



**ASSESSING THE IMPACT OF CHRAJ'S GENDER-BASED ADVOCACY CAMPAIGNS ON THE
EMPOWERMENT OF MARGINALISED WOMEN IN GHANA**

BY

SALMA TANKO MIKASHINA IDDI

MADC24044

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DECLARATION BY STUDENT

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.

Salma Tanko Mikashina Iddi MADC24044



12/12/25

Student

Index number

Signature

Date

CERTIFICATION BY SUPERVISOR

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

DR. JOSEPH OBENG-BAAH



12/12/25

Supervisor

Signature

Date

DEDICATION

This dissertation is dedicated to the Almighty Allah, whose infinite wisdom, mercy, and guidance have sustained me throughout this academic journey.

I thank Him for granting me the strength, patience, and wisdom to complete this work successfully.

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ABSTRACT

This study investigates the impact of the Commission on Human Rights and Administrative Justice (CHRAJ)'s gender-based advocacy campaigns on the empowerment of marginalised women in Ghana. Anchored in Empowerment Theory (Rappaport, 1987; Zimmerman, 2000), the study explores how advocacy initiatives influence women's economic independence, legal awareness, and decision-making power. Using a quantitative research design, data were collected from 370 respondents, determined through Yamane's (1967) formula, and analysed using descriptive statistics. Findings reveal that CHRAJ's advocacy has significantly enhanced women's empowerment. Specifically, 76.2% of respondents reported improved awareness of economic rights, 70.5% indicated increased financial independence, and 71.9% acknowledged better understanding of legal rights. Additionally, 73.8% expressed confidence in seeking redress through CHRAJ, and 67.0% reported greater involvement in household financial decision-making. However, demographic disparities persist, as 35.7% believed urban women have greater access to CHRAJ's programmes, while 39.5% indicated higher participation among younger women. The study concludes that CHRAJ's advocacy campaigns effectively transform awareness into agency, enhancing women's capacity to claim rights and participate in decision-making. It recommends intensified rural outreach, legal literacy, and digital engagement to promote inclusivity. Overall, the study contributes empirical evidence to gender and development scholarship, validating Empowerment Theory in Ghana's advocacy context.

Keywords: CHRAJ; gender-based advocacy; women's empowerment; economic independence; legal awareness; decision-making; Empowerment Theory; Ghana.

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LIST OF ABBREVIATIONS

Abbreviation	Full Meaning
AfDB	African Development Bank
AHRLJ	African Human Rights Law Journal
AU	African Union
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women
CEPIL	Centre for Public Interest Law
CHRAJ	Commission on Human Rights and Administrative Justice
CSO	Civil Society Organisation
ECLAC	Economic Commission for Latin America and the Caribbean
EU	European Union
GESI	Gender Equality and Social Inclusion
GSS	Ghana Statistical Service
MoGCSP	Ministry of Gender, Children and Social Protection
NGO	Non-Governmental Organisation
OECD	Organisation for Economic Co-operation and Development
SDGs	Sustainable Development Goals
UN	United Nations
UNDP	United Nations Development Programme
UNECA	United Nations Economic Commission for Africa
UNFPA	United Nations Population Fund
UN-Women	United Nations Entity for Gender Equality and the Empowerment of Women
USAID	United States Agency for International Development
VAW	Violence Against Women
VAWG	Violence Against Women and Girls
WAGE	Women and Girls Empowered (Initiative)
WHO	World Health Organization

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter introduces the study by setting the context for assessing the impact of gender-based advocacy campaigns by the Commission on Human Rights and Administrative Justice (CHRAJ) on the empowerment of marginalised women in Ghana. It begins with a comprehensive background that traces the global, continental, and national dynamics of gender inequality and advocacy, underscoring the persistent structural barriers that hinder women's full participation in social, economic, and political life. The chapter then presents the problem statement, identifying the empirical gaps in evaluating the effectiveness of advocacy interventions, particularly for women in underserved communities. It outlines the research objectives and questions that guide the study, specifies the scope of the investigation, and discusses its significance for policy, practice, and academic discourse. The chapter concludes with an overview of the structure of the entire research project.

1.2 Background

Gender equality is not only a fundamental human right but also essential for achieving peaceful societies, full human potential, and sustainable development (Schmitz & Gatenio Gabel, 2023). Women and girls continue to face structural barriers that restrict their access to education, healthcare, employment, and political representation (UN Women, 2024). According to UN Women (2022), nearly one in three women globally has experienced some form of violence, and gender pay gaps persist in every country, with women earning an average of 77 cents for every dollar earned by men.

In South Asia, including countries such as India, Pakistan, and Bangladesh, entrenched patriarchal norms and inconsistent legal enforcement have contributed to widespread gender-based violence and discrimination (Nainar, 2013; Cross, 2013). For instance, in India, women's participation in formal employment remains below 25%, partly due to social expectations and safety concerns (World Bank, 2025). In rural Bangladesh, despite increased female literacy, child marriage and domestic violence continue to hinder the full empowerment of women (Kabeer, 2012).

