

Evaluation of National Organization of Peer Educators (Nope) Magnet Theatre as an HIV and Aids Intervention Tool: The Case of Kangemi Youth

by

Beth M.G. Mbugua

A thesis presented to the Faculty of Postgraduate Studies

of

Daystar University  
Nairobi, Kenya

In partial fulfillment of the requirements for the degree of

MASTER OF ARTS  
in Communication

May 2010

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Arts degree.

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I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

Signed: \_\_\_\_\_  
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Date: \_\_\_\_\_

DEDICATION

I dedicate this study to my family who have stood by me and prayed for me and encouraged me to the end. A special dedication goes to God who has held me and given me strength although the study.

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TABLE OF CONTENTS

DEDICATION .....V  
TABLE OF CONTENTS .....VI

<b>LIST OF FIGURES</b> .....	<b>VIII</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>IX</b>
<b>ABSTRACT</b> .....	<b>XI</b>
<b>ABBREVIATIONS AND ACRONYMS</b> .....	<b>XII</b>
<b>CHAPTER ONE</b> .....	<b>1</b>
BACKGROUND AND OVERVIEW .....	1
PROBLEM STATEMENT .....	6
PURPOSE OF THE STUDY .....	7
OBJECTIVES OF THE STUDY .....	7
RESEARCH QUESTIONS .....	8
JUSTIFICATION OF THE STUDY .....	8
SIGNIFICANCE OF THE STUDY .....	8
SCOPE OF THE STUDY .....	9
ASSUMPTIONS .....	10
LIMITATIONS AND DELIMITATIONS OF THE STUDY .....	10
CHAPTER SUMMARY .....	11
DEFINITION OF TERMS .....	12
<b>CHAPTER TWO</b> .....	<b>14</b>
LITERATURE REVIEW .....	14
GLOBAL OVERVIEW OF THE YOUTH AND HIV AND AIDS .....	14
HIV AND AIDS AMONG KENYA YOUTH .....	15
HIV AND AIDS EFFECT ON DEVELOPMENT .....	16
TOP –DOWN COMMUNICATION APPROACH IN DEVELOPMENT .....	16
PARTICIPATORY COMMUNICATION FOR SOCIAL CHANGE .....	21
BOAL’S THEATRE OF THE OPPRESSED .....	22
ON STAGE TO TAKE PART (ACTIVE) IN THE DRAMA .....	22
ENTERTAINMENT EDUCATION STRATEGY .....	23
CASE STUDIES OF OTHER THEATRES USING FREIRIAN METHOD .....	24
CREATIVE <i>Ngoma</i> DIALOGUE CIRCLES .....	24
FREIRIAN METHOD IN MAGNET THEATRE .....	26
THEORETICAL FRAMEWORK .....	28
CHAPTER SUMMARY .....	31
<b>CHAPTER THREE:</b> .....	<b>32</b>
METHODOLOGY .....	32
RESEARCH DESIGN AND PROCEDURE .....	33
POPULATION AND SAMPLING .....	33
DATA COLLECTION .....	35
FOCUS GROUP DISCUSSIONS .....	36
PARTICIPANT OBSERVATION .....	37
PRE- TESTING .....	39
DATA ANALYSIS AND INTERPRETATION .....	39
ETHICAL CONSIDERATIONS .....	40
CHAPTER SUMMARY .....	41

