



## Exploring the contribution of Community Radio to improvement of Sanitation in Wa Municipality, Ghana

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### Abstract

*The study explores the contribution of Radio Progress to improvement of sanitation in Wa Municipality in Ghana. Through a qualitative research approach, three communities were sampled for the study: Kagu, Dandafuri and Mangu. Data collection instruments used were face-to-interviews, focus group discussions and observations. The study examined the nature of collaboration between Radio Progress and its stakeholders on sanitation issues in Wa Municipality. The study revealed that the involvement of community members in the production of sanitation programmes in Radio Progress's sanitation broadcast is quite low. It was found that community members' inability to appreciate the outcome of sanitation broadcast was because of their limited involvement in the issues discussed. The study concludes that Radio Progress needs to adhere to the tenet of participation by ensuring that inputs of stakeholders are integrated in sanitation programmes to create the expected improvement of sanitation in targeted communities.*

**Keywords:** Improvement of Sanitation, Radio Progress, Sanitation Programmes, Community Members, Ghana.

### Introduction

It is estimated that in Ghana, only 65.9% of urban residents have improved household sanitation facilities such as toilet facilities whereas open defecation is practiced by 8.9% of urban dwellers<sup>1</sup>. Similarly, the 2021 Ghana Population and Housing Census revealed that 50.5% of households in Upper West Region practice open defecation. The data further revealed that 99.1% of households without access to toilet facilities defecate in bushes, open field and gutters (GSS, 2021). Domestic public expenditure on sanitation (excluding households) amounted to GHS 49 million (USD 11.3 million) in 2014. The Wa Municipality of the Upper West region is notorious for having one of the poorest sanitation in the region. A study revealed that over 52% of households in the municipality do not have access to private latrines at home and resort to open defecation either in nearby bushes or uncompleted buildings<sup>2</sup>. Studies have noted that participatory consensus building and collaborative decision-making process to get the various sectors of society; adult males and females as well as children to understand the need to adopt a different approach towards ending open defecation is key<sup>3</sup>.

Some of the studies proposing education as one of the tools have gone a step further to prescribe the use of mass media in order to reach a wider audience. Irrespective of this, sanitation has been at the bottom of governments' priorities, whether at the national level or local levels. Low prioritization and inadequate funding mirrors the insufficient demand among urban residents

for improved services, partly due to an entrenched reliance on and acceptance of public toilets<sup>4</sup>.

Despite interventions such as the Community-Led Total Sanitation (CLTS) by United Nation's Children Emergency Fund (UNICEF), the World Bank and Government of Ghana's to improve sanitation, according to the Regional Environmental Health and Sanitation Department (REHSD) the sanitation situation in the Wa Municipality is still problematic. Whereas in Bangladesh and Uganda, it is reported that the media is actively involved in the fight against poor sanitation, much cannot be said about the media in the Wa Municipality despite the presence of a number of radio stations<sup>5</sup>. The involvement of radio stations in efforts aimed at improving sanitation is barely noticeable.

For decades, radio has remained the primary tool that enhances rural peoples' involvement in decision-making on development activities at the community levels<sup>6</sup>. Community Radio in particular has played pioneering role as one of the most reliable and most inclusive media of communication, allowing rural communities' active participation in communication processes and decisions that affect them. Community Radio has since penetrated the very fiber of rural communities and reached a wider audience than other mass media platforms<sup>7</sup>. Although water and sanitation are closely related and said to be for each other, the media in Ghana is believed to have widely concentrated on the water aspect to the detriment of sanitation.

Efforts by various stakeholders in water and sanitation issues have overly concentrated on access to water to the detriment of good sanitation<sup>8</sup>. In the Wa Municipality, 49.8% of households have no form of toilet facility and resort to either the use of communal/public toilets or practice open defecation in uncompleted buildings and nearby bushes or small repositories that are available for defecation<sup>9</sup>. According to the Upper West Regional Environmental Health and Sanitation Department, the Wa Municipality like the other districts adopted the CLTS in 2017.

