

**INFLUENCE OF COMMUNICATION STRATEGIES ON PROMOTION OF
MATERNAL HEALTH SERVICES IN BARINGO COUNTY, KENYA**

BY

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DECLARATION

Student declaration

I declare that this thesis is my original work and has not been presented in any other university or institution for consideration of any certification.

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DEDICATION

This work is lovingly dedicated to my husband, Oscar Sudi, for his unwavering support and encouragement, and to our children Faith, Lynn, and Leon whose love and joy continually inspire me.

It is also dedicated to Mr. and Mrs. Kiptarus Tuwei, whose steadfast support, guidance, and encouragement have been the cornerstone of my academic journey.

To my dear brothers Ken, Joseph, and Nick, and my beloved sisters Hellen, Peres, Emmy, and Ursila, thank you for your love, patience, and faith in me throughout this endeavor. Your belief in my abilities has been a constant source of strength and inspiration.

May this achievement reflect the values you have instilled in me.

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ABSTRACT

Maternal mortality remains a significant public health concern in Baringo County. The maternal mortality ratio (MMR) in Baringo County in 2024 was reported as 488 deaths per 100,000 live births, which was a figure higher than the national average of 374 deaths per 100,000 live births. This was despite the Linda Mama programme being offered freely to improve healthcare access and reduce maternal mortality. Therefore, the study was conducted to investigate the influence of communication approaches on promotion of maternal health services in Baringo County, Kenya in order to recommendations on safe maternal health care. The following objectives guided the study: to assess the influence of mass media on the promotion of maternal health services, to determine the influence of audiovisual media on the promotion of maternal health services, and to establish the influence of interpersonal communication channels on the promotion of maternal health services. The magic bullet theory and the cultivation theory guided the study. The study adopted convergent mixed research methods and descriptive cross-sectional research design. The target population for this study was 6,154 women and 26 health workers. Cluster sampling was used to select a sample of 392 participants, and a census approach was employed in which all 36 health workers were involved in the study. Questionnaires for women and in-depth interviews for health workers were used to collect data. Quantitative data was analyzed using both descriptive and inferential statistics. Qualitative data was analyzed using thematic analysis. The study results revealed that there was a positive linear effect of mass media ($\beta_1=.167$, $p<0.05$), traditional media ($\beta_2=.231$, $p<0.05$), audiovisual media ($\beta_3=.250$, $p<0.05$) and interpersonal communication channels ($\beta_4=.306$, $p<0.05$) on promotion of maternal health services. The findings from qualitative data revealed that mass media coverage through local radios, community engagement initiatives through chief Barazas and community health workers and customization of the charts, pamphlets and brochures into Kiswahili and Kitugen have improved awareness and attendance of mothers to maternal health services. The study concluded that various forms of media, including mass media, audiovisual media, and interpersonal communication, significantly promoted maternal health in Baringo County. The study recommended strengthening community-based communication approaches through Community Health Volunteers (CHVs) to bridge the communication gap between health facilities and local populations. The study also recommended mobile health (mHealth) solutions, such as SMS reminders and telehealth consultations, to reach women in remote areas.

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ABBREVIATIONS AND ACRONYMS

| | |
|--------------|--|
| ANC | : Antenatal Care |
| CHV | : Community health volunteers |
| ICPD | : International Conference on Population and Development |
| KDHS | : Kenya Demographic and Health Survey |
| LMIC | : Low and Middle-Income Countries |
| MDG | : Millennium Development Goal |
| MOPHS | : Ministry of Public Health and Sanitation |
| NHIF | : National Hospital Insurance Fund |
| NHSSP | : National Health Sector Strategic Plan |
| PHC | : Primary Health Care |
| PNC | : Postnatal Care |
| SDG | : Sustainable Development Goals |
| UHC | : Universal Health Coverage |
| WHO | : World Health Organization |

OPERATIONAL DEFINITION OF TERMS

Audiovisual media: it is electronic media possessing both a sound and a visual component, such as slide-tape presentations, films, television programs, corporate conferencing, church services, and live theater productions.

Interpersonal channels: refers to the physical means by which the message is transferred from one person to another.

Mass Media explains an extensive set of media technology that is utilized to spread information to mass media giving out information to the general populace through the use of television, radio, and newspaper industries as well as the internet.

Maternal health program an initiative undertaken by the government with the aim of assuring that pregnant women and infants get access to quality and low-cost healthcare services.

Maternal health services refer to environmental, social, and economic resources to sustain emotional and physical well-being among people in ways that advance their aspirations and satisfy their needs in their unique environment

Mother care programs the resources, be it environmental, social, and economic, to sustain the emotional and physical welfare of any particular person, especially pregnant women and mothers, in a way that meets the needs and expectations of that individual in a given setting.

Traditional media: it is any form of mass communication available before the advent of digital media.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Maternal healthcare refers to the medical services and support provided to women throughout pregnancy, childbirth, and the postpartum phase (World Health Organization [WHO], 2024). These services are essential for monitoring maternal well-being and identifying any complications that may arise during pregnancy. Empirical evidence suggests that antenatal care plays a vital role in minimizing maternal deaths (Tenkorang, 2016). According to World Health Organization (WHO) guidelines, it is recommended that expectant mothers attend a minimum of eight antenatal visits to ensure comprehensive care (WHO, 2016). Despite this recommendation, there remains a stark contrast in antenatal care utilization: approximately 65% of women in developing nations access such services, compared to 97% in more developed regions (Ameyaw et al., 2024). This disparity is largely attributed to a convergence of factors in developing countries, including insufficient services provision and logistical barriers, which collectively result into poor maternal health (Hategeka, Arsenault & Kruk, 2020).

According to the World Health Organization (2020), the probability of a woman dying from pregnancy or childbirth-related causes is approximately 1 in 3,300 in Europe, whereas in Africa, the risk is significantly higher at around 1 in 40. In this context, health promotion plays a pivotal role in enhancing health outcomes by addressing the physical and social factors that influence well-being (Sharma, 2016). The effectiveness of health promotion efforts largely depends on the tools and media employed, making the selection of appropriate communication channels a critical element of success. Traditional forms of media, such as leaflets and posters, have proven particularly

effective in disseminating health information to adult populations (Barik, Purwaningtyas, & Astuti, 2019).

Health communication methods commonly include posters, flyers, newsletters, meetings, television broadcasts, and letters. Crafting an effective communication strategy requires deliberate decisions regarding the content of the message, the format, and the most suitable dissemination platform. Increasingly, placing pregnant women and their families at the centre of these communication strategies has been recognized as essential for fostering community engagement and ensuring the success of health initiatives. In this way, communication strategies serve as vital conduits between reproductive-age women and healthcare providers in both planning and delivering maternal health services.

Mass media plays a crucial role in shaping public awareness and behaviour regarding maternal health. It includes television, radio, social media, newspapers, and digital platforms. Mass media campaigns disseminate essential information on prenatal care, safe childbirth practices, nutrition, and maternal health rights (Wang, Etowa, Ghose, Tang, Ji & Huang, 2021). The most effective mass media utilized in the global includes "Safe Motherhood Initiative" (Global) a mass media campaign to educate women on maternal health services, contributing to improved maternal survival rates. "MAMA SMS Project" in South Africa a mobile-based maternal health education program that provided critical pregnancy-related information to expectant mothers. "Every Woman Every Child" (Global): An UN-led initiative leveraging media to promote maternal and child health advocacy worldwide.

This were mass media initiative geared towards promoting maternal health (Aboagye *et al.* 2022). Frequent exposure to mass media especially localized mass media

initiatives significantly improved the uptake of maternal health services by increasing community awareness and engagement (Dube *et al.*, 2016). The strength of these media for health promotion is that they tend to reach very large audiences (Welch, Petkovic, Pardo, Rader & Tugwell, 2016). Their weakness, however, is that the audiences reached by mass media are diverse and largely undifferentiated (Hudnut-Beumler, Po'e & Barkin, 2016).

Traditional media, on the other hand, plays a significant role in promoting maternal health by disseminating information, raising awareness, and influencing health-related behaviors in communities particularly in rural and underserved areas (Sokey, Adjei, & Ankrah, 2018). Traditional means of communication include community gatherings and village meetings, where health workers and community leaders educate women on prenatal care, safe childbirth, and family planning. Storytelling, proverbs, traditional songs, and folk theatre are also commonly used, with songs and dramas helping to communicate maternal health messages while reducing myths and misconceptions. Additionally, public announcements and loudspeakers are widely used in villages and towns to spread information about maternal health campaigns and available services (Zamawe, Banda, & Dube, 2016).

Interpersonal communication has been described as a process by which people exchange ideas, express emotions and concepts of the world through spoken and non-verbal messages, either face-to-face or mediated channels (Ting'aa, 2018). In other words, interpersonal communication entails dialogue or conversation that is personal, direct and intimate. It is an interaction between two people either through face to face or through mediated form (Masaba, & Mmusi-Phetoe, 2023). Mediated form is when a mechanical device mediates in an interpersonal exchange of messages between two or

more people, whereby feedback is instantaneous and measured through responses. In this study interpersonal communication media referred to Community-based arenas and forums such as community dialogue, barazas, health celebration days, stakeholder forums, road showed, and community mobilization, rallies, and cultural events. Interpersonal communication provides an enabling environment, where various forms of interpersonal communication are utilized to present maternal and child survival messages effectively (Banke-Thomas, Banke-Thomas, Kivuvani, & Ameh, 2017). The use of Community Health Workers, health promoters and other campaigners of maternal and child survival presents health messages and stimulate dialogue, motivate collective solutions, provision of social support, and feedback (MOH, 2024).

Globally, maternal healthcare is a key pillar of healthy societies and over the years, remarkable global efforts have been made to improve maternal health. The most remarkable global initiatives were the launch of the millennium and sustainable development goals. The Millennium Development Goal number 5 aims to reduce maternal mortality and improve maternal health. However, the progress of these goals remains largely uneven in different global regions due to the disproportional distribution of essential maternal healthcare services (Mumtaz, Bahk & Khang, 2019; Yaya & Ghose, 2019). The indication of inequalities in to access maternal healthcare services are driven by factors that are social, cultural, economic or even political (Gammino, Diaz, Pallas, Greenleaf & Kurnit, 2020; Wild *et al.*, 2020)

The U.S. has high maternal mortality rate exceeded other high-income nations such as Australia, Canada, France, Germany, the Netherlands, New Zealand, Norway, Sweden, Switzerland, and the United Kingdom. This is because of persistent inequities in health care among the white and blacks' women over 80 percent preventable conditions.

(Gunja, Gumas, Masitha & Zephyrin, 2024). In 2022 there were approximately 22 maternal deaths for every 100,000 live births in the United States which was way above mortality rate in other high-income countries.

In India Lubeck-Schricker (2019) highlights that among the Indian pastoralists; traditional medical systems are utilized to uphold maternal health. This was attributed to the stigma associated with visiting “Western hospitals”. The Indian government introduced policies that allowed the traditional medical system to be used alongside modern medical systems. There were also community initiatives that aim to provide health literacy to the community members. Kumar and Prasad (2016) asserted that this integration brought about holistic approaches to maternal healthcare among the pastoralist communities. This helps the women to get pre- and post-natal check-ups and develop plans on whether to deliver at the health centers or use midwives.

In Africa, maternal mortality remains a significant public health challenge in Africa. This is because access to maternal health in Africa remains unacceptable (Wang et al., 2021; Yaya & Bishwajit, 2020). Particularly in 2020, sub-Saharan Africa accounted for approximately 70% of global maternal deaths, with an estimated 202,000 maternal fatalities. The maternal mortality ratio (MMR) in sub-Saharan Africa was estimated at 545 deaths per 100,000 live births in the same year. This figure is substantially higher than the global average and underscores the critical need for targeted interventions. Notably, several countries in the region have reported alarmingly high MMRs. For instance, South Sudan recorded 1,223 maternal deaths per 100,000 live births in 2020, the highest on the continent and Nigeria also reported MMRs exceeding 1,000 per 100,000 live births during the same period (Adamu, 2020; Ahinkorah *et al.*, 2020; Ajaero *et al.*, 2016).

In Kenya, death of women during childbirth remains an unresolved challenge despite global and national efforts and initiatives to enhance and promote women's health (Kruk, Gage, Arsenault, Jordan, Leslie, Roder-DeWan & Doubova, 2022). According to United Nations report, Kenya is rated the 10th most dangerous state for expectant women. The elimination and reduction of pregnancy-related mortality remain a challenge. A report by Gitobu, Gichangi and Mwanda (2018) indicates that the neonatal mortality rate and maternal mortality ratio in Kenya are 22/1000 live births and 362/100,000 live births respectively (Orangi *et al.*, 2021).

In Baringo County, approximately 60% of the population consists of individuals below the age of 49 years and among these, 24% are women of childbearing age who are between 15 and 49 years and are approximately 191,577 in number (Baringo County Government, 2020). The county faces challenges in access to maternal healthcare services due to a shortage of skilled health personnel; regional health services disparities, poor infrastructure, inadequate resources and socio-cultural barriers. These challenges continue to limit the quality and continuity of care offered to expectant mothers across the county. As a result, many women are unable to receive timely and comprehensive maternal health services, increasing the risk of preventable complications. The socio-cultural factors include cultural norms, lack of education, and family and community control factors (Chesumei, 2019; Kasmai, Akpa & Olayemi, 2018).

Additionally, maternal healthcare services are avoided by most of the Baringo County due to cultural factors such as negative attitudes toward being attended to by male healthcare workers, fear of cultural infiltration and other retrogressive cultural practices that are commonly experienced in the area. The sociocultural factors negatively affect

the access to maternal healthcare services such as delivery and antenatal care. The women have low educational levels and mainly rely on their husbands or community elders for maternal decision-making (Kasmai et al., 2018). The women largely rely on traditional beliefs and practices during their pregnancies which causes high maternal and infant deaths in the area. It is against this background the study was conducted to investigate the influence of communication strategies on promotion of maternal health in Baringo County, Kenya.

1.2 Statement of the Problem

Maternal health in Kenya faces several challenges that contribute to high maternal mortality and morbidity rates. These challenges are multifaceted, rooted in socioeconomic, cultural, and systemic issues. There is limited access to quality maternal healthcare services. Many women, especially in rural and marginalized areas, face barriers accessing skilled care during pregnancy, childbirth, and postpartum due to lack of health facilities, poor infrastructure, and long distances to hospitals (KNBS, 2022). This is compounded by inadequate staffing and overburdened health workers who compromise the quality of care (WHO, 2022). With a majority of the mother unable to pay for any for any medical insurance including social health services, the out-of-pocket cost of healthcare remains a significant barrier (WHO, 2022; Ngugi et al., 2020; Guttmacher Institute, 2020).

Baringo County, located in Kenya's Rift Valley region, faces unique challenges in maternal health due to its geographic, socio-economic, and cultural context. Baringo County is characterized by vast, sparsely populated areas with poor road networks, making it difficult for women, especially in remote locations, to access health facilities. The county has a low ratio of health facilities to population, exacerbating delays in

seeking care during pregnancy or delivery (MOH, 2021). A significant portion of the population in Baringo County lives below the poverty line, limiting their ability to afford healthcare services, transportation, and necessary maternal health supplies (KNBS, 2022). Also, Health facilities in Baringo often lack essential equipment, drugs, and supplies required for antenatal care and delivery (Baringo County Health Report, 2021). Some communities in Baringo County also prioritize traditional birth attendants (TBAs) over skilled healthcare workers due to cultural beliefs, trust in traditional practices, and the perceived high cost of medical care (Kimani et al., 2020; Ouma et al., 2020). Many women in the County lack adequate knowledge about the importance of antenatal care, skilled delivery, and postnatal care. Health education campaigns have limited reach, particularly in remote areas (Baringo County Integrated Development Plan, 2018-2022). Women in Baringo often also lack decision-making power over their health, including when and where to seek care. This is influenced by patriarchal norms and economic dependence on men (Kimani et al., 2020).

Therefore, despite many structural and socio-economic issues impacting the access to maternal healthcare in Baringo County, the situation is also aggravated by the presence of wide gaps in health communication. The weak spread of maternal health messages, misaligned messages by health practitioners and poor community mobilization are some of the factors impeding women to make successful choices regarding pregnancy, delivery and postnatal care. Low awareness, misconceptions and slow adoption of skilled maternal services by people are enabled by the lack of an effective communication channel, particularly in remote locations. Thus, the study was conducted to investigate the influence of communication strategies on promotion of maternal health in Baringo County, Kenya.

1.3 Study Objectives

The study was guided by both general and specific objective

1.3.1 General Objective

The study aimed at investigating the influence of communication approaches on promotion of maternal health services: a case study of Baringo County, Kenya

1.3.2 Specific Objective

- i. To assess the influence of mass media on promotion of maternal health services in Baringo County.
- ii. To examine the influence of traditional media on promotion of maternal health services in Baringo County.
- iii. To determine the influence of audiovisual media on promotion of maternal health services in Baringo County.
- iv. To establish the influence of interpersonal channels on promotion of maternal health services in Baringo County.

1.4 Research Questions

- i. What is the influence of mass media on promotion of maternal health services in Baringo County?
- ii. What is the influence of traditional media on promotion of maternal health services in Baringo County?
- iii. What is the influence of audiovisual media on promotion of maternal health services in Baringo County?
- iv. What is the influence of interpersonal channels on promotion of maternal health services in Baringo County?

1.5 Research Hypotheses

H₀₁ Mass media has no significant influence on promotion of maternal health services of in Baringo County

H₀₂ Traditional media has no significant influence on promotion of maternal health services of in Baringo County

H₀₃ Audiovisual's media has no significant influence on promotion of maternal health services of in Baringo County

H₀₄ Interpersonal channels have no significant influence on promotion of maternal health services of in Baringo County

1.6 Significance of the Study

The study is expected to help the stakeholders of the programme to understand the challenges behind the low registration of women in the so has to formulate the policies that enable the achievement of the target. The study also was helpful to the government in providing knowledge on reducing the infant mortality rate. The study findings also were useful in the academic field for researchers and scholars. The study findings provided baseline literature on influence of communication approaches on promotion of maternal health services

1.7 Scope of the Study

With Baringo County, Kenya as a case study, the main aim of this study was to determine how different communication techniques influence the promotion of maternal health services. Particularly, the study was conducted in Central Baringo Sub-County of Baringo County. Mixed methodology was adopted so that both qualitative and quantitative data collection methods as well as analysis techniques were applied. The target population was based on the reproductive age group of women aged between

15 and 45 years, in the sparsely populated regions of Baringo Central where there are 6,154 reproductive aged women. Out of this group, a sample size of 392 women was randomly picked to form part of the study. Moreover, 36 health professionals who have been performing their duties in the sub-county were covered in the research sample. The selection of the women reflected cluster sampling, on grounds that, the target population was homogenous in general characteristics, i.e., it was made up of women of childbearing age but, there was an internal variance to be identified within clusters. Descriptive and inferential statistics were employed to analyze the data collected in order to understand an in-depth overview of the influence of communication strategies on uptake of health services by the mother.

1.8 Chapter Summary

Chapter One introduced the study by providing an extensive background on maternal healthcare, emphasizing its critical importance in reducing maternal mortality, especially in developing countries like Kenya. It highlighted the significant disparities in maternal health outcomes between developed and developing regions, citing factors such as inadequate access to skilled care, socio-cultural barriers, and infrastructural challenges. The chapter underscored the pivotal role of communication strategies including mass media, traditional media, audiovisual tools, and interpersonal channels in promoting maternal health services and improving awareness and health-seeking behaviors among women. It also outlined various global, regional, and local maternal health initiatives, demonstrating how communication efforts have been leveraged worldwide to improve maternal health outcomes.

The chapter further articulated the research problem specific to Baringo County, where geographic, economic, and cultural factors limit access to and utilization of maternal

health services. The study's general and specific objectives were clearly stated, focusing on assessing the influence of different communication approaches on promoting maternal health services in Baringo County. Research questions and hypotheses were formulated to guide the inquiry. Finally, the significance of the study was discussed, emphasizing its contribution to policy formulation, healthcare improvement, and academic knowledge. The scope was defined with clear population parameters, study location, and methodology, setting a solid foundation for the subsequent chapters.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will review the theoretical framework, empirical review, conceptual framework and summary of literature.

2.2 Empirical Review

This section was based on literature related to mass media, traditional media, audiovisual media and interpersonal channels on promotion of maternal health services.

2.2.1 Mass Media and Promotion of Maternal Health Services

The health sector has a variety of media from which to choose when attempting to sensitize health beliefs, behaviors' and policies. Many people use the media because they believe the content carried in the channels of communication. The choice of source of information depends on the basic education levels, inherent knowledge on maternal and child healthcare and their ability to comprehend their desired health outcome, whether positive or negative. It is to influence individuals and communities; its main aim is at improving health outcomes by sharing health related information. The accuracy of the information provided has a direct influence on its effectiveness and therefore Linda Mama sensitization outcomes, whether desired or not.

The Kenyan health sector emphasis more on policies and do not make a follow up to ensure that policies do not fail during implementation because they are top down thereby citizen participation. Lack of knowledge and proper communication that prevents women from seeking care during labour and delivery is the biggest challenge that is trying to address. The free maternity care initiative is a cornerstone of a wider strategy to ensure equity in maternal health and achieve the ultimate goal of Universal

Health Coverage (UHC), which would ensure that that all Kenyans have an access to quality, affordable health care services without suffering financial hardships. Hence implementation of this programme remains backsliding as it has no proper communication mechanisms to sensitize the communities involved. Despite that the Linda Mama is offered freely from the antenatal care, the deliveries and postnatal care beneficiaries has not been reached though the county and national government's communication mechanisms have tried to promote Linda Mama programme, it is a trend affecting implementation and therefore the higher level of morbidity and mortality rate. The current research therefore sought to establish the role of communication on sensitization of maternal health in Baringo County.

The antenatal services that mothers receive during pregnancy, delivery, and after delivery of their baby is crucial for the survival and wellbeing of the mother. Despite there being free antenatal services through, a considerable number of women are not aware or made use of these services. This is due to lack of effective communication between the health care facilities and the mothers. Ikhilor, Hasenberg, Kurth, Asefaw, Pehlke-Milde and Cignacco, (2019) agreed in suggesting that the mother-midwife relationship is best described as a partnership ethos, involving the engagement of both the mother and her partner in decision-making and letting the mother to freely voice her needs, expectations, and desires. There have been few studies on the relationship between a midwife and a mother, despite the fact that there have been many studies on the interaction between a physician and a patient. There is a lack of information about health communication behaviour; looking into mothers' experiences in the delivery room and the effects of effective midwife-mother relationships. Improved access to good health care throughout pregnancy and delivery can lower maternal morbidity and mortality (Medicine et al., 2020). The notion that MNCH program mass

implementation means that all communities in a specific intervention region have access to and benefit from services has become a key concern in the continuous execution of MNCH programs under various frameworks.

Fatema and Lariscy (2020) investigated the effects of mass media exposure and maternal healthcare utilization in South Asia. This is because maternal mortality remains a major population health problem in the developing world due in part to inadequate healthcare before, during, and after childbirth. Mass media has the potential to disseminate information about maternal healthcare that can improve well-being for mothers and infants, particularly among women with limited educational attainment. This study examines the impact of mass media exposure (e.g., television, radio, and newspaper) and sociodemographic factors on maternal healthcare utilization in four South Asian countries: India, Bangladesh, Nepal, and Pakistan. Analyses use 2014–2017 Demographic and Health Surveys, which are nationally representative of women aged 15–49 years.

Results show that maternal healthcare utilization is significantly higher among women exposed to mass media across countries, even after controlling for mother's, husband's, and household sociodemographic factors. Women exposed to mass media are 46–86% more likely to receive antenatal care, 24–53% more likely to deliver their babies by skilled birth attendants, and 36–94% more likely to receive postpartum check-ups across countries. Mother's educational attainment moderates the association between mass media exposure and some maternal healthcare services in three of the four countries. Governments and public health organizations can consider mass media as a key intervention in promoting maternal health in developing contexts. The knowledge gap of the study is that it was conducted in Asia Countries while the current study was

conducted in Kenya. The reviewed study focused on mass media exposure and maternal health while the current study focused on the effect of mass media on uptake. The geographical difference of the reviewed study justified the needs of the current study conducted in Kenya.