In Latin America, strong feminist movements and state legislation have generated progress, yet violence against women remains endemic with at least 4,445 reported femicides in 2021, averaging one gender-related killing every two hours (United Nations Economic Commission for Latin America and the Caribbean [ECLAC], 2023; Prusa, 2020). Countries such as Mexico and Brazil have high rates of femicide, despite having laws in place for gender protection (OECD, 2021). Moreover, indigenous women often face intersectional discrimination, being marginalised based on both gender and ethnicity (Hernández Castillo, 2010). Advocacy campaigns have raised awareness of gender-based violence in Latin America, but their systemic impact is often undermined by weak enforcement and a pervasive culture of impunity (United Nations Economic Commission for Latin America and the Caribbean [ECLAC], 2022).

In sub-Saharan Africa, women face a range of challenges tied to cultural, legal, and economic systems. Harmful traditional practices such as female genital mutilation (FGM), early marriage, and bride price continue to impede gender equity in several regions (Tripp, 2015). Despite commitments under the Maputo Protocol and the Sustainable Development Goals, many African governments struggle to implement gender-responsive policies due to resource constraints and

deeply rooted patriarchal norms (African Development Bank & United Nations Economic Commission for Africa, 2023)

Nevertheless, gender advocacy has gained significant ground in Africa. Regional and national-level advocacy campaigns have contributed to important legal reforms, such as gender quotas in parliaments and the criminalisation of FGM in several countries (Banda, 2006b). Civil society organisations, women's movements, and human rights institutions play a vital role in advancing women's rights, often serving as intermediaries between citizens and the state (Mallya, 2009).

In West Africa, gender inequality is particularly pronounced in rural areas, where women are more likely to be engaged in informal labour, have less access to education, and experience lower levels of political participation (UN Women, 2024). For example, in Nigeria and Mali, customary law often overrides statutory rights, limiting women's inheritance rights and access to land (UNECA, 2021).

Ghana, while comparatively stable and progressive in its legal framework, continues to grapple with the challenge of translating policy commitments into real-life gender equity (WAGE Ghana, 2021). The country has ratified major international conventions, including CEDAW, and has enacted domestic legislation such as the Domestic Violence Act (Act 732), the Human Trafficking Act (2005), and the Labour Act (2003), all aimed at protecting women's rights (CEDAW, 2014).

Despite this progress, marginalised women in Ghana especially those in rural and low-income urban communities remain disproportionately affected by poverty, illiteracy, and exclusion from formal systems of justice and governance (Gyan & Kwakye, 2025). Cultural norms and gender stereotypes continue to limit their participation in economic and political life (Osei-Tutu et al.,

2021). Many women are unaware of their legal rights or are discouraged from exercising them due to stigma or financial constraints (Boateng, 2022).

The Commission on Human Rights and Administrative Justice (CHRAJ), established under the 1992 Constitution, plays a central role in promoting and protecting human rights, including gender equality (Republic of Ghana, 1992; CHRAJ, 2023). It engages in advocacy through legal education, community outreach, media campaigns, and conflict resolution (CHRAJ, 2023). These gender-based advocacy campaigns aim to empower women by increasing their awareness of rights, facilitating access to justice, and challenging discriminatory norms (CHRAJ & CEPIL, 2021, p. 1).

CHRAJ's work is particularly crucial in reaching populations that are often neglected by mainstream legal and political institutions (Ghana Statistical Service, 2019). Through mobile clinics, radio education, and legal aid programmes, the Commission seeks to enhance gender justice in both rural and urban areas (CHRAJ, 2023). Its interventions address issues ranging from domestic abuse and sexual harassment to economic disenfranchisement and inheritance disputes (CHRAJ, 2022).

Dadzie (2016) found that while these initiatives are commendable, questions remain regarding their actual effectiveness in bringing about tangible empowerment outcomes. Empowerment is a multidimensional concept involving economic independence, social agency, and political participation (Chattopadhyaya, 2005, p. 7). To what extent CHRAJ's campaigns translate into these forms of empowerment among marginalised women remains empirically underexplored (Awumbila & Ardayfio-Schandorf, 2008).

The current study therefore aims to bridge this knowledge gap by undertaking a quantitative assessment of CHRAJ's gender-based advocacy campaigns. By focusing on measurable indicators such as legal awareness, decision-making power, and economic autonomy, this study contributes to evidence-based evaluation of advocacy in Ghana's gender development ecosystem.

Ultimately, the study seeks not only to evaluate the impact of existing advocacy efforts but also to inform policy adjustments and the design of more inclusive, targeted interventions. In doing so, it supports Ghana's broader commitments under SDG 5 and the African Union's Agenda 2063 on gender equality and inclusive development.

1.3 Statement of the Problem

Globally, gender-based advocacy has been recognised as a vital instrument for advancing women's rights and equality through legal reform, policy change, and social mobilisation (UN Women, 2024). Frameworks such as CEDAW, the Beijing Platform for Action, and the SDGs emphasise advocacy as a central strategy for addressing systemic gender inequality (UN Women, 2022). However, despite widespread adoption of these frameworks, progress remains uneven. Many countries continue to struggle with weak implementation, as over 60% lack consent-based rape laws and more than half have no parliamentary gender quotas (UN DESA, 2021). True (2010) and World Bank (2025) note that while advocacy campaigns have increased visibility and awareness, their long-term impact is often constrained by institutional weaknesses and socio-cultural barriers.

