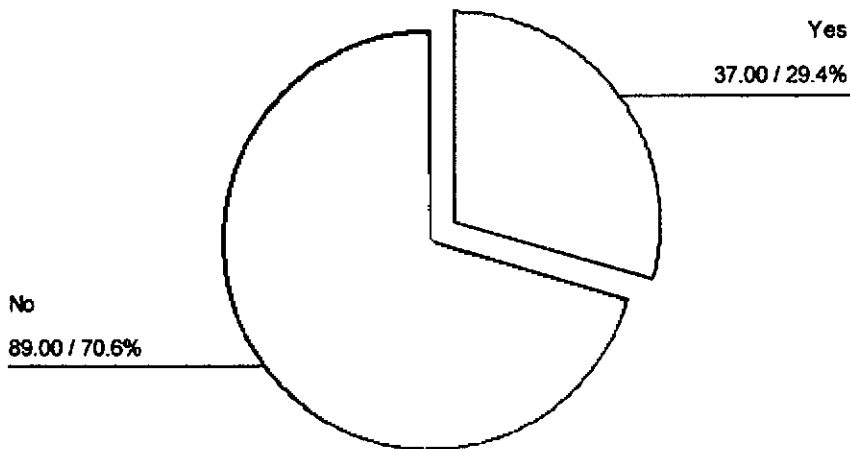


Figure 12: Respondents' opinion on existence of effective violence prevention measures

How many watch television

The vast majority (88.1%) of respondents watch television as seen in figure 13. Violence prevention strategy in Kibera presented through television is therefore expected to reach a majority of residents. This statistic gives credibility to the idea that television can be successfully used to prevent violent conflicts in this area and lends credence to the idea of this project. It is the aim of this project to harness the power of television as a tool in violence prevention employing some of the strategies discussed in the literature review. Although there have been attempts.⁷³ And the potential of this invaluable form of mass media as a way to curb violence has not been fully realized in Kibera. It is the intention of this project to provide avenues through which this potential can be realized.

Graph showing T.V. watchers vs non-T.V. watchers

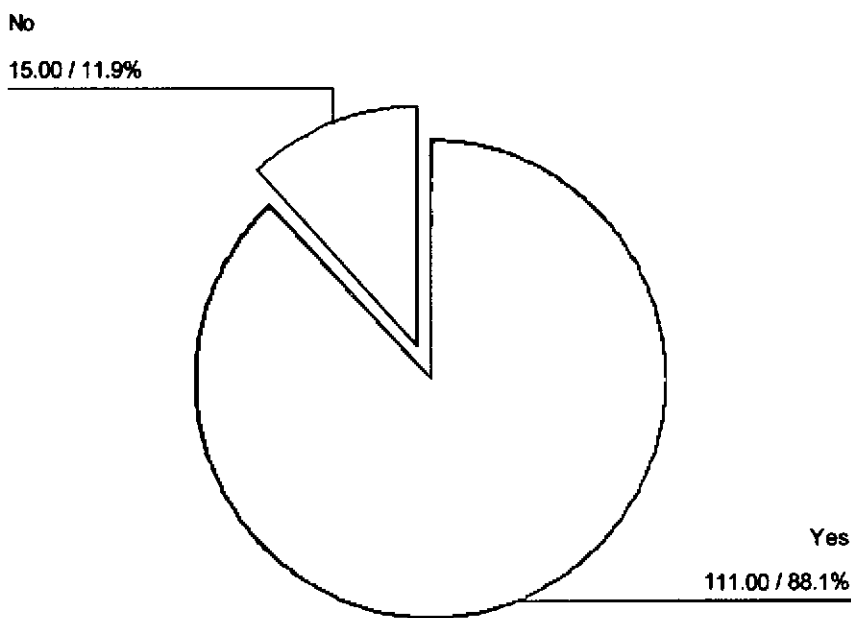


Figure 13: T.V. watchers versus non-T.V. watchers among respondents

⁷³ Justin R. Edwards:- *Building a self-sustaining, indigenous film industry in Kenya*, A study on behalf of the World Story Organization, September 2008

Time spent by respondents watching television

66% of the respondents spent six hours or less per day watching television while 33% spent 7- 10 hours watching it daily. The remaining 1% watch 11 hours and over of television daily. The former two categories should be concentrated on as they form 99% of all responses. It is the aspiration of this project to suggest strategic broadcasts to capture this audience. To better do this it is important to establish what time of day these respondents watch television- a statistic that is discussed in the next heading in further detail.

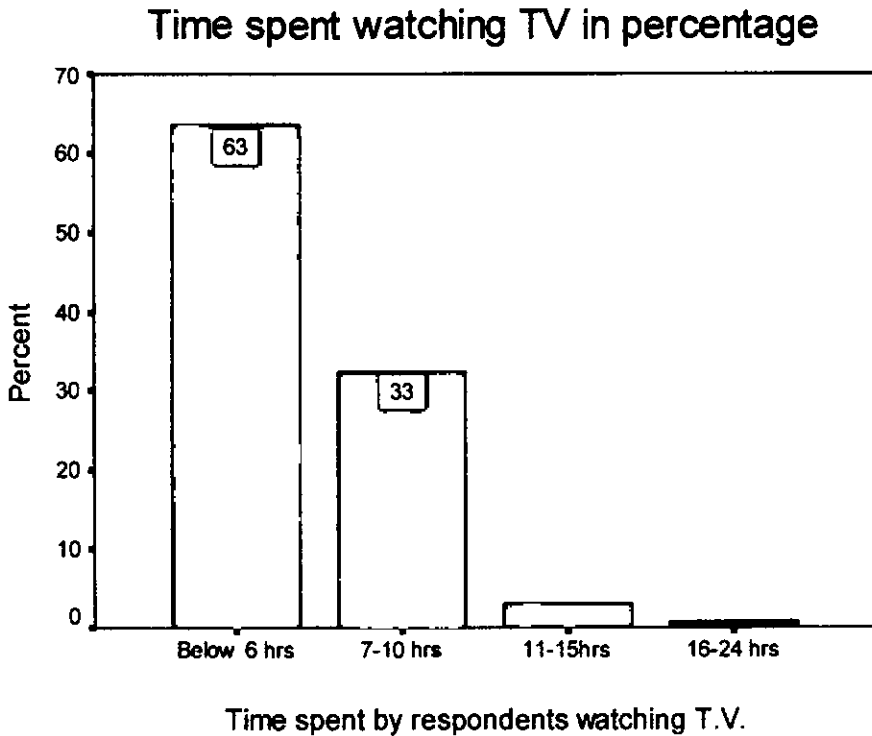


Figure 14: Time spent watching T.V. per day by respondents in percentage

Time of the day television is most watched

As seen in figure 15 below, 57 percent of respondents do most television watching in the evening and 26 percent do it at night. 13 percent watch television in the afternoon and only 4 percent of respondents prefer mornings to watch television. This points to the fact that for most of the day, respondents are busy doing odd jobs or looking for ways to eke out a living and for the fortunate ones, working in steady jobs. They are only able to enjoy television later on in the evening when they are through with these activities. As initial violence prevention measures for this project will be aimed at reaching as many Kibera residents as possible, it is important that focus is on the set of residents who watch television, namely in the evening and at night.