Since 2016, the Municipality has placed last on the district sanitation league table prepared for the region and unveiled to the media. The main objective of the league table is to name and shame assemblies that are underperforming in terms of good sanitation and to praise those that are doing well. It, however, appears that the publicity given by the media only concentrates on the figures that are released without necessarily highlighting the relevance of community members' participation in improving sanitation. To make CLTS more functional and applicable in urban and peri-urban centers such as Wa, innovations need to be introduced and blended with the original plan of implementing the intervention as stipulated by the proponents of the sanitation intervention<sup>10</sup>. The involvement of other stakeholders is very relevant to the course of CLTS in urban centers. Stakeholders such as the media can play central roles in prioritizing and objectives of water and sanitation initiatives in order to ensure relevance and appropriateness<sup>11</sup>.

The combined effects of poverty and lower levels of literacy place a limitation on the use of certain media platforms such as newspaper and television in Northern Ghana. Under such circumstances, radio remains the most accessible, effective and appropriate medium of communication for development purposes for the people of Northern Ghana<sup>12</sup>. The study attempted to answer the following questions: i. How are sanitation programmes on Radio Progress produced? ii. Why is community participation important in sanitation broadcast of Radio Progress? iii. What is the nature of collaboration between Radio Progress and other stakeholders in its sanitation programming?

**Literature Review: Theoretical and Conceptual Framework:** The research is guided by two theories of communication: Diffusion of Innovations and Participatory Development Communication theories. Diffusion can be used in two forms; diffusion of innovations and diffusion of news<sup>13</sup>. Some researchers have however criticized this theory as lacking cohesion. The Diffusion of Innovations Model which was propounded by Rogers has since seen over four thousand articles across many disciplines with some adopted changes to the original theory thereby making it difficult to apply to many real-life situations as it lacks consistency with emerging societal problems<sup>14</sup>. The Diffusion of Innovations theory, irrespective of the criticisms is favorably disposed towards the importance of local community members and opinion leaders as nodes of

influence in communication networks<sup>15</sup>. In line with the objectives of the study, issues of sanitation continue to evolve and are issues of concern for stakeholders particularly community leaders and those directly affected by poor sanitation. This has led to the development and acceptance of several interventions aimed at addressing poor sanitation with particular attention to open defecation. One of such interventions is the CLTS, a novelty that is gradually sweeping across Africa with extensive acceptability<sup>16</sup>.

The diffusion of innovations theory prescribes a number of important elements that should be incorporated into the spread of new ideas and innovations, key among this is the involvement of local community members and opinion leaders as nodes of influence in communication networks, which are also components of the CLTS<sup>17</sup>. Under CLTS, the involvement of influential people and community members in the spread of the innovation is key to the achievement of good sanitation<sup>17</sup>.

However, considering the complex nature of issues of behavioral change, it has been argued that adoption of an innovation cannot be attributed to the use of this theory even in instances where the theory has been applied<sup>18</sup>. The researchers have noted that it is difficult to measure the direct variable that is responsible for the adoption of an innovation. In the area of health for instance, it has been argued that many other variables can account for the adoption of an innovation and not necessarily the application of the theory of innovation, especially when the impact cannot even be measured because there is no room for feedback.

Building on this critique, the concept of innovation of ideas amplifies the one-way flow of information from the implementer to its target recipient. It does not allow for feedback from the respondents<sup>19</sup>. The goal of the sender of the message is to persuade the receiver of the message without recourse to getting feedback on the outcome of the message. This process, however, has been described as suitable in some cases but not suitable in other cases where participation is supposed to be key in the implementation plan<sup>19</sup>. The criticisms leveled against the innovations theory make it inadequate to be used as a stand-alone tool to examine the contribution community radio in improvement of sanitation. This is because community radio employs participation whereas innovation of ideas theory does not make room for adequate participation and feedback<sup>20</sup>.

Considering that sanitation interventions employ experience sharing of basic innovations that are pursued by successful communities to tackle their sanitation issues coupled with the involvement of opinion leaders in implementing these interventions, it is appropriate that a theory that the diffusion of innovation model is integrated into the theoretical framework<sup>5</sup>. Sanitation interventions such as the CLTS is expected to trickle down to other areas but must make use of participation. Therefore, a blend of the Diffusion of Innovation Theory with

Participatory Development Communication (PDC) theory will help achieve the objectives of the research.