Elrodi and Fortenberry (2020) *Mass Media Campaigns and Health Promotion: A Mixed Methods Approach*. The objective of the study was to identify common points of failure in health-focused mass communication campaigns and provide recommendations for improvement. Public health experts, researchers, and practitioners were targeted. A purposive sample of campaign experts, recruited via email and passive snowballing, with qualitative interviews and quantitative surveys conducted across three rounds. Semi-structured interviews and online surveys. Thematic analysis for qualitative data, supported by NVivo software, and descriptive statistical analysis for survey data. The study found that mass media campaigns often fail due to a lack of formative research, poorly defined success metrics, and insufficient consideration of contextual factors. Success in mass media health campaigns relies heavily on strategic planning and comprehensive evaluation frameworks Campaigns should incorporate robust formative research, clearly define success metrics, and address contextual factors like political and systemic barriers early on to avoid failure.

A systematic review of literature was conducted by Bader, Coenen, Hummel, Schoenweger, Voss and Sievers (2023) evaluated the Community-Based Health Promotion Interventions in Children and Adolescents in High income countries. The study sought to review strategies and methods used in health promotion programs targeting children and adolescents in high-income countries. Children and adolescents aged 0-19. 44 studies, predominantly from the USA (63.6%), UK (13.6%), and Canada

(9.1%). Literature review, with data extracted via customized spreadsheets. The studies used both qualitative and quantitative methods, including randomized controlled trials (RCTs) and quasi-experimental designs. The most common focus areas were obesity prevention and promotion of healthy nutrition. Intervention success was linked to long-term follow-up and community involvement. The study recommended that Community health interventions require tailored strategies and a combination of qualitative and quantitative methods for effective evaluation. Future interventions should prioritize long-term community engagement and use both outcome and process evaluations to ensure sustained impact.

Mitchell and Richards (2020) investigated effectiveness of mass media campaigns in promoting behavioral changes in public health interventions. The study targeted General public in the U.S. and U.K. A sample of 2,500 individuals from different socioeconomic backgrounds. Online surveys and focus groups were employed as data collection instruments. Quantitative analysis using SPSS, thematic qualitative analysis for interviews. The study established that Campaigns focusing on smoking cessation and alcohol reduction had significant reach but mixed long-term behavioral impact. Success depended on targeted messaging and audience engagement. The study also established that Mass media campaigns are most effective when supplemented by community-based efforts. The study commended that future campaigns should employ more personalized communication strategies and follow-up interventions.

Harrison and Olson (2022) investigated the Impact of Mass Media on Childhood Obesity Prevention. The study targeted Parents and children aged 6-12 in U.S., Canada, and Australia. 1,200 families, selected through stratified sampling. Questionnaires for parents and children, television and social media monitoring. Multivariate analysis,

regression models for behavioral outcomes. The study found that exposure to media campaigns significantly raised awareness but had a more modest effect on sustained behavioral changes related to diet and physical activity. The study highlighted the need for interactive media and community programs to reinforce media messaging. The study recommended that a combine mass media effort with school and community-based programs to sustain impact.

Kaplan and Young (2019) Evaluated the Role of Social Media in Health Promotion. The study sought to assess the effectiveness of social media campaigns in promoting mental health services. The study targeted Young adults aged 18-35 in the U.S. and U.K. 800 participants from urban areas were selected using convenience sampling technique. Data Collection Instruments. Social media analytics, online surveys, interviews. Sentiment analysis of social media interactions and qualitative coding of survey responses. The study revealed a high level of engagement, but there were challenges in converting online interaction into actual health service utilization. While social media campaigns have broad reach, their effect on long-term mental health behaviour is limited. Integrating peer support and professional follow-ups within social media platforms could enhance the effectiveness of these campaigns. Mass media can raise awareness and promote short-term behaviour change, the long-term effects often require supplementary efforts through community engagement, social support, and personalized interventions.

In Jordan, Al-dmour, Deh, Salman, Rand and Mohammad (2022) investigated the role of mass media interventions on promoting public health knowledge and Behavioral Social Change Against COVID-19 Pandemic in Jordan. Based on communication theory and literature reviewed in health communication. To carry out this study; an

online questionnaire was prepared and conducted in Jordan and a number of 2,555 social media platforms participants were reached. Content analysis method was mainly deployed for data analysis. The findings showed significant relationships between the preferred type of mass media channels ($R = .47$), preferred message types ($R = .58$), and preferred message sources ($R = .56$) and the level of public health knowledge and behavioral social change against COVID-19 pandemic in Jordan. The study also found that the preferred mass media channels, message types, and message sources differ among the respondents' demographic characteristics (gender, age, and education). In contrast, no differences found attributed to territory locations.

The knowledge gap of the study is that it was conducted in Jordan while the current study was conducted in Kenya. The reviewed study focused on COVID-19 pandemic while the current study focused on uptake. The study only employed online questionnaire survey targeting social media users while the current will target women in Baringo with physically delivered questionnaires. The reviewed study was delimited to social media communication channels while the current study focused on television and local and rural radio. The reviewed study provided useful insight on the effect of mass media on promotion of health however the finding could not be generalized to the current study due to the geographical and contextual differences.

Kanchan and Gaidhane (2024) investigated the effect of print media role on public health: A Narrative Review. Print media plays a pivotal role in communicating public health information, acting as a vital channel for spreading awareness and encouraging healthy behaviors. This narrative review delves into the historical significance of print media in health communication while evaluating its relevance in today's digital media environment. Despite encountering significant hurdles like digital competition and

financial limitations, print media remains indispensable for addressing crucial health issues and disseminating information during public health emergencies. Effectively utilizing print media for health promotion necessitates careful planning, thorough evaluation, and targeted distribution to ensure widespread impact and audience engagement. Employing a comprehensive search strategy, relevant literature was identified through electronic databases and manual searches of reference lists. The gathered literature underwent rigorous screening to align with the review's objectives, with key insights synthesized through iterative analysis. Print media remains a cornerstone of health communication, offering tangible avenues for information dissemination and audience interaction. However, its efficacy is subject to various factors, including technological advancements, evolving media landscapes, and challenges in content dissemination. Overcoming these obstacles requires innovative approaches and collaborative endeavors to harness the full potential of print media in advancing public health objectives.

Farwa (2019) studied the feasibility of community radio for educational and grooming purposes in universities in Islamabad. In the study, data was collected through a survey questionnaire and examined using the statistical package for the social sciences. It was found that efficiency, accessibility, and usability determine the listeners' attitudes towards interactive radio instruction, and that adoption of community radio interactive radio instruction, interactive communication tools, and lifelong learning were major governing factors towards the feasibility of interactive radio instruction in universities.

It was also found that age, gender, and qualification were demographic variables that determine the listeners' perception of interactive radio instruction. The study however focused on universities in Islamabad, which is a different the study in Baringo County

which focused on the mass media and promotion of maternal health in Baringo County. The study focused on demographic characteristic influence of listener's perception of interactive radio instruction, which is not the case in this study. The reviewed study employed quantitative research methods, which the current study employed, mixed research methods.

Jenkins *et al.*, (2019) surveyed Vietnamese-American women to understand how a media driven education campaign affected cervical and breast cancer screening. Pre-test telephone interviews with 482 control area women, 451 intervention area women who were randomly selected and 422 and 454 women post-test interviews, were conducted to assess its impact. In the surveyed populations, after demographic differences were controlled for, the intervention effect's odds ratios for hearing of a check-up that is general, clinical breast examination (CBE) and Pap test; arranging for a mammogram, check-up, CBE, and Pap test; and going for a Pap test and check-up were statistically significant at post-test.

It was determined that a media-led educational campaign was more effective in improving recognition of diagnostic tests and willingness to take them than in increasing test currency or receipt. The study however focused generally on the media driven education affected cancer screening, while this study specifically focuses on mass media and promotion of maternal health services in relation to maternity. The study employed quasi-experimental research design while the current study employed descriptive survey research design. The study was conducted in Vietnam which is geographically different from the current study area. This justify the need for the current study.

In rural Bali, Indonesia, Waters *et al.*, (2020) conducted an effect assessment of community radio that is health-promoting. To interview 74 people, the researchers employed a combination of individual interviews and focus groups. The study revealed that the community values the radio station's input, with community members expressing that they were extremely proud of the radio station. The health promotion approach by the radio station, included a combination of on-air and off-air programming to support community projects. The health promotion programme was credited with shifting community perceptions. The study focused on a rural context in Bali, Indonesia, which is different the current study which was conducted in Baringo County. The study also employed qualitative research methods while the current study employed mixed methods. The study only used interview schedule and focus group discussion which are qualitative data collection instrument which contrarily to the current study which employed questionnaire and interview schedules.

Fombad and Jiyane (2019) studied the function of two community radio stations in rural development and information distribution to women listeners in chosen areas of the KwaZulu Natal Province of South Africa. The qualitative study found that, while community radio stations were appreciated as systems of support for disseminating information in development of communities, their women community development and information dissemination role has not been fully explored. According to the findings, there are few information awareness initiatives targeted specifically for women, despite the women being the most recipients of these radio stations. The study concluded that radio stations often ignore information related to women issues.

The study recommended that radio stations should devise programmes on women issues even in development. The study was however not conducted in reference to health

communication in general and health policy uptake in particular, and findings may therefore not be applicable in the present study. The study was also conducted in South Africa contrarily to the current study, which was conducted in Baringo County in Kenya. Qualitative technique was employed in the reviewed study while in this study mixed methods were employed. The reviewed study was delimited to two radio stations while in this study it focused on mass media including radio, Television social media just to mention but a few.

In Kenya, Ochichi (2018) studied the community radio's evaluation in the rural development context. Employing the cross-sectional mixed method design, the study employed a mix of in-depth interviews, direct observation, focus group discussions, and survey designs. According to the study's findings, radio that is community in nature has contributed moderately to the development of the community in Kenya. The study concluded that the stations failed to foster participatory development and programmes were produced by the community radio staff, without incorporating the efforts of the communities. However, to some extent, the stations facilitated the process of sharing development information.

The study was conducted about rural development in general with no focus on a particular policy's uptake. The findings may therefore not be applicable in the present study. This justified the need for the current study that was conducted to investigate the effect of mass media on promotion of maternal health in Baringo County. The study was also delimited to local community radio while this study focused on both community and national radio station in addition to televisions and social media platforms. The study also employed cross sectional survey while the current study employed descriptive survey research design.

Mwanzia (2017) studied community radio's role in building peace among the youth with reference to Pamoja Fm in Kibra, Kenya. The study was case study in design, with data collected from 400 respondents in the Kibra constituency using questionnaires. Pamoja FM had peace area to be covered that was aired during the day, as well as specifically youth targeted peace content in conversations aired in the course of the afternoon show, according to the findings of the study. The "Afternoon Youth Show" was listened to by a majority of the youths (52%). It was also discovered that 39% of youths favoured the engagement of known community people in conveying peace content, 24% preferred radio call-ins, and 5% favoured music as a delivery mechanism. In general, 70 percent of the young said that the parties broadcast by Pamoja FM promoted peace and coexistence by inspiring them to be more accepting of others and motivating them into becoming peace champions in their communities.

The study was however conducted in reference to peace building and the youth, while this study focuses on the and women in Baringo County. The reviewed study was delimited to the youth and peaceful co-existence while the current study focused on promotion and uptake. While the reviewed study provided useful insights on the effect of radio on community engagement, it could not be generalized in the current study area thus the need of the current study in Baringo County.

Ndege (2020) evaluated the impact of a radio advertisement on free health male circumcision uptake. The advertisement Miya Ngima aired on Ramogi radio promoting voluntary medical male circumcision was completely understood by most adolescents in Kisumu West Sub-County, according to research findings based on 368 Luo men. The study also discovered that the programme increased Luo men's awareness of HIV/AIDS, particularly among men who are not circumcised, and enabled them to

participate in the exercise. Furthermore, the message conveyed information on male circumcision and its benefits to society, as well as the risks associated with not becoming circumcised. The survey also discovered that the Luo community did not practice traditional male circumcision, and that members of the community believed the procedure was painful and resulted in medical difficulties.

The Miya Ngima spot advertising was shown to have aided in changing the unfavourable view of voluntary medical male circumcision, according to the study and also towards the service. The study however focused on voluntary medical male circumcision among Luo men, while this study focuses on the and women. The study was also conducted in Kisumu County while the current study was conducted in Baringo County. The study cross sectional survey research design while the current study employed mixed methods research design. The fact that the community programme was able to promote male circumcision promoted the researcher of the current study to investigate if radio program promoted uptake of s. The current study focused on mass media including national, local radios, television and social media programmes.

Olaleye and Bankole (2016) did a study on the impact of mass media family planning promotion on contraceptive behaviour of women in Ghana. The results show that exposure to media messages on contraception exerts strong impact on current practice of, and intention to use, contraception. Women who had heard or seen advert on contraceptive brands, and women who favor broadcast of family planning messages in the media, were considerably more probable to adopt birth control behaviour than women who had not heard or seen, and women who do not favor broadcast of such media messages, respectively. The study however was in Ghana compared to the

current study. The reviewed study also focused on contraceptive while the current study focused on influence of communication strategies on promotion of maternal health in Baringo County, Kenya. While mass media is seen to promote health programmes, this study sought to see if mass media promoted uptake of in order to advise on policy and strategies.

Brannstrom and Lindblad (2016) did a study on mass communication and health promotion. The study employed a cross-sectional research design. Data were interpreted within a framework of a three-dimensional power approach. The media coverage was largely restricted to middle-aged men, whereas women, children and young people were less salient in the news. The study observed that majority of the health promotion emphasized by the mass media were those attributed to profit making such as advertisement of hospitals with less programmes being promoted on maternal health and other programmes around women. The results indicated there was sex and social class differences among people recalling the media news.

Sabone, Mogobe and Sabone (2016) did an analysis on ICTS and their role in health promotion in rural communities in Botswana. The study employed exploratory descriptive design. The findings indicate that ICTs gadgets explored have opened up possibility for health services and information to reach even people in the rural areas. Ultimately, access affects the general well-being of individuals. One of the major initiatives under the umbrella of health was improving access to health services and information; and this covers among other things, expanding the delivery of health information through the radio and television. The study however was in Botswana compared to the current study. The reviewed study also employed explanatory research design while this study employed descriptive survey research design.

Ohaja and Ewetan (2021) conducted a narrative literature review on media and maternal health in Africa. This was because health communication is a strategy used to disseminate health information to individuals and communities to enable them to make decisions that will enhance their health and well-being. This was because despite the use of traditional media in enhancing maternal and newborn health, it experiences significant challenge in Sub-Saharan Africa. This narrative literature review explores the use of mass media in disseminating maternal health-related information in Africa. Twenty-five articles were considered relevant and included in the review. The study established that mass media played a critical role in tackling systemic health inequities by promoting the sharing of maternal health information with citizens.

There is a need for collaboration among all health stakeholders, as well as a sustainable relationship between media practitioners and health authorities for the promotion of improved maternal health in Africa. The knowledge gap of this study is that it is a systematic review of literature in published articles while the current study was empirical study. While the reviewed study provided useful insight on the effect of mass media on maternal health, the findings could not be generalized in a Kenyan situation due to the geographical and methodological differences therefore justifying the need of this study.

Sofowora (2018) did an assessment of the effectiveness of radio theatre in promoting good healthy living among rural communities in Osun State Nigeria. The study adopted the Pre-test, post-test control group research design. The sample for the study was made up of 240 rural communities in Osun State. They are selected through stratified random sampling technique based on gender, ethnicity and occupation. Seventy-six percent of the sample rated the radio theatre programme as an effective method for promoting

healthy living. Seventy-five percent of the sample also said they learned a lot more from the interactive radio programme than from any other programme.

The study was however in Nigeria compared to the current study location which is in Kenya. The reviewed study employed quasi experimental research design while the current study employed descriptive survey research design. The selection of the sample size was based on socio-demographic characteristics while in this study the sample size was majorly women because they are the beneficiaries of the maternal health services. The reviewed study focused on promoting good healthy living which was different to the current study which focused on promotion maternal health services.

Waters, James and Darby (2017) conducted an impact evaluation on health promoting community radio in rural Bali, Indonesia. The Most Significant Change method was utilized to interview 74 participants (combination of individual interview and focus groups). Results found out that in contrast to the findings of a needs assessment in 2004, the community now largely valued the input of the radio station with community members stating they were 'very proud of the radio station'. Changes in community perceptions are considered attributable to the radio station adopting a health promotion/community development approach to a combination of on-air programming to support off-air activities within the community. The radio station was in a valuable position to continue making a positive contribution to the village of Tulikup and to the wider region of Bali.

The study was however in Indonesia compared to current study, which was conducted in Kenya. The reviewed study employed qualitative research methods while the current study employed both qualitative and quantitative research methods. The reviewed study employed interview schedules and focus group discussion as data collection

instruments while the current study employed questionnaire and interview schedule as data collection instrument. The findings in Indonesia provides very useful insight on the effect of Radio on promotion of health services however the findings could not be generalized in Kenya due to geographical and methodological differences.

Adamu (2020) investigated the effect of mass media exposure on maternal health of Hausa Women in Nigeria. The study employed qualitative research methods, cross sectional research design. The study targeted women aged 14-49 years out of which 384 respondents were selected to participate in the study. Interview and focus group discussion were employed as data collection instrument. The study established that mass media exposure had improved mental health. Majority of the women has access to radio and posters which were relevant in addressing problems associated with mental health. The knowledge gap of this is that it was conducted in Nigeria while the current study was conducted in Kenya. The study employed qualitative research method while the current study employed quantitative research method. The study focused on interview schedule and focus group discussion while this study employed questionnaire and interview schedule.

Ajaero et al., (2016) conducted a study on effect of access to mass media and use of family planning in Nigeria. The objective of the study was to investigate the relationship between access of mass media messages on use of family planning. Descriptive survey research design. Data was collected using questionnaires in 36 states in Nigeria and Abuja. The study established that access to mass media had an increased likelihood for using family planning. The study also established that radio, television health talks and poster were the main mass media channels used to promote family planning usage in the Nigeria. The knowledge gap of the study is that it was conducted

in Nigeria and focused on mass media and family planning usage while this study was conducted in Kenya and focused on effect of mass media usage on promotion of maternal health. The target of 36 states was considered too large and the researcher failed to indicate how specific respondents were selected.

Utalos (2019) investigated the influence of broadcast media message on awareness, perception and attitude towards maternal health among reproductive women in Nigeria. Cross sectional survey research design was employed. Questionnaire was employed to collect data from 382 women aged 19-49 years. The study established that Broad Cast media was the most channel used in source of maternal health. Radio was the main source of maternal health due it was widely available to a majority of the women. Broadcast media positively influence women attitudes and perception towards maternal health. The knowledge gap is that the reviewed study was conducted in Nigeria contrarily to the current study which will be conducted in Kenya. The reviewed study focused on broadcast media which limited the study findings considering other mass media channels. The reviewed study employed cross sectional survey research design while the current study employed descriptive survey research design. The study was also delimited to quantitative data this the findings were not triangulated to counter this limitation the current study employed mixed methods consisting of both qualitative and quantitative research methods.

In Ethiopia, Ahmed and Seid (2020) investigated association between exposure to mass media on family planning methods and utilization of modern contraceptive methods. The study employed comparative cross-sectional survey research design. The study targeted 6401 women in both urban and rural area. Stratified and simple random sampling technique were employed to select a sample of 230 urban and 230 rural

women. Questionnaire was employed as data collection instrument. The study established that there was no significant difference between urban women and rural women in relation to exposure to family planning methods. The study therefore highlighted that there was difference between rural and urban women in relation to utilization of modern contraceptives. The knowledge gap of the study is that it was conducted in Nigeria while the current study was conducted in Kenya. The reviewed employed comparative cross-sectional survey research design while this study employed descriptive research design. The reviewed study focused on family planning a part of maternal health while the current study focused maternity services.

Igbinoba *et al.*, (2020) investigated women mass media exposure and maternal health in Nigeria. The study sought to investigate the source of maternal health awareness, means of obtaining maternal health, frequency of mass media exposure and influence of mass media on maternal health. The study employed descriptive survey research. Questionnaire was employed as data collection instrument. 100 women aged 14-49 years were selected using simple random sampling technique. The study established that mass media had a significant influence on maternal health awareness. The study also established that majority of the women obtain information from radios, televisions and posters. The knowledge gap of the study is that it was conducted in Nigeria while the current study was conducted in Kenya. The study only employed quantitative research method while this study employed mixed-methods.

Meadows and Foxwell (2011) did a study on the role of community based local radio and television in enhancing emotional and social well-being in Australia. The study argued that community-based broadcasting is having a positive impact on the state of mental health of its audiences. The study made argument by reviewing audience

research data from a study of the Australian community broadcasting sector conducted between 2004 and 2007. The findings reveal that the community radio and Indigenous television sectors are making a significant contribution to managing community mental health by empowering audiences to better understand and control issues that impact on their emotional and social well-being.

Lawrence (2017) did a study on health programming and community-based radio stations in Zambia. A mixed methods survey was utilized. Participants (n=103) were interviewed orally about basic radio listening habits and health behaviors. The study findings revealed that health programming has significant public health implications as it showed that community-based radio stations have potential to improve the overall health of a community. It also suggests that such community-based radio stations might be effective tools for communicating health messages in rural areas with hard-to-reach populations in other parts of Zambia. The study was however in Zambia compared to this study location.

Byrd-Bredbenner, Grenzi and Quick (2015) did a study on the effect of a television programme on nutrition cognitions and intended behaviours in U.S.A. The study examined the effect of nutrition-related information in the Lisa the Vegetarian episode from the prime-time television series *The Simpsons* on children's nutrition cognitions and intended behaviours. This episode was chosen because its storyline is rich in nutrition-related information. The sample was girls aged 9 and 10 years from New Jersey. Analysis of covariance, with pretest score as the covariate, revealed that the treatment groups mean post-test and follow-up post-test knowledge and intended behaviour scores were significantly more positive and attitude scores were significantly more negative than the control group.

McTernan, Ryan and Arensman (2020) conducted a survey using a television programme as a tool to increase perceived awareness of mental health and well-being. The study was conducted using a mixed methods approach. The findings indicated that a documentary addressing mental health and suicidal behaviour, which incorporates real life identifiable stories of resilience and recovery, has the potential to impact positively on emotional well-being and general mood, to reduce stigma related to mental health and to encourage help-seeking behaviour. Documentaries including these concepts, with a public mental health focus and a consistent message, incorporating pre- and post-evaluations, and customization for target audiences in compliance with current media recommendations, should be considered.

Waithaka (2023) investigate Effect of Print Media Coverage of Free Maternal Health Care Issues by the Daily Nation Maternal health care is a key societal issue which needs attention for any country working towards achieving millennium goals. The media has a role in highlighting and creating awareness on perceptions and policy on maternal health issues both to the government and the society. In Kenya's mass media system, the editors have power and legitimacy to decide on media content. It is difficult for health or science to be covered regularly when politics and other major news carry more weight. Kenya enjoys a more diverse and liberalised media scene than many other African countries and therefore stands a good chance in in-depth coverage of reproductive health issues. Health policies do exist in our country, but they need to be strengthened, and made more relevant to particular health issues and in this case maternal health.

The study sought to investigate how the print media covered free maternal health care programmes in Kenya a case of the Daily Nation newspaper. The period covered was

January to June 2013; three months before and three months after the March General Elections. A content analysis of selected Kenyan print media publications specifically Daily Nation newspaper was done. The population of this study comprised all the 180 publications within the six months period. Analysis of the findings was done with the help of a code sheet. From the findings, the study concludes that print media coverage of maternal health news is wanting. Media houses are primarily profit-making organizations. They tend to focus on issues that will increase their sales and as a result prefer very sensational reports.

Maternal health issues, by their nature do not fall under this category they need to be given more coverage as we endeavour to attain the millennium goals. The study recommends that print media as an information tool should give maternal health issues prominence in their coverage and must play its watchdog role in highlighting implementation of government policies such as this one on maternal health.

Saraf and Balamurugan (2018) to investigate the Role of Mass Media in Health Care Development conducted a review of articles. This was because the world is facing a lot of health issues and if the issues are not presented to the people then they can cause adverse effects to mankind. Mass media plays a vital role in presenting these issues to masses. The study established that mass media has an important role in helping the communicators of health to increase their reach to the audience where a fact needs to be understood that although such type of directly communicating channels needs a lot of resources, they are able to reach only a few people in the undeveloped areas.