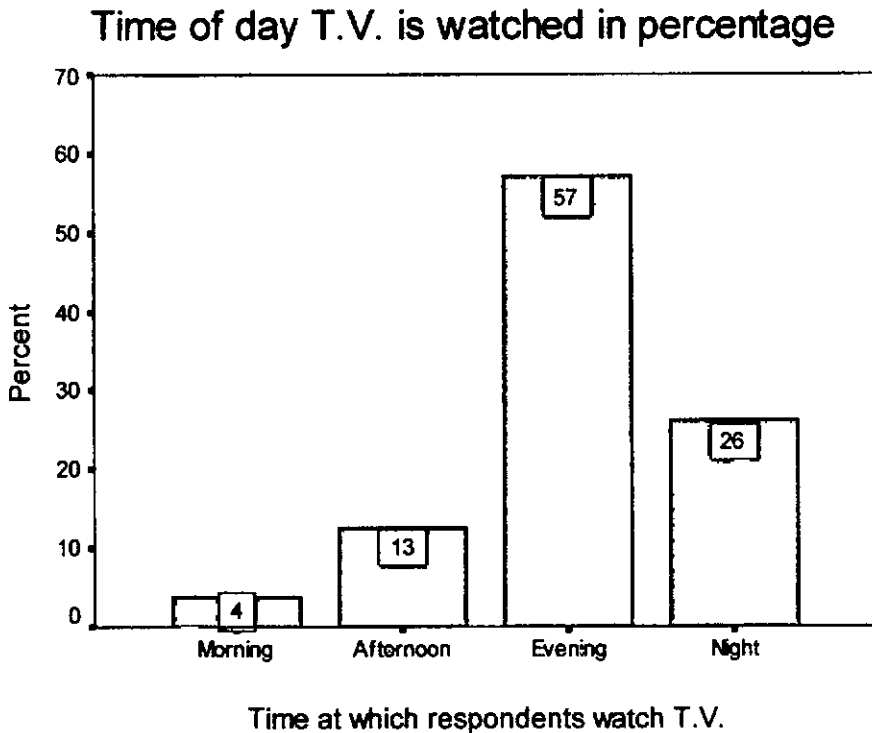


Figure 15: Time of day respondents watch television in percentage

Most watched channel

Figure 16 shows a graphic representation of the distribution of popularity of television channels according to respondents' answers. The most popular channels are Citizen, NTV, KTN, and KBC respectively. K24, Family and other channels have a combined popularity of only about 6%. When looking for a channel through which to pass on the message of violence prevention, this project proposes that the most popular channels be looked at first. It may not be sufficient to engage only one of the popular channels because no single one is preferred by a majority therefore it would be prudent to engage two or more of the channels. Approaching the less popular ones may not be as cost effective as one might want because expenditure on the part of the initiative organizers may be high and the message may not reach as many people as one hopes.

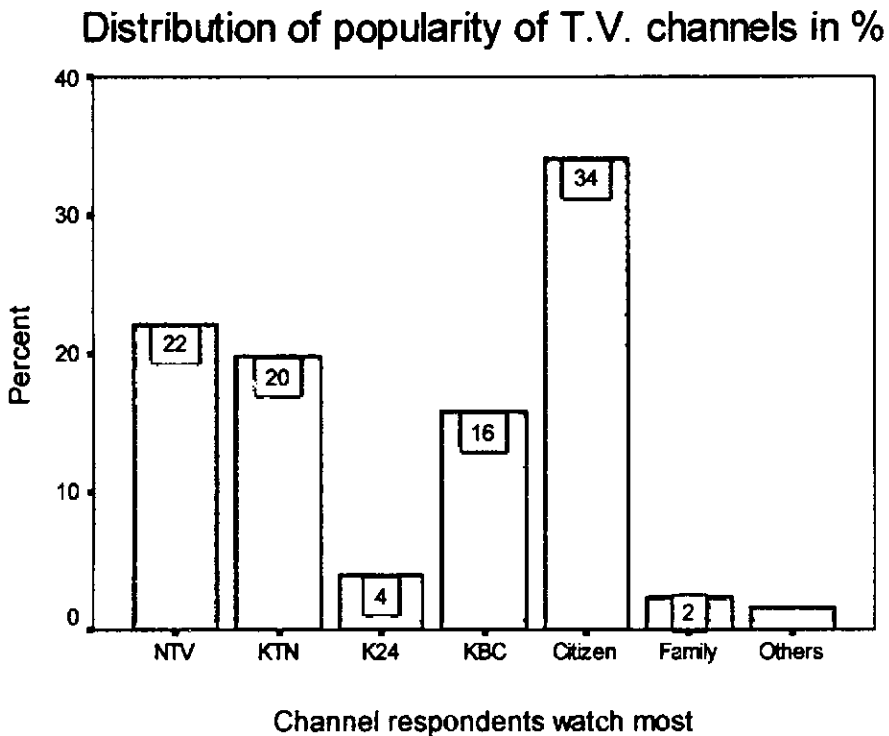


Figure 16 Percent distribution of popularity of television channels

Types of Program most watched

Looking at figure 17, Dramas, Talk shows and news are the most watched programs by respondents respectively. These program types take up 85% of the total responses. Documentaries, News magazines, debates and other programs take up the other 15%. It therefore follows from these results that one should employ the use of the more popular program types in order to reach the greatest number of Kibera residents with the message of violence prevention. This project proposes the development of dramas; talk shows and news items that are encourage peace building through sensitization on the various hindrances to harmony including economic, ethnic and political strife and how to overcome them.