In Africa, advocacy programmes often remain donor-driven, short-term, and urban-focused, leaving rural women marginalised (Van der Burg, 2021; Tripp, 2015). Patriarchal traditions, weak institutional capacity, and the absence of effective monitoring frameworks limit the transformation of awareness into tangible empowerment. Ghana has demonstrated strong institutional

commitment to gender equality through agencies such as CHRAJ and the Ministry of Gender, Children and Social Protection (CEDAW, 2014; Ministry of Gender, 2019). Yet, inequalities persist, particularly among rural and peri-urban women who face limited access to justice, education, and decision-making opportunities (Ayentimi et al., 2020; CEDAW Committee, 2022). CHRAJ's gender-based advocacy campaigns have sought to address these gaps through legal education, media outreach, and community engagement (CHRAJ, 2023), but their actual impact on empowerment outcomes remains underexplored.

Existing studies on CHRAJ's advocacy efforts focus primarily on campaign content and awareness creation (Awumbila & Ardayfio-Schandorf, 2008) and rely heavily on qualitative approaches that lack statistical generalisability (Amoakohene, 2004). Few have quantitatively examined whether these initiatives have translated into measurable improvements in women's legal literacy, financial independence, or decision-making power. Furthermore, limited attention has been given to how demographic factors such as age, education, residence, and income influence advocacy outcomes (Agyei-Sarpong, 2025; Ohemeng et al., 2025). This lack of empirical evidence creates a critical gap in understanding the effectiveness, inclusivity, and reach of CHRAJ's programmes. Therefore, this study seeks to fill this gap through a quantitative analysis of CHRAJ's gender-based advocacy initiatives and their impact on the empowerment of marginalised women in Ghana, thereby providing data-driven insights to strengthen policy and practice.

1.4 Research Objectives

1.4.1 Broad Objective:

To quantitatively assess the impact of CHRAJ's gender-based advocacy campaigns on the empowerment of marginalised women in Ghana.

1.4.2 Specific Objectives:

1. To determine the extent to which CHRAJ's gender-based advocacy campaigns have influenced the economic empowerment of marginalised women in Ghana.
2. To assess the effect of CHRAJ's advocacy on marginalised women's legal awareness and access to rights and protections.
3. To evaluate the relationship between CHRAJ's gender-based advocacy interventions and the decision-making power of marginalised women at household and community levels.
4. To analyse how demographic factors such as education, location, age, and socioeconomic status influence the effectiveness of CHRAJ's advocacy on women's empowerment outcomes.

1.5 Research Questions

1. To what extent have CHRAJ's gender-based advocacy campaigns contributed to the economic empowerment of marginalised women in Ghana?
2. How has CHRAJ's advocacy impacted marginalised women's awareness of legal rights and access to justice?
3. What is the relationship between exposure to CHRAJ's advocacy campaigns and the decision-making power of marginalised women within their households and communities?
4. How do demographic characteristics such as education, age, residence, and income affect the outcomes of CHRAJ's advocacy initiatives on women's empowerment?

1.6 Scope of the Study

The study will focus on selected regions in Ghana where CHRAJ has been actively conducting gender-based advocacy campaigns. It targets marginalised women in both urban low-income communities and rural districts, including areas in the Northern Region, Ashanti Region, and Greater Accra Region.

Thematically, the study will investigate three core empowerment domains: economic empowerment (e.g., income control, business ownership), legal empowerment (e.g., awareness of rights and ability to seek justice), and social-political empowerment (e.g., decision-making autonomy and community participation).

This research will be conducted over an eight-month period, allowing for comprehensive data collection, analysis, and reporting. A quantitative methodology will be used to provide generalisable findings across different demographic groups.

1.7 Significance of the Study

The significance of this study lies in its contribution to closing a major research gap regarding the empirical impact of gender-based advocacy interventions in Ghana. While CHRAJ's campaigns are frequently documented in terms of scope and thematic focus, few studies quantitatively assess how these efforts influence tangible empowerment outcomes such as women's legal awareness, economic independence, and household decision-making power. Most existing scholarship is qualitative in nature, offering rich contextual insights but lacking the statistical rigour required for evidence-based policy formulation (Amoakohene, 2004; Awumbila & Ardayfio-Schandorf, 2008). This study, by employing survey methods and statistical analysis, provides a robust empirical foundation to evaluate the effectiveness of CHRAJ's advocacy strategies. It therefore enhances the

capacity of policy actors to determine what works, for whom, and under what conditions fostering more accountable, results-driven gender programming.

