

UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION (UniMAC)

INSTITUTE OF JOURNALISM

A STUDY OF COMMUNICATION STRATEGIES DEPLOYED BY LOCAL/DISTRICT
ASSEMBLIES IN MANAGING SANITATION ISSUES — A CASE OF THE AYAWASO
NORTH MUNICIPAL ASSEMBLY IN MAAMOBI.

BY

IBRAHIM HARUNA DABRE

(ID. No. MASPRM24046)

THESIS SUBMITTED TO THE FACULTY OF BUSINESS AND STRATEGIC
COMMUNICATION IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF MASTER OF ARTS (M.A.) DEGREE IN STRATEGIC PUBLIC RELATIONS
MANAGEMENT

FACULTY OF BUSINESS AND STRATEGIC COMMUNICATION

NOVEMBER 2025

DECLARATIONS

STUDENT'S DECLARATION

I, Ibrahim Haruna Dabre, declare that this thesis, except quotations and references contained in published works, which have all been identified and duly acknowledged, is entirely my work, and it has not been submitted, either in part or whole, for another degree elsewhere. Therefore, I bear responsibility for any shortcomings.


.....

DATE: 12/12/25
.....

IBRAHIM HARUNA DABRE

(Student)

SUPERVISOR'S DECLARATION

I, the undersigned supervisor, declare that I supervised the preparation and presentation of this work in accordance with the guidelines for the supervision of MA thesis as laid down by the University of Media, Arts and Communication (UNIMAC).


.....

DATE: 12/12/25
.....

DR. MAVIS ESSANDOH

(Supervisor)

ACKNOWLEDGEMENTS

I thank Almighty Allah first for giving me life, strength, and guidance throughout this study. I am deeply grateful to my supervisor, Dr. Mavis Essandoh, for her support, direction, and patience during this work. I also wish to thank my father, Alhaji Haruna Bukari Dabre, for his constant care and encouragement. I honour the memory of my late mother, Fuseina Haruna. May Allah be pleased with her soul. My sincere thanks go to my siblings, Adiza Haruna Dabre, Imani Haruna Dabre, Abdul Salam Haruna Dabre, Salifu Haruna Dabre, and Mariam Haruna Dabre, for their support throughout my educational journey. I am also grateful to officials from the *Ayawaso North Municipal Assembly*, residents of *Maamobi*, and Assemblymen from the community for sharing their time and information for this study. Their contributions helped to shape this long essay.

DEDICATION

I dedicate this work to the loving memory of my late mother, Fuseina Haruna. May Allah grant her peace and bless her soul.

TABLE OF CONTENTS

DECLARATIONS	i
ACKNOWLEDGEMENTS	ii
DEDICATION	iii
LIST OF FIGURES	x
LIST OF TABLES	xi
ABSTRACT	xii
CHAPTER ONE	1
INTRODUCTION	1
1.0 Background of the Study	1
1.1 Rationale of the Study.....	3
1.2 Problem Statement	5
1.3 Aim of Study.....	8
1.4 Research Objectives	8
1.5 Research Questions.....	9
1.6 Significance of the Study	10
1.7 Organisation of the Study	11
1.8 Chapter Summary	11
CHAPTER TWO	13
LITERATURE REVIEW AND THEORETICAL FRAMEWORK	13

2.0 Introduction.....	13
2.1 Conceptual Review of Literature	14
2.1.1 The Notion of Strategic Communication.....	14
2.1.2 Integrated Communication Strategies for Effective Sanitation Delivery	16
2.1.3 Behaviour Change Communication in Sanitation Campaigns.....	18
2.1.4 The Involvement of Stakeholders in Sanitation-Focused Strategic Communication ..	19
2.1.5 Feedback and Two-Way Communication with Regards to Strategic Sanitation Campaigns.....	20
2.2 Empirical Review of Literature (Review of Related Studies)	22
2.2.1 The Communication Strategies Deployed By Municipal Assemblies In Managing Sanitation	22
2.2.2 The Effectiveness Of Communication Strategies Used By Municipal Assemblies In Influencing Public Awareness, Behaviour, and Participation in Sanitation-Related Activities.	24
2.2.3 The Knowledge, Attitudes, And Practices Of Residents Regarding Sanitation, And How These Are Shaped By The Communication Efforts Of A Municipal Assembly	27
2.2.4 Ways To Improve The Communication Efforts Of A Municipal Assembly To Enhance Community Engagement and Sanitation Outcomes	30
2.4 Theoretical Frameworks	35
2.4.1 The Media Richness Theory	35
2.4.2 The Present Study and the Media Richness Theory	36

2.4.3 Social Cognitive Theory	37
2.4.4 The Present Study and the Social Cognitive Theory	37
2.4.5 Theory of Planned Behaviour	38
2.4.6 The Present Study and the Theory of Planned Behaviour	39
2.4.7 Two-Way Symmetrical Communication Model	40
2.4.8 The Present Study and the Two-Way Symmetrical Communication Model	41
2.5 Conceptual Framework.....	43
2.6 Chapter Summary	46
CHAPTER THREE	48
RESEARCH METHODOLOGY	48
3.0 Introduction.....	48
3.1 General Definition/Preamble of Research Methodology.....	48
3.3 Proposed Methodology for Present Study and Its Justification.....	50
3.4 Population	51
3.5 Data Collection Tool and Methods Used	52
3.6 Sample and Sampling Technique	54
3.7 Advantage of The Research Method Employed	55
3.8 Disadvantages of The Research Method Employed	56
3.9 Chapter Summary	57
CHAPTER FOUR.....	58

PRESENTATION OF FINDINGS, ANALYSIS AND DISCUSSION	58
4.0 Introduction.....	58
4.1 Demographic Profile of Study Participants	59
4.1.1 Demographic Profile of Officials from the Environmental Health and Sanitation Unit (EHSU) as well as Information Unit of The <i>Ayawaso North Municipal Assembly</i>	59
4.2 Themes	61
4.3 What communication strategies are currently being deployed by the <i>Ayawaso North Municipal Assembly</i> to manage sanitation in <i>Maamobi</i> ?.....	62
4.3.1 Predominance of One-Way Mass Communication Channels	62
4.3.2 Reliance on Intermediaries and Local Languages for Message Delivery.....	63
4.4 How effective are the communication strategies of the <i>Ayawaso North Municipal Assembly</i> in raising public awareness, shaping behaviour, and encouraging participation in sanitation-related activities in <i>Maamobi</i> ?	65
4.4.1 Limited Effectiveness in Driving Behavioural Change and Participation.....	65
4.4.2 Critical Barriers Undermining Communication Impact	66
4.5 What are the knowledge levels, attitudes, and sanitation practices of the residents in <i>Maamobi</i> and how are these influenced by the communication efforts of the <i>Ayawaso North Municipal Assembly</i> ?	68
4.5.1 Superficial Knowledge and a Gap Between Attitude and Practice.....	68
4.5.2 The Perception of Sanitation as an External Imposition Rather Than a Shared Responsibility	69

4.6 What improvements can be made to the communication strategies of the <i>Ayawaso North Municipal Assembly</i> to enhance community engagement and sanitation outcomes in <i>Maamobi</i> ?	72
4.6.1 A Strong Call for Collaborative and Participatory Communication Approaches	72
4.6.2 The Need for Communication Supported by Logistical and Systemic Improvements	73
4.7 Discussion of Findings.....	74
4.8 Chapter Summary	76
CHAPTER FIVE	78
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	78
5.0 Introduction.....	78
5.1 Summary of Findings.....	78
5.1.1 The Communication Strategies Deployed by The <i>Ayawaso North Municipal Assembly</i> In Managing Sanitation Issues In <i>Maamobi</i>	78
5.1.2 The Effectiveness of These Communication Strategies in Influencing Public Awareness, Behaviour, And Participation in Sanitation-Related Activities.....	79
5.1.3 The Knowledge, Attitudes, And Practices of The Residents of <i>Maamobi</i> Regarding Sanitation, And How These Are Shaped by The Communication Efforts of The <i>Ayawaso North Municipal Assembly</i>	80
5.1.4 Ways to Improve the Communication Efforts of The <i>Ayawaso North Municipal Assembly</i> to Enhance Community Engagement and Sanitation Outcomes in <i>Maamobi</i>	81
5.2 Conclusion	82

5.3 Implications and Recommendations	83
5.4 Limitations of the Study.....	86
5.5 Suggestions for Future Research	87
BIBLIOGRAPHY.....	88
APPENDICES.....	99
Interview Guide for Officials of the <i>Ayawaso North Municipal Assembly</i>	99
Interview Guide for Assemblymen of <i>Maamobi</i>	104
Interview Guide for Residents of <i>Maamobi</i>	109

LIST OF FIGURES

Figure 2. 1 Conceptual Framework	43
--	----

LIST OF TABLES

Table 4. 1 Demographic Information of Officials of the Ayawaso North Municipal Assembly ..	59
Table 4. 2 Demographic Information of Residents of Maamobi	60
Table 4. 3 Demographic Information of Assemblymen in Maamobi	61

ABSTRACT

In many urban areas of Ghana, poor sanitation remains a serious problem, leading to disease, environmental pollution, and a reduced quality of life. The *Ayawaso North Municipal Assembly*, like other local authorities, is mandated to manage sanitation, yet communities like *Maamobi* continue to face issues such as choked drains, illegal dumping, and low public participation in clean-up exercises. A key reason for this persistent challenge is the potential ineffectiveness of the communication strategies used by the Assembly to engage residents and encourage better sanitation practices. Because of this, the study sought to examine the communication strategies deployed by the *Ayawaso North Municipal Assembly* in managing sanitation issues in *Maamobi*. The specific objectives of the study were: to identify the communication strategies deployed by the *Ayawaso North Municipal Assembly* in managing sanitation issues in *Maamobi*; to evaluate the effectiveness of these communication strategies in influencing public awareness, behaviour, and participation in sanitation-related activities; to examine the knowledge, attitudes, and practices of the residents of *Maamobi* regarding sanitation, and how these are shaped by the communication efforts of the *Ayawaso North Municipal Assembly*; and to recommend ways to improve the communication efforts of the *Ayawaso North Municipal Assembly* to enhance community engagement and sanitation outcomes in *Maamobi*. A qualitative case study methodology was employed, using interviews to collect data from a total of ten participants.

The sample included two officials from the *Ayawaso North Municipal Assembly*, five residents of *Maamobi*, and three Assemblymen from the community. The findings revealed that the *Ayawaso North Municipal Assembly* primarily relies on one-way communication methods, such as announcements via information vans and mosque public address systems. While these strategies created basic awareness, they were largely ineffective in changing behaviour or encouraging consistent participation in sanitation activities. This was due to a lack of interactive dialogue, insufficient practical support like waste bins and affordable collection services, and a communication style perceived as top-down and dictatorial. Residents demonstrated a basic knowledge of sanitation and a positive attitude towards cleanliness, but this rarely translated into sustained good practice, as they viewed sanitation as the responsibility of the *Ayawaso North Municipal Assembly* rather than a shared duty. The study recommends that the *Ayawaso North Municipal Assembly* adopts more participatory communication approaches, such as regular community meetings, to foster two-way dialogue and shared responsibility. Furthermore, communication efforts must be supported by tangible logistical improvements, including the provision of waste bins, reliable waste collection services, and the enforcement of sanitation by-laws. In conclusion, for sanitation outcomes in *Maamobi* to improve significantly, the *Ayawaso North Municipal Assembly* must move beyond one-way messaging and integrate collaborative communication with concrete systemic support, thereby fostering a sense of community ownership and enabling residents to act on the messages they receive.

CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Sanitation remains a serious concern in many urban areas across Ghana. In particular, poorly managed sanitation contributes to the spread of disease, environmental pollution, and a decline in the overall quality of life (Frimpong et al., 2024). This problem is more pronounced in fast-growing urban municipalities where housing and infrastructure are often overstretched. In these areas, the responsibility for ensuring effective sanitation lies with Local, District or Municipal Assemblies (Frimpong et al., 2024). These institutions are expected to educate the public, enforce sanitation by-laws, and organise waste collection and disposal systems (Yusif, 2019). However, despite this responsibility, poor sanitation conditions persist in several parts of the country, including within *the Ayawaso North Municipal Assembly in Accra*. This suggest that current strategies may not be working as planned (Arhinful, 2020). In this regard, communication becomes a key part of sanitation management. Communication helps local authorities to raise awareness, promote hygiene practices and encourage public participation (Ryan et al., 2023). To manage sanitation, *the Ayawaso North Municipal Assembly* uses a number of communication tools. These include: public announcements, mobile information vans, community outreach, posters, social media posts, live demonstrations, as well as collaborating with local opinion leaders (Bisilki, 2024). That said, the mobile information vans in particular, are often used in suburbs like Maamobi to broadcast messages in local languages such as: *Hausa, Ga, Twi*. These announcements precede community clean-up exercises or health inspections and are meant to encourage residents to take part in

sanitation activities (Bisilki, 2024). Even with these efforts, problems such as open dumping, choked gutters, and low community involvement remain common. Thus, this raises questions about how effective these communication methods are, who they reach, and whether they are influencing behaviour as expected. In academia, previous studies in Ghana have addressed sanitation from different angles. Kosoe and Ahmed (2024) for example, looked at how sanitation by-laws are enforced in Northern Ghana and suggested ways to improve compliance. Osumanu (2023) examined how income, education, and household structures affect sanitation practices in Tamale whereas Osarfo et al. (2023) studied sanitation access in rural areas in the Volta Region and found problems like open defecation and shared toilet facilities restricting access. While these studies are useful, most of them do not focus on how communication by itself is used by local assemblies to manage sanitation. Also, very few in addition to the aforementioned studies reviewed, explore how the communication strategies developed by local or district assemblies, is used to manage the issue of sanitation in any community (Willis et al., 2022) especially a community like *Maamobi* within *Ayawaso North Municipal Assembly*.

Thus, this gap is important, especially in areas like *Ayawaso North Municipality* where residents speak different languages and come from varied cultural and educational backgrounds (Braith, 2020). These differences affect how people receive and respond to public messages about sanitation. If such messages are not clear or do not reach the right people, the communication effort fails and sanitation challenges continue. The rationale and justification in opting to use the *Ayawaso North Municipality* and the community of *Maamobi* is that, the *Ayawaso North Municipality* faces many of the same problems as other urban areas in Ghana. These include: limited resources, informal housing, and high population density (Braith, 2020).

By studying its communication strategies, one can learn how to better align communication strategies in improving sanitation in the Municipality. Moreover, *Maamobi* stands out as a relevant area for this study as the community is highly populated, with many informal settlements and limited sanitation infrastructure (Owusu et al., 2023; MacTavish et al., 2023). In addition to this, the community of *Maamobi* is socially and culturally diverse (Owusu et al., 2023; MacTavish et al., 2023) and so these conditions make communication more difficult, especially when it comes to promoting behaviour change. Although mobile vans and other tools are used regularly in *Maamobi*, the area continues to experience serious sanitation problems such as illegal dumping, blocked drains, and poor turnout for clean-up exercises (MyJoyOnline, 2019). *Maamobi* therefore presents a suitable case for accessing how communication strategies are implemented on the ground and whether they are achieving the intended outcomes. Hence, focusing on this community, this study can explore these issues within a real-world context that mirrors the broader urban sanitation challenges faced across Ghana.

1.1 Rationale of the Study

The rationale for this study stems from the persistent sanitation challenges in urban areas of Ghana, particularly in densely populated communities like *Maamobi* in *The Ayawaso North Municipality*. Despite the existence of policies such as the Local Governance Act, 2016 (Act 936), which mandates local assemblies to manage sanitation, poor waste disposal, open defecation, and choked drainage systems remain major problems (Bani, 2022; Frimpong et al., 2024). These issues affect public health, environmental cleanliness and the overall quality of life (Abanyie et al., 2025). A key factor in addressing sanitation problems is effective communication between local authorities and residents (Matta et al., 2022). In light of this, *The Ayawaso North Municipal Assembly* uses

communication strategies such as radio announcements, posters, and community outreach programmes to promote sanitation (Bisilki, 2024). However, these efforts have not led to significant improvements, as illegal dumping and poor drainage persist (Oteng-Ababio et al., 2023). This suggests that the current communication strategies may not be reaching or influencing residents effectively. Furthermore, existing studies on sanitation in Ghana, such as those undertaken by Kosoe and Ahmed (2024), Osumanu (2023), Osarfo et al. (2023), Ismaila et al. (2023), Tchouchu and Ahenkan (2023) as well as Bassaw (2023) just to mention a few, have not focused on how communication strategies shape public behaviour. Moreover, some of the aforementioned studies rely on quantitative data without exploring the perspectives of both officials and residents (Problem Statement Expands Upon This). This creates a gap in understanding why some communication efforts fail and how they can be improved. Given these gaps, this study seeks to identify and examine the specific communication strategies deployed by *The Ayawaso North Municipal Assembly* in managing sanitation issues in *Maamobi*, evaluate how these communication strategies influence public awareness, attitudes, and practices in *Maamobi*, as well as provide practical recommendations to improve the communication strategies on the part of *The Ayawaso North Municipal Assembly* to enhance community engagement and sanitation outcomes in *Maamobi*. By focusing on both the efforts of *The Ayawaso North Municipal Assembly* as well as the insights of residents in *Maamobi*, this study contributes to a better understanding of how communication can be used to tackle sanitation challenges in Ghana, as the findings will be useful for local governments, policymakers, and communication practitioners seeking to improve public health and sanitation in the country.

1.2 Problem Statement

Sanitation continues to be a major challenge across many urban areas in Ghana, with serious effects on public health, environmental safety and to the general wellbeing of communities in the country (Abanyie et al., 2025). Despite national sanitation policies and frameworks such as Act 936 of the Local Governance Act, 2016, issues such as choked drains, and low community involvement in clean-up efforts have become common features (Tweneboah & Asomanin, 2020). As such, key part of addressing these issues lies in how local government institutions, particularly Municipal Assemblies, communicate with residents about sanitation as communication is not only meant to inform the public but to influence behaviour, encourage participation, and ensure compliance with sanitation standards (Matta et al., 2022). The *Ayawaso North Municipal Assembly* situated in the *Greater Accra* Region of Ghana is one of the authorities mandated to manage sanitation within its jurisdiction.

The area is among the most densely populated urban areas in Ghana, with over 152,584 residents living within a limited space of approximately 4.8 square kilometres (Ayawaso North Municipal Assembly, 2025). In this context, the role of communication becomes more important. Nonetheless, the *Assembly* deploys various communication tools or strategies such as: posters, mobile information vans, community announcements, radio messages, outreach programmes, and partnerships with community leaders to deliver sanitation messages (Bisilki, 2024). However, the continued presence of choked drains, low turnout for clean-up events, and illegal dumping in open spaces suggests that the existing communication strategies may not be as effective as intended (Oteng-Ababio et al., 2023). Thus, while it is clear that sanitation remains a problem, it is unclear is whether these communication strategies are well-targeted, clearly understood, or capable of influencing the behaviour of the residents (Oteng-Ababio et al., 2023).

Even though communication is expected to raise awareness and promote good sanitation practices, the presence of these ongoing problems points to a possible gap between intention and outcome (Braithwaite, 2020). For a community to respond positively, messages must reach the right people, in the right way, and at the right time (Cavaco et al., 2023). If this does not happen, the communication effort becomes weak, and sanitation issues continue unchecked (Matta et al., 2022). A closer look at existing academic work reveals important gaps. Although recent studies such as those undertaken by Kosoe and Ahmed (2024) which looked at the drivers of ineffective environmental sanitation bye-laws in Ghana, the study by Osumanu (2023) which looked at the sanitation and hygiene practices in Northern Ghana and the study by Osarfo et al. (2023) which was an assessment of the water, sanitation and hygiene (WASH) situation in the Volta Region of Ghana, have not examined or touched on the communication strategies that are deployed by local authorities like the *Ayawaso North Municipal Assembly* in managing sanitation issues.

This presents itself as a knowledge gap in the literature so far as research is concerned. This knowledge gap is significant because communication plays a crucial role in shaping public behaviour and ensuring compliance with sanitation policies (Ezeaka & Bartholomew, 2025). Without a clear understanding of how communication strategies are designed, delivered, and received by the community, it becomes difficult to determine why certain sanitation interventions succeed or fail (Ezeaka & Bartholomew, 2025). For instance, if a Municipal Assembly relies heavily on radio announcements but a large portion of the community does not listen to the radio, the message will not reach its intended audience (Kankam & Attuh, 2024). In a similar vein, if posters are used by a *Municipal Assembly* but many residents cannot read them due to low literacy levels, the communication effort becomes ineffective (Kankam & Attuh, 2024). Some recent reviewed literature such as those undertaken by Ismaila et al. (2023) which looked at the condition

of water, sanitation and hygiene (WASH) in Ghana's basic schools, the study by Tchouchu and Ahenkan (2023) which focused on a successful implementation of environmental sanitation policy in Ghana as well as Bassaw (2023) who undertook a study into the effectiveness of environmental solid waste management policies and practices for sustainable development, all relied heavily on quantitative approaches without including qualitative insights from both local officials and residents or situating their studies from a communication perspective. This creates a methodological gap that limits the depth of current knowledge. Adding to these gaps is the fact that all the studies reviewed that have been mentioned, namely those by Kosoe and Ahmed (2024), Osumanu (2023), Osarfo et al. (2023), Ismaila et al. (2023), Tchouchu and Ahenkan (2023) as well as Bassaw (2023), did not focus on municipalities such as the *Ayawaso North Municipal Assembly* which faces its own set of urban pressures including limited space, high population density, informal housing as well as a culturally diverse population speaking different languages (Braithwaite, 2020).