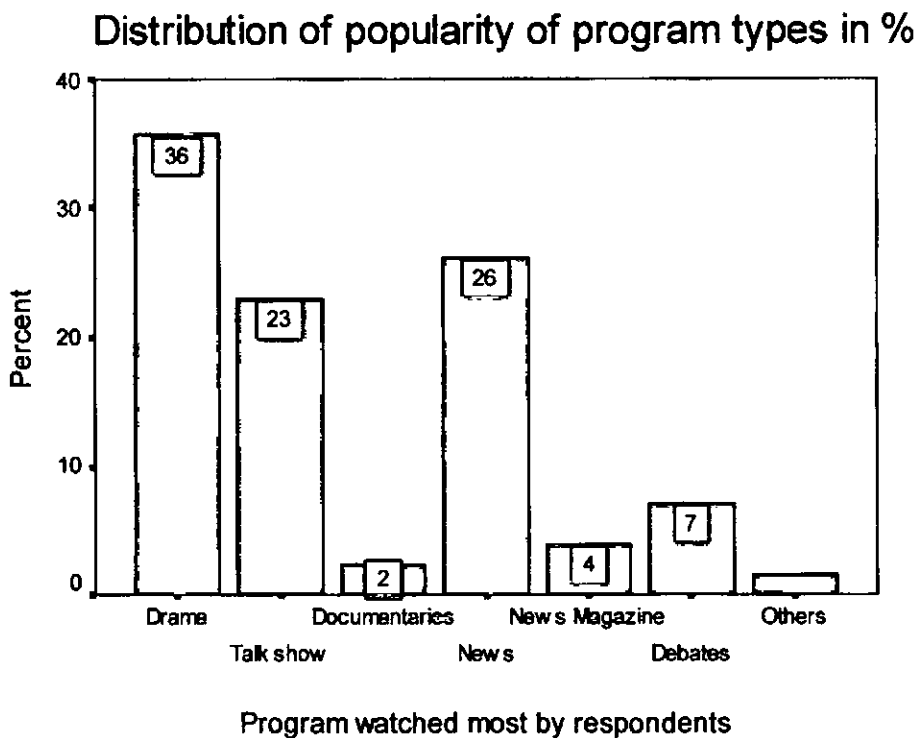


Figure 17: Distribution of popularity of program types in percentage

2.5 Data Analysis of the Focus Group Interview Findings

Qualitative Research was used which attempted to uncover how television can be instrumental in prevention of violence in the Kibera slums through first-hand involvement and interaction with respondents. This was done through focus group interviews involving respondents from Christ the King Parish in Kibera. The respondents were from the different areas (villages) in Kibera. They included 22 adult males, 18 adult females and 10 teenagers. The criteria used to select them included: those who have access to television and those who have stayed in Kibera for more than three years. Amongst them were 3 community leaders, one area councilor, teachers and leaders of small Christian communities. The interview involved questions and responses in a free atmosphere that encouraged the respondents.

2.5.1 Sample interview questions

1. Name, occupation, ethnicity, village and age of the respondent
2. The state of violence in Kibera: when it occurs, where, who, why and how they happen
3. Access to television: time and place of watching television programs, what channel and reasons for watching the programs
4. Impact and influence of television on the audience

2.5.2 Sampled Interview Findings

Michael, a Luo mason aged 56 years from Kisumu Ndogo village, in response to the questions, said that he has a television set which he bought 5 years ago. He likes watching Citizen Channel with focus on drama programs such as *Tahidi High*. He enjoys watching television from 5pm to 9.40pm when the prime news ends. He has witnessed a number of violent incidences in Kibera with the climax being the post-election violence where he lost part of his

masonry tools in the looting that took place. He desires a violence-free Kibera and stresses community-policing as one of the best options for violence prevention

Agnes, 42, a Luhya housewife from Mashimoni village said that she does not have a television but instead watches the one at her neighbor's house, especially when her favourite programs are on air and also news broadcasts. She lost her husband in a violence-related incident in Kibera when he was attacked by thugs as he walked home from his job in Industrial Area. She attributes violence in Kibera to poverty and lack of security. She says that there are video shows in a number of places in Kibera where young people watch movies, a place she suggests can be important for televising information about violence prevention. This is because majority of those involved in violence are young adults.

Kevin, 25, an unemployed young Kikuyu man from Gatwekera village says that he spends most of his time watching television since he has nothing to do. He watches television in bars and other entertainment spots. He also says that sometimes television shows are broadcast in shacks where people pay to watch. He confesses that he has been approached by a number of gangs who engage in violent activities to earn a living, but he has always rejected the idea after one of his close friends was jailed. He says that television has superior impact on young people because of its reality shows. Talk shows, dramas, music shows and documentaries are possible programs that can be used to pass information on violence prevention since they are popular with the youth.

Jane, 23, a Kamba saloonist from Soweto village is a member of the Gender Action Group which advocates for the prevention of violence against women. She joined this group after she was accosted by a group of rowdy youth who forcibly took her daily earnings. She says that

part of their formation includes televised programs that help women and young girls to empower them against becoming victims of incidences such as rape and domestic violence. Citizen Television dramas are her favourite programs.

Emmanuel, 47, a Nubian is bitter about the fact that the government has not given Kibera residents title deeds. He points out that many of the violent outbreaks between residents are because of the fight for land between Nubians, other ethnic groupings and landlords although he asserts that in his opinion, every deserving resident should be issued a title deed. He says that there are not enough ways to prevent violence in Kibera and he encourages any measures towards this goal. He owns a television set is a regular television watcher with a preference for talk shows and news items on KTN television.

As a conclusion, respondents interviewed largely accepted television as a better tool to be used in prevention of violence in Kibera slums since many people have access to it and it has a greater impact on them. They also said that violence is rampant in Kibera and the need for prevention is urgent. Some interviewees are involved in violence prevention groups such as community policing and gender action groups.

2.6 Theories of Communication in Support of the Research Findings

From both qualitative and quantitative research findings above, television is a qualified media tool to be used in passing information of violence prevention in Kibera. This is supported by the Theory of Cultivation which was proposed by George Gebner which says that the more people watch television; the more they see the reality through what is on television. Using television programs to prevent violence will create a social change of attitude amongst Kibera

residents. For example, programs on de-tribalization will deter residents from taking part in group violence that pits one ethnic group against another.

The Theory of Agenda Setting was first proposed by McCombs (1972). It states that media, and television in particular sets the agenda for the audience by telling us not what to think but what to think about. Television in Kibera can be used to set an agenda that discourages potential perpetrators from involving themselves in violent behaviour. This is especially true for young adults who are coaxed with money by politicians to perpetrate violence. By televising programs on such issues as promotion of self-help groups, the agenda for helping oneself escape poverty can be set and this in turn can change the mentality of the targeted youth.

One of the many roles of television is its use as an educational tool. This was clear when respondents acknowledged programs such as documentaries and news magazines where important topics are brought forth in a discussion seeking to enlighten the audience. There are several ways in which television program can educate Kibera residents on the need to prevent violence and the ways in which this can be achieved. A news magazine discussing, for example, the causes, effects and role of Kibera in the post-election violence with suggestions on how to curb future conflict in the slum would be instrumental in educating and empowering residents to seek ways of violence prevention.

2.7 Conclusion

The research has given valuable insight relevant for prevention of violence in Kibera slums. Of all the injustices happening in Kibera, violence takes the lead due to prevalence of political interference, ethnic tension and poverty among others. The Kibera community yearns for change as they look forward to a violence-free Kibera. The steps taken so far towards

alleviation of violence have paid very little to the Kibera community. In this venture, television will be used to pass information of violence prevention leading to social transformation in Kibera.

3.0 CHAPTER THREE

3.1 Communication Strategy

The communication strategy of the project involves the presentation of violence prevention strategies through television. The strategies include data collection empowerment, research, primary prevention, gender equality and equity, support services for victims and a community action plan. As these strategies are implemented on the ground, broadcasting their execution through television will educate, sensitize and empower Kibera residents on violence; its causes, consequences and most importantly how to prevent it. According to the research findings, the people of Kibera have good access to television whose effectiveness in passing on information is better than other forms of media. Many individuals in Kibera own televisions and there are also other community gathering places such as markets, schools and entertainment places from where residents can watch television and from where programs on violence prevention can be broadcast.