**Participatory Development Communication:** The PDC theory was born from development communication and participatory research<sup>21</sup>. It was defined by Bassett and sanctioned by the Communication for Development Roundtable organized by Food and Agriculture Organization (FAO) in 2005 as a planned activity based on participatory processes. PDC makes use of participatory media and interpersonal communication forms to facilitate dialogue among different stakeholders, around a common development problem or goal with the objective of developing and implementing a set of activities to contribute to its solution<sup>21</sup>.

Participation leads to interventions that generate dialogue and collaboration towards a better life and results are achieved through participatory communication. Participation ensures that different voices and perspectives of community members are heard in a bid to promote bottom-up approaches and it employs a lot of tools<sup>21</sup>. Participatory development projects such as Community Radio employ a participatory approach to decision making processes and enable the voiceless to define their own development paths through the identification and implementation of projects that are initiated by them<sup>22</sup>. Participatory nature of interpersonal and participatory media gives rural people an active and important role in their own development<sup>24</sup>. One such medium that has over the years, encouraged peoples' participation and provided the platform for engagement in development planning processes among rural folks is the Community Radio Broadcasting Service and perfectly fits the context of PDC. The use of such a blended theoretical framework is relevant because the working philosophy of CLTS and community radio hinge on participation of stakeholders in their programmes.

Despite the arguments in favor of the PDC, participation is rarely the starting point for any development process as the problem is naturally identified by implementers and objectives are drawn before community members are introduced into the intervention<sup>25</sup>. They argued further that beneficiaries are introduced after the two broad necessities have been achieved and said that although they are allowed to participate, beneficiaries are still guided along a similar path to achieve set goals and objectives which may actually not even reflect the felt needs of the people<sup>25</sup>.

The PDC theory has been criticized for its cost factor as participation in it requires time and resources<sup>26</sup>. Involving various stakeholders at every level of decision making for a particular initiative can increase the time needed for a decision to be arrived at. Despite criticisms against the PDC, the theory moves away from merely informing and persuading target audience to changing their behavior and attitudes and also facilitating exchange among different stakeholders to address a common problem<sup>27</sup>. With CLTS as the case study the focus is,

the theoretical stance of the study is that programmes and activities on improvement of sanitation in communities should move beyond educating people on what they need to do about their sanitation to seeking their input and views into various interventions by development partners.

