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**COMMUNICATING DEVELOPMENT AND THE SDGS: OXFAM IN GHANA AND
ADVOCACY CAMPAIGN EFFECTIVENESS ON SDG5**

BY

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STUDENT'S DECLARATION

I hereby declare that this research is a result of my own original research and that, no part of it has been presented for another degree in this University or any other higher education institute. I further declare that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.



30th December, 2025

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SUPERVISOR'S DECLARATION

This dissertation has been prepared and presented under my supervision according to the guidelines for supervision and formatting of Dissertation as laid down by the University of Media, Arts and Communication UniMAC-IJ.

A handwritten signature in blue ink, appearing to read 'K. Bedu-Addo', with a long horizontal line extending to the right.

Dr. Kobina Ano Bedu-Addo

DATE 3-01-2026

(Supervisor)

DEDICATION

This thesis is firstly dedicated to God Almighty, who by His Grace saw me through the completion of this work. I also dedicate this work to my family and close friends for their unwavering support in love and encouragement.

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I thank the Lord for helping me in every step leading to the completion of this research.

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ABBREVIATIONS

CFSC	Communication for Social Change
CSO	Civil Society Organisation
NGO	Non-Governmental Organisation
SDG	Sustainable Development Goal
P2C	Power to Choose Project
UN	United Nations
WEACT	Women's Economic Advancement for Collective Transformation

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ABSTRACT

The study examines the effectiveness of communication strategies employed by Oxfam in Ghana in advocating for Sustainable Development Goal 5 (Gender Equality). Though development organisations are making efforts in driving social change, the focus between strategic communication and actual grassroots impacts remains a critical area of investigation. Leveraging the theoretical frameworks of Agenda-Setting, Participatory Communication and Communication for Social Change, the research measures how advocacy messages are constructed, disseminated and received within the Ghanaian context.

The mixed-methods approach was adopted in this research, using a semi-structured interview for the qualitative analysis where staff of Oxfam in Ghana and the Planned Parenthood Association (PPAG), implementers for Oxfam in Ghana were interviewed. And, the quantitative analysis utilised a content analysis of news articles, annual reports and impact stories centred on the WEACT and Power to Choose Projects.

The study reveals that Oxfam Ghana's traditional advocacy efforts successfully align with national development agendas and effectively utilise mainstream media to highlight policy-level successes. The organisation also effectively uses the participatory approach in involving key stakeholders at the policy or decision-making level to influence public and policy agenda. Nevertheless, though the organisation's social media was not analysed, observation of its social pages shows a 'digital disconnect' between its Instagram and Facebook pages. While the Facebook page is consistently updated with posts but mostly on events/activities, the Instagram page has been dormant for some months. Engagement on the social platform is focused more on event-based reporting or awareness/information sharing, with a notable absence of human-interest narratives and impact stories. Similar trends were observed in the digital communication of Oxfam's implementing partners social pages - PPAG and Yenkasa gh.

The findings suggest that while Oxfam excels at high-level policy advocacy (Agenda Setting), it underutilizes the horizontal, dialogic potential of social media required for transformative social change. The study concludes that for SDG 5 advocacy to be truly effective in Ghana, there must be a strategic shift toward story-centric participatory communication that bridges the gap between organizational reporting and the lived experiences of beneficiaries.

CHAPTER ONE

1.0 Introduction

Communication is integral in shaping advocacy efforts, particularly through campaigns aimed at raising awareness, influencing policy, mobilising and gaining public support. Effective communication is necessary to transform development outcomes, where organisations highly regard how messages are crafted and delivered, who they are targeted at and how they positively influence policies, perspectives and behaviours.

In his study on 'Organisational change that promotes sustainable development through communication and marketing, Tereza (2022) identified that communication has a crucial role in strategic leadership, promoting sustainable development and an organisation's overall ability to develop and create an organisational culture that knows how to communicate responsibly and about its responsible work. Communication is a key driver of sustainable development, functioning as a cross-cutting mechanism that facilitates public engagement, enhances transparency and fosters collaboration among stakeholders (Kamande, 2025). It is therefore noteworthy for development organisations to see communication as a pillar on which sustainable development can be attained to build interactions through dialogue, share information, influence how people think or respond to a situation and shape behaviour, to achieve a common goal. In the views of Odigbo & Adediran (2009, as cited in Odoom et al. 2023), sustainable development ensures that both present and future generations witness improvement in their lives. It aims at fostering a healthy life for the present generation without compromising the ability of future generations to have a well-balanced and meaningful life. Sustainable development is human-focused, long-term and enduring; it is not a quick fix.

1.1. Development Communication and its significance to development

The concept of development connotes different meanings to different people and this also influences how organisations adopt communication strategies in fulfilling their mandate. Development by Edwards (2013, as cited in Odoom 2020) is the deliberate process of reducing material wants and the enhancement of people's ability to live a life they consider good across the widest possible range in a population. According to Edwards (2013), development is purposeful, which requires planning, intentional policy and institutional change and it is not just focused on natural economic growth. Furthermore, a World Development Report (2025) by the World Bank Group states that, "the development process, which is, in essence, all about improving living standards, requires setting and enforcing standards across the economy, society, environment and governance." This indicates that for development to occur, organisations need to design and incorporate standards which apply to key areas of development such as economy, governance, society and the environment. And to achieve this, the progress will have to be monitored, enforced and regularly updated to suit an organisation's drive and mandate.

A research article (Odoom, 2020, p.1), on 'Understanding Development Communication: A Review of Selected Literature', describes that development and communication are like twin sisters, signifying that effective development cannot occur in the absence of effective communication. He buttresses the fact that effective communication is an indication that development efforts are yielding results, which attests that communication is a significant aspect of achieving development. Development communication scholars, according to (Kamande, 2025) supports that communication strategies are instrumental in promoting awareness, mobilising collective action and supporting behaviour change in areas critical to the SDGs. This has influenced development communication practitioners to increasingly integrate Communication for

Development (C4D) and other participatory communication frameworks into initiatives that address sustainable results. The OECD Development Communication Network (2023) elaborates that digital media, local partnerships and multi-stakeholder collaborations are important for building awareness, countering misinformation, promoting gender equality and other SDG targets. Given this, development communication must focus on leveraging the right communication techniques, tools and messages, not only in disseminating information but also in involving audiences in every phase of its targeted messaging, advocacy or participation.

Furthermore, an article on Citinewsroom dated May 2024, cited that Ghana's Free SHS, E-Learning and digitisation projects suffered due to underestimating development communication with important stages overlooked because communication experts were not consulted, leading to wasted resources and less impact. Key stakeholders such as the government, donor agencies, academia, CSOs/NGOs etc, have different appreciations and use of communication for development based on their respective mandate areas. More especially is understanding how communication as an advocacy tool has influenced the attainment of the SDGs, specifically SDGs 5 (Gender Equality). This, in the case of Oxfam Ghana, influences the burden of this study to identify how the organisation is using communication to impact change and development in the country.

Development communication is the only way beneficiaries of projects can become the main actors in any successful development programmes (Odoom 2020). This encourages organisations to integrate communication in every stage, contributing to a desired outcome. For development to occur, it prioritises the targeted people and how they are involved in every process, thereby outlining the essence of mutual participation from all parties. In an article published by Stanford Social Innovation Review (2024), an internal evaluator at Amnesty International USA shared that: "for large human rights and advocacy organisations, it is rare that we can be sure that

positive

changes in people's lives are a direct or causal result of human rights" (Mirza, 2021, p.4). While today's digital age gives room for diverse and creative channels for advocacy campaigns such as advertisements, social media engagements, opinion polls, etc, there is still a growing concern for how communication in development has not been clearly understood, more especially in developing countries. This suggests that development communication is indispensable in any meaningful development process. Following the widespread lack of understanding the concept, it is important that efforts are put in place to help bring clarity to development communication. Development communication is planned and structured and must allow for broad participation of every constituent interested or needed to facilitate an intended change. To help improve the conditions of people, especially in rural the areas means that communication should be used essentially for increasing people's participation and community mobilisation, decision making and action, confidence building for raising awareness, sharing knowledge and changing attitudes, behaviour and lifestyles (Odoom, 2020). Adedokun et al. (2010, cited in Odoom 2020) suggest that it is by this that communication can be seen to be a germane tool for development. The authors add that communication is expected to be the tool to facilitate people's participation in a development planning initiative and also the means to overcome the challenges of development at all levels.

1.2. The UN's Sustainable Development Goals (SDGs) and significance to development

In fulfilling the United Nations Sustainable Development Goals (SDGs) and upholding the global call to action of "leaving no one behind" while also emphasising a holistic approach to achieving sustainable development for all, development organisations are consistently leveraging communication as an essential tool in communicating their SDGs mandate areas.

The SDGs, also known as the Global Goals, instituted by the General Assembly of the UN in 2015, replaced the Millennium Development Goals to strengthen development in different spheres that align with countries' developmental needs. The SDGs ride on five themes, namely: People, Planet, Prosperity, Peace and Partnerships. These reflect the interconnectedness of the goals and how progress in one area should support progress in others. Countries that are signatories to the SDGs are required to develop programs, policies and measures aligned to the SDGs. Odoom et al. (2021) and Nalubiri (2010) believe that participation in development policies and projects is critical in achieving the desired results. This means that for people to know about the SDGs and measures to adopt in achieving development, they must be aware of every process and area of engagement. Odoom et al. (2023) support that public awareness is essential in stakeholder participation. This highlights the fact that when people are aware of the SDGs and what they involve and their role in contributing, it builds collective participation and commitment from both organisations and target audiences. Effective participation from all stakeholders in the development ladder fosters mutual interests, trust, responsibility and cooperation. Therefore, development organisations need to highly consider the thematic areas of the SDGs in their programming and communication strategies, to execute their interventions or initiatives, ensuring that they are fulfilling the goals in their development niche.

1.2.1 About Sustainable Development Goal (SDG) 5 - Gender Equality

[Sustainable Development Goal 5](#), which focuses on Gender Equality, seeks to achieve equality between men and women and empower all women and girls. It consists of nine targets and 14 indicators, highlighting various aspects of gender inequality, including discrimination and violence, promoting women's participation in decision-making, and ensuring access to sexual and reproductive health.

The United Nations Women has made remarkable progress in advocating for SDG 5 (Gender Equality) within its global movement since 2014. For instance, ‘HeForShe’, an advocacy campaign, has gained support by driving over 3 billion conversations on topics related to gender equality, reaching more than 36 million people in 2023 alone. The effect brought together major players on global platforms, mobilising grassroots support through community engagement and using media platforms to disseminate messages, which have been instrumental to empowering people about female disparities such as pay gaps, unfair treatment at the workplace, etc. Ghana, committed to the 2030 Agenda, is making progress in fulfilling the mandate of the SDGs, particularly SDG 5. That notwithstanding, the country still faces challenges, especially in political representation, gender-based violence and economic empowerment. Organisations such as Oxfam in Ghana, working in line with SDG 5, utilise different communication strategies to communicate. This further elaborates that, in advocacy campaigns tailored to SDG 5, Oxfam in Ghana prioritises using appropriate channels of communication in reaching its audience to clearly communicate their message, gain audience attention and as well as engage them on all levels, to foster mutual interests. For instance, Oxfam in Ghana’s projects: the Power to Choose (P2C) and the Women’s Economic Advancement for Collective Transformation (WEACT), engaged in different forms of communication strategies in its advocacy campaigns, such as policy dialogue and launch events, stakeholder engagement in target communities, impact storytelling, monitoring and evaluation, just to mention a few. The project created a lasting impact by combining communication, education and advocacy that empowered 2,000+ women in entrepreneurship, shifted social norms and improved access to justice and economic opportunities. In addition, according to Oxfam in Ghana, in an article published on their [website](#), advocacy campaigns on SDG 5 have contributed to reducing maternal mortality in rural communities as well as supporting children, especially girls,

to acquire literacy, numeracy and life skills. Kamande (2025), in his report ‘The case for communication as an SDG’, advocates that communication should be included as one of the goals of the SDGs, making SDG 18, because it bridges all 17 SDGs in building a more inclusive and sustainable world. He further elaborates that though organisations are integrating communication for development and other participatory communication frameworks into initiatives that address sustainable outcomes, the absence of a separate communication goal creates the potential for cohesive global efforts to harness communication’s transformative capabilities.

1.3. Role of civil society organisations in implementing the SDGs

Understanding the success of the SDGs in informing and engaging the public to commit to driving sustainable development is integral to Oxfam in Ghana’s mandate. The primary purpose of development is to improve the quality of life for individuals and communities, ensuring that everyone thrives and reaches their full potential. Based on this, development cannot occur in isolation without involving the people, systems or necessary structures. Government agencies and development organisations in partnership programmes with assemblies have promoted the idea of focal persons, or teams/core groups to push forward the plans or initiatives, thus becoming the key change agents and points of contact for monitoring a programme, updating on its achievements, and providing further support. (Ofei-Aboagye, 2007).

Civil society organisations (CSOs) play a crucial role in shaping both the substance and process of the SDGs, addressing issues such as accountability, advocacy, service delivery and partnerships, among others. Their role in society is crucial to ensuring intentional and inclusive support of the people and structures they work with. According to an article published by Oxfam in Ghana in 2019, citizen engagement is central to improving the government’s transparency and accountability. It further highlights that Oxfam in Ghana and its partners also work to increase

transparency and accountability for both local and national level governance. For instance, organisations like Oxfam in Ghana leverage localisation of the SDGs and community mobilisation efforts through coordination between local governments or institutions and grassroots stakeholders to drive local SDG initiatives. This fosters strength and synergy to fulfil the needs of an intended audience in the development space. An example is Oxfam in Ghana's Women Economic Advancement for Collective Transformation (WEACT) project, funded by Global Affairs Canada, which partnered with grassroots stakeholders and local organisations like Shea Network Ghana to economically empower and promote the well-being of rural female farmers across Northern Ghana. Through fostering synergy, this 5-year project was successful, impacting 9,957 women.

Therefore, for development to occur and to be sustainable, it requires each player in the development chain to effectively contribute to the progress or change intended.

1.4. History of Oxfam in Ghana and its role in development advocacy

Since its operation began in 1986, Oxfam in Ghana's country programme has gone through different phases. Over the past 3 decades, Oxfam in Ghana has supported vulnerable communities with developmental interventions such as health care, agriculture, access to educational opportunities, and advocating for gender equality, among others. In 2013, Ghana drifted more to 'Influencing Programme' vis-à-vis service delivery, hence this influenced decisions on readjustment to the political and economic context after Ghana assumed a lower middle-income status and its implications on donor funding. This called for Oxfam in Ghana to reposition itself as an influencing office, while working with other organisations that act as the implementing wing in executing a project or initiative. This level of impact at scale uses evidence as examples for adoption, sharing and putting forward policy ideas for government and the private sector. In Oxfam

in Ghana's influencing work, the organisation's focus is placed on reducing urban poverty to ensure services are available to reach the urban poor.

Oxfam in Ghana works with partners to support farmers' livelihoods who are mostly females, address inequality in health and education, reduce maternal mortality, promote accountability and advocate for the responsible use of Ghana's natural resources for development. The organisation aims to reduce poverty and inequality, especially between women and men, by supporting, influencing and advocating in three areas of intervention in Agriculture, Essential Services and Extractive Industry Governance.

2.0 Statement of the Problem

Awareness about the Sustainable Development Goals (SDGs) is continuously evolving, as it remains a global urgency and call to action in accelerating development. However, a significant gap persists in how organisations integrate gender-responsive messaging into their advocacy efforts. The UN's 2025 report indicates a slow pace of progress in achieving the 2030 goals, with only about a third of targets on track and some even regressing due to global challenges such as conflicts, climate change and inequality. A peer review on Ghana's local governance by Odoom et al (2024) discovered that participatory communication was only moderately applied in development service delivery, and that a lack of full engagement undermined empowerment and community understanding. In addition, an article published by Stanford Social Innovation Review (2024) by an internal evaluator at Amnesty International USA shared that: "for large human rights and advocacy organisations, it is rare that we can be sure that positive changes in people's lives are a direct or causal result of human rights" (Mirza 2021, p.4).

Factors such as marginalisation in communication processes, insufficient integration of gender dimensions, and in-depth research to analyse the impact of communication messaging, among

others, are some growing concerns necessary for this study. Understanding the success of the SDGs in informing and engaging the public to commit to driving sustainable development is integral to Oxfam in Ghana's mandate. The African Research Magazine (2024), in its article, argues that organisations do not invest significantly in allocating resources for SDG awareness campaigns. This raises a gap and influences the need for this research to measure the effectiveness and impact of Oxfam in Ghana's communication practices in influencing awareness, policy and stakeholder engagement. Evaluating how these campaigns are communicated through messaging strategies, methods and channels and how effective they are in influencing awareness, behaviour, policy outcomes, etc, is necessary. While existing studies largely focus on development outcomes and policy analysis, they often ignore how communication practices or strategies and public engagement efforts contribute to, influence behaviours, or prevent the progress of the SDGs. Moreover, another limitation is reflected in how most studies focus mainly on one research method, either the qualitative approach or the quantitative approach, with the majority utilising the quantitative approach to measure numerical data and limiting a diverse and rich data on assessing the audience's perception and lived experiences (qualitative approach). Most literature underutilises a mixed methods approach in such studies. This is supported by Aguilar (2023) in her work 'Gender and Climate Change: Building Evidence for Transformative Action. UNDP IUCN', which states that there is a significant lack of robust mixed methods research assessing the effectiveness of gender-responsive climate action, particularly in communication strategies. She calls for evidence-based advocacy that uses mixed methods to track progress and understand impact, which elaborates a clear gap in the literature. Again, another gap in literature is the lack of fusing intersectional campaigns in gender equality, reflecting other dynamics such as climate action, which has an impact on gender, poverty and employment, where females are mostly

affected. Dazé (2024) advocates that climate action must address intersecting inequities, despite there being a resistance to integrating intersectionality into climate discussions and policy evaluations.

The study will not only provide practical insights into advocacy strategies but will also contribute methodologically to the discipline of development communication by providing insights and value for mixed methods research in analysing complex and diverse campaigns. In order for people to know about the SDGs and measures to adopt in achieving development, they must be aware. Odoom et al. (2023) support that public awareness is critical in stakeholder participation. This highlights the fact that when people are aware of the SDGs, they get involved in collective participation and commitment from both organisations and audiences.

Therefore, this study investigates Oxfam in Ghana's communication strategies and its effectiveness in advocating SDG 5.

3.0. Research Objectives

1. To explore the perceptions, experiences and contextual/social factors that affect effective campaigns.
2. To identify Oxfam Ghana's advocacy campaigns and how they influence public awareness, policy and engagement.
3. To determine the overall effectiveness of advocacy campaigns on audiences.
4. To provide recommendations for improving future advocacy strategies based on combined insights from the two data sources.

4.0. Research Questions

1. How do audiences perceive the impact and effectiveness of advocacy campaigns on SDG 5?

2. To what extent is Oxfam in Ghana's target audience aware of its advocacy campaigns on SDG 5?
3. What contextual or social factors have influenced the success or limitations of these campaigns?
4. What levels of engagement (participation, behaviour change etc,) does advocacy campaigns have on Oxfam in Ghana's audience?