These unique conditions mean that communication around sanitation must be carefully planned and adapted to suit the needs of the local population. If this is not done properly, even the most well-designed communication tools may fail to influence the desired changes in knowledge, attitude, or practice among residents and the part of any Municipal Assembly in question (Kambere et al., 2023). This lack of attention to the specific context of the *Ayawaso North Municipal Assembly* and in effect, the community of *Maamobi* in existing research, limits our understanding of how effective communication strategies can be developed and deployed to improve sanitation in such environments. Therefore, this study sought to fill these important gaps by examining the communication strategies used by the *Ayawaso North Municipal Assembly* and how they influence the behaviour and responses of residents, especially in communities like *Maamobi*.

1.3 Aim of Study

The aim of the study was to examine the communication strategies deployed by the *Ayawaso North Municipal Assembly* in managing sanitation issues in the community of *Maamobi*. The study also aimed to assess how these communication strategies affected the knowledge, attitudes, and practices of the residents towards sanitation. In doing so, this study focused on identifying the specific tools and methods the Assembly deployed, evaluating their effectiveness, and understanding how residents responded to these efforts. Thus, the goal was to find out whether the communication activities being carried out by the *Ayawaso North Municipal Assembly* were leading to the desired behavioural change and improved sanitation in the community of *Maamobi*. Lastly, based on the findings, the study also aimed to suggest ways the *Ayawaso North Municipal Assembly* could improve its communication to increase public involvement and help solve sanitation problems in *Maamobi*.

1.4 Research Objectives

The study seeks to obtain the underlisted objectives:

1. To identify the communication strategies deployed by the *Ayawaso North Municipal Assembly* in managing sanitation issues in *Maamobi*.
2. To evaluate the effectiveness of these communication strategies in influencing public awareness, behaviour, and participation in sanitation-related activities.
3. To examine the knowledge, attitudes, and practices of the residents of *Maamobi* regarding sanitation, and how these are shaped by the communication efforts of the *Ayawaso North Municipal Assembly*.

4. To recommend ways to improve the communication efforts of the *Ayawaso North Municipal Assembly* to enhance community engagement and sanitation outcomes in *Maamobi*.

1.5 Research Questions

To guide the investigation into how communication is deployed by the *Ayawaso North Municipal Assembly* to manage sanitation issues, the study sought to answer the following research questions below:

1. What communication strategies are currently being deployed by the *Ayawaso North Municipal Assembly* to manage sanitation in *Maamobi*?
2. How effective are the communication strategies of the *Ayawaso North Municipal Assembly* in raising public awareness, shaping behaviour, and encouraging participation in sanitation-related activities in *Maamobi*?
3. What are the knowledge levels, attitudes, and sanitation practices of the residents in *Maamobi* and how are these influenced by the communication efforts of the *Ayawaso North Municipal Assembly*?
4. What improvements can be made to the communication strategies of the *Ayawaso North Municipal Assembly* to enhance community engagement and sanitation outcomes in *Maamobi*?

1.6 Significance of the Study

The significance of this study lies in its potential to provide practical and academic value in multiple ways. For the *Ayawaso North Municipal Assembly*, the findings will help improve how they deploy communication in managing sanitation. Thus, by understanding what works and what does not, the Assembly can revise its strategies to better reach residents and encourage cleaner practices as this could lead to improved public health and a cleaner environment in the municipality. Again, for residents, especially those in densely populated and low-income areas, the study offers an opportunity for their voices to be heard through the perspectives of officials who work closely with them. It is envisaged that a better understanding of communication strategies can also lead to more targeted messages that address their specific needs and concerns, making them more likely to participate in sanitation activities.

At the national level, the government can also use the insights of this research to inform sanitation policy in urban assemblies as this is because the challenges in *Ayawaso North* may be similar to those in other fast-growing parts of Ghana, so any improvement here can be adapted elsewhere. In the field of communication studies, this study will add on to knowledge on how local governments use communication in practice, rather than focusing only on theories or private sector communication. It will show how communication can directly affect social issues like sanitation, making the study useful for communication scholars and practitioners who want to understand how messages influence public behaviour in community-based settings. For future students and researchers, this study provides a foundation to build on as it fills gaps in literature regarding sanitation and communication in urban Ghana and can serve as a reference material for those interested in combining public health, communication, and governance in their academic work or field projects.

1.7 Organisation of the Study

The research consisted of five Chapters. In Chapter one, the background of study, problem statement, research aim, research objectives, questions as well the significance of the study was highlighted. Chapter Two of this research touched on the literature review for which conceptual and empirical literature was reviewed alongside the theoretical and conceptual framework underpinning the study. Moreover, the methodology adopted in this research formed the basis of Chapter Three. In Chapter Four, the findings of the study were presented along with a discussion to elaborate, juxtapose and contrast the findings with other studies done in the domain. Finally, the Fifth Chapter summarised the findings, shed light on the limitations of the study as well as offering a final a conclusion to the study.

1.8 Chapter Summary

This Chapter first introduced the topic by explaining the importance of proper sanitation to public health and the challenges many urban areas in Ghana face, especially in fast-growing and densely populated communities. Next, this Chapter proceeded to explain that, Municipal Assemblies, including the *Ayawaso North Municipal Assembly*, are responsible for ensuring proper sanitation under Ghana's Local Governance Act (Act 936). However, it was revealed in this Chapter that, despite this legal responsibility, sanitation problems remain widespread in communities like *Maamobi*, which is a highly populated area within the *Ayawaso North Municipality*. Moving forward, this Chapter highlighted how poor waste disposal, open defecation as well as choked drainage systems continue to affect *Maamobi*, and how existing communication strategies deployed by the *Ayawaso North Municipal Assembly* such as: posters, announcements, and community outreach, have not been fully effective in changing behaviour or improving conditions.

Nonetheless, this Chapter also pointed out that, some studies have looked at sanitation issues in Ghana, but most of them did not focus on how communication is deployed by local authorities such as the *Ayawaso North Municipal Assembly* or did not consider the perspectives of both officials and residents. As such, this created a gap in the academic literature. Following this, the aim and objectives of the study were then outlined, focusing on assessing the communication strategies deployed by the Assembly, their effectiveness, and how they influence the behaviour of residents. Finally, this Chapter concluded with a brief explanation of how the study was structured. The next chapter reviews literature for the study and discusses the underlying theories.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

This Chapter builds on the groundwork established in the preceding Chapter by reviewing relevant literature which relates to the topic of this study. As such, it was structured into four key sections which were; a conceptual review of literature which touched on concepts such as: the notion of strategic communication, the integrated communication strategies for effective sanitation delivery, behaviour change communication in sanitation campaigns, the involvement of stakeholders in sanitation-focused strategic communication as well as feedback and two-way communication with regards to strategic sanitation campaigns. Following this, an empirical review of literature was undertaken in line with the research objectives posited in this paper as well as introducing a theoretical framework in which the Media Richness Theory, Social Cognitive Theory, Theory of Planned Behaviour and the Two-Way Symmetrical Communication Model were adopted in a bid to support the findings that will be garnered for each research objective or question. Finally, a conceptual framework was also outlined in a visual manner to show how various ideas or concepts were synthesised in this study.

2.1 Conceptual Review of Literature

2.1.1 The Notion of Strategic Communication

Strategic communication is a planned and purposeful form of communication that is designed to achieve specific goals or outcomes (Sule & Ridwanullah, 2023). In the context of sanitation, it involves the use of carefully designed messages and communication tools by local or district assemblies to address urban sanitation problems (Mmutle et al., 2024). The use of strategic communication in sanitation is not done by chance but is guided by clear objectives such as improving public hygiene, increasing public participation in clean-up exercises, or reducing the illegal dumping of waste (Mmutle et al., 2024). Thus, the use of strategic communication in the context of sanitation is intentional and well-structured. Local authorities first begin by identifying the sanitation challenges in an area or community and then develop messages that directly respond to those issues.

Such messages are not general but are crafted to produce specific outcomes (Mmutle et al., 2024). For example, if there is a problem with people dumping refuse into open drains, the communication strategy by any local authority may focus on educating residents about the dangers of this behaviour and encouraging them to use designated bins (Rahayu & Evanita, 2024). Strategic communication is a purposeful form of communication that focuses on both what is said and how it is said. It takes into account the language of an audience, culture, education level, and the type of media they are most likely to engage with (Smith, 2020; Balonas et al., 2021). For example, in urban areas with diverse populations, local assemblies may use mobile vans to deliver messages in local languages or rely on radio announcements to reach a wider audience (Deafeamekpor, 2020). In addition to this, printed materials like posters and banners may also be placed in strategic locations to reinforce key messages, with the aim of ensuring that the message reaches the right

people in a way they understand and respond to (Deafeamekpor, 2020). In addition to how a message is delivered, the use of strategic communication also considers who delivers the message. Trusted figures such as local leaders, assembly members, or health workers are often chosen, particularly when it comes to issues about sanitation, because they have a stronger influence on community members. Their voice adds credibility to the message, increasing the likelihood of behaviour change (Deafeamekpor, 2020). When applied effectively, strategic communication can help municipal or local authorities to influence attitudes, change behaviours, and involve the community in keeping their surroundings clean (Aladago et al., 2024). The use of strategic communication in the context of sanitation outcomes by any local assembly or municipal assembly also supports the enforcement of sanitation bylaws by helping people understand the reasons behind them. Instead of just informing people, strategic communication in this context is designed to motivate them to act (Aladago et al., 2024).

For example, by joining a clean-up exercise or properly disposing of household waste (Adam & Badu, 2024). That said, the use of strategic communication in this context is not a one-time activity as Adam and Badu (2024) posit that, it is a continuous and adaptive approach and so, authorities must monitor the effects of their messages and be ready to change their strategies based on feedback or changing circumstances. For example, if a particular message is not having the expected impact, it may be rephrased, or delivered through a different channel (Adam & Badu, 2024). On the whole, strategic communication when deployed in managing sanitation is not only about creating awareness but it is about using communication to solve a problem in a structured and result-oriented manner (Toilat, 2020). Thus, local or municipal assemblies adopt the use of strategic communication when it comes to sanitation to connect with the public, promote good sanitation practices as well as ensure that messages lead to real change in how people manage

waste and hygiene in their communities (Kyere & Kankam, 2025). By making communication part of the solution, local and municipal assemblies are better able to improve sanitation outcomes and build healthier urban environments (Toilat, 2020).

2.1.2 Integrated Communication Strategies for Effective Sanitation Delivery

Integrated communication strategies involve the planned use of different communication tools and methods to deliver a unified message (Oluwalanu et al., 2022). In the context of delivering sanitation-related communication, this means combining various forms of communication to inform, educate, and motivate communities to adopt better hygiene and waste management practices (Oluwalanu et al., 2022). Rather than relying on one method alone, integrated communication strategies use a mix of media such as radio, posters, mobile vans, and face-to-face meetings to reach more people and strengthen the impact of the message (Oluwalanu et al., 2022). Each communication tool has its own strength (Kambere et al., 2023).

For instance, radio can reach a wide audience quickly and repeatedly, making it useful for spreading general messages about keeping the environment clean. Posters and banners placed in public areas act as constant reminders and are especially useful for showing steps or rules related to waste disposal or any sanitation-related activity (Kambere et al., 2023). Moreover, mobile vans with loudspeakers can be used to make announcements in different neighbourhoods, ensuring that people who may not have access to other media are still reached, whereas in-person methods like community meetings and door-to-door visits, these approaches help explain messages in more detail and allow for questions and discussion (Fadipe & Molale, 2024).

The main benefit of integrating all these communication methods in sanitation campaigns is that it increases the chances that people will see or hear the message more than once and in different formats. This repetition helps reinforce the message and makes it more likely that people will remember and act on it (Islam et al., 2021). Another benefit is that messages can be tailored for different groups of people (Islam et al., 2021). For example, a message can be simplified for children in schools and discussed in more detail with adults at community meetings (Islam et al., 2021). Moreover, the use of an integrated communication strategy in delivering sanitation messages allows sanitation officers or local authorities to adjust their approach based on what is most effective.

If one method is not producing results, others can be strengthened or changed (Heynnor, 2021). Finally, integrated communication strategies also help address communication barriers such as illiteracy or lack of access to digital platforms by ensuring there is something for everyone, whether they read, listen, or attend in-person gatherings (Heynnor, 2021). In conclusion, integrated communication strategies are important for delivering effective messages regarding sanitation because they make use of different tools to ensure the message reaches as many people as possible, in ways they can understand and respond to. When implemented effectively, this approach supports behaviour change, improves community involvement, and helps maintain a cleaner and healthier urban environment (Jacob et al., 2020).

2.1.3 Behaviour Change Communication in Sanitation Campaigns

Behavioural change communication refers to the use of communication strategies to encourage individuals and groups to adopt and maintain positive behaviours (Aladago et al., 2024). In the area of sanitation, behaviour change communication aims to influence how people manage waste, use toilet facilities, and practise hygiene. It is based on the idea that people do not change behaviour just because they are told to. Instead, they need to understand the reasons behind the change, feel motivated to act, and see the benefits in their everyday life (Aladago et al., 2024). Again, behavioural change communication forms a central part of strategic communication when it comes to sanitation campaigns (Aladago et al., 2024). When it comes to managing sanitation on the part of local or municipal assemblies, one key outcome is to improve hygiene behaviour across communities.

Behavioural change communication helps to achieve this by focusing directly on the people whose actions need to change, as it involves designing messages that are clear, relevant, and repeated across different platforms such as posters, community meetings, radio, and social events (MacLeod et al., 2024). These messages are not just about sharing information but also about shaping beliefs and habits (MacLeod et al., 2024). For example, a behavioural change communication message may explain the health risks of poor sanitation and at the same time offer a simple solution that people can follow, as this makes the message practical and easier to adopt (MacLeod et al., 2024). In addition to the above, the use of strategic communication efforts in tandem with behavioural change communication being adopted by any local or municipal assembly to tackle issues of sanitation plays an important role by encouraging long-term behaviour change and not just short-term awareness. It works to shift community norms so that good hygiene and sanitation practices become part of everyday life.

This is done by showing positive examples, correcting misinformation, and making the new behaviour seem normal and expected (De Shay et al., 2020). Behavioural change communication in line with strategic communication efforts on the part of any local or municipal assembly when addressing issues regarding sanitation also aids in removing barriers to change by listening to the challenges people face and adjusting messages or support based on that feedback (Aladago et al., 2025). Thus, in this way, it strengthens the overall strategic communication process by making sure any sanitation-related campaign connects with the real needs and situations of the people. Behavioural change communication is not separate from strategic communication, as it is one of its main tools. Through careful planning and focused messages, behavioural change communication helps sanitation campaigns achieve their goals by guiding people towards better hygiene practices that improve public health and the environment as a whole (Aladago et al., 2025).

2.1.4 The Involvement of Stakeholders in Sanitation-Focused Strategic Communication

Stakeholder involvement is a key part of strategic communication in sanitation (Sanka, 2024). In this context, stakeholders include all the people and groups who are directly or indirectly affected by sanitation efforts. This means not only officials such as staff of local or municipal assemblies but also residents of the communities where sanitation campaigns are carried out. When stakeholders are actively involved, communication becomes more effective because messages are shared with a better understanding of local concerns, habits, and challenges (Sanka, 2024). Still on the context of sanitation, local or municipal assemblies often lead sanitation projects; however, without the participation of residents, it becomes difficult to achieve long-term change (Lissah et al., 2021). Residents are important stakeholders because they are the ones expected to change behaviours and maintain improved sanitation practices, and when communication strategies

include their voices and experiences, it increases the chances of success (Lissah et al., 2021). Community leaders, religious leaders, market groups, youth associations, just to mention a few, are also important as the support of these leadership groups helps to increase trust and encourage wider participation (Ankomah et al., 2023). For example, if a local or municipal assembly wants to reduce open defecation, it can work with community leaders to hold meetings where people are given clear and relevant information about the dangers of the practice. Moreover, these meetings can also allow residents to ask questions and share concerns, making communication two-way rather than one-sided (Ankomah et al., 2023). Finally, involving stakeholders in strategic communication campaigns such as those related to sanitation also helps to identify practical solutions. Residents may point out why certain sanitation practices are difficult and may suggest better ways to communicate or implement change, and this makes the overall sanitation programme more responsive and better suited to the local context (Ankomah et al., 2023).

2.1.5 Feedback and Two-Way Communication with Regards to Strategic Sanitation

Campaigns

Feedback and two-way communication are important parts of strategic sanitation campaigns so far as the use of strategic communication is concerned (Gupta et al., 2021). When it comes to any sanitation campaign being undertaken by any local or municipal assembly, two-way communication allows the institution to not only inform residents but also to hear their views, questions, and suggestions, as this improves the planning and delivery of sanitation services (Gupta et al., 2021). For example, if a local assembly is promoting a handwashing or sanitation campaign, then it needs to know whether people understand the message, whether they are following it, and if not, why (Gupta et al., 2021).

Feedback helps identify what messages are working and which ones need to be changed, and moreover, shows if the communication strategies or methods deployed such as posters, radio announcements, or community meetings are suitable for the people being targeted (Zhao, 2020). Building on this understanding regarding the importance of feedback, community meetings, suggestion boxes, and regular visits by environmental health officers are examples of ways that feedback can be collected (Zhao, 2020). These methods allow residents to express their views and raise any problems they face, as this helps any local or municipal assembly to make adjustments to their communication campaigns (Zhao, 2020). For instance, if a message about toilet use is misunderstood or ignored, the assembly in question can clarify the message or use a different method to explain it better (Aberese-Ako et al., 2024). Feedback and two-way communication play a vital role in making sanitation campaigns more effective so far as strategic communication is concerned, as it aids local assemblies to understand whether their messages are clear, accepted, and followed by the public (Aberese-Ako et al., 2024). By using methods such as community meetings, suggestion boxes, and visits by health officers, local or municipal assemblies can listen to the concerns of residents and make necessary changes to improve their communication. This approach not only improves the delivery of sanitation services but also ensures that the needs and challenges of the community are properly addressed (Aberese-Ako et al., 2024).

2.2 Empirical Review of Literature (Review of Related Studies)

2.2.1 The Communication Strategies Deployed By Municipal Assemblies In Managing Sanitation

When it comes to studies or research in literature which looked at the communication strategies deployed by Municipal Assemblies in managing the issue of sanitation, the most recent study reviewed was undertaken by Lamai et al. (2024) in which the authors assessed the communication strategies used in addressing the waste issues in the Lafia Metropolis by the Nasarawa State Waste Management and Sanitation Authority (NSWMSA) in Nigeria. To achieve the aim of their study, Lamai et al. (2024) utilised a quantitative research approach in which a sample size of 384 respondents were selected using a convenience sampling technique. Their methodology involved a survey using structured questionnaires as data was analysed descriptively in Statistical Package for the Social Sciences (SPSS) Version 26.

The findings of Lamai et al. (2024) revealed that although the NSWMSA deployed some communication strategies, they had not been extensively applied or impactful. The authors identified several communication strategies deployed which included: media campaigns through radio and television which was used 40% of the time, distribution of flyers and posters which was used 15% of the time, community meetings which was used 10% of the time, town hall discussions and engagements through religious and youth groups which was used 10% of the time, use of town criers which was used 5% of the time, drama and community performances which was used 10% of the time as well as social media platforms which was used 10% of the time.

With these findings in mind, Lamai et al. (2024) concluded that these communication strategies deployed by the NSWMSA in addressing the waste issues in the Lafia Metropolis were often vertical rather than participatory and lacked consistency and inclusiveness. The authors therefore recommended more frequent and community-oriented engagement, calling for horizontal communication strategies that involve dialogue and regular interaction to encourage positive behavioural change on sanitation practices. In a similar vein, the study by Oluwalanu et al. (2022) which looked at the communication strategies deployed by the Ifedayo Local Government Area in Osun State, Nigeria to eradicate open defecation was reviewed. Using a mixed-methods approach, Oluwalanu et al. (2022) surveyed 391 respondents and conducted interviews with local sanitation officials.

Their analysis highlighted several communication strategies deployed by the Ifedayo Local Government Area in eradicating open defecation as these included: the use of radio jingles and public awareness programmes, interpersonal communication through health officers and community volunteers, dialogue sessions with local leaders as well as community mobilisation through town meetings. With these findings in mind, Oluwalanu et al. (2022) underlined the importance of combining mass media with face-to-face communication to strengthen public understanding and action. Their findings showed that radio was effective in raising awareness, but it was the interpersonal and participatory communication methods that truly influenced behavioural change. In light of this, the authors concluded that sustained change in sanitation practices required integrated communication strategies where people are not only informed but also involved in the change process.