Beyond its academic contribution, the study is practically significant for a wide range of stakeholders including governmental agencies, civil society organisations, international donors, and development practitioners. The disaggregated findings will inform the design of more inclusive and context-sensitive advocacy strategies by revealing how demographic factors such as age, education, location, and income influence programme outcomes. This will help optimise resource allocation and improve the targeting of marginalised populations often overlooked in generic advocacy interventions. Moreover, the study supports Ghana's obligations under international frameworks such as SDG 5, the CEDAW Committee's concluding observations, and the African Union's Agenda 2063. In an era of increasing demand for impact-based reporting and shrinking civic space, this research provides timely evidence to strengthen institutional accountability and advance gender justice.

1.8 Organisation of the Study

This study is organised into five chapters. Chapter One provides an introduction to the research, offering a global, continental, and national overview of gender advocacy while presenting the problem statement, research objectives, research questions, scope, justification, and structure of the study. Chapter Two reviews relevant literature on gender advocacy and women's empowerment, exploring theoretical perspectives, empirical studies, and the specific role of institutions such as CHRAJ in advancing gender justice. Chapter Three outlines the research methodology, detailing the research design, study setting, target population, sampling strategy, data collection instruments, procedures for ensuring validity and reliability, methods of data analysis, and ethical considerations. Chapter Four presents and discusses the findings, offering an

interpretation of the quantitative data collected on the impact of CHRAJ's gender-based advocacy initiatives on the empowerment of marginalised women. Finally, Chapter Five summarises the key findings, discusses their implications for policy and practice, and provides recommendations for relevant stakeholders and directions for future research.

1.9 Chapter Summary

Chapter One introduces the study by examining the global, African, and Ghanaian contexts of gender inequality and advocacy, with a specific focus on the role of the Commission on Human Rights and Administrative Justice (CHRAJ) in promoting women's empowerment in Ghana. It outlines the persistent structural barriers marginalised women face and highlights the limited empirical evidence on the effectiveness of gender-based advocacy campaigns. The chapter presents a clearly defined problem statement, articulates research objectives and questions focused on economic, legal, and decision-making empowerment, and specifies the study's scope in terms of geography, thematic areas, and target population. It also justifies the need for a quantitative approach to fill critical data gaps and support policy development, while aligning with Ghana's national and international gender equality commitments.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FOUNDATION

2.1 Introduction

A literature review is a comprehensive, critical, and purposeful analysis of existing scholarly works that situates a study within the broader body of knowledge, identifies research gaps, and informs theoretical, conceptual, and methodological choices (Creswell & Creswell, 2018). This chapter reviews relevant empirical and theoretical studies on gender-based advocacy and women's empowerment, focusing particularly on the role of the Commission on Human Rights and Administrative Justice (CHRAJ) in advancing gender equality in Ghana. It synthesises global, regional, and national perspectives to identify patterns, contradictions, and gaps in existing research. The discussion is thematically structured around key areas of advocacy, empowerment, rights-based approaches, and institutional effectiveness, examined through the lens of Empowerment Theory. As Snyder (2019) emphasises, a well-conceived review not only summarises prior knowledge but also establishes the rationale for new inquiry. Accordingly, this chapter critically engages with scholarly debates, methodological approaches, and contextual realities, culminating in the articulation of Empowerment Theory as the guiding framework for analysing how CHRAJ's gender-based advocacy campaigns influence the empowerment of marginalised women in Ghana.

2.2 Review of Related Studies

This section presents the review of related theoretical and empirical studies, as well as the conceptual framework underpinning the current investigation. It aims to establish the scholarly context of gender-based advocacy and women's empowerment, highlight existing knowledge

gaps, and situate this study within contemporary discourse. As Snyder (2019) notes, a well-crafted literature review identifies patterns of agreement, areas of contention, and research voids that justify further inquiry. Within gender and development research, this process is vital for understanding how advocacy interventions influence empowerment outcomes and social transformation (Cornwall & Rivas, 2015). Accordingly, this review synthesises global, regional, and Ghanaian studies on gender-based advocacy, with particular emphasis on the role of CHRAJ's campaigns in promoting women's rights and social inclusion. By examining methodological trends, theoretical perspectives, and empirical findings, the review positions this study to contribute detailed insights into how institutional advocacy translates into tangible empowerment among marginalised women in Ghana.

2.2.1 Global Perspectives on Gender-Based Advocacy and Women's Empowerment

At the global level, gender-based advocacy has been widely studied across legal, social, and economic contexts. Cantalupo (2019) conducted a mixed-methods study involving content analysis of legislative documents and interviews with policy actors to assess the Violence Against Women Act (VAWA) in the United States. Her findings indicated that institutional partnerships between civil society and the state significantly improved women's access to justice and protection services. The study's focus on state-civil society synergy parallels CHRAJ's collaborative advocacy framework in Ghana, though CHRAJ's emphasis is more on awareness and legal literacy.

Similarly, Kantola and Lombardo (2020) adopted a qualitative policy analysis approach, examining European Union gender equality directives using feminist institutionalism. They found that advocacy's effectiveness depends on its institutional embedding within policy-making

frameworks. Their methodology provided in-depth understanding of institutional transformation, aligning with the present study's interest in how CHRAJ, as a state institution, operationalises gender-based advocacy to empower women.