5.0 Significance of the study

This study is aimed at measuring and analysing the effectiveness of Oxfam in Ghana's communication practices on its advocacy campaigns, particularly advocacy campaigns on gender in line with sustainable development in Ghana.

In this study, the findings will highlight the activities of Oxfam Ghana in development communication. It will also help the organisation evaluate its performance on where it currently stands in its communication practice and identify gaps and weaknesses to advance its communication practices and also strengthen advocacy efforts, especially in the future. The study is important to address communication gaps, enhance the effectiveness of SDG advocacy in development and offer practical tools and frameworks for equitable communication practices within Oxfam in Ghana and beyond.

6.0 Scope of the study

The study is structured geographically, thematically and institutionally, to allow for a focused, relevant and context-driven analysis of Oxfam in Ghana's communication practices on SDG 5 (Gender Equality) within the Ghanaian context.

The study covers Oxfam in Ghana's communication activities and advocacy efforts within the period of 2020-2025, to reflect 5 years of their communication practices in accelerating global action of Agenda 2030 in driving sustainable development in gender equality. The communication

activities that will be analysed in this study are: Community Engagement, Influence on Policy Agenda, Media Relations and Impact Storytelling.

The study focuses on one SDG (Gender Equality), to be explored in the context of communication for development by the organisation. The analysis will delve into key areas such as strategic communication practices, campaigns and public messaging by Oxfam Ghana, assess its effectiveness, inclusiveness and the cultural relevance in influencing behaviour change, public discourse and as well as assessing the integration and or lack of gender sensitivity awareness in Oxfam Ghana's communication materials.

7.0 Research Methods

The study will use mixed methods research, focusing on the convergent parallel design. The research will tailor a quantitative approach of getting information from sampled resource materials from Oxfam in Ghana (news articles, reports, impact stories etc), while the qualitative research will be specific to some selected staff from the organisation and implementing partners.

The purposive sampling approach will be utilised in choosing a key representative or informant from the organisation, especially one who is at the managerial level or decision-making table.

For this study, the Communications, Media and Public Engagement Lead, Project Coordinator (WEACT Project), Project Officer (P2C Project) and Youth Facilitator (P2C Project) will be chosen. The sample size is 4, focused on directly interviewing these representatives to share all relevant information necessary for the development of this study.

8.0 . Organisation of the study

The study consists of five chapters, which elaborate on the format and structure in which the research will be conducted.

Chapter One gives an overview of the study. This includes: Introduction, Background, Statement of the Problem, Research Objectives, Research Questions, Significance of the Study, Scope of the Study, Research Methods and Limitations of the Study.

Chapter Two is the literature review, which examines a compilation of studies done in relation to the study by authors, scholars, researchers and students who have completed a thesis.

Chapter Three is the methodology, which describes the mode for collecting data through research and explains why that particular method was used. The method of sampling the population of the study will also be considered in the methodology.

Chapter Four gives a breakdown of the data by analysing the results from the findings.

Lastly, chapter five highlights a detailed culmination of the research, which focuses on the summary, conclusion and recommendations. This aspect interprets the findings, thereby drawing conclusions and possibly suggesting areas for further research from gaps or limitations identified.

9.0 Limitations of the study

As the purpose of this study is to discover the impact of communication on advocacy campaigns within Oxfam in Ghana, the research is subject to certain limitations in the following areas:

Firstly, the research is limited to one organisation as the case study, which will not reflect a full representation of how communication for development is used across diverse development organisations or sectors. Furthermore, the study focuses campaigns aligned to one SDG 5 (gender equality) among other SDGs Oxfam Ghana works on; therefore, the study will not be generalised to the other SDGs. Again, the period and resources for the study limit the researcher in exploring more areas of the organisation's SDGs and also expand the inclusion of other organisations in the research, for better comparison and analysis. The study also focuses on 5

years of the

organisation's communication practice in a specific period, rather than analysing its operation since its existence in Ghana.

CHAPTER TWO

2.0. Introduction

Chapter one introduced what this thesis seeks to achieve. This chapter examines a compilation of earlier research works done in relation to the study. This is important because it helps the researcher compare findings with previous discoveries, aimed at developing valid conclusions of the study. This will be done by reviewing existing literature on the subject of study, defining key concepts and looking into various studies that have been conducted by other researchers. This is aimed at giving the research a solid foundation. The research reflects four areas relevant to the study in the following: Development communication strategies, Advocacy campaign design, approaches and effectiveness, Gender Equality (SDG 5) and Partnerships/Collaboration and Stakeholder Engagement.

This review is aimed at critically mapping out the existing knowledge on specific communication strategies in development that translate to measurable and sustainable impact/results through SDG5 advocacy campaigns. It throws light on the key theoretical and conceptual frameworks, as well as methodological gaps from primary/secondary research.

2.1. Associated Theories

Theories are used to explain or predict the way things work or happen, which presents an understanding of the relationship between various actions and events. Dunleavy (1980, p.131, as cited in Rhodes, p.309) states that research is theoretically based. In an article published by the National University Library (2025), it describes that theoretical frameworks provide a particular perspective or lens through which to examine a topic, while the conceptual frameworks provide

the concept or set of related concepts surrounding the basis or foundation of a study; this is usually done by the researcher. For the relevance of this study, the theoretical frameworks used are:

- a) Communication for Social Change Theory
- b) Participatory Communication Theory
- c) Agenda-Setting Theory

2.1.1. Communication for Social Change Theory

In the 1950s-1970s, dominant modernisation and communication paradigms heightened in the period when the world was categorised as First World and Third World. Global actors such as Bretton-Woods Institutions, the United Nations and scholars who share similar input considered communication and mass media as an important instrument for the transformation of traditional societies, especially those of the newly free and independent states into functional geopolitical entities. Development was framed by these scholars and institutions not as a cultural phenomenon, but rather as a set of interventions. (Asuman, A.K.M et al. 2025). This framework, championed by scholars such as Daniel Lerner and Everett Rogers in the mid-20th century, viewed development as a uniform, linear progression toward Western industrial models. During this era, communication was top-down (from the elites to populations), running on models like the Diffusion of Innovations through the mass media, to persuade individuals to change their behaviour. This model was critiqued because of its ethnocentric features, failure to address global structural inequalities and sustain change. The situation led to the adoption of certain principles developed by Paula Freire (1970), who drew inspiration from critical theory and participatory philosophy. It demanded an end to the 'banking' concept of communication and advocated for empowering dialogue. This led to the rise of the modern paradigm in the 1980s. Gradually, the Communication for Social Change Theory was refined as a horizontal, multi-way

and sustained process of dialogue, aimed at social

transformation rather than focusing on individual persuasion. The theory enables communities to articulate their own needs, engage in collective critical reflection and take ownership of the solutions (Gumucio-Dagron 2001).

A publication by the University of Colorado Boulder (2014) explains that when it comes to communication for social change, “it is not only about society; it is also in society and contributes to the evolution of communication practices that constitute society.” This means that communication is not just a tool used to talk about society, but instead an essential aspect that makes up society and determines how society changes. Contemporary development communication principles reflect an emphasis on participation, empowerment and structural change or transformation - a linkage to the communication for social change theory. This is evidenced among development communication practitioners or organisations, who prioritise active involvement and participation of local media and bottom-up (grassroots) engagement, to ensure that development interventions are significant, intentional and sustainable. This highlights a progression - not just informing about an issue/concern but strategically addressing root causes of development gaps or inequity, thereby bringing together all stakeholders that matter on that identified need or gap. “Advocacy, dialogue and peace talks have been effective precursors to women’s political participation at the community and household level”; this was quoted in a report ‘Are We Getting There? A synthesis of UN system evaluations of SDG5’(2024)’, by five UN organisations. It enforces the power of involving all relevant stakeholders in the development process to feel belonged, heard and contribute to social change.

According to the conceptual model and methodology for Communication for Social Change, communities and societies can go through positive and transformative social, cultural, economic and political transformations by utilising communication processes, tactics and technologies. It

acknowledges the influence communication has on attitudes, actions and social norms and takes advantage of this influence to deal with urgent social issues, encourage inclusivity and strengthen marginalised groups (Asuman et al. 2025, p.13). The theory is relevant because it justifies the need for communication interventions in tackling systemic inequalities rather than focusing only on individual behaviour. In effect, this theory acts as a foundation on which organisations or development communication practitioners design strategies, contextually and culturally relevant, to influence behavioural shifts that resist change and with the goal of creating sustainable systems of ownership and belonging where people move beyond mere awareness to actual empowerment and transformation.

2.1.2. Participatory Communication Theory

Development communication in the mid-20th century had a rigid approach defined by the Modernization Paradigm. This approach was a top-down strategy that viewed communication as a ‘one-way’ channel for communicating Western technology and ideologies to the underdeveloped global south. Gradually, critiques and challenges that surfaced as a result of failed systemic structures required change because practitioners and scholars such as Robert Chambers and Orlanda Fars-Borda (1980s) realised that development was inevitable without involving people, more especially the intended beneficiaries. For effective development to occur in a country, the government needs to pay increased attention to its citizen’s participation (Sika-Bright & Razak 2015 as cited in Odoom et al. 2024, p.8). In the 1970s-1980s, the Participatory Theory was seen as an ideal alternative to the top-down approach of communicating development needs. It is from this theory that the Participatory Communication Theory was conceived.

Originated from the works of Paula Freire (1968), this theory focuses on dialogue which sees development as a horizontal approach where stakeholders are active partners in defining their

own

problems and creating solutions. Participation in development is perceived not only as economic but also ethical, cultural, political and interventional (Odoom et al., 2024, p.2). This signifies that for effective development to occur, organisations and practitioners need to encourage dialogue, engagement, negotiation, consensus building and feedback in the entire development process. This underscores the critical role of participatory development in transforming societies (Schoen, 1996). Participatory Development lays emphasis on the meaningful participation of people in processes and decisions that affect their lives. Its basic assumption is based on the fact that no meaningful and sustainable development occurs without the active involvement of the people. Participatory development relates to actively involving people at all stages of development projects, to ensure sustainable development (Dick-Sago, 2020, p.6). Establishing this shows the need for effective communication in yielding effective development. Communication is social action that occurs through a vocalisation of social relations between people (Servaes, 1996). The importance of proper communication in participatory development led to the concept of participatory communication (Odoom et al, 2024, p.2). This ensures that, when communication is actively integrated into development, it translates into clear directives in executing a project or need, thereby achieving sustainable growth. Nguyen et al. (2013) describe that sustainable development cannot be achieved without adequate participatory communication strategies (Nguyen et al. 2013, p.16). Participatory communication is a communication mechanism that focuses on sharing information and knowledge, trust and commitment in development services. This enables communities to own the process of development by freely determining their own development needs, identifying solutions, mobilising resources and implementing the solutions identified (Odoom et al. 2024, p.17). It helps to minimise communication failures during development service delivery. It also considers behavioural change as critical to sustainable development and

social change. It promotes sustainable behaviour change through the recognition and acceptance of wider sociocultural issues and the role of communication in them (Tufté & Mefalopulos 2009, p.18).

While Communication and Social Change Theory embodies a broad and integrated framework that uses participatory approach, Participatory Communication Theory conceptualises the methodology and philosophical engagement of materialising development.

2.1.3. Agenda Setting Theory

The Agenda Setting Theory is a tool of mass communication that explains the power and influence of the mass media and its effects on an audience. This theory was propounded by Maxwell McCombs and Donald Shaw in 1972, following the 1968 study of North Carolina voters during the presidential elections. It assessed how a strong correlation was built between the issues the media prioritised and issues voters regarded as important. The mass media's power is described by Wilson Stan Le Roy (1993) as "the mass media determine what will be news and what won't". As Bernard Cohen (1963) puts it, "the media does not tell us what to think but what to think about". The media has different agenda-setting roles to suit its interests and gain a desired response from an audience. Again, "media also sets the agenda, by publishing those things that require attention and concerted action to address, especially by government" (Stan Le Roy:1993, p. 52).

This theory suggests that issues or messages that are prominently displayed in the media become the very issues the public perceives as the most important. The process involves the transfer of salient messages from the media's agenda (what the media covers to the public) and (what the public prioritises as important). For instance, the kind of messages Oxfam in Ghana puts out in the media shows what is important to the organisation and hence calls for its audience's attention. The intention is to influence how the audience interprets the message to move them to

action. The

consistent messages on platforms such social media, radio, TV or the newspapers create a narrative in the minds of the people on what to think about, consequently influencing how they respond or the role they can play in addressing the situation. Hall (1975) addressed that, the media is a network of institutions, bodies and authorities which are influenced by each other and which between them, define and determine the way in which society deals with problems and issues.

Development organisations and practitioners need to understand the important role agenda-setting plays, which influences the kind of messages they send out and how these messages should influence their audience. It is also significant in media relations, where journalists or media houses are thoroughly aware of a subject/story and know how to communicate it. A good story sells fast and creates a positive image to its target audience. This creates an impressive perception in the minds of people, thereby influencing their behaviours or attitudes. Communicating development is a strategic goal that organisations must hold dearly. Development communication focuses on the use of communication to promote development. A development communicator uses different types of communication technologies and tools to bring a common understanding among stakeholders, in order to change the socio-economic conditions of people (Odoom 2020, p.42). Organisations must carefully communicate clearly by taking into consideration the kind of message and medium used in championing their goals, objectives, ideas or brand. The consistency of this practice puts the organisation at the top and shapes its public's mind and hence their trust in them.

According to Walter Lipmann (1922), the media does not deal directly with the environment as much as it responds to pictures created in our heads. This purports that people's perception of the mass media and what they communicate reflects in how they interpret its message. Nevertheless, the people in the environment also set the agenda for the media to tell a story. An instance can be

seen from beneficiaries sharing testimonials or stories on how a project has impacted their lives. A clear distinction of how their lives were before the intervention and how their lives have changed after the intervention serves as a platform for generating news or advocacy messages. The freedom of the media to decide for us what to think about reflects the view of Raven (1983, cited in Tench and Yeoman, 2006, p.273) on how the authority of the speaker over the listener can influence the persuasion process. The role of the media is seen in putting environmental issues on the agenda of public concern in rather stronger terms (Parlour and Schatzow, 1978). The agenda-setting theory is relevant to this study because it opens up the most important aspect of the media's influence which may not necessarily be a concern for the public's opinion but instead influences reporting key issues or in decision-making.

2.2. GENERAL LITERATURE

Understanding the role of communication and its impact on development is core to the success of every project implementation or development intervention. This study underlies the concepts of communication and development and its connection to influencing advocacy campaigns. The author seeks to assess the effectiveness of SDG 5 (gender equality) campaigns in shaping gender equality.

According to Kamande (2025), communication for development emphasises the use of communication as a tool to empower communities, enabling them to identify and address their own development needs, rather than passively receiving external assistance (Kamande 2025, p.4). Through the exchange of information, ideas or messages, stakeholders must be able to understand each other and build consensus on what issue needs to be tackled. It is important for practitioners and development organisations to understand the most preferred and convenient way of

communicating with its audience, otherwise what may seem as a solution to that development challenge/need, could face resistance because of weak or unclear strategies/methods of communication. Some initial amount of communication within a community or group is required to identify areas of agreement and disagreement among those participating. When different points of view and beliefs arise, further communication is required to reduce the level of diversity to the point where there is a sufficient level of mutual understanding and agreement to engage in collective action and solve mutual problems (Figuro et al. 2002, p.12).

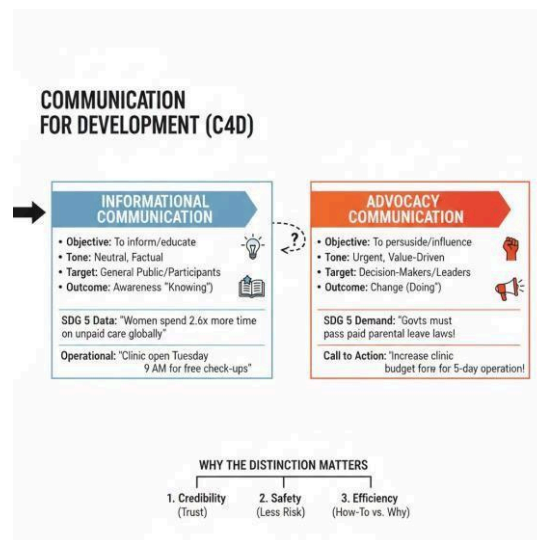
2.2.1. The Power of Advocacy in Development Communication - Conceptual Perspective

While Advocacy always uses a channel of communication, communication is not always advocacy. The clear difference between the variables is the intent and objective. Generally, the purpose of communication is to inform, educate, create awareness or increase knowledge. Communication facilitates public engagement, enhances transparency and ensures inclusivity - values that are central to sustainable development (Kamande 2025, p.2). Advocacy, according to Lauzuka-Nicoulaud et al. 2022, is a process of influencing policymakers, stakeholders and targeted audiences to address a specific issue and attain a particular outcome (Lauzuka-Nicoulaud, 2022, p.2). It is defined as the organised effort to influence the “will” of decision-makers-including governments, traditional authorities and the private sector - change policies, laws and budgets that perpetuate inequality (Servaes, 2016). Advocacy, exhibit features such as persuasion, value- driven, urgent, change policy/behaviour, targets decision-makers/leaders, facts, budget shifts, legislative change etc. By merging communication and advocacy in development, it is carefully considering what kind of strategic steps should involve everyone, to be aligned to the intervention and also influence a cause or action. Development is not done in isolation; therefore each stakeholder, whether an implementer or beneficiary must be equally involved and participate in

the entire process. Communication becomes participatory when its processes allow stakeholders to engage in equal knowledge sharing as opposed to a top-down transmission of information and ideas. (Melkote, 1991, p.41). In the development framework, effective participatory communication involves using communication techniques in a way that can generate a shared understanding among stakeholders in development. (Quarry and Ramírez, 2009, p.42).

The Sustainable Development Goal 5, has 9 targets, along 14 indicators, which necessitates organisations or practitioners designing communication strategies to align with their mandate, and correlate to every development intervention/need. In a 2016 journal published by Oxfam, it indicates that the organisation works on four (4) target areas of SDG 5 namely: 1-Eliminate violence against women and girls (VAWG); 2-Achieve women's equal leadership, influence and participation in decision making; 3-Fulfilment of women's economic rights, and decent work for women; 4-Reduce women's time burden by recognizing, reducing and redistributing unpaid care. These targets influence Oxfam in Ghana's strategic approach and messaging in communicating development on SDG 5. It is crucial to note that SDG5 advocacy is not only entirely about spreading awareness on gender issues but challenging power dynamics and social norms that justify discrimination. For instance, the subject of gender is understood differently contextually or culturally. Ensuring that an audience understands what constitutes SDG 5, what gender equality means, how they are to respond to it and what actions they are to take, is very critical for organisations to prioritise in communicating development in order to attain results. Accordingly, putting an end to all forms of discrimination against women and girls is not only a basic human right, but it is also crucial to accelerating sustainable development (United Nations Development Programme, 2019). When the focus is shifted from individual behaviour change to systemic reform, advocacy therefore confirms the sustainability and legal protection of development

outcomes. A joint report by five (5) UN Agencies titled, ‘Are We Getting There? A synthesis of UN system evaluations of SDG 5’, 2024) states that “there is evidence of successful advocacy when multiple UN agencies are involved and aligned in their messaging, whether through a joint programme or less formalised collaborations”. This explains how advocacy is much more powerful when the UN speaks with one voice instead of separate offices. This ensures the same message, clarity, acceptance and response. This also translates in development organisations or in practitioners work, to always ensure that every aspect of their communication is contextually and culturally relevant to the target audience. This facilitates collective understanding and action, credibility, safety and efficiency, leading to prompt developmental outcomes from both the influencer/implementer and the beneficiary.