The most prevalent mass media used were Radio, television, newspapers and various other forms of mass media are able to persuade a large number of people for adopting new behaviors and create a positive attitude in them towards health care and solutions

to the health problems. The mass media not only inform the people about the new spreading diseases but also keeps them updated. audio-visual medium, television, created an impact on a large number of people. The study concluded that the mass media campaigns on health are a very beneficial tool in promoting the health services at national as well as rural level. It is better to stop arguing on the fact that is mass media an effective channel in promoting health. The knowledge gap of the study is that it employed review of published literature while the is an empirical study. The study focused on healthcare development while this study focused on maternal health.

Mbatha, Odek and Njenga (2023) investigate the role of community radio in creating awareness on health issues: A Case Study of Pamoja FM's Linda Mama Delivery Program. Community radio has globally been used to create awareness on a range of topical issues, including political awareness, education, crime, safety, human rights, and health communication. Accordingly, against the backdrop of low uptake in slum communities largely attributed to its low awareness levels coupled with paucity of literature, this study set out to assess the role of community radio in creating awareness on health issues with reference to Pamoja FM particularly concerning Linda Mama Delivery programme. Anchored on the health belief model, this study took the descriptive design, employing a mix of both qualitative and quantitative techniques.

The target population was all 56,406 resident women in Kibra sub county. Using the Yamane (1967) formula, the determined sample size was 100 resident mothers, who were selected by the snowball sampling technique. A semi-structured questionnaire was used. Results indicate that a majority of the residents of Kibra sub-county are highly aware of the various aspects. The study found that the community radio in Kibra sub-county carries out Linda Mama awareness campaigns through a number of practices

and avenues. It was further found that generally, a majority of Kibra sub-county residents have a positive perception towards messages on the as communicated by community radio.

The study also found that to a great extent, awareness creation of the by community radio has influenced its uptake in Kibra sub-county. It is concluded that the awareness campaign practices used by Pamoja FM; and the positive perception towards messages on the as communicated by community radio have been effective in creating awareness on the among residents of Kibra sub county, leading to its uptake. It is therefore recommended that community radio ownership and management in the country invest in awareness campaigns using such practices and avenues as the use of open-air show, adverts, daily programs, expert interviews, news bulletin and debate to effectively create awareness on various health issues.

Health promotion is part of GPs' commitments. Some waiting rooms have therefore been implemented with audiovisual aids (posters, pamphlets or screens) for health promotion purposes (Berkhout, Zgorska-Meynard-Moussa & Van Royen, 2018). Few studies have assessed the effect of audiovisual aids in primary care. Methods of communication have been changing over time from the usual pamphlet and poster, to TV screens, tablets, computers and programmes associated to smartphones by Bluetooth, and they offer immense potential for health. At present, there is limited knowledge with regard to how and to what extent these educational aids on health are used in primary healthcare: there are very scarce publications in GPs' offices, most publications relating to other primary care services, such as family planning centres, or outpatients integrated primary care consulting rooms (Lionis, Petelos, Mechili, Sifaki-Pistolla & Ajdukovic, 2018).

Currently, China's health system consists of three levels: tertiary, secondary and primary levels. Tertiary hospitals are responsible for the majority of comprehensive diagnosis and treatment (Liang, Mays & Hwang, 2018). They have full coverage of diverse medical and surgical departments and are equipped with modern medical and diagnostic equipment. These hospitals exist in large and medium-size cities. Secondary hospitals include general hospitals in small cities and counties of large cities, as well as most specialist hospitals. However, the CHWs only served in primary health care level. Primary health service is provided by medical institutions, which refers to basic level health service institutions in residential areas in urban or rural town health centers (Wang, Yang, Duan & Pan, 2018).

There are many ways to approach the history of health systems and practices in Malaysia. As health and medical services are usually initiated by the government, the history of services in Malaysia may be explained by the history of the country (Loganathan, Rui, Ng & Pocock, 2019). Without doubt, the British colonial presence established the so-called modern health care system in the country between the late nineteenth century and early twentieth century. These traditional healers utilized therapeutic, physical means, prescribing doses of medicine or herbs, and also spiritual and psychological modes in their treatment (Risso-Gill, Balabanova, usoff, Mustapha & Teo, 2015).

In Australia, the mass media has been widely used in public health programmes to address behavioural risk factors, and is one of the strategies that can be used in efforts to prevent skin cancer (Falzone, Brindis, Chren, Junn & Linos, 2017). Factors that enhance the effectiveness of campaigns include using behavioural theory to target messages, formative testing of messages with the target audience, linking messages

with credible sources and maximizing the frequency, duration and reach of the media delivery. In the area of skin cancer control, evidence about the effectiveness of mass media campaigns has been limited by study design and measurement problems (Lustria, 2017).

The Nigerian government is committed to quality and accessible public health services through provision of primary health care (PHC) in rural areas as well as provision of preventive and curative services (Kress, Su & Wang, 2016). PHC is provided by local government authority through health centers and health posts and they are staffed by nurses, midwives, community health officers, health technicians, community health extension workers and by physicians (doctors) especially in the southern part of the country. The services provided at these PHCs include: prevention and treatment of communicable diseases, immunization, maternal and child health services, family planning, public health education, environmental health and the collection of statistical data on health and health related events (World Health Organization, 2015).

In low income communities, high maternal and neonatal mortality is driven partially by communities due to the limited access to facility-based obstetric care particularly for emergencies (Jones, Lattof & Coast, 2017). Maternal and neonatal mortality ratio is still high because many mothers did not seek proper care in the health facility when they were exposed to any of pregnancy, childbirth and/or postpartum complications. They also did not receive proper ANC (4 visits), did not deliver by well-trained health providers, and did not seek PNC within 40 days after delivery (Lassi & Bhutta, 2015).

In Egypt, there is clinic-based studies targeted doctors and nurses only at the health facilities of the district's levels (Nasr & Hassan, 2016). Community based interventions that were done were limited to health education of small number of women in

childbearing age and for short period of time. These studies focused on general reproductive health issues without getting in depth for emergency obstetric care related to antenatal, natal and postnatal risks and complications. Moreover, these interventions revealed that more needs for training of health providers and improving the knowledge of women especially in low income areas (Kim, Joo, Lin, & Han, 2016).

In Uganda, Community health volunteers (CHVs) play an integral role in primary healthcare. Several countries rely on CHV programs as a major element in improving access to care and attaining universal health coverage (Kuule, Dobson, Woldeyohannes & Wilkinson, 2017). However, their performance has been heterogeneous and at times context-specific, and influenced by multiple factors. Lay community health workers, often interchangeably referred to as community health volunteers (CHVs), are increasingly recognized as an integral component of the health workforce, especially in low- and middle-income countries (LMICs). Several LMICs invested in CHV programs as a major element of improving access to care and achieving the millennium development goals. In the era of the sustainable development goals (SDGs), CHVs are expected to become even more important as they have been identified as key contributors to universal health coverage, a target on the road to good health and well-being for all (Umar, 2019)

Ntlotlang and Grand (2016) investigated the the role of public libraries in disseminating health information in Botswana's Kgatleng and Kweneng districts, examining how these libraries market health information services to their communities. The study underscores the importance of collaboration between public libraries, health agencies, and media organizations to enhance health information dissemination and user accessibility. The study was however conducted in Botswana while this study was

conducted in Kenya Baringo County in particular. While the study focused in library as a mean of disseminating health information, the current study focused on effect of mass media on promotion of maternal health.

Nagler *et al.*, (2016) conducted a study on the analyzing local print news in two New England cities, this study explores the prevalence and framing of health disparities and Social Determinants of Health (SDH). The study employed cross sectional survey research design with a sample of 129 respondent's selected using simple random sampling techniques. The study underscores the need for targeted interventions in local media to enhance awareness of health disparities, particularly in cancer. The reviewed study was however conducted in England a developed country as compared to Kenya a developing country. The reviewed study also focused on local print news on social Determinants of Health of Cancer but the current study focused on the influence of mass media on promotion of maternal health. The

Shakeel et al. (2017) conducted an examination of physicians' perceptions in Karachi, Pakistan, this cross-sectional study from January to July 2015 delves into the impact of electronic and print media on patients' health. This was because most physicians doubted the media's role in lifestyle modification and questioned its reliability for health information, emphasizing a stronger trust in healthcare professionals. This study investigates physicians' perceptions regarding the impact of print and electronic media on patients' health status. The study revealed that despite the potential of mass media to raising awareness, physicians remain unconvinced about its extensive use. The study revealed with high prevalence of electronic media such as social media majority of the patients were less concerned about information raise on health and considered not very entertaining. The study was however conducted in Pakistan a more developed country

as compared to Kenya. The study also focused on patient's general health but the current study focused on maternal health. The fact that there were geographical, methodological and contextual differences between the reviewed and the current study justified the need of this study.

Kim and Jung (2017) investigated the link between media use, health information-seeking behaviour, and vaccination among Korean adults, this research explores the role of diverse media channels in promoting vaccination awareness. Increased vaccination odds are linked to accessible information on diseases, radio listening, and newspaper reading. The knowledge gap was that the study was conducted in Korea a more developed country as compared to Kenya where the current study was conducted. The study also focused on vaccinations while the current study focused on maternal health. The fact that the study established that there was a positive link between media channels and promotion of vaccinations, the study sought if the findings were consistent with the issue of maternal health and therefore the current study was conducted.

Peacock *et al.*, (2019) conducted a study examining 76 newspaper/magazine articles from the UK, Romania, and Italy. The study investigated how print media depict the risks and benefits of herbal supplements. The study established that while most articles maintained factual accuracy, they often lacked context and impartiality. The study emphasizes the need for an accessible, objective information source to empower consumers in making informed choices about herbal supplements. The geographical difference between the reviewed and the current study justified the need of the current study. the reviewed study was based on a systematic review of literature while the current study was based on empirical review of literature. The reviewed study also focused on herbal supplements while the current study focused on maternal health.

Campbell and Rudan (2020) investigate the effect of health communication on Maintang public support and counteract to misinformation. The study addressed the crucial need for effective communication of health research to maintain public support and counteract online misinformation, particularly as new generations increasingly self-educate online. The study explores strategies for promoting health issues online and through mass media to engage wider audiences. The study established that with the surge of the use of social media platforms, promotion of health information is widely spread to a large audience. The study also established that communication through social media platforms has created a forum in which the audience could have an interactive section thus promoting more understanding of the health information. The study was only limited in that it only focused on the young generation who are more technology literate which could be difficult to implement in this study since a majority of the women of age giving are older and illiterate especially in Baringo County where there is low education among the women.

John and Kapilashrami (2021) investigated the portrayal of migrants and refugees, focusing on their health, in Indian print media before the COVID-19 pandemic. Employing frame and content analyses on three English-language newspapers from January 1, 2017, to December 31, 2018, the research explores variations based on social positions. The study established that the media's role in vilifying migrants is underscored through biased framing and limited representation of migrants' voices. The study was different in that it was conducted in India a more developed country as compared to Kenya. The study also focused on migrants and refugees which is different to this study which focused on maternal health. It was also a systematic review of literature which is different from the current study which is an empirical study.

He and Li (2021) the study conducted a comparative study of the traditional mass media and social media impacts on cancer information-seeking and avoidance in China. Comparative research design was employed in the study. Correlational analysis was used to test the hypotheses. A positive association was found between cancer fatalism and seeking/avoiding intentions, revealing a complex interplay of negative beliefs in information behaviors. The study established that contrarily to the traditional mass media, social media was able to provide more interactive information dissemination. This was because; the audience of social media platforms could have an interactive session giving more insight in to the subject at hand, which is different to traditional mass media. The knowledge gap of the study was that it was conducted in China a more developed country as compared to Kenya a developing country. The study also focused on Cancer while the current study focuses on maternal health. The reviewed study was a comparative study while the current study was not. Therefore, the findings in the reviewed study could not be generalized in the current study justifying the need of this study in Kenya

Fatimah Arianto, Bahfiarti (2021) investigated the effect of Media communication and youth reproductive health, North Toraja District. Analyzing communication media and its impact on reproductive health in North Toraja society, this quantitative-descriptive study explores preferences among adolescents. Printed communication media, particularly books and magazines, emerged as the preferred source for reproductive health information, followed by websites and social media. While the study focused on reproductive and maternal health, the reviewed study was different in that it focused on adolescent unlike the current study which focused on women seeking maternal health. This study sought to investigate whether the scenario in Toraja was the same as in

Kenya in relation to prevalence of communication channels, therefore justifying the need of the current study.

Kersbergen et al. (2022) investigated the effect of print and online textual news media coverage in UK. This research explores media coverage of UK low risk drinking guidelines from 2014 to 2017, analyzing 500 articles for reporting accuracy, tone, and purpose. Thematic analysis was applied to 200 randomly selected articles. Media coverage peaked (7.4%) during the 2016 guidelines revision. The study emphasizes nuanced media portrayal, where neutral overall coverage coexists with critical, in-depth perspectives. The reviewed study was conducted in United Kingdom a developed country as compared to Kenya a developing country. The study employed qualitative research methods while the current study employs mixed methods. The study also conducted a systematic review of literature while the current study was an empirical study. The study employed thematic analysis while the current study employed descriptive and inferential analysis which were triangulated with content analysis

2.2.2 Traditional Media and Promotion of Maternal Health Services

Kim *et al.*, (2015) did an overview on health promotion programme using traditional Korean medicine (HaPP-TKM). The results showed that since 2005, TKM health promotion programmes can be described in three stages. In the first step, each hub health centre which included a health promotion project chose the programmes among developed programmes in 2005–2012. In the second step, each local public health centre chose the health promotion programmes prioritizing the disease group for integration into the local community. In 2015 and for subsequent years, HaPP-TKM was run for each life cycle as an integrated health promotion programmes in the local community.

Silver (2018) did a study on bringing health messages to life using songs and storytelling: in Uganda. Utilizing existing community traditions such as songs and storytelling offers culturally appropriate ways of enhancing the communications component of the health care system to make it serve the poor majority in a readily comprehensible, credible, affordable, and accessible form. These non-formal active-learning methods are highly compatible with and promotive of the general principles of primary health care, especially for their empowering, participatory and sustainable qualities. It is only a natural extension for health educators to more fully employ the use of the time-honored oral traditions of songs and storytelling as a vehicle for communicating health messages.

Bungay, Clift and Skingley (2017) did a survey on the silver song club project: a sense of well-being through participatory singing. A total of 369 participants (in 26 song clubs across the south east) completed a short questionnaire to provide information on personal characteristics, previous musical experience, anticipation and enjoyment of the clubs and perceived benefits. It was found that those attending enjoy a positive experience; with two-thirds of those participating saying that it makes them feel better. It is argued that the sense of well-being experienced by people attending the sessions is due to the potential of singing well-known songs to act as a social catalyst, and the inherent physical and psychological characteristics of singing itself.

Sivvas, Batsiou and Filippou (2015) investigated the dance contribution in health promotion. The purpose of this research was to investigate if any form of dance can prove to be an asset of conservation or improvement of human health. Survey samples consisted of women and elderly people, men, children and teenagers also constituted considerable sample of many researches. From the study results of researches, it was

found that dancing helps in many ways to preserve and improve human health, as far as physical health is concerned as it maintained the physical state in good level but also concerning mental health by minimizing stress and depression. Finally, social health also proved to be positively affected as the factors that prevent an individual from socialization were reduced.

Hui, Chui and Woo (2019) conducted a study on the effects of dance on physical and psychological well-being in older persons. Quality of life was assessed by the medical outcomes survey short form (SF-36) questionnaire. The intervention group views toward dancing were also evaluated at 12 weeks. Significant difference was observed between the groups in six outcome measures: mean change in resting heart rate, timed up-and-go test, and lower limb endurance and the 'general health' and 'bodily pain' domains of SF-36. The majority of the dance group felt the intervention improved their health status. These findings demonstrate that dancing has physical and psychological benefits, and should be promoted as a form of leisure activity for senior citizen.

Slater, Vradelis and McCombs (2019) did a study on the mental health impacts of a poetry education program for children. The study described the results of a study on the health benefits of a 17-week poetry education program, implemented in 4th grade classrooms in central California. The study incorporated a quasi-experimental design and compared outcomes from groups of treatment and comparison classrooms. Furthermore, case studies of 8 high-risk students provided in-depth information about the nature of protective processes. Results showed that poetry education provided a source of joy and humor for students; improved self-awareness; increased empathy and cooperation among students; increased teachers expectations for low-performing students and provided an important avenue for self-expression.

Shabani Minaabad (2020) did a study on the effect of poetry therapy on the development of language and social skills in children with Autism Spectrum Disorder (ASD). This quasi-experimental study was conducted with a pre-test and post-test and a control group. A total of 30 individuals were selected through voluntary sampling and randomly assigned to experimental (n= 15) and control (n= 15) groups, and answered the Vineland social maturity scale and the test of language development questionnaires. The study findings revealed that poetry therapy was effective in increasing the use of language skills and improving appropriate social skills. Also, teaching such skills can be used as an effective intervention method in schools, medical centers, and speech therapy centers.

Kabir (2022) investigated the influence of traditional media access and mobile phone use affect maternal healthcare service use in Bangladesh? Moderated mediation effects of socioeconomic factors. Exposure to traditional media (TV, radio, and newspapers) and the use of mobile as an inter personal communication tool allow for a variety of information provision. The study analyzed reproductive and media data of 5,011 ever-married women extracted from the latest nationally representative Bangladesh Demographic and Health Survey. Hierarchical logistic regression and moderated mediation analysis are performed to determine the association. Only 26.9% of women used mobile for health service use, while more than 55% had media access. Media access was significantly associated with all three types of MHS use; mobile usage also has a significant association with antenatal and delivery care. When women have both access to media and mobile, the likelihood of delivering in a health facility increased by 1.82 times (AOR: 1.82, 95%CI: 1.51, 2.20) which is slightly better than having access to only one type of media channel. Provision of media access and mobile use indicate better utilization of MHS in Bangladesh. The collective use of these channels

could be a catalyst for the success of health promotion initiatives to improve women's health behaviors, build community capacity, and create mass awareness that supports the optimal use of MHS in Bangladesh.

2.2.3 Audiovisual Media and Promotion of Maternal Health Services

Tamsuri and Widati (2020) conducted a study on the factors influencing patient attention toward audiovisual-health education media in the waiting room of a public health center. The study involved the screening of 12 kinds of health education video, which ran in the LCD panel in the waiting room. The population consisted of visitors/patients that were 15 years old or older, and a sample size of 124 was selected randomly during the study period. Based on the statistical analysis, it was established that age, severity of health problems, environment situation, and visitor activity influence patient awareness to audiovisual media in the waiting room of the Public health center.

Alsada, Sigal and Kulkarni (2015) did an investigation on development and testing of an audio-visual aid for improving infant oral health through primary caregiver education. A questionnaire was developed to test the knowledge of expectant and young mothers ($n = 11$) and early childhood educators ($n = 16$) before and after viewing the video. The study findings revealed that audio-visual aid promises to be an effective tool in providing anticipatory guidance regarding infant oral health in high-risk populations. Unlike existing educational materials, this aid provides a comprehensive, self-directed, evidence-based approach to the promotion of infant oral health. Widespread application of this prevention protocol has the potential to result in greater awareness, increased use of dental services and reduced incidence of preventable oral disease in the target populations.

Djannah, Sulistyawati and Tentama (2020) did a study on the audio-visual media to improve sexual-reproduction health knowledge among adolescent. This research aimed to assess the effect of audio-visual media to the increasing of sexual-reproduction knowledge. The study conducted a before and after without control informal experimental study design into 153 students in the 1st-3rd grade of junior high school. The effect of the intervention was assessed through the difference between pre- and post-intervention by using the Wilcoxon test. The mean score of the respondent pre and post-intervention was significantly increasing. The study findings indicated that the audiovisual increased the knowledge of the adolescent regarding sexual-reproduction health.

Ruthman and Ferrans (2017) did a study on the efficacy of a video for teaching patients about prostate cancer screening and treatment. The purpose of the study was to test the effectiveness of a video to teach patients about prostate cancer screening and treatment in a clinic setting. A staged, two group, pretest-posttest quasi-experimental design was used. Questionnaires were completed before and after a routine doctor's appointment in a Veteran's Administration clinic. The experimental group (n = 52) viewed the video, and the control group (n = 52) received usual care only. The two groups were similar in age, education, race, and quality of life. Results showed that the video was effective in improving knowledge about a complex topic and changing some patients' preference for prostate-specific antigen testing without frightening or confusing patients.

Haaranen, Rissanen, Laatikainen and Kauhanen (2018) did a systematic review of games and health behaviour on digital and video games in health promotion. The study used experimental design. The number of participants in the interventions was small in general. The results indicated that video games increased light- and moderate-intensity

activities, adherence to medication, knowledge on disease and healthy behaviour. Furthermore, games relaxed and alleviated depressive symptoms. There was no evidence that the games achieved sustained changes in health behaviour. Only short-term changes were reported. Watching the videos has encouraged participants to use services and the majority was satisfied with the services they received.

Abdul *et al.*, (2019) conducted a study on the effectiveness of flipchart to improve knowledge and attitude about tuberculosis in Indonesia. This study aims to increase active case detection through counseling to housewives using flipchart containing social determinants of tuberculosis. This study uses a quantitative method with 200 survey respondents selected using the zigzag method. Quantitative data were analyzed using the statistic Wilcoxon signed Ranks Test. The results of the average score of knowledge before 41.86 and after intervention 102.34 with a value of $p = 0.000$ and attitudes showed there were differences before and after the intervention where the value of $p = 0,000$ then the detections of cases by mothers and cadres were measured after three months of intervention increased by 100%.

Mckay, Chang and McCallum (2015) did a study on culturally appropriate flipcharts improve the knowledge of common respiratory conditions among Northern Territory Indigenous families. The study aimed to determine if use of these flipcharts improved the knowledge of these respiratory conditions among cares of Indigenous children admitted to the Royal Darwin Hospital. The study assessed the knowledge of 60 cares pre- and post-flipchart education using a questionnaire. Pre- and post-flipchart education scores for the three illnesses were combined and were compared using non-parametric analyses. The use of culturally appropriate educational flipcharts improves

the knowledge of respiratory conditions among cares of Indigenous children hospitalized with common serious respiratory illness.

Birang, Yazdanpanah and Nadimi (2016) did a study on the effect of education by visual media on oral health promotion of students. Questionnaires based on the film was prepared and completed by the students in three stages: before watching the film, immediately after that and one month later. Data was collected and statistical analysis was done using analysis of variance and paired T test. The results of this study showed that oral health knowledge was significantly improved immediately after film and one month later. Mean practice of oral health including amount of daily brushing and flossing and method of brushing was significantly improved after one month. Results of this study showed that using educational films as one of the visual medias to promote oral hygiene not only enhanced students' instant knowledge but also improved their oral hygiene knowledge and practice in long term.

Attia, Abdel Rahman and Kamel (2017) conducted a study on the effect of an educational film on the health belief model and breast self-examination practice. A longitudinal study of four phases was conducted to identify the effect of an educational film on the Health Belief Model and breast self-examination practice of second-year nursing students in Alexandria University. Findings showed that the health belief parameters (perceived susceptibility to breast cancer, benefits of and barriers to practicing breast self-examination) were influenced differently by the film. A positive influence was observed between breast self-examination practice and film viewing; one-year post-film follow-up data revealed a high continuation rate of breast self-examination.

Dennis, Abuya, Campbell, Benova, Baschieri, Quartagno and Bellows (2018) conducted an evaluation on the impact of a maternal health voucher programme on service use before and after the introduction of free maternity services in Kenya: a quasi-experimental study. From 2006 to 2016, the Government of Kenya implemented a reproductive health voucher programme in select counties, providing poor women subsidised access to public and private sector care. In June 2013, the government introduced a policy calling for free maternity services to be provided in all public facilities. The concurrent implementation of these interventions presents an opportunity to provide new insights into how users adapt to a changing health financing and service provision landscape.

The study used data from three cross-sectional surveys to assess changes over time in use of antenatal care visits, facility delivery, postnatal care and maternal healthcare across the continuum among a sample of predominantly poor women in six counties. We conducted a difference-in-differences analysis to estimate the impact of the voucher programme on these outcomes, and whether programme impact changed after free maternity services were introduced. results Between the preintervention/roll-out phase and full implementation, the voucher programme was associated with a 5.5% greater absolute increase in use of facility delivery and substantial increases in use of the private sector for all services. After free maternity services were introduced, the voucher programme was associated with a 5.7% higher absolute increase in use of the recommended package of maternal health services; however, disparities in access to facility births between voucher and comparison counties declined. Increased use of private sector services by women in voucher counties accounts for their greater access to care across the continuum. Conclusions Our findings show that the voucher programme is associated with a modest increase in women's use of the full continuum

of maternal health services at the recommended timings after free maternity services were introduced. The greater use of private sector services in voucher counties also suggests that there is need to expand women's access to acceptable and affordable providers.