In line with McCombs communication theory of agenda setting, television and its programs is used to set the agenda of violence prevention in Kibera. For example, a program on the community action plan to prevent violence will run from 7.45-8.45pm on the first Sunday in December. The same will apply to all other strategic measures till the community is effectively informed and empowered about violence prevention. This information will go hand in hand with an ongoing assessment of the community's response in order to effect change of the strategy accordingly. By the fact that these programs will be broadcast repeatedly, many people will begin to change their lives because the idea of violence prevention will be entrenched in their minds.

Using popular television programs at appropriate times to pass on the information of violence prevention, will impact on the people of Kibera to perceive the reality of the world as one that strives for an environment that is violence-free. This is supported by the Communication Theory of Cultivation proposed by George Gebner which emphasizes that the more an audience watches television, the more it sees the presentations on the television as the reality. For instance, a program on promotion of gender equality and equity will be broadcast and will target both men and women.

In line with the cultivation theory, it will become apparent to those who watch these programs that this message is what actually occurs in the real world. This will help them embrace and implement the various violence prevention measures. This is also in line with Dependency Theory of Communication where the people who watch television tend to use it to understand what is going on around them. In a bid to understand the violence in their vicinity, the residents of Kibera will therefore turn to the television as an invaluable source of information on violence and its prevention. It is noteworthy to point out that not all will agree with what is presented but this will not overshadow the impact.

3.2 Justification of the Communication Strategy vis-a-vis Research Findings

The communication strategy of this project, namely: presentation of violence prevention measures through television programs is suitable and viable first and foremost because of the fact that a majority of Kibera residences have access to television. 88.1% of the respondents confirmed having access to television either in their houses or other public places such as video show rooms and bars. Television as a form of media also has a powerful effect on the audience since it has the quality of presenting information in both picture and audio form, a fact that makes information real hence capable of effecting social transformation on the people.

The story of violence and its consequences in Kibera presented in the second strategy of this project will resonate with anyone within the slum who has witnessed or experienced it thus reflecting the reality they go through; this will drive them to want to do something to curb violence. Hence this project will harness the communicative power of television to pass on the very necessary message of violence prevention. The research findings showed that violence caused by groups of people (collective violence) is at 68%, more than either interpersonal or self inflicted violence. The group mentality is common especially in young adults who are confirmed from the research findings to be the heaviest consumers of television programs. Respondents said that 33% of violence is based on ethnicity followed by politics at 29%. It is therefore important to use a strategy that cuts across ethnic struggles to be impartial. A television program on gender equality and equity is suitable since it is above ethnic or political influences as such but focuses on issues of fair access and distribution of resources for both genders, especially women.

From the research findings, 63% of respondents watch television for six hours or less per day. 57% confirm evening as their preferred time to watch television while another 26% prefer night-time. This justifies the best time to broadcast the programs as evening and night-time (5-11pm). The program will also be assisted by 7pm news which is an audience pull. The communication strategy will use Citizen Television as the channel through which programs will be broadcast since the research showed that it was leading by 34% followed by NTV, KTN and KBC respectively. This is also strengthened further by the fact that Citizen Television has a manageable rate card as compared to other television studios.

The Focus Group Interview showed that the channel preference is based on the fact that Citizen has many locally produced programs that many people like to watch. Dramas emerged as the program that appeals most to Kibera residents, followed by talk shows and news items

respectively. Despite drama programs being the most popular, the communication strategy will present its programs through talk shows because they create more of an impact with the detail that is presented. Furthermore, talk shows give an opportunity for the host and guest to interact with the audience via calls or text messages or in-studio audience questions. The fact that violence is a reality in Kibera slums, confirmed by 94% of respondents, shows the urgency of the preventive measures that need to be taken to deter it. This is also supported by the fact that not many current violence prevention measures are deemed to be impacting the residents with 89% of respondents citing they do not think effective violence prevention measures exist in their vicinity.

3.3 Details of the Implementation of the proposed communication project

3.3.1 Reasons for Choice Suggested

Television is the medium of choice due to its impact and influence on the audience based on its ability to present issues in both audio and video form. This power to influence has been supported by a number of theories such as agenda setting, cultivation and dependency among others. The research findings also showed that a large population of Kibera has access to television, and so it can be readily used in the communication project. The option of Citizen Television as the channel to broadcast the programs from is based on its popularity in Kibera as shown in the research findings.

The channel is good at local programs; this has quite an appeal for the audience who desire to identify with the programs as often as possible. Most programs will be broadcast in the evening between 5pm and 11pm, a period and time when most residents prefer to watch television. The programs will employ the talk show genre, which apart from being among the

most popular type of television program watched among Kibera residents can also incorporate a lot of detail about the violence prevention strategies and has a high level of interactivity.

3.4 How the Communication Project will be carried out

The intent of this project is the prevention of violence in Kibera by sensitizing, educating and empowering residents on the causes and consequences of violence, and more importantly on ways of deterring it. To this end, just prior to and during the setting up of the six prevention strategies on the ground in Kibera, television will be used to broadcast the idea behind their implementation. The details of why each strategy is important in preventing violence in Kibera as well as how it will be implemented and evaluated will be televised.

The active participation of residents in these strategies is central to their success therefore programs will also aim to encourage the people of Kibera to involve themselves in these initiatives. This message of violence prevention is projected to reach the majority of the Kibera population as many residents have access to television. A six-episode talk show program will be developed that features each of the six violence prevention strategies starting with broadcasts that deal with data collection empowerment and ending with an episode that wraps up the communal plan of action for this violence prevention initiative.

Below is a table that outlines the broadcasting schedule of the planned programs of this communication project. An official launch of the project is planned in Kibera where stakeholders including representatives from the various television channels, community leaders, donors, religious leaders and government officials will be present. During this launch, the residents of Kibera will be introduced to the six initiatives, both how they are being carried out on the ground and how they will be publicized through television. Project officials will be on hand to answer

questions and residents will be given a chance to, among other things, pledge their active participation to the process.

PROPOSED (REPEATED) TALK SHOW PROGRAMMING ON CITIZEN

TELEVISION

Episode #	Content	Days	Time	Guest/s
Episode 1	Violence data collection empowerment (In Kiswahili)	Sunday 31 Oct 2010	6- 7pm	1. Community leaders (women/youth) 2. Victims of violence 3. Social Worker
Episode 2	Research on violence in Kibera (In English)	Sunday 7 Nov 2010	9.45-10.45pm	1. NGO representative 2. Community Leader
Episode 3	Promoting primary prevention of violence (In Kiswahili)	Sunday 14 Nov 2010	5.55 - 6.55pm	1. Youth involved in Initiative 2. Police representative
Episode 4	Gender Equality and Equity (In Kiswahili)	Sunday 21 Nov 2010	7.25-8.25pm	1. NGO representative 2. Ministry of Gender representative
Episode 5	Support and care of violence victims (In Kiswahili)	Sunday 28 Nov 2010	6 - 7pm	1. Health care worker 2. Police representative
Episode 6	Community plan of action (In Kiswahili)	Sunday 5 Dec 2010	7.45 - 8.45pm	1. NGO representative 2. Community Leader 3. Ministry of Internal Security Official

Figure 17: Outline of planned programming

3.4.1 Television program detail

As mentioned previously, the talk show programs will be broadcast as a series of episodes dealing with a particular topic starting with data collection empowerment, followed by violence research, primary prevention, gender equality and equity, support services for victims and finally the community action plan. The talk shows are expected to be broadcast over a period of six weeks, on Sunday evenings starting in the last week of October and ending on the first week of December which is the earliest possible time these programs can be broadcast on Citizen. The choice of Sunday as the ideal day of the week to broadcast is informed by the responses obtained from focus group discussions where it was noted that most people are usually at home on Sundays relaxing before the week begins.