(Fig. 1)

2.2.2. Communication channels for effective advocacy -Conceptual perspective

Communication is a powerful medium to get your message across and predominantly with the intention of gaining feedback. Looking back to the 80s and 90s, there is a clear distinction of how communication was before, and how it is now. Today, digital technology has infiltrated into our world, transforming communication processes and audience buy-in. Communication in this digital

era not only conveys information but also accelerates social mobilisation and influences social policies, making communication a very important tool in accelerating and shaping social change in society (Fitriani, D. et al. 2023). The global landscape for development communication and social change has changed radically in the new millennium (Okigbo and Ogbodo, 2023, cited in Servaes & Yusha'u, 2023).

Digital technology has paved the way for nouvelle outlets such as social media, virtual programs, mobile applications, among others, as platforms to advocate messages on SDG 5. And common is the use of multimedia, which infuses diverse creative approaches in producing dynamic and interactive content. In addition, digital communication platforms and Information and Communication Technologies (ICTs) are increasingly recognized as tools for development, providing a foundation for knowledge sharing and enabling collaboration across borders (Kamande, 2025, p.4). Social media has become a major channel for people to unite ideas and power, driving broader social change. Furthermore, social media allows people to engage in social action in a variety of ways (Mahyuddin, 2019). This accession by Mahyuddin, points to the power of social media as a tool for change which allows people to connect instantly in sharing ideas and building collective influence. The platform acts as a digital space for people to find a common cause or challenge structures that oppose gender equality. Beyond just talking, these platforms serve as a place to take action such as objecting to discriminatory practices that violate female's rights or vulnerable groups, calling for dialogue on key issues that affect women, sharing content that informs, educates or entertains on SDG5, etc. Consequently, social media makes activism accessible to everyone, turning online conversations into real-world impact. There have been popular advocacy campaigns on SDG5 in Ghana such as #HeforSheGhana, #OrangeTheWorld, #Enough by RUWA-Ghana and the #HeForShe and #MeToo movement globally. Furthermore the

importance of communication in the context of social change is also related to how people understand and interpret the information conveyed. Good communication skills including the ability to listen and respond are very important in ensuring that social change messages can be received and implemented effectively (Mukarom, 2020).

There are several other channels that can be leveraged to advocate SDG5. Practitioners and development organisations ought to identify the most convenient way of communicating to their audience, while also considering accessibility, comprehension and influence in audience perception and attitudes/behaviours. In the context of communicating development and SDG5, assumptions of what will be liked or accepted by the audience should be avoided. Never should there be an instance where a tool or channel of communication is chosen based on only what the organisation prefers, without considering the concerns or needs of the intended audience.

2.3. SPECIFIC LITERATURE

This section dives deep into reviewing some literature works that aligns to the topic. It reviews one report and two research papers. For the relevance of gaining a rich overview of the study, this section will be categorised into the three literary works, for clear distinction and focus.

2.3.1. The Case of Communication as an SDG. Goal 18: Communication for Sustainable Development

This literature by Kamande (2025) makes a case that communication must be included as a standalone SDG because of its power in strengthening the implementation of all SDGs. The author shares how practitioners have increasingly integrated Communication for Development (C4D) and

other participatory communication frameworks into initiatives that address sustainable outcomes. He believes that the absence of a separate communication goal limits the potential for cohesive global efforts to harness communication's transformative capabilities. (Kamande 2025, p.3).

Communication is not merely a tool for information dissemination but a foundational mechanism for challenging entrenched gender norms and advocating for women's rights (Kamande, 2025).

In page 11 where he touches on Social and Behaviour Change Communication in SDG5 advocacy, the author elaborates the importance of shifting societal perceptions and mobilising collective action towards gender-sensitive policies. Effective advocacy campaigns serve to amplify the voices of underrepresented groups, ensuring that marginalised women and girls can participate in decision-making processes (Servaes, 2022). The debate as to whether communication should be a standalone goal is still an area to explore. Currently, communication is utilised as a cross-cutting enabler, woven into all the SDGs. Kamande explains that communication within the SDGs is fragmented and inconsistent, often dependent on the individual efforts of organisations or agencies which has limited the scalability of communication-driven interventions. And this has resulted in missed opportunities to enhance stakeholder engagement and public participation across all SDGs (Kamande 2025, pg.5). Kamande argues that without dedicated indicators—such as those proposed for a standalone communication goal, it is difficult to measure the reach, cultural resonance and long-term behavioural impact of gender equality initiatives. He believes that effective measurement requires looking beyond metrics to assess. Kamande (2025) explains that without dedicated indicators—such as those proposed for a standalone communication goal—it is difficult to measure the reach, cultural resonance and long-term behavioral impact of gender equality initiatives. From his report, he elaborates that effective measurement requires assessing:

- **Public Engagement:** The depth of awareness and the degree of participatory dialogue fostered within communities.
- **Trust and Accountability:** Using the power of communication to empower civil societies, NGOs and communities to hold institutions accountable for gender-equity commitment, and to believe in the message or advocacy.

His argument is supported by the Global Alliance for Public Relations and Communication Management, where the President, Prof. Justine Green, addressed the United Nations on July 24th 2024, calling for its support in responsible communication. He indicated that there was no explicit role for communication as a dedicated goal with clear targets in the SDGs and such an oversight

was exposed during the COVID-19 global pandemic. Adding that the global community mainly survived on the communication infrastructure available, proving that communication is essential to human survival. That notwithstanding, a critical challenge that poses a threat to measuring and achieving SDG5 outcomes is digital inequality, according to Kamande. He highlights that lots of women, particularly those in rural or low-income areas lack digital literacy and infrastructure convenient to engage with advocacy campaigns. While also, misinformation and disinformation in today's digital age create barriers for effective SDG5 messaging and reception, an attribution buttressed by Global Alliance for Public Relations and Communication Management. A recent survey by United Nations staff in a publication by Global Alliance for Public Relations and Communication Management (2024) revealed that 80% of respondents said harmful information endangers them and the communities they serve. Kamande (2025) agrees that the rise of misinformation in this digital age can undermine scientific or social consensus on gender issues, necessitating robust communication strategies that promote critical thinking and transparent reporting. From Kamande's stand, it shows that for SDG5 advocacy campaigns to be effective, it

must be treated as a strategic priority rather than a secondary concern. Aligning advocacy efforts with structured communication frameworks focused on inclusivity, transparency and behavioural change is essential to fostering the social shifts required to achieve the global gender equality agenda. Nevertheless, for Kamande's proposal to be achieved, I believe it will take a long time for the UN to make communication a standalone SDG. This is because the process will have to take different process from the high-level decision makers in the UN and other regulatory bodies, before coming down to national and local contexts. In addition to this, the effort of making communication could create a diversion in audience attention of clearly understanding communication as a standalone and knowing how to apply to suit their needs or even spending millions in research, stakeholder dialogue/negotiations and other resources, to have communication as a separate SDG.

This report by Kamande is a good one, which clearly points out the need to prioritise communication in development interventions aligned to the SDGs. However, I believe that this report should have been backed by research done by the author, where he could have involved key players in the UN, development organisations, communication specialists and other stakeholders, to solidify a strong argument of making communication a standalone SDG. The research could have given people a better understanding and appreciation and clearly communicated to people even at the grassroots. In as much as other researchers and practitioners have presented similar cases like Kamande, I believe that for now, the UN and other development institutions, should ensure that communication is strengthened in all programs and implementation within the various SDGs, thereby working in line with governments, civil society organisations, NGOs etc, to ensure that the various levels of development -locally, nationally and globally, through collective actions and agents are instituting communication actively in the development chain. Okigbo and Ogbodo

2023, in their contribution to the book, ‘SDG18 Communication for All, Volume 1. The Missing Link between SDGs and Global Agendas’, argue that “Communication for All” should have been the 18th SDG, but now that it is not the case, strategic communication deserves to be a clear component of all the 17 SDGs. The binding constraints of African development present perplexing and multifactorial challenges that deserve more attention than they get now from within the continent. More than any other world region, Africa needs “Communication for All” to pervade all aspects of human engagement on the continent (Okigbo and Ogbodo 2023, cited in Servaes & Yusha’u, 2023, pg.12).

In other words, communication is a much-needed jigsaw puzzle to complete the global momentum to (re)set SDGs as our universal goals. It plugs the strategic gap of shaping the world as well as local opinion, scrutinises the cultural issues of introducing SDGs to different societies, andushers in constructive and constitutive dialogues among various disciplines, contributing to social development for all (Servaes & Yusha’u, 2023).

2.3.2. Understanding Development Communication: A Review of Selected Literature

The second literature is an article by Odoom (2020) which navigates the connection between development and communication. He highlights that sustainable development is not possible without a strategic and participatory approach to sharing information. This reflects how the effectiveness of Oxfam in Ghana’s SDG5 advocacy campaigns can be understood through the convergence of the Participatory Communication and Agenda-Setting theories, leveraging on the border paradigm of the Communication for Social Change Theory.

Odoom (2020) defines Communication for Social Change (CFSC) as a planned, systemic process aimed at leveraging both interpersonal and digital channels for societal transformation.

Unlike the

top-down Modernisation model of past communication approach, CFSC is grounded in Participatory Theory, which argues that in order for SDG5 to be achieved, women and marginalised groups must be the ‘designers’ of their own narratives instead of fueling passive recipients of advocacy messages by the organisation. For instance, Oxfam in Ghana uses social media as a platform for advocating SDG5, such as the ‘Enough’ campaign which operates as a digital application of participatory communication where survivors share their lived experiences on sexual assault or gender-based violence. The campaign’s strategy decentralises power, shifts the roles of Oxfam in Ghana from being a ‘speaker’ to being a ‘facilitator’ or ‘champion’ of community voice. As participation empowers the community, infusing the Agenda-Setting Theory in driving change, explain how local empowerment can be translated into national priority. Traditional and digital media, especially social media serve as a ‘first-level’ agenda-setter which determines which issues are of concern to the public and gain their maximum attention. For example, issues on women participation in leadership when put into the media, create awareness and gain public discourse for action.

Furthermore, Odoom (2020) shares that development and communication are like “twin sisters”, signifying that social change requires both material improvement and effective dialogue. The paper throws light on the gap between theory and practice, indicating that many stakeholders in developing countries, including Ghana, often treat communication as mere information dissemination instead of as an empowerment tool. The lack of understanding often leads to the exclusion of rural groups from the process of development. Eventually, the author calls for a more professional and research-based approach in development communication, in bridging these gaps and significantly achieving long-term sustainability. From his literature, it shows a synergy between how these theories are crucial on how that advocacy effectiveness is not measured only

by reach but by active engagement of each stakeholder in the development process. While the participatory communication theory ensures that SDG5 messages or content is authentic and inclusive, Agenda-Setting Theory ensures that this content is shared on different platforms to reach decision-makers and beneficiaries while the Communication for Social Change Theory provides the overall framework that views the entire communication process as a driver of long-term structural change in gender norms.

2.3.3 Participatory communication in the provision of development services in the Ghanaian decentralised government system: evidence from the Central Region

Central to this literature by Odoom et al. (2024) is the Participatory Theory which argues that development is sustainable when beneficiaries are active in the process (Servaes, 2008).

However, this empirical evidence from the Ghanaian context suggests a significant disconnection between theory and practice. Odoom et al. (2024) show that within the decentralised government structures in the Central Region, ‘people-centred approaches’ were lowly considered and participatory principles failed to receive adequate institutional attention. This participation gap is characterised by a reliance on one-way, monologic communication which isolates marginalised groups- particularly women from decision-making processes that affect their lives (Odoom et al. 2024). Addressing such a situation in institutional failures, Oxfam in Ghana leverages the Communication for Social Change paradigm. Unlike traditional government services, CFSC focuses on ‘giving voice to marginalised groups’ and shifting power dynamics (Tufté & Mefalopulos, 2009). Oxfam in Ghana does not see advocacy on SDG5 as only spreading awareness; the organisation prioritises creating a system of dialogue with its stakeholders/audience in addressing issues such as survivors of gender-based violence or addressing inequalities in wages for women, where each player

defines their own problems and proposes solutions. This approach directly counters the low sense of ownership seen in the government sector as underlined by Odoom et al. (2024), thereby substituting institutional apathy with community-driven activism.

As participation buttresses internal empowerment, the Agenda-Setting Theory defines how Oxfam in Ghana achieves external effectiveness on its SDG5 campaigns. Today's digital age like the use of social media and other online platforms allows organisations to bypass traditional 'gatekeepers' and influence the public and policy agenda, hand in hand. Oxfam in Ghana's strategy regarding agenda-setting, frames gender equality as a non-negotiable human right rather than as a secondary development goal. Utilising creative but strategic approaches such as hashtags and testimonials from beneficiaries has contributed to addressing core issues such as the Affirmative Action Bill and the removal of taxes on locally produced sanitary pads - onto national political agenda and public discourse. This creates a 'bottom-up' pressure that compensates the absence of clear institutional policies on communication within the Ghanaian government (Odoom et al. 2024). Oxfam in Ghana's advocacy campaigns lies in its ability to bridge the gap identified in this literature. Where the Ghanaian decentralised system struggles with inadequate resources and low motivation (Odoom et al., 2024), Oxfam in Ghana blends the authentic content/advocacy messaging to ensure public salience, thereby drive long-term structural change.

The research used a quantitative descriptive design where descriptive surveys was used in gathering data and statistically analysed to show connections and patterns through surveys. The study location which was divided into three: Assin South District (ASD), Mfantseman Municipality (MFM), and Cape Coast Metropolis (CCM), provided a proper representation of the entire region, which contributed to the findings.

2.4. Summary

The reviewed literature supports the relationship between communication and development and its evolvement from a top-down way of disseminating information, to a horizontal and transformative process. The literature shows that communication is no longer a peripheral tool but an enabler- a core driver to institutional and social change.

The chapter addressed the theories: Communication for Social Change, Participatory Communication and Agenda-Setting, depicting the importance of communication and development in advocating the effectiveness of SDG5 campaigns. A general literature and three specific literature was reviewed. These works, aided the researcher in relating discoveries on the study and influencing academic discourse in communication and development, while setting standard practice in a professional setting.

CHAPTER THREE

3.0 Introduction

Chapter Three highlights the methodological approach used in this study and further discusses the methods used in collecting data and its analysis. The chapter discusses the various techniques used in gathering data, including research design, research methods, sample, population, sample size, sampling method, data collection tools, data collection process, data presentation, and data analysis. The study utilises a mixed-methods research (qualitative and quantitative) approach, which elaborates on the steps or processes adopted, setting the premises, practical conditions and considerations used by the researcher.

3.1. The Research Design

Research design refers to the structure that is established for conducting a research study. Yin (2009:26) defines research design as a logical plan for getting from here to there, where here may be defined as the initial set of questions to be answered and there is some set of conclusions (answers) about these questions. He further explains that, between “here” and “there” may be found a number of major steps, including the collection and analysis of data (Yin 2009).

Burns and Grove (2003:195) also define a research design as a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings (Burns and Grove, 2003). The approach used in this study was a mixed-methods design. Stange et al (2006) define mixed-methods as integrating quantitative and qualitative approaches to generating new knowledge, and can involve either concurrent or sequential use of these two classes of methods to follow a line of inquiry. In order to fulfil this requirement, the research approach suggests that the researcher specifies the type of evidence needed in addressing the research questions, describing the phenomena and examining theories of the conceptual framework developed through the study (Smith, 2001). The mixed-methods design collects quantitative data, which is numerical or descriptive and qualitative data, which is in-depth or interpretative.

The research design adopted is the Convergent Parallel Design, suitable to evaluate the effectiveness of Oxfam in Ghana’s advocacy campaigns on SDG5 (Gender Equality). This design is best for social science research, as in the case of this study, which simplifies interpretations from numbers (quantitative) and meanings or experiences (qualitative), conducted independently first- hand, and the results converged and evaluated. It sufficiently addresses the research from both quantitative and qualitative perspectives, giving a comprehensive understanding of the topic under study. Convergent Parallel Design facilitates greater validity or credibility of research findings by

allowing cross-validation or triangulation between quantitative and qualitative results (Younas, A., Fàbregues, S., & John W. Creswell, 2023).

Before choosing this design, certain key factors were taken into consideration. These are:

1. The design allows the researcher to collect data on statistical trends (quantitative) and individual experiences (qualitative) at the same time.
2. The research is time-efficient because it collects both quantitative and qualitative data concurrently and not separately.
3. It allows the researcher to explore more options where one method is not enough to fully answer the burden of the study.
4. The research has deeper insights by comparing results from both sources, relevant to refining theories or building future recommendations.
5. The researcher can triangulate the findings for greater validity, thereby strengthening the credibility of the research and its contributions to academic insights or development communication practice.

This design was chosen because it is essential in assessing advocacy campaigns (qualitative), such as analysing and interpreting meanings from messages or interviews. And for measuring the effectiveness of the advocacy campaigns (quantitative) through a content analysis aimed at quantifying and measuring the impact of campaigns on audience perceptions, behaviours, etc, from organisational resources such as reports, press releases/articles, media coverage and impact stories. By using this design, the study provides an in-depth appreciation of the overall impact of advocacy campaigns on SDG 5, thereby offering practical insights for strategically planning advocacy campaigns and also contributing to academic dialogue on communicating development and SDG

5 in Ghana and Sub-Saharan Africa.

3.2. Research Method

This research type integrates two methods: qualitative and quantitative. These are:

1. Qualitative interviews and analyses of the results (thematic analysis).
2. Content analysis from organisational resources from reports, press releases/articles, media coverage and impact stories, which were coded to generate countable categories.

The qualitative approach made use of interviews to gather data insights on the “why, how and what”. This involved an intensive and detailed study of the topic with the interviewees, a credible source from Oxfam in Ghana and one of its implementing partner, Planned Parenthood Association (PPAG), who aided the research by answering questions on the phenomenon. The qualitative data was analysed based on the audience’s perception, experiences and contextual factors which influenced the campaign's success or limitations; while the quantitative data collected information measuring audience awareness, engagement levels and behavioural outcomes influencing the campaign's success or limitations. Using qualitative interviews was appropriate because it allowed the researcher to know and understand what was being investigated, leading to questions answered and new meanings and interpretations developed. Moreover, a content analysis was used to gather data under the quantitative research method. Content Analysis, according to Denzin & Yvonna (2005) as cited in (Agyepong, L. & Odoom, D. 2022:197), is the systematic analysis of the content of a text (e.g., who says what, why and to what extent and with what effect) in a quantitative or qualitative manner. It consists of analysing the contents of documentary materials such as books, magazines, newspapers and contents of all other verbal materials which can either be spoken or printed. The research required careful attention to segmenting the texts for analysis, choosing an appropriate collection of units to analyse and using

coding to adequately represent the specific phenomena. Data was quantified and extracted from sources such as reports, campaign materials, press releases etc.