2.2.4 Interpersonal Channels and Promotion of Maternal Health Services

Valente and Saba (2018) did a study on mass media and interpersonal influence in a reproductive health communication campaign in Bolivia. The study used the following six behaviour change steps: awareness, detailed knowledge, attitudes, intention, interpersonal communication, and family planning method use. The authors found that the main terms of mass media campaign and personal network exposure were associated with behaviour change, whereas the multiplicative interaction term was not. Further analysis showed that the mass media campaign was associated with contraceptive adoption for individuals with personal networks composed of few contraceptive users (as perceived by the respondent) and not for individuals with personal networks containing a majority of users.

Paek, Reber and Lariscy (2017) did a study on roles of interpersonal and media socialization agents in adolescent self-reported health literacy: a health socialization perspective. The study conducted a paper-and-pencil survey among 452 seventh graders in rural and urban school districts. The study regression analysis results show that both interpersonal and media socialization agents are significantly and positively related to adolescent health literacy. Media socialization agents seem to play a strong role in health literacy orientation, not much weaker than those of interpersonal socialization agents. The proposed health socialization model could contribute to the literature on

how adolescents acquire health-related information and channels through which they are most receptive.

Bingham *et al.*, (2015) did a study on the role of interpersonal communication in preventing unsafe abortion in communities in Nepal. The study presented results from an interpersonal communication behaviour change pilot intervention, dialogues for life, undertaken in Nepal from 2004 to 2014, after abortion was legalized in 2002. The project aimed to encourage and enable women to prevent unplanned pregnancies and unsafe abortions and was driven by dialogue groups and select community events. The authors' results confirm that a dialogue-based interpersonal communication intervention can help change behaviour and that this method is feasible in a low-resource, low-literacy setting. Dialogue groups play a key role in addressing sensitive and stigmatizing health issues such as unsafe abortion and in empowering women to negotiate for the social support they need when making decisions about their health.

Fagan, Kiger and Van Teijlingen (2020) did a survey of faith leaders concerning health promotion and the level of healthy living activities occurring in faith communities in Scotland. The study distributed a self-administered questionnaire to representatives of all faith communities in Dundee. The study revealed that faith leaders were positive towards the concept of health promotion and many considered health promotion to be compatible with their mission. The responses suggest a degree of readiness by faith communities to engage, if invited, in health promotion programmes. These results also indicate that faith groups may constitute untapped resources, poised to contribute to local health promotion efforts.

Yajima, Takano and Watanabe (2018) did a study on the effectiveness of a community leaders' programme to promote healthy lifestyles in Tokyo, Japan. A programme

intervention sample (INT group) was selected from programme participants from 13 municipalities in the greater Tokyo area. A questionnaire survey was carried out with the INT group and a general population group (REF group). These findings indicated that the people in the INT group were significantly more likely to pursue a healthier lifestyle and to have greater health literacy than those in the REF group, regardless of socio-economic status. The study also revealed that community participation approach, employing a committee style, was effective in improving health-related behaviour and in promoting health literacy while overcoming socio-economic variation.

Aemero, Berhan and Yeshigeta (2016) did a study on the role of health extension workers in eye health promotion and blindness prevention in Ethiopia. The aim of this study was to assess the knowledge, attitude and practices of health extension workers on PEC and the availability of infrastructure and basic supplies for primary eye care services. A cross sectional community-based study was conducted in Southwest Ethiopia from December 2012 to February 2013. A total of 165 health extension workers were selected randomly and data pertaining to socio-demography, knowledge, attitude and practice were collected with face-to-face interview. The study findings revealed that health extension workers had high awareness on common blinding eye disease and had significant role in primary eye care and blindness prevention activities.

Medhanyie *et al.*, (2019) did a study on the role of health extension workers in improving utilization of maternal health services in rural areas in Tanzania. A cross sectional survey of 725 randomly selected women with under-five children from three districts in Northern Tanzania. Results indicated that health extension workers have contributed substantially to the improvement in women's utilization of family planning, antenatal care and HIV testing. However, their contribution to the improvement in

health facility delivery, postnatal checkup and use of iodized salt seems insignificant. Women who were literate listened to the radio had income generating activities and had been working towards graduation or graduated as model family were more likely to demonstrate good utilization of maternal health services.

Dickson (2018) did a study on aboriginal grandmothers' experience with health promotion and participatory action research. The study was carried out over 2.5 years in a project for older Aboriginal women (hereafter known as the grandmothers). Participation in the project and health assessment contributed to a number of changes in them, which were categorized as cleansing and healing, connecting with self, acquiring knowledge and skills, connecting within the group, and external exposure and engagement. This experience demonstrated an approach to health promotion programming and conducting a health assessment that was acceptable to this group of people and fostered changes congruent with empowerment.

Angermeyer and Matschinger (2016) did a study on the effect of personal experience with mental illness on the attitude towards individuals suffering from mental disorders. Based on the results of two population surveys conducted in Germany during 1990 and 1993, we examined to what extent personal experience with mental illness might influence attitudes towards the mentally ill. The study findings revealed that personal exposure to mental illness exerts a positive influence on a person's attitude towards the disorder and that our findings were not merely the results of possible selection effects, that is to say, that individuals with a more positive attitude towards the mentally ill would have been more inclined to stay in touch with the latter, therefore having greater experience with mental illness.

Gachago, Muasya and Baya (2022) investigated the Influence of on Interpersonal Communication between Midwives and Maternal Mothers at Mama Lucy Kibaki Hospital. The study sought to carefully look into the influence of on interpersonal communication between midwives and maternal mothers at Mama Lucy Kibaki hospital. A mixed-method approach was used where fifty women filled questionnaires with both closed and open-ended questions and 12 were further interviewed. Findings showed challenges in interpersonal communication. The relationship between midwives and maternal mothers lacked a holistic approach and ability to address the challenges that arose. Thus, a need for enhanced interpersonal communication. The LMP was not well-publicized and the hospital should use multiple communications, and forums to sensitize the public. Research should be conducted on interpersonal communication strategies that guide the forms of communication which leads to creating a friendship between midwives and mothers.

The knowledge gap is the the study was done with a small sample; as the study was limited to one Mama Lucy Kibaki Hospital and therefore need for a larger sample size this justifying a study in Baringo County. While the study was conducted in Mama Lucy Kibaki hospital in Nairobi County which is an urban area where as the current study was conducted in Baringo county which is majorly a rural setting thus the findings could not be generalized. The findings in Mama Lucy Kibaki hospital highlighted a wanting interpersonal communication on the which the researcher sought to investigate in Baringo County.

Orangi, Mbuthia, Ondera, Oyugi and Ravishankar (2023) conducted a study examining the implementation of the Linda Mama free maternity program in Kenya. The study employed a mixed-methods cross-sectional study at the national level and in 20

purposively sampled facilities across five counties in Kenya. Data was collected using in-depth interviews (n = 104), administered patient-exit questionnaires (n = 108), and carried out document reviews. Qualitative data were analysed using a framework approach while quantitative data were analysed descriptively. Linda Mama was designed and resulted in improved accountability and expand benefits. In practice however, beneficiaries did not access some services that were part of the revised benefit package. Second, out of pocket payments were still being incurred by beneficiaries. The findings of the study showed that there are challenges associated with the implementation of the Linda Mama program. The study however focused on implementation of Linda Mama program while the current study focused on the effect of communication strategies on promotion of maternal health in Baringo County. The study employed cross sectional survey research design while the current study employed descriptive survey research design.

Roux, Almirol, Rezvan, Roux, Mbewu, Dippenaar, Katzen, Baker, Tomlinson and Borus (2020) investigated the effect of community health workers impact on maternal and child health outcomes in rural South Africa – a non-randomized two- group comparison study. This is because home visits by paraprofessional community health workers (CHWs) has been shown to improve maternal and child health outcomes in research studies in many countries. Yet, when these are scaled or replicated, efficacy disappears. An effective CHW home visiting program in peri-urban Cape Town found maternal and child health benefits over the 5 years point but the study examined if these benefits occur in deeply rural communities. A non-randomized, two-group comparison study evaluated the impact of CHW in the rural Eastern Cape from August 2014 to May 2017, with 1310 mother-infant pairs recruited in pregnancy and 89% were reassessed at 6 months post-birth.

This study established that home visiting had limited, but important effects on child health, maternal wellbeing and health behaviors. The study also established that mothers reported fewer depressive symptoms, attended more visits that are antenatal and had better baby-feeding practices. Intervention mothers were significantly more likely to exclusively breastfeed for 6 months, had lower odds of mixing formula with baby porridge (regarded as detrimental) and were less likely to consult traditional healers. Mothers living with HIV were more adherent with co-trimoxazole prophylaxis ($p < 0.01$). Intervention-group children were significantly less likely to be wasted and had significantly fewer symptoms of common childhood illnesses in the preceding two weeks. The impact of CHWs in a rural area was less pronounced than in peri-urban areas. CHWs are likely to need enhanced support and supervision in the challenging rural context.

Ilozumba, Belle, Dieleman, Liem, Choudhury, Broerse (2018) the effect of a Community Health Worker Utilized Mobile Health Application on Maternal Health Knowledge and Behavior: A Quasi-Experimental Study. Mobile technology (mHealth) is increasingly being used to achieve improved access and quality of maternal care, particularly in rural areas of low- and middle-income countries. In 2011, a mobile application Mobile for Mothers (MfM) was implemented in Jharkhand, India to support home visits by community health workers. The objective of this study is to assess the impact of the mHealth intervention on maternal health. Households from three subdistricts in the Deoghar district of Jharkhand were selected using a multistage cluster sampling approach. Households from the Sarwan subdistrict received the MfM intervention, those from Devipur subdistrict received other interventions besides MfM from the implementing non-governmental organization (NGO), while households from Mohanpur sub district received the current standard of care. Women ($n = 2,200$)

between the ages of 18 and 45 who had delivered a baby in the past 1 year were enrolled into the study. The primary outcomes of interest were maternal health knowledge, antenatal care (ANC) attendance, and delivery in a health facility.

Post-intervention, women in the MfM group had higher maternal health knowledge, were more likely to attend four or more ANC visits, and deliver at the health facility when compared with the NGO and standard care group. After controlling for predictors, women in the intervention group significantly performed better than both the NGO and standard care groups on all three-outcome variables (all $P > 0.05$). The results indicate that although the MfM mHealth intervention could influence adherence and practice of recommended maternal health behaviors, it could not overcome key sociocultural determinants of maternal health such as caste and educational status, which are specific to the Indian context. mHealth holds continued promise for maternal health but implementers and policy makers must additionally address health system and sociocultural factors that play a significant role in the uptake of recommended maternal health practices.

2.3 Theoretical Framework

The study was guided by the following theories; magic bullet theory and the cultivation theory.

2.3.1 Magic Bullet Theory

The theory originated from Harold Lasswell's 1927. The magic bullet theory (also called the hypodermic needle theory) suggests that mass communication is like a gun firing bullets of information at a passive audience. Communication was seen as a magic bullet that transferred ideas or feelings or knowledge or motivations almost automatically from one mind to another. However, many people hold the assumption

that media, like television news outlets, simply release information that does not encourage audience engagement and critical thinking. Rather than give a story with an unbiased message that would allow a consumer create an opinion for themselves, media news outlets present stories to audiences that are attractive to them. Those who believe reality television showed actually portray reality hold some assumptions of the magic bullet theory.

This theory has been largely discredited by academics because of its suggestion that all members of an audience interpret messages in the same way, and are largely passive receptors of messages. This theory does not consider intervening cultural and demographic variables such as age, ethnicity, gender, personality, or education that cause us to react differently to the media messages we encounter. The theory is relevant to the current study that the magic bullet approach meant the originator of the message could directly influence, or manipulate, the intended recipients' perception. The theory relies on the idea that the public is passive and gullible, which makes it easier for the source of the message to influence its audience.

2.3.2 The Cultivation Theory

This theory was proposed by George Gerbner in 1976. The cultivation theory looks at the mass media as an agent for socialization and critically examines the implications and effects associated with the use of mass media, thus; whether television viewers end up believing the television version of reality the more they watch it. Cultivation theory in its most basic form, suggests that television (a component of traditional media) is responsible for shaping or cultivating viewers conceptions of social reality. It propagates the fact that the mass media serves as the window of the world. The more

people are exposed to information through the mass media; it shapes their perception of social reality for individuals and their culture.

Gerbner argues that the mass media cultivate attitudes and values which are already present in a culture. The traditional media sustain and promote these values amongst members of a culture. He has argued that television tends to cultivate middle-of-the-road political perspectives (Gerbner, 1976). Cultivation theory holds three core assumptions. The first assumption highlights the medium, the second, the audience, and the final assumption deals with the function of the medium on audiences and their ability to react to it. Television is fundamentally different from other forms of mass media.

Cultivation theory has received substantial academic criticism on both conceptual and methodological grounds. Critics argue that the theory's use of total television viewing, rather than particular genres makes the mistaken assumption that television viewers are television violence viewers per se. The cultivation theory is relevant and applicable in terms of traditional media. Cultivation research is in the 'effects' tradition. The cultivation theorists argue that television has a long-term in a small, gradual, indirect but cumulative and significant effect on its audience.

2.4 Conceptual Framework

Independent Variable

Dependent Variable

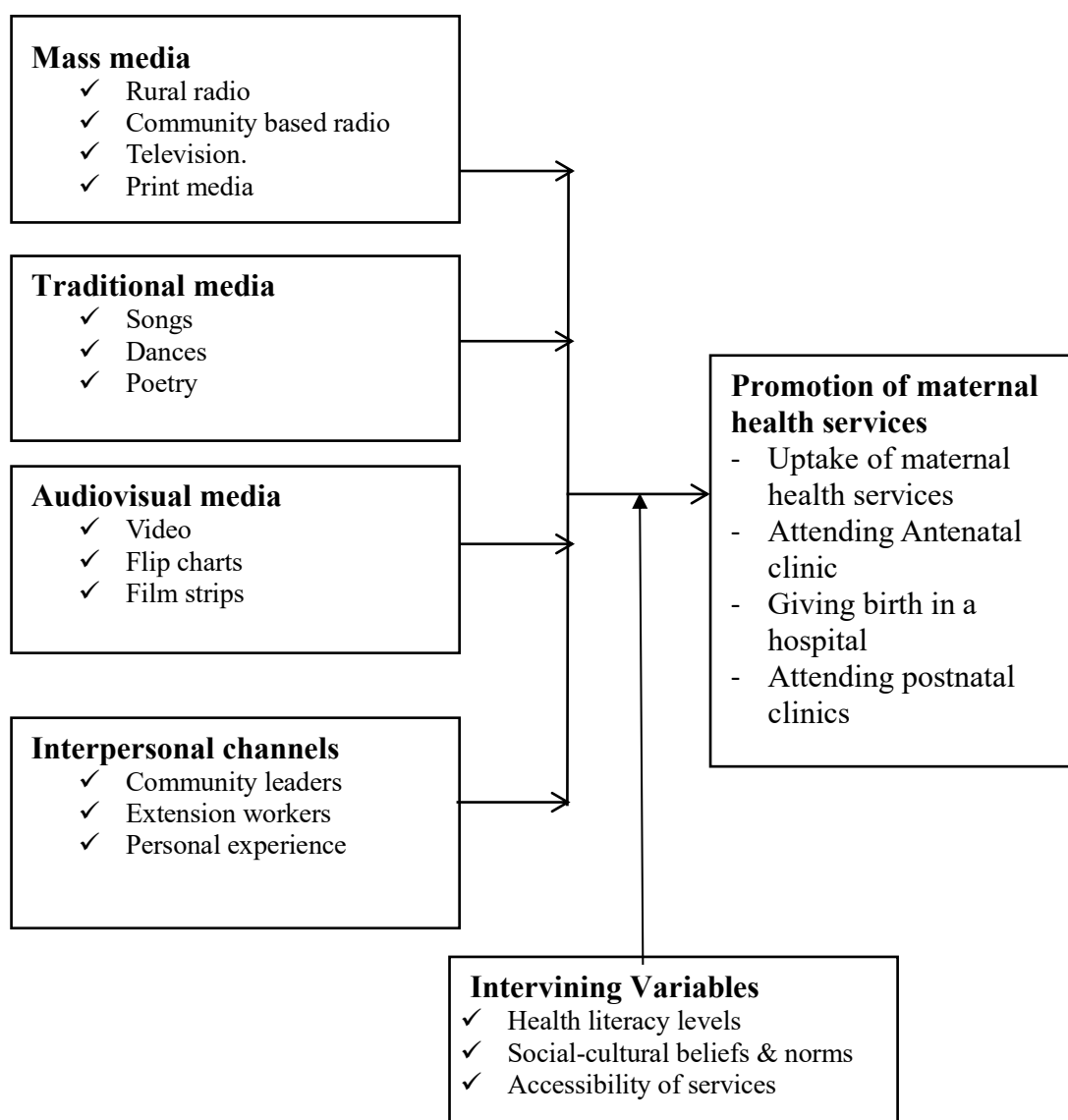


Figure 2.1 Conceptual Framework

Source: Researcher (2025)

The conceptual framework illustrates how different communication approaches mass media, traditional media, audiovisual media, and interpersonal channels shape the promotion of maternal health services in Baringo County. Mass media such as rural radio, community radio, television, and print materials provide broad coverage that raises awareness on antenatal care, skilled delivery, and postnatal services. Traditional

media, including songs, dances, and poetry, help communicate maternal health messages in culturally acceptable ways, while audiovisual tools such as videos, flip charts, and film strips enhance visual understanding. Interpersonal channels involving community leaders, extension workers, and shared personal experiences provide direct engagement, clarification, and motivation to seek maternal health services.

These communication approaches collectively contribute to the promotion of maternal health services, which is reflected in women's uptake of key maternal health behaviors. Such behaviors include attending antenatal clinics, giving birth in health facilities, attending postnatal check-ups, and generally utilizing available maternal health services. Effective communication not only provides information but also improves attitudes, corrects misconceptions, and influences positive decision-making related to safe motherhood.

However, the relationship between communication approaches and the promotion of maternal health services is shaped by intervening variables such as health literacy levels, socio-cultural beliefs and norms, and accessibility of services. High health literacy enables women to understand and act on maternal health messages, while cultural beliefs may either encourage or discourage the use of health facilities. Accessibility factors such as distance, cost, and availability of services determine whether women can act on the information received. These intervening variables therefore strengthen or weaken the influence of communication approaches on maternal health outcomes.

2.5 Summary of Literature Review

Mass media plays a vital role in health promotion globally, with numerous studies highlighting its influence on maternal and public health outcomes across varied

contexts. Research from developed countries adds useful comparative perspectives. In the US and UK, Mitchell and Richards (2020) found that combining mass media with community programs improved childhood obesity awareness but led to modest behaviour change, underscoring the need for multi-pronged approaches. Peacock et al. (2019) highlighted in the UK and Europe the importance of accurate and impartial media coverage to empower health decisions, while Meadows and Foxwell (2011) showed community radio and television's positive impact on mental health in Australia. Jenkins et al. (2019) reported improved cancer screening awareness among Vietnamese-American women through media education campaigns, though actual uptake remained limited.

In Africa, Olaleye and Bankole (2016) found in Ghana that mass media exposure significantly increased contraceptive use among women, while Fatema and Lariscy (2020) reported higher maternal healthcare utilization in South Asia linked to mass media exposure. Similarly, Adamu (2020) demonstrated radio and posters' effectiveness in addressing mental health among Nigerian women, illustrating mass media's broad applicability.

Studies examining health campaigns identify both successes and challenges. Elrodi and Fortenberry (2020) and Mitchell and Richards (2020) emphasize the need for adequate formative research, clear objectives, and integration with community-based initiatives for effective campaigns. Harrison and Olson (2022) and Kaplan and Young (2019) found that while media campaigns raise awareness, sustained behavioral change often requires complementary community engagement and professional support.

Al-dmour et al. (2022) noted that media preferences shaped COVID-19 knowledge and behaviors in Jordan, and Fombad and Jiyane (2019) identified a gap in women-specific

content on South African community radio. Kenyan studies by Ochichi (2018) and Mwanzia (2017) document the moderate role of community radio in rural development and youth peacebuilding, while Ndege (2020) demonstrated radio's effectiveness in promoting health behaviors like male circumcision. Mbatha, Odek, and Njenga (2023) provided empirical evidence on community radio's success in raising awareness and uptake of maternal health services in Nairobi's Kibra sub-county.

Additional reviews highlight the evolving media landscape's impact on health communication. Ohaja and Ewetan (2021) stress collaboration between media and health sectors in Africa, and Kanchan and Gaidhane (2024) recognize print media's continuing role. Brannstrom and Lindblad (2016) caution against profit-driven media overshadowing women's health, while Sabone et al. (2016) showcase radio and television's role in expanding rural health information access in Botswana.

Locally, Lawrence (2017) demonstrated the promise of community-based radio health programming in Zambia, though without a specific maternal health focus. Waithaka (2023) critiqued Kenyan print media for insufficient maternal health coverage, urging greater emphasis on related policies. Saraf and Balamurugan (2018) highlighted mass media's role in healthcare promotion through radio, TV, and newspapers, while Mbatha et al. (2023) confirmed the effectiveness of community radio in promoting maternal health programs like Linda Mama.

Other regional studies reveal communication challenges and service uptake issues. Gachago, Muasya, and Baya (2022) identified interpersonal communication gaps between midwives and mothers in urban Kenya, while Orangi et al. (2023) noted implementation challenges with Kenya's free maternity program. Health extension

workers' positive impact on maternal health service utilization was documented in Ethiopia and Tanzania (Aemero, Berhan, and Yeshigeta, 2016; Medhanyie et al., 2019).

Overall, the reviewed literature affirms mass media's significant potential to enhance health awareness and promote behaviour change. However, empirical evidence specifically addressing the effect of diverse mass media platforms on maternal health service uptake in rural Kenyan settings like Baringo County remains limited. This gap underscores the necessity of the current study.

2.6 Research Gaps

A review of past studies reveals that many studies have been done on communication channels and promotion of health information. For example, Fatema and Lariscy (2020) investigated the effects of mass media exposure and maternal healthcare utilization in South Asia; Elrodi and Fortenberry (2020) Mass Media Campaigns and Health Promotion: A Mixed Methods Approach. Mitchell and Richards (2020) investigated effectiveness of mass media campaigns in promoting behavioral changes in public health interventions. The study targeted General public in the U.S. and U.K. However, all the studies were conducted outside the current area of study. This justified that the findings in these studies could not be generalized in the current area of study.

Other studies have been conducted in developed countries for example Fatema and Lariscy (2020) in South Asia; Elrodi and Fortenberry (2020); Mitchell and Richards (2020) in the U.S. and U.K; Harrison and Olson (2022); Kaplan and Young (2019); Al-dmour, Deh, Salman, Rand and Mohammad (2022) in Jordan; Farwa (2019) in Islamabad; Jenkins *et al.*, (2019 in Vietnamese-American women; Waters *et al.*, (2020) in Indonesia Meadows and Foxwell (2011) in Australia: Byrd-Bredbenner, Greci and Quick (2015) in U.S.A; McTernan, Ryan and Arensman (2020) in Pakistan. The studies

conducted in developed countries could not be generalized in Kenyan situation due to the differences in their policies towards maternal health. Also, worth to note is that the studies focused on different study areas such as children and obesity, other focused on nutritional awareness and behaviour change while other focused on general health and not maternal health. The study provided useful insight to the current study and created a glaring gap that the current study sought to fill.

Ntlotlang and Grand (2016) investigated the the role of public libraries in disseminating health information in Botswana's Kgatleng and Kweneng districts; Nagler *et al.*, (2016) conducted a study on the analyzing local print news in two New England cities employed cross sectional survey research design while the current study employed explanatory research design; Shakeel et al. (2017) The study was however conducted in Pakistan a more developed country as compared to Kenya; Kim and Jung (2017) investigated the link between media use, health information-seeking behaviour, and vaccination among Korean adults. The study also focused on vaccinations while the current study focused on maternal health. The fact that the study established that there was a positive link between media channels and promotion of vaccinations, the researcher of the current study sought if the findings were consistent with the issue of maternal health and therefore the current study was conducted. Peacock *et al.*, (2019) UK, Romania, and Italy. The geographical difference between the reviewed and the current study justified the need of the current study. The reviewed study was based on a systematic review of literature while the current study was based on empirical study. The reviewed study also focused on herbal supplements while the current study focused on maternal health.

