

FACTORS INFLUENCING THE PNSR FAMILY PLANNING CAMPAIGN UPTAKE IN
NYANZA LAC DISTRICT, BURUNDI

by

Yves Iradukunda

A thesis submitted to the School of Communication, Languages and Performing Arts

of

Daystar University

Nairobi, Kenya

In partial fulfillment of the requirements for the degree of

MASTER OF ARTS

in Communication

March 2016

SIGNATURE PAGE

FACTORS INFLUENCING THE PNSR FAMILY PLANNING CAMPAIGN UPTAKE IN
NYANZA LAC DISTRICT, BURUNDI

by

Yves Iradukunda

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

Date:

Michael Bowen, PhD,
1st Supervisor

Rebecca Oladipo, PhD,
2nd Supervisor

Rosemary K'owuor, PhD,
HOD, Communication Department

Levi Obonyo, PhD,
Dean, School of Communication,
Language and Performing Arts

Copyright ©2016 by Yves Iradukunda

DAYSTAR UNIVERSITY

STUDENT'S DECLARATION

FACTORS INFLUENCING THE PNSR FAMILY PLANNING CAMPAIGN UPTAKE IN
NYANZA LAC DISTRICT, BURUNDI

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

Signed: _____

Date: _____

Yves Iradukunda
(10-0468)

ACKNOWLEDGEMENTS

Thanks be to God for His grace and mercy that has sustained me through my entire educational process. My sincere gratitude goes to my parents Bishop Martin Blaise Nyaboho and Mrs. Emilienne Ruzobavako Nyaboho and my siblings for their support, encouragement, and patience.

Thank you Prof. Michael Bowen for being an outstanding supervisor; your tough guidance kept me on track, but you also knew when to reassure me, especially when the route got rough. You never got tired of giving me insights on how to improve my work and may God richly reward you.

My gratitude goes to you Prof. Rebecca Oladipo. You encouraged me when I was about giving up, corrected me with passion to see my work as great as it ought to be, and worked with me tirelessly ensuring that the work meets academic standards. Thank you very much.

My gratefulness goes to you Dr. Rev. Ephraim Radner and your family for your financial support. My gratitude goes also to Philibert Hakizimana, Director of Information-Education-Communication in the National Programme for Reproductive Health, PNSR Burundi, for your continued support and leadership. Thank you Mathias Nkurunziza for everything you did for me.

To Adolphe Bizimana, Theoneste Bizimana, Nadège Nahigejeje, Anne Françoise Nirere, Aurore Mucó, Jean Didier Ntungwanayo, Eliane Nkengurutse, Ruth Mumbi, Alida Niyongabo, Natacha Niyongabo, Leon Mupenzi, Ken Wafula, Kezziah Mutua, Irene Wandei, Kelvin Kipkoech, Claire Carine Kimana, Enack Stacy Kamikazi, Innocent Igiraneza, Arnaud Gahimbare, Yves Ndayikunda, Soirée Blagues Family, and Trinity Voices, thank you for your support throughout this journey. Thank you Nyanza Lac District administration and population, thank you Daystar University community for everything you did for me. May God bless you all.

TABLE OF CONTENTS

SIGNATURE PAGE	ii
STUDENT'S DECLARATION	iii
ACKNOWLEDGEMENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATIONS.....	xi
ABSTRACT.....	xii
CHAPTER ONE.....	1
INTRODUCTION AND BACKGROUND TO THE STUDY	1
Introduction.....	1
Background to the Study	2
Problem Statement.....	4
Purpose of the Study.....	5
Objectives of the Study.....	5
Research Questions.....	5
Justification of the Study	5
Significance of the Study.....	6
Assumptions of the Study.....	7
Scope of the Study	7
Limitations and Delimitations of the Study.....	7
Definition of Key Terms.....	8
Summary.....	10
CHAPTER TWO.....	11
LITERATURE REVIEW	11
Introduction.....	11
Theoretical Framework.....	11
Agenda Setting.....	11
Core Assumptions and Statements	12
How Issues Become Part of the Agenda.....	13
Framing.....	13
Priming	14
Who Sets the Agenda?.....	14
Selective Attention.....	15
Selective Perception.....	15
Selective Retention	16

Selective Exposure.....	16
Communication for Development	17
PNSR Family Planning Campaign in Burundi	20
The Need for Family Planning	22
Factors Influencing the Uptake of PNSR Campaign in Burundi.....	23
Family Planning and the Roman Catholic Church	25
Benefits and Challenges of Family Planning.....	28
Family Planning and Demographic Dividends	30
Family Planning and Comprehensive Sexuality Education.....	31
Learning from Other Countries' Experiences.....	32
Conceptual Framework.....	35
Summary.....	37
CHAPTER THREE	38
RESEARCH METHODOLOGY	38
Introduction.....	38
Research Design	38
Target Population.....	39
Sample Size	39
Sampling Procedure.....	39
Data Collection Instruments	40
Data Collection Procedures	40
Pretesting	41
Validity	41
Data Analysis Plan.....	42
Ethical Considerations.....	42
Summary.....	43
CHAPTER FOUR.....	44
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	44
Introduction.....	44
Response Rate.....	44
Demographic Information	44
Gender.....	44
Marital Status	45
Religion.....	46
Age of the Respondents	47
Respondents' Level of Education.....	48
Profession	49
Number of Children.....	50
Sources of Information on Family Planning.....	51