Instead of using one of these methods, the mixed-methods research approach allowed the researcher to gather data helpful in appreciating different perspectives on the subject and drawing a more responsive and representative conclusion. This was only achieved by comparing the qualitative data with the quantitative data.

3.3. Population

A population is the focus group of any social or scientific enquiry (Bryman 2000). According to (Glitz, 2003), a population is a complete set of elements that possess the characteristics defined by the sampling criteria of a research work.

The population for this study is Oxfam in Ghana, headquartered in Accra and one of its implementing partners, Planned Parenthood Association of Ghana (PPAG) in Techiman, managing the *Power to Choose Project*. This study, as earlier indicated, focused on two SDG 5 projects called the *Women Economic Advancement for Collective Transformation (WEACT) Project* and the *Power to Choose Project*. Oxfam in Ghana has a staff membership of forty-seven (47). The *WEACT Project*, a completed 5-year project, was implemented by Oxfam and seven (7) partners in eighteen (18) communities across nine (9) districts in six (6) regions of Ghana. The project has impacted 15,246 people, with 8,820 being women, 3,150 being men, 1,638 boys and 1,638 girls. The population of the *Power to Choose Project*, an ongoing project, focused on PPAG with a staff membership of fifteen (15), and has impacted 1,130 people in two years.

Wimmer and Dominick (2003) explain that in many situations, an entire population cannot be examined due to time and resource constraints. This is why, usually, the best procedure is to select a sample from the entire population. In carrying out this research, not all the target audience could

be interviewed and not all the organisation documents could be analysed, hence there was a need to select a sample.

3.4. Sample and Sample Size

A sample is a collection of individuals or things collected from a large population for measurement in research. (Dhaval, M. et al 2023). Polit et al (2001:234) define a sample as “a proportion of a population”, (Polit et al, 2001). The accuracy of a researcher’s findings largely depends upon the way he/she selects his/her sample (Kumar, 2011) as cited in Agyepong, L. and Odoom. D. 2022). For the qualitative research, the researcher identified and interviewed two (2) staff at Oxfam in Ghana (Communications, Media and Public Engagement Lead, and the Project Coordinator on the *WEACT Project*; and also interviewed the Project Officer and Youth Facilitator on the *Power to Choose Project* - implementing partners of Oxfam in Ghana from PPAG. These individuals were selected because they aligned with the focus of the study, enabling the gathering of data on communication and advocacy effectiveness. Furthermore, in measuring the data through quantitative research, specific documents from the organisations were sampled, coded into measurable variables and the results statistically analysed. Therefore, the sample size for the qualitative research was: Two (2) staff from Oxfam in Ghana and two (2) from the implementing partner (PPAG in Techiman) who engaged in the interviews. These participants were selected based on their knowledge and competencies about the projects and having worked with these organisations for more than two years (average 3-7 years), with the least being three years, serving as rich sources for gathering data relevant to the study.

In addition, the sample size for the quantitative research was:

- A 5-year report on the WEACT Project (1 report)
- A 3-year report on the Power to Choose Project (1 report)

- 12 news articles/press releases (each) published on WEACT Project and Power to Choose
- 10 impact stories on both projects

A careful selection of the sample provided data representative of the population from which it is drawn.

3.5. Sampling Method

According to Gall, Borg and Gall (1996:223), sampling method is a group of individuals drawn by a procedure in which all individuals in the defined population have an equal and independent chance of being selected as a member of the sample (Gal et. al, 1996). The sampling methods used for this study were purposive sampling and stratified random sampling.

3.5.1 Qualitative strand

Purposive sampling, according to Bernard et al. (2006) as cited in Tongco, D.C (2007), is the deliberate choice of an informant due to qualities the informant possesses. It is a non-random technique that does not need underlying theories or a set number of informants. The researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Bernard 2002, Lewis & Sheppard 2006).

The purposive sampling method was utilised in choosing a key representative or informant from the organisation, especially one at the managerial level or an influencer who has in-depth knowledge and involvement in advocacy campaigns. For this study, the Communications, Media and Advocacy Lead, one project coordinator at Oxfam in Ghana on the *WEACT Project* and one Project Officer and a Youth Facilitator on the *Power to Choose Project*, were sampled. The sample size is 4, which focused on directly interviewing a representative from management, having influence on decision-making and strategic execution of the project, to share all relevant

information necessary for the development of this study. This sampling method appreciates credibility, trust and accountability.

3.5.2. Quantitative strand

The quantitative strand employed a content analysis approach to systematically measure the frequency and framing of SDG 5 (Gender Equality) in communicating development within Oxfam in Ghana's ecosystem. It measured the frequency and framing of effectively communicating SDG 5 through advocacy means in the forms of campaign messages, materials, reports, articles and impact stories. The *WEACT Project* was done within the scope of 5 years (2020-2025) and the *Power to Choose Project* was done within the scope of 3 years (2023-2025). The stratified random sampling method was used, where data was divided into groups, examples, reports, press releases, media coverage, impact stories etc., and the samples were selected from each. In stratified random sampling, the researcher attempts first to put the population within a given stratum or strata (Sarantakos, 2005; Walliman, 2011). This approach allows for sufficient statistical power and generalizability in analysing the awareness and engagement levels (Creswell & Plano Clark, 2018).

3.6. Data Collection -Sources of data

The study employed a mixed-methods approach, leveraging qualitative and quantitative sources to give an extensive understanding of how communication influences advocacy campaigns on SDG5. To satisfy the need for quantitative research, a content analysis was employed. Documents from Oxfam in Ghana on the *Power to Choose Project* and *WEACT Project* were shared with the researcher through email. These resources included reports on both projects, 12 articles/press releases each consisting of impact stories, and some campaign materials. In addition, the social

media pages were observed to record elements such as themes, patterns, tones and frequency of campaign messages. These documents served as primary data sources in identifying recurring themes, strategies, and representations of SDG5 messaging and issues in advocacy campaigns.

Furthermore, interviews were conducted with the Communications, Media and Advocacy Lead of Oxfam in Ghana, the project coordinator on the *WEACT Project* in Oxfam in Ghana and two representatives (Project Officer and Youth Facilitator) on the *Power to Choose Project*.

This approach aimed at providing a deeper qualitative insight into the communication strategies, challenges and perceived effectiveness of the campaigns.

3.6.1. Qualitative data collection

Instrument: A semi-structured interview guide was prepared and used in interviewing the respondents. The questions reflected analysing communication strategies, objectives, message design, relevance, delivery methods and challenges.

The tools used in collecting the data were the interview guide, a recorder for generating audio content, a laptop, notes from engagement, a mobile phone for virtual interviews, and a transcriber for converting the data into writing for analysis. The qualitative and quantitative sources offered a triangulated perspective of the study, thereby allowing for an in-depth assessment of the effectiveness and impact of these campaigns.

The researcher ensured seeking consent from all respondents before undertaking the research. Furthermore, the research was conducted in the preferred language of the respondents, which also prioritised gender and cultural sensitivity.

3.6.2. Quantitative data collection

Instrument: For the quantitative aspect of this study, the data were collected through a systematic content analysis of Oxfam in Ghana's publicly available communication materials, including reports, impact stories, press releases or articles, social media posts etc. These documents were in the period of (2023-2025) for the *Power to Choose Project* and (2020-2025) for the *WEACT Project*. The selection of the materials was strictly related to SDG 5 advocacy campaigns, which enabled measuring gender-related communication patterns and themes. The information was systematically coded, where each item was assigned with an identification code and analysed for the frequency, timeliness, tone and prominence of messages related to gender equality. The data was then summarised into frequency tables and descriptive statistics, which identified dominant themes, patterns of representation and levels of emphasis placed on SDG5 across communication channels.

The researcher ensured seeking consent from all respondents before undertaking the research.

3.5. Data Analysis

For the qualitative research, data was analysed using Thematic Analysis. The transcribed data from the interviews and discussions went through the first stage of thorough reading to gain familiarity with the answers in addressing the topic under study. This enabled the researcher to highlight key ideas and patterns and were coded. Similar codes were grouped to form themes that reflected the majority of the findings from the study. These themes were interpreted in relation to the research questions and objectives, and existing literature, to draw meaningful insights.

For the quantitative research, data were analysed using the Content Analysis. Documents gathered were systematically reviewed and particular variables or categories were highlighted and coded based on the frequency of their occurrence. The coded data were then quantified and presented

using tables and charts to show patterns, trends and relationships significant to the research objectives and questions.

The data from both strands were collected during the same period to prioritise relevance, alignment and aid the research. Again, both methods received equal attention in data gathering, analysis and interpretation, to ensure a balanced perspective. Furthermore, regarding the use of the integration strategy, the data was merged during the interpretation stage by comparing the findings from both sides. And lastly, the validity strategy highlighted a triangulation of both qualitative and quantitative data, purposed at enhancing credibility.

3.6. Ethical Considerations

Hidayat and Mukhils (2024) believe that ethics is needed to ensure researchers stay within correct and safe practices, particularly in field research. Before conducting this research, ethical approval was obtained, and respondents were informed about the purpose of the study and informed consent was granted. In both phases of the research, confidentiality was maintained and the data were securely stored and the respondents were assured of their rights to withdraw their consent at any time. The study followed ethical principles of respect, integrity and transparency throughout the process.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF FINDINGS (MIXED-METHODS)

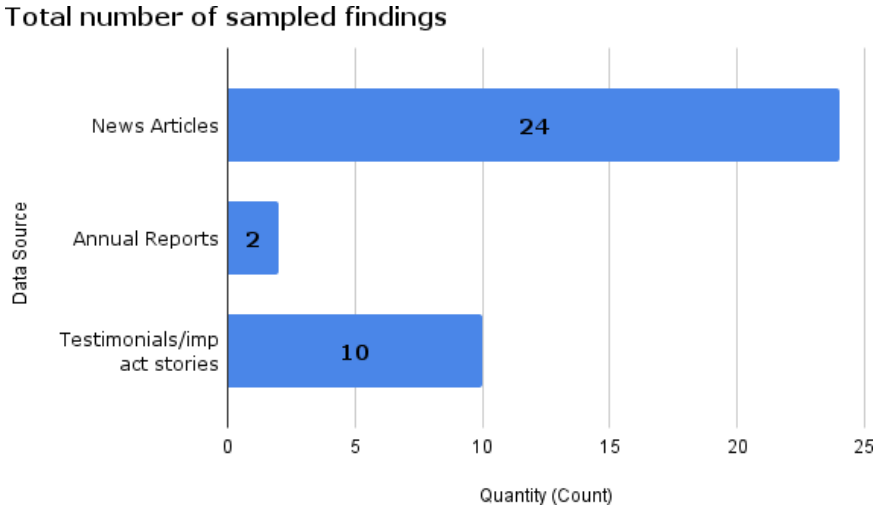
4.1 Introduction

Chapter Four presents the results and structured analysis of the data collected from the field. The analysis is based on a semi-structured interview conducted for four (N=4) staff and a content analysis of the organisation's resources/campaign materials on annual reports, news articles and some selected impact stories/testimonials. The primary focus of this chapter is to present the findings from both qualitative and quantitative strands. This chapter is tied around the four research questions, aimed at fostering a consistent and distinct presentation of the empirical evidence. The chapter is presented into two parts: the first part being the results from the interviews (qualitative analysis) and the second part being the results from the content analysis (quantitative analysis).

4.2. Organisation of findings

Section	Focus	Methodology	Research question addressed
4.3	Findings from Qualitative research: Stakeholder perceptions and impact	Semi-structured interviews	RQ1, RQ3
4.4	Findings from Quantitative research: Campaign strategies and themes (count)	Content Analysis	RQ2, RQ4
4.5	Sampled impact stories/testimonials		

Table (1)



(Fig. 2)

4.3. Qualitative Findings: Stakeholder perceptions and impact

This section presents the findings obtained from the semi-structured interviews with four (4) respondents:

- A). Communication, Media and Advocacy Lead - Oxfam in Ghana (Accra, Greater Accra)
- B). Project Coordinator (WEACT) - Oxfam in Ghana (Accra, Greater Accra)
- C). Project Officer (Power to Choose Project) - PPAG (Techiman, Bono East)
- D). Youth Facilitator (Power to Choose Project) PPAG (Techiman, Bono East)

The research method used for analysis is the Thematic Analysis, which identified and reported patterns (themes) and recurring ideas/words within qualitative data. The findings focused on the research questions, RQ1 and RQ3 which aims to understand how audiences perceive the impact and effectiveness of SDG5 advocacy campaigns and the contextual or social factors that have influenced the success or limitations of these campaigns. This aided the research in understanding underlying meanings, experiences or perspectives and interpreting them within the study in analysing the effectiveness of Oxfam in Ghana's communication approach on SDG5 advocacy campaigns. And in order to have a diverse and rich result from the findings, two different interview guides were developed; one designed purposely for the communications manager at Oxfam in Ghana and the other for the implementing partners (PPAG) and project officer (WEACT Project- Oxfam in Ghana). Below is a detailed breakdown of the results.

4.3.1. Thematic Analysis of RQ1 and RQ3 (Interviews)

All respondents indicated that communication on SDG5 advocacy campaigns is tied around the thematic areas Oxfam in Ghana operates by, namely: Accountable Governance (Youth, Health and Education); Just Economy (Value Chain, Taxation and Agriculture) and Gender and Social Inclusion. Furthermore, according to the Communications, Media and Advocacy Lead at Oxfam in Ghana, development communication messages on the Power to Choose and WEACT projects are designed and delivered based on the organisation's six (6) guiding principles which are: Equality, Empowerment, Solidarity, Inclusivity, Accountability and Courage. For both Oxfam in Ghana (the influencing agency) and PPAG (the implementing agency), all communication strategies or engagement are influenced by Oxfam in Ghana's mandate. By working with different stakeholders from both the local and national levels, Oxfam in Ghana and its partners always

ensure that messages on advocacy campaigns align to the project needs and that of the needs of their target beneficiaries. Below is a breakdown of the analysis into themes:

Theme 1: Understanding audience perceptions and effectiveness of SDG5 advocacy campaigns -RQ1

4.3.2. Sub-theme: Oxfam in Ghana’s communication approach in advancing development issues in Ghana

According to the Communications, Media and Advocacy Lead in Oxfam in Ghana, the organisation drives change by influencing national policies and laws to create an implementing framework. This is supported by generating robust data and evidence through research, which allows them to share best practices. Oxfam also focuses on providing platforms for marginalised voices and building the capacity of citizens to advocate for themselves, while ensuring systemic accountability for how allocated funds are utilised.

“In terms of how we think that the SDGs can drive gender equality, we think that gender should be seen as a broader frame in terms of defining women as gender and defining male and female as gender. It goes beyond that framing. We look at how gender impacts issues around the economy, issues around health and education. We believe that the SDGs also provide an opportunity for the government to provide or target multiple audiences with the same messages but audience related messages. One of our 3 key pillars is gender and social inclusion. We believe that gender must be

streamlined. Gender has an impact in all the areas that we are working and we believe that the SDGs are an opportunity for the government to catch up when it comes to development and ensure that though we may not have gender being equal, we know that we can contribute to it to reduce. For instance, the barriers and social norms that come with it”.

4.3.3. Sub-theme: Audience and campaign messages advocacy

The Project Coordinator on the WEACT Project also shared that communication messages are designed with the community members based on the issues that affect them and invites community members such as families, traditional leaders or community leaders to accept these messages and adapt to change.

“We look at what communication the women want to take up or to send out to be able to achieve their empowerment. We got them and they came out with this communication. So every community came out with what they think is important for them or what they think needs to be addressed for them to achieve empowerment for themselves and their daughters. We have some of them coming out with messages such as their girls being impregnated so they should stop impregnating their girls and allow them to go to school and finish. Another message was for them to stop cutting down shea trees because that is where their livelihoods are. We have some other messages about giving them resources, for instance giving them lands. You know in Northern Ghana, the lands reside with the men. And because they think that women are not enough farmers, normally they don’t give them productive areas of the lands. So with these messages, husbands and community leaders have been able to give them lands. For instance, we even have about 5 communities where the chiefs have allocated large plots of lands to the women groups for cultivation”.

The Youth Facilitator on the Power to Choose Project also shared how beneficiaries perceptions on family planning and other gender roles have improved through advocacy communication.

“At first their perception about family planning wasn't that good, especially based on their culture. And so based on the advocacy and communication, we've been able to change their mindsets about family planning. Also looking at the men's side, we've been able to also let them know that it is not only the woman or the girl's right to always cook in the house. They also have the right to education, especially when it comes to their body and sexual rights. They have the right to choose what they want to be done to their body”.

He further went on to highlight that, what shows that people are taking on family planning is how people call the facility's call-centre called 'Yenkasa' or how they are referred to the facility by others.

“At the end of a program or activity, we receive calls from them. Some also come to the facility, those who are close. If you're a new client, we ask you for your details and we end up asking you who showed you here or who directed you to the facility and the person might say; 'Oh I heard it on the radio', or 'The other time you came here”.

On the issue of addressing gender-based violence, the Youth Facilitator addressed that through advocacy and communication, some people's perceptions and behaviours have been influenced.

“Mostly these cases are common in the villages. So we've been able to change such mindsets. And with one of our approaches, the Parent-Child Communication, we invite only parents to a particular venue, we sit them down and discuss with them on how the youth can be helped in their homes and community at large. We also try to hear from them, if they have seen changes in their wards after the programs we embark on”.

Theme 2: Contextual/social factors influencing campaigns successes or limitations

The interviewees shared similar answers on some contextual or social factors that influence the success or limitations of advocacy campaigns. Dominantly, issues such as the emergence of a

new

government could affect project understanding, budgeting or continuity. Another limitation indicated was political interference, which affects changes in policies. Moreover, the attitude from the beneficiaries or public expressing no interest in instances such as adapting to policy change sometimes is a limitation. And lastly, deep rooted cultural norms such as cultural taboos against gender equality, also hinder the effectiveness of advocacy campaigns messages.