In Asia, Baxi (2014) employed documentary analysis and discourse review to study the “Nirbhaya” movement in India. The findings revealed that advocacy campaigns transformed public discourse and resulted in tangible legal reforms, including the Criminal Law Amendment Act (2013). Similarly, Hossain (2019), using a case study design in Bangladesh, gathered data through interviews with NGO officials and community women to evaluate child marriage campaigns. Her results showed that advocacy improved legal protection awareness but was hindered by deep-rooted cultural practices. Both studies illustrate the dual nature of advocacy: it raises awareness yet struggles against persistent patriarchy a reality also faced by CHRAJ in Ghana.

In Latin America, Piscopo (2019) used a comparative qualitative design involving case studies of the *Ni Una Menos* and *Maria da Penha* campaigns in Argentina and Brazil. The findings underscored that advocacy's effectiveness increases when coupled with judicial reform and mass mobilisation. These insights inform CHRAJ's approach, which blends community education with formal complaint mechanisms.

Global digital advocacy has also received significant scholarly attention. Fileborn and Loney-Howes (2019) conducted a qualitative digital ethnography of the #MeToo movement, analysing online narratives from over 20 countries. Their results demonstrated that digital platforms enable collective empowerment and solidarity across borders. Similarly, Howard, Agarwal, and Hussain (2011) used network analysis to study digital mobilisation during the Arab Spring, revealing how

technology amplifies advocacy impact. CHRAJ's increasing use of social media campaigns aligns with these findings.

In synthesis, global studies generally utilised qualitative and mixed methodologies to explore advocacy's mechanisms and outcomes. The convergence of findings across regions suggests that advocacy's success lies in combining awareness with institutional support which is a premise guiding CHRAJ's gender programmes in Ghana.

2.2.2 Legal and Institutional Approaches to Gender Advocacy in Africa

African studies predominantly employ case study and mixed methods to assess institutional advocacy. Mukasa (2018) used a doctrinal legal analysis to examine the implementation of the Maputo Protocol across African states. The study revealed that while the protocol provides a strong normative framework, weak domestic enforcement limits its impact. The methodology focused on document analysis and policy evaluation, highlighting gaps that CHRAJ seeks to fill through national enforcement of gender rights.

Gibbs, Vaughan, and Jewkes (2020) conducted a quasi-experimental longitudinal study in South Africa to evaluate Sonke Gender Justice's community-based campaigns. Using pre- and post-surveys with over 600 participants, they found that advocacy targeting men and communities significantly reduced gender-based violence. This empirical design strengthens evidence that participatory advocacy yields measurable behavioural change, supporting the current study's focus on quantifying CHRAJ's empowerment outcomes.

Tamale (2020) adopted a qualitative case study approach in Uganda, using interviews and focus groups with rural women to explore the effects of legal literacy programmes. Findings showed that

advocacy improved women's ability to claim inheritance rights but required sustained institutional backing. Similarly, Odhiambo (2018) used a survey-based quantitative design in Kenya to examine the relationship between advocacy exposure and gender violence reporting, confirming a statistically significant correlation. These African studies illustrate the efficacy of quantitative approaches consistent with the methodology of the present research.

In francophone Africa, Fall (2019) employed ethnographic methods to explore women's advocacy in Senegal and Mali. The study highlighted that campaigns integrating traditional authority structures achieve greater legitimacy and impact. The participatory element resonates with CHRAJ's use of traditional leaders in its community sensitisation programmes.

Conversely, Ampofo and Atobrah (2023) applied critical feminist discourse analysis to assess advocacy rhetoric in Ghana and Nigeria. They argued that institutional advocacy sometimes reinforces elite control rather than empowering grassroots women. Their critique underscores the importance of evaluating advocacy outcomes empirically—precisely what the present quantitative study aims to achieve.

Synthesising these studies reveals that institutional advocacy in Africa is most effective when grounded in legal frameworks, reinforced by participatory strategies, and empirically monitored. CHRAJ's model reflects this multidimensional structure, bridging policy advocacy with on-the-ground empowerment.

2.2.3 Community and Media-Based Advocacy for Women's Empowerment

Community-based and media advocacy have been central in addressing gender inequalities in contexts with limited institutional reach. Mansuri and Rao (2013) used meta-analytical methods to

assess over 400 participatory development projects globally, concluding that collective engagement significantly enhances empowerment outcomes. Their quantitative synthesis supports CHRAJ's participatory methods, such as town hall forums and community durbars, for achieving social change.

Agarwal (1994) conducted qualitative participatory fieldwork across rural India, combining observations and focus group discussions. She found that women's collectives, formed through advocacy interventions, improved property ownership and bargaining power. The participatory design of her study aligns with the empowerment principles embedded in CHRAJ's programmes.

In Ghana, Tsegah (2016) employed a survey research design to examine how social marketing influences gender-based violence awareness. Using structured questionnaires among 400 respondents, the study established a significant relationship between media advocacy exposure and attitude change. This methodological parallel supports the current study's use of survey instruments to measure empowerment indicators.