Last but not least, the study by Owusu (2021) which probed the communication strategies deployed by the *La Dade-Kotopon Municipal Assembly* in Ghana in addressing the challenge of open defecation was reviewed. Using a qualitative approach, Owusu (2021) sought to achieve the aim of his study by employing open-ended questionnaires as well as an interview guide to interview a sample of ten study participants. These participants included Municipal Officials, Opinion Leaders as well as Residents and a thematic approach was used to interpret data. The findings by Owusu (2021) revealed that the primary communication strategy deployed by the *La Dade-Kotopon Municipal Assembly* in addressing open defecation was public education through communication vans, often referred to locally as information centres, albeit this method was found to be largely ineffective (Owusu, 2021). Other challenges that weakened communication effectiveness of the aforementioned approach included low literacy rates, limited funding for sanitation campaigns, population pressure as well as cultural practices that normalise open defecation. Although there were some efforts to improve awareness, Owusu (2021) stated that the communication strategy or approach of using communication vans lacked variation and depth and suggested that future communication adopt multiple channels and focus more on behavioural change messaging by emphasising health risks and community responsibility.

2.2.2 The Effectiveness Of Communication Strategies Used By Municipal Assemblies In Influencing Public Awareness, Behaviour, and Participation in Sanitation-Related Activities.

With regards to studies or research in literature which looked at the effectiveness of communication strategies used by municipal assemblies in influencing public awareness, behaviour, and participation in sanitation-related activities, the study by Lucas et al. (2025) which gauged the efficacy or effectiveness of the communication strategies used by the Plateau Environmental

Protection and Sanitation Agency (PEPSA) in curbing open defecation among the residents of Jos in Plateau State, Nigeria was reviewed. To achieve the aim of their study, Lucas et al. (2025) utilised the Persuasive Communication Theory in which a mixed approach was adopted as the authors surveyed as well as interviewed 384 people (inclusive of respondents and study participants). With this methodology in mind, the findings revealed that PEPSA employed various communication strategies such as town hall meetings with stakeholders, engagement of town criers, community theatre, use of traditional and religious worship centres, billboards, pasting of information on walls, banners, conventional mass media like television, radio, newspapers, magazines, social media platforms such as Facebook, WhatsApp, Instagram, YouTube, TikTok as well as the distribution of leaflets, flyers, and pamphlets to tackle the issue of sanitation in Jos.

Yet, despite the use of these communication strategies, Lucas et al. (2025) in their study found them to be ineffective due to challenges linked to the attitudes of the residents as well as a lack of monitoring and feedback mechanisms. In light of this, the authors recommended that the PEPSA should increase the knowledge of residents regarding open defecation through increased use of various communication strategies. Another study was undertaken by Czerniewska et al. (2023) in which the authors looked at the effectiveness of adaptive messaging when it came to the Tanzanian National Sanitation Campaign. To achieve the aim of their study, Czerniewska et al. (2023) employed a systematic process involving multiple iterations of ideation and filtration by Professional Creatives, Government Staff, Academics as well as Sanitation Specialists to create a branded mass communication campaign with regards to the Tanzanian National Sanitation Campaign. The communication strategies that the campaign utilised were reality TV shows, live engagements, and mass and digital media postings to motivate both the government and the general population to improve toilets.

The findings revealed that the effectiveness with regards to the communication strategies used was highly effective as it aided in making sanitation or more specifically, the use of toilets a topic of national conversation and thus led to a significant increase in the rate of constructing toilets. In addition to this, it was revealed that the adaptive messaging approach was particularly effective in reaching diverse audiences across different regions in Tanzania. The use of reality TV shows and live engagements helped to make the campaign relatable and encouraged communities in the country to discuss and take action on sanitation issues. Mass and digital media postings further amplified the campaign's reach as it ensured consistent messaging across urban and rural areas. As a result, toilet construction rates rose notably, with many households upgrading their facilities. The campaign also fostered stronger collaboration between the government and local communities, highlighting the importance of collective effort in improving sanitation (Czerniewska et al., 2023).

Finally, the study by Heynnor (2021) which looked at the effectiveness of the social and behavioural change communication strategies by the Accra Metropolitan Assembly (AMA) in Ghana in tackling sanitation was reviewed. In order to achieve the aim of the study, Heynnor (2021) employed a quantitative approach which was descriptive in nature and of which 230 respondents comprising of Households, Businesses, Officials of AMA, Private Waste Management Companies as well as Communication and Waste Management Professionals were surveyed. The findings from Heynnor (2021) revealed that the social and behavioural change communication strategies used by the AMA in tackling sanitation were advocacy and social mobilisation. Heynnor (2021) was of the view that these strategies were largely effective in changing the behaviour of people albeit constrained by factors such as logistics, financing, miseducation as well as a weak political will.

In light of this, Heynnor (2021) highlighted the importance of social and behavioural change communication strategies in promoting personal hygiene and solid waste management and recommended that stakeholders should focus on addressing these constraints to improve the effectiveness of sanitation communication strategies.

2.2.3 The Knowledge, Attitudes, And Practices Of Residents Regarding Sanitation, And How These Are Shaped By The Communication Efforts Of A Municipal Assembly

With regards to studies or research in literature which looked at the knowledge, attitudes and practices of residents regarding sanitation and how they are shaped by the communication efforts of a Municipal Assembly, the study by Anokye et al. (2024) which looked at the waste management challenges in the *Kassena Nankana East Municipality* in Ghana was reviewed as the aim of this study was to examine the perceptions and behaviours related to waste management among residents, with a focus on how these are influenced by the communication efforts of the Municipal Assembly. By employing a mixed-method approach, Anokye et al. (2024) gathered data from 394 household respondents as their findings revealed a weak correlation between the educational attainment of the respondents and the waste management practices of the residents as this indicated that higher education did not necessarily translate into better waste management behaviour. Despite this, there was a mildly positive correlation between residents being knowledgeable about waste management practices and the effectiveness of the communication strategies or efforts used by the *Kassena Nankana East Municipal Assembly* as the communication strategies or efforts included community sensitisation programmes, public announcements via local radio stations as well as occasional durbars or public meetings.

To conclude, though Anokye et al. (2024) revealed that higher education did not significantly improve the waste management practices of residents, the effective communication strategies or efforts by the *Kassena Nankana East Municipal Assembly* positively influenced the knowledge and behaviour of the residents regarding sanitation or their waste management practices as this highlights the importance of targeted communication over mere educational attainment in promoting better waste management practices. Another relevant study was undertaken by Atengdem et al. (2024) in which their study sought to evaluate community adoption and participation in water and sanitation interventions by the *Bongo District Assembly* in Ghana. Utilising a mixed-methods approach with a sample size of 389 households, Atengdem et al. (2024) found a high adoption rate regarding the sanitation practices of residents so far as using water was concerned.

The study revealed that the demographic characteristics of residents such as the sex of the household head, age, level of education as well as the size of the household had a strong positive association with the adoption of sanitation practices on the part of residents so far as using water was concerned in a bid to keep their surroundings neat. What was influencing this practice was that the knowledge of the residents regarding sanitation had been attained due to the communication efforts or strategies used by the *Bongo District Assembly* as these included house-to-house education by local health workers, using informational posters at community centres as well as conducting stakeholder engagement meetings during planning phases of the sanitation intervention. Yet, despite this positive trend in the *Bongo District*, Atengdem et al. (2024) were of the view that challenges such as inadequate toilet facilities, poor user behaviour as well as the high

cost in frequently desludging waste facilities remained significant barriers when it came to effectively managing sanitation in the district. To conclude, Atengdem et al. (2024) found out that demographic factors like sex, age, education, and the size of a household strongly influenced the adoption of water-related sanitation practices in the *Bongo District* and in addition to this, the authors were of the view that the communication efforts of the *Bongo District Assembly* effectively improved the knowledge and attitudes of residents toward sanitation albeit challenges like inadequate toilet facilities, poor user behaviour as well as high desludging costs acting as barriers in promoting sanitation in the district. Lastly, the study by Antwi-Agyei et al. (2020) which focused on understanding the barriers and opportunities for effective management of shared sanitation in low-income settlements on the part of the *Kumasi Metropolitan Assembly* was reviewed.

To achieve the aim of their study, Antwi-Agyei et al. (2020) adopted a qualitative research approach in which a focus group discussion and in-depth interviews were conducted with 70 study participants. The findings of the study revealed that knowledge regarding sanitation among the study participants was influenced by the communication efforts of the *Kumasi Metropolitan Assembly* such as they using educational outreach programmes by community volunteers, town meetings as well as posters in public latrines to help improve awareness and knowledge about sanitation practices. Yet, although many of the study participants understood the importance of maintaining clean facilities, Antwi-Agyei et al. (2020) stated that they lacked consistent practice due to poor behaviour and overcrowding in their low-income settlement. Thus, the attitudes of residents or the study participants towards sanitation were mixed in the sense that, while some appreciated the convenience it brings, others expressed frustration over mismanagement and unhygienic conditions.

To conclude, Antwi-Agyei et al. (2020) in their study found that while the communication efforts of the *Kumasi Metropolitan Assembly* improved the knowledge of residents regarding sanitation, their attitudes and practices remained inconsistent. This was so, because despite recognising the importance of cleanliness, the poor behaviour of some residents, overcrowding, and mismanagement of facilities hindered their practice of proper sanitation and thus this study by Antwi-Agyei et al. (2020) highlights the gap between awareness and action, emphasising the need for better behavioural interventions alongside awareness campaigns in low-income settlements.

2.2.4 Ways To Improve The Communication Efforts Of A Municipal Assembly To Enhance Community Engagement and Sanitation Outcomes

With regards to the ways to improve the communication efforts of any Municipal Assembly to enhance community engagement and sanitation outcomes, one effective way is by strengthening the use of local languages and dialects during public communication (Bazaanah et al., 2024). Many residents may not fully understand English or any formal language and so using the common languages spoken within the community makes messages clearer and more relatable. Thus, this approach ensures that sanitation messages reach a wider audience, including the elderly and those with lower literacy levels (Bazaanah et al., 2024). One way to improve the communication efforts of any Municipal Assembly to enhance community engagement and sanitation outcomes is by increasing the frequency of direct community engagements such as town hall meetings and durbars, as these allow community members to ask questions, share concerns as well as contribute ideas, which helps them feel involved and more likely to support sanitation initiatives (Osei-Kufuor et al., 2024).

It is also important for Municipal Assemblies to use community radio stations and mobile public address systems to share timely information about sanitation activities, laws, and responsibilities as these tools are accessible and cost-effective, as well as helping to overcome barriers such as lack of internet access when it comes to propagating messages online (Osei-Kufuor et al., 2024). Community volunteers can be brought on board and trained to act as sanitation ambassadors, as these ambassadors can move from house to house or speak at community gatherings to encourage proper waste disposal and cleanliness, thus making sanitation education more consistent and personal (Nketsiah-Essuon, 2022). Another strategy is for Municipal Assemblies to make better use of visuals such as posters, banners, and video demonstrations in public spaces when it comes to enhancing community engagement and sanitation outcomes, as the use of these materials should show both correct sanitation behaviours and the negative effects of poor sanitation.

When people see clear and realistic examples, they are more likely to understand and change their behaviour (Mensah et al., 2022). Working closely with local schools and religious institutions can improve the reach of sanitation messages, as these institutions already have trusted influence, so when they support or spread sanitation campaigns, the message becomes stronger (Kosoe & Ahmed, 2024). Another way to improve the communication efforts of any Municipal Assembly to enhance community engagement and sanitation outcomes is to establish feedback channels such as suggestion boxes, WhatsApp lines, or community information desks, as these allow residents to share their opinions or report issues, which helps any Assembly respond better and show that it values community input (Harter et al., 2020). Lastly, regularly updating the public on the progress made in sanitation projects builds trust and encourages continued participation. When residents see that their efforts and concerns are recognised and that real change is happening, they are more likely to stay involved in keeping their environment clean (Harter et al., 2020).

2.3 Gaps in Literature

After reviewing the various studies that were covered in the empirical review section of this study, it is clear that, even though valuable findings have been made regarding the use of communication strategies in managing sanitation, several gaps still remain. First of all, most of the studies reviewed were based in other regions or even Municipal or District Assemblies such as Nigeria, Tanzania, and other parts of Ghana like *Kassena Nankana East* and so focused on the *Kassena Nankana East Municipal Assembly*, the *Bongo District* and by effect the *Bongo District Assembly*, or even the *La Dade-Kotopon Municipal Assembly*. For example, the study by Lamai et al. (2024) assessed communication strategies in Lafia Metropolis in Nigeria whereas Lucas et al. (2025) examined communication practices by the PEPSA in Nigeria. In Tanzania, Czerniewska et al. (2023) focused on national-level sanitation campaigns using adaptive messaging. In Ghana, Anokye et al. (2024) explored waste management behaviour in *Kassena Nankana East Municipality* whereas Atengdem et al. (2024) focused on sanitation practices in the *Bongo District*.

Lastly, Owusu (2021) studied open defecation challenges in the *La Dade-Kotopon Municipal Assembly*. These locations, although relevant, do not reflect the particular context of *Maamobi*, which is a community within *The Ayawaso North Municipality*. As such, this makes it difficult to fully apply those findings to the sanitation challenges and communication environment in *Maamobi*. Therefore, this creates a clear contextual gap, especially because *Maamobi* is a densely populated, informal urban settlement with distinct linguistic, cultural, and infrastructural features that affect how people receive and respond to communication about sanitation (Braumah, 2020; Owusu et al., 2023; MacTavish et al., 2023). Furthermore, many of the studies reviewed employed mainly quantitative approaches such as surveys and statistical tools like SPSS to analyse their data. While these methods are useful for identifying patterns and measuring variables, they do not

always capture the deeper reasons behind the behaviours, attitudes as well as responses of residents towards sanitation communication. For example, the studies by Lamai et al. (2024) and Heynnor (2021) both used structured questionnaires and numeric data to assess communication strategies, which did not allow room to explore the experiences or voices of the residents and sanitation officials in depth. As such, this results in a methodological gap since the authors did not utilise qualitative approaches like interviews to understand the meaning residents as well as local authorities attach to the messages they give or receive, and how these messages shape their everyday sanitation practices. Also, while some of the studies reviewed discussed the communication tools used such as radio, posters, and community meetings, many of them did not go far enough in evaluating how effective these tools were in influencing not just awareness but the behaviour and participation of residents towards sanitation-related campaigns by Municipal Assemblies.

For instance, Lucas et al. (2025) listed several communication channels used in Jos, Nigeria, and concluded that they were largely ineffective due to poor monitoring and a lack of feedback mechanisms. However, there was limited attention to how the messages were designed or how people reacted to them in their daily lives. As such, this creates a knowledge gap as studies such as those undertaken by Lucas et al. (2025) focus more on the communication tools themselves rather than how these tools influence people's sanitation-related attitudes and behaviour over time. In addition to this, another important gap relates to how communication shapes the knowledge, attitudes, and practices of residents. Some studies such as those by Anokye et al. (2024) as well as Atengdem et al. (2024) attempted to link knowledge and practice, but they often ended at identifying weak or positive correlations between communication and behaviour without fully explaining why residents responded the way they did.

Moreover, these studies often presented findings without considering the broader environmental and cultural issues that affect communication. For example, factors such as overcrowding, limited sanitation infrastructure, and different local beliefs about cleanliness were not always considered. Therefore, this shows another knowledge gap, especially in understanding how local realities influence the effectiveness of sanitation communication strategies. The empirical review in the previous section showed that, while some authors highlighted challenges like low literacy levels, limited resources, or weak feedback mechanisms, there was limited attention to how these challenges could be addressed through improved communication design. For instance, although Owusu (2021) mentioned that the use of communication vans was ineffective due to population pressure and cultural norms, the study did not explore how the messages could be improved or adapted to overcome these barriers. Thus, this left a practical gap in terms of offering solutions for improving message delivery and reception in communities like *Maamobi* where such challenges are very common.

Finally, another gap that emerged is that, although many of the reviewed studies spoke about the importance of involving stakeholders, they did not assess how well stakeholders were actually engaged in the planning and implementation of communication strategies. Most communication efforts mentioned in the studies reviewed were top-down and lacked proper community involvement or feedback loops. Thus, this shows both a contextual and a methodological gap, as these studies did not capture the perspectives of local residents and officials on whether they felt part of the communication process or not. In light of these gaps, this current study addressed them by focusing specifically on *Maamobi*, which is within *The Ayawaso North Municipality* in Ghana, thereby filling the contextual gap. In addition to this, this study utilised qualitative methods such as interviews with officials of *The Ayawaso North Municipality* as well as interviews with residents

as this allowed for a deeper understanding of how communication was used and experienced, thus responding to the methodological gap. This study explored not just the tools used, but also how these tools influenced knowledge, attitudes, and participation and so, filling the knowledge gap cited and moreover; by gathering direct views from both residents and sanitation officials, the study also addressed the gap in stakeholder engagement as well as made recommendations that are grounded in the local reality of *Maamobi*.

2.4 Theoretical Frameworks

2.4.1 The Media Richness Theory

The Media Richness Theory was propounded by Richard L. Daft and Robert H. Lengel in 1986 (Daft & Lengel, 1986; Sheer, 2020). That said, the Media Richness Theory states that, different forms of communication vary in how well they deliver information depending on how immediate, personal, and clear they are (Daft & Lengel, 1986; Sheer, 2020). Wang (2022) explains that the different forms of communication or communication methods such as face-to-face meetings, are “richer” because they allow for immediate feedback and are more interactive and thus align with the theory. On the other hand, posters or radio announcements are less rich because they do not allow direct responses or adjustments based on how the message is received (Wang, 2022). Nonetheless, a key assumption of the theory is that, the more complex or unclear a message is, the richer the communication method should be (Sheer, 2020). In other words, if the topic involves detailed instructions or behavioural change, then the message needs to be delivered through a method that allows questions and feedback, such as community meetings or interpersonal communication (Sheer, 2020).

2.4.2 The Present Study and the Media Richness Theory

In the present study, the Media Richness Theory is used to explain the communication strategies adopted by the *Ayawaso North Municipality* in addressing sanitation issues in Maamobi. Research Objective One focuses on identifying these strategies, and the theory helps in showing whether the methods chosen were suitable for the kinds of sanitation messages being shared. For example, one-on-one interviews or “face-to-face meetings” are richer forms of communication because they allow direct feedback and interaction (Daft & Lengel, 1986; Sheer, 2020). In contrast, methods such as posters or loudspeaker announcements may not always work well. Posters may fail if residents cannot read or do not understand the language used, while announcements may be missed if people are not present at the time (Wang, 2022). The usefulness of the theory lies in its ability to guide the matching of communication tools with the type of message. Complex messages, such as those involving sanitation behaviours, require richer communication methods that allow for questions and clarification (Sheer, 2020). This was important in the study because the Municipality serves a diverse community where literacy levels and language differences affect how people understand messages. Using the Media Richness Theory therefore supported the analysis by showing why some strategies were more effective than others (Smith, 2020; Braimah, 2020; Bisilki, 2024; Vala et al., 2022). However, one main limitation of the theory is that it focuses more on the medium of communication than on the social and cultural setting where communication takes place. Lee and Salazar (2023) argue that culture and context also influence how messages are received, and this is not always considered in the theory.

2.4.3 Social Cognitive Theory

The next theory used in this study which was the Social Cognitive Theory was developed by Albert Bandura in the 1960s and later refined in 1986 (Bandura, 1986; Schunk & DiBenedetto, 2020). That said, the Social Cognitive Theory explains how people learn behaviours by observing others in their environment, and how these behaviours are influenced by personal beliefs, social factors, and observed consequences (Bandura, 1986; Schunk & DiBenedetto, 2020). A key point in this theory is that learning does not only happen through direct experience but also through watching others and modelling their actions (Bashirian et al., 2021). One assumption of the theory is that people pay attention to how others behave and how those behaviours are rewarded or punished. If they see someone being praised or accepted for a particular behaviour, they are more likely to adopt that behaviour (Bashirian et al., 2021). Finally, one assumption of the theory is the importance of self-efficacy, which means that people must believe they are capable of performing the behaviour in the sense that, if they do not believe they can do it, they are less likely to try, even if they understand why, it is important (Bashirian et al., 2021).

2.4.4 The Present Study and the Social Cognitive Theory

In this study, the Social Cognitive Theory is used to explain how residents of *Maamobi* responded to the communication strategies of the *Ayawaso North Municipal Assembly*. Research Objective Two focused on how these strategies affect public awareness, behaviour, and participation in sanitation activities. The theory was useful here because it shows that people often learn behaviours not only through direct experience but also by watching others (Bandura, 1986; Schunk & DiBenedetto, 2020; Bashirian et al., 2021). For example, if residents observe their neighbours taking part in clean-up exercises or properly disposing of waste, they may be encouraged to do the

same. On the other hand, if they believe they cannot keep their surroundings clean due to limited dustbins or poor waste collection services, they may not act, even if they understand the messages shared. The strength of the Social Cognitive Theory is that it considers both social and personal influences on behaviour. It highlights how observation and self-belief work together to shape action. A key element is self-efficacy, which means that people are more likely to adopt sanitation behaviours if they believe they are capable of carrying them out (Bashirian et al., 2021). This made the theory important for the present study, as sanitation practices in communities like *Maamobi* are shaped not only by knowledge but also by what people see others doing and how confident they feel in repeating those behaviours (Islam et al., 2023; Owusu et al., 2023).