Other studies were conducted in Africa for example Fombad and Jiyane (2019) in South Africa. Olaleye and Bankole (2016) in Ghana.; Brannstrom and Lindblad (2016) in Zimbabwe, Sabone, Mogobe and Sabone (2016) in Botswana; Ohaja and Ewetan (2021) in Africa; Sofowora (2018) in Osun State Nigeria. Waters, James and Darby (2017) in Indonesia; Adamu (2020) in Nigeria; Ajaero *et al.*, (2016) in Nigeria; Utalos (2019) in Nigeria; In Ethiopia, Ahmed and Seid (2020); Igbinoba *et al.*, (2020) in Nigeria; Lawrence (2017) in Zambia. All the study conducted in Africa countries could not be generalized in the Kenyan situation creating a knowledge gap for the current study.

In Kenya, Ochichi (2018) studied the community radio's evaluation in the rural development context; Mwanzia (2017) studied community radio's role in building peace among the youth with reference to Pamoja Fm in Kibra, Kenya; Ndege (2020) evaluated the impact of a radio advertisement on free health male circumcision uptake; Waithaka (2023) investigate Effect of Print Media Coverage of Free Maternal Health Care Issues by the Daily; Mbatha, Odek and Njenga (2023) role of community radio in creating awareness on health issues: A Case Study of Pamoja FM's Linda Mama Delivery Program. While the studies conducted in Kenya none of the study have been conducted in Baringo County. Other studies have been conducted on different areas such as male circumcision and community radio; peace building among the youths; mass media and COVID-19 pandemic. These studies justify why the current study was conducted in Baringo County and about maternal health.

Also, worth to note is that Campbell and Rudan (2020) effect of health communication on maintance of public support and counteract to misinformation; John and Kapilashrami (2021) focused on portrayal of migrants and refugees, focusing on their

health, in Indian print media before the COVID-19 pandemic. He and Li (2021) the study conducted a comparative study of the traditional mass media and social media impacts on cancer information-seeking and avoidance in China. Fatimah Arianto, Bahfiarti (2021) investigated the effect of Media communication and youth reproductive health, North Toraja District. Kersbergen et al. (2022) investigated the effect of print and online textual news media coverage in UK.

Other studies employed different research design and methodologies for example Bungay, Clift and Skingley (2017) employed qualitative research approach; Hui, Chui and Woo (2019) conducted a study on the effects of dance on physical and psychological well-being in older persons; Slater, Vradelis and McCombs (2019); Bingham *et al.*, (2011) in Nepal; Fagan, Kiger and Van Teijlingen (2010) employed descriptive survey; Yajima, Takano and Watanabe (2018) in Tokyo, Japan; Aemero, Berhan and Yeshigeta (2016) in Ethiopia; Angermeyer and Matschinger (2016); Gachago, Muasya and Baya (2022); Orangi, Mbuthia, Ondera, Oyugi and Ravishankar (2023) cross sectional survey research design. The preceding literature provides information on communication channels and promotion of health services. However, none of the studies have been conducted to investigate the effect of communication channels on promotion of maternal health in Baringo County, Kenya. Owing to the fact that there has also been little empirical or theoretical work on identifying and validating effects. Therefore, this study sought to close this gap.

2.7 Chapter Summary

This chapter provided a comprehensive review of literature on the use of various communication channels—mass media, traditional media, audiovisual media, and interpersonal communication—in promoting maternal health services. It highlighted

how these channels influence maternal health behaviors such as antenatal care attendance, skilled delivery, and postnatal visits. The conceptual framework developed in this study illustrates the relationships between these communication approaches and maternal health promotion, while also acknowledging intervening variables like health literacy, socio-cultural beliefs, and service accessibility that can affect outcomes. Theoretical foundations including the Magic Bullet and Cultivation theories were discussed to explain how media messages can directly or gradually influence public perceptions and behaviors.

The summary of the literature revealed that while mass media and other communication channels have been effective in raising awareness and shaping health behaviors globally, most studies were conducted outside the Kenyan context or focused on different health issues. This created a clear research gap regarding the combined effects of diverse media platforms on maternal health service uptake in rural Kenya, particularly in Baringo County. Additionally, few studies have empirically examined how socio-cultural and accessibility factors mediate this relationship. These gaps justify the need for the current study to provide localized empirical evidence that can inform targeted communication strategies to improve maternal health outcomes in Baringo County.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter provides the methodology to be followed when carrying out the study. Specifically, the research design, study area, target population, sample size and sampling procedures, methods of data collection and instruments, data analysis procedures, presentation and ethical considerations.

3.1 Research Approach

A research approach refers to the overall strategy or plan that a researcher adopts to integrate the different components of a study in a coherent and logical way. It encompasses the methods, procedures, and techniques used to collect and analyze data. The choice of a research approach is determined by the research problem, objectives, and the nature of the data. Research philosophy refers to the set of beliefs and assumptions about the development of knowledge that guides the researcher's approach to the study. It influences how research questions are framed, how data is collected and analyzed, and how conclusions are drawn. Understanding and clearly stating the research philosophy is crucial as it shapes the entire research design and methodology (Saunders, Lewis, & Thornhill, 2019). The study used positivism, mixed method research methods. Researchers who follow the positivism view believe that the philosophical position of the natural scientist which emphasizes working with observable social reality to create generalizations (Saunders, 2016). Walliman (2011) argue that the reality is independent from human beings and emphasizes the importance to reach and discover theories based on empirical research. This is summarized into the reasoning that logical reasoning and mathematical proof are rationally justified rather than focusing on subjectivity and interpretation. The argumentation discussed above is

connected to this study since it is statistically tested and the data is without any ambiguity. Positivism is often linked with quantitative, scientific, traditionalist and objective research especially when the data is predetermined and highly structured which is related to the understanding of this research.

This study employed convergent mixed research methods. Mixed methods research design is a methodology for conducting research that involves integrating quantitative and qualitative research methods. This approach to research is used when this integration provides a better understanding of the research problem than either of each alone. Quantitative data included close-ended questions such as that found to measure attitudes (rating scales), behaviors (observation checklists), and performance instruments. The analysis of this type of data consists of analysing scores collected on instruments (questionnaires) or checklists to answer research questions. Qualitative data consists of open-ended questions that the researcher used to gather in-depth responses by use of interviews. The analysis of the qualitative data (words, text or behaviors) typically follows the path of aggregating it into categories of information (themes) and presenting the diversity of ideas gathered during data collection.

By employing mixed methods approach to the study, it enabled in-depth understanding, while offsetting the weaknesses inherent to using each approach by itself. One of the most advantageous characteristics of conducting mixed methods research is the possibility of triangulation, to examine the same phenomenon. Triangulation allows one to identify aspects of a phenomenon more accurately by approaching it from different vantage points using different methods and techniques. Successful triangulation requires careful analysis of the type of information provided by each method, including its strengths and weaknesses. Mixed methodology enabled the study to generate both

qualitative and quantitative data from influence of communication approaches on promotion of maternal health services: a case study of Baringo Central Sub County, Kenya.

3.2 Research Design

Research design is the scheme, outline or plan that is used to generate answers to research problems (Kothari, 2009). The intention of research is to gather data at a particular point in time and use it to describe the nature of existing conditions. The study employed a descriptive cross-sectional research design. Descriptive cross-sectional research design is used because it allows for the gathering of information, summarize it, present it and interpret it for the purpose of clarification (Mugenda & Mugenda, 2003). Descriptive cross-sectional research design is most suitable method for this study because of the need to gain an understanding of the broader contexts of the effects of the independent and dependent variables. Descriptive cross-sectional research is used for understanding phenomenon in terms of likely causes. This type of research is used to measure what impact a specific change would have on existing norms and assumptions. Descriptive cross-sectional research implies that the research in question is intended to explain, rather than simply to describe, the phenomena studied. It not only involves numbers but also distribution characteristics by the selection of unbiased sample (Kothari, 2023). According to Brooks (2018) the research design is the type of design in which the investigators do not manipulated any variables because they are either inherently not capable of any manipulation but also because they have already occurred. The design is suitable in this study in that variables for the study had already occurred.

3.3 Study Area

The study was carried out in Baringo Central Sub County, Baringo county, Kenya. Kabarnet is the largest town located within Baringo Central Sub County. Baringo Central Sub County is one of the six (6) sub counties that make up Baringo County. The Baringo Central Sub County covers over 800 Sq. Km of the land mass of the entire County, with the rest sharing remaining 10, 215 km² be shared among the other five (5) Sub Counties (Baringo North, Baringo South, Mogotio, Eldama Ravine and Tiaty). The population of Mogotio according to the 2019 census is 32,959 (National 2019). The poverty level in the sub county according to national statistics is 43.7% (KHIS). Socio economically, agriculture and livestock keeping remains the key source of livelihood to the over 80% of the population in the areas. Some parts remain remained under developed, inaccessible, neglected and underprivileged due to scarce or total absence of successive governments' considerations. Health services; there is appreciation of the establishment of new health facilities across the Sub County, issuance of ambulance to health centres and timely supply of drugs, issues raised were. Power connection to facilities.

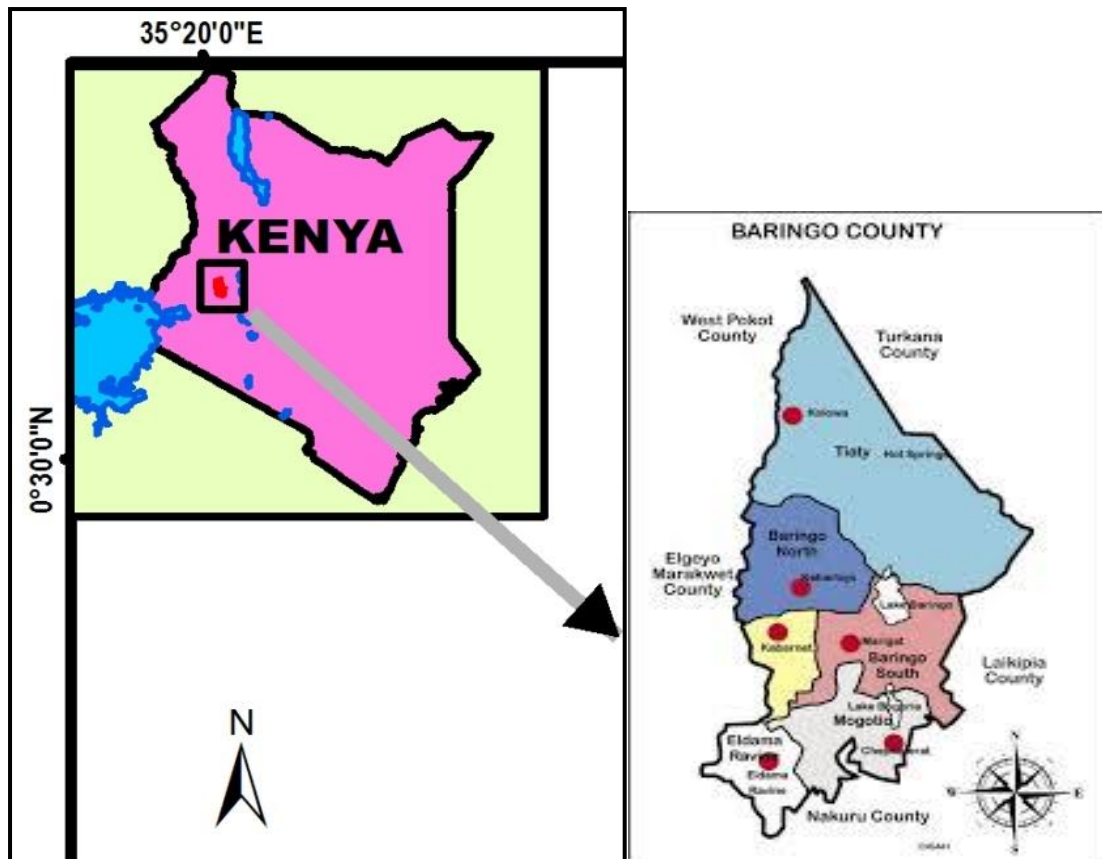


Figure 3.1 Baringo Central Sub-County Map

3.4 Unit of Analysis

The focus of the study was women of child bearing age (15-49 years). The women were asked questions concerning utilization of as influenced by communication approaches.

3.5 Target Population

The target population for this study was 6,154 women aged 15-45 years in Baringo Central Sub County sparsely populated. Also, 26 health workers from Health facilities working in MCH were interviewed. Therefore, the total accessible population for the study was 6,180 respondents as shown in Table 1

Table 1 Target Population

| Category | Target Population |
|------------------------|--------------------------|
| Women aged 15-45 years | 6,154 |
| Health workers | 26 |
| Total | 6,180 |

3.6 Sample Size and Sampling Technique

The sample size refers to a subset of the population that is taken to be representatives of the entire population (Singh & Masuku, 2013). The researcher obtained sample size of women aged 15-45 years using Yamane formulae (1967).

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size required

N is the population size =6,154

e is the level of precision =0.05

$$n = 6,154 / (1 + 6,154 * 0.05^2)$$

$$n = 376$$

Therefore, the sample size for women aged 15-45 years was 402 participants and all the 26 health workers were selected to participate in the study. The study used cluster sampling to select women aged 15-45 years because the accessible population is mutually homogeneous yet internally heterogeneous groupings are evident. The accessible population was divided into clusters/groups and a simple random sample was used to select participants from each cluster. This sampling techniques was used because the researcher would not get information about the population as a whole, but can get information about the clusters. The researcher compiled data from selected clusters and compile them to get a picture about the sub county. The five wards in the sub county would be the clusters in this case. Cluster sampling was important in this

study because it allowed selection of women aged 15-45 years and all the 36 health workers in Baringo central sub county from the entire population. The method requires fewer resources for the sampling process. Therefore, it is generally cheaper relative as it requires fewer administrative and travel expenses.

Table 2 Sample Size

| Category | Target Population |
|------------------------|--------------------------|
| Women aged 15-45 years | 376 |
| Health workers | 26 |
| Total | 402 |

Source: Field Data (2024)

3.7 Methods of Data Collection

The study used questionnaires and interview schedule to collect data from the respondents.

3.7.1 Questionnaires

The study used questionnaires as the main method of data collection from women aged 15-45 years. This is because the questionnaires helped the researcher to describe the characteristics of a large population which provided broad capability and ensure a more accurate sample for the gathering targeted findings which helped in making conclusion and recommendations. The questionnaires consisted of structured and unstructured questions in form of close and open-ended questions based on the purpose of research. The questionnaires offered the researcher to collect both qualitative and quantitative data

3.7.2 Key Informants Interview

The key informants in this study was health workers delivering services in MCH. Using interview schedule, key informants gave in depth information concerning influence of

communication approaches on promotion of maternal health services: a case study of Baringo County, Kenya. The interview schedule consisted of unstructured questions in form of open-ended questions based on the set objectives. The interview schedule offered the researcher the opportunity to interact face to face with respondents. Key Informant Interviews (KIIs) are in-depth, qualitative interviews with people who have specialized knowledge or experience related to the research topic. These individuals, known as “key informants,” provided valuable insights that might not be available through other data collection methods such as Questionnaire since they have specialized knowledge or experience. Their insights provided deeper understanding of the subject matter, which can help clarify complex issues or fill knowledge gaps. They offered informed opinions, interpretations, and explanations based on their personal or professional experience.

Key informants help to interpret data obtained from other research methods, such as surveys or secondary sources. They are used to validate the accuracy of findings by offering their perspective or explaining inconsistencies in the data. Interview are resource-efficient of high-quality, targeted data without the need for extensive sampling. Key informant interview was used to complement data collected using the questionnaire which helped to triangulate findings for greater reliability. They are particularly useful in mixed-methods research, where qualitative interviews add interpretative richness to numerical data.

3.8 Pilot Testing

Pilot testing refers to the rehearsal or trial run of the research instruments on a small number of respondents to test the procedures and assess the quality of responses before the main study is conducted. This step is essential to ensure that the research

instruments are effective, clear, and capable of capturing the intended data accurately (Sreeviya & Sunitha, 2011). It also helps in identifying and correcting any weaknesses or ambiguities in the data collection tools.

In this study, the pilot testing was conducted in Baringo North Sub County, an area that closely resembles the main study site, Baringo Central Sub County, in terms of demographic and socio-economic characteristics. This ensured that the pilot results would be relevant and applicable to the main study population. Following Kothari's (2014) recommendation that a pilot study should involve approximately 10% of the main sample size, a total of 38 respondents were selected to participate in the pilot. The selection of these respondents aimed to reflect the characteristics of the larger study population to provide meaningful feedback on the instruments.

The pilot study helped in refining the research instruments in several ways. First, some questions were found to be unclear or irrelevant, leading to their removal or revision to better engage the respondents and improve the quality of data collected. This process ensured that the questions were understandable and appropriately targeted the study objectives. Secondly, the pilot helped in testing the consistency and reliability of the instruments. After pre-testing, the instruments were checked to determine if they would yield similar results when administered under similar conditions, thus ensuring reliability.

3.8.1 Validity of Research Instrument

Validity is the extent at which an instrument measures what it is projected for evaluation (Wyatt, 2016). Validity of research instrument is achieved when what is targeted to be investigated is carried out without including extra factors. Content validity was employed in the study to ascertain the appropriateness of research instrument. The

validity of this study was attained through experts and seeking advice from the supervisors.

3.8.2 Reliability of Research Instrument

Reliability is the extent in which there is a consistency in answers using the same instruments more than one time (Cooper & Schindler, 2014). It is concerned with the estimates of degree to which a measurement is free from random or unstable error. The study used Cronbach's alpha coefficient to estimate the internal consistency reliability by determining how items of the instrument relate to each other and to the entire instrument using data obtained from the pilot test. Thus, it gives great proportions of reliability since holding different components steady, the more comparative the test substance and states of organization are, the more noteworthy the inner consistency dependability (Mishra & Alok, 2017). The Cronbach's alpha coefficient ranges from 0.00 - 1.00. Cronbach's alpha of greater than 0.7 is considered acceptable.

3.9 Description of Data Collection Procedures

The researcher applied for a letter of introduction from the Moi University. Using the introduction letter, the researcher sought for authorization from the County Directors of Education and County Commissioners of Baringo County, where the study was conducted. the researcher also sought for permission from the hospitals where the data was conducted.

Once permission have been granted, the researcher scheduled for appointments with the women by identify the best day and time to do the research. The researcher personally administrated the questionnaires. Data was collected using close ended questionnaire. Closed ended questions were used because they are easy to analyze, administer and are economical in terms of time and money. This exercise was

undertaken on August, 2021. All respondents included in the study were required to provide their consent to participate in the study and were allowed to withdraw if they wish to.

The researcher also collected data from the key informant interviews. The interviews were scheduled at the convenience of the health workers. The interviewed lasted for 30-45 minutes. The information obtained from the interview schedule were transcribed and interpreted thematically.

3.10 Methods of Data Analysis

The collected data was analyzed using both quantitative and qualitative methods (Yin, 2018). After data collection, the researcher edited, coded and entries the data made into statistical software (Statistical Package for Social Sciences). This involved converting quantitative (nominal and ordinal data) into numerical codes. The data was then analyzed using descriptive and inferential statistics with the help of computer enabled software's. Descriptive statistics were analyzed in form of frequencies, percentages, means and standard deviations. Multiple regression analyses were used to test the hypotheses. Inferential analysis involved Pearson product moment correlation and multiple regression analysis (Trochim, 2020). Regression model was used to establish the significance difference between the communication approaches and promotion of maternal health services.

Therefore, the following multiple regression equation was used.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Where:

Y represents promotion of maternal health services

β_0 represents regression constant

X_1 represents mass media

X_2 represents traditional media

X_3 represents audiovisual media

X_4 represents interpersonal channels

$\beta_1, \beta_2, \beta_3$ and β_4 represent the beta coefficients of the independent variables

ϵ represents all relevant variables not included in the model. The output was presented in the form of charts and tables, with an aim to describe and evaluate the characteristic of the data collected.

Qualitative analysis involved the use of narrations and descriptions of data collected from the interview guides. This involved identifying major themes emerging from the data collected and relating them to the research objectives. Thematic analysis emphasizes pinpoints, examines, and records the themes within the collected data. Themes and patterns across data which sets a basis that is important to the descriptions of a phenomenon that is associated to specific research questions. Qualitative data was presented by use of themes denoted by narrations and tabulations on responses in verbal form and pictures found in the area of study.

3.11 Ethical Considerations

Ethical Considerations are the most important parts of the research. According to Brooks (2018) there are important principles related to ethical considerations. The researcher obtained a research permits from National Commission for Science Technology and Innovation (NACOSTI). Confidentiality of participants in the study is strictly adhered to at all times throughout the course of, and following the study and finally publication of the findings. The researcher also sought permission from the respondents and the key informants just before embarking on the interview. This was

achieved through informed consent to participants. The researcher also keeps the information given with confidentiality of which the respondents did not feel threatened. Consent for women participating in the study was sought verbally during the course of data collection. The results of the study were provided to relevant authorities and to the interested participants.

3.12 Chapter Summary

This chapter detailed the research methodology employed in investigating the influence of communication approaches on the promotion of maternal health services in Baringo Central Sub County, Kenya. The study adopted a positivist philosophy and utilized a convergent mixed methods approach, combining both quantitative and qualitative data to provide a comprehensive understanding of the research problem. A descriptive cross-sectional research design was used, appropriate for capturing existing conditions and relationships between variables at a single point in time.

The study targeted women of childbearing age and health workers involved in maternal and child health services. A sample of 402 respondents was drawn using cluster sampling from the sub-county's five wards. Data collection tools included structured questionnaires for quantitative data and key informant interviews for qualitative insights. Pilot testing ensured the validity and reliability of instruments, with Cronbach's alpha employed to assess consistency. Data analysis involved both descriptive and inferential statistics, supported by thematic analysis of qualitative data. Ethical considerations were strictly adhered to, including informed consent, confidentiality, and research permits from relevant authorities.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents analysis, discussed and interpretation of the study findings corroboration with the literature reviewed in chapter two and inferences drawn. Summary descriptive statistics, regression and correlation analyses are presented for each study variable. The chapter also present the findings from the interview schedules. The findings were analysed, presented, discussed and interpreted based on the research objectives of the study.

4.2 Response Rate

The study's response rate is presented in Table 3.

Table 3 Response Rate

| Response Rate | Frequency | Percentage |
|---------------------------|------------------|-------------------|
| Questionnaires returned | 284 | 75.5 |
| Unreturned questionnaires | 92 | 24.5 |
| Total | 376 | 100.00 |

Source: Field Data (2024)

A total of 376 questionnaires were distributed, out of which 284 were duly filled and returned, resulting to a response rate of 75.5%. Nachmias and Nachmias (2004) cited in Keraro (2014) argued that survey researches face a challenge of low response rate that rarely goes above 50%. They, therefore, contended that a response rate of 50% and above is satisfactory and represents a good basis for data analysis. According to Kothari (2004), a response rate of 50% is considered average, 60-70% is considered adequate while anything above 70% is considered to be excellent response rate. According to Kothari (2004), the response rate of 75.5% was, therefore, considered good

representative of the respondents to provide information for analysis and derive conclusions.

4.3 Reliability Test Results

After pilot study the Cronbach alpha coefficient test was used to measure the internal consistency of the instruments used and the coefficient alpha of these variables were reported in Table 4.

Table 4 Reliability Test Results

| Variables | Cronbach's Alpha | N of Items |
|------------------------|------------------|------------|
| Mass media | 0.857 | 3 |
| Traditional media | 0.921 | 3 |
| Audio visual media | 0.926 | 3 |
| Interpersonal channels | 0.928 | 3 |

Source: Field Data (2024)

As shown in Table 4, the Cronbach's alpha test showed that mass media had a Cronbach's coefficient of 0.857. Traditional media had a Cronbach's coefficient of 0.921. Audiovisual media had a Cronbach's coefficient of 0.926 and interpersonal channels had a Cronbach's coefficient of 0.928. These findings were in line with the rule of thumb proposed by Hair et al. (2010) where coefficient of 0.60 is regarded to have an average reliability while coefficient of 0.70 and above indicates that the instrument has a high reliability standard. Therefore, all items were included in the research instrument.