4.3.4. Sub-theme: Effectiveness of campaign messages on beneficiaries

The P2C and WEACTION projects, according to the interviewees, have had significant impact on beneficiaries livelihoods and campaign messages which has enhanced social change. The approach to communicating campaign messages leverages a mix-media method according to the Communications, Media and Advocacy Lead of Oxfam in Ghana. This includes the use of traditional and digital media (radio, TV, print, blogs, social media etc). The other interviewees also added that the projects use other channels of communicating on social issues such as family planning, self-care abortion, gender-based violence, etc through posters/flyers, brochures, arts in the form of drama and singing, especially among students. The interviewees from PPAG (Techiman) also shared that two of their effective communication strategies are the Parent-Child Communication which involves engaging the parents of the young ones or youth and Stakeholder Engagement which involves key leaders or decision-makers such as chiefs, district assembly, etc. *“We involve the various religious leaders. So the pastors, mallams, we engage them. Because you know in our country or community we live in, the final go, people believe in God or in their religion. If you’re communicating something with them that goes in line with their religion, they take it more than outside their religion. So we meet with some of these stakeholders, talk to them to understand. Chiefs and district assemblies are included. We also invite stakeholders from clinics, health, because sometimes they are the final decision”.*

Moving on to the WEACT Project, the Project Coordinator shared some success on the impact of advocacy campaign messages. This is what she had to say:

“What worked well, involvement of everyone, all the stakeholders. Because if you don’t involve them, they turn their backs to you. First they need to know what you’re doing, what you want to do with the women, how they can contribute to what you want to do. Involvement of stakeholders, not only at the community level but first of all at the community level: the chiefs, the other community members that are the religious leaders, women leaders, also involvement of the husbands, it’s also important. Now the use of the national structure like the district assemblies, DOVVSU, CHRAG, General Nurse Officers, GES, Ghana Health. All the sub-national structures at the district level are also involved because they have a mandate as government representatives to help in the empowerment of women and girls in the community. Some of them, they don’t even have the resources to carry out the sensitisation and awareness and others, capacity building so it’s like they ride on the back of the project to be able to do some of these things. That has been one of the great impacts so you see that some of the district assemblies have adopted some of the modules that we were using which they are running at their level. So giving everyone a role to play, is a key to getting the project impact. We also use the opportunity of international celebrations like the International Women’s Day, Widows Day, 16 Days of Activism. We use these opportunities to also do community-wide sensitisation which came on radio, television and others. These were also part of the communication we were able to do. And we put the stories of the community people together”.

4.3.5. Cultural relevance, inclusivity and appropriateness of campaign messages

“Community durbar or intergenerational dialogue, when we organise an activity like this, you know it includes the chiefs and the elders in the community with the young ones. An activity that

includes the elders in the community, some are educated and some are not. So you have to come to their lowest so they understand you. And there are also kids there, so you also have to know how to speak so it also benefits them. Before we even go to meet them, we know the age groups so when we go we know how to prepare”. This was said by the Youth facilitator of the P2C Project by PPAG-Techiman.

The project officer (PPAG-Techiman) also added that, for every campaign activity under the project, there are carefully designed messages and images that are designed into brochures, posters, booklets. These materials are shared to beneficiaries during outreach programs or displayed at the facility for people to get access to information and influence behaviours, attitudes and perceptions. Furthermore, the Communications, Media and Advocacy Lead of Oxfam in Ghana also touched on the organisation’s channels for communicating and how the media and grassroots strengthened communication efforts which influences designing of campaign messages or advocacy. This is what he had to say:

“In terms of channels, we use both the traditional and digital platforms. We use radio, we use TV, we use newspapers. And when we get to the communities, we’ve had to use the vans, the PA systems at the market squares. Whatever is available, whatever is appropriate, we use them as our channels. And when we come to the digital, we use social media. We’ve also had instances where we had to use town hall meetings, dialogue sessions, durbars, we had to do off-school club meetings in front of the palace of the chiefs. In terms of communication strategies, depending on what is needed, we do what we call audience segmentation and targeting to know what will work well. Whether we’re doing behavioural change, social norm communication, evidence-based advocacy in terms of we having data, research, some findings, we engage the relevant stakeholders on it to build some bit of coalition. We also use right-based communication where we want the

people that matter to also speak. We also do a lot of strategic partnerships. We belong to some networks that are working in specific areas. We also have strategic partnerships with the media and we work with some social media influencers and of course we have some partnership with government institutions to ensure we have that bit of wide reach, credibility and impact. It's very strategic because the grassroots are the people who are with the local beneficiaries of the change agent we want to engage. So we work with them to mobilise and reach out to the people. We need to hear from them, we need to ensure that the assistance is getting to the people. For instance if you're working around issues, maybe like the WEACTION project where we are looking at empowering women with skills or helping them explore employable ventures or helping them understand the gender-module family on its impact on family and their health, we need to get down to the grassroots. We also work with them to be able to understand what the local knowledge is and what the context is. So when you work with them, they give you insight into the social norms, how to work with them and their specific needs and how to tailor them because some words are difficult to understand. So when you work with them, they help you to serve as an eye on the ground, ear on the ground and know how our projects are making an impact. And working with grassroots is also an indication of sustainability, where when a project ends, you know who will continue the sustainability. We also work with the media, we're strategic about it, we train and build their capacity. This is our work with the media and the grassroots".

4.4. Findings from quantitative research: Campaign strategies and themes (count)

This section presents the findings obtained from the content analysis of Oxfam in Ghana's resources/campaign materials. It quantifies news articles, annual reports and sampled testimonials/impact stories from the research. The quantitative analysis addresses the research questions RQ2 and RQ4, which aims to measure audience awareness and engagement of Oxfam

in Ghana's advocacy campaigns. The quantitative content analysis (RQ2&RQ4) measures the precursors and framing strategies within the media/publicity that are designed to develop awareness and prompt engagement. Therefore, the analysis captures the inputs designed to drive awareness and the 'call to action' or 'engagement cues' to influence audience engagement.

Data Source	Project Type	Quantity (count)
News Articles	WEACT Project & P2C Project	12 + 12 =24
Annual Reports	WEACT Project & P2C Project	1+1 = 2
Sampled testimonials/impact stories	WEACT Project & P2C Project	7+7=14

(Table 2)

4.4.1. THEMATIC ANALYSIS OF RQ2 AND RQ4 (CONTENT ANALYSIS)

Theme 1: RQ2 & RQ4: Campaign awareness and Engagement input on WEACT Project (News Articles)

News Article 1 (Daily Guide Network): [Oxfam's WEACT Project achieves significant milestone](#)

Variable Category -RQ)	Code	Unit of Analysis	Frequency count (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions the audience size and methods achieved using digital/mass platforms (30,000+ people reached, IVM platform used).	2
	A2: Community/Direct Reach	Mentions the audience size and methods achieved using local/direct engagement (15,000 community members, 126 LLVs)	2
B. Communication priority (RQ2)	B1: High priority endorsement	Quotes from high-level officials (Country Director, Deputy Director of Ministry)	2
	B2: Campaign specific frame	Direct mention of the specific project name ("WEACT Project" or full name).	4
C. Engagement type (RQ4)	C1: Behavioural outcome claim	Mentions a specific, tangible action or change in conduct (e.g., number of cases addressed, prevented marriages, number of lands retired, women ownership etc).	6

	C2: Attitudinal/Perceptual outcome shift	Change in knowledge, beliefs, opinions (e.g., percentage/number of those who believe in sharing work, knowing how to claim rights etc)	4
D. Evidence type (RQ4)	D1: Quantitative evidence	Specific numerical data, percentages/statistics used to support a claim (e.g., 15 cases, 8 marriages, 98% belief, 1.7% to 11.5% increase).	8
	D2: Qualitative evidence	Non-numerical, subjective claims about impact (e.g., "game-changer," "may lead to long-term behavioural change").	1
Total coded	(Sum of all n)		29
Percentage of coded segments	Single article analysis		100%

(Table 3)

News Article 2 (Ghana News Agency): [Project beneficiaries share their success stories with partners](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions the audience size and methods achieved using digital/mass platforms (30,000+ people reached, IVM platform used). Mentions audience size and methods achieved through local/direct engagement (e.g., specific number of beneficiaries, number of local partners etc).	0
	A2: Community/Direct Reach		3
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions/quotes from high-level officials, board members, or high-profile funding bodies.	6
	B2: Campaign specific frame	Direct mentions of the ("WEACT Project" or partner names associated with the campaign).	5
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Mentions specific, tangible action, skill acquisition, or change in conduct (e.g., saving for education, improving enterprise, etc).	6
	C2: Attitudinal/Perceptual	Mentions of a change in knowledge, belief, confidence, or overcoming a social barrier.	

	outcome claim		1
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Mentions specific numerical data which supports claim (e.g., 5,400 people, 3,510 people) Non-numerical, subjective claims about impact (e.g., "shared success stories").	2
	D2: Qualitative Evidence		1
Total coded	(Sum of all n)		24
Percentage of coded segments	Single article analysis		100%

(Table 4)

News Article 3 (Modern Ghana): [Shea-network-ghana-supports-150-women entrepreneurs to grow their business](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions specific communities, regions and direct numbers of beneficiaries within a local context (e.g., 30 entrepreneurs from specific districts, Trade Fairs etc).	8
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., WEACT Project Manager, WEACT Gender Officer, Coordinator for TWA).	3
	B2: Campaign specific frame	Direct mentions of particular project names (WEACT, Shea Network Ghana, Tungteiya Women's Association).	6
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions, resource provision, or changes in conduct (e.g., supported to grow businesses, facilitating access to resources, supporting women in domestic chores etc).	4
	C2: Attitudinal/Perceptual outcome claim	Claims about internal or knowledge states (e.g., fostering networks, fostering sustained economic inclusivity, acquiring materials etc).	3
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Particular numbers, dates, or large figures used as data (e.g., 150 women, 30 entrepreneurs, 5,400 women, 3,510 men, 5-year initiative, dates of the Trade Fairs).	7
	D2: Qualitative Evidence	Non-numerical, descriptive, or subjective claims (e.g., "was hopeful," "served as a beacon").	1
Total coded	(Sum of all n)		32

Percentage of coded segments	Single article analysis		100%
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(Table 5)

News Article 4 (News Ghana): [Canadian High Commission launches projects to support Ghanaian women](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms. (e.g., 790,000 people indirectly impacted).	1
	A2: Community/Direct Reach	Mentions specific communities, regions/ direct numbers of beneficiaries within local context (e.g., specific regions, 150 communities, urban/rural areas).	5
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (Canadian High Commissioner, Oxfam Ghana Country Director, Programme Director).	4
	B2: Campaign specific frame	Direct mentions of specific project names (e.g., WISE, WEACT, INVEST, WEE-NORTH, and implementing partners)	5
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Mentions specific, tangible action, skill acquisition, or change in conduct (e.g., contribute effectively, promote industrial trades training, enhance economic empowerment).	10
	C2: Attitudinal/Perceptual outcome claim	Mentions change in knowledge, belief, or understanding (e.g., improving the understanding of challenges).	1
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numerical data, budgets, or large figures used as data (e.g., 31,000 women, GHS138 million, CAD 5,950,000, 150 communities, 790,000 indirectly impacted).	18
	D2: Qualitative Evidence	Non-numerical	0
Total coded	(Sum of all n)		44
Percentage of coded segments	Single article analysis		100%

(Table 6)

News Article 5 (The Independent Online): [WEACTProject Empowers over 5400 women in Ghana](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1:Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions the audience size and methods achieved using local/direct engagement (15,000 community members, 126 LLVs)	7
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (Oxfam Ghana Country Director, Head of Operations at Canadian High Commission).	4
	B2: Campaign specific frame	Direct mentions of specific project names (e.g., WEACTION, Gender Model Family, Government of Canada)	6
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Mentions of a specific, tangible action or change in conduct (e.g., reduced unpaid care work, women occupying leadership roles, secured land, increased productivity/profit).	14
	C2: Attitudinal/Perceptual outcome claim	Mentions of a change in knowledge, belief, or understanding (e.g., received crucial information on rights)	1
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers, percentages, or budgets used as data (e.g., 5,400 women, 30 hours per week, 40% leadership roles, 25% to 49% land ownership).	12
	D2:Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "commended the achievements," "reaffirmed commitment," "building on project's achievements").	4
Total coded	(Sum of all n)		48
Percentage of coded segments	Single article analysis		100%

(Table 7)

News Article 6 (News Ghana): [WEACTION-Women are gainfully breaking socio-economic barriers](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
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A. Reach/Scale Framing (RQ2)	A1:Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., Bunglung and Daire, six regions, local partners).	3
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (Oxfam Ghana Country Director, Executive Director -Oxfam Quebec).	4
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., WEACT, Tungyeiya Women's Association, Global Affairs Canada).	3
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Mentions of a specific, tangible action or change in conduct (e.g. having regular savings plan, sending children to tertiary school etc).	9
	C2: Attitudinal/Perceptual outcome claim	Mentions of a change in knowledge, belief, or confidence (e.g., gained voice, feel respected, built confidence).	6
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers, budgets, or large figures used as data (e.g., 5,400 women, 3,510 men, five-year project).	3
	D2:Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "stories of breakthrough and triumph," "impactful stories").	5
Total coded	(Sum of all n)		33
Percentage of coded segments	Single article analysis		100%

(Table 9)

News Article 7: [120 families in Northern Ghana benefit from gender transformative program to enhance women economic activities](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1:Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local beneficiaries (e.g., 120 households, 4 Districts, GMF Mentors/Ambassadors).	6

B: Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials, traditional/local leaders, or government representatives (e.g., Project Officer, Youth Chief, Assembly Member, Gender Desk Officer).	7
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., WEACTION, GMF, SNG, OXFAM, Global Affairs Canada).	5
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Mentions specific, tangible action, or change in conduct (e.g., fair division of labour, share domestic work, engaging in economic activities, etc).	10
	C2: Attitudinal/Perceptual outcome claim	Mentions of change in knowledge, belief, or understanding (e.g., transformed their lives, changed perception of gender roles, etc).	3
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers, budgets, or large figures used as data (e.g., 120 households, five-year project, 2020 implementation, 270 target beneficiaries).	5
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., highlight the successes, GMF program is changing lives)	4
Total coded	(Sum of all n)		40
Percentage of coded segments	Single article analysis		100%

(Table 10)

News Article 8 (B&FT): [WEACTION programme empowers women in shea production at Bunglung economic activities](#)

Variable Category -RQ	Code	Unit of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions specific communities, regions, or direct numbers of beneficiaries.	7
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials and key beneficiaries (e.g., Deputy Director-Oxfam, Board Chair etc).	4
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners.	6

C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Mentions specific, tangible action, or change in conduct (e.g. provided financial assistance & children's education, utilized funds, improve products and packaging etc.).	12
	C2: Attitudinal/Perceptual outcome claim	Mentions of change in knowledge, belief, or understanding (e.g., enhanced well-being. Organisation's commitment etc).	5
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers, percentages, or budgets used as data (e.g., 5,400 women, 3,510 men, 16,931 women, 900 women trained)	7
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organisational pledges (e.g., "expressed their gratitude, assess the project's impact, poverty can be ended etc.).	5
Total coded	(Sum of all n)		46
Percentage of coded segments	Single article analysis		100%

(Table 11)

News Article 9 (Ghana Business News): [Women land ownership increases to 49.7% in some regions -Oxfam economic activities](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions specific communities, regions, or direct numbers of beneficiaries within local context. (eg., 30,000 beneficiaries, 540 couples etc).	5
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials and key beneficiaries (e.g., Country Director -Oxfam, District Assembly rep, Dep. Director-Gender Department, etc).	4
	B2: Campaign specific frame	Direct mentions of specific project names or affiliated partners.(e.g., WEACTION, Global Affairs Canada, etc).	5

C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions, resource provision, or changes in conduct (e.g., land ownership increased, securing child support, reduction in unpaid care work, etc.)	12
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., enlightened on legal rights, commitment to sharing chores, peace and harmony in homes, increased awareness).	8
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numerical data, budgets or large figures used as data (e.g., 49.6%, 20.23 hours/week, 98% of women believed, GH¢2000.00).	13
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organisational pledges (e.g., "very laudable," "pledged continuous support" etc.).	7
Total coded	(Sum of all n)		54
Percentage of coded segments	Single article analysis		100%

(Table 12)

News Article 10 (Ghana Business News): [Beneficiaries of WEACT Project share success stories](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions specific communities, regions, or direct numbers of beneficiaries within local context. (e.g., Bunglung Community, 9 districts, rural women).	4
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials and key beneficiaries (e.g., Country Director -Oxfam, WEACT Coordinator, Oxfam Executive Director, named beneficiaries).	4
	B2: Campaign specific frame	Direct mentions of specific project names or affiliated partners. (e.g., WEACT, Global Affairs Canada, etc).	4
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions, resource provision, or changes in conduct (eg. expand businesses, improve maret linkages, support husband to send children to school etc.)	10
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., building confidence, women included in decision-making).	3

D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers, budgets, or large figures used as data (e.g., 5-year project, 5,400 women, 3,510 men).	3
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "continue to support women," "pledged her support," "success stories").	4
Total coded	(Sum of all n)		32
Percentage of coded segments	Single article analysis		100%

(Table 12)

News Article 11 (Ghana News Agency): [OXFAM in Ghana lauds rural women in agriculture in Northern Region](#)

Variable Category -RQ)	Code	Unit of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions specific communities, regions, or local partners (e.g., pulgine, Northern Region, rural women etc.).	4
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials and government (e.g., Project Manager of Shea Network Ghana, WEACTION Project Coordinator, Programme Officer of Oxfam Quebec).	4
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., WEACTION, Shea Network Ghana, SEND GHANA, Global Affairs Canada).	4
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., cultivate food, generated income, investing in children's education/healthcare etc.)	11
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states-catalyst for sustainable development, achieving full economic potential, etc.)	3

D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers, budgets, or large figures used as data.	0
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "celebrated women in agriculture," "lauds rural women etc.>").	7

Total coded	(Sum of all n)		33
Percentage of coded segments	Single article analysis		100%

(Table 13)

News Article 12 (News Ghana): [Women-are-gainfully-breaking-socio-economic-barriers](#)

Variable Category -RQ)	Code	Unit of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions specific communities, regions, or local partners (e.g. Bunglung, Daire, 6 regions, local partners).	3
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials and government (e.g., Country Director-Oxfam, Executive Director of Oxfam Quebec)	4
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., WEACT, Tungyeiya Women's Association, Global Affairs Canada).	3
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Mentions of a specific, tangible action or change in conduct (e.g., selling products to Body Shop, sending children to tertiary school, having a regular savings plan).	9
	C2: Attitudinal/Perceptual outcome claim	Mentions of a change in knowledge, belief, or confidence (e.g., gained voice, feel respected, built confidence).	6
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers, budgets, or large figures used as data (e.g., 5,400 women, 3,510 men, five-year project).	3
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "stories of breakthrough and triumph," "impactful stories").	5