The theory therefore helped explain why some residents responded positively to the strategies used by the Assembly while others did not. However, the theory has limitations. Critics argue that it may place too much emphasis on observation and personal belief while overlooking structural challenges such as poverty, lack of infrastructure, or cultural norms that also influence behaviour (Widodo & Astuti, 2024). For instance, even if residents observe others keeping their surroundings clean, they may still dispose of waste improperly if there are no convenient disposal options or if they face other pressing priorities like income or family care (Kwakye et al., 2024).

2.4.5 Theory of Planned Behaviour

The Theory of Planned Behaviour was proposed by Icek Ajzen in 1985 as the theory builds on the earlier Theory of Reasoned Action (Ajzen, 1985; Sin & Rochelle, 2022). The Theory of Planned Behaviour explains that behaviour is guided by three key factors as these factors are: a person's attitude towards the behaviour, the social norms or pressure they feel from others as well as their perceived behavioural control, which means how easy or difficult they think it is to carry out the

behaviour (Ajzen, 1985; Sin & Rochelle, 2022). These three elements come together to shape the intention of a person to act and whether they follow through with the behaviour. One major assumption of the theory is that people are more likely to perform a behaviour if they believe it has positive outcomes (Nnindini & Dankwah, 2023). Another assumption is that people are influenced by what others expect of them. If they feel that others around them support or expect a certain behaviour, they are more likely to do it (Nnindini & Dankwah, 2023). Lastly, one assumption is that people must feel they have control over the behaviour. If the behaviour seems too difficult, or if there are too many barriers, people are less likely to try, even if they want to (Nnindini & Dankwah, 2023).

2.4.6 The Present Study and the Theory of Planned Behaviour

In this study, the Theory of Planned Behaviour was used to explain the knowledge, attitudes, and practices of residents in *Maamobi* regarding sanitation. Research Objective Three examined how these behaviours are shaped by the communication strategies of the *Ayawaso North Municipal Assembly*. The use of the theory especially for this research objective was helpful because it showed that behaviour is influenced by three main factors: attitude, social norms, and perceived behavioural control (Ajzen, 1985; Sin & Rochelle, 2022). For instance, if residents believe that proper waste management has good outcomes (attitude), see their neighbours keeping the environment clean (social norms), and feel they have the resources to manage waste (perceived control), they are more likely to act. On the other hand, if they lack bins or feel that sanitation laws are not enforced, they may not adopt positive practices, even if they know sanitation is important. This reflects the point that intentions alone are not enough as people must also feel capable of carrying out the behaviour (Ajzen, 1985; Sin & Rochelle, 2022; Nnindini & Dankwah, 2023).

That said, the strength of the Theory of Planned Behaviour is that it goes beyond knowledge and focuses on intention as the link between beliefs and action. This makes it particularly relevant for sanitation studies, where the aim is not just awareness but actual behaviour change. It also allows researchers to identify which of the three factors i.e., attitude, social influence, or perceived control, plays the strongest role, and to design future communication strategies that target that factor (Gibson et al., 2023). In this study, the theory therefore helped explain why some residents adopted good sanitation habits while others did not, offering insights into how knowledge, social pressure, and control barriers interact. However, the theory has been criticised for some weaknesses. One limitation is that it does not fully capture emotional or unconscious influences on behaviour (Bosnjak et al., 2020). Another is that it assumes people always act in a rational and planned way, which may not hold true in informal urban settings like Maamobi where poverty, poor infrastructure, and daily struggles can affect behaviour (Bosnjak et al., 2020; MacTavish et al., 2023).

2.4.7 Two-Way Symmetrical Communication Model

The Two-Way Symmetrical Communication Model was developed by James E. Grunig and Todd Hunt in 1984 as part of their work on public relations (PR) (Grunig & Hunt, 1984; Kent & Lane, 2021). The Two-Way Symmetrical Communication Model explains that effective communication between organisations and the public should be based on dialogue, mutual understanding, and feedback rather than one-way messages (Grunig & Hunt, 1984; Kent & Lane, 2021). It encourages organisations to listen to their audience, consider their views as well as adjust communication practices accordingly as the goal is to build trust, cooperation, and long-term positive relationships between the communicator and the audience. One key assumption of the model or theory is that

communication is most effective when it flows both ways, meaning that the audience is not just a passive receiver but plays an active role in shaping the message (Perez et al., 2025). Another assumption of the theory is that any organisation or cohort must be willing to change its actions or strategies based on the feedback it receives, as this approach promotes fairness and balance in the communication process and views the audience as a partner rather than a target (Perez et al., 2025).

2.4.8 The Present Study and the Two-Way Symmetrical Communication Model

In this study, the Two-Way Symmetrical Communication Model was used to support Research Objective Four, which focused on recommending ways to improve the communication practices of the *Ayawaso North Municipal Assembly* in order to enhance community engagement and sanitation outcomes in *Maamobi*. The model explains that effective communication should be based on dialogue, mutual understanding, and feedback rather than one-way messaging (Grunig & Hunt, 1984; Kent & Lane, 2021). It views the audience as active participants in communication rather than passive receivers. For example, residents should be given the opportunity to ask questions, share concerns, and influence the way sanitation issues are addressed. The model also assumes that organisations must be willing to adjust their actions and strategies based on feedback in order to build trust and cooperation (Perez et al., 2025). That said, the strength of this model is its emphasis on participation and inclusiveness. It recognises that behaviour change is more likely when communities feel heard and involved in the process. In contexts like *Maamobi*, where trust between residents and local authorities may be limited, the model provides a useful framework for rebuilding trust and encouraging cooperation (Makwambeni & Matsika, 2022). When people feel that their voices matter, they are more willing to act on sanitation messages and work alongside authorities to improve their environment (Grunig & Hunt, 1984; Kent & Lane, 2021).

This shows why the model was relevant for guiding recommendations in the present study. However, the model also has limitations. Scholars note that it may not be fully applicable in all settings, especially where officials lack the capacity, resources, or willingness to engage meaningfully with the public (Pavla et al., 2024). In some cases, residents may also feel hesitant or lack confidence to express their views. These challenges mean that the model's ideal of balanced, two-way communication may not always be achieved in practice.

2.5 Conceptual Framework

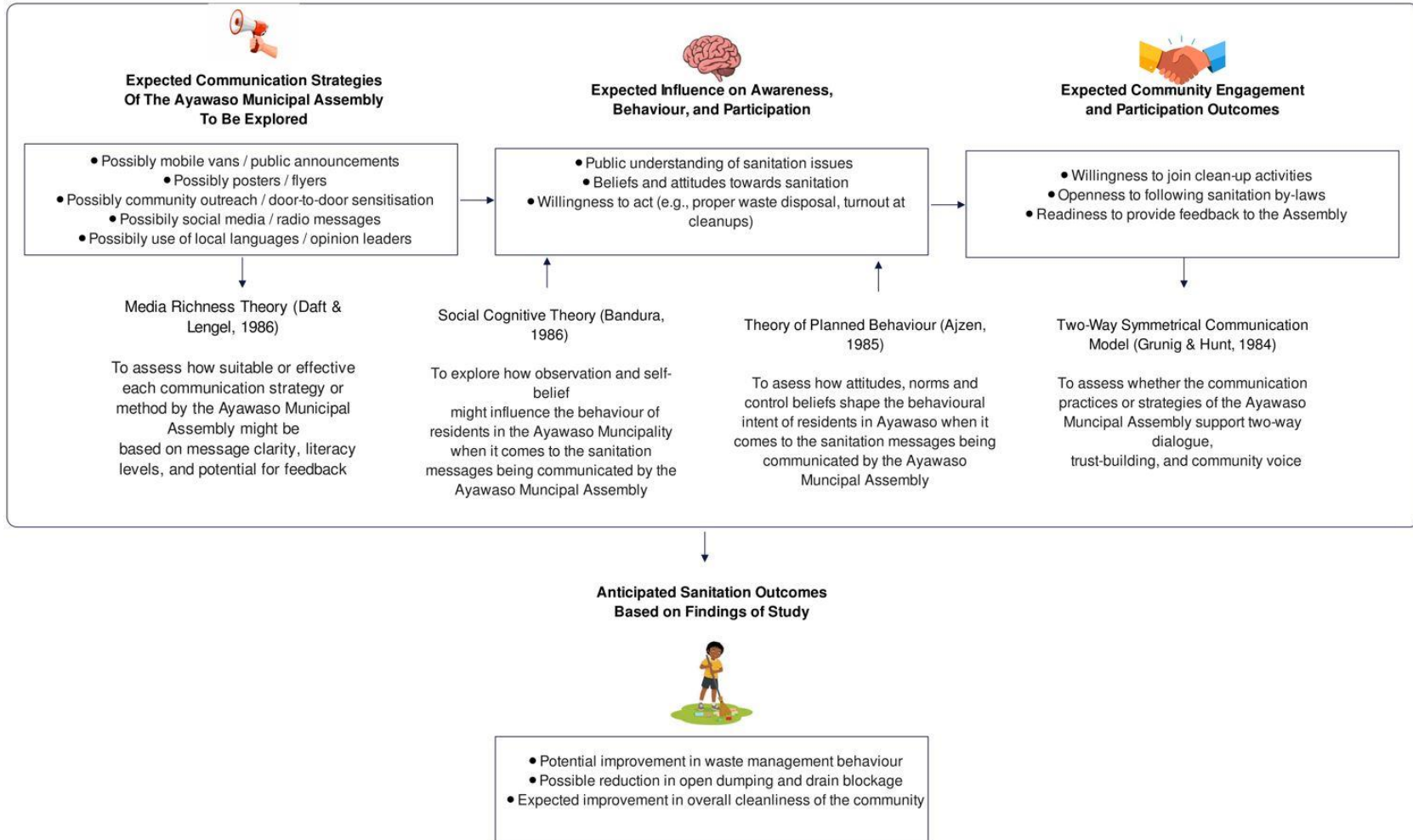


Figure 2. 1 Conceptual Framework

Source: Researcher's Own Construct

In explaining the conceptual framework depicted in Figure 2.1 above, the conceptual framework begins with the communication strategies that the *Ayawaso North Municipal Assembly* is likely to use in addressing sanitation issues within the community as may include: mobile vans, posters, door-to-door outreach, radio messages, and the use of local languages or opinion leaders. These strategies are examined under Research Objective One, which focuses on identifying the communication strategies being applied by the Assembly when it comes to messages about sanitation in the *Ayawaso North Municipality*. To assess the appropriateness of these communication strategies which may be used by the *Ayawaso North Municipal Assembly*, the Media Richness Theory (Daft & Lengel, 1986) is applied. This theory explains that some strategies or forms of communication are better suited to complex or sensitive messages. For example, interactive forms like face-to-face meetings are more effective when detailed understanding is required, while less interactive tools like posters may be more suitable for simple reminders.

Thus, the use of the theory in this study acted as a guide in evaluating whether the *Ayawaso North Municipal Assembly* was matching the right communication tools to the type of sanitation messages being shared. The next part of the framework deals with the influence of these communication strategies by the *Ayawaso North Municipal Assembly* on public awareness, behaviour, and participation, which links directly to Research Objective Two. The idea is to explore how messages being propagated through the communication strategies the *Ayawaso North Municipal Assembly* is using shape what residents know, how they feel about sanitation, and how they respond in terms of participation in community clean-ups or following sanitation guidelines. In light of this, two theories are used to support this stage. First is the Social Cognitive Theory (Bandura, 1986), which is used to explore whether residents are likely to change their behaviour by observing the actions of others in their surroundings when it comes to sanitation practices.

For instance, if people see neighbours taking part in sanitation exercises, they may be more encouraged to do the same. Second, the Theory of Planned Behaviour (Ajzen, 1985) also helps explain how a person's attitude, the pressure they feel from others, and their sense of control over their environment influence their willingness to act. The use of these theories offers useful explanations for understanding how the behaviour of residents in the *Ayawaso Municipality* may be shaped by the communication strategies of the *Ayawaso Municipal Assembly* so far as the community's sanitation outcomes are concerned. The conceptual framework also highlights the expected outcomes in terms of community engagement and participation, as this section connects with both the second and third research objectives by focusing on how residents get involved in sanitation activities, follow sanitation bylaws as well as give feedback. It shows how communication can go beyond informing people to encouraging them to take action and participate in solving sanitation challenges.

To guide this aspect of this study and in connection with Research Objective Four, the Two-Way Symmetrical Communication Model (Grunig & Hunt, 1984) is applied. This model encourages two-way communication where the public is not only a receiver of information but also contributes by asking questions, sharing concerns, and giving suggestions. The use of this model supports the idea that effective communication should include listening to the audience and adjusting strategies based on feedback. In the context of this study, the model is used to assess whether the communication strategies or approach of the *Ayawaso North Municipal Assembly* currently allows room for dialogue and participation. If gaps are found, the model will guide the recommendations by helping to propose more inclusive and interactive communication strategies such as: community forums, feedback sessions, or surveys. This connection ensures that the recommendations developed under Research Objective Four are not based on assumption, but

grounded in both theory and the findings from the earlier objectives. Last but not least, the final part of the conceptual framework presents the expected sanitation outcomes as these may include: improvements in waste disposal behaviour, a reduction in open dumping and drain blockage as well as the promotion of a cleaner living environment in *Maamobi*. These outcomes represent the broader aim of the study and demonstrate how effective strategic communication, supported by appropriate theories, can contribute to solving sanitation issues within a local setting such as *Maamobi* in Ghana.

2.6 Chapter Summary

This Chapter provided a review of the literature relevant to the study in four sections. The first section presented a conceptual review, discussing strategic communication, integrated communication strategies, behavioural change communication, stakeholder involvement, and feedback mechanisms in sanitation campaigns. Strategic communication is a purposeful form of communication aimed at achieving sanitation goals such as improving hygiene and increasing participation in clean-up exercises (Smith, 2020). Integrated communication strategies were explained as a means of delivering unified messages across different media to reach diverse audiences. Behaviour change communication was highlighted as a tool for influencing sanitation practices by addressing underlying motivations, while stakeholder involvement and feedback mechanisms were shown to enhance effectiveness by tailoring strategies to local needs. The second section reviewed related empirical studies on communication strategies used by Municipal Assemblies. These studies showed varying levels of success, with integrated and participatory approaches proving more effective, though challenges such as low literacy, limited resources, and cultural barriers reduced overall impact.

The third section identified gaps in existing literature. A contextual gap was found in the lack of studies focused on *Maamobi* and the *Ayawaso North Municipality*. A methodological gap arose from the dominance of quantitative approaches, leaving unexplored the deeper reasons behind attitudes and behaviours. A knowledge gap was identified in the limited evaluation of how communication tools shape long-term behavioural change and in the lack of improved campaign design to overcome challenges. These gaps justify a focused study on *Maamobi* using qualitative methods. The fourth section introduced the theoretical frameworks guiding this study: Media Richness Theory, Social Cognitive Theory, Theory of Planned Behaviour, and the Two-Way Symmetrical Communication Model. These theories were examined for their relevance, strengths, and limitations in addressing the research objectives. The Chapter concluded with a conceptual framework showing how the communication strategies of the *Ayawaso North Municipal Assembly* are expected to influence public awareness, behaviour, and participation, ultimately leading to improved sanitation outcomes in *Maamobi*. The framework also integrates the theoretical perspectives to guide analysis and recommendations. The next chapter discusses the methodological processes of data gathering and analysis.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This Chapter shed light on the research methodology that guided the study. It explained the approach, design, population, sample, data collection, and analysis methods that were used. The chapter also discussed the advantages and disadvantages of the chosen research method. Finally, each section in this Chapter provided a rationale and justification as to why the selected methods were appropriate for the study as well as how they aided in achieving the research objectives of this study.

3.1 General Definition/Preamble of Research Methodology

A research methodology refers to the systematic plan and set of procedures that a researcher follows when carrying out a study (Swarooprani, 2022). It explains the approach, design, and tools used in collecting and analysing data. In simple terms, research methodology is about how the research was done and why certain methods were chosen (Bahishti, 2022). Thus, the purpose of explaining the research methodology is to make the study clear, reliable, and easy for others to follow or replicate. In this study, the research methodology guided how data was obtained from the *Ayawaso North Municipal Assembly* in terms of the communication strategies the *Assembly* used in managing sanitation issues in the community of *Maamobi*.

3.2 Methods Used by Previous Researchers on The Phenomenon Under Study

Several researchers who studied sanitation and communication adopted different methodological approaches to meet the aims of their work. For instance, Lamai et al. (2024) set out to assess the communication strategies used in addressing waste issues in the *Lafia Metropolis of Nigeria*. In order to achieve this aim, they used a quantitative approach and applied a structured questionnaire to 384 respondents. The rationale for this method was that it enabled the authors to collect numerical data from a large group of people to measure trends and patterns in sanitation communication. Similarly, Oluwalanu et al. (2022) aimed to investigate how the *Ifedayo Local Government Area in Nigeria* used communication to eradicate open defecation. To achieve their aim, they employed a mixed-methods approach which combined surveys with interviews. The justification for this method was that it allowed them to measure awareness levels through the survey while also exploring the deeper views of sanitation officials through interviews.

In Ghana, Owusu (2021) sought to examine how the *La Dade-Kotopon Municipal Assembly* tackled open defecation through communication. The author adopted a qualitative approach using interviews and open-ended questionnaires with ten study participants. The rationale for this method was that it enabled the researcher to capture the detailed experiences of both officials and residents, something which numbers alone could not provide. Lastly, it must be mentioned that, other studies also applied varied methods. For example, Heynnor (2021) focused on the effectiveness of social and behavioural change communication strategies in the *Accra Metropolitan Assembly*. To achieve this aim, the author used a quantitative descriptive approach by surveying 230 households, businesses, and officials. The justification for this method was that it provided measurable insights into the level of effectiveness of the communication campaigns.

3.3 Proposed Methodology for Present Study and Its Justification

This study used a qualitative research approach in a bid to know or explore the communication strategies deployed by the *Ayawaso North Municipal Assembly* in managing sanitation issues in the community of *Maamobi*. The rationale and justification in opting for a quantitative research approach was because, a qualitative research was the most suitable for examining experiences, perceptions, and processes in detail so far as this topic was concerned. Also, unlike numerical data, qualitative data allowed the researcher to gain an in-depth understanding of how officials at the *Ayawaso North Municipal Assembly* planned and used communication strategies in managing sanitation in the community of *Maamobi*. Another rationale and justification in opting for a qualitative research approach in this study was that, it aided in addressing a methodological gap in literature.

A number of studies in literature that have touched on sanitation in Ghana, such as those by Kosoe and Ahmed (2024), Osumanu (2023), Osarfo et al. (2023), Ismaila et al. (2023), Tchouchu and Ahenkan (2023), and Bassaw (2023), relied heavily on quantitative approaches and therefore did not capture the lived experiences and perspectives of officials of any Municipal Assembly or community or even situating their analysis within a communication framework. By adopting a qualitative approach, this study filled this gap and generated insights that went beyond numerical trends and thus, contributing to a deeper understanding of how communication strategies influenced sanitation outcomes in the community of *Maamobi*. Also, another proposed methodology for this present study was that, it adopted a case study research design as it focused specifically on the *Ayawaso North Municipal Assembly* and the community of *Maamobi*.

The rationale and justification for this was because, a case study provided the opportunity to study one institution and community in detail and within its real-life context. Since the aim of this research was to understand communication strategies within a single municipal and communal setting, a case study research design was the most appropriate. It allowed the researcher to gather detailed and context-specific information about how sanitation communication was practised. This also addressed another gap in the literature whereby previous studies did not focus on municipalities such as *Ayawaso North* and the community of *Maamobi*, which faces its own unique pressures including high population density, limited land space, informal housing, and cultural as well as linguistic diversity (Brimah, 2020; Kankam & Attuh, 2024; Kambere et al., 2023). By concentrating on this specific case, the study produced new knowledge about how communication strategies could be adapted to suit complex urban environments that were often overlooked in earlier research.

3.4 Population

The population relevant to this study consisted of all people living within the *Ayawaso North Municipal Assembly*, which had an estimated population of 152,584 people as at the time of undertaking this study (Ayawaso North Municipal Assembly, 2025) Out of this total population, the community of *Maamobi* accounts for 46,253 people (Ghana Statistical Service, 2024). This makes *Maamobi* one of the largest and most populated communities within the municipality. The community is characterised by a high population density, informal housing structures, limited sanitation facilities, and a socially diverse environment where languages such as: Hausa, Ga, Akan, and English are spoken and moreover, most residents of *Maamobi* work within the informal sector, with many engaged in trading and small-scale commercial activities (Bisilki, 2024).

These characteristics made *Maamobi* an important setting for studying how sanitation communication is carried out and how people respond to it.