The shows will bring together stakeholders (e.g. NGOs, Ministry of Internal Security representatives) as guests and Kibera residents themselves will be in the audience. The host, who will be selected by both the organizers of this initiative as well as Citizen Television representatives, will interview the guests and time will be given for the audience in the studio to ask questions about the topic being discussed. Audiences will also be able to call in or send in text messages with their questions. There will also be moderated panel discussions where the same stakeholders will discuss the strategies with key community leaders.

The first episode will focus on increasing the capacity of collecting data on violence in Kibera. There will be two guests; an NGO representative from the African Medical and Research foundation (AMREF) and a social worker working within Kibera who will reiterate the importance of getting baseline data on violence in Kibera because in many cases, the statistics on violence in this slum are unconfirmed estimates. This is due to the lack of cooperation by

residents who fear reporting violence or even talking about it to outsiders lest they become victims themselves of either the perpetrators or a judicial system they see as flawed.

The discussion will continue in the subsequent episode that will focus on the call to research the causes, consequences and prevention of violence in Kibera violence. A community leader will replace the social worker in this second episode with the intent of encouraging the residents to divulge information on violence when surveyed. These first two talk shows are therefore aimed at breaking the cycle of silence and fear that is so detrimental to the fight against violence in Kibera.

The importance of collecting data on violence will be laid down; educating the audience that this data will not only provide a solid baseline assessment of the violence problem but will also enable the identification of both new and established trends in violence and problem areas so that appropriate measures can be taken in time is imperative. Data on fatal and non-fatal violence including both victim and perpetrator statistics, and on the socio-environmental and behavioural risk factors that contribute to the violence will need to be collected from as many sources as possible including from residents themselves and from police and hospital records. To this end, the shows will highlight the training initiative of data collection personnel who will be derived from the Kibera community itself.

These personnel will be in a good position to collect data from their fellow neighbours through several planned surveys as well as from sampled clinics and police posts in and around Kibera. Furthermore, residents will be sensitized to a campaign which will see the use of mobile phones to give information. This idea takes advantage of the mobile phone boom seen in Kenya

over the last several years that has seen even low-income earners able to acquire phones.⁷⁴ Residents will be encouraged to make anonymous calls to report incidences of violence to specially set-up centers within Kibera and if they require further assistance, medical or otherwise, referrals will be made by those who receive the calls.

Some surveys will also be carried out via mobile phone where incentives such as bonus pre-paid credit will be given to respondents. The details of all these initiatives will be broadcast to enlighten the residents on the interventions on the ground. The talk show on researching violence will highlight the need for research studies to answer specific questions on the causes, consequences and prevention of violence that routinely collected data cannot answer. This research will give a clear indication of the risk factors for violence that can be modified and therefore inform the direction the initiatives on the ground are going to take.

In the third show, a Kibera youth representative involved in the project and a Police representative will be invited to discuss the third strategy- promoting primary prevention of violence. The discussions will aim to perpetuate the primary prevention measures on the ground that centre on the six strategies. They will focus on educating the audience on four pillars on which the primary violence prevention of this project are based: prevention programs targeted at children through which their attitudes towards violence can be shaped and lead to life long behaviour that discourages violence; increasing the role of adults in positively mentoring children and youth; strengthening the Kibera community through initiatives that for example, encourage the creation of land rights advocacy groups that bring together people of different ethnicities; and reducing income inequality. Topics such as community policing, self-help

⁷⁴ International Telecommunications Union (ITU):- *Telecom World Special Report: Reflecting new needs and realities, 2009*

groups, affordable and accessible credit and savings programs, educational incentives for at-risk youth, anti-drug abuse campaigns, medical camp initiatives, de-tribalisation campaigns and education on land issues will take centre stage.

The program on gender equality and equity will be broadcast as the fourth installment of this six-episode initiative. It will focus on discouraging social norms that promote inequality and will aim to discourage discriminatory attitudes. Two guests will be present; one, an official from the Gender and Development Centre (GDC) and another from the Ministry of Gender and Children Affairs. Much of the content will focus on the liberation of women as they are the ones who suffer most gender inequality and inequity. Themes will include domestic abuse and how to overcome it, job discrimination based on gender, financial empowerment and education of the girl child.

The fifth episode will aim to propagate support and care for violence victims. It will take audiences on a journey that begins with the immediate aftermath of a case of violence and culminate in the physical, psychological and emotional consequences of violence. Thereafter, ways in which the project on the ground will improve victim support for example, through the creation of 24 hour emergency health centers in Kibera which include referrals counseling and legal services, will be highlighted. Viewers will also be sensitized on the policies and laws in place that protect and empower victims which include social and legal frameworks available for them to seek redress. Issues pertaining to the perpetrators' point of view will also be presented. This will help residents to understand the mindset of those who cause violence and what can be done to rehabilitate them.

In the sixth and last episode, the overall community action plan that has been mapped out for this project will be presented. The approach for coordinating activities and the framework for evaluation agreed upon by the stakeholders who will include Kibera community leaders will be presented. There will be a re-cap of the preceding five strategies; aspects of the rationale behind their implementation will be talked about by a panel that will include a community representative, an official from the Ministry of Internal Security and an official from the NGO, Humanitarian Organisation for Poverty Reduction (HOPE).

3.4.2 Sample Talk Show Questions

1. How primary prevention of violence can be carried out effectively in slums, especially Kibera
2. What is Gender Equality and Equity? What are some of the steps to bring about gender equality and equity in the society?
3. How community plan of action can be realised as well as be sustained
4. What are the duties of the individuals involved in the support and care of violence victims
5. How ordinary Kibera residents can participate in this initiative
6. What is hoped to be achieved through the televising of this project for the Kibera people and the country as a whole
7. Why is collecting data on violence and researching violence important in its prevention

3.5 Evaluation

Evaluation will be done eight weeks after the last program is aired. The aim of the evaluation is to assess the impact of the communication project on Kibera, its people and on the violence levels therein. Further, the effect of the project on the wider community of Nairobi and

indeed on communities elsewhere in the country that the program reaches will also be assessed. Various aspects of the project will be analyzed including the response of residents and the degree to which the project has adhered to the time-frame and budget initially set. Decisions will be if same work can be done in other places.