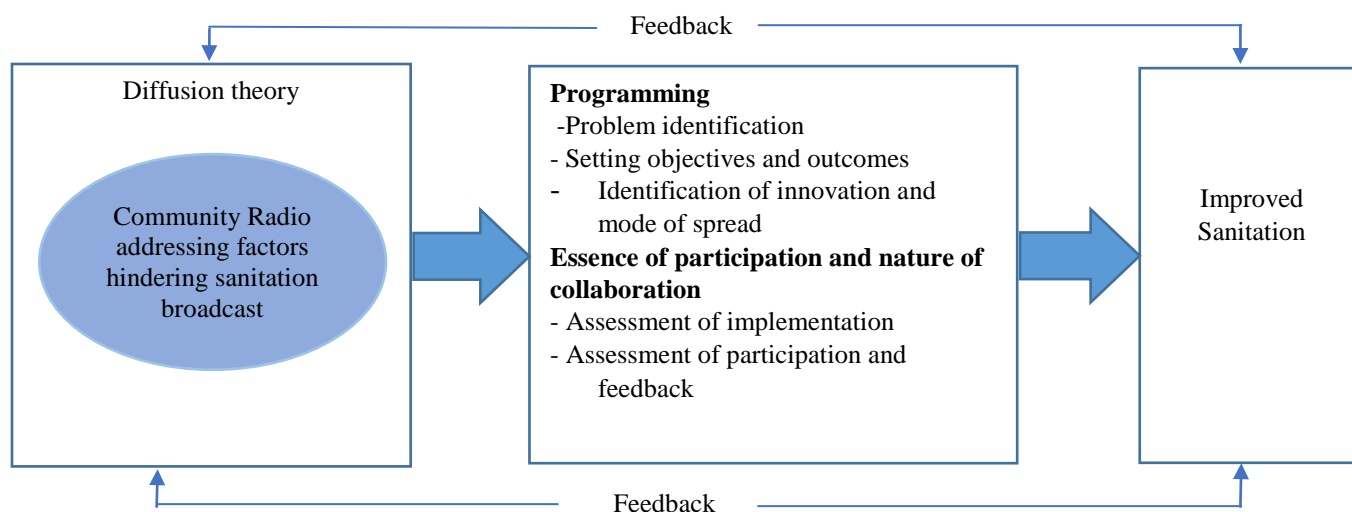
**Conceptual Framework:** Based on the theoretical framework, certain variables were identified as pivots for the conceptual framework as shown in Figure-1. The variables are: innovative sanitation intervention (CLTS), the spread of the innovation through the community radio which hinges on participation and the need for feedback to measure the impact of the application of the theories in achieving improved sanitation. The framework posits that the first step in promoting improved sanitation is participatory sanitation problem identification at the community level. This is followed by formulation of objectives and expected outcomes, participatory identification of sanitation innovation and mode of spread, participatory assessment of implementation of innovation and the role of community radio, and finally assessment of level of participation and feedback of implementation. From the framework, applying participatory development communication and the diffusion of innovation models collaboratively with the community radio could facilitate improved sanitation.

### Methodology

The study was conducted in the Kagu, Dandafuri and Mangu communities. These communities were selected because according to the Municipal Environmental Health and Sanitation Department (MEHSD), they either have undergone CLTS or have experience with open defecation. Whereas Kagu and Dandafuri have had experience with the CLTS intervention, Mangu has not been included in the intervention due to its location and complexity according to the MEHSD. The study used one community radio station - Radio Progress. Purposive sampling technique was employed to select respondents. The study used face-to-face interviews, focus group discussion and observation to collect data.

**Table-1: Sample Size.**

Community/Unit	Sample size (interviews)	Focus Group Discussion
Kagu	15	1 (10 participants)
Dandafuri	20	1 (10 participants)
Mangu	25	Nil
Radio Progress	1	Nil
MEHSD	1	Nil
Community Development Alliance	1	Nil
Total	63	(20 participants)



**Figure-1:** Conceptual framework for the study.

Two focus discussions were conducted in two of the study communities: Kagu and Dandafuri. The discussion involved 20 community members; a 10-member focus discussion group for each community. Face-to-face interview was conducted with the Programmes Manager of Radio Progress, the Wa Municipal Environmental Health Officer and the Executive Director the Community Development Alliance (CDA), a non-governmental organization in sanitation.

## Results and discussion

The ideal situation is that Radio Progress as a community radio station is expected to collaborate effectively with the MEHSD as a stakeholder in sanitation broadcast. This collaboration would guide the broadcast and ensure that messages were targeted. The Programmes Manager described the collaboration as poor and said once the MEHSD was not involving them, it was difficult discussing issue-based challenges of sanitation because they were not privy to recent happenings on such issues at the MESH. The Programme Manager observed that the seeming lack of interest in the business of the environmental health was probably as a result of the low involvement by the stakeholders. Interestingly, the Municipal Environmental Health Officer (MEHO) also had similar concern and said they were only able to involve the journalists in their field visits when they had sponsored programmes.

Collaboration between the two is not solid and they hardly get the opportunity to go into the studios to discuss topics that were even determined by the radio station. Once the collaboration between the MEHSD and Radio Progress has not been that strong, the community-radio engagement would suffer because the MEHSD is expected to act as an intermediary between the two sectors. Through their involvement, they would have brought to fore communities that had issues with sanitation, how they were actually tackling them with and those that were doing well and needed to be put in the limelight for others to emulate.