Digital advocacy studies, such as Chilwa (2025), applied critical discourse analysis to online campaigns in Nigeria. The research demonstrated that digital advocacy mobilises public opinion but struggles with sustainability in rural contexts. CHRAJ faces similar challenges when extending campaigns beyond urban centres.

Fall (2019) and Morozov (2011) critiqued digital and community advocacy through theoretical analyses, arguing that while these platforms enhance visibility, they risk superficial engagement. These methodological insights caution against overreliance on awareness metrics, supporting the current study's focus on quantifiable empowerment outcomes rather than awareness alone.

In summary, community and media-based studies predominantly used qualitative and survey designs, all converging on the importance of participatory communication. The present study builds on this tradition by employing a quantitative approach to measure empowerment effects arising from CHRAJ's advocacy.

2.2.4 Gender Advocacy and Women's Empowerment in Ghana – The Role of CHRAJ

Ghanaian research on CHRAJ and gender advocacy mostly employs qualitative and mixed-method designs. Essel and Essel (2019) used a qualitative case study involving interviews with CHRAJ officials, NGO representatives, and community women. They found that collaborative advocacy increased awareness and reduced tolerance for gender-based violence. Their findings reinforce CHRAJ's relevance as a state-led but partnership-driven institution.

Tontoh (2024) conducted a quantitative survey among 300 women in three Ghanaian regions, measuring changes in rights awareness post-advocacy. The results indicated that 68% of respondents reported improved understanding of women's rights but limited economic transformation. This finding aligns with global studies that show awareness does not automatically lead to empowerment, justifying the present study's quantitative focus on empowerment outcomes.

Adjei and Kyei (2024) applied a mixed-method design combining surveys and key informant interviews to study advocacy for women with disabilities. They found that inclusive advocacy enhanced access to justice and self-confidence among disabled women. This intersectional lens is particularly relevant to CHRAJ's campaigns, which target multiple marginalised identities.

Tsegah (2016) employed content analysis and survey methods to evaluate media influence on gender equality attitudes. The study concluded that mass media complements CHRAJ's

community programmes by enhancing message dissemination. Similarly, Morhe, Sosoo, and Morhe (2019) used document review and stakeholder interviews to assess CHRAJ's role in abolishing harmful traditional practices, concluding that participatory advocacy achieved gradual but measurable behavioural change.

Collectively, Ghanaian studies applied diverse methodologies qualitative, quantitative, and mixed but most focused on awareness rather than empowerment metrics. This methodological gap underscores the rationale for the current research, which quantitatively measures empowerment outcomes (economic, legal, and decision-making) resulting from CHRAJ's gender-based advocacy campaigns.

2.3 Theoretical Foundation

A theoretical framework provides the structural foundation upon which a research study is constructed. It offers a coherent explanation of relationships among variables and connects empirical observation with established knowledge (Kombo & Tromp, 2013). According to Kivunja (2018), a theoretical framework serves as a map that directs the research process, offering both conceptual clarity and methodological guidance. It situates the research within a scholarly context, enabling the interpretation of findings through an organised set of principles. Similarly, Creswell and Creswell (2018) argue that a theoretical framework helps researchers to link abstract concepts with measurable phenomena, ensuring logical consistency throughout the study.

This study adopts Empowerment Theory, developed by Rappaport (1981) and expanded by Zimmerman (2000), to examine how CHRAJ's gender-based advocacy campaigns influence the empowerment of marginalised women in Ghana. The theory provides a robust analytical lens for exploring how awareness creation, access to justice, and participation in advocacy initiatives

enhance women's agency, decision-making power, and socio-economic independence. Empowerment Theory is particularly suited to this study's focus because it bridges individual transformation and institutional reforms both central to CHRAJ's advocacy approach and Ghana's broader gender equality agenda (Kabeer, 1999; Cornwall & Rivas, 2015).

2.3.1 Empowerment Theory

In the context of this study, the Empowerment Theory developed by Julian Rappaport (1981, 1987) serves as the guiding framework. The theory emerged from community psychology and development studies, advocating that individuals and communities gain power, control, and influence over their lives and environments through participation, resource access, and self-efficacy (Rappaport, 1987). Empowerment is thus seen as both a process involving awareness, capacity-building, action, and an outcome manifested in increased autonomy and influence (Zimmerman, 2000). Zimmerman expanded Rappaport's work by identifying three interrelated dimensions of empowerment: psychological (self-belief and agency), organisational (access to resources and participation in decision-making), and community (collective action and social transformation).

Empowerment Theory is particularly influential in gender and development research, as it recognises that power imbalances especially those embedded in patriarchal systems are the root causes of women's marginalisation (Kabeer, 1999). Kabeer conceptualised empowerment as the process by which women acquire the ability to make strategic life choices in contexts where this capacity was previously denied. Her interpretation extends the theory's relevance beyond psychology to socio-economic and political empowerment, directly reflecting CHRAJ's objectives to promote gender justice and participation. Cornwall and Rivas (2015) similarly describe empowerment as a relational process that involves transforming both individual consciousness and

institutional structures, a key feature of CHRAJ's advocacy campaigns, which combine awareness creation with policy reform.