3.6 The Budget

ITEMS	AMOUNT IN KSHS
<i>Citizen Television Airtime Fees</i>	
Episode 1: Violence data collection empowerment	724,247
Episode 2: Research on violence in Kibera	726,523
Episode 3: Promoting primary prevention of violence	727,931
Episode 4: Gender Equality and Equity	725,780
Episode 5: Support and care of violence victims	737,390
Episode 6: Community plan of action	732,129
Sub-Total	4,374,000
Talk show guests @ Kshs 10,000/guest/session	130,000
Talk show host/s @ Kshs 15,000/session	90,000
Videographers	40,000
Cameras	60,000
Stage setters	35,000
Project evaluation	90,000
Transport	20,000
Miscellaneous	35,000
GRAND TOTAL	4,874,000

Figure 18: Proposed budget of the project

Above is a breakdown of the funds required for this communication project. The total projected cost is approximately 4.9 million Kenya Shillings (Kshs) with the bulk of the budget (90%) taken up by airtime fees to Citizen Television; these fees amount to approximately 4.4 million (Kshs). Talk show guests will be given a gratuity of 10,000 Kshs for each session bringing the total to 130,000 Kshs that has been set aside for them. A total of 90,000 Kshs will be spent on the talk show host/s. 90,000Kshs has also been set aside for evaluation and assessment of the project.

3.6.1 Sources of Funds/Resources

Government: The government through the Ministry of Internal Security, the Ministry of Special Programmes, Ministry of Medical Services and the Ministry of Gender and Children Affairs and Social development are among the stakeholders that will be heavily involved in this project. Their assistance will be in form of cash, labour and in kind. Their monetary contribution will cover the airtime costs which take up approximately 90% of the budget.

Community: The community i.e. people of Kibera will themselves be involved in the project in various capacities- many will be recruited to participate in the surveys planned and take part in community policing implementation among other activities. They will also be a source of labour and will provide the necessary infrastructure for some of the initiatives such as venues for shooting of cover shots and other scenes of Kibera that will be incorporated into the television talk shows. The community's contribution will account for 3% of the budget.

Non-Governmental Organizations: Several NGOs including the African Medical and Research Foundation (AMREF), the Gender and Development Centre (GDC) and the Humanitarian

Organisation for Poverty Reduction (HOPE) will collectively contribute to the remaining 7% of the budget. This contribution will be mainly in form of cash, professional advice and labour.

This project has generated substantial interest because it uses a mode of communication that is ubiquitous and thus able to reach the masses in the Kibera slums to pass on the important and urgent message of violence prevention. It should be noted that transparency and accountability on use of funds is a key pillar of this project and to this end, a Funds Committee is in force that comprises a representative from each donor front. This committee will oversee the use of the money and will update the rest of the stakeholders regularly on how funds are utilized. It is hoped that as the project progresses and establishes a firm footing, more people will join the cause, be they donors of funds, time or labour.

This chapter has presented the details of how the communication project, which employs the use of television to prevent violence in the Kibera slums of Nairobi, will be carried out. The choice of television for this project hinges on some key factors; the power of television in shaping society has been documented.⁷⁵ Large part of television's power lies in the fact that it has dual audio and visual elements. Furthermore, various theories of communication have been proposed which hypothesize how television influences audiences such as the Theory of Agenda Setting which states that media does not tell us what to think but what to think about and the Theory of Cultivation which states that the more people watch television, the more they come to think of what they watch as reality.

Taking into account these factors, this television communication project will, through its broadcasted programs, aim to accomplish its pro-social campaign of preventing incidences of violence in Kibera. The research carried out shows that Citizen Television is the most watched television channel by respondents. By broadcasting the planned programs on violence prevention

⁷⁵ Twood, Julia: *Communication: Theories in action, introduction*, 3rd ed. 2004 USA

via this channel at strategic times, a large number of residents in Kibera will be captured. Repeated viewing of these programs will inculcate within them tendencies that promote violence prevention and thus gradually create a socially transformed environment that sees a reduction in violence levels. The costs of the project may be high but not prohibitive because there is a formidable team of stakeholders that include government agencies, NGOs and the residents themselves who are ready and willing to rise to the challenge of meeting the budgetary demands of this initiative.

3.7 Relevance of Project to Society

This project was born from the idea that for any society to flourish, an environment of non-violence is crucial. This initiative recognizes that peace is important for development of all aspects of a community, from social to economic. A lack of security creates an environment of slow economic stagnation because people are not confident that whatever investments they make will be safe. Further, money that would have otherwise been used for financial enterprise is diverted into quelling conflicts.

Socially, violence creates a culture of oppression where members do not have the freedom to operate within their community thus they are stifled. It also creates an environment of mistrust, divisiveness and volatility that chokes any seeds of development that may be planted. With this in mind, this communication project hopes that by propagating the message of prevention of violence in Kibera, lasting peace will be attained and the immense developmental potential of this bustling community will be realized.

3.8 Strength of the Project

The potency of this project lies in the strategies themselves, the format they will be presented in and the people who are going to present them. The talk show format was chosen

because it allows for a high level of interactivity with the audience while at the same time having a measure of control which lies with the host. In-studio audiences will be given a chance to ask questions and comment on the discussions and those viewing on television will also have a chance to call in and comment. The guests on the talk shows also play a pivotal role in the success of the project since their task is one of sensitizing and educating the viewers on the project. For instance, the community elder who will be a guest in the second episode, which will focus on the research of violence, is first and foremost a galvanizing influence for the people. He is seen as an authority in Kibera and therefore the viewers will be more inclined to listen to him as he speaks on this initiative and especially on the importance of divulging information on violence and ending the culture of silence.

When fellow residents see youth representatives taking part in the discussion on the primary prevention of violence, it is hoped their curiosity will be piqued and they will follow the example set by one of their own. Further, residents, and especially women, will be empowered through the discussion concerning gender equality and equity where formidable figures from the Ministry of Gender and the Gender and Development Center will feature. This project therefore stands on concrete pillars that include the six violence prevention strategies, the presentation format and the characters involved in the talk show and we are confident that it will bring the desired social change in Kibera.

3.9 Ethical Issues

The highest standards of professional journalism will be used in this project. An initiative like this which focuses on violence and how to prevent it will have to employ a sense of decorum when scenes of violence, and sometimes death will be broadcast. It is paramount that next-of-kin are informed and their permission sought beforehand if footage of their relative is to be shown.

Further, not the whole body of the deceased will be shown so as not to cause undue stress on viewers. Sensitivity to women, especially in rape cases is essential. Victims' identities will not be revealed unless they expressly agree to it. Moreover, the identities of child rape victims will at no time be revealed to the audience, their faces will not be shown and the situation will be handled in-camera. A level of decency will also be kept regarding the exposing women and their bodies, for instance in the case of a commercial sex worker whose life story may be told to drive home the point of the plight of women in an environment of gender inequality and inequity, a sense of civility must be employed.

3.10 Communication techniques

Different Shots

Medium shots will be used for viewers to see gestures that the talk show host, guests and audience will be making. Gestures of the hands and shoulders are crucial communication tool in addition to what a speaker may be saying with their mouth. Emphasis, animation and the personal feelings of a speaker can be passed on through gestures therefore medium shots will be crucial during shooting.