<b>CHAPTER FOUR</b> .....	<b>43</b>
PRESENTATION OF RESULTS .....	43
PROCESS OF MAGNET THEATRE .....	44
EFFECTIVENESS OF MAGNET THEATRE AS A PEER EDUCATION COMMUNICATION STRATEGY... 46	46
EMPOWERMENT .....	47
PARTICIPATORY .....	48
HORIZONTAL AS OPPOSED TO VERTICAL COMMUNICATION .....	52
CREATING SOCIAL LEARNING ENVIRONMENT AND REINFORCING SOCIAL NORMS..... 56	56
SENSE OF OWNERSHIP .....	57
EFFECTIVENESS OF MAGNET THEATRE AS A HIV AND AIDS COMMUNICATION STRATEGY..... 59	59
DIALOGIC COMMUNICATION .....	60
CONSCIENTIZATION / RAISING CONSCIOUSNESS .....	62
SELF EFFICACY.....	64
ENTERTAINING AND EDUCATIVE (ENTERTAINMENT-EDUCATION) .....	65
CHAPTER SUMMARY .....	67
<b>CHAPTER FIVE</b> .....	<b>68</b>
CONCLUSIONS AND RECOMMENDATIONS.....	68
HIV AND AIDS PEER EDUCATION STRATEGY.....	68
A PARTICIPATORY HIV AND AIDS COMMUNICATION PROCESS.....	70
REFLECTIONS ON RESEARCH PROCESS.....	74
CONCLUSION AND RECOMMENDATIONS.....	76
<b>REFERENCES</b> .....	<b>77</b>
<b>APPENDIX A</b> .....	<b>85</b>
<b>APPENDIX B</b> .....	<b>89</b>
<b>APPENDIX C</b> .....	<b>92</b>
<b>APPENDIX D</b> .....	<b>93</b>
<b>APPENDIX E</b> .....	<b>94</b>
<b>APPENDIX F</b> .....	<b>100</b>
<b>APPENDIX G</b> .....	<b>102</b>
<b>APPENDIX H</b> .....	<b>104</b>
<b>APPENDIX I</b> .....	<b>106</b>

## LIST OF FIGURES

Fig 2.1	Parents shock and disbelief; Gado cartoon.....	32
Fig 2.2	Picture of Magnet Theatre session.....	38

Fig 2.3 Magnet Theatre process.....40

Fig 4.1 Sample of Participatory photography used in MT.....60

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## ABSTRACT

Almost three decades into the pandemic HIV and AIDS still claims the lives of many people particularly the youth. Top down and expert driven communication seems not to be working and more participatory communication is needed to communicate to the youth.

The study used qualitative design to explore and evaluate the effectiveness of Magnet Theatre among the Kangemi youth. The purpose of this study was to evaluate the effectiveness of Magnet Theatre technique using the Freirian Participatory Theory to determine if Magnet Theatre is an effective peer education and HIV and AIDS communication strategy among the youth in Kangemi. Data was collected from NOPE staff, AoC and the youth aged between 14 years – 24 years in Kangemi using Focus group discussions, in depth interview, personal testimonies and direct observation.

The overall feeling of the youth was that Magnet Theatre is an effective communication strategy among the youth as it is a horizontal and participatory communication that empowers the youth to critically think about their own behavior and promotes behavior change. The findings of the study underscored that the youth preferred Magnet Theatre to the top down expert driven conventional methods of communication HIV and AIDS.

## ABBREVIATIONS AND ACRONYMS

AoC	-	Ambassadors of Change
BCC	-	Behavior change communication
DramAidE	-	Drama AIDS education
GYCA	-	Global Youth Coalition on HIV AND AIDS
HIV and AIDS-		Human Immunodeficiency Virus and Acquired Immunodeficiency Syndrome
KAIS	-	Kenya AIDS Indicator Survey
KNASP	-	Kenya National HIV/AIDS Strategic Plan (2005/4 – 2009/10)
MT	-	Magnet Theater
NACC	-	National AIDS Control Council
NASCOP	-	National AIDS and STI Control Programme
NOPE	-	National Organization of Peer Educators
PATH	-	Program for Appropriate Technology in Health
SASIX	-	South Africa Social investment exchange

SCS	-	Save the Children - Sweden
STD	-	Sexually Transmitted Diseases
UNAIDS	-	United Nations Joint Programme on HIV/AIDS
UNESCO	-	United Nations Education, Scientific and Cultural Organization
UNESCO's	-	United Nations Educational, Scientific and Cultural
UNAIDS	-	The Joint United Nations Programme on HIV and AIDS
UNICEF	-	United Nations Children's Fund
USAID	-	United States Agency for International Development
WHO	-	World Health Organization

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