4.4 Demographic of the Respondents

This section presents findings of key demographic information of the respondents conducted during the research.

4.4.1 Distribution of Respondents by Age

The respondents were requested to give their age and on that note the results were analyzed in Table 5.

Table 5 Distribution of Respondents by Age bracket

| Age bracket | Frequency | Percent |
|--------------|------------|------------|
| 18-25 years | 138 | 48.6 |
| 26-35 years | 68 | 23.9 |
| 36-45 years | 78 | 27.5 |
| Total | 284 | 100 |

Source: Field Data (2024)

From the data displayed in Table 5, 138 (48.6%) of all probed respondents were aged between 18 – 25 years, 68(23.9%) were aged 26-35 years, 78(27.5%) were aged 36-45 years. This implied that the study was not biased to age bracket. The findings revealed that a majority of the respondents were young and therefore could understand a majority of the communication strategies employed to disseminate the maternal health information.

4.4.2 Level of Education of the Respondents

Respondent 's education level was categorized into four sub-groups; Secondary level, certificate, diploma and undergraduate. The results are presented in Table 6.

Table 6 Level of Education of the Respondents

| Level of Education | Frequency | Percentage |
|--------------------|------------|--------------|
| Secondary level | 61 | 21.5 |
| Certificate | 144 | 50.7 |
| Diploma | 63 | 22.2 |
| Degree | 16 | 5.6 |
| Total | 284 | 100.0 |

Source: Field Data (2024)

The study found that 61(21.5%) of the respondents had studied up to Kenya Certificate of Education, 144(50.7%) of the respondents had certificate, 63(22.2%) had a diploma while few 16(5.6%) had degree. This showed that majority of the respondents had certificate level. These results are shown in Table 6. Therefore, they were knowledgeable hence, it was easy for them to answer the research questions. Education level determines opportunities for gainful employment to individual (Wyatt, 2016).

4.4.3 Occupation of the Respondents

The study sought to find out the occupation of the respondents had served in service.

The results are presented in Table 7.

Table 7 Occupation of the Respondents

| Duration of Service | Frequency | Percentage |
|----------------------------|------------------|-------------------|
| Livestock keeping | 26 | 9.2 |
| Business people | 67 | 23.6 |
| Farmers | 78 | 27.5 |
| Civil servants | 113 | 39.8 |
| Total | 284 | 100.0 |

Source: Field Data (2024)

From these results in Table 7, 26(9.2%) were Livestock Keepers, 67(23.6%) were business people, 78(27.5%) were farmers and 113(39.8%) civil servants.

4.5 Descriptive Statistics Results

This section represents the descriptive statistics of the four study objectives and the dependent variable. The study determined the respondents' level of agreement on a five-point Likert scale. The Likert scale used ranged from strongly disagree (1) to strongly agree (5).

4.5.1 Mass Media

The study sought to assess the influence of mass media on promotion of maternal health services of in Baringo County. Table 8 presents the study results.

Table 8 Mass Media

| Statements | | SA | A | UD | D | SD | Mean | Std. Dev. |
|--|----------|------------|------|------|-----|-----|------|-----------|
| i. Rural radio promotes maternal health services of in Baringo County | F | 80 | 170 | 16 | 8 | 10 | 4.06 | 0.88 |
| | % | 28.2 | 59.9 | 5.6 | 2.8 | 3.5 | | |
| ii. Community based radio promotes maternal health services of in Baringo County | F | 24 | 202 | 34 | 22 | 2 | 3.79 | 0.73 |
| | % | 8.5 | 71.1 | 11.9 | 7.8 | 0.7 | | |
| iii. Television promotes maternal health services of in Baringo County | F | 72 | 172 | 26 | 8 | 6 | 4.04 | 0.81 |
| | % | 25.3 | 60.6 | 9.2 | 2.8 | 2.1 | | |
| Valid | N | 284 | | | | | | |

Source: Field Data (2024)

Table 8 showed that 250(88.3%) of the respondents agreed with the statement that rural radio promotes maternal health services of in Baringo County. However, 18(6.4%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Rural radio promotes maternal health services of in Baringo County (Mean=4.06, Std. dev=0.875).

The study results concur with Olaleye and Bankole (2016) results showed that exposure to media messages on contraception exerts strong impact on current practice of, and intention to use, contraception. Women who had heard or seen advert on contraceptive brands, and women who favor broadcast of family planning messages in the media, are significantly more likely to adopt birth control behaviour than women who had not

heard or seen, and women who do not favor broadcast of such media messages, respectively.

Also, 226(79.6%) of the respondents agreed with the statement that community-based radio promotes maternal health services of in Baringo County. However, 24(8.5%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Community based radio promotes maternal health services of in Baringo County (Mean=3.79, Std. dev=0.731). The study results concur with Brannstrom and Lindblad (2016) who found out that community-based radio emphasize an individual standpoint concerning health habits, and when the "ordinary people" appeared it was as exemplary models in the spirit of the health program. The results indicated sex and social class differences among people recalling the media news. Men in manual occupations were the least affected by the media coverage of the health.

A respondent said:

Every Month I attend open showed in Radio Alpha and Lokoi- Sauti ya Mashariki stations to talk about maternal health and program supporting mothers both from government and non-governmental organization such as Nawiri and USAID programs. Through the Showed, I am able to personally enlighten mothers on the need for various maternal activities. This has increased mother attendance to hospitals before, during and after delivery.

Finally, 144(50.7%) of the respondents agreed with the statement that Television promotes maternal health services of in Baringo County. However, 14(4.9%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Television promotes maternal health services of in Baringo County (Mean=4.04, Std. dev=0.805). The study results concur with Sabone, Mogobe and Sabone (2016) whose findings indicate that ICTs gadgets explored have opened up possibility for health services and information to reach even people in the rural areas.

Ultimately, access affects the general well-being of individuals. One of the major initiatives under the umbrella of health is improving access to health services and information; and this covers among other things, expanding the delivery of health information through the radio and television.

One of the key informants indicated that:

*“When promoting maternal health services in Baringo County we engage various stakeholders such as local radio stations, and community health workers to promote education on maternal health.”
The use of community health worker has promoted education of mothers on maternal health care including identifying risk health problems”*

Another respondent said:

“Majority of mothers don’t enjoy maternal services provided by the government due to lack of information. As a way of promoting awareness of the programmes we publicized them to ensure that all mothers have a safe delivery irrespective of social or economic status. Through the community health workers, the hospital prioritizes approach of communication, whereby mothers receive information about safe delivery, antenatal clinics, post-natal clinics and how to identify risk pregnancy and course of action.”

Another respondent said that:

We engage the public through chief barazas, seminar and community radio and use of trained experts to sensitize public about maternal health and services. The challenge with mass media is that not all mothers are reach due to inadequate sensitization in the community and adoption of wait and see attitude.”

It can be inferred from the foregoing findings, that a majority of the residents of Baringo county are highly aware of the various aspects. These include the outpatient baby care services; the antenatal preventive care services; delivery care services; post-delivery care services; under the Linda Mama delivery is conducted by skilled birth attendants; delivery care services; and that Linda Mama targets expectant Kenyan mothers who cannot afford any medical cover including NHIF. It is also deducible from the findings,

that a majority of respondents' decision whether or not to use NHIF in their last delivery was heavily influenced by their respective awareness levels.

The finding is in contrast to Owiti et al. (2018) who report low awareness of the maternal health care among expectant mothers. It also contrasts Orangi et al. (2021) who observe that the low uptake of the maternal health services among women in the slum community is largely attributed to low awareness levels. It can be inferred from the findings that the community radio in Baringo County carried out Linda Mama awareness campaigns through a number of practices and avenues, common among which include open-air showed, adverts, daily programs, expert interviews, news bulletin and debate. Considering the high awareness levels established in the previous findings, it is inferable that these practices and avenues have been quite effective in creasting awareness of the among residents.

The findings agree with Kassahun (2018) investigates the Jimma community radio's impact to the development of communities in Ethiopia. The study's findings reveal that Jimma community radio broadcasts a variety of entertaining and educational programming with social development messages. The findings also agree with Mwanzia (2017) who discovered that 39% of youths favoured the engagement of known community people in conveying peace content, 24% preferred radio call-ins, and 5% favoured music as a delivery mechanism. It can be deduced from the findings, that generally, a majority of Kibra sub-county residents have a positive perception towards messages on the as communicated by community radio. A majority particularly perceive the messages as educative, simple, understandable, interesting and informative.

It is also notable that this perception of the messages as communicated by community radio has in return notably influenced the community members' respective decision to take up the initiative. The findings agree with Ndege (2020) who went on to say that many Luo males had opted for free medical male circumcision to reduce their risk of HIV transmission as a result of the Miya Ngima spot campaign. As per the data, the message was presented in a very engaging, easy, and clear manner by the responders. As a result, the Miya Ngima advertising campaign played a substantial effect in the free health male circumcision adoption in Kisumu West Sub-County, according to the study.

Similarly, Risi *et al.* (2004) indicated in whose study that while the radio-drama may have had a greater impact, the photocomic was unsuccessful in raising cervical screening uptake despite the fact that only a small percentage of women remembered having exposed to it. It can further be concluded from the findings that to great extent, awareness creation of the by community radio has influenced its uptake of among women in Baringo County. This particularly regards to residents' awareness of the delivery care services, post-delivery care services, antenatal preventive care services and outpatient baby care services covered. It is further inferable from the findings, that a majority of respondents' decision whether or not to use NHIF in their last delivery was heavily influenced by their respective awareness levels of the from listening to Community radio.

The findings agree with Abiodun *et al.* (2018) who investigated the impact of health education on women in rural Nigerian communities' perceptions, knowledge, and awareness of cervical cancer and screening. By using community radio stations as sources of information, results indicate the percentage of women who had undergone cervical screening increased from 4.3 percent to 8.3 percent. Similarly, Jenkins *et al.*

(2019) surveyed Vietnamese American women to look at how a media-driven education campaign affected cervical and breast cancer screening. It was determined that a media-led educational campaign was more effective in improving recognition of diagnostic tests and willingness to take them than in increasing test currency or receipt.

The findings were also in tandem with Fatema and Lariscy (2020) study on the effects of mass media exposure and maternal healthcare utilization in South Asia which established that mass media has the potential to disseminate information about maternal healthcare that can improve well-being for mothers and infants, particularly among women with limited educational attainment. This study examines the impact of mass media exposure (e.g., television, radio, and newspaper) and sociodemographic factors on maternal healthcare utilization in four South Asian countries. The study however contradicted Elrodi and Fortenberry (2020) study on mass media campaigns and health promotion: A Mixed Methods Approach study which established that mass media campaigns often fail due to a lack of formative research, poorly defined success metrics, and insufficient consideration of contextual factors. The findings also supported Mitchell and Richards (2020) effectiveness of mass media campaigns in promoting behavioral changes in public health interventions. The study established that Campaigns focusing on smoking cessation and alcohol reduction had significant effect on behavioral change when supplemented by community-based efforts.

The findings concurred with Harrison and Olson (2022) study on impact of mass media on childhood obesity prevention who found out that exposure to media campaigns significantly raised awareness but had a more modest effect on sustained behavioral changes related to diet and physical activity. This was also supported by Kaplan and

Young (2019) study on evaluated role of Social Media in Health Promotion which indicated that social media campaigns promoted mental health services.

The findings were tandem with Al-dmour, et al., (2022) study on the role of mass media interventions on promoting public health knowledge and Behavioral Social Change Against COVID-19 Pandemic in Jordan. The findings showed significant relationships between the preferred type of mass media channels, preferred message types, and preferred message sources and the level of public health knowledge and behavioral social change against COVID-19 pandemic in Jordan.

The findings concurred with Kanchan and Gaidhane (2024) investigated the effect of print media role on public health: A Narrative Review. The study established that print media played a pivotal role in communicating public health information, acting as a vital channel for spreading awareness and encouraging healthy behaviors. Print media remains a cornerstone of health communication, offering tangible avenues for information dissemination and audience interaction.

The study also supported by Farwa (2019) feasibility study of community radio for educational and grooming purposes in universities in Islamabad. The study found that efficiency, accessibility, and usability determine the listeners' attitudes towards interactive radio instruction, and that adoption of community radio interactive radio instruction, interactive communication tools, and lifelong learning were major governing factors towards the feasibility of interactive radio instruction in universities.

The study established that Jenkins *et al.*, (2019) surveyed Vietnamese-American women to understand how a media driven education campaign affected cervical and breast cancer screening. The study indicated that media-led educational campaign was more effective in improving recognition of diagnostic tests and willingness to take them

than in increasing test currency or receipt. This was in support of Waters *et al.*, (2020) study on the effect assessment of community radio in health-promoting. The study revealed that the community values the radio station's input, with community members expressing that they were extremely proud of the radio station. The health promotion approach by the radio station, included a combination of on-air and off-air programming to support community projects.

This was contradicted Fombad and Jiyane (2019) studied the function of two community radio stations in rural development and information distribution to women listeners in chosen areas of the KwaZulu Natal Province of South Africa. The qualitative study found that, while community radio stations were appreciated as systems of support for disseminating information in development of communities, their women community development and information dissemination role has not been fully explored. According to the findings, there are few information awareness initiatives targeted specifically for women, despite the women being the most recipients of these radio stations. The study concluded that radio stations often ignore information related to women issues.

In Kenya, Ochichi (2018) studied the community radio's evaluation in the rural development context. According to the study's findings, radio that is community in nature has contributed moderately to the development of the community in Kenya. The study concluded that the stations failed to foster participatory development and programmes were produced by the community radio staff, without incorporating the efforts of the communities. However, to some extent, the stations facilitated the process of sharing development information.

Mwanzia (2017) studied community radio's role in building peace among the youth with reference to Pamoja Fm in Kibra, Kenya. It was also discovered that 39% of youths favoured the engagement of known community people in conveying peace content, 24% preferred radio call-ins, and 5% favoured music as a delivery mechanism. In general, 70 percent of the young said that the parties broadcast by Pamoja FM promoted peace and coexistence by inspiring them to be more accepting of others and motivating them into becoming peace champions in their communities.

Ndege (2020) evaluated the impact of a radio advertisement on free health male circumcision uptake. The advertisement Miya Ngima aired on Ramogi radio promoting voluntary medical male circumcision was completely understood by most adolescents in Kisumu West Sub-County, according to research findings based on 368 Luo men. The study also discovered that the programme increased Luo men's awareness of HIV/AIDS, particularly among men who are not circumcised, and enabled them to participate in the exercise. Furthermore, the message conveyed information on male circumcision and its benefits to society, as well as the risks associated with not becoming circumcised. The survey also discovered that the Luo community did not practice traditional male circumcision, and that members of the community believed the procedure was painful and resulted in medical difficulties. The Miya Ngima spot advertising was shown to have aided in changing the unfavourable view of voluntary medical male circumcision, according to the study and also towards the service.

Olaleye and Bankole (2016) did a study on the impact of mass media family planning promotion on contraceptive behaviour of women in Ghana. The results show that exposure to media messages on contraception exerts strong impact on current practice of, and intention to use, contraception. Women who had heard or seen advert on

contraceptive brands, and women who favor broadcast of family planning messages in the media, were considerably more probable to adopt birth control behaviour than women who had not heard or seen, and women who do not favor broadcast of such media messages, respectively.

Brannstrom and Lindblad (2016) did a study on mass communication and health promotion. The study observed that majority of the health promotion emphasized by the mass media were those attributed to profit making such as advertisement of hospitals with less programmes being promoted on maternal health and other programmes around women. The findings also supported Sabone, et al., (2016) did an analysis on ICTs and their role in health promotion in rural communities in Botswana. The findings indicate that ICTs gadgets explored had opened up possibility for health services and information to reach even people in the rural areas. This covers among other things, expanding the delivery of health information through the radio and television.

This was in tandem with Ohaja and Ewetan (2021) narrative literature review on media and maternal health in Africa. The study established that mass media played a critical role in tackling systemic health inequities by promoting the sharing of maternal health information with citizens. This was also supported by Sofowora (2018) assessment of the effectiveness of radio theatre in promoting good healthy living among rural communities in Osun State Nigeria. The study established that radio theatre programme were an effective method for promoting healthy living. This was also supported by Waters, et al (2017) study on the impact of health promoting community radio in rural Bali, Indonesia. The study established that community largely valued the input of the radio station with community members stating they were 'very proud of the radio

station'. Changes in community perceptions were considered attributable to the radio station adopting a health promotion/community development approach to a combination of on-air programming to support off-air activities within the community.

This also supported Adamu (2020) study on the effect of mass media exposure on maternal health of Hausa Women in Nigeria. The study established that mass media exposure had improved mental health. Majority of the women has access to radio and posters which were relevant in addressing problems associated with mental health. Ajaero et al., (2016) conducted a study on effect of access to mass media and use of family planning in Nigeria. The study established that access to mass media had an increased likelihood for using family planning. The study also established that radio, television health talks and poster were the main mass media channels used to promote family planning usage in the Nigeria.

This was also in support of Utalos (2019) study in the influence of broadcast media message on awareness, perception and attitude towards maternal health among reproductive women in Nigeria. The study established that Broad Cast media was the most channel used in source of maternal health. Radio was the main source of maternal health due it was widely available to a majority of the women. Broadcast media positively influence women attitudes and perception towards maternal health.

Igbinoba *et al.*, (2020) investigated women mass media exposure and maternal health in Nigeria. The study established that mass media had a significant influence on maternal health awareness. The study also established that majority of the women obtain information from radios, televisions and posters.

This was also in tandem with Meadows and Foxwell (2011) study on the role of community based local radio and television in enhancing emotional and social well-

being in Australia. The study argued that community-based broadcasting was having a positive impact on the state of mental health of its audiences. The findings reveal that the community radio and Indigenous television sectors were making a significant contribution to managing community mental health by empowering audiences to better understand and control issues that impact on their emotional and social well-being.

This was seconded by Lawrence (2017) study on health programming and community-based radio stations in Zambia. The study findings revealed that health programming has significant public health implications as it showed that community-based radio stations have potential to improve the overall health of a community. It also suggests that such community-based radio stations might be effective tools for communicating health messages in rural areas with hard-to-reach populations in other parts of Zambia.

McTernan, Ryan and Arensman (2020) conducted a survey using a television programme as a tool to increase perceived awareness of mental health and well-being. The findings indicated that mental health and suicidal behaviour, which incorporates real life identifiable stories of resilience and recovery, has the potential to impact positively on emotional well-being and general mood, to reduce stigma related to mental health and to encourage help-seeking behaviour.

Saraf and Balamurugan (2018) to investigate the Role of Mass Media in Health Care Development conducted a review of articles. The study established that mass media has an important role in helping the communicators of health to increase their reach to the audience where a fact needs to be understood that although such type of directly communicating channels needs a lot of resources, they are able to reach only a few people in the undeveloped areas. The most prevalent mass media used were Radio, television, newspapers and various other forms of mass media are able to persuade a

large number of people for adopting new behaviors and create a positive attitude in them towards health care and solutions to the health problems.

This was backed by Mbatha, et al., (2023) study on the role of community radio in creating awareness on health issues: A Case Study of Pamoja FM's Linda Mama Delivery Program. Results indicated that a majority of the residents of Kibra sub-county are highly aware of the various aspects of the ($\bar{x}=4.000$; $SD=0.915$). The study found that the community radio in Kibra sub-county carries out Linda Mama awareness campaigns through a number of practices and avenues ($\bar{x}=4.182$; $SD=0.829$). It was further found that generally, a majority of Kibra sub-county residents ($\bar{x}=4.126$; $SD=0.769$) have a positive perception towards messages on the as communicated by community radio.

Kim and Jung (2017) investigated the link between media use, health information-seeking behaviour, and vaccination among Korean adults, this research explores the role of diverse media channels in promoting vaccination awareness. Increased vaccination odds are linked to accessible information on diseases, radio listening, and newspaper reading.

Peacock *et al.*, (2019) conducted a study examining 76 newspaper/magazine articles from the UK, Romania, and Italy. The study investigated how print media depict the risks and benefits of herbal supplements. The study established that while most articles maintained factual accuracy, they often lacked context and impartiality. The study emphasizes the need for an accessible, objective information source to empower consumers in making informed choices about herbal supplements.

Campbell and Rudan (2020) investigate the effect of health communication on Maintang public support and counteract to misinformation. The study addressed the

crucial need for effective communication of health research to maintain public support and counteract online misinformation, particularly as new generations increasingly self-educate online. The study explores strategies for promoting health issues online and through mass media to engage wider audiences. The study established that with the surge of the use of social media platforms, promotion of health information is widely spread to a large audience. The study also established that communication through social media platforms has created a forum in which the audience could have an interactive section thus promoting more understanding of the health information. there is low education among the women.

John and Kapilashrami (2021) investigated the portrayal of migrants and refugees, focusing on their health, in Indian print media before the COVID-19 pandemic. The study established that the media's role in vilifying migrants is underscored through biased framing and limited representation of migrants' voices.

He and Li (2021) the study conducted a comparative study of the traditional mass media and social media impacts on cancer information-seeking and avoidance in China. The study established that contrarily to the traditional mass media, social media was able to provide more interactive information dissemination. This was because; the audience of social media platforms could have an interactive session giving more insight in to the subject at hand, which is different to traditional mass media.

Fatimah Arianto, Bahfiarti (2021) investigated the effect of Media communication and youth reproductive health, North Toraja District. Analyzing communication media and its impact on reproductive health in North Toraja society, this quantitative-descriptive study explores preferences among adolescents. Printed communication media, particularly books and magazines, emerged as the preferred source for reproductive

health information (57.39%), followed by websites (27.83%) and social media (14.78%). Kersbergen et al. (2022) investigated the effect of print and online textual news media coverage in UK. The study emphasizes nuanced media portrayal, where neutral overall coverage coexists with critical, in-depth perspectives. with content analysis

4.5.2 Traditional Media

The study sought to assess the influence of traditional media on promotion of maternal health services of in Baringo County. Table 9 presents the study results.

Table 9 Traditional Media

| Statements | | SA | A | UD | D | SD | Mean | Std. Dev. |
|--|----------|------------|------|-----|------|-----|------|-----------|
| i. Traditional songs promote maternal health services of in Baringo County | F | 76 | 170 | 28 | 4 | 6 | 4.08 | 0.78 |
| | % | 26.8 | 59.8 | 9.9 | 1.4 | 2.1 | | |
| ii. Traditional dances promote maternal health services of in Baringo County | F | 38 | 210 | 8 | 10 | 18 | 3.85 | 0.92 |
| | % | 13.4 | 73.9 | 2.8 | 3.5 | 6.3 | | |
| iii. Traditional poetry promotes maternal health services of in Baringo County | F | 74 | 136 | 8 | 56 | 10 | 3.73 | 1.15 |
| | % | 26.1 | 47.9 | 2.8 | 19.7 | 3.5 | | |
| Valid | N | 284 | | | | | | |

Source: Field Data (2024)

Table 9 showed that 146(51.4%) of the respondents agreed with the statement that traditional songs promote maternal health services of in Baringo County. However, 10(3.5%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Traditional songs promotes maternal health services of in Baringo County (Mean=4.08, Std. dev=.780). The study results agree with Bungay, Clift and Skingley (2017) who found out that those attending enjoy a positive

experience; with two-thirds of those participating saying that it makes them feel better. It is argued that the sense of well-being experienced by people attending the sessions is due to the potential of singing well-known songs to act as a social catalyst, and the inherent physical and psychological characteristics of singing itself.

Also, 248(87.3%) of the respondents agreed with the statement that Traditional dances promotes maternal health services of in Baringo County. However, 28(9.9%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Traditional dances promotes maternal health services of in Baringo County (Mean=3.85, Std. dev=0.923). The study results agree with Hui, Chui and Woo (2019) who found a significant difference between the groups in six outcome measures: mean change in resting heart rate, timed up-and-go test, and lower limb endurance and the 'general health' and 'bodily pain' domains of SF-36. The majority of the dance group felt the intervention improved their health status. These findings demonstrate that dancing has physical and psychological benefits, and should be promoted as a form of leisure activity for senior citizen.

An informant said:

“Despite the fact that poetry is not a very common form of disseminating information concerning maternal health, primary and secondary school students sometime prepare poems which as performed during events with non-governmental organization as a way of promoting knowledge of maternal health”.