Close-ups will also be employed as they are crucial in assessing facial expressions of the speaker. It allows the viewer to pick up cues that a speaker is giving out without actually talking and is a large part of communication.

Group shots will be used to show the individuals present at the talk show and thus help in giving the scope of discussion to the viewer. It will also help the viewer to gauge reactions of individuals to what is being said by a speaker.

Lighting

This will be used to make faces clearly recognizable to avoid confusing the audience as to who may be involved in the discussion during the talk shows.

Depth of Field

This will be used to associate objects with the environment in which they are and thus help in locating them and giving them context. For instance, while talking of the conflict that has taken place in Kibera over the years, a group of Kibera residents may be shown near or at the railway line thus giving context that may precede a discussion on the uprooting of the railway during eruptions of violence.

4.0 General Conclusion

As previously stated, the intent on this project is to use broadcasted television programs in the quest to prevent violence in the Kibera. The need to curb violence in this volatile Nairobi slum is great; Kibera has seen dangerous eruptions of violent unrest periodically over the years, the most serious in recent history arguably being the post-election violence of 2007-2008. Apart from these large episodic eruptions of unrest, there are more frequent violent incidences, be they domestic disagreements, ethnic hate crimes or land wrangles, which occur on a smaller scale on an almost daily basis.

The reality of violence was brought to the fore in our research, which was both qualitative with focus group interviews and quantitative with questionnaires, when a massive 94% of the respondents said they had either seen or experienced violence. Television has been picked as this project's mode of communicating the message of non-violence because it is widely

watched around the country and Kibera is no exception. In researching this project, it was found that 88.1%, the overwhelming majority of the respondents, had access to television thus it was a form of media that could reach a large number of residents in Kibera. Moreover, the choice of television was strengthened by two main communication theories; McCombs' Theory of Agenda Setting which proposes that media tells us not what to think but what to think about thus presenting an agenda of violence prevention to the people would be expected to change the audiences' mentality towards that goal, and Gebner's Cultivation Theory which proposes that viewers tend to think what is presented on television is reality the more they watch it- this therefore could arguably be to the advantage of this project (and therefore Kibera residents) if the more they watch the violence prevention programs the more they think a violence-free environment is what reality should be like.

All these factors helped form the objectives of the project which include developing violence prevention strategies for Kibera and coming up with ways in which television can effect these strategies. While reviewing the literature on violence, its prevention and the role television can play, six strategies on violence prevention were formulated that were deemed to practical and workable measures that could be implemented in Kibera; they include: increasing the capacity for collecting data on violence; researching the causes, consequences and prevention of violence; promoting the primary prevention of violence; promoting gender and social equality and equity to prevent violence; strengthening care and support services for victims of violence and developing a communal action plan of action to prevent violence.

To propagate the message of violence prevention that is the centre of these six strategies, television is going to be used to broadcast programs that publicize, sensitize and educate the residents of Kibera about these initiatives. These initiatives will focus on dissipating tensions

created by political, ethnic, land and poverty issues which respondents indicated were a the major causes of violence in Kibera. The choice of what channel to broadcast on as well as what time and what type of programs to show was informed by the research. The most popular television station was Citizen Television; it also had the lowest rate card of all the channels and was therefore the station of choice for the project. Talk shows were the second-most popular program type; this combined with the fact that one is able to present detail well on talk shows and that they present opportunities for interactivity made them the ideal program type. The programs will be broadcast between 5pm and 11pm since evening and nighttime is when most respondents watch television.

This communication project is a campaign expected to have a positive social, cultural and ethical impact. Socially, it will create awareness of how and why violence occurs and also lead to a reduction in violence levels. Furthermore, it will empower residents in general and women in particular on their rights and educate them on wealth creation. Culturally, it will lead to the blurring of ethnic lines and thus promote cohesion and non-violence within the community. Ethically, the project aims to promote the respect for human persons, life and property.

3.12 Bibliography

Books

- Abramson, Albert: - *The history of television, 1942 to 2000*, McFarland, 2003
- Biagi, Shirley:-*Media Impact: Introduction to Mass Media*; 7th Ed. Australia, 2005.
- Bodewes, Christine: - *Parish Transformation in Urban Slums*, Paulines Publication, 2005
- Bronson, M.H.:- *Violence Prevention*, Glencoe/McGraw-Hill, 1996
- Dewey, John: - *Human Nature and Conduct, An Introduction to Social Psychology*, New York, 2007
- Englander, E.K.:- *Understanding Violence*, Routledge, USA, 2006
- Gitau, Sarah: - *The Perpetuation of Land Problems by Groups with Political and Economic Power in Kenya*, Department of Land Development, University of Nairobi, Nairobi, Kenya, 2001.
- Gitau, Sarah and Olima, Washington: - *Land Tenure and Tenancy Concerns and Issues in Kibera*, Department of Land Development, University of Nairobi, Kenya, 2002.
- Grabosky, Peter N.:- *Victims of Violence*, Australian Institute of Criminology, 1989
- Heitmeyer, John Hagan:- *International Handbook of Violence Research*, Springer, 2003
- Howley, Kevin: *Community Media: People, Places and Community Technology*, Cambridge, 2005
- Kuncziak, M: -*Communication and Social Change*. Germany, FES, 1984.
- Kappeler, Susanne: - *The Will To Violence: The Politics of Personal Behaviour*, Spinifex Press, 1995
- Lee, Raymond M. and Stanko, Elizabeth Anne: - *Researching Violence: Essays on Methodology and Measurement*, Routledge, 2002
- Matter Lard, A. et al.:- *Theories of Communication; A Short Introduction*; London: Sage Publication 1998.
- McCullagh, C:-*Sociology of Media Power: An Introduction*. Palgrave 2001
- Mejia, Rodrigo S.J:-*The Church in the Neighborhood*, St. Paul Publications, Nairobi, Kenya, 1992
- Mooney, Jayne: - *Gender, Violence and the Social Order*, Palgrave Macmillan, 2000

- Ngua, Peter:-*Baseline Survey of Slums and Squatter Settlements and Inventory of NGOs and CBOs*; York University, October 1995
- Parsons, A., Russell, A., Stone, G. L.: - *Victims of violence: a study of the characteristics of 2,000 assault victims, and the circumstances and consequences of assaults in Greater Cape Town*, Jaycee Cape Town, 1970
- Pentz, M. A.: - *Blueprints for violence prevention*, University of Colorado, 1998
- Reiss, Albert J.: - *Understanding and Preventing Violence, Vol. 2*, National Academies Press, 1994
- Rosenberg, Mark L. and Fenley, Mary Ann:- *Violence in America: a public health approach*, Oxford University Press, USA, 1991
- Schwartz-Barcotte, R.: - *Youth Culture, NGO Involvement and Collective Violence in Kibera, Nairobi*. University of North Carolina, 2001
- Scott, Kimberly A.: - *Violence Prevention in Low and Middle Income Countries: Finding a Place on the Global Agenda: Workshop Summary*, National Academies Press, 2008
- Sethi, Dinesh: - *Guidelines for conducting community surveys on injuries and violence*, 2004
- Sriram, Chandra Lekha and Wermester, Karin:- *From promise to practice: strengthening UN capacities for the prevention of violent conflict*, Lynne Rienner Publishers, 2003
- Stevenson, R: - *Perspectives on Violence and Violent Death*, Baywood Publishing Company, 2007
- Syagga, Paul, Mitullah, Winnie and Gitua, Sarah:-*Nairobi Situational Analysis for the Government of Kenya/UNCHS Slum Upgrading Initiative*, Nairobi Kenya 2001
- Twood, Julia: *Communication: Theories in action, introduction*, 3rd ed. 2004 USA
- UN-Habitat: - *Crime in Nairobi, Results of a City-Wide Victim Survey*, Safer Cities Series 2.