3.5 Data Collection Tool and Methods Used

The main data collection tool used in this study was the interview guide as the data needed in undertaking this study, was obtained over a period of four weeks. Also, the data collection method was by undertaking interviews with two (2) officials, one from the Environmental Health and Sanitation Unit (EHSU) and another from the Information Unit of the *Ayawaso North Municipal Assembly*. Then five (5) residents of *Maamobi* and three (3) Assemblymen of the community. The rationale and justification for this was because, the interviews allowed the study participants to explain their experiences and practices in their own words. Also, this method gave the researcher the opportunity to probe for further clarification where necessary and moreover, the use of an interview guide ensured that, questions stated in the interview guide were open-ended and aligned with the objectives of the study.

This made the data collected detailed, relevant, and flexible enough to capture unexpected insights. To achieve this, the data collection period spanned four weeks. In the first week, a letter of introduction was obtained from UniMAC and presented to the *Ayawaso North Municipal Assembly*, residents and the Assemblymen of *Maamobi*. This letter served as evidence that the study was genuine and helped to gain the cooperation and permission of the officials to participate. During the same week, a semi-structured interview guide was developed. As mentioned, the interview guide had open-ended questions that were directly linked to the research objectives posited in this study. The rationale and justification for using an interview guide was because it ensured that the same questions were asked across all interviews while still giving the study

participants the freedom to explain their views in detail. Next, the second week was used to conduct one-on-one interviews with the selected officials, residents and Assemblymen. As such, interviews were undertaken with the selected officials, residents and Assemblymen as an interview guide in tandem with the use of a smartphone to record the interview, served as the data collection tool or instrument. However, before each interview, permission was obtained from the study participants, either verbally or in writing, to take part in the study. With their consent, the interviews were recorded using a smartphone. The rationale and justification in going by this approach was because, it was appropriate and enabled the collection of rich and descriptive data on the actual communication strategies used by the *Assembly* in tackling sanitation and the challenges, they face in doing so.

That said, in the third week, the recorded data was transferred from a smartphone to a computer. The audio files were then transcribed into written text so that the responses could be carefully studied. After transcription, the data was analysed using thematic analysis as outlined by (Braun & Clarke, 2009). Briefly speaking, the first step of the analysis was to become familiar with the data by reading the transcripts several times and making notes. The next step was coding, which meant highlighting important words, phrases, or sentences and giving them short labels to describe their meaning. These codes were then grouped into broader categories known as themes. The themes represented the main ideas and patterns that emerged from the views given by the study participants. The themes were reviewed to make sure they accurately reflected the data and were then clearly defined and named in simple terms. Finally, in the fourth week, the findings were organised and written down. The sentiments of the study participants were presented in Chapter Four as direct quotations to ensure that their perspectives were reflected clearly and to strengthen the credibility of the findings.

3.6 Sample and Sampling Technique

The sample size for this study were ten (10) study participants in total as these comprised of; one official each from the Environmental Health and Sanitation Unit (EHSU) and Information Unit of the *Ayawaso North Municipal Assembly*. Five (5) residents of *Maamobi* and three (3) Assemblymen of the community. The rationale and justification in choosing this sample size was that, the officials were included because they were directly responsible for planning, coordinating, and implementing the sanitation communication strategies deployed by the *Ayawaso North Municipal Assembly*. Their inclusion ensured that the study captured expert knowledge about how decisions were made, how messages were created, and what challenges were faced during implementation. The residents of *Maamobi* were included because they were the direct recipients of the sanitation communication messages and were the group whose behaviours and responses the study aimed to understand.

Their experiences provided insight into how the communication strategies influenced daily sanitation practices and the challenges they faced in applying the messages. The Assemblymen were included because they served as key community leaders who acted as intermediaries between the *Ayawaso North Municipal Assembly* and the residents of *Maamobi*. Their views were important in understanding how sanitation communication was delivered at the community level, how information was shared, and how residents responded to the sanitation communication messages of the *Ayawaso North Municipal Assembly*. Also, the decision to select these ten study participants was based on the nature of the research and the aims of the study. The qualitative approach adopted required detailed and in-depth responses rather than large numbers. A small and focused group of ten study participants made it possible to conduct careful and meaningful interviews within the available time and resources. A much larger number would have been difficult to manage and could

have limited the depth of the interviews. On the other hand, a smaller number would not have provided enough variety in views. As such, the ten study participants therefore offered a balanced mix of perspectives from officials, community leaders, and residents of *Maamobi*. This allowed the study to gather rich information that was directly relevant to the research questions and the context of sanitation communication within the *Ayawaso North Municipal Assembly*. In terms of how these study participants were sampled or selected, they were sampled purposively and thus, a purposive sampling technique was adopted. The rationale and justification in opting for purposive sampling was because not all officials, residents, or community leaders had the required expertise or experience for the study. Officials from the Environmental Health and Sanitation Unit (EHSU) and Information Unit of the *Ayawaso North Municipal Assembly* were selected because they were directly involved in sanitation communication. Residents were included because they were the direct audience of the *Assembly's* communication strategies and could provide feedback on their effectiveness. The Assemblymen of *Maamobi* were chosen because of their leadership role in linking the *Assembly* and the community. This ensured that the information collected came from people with the necessary knowledge and practical experience relevant to the study.

3.7 Advantage of The Research Method Employed

The qualitative case study method used in this study had the advantage of producing detailed and in-depth insights. It enabled the researcher to understand not only what communication strategies were used but also how and why they were used as this information could not have been explained well using numerical data alone. Another advantage was that the method allowed participants to speak in their own words, which made the findings more authentic and grounded in real practice. Furthermore, for the residents of *Maamobi* and the Assemblymen, participating in this study

provided them a valuable opportunity to have their voices heard and directly captured in this study as they could share their challenges and opinions about how the issue of sanitation was communicated in the community by the *Ayawaso North Municipal Assembly*. Lastly, for the officials from the *Ayawaso North Municipal Assembly*, the interview process acted as a form of reflection as it allowed them to stop and think carefully about their own communication strategies, their successes, and the difficulties they face, which can be useful for their future work.

3.8 Disadvantages of The Research Method Employed

The main disadvantage of the research method adopted in this study was that, the findings could not be generalised to all other Municipal Assemblies in Ghana since this study focused only on the *Ayawaso North Municipal Assembly*. Another limitation or disadvantage was that, the qualitative research approach adopted in this study depended heavily on the willingness and openness of the study participants and so, if some study participants or officials withheld information or gave limited responses, it could have affected the richness of the findings. Moreover, one limitation too was that, undertaking the interviews with the study participants was time consuming as it meant time had to be sacrificed which sometimes took a toll on the study participants. Finally, the process of conducting interviews and transcribing them was time-consuming as it required careful attention to detail.

3.9 Chapter Summary

This Chapter described the research methodology used in the study. It began with an overview that introduced what the chapter was about and then explained the meaning of research methodology. Following this, the Chapter reviewed the methods used by previous researchers and showed how they related to the current study. After this, the proposed methodologies for the study were discussed, including the research approach and research design, with a clear justification for each choice. The Chapter then presented the population, the data collection tools and methods used, and explained the sample size and sampling technique. This was followed by a discussion of the advantages and disadvantages of the research method. In all, this chapter showed the step-by-step process that was followed in carrying out the study and justified why each method was appropriate. The next Chapter, presents the findings that emerged from the data collected through these methods.

CHAPTER FOUR

PRESENTATION OF FINDINGS, ANALYSIS AND DISCUSSION

4.0 Introduction

This Chapter presents the findings of the study, which aimed to examine the communication strategies deployed by the *Ayawaso North Municipal Assembly* to manage sanitation issues in the community of *Maamobi*. That said, the Chapter is based on data collected through interviews with ten (10) study participants. These study participants included: two officials from the *Ayawaso North Municipal Assembly*, five residents of *Maamobi*, and three Assemblymen from the community. The purpose of this Chapter is to share what was learned from these interviews. The findings are organised around the four research objectives that guided the study. First, the Chapter sheds light on some demographic information about the study participants before proceeding to identify the communication strategies deployed by the *Ayawaso North Municipal Assembly* in managing sanitation issues in *Maamobi*. Next, it evaluates the effectiveness of these communication strategies in influencing public awareness, behaviour, and participation in sanitation-related activities as well as examines the knowledge, attitudes, and practices of the residents of *Maamobi* regarding sanitation, and how these are shaped by the communication efforts of the *Ayawaso North Municipal Assembly*. Also, the Chapter recommends ways to improve the communication efforts of the *Ayawaso North Municipal Assembly* to enhance community engagement and sanitation outcomes in *Maamobi*. Finally, the presentation of findings uses direct quotes from the study participants to ensure their voices and experiences are accurately represented as this approach provided a clear and straightforward account of how communication about sanitation is currently managed and experienced in *Maamobi*.

4.1 Demographic Profile of Study Participants

4.1.1 Demographic Profile of Officials from the Environmental Health and Sanitation Unit (EHSU) as well as Information Unit of The *Ayawaso North Municipal Assembly*

Table 4. 1 Demographic Information of Officials of the *Ayawaso North Municipal Assembly*

Official	Age Group	Gender	Occupation	Highest Education	Resides in <i>Maamobi</i>
Environmental Health and Sanitation Unit Official	45–54 years	Male	Public Sector Worker	Master's Degree	No
Information Unit Official	25–34 years	Male	Public Sector Worker	Bachelor's Degree	No

Source: Researcher's Field Data, 2025

In looking at Table 4.1, The two officials interviewed were both male public sector workers obviously working at the *Ayawaso North Municipal Assembly*. The official from the Environmental Health and Sanitation Unit was between 45 and 54 years old and held a Master's degree. The official from the Information Unit was younger, between 25 and 34 years old, and held a Bachelor's degree. It is important to say that, neither of the officials lived in *Maamobi* and so, their sentiments were based on their professional roles that they execute within the *Ayawaso North Municipal Assembly* and more so, in terms of how the issue of sanitation is managed and communicated in the community of *Maamobi*.

Table 4. 2 Demographic Information of Residents of *Maamobi*

Resident	Age Group	Gender	Occupation	Highest Education	Years Resident Has Lived in <i>Maamobi</i>
Resident 1	55 years and above	Male	Landlord	Tertiary Education	More than 10 years
Resident 2	25–34 years	Male	Private sector worker	Senior High School Education	More than 10 years
Resident 3	18–24 years	Female	Private sector worker	Diploma/HND	More than 10 years
Resident 4	45–54 years	Male	Self-employed	Senior High School Education	More than 10 years
Resident 5	25–34 years	Male	Recycling and upcycling also Trader	Basic Education	More than 10 years

Source: Researcher’s Field Data, 2025

In Table 4.2, the five residents interviewed were from different age groups, occupations, and educational backgrounds. Also, all five had lived in *Maamobi* for more than ten years. The residents included four males and a female. They worked in various sectors, such as: the private sector, or being self-employed or even into recycling. Nonetheless, their levels of education ranged from basic education to Diploma/HND. Thus, these details show that the residents who took part in the study had a long-term experience of living in *Maamobi* and were familiar with the sanitation conditions and communication practices within the community.

Table 4. 3 Demographic Information of Assemblymen in *Maamobi*

Assemblymen	Age Group	Gender	Occupation	Highest Education	Number of Years Lived in <i>Maamobi</i>
First Assemblyman	45–54 years	Male	Assembly Man	Middle School	More than 10 years
Second Assemblyman	35–44 years	Male	Assembly Man	Master’s Degree	More than 10 years
Third Assemblyman	35–44 years	Male	Assembly Man	Master’s Degree	More than 10 years

Source: Researcher’s Field Data, 2025

In Table 4.3, the three Assemblymen interviewed were both male and had lived in *Maamobi* for more than ten years. The first Assemblyman was between 45 and 54 years old and had completed middle school. The second Assemblyman was younger, between 35 and 44 years old, and held a Master’s Degree and same as the third also. All three served in their roles as Assemblymen and had a long-term experience living in the community. Thus, they living in *Maamobi* meant they were familiar with the sanitation challenges in the area and the communication efforts made by the *Ayawaso North Municipal Assembly*.

4.2 Themes

After a thorough analysis of the data collected from all study participants, eight key themes were identified. These themes directly relate to the four research questions that guided this study as they reflect the communication methods used by the *Ayawaso North Municipal Assembly*, how effective these methods were perceived to be, the community's understanding and practices regarding sanitation and finally, the recommendations offered for improvement. As such, the themes that emerged from the analysis were;

Themes Identified for Research Question 1

1. Predominance of One-Way Mass Communication Channels
2. Reliance on Intermediaries and Local Languages for Message Delivery

Themes Identified for Research Question 2

1. Limited Effectiveness in Driving Behavioural Change and Participation
2. Critical Barriers Undermining Communication Impact

Themes Identified for Research Question 3

1. Superficial Knowledge and a Gap Between Attitude and Practice
2. The Perception of Sanitation as an External Imposition Rather Than a Shared Responsibility

Themes Identified for Research Question 4

1. A Strong Call for Collaborative and Participatory Communication Approaches
2. The Need for Communication Supported by Logistical and Systemic Improvements

4.3 What communication strategies are currently being deployed by the *Ayawaso North Municipal Assembly* to manage sanitation in *Maamobi*?

4.3.1 Predominance of One-Way Mass Communication Channels

Based on the interviews with all study participants, the *Ayawaso North Municipal Assembly* mainly deploys a one-way communication channel to share sanitation related messages to the community of *Maamobi*. This one-way communication strategy deployed relates to the Assembly using an information van that drives through the community to make announcements. Unfortunately, this

approach leaves little room for feedback. Also, apart from the van, other communication strategies deployed by the *Ayawaso North Municipal Assembly* include announcements through speakers at Mosques, and sometimes through social media or using posters. Yet still, there is a significant gap regarding how the residents of *Maamobi* feel about this. They expressed that there are no consistent, face-to-face meetings where they can speak with officials about the issue of sanitation in the community. Resident 1 explained the situation in detail:

I hardly receive any information about sanitation from the *Ayawaso North Municipal Assembly*. When I do, it is usually through the information van using a megaphone as it drives through the community.

Some officials from the *Ayawaso North Municipal Assembly* also confirmed these methods. The Environmental Health and Sanitation Unit Official described their routine:

We carry out inspections in homes and use those visits to educate people about sanitation. We also hold community meetings and sometimes work with Imams and Pastors to share sanitation messages. In addition, we create posters for social media platforms to raise awareness or use the mobile vans.

Also, one Assemblyman corroborated these sentiments. The First Assemblyman said:

The Ayawaso North Municipal Assembly uses the information van to educate residents about sanitation issues or uses the speakers on Mosques. Sometimes when these announcements are made, officials from the *Ayawaso North Municipal Assembly* show up to encourage residents sometimes too, they do not come.

4.3.2 Reliance on Intermediaries and Local Languages for Message Delivery

The interviews revealed that the *Ayawaso North Municipal Assembly* uses specific people to deliver sanitation messages to the community of *Maamobi*. These intermediaries include: Environmental Health and Sanitation Officers, Assembly Members, Unit Committee Members as well as Religious leaders (Pastors and Imams). To ensure that residents of *Maamobi* understand the messages, the *Ayawaso North Municipal Assembly* translates information from English into local languages. Hausa is the most common language used, followed by Akan and Ga.

This is done because many people in *Maamobi* do not read or speak English fluently. Resident 1 confirmed this approach, stating,

"The messages are usually shared in Hausa. Hausa is the main language here, so it is easy to understand."

The Environmental Health and Sanitation Unit Official said:

The main people who deliver the messages are me or my other colleagues. Or sometimes the Assembly Members, Unit Committee Members or even Pastors, Imams, Youth Groups and Women Groups disseminate our communication related sanitation messages to residents. However, when it is time for inspections, we use English, Hausa or Akan. For community outreach, we use English, Akan and Hausa, and sometimes Ga if needed.

The Information Unit Official also provided further details on other stakeholders they work with:

The messages are delivered by officials such as myself here at the Information Unit, or through the National Commission for Civic Education (NCCE) or the Environmental Health and Sanitation Unit of the *Ayawaso North Municipal Assembly*. We mostly communicate using Hausa, Akan and Ga, and sometimes Ewe.

Based on the interviews conducted, the findings show that, the *Ayawaso North Municipal Assembly* primarily deploys one-way communication strategies to share sanitation messages with the community of *Maamobi*. These strategies mainly involve the deployment of an information van for announcements and the use of speakers at mosques. This observation aligns with the experience of Resident 1, who stated that they usually only receive information via the van driving through the community. Furthermore, the First Assemblyman corroborated this, confirming that the *Ayawaso North Municipal Assembly* deploys the information van and mosque speakers to educate the residents of *Maamobi*. However, this approach limits feedback, as residents expressed a lack of consistent face-to-face interactions with officials.

In addition to mass media, the *Ayawaso North Municipal Assembly* deploys intermediaries, such as Environmental Health Officers and religious leaders, to deliver these messages. To ensure the information is accessible, the messages are translated from English into local languages, primarily Hausa, Akan, and Ga. The Environmental Health and Sanitation Unit Official supported this finding, explaining that they deploy officers and community leaders to disseminate messages in these local languages during outreach. This was further confirmed by Resident 1, who noted that the messages are usually shared in Hausa, making them easy for the community of *Maamobi* to understand.

4.4 How effective are the communication strategies of the *Ayawaso North Municipal Assembly* in raising public awareness, shaping behaviour, and encouraging participation in sanitation-related activities in *Maamobi*?

4.4.1 Limited Effectiveness in Driving Behavioural Change and Participation

While the communication strategies of the *Ayawaso North Municipal Assembly* have succeeded in creating a basic level of awareness about sanitation in *Maamobi*, they have been largely ineffective in translating this awareness into consistent behavioural change and widespread public participation. In analysing the audio recordings and its transcription, some residents were of the view that, clean-up exercises often see low turnout as well as the issue of improper waste disposal remaining common. Moreover, officials of the *Ayawaso North Municipal Assembly* acknowledge that while awareness of sanitation is high among residents in *Maamobi*, the consistent practice of keeping good sanitation practices is moderate and not wide-spread. As such, the communication strategies used by the *Ayawaso North Municipal Assembly* are perceived as insufficient when it

comes to fostering a sense of personal responsibility or civic duty among residents. That said, some sentiments from the study participants that reinforce this theme are presented below;

Resident 1 explained that knowledge does not equal action:

People know the messages about sanitation from the *Ayawaso North Municipal Assembly*, but it has not really changed how they manage waste. Most people still dump waste around their houses. So, the messages have influenced us very little.

One Assemblyman also expressed frustration with the low response from the community of *Maamobi*. The First Assemblyman said:

Even when the van from the *Ayawaso North Municipal Assembly* announces clean-up exercises, people lock their shops instead of participating. The messages are going out, but turnout is always low.

The Third Assemblyman provided a detailed explanation of the attitude problem:

Even when the *Ayawaso North Municipal Assembly* makes announcements using their vans or through the public address system of some Mosques, people still act unconcerned. The response is not too good. About 70 percent of our sanitation problem is caused by attitude, because people know the right thing but will not discipline themselves. Some residents even see wrong behaviour but will not correct others. The messages from the *Ayawaso North Municipal Assembly* reaches us, people hardly are moved by it.

4.4.2 Critical Barriers Undermining Communication Impact

In addition to the previous theme, an analysis of the sentiments from the study participants revealed several key barriers reduce the effectiveness of the sanitation communication messages that the *Ayawaso North Municipal Assembly* propagates in *Maamobi*. A major issue or barrier is the lack of enabling resources and infrastructure as the residents of *Maamobi* in addition to the Assembly men, frequently citing the absence of waste containers, unreliable waste collection services, and the high cost of private waste collectors as reasons they cannot comply with the sanitation messages from the *Ayawaso North Municipal Assembly*. Furthermore, the top-down, or "dictatorial" tone of communication, which focuses on threats and punishment rather than persuasion and engagement, creates resentment and resistance among the residents.

Lastly, the reliance of the *Ayawaso North Municipal Assembly* on making announcements through vans as well as social media excludes residents in *Maamobi* who are absent when these announcements are made or who lack access to digital platforms, thereby limiting the reach of the sanitation communication or messages. The following sentiments from these study participants below, highlight this theme.

Resident 1 expressed frustration with the lack of support:

Sometimes we think or feel the sanitation messages from the *Ayawaso North Municipal Assembly* is somewhat dictatorial or strict. On top of that, they do not help by way of providing things like dustbins or waste vehicles or even telling private waste collectors to come in and even if they do come in, their services are expensive.

Some Assemblymen also confirmed that, without tools, just communicating is not enough. The First Assemblyman stated:

The *Ayawaso North Municipal Assembly* keeps telling residents to keep their surroundings clean, but we do not even have enough communal waste-bins. When the only trash container in a section of the community overflows no one comes to empty it. Until the basic tools are in place, no amount of talk will make the sanitation campaign stick.

The Second Assemblyman added:

The cost of paying the private collectors makes people reluctant, because it comes with a cost and sometimes when there is National Sanitation Day, we are only provided 10 rakes and 5 shovels for residents in the whole community. Just imagine.