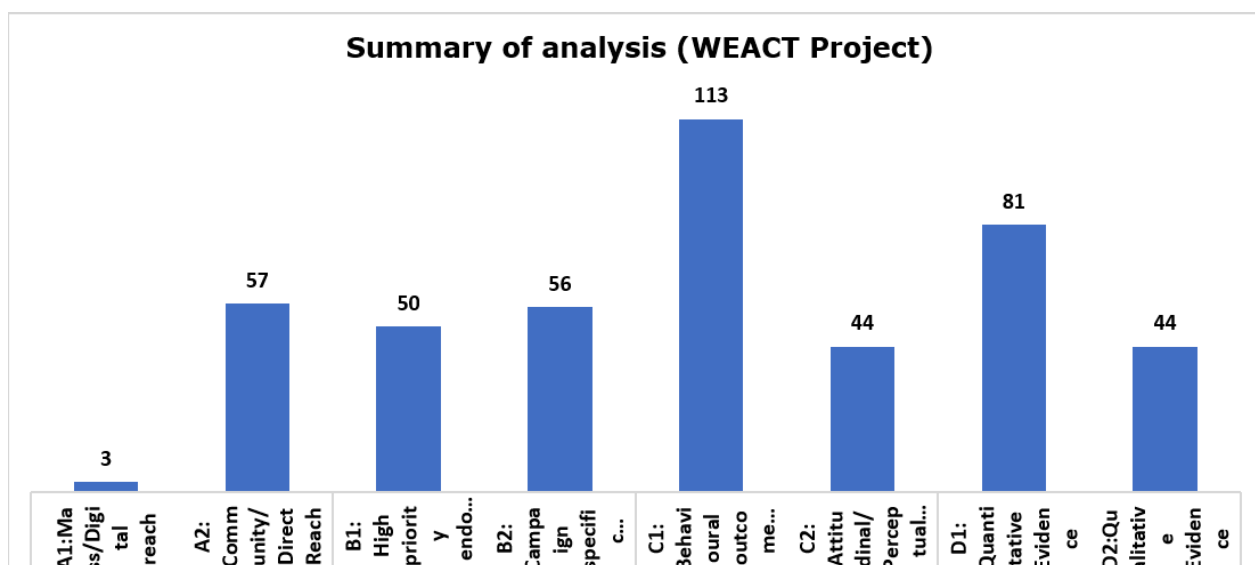
Total coded	(Sum of all n)		33
Percentage of coded segments	Single article analysis		100%

(Table 15)

4.4.2 Summary of complete quantitative content analysis (WEACT Project)

Variable Category -RQ)	Specific Code	Cumulative total count	Article (12)	Final cumulative total	% of grand total
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	3	0	3	0.7%
	A2: Community/Direct Reach	54	3	57	12.7%
B. Communication priority (RQ2)	B1: High priority endorsement	46	4	50	11.2%
	B2: Campaign specific frame	53	3	56	12.5%
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	104	9	113	25.2%
	C2: Attitudinal/Perceptual outcome claim	38	6	44	9.8%
D: Evidence Type (RQ4)	D1: Quantitative Evidence	78	3	81	18.1%
	D2: Qualitative Evidence	39	5	44	9.8%
Total	(Sum of all n)	415	33	448	100%

(Table 16)



(Fig. 3)

The table shows the cumulative frequency counts for 12 news articles/stories on the WEACT Project (Total, N=448)

Theme 2: RQ2 & RQ4: Campaign awareness and Engagement input on Power to Choose Project (News Articles)

News Article 1 (Graphic Online): [Oxfam's Power to Choose Project Enhances SRHR Awareness in Garizegu Community](#)

Variable Category -RQ	Code	Unit of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., Garizegu community, 37 communities, 5 regions, 5 local CSOs).	9
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., Deputy Director of Oxfam in Africa, Oxfam Board Member, Project Coordinator).	4
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Power to Choose Project (P2C), SRHR, Global Affairs Canada).	6

C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., focusing on education, put a stop to drug abuse, pledged full support).	7
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., low self-esteem, lose their sense of worth, conscious of their hygiene, worry about infections).	6
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., 7 countries, 5-year project, 37 communities, ages 10-24).	8
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "success stories," "supported and empowered her," "key to addressing challenges").	3
Total coded	(Sum of all n)		43
Percentage of coded segments	Single article analysis		100%

(Table 17)

News Article 2 (Graphic Online): [Curbing-reckless-sexual-lifestyle-among-youth-role-of-accurate-information](#)

Variable Category -RQ)	Code	Unit of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, and local partners (e.g., Brabedzi, Central Region, 4 adolescent clubs, peer educators, community information centers etc.	8
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials. (e.g., Assembly member, Regional Director of Department of Gender).	2
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Power to Choose Project (P2C), PPAG, Oxfam, Global Affairs Canada).	3

C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., abstaining from sex, using condom, reduced cohabitation, protected themselves etc).	8
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., resolved to be responsible, become more responsible, knowledge of risky lifestyles, reduced stigma).	5
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., seven-year project, 8006 teenage registrants, 587 ages 10-15 etc).	5
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organisational pledges (e.g., "significantly minimised teenage pregnancy, "impacted the adolescents, "commendable efforts")	5
Total coded	(Sum of all n)		36
Percentage of coded segments	Single article analysis		100%

(Table 18)

News Article 3 (Ghana News Agency): [Inadequate SRHR information: More girls forced into marriages in Northern Ghana](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, and local partners (e.g., Northern Region, 7MMDAs, Sagnarigu Municipality, Norsaac).	7
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials. (e.g., Regional Directors for Department of Gender and Department of children-victims/beneficiaries).	4
	B2: Campaign specific frame	Direct mentions of specific project names or affiliated partners (e.g., Power to Choose (P2C), Maputo Protocol, Global Affairs Canada).	6

C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., accepted the marriage, dropped out of school, prevented girls from child marriage etc).	7
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., increased understanding, aware that family planning was her right, lost childhood dream etc.).	8
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., 13% highest rate, 24 mentors, 1,026 beneficiaries etc).	9
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "threat to overall development," "required urgent attention," "commended Norsaac").	6
Total coded	(Sum of all n)		47
Percentage of coded segments	Single article analysis		100%

(Table 19)

News Article 4 (Graphic Online): [Menstrual management and hygiene: Girls call for cleaner private change spaces](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, and local partners (e.g., Garizegu community, 37 communities, 5 regions, 5 local CSOs).	9
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials. (e.g., Project Coordinator, named beneficiaries, etc)	4
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Power to Choose Project (P2C), SRHR, Global Affairs Canada, Planned Parenthood Association).	4

C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., uses communal bathroom, resort to use of rags, come home from school, girls call for cleaner spaces).	8
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., low self-esteem, lose their sense of worth, conscious of their hygiene, worry about infections).	6
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., 50 per cent of basic schools, 9,604 private schools, 1,631 had no toilets, 430,000 pupils).	5
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "demotes us as girls," "menstruation is a shielded topic," "private change spaces")	5
Total coded	(Sum of all n)		40
Percentage of coded segments	Single article analysis		100%

(Table 20)

News Article 5 (Graphic Online): : [Oxfam Ghana holds workshop for stakeholders on sexual productive health project](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions of audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., 5 regions, 8 municipalities, 5 partners, 7 countries).	8
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., Project Coordinator, Fauziatu Abdul-Rahman)	1
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Power To Choose, SRHR, Global Affairs Canada).	6
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., sensitise the target group, provide mentorship training, work with partners, propagate RHE).	5
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., lack access to RHE education, inform young women about their right, strives to strengthen the	4

		capacity).	
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., 7.222 million Canadian Dollars, 14,797 young women, 11,180 young men, 7-year programme).	7
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "significant gaps" exist, "positive masculinity").	4
Total coded	(Sum of all n)		35
Percentage of coded segments	Single article analysis		100%

(Table 21)

News Article 6 (B& FTOonline): [Oxfam advocates allocation of funds to SRHR as it launches P2C project](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions of audience size or methods achieved via digital/mass platforms (e.g., Post Views: 382).	1
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., 37 communities, five key partners, local civil society partners)	3
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., Accountable Governance Programme and Policy Manager at Oxfam).	2
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Power to Choose (P2C), SRHR, donors).	4
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., adopt formal and informal approaches, combine advocacy work with behavioural change campaigns).	2
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., increase agency's access to information, improved enjoyment of health-related human rights).	3
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g.,	4

	D2:Qualitative Evidence	next 7-year period, ages 10 to 24 years, five key partners). Non-numerical, subjective claims, or organizational pledges (e.g., "almost left to the donors," "essential service," "big challenge").	3
Total coded	(Sum of all n)		22
Percentage of coded segments	Single article analysis		100%

(Table 22)

News Article 7 (Citi Newsroom):[Power to choose project enlightens Garizegu community members on SRHR](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1:Mass/Digital reach	Mentions of audience size or methods achieved via digital/mass platforms (e.g., Post Views: 382).	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., Garizegu, Sagnarigu Municipality, 37 communities, 5 regions, 5 local CSOs).	8
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., Oxfam Deputy Director, Oxfam Board Member, Project Coordinator).	3
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Power to Choose (P2C), SRHR, Global Affairs Canada, Oxfam).	6
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., shared their success stories, elders had pledged their full support).	2
	C2: Attitudinal/Perceptual outcome claim	Claims about tangible actions or changes in conduct (e.g., shared their success stories, elders had pledged their full support).	6
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., 17-year-old beneficiary, ages 10 and 24, implemented in seven countries).	3
	D2:Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "success stories," "ultimate outcome was to improve health-related human rights").	4
Total coded	(Sum of all n)		32
Percentage of coded	Single article analysis		100%

segments			
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(Table 23)

News Article 8 (Citi Newsroom): [PPAG/Oxfam celebrates international Women's Day](#)

Variable Category -RQ	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions of audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., seminar, Accra, participants).	4
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., Executive Director of PPAG, Project Coordinator, renowned Journalist, Gender Advocate).	5
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., International Women's Day, Power to Choose Project, PPAG, OXFAM, FGM, child marriage).	7
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., laws to be strictly enforced, support women to climb the ladder, be intentional about what they deserve).	4
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., not to normalize inequalities, appreciate the empowered women, need for personal reflections).	5
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., IWD 2023, March 8).	3
	D2: Qualitative Evidence	Specific numbers or figures used as data (e.g., IWD 2023, March 8)	4
Total coded	(Sum of all n)		28
Percentage of coded segments	Single article analysis		100%

(Table 24)

News Article 9 (PPAG Website): [Sexually Transmitted diseases: Stakes too high to achieving Agenda 2030](#)

Variable Category -RQ	Code	Unite of Analysis	Frequency (n)
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A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions of audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., North East Region, 5 regions, 7 MMDA's, Tinguri Health Center, PARDA).	8
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., Dr Michael Wombeongo, Executive Director of PARDA; Mr Rayal Issahaku, Physician Assistant).	5
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Agenda 2030, Project Power to Choose (P2C), STDs/STIs, Family Planning, SRHR).	8
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., laws to be strictly enforced, support women to climb the ladder, be intentional about what they deserve).	10
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., lack of requisite information, feel stigmatized, youth claim use of male condom does not give pleasure).	6
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., IWD 2023, March 8).	15
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "stakes too high," "traditional understanding... completely different," "major complications").	6
Total coded	(Sum of all n)		58
Percentage of coded segments	Single article analysis		100%

(Table 25)

News Article 10 (Ghana News Agency): [Unsafe abortion and unprotected sex activities affecting health of adolescents](#)

Variable Category -RQ)	Code	Unite of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions of audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., Tinguri CHPS, North East Region, 5 regions, 7 MMDA's, Gbani community).	9

B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., Physician Assistant, Medical Officer, Public health report).	3
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Power to Choose (P2C), SRHR, STDs, Global Affairs Canada, SDGs).	8
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., rushed in by family, high dropout rates, government must improve provision of services).	9
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., felt too young to make babies, little knowledge, run into complications, parents do not accept discussion).	7
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., half a million die, 2022 Health survey, 6.3 per cent pregnant, ages 10-24, 2030 goal).	10
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., Agnes' case study, "too small to know," "consequences are dire," "human rights").	6
Total coded	(Sum of all n)		52
Percentage of coded segments	Single article analysis		100%

(Table 26)

News Article 11 (Ghana Business News): [Gender injustices: Rape, defilement – The unclear support service](#)

Variable Category -RQ)	Code	Unit of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions of audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., DOVVSU, North East Region, 5 regions/8 MMDA's, 10 communities, PARDA, Social Welfare).	7
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., Executive Director of PARDA, DOVVSU Officer, Kumasi Metropolitan Director of Social Welfare).	4
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Power to Choose (P2C), SRHR, Domestic Violence Act 2007, Global Affairs Canada, Agenda 2030)	8

C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., victim is handed over, liaison with social welfare, need to have a helpline, families... not to shy away from reporting).	7
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., unclear support service, exposed to health problems, high potential of stigmatization, systems were not supportive enough).	7
D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., 2016 study, 27 percent of girls, 11 percent for boys, 7-year project, 10 communities).	10
	D2: Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., descriptive case study of victim, "culture of silence," "tormenting experience," "shelters... is still a mirage").	6
Total coded	(Sum of all n)		49
Percentage of coded segments	Single article analysis		100%

(Table 27)

News Article 12 (Ghana News Agency): [Project Beneficiaries petition Gender Minister to end GBV](#)

Variable Category -RQ)	Code	Unit of Analysis	Frequency (n)
A. Reach/Scale Framing (RQ2)	A1: Mass/Digital reach	Mentions of audience size or methods achieved via digital/mass platforms.	0
	A2: Community/Direct Reach	Mentions of specific communities, regions, or local partners (e.g., DOVVSU, North East Region, 5 regions/8 MMDA's, 10 communities, PARDA, Social Welfare).	3
B. Communication priority (RQ2)	B1: High priority endorsement	Mentions or quotes from high-level officials (e.g., Minister of Gender, Project Officer, MCE, Girl Education Officer).	4
	B2: Campaign specific frame	Direct mentions of the specific project names or affiliated partners (e.g., Power to Choose (P2C), GBV, 16 Days of Activism, PARDA, Oxfam).	5
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	Claims about tangible actions or changes in conduct (e.g., beneficiaries petition the Minister, held a float, video screening to educate, facilitate the provision of free medical and safe shelters).	5
	C2: Attitudinal/Perceptual outcome claim	Claims about internal/knowledge states (e.g., GBV were harmful, deprived the survivors of their childhood, need for all hands to be on deck, issue of GBV was alarming).	5

D: Evidence Type (RQ4)	D1: Quantitative Evidence	Specific numbers or figures used as data (e.g., 15 cases reported, only three... presented to the court, January 2022 and November 2023).	4
	D2:Qualitative Evidence	Non-numerical, subjective claims, or organizational pledges (e.g., "real-life story of a survivor," "perceived family and cultural protection of dignity," "absence of this vital infrastructure").	4
Total coded	(Sum of all n)		30
Percentage of coded segments	Single article analysis		100%

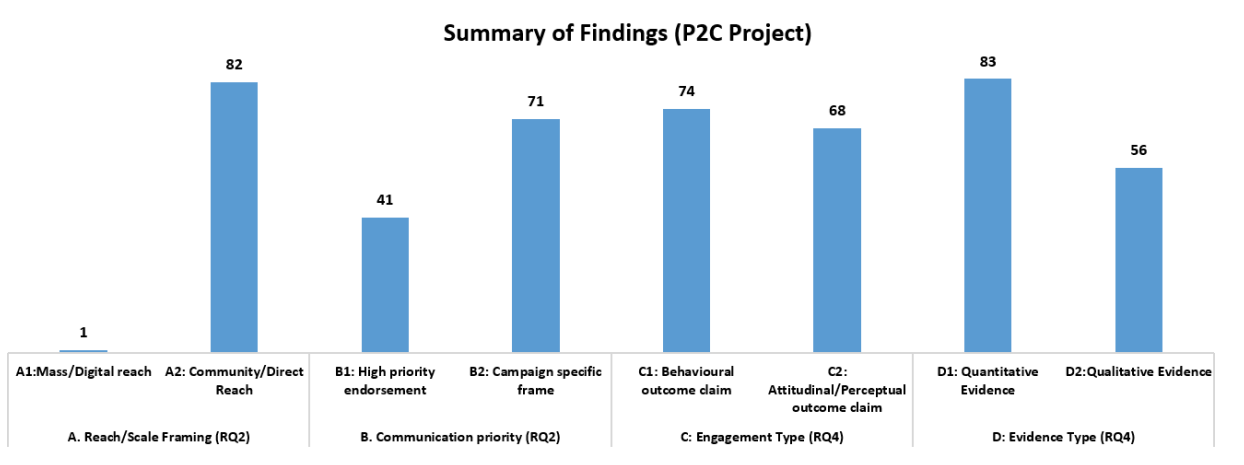
(Table 28)

4.4.3 Summary of complete quantitative content analysis (P2C Project)

Variable Category -RQ)	Specific Code	Cumulative total count	Article (12)	Final cumulative total	% of grand total
A. Reach/Scale Framing (RQ2)	A1:Mass/Digital reach	1	0	1	0.02%
	A2: Community/Direct Reach	79	3	82	17.2%
B. Communication priority (RQ2)	B1: High priority endorsement	37	4	41	8.6%
	B2: Campaign specific frame	66	5	71	14.9%
C: Engagement Type (RQ4)	C1: Behavioural outcome claim	69	5	74	15.5%
	C2: Attitudinal/Perceptual outcome claim	63	5	68	14.3%
D: Evidence Type (RQ4)	D1: Quantitative Evidence	79	4	83	17.4%
	D2:Qualitative Evidence	52	4	56	11.8%

Total	(Sum of all n)	446	30	476	100%
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(Table 29)



(Fig. 4)

The table shows the cumulative frequency counts for 12 news articles/stories on the Power to Choose Project (Total, N=476)

4.5. Annual Reports of WEACT and P2C Projects

This analysis details a summary of the Power to Choose Project which highlights the project's strategy, activities and quantitative outcomes. The document analysed is the annual report of the P2C Project (Ghana), within the period of April 1, 2023 to March 31, 2024. Correlating to the focus areas of the thesis as indicated in Chapter 2, this analysis was pivoted on: Development communication strategies, Advocacy campaign design, approaches and effectiveness, Gender Equality (SDG 5) and Partnerships/Collaboration and Stakeholder Engagemen

D) Power to Choose (P2C)

Project Units of Measurement

1. Advocacy reach: Number of direct beneficiaries and geographic coverage.
(Frequency=N).
2. Policy engagement: Outcome of key policy changes (Yes/No).

3. Attitudinal engagement: Change in self-reported confidence and knowledge (survey data).
4. Behavioural Engagement (SRHR): Number of service use by public (Frequency=N).

4.5.1. Findings on Awareness and Reach (RQ2)

From the annual report, Oxfam in Ghana achieved a high and strategic reach to its audience through its advocacy campaign messages on Sexual Reproductive Health and Rights (SRHR) information -SDG5

Metric	Unit of Analysis	Data point	Interpretation
Total direct reach	Individual participant	4,075 across 37 communities.	Shows high organisational capacity in disseminating information.
Focus on target audience	Demographic frequency	625 (2,530) adolescent girls 62% (2,530).	Shows intentional targeting, aligning with SDG5's focus on empowering women and girls.
Information accessibility	Survey respondents (%)	83% now report easy access to SRHR information (vs. 26% pre-intervention).	Quantifies successful knowledge gain and awareness creation in target audience.

Table (30)

4.5.2. Findings on Engagement and Impact (RQ4)

The advocacy campaigns on the P2C project resulted in measurable high-level behavioural and policy engagement. This demonstrates effectiveness across individuals and structural change.