Several scholars have successfully applied Empowerment Theory to examine women's rights and advocacy interventions. Alsop and Heinsohn (2005) operationalised empowerment in development practice using the resources agency achievements model, showing how institutional access and agency lead to improved social outcomes. In a similar vein, Adjei and Kyei (2024) employed Empowerment Theory in evaluating CHRAJ's inclusion programmes for women with disabilities, finding that awareness and self-efficacy increased significantly after advocacy exposure. These applications illustrate the theory's practical utility and its compatibility with both qualitative and quantitative research paradigms.

The major strength of Empowerment Theory lies in its multidimensional and participatory orientation. It addresses empowerment at multiple levels including personal, organisational, and community thus providing a holistic framework for analysing gender advocacy interventions (Zimmerman, 2000). It also values participation, collective agency, and access to justice as integral to sustainable empowerment (Rappaport, 1987). Furthermore, it aligns with the rights-based approach to development, which frames empowerment as both a means and an end in achieving social justice (Addey, 2023). This correspondence makes Empowerment Theory an ideal lens through which to analyse CHRAJ's gender-based advocacy, as the Commission's mandate explicitly combines human rights protection with community engagement and education.

Despite its strengths, Empowerment Theory has attracted several criticisms. Calvès (2009) argues that the concept of empowerment has become overly broad and is sometimes employed as a rhetorical device devoid of measurable indicators. Cornwall and Brock (2005) similarly caution that empowerment can be co-opted within neoliberal policy frameworks that shift responsibility

for change onto individuals while neglecting structural inequalities. Parpart, Rai, and Staudt (2002) further critique the theory for insufficiently addressing the intersectional dynamics of gender, class, and culture in some of its early formulations. These critiques underscore the need for context-sensitive applications that balance individual agency with institutional reform—an approach that CHRAJ’s advocacy exemplifies by combining personal empowerment with systemic justice mechanisms.

Empowerment Theory was chosen for this study over alternative frameworks such as Feminist Standpoint Theory, Social Learning Theory, and Participatory Communication Theory because of its integrative and measurable nature. Feminist Standpoint Theory offers valuable insights into women’s lived experiences but lacks the quantitative rigour necessary for empirical measurement (Harding, 1991). Social Learning Theory explains behavioural change through observation but does not adequately account for power relations or institutional transformation (Bandura, 1986). In contrast, Empowerment Theory bridges both psychological and structural dimensions of social change, allowing the researcher to assess CHRAJ’s advocacy not merely in terms of awareness but also through measurable outcomes such as decision-making power, economic participation, and access to justice (Kabeer, 1999; Zimmerman, 2000).

The theory’s empirical adaptability further strengthens its relevance to this research. Quantitative scholars such as Alsop and Heinsohn (2005) have demonstrated that empowerment can be operationalised using measurable indicators including access to resources, self-efficacy, and participatory engagement. This aligns perfectly with the current study’s quantitative design, which seeks to statistically examine how exposure to CHRAJ’s advocacy influences empowerment across economic, legal, and decision-making domains.

Furthermore, Empowerment Theory's recognition of intersectionality, the interaction of gender with socio-economic and demographic variables makes it especially applicable to Ghana's context (Kabeer, 1999). Marginalised women in Ghana experience overlapping disadvantages related to education, location, and poverty. The theory accommodates these multiple realities, allowing the study to analyse empowerment outcomes across diverse social categories.

Finally, Empowerment Theory aligns conceptually and philosophically with CHRAJ's operational framework. CHRAJ's gender-based advocacy is rooted in participatory human rights education, complaint resolution, and community dialogue all of which embody the empowerment process described by Rappaport (1987) and Zimmerman (2000). By adopting this theoretical perspective, the study is able to systematically examine whether CHRAJ's campaigns move women from awareness to agency, and from agency to sustained empowerment, thereby validating the theory's principles in a Ghanaian context.

In summary, Empowerment Theory provides a comprehensive and contextually relevant foundation for this study. Its multidimensional, participatory, and rights-based orientation allows for an integrated understanding of how CHRAJ's gender-based advocacy campaigns contribute to the empowerment of marginalised women in Ghana. Despite criticisms regarding conceptual ambiguity, its adaptability and empirical measurability make it the most appropriate theoretical lens for explaining how institutional advocacy fosters both personal and structural transformation.

2.3.2 Applicability of the Empowerment Theory to the Study

Empowerment Theory provides a comprehensive framework for analysing how individuals and groups gain control over their lives through access to resources, participation, and awareness (Rappaport, 1987). It conceptualises empowerment as both a process and an outcome, where

marginalised groups develop the capacity to make strategic life choices and influence their environments (Zimmerman, 2000). According to Alsop and Heinsohn (2005), empowerment occurs when individuals are equipped with the agency and opportunity structures necessary to improve their well-being and participation in decision-making. This multidimensional approach covering psychological, organisational, and community empowerment is directly applicable to CHRAJ's advocacy, which simultaneously focuses on consciousness-raising, legal accessibility, and collective mobilisation for gender justice in Ghana (Addey, 2023).