View of the Respondents on the Population Density in the District	52
Barriers to the Campaign Messages	53
How Family Planning can be a Success	56
Summary	57
CHAPTER FIVE	58
DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS	58
Introduction.....	58
Discussions	58
Understanding the PNSR Messages	61
Advantages of Family Planning.....	61
Framing the Messages	62
Tailor Marketing to Audience	63
Communication Interventions	64
The Minimum Impact of the PNSR Messages	64
Social Norms and Misconceptions	66
Early Marriage, Child Spacing and Family Size.....	68
Contraception Uptake	68
Conclusion	69
Recommendations.....	70
Recommendations for Further Research	71
REFERENCES	72
APPENDICES	80
Appendix A. The Questionnaire for Nyanza Lac Population.....	80
Appendix B. Questionnaire in Kirundi.....	83

LIST OF TABLES

Table 3.1: Sample Size..... 40

Table 4.1: Respondents' Marital Status 46

Table 4.2: Sources of Information on Family Planning 51

Table 4.3: Barriers to the Campaign Messages54

DAYSTAR UNIVERSITY

LIST OF FIGURES

<i>Figure 2.1.: Conceptual Framework</i>	<u>36</u>
<i>Figure 4.1.: Respondents' Gender Distribution</i>	<u>45</u>
<i>Figure 4.2.: Respondents' Religion Affiliation</i>	<u>47</u>
<i>Figure 4.3.: Age of the Respondents</i>	<u>47</u>
<i>Figure 4.4.: Education Level</i>	<u>48</u>
<i>Figure 4.5.: Profession</i>	<u>49</u>
<i>Figure 4.6.: Number of Children</i>	<u>50</u>
<i>Figure 4.8.: Whether the Population of the District is High</i>	<u>53</u>

DAYSTAR UNIVERSITY

LIST OF ABBREVIATIONS

DHS:	Demographic and Health Survey
EPISTAT:	Epidémiologie et Statistique Sanitaire
FAO:	Food and Agriculture Organization of the United Nations
FM:	Frequency of Modulation
GDHS:	Ghana Demographic and Health Survey
GDP:	Gross Domestic Product
HIV/AIDS:	Human Immunodeficiency Virus/ Acquired Immune Deficiency Syndrome
ICPD:	International Conference on Population and Development
IEC:	Information, Education and Communication
ISTEEBU:	Institut de Statistiques et d'Etudes Economiques du Burundi
MDG:	Millennium Development Goals
OECD:	Organisation for Economic Co-operation and Development
PNSR:	Programme Nationale de Santé de la Reproduction
RH:	Reproductive Health
RSF:	Radio Sans Frontières
RTNB:	Radio Télévision Nationale du Burundi
UN:	United Nations
UNFPA:	United Nations Population Fund
UNHCR:	United Nations High Commissioner for Refugees
UNICEF:	United Nations for Children Fund
US\$:	United States Dollar
WHO:	World Health Organization

ABSTRACT

Communication campaigns can initiate, accelerate or sustain family planning behavior change in a country such as Burundi which is the second most densely populated country in Africa. The rate of women resorting to modern contraceptive methods in Burundi to control births or limit unwanted pregnancies stood at only 34% in 2014. This study sought to examine the factors influencing the uptake of the National Programme for Reproductive Health (PNSR) campaign in Nyanza Lac District population. More specifically, the study sought to achieve the following specific objectives: establish the understanding of the PNSR messages among the community; find out the reasons influencing the uptake of the campaign in the Nyanza Lac District; and determine if communication on free motherhood health care, free under-five health care and the free primary school education contradicted the family planning messages. The study was done in Nyanza Lac District, in Makamba Province, Southern Burundi. The target population for the study was 200,754 out of which a sample of 204 respondents was selected. In this study, data were collected using a questionnaire. The questionnaire used both structured and unstructured questions. Structured questions are reliable and easy to tabulate and interpret. Unstructured questions on the other hand do not provide response alternatives for the respondent to choose from but instead, they provide the respondents with an opportunity to express their opinions, ideas and thoughts freely. Convenience sampling technique was used in this study.

The research results showed that free maternal and under-five children healthcare, free primary school education and myths on contraceptives are some of the factors working against the uptake of the campaign in Nyanza Lac District. There is therefore need to sensitize people so that they can move from awareness to uptake of the campaign.