The findings suggest that while the communication strategies deployed by the *Ayawaso North Municipal Assembly* have created a basic level of awareness, they have been largely ineffective in changing the behaviour of the residents of *Maamobi*. Although the people hear the messages, this does not result in good sanitation practices or participation in clean-up activities. This observation aligns with the views of Resident 1, who explained that even though people know the messages, they continue to dump waste around their houses. Furthermore, the First Assemblyman noted that when the *Ayawaso North Municipal Assembly* announces clean-up exercises, residents of

Maamobi often lock their shops to avoid participating. The Third Assemblyman also supported this, stating that the response is poor because the issue is largely regarding attitude, and the residents remain unconcerned despite the announcements. In addition to behavioural challenges, significant barriers hinder the success of the communication strategies deployed. A major issue is the lack of necessary resources, such as waste bins and reliable collection services, as well as the high cost of private waste collectors. Resident 1 described the tone of the *Ayawaso North Municipal Assembly* as dictatorial and expressed frustration that they do not provide dustbins or affordable services. This sentiment was corroborated by the First Assemblyman, who stated that simply telling residents of *Maamobi* to be clean is not enough when communal bins are overflowing and not emptied. The Second Assemblyman also highlighted that the cost of private collectors discourages people, adding that during national exercises, the community receives very few tools, such as rakes and shovels, to do the work.

4.5 What are the knowledge levels, attitudes, and sanitation practices of the residents in *Maamobi* and how are these influenced by the communication efforts of the *Ayawaso North Municipal Assembly*?

4.5.1 Superficial Knowledge and a Gap Between Attitude and Practice

In response to this research question, an analysis of the sentiments from the study participants shows that, residents in *Maamobi* have only a basic understanding of sanitation. They know that waste should not be dumped indiscriminately, but they lack knowledge of modern sanitation practices such as: waste segregation, recycling, and repurposing. Although many residents express positive attitudes towards keeping their environment clean, these attitudes do not often translate into actual behaviour.

Thus, their limited actions are mainly due to the absence of proper systems, resources, and support within the community. As a result, the communication efforts of the *Ayawaso North Municipal Assembly* have not been sufficient to close the gap between what residents know about sanitation and how they practise it in their daily lives. The residents explained their struggle to match knowledge with action.

Resident 1 stated:

From what I know, I understand that we should not dump waste anywhere. But when it comes to things like separating waste or recycling, I do not really know much about those practices. I try to keep my environment clean, but sometimes when there are no bins around, it becomes difficult, and you just dump the waste where you can. Even though I know better, sometimes my actions do not match what I know and you cannot blame me.

One Official from the *Ayawaso North Municipal Assembly* also had their sentiments aligning with the residents of *Maamobi*. The Environmental Health and Sanitation Unit Official said:

From my professional observation, during inspections and community education, residents have a fair idea about basic sanitation that is, sweeping, disposing of waste properly, and keeping their surroundings clean. However, when it comes to improved sanitation practices such as waste segregation or proper drainage maintenance, their knowledge is quite limited. Many residents also show good attitudes when we speak to them, but this positive attitude does not translate into their day-to-day sanitation practices.

One Assemblyman also highlighted the difference between what people say and what they do. The First Assemblyman remarked:

From my own understanding, I think residents have limited knowledge about proper sanitation. They only know the basic things like sweeping in front of their houses. When I move around the community, I see that people say they want the place clean, but they still dump waste into drains or on the ground. Their attitude is positive, but their practice is poor because they believe sanitation is the responsibility of the *Ayawaso North Municipal Assembly* and not theirs.

4.5.2 The Perception of Sanitation as an External Imposition Rather Than a Shared Responsibility

In further analysing the sentiments of the study participants, the communication efforts of the *Ayawaso North Municipal Assembly* have contributed to a perception among many residents that sanitation is primarily the responsibility of the Assembly rather than a shared civic duty. Clean-up

exercises and sanitation messages are often seen as externally imposed directives, or even as a form of “dictatorship.” This perception discourages residents from taking proactive personal or collective action, leading them to wait for the *Ayawaso North Municipal Assembly* to initiate and manage sanitation activities, with little sense of individual or community ownership over maintaining a clean environment. Thus, the perspectives of the study participants, captured in the following quotes below, serve to underscore this theme.

Resident 1 described the tone of the messages:

The challenge is that people see the sanitation messages from the *Ayawaso North Municipal Assembly* as somewhat dictatorial or strict and do not engage the community in friendly or participatory ways.

Two Assemblymen confirmed that this dependency is a widespread issue. The First Assemblyman said:

I have observed that many residents wait for the *Ayawaso North Municipal Assembly* to lead sanitation activities. They rarely take initiative themselves because they see it as the responsibility of the *Ayawaso North Municipal Assembly* and not a shared duty.

The Second Assemblyman commented on the low turnout:

Participation in clean-up exercises is low. People perceive sanitation as the responsibility of the *Ayawaso North Municipal Assembly* rather than a civic duty. This approach has not significantly changed their attitudes or behaviour towards sanitation."

Based on the analysis of the sentiments expressed, the residents of *Maamobi* possess only a superficial level of knowledge regarding sanitation. While they understand basic concepts such as the need to avoid indiscriminate dumping, they lack understanding of modern practices like waste segregation and recycling. Also, although the residents of *Maamobi* express a positive attitude towards cleanliness, this does not translate into actual behaviour due to a lack of resources. This observation aligns with the explanation given by Resident 1, who stated that although they know

they should not dump waste anywhere, the absence of bins makes it difficult to practice what they know. The Environmental Health and Sanitation Unit Official supported this, noting that while residents have a fair idea about basic sweeping, their knowledge of segregation is limited and their positive attitude does not reflect in their daily actions. Furthermore, the First Assemblyman corroborated this by stating that despite claiming to want a clean environment, residents still dump waste into drains. In addition to the gap between knowledge and practice, the communication strategies deployed by the *Ayawaso North Municipal Assembly* have led to a perception that sanitation is an external imposition rather than a shared responsibility. The residents of *Maamobi* often view the messages as dictatorial, which discourages them from taking personal initiative. Resident 1 confirmed this by describing the messages from the *Ayawaso North Municipal Assembly* as strict and lacking in friendly engagement. The First Assemblyman also backed this up, stating that residents wait for the *Ayawaso North Municipal Assembly* to lead activities because they view it as the Assembly's duty, not theirs. Similarly, the Second Assemblyman remarked that participation in clean-up exercises remains low because the residents of *Maamobi* perceive sanitation as the responsibility of the *Ayawaso North Municipal Assembly*, indicating that the strategies deployed have not successfully changed their behaviour.

4.6 What improvements can be made to the communication strategies of the *Ayawaso North Municipal Assembly* to enhance community engagement and sanitation outcomes in *Maamobi*?

4.6.1 A Strong Call for Collaborative and Participatory Communication Approaches

In analysing the sentiments of the study participants, it was evident that, there is a strong recommendation for the *Ayawaso North Municipal Assembly* to adopt more collaborative and participatory communication approaches. Residents and officials highlighted the need for two-way communication that allows community members to ask questions, share their views, and contribute to decision-making. As such, suggestions included holding regular community meetings, engaging smaller local groups, and involving key influencers such as respected residents, religious leaders, and youth groups in planning and delivering sanitation messages. That said, the perspectives of the study participants, captured in the following quotes below, highlight this theme.

Resident 1 emphasised the need for direct involvement:

To make the sanitation messages more effective, the *Ayawaso North Municipal Assembly* should involve the community directly. There should be two-way communication where residents can ask questions, share ideas, and receive feedback.

One official agreed with this shift in strategy. The Environmental Health and Sanitation Unit

Official said:

We need to move beyond announcements and use interactive approaches. By involving residents directly in meetings or small group discussions, we can get feedback, understand challenges, and make the sanitation messages more effective.

Lastly, an Assemblyman also supported participatory methods. The First Assemblyman noted, "I have observed that residents respond better when they are consulted and included in planning. Participatory approaches make them feel responsible and encourage ownership of sanitation activities."

4.6.2 The Need for Communication Supported by Logistical and Systemic Improvements

In analysing the sentiments of the study participants, it became clear that effective communication about sanitation cannot succeed on its own. Messages from the *Ayawaso North Municipal Assembly* to the community of *Maamobi* need to be reinforced with practical support and proper systems. Residents and officials emphasised that without accessible waste bins, reliable and affordable waste collection services, adequate tools for clean-up exercises, and enforcement or incentive mechanisms, the community is unable to act on the messages they receive. Therefore, for sanitation communication to result in meaningful behavioural change, it must be accompanied by concrete logistical and systemic improvements. The perspectives of the study participants, captured in the following quotes below, illustrate this theme.

Resident 1 pointed out that awareness must be combined with tools:

Messages alone are not enough. There should be awareness campaigns by the *Ayawaso North Municipal Assembly* and moreover, this should be combined with practical support like dustbins and private collectors. When residents have the right tools and resources, they can respond better to sanitation messages.

One official acknowledged these systemic failures. The Information Unit Official admitted that communication has limits:

Communication is not enough on its own. Residents in *Maamobi* need support through tools, collection services, and enforcement. Without these, even if they understand the messages, they cannot act on them effectively.

The Third Assemblyman offered a comprehensive solution including subsidies:

It is important the *Ayawaso North Municipal Assembly* makes their sanitation messages participatory in nature so residents of *Maamobi* can feel part. Also, beyond communications, the *Ayawaso North Municipal Assembly* must be adding certain alternative measures. For instance, if there are no containers or bins it makes the situation difficult. Moreover, if they subsidise private waste collection fine because it is too expensive or they can also start it themselves if they have the means where their waste vehicles for instance will go round twice a week to collect people's waste."

From the findings presented for each theme, the narrative suggests that, improving sanitation in *Maamobi* requires both better communication and practical support. The *Ayawaso North Municipal Assembly* should adopt participatory approaches that involve residents directly in planning, sharing, and implementing sanitation messages. Residents are more likely to respond positively when they are consulted, allowed to give feedback, and included in decision-making. At the same time, communication alone is not enough. Residents need practical tools such as waste bins, regular collection services, and systems for waste segregation to act on the messages effectively. Thus, combining collaborative communication with tangible support and proper systems will help ensure that sanitation efforts are successful and sustainable in the community of *Maamobi*.

4.7 Discussion of Findings

This section discusses the main findings of the study. Having said this, regarding the communication strategies deployed, the findings revealed that, the *Ayawaso North Municipal Assembly* mainly relies on one-way channels, such as information vans and announcements at mosques. This observation aligns with Owusu (2021), who noted a similar reliance on vans in other assemblies, and Lamai et al. (2024), who described sanitation communication in Nigeria as vertical rather than participatory. The Media Richness Theory helps explain why this approach is not working well. According to Sheer (2020), changing complex behaviours requires "rich" communication that allows for interaction and feedback. However, the strategies deployed by the *Ayawaso North Municipal Assembly* are "lean" methods because they only broadcast information without listening to the residents of *Maamobi*. Consequently, these methods fail to deepen

understanding or change behaviour effectively. Moreover, regarding effectiveness of the sanitation messages communicated, the study found that while the residents of *Maamobi* are aware of sanitation issues, this awareness does not lead to consistent good practices. This reflects the findings of Lucas et al. (2025), who noted that communication strategies fail when there is no monitoring or feedback. Additionally, Heynnor (2021) found that a lack of logistics, such as waste bins, weakens communication efforts. To understand this, the Social Cognitive Theory suggests that people learn by observing others (Bashirian et al., 2021). If residents of *Maamobi* see neighbours dumping waste because there are no bins, they are likely to copy that behaviour. Furthermore, the Theory of Planned Behaviour posits that people need to feel they have control over their actions to change (Sin & Rochelle, 2022). If the community of *Maamobi* lacks affordable waste services, they feel unable to follow the rules, causing the messages from the *Ayawaso North Municipal Assembly* to fail.

The study also revealed a gap between knowledge and practice, as the residents of *Maamobi* view sanitation as the sole responsibility of the *Ayawaso North Municipal Assembly*. This is consistent with Antwi-Agyei et al. (2020), who found that awareness does not always lead to action when facilities are poor. The Theory of Planned Behaviour explains that behaviour is influenced by social norms (Sin & Rochelle, 2022). Currently, the "dictatorial" and top-down communication style of the *Ayawaso North Municipal Assembly* creates a norm where residents feel passive rather than responsible. So, by treating the community or residents of *Maamobi* as mere receivers of instructions, the *Ayawaso North Municipal Assembly* inadvertently discourages them from taking ownership of their environment.

Finally, the findings showed that, the residents of *Maamobi* strongly recommend collaborative communication and better logistical support. This aligns with Czerniewska et al. (2023), who found that participatory campaigns are successful, and Osei-Kufuor et al. (2024), who recommended town hall meetings. The Two-Way Symmetrical Communication Model supports this recommendation, arguing that communication should be a dialogue (Perez et al., 2025). Thus, by adopting this model, the *Ayawaso North Municipal Assembly* would listen to the community of *Maamobi* and use their feedback to improve strategies. This approach would build trust and encourage the residents of *Maamobi* to cooperate with sanitation initiatives.

4.8 Chapter Summary

This chapter begins by explaining that the findings are based on interviews with officials of the *Ayawaso North Municipal Assembly*, residents of *Maamobi*, and Assemblymen. After introducing the purpose of the chapter, it first describes the demographic backgrounds of the study participants who took part in the study. Following the demographic information, the chapter moves on to present the findings according to the four research questions that were posited. It starts by explaining the communication strategies currently used by the *Ayawaso North Municipal Assembly* to manage sanitation in *Maamobi*. The findings show that, the *Ayawaso North Municipal Assembly* mainly uses one-way communication methods, especially the information van and public address systems of Mosques as well as depending heavily on intermediaries who deliver messages in local languages albeit these methods being limited because they do not allow interaction or feedback from the residents of *Maamobi*. After discussing the communication strategies, the chapter then explains how effective these strategies have been.

Here, the findings revealed that, although residents of *Maamobi* are aware of basic sanitation messages, this awareness has not led to strong changes in their behaviour or high participation in clean-up activities. This is also partly fuelled by the lack of waste bins, irregular waste collection, the cost of private collectors, and a communication style by the *Ayawaso North Municipal Assembly* that feels strict and top-down. After this, the chapter then shifts to examine the knowledge, attitudes, and sanitation practices of the residents of *Maamobi*. The findings revealed that, the residents understood basic sanitation ideas or its concept, but their actions did not always reflect this knowledge. Also, many residents of *Maamobi* viewed sanitation as the responsibility of the *Ayawaso North Municipal Assembly* rather than a shared responsibility. As such, this perception limited their willingness to take initiative or participate regularly in sanitation activities. Finally, the chapter discusses improvements that can be made to the communication strategies of the *Ayawaso North Municipal Assembly* with one recommendation being that, sanitation communication or sanitation related messages by the *Ayawaso North Municipal Assembly* should be more participatory as well as involve community members in its discussions and decisions as well as providing logistics such as: waste bins, organising regular waste collection and a fair enforcement of sanitation laws in the community. Together, these insights set the stage for a broader reflection and conclusion on what the findings of this study means for improving the management of sanitation in *Maamobi*, which is further explored in the final chapter.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter brings the study to a close by summarising the main findings regarding the communication strategies deployed by the *Ayawaso North Municipal Assembly* to manage sanitation in *Maamobi*. The study with regards to its objectives set out to identify these communication strategies, evaluate how well they work, understand how they affect the knowledge and practices of residents as well as suggesting ways for improvement. This chapter provides a clear summary of what was uncovered in relation to these objectives. It also presents the main conclusions drawn from the study, discusses their importance as well as offers practical recommendations for the *Ayawaso North Municipal Assembly* and other stakeholders. Finally, the chapter acknowledges the limitations faced during the research as well as suggesting areas that future studies could touch on in a bid to further build on the findings garnered in this study.

5.1 Summary of Findings

5.1.1 The Communication Strategies Deployed by The *Ayawaso North Municipal Assembly* In Managing Sanitation Issues In *Maamobi*

When it came to the communication strategies deployed by the *Ayawaso North Municipal Assembly* in managing sanitation issues in *Maamobi*, it was revealed that, the *Ayawaso North Municipal Assembly* deploys a limited number of communication strategies when it came to managing sanitation in *Maamobi*. The main communication strategy they deploying is using an information van that drives through the community and makes announcements with a loudspeaker.

Another communication strategy is using the public address systems of Mosques to broadcast messages. The *Ayawaso North Municipal Assembly* also sometimes uses social media posts and posters. To help deliver these messages, the *Ayawaso North Municipal Assembly* relies on intermediaries like Assembly members, unit committee members, and sometimes religious leaders. A key feature of these communication strategies is that, the messages are translated into local languages, with Hausa being the most commonly used, followed by Akan and Ga, to ensure residents understand. Lastly, a significant finding was that, all these communication strategies were one-way, meaning the *Ayawaso North Municipal Assembly* sends messages out but does not have a system for receiving feedback or questions from the residents.

5.1.2 The Effectiveness of These Communication Strategies in Influencing Public Awareness, Behaviour, And Participation in Sanitation-Related Activities

In terms of the effectiveness of these communication strategies the *Ayawaso North Municipal Assembly* deploys in influencing public awareness, behaviour, and participation in sanitation-related activities, it was revealed that, the communication strategies of the *Ayawaso North Municipal Assembly* in managing sanitation in *Maamobi* were only partly effective. They were successful in creating a basic level of public awareness about sanitation as most residents of *Maamobi* knew they should not dump waste improperly because they had heard the messages from the vans or mosques. However, this awareness did not lead to a significant change in their behaviour or encourage their widespread participation in sanitation related activities as practices such as: dumping waste indiscriminately as well as there being a low turnout for community clean-up exercises remained common. The communication strategies by the *Ayawaso North Municipal Assembly* failed to change the behaviour of residents in *Maamobi* because they were undermined

by several critical barriers. These barriers included a lack of resources like waste bins and reliable collection services, the high cost of private waste disposal, and a communication style that was seen as strict and top-down. Lastly, the one-way nature of the communication from the *Ayawaso North Municipal Assembly* also meant there were no channels for feedback or monitoring, which further reduced its impact.

5.1.3 The Knowledge, Attitudes, And Practices of The Residents of *Maamobi* Regarding Sanitation, And How These Are Shaped by The Communication Efforts of The *Ayawaso North Municipal Assembly*.

With regards to the knowledge, attitudes and practices of the residents of *Maamobi* regarding sanitation and how these are shaped by the communication efforts of the *Ayawaso North Municipal Assembly*, the study revealed that, the residents of *Maamobi* possessed a basic knowledge of sanitation. They understood fundamental ideas, such as the need to avoid dumping waste in open spaces. However, their knowledge was limited and did not extend to more modern practices like waste segregation or recycling. Now, regarding their attitudes, most residents expressed a positive outlook and a desire to live in a clean environment. They agreed that good sanitation was important for the community's health and wellbeing. Yet, despite this basic knowledge and positive attitude, there was a significant gap when it came to their actual practices as the residents of *Maamobi* did not consistently translate their knowledge and attitudes regarding sanitation into action as improper waste disposal remained common and moreover, participation in organised clean-up exercises was low. This gap between their knowledge and practice was heavily influenced by the communication efforts of the *Ayawaso North Municipal Assembly*.

The one-way, top-down style of communication regarding sanitation, shaped a perception among residents of *Maamobi* that sanitation was primarily the responsibility of the *Ayawaso North Municipal Assembly* and not a shared, community duty. Furthermore, the communication from the *Ayawaso North Municipal Assembly* did not provide the practical support or solutions needed for the residents of *Maamobi* to act, such as information on waste segregation practices. Consequently, while residents of *Maamobi* knew what was right and wanted a cleaner environment, they felt unable to change their practices and waited for the *Ayawaso North Municipal Assembly* to solve the sanitation problems for them.

5.1.4 Ways to Improve the Communication Efforts of The *Ayawaso North Municipal Assembly* to Enhance Community Engagement and Sanitation Outcomes in *Maamobi*.

Finally, when it came to the ways of improving the communication efforts of the *Ayawaso North Municipal Assembly* in enhancing community engagement and sanitation outcomes in *Maamobi*, the study identified two main areas for change. The first was a shift from one-way announcements to two-way, participatory communication. This involved adopting strategies like regular community meetings and forums where residents of *Maamobi* could voice concerns, ask questions, and contribute ideas, making them feel heard and involved. The second was the critical need to support these communication messages with tangible resources and systemic improvements. This included providing practical resources like communal waste bins, ensuring reliable and affordable waste collection services, and fair enforcement of sanitation bylaws. So, on the whole communication from the *Ayawaso North Municipal Assembly* regarding sanitation alone was insufficient; it had to be paired with concrete support to enable the residents of *Maamobi* to act on the messages they received.

5.2 Conclusion

Based on the findings, it is evident that, the communication strategies of the *Ayawaso North Municipal Assembly* need substantial improvement to achieve meaningful sanitation outcomes in *Maamobi*. The current approach, which relies heavily on one-way communication through information vans, announcements made through the public address systems of Mosques, posters, and the occasional use of social media messages, succeeds only in creating basic awareness. Residents in *Maamobi* generally understand that improper waste disposal is harmful, and many express a positive attitude towards cleanliness. However, the current communication strategies by the *Ayawaso North Municipal Assembly* with regards to sanitation fail to motivate consistent behavioural change or encourage the active participation of residents in *Maamobi* towards sanitation activities because residents feel excluded from the planning process and lack the resources to act on the messages.