Finally, 210(73.9%) of the respondents agreed with the statement that Traditional poetry promotes maternal health services of in Baringo County. However, 66(23.2%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that traditional poetry promotes maternal health services in Baringo County (Mean=3.73, Std. dev=1.152). The study results agree with ShabaniMinaabad

(2020) whose findings revealed that poetry therapy was effective in increasing the use of language skills and improving appropriate social skills. Also, teaching such skills can be used as an effective intervention method in schools, medical centers, and speech therapy centers.

A respondent indicated that

“During chief barazas, we often allow the community members to dramatize on the maternal health programmes using the local languages which has promoted understanding of the women on the role of government in promoting safe delivery of mothers and health children.”

The findings supported Kim *et al.*, (2015) study on health promotion programme using traditional Korean medicine (HaPP-TKM). The results showed TKM health promotion programmes prioritizing the disease group for integration into the local community. The findings supported Silver (2018) study on bringing health messages to life using songs and storytelling: in Uganda. Utilizing existing community traditions such as songs and storytelling offers culturally appropriate ways of enhancing the communications component of the health care system to make it serve the poor majority in a readily comprehensible, credible, affordable, and accessible form. These non-formal active-learning methods are highly compatible with and promotive of the general principles of primary health care, especially for their empowering, participatory and sustainable qualities. It is only a natural extension for health educators to more fully employ the use of the time-honored oral traditions of songs and storytelling as a vehicle for communicating health messages.

Bungay, Clift and Skingley (2017) did a survey on the silver song club project: a sense of well-being through participatory singing. A total of 369 participants (in 26 song clubs across the south east) completed a short questionnaire to provide information on

personal characteristics, previous musical experience, anticipation and enjoyment of the clubs and perceived benefits. It was found that those attending enjoy a positive experience; with two-thirds of those participating saying that it makes them feel better. It is argued that the sense of well-being experienced by people attending the sessions is due to the potential of singing well-known songs to act as a social catalyst, and the inherent physical and psychological characteristics of singing itself.

Sivvas, Batsiou and Filippou (2015) investigated the dance contribution in health promotion. The purpose of this research was to investigate if any form of dance can prove to be an asset of conservation or improvement of human health. Survey samples consisted of women and elderly people, men, children and teenagers also constituted considerable sample of many researches. From the study results of researches, it was found that dancing helps in many ways to preserve and improve human health, as far as physical health is concerned as it maintained the physical state in good level but also concerning mental health by minimizing stress and depression. Finally, social health also proved to be positively affected as the factors that prevent an individual from socialization were reduced.

Hui, Chui and Woo (2019) conducted a study on the effects of dance on physical and psychological well-being in older persons. Quality of life was assessed by the medical outcomes survey short form (SF-36) questionnaire. The intervention group views toward dancing were also evaluated at 12 weeks. Significant difference was observed between the groups in six outcome measures: mean change in resting heart rate, timed up-and-go test, and lower limb endurance and the 'general health' and 'bodily pain' domains of SF-36. The majority of the dance group felt the intervention improved their

health status. These findings demonstrate that dancing has physical and psychological benefits, and should be promoted as a form of leisure activity for senior citizen.

Slater, Vradelis and McCombs (2019) did a study on the mental health impacts of a poetry education program for children. The study described the results of a study on the health benefits of a 17-week poetry education program, implemented in 4th grade classrooms in central California. The study incorporated a quasi-experimental design and compared outcomes from groups of treatment and comparison classrooms. Furthermore, case studies of 8 high-risk students provided in-depth information about the nature of protective processes. Results showed that poetry education provided a source of joy and humor for students; improved self-awareness; increased empathy and cooperation among students; increased teachers expectations for low-performing students and provided an important avenue for self-expression.

Shabani Minaabad (2020) did a study on the effect of poetry therapy on the development of language and social skills in children with Autism spectrum disorder (ASD). This quasi-experimental study was conducted with a pre-test and post-test and a control group. A total of 30 individuals were selected through voluntary sampling and randomly assigned to experimental (n= 15) and control (n= 15) groups, and answered the Vineland social maturity scale and the test of language development questionnaires. The study findings revealed that poetry therapy was effective in increasing the use of language skills and improving appropriate social skills. Also, teaching such skills can be used as an effective intervention method in schools, medical centers, and speech therapy centers.

Kabir (2022) investigated the influence of traditional media access and mobile phone use affect maternal healthcare service use in Bangladesh? Moderated mediation effects

of socioeconomic factors. Exposure to traditional media (TV, radio, and newspapers) and the use of mobile as an inter personal communication tool allow for a variety of information provision. The study analyzed reproductive and media data of 5,011 ever-married women extracted from the latest nationally representative Bangladesh Demographic and Health Survey. Hierarchical logistic regression and moderated mediation analysis are performed to determine the association. Only 26.9% of women used mobile for health service use, while more than 55% had media access. Media access was significantly associated with all three types of MHS use; mobile usage also has a significant association with antenatal and delivery care. When women have both access to media and mobile, the likelihood of delivering in a health facility increased by 1.82 times (AOR: 1.82, 95%CI: 1.51, 2.20) which is slightly better than having access to only one type of media channel. Provision of media access and mobile use indicate better utilization of MHS in Bangladesh. The collective use of these channels could be a catalyst for the success of health promotion initiatives to improve women's health behaviors, build community capacity, and create mass awareness that supports the optimal use of MHS in Bangladesh.

4.5.3 Audiovisual Media

The study sought to assess the influence of audiovisuals media on promotion of maternal health services of in Baringo County. Table 10 presents the study results.

Table 10 Audiovisual Media

| Statements | | SA | A | UD | D | SD | Mean | Std. Dev. |
|---|----------|------------|------|-----|-----|-----|------|-----------|
| i. Video promotes maternal health services of in Baringo County | F | 130 | 122 | 6 | 20 | 6 | 4.23 | 0.95 |
| | % | 45.8 | 42.9 | 2.1 | 7.0 | 2.1 | | |
| ii. Flip charts promotes maternal health services of in Baringo County | F | 86 | 164 | 8 | 14 | 12 | 4.05 | 0.95 |
| | % | 30.3 | 57.7 | 2.8 | 4.9 | 4.2 | | |
| iii. Film strips promotes maternal health services of in Baringo County | F | 126 | 140 | 4 | 10 | 4 | 4.32 | 0.79 |
| | % | 44.4 | 49.9 | 1.4 | 3.5 | 1.4 | | |
| Valid | N | 284 | | | | | | |

Source: Field Data (2024)

Table 10 showed that 152(53.5%) of the respondents agreed with the statement that Video promotes maternal health services of in Baringo County. However, 26(9.2%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Video promotes maternal health services of in Baringo County (Mean=4.23, Std. dev=0.948). The study results agree with Haaranen, Rissanen, Laatikainen and Kauhanen (2018) did a systematic review of games and health behaviour on digital and video games in health promotion. The study used experimental design. The number of participants in the interventions was small in general. The results indicated that video games increased light- and moderate-intensity activities, adherence to medication, knowledge on disease and healthy behaviour. Furthermore, games relaxed and alleviated depressive symptoms. There was no evidence that the games achieved sustained changes in health behaviour. Only short-term changes were

reported. Watching the videos has encouraged participants to use services and the majority was satisfied with the services they received.

Also, 250(88.1%) of the respondents agreed with the statement that Flip charts promotes maternal health services of in Baringo County. However, 26(9.1%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Flip charts promotes maternal health services of in Baringo County (Mean=4.05., Std. dev=0.953). The study results agree with Hui, Chui and Woo (2019) who found out a significant difference was observed between the groups in six outcome measures: mean change in resting heart rate, timed up-and-go test, and lower limb endurance and the 'general health' and 'bodily pain' domains of SF-36. The majority of the dance group felt the intervention improved their health status. These findings demonstrate that dancing has physical and psychological benefits, and should be promoted as a form of leisure activity for senior citizen.

“In the hospitals and majority of the public place there are charts on information of maternal health. The charts have also been customized in mother tongue which is more understandable to the local community which has increased their understanding of maternal health”

Another respondent said

In hospitals there are pamphlets which contain information about maternal health which are given to mothers during ANC visits. This has been instrumental in supporting dissemination of information about maternal health”

Finally, 266(93.7%) of the respondents agreed with the statement that Film strips promotes maternal health services of in Baringo County. However, 14(4.9%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Film strips promotes maternal health services of in Baringo County (Mean=4.32, Std. dev=0.792). The study results agree with ShabaniMinaabad

(2020) whose findings revealed that poetry therapy was effective in increasing the use of language skills and improving appropriate social skills. Also, teaching such skills can be used as an effective intervention method in schools, medical centers, and speech therapy centers.

4.5.4 Interpersonal Channels

The study sought to assess the influence of interpersonal channels on promotion of maternal health services of in Baringo County. Table 11 presents the study results.

Table 11 Interpersonal Channels

| Statements | | SA | A | UD | D | SD | Mean | Std. Dev. |
|---|----------|------------|------|-----|------|-----|------|-----------|
| i. Community leaders promotes maternal health services of in Baringo County | F | 110 | 96 | 20 | 54 | 4 | 3.89 | 1.16 |
| | % | 38.7 | 33.8 | 7.1 | 19.1 | 1.4 | | |
| ii. Extension workers promotes maternal health services of in Baringo County | F | 194 | 70 | 14 | 4 | 2 | 4.58 | 0.72 |
| | % | 68.3 | 24.6 | 4.9 | 1.5 | 0.7 | | |
| iii. Personal experience promotes maternal health services of in Baringo County | F | 130 | 104 | 4 | 36 | 10 | 4.08 | 1.14 |
| | % | 45.8 | 36.6 | 1.5 | 12.7 | 3.5 | | |
| Valid | N | 284 | | | | | | |

Source: Field Data (2024)

Table 11 showed that 106(37.3%) of the respondents agreed with the statement that community leaders promote maternal health services of in Baringo County. However, 58(20.4%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Community leaders promotes maternal health services of in Baringo County (Mean=3.89, Std. dev=1.156). The study results concur

with Yajima, Takano and Watanabe (2018) whose findings indicated that the people in the INT group were significantly more likely to pursue a healthier lifestyle and to have greater health literacy than those in the REF group, regardless of socio-economic status. The study also revealed that community participation approach, employing a committee style, was effective in improving health-related behaviour and in promoting health literacy while overcoming socio-economic variation.

“The county has community health workers who have been trained by the NGOs and the government on maternal health. The community health workers are involved in teaching the community on maternal issues among other health activities”.

Also, 164(57.8%) of the respondents agreed with the statement that extension workers promote maternal health services of in Baringo County. However, 6(2.1%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Extension workers promotes maternal health services of in Baringo County (Mean=4.58, Std. dev=0.715). The study results concur with Medhanyie *et al.*, (2019) whose results indicated that health extension workers have contributed substantially to the improvement in women’s utilization of family planning, antenatal care and HIV testing. However, their contribution to the improvement in health facility delivery, postnatal checkup and use of iodized salt seems insignificant. Women who were literate listened to the radio had income generating activities and had been working towards graduation or graduated as model family were more likely to demonstrate good utilization of maternal health services.

Finally, 234(82.4%) of the respondents agreed with the statement that Personal experience promotes maternal health services of in Baringo County. However, 46(16.2%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that Personal experience promotes maternal health

services of in Baringo County (Mean=4.08, Std. dev=1.137). The study results concurred with Angermeyer and Matschinger (2016) whose findings revealed that personal exposure to mental illness exerts a positive influence on a person's attitude towards the disorder. The findings were not merely the results of possible selection effects, that is to say, that individuals with a more positive attitude towards the mentally ill would have been more inclined to stay in touch with the latter, therefore having greater experience with mental illness.

4.5.5 Promotion of maternal health services

The study sought to assess the influence of communication approaches on promotion of maternal health services. Table 12 presents the study results.

Table 12 Promotion of Maternal Health Services

| Statements | | | SA | A | UD | D | SD | Mean | Std. Dev. |
|--------------|--|---|------------|------|-----|-----|-----|------|-----------|
| i. | Mass media has improved promotion of maternal health services | F | 144 | 119 | 6 | 3 | 11 | 4.35 | 0.89 |
| | | % | 50.7 | 41.9 | 2.1 | 1.1 | 3.9 | | |
| ii. | Traditional media has improved promotion of maternal health services | F | 122 | 133 | 3 | 14 | 11 | 4.20 | 0.97 |
| | | % | 42.9 | 46.8 | 1.1 | 4.9 | 3.9 | | |
| ii. | Audiovisuals has improved promotion of maternal health services | F | 133 | 125 | 11 | 3 | 11 | 4.29 | 0.90 |
| | | % | 46.8 | 44.0 | 3.9 | 1.1 | 3.9 | | |
| Valid | N | | 284 | | | | | | |

Source: Field Data (2024)

Table 12 showed that 263(92.6%) of the respondents agreed with the statement that mass media has improved Promotion of maternal health services. However, 14(4.9%) of the respondents disagreed. Further the study findings showed in terms of means and

standard deviation that mass media has improved Promotion of maternal health services (Mean=4.35, Std. dev=0.894).

Also, 255(89.8%) of the respondents agreed with the statement that. However, traditional media has improved promotion of maternal health services 25(8.8%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that traditional media has improved Promotion of maternal health services (Mean=4.20, Std. dev=0.973).

Finally, 258(90.8%) of the respondents agreed with the statement that Audiovisuals has improved Promotion of maternal health services. However, 14(4.9%) of the respondents disagreed. Further the study findings showed in terms of means and standard deviation that (Mean=4.29, Std. dev=0.903).

4.6 Multiple Regression Assumptions Test

Multiple regression assumptions were run prior to conducting a regression model. The assumptions of regression run were; linearity, homoscedasticity, normality, multicollinearity and autocorrelation assumptions.

4.6.1 Test of Linearity

Correlation analysis was used in testing of linearity of the data. If there is a significant correlation between independent variables and dependent variable it implies that there is a linear relationship between the variables. If the correlation coefficient is significantly not different from zero it implies that there is no significant linear relationship between independent variables and dependent variable. The test for linearity results is presented in Table 13.

Table 13 Linearity Test

| Variables | Pearson Correlation | Sig. |
|------------------------|----------------------------|-------------|
| Mass media | .836 ** | .000 |
| Traditional media | .859 ** | .000 |
| Audiovisual media | .844 ** | .000 |
| Interpersonal channels | .869 ** | .000 |

* Correlation significant at the 0.01 level (2-tailed).

Source: Field Data (2024)

Results presented in Table 13 revealed mass media had a correlation coefficient of 0.835. Traditional media had a correlation coefficient of 0.859. Audiovisual's media had a correlation coefficient of 0.844. Finally, interpersonal channels had a correlation coefficient of 0.869. These implied that the correlation coefficient values for the three study variables were different from zero indicating that the linearity assumption was made. This gave an implication that the data used were linear.

4.6.2 Homoscedasticity Assumption

Levene's test of equality of error variances was used to homoscedasticity assumption.

The assumption test results are presented in Table 14.

Table 14 Homoscedasticity Assumption

| F | df1 | df2 | Sig. |
|----------|------------|------------|-------------|
| 5.138 | 48 | 101 | .434 |

Source: Field Data (2024)

The study results in Table 14 indicated that the p-value in Levene's test was 0.434 which was above 0.05. Thus, the homoscedasticity assumption was made showing that data used had no heteroscedasticity.

4.6.3 Normality Assumption Test

Shapiro-Wilk were used to test the normality of the data used in the study. The normality assumptions test results are presented in Table 15.

Table 15 Normality Assumption Test

| Variables | Statistic | Df | Sig. |
|------------------------|-----------|----|------|
| Mass media | .705 | 16 | .193 |
| Traditional media | .600 | 7 | .275 |
| Audiovisual's media | .608 | 12 | .125 |
| Interpersonal channels | .605 | 12 | .123 |

Source: Field Data (2024)

The Shapiro-Wilk test is a statistical test that checks whether a sample comes from a normally distributed population. It is commonly used because it has good power compared to other normality tests, especially for small sample sizes. W statistic is a value between 0 and 1, where values closer to 1 indicate data more consistent with a normal distribution. The significance levels. If the p-value should be greater than 0.05 for it to be normally distributed. Interpretation of Shapiro-Wilk test is that when the p-value > 0.05 the study fails to reject H_0 , suggesting the data is normally distributed but if the p-value ≤ 0.05 the null hypotheses is rejected, suggesting the data is not normally distributed.

Normality Assumption Test results in Table 15 established that the data was consistent and normally distributed since the significance values for Shapiro-Wilk were greater than 0.05 and closer to 1. The study findings indicated that mass media had Shapiro-Wilk significance value $p=.193 > 0.05$. Traditional media had Shapiro-Wilk significance value of $p=.275 > 0.05$. Audiovisual's media had Shapiro-Wilk significance value of

$p=.125>0.05$. Finally, interpersonal channels had Shapiro-Wilk significance value of $p=.123>0.05$.

4.6.4 Multicollinearity Assumption Test

Multicollinearity is a phenomenon whereby high correlation exists between the independent variables. It occurs in a multiple regression model when high correlation exists between these predictor variables prompting questionable assessments of regression coefficients. This leads to strange outcomes when attempts are made to decide the degree to which the independent variables explain the changes in the outcome variable (Creswell, 2014). The outcomes of Multicollinearity are expanded standard errors of evaluations of the Betas, which means diminished reliability quality and misleading results. Multicollinearity test was used to check whether high correlation existed between one or more variables in the study with one or more of the other independent variables. Multicollinearity assumption test was tested using tolerance and variance inflation factor (VIF). Multicollinearity assumption test results are shown in Table 16.

Table 16 Multicollinearity Assumption Test

| Variables | Tolerance | VIF |
|------------------------|------------------|------------|
| Mass media | .232 | 4.311 |
| Traditional media | .201 | 4.986 |
| Audiovisual's media | .276 | 3.621 |
| Interpersonal channels | .219 | 4.561 |

Source: Field Data (2024)

Variance inflation factor (VIF) measured correlation level between the predictor variables and estimated the inflated variances due to linear dependence with other

explanatory variables. A common rule of thumb is that VIFs of 10 or higher (conservatively over 5) points to severe multi-collinearity that affects the study (Newbert, 2008). The study finding in Table 16 revealed that mass media had a tolerance=0.232 and variance inflation factor =4.311. Traditional media had tolerance=0.201 and variance inflation factor=4.986. Audiovisual's media had a tolerance= 0.276 and variance inflation factor =3.621. Interpersonal channels had a tolerance= 0.219 and variance inflation factor =4.561. This implied that the tolerance values for the four study variables were all above 0.1 and VIF values were also less than 10. Therefore, there were no Multicollinearity assumption problems.

4.6.5 Autocorrelation Assumption Test

The study used Durbin-Watson statistic to test the assumption of autocorrelation, the Durbin-Watson statistic should be between 1.5 and 2.5. Autocorrelation assumption test was conducted using Durbin-Watson. The autocorrelation assumption test results are presented in Table 17.

Table 17 Autocorrelation Assumption Test

| R | R Square | Adjusted Square | R | Std. Error of the Estimate | Durbin-Watson |
|-------------------------|-----------------|------------------------|----------|-----------------------------------|----------------------|
| .918^a | .843 | .841 | | .32529 | 1.907 |

Source: Field Data (2024)

The study results in Table 17 revealed that the value of Durbin–Watson coefficient was 1.907. This implied the autocorrelation assumption was made since the Durbin-Watson was within the range. The recommended threshold of Durbin-Watson value is 1.5-2.5. Therefore, the Durbin-Watson Coefficient of 1.907 indicates that observations are within the threshold.

4.7 Inferential Analysis

Inferential analysis used in this section were correlation and multiple regression models. Correlation and multiple regression analysis showed the relationship between independent variables and the dependent variable.

4.7.1 Correlation Analysis

Pearson correlation analysis was carried out to show the strength and direction of the association between dependent and independent variables. Table 18 present the results.

Table 18 Multiple Correlation Analysis Results

| | | Promotion of health services | Mass media | Traditional media | Audiovisual's media | Interpersonal channels |
|-------------------------------------|------------------------|------------------------------------|---------------|----------------------|------------------------|---------------------------|
| Promotion of community health | Pearson Correlation | 1 | | | | |
| | Sig. (2-tailed) | | | | | |
| Mass media | Pearson Correlation | .836** | 1 | | | |
| | Sig. (2-tailed) | .000 | | | | |
| Traditional media | Pearson Correlation | .859** | .850** | 1 | | |
| | Sig. (2-tailed) | .000 | .000 | | | |
| Audio visuals media | Pearson Correlation | .844** | .773** | .808** | 1 | |
| | Sig. (2-tailed) | .000 | .000 | .000 | | |
| Interpersonal channels | Pearson Correlation | .869** | .823** | .817** | | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | | |

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Field Data (2024)

The study findings in Table 18 indicated that mass media and promotion of community health had a positive strong and statistically significant correlation ($r = 0.836$; $p < 0.01$).

The findings of the study indicate a strong, positive and statistically significant correlation between traditional media and promotion of community health ($r=0.859$; $p < 0.01$). The study established that there exist a strong, positive and statistically ($r=0.844$; $p < 0.01$) correlation between audiovisuals and promotion of community health. The study established that there exist a strong, positive and statistically ($r=0.869$; $p < 0.01$) correlation between interpersonal channels and promotion of community health. According Orodho (2003) a strong correlation means that two or more variables have a strong relationship with each other while a weak or low, correlation means that the variables are hardly related. Correlation coefficient can range from -1.00 to +1.00. The value of -1.00 represents a perfect negative correlation while a value of +1.00 represents a perfect positive correlation. A value of 0.00. means that there is no relationship between variables being tested. The findings revealed that there is a positive and significant relationship between communication strategies and promotion of maternal health among women in Baringo County.

4.7.2 Results for Multiple Regression Analysis

The multiple regression analysis models were employed to test the combined effect of communication strategies and promotion of maternal health in Baringo County. The relationship between the dependent variable promotion of maternal health and all the independent variables in the study mass media, audiovisual and interpersonal channels. Multiple regression analysis was run to establish the effect of independent variables on dependent variable.

4.7.3 Model Summary

The coefficient of determination (R^2) and correlation coefficient (R) showed the degree of association between dependent and independent variables. The results are presented in Table 19.

Table 19 Multiple Regression Model Summary

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------------------|----------|-------------------|----------------------------|
| .918 ^a | .843 | .841 | .32529 |

Source: Field Data (2024)

The results of the regression in Table 19 indicated that R^2 value was 0.843 and R value was 0.918. R value of 0.918 gave an indication that there was a strong linear relationship between dependent and independent variables. The R^2 indicates that explanatory power of the independent variables was 0.843. This implied that 84.3% of the variation in promotion of community health is explained by the regression model. The adjusted R^2 of 0.841 which is slightly lower than the R^2 value.

4.7.4 Regression Model Fitness Test

Model fitness was run to find out if model best fit for the data. The study results were presented in Table 20.

Table 20 Regression Model Fitness Results

| | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|------------|-------------|---------|-------------------|
| Regression | 158.779 | 4 | 39.695 | 375.134 | .000 ^b |
| Residual | 29.522 | 279 | .106 | | |
| Total | 188.302 | 283 | | | |

Source: Field Data (2024)

Table 20 showed that the F-statistics produced ($F = 375.134$) which was significant at $p=0.000$ thus confirming the fitness of the model. This implies that the multiple regression model was good fit for the data. Hence the independent variables affect promotion of community health. The F value indicates that all the variables in the equation are important hence the overall regression is significant.

4.7.5 Regression Model Coefficients

Regression model coefficients were run in order to use in the regression equation. The study results are presented in Table 21.

Table 21 Regression Model Coefficients

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .392 | .101 | | 3.889 | .000 |
| Mass media | .167 | .048 | .171 | 3.476 | .001 |
| Traditional media | .231 | .051 | .238 | 4.488 | .004 |
| Audiovisual's media | .250 | .043 | .261 | 5.791 | .021 |
| Interpersonal channel | .306 | .049 | .317 | 6.257 | .040 |

Source: Field Data (2024)

The study results in Table 21 revealed that there was positive linear effect of mass media promotion of community health ($\beta_1=.167$, $p<0.05$). This reveals that an increase in mass media leads to increase in maternal health services by 0.167 units. It was further established that traditional media has a positive and significant effect on promotion of maternal health services ($\beta_2=.231$, $p<0.05$). This implies that an increase in traditional media to increase in promotion of maternal health services by 0.230 units. Also, it was further established that audiovisuals media has a positive and significant effect on

promotion of community health ($\beta_3=.250$, $p<0.05$). This implies that an increase in audiovisuals to increase in promotion of community health by 0.250 units. Finally, interpersonal channels were found to have a positive and significant effect on promotion of community health ($\beta_4=.306$, $p<0.05$). This gave an implication that an increase in interpersonal channels leads to increase in promotion of maternal health services by 0.306 units. Thus, the regression equation becomes;

$$Y = 0.392 + 0.167X_1 + 0.230X_2 + 0.250X_3 + 0.307X_4 \dots \dots \dots \text{Equation 4.1}$$

4.8 Hypotheses Testing

From the regression model computed in Table 22, the research hypotheses were tested using the significance level of the coefficients. The research aimed to test the hypothesis with an aim of failing to reject or rejecting the relationship between independent and the dependent variables. The research hypothesis for the study is illustrated in Table 22.