Journals

- African Police Resource Network Report, 2007
- Anderson, David M.: - *Vigilantes, violence and the politics of public order in Kenya*, African Affairs 101:531-555 (2002)
- Annan, Kofi A.: - *Prevention of Conflict*; Report of the Secretary General of UN. NY 2002

- Bautista, Violeta and Sobritchea, Carolyn I.: - *Gender Violence: Its Socio-Cultural Dimensions*, UP-Center for Women's Studies, 2001
- Chesterton, Benjamin: - *Frameworks for understanding and reporting conflict*, Report and recommendations, June 2008
- Commission of Inter-Religious:- *Root causes and Implications of PEV 2007*, Kenya Thabiti Task Force, 2008
- Dutton, D. G., Starzomski, A. J.: - *Borderline Personality in Perpetrators of Psychological and Physical Violence*, *Violence and Victims*, 8: 327-37. (1993).
- Edwards, Justin R.: - *Building a self-sustaining, indigenous film industry in Kenya*, A study on behalf of the World Story Organization, September 2008
- Government of Kenya: - *Investigation of Actors Operating in Kibera, Volume 1: Analytical Report, the Kenya Slum Upgrading Programme, Government of Kenya and UN-Habitat*, January 2004, Nairobi
- Habitat Debate:-Vol. 7 No. 3, September 2001
- Heise, Lori L.: - *Violence Against Women: An Integrated, Ecological Framework*, *Violence Against Women*, Vol. 4, No. 3, 262-290 (1998)
- International Telecommunications Union (ITU):- *Telecom World Special Report: Reflecting new needs and realities*, 2009
- Kenya Human Rights Commission: - *Behind the Curtain: A Study on Squatter Slums and Slum Dwellers*, Nairobi, Kenya, 1996.
- Kenya Human Rights Network Report, 2007
- Kenya National Dialogue and Reconciliation Monitoring Project, National baseline survey, January 2009
- Koinonia Advisory Research and Development Services:- "*Factors Influencing Poverty Situation in Selected Slum Areas of Nairobi*" Nairobi, Kenya, 2002

- Lugano, Emily and Ngundo, Julius:- *Final Report: A Participatory Urban Appraisal Study of Mashimoni, KambiMuru, Lindi and Shilinga Villages- Kibera Informal Settlement*, Oxfam GB, May 2001
- Ministry of Internal Security: - *Kenya National Focal Point on Small Arms and Light Weapons (KNFP)*
- Ministry of State for Provincial Administration and Internal Security:- *National Policy on Peacebuilding and Conflict Management*, Final Version. September 2009
- Minutes of GBV Sub Cluster on Kibera in Conjunction with UNFPA, August 13, 2008
- Nairobi Informal Settlement Coordination Committee Report: - *A Development Strategy for Nairobi's Informal Settlements*, Nairobi, Kenya, 1997
- Oxfam GB Final Report:-*A participatory Urban Appraisal Study of Mashimoni, Kambi Muru, Lindi and Silanga Villages: Kibera informal Settlement*, Nairobi Kenya 2001
- Partsons, Timothy: - *Kibera Is Our Blood: The Sudanese Military Legacy in Nairobi's Kibera Location, 1902-1968*, International Journal of African Historical Studies, Vol. 30, No. 1, (1997).
- Sachs, J.D., McArthur, J.W., Schmidt-Traub G. et.al.- *Ending Africa's Poverty Trap*, Brookings Papers On Economic Activity, 2004
- Schwartz-Barcotte, R:-*Youth Culture, NGO Involvement and Collective Violence in Kibera, Nairobi-East Africa's Largest Slum*, Unpublished Honours Thesis, University of North Carolina 2001
- U.N:- *Guiding Principles for Crime Prevention and Criminal Justice in Context Developing a New International Crime Order*. 1985

Appendix 1: Questionnaire

SOCIAL COMMUNICATION

TANGAZA COLLEGE-CATHOLIC UNIVERSITY OF EASTERN AFRICA

Greetings, I am a student of Social communication at the above Institute. I am conducting a survey on how Television can be used in conflict prevention in Kibera. The information you will give will be treated with utmost confidentiality. The survey is for academic purposes only.

PLEASE TICK THE BOX NEXT TO THE ANSWER OF YOUR CHOICE WHERE YOU ARE REQUIRED TO DO SO, OR/AND FILL IN THE SPACE PROVIDED WITH YOUR MOST FITTING ANSWER. Thank you.

1. How **old** are you?

- Below 16years 17yrs-20yrs 21yrs-24yrs 25yrs and above

2. Which **gender** are you?

- Male Female

3. Where do you **live**?

- Kianda Soweto Gatwekera Kisumu Ndogo Lindi
 Laini Saba Makina Mashimoni Siranga/Undugu Others

4. Have you witnessed or experienced any **violence** where you live?

- Yes No

5. What **kind** of violence have you come across most often?

- Self-directed (against self) Interpersonal (between individuals)
 Collective (in groups)

6. What do you think is the **most likely** cause of most violence you have seen or experienced?

- Poverty Politics Land Ethnic Drugs/Alcohol Others.....

7. Are there enough **effective** measures to prevent violence present where you live?

Yes No

8. Do you **watch** Television?

Yes No

9. How many hours would you say you **spend** watching television per day?

Below or 6 hour 7-10 hours 11-15hours 16-24hours

10. What **time** of the day do you watch television?

Morning Afternoon Evening Night

11. What television **channel** do you watch most?

NTV KTN K24 KBC CITIZEN FAMILY OTHERS.....

12. What **type** of program do you most prefer to watch?

Drama Talk Shows Documentaries News News-Magazines

Debates Others.....

Thanking you for your collaboration

For more information contact: Alphonse Ouma

E-mail alvicky2002@yahoo.com

Index

AMREF- African Medical and Research Foundation

CBO- Community Based Organization

CPU- Community Policing Unit

GBV-Gender Based Violence

GDC- Gender and Development Centre

HOPE- Humanitarian Organisation for Poverty Reduction

KBC- Kenya Broadcasting Corporation

KIA- Kenya Institute of Administration

KTN- Kenya Television Network

NGO- Non- Governmental Organization

NSC - National Steering Committee of Peace building and Conflict Management in Kenya

NTV- Nation Television

PEV- Post- election violence

SPSS- Statistical Package for the Social Sciences

UNFPA- United Nations Population Fund