Most of the responses painted a picture of the absence of all of the seas seen below. The MEHO stated:

*The organised programmes we pay for on radio by Water Aid and others, we are responsible for the synopsis, but for the free airtime, we are given, we don't set the agenda and we don't even take part in the agenda setting. They just call and say 'oh we have seen this so what is your take about it' and a lot of them when they come they just make it general and say 'oh Mr. MEHO, can we talk about the sanitation situation...They don't really approach us to help develop a synopsis, not even Radio Progress that gives us enough airtime to educate the public. They always have their topics (Key Informant-Interview, October, 2021). Hygiene education should not be authoritative and should not use a one-way communication approach but should employ participatory communication where the people about whom the issues are concerned are involved in the discussions for success<sup>28</sup>. For instance, a natural leader who was known to be actively involved in the implementation of CLTS in his area, had expected that the MEHO would invite him to the radio station to share his experience and successes with others in the municipality in a collaborative way.*

*A respondent observed: As a natural leader, I was privileged to receive training from the assembly people on the construction of the household latrine as a community artisan. I have a lot of experience to share when it comes to construction of latrines and what has gone into achieving this improved sanitation status we have now but then I have not really been able to share my knowledge with other people as I expected because I think the opportunity has been very limited. Sometimes I think if we are given the opportunity to be on radio, others could learn from our experience I have heard discussions on sanitation from other areas on Radio Progress; that is my number one station. Sometimes you hear that they will be talking about container and public toilets. Those things actually cannot help because people need to get their own toilets.*

*I was hoping the assembly people will inform the radio stations about our success so that they can invite us to the station for a discussion. If the assembly people don't tell them, the radio stations will not know what has happened in our communities (Individual Interview, 2021).*

Water Aid, a non-governmental organization assisted communities in Uganda to harness community radio for improved sanitation through participatory community broadcast. Issues that accounted for poor sanitation set the tone for the various discussions that yielded positive consensus on how to work for improved sanitation through combined efforts of affected community members<sup>29</sup>. The application of PDC and the Diffusion of Innovations blended theory could help promote the spread and success of innovations in sanitation practices. The involvement of various stakeholders could lead to the identification of a permanent solution for a development problem at hand<sup>21</sup>.

About 80% of persons who responded to questions believe the assembly members have done enough to mobilize people to solve sanitation problems. Their statements seemed to indicate that the assembly members are mostly at the forefront of sanitation interventions and led the campaign for good sanitation whether it concerns mobilizing people for clean-ups or getting a sanitation issue resolved in the community. For Kagu and Dandafuri communities, unit committee members were responsible for such roles. Below are some responses from focus group discussions at Kagu and Dandafuri. A focus group discussant at Dandafuri said:

*We used to sit as a community to discuss sanitation issues and our unit committee organised such meetings and even lead the discussion and it helped us to keep the community clean. We shared ideas on how to keep our homes and community clean but these days we don't meet anymore because of the Corona Virus (COVID-19) pandemic (Focus Group Discussion, October, 2021).*

At Kagu, a discussant indicated: *As a community we meet to discuss issues about sanitation often and this helps us to improve daily. At first when we were not having latrines, our children used to run diarrhea but now that we have constructed latrines to prevent the children from defecating outside, we don't experience the diarrhea anymore. Our unit committee member is always with the assembly people so when we meet, we tell him our challenges and also suggests alternatives to help improve on sanitation (Focus Group Discussion, October, 2021).*

**The Role of the Environmental Health, Municipal Assembly and Other Partners in Improving Sanitation:** The Environmental Health and Sanitation Department is at the centre of the sanitation interventions and expected to bind all the other sectors together to function appropriately. It is expected to champion the collaboration between the community, radio

station and the municipal assembly. The municipal assembly on the other hand is expected to augment the effort. Respondents were confused about the difference between the municipal assembly and the MEHSD. Some discussants in a focus group discussion at Dandafuri scored the assembly based on available sanitation facilities in their community, which according to them were not even there. Therefore, the municipal assembly was not doing much to support sanitation improvement in communities. Focus group discussants at Kagu were full of praise for the MEHSD for its support in improving sanitation in their community.

