THE INFLUENCE OF PARTICIPATORY EDUCATION THEATRE AS A HEALTH COMMUNICATION STRATEGY FOR DRUG AND SUBSTANCE ABUSE PREVENTION: A CASE OF KIBERA, GATWIKIRA VILLAGE

by

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12-1283

A thesis presented to the School of Communication, Language and Performing Arts of

Daystar University
Nairobi, Kenya

In partial fulfillment of the requirements for the degree of

MASTER OF ARTS
in Communication

June 2016
APPROVAL

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

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THE INFLUENCE OF PARTICIPATORY EDUCATION THEATRE AS A HEALTH COMMUNICATION STRATEGY FOR DRUG AND SUBSTANCE ABUSE PREVENTION: A CASE OF KIBERA, GATWIKIRA VILLAGE

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

Signed: Tinnah Ndungwa Kiio (12-1283)
ACKNOWLEDGEMENTS

I am thankful to the Almighty God for the strength he continuously gave me even when it got very tough while working on this research. In every stage of developing this thesis you have shown yourself as an amazingly faithful God.

I would like to express my sincere gratitude to my supervisors, Prof. Robert White and Rev. Mutinda Musyimi for their guidance and encouragement throughout the development of this project.

I would also like to thank the chief administrator of Kibera Hamlets, Mr. John Adoli for allowing me to conduct my research on your organization. I also recognize the effort of my research assistant Mr. John Mutiso in making this work a success.

I wish my deepest thanks to my dear mother for the continued financial and moral support since I started this degree. God always bless you richly. I would also like to thank the rest of my family who kept cheering me on and encouraging me to finish this project.

Finally, I appreciate my friends and colleagues who made this journey worthwhile.
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### LIST OF ABBREVIATIONS AND ACRONYMS

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<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>DSA</td>
<td>Drug and Substance Abuse</td>
</tr>
<tr>
<td>EE</td>
<td>Entertainment Education</td>
</tr>
<tr>
<td>MOE</td>
<td>Ministry of Education</td>
</tr>
<tr>
<td>MSF Belgium</td>
<td>Medecins Sans Frontieres International, Belgium</td>
</tr>
<tr>
<td>NACADA</td>
<td>National Authority for the Campaign against Alcohol and Drug Abuse</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Governmental Organization</td>
</tr>
<tr>
<td>P2P</td>
<td>Peer to peer</td>
</tr>
<tr>
<td>PET</td>
<td>Participatory Education Theatre</td>
</tr>
<tr>
<td>UNODC</td>
<td>United Nations Office on Drugs and Crime Prevention</td>
</tr>
<tr>
<td>SAPTA</td>
<td>Support for Addiction Prevention and Treatment in Africa</td>
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</tbody>
</table>
ABSTRACT

Drug and substance abuse has been reported as one of the major problems affecting the Kenyan youth. The government and development agencies in Kenya have almost exclusively used anti-drug mass media campaigns for substance abuse prevention, which are not sufficiently effective, with little engagement of participatory communication approaches. Studies on the other hand have shown that the participatory education theatre is a more effective and interactive format for engaging young people in social change than any other format. The objectives of this research were to assess the attitude of the Kibera Hamlets youth participants towards the participatory education theatre, to establish their attitude towards drug and substance abuse and to assess the influence of the participatory education theatre on the attitude of the theatre participants towards drug and substance abuse. The study used the exploratory research design and the researcher triangulated data collection methods which included a survey, participant observation, in-depth interviews and a focus group discussion. The researcher purposively selected 82 youth participants as respondents for this study. According to the findings, the target participants were found to have a positive attitude towards the participatory education theatre, and having a negative attitude towards drugs and substance abuse. The research established that PET largely influences attitude against drug and substance abuse. The researcher recommends that the National Authority for the Campaign against Alcohol and Drug Abuse can take up participatory education theatre as an alternative communication tool for drug and substance abuse prevention, as well as sensitize other organizations to use it in fighting drug and substance abuse.
DEDICATION

This work is dedicated to my father and dear friend, the Late James Kiio Mwilu. Your dream for my life has always been my number one inspiration.