1. Impact on behaviour and agency

The report shows that advocacy campaigns fostered direct behavioural change on the use of SRHR services (SDG 5.6)

Metric	Unit of Analysis	Data point	Interpretation
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Sexual Reproductive Health (SRH)	Individual participant	3,894 family planning visits recorded for adolescents (15-19) years and youth (20-24) years across the sample	Demonstrates strong successful engagement which translates awareness into direct action
Increased agency	Demographic frequency	76% net increase (from 14% -90%) in young women and adolescent girls.	Young Women and Adolescent Girls' self-reported confidence to express SRH needs and seek assistance. Fulfilling project's intermediate outcome (1100) on agency.
SGBV justice engagement	Survey respondents (%)	88% of young women/girls who reported experiencing violence were able to report to an appropriate agency indicating high trust and effective communication regarding justice mechanisms.	Highlights high trust and effective communication regarding justice mechanisms.

Table (31)

2. Structural and Policy Impact

The campaign demonstrated effectiveness in influencing responsible actors (SDG5.c)

- **Policy Success (Tax Removal):** The campaign contributed to the government’s decision to scrap the tax on locally manufactured sanitary pads. This addressed a major economic barrier to menstrual health.
- **Responsible actors engagement:** 27 high-level health workers participated in a training on Emergency Obstetrics and Neonatal Care (EmONC) using a newly developed manual. Qualitative data confirmed commitment to improve attitudes toward respecting SRHR needs of women and adolescents. This strengthened the service delivery pillar of the advocacy.
- **Mitigation of Risk:** Report highlights that the high-stakes legislative context (Anti-LGBTQ+ Bill) demonstrates the need for sophisticated and strategic messaging in

development communication and framing SRHR issues within culturally accepted norms in order to sustain activities on the project.

II) WEACT Project

Units of Measurement

1. Advocacy reach: Number of direct beneficiaries and geographic coverage.
(Frequency=N).
2. Policy engagement: Outcome of key policy changes (Yes/No).
3. Attitudinal engagement: Change in self-reported confidence and knowledge (survey data).
4. Behavioural Engagement (SRHR): Number of service use by public (Frequency=N).

4.5.3. Unit of analysis and coding

scheme 1.

Category	Unit of analysis	Frequency	Measurement
Reach/Awareness (RQ2)	Beneficiary engagement count	High/Medium/Low	-Total listener engagements on mobile platform (36,064) - Number of legal awareness messages disseminated (54 %) of women reporting positive transformation in attitudes (99.6%)
Attitudinal change	Shift in gender norms (%)	Magnitude of change	% decrease in men holding discriminatory views (30%); % of men/women endorsing equal household responsibility (e.g., 96-98%).
Participation engagement	Women in leadership count	Ratio/Nominal	Instances of women taking leadership roles (VSLA, Church, Political groups, Queen Mother representative).
Behaviour change, Economic (RQ4)	Economic indicator change (%)	Percentage change	% growth in Gross Margin (e.g., Shea Nut 1,460%); % increase in women above poverty line

			(87.7%).
Behaviour change (RQ4)	Time redistribution (Hours/Week)	Numerical change	Hours saved on women's unpaid care work (e.g., 6.88 hours/week); Hours increase in men's contribution (0.36 hours/week)

(Table 32)

2. Frequency and Location of Implementation

- Frequency: The timeline for the project indicates a frequency of measurement (Baseline 2020, Mid-term 2023, Endline 2025).
- Location (Context): The WEACT project was executed in 6 regions, 9 districts and 18 communities. This aids the analysis in contextualising the campaign's reach.

4.5.4. Findings on Awareness and Reach (RQ2)

Dimension of advocacy	Key data point	Analysis/Implication for awareness
Campaign reach (mobile platform)	6,064 listener engagements; 54 legal awareness messages disseminated	Finding: The digital advocacy tool for campaign sustained high frequency of engagement which exceeded the target by 20% Implication: Shows high awareness of disseminated information on legal rights, inheritance and domestic violence.
Legal literacy	35% women knew they had rights; 60% also knew how to claim rights. Formal knowledge raise by 15%	Finding: Awareness of the <i>existence</i> of rights is strong, but formal legal process awareness is lower than informal. Implication: Campaign successfully raised awareness of rights and reporting mechanisms (CHRAJ, Police) though accessibility barriers remain
Attitudinal awareness	99.6% women reported positive transformation in attitudes; 30% decrease in men hold discriminatory views.	Finding: Near-universal awareness among beneficiaries that the campaign is driving positive change. Implication: Advocacy messages which challenge gender norms have penetrated and been internalised by both males and females. This shows successful awareness and acceptance of SDG 5 principles.

(Table 33)

4.5.5. Findings on Engagement and Impact (RQ4)

Dimension of advocacy	Key data point	Analysis/Implication for awareness
Economic behaviour change (Empowerment)	WEAI increased by 15.512% (0.733 to 0.847); 87.7% of women moved above the poverty line.	inding: Campaign drove a high level of fundamental economic engagement and behavior change. Implication: Advocacy for women's control over income (SDG 5.a) translated directly into financial independence and poverty reduction.
Participation (Asset control)	Land ownership/control increased from 25.8% to 49.6%; Mechanized equipment control up 577.1%.	Finding: High engagement in securing productive resources. Implication: Advocacy around land tenure and property rights (supported by Legal Literacy Volunteers) led to concrete, sustained participation in asset acquisition.
Social Behavior Change (Time Equity)	Women saved 6.88 hours/week (46.88 to 40 hours); Men's household contribution increased. 96-98% endorsement of equal sharing.	Finding: High engagement and shift in household labor behavior. Implication: The Gender Model Family (GMF) initiative successfully advocated for the redistribution of unpaid care work (SDG 5.4), freeing up women's time for economic engagement (SDG 5.a).
Participation (Leadership)	Evidence of women successfully contesting for leadership in VSLA, Churches, and political groups.	Finding: Clear shift from hesitation to active political and social participation. Implication: The advocacy successfully fostered participation in decision-making structures (SDG 5.5), breaking entrenched stereotypes.

(Table 34)

4.6. Sampled Impact stories/Testimonials

4.6.1. Power to Choose (P2C) Project

Five (5) testimonials/impact stories were sampled on the P2C Project. It highlights a coding of frequency for four key categories: Awareness, Attitudinal shift, Knowledge gain and Intention to change behaviour, relevant to the thesis. The stories are below:

“I have learnt a lot but the most outstanding aspect for me is the gender equality of it. I used to believe that men are superior to women but over the last one year, I have come to realize some new realities of life, especially learning about feminism that both girls and boys have equal rights in society.” – 17 year old Sumaila, Safe space member.

“Under the Family planning education through safe spaces, I have learnt about contraceptives. Discovering that condoms are double blessing by not only providing protection against STIs, but also it help in avoiding teenage pregnancies. Earlier, the word condom was synonymous with the word bad but now I realize that it serves as protection against humanity.” – Baraka, 17years / Sanga Community.

“[The SRR approach] provides refreshing insight on what we have not being doing right and must be corrected. I have knowledge to reorganize the healthcare center to encourage adolescents to access care.” (M1, OBGYN)

“A lot of attitudinal change needs to happen in our facilities towards respecting women. We need to make intentional decisions to disseminate what we have learned to improve practice in our facilities.” (F2, OBGYN)

“I practice in a rural setting where the sexual and reproductive rights of women are usually ignored. I encounter a lot of pregnant adolescents. More than half of eclampsia cases in my practice involve adolescent girls.” (M2, Medical Doctor)

“[I am] equipped with enough knowledge on how to go about abused clients/victims and manage them. There are plenty of pregnant adolescent girls at my place of work and through this training I have gained ideas on how to manage them in a safe space to encourage ANC visits.” (F3, midwife).

I. Unit of analysis and coding scheme

Code	Interpretation	Unit of analysis
Awareness	Recognises new issue, concept or reality. (eg., rights, protection, equality)	“discover”, “equipped with enough knowledge”, “realise”, “learnt”
Attitudinal shift	Change in personal belief or opinion (from negative to positive)	“have not been doing right”, “used to believe...but ow realise”, “synonymous with bad but now I realise”
Gender focus	Direct mention of SDG5 relevant terms (eg., vulnerable groups, equality, rights)	“gender equality”, “sexual and reproductive rights”, “pregnant adolescents”, “feminism”
Intention of Behaviour change	Expressed commitment to take action or change practice as a result of the program	“Disseminate what we have learned to improve practice”, “gained ideas on how to manage them”, reorganise”

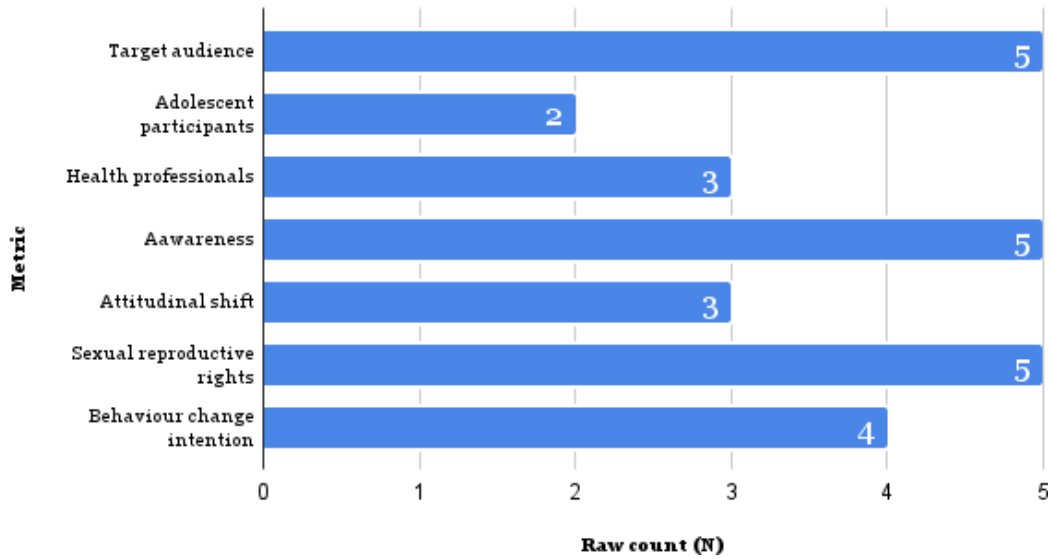
(Table 35)

II. Frequency and quantification metrics

Metric	Quantifiable term/code	Raw count (N)	Raw count/percentage frequency
Target audience	Total testimonials Tetsimonials from ‘adolescent’ or ‘Safe space member’	5	100%
Adolescent participants	Tetsimonials from ‘adolescent’ or ‘Safe space member’	2	40%
Health professionals	Testimonials from ‘Medical Doctor, midwife or ‘OBGYN, (M1, F2, M2, F3)	3	60%
Testimonials showing awareness (RQ2)	Count of statement containing any awareness keyword	5	100%
Testimonials showing attitudinal shift	Count of statements with clear shift (e.g., "used to believe X... but now Y").	3	60%
Testimonials showing sexual reproductive right	Count of statements focusing on gender, rights, or adolescents/SRH.	5	100%
Testimonials showing behaviour change intention	Count of statements showing stated plan to change practice/disseminate	4	80%

(Table 36)

Count vs. Metric



(Fig. 5)

III. Detailed code count and pattern analysis

Metric	keyword	Raw count (N)	Cumulative score
Awareness (RQ2)	learnt/have learnt	3	7
	realise/knowledge/know	3	
	equipped wih enough knowledge	1	
Gender SRR/SRHR	feminism/gender equality/equal rights	1	8
	Sexual & reproductive rights	1	
	pregnant adolescent/adolescent girls	3	
	respecting women/abused clients	3	
Attitudinal shift	clear shift statement (e.g., "used to believe... but now realize")	3	3

Behaviour change intention (RQ4)	manage them in safe space (new idea)	1	4
	disseminate what we have learnt	1	
	reorganise/improve practice	2	

(Table 37)

V. Summary/Interpretation

- **High Awareness (100 % frequency):** Each testimonial clearly showed knowledge either new or widened gained. And this directly answers RQ2 by confirming how the target audience were highly aware about the P2C project and its content on gender equality, use of contraceptives and how to approach SRHR issues).
- **Evident Behaviour change intention (80% frequency):** Four out of five from the testimonials (80%), show a clear intention to change a professional (health) or personal practice in healthcare, changing management of pregnant adolescents and disseminating of information. This high frequency connects to RQ4 on engagement levels/behaviour change, showing a high rate of planned action after target audience where exposed to the advocacy message.
- **Attitudinal shift (60% frequency):** Three out of five from the testimonials show a complete cognitive reversal (eg., “used to believe men are superior...but now realise equality”; “condom was synonymous with bad...but now protection”). This measures the success of the project/campaigns in directly challenging and changing attitudes toward SDG5 principles.

4.6.2. WEACT Project (cited in WEACT’s annual report from some women entrepreneurs -Pg. 17-25)

Five (5) testimonials were sampled on the WEACT Project which focuses on Economic Empowerment, Rights and Leadership, providing a distinct strategic communication approach to the research. It highlights financial and governance domains. The testimonials are below:

1. *“At first, women were not allowed to buy land or animals. Now, we can own property and access financial support without discrimination.”*
2. *“Before the project, finances were managed solely by men. Now, women actively participate in financial decisions, from household expenses to school fees.”*
3. *“A woman can now go to the chief’s palace to buy land without being questioned.”*
4. *“The financial literacy training helped me identify a market gap in rice supply. Now, I purchase and sell rice, ensuring a steady income.”*
5. *“I contested for a leadership position in my VSLA group and won.”*

I. Unit of analysis and coding scheme

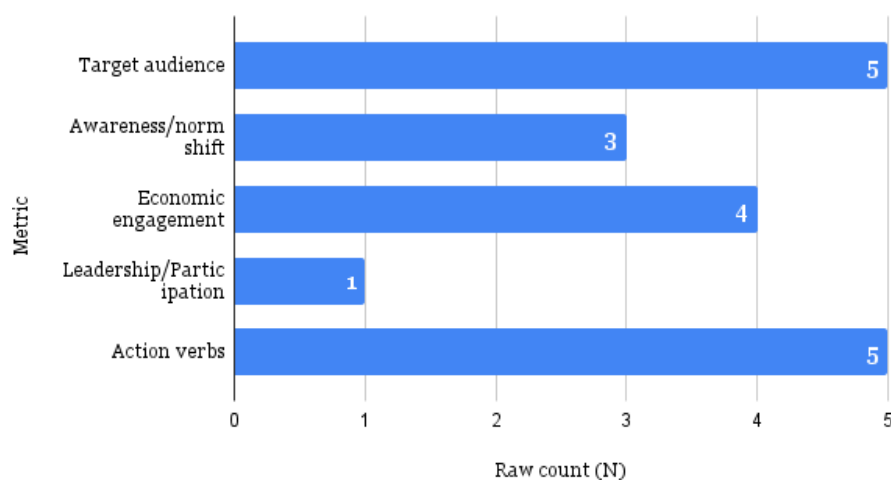
Code	Interpretation	Unit of analysis
Awareness/Norm shift (RQ2)	Recognises that previous restrictions/norms are broken	“at first...now”, “without being questioned”, “before the project...now”
Economic Engagement (RQ4)	Direct participation & control over financial resources and assets	“Access financial support”, “own property”, “steady income”, “buy land”
Leadership/Participation (RQ4)	Clear action taken to assume a formal decision-making role	“Contested for leadership position”, “won”
SDG5 focus	Direct reference to gender equitable outcomes	“Women”, “men”, “discrimination”, “financial decisions”, “land/property”

II. Frequency and quantification metrics

Metric	Quantifiable term/code	Raw count (N)	Raw count/percentage frequency
Target audience	Total testimonials Testimonials from 'adolescent' or 'Safe space member'	5	100%
Testimonials showing awareness/norm shift (RQ4)	Count of statements contrasting "past" vrs. "Present" practices	3	60%
Testimonials showing economic engagement (RQ4)	Count of statements focusing on finances, income or assets	4	80%
Testimonials showing leadership/participation (RQ4)	Count of statements describing successful contestation for a formal role	1	20%
Statements with direct action verbs	Count of strong, quantifiable action words/taken (eg., "buy", "own", "purchase", "sell", "contested")	5	100%

(Table 38)

Count vs. Metric



(Fig. 6)

IV. Detailed code count and pattern analysis

Metric	keyword	Raw count (N)	Cumulative score
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Awareness/Norm shift (RQ2)	without discrimination/without being questioned	2	4
	at first/before...Now (clear contrast)	2	
Economic engagement	land/property ownership (buy or own)	3	8
	income generation (purchase, sell, market gap etc)	2	
	financial decision-making	3	
Leadership/Participation	contested/won	1	1

(Table 39)

V. Summary/Interpretation

- High Economic Engagement (80 % frequency):** Four out of five direct statements confirms a major shift in economic behaviour (RQ4). This demonstrates that advocacy on women's economic rights led to high participation in:
 - Asset acquisition: 3 statements show women buying or owning lands/animals
 - Financial control: 3 statements show reference control over household finances or accessing support
 - Entrepreneurship: 1 statement explains leveraging financial literacy for market-gap exploitation
- Leadership Participation (20% frequency):** One testimonial validates this, mentioning winning a leadership position. Nevertheless, this shows the success of the campaign, which encourages women to transition from awareness to formal leadership participation.
- Universal Direct Action (100% frequency):** Each statement contains a strong, quantifiable action verb which relates to empowerment (eg., own, buy, contested, won).

This shows how the project's advocacy translated into tangible and measurable behavioural outcomes across all sampled testimonies.

- Clear Norm shift (60% frequency): 3 statements explicitly compare the 'past' ("not allowed", "managed solely by men"), with statements connoting empowerment 'now' ("can own", "actively participate"). This high frequency quantifies the success of the campaign in changing fundamental norms and awareness (RQ2), thereby regarding gender roles in finance and property.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter is a combination of the research findings in relation to communicating development and the SDGs, emphasising an analysis of the effectiveness of advocacy campaigns by Oxfam in Ghana. It reflects on data presented in Chapter Four, through the theoretical lenses of Communication for Social Change Theory, Participatory Communication Theory and Agenda-Setting Theory. It also includes recommendations and conclusions relevant to contributing to development communication work and suggestions for future academic professional work or academic disciplines/enquiry.

5.1. Summary/Discussion

The research is inspired by four core pillars, highlighted in Chapter 2, which served as a guide in gathering data and analysing results. These are: Development communication strategies, Advocacy campaign design, approaches and effectiveness, Gender Equality (SDG 5) and Partnerships/Collaboration and Stakeholder Engagement. The study sought to discover how communication strategies influence the attainment of SDG5. The summary synthesises the results from qualitative and quantitative data. The discussion is grouped into four categories that align

with the objectives of the research as indicated in Chapter One. Below is a breakdown of the discussion from the findings.