The MEHO explained that the municipality had not enjoyed much donor support probably because of its status as most of the sanitation interventions were targeted at rural communities. He stated said, however, that the MEHSD had over the years enjoyed the partnership of Zoom lion Ghana Limited, a waste management company that had helped to provide waste bins at vantage points for residents and collected them at a fee. He lamented that support from the municipal assembly on sanitation issues was quite low. From the MEHO's point of view, a sanitation by-law and taskforce would probably solve all the sanitation problems of the municipality.

A study in the Ga West Municipality of the Greater Accra Region of Ghana where there are by-laws, demonstrated that even the by-laws were not adequate in themselves to halt open defecation and poor sanitation<sup>30</sup>. About 51% of landlords and 43% of tenants were aware of the existence of the by-laws but did not even care about its existence. While tenants were scared of eviction if they reported the absence of latrines in their homes to the municipal assembly, the landlords were also not bothered because they did not have the space and money to construct the latrines.

The Environmental Health Department was unable to prosecute defaulting landlords because it involves a lot of resources (time and money). As a result, the laws were literally nonfunctional hence the provision of by-laws seemed unnecessary. Enforcing existing by-laws on sanitation in the Wa Municipal assembly will not be out of place but evidence from other areas have shown that it will not be sufficient in itself to turn around the sanitation situation of the municipality.

**Role of Community Radio in Addressing Factors that Hinder Sanitation Broadcast:** Stakeholders are unable to patronize the community radio to discuss issues of sanitation of all as result of cost involved. Stakeholders such as the MEHO, assembly and unit committee members have so much to tell the public but until a donor comes in to get him airtime, the department cannot afford the airtime with its own resources. So, the issues never get discussed irrespective of their relevance to improve sanitation in the municipality.

Radio Progress has allocated one hour every week to some three departments which includes the MEHSD to discuss issues of concern.

Radio Progress could make deliberate interventions such as frequently inviting stakeholders to the studio to discuss sanitation issues. However, Radio Progress efforts are limited by inadequate funding for such activities. There are seven common funding methods for community radio stations which included applying for competitive grants, support from the station's own community, service contracts and commercial advertising and sponsorships, among others<sup>31</sup>. Such financial support can better position the station to serve its mandate and not renege on its duties with the excuse of no funds available.

Another issue from the responses collected was the issue of accessibility. Access is defined as "the ability to derive benefits from things" and looks at access as one's power over an item rather than their rights to it<sup>32</sup>. They believe that if someone has power over an item, then they have access to it rather than having just rights because power increases accessibility more as compared to rights. The responses revealed inadequate exercise of power of community members over the community radio, which in theory was supposed to be owned and utilized by them<sup>33</sup>.

Respondents believed that people without affluence or some form of technical expertise cannot access radio stations to make their voices count. Some may have the resources but see the radio as something sophisticated, they cannot access. A respondent at Kagu said: *I have never participated in any radio discussion either via phone or personally because I don't have a phone and who will even invite me to the radio station to discuss issues with them. I don't know anyone over there and I am just a woman in the village. The radio appears very sophisticated and has sophisticated and rich people who go there to talk, how can I be invited to the station when I am staying in Kagu* (she had a frown on her face) (Individual Interview, October, 2021).

Other respondents said that even when they try to join in a discussion via phone, their calls were sometimes not answered. As a result, they are demotivated from contribute radio discussions. None of the respondents interviewed at the various communities confirmed that they had been to the radio station, not even the Assembly Member of Mangu, one of the communities earmarked for improved sanitation. The assembly member for Mangu stated emphatically that: *As for Radio Progress, they have never invited me to the studio, they only called twice during their news hour to discuss issues of refuse that had piled up at the entrance of the community and in both instances, the blame was on the assembly member* (Key Informant Interview, October, 2021).