The residents and Assemblymen posited that, participatory communication is critical and so, when residents are involved in decision-making, allowed to provide feedback, and encouraged to contribute ideas, they feel a sense of ownership and responsibility for sanitation in their community. This can be achieved through regular community meetings, local forums, small-group discussions, and engagement with respected community members, religious leaders, and youth groups. Participation in planning and message delivery ensures that, residents in *Maamobi* not only hear the sanitation related messages but also understand their relevance and importance. Yet still, participatory communication alone is not enough and that practical support by way of logistics is important for the residents of *Maamobi* to act on sanitation messages by the *Ayawaso North Municipal Assembly* more effectively. This includes providing sufficient waste bins, organising regular and affordable waste collection services, introducing systems for waste segregation, and

ensuring proper enforcement of sanitation regulations. Without these resources, residents in *Maamobi* are unable to implement the behaviours encouraged by the messages, regardless of how well they understand them. To conclude, effective sanitation communication in *Maamobi* requires an integrated approach that combines participatory communication with practical support. The *Ayawaso North Municipal Assembly* must shift from a top-down messaging approach to engaging residents directly in the dialogue and decision-making while simultaneously addressing the logistical and systemic barriers that prevent residents of *Maamobi* in effectively tackling the sanitation issue within their community. When residents feel involved, valued, and equipped with the necessary tools, sanitation practices are more likely to improve and be sustained. This approach not only fosters better sanitation outcomes but also strengthens community ownership, accountability, and collaboration, creating a cleaner and healthier environment for all.

5.3 Implications and Recommendations

In light of the findings garnered starting with the communication strategies deployed by the *Ayawaso North Municipal Assembly* being mostly one-way in nature, what it meant was that, their communication strategies did not create opportunities for interaction, questions, or feedback from the residents of *Maamobi*. Because of this, the communication remained limited to giving instructions rather than supporting dialogue. The implication of this finding is that, communication in the community is currently passive. This means that, the *Ayawaso North Municipal Assembly* is not able to know how the residents of *Maamobi* respond to the messages or what challenges they face. It also means that the residents of *Maamobi* do not have the chance to share their concerns or ask for clarification, which weakens the effectiveness of sanitation communication.

Based on this implication, it is recommended that, the *Ayawaso North Municipal Assembly* creates simple and accessible feedback platforms such as: community meetings, social media groups, phone lines, or structured visits to households. This will allow communication to shift from one-way instruction to meaningful dialogue. The study also found that, although the communication strategies deployed by the *Ayawaso North Municipal Assembly* succeeded in creating basic awareness about sanitation, they did not lead to strong behavioural change or high participation in sanitation activities. The residents of *Maamobi* were aware of the messages but continued to practise improper waste disposal and often failed to attend clean-up activities. This was due to several barriers such as: lack of waste bins, high cost of private waste collection, poor enforcement, and the strict tone of messages from the *Ayawaso North Municipal Assembly*. The implication of this finding is that, awareness alone is not enough to improve sanitation behaviour in the community.

Behavioural change cannot take place if the social and environmental conditions remain unchanged. The implication also shows that, residents of *Maamobi* need supportive conditions to act on what they know. Based on this implication, it is recommended that the *Ayawaso North Municipal Assembly* strengthens its sanitation communication by combining it with visible actions such as placing waste bins in strategic parts of *Maamobi*, improving collection schedules, reducing cost barriers as well as ensuring consistent enforcement of sanitation regulations. When communication is supported by these practical measures, the behaviour of residents in *Maamobi* towards sanitation in the community is more likely to improve. Having said this, another finding was that, the residents of *Maamobi* possessed basic knowledge about sanitation but still practised behaviours that went against this knowledge. The residents of *Maamobi* understood that improper disposal of waste was harmful but often continued to dump waste in open spaces. Their knowledge

also did not extend to improved practices such as waste segregation or recycling. The implication of this finding is that, knowledge does not automatically lead to correct action. The residents of *Maamobi* need not only information but also continuous guidance and clear demonstrations that show how to manage waste properly. This implies that knowledge-based messages must be supported with simple examples. Based on this implication, it is recommended that the *Ayawaso North Municipal Assembly* develops practical demonstrations and short training sessions in the community. These should explain how to use bins, how to separate waste, and how to maintain clean surroundings. Such activities will make sanitation knowledge easier to apply in the daily life of residents in *Maamobi*. The study also found that many residents of *Maamobi* saw sanitation as the responsibility of the *Ayawaso North Municipal Assembly* rather than a shared duty. The one-way communication style contributed to this perception, as messages were perceived as strict directives rather than invitations to collaborate.

Many residents of *Maamobi* waited for the *Ayawaso North Municipal Assembly* to act first before feeling encouraged to take part in sanitation activities. The implication of this finding is that, the current communication approach does not support a sense of ownership or shared responsibility. Without shared responsibility, sanitation challenges remain difficult to solve. Based on this implication, it is recommended that the *Ayawaso North Municipal Assembly* promotes participatory communication. This includes involving community leaders, youth groups, women's groups, and local associations in planning and leading sanitation activities. When residents of *Maamobi* take part in decision-making and planning, they begin to see sanitation as a collective duty. Finally, the study found that many residents of *Maamobi* wanted communication to become more collaborative and consistent. They explained that they needed the *Ayawaso North Municipal Assembly* to communicate with them more frequently and in ways that allow them to express their

views. The implication of this finding is that, the community is willing to participate if communication becomes more inclusive. This shows that opportunities exist for stronger partnerships. Based on this implication, it is recommended that the *Ayawaso North Municipal Assembly* holds regular community forums and creates simple feedback spaces where people can express their needs. By doing so, communication will become more effective and residents of *Maamobi* will be more willing to support sanitation activities within the community.

5.4 Limitations of the Study

The first limitation of this study was that, it focused on a single community, which is *Maamobi*, and a single institution, which is the *Ayawaso North Municipal Assembly*. This meant that, the findings cannot be applied to all communities or all Municipal Assemblies in Ghana. The study was also limited because it depended on the openness of the study participants. As such, if any study participant did not share full details, then again, the findings may not reflect the complete situation or picture in *Maamobi*. Another limitation is that the study relied on qualitative interviews, which take time and involve detailed transcription. This process may introduce minor interpretation challenges. Moreover, the study was also limited by the fact that, it did not include a large numerical sample or any quantitative perspective which meant that, it cannot measure the exact percentage of residents who practise certain sanitation related behaviours in *Maamobi*. Having said this, these limitations do not reduce the value of the study but they show that the findings should be understood within the specific context of *Maamobi*.

5.5 Suggestions for Future Research

Based on the limitations of this research, future research can focus on including more communities within Accra and other Municipal Assemblies across Ghana. This will help researchers compare different communication practices and identify a wider range of effective approaches. Future studies should also use both qualitative and quantitative methods. This will allow researchers to better understand not only the views of residents but also the actual number of people who change their behaviour after receiving sanitation messages. In addition, future research should examine how digital tools such as WhatsApp groups, community radio, or mobile applications can support sanitation communication. Future research can also study how children, young people, and women's groups can support participatory communication in sanitation activities. Thus, by widening the scope and using more detailed research designs, future studies will offer deeper and more practical solutions for improving sanitation communication in communities like *Maamobi*.

BIBLIOGRAPHY

Abanyie, S. K., Amuah, E. E. Y., & Nang, D. B. (2025). *Water scarcity and its implications on sanitation: A perspective study in an emerging city in Northern Ghana*. *Green Technologies and Sustainability*, 3(2), 20–30. <https://doi.org/10.1016/j.grets.2024.100138>

Aberese-Ako, M., Doegah, P. T., Kpodo, L., Ebelin, W., Kuatewo, M., Baba, A. A., Kpordorlor, A. G., Lissah, S. Y., Kuug, A. K., & Ansah, E. (2024). *The role of community engagement toward ensuring healthy lives: A case study of COVID-19 management in two Ghanaian municipalities*. *Frontiers in Public Health*, 11(5), 30–40. <https://doi.org/10.3389/fpubh.2023.1213121>

Adam, E., & Badu, E. (2024). *Community-led total sanitation (CLTS) implementation in West Mamprusi Municipal Assembly in Ghana: What do communities think eleven years on?* *Global Health Journal*, 8(2), 67–73. <https://doi.org/10.1016/j.glohj.2024.05.003>

Andoh, C., & Abdul-Malik, M. (2019). *Upgrade of Nima, Maamobi into residential areas, residents express mixed feelings*. *Graphic Online*. <https://www.graphic.com.gh/news/general-news/ghana-news-upgrade-of-nima-maamobi-into-residential-areas-residents-express-mixed-feelings.html>

Ajzen, I. (1985). *From intentions to actions: A theory of planned behavior*. In J. Kuhl & J. Beckmann (Eds.), *Action control* (pp. 11–39). Springer. https://doi.org/10.1007/978-3-642-69746-3_2

Aladago, N., Diedong, A., & Dzisah, W. (2024). *The relevance of social and behaviour change communication in sanitation and solid waste management in Techiman South, Ghana*. *Journal of Policy and Development Studies*, 17(1), 228–245. <https://doi.org/10.4314/jpds.v17i1.18>

Ankomah, S. E., Fusheini, A., & Derrett, S. (2023). *Implementing patient–public engagement for improved health: Lessons from three Ghanaian community-based programmes*. *Health Expectations*, 26(6), 2684–2694. <https://doi.org/10.1111/hex.13866>

Anokye, K., Mohammed, S. A., Agyemang, P., Agya, A. B., Yahans Amuah, E. E., Sodoke, S., & Diderutua, E. K. (2024). *From perception to action: Waste management challenges in Kassena Nankana East Municipality*. *Heliyon*, 10(14), e32438.

<https://doi.org/10.1016/j.heliyon.2024.e32438>

Antwi-Agyei, P., Dwumfour-Asare, B., Amaning Adjei, K., Kweyu, R., & Simiyu, S. (2020). *Understanding the barriers and opportunities for effective management of shared sanitation in low-income settlements—The case of Kumasi, Ghana*. *International Journal of Environmental Research and Public Health*, 17(12), 4528. <https://doi.org/10.3390/ijerph17124528>

Asante, W., Tandoh-Offin, P., & Agomor, K. S. (2024). *Local governance and public service delivery in Ghana: Assessing the role of selected assembly members vis-à-vis the Batho Pele principles*. *South African Journal of International Affairs*, 31(4), 497–515.

<https://doi.org/10.1080/10220461.2025.2485112>

Atengdem, R. A., Abobi, S. M., & Alhassan, E. H. (2024). *Evaluating community adoption and participation in water and sanitation interventions in the Bongo District, Ghana*. *Frontiers in Water*, 6, 1–10. <https://doi.org/10.3389/frwa.2024.1349331>

Ayawaso North Municipal Assembly. (2025). *The Assembly*. <https://ayawasonma.gov.gh/about-us.htm>

Balonas, S., Ruao, T., & Carrillo-Durán, M.-V. (2021). *Strategic communication in context: Theoretical debates and applied research* (1st ed.). UMinho Editora/CECS.

<https://doi.org/10.21814/uminho.ed.46>

Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Prentice Hall.

Bani, M. A. (2022). *Evaluating sanitation practices among stationary street food vendors within the Nima-Mamobi communities of Ayawaso East Municipality of Greater Accra, Ghana* (Master's thesis). University of Education, Winneba.

Bashirian, S., Seyedzadeh-Sabounchi, S., Shirahmadi, S., Karimi-Shahanjarini, A., Soltanian, A. R., & Vahdatinia, F. (2021). *Predictors of oral health promotion behaviors among elementary school children: Examination of an extended social cognitive theory*. *International Journal of Paediatric Dentistry*, 31(2), 191–203. <https://doi.org/10.1111/ipd.12659>

Bahishti, A. A. (2022). *The vital role of research methodology in addressing the research questions*. *International Journal of Methodology*, 1(1), 1–1. <https://doi.org/10.21467/ijm.1.1.2016.29>

Bassaw, T. K. (2023). *Effectiveness of environmental solid waste management policies and practices for sustainable development*. *Open Journal of Educational Research*, 3(1), 1–12.

Bazaanah, P., Buthelezi, S. J., & Afua Kobe Oppong, D. (2024). *Qualitative study of drinking water, sanitation, and hygiene access: Perspectives from the Central Gonja District, Ghana, and Mtubatuba Municipality, South Africa*. *Journal of Water, Sanitation and Hygiene for Development*, 14(11), 1043–1065. <https://doi.org/10.2166/washdev.2024.021>

Bisilki, I. (2024). *Exploring the strategic use of social media in environmental sanitation campaigns in Ghana* (Master's thesis). University of Oregon.

Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). *The theory of planned behavior: Selected recent advances and applications*. *Europe's Journal of Psychology*, 16(3), 352–356. <https://doi.org/10.5964/ejop.v16i3.3107>

Braimah, O. M. (2020). *Flooding and its effects on the quality of health of residents of Maamobi in the Ayawaso Municipality of the Greater Accra Region of Ghana* (Master's thesis). University of Cape Coast.

Braun, V., & Clarke, V. (2009). *Thematic analysis*. In *APA handbook of research methods in psychology* (pp. 57–71).

Cavaco, A. M., Quitério, C. F., Félix, I. B., & Guerreiro, M. P. (2023). *Communication and person-centred behaviour change*. In *A practical guide on behaviour change support for self-managing chronic disease* (pp. 81–112). Springer. https://doi.org/10.1007/978-3-031-20010-6_5

Czerniewska, A., Mwambuli, K., Curtis, V., & Aunger, R. (2023). *Intervention design in public health: Adaptive messaging in the Tanzanian National Sanitation Campaign*. *Health Promotion International*, 38(3), 1–10. <https://doi.org/10.1093/heapro/daad064>

Daft, R. L., & Lengel, R. H. (1986). *Organizational information requirements, media richness and structural design*. *Management Science*, 32(5), 554–571. <https://doi.org/10.1287/mnsc.32.5.554>

De Shay, R., Comeau, D. L., Sclar, G. D., Routray, P., & Caruso, B. A. (2020). *Community perceptions of a multilevel sanitation behavior change intervention in rural Odisha, India*. *International Journal of Environmental Research and Public Health*, 17(12), 4472. <https://doi.org/10.3390/ijerph17124472>

Deafeamekpor, G. Y. (2020). *Assessment of the implementation of one-household one-bin sanitation intervention in Abokobi community* (Master's thesis). University of Ghana.

Ezeaka, N. B., & Bartholomew, C. E. (2025). *Navigating environmental sanitation and health communication in Nigeria: Challenges and prospects*. *International Journal of Research and Innovation in Social Science*, 4(1), 3381–3389. <https://doi.org/10.47772/IJRISS.2025.9010272>

Fadipe, I., & Molale, T. (2024). *Applying participatory communication principles in COVID-19 health message dissemination in a rural South African municipality*. *Communicare*, 43(1), 76–89. <https://doi.org/10.36615/jcsa.v43i1.2693>

Farzadkia, M., Alinejad, N., Ghasemi, A., Rezaei Kalantary, R., Esrafil, A., & Torkashvand, J. (2023). *Clean environment index: A new approach for litter assessment*. *Waste Management & Research*, 41(2), 368–375. <https://doi.org/10.1177/0734242X221117093>

Frimpong, L. K., Mensah, S. L., & Ablo, A. D. (2024). *Households' access and expenditure on water services: Examining intra-urban differences in the Accra metropolis, Ghana*. *Urban Governance*, 4(3), 222–231. <https://doi.org/10.1016/j.ugj.2024.07.002>

Ghana Statistical Service. (2024). *Ghana 2021 Population and Housing Census*.
<https://census2021.statsghana.gov.gh/>

Gibson, K. E., Lamm, A. J., Lamm, K. W., & Holt, J. (2023). *Integrating the theory of planned behavior and motivation to explore residential water-saving behaviors*. *Water*, 15(17), 3034.
<https://doi.org/10.3390/w15173034>

Grunig, J. E., & Hunt, T. (1984). *Two-way symmetrical communication model*. Holt, Rinehart and Winston.

Gupta, D., Jai, P. N., & Yadav, S. J. (2021). *Strategic communication in health and development: Concepts, applications and programming*. *Journal of Health Management*, 23(1), 95–108.
<https://doi.org/10.1177/0972063421994943>

Harter, M., Inauen, J., & Mosler, H.-J. (2020). *How does community-led total sanitation (CLTS) promote latrine construction, and can it be improved? A cluster-randomized controlled trial in Ghana*. *Social Science & Medicine*, 245, 112705.
<https://doi.org/10.1016/j.socscimed.2019.112705>

Hashemi, S. (2021). *Perspectives on sustainable integrated clean environment for human and nature*. *Sustainability*, 13(8), 4150. <https://doi.org/10.3390/su13084150>

Heynnor, D. (2021). *Social and behavioural change communication strategies in tackling sanitation challenges in Accra: Evaluation of Accra Metropolitan Assembly's strategies* (Master's thesis). Ghana Institute of Journalism.

Islam, K. F., Awal, A., Mazumder, H., Munni, U. R., Majumder, K., Afroz, K., Tabassum, M. N., & Hossain, M. M. (2023). *Social cognitive theory-based health promotion in primary care practice: A scoping review*. *Heliyon*, 9(4), e14889. <https://doi.org/10.1016/j.heliyon.2023.e14889>

Islam, M., Benjamin-Chung, J., Sultana, S., Unicomb, L., Alam, M., Rahman, M., Ercumen, A., & Luby, S. P. (2021). *Effectiveness of mass media campaigns to improve handwashing-related behavior, knowledge, and practices in rural Bangladesh*. *American Journal of Tropical Medicine and Hygiene*, 104(4), 1546–1553. <https://doi.org/10.4269/ajtmh.20-1154>

Ismaila, N., Baddianaah, I., Fielmua, N., Nandzo, S. D., Salifu, F. R., & Abdulai, M. (2023). *Condition of water, sanitation and hygiene (WaSH) in Ghana's basic schools: Empirical evidence from Wa municipality*. *Journal of Water, Sanitation and Hygiene for Development*, 13(3), 165–173. <https://doi.org/10.2166/washdev.2023.164>

Jacob, K. R. A., Ellis, A., Webb-Girard, A., Ogutu, E. A., McClintic, E., Caruso, B., & Freeman, M. C. (2020). *Designing integrated interventions to improve nutrition and WASH behaviors in Kenya*. *Pilot and Feasibility Studies*, 6, 10. <https://doi.org/10.1186/s40814-020-0555-x>

Kambere, O. K., Irabor, T.-J., Irabor, E. A., Oluwafunmilayo, O., Kidanemariam Berhaneselassie, M., Ndeffo Marguerite, M. N., & Antoine-Moussiaux, N. (2023). *Co-design of locally adapted communication materials to boost engagement around WASH in a community in Ibadan, Nigeria*. *One Health Cases*, 11(1), 20–30. <https://doi.org/10.1079/onehealthcases.2023.0009>

Kankam, P. K., & Attuh, S. (2024). *The role of community radio in information dissemination towards youth development in Ghana*. *Global Knowledge, Memory and Communication*, 73(6/7), 871–889. <https://doi.org/10.1108/GKMC-01-2022-0023>

Kent, M. L., & Lane, A. (2021). *Two-way communication, symmetry, negative spaces, and dialogue*. *Public Relations Review*, 47(2), 102014. <https://doi.org/10.1016/j.pubrev.2021.102014>

Kosoe, E. A., & Ahmed, A. (2024). *Drivers of ineffective environmental sanitation bye-laws in Ghana: Implications for environmental governance*. *Urban Governance*, 4(1), 16–24. <https://doi.org/10.1016/j.ugj.2023.09.004>

Kwakye, S. O., Amuah, E. E. Y., Ankoma, K. A., Agyemang, E. B., & Owusu, B.-G. (2024). *Understanding the performance and challenges of solid waste management in an emerging megacity: Insights from the developing world*. *Environmental Challenges*, 14, 100805. <https://doi.org/10.1016/j.envc.2023.100805>

Kyere, I., & Kankam, P. K. (2025). *Environmental information dissemination in Ghanaian waste management*. *Information Development*, 22(2), 10–20. <https://doi.org/10.1177/02666669251336546>

Lamai, O. M., Tsgyu, S., & Bernard, D. L. (2024). *Assessing the effects of Nasarawa State Waste Management and Sanitation Authority's communication strategies in addressing waste issues in Lafia metropolis*. *Journal of Integral Research*, 1(7), 118–136.

Lee, C., & Salazar, L. R. (2023). *Media richness theory* (1st ed.). SAGE Publications. <https://doi.org/10.4135/9781071897591>

Lissah, S. Y., Ayanore, M. A., Krugu, J. K., Aberese-Ako, M., & Ruitter, R. A. C. (2021). *Managing urban solid waste in Ghana: Perspectives and experiences of municipal waste company managers and supervisors in an urban municipality*. *PLOS ONE*, 16(3), e0248392. <https://doi.org/10.1371/journal.pone.0248392>

Lucas, B. D., Laguma, J., & Akodu, K. (2025). *Gauging the efficacy of Plateau Environmental Protection and Sanitation Agency's communication strategies in curbing open defecation practice among residents of Jos, Plateau State, Nigeria*. *Journal of Integral Research*, 2(2), 209–229.