5.1.1. Contextual Influences on Oxfam in Ghana's SDG5 Advocacy campaigns

The study presents rich and balanced results from both qualitative and quantitative strands that sought to understand contextual influences on Oxfam in Ghana's SDG5 advocacy campaigns. The WEACTION and P2C projects highlight key factors as socio-cultural, economic, political/institutional and technological, pivotal to the effectiveness of advocacy campaigns. Findings from the semi-structured interviews and content analysis clearly show that advocacy campaigns cannot exist in a vacuum, making it necessary to involve every stakeholder in the development ladder and collectively break barriers that resist change. From the findings, patriarchal socio-cultural norms, digital illiteracy and other discriminatory practices which once opposed gender equality such as women's rights to own lands, unpaid care work, girls deprived from enjoying proper menstrual hygiene etc., were resolved through advocacy campaigns. Grassroots mobilisation which included stakeholder engagement such as the Parent-Child Communication and collaboration with local authorities, using digital platforms to share success stories/project impact in the form of - news, social media posts, posters etc, created a safe, healthy and evidential platform for engagement. The collective action by each stakeholder moved beyond creating just awareness to deliberately involving the target audience (decision-makers and community members) in fighting for change. The results yielded in existence of policies/byelaws, instilling ownership especially among women and fostering shared problem solving in promoting gender equality. Quantitatively, the success of the WEACTION and P2C projects was publicly communicated in the media (radio, TV, print, social media etc), detailing the number of people impacted, geographical locations reached and the

involvement of major stakeholders in government or NGOs or international organisations who influenced the projects success.

In connection to the applied theories, it shows that contextual influences such as language barriers or high illiteracy determine how people can participate in an advocacy campaign and this runs on the Participatory Communication Theory. And on the other hand, contextual factors such as campaigns on the Affirmative Action Bill and the protest to scrap taxes on locally manufactured sanitary pads, created the 'news' and what people should think about, using the Agenda-Setting Theory. The number of news stories also shared on different national and local platforms, spread across different geographical areas, gaining public attention and influence.

Significantly, the results reflect the power of the Communication for Social Change Theory which is built on the principle that social change must be owned and understood by the people, while also respecting indigenous cultural values to be sustainable.

5.1.2. Oxfam's Influence on Policy and Public Agenda

The findings reveal that Oxfam in Ghana's strategy in advocating for SDG5 moves beyond just helping the people to actually changing systemic barriers and influencing perceptions or behaviours through the existence of laws and policies, aligning to what must be public priority. Using the Agenda-Setting Theory, the findings show a two-step process - shifting what the people think is important (Public Agenda) so the government acts in what is most important to the public (Policy Agenda).

From the interviews and content analysis, it was revealed that before Oxfam's advocacy campaigns on issues such as 'menstrual hygiene', 'gender-based violence', 'unpaid car work' etc, most of the target beneficiaries might have seen such issues as 'private family affairs'. The shift through

strategic communication efforts (e.g., radio/tv, print, social media, online news, testimonials from beneficiaries etc.) moved these issues into the public domain. This created a public space for people to become aware about the magnitude of such issues, moving them to start discussions in the home, schools, market, churches, online etc. Oxfam in Ghana as an influencer through its implementing partners, did not just tell the people what to think about SDG5; they rather influenced them on how to think about such issues-not as an ‘individual problem’ or a ‘women’s problem’, but as a national development barrier, calling for urgent and collective action.

Moving on to the influence on Policy Agenda, Oxfam in Ghana through its advocacy campaigns was able to involve government officials and high-level decision makers to pay critical attention to these issues. Once an issue is high on the Public Agenda, it forges ‘political pressure’ through which Oxfam in Ghana used to influence specific policies in Ghana such as the Affirmative Action Bill. From the findings (qualitative and quantitative), it revealed how Oxfam in Ghana uses the Evidence-based advocacy in gaining attention using strategies such as reports that prove the need to rectify certain changes. For example, positioning how Ghana’s economy can be affected because of gender equality when women are marginalised in the economic ladder. When such reports or data is petitioned, it is then presented to high government entities like the Parliament or Ministry of Gender, Children and Social Protection. In contrast to Odoom et al. (2024) whose findings revealed that local governments often have a ‘low sense of ownership’ regarding development, Oxfam in Ghana is able to influence policy agenda through strategic advocacy campaigns in creating ownership by persuading officials to respond to the public.

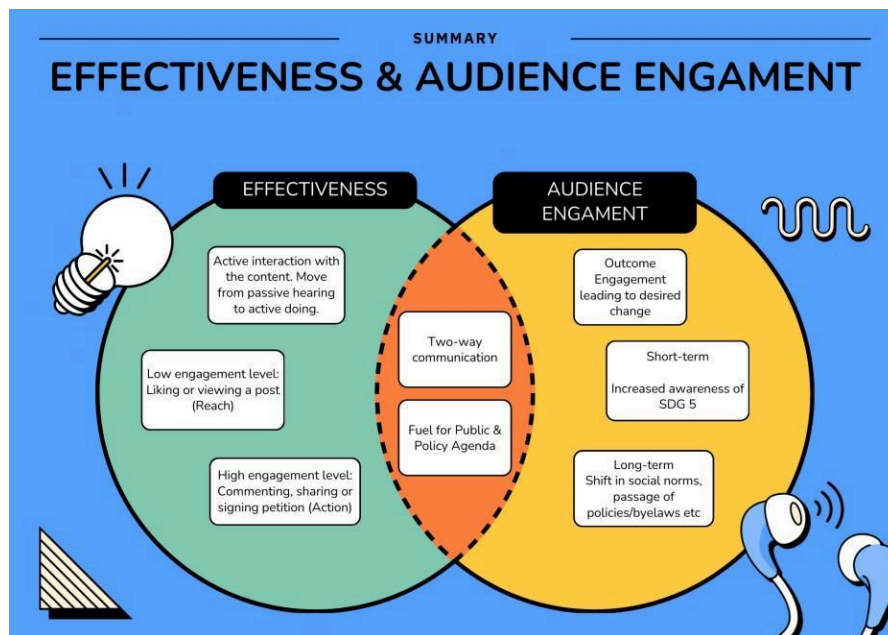
The findings suggests that Oxfam in Ghana’s effective role in advocating SDG5 is rooted in its ability to bridge the gap between Public Agenda and the Policy Agenda. While Odoom et al. (2024) discovered a disconnection in communication at the decentralised level, Oxfam in Ghana utilised

the Agenda-Setting strategy to ensure that grassroots voices (Participatory Communication Theory) are not just heard, but are translated into public prominence. Oxfam in Ghana’s framing of SDG5 issues as critical to Ghana’s economic stability and successfully shifts the narrative from passive awareness to active policy realisation.

5.1.3. Effectiveness and Audience Engagement

This section evaluates how the findings revealed the success of the campaigns. The results from the interviews and the quantitative measure of the number of news articles, reports and testimonials, translate the effectiveness of Oxfam in Ghana’s campaigns in connection to the Ghanaian public. The results connect to the Communication for Social Change Theory which shows that engagement is a social process and not just a digital statistic.

Though ‘effectiveness’ and ‘audience engagement’ work together, they measure things differently.



(Fig. 7)

From the findings, it tells that Oxfam in Ghana's advocacy campaign effectiveness was not just that the people saw the message(s) (reach) but that these messages connected with their lived experiences. For instance, the impact stories from some survivors from quantitative findings revealed how the 'emotional appeal' and 'solution' to problems/barriers which was presented in news articles, reports etc, drove public interest and high engagement. This approach aligns with the Communication for Social Change Theory which increased the effectiveness of the campaigns because the messages were remembered and acted upon.

Furthermore, the Participatory Communication Theory highlights how a campaign is only effective when it utilises two-way communication. In contrast to Odoom et al. (2024) findings where government's communication was often one-way, the effectiveness of Oxfam in Ghana's campaigns result from two-way/dialogic engagement where the audience were actively involved in sharing questions, debating on issues and feeling a sense of belonging or ownership. This resulted in the effective communication and advocacy of SDG5 because high engagement, feeds into the Agenda-Setting Process.

Evidentially, the findings show a strong correlation between audience engagement and the perceived effectiveness of Oxfam in Ghana's SDG5 campaigns. The organisation's strategy prioritises engagement (interaction) which transformed audience from being 'passive consumers' to becoming 'active advocates'. Results from the interviews revealed how husbands are now supportive of their wives taking leadership roles and helping them with domestic chores, traditional leaders in collaboration with community members develop byelaws that benefits everyone and breaking of stereotypes especially among males on menstrual hygiene. These results align with the United Nations goal of 'leaving no one behind', where every stakeholder is an active player in the development chain. The results tell that the campaigns were effective in not only

raising awareness but in fostering a participatory culture that challenges the institutional apathy as identified in Odoom et al's. (2024) findings.

5.2. Conclusion

The research analysed the intersection of communication, development and gender equality (SD5) with focus on the effectiveness of Oxfam in Ghana's SDG5 advocacy campaigns. Through the synthesizing of the Communication for Social Change Theory, Participatory Communication Theory and the Agenda-Setting Theory, the study concludes that communication is not only a supportive tool for development but the fundamental instrument through which structural and social transformation occurs. The research reveals evidentially that Oxfam Ghana's advocacy campaigns demonstrate its priority in audience engagement at every level to achieving SDG5 on the Public Agenda and Policy Agenda.

Furthermore, the study concludes that effective advocacy will yield when it is contextually grounded in socio-economic settings. The success of Oxfam in Ghana's campaigns lies in its ability to bridge gaps between grassroots participation and high-level policy influence. Generally, achieving gender equality requires a shift from 'communicating about development' to 'communicating as development' where engagement with audiences serve as both processes and proof of success.

In summary, as digital technology provides platforms such as social media, online engagement etc., it is by applying two-way communication (participatory) and transforming communication strategies especially what suits the target audience that determines the effectiveness of advocacy. Ghana's preparation and readiness in meeting the SDG 5 target by 2030 will be realised if institutional apathy in the public sector or other development organisations is replaced by the brisk,

engagement-driven models of communication which has been demonstrated by organisations like Oxfam in Ghana.

5.3. Recommendations

From the research findings and literature review, it is crucial for organisations especially in the public sector to institutionalise development communication in their work. With reference to Odoom et al. (2024) research findings on the lack of trained communities, it is recommended that government agencies should strengthen development communication in their work by training officers to move from monologic information sharing into dialogic citizen engagement.

Furthermore, the public sectors should create a gender-communication audit for decentralised services where communication on development projects is not gender-neutral but specifically designed to reach and empower women and marginalised groups, fulfilling participation in gender equality.

The findings by Oxfam in Ghana has proven the importance of utilising a mixed methods communication approach in order to reach different audience groups. It is recommended that advocacy organisations should move beyond traditional awareness of information sharing, toward participatory action research by involving co-creating campaign content with direct beneficiaries. Audience involvement in the design phase prioritises the ‘voices of the people’ instead of just a message shared on an issue.

In addition, a recommendation shared by the Project Officer (WEACT Project) is to have journalists/reporters purposely trained on how to report or present news stories on SDG5 so they have the technical knowledge and skills to communicate issues surrounding gender-equality effectively.

Furthermore to support future academic disciplines, researchers should employ Digital Ethnography which will involve online communities to observe how users interact with advocacy content, instead of just analysing the posts only. And lastly in addition to academic disciplines, there should be research that investigates the Algorithm verses Advocacy- analysing how social media algorithm in Global South contexts like Ghana may give priority to ‘viral’ event photos over ‘slow’ development stories.

5.4. Limitations of the study

The study was limited to Oxfam in Ghana, which will not reflect a full representation of how communication for development is used across diverse development organisations or sectors.

Again, the organisation did not give access to the analytics of the organisation’s social media pages, which would have efficiently contributed to the quantitative analysis of measuring the reach and engagement with advocacy campaigns.

Furthermore, the researcher experienced delays with getting data from the the organisation which slowed the investigations and analysis of findings at the stipulated time for the entire study. This also resulted in the researcher having to get information from PPAG outside Accra. This made it impossible to get the direct beneficiaries of the projects to participate in the research within the time frame.

Nevertheless, the challenges did not affect the successful completion of the outcome from the findings.

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[17 Sustainable Development Goals](#)

APPENDIX

A. Introductory Letter to Oxfam in Ghana

25th August, 2025

The Director
Oxfam Ghana
Adiringanor, Accra.

Dear Mr. Mohammed-Anwar Sadat Adam,

Request for permission to use Oxfam Ghana as a case study for academic research

I am Princess Erwina Ndom, a Master's student in Development Communication with the University of Arts, Media and Communication (UNIMAC-IJ), formerly the Ghana Institute of Journalism. I humbly write seeking your permission to use Oxfam Ghana as a case study in my thesis titled 'Communicating Development and the SDGs: Oxfam Ghana and Advocacy campaign effectiveness on SDGs 5 and 13'. This is academic research and a requirement to complete my education with the institute.

The focus of my research is to explore the role of strategic communication in achieving the Sustainable Development Goals, particularly in the areas of gender equality and climate action. Following a preliminary assessment of development-focused organisations in Ghana, Oxfam Ghana stood out as my preferred choice, having a proven track record in advocacy and sustainable interventions, particularly in SDG 5 (Gender Equality) and SDG 13 (Climate Action). The study will involve the review of relevant public documents, observation of communication approaches and interviews with key personnel (Communication Manager, Project Manager etc), to gain a deeper understanding of Oxfam Ghana's communication strategies and impact on advocacy campaigns. I assure you that all ethical considerations, including anonymity, confidentiality and informed consent, will be strictly adhered to in undertaking this research. The research is strictly for academic purposes and will not be used for any commercial intent.

I will be grateful to visit your office this Friday morning (29th August 2025), to introduce myself in person and further elaborate on the purpose of this research, which will not only benefit me but will also contribute to Oxfam Ghana's communication strategies in advocacy. I look forward to gaining Oxfam Ghana's support and permission to proceed with this academic endeavour.

Thank you for considering this request. I look forward to your positive response.

Yours faithfully,



Princess Erwina Ndom

B.

Interview Guide for Project Officers
(WEACT & Power to Choose Projects)

Introduction

1. Briefly describe your role in the *Power to Choose/WEACT* Project and how it relates to communication and advocacy.
2. What are the overall communication goals the project seeks to achieve with beneficiaries?
3. How many females (women & girls) have been impacted by this project since its inception?

Section A: The Impact of Communication on Beneficiaries

3. **Influence on perception:** What changes have you observed in beneficiaries' perceptions or awareness of gender equality, women's health/rights, decision-making, etc, since the start of the project?

Probing question: Have you observed shifts in how they talk about or prioritise these issues?

4. **Influence on behaviour and attitude:** What changes have you identified in your target audience through campaign or outreach activities?

Probing question: Have there been changes in participation, leadership roles, or household decision-making?

4. **Effectiveness of messages:** Which campaign messages or communication approaches do you believe have strongly influenced beneficiaries and why?

5. **Cultural relevance and accessibility:** How did the project ensure that messages were culturally appropriate, inclusive, and accessible to diverse audiences (e.g., language, gender, literacy levels)?

Section B: Community feedback

6. What feedback have you received from beneficiaries or community leaders/members on your communication activities on campaigns?

7. How do you or your team track or assess changes in beneficiaries' behaviours or attitudes, and perceptions?

Clarifying question: Do you use surveys, impact stories, observation, testimonials, focus groups etc.?

Section F: Reflections and Recommendations

8. What key lessons have you learned regarding communicating and advocating on the WEACT/Power to Choose Project? (What worked and what did not work?)
9. What recommendations can you share to strengthen future communication or advocacy efforts to drive deeper impact among beneficiaries?

Closing

Is there anything else you'd like to share about how communication and advocacy under the *Power to Choose* or *WEACT* projects have influenced beneficiaries' lives?

C. Interview Guide for the Communication, Media and Public Engagement Lead of Oxfam in Ghana

Interview Guide

Introduction

1. Briefly describe your role and how it connects to communication and advocacy.
2. What is Oxfam in Ghana's overall communication approach in advancing development issues in Ghana?

Section A: Understanding SDG Communication

3. In your opinion, how does communication drive Oxfam in Ghana's gender equality agenda and align with the SDGs?

Clarifying question: What guiding principles or values influence how you design and deliver development communication messages on the Power to Choose and WEACT Projects?

4. What limitations affect the effectiveness of your campaigns?

Section B: Strategies and Channels

6. What communication channels does Oxfam in Ghana use for advocacy, and how does it ensure that messages are accessible and culturally relevant?

Probing question: Could you describe examples of successful campaigns on the Power to Choose and WEACT Project? What made it effective?

Section C: Audience Engagement and Impact

7. What feedback have you received from communities, beneficiaries, or stakeholders about your SDG 5 campaigns?

Follow-up question: How do you measure your audience's engagement level with your campaigns? (Eg. perceptions, behaviour, attitudes, etc).

Section E: Partnerships and Collaboration

8. How does Oxfam in Ghana work with local communities, government institutions, or other civil society actors to amplify its advocacy on the Power to Choose and WEACTION Projects?

9. What role do partnerships with media or grassroots organisations play in strengthening your communication efforts?

Section F: Reflections and Recommendations

10. From your experience, what does *effective communication for advocacy* look like in the Ghanaian context?

11. In what way does Oxfam in Ghana localise advocacy campaigns on SDG 3 and SDG 5 for audience engagement and consumption?

Follow-up question: What lessons has Oxfam in Ghana learned from past gender equality campaigns that could improve future initiatives?

Follow-up question: What advice would you give to organisations aiming to communicate development and advocate effectively for SDG 5?

Closing

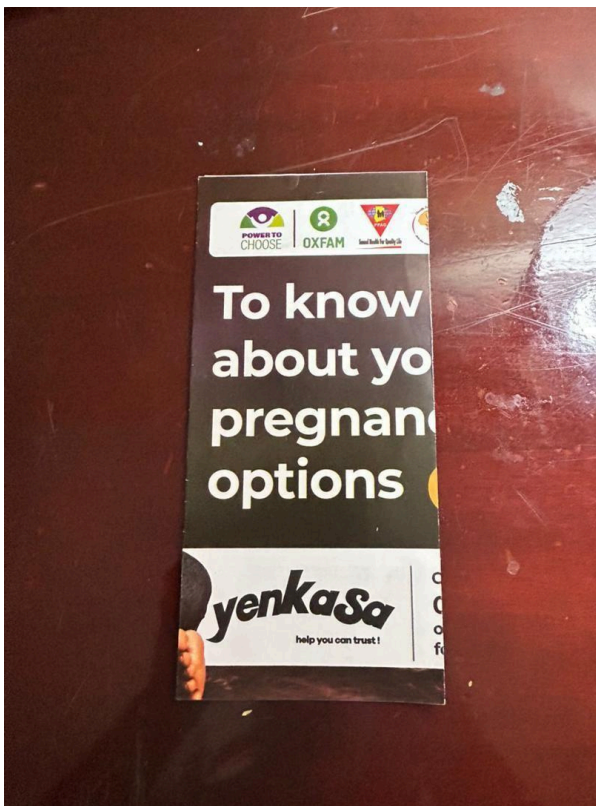
Is there anything else you would like to share about Oxfam in Ghana's communication and advocacy efforts around gender equality and the SDGs in Ghana?



Researcher engaging the Youth Facilitator at PPAG-Techiman



Premises of PPAG-Techiman



Brochure (advocacy material on SRHR)



Brochure (advocacy material on SRHR)