Table 22 Summary of Hypotheses Test Results

| | Hypothesis | Coeff | p-value | Decision |
|-----------------------|--|--------------|----------------|--------------------------|
| H₀₁ | Mass media has no significant influence on promotion of maternal health services of in Baringo County | .167 | .001 | Rejected null hypothesis |
| H₀₂ | Traditional media has no significant influence on promotion of maternal health services of in Baringo County | .231 | .004 | Rejected null hypothesis |
| H₀₃ | Audiovisual's media has no significant influence on promotion of maternal health services of in Baringo County | .250 | .021 | Rejected null hypothesis |
| H₀₄ | Interpersonal channels have no significant influence on promotion of maternal health services of in Baringo County | .307 | .040 | Rejected null hypothesis |

Source: Field Data (2024)

H₀₁: Mass media has no significant influence on promotion of maternal health services of in Baringo County. The regression results in Table 22 indicate that there is significant relationship between mass media and promotion of maternal health services of in Baringo County with a beta coefficient of 0.167 and significance of ($p < 0.05$). The study rejected the hypothesis. These results concur with Sabone, Mogobe and Sabone (2016) whose findings indicate that ICTs gadgets explored have opened up possibility for health services and information to reach even people in the rural areas. Ultimately, access affects the general well-being of individuals. One of the major initiatives under the umbrella of health is improving access to health services and information; and this covers among other things, expanding the delivery of health information through the radio and television.

H₀₂: Traditional media has no significant influence on promotion of maternal health services of in Baringo County. The regression results in Table 22 indicate that there is significant relationship between traditional media and promotion of maternal health services of in Baringo County with a beta coefficient of 0.231 and significance of ($p < 0.05$). The study rejected the hypothesis. These results concur with Hui, Chui and Woo (2019) whose findings demonstrate that dancing has physical and psychological benefits, and should be promoted as a form of leisure activity for senior citizen.

H₀₃: Audiovisuals has no significant influence on promotion of maternal health services in Baringo County. The regression results in Table 22 indicate that there is significant relationship between Audiovisuals and promotion of maternal health services in Baringo County with a beta coefficient of 0.250 and significance of ($p < 0.05$). The study rejected the hypothesis. These results concur with Djannah, Sulistyawati and Tentama

(2020) whose findings indicated that the audiovisual increased the knowledge of the adolescent regarding sexual-reproduction health.

H₀₄: Interpersonal channels have no significant influence on promotion of maternal health services in Baringo County. The regression results in Table 22 indicate that there is significant relationship between interpersonal channels and promotion of maternal health services of in Baringo County with a beta coefficient of 0.306 and significance of ($p < 0.05$). The study rejected the hypothesis. These results concur with Paek, Reber and Lariscy (2017 whose results show that both interpersonal and media socialization agents are significantly and positively related to adolescent health literacy. Media socialization agents seem to play a strong role in health literacy orientation, not much weaker than those of interpersonal socialization agents.

4.9 Chapter Summary

Chapter Four provides a comprehensive presentation and analysis of the data collected in this study. It begins with a detailed description of the demographic characteristics of the study participants, setting the context for subsequent analyses. The chapter then systematically addresses the diagnostic tests conducted to verify the key assumptions underlying multiple regression analysis, including tests for linearity, homoscedasticity, normality, multicollinearity, and autocorrelation. These tests ensured the appropriateness and reliability of the regression model applied.

Following the validation of these assumptions, the chapter proceeds with inferential statistical analyses. Pearson correlation analysis is employed to explore the strength and direction of relationships between the independent variable's various communication strategies and the dependent variable, which is the promotion of maternal health services. Subsequently, multiple regression analysis is conducted to determine the

combined effect of the communication strategies on the promotion of maternal health services. The chapter ends with hypothesis testing based on the regression results, providing evidence to either accept or reject the proposed null hypotheses regarding the influence of each communication strategy on maternal health promotion.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary, conclusions and recommendations of the study. Also highlighted in this chapter are possible suggestions for further research.

5.2 Summary of Findings

This section presents the summary of the study findings.

5.2.1 Mass Media

The study first objective was to determine the effect of mass media on promotion of maternal health services of in Baringo County. The descriptive statics showed that rural radio promotes maternal health services, community-based radio promotes maternal health services and Television promotes maternal health services. The study findings also showed that mass media was statistically significant and has a positive influence on promotion of maternal health services of in Baringo County. The analysis revealed a statistically positive influence of mass media ($\beta_1=.167$, $p<0.05$) on promotion of maternal health services leading to rejection of the null hypothesis. The study rejected the null hypothesis that there is no statistically significant influence of mass media on promotion of maternal health services of in Baringo County. The study results also show that mass media has a positive influence on promotion of maternal health services of in Baringo County. This implies that rural radio promotes maternal health services, community-based radio promotes maternal health services and Television promotes maternal health services.

5.2.2 Tradition Media

The second study objective was to determine the effect of traditional media on promotion of maternal health services of in Baringo County. The descriptive statics showed that traditional songs, traditional dances and traditional poetry promote maternal health services. The analysis revealed a statistically positive influence of traditional media ($\beta_2=.231$, $p<0.05$) on promotion of maternal health services leading to rejection of the null hypothesis. The study findings also showed that traditional media was statistically significant and has a positive influence on promotion of maternal health services of in Baringo County. The study rejected the null hypothesis that there is no statistically significant influence of traditional media on promotion of maternal health services of in Baringo County. The study results also show that traditional media has a positive influence on promotion of maternal health services of in Baringo County. This implies that traditional songs, traditional dances and traditional poetry promote maternal health services.

5.2.3 Audiovisual Media

The third study objective was to determine the effect of audiovisual media on promotion of maternal health services of in Baringo County. The descriptive statistics showed that Video promotes, flipcharts and film strips promote maternal health services of in Baringo County.

The analysis revealed a statistically positive influence of audiovisual media ($\beta_3=.250$, $p<0.05$) on promotion of maternal health services leading to rejection of the null hypothesis. The study findings also showed that audiovisual media was statistically significant and has a positive influence on promotion of maternal health services of in Baringo County. The study rejected the null hypothesis that there is no statistically

significant influence of audiovisual on promotion of maternal health services of in Baringo County. The study results also show that audiovisual media has a positive influence on promotion of maternal health services of in Baringo County. This implies that video promotes, flipcharts and film strips promote maternal health services of in Baringo County.

5.2.4 Interpersonal Channels

The study last objective was to determine the effect of interpersonal channels on promotion of maternal health services of in Baringo County. The descriptive statistics showed that Community leaders, Extension workers and Personal experience promotes maternal health services of in Baringo County.

The analysis revealed a statistically positive influence of interpersonal communication channels ($\beta_4=.306$, $p<0.05$) on promotion of maternal health services leading to rejection of the null hypothesis. The study findings also showed that interpersonal channels were statistically significant and has a positive influence on promotion of maternal health services of in Baringo County. The study rejected the null hypothesis that there is no statistically significant influence of interpersonal channels on promotion of maternal health services of in Baringo County. The study results also show that interpersonal channels have a positive influence on promotion of maternal health services of in Baringo County. This implies that Community leaders, Extension workers and Personal experience promote maternal health services of in Baringo County.

5.3 Conclusions of the Study

The study concluded that mass media has a positive and statistical influence on promotion of maternal health services of in Baringo County. Rural radio promotes maternal health services, community-based radio promotes maternal health services

and Television promotes maternal health services. The study also concluded that traditional media has a positive and statistical influence on promotion of maternal health services of in Baringo County. Traditional songs, traditional dances and traditional poetry promote maternal health services.

The study further concluded that audiovisuals media has a positive and statistical influence on promotion of maternal health services of in Baringo County. Video promotes, flipcharts and film strips promote maternal health services of in Baringo County. The study finally concluded that interpersonal channel has a positive and statistical influence on promotion of maternal health services of in Baringo County. Furthermore, the study concluded that the effectiveness of interpersonal channels is largely dependent on the trust established by community leaders and the perceived usefulness of the information provided by extension workers of in Baringo County. Community leaders, Extension workers and Personal experience promote maternal health services of in Baringo County.

5.4 Recommendations of the Study

The study recommends the following actions to enhance the promotion and uptake of maternal health services in Baringo County:

County Health Department and Community Health Organizations: Strengthen community-based communication approaches by empowering Community Health Volunteers (CHVs) to bridge the communication gap between health facilities and local populations. Additionally, implement mobile health (mHealth) solutions such as SMS reminders and telehealth consultations to improve access to maternal health information and services in remote areas.

Health Stakeholders, Government Agencies, and Media Regulators: Forge stronger partnerships with rural and community-based radio stations and television broadcasters to design and air targeted, culturally sensitive maternal health campaigns tailored to the local population in Baringo County. Encourage local radio stations to allocate specific airtime for maternal health promotion programs, preferably in local languages to maximize reach and effectiveness.

Cultural Leaders, Local Community Groups, and Health Promotion Agencies: Integrate traditional media such as songs, dances, and poetry into maternal health promotion efforts. Collaborate with elders, cultural artists, and community groups to develop and present maternal health messages during community ceremonies and gatherings, enhancing cultural relevance and community acceptance.

Healthcare Facilities, Community Health Workers, and Training Institutions: Promote the use of audiovisual tools like videos, flipcharts, and film strips in maternal health education. Equip healthcare workers and community health volunteers with these materials for use during antenatal care visits and community outreach programs to improve communication and understanding of maternal health issues.

Community Leaders, Extension Workers, and Peer Support Networks: Build capacity through training and resource provision to empower these key influencers as effective maternal health advocates. Facilitate personal storytelling and experience-sharing forums to encourage expectant mothers to attend maternal health services, fostering peer motivation and social support.

5.5 Suggestions for Further Research

This study suggests that research like this should also be conducted in the other counties across the country including more independent variables. As this study was performed only in the Baringo County, it would be possible to carry out similar research in other areas to compare communication strategies in various cultural, social, and health system settings. These comparative studies would be useful in establishing whether the communication strategies that have been found here are effective on national or very contextual levels. Besides, more independent variables pertaining to communication, including digital health platforms, interpersonal communication between health workers and mothers, community engagement strategies, and participatory communication channels, should be included in future studies. The use of more variables would add to a deeper comprehension of the communication factors influencing the promotion and uptake of maternal health services. Additionally, the researchers can think of using other sounder methodological solutions like longitudinal, experimental or mixed-method studies which would help them to better prove the causal relationships between communication strategies and maternal health outcomes.

5.6 Chapter Summary

This chapter presents the summary, conclusions, and recommendations of the study on the influence of communication strategies on the promotion of maternal health services in Baringo County. The chapter begins with a recap of the key findings related to each of the communication channels investigated: mass media, traditional media, audiovisual media, and interpersonal channels. It highlights the statistically significant positive effects of each channel on the promotion of maternal health services, reinforcing their critical roles in health communication within the county.

The conclusions drawn emphasize that all four communication strategies—rural and community-based radio, television, traditional songs, dances, poetry, audiovisual tools such as videos and flipcharts, as well as interpersonal communication involving community leaders and extension workers—play significant and complementary roles in enhancing maternal health promotion.

Following the conclusions, the chapter offers well-grounded recommendations for stakeholders including county health departments, community organizations, media regulators, cultural leaders, healthcare providers, and community influencers. These recommendations focus on strengthening existing communication approaches, fostering culturally sensitive and locally relevant messaging, enhancing capacity building for key community actors, and integrating modern technologies like mobile health solutions.

Finally, the chapter suggests directions for future research, encouraging studies in other counties with broader and more diverse communication variables and the adoption of more rigorous methodological designs to deepen understanding and establish causality. This will contribute to a more comprehensive and context-sensitive approach to maternal health communication nationally.

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APPENDICES

Appendix I: Questionnaires for Women Aged 15-45 Years

I am a student undertaking a master's degree in Journalism and Communication Studies. In order to complete this program, I am required to research on “**INFLUENCE OF COMMUNICATION STRATEGIES ON PROMOTION OF MATERNAL HEALTH SERVICES IN BARINGO COUNTY, KENYA**” Therefore, I humbly request for your participation to fill the questionnaire below, do not indicate your name. Your honest response will be very useful for the success of this study. Kindly answer all questions in all the sections by filling in the blank spaces at the end of each question or statement or simply put a tick (√) where appropriate.

Section A: Demographic Information

1. Indicate your age group
 - a) 18-25 years { }
 - b) 26-35 years { }
 - c) 36-45 years { }
2. Number of children
3. What is your highest level of Education?
 - a) Primary school { }
 - b) Secondary school { }
 - c) Tertiary Institution { }
 - d) University level { }
4. What is your occupation?
 - a) Livestock Keeping { }
 - b) Businessman/woman { }
 - c) Farmer { }
 - d) Civil servant { }
 - e) Others
5. If employed, What is your average monthly income?
 - a) Less than Ksh1000 { }
 - b) Between Ksh 1000-5000 { }
 - c) Kshs 5000 and 10,000 { }
 - d) Above Kshs 10000 { }

Section B: Mass Media

In this section the study is interested in your view of mass media on promotion of maternal health services of in Baringo County. Read each of the statements and answer by ticking in the appropriate category that best fits your opinion. The categories are: **5 = Strongly Agree, 4 = Agree, 3 = Undecided, 2 = Disagree, 1=Strongly Disagree**

| Statement | SA | A | UN | D | SD |
|--|----|---|----|---|----|
| Rural radio promotes maternal health services of in Baringo County | | | | | |
| Community based radio promotes maternal health services of in Baringo County | | | | | |
| Television promotes maternal health services of in Baringo County | | | | | |

Section C: Traditional Media

In this section the study is interested in your view of traditional media on promotion of maternal health services of in Baringo County. Read each of the statements and answer by ticking in the appropriate category that best fits your opinion. The categories are: **5 = Strongly Agree, 4 = Agree, 3 = Undecided, 2 = Disagree, 1=Strongly Disagree**

| Statement | SA | A | UN | D | SD |
|---|----|---|----|---|----|
| Traditional songs promotes maternal health services of in Baringo County | | | | | |
| Traditional dances promote maternal health services of in Baringo County | | | | | |
| Traditional poetry promotes maternal health services of in Baringo County | | | | | |

Section D: Audiovisual Media

In this section the study is interested in your view of audiovisual media on promotion of maternal health services of in Baringo County. Read each of the statements and answer by ticking in the appropriate category that best fits your opinion. The categories are: **5 = Strongly Agree, 4 = Agree, 3 = Undecided, 2 = Disagree, 1=Strongly Disagree**

| Statement | SA | A | UN | D | SD |
|--|----|---|----|---|----|
| Video promotes maternal health services of in Baringo County | | | | | |
| Flip charts promotes maternal health services of in Baringo County | | | | | |
| Film strips promotes maternal health services of in Baringo County | | | | | |

Section E: Interpersonal Channels

In this section the study is interested in your view of interpersonal channels on promotion of maternal health services of in Baringo County. Read each of the statements and answer by ticking in the appropriate category that best fits your opinion. The categories are: **5 = Strongly Agree, 4 = Agree, 3 = Undecided, 2 = Disagree, 1=Strongly Disagree**

| Statement | SA | A | UN | D | SD |
|--|----|---|----|---|----|
| Community leaders promotes maternal health services of in Baringo County | | | | | |
| Extension workers promotes maternal health services of in Baringo County | | | | | |
| Personal experience promotes maternal health services of in Baringo County | | | | | |

Appendix II: Interview Schedule for Health Workers

1. What is the effect of mass media help in promotion of maternal health services of in Baringo County?

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.....

2. Do traditional media help in promotion of maternal health services of in Baringo County?

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.....
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3. Do audiovisual media help in promotion of maternal health services of in Baringo County?

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.....
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4. Do interpersonal channels help in promotion of maternal health services of in Baringo County?

.....
.....
.....
.....

Appendix III: University Letter



MOI UNIVERSITY
 ISO 9001-2015 Certified Institution
 SCHOOL OF INFORMATION SCIENCES
 DEPARTMENT OF COMMUNICATION STUDIES

P.O Box 3900
 Eldoret, Kenya

Fax: 053 – 43153/4:1047
 Tel: 053 – 43103 Direct line
 053 – 43620 Ext: 2460

REF: MU/COMM/PGM/10 25th October, 2016

TO WHOM IT MAY CONCERN

RE: LILIAN CHEROBON TUWEI – PGC/SHRD/011/2016

This is to confirm that the above named is a Postgraduate Student in the Department of Communication Studies School of Information Sciences taking Masters Course in Communication Studies.

She has successfully finished her course work and is currently working on her research and collection data in the field.

Any assistance accorded to her will be highly appreciated.

Yours faithfully,



Abraham K Mulwo, PhD
 Head, Department of Communication Studies
 Cell Phone +254-713201327; E-mail: abraham.mulwo@gmail.com

DEPARTMENT OF COMMUNICATION STUDIES

HEAD

25 OCT 2016

MOI UNIVERSITY

PO BOX 3900, ELDORET

Appendix IV: Research Permit from NACOSTI



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Tel: 020-2219420/310571,
3542172/3310571/2219420
Email: dg@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

Utalii House, 9th Floor, Utalii Lane
P.O. Box 30623 – 00100
NAIROBI, KENYA.

RefNo: NACOSTI/RC/19/78467/19826

Date: 17th April, 2019.

Lilian Cherobon Tuwei

Moi University
P.O. Box 3900-30100,

ELDORET.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *"Influence of Communication Approaches on Promotion of Maternal Health Services in Baringo County"*, I am pleased to inform you that you have been authorized to undertake research in **Baringo County** for the period ending 20th September, 2019.

You are advised to report to the **County Commissioner** and the **County Director of Education, Baringo County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 of the Laws of Kenya, you are required to deposit a copy of the final research report to the Commission within one year of completion. The soft copy of the same should be submitted through the Online Research Information System.

Godfrey P. Kalerwa

Godfrey P. Kalerwa MSc., MBA, MKIM

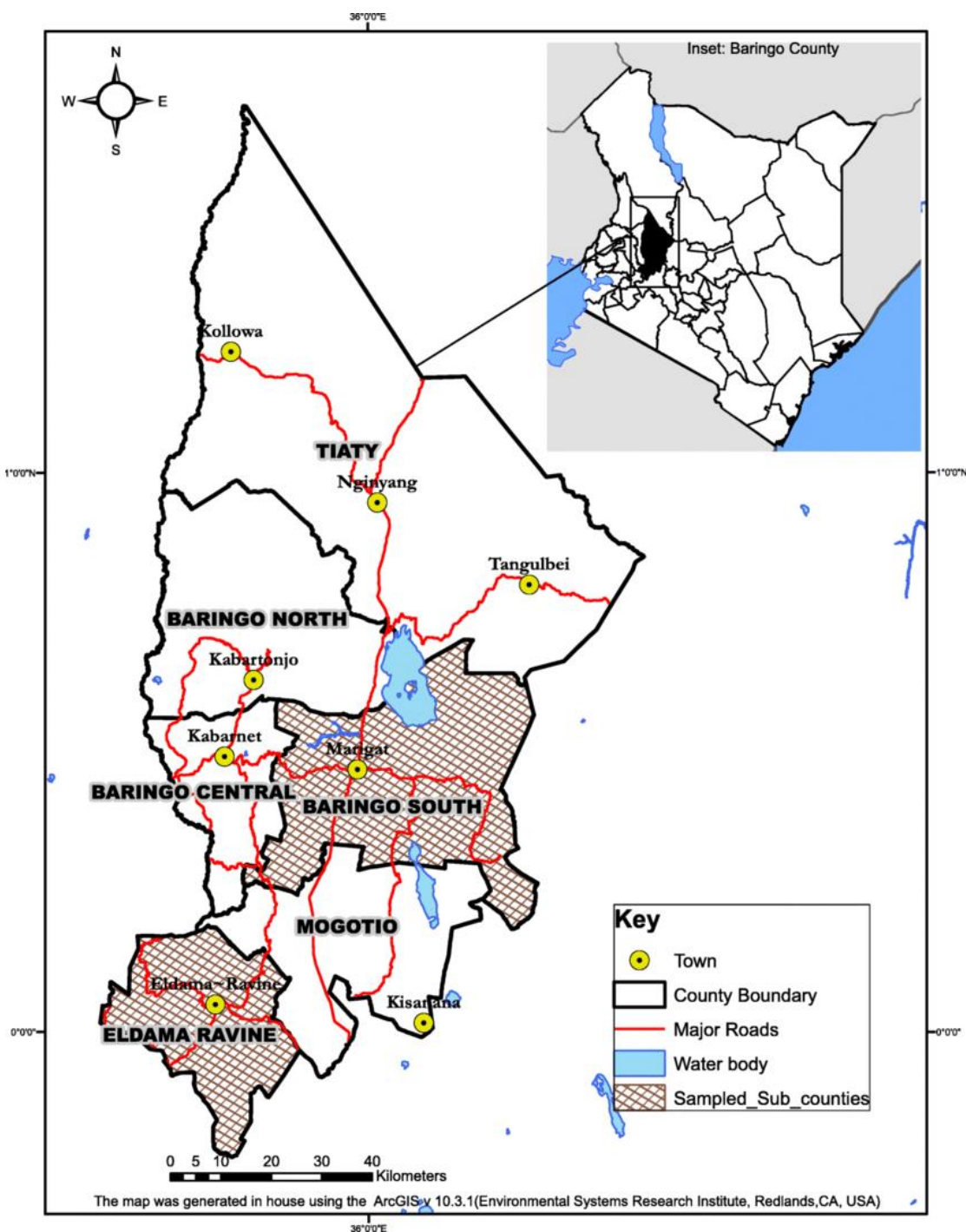
FOR: DIRECTOR-GENERAL/CEO

Copy to

The County Commissioner
Baringo County

The County Director of Education,
Baringo County

Appendix V: Map Of Baringo County



Appendix VI: Plagiarism Report

SR970



ISO 9001:2019 Certified Institution

THESIS WRITING COURSE

PLAGIARISM AWARENESS CERTIFICATE

This certificate is awarded to

Lilian Cherobon Turwei

SHRD/PGC/011/2016

In recognition for passing the University's plagiarism

Awareness test for Thesis entitled: **INFLUENCE OF COMMUNICATION STRATEGIES ON PROMOTION OF MATERNAL HEALTH SERVICES IN BARINGO COUNTY, KENYA** with similarity index of 6% and striving to maintain academic integrity.

Word count: 28624

Awarded by

Prof. Anne Syomwene Kisilu

CERM-ESA Project Leader Date: 05/08/2025

Appendix VII: Research Authorization Letter

REPUBLIC OF KENYA BARINGO COUNTY GOVERNMENT

Tel. 0721314541
Email: cdhbaringo@gmail.com



County Director for Health Services,
P.O. BOX 393-30400,
KABARNET

DEPARTMENT OF HEALTH SERVICES

REF: BCG/HS/RES/VOL.1/2025(10)

DATE: 15th January, 2025

TO WHOM IT MAY CONCERN:

RE: RESEARCH AUTHORIZATION FOR LILIAN CHEROBON TUWEI

Following your request for authority to carry out a study on "**INFLUENCE OF COMMUNICATION STRATEGIES ON PROMOTION OF MATERNAL HEALTH SERVICES**" I am pleased to inform you that you have been authorized to conduct your research.

By the copy of this letter, Respective CHMT Members, Medical superintendents of respective Hospitals and Sub County Medical officers of Health/ health coordinators are hereby asked to accord you necessary assistance.

Kindly note you shall submit a copy of your final research report to The County Director of Health Baringo County and a soft copy to be submitted through online research information system as this applies to any applicant who has been licensed by NACOSTI act 2013.

Thank you



Dr Joseph Kangor
County Director of Health

BARINGO COUNTY

- cc. -All medical superintendents of level 4&5 Hospitals
All Sub County Medical officer of Health/ Health coordinators
All respective Level 2&3 Health Facility in charges