MacLeod, C., Davies, K., Mwenge, M. M., Chipungu, J., Cumming, O., & Dreifelbis, R. (2024). *Household behaviour change interventions to improve sanitation and hygiene practices in urban settings: A scoping review*. medRxiv. <https://doi.org/10.1101/2024.08.20.24312313>

Makwambeni, B., & Matsika, B. (2022). *Toward symmetry: An assessment of stockholder communication practices in South Africa*. *Sage Open*, 12(3), 1–12. <https://doi.org/10.1177/21582440221116333>

Matta, G., Kumar, P., Uniyal, D. P., & Joshi, D. U. (2022). *Communicating water, sanitation, and hygiene under Sustainable Development Goals 3, 4, and 6 as the panacea for epidemics and pandemics referencing the succession of COVID-19 surges*. *ACS ES&T Water*, 2(5), 667–689. <https://doi.org/10.1021/acsestwater.1c00366>

Mensah, A. A., Adei, D., Kuubagr, G., Duah, S. O., & Asibey, M. O. (2022). *Operation and sustainability of water, sanitation and hygiene (WASH) in schools: Evidence from a vulnerable and deprived area in Ghana*. *Cogent Public Health*, 9(1), 2140478. <https://doi.org/10.1080/27707571.2022.2140478>

Mmutle, T., Molale, B. T., Akinola, O. O., & Selebi, O. (2024). *Strategic communication management for development and social change* (1st ed.). Springer. <https://doi.org/10.1007/978-3-031-41401-5>

Nketsiah-Essuon, R. (2022). *Community participation in solid waste management: Policy-making process at the local government level in Cape Coast Metropolis* (Master's thesis). University of Cape Coast.

Nnindini, S. I., & Dankwah, J. B. (2023). *Social marketing: Using the theory of planned behaviour to predict open defecation free behaviour among households in Ghana*. *Social Marketing Quarterly*, 29(3), 191–207. <https://doi.org/10.1177/15245004231186955>

Odikro, G. (2025). *Residential mobility of slum dwellers in metropolitan Accra*. Sage Publications. <https://doi.org/10.2139/ssrn.5183302>

Oluwalanu, B. S., Olajide Talabi, F., Omowonuola Alade, M., Oluwayemisi Olatokunbo, A., Oloyede, B., & Adelabu, O. (2022). *Employing communication strategies as tools for eradicating open defecation in rural areas in Southwest Nigeria*. *Journal of African Films and Diaspora Studies*, 5(3), 39–58. <https://doi.org/10.31920/2516-2713/2022/5n3a3>

Osarfo, J., Ampofo, G. D., Arhin, Y. A., Ekpor, E. E., Azagba, C. K., & Tagbor, H. K. (2023). *An assessment of the WASH situation in rural Volta Region, Ghana*. PLOS Water, 2(5), e0000134. <https://doi.org/10.1371/journal.pwat.0000134>

Osei-Kufuor, P., Tenkorang, E. Y., Koomson, F., & Ntiri, R. O. (2024). *Assessing the effectiveness of social accountability interventions in selected district assemblies in Ghana*. Cogent Social Sciences, 10(1), 2371673. <https://doi.org/10.1080/23311886.2024.2371673>

Osumanu, I. K. (2023). *Sanitation and hygiene practices in northern Ghana: An analysis of household health risks*. Ghana Journal of Development Studies, 20(1), 162–182.

Oteng-Ababio, M., Amankwaa, E. F., & Boadi, G. F. (2023). *Managing solid waste for a sustainable Accra*.

Owusu, S. K. (2021). *Communication strategies in addressing open defecation challenges: A survey of La Dade-Kotopon Municipality* (Master's thesis). Ghana Institute of Journalism.

Pavla, V., Hana, U., Zuzana, P., & Dominika, K. (2024). *Symmetrical communication: An intra-organisational system to support conflict and crisis resolution in organisations*. Cogent Business & Management, 11(1), 2421414. <https://doi.org/10.1080/23311975.2024.2421414>

Perez, L. A., Kim, N., Martino, V., & Lee, S. (2025). *Constructive roles of organizational two-way symmetrical communication: Workplace pseudo-information gatekeeping*. American Behavioral Scientist, 69(2), 206–218. <https://doi.org/10.1177/00027642221118294>

Preston, B. J. (2024). *The right to a clean, healthy and sustainable environment: How to make it operational and effective*. Journal of Energy & Natural Resources Law, 42(1), 27–49. <https://doi.org/10.1080/02646811.2023.2165310>

Rahayu, S., & Evanita, S. (2024). *Environmental communication strategy for sustainable waste management through community empowerment*. Journal of Business Studies and Management Review, 7(2), 125–130. <https://doi.org/10.22437/jbsmr.v7i2.33500>

Sanka, E. (2024). *Impact of stakeholder engagement on the success of water, sanitation, and hygiene projects in Babati, Tanzania*. *Journal of Policy and Development Studies*, 17(1), 46–53. <https://doi.org/10.4314/jpds.v17i1.4>

Schunk, D. H., & DiBenedetto, M. K. (2020). *Motivation and social cognitive theory*. *Contemporary Educational Psychology*, 60, 101832. <https://doi.org/10.1016/j.cedpsych.2019.101832>

Sheer, V. C. (2020). *Media richness theory*. In *The International Encyclopedia of Media Psychology* (pp. 1–14). Wiley. <https://doi.org/10.1002/9781119011071.iemp0118>
Sin, C. S., & Rochelle, T. L. (2022). *Using the theory of planned behaviour to explain hand hygiene among nurses in Hong Kong during COVID-19*. *Journal of Hospital Infection*, 123, 119–125. <https://doi.org/10.1016/j.jhin.2022.01.018>

Sule, D. S. Y., & Ridwanullah, A. O. (2023). *The evolution of strategic communication: Practices and reflections in Nigeria*. *Public Relations Review*, 49(2), 102323. <https://doi.org/10.1016/j.pubrev.2023.102323>

Swarooprani, K. (2022). *A study of research methodology*. *International Journal of Scientific Research in Science, Engineering and Technology*, 11(1), 537–543. <https://doi.org/10.32628/IJSRSET2293175>

Tchouchu, E., & Ahenkan, A. (2023). *Towards a successful implementation of environmental sanitation policy in Ghana: An assessment of key impeding factors*. *Heliyon*, 9(3), e13670. <https://doi.org/10.1016/j.heliyon.2023.e13670>

Toilat, A. (2020). *Influence of Lagos State government communication campaign on environmental sanitation among traders in Ikorodu Iga of Lagos State* (Master's thesis). University of Lagos.

Tweneboah, T., & Asomanin, K. (2020). *Indiscriminate open space solid waste dumping behaviour of householders in the Brong-Ahafo region of Ghana: A political economy analysis*. *Cogent Environmental Science*, 6(1), 1779553. <https://doi.org/10.1080/23311843.2020.1779553>

Vala, A. S., Moosavi, S. S., & Baghiabadi, S. J. (2022). *Effective knowledge transfer: Application of the media richness theory*. *Informology*, 1(2), 41–56.

Wang, Z. (2022). *Media richness and continuance intention to online learning platforms: The mediating role of social presence and the moderating role of need for cognition*. *Frontiers in Psychology*, 13, 950501. <https://doi.org/10.3389/fpsyg.2022.950501>

Widodo, A., & Astuti, B. (2024). *Critical analysis of social cognitive learning theory and its implementation in elementary schools*. *MANDALIKA: Journal of Social Science*, 2(1), 6–12. <https://doi.org/10.56566/mandalika.v2i1.148>

Zhao, X. (2020). *Health communication campaigns: A brief introduction and call for dialogue*. *International Journal of Nursing Sciences*, 7(2), 141–145.

APPENDICES

Interview Guide for Officials of the *Ayawaso North Municipal Assembly*

Introduction

My name is Ibrahim Haruna Dabre, a Master of Arts student at the University of Media, Arts and Communication (UniMAC). I am currently conducting a study titled “**A Study of Communication Strategies Deployed by Local/District Assemblies in Managing Sanitation Issues: A Case of the *Ayawaso North Municipal Assembly in Maamobi.***” This study is part of the requirements for the completion of my Master’s degree programme. The purpose of this interview is to collect your views and experiences about how the *Ayawaso North Municipal Assembly* communicates with its residents regarding the issue of sanitation in *Maamobi*. The information you provide will help me understand how communication influences sanitation practices and how it can be improved to ensure better sanitation outcomes for the community. I would like to assure you that there are no right or wrong answers. I am only interested in your honest opinions and experiences. Your identity will be kept strictly confidential and any information you provide will be used only for the stated purpose which is academic.

Thank you for agreeing to partake in this study.

Section A: Demographic Information of Officials of the *Ayawaso North Municipal Assembly*

1. **What is your age group?**

18–24 years

25–34 years

35–44 years

45–54 years

55 years and above

2. **What is your gender?**

Male

Female

3. **What is your main occupation?**

Trader

Public sector worker

Private sector worker

Farmer

Other (please specify): _____

4. **What is the highest level of education you have completed?**

No formal education

Basic education

Senior High School

Diploma/HND

Bachelor's Degree

Master's Degree

5. **Are you resident in *Maamobi*?**

Yes

No

Section B

Sanitation in *Maamobi*

1. When you hear the word “sanitation,” what comes to mind?
 2. How would you describe the sanitation situation in your community of *Maamobi* in general?
-

Communication strategies deployed by the *Ayawaso Municipal Assembly* in managing sanitation issues in *Maamobi*

1. What specific communication tools or methods does the *Ayawaso North Municipal Assembly* use to share sanitation messages with residents in *Maamobi*?
2. Which of these methods have been used most frequently over the past year?
3. Who are the main people or roles responsible for delivering these messages to the community of *Maamobi*?
4. In which languages are these messages usually delivered to ensure residents understand?
5. How often are these sanitation messages shared within *Maamobi*?
6. Is there anything else you would like to mention about the communication methods of the *Ayawaso North Municipal Assembly*?

Effectiveness of communication strategies in influencing public awareness, behaviour, and participation in sanitation-related activities

1. How effective do you think these communication strategies have been in raising awareness about sanitation issues in *Maamobi*?
2. What positive changes in the behaviour of residents have you observed that you would attribute to the communication efforts of the *Ayawaso North Municipal Assembly*?
3. What are the main challenges that reduce the effectiveness of the sanitation related communication messages of the *Ayawaso North Municipal Assembly*?
4. How does the *Ayawaso North Municipal Assembly* currently gather feedback from residents of *Maamobi* about its communication or sanitation related messages?
5. Do you have any further comments on what is working well or what is not?

Knowledge, attitude, and practices of residents of Mamobi regarding sanitation and how these are shaped by communication efforts of the *Ayawaso Municipal Assembly*

1. Based on your observation, how knowledgeable are residents of the community of *Maamobi* about proper sanitation practices such as waste disposal and drainage maintenance?
2. How would you describe the general attitude of residents of the community of *Maamobi* toward maintaining a clean environment?
3. In your view, to what extent have the communication efforts of the *Ayawaso North Municipal Assembly* influenced or changed behaviours of residents towards the issue of sanitation in the community of *Maamobi*?

4. What factors do you think prevent residents of the community of *Maamobi* from putting into practice the sanitation messages communicated by the *Ayawaso North Municipal Assembly*?
5. How does the *Ayawaso North Municipal Assembly* monitor or assess whether residents of the community of *Maamobi* are applying the sanitation knowledge shared with them?
6. Is there anything else you would like to share about the knowledge, attitudes, or sanitation practices of residents of the community of *Maamobi* and how these are influenced by the *Ayawaso North Municipal Assembly's* communication efforts?

Recommendations for improving communication efforts of the *Ayawaso Municipal Assembly*

1. How can the *Ayawaso North Municipal Assembly* work more closely with leaders, schools, and local organisations in *Maamobi* to improve public participation in sanitation activities?
2. What specific steps can the *Ayawaso North Municipal Assembly* take to improve how it plans and delivers sanitation communication in *Maamobi*?
3. Which communication channels (e.g., community radio, social media, town hall meetings) should be strengthened or introduced to reach more residents in *Maamobi* effectively?
4. What future strategies or policies would you recommend to ensure sustained and effective communication on sanitation in *Maamobi*?
5. Finally, is there any other suggestion or comment you would like to share?

Thank you for your views and your time.

Interview Guide for Assemblymen of *Maamobi*

Introduction

My name is Ibrahim Haruna Dabre, a Master of Arts student at the University of Media, Arts and Communication (UniMAC). I am currently conducting a study titled “**A Study of Communication Strategies Deployed by Local/District Assemblies in Managing Sanitation Issues: A Case of the *Ayawaso North Municipal Assembly in Maamobi*.**” This study is part of the requirements for the completion of my Master’s degree programme. The purpose of this interview is to collect your views and experiences about how the *Ayawaso North Municipal Assembly* communicates with its residents regarding the issue of sanitation in *Maamobi*. The information you provide will help me understand how communication influences sanitation practices and how it can be improved to ensure better sanitation outcomes for the community. I would like to assure you that there are no right or wrong answers. I am only interested in your honest opinions and experiences. Your identity will be kept strictly confidential and any information you provide will be used only for the stated purpose which is academic.

Thank you for agreeing to partake in this study.

Section A

Demographic Information of Assemblymen in *Maamobi*

1. **What is your age group?**

18–24 years

25–34 years

35–44 years

45–54 years

55 years and above

2. **What is your gender?**

Male

Female

3. **What is your main occupation?**

Trader

Public sector worker

Private sector worker

Farmer

Other (please specify): _____

4. **What is the highest level of education you have completed?**

No formal education

Basic education

Senior High School

Diploma/HND

Bachelor's Degree

Master's Degree

5. **How long have you lived in *Maamobi*?**

- Less than 1 year
 - 1–5 years
 - 6–10 years
 - More than 10 years
-

Section B

Sanitation in *Maamobi*

1. When you hear the word “sanitation,” what comes to mind?
 2. How would you describe the sanitation situation in your community of *Maamobi* in general?
-

Communication strategies deployed by the *Ayawaso Municipal Assembly* in managing sanitation issues in *Maamobi*

1. What kinds of communication strategies or activities has the *Ayawaso North Municipal Assembly* used to inform or engage residents of the community of *Maamobi* about sanitation issues?
2. From your observation, how do residents of the community of *Maamobi* usually receive information about sanitation (for example, through community meetings, radio announcements, posters, or information vans)?

3. Which of these communication methods do you think have been most effective in getting residents of the community of *Maamobi* to take part in sanitation activities such as clean-up exercises?
 4. Are there any communication methods or strategies used by the *Ayawaso North Municipal Assembly* that you believe are not working well or could be improved to better reach residents of the community of *Maamobi*?
 5. Is there anything else you would like to share about the communication strategies the *Ayawaso North Municipal Assembly* uses to address sanitation issues in the community of *Maamobi*?
-

Effectiveness of communication strategies in influencing public awareness, behaviour, and participation in sanitation-related activities

1. From your perspective as an Assemblyman, how effective have the communication strategies of the *Ayawaso North Municipal Assembly* been in reaching residents of the community of *Maamobi*?
2. How well do you think residents of the community of *Maamobi* understand the sanitation messages shared by the *Ayawaso North Municipal Assembly*?
3. To what extent do you think these messages have influenced changes in behaviour or improved waste management practices within the community of *Maamobi*?
4. How would you describe the level of participation of residents in clean-up exercises or other sanitation activities initiated by the *Ayawaso North Municipal Assembly*?
5. What major challenges do you think limit residents from responding positively to the sanitation campaigns or messages of the *Ayawaso North Municipal Assembly*?

6. Is there anything else you would like to share about how effective the *Ayawaso North Municipal Assembly's* communication strategies have been in influencing public awareness and participation in the community of *Maamobi*?
-

Knowledge, attitude, and practices of residents of Mamobi regarding sanitation and how these are shaped by communication efforts of the *Ayawaso Municipal Assembly*

1. Based on your interaction with residents, how knowledgeable are they about proper sanitation practices in *Maamobi*?
2. How would you describe the attitudes of residents towards keeping their surroundings clean?
3. Do you think the communication efforts of the *Ayawaso Municipal Assembly* have influenced these attitudes and behaviours? If yes, how?
4. What factors do you think hinder residents in *Maamobi* from practicing good sanitation habits even after receiving messages from the *Ayawaso Municipal Assembly*?
5. Is there anything else you would like to share about the knowledge, attitudes, or practices of residents concerning sanitation in *Maamobi*?

Recommendations for improving communication efforts of the *Ayawaso Municipal Assembly*

1. What new communication methods would you suggest to make sanitation campaigns more effective in *Maamobi*?
2. How can the collaboration between you, the *Ayawaso North Municipal Assembly*, and residents be strengthened to improve sanitation?

3. What specific changes would you recommend to improve how sanitation messages are shared in *Maamobi*?
 4. Do you have any final recommendations for improving sanitation communication in *Maamobi*?
-

Thank you for your views and your time.

Interview Guide for Residents of *Maamobi*

Introduction

My name is Ibrahim Haruna Dabre, a Master of Arts student at the University of Media, Arts and Communication (UniMAC). I am currently conducting a study titled “**A Study of Communication Strategies Deployed by Local/District Assemblies in Managing Sanitation Issues: A Case of the *Ayawaso North Municipal Assembly in Maamobi*.**” This study is part of the requirements for the completion of my Master’s degree programme. The purpose of this interview is to collect your views and experiences about how the *Ayawaso North Municipal Assembly* communicates with its residents regarding the issue of sanitation in *Maamobi*. The information you provide will help me understand how communication influences sanitation practices and how it can be improved to ensure better sanitation outcomes for the community. I would like to assure you that there are no right or wrong answers. I am only interested in your honest opinions and experiences. Your identity will be kept strictly confidential and any information you provide will be used only for the stated purpose which is academic.

Thank you for agreeing to partake in this study.

Section A: Demographic Information of Residents of *Maamobi*

1. What is your age group?

- 18–24 years
- 25–34 years
- 35–44 years
- 45–54 years
- 55 years and above

2. What is your gender?

- Male
- Female

3. What is your main occupation?

- Trader
- Public sector worker
- Private sector worker
- Student
- Unemployed
- Other (please specify): _____

4. **What is the highest level of education you have completed?**

- No formal education
- Basic education
- Senior High School
- Diploma/HND
- Bachelor's Degree
- Master's Degree

5. **How long have you lived in *Maamobi*?**

- Less than 1 year
- 1–5 years
- 6–10 years
- More than 10 years

Section B

Sanitation in Maamobi

- 3. When you hear the word “sanitation,” what comes to mind?
- 4. How would you describe the sanitation situation in your community of *Maamobi* in general?

Communication strategies deployed by the *Ayawaso Municipal Assembly* in managing sanitation issues in *Maamobi*

1. How do you usually receive information about sanitation from the *Ayawaso North Municipal Assembly* (for example, through radio, community meetings, posters, or announcements)?
 2. Which of these methods do you find most effective in helping you understand what the *Ayawaso North Municipal Assembly* wants residents to do about sanitation?
 3. How often do you hear or see sanitation messages from the *Ayawaso North Municipal Assembly* in the community of *Maamobi*?
 4. In what language are these messages usually shared, and do you find them easy to understand?
 5. Is there anything else you would like to share about how the *Ayawaso North Municipal Assembly* communicates sanitation messages to residents of *Maamobi*?
-

Effectiveness of communication strategies in influencing public awareness, behaviour, and participation in sanitation-related activities

1. Do you think the sanitation messages from the *Ayawaso North Municipal Assembly* have helped you better understand how to keep the community of *Maamobi* clean?
2. Have these messages influenced how you or your neighbours manage waste or take part in clean-up activities in *Maamobi*?
3. How would you describe your participation in clean-up exercises or other sanitation activities organised by the *Ayawaso North Municipal Assembly*?

4. What challenges prevent you or people in the community of *Maamobi* from responding positively to the Assembly's sanitation messages or activities?
 5. Is there anything else you would like to share about how effective the *Ayawaso North Municipal Assembly's* sanitation messages have been in *Maamobi*?
-

Knowledge, attitude, and practices of residents of Mamobi regarding sanitation and how these are shaped by communication efforts of the *Ayawaso Municipal Assembly*

1. How much do you think residents of the community of *Maamobi* know about proper sanitation practices such as waste disposal and keeping drains clean?
2. How would you describe the your attitude as well as the general attitude of other people in *Maamobi* toward maintaining a clean environment?
3. Have messages from the *Ayawaso North Municipal Assembly* encouraged you personally to take any specific actions to improve sanitation in *Maamobi*?
4. What makes it easy or difficult for residents to put into practice the sanitation messages shared by the *Ayawaso North Municipal Assembly*?
5. Is there anything else you would like to share about how the *Ayawaso North Municipal Assembly's* communication has influenced the knowledge, attitudes, or practices of residents in *Maamobi*?

Recommendations for improving communication efforts of the *Ayawaso Municipal Assembly*

1. What can the *Ayawaso North Municipal Assembly* do to make its sanitation messages clearer and more helpful for residents of *Maamobi*?

2. How can residents like you be more involved in planning or sharing sanitation messages in the community of *Maamobi*?
3. What role should schools, mosques, churches, or local groups play in spreading sanitation messages?
4. Do you have any final suggestions to make sanitation communication better for everyone in *Maamobi*?

Thank you for your views and time