Accessibility of community members to programmes, particularly sanitation is problematic. Participation ensures that different voices and perspectives of community members are heard in a bid to promote bottom-up approaches<sup>22</sup>. It allows community members' access to the community radio. Community participation in community radio broadcast has been note as limited to listening and phone-in segments as

alluded to by some respondents involved in this study earlier<sup>34</sup>. In effect, if a resident has no radio device to do the listening or a mobile phone and call credit to call into the programme, they are unable to have access to the radio station. From the responses, women seem to be more disadvantaged when it comes to access because some of them do not even own radio devices like their male counterparts. This is in spite of the fact that women carry the burden of ensuring good sanitation<sup>29</sup>.

It has been confirmed in a study that women's participation in social discourse such as interpersonal communication and media participation was limited due to the workload of domestic chores<sup>35</sup>. More women are poorer than men and are unable to own communication devices to allow them participate in communication. This study's evidence confirms their observation since some of the women do not even own mobile phones to participate in radio discussions via the phone-in segment of discussion. The issue of accessibility seems to be a pointer to a mismatch between what was aired on radio and what community members would love to talk about concerning their own sanitation situation.

**The Issue of Feedback on Sanitation Issues:** Communication is not complete without feedback<sup>36</sup>. The conceptual framework of the study highlights the relevance of feedback in communication. The study examined the views of community members about feedback from broadcast on sanitation issues. Some respondents observed that there was no feedback on radio discussions, hence they were not encouraged to use the medium even if they had all the resources. This raises a question about community participation in community radio broadcasting. Consequently, community participation in radio programming on improving sanitation in the study area can best described as "tokenistic".

Feedback enables the sender of the message to know how the recipients received the message and their level of understanding<sup>36</sup>. Feedback allows the receiver to suggest new angles and ideas to an on-going discussion. Therefore, feedback can only happen and be measured when the target population are actively involved in a communication discourse such as discourses on radio about improvement of poor sanitation in communities. Community members and stakeholders have issues they wish were discussed on radio but they have limited access. Issue-based discussions with set objectives, which they want to see achieved remains a far cry from reality. This evidence confirms assertion that the exclusion of the poor and the marginalized from mainstream broadcasting gives the lie to claims of broadcasting pluralism; at best we have multiplicity but not pluralism<sup>37</sup>.

Yet communities desire to improve sanitation through collaboration to construct latrines. Access to community radio as a common platform to share ideas on how to create healthy environment had yielded dividends elsewhere. The agenda-setting roles of community radio entails that they mount

pressure on duty-bearers, public officials involved in local governance, regarding the most pressing and pertinent issues affecting the local community<sup>38</sup>. For example, Radio Ada reportage on rubbish-dumps in the market areas, especially the ones near Kasse market near Ada constrained local authorities to take action to solve the problem. The community members called at the radio station to express appreciation on the effort the station had made to bring about this change<sup>39</sup>.

## Conclusion

The study concludes that even though Radio Progress is a community radio and should adhere to the tenets of participation by on boarding community members to discuss issues of sanitation, the reality seems different. It is important that Radio Progress prioritises sanitation programming with community members' active participation in order to tap their perspectives on solutions to poor sanitation. Stakeholder participation should not be limited to a few prominent people such as the assembly members and staff of the MEHSD and some listeners who own mobile phones with credit units to call into the programme.

The mismatch between what is being aired as sanitation programmes and what listeners actually want to hear can be ironed out within a context of participatory engagements whereby the inputs of all stakeholders are recognized in efforts aimed at improving sanitation in communities. In line with Sustainable Development Goal 17, it is recommended that development partners such as UNICEF and Water Aid support Radio Progress in their field programmes on sanitation and community engagements on development issues in general. Nevertheless, Radio Progress needs to appreciate that "its specific focus is to make its audience the main protagonists, by their involvement in all aspects of its management and programme production. It also provides the audience with programming that help them in development and social advancement of their community<sup>39</sup>.

Therefore, it is important that Radio Progress re-orient its sanitation programmes to offer ample space for active community participation in the planning and identification of sanitation topics for discussion on live radio as well as in the implementation of activities emanating from the discussions in communities. Hence, it is recommended that Radio Progress sanitation programmes is guided by a critical communication for social change framework, which promotes media democratization, community ownership, community knowledge promotion and dissemination, and community empowerment<sup>40</sup>.

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