The applicability of Empowerment Theory to this study also lies in its suitability for empirical measurement within quantitative frameworks. Kabeer (1999) identifies three measurable dimensions of empowerment noted as resources, agency, and achievements that serve as critical indicators for assessing women's empowerment. Similarly, Malhotra, Schuler, and Boender (2002) highlight that empowerment can be quantitatively operationalised through variables such as income control, decision-making autonomy, and participation in governance. These dimensions align precisely with the study's focus on CHRAJ's impact on women's economic, legal, and decision-making empowerment. Moreover, Alsop and Heinsohn (2005) emphasise that empowerment indicators must reflect both subjective (self-perception) and objective (resource access) dimensions, which the current study examines through responses on awareness, financial independence, and confidence in seeking justice.

Institutionally, Empowerment Theory resonates with the principles underlying CHRAJ's mandate, which combines human rights protection, public education, and administrative justice (CHRAJ, 2023). According to Addey (2023), empowerment frameworks are most effective when integrated into institutional structures that ensure accountability and inclusion. Rappaport (1987) asserts that empowerment depends on enabling systems that decentralise authority and support community

participation features mirrored in CHRAJ's outreach, complaint resolution, and stakeholder collaboration programmes. Likewise, Zimmerman (2000) argues that institutional empowerment enables individuals to transition from passive recipients of aid to active agents of change, a transformation reflected in CHRAJ's campaigns that equip women to demand equality and redress. The institutional fit between CHRAJ's operations and the theory's participatory ethos underscores its relevance to the Ghanaian context.

Contextually, Empowerment Theory provides a culturally sensitive lens for understanding gender-based advocacy in developing societies. Cornwall and Rivas (2015) note that empowerment requires transforming not only individual consciousness but also social norms that perpetuate subordination. In Ghana, women's empowerment is constrained by entrenched patriarchal values, limited legal literacy, and economic inequality (Amoakohene, 2020). Empowerment Theory's focus on social transformation through awareness creation and participatory dialogue aligns with CHRAJ's gender campaigns, which engage community leaders, faith-based institutions, and women's associations to challenge discriminatory practices (Essel & Essel, 2019). As Kabeer (1999) affirms, empowerment strategies are context-dependent and must respond to structural inequalities, a principle embodied in CHRAJ's rights-based advocacy targeting marginalised groups across rural and urban Ghana.

Finally, Empowerment Theory is highly applicable as an evaluative framework for assessing the outcomes of CHRAJ's advocacy. Zimmerman (2000) maintains that empowerment should be evaluated through indicators that capture both personal and collective change, such as increased knowledge, participation, and confidence. Alsop and Heinsohn (2005) further propose that empowerment assessment should involve analysing the correlation between access to resources and improvements in decision-making capacity. Applying this framework, the present study

quantitatively measures whether exposure to CHRAJ's campaigns enhances women's awareness of rights, economic independence, and involvement in household and community decision-making. This approach ensures that the study's findings are empirically grounded and theoretically robust, fulfilling Rappaport's (1987) assertion that empowerment research must bridge theory with practical outcomes that inform institutional and policy reform.

2.4 Chapter Summary

This chapter has reviewed relevant literature on gender-based advocacy and women's empowerment, situating CHRAJ's gender-focused initiatives within global, regional, and national contexts. The review revealed that advocacy campaigns are most effective when they combine awareness creation with institutional accountability and community participation. Studies from various regions including the United States, Latin America, South Asia, and sub-Saharan Africa demonstrated that sustainable empowerment requires linking advocacy with legal, social, and economic reforms. Within Ghana, CHRAJ's campaigns were identified as pivotal in promoting awareness of women's rights, challenging discriminatory cultural practices, and improving access to justice, though limited resources and socio-cultural barriers continue to impede their overall impact. The reviewed studies collectively underscore the need for systematic evaluation of advocacy outcomes to determine their effectiveness in transforming women's lives beyond awareness into tangible empowerment.

The chapter also examined Empowerment Theory as the guiding framework for the study. Originating from the work of Rappaport (1987) and Zimmerman (2000), the theory was found to be conceptually and methodologically appropriate for assessing CHRAJ's advocacy interventions. Its multidimensional, participatory, and rights-based principles align closely with CHRAJ's approach to promoting agency, participation, and access to justice among marginalised women.

The theory's adaptability to quantitative research and its emphasis on measurable constructs such as awareness, decision-making power, and resource access make it a robust tool for this investigation. Ultimately, the review and theoretical synthesis provide the intellectual and empirical foundation upon which the subsequent methodology and analysis are built, ensuring that the study remains conceptually coherent and analytically rigorous.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the methodology adopted to quantitatively examine the impact of the Commission on Human Rights and Administrative Justice's (CHRAJ) gender-based advocacy campaigns on the empowerment of marginalised women in Ghana. Methodology is central to ensuring that a study is systematic, replicable, and scientifically valid (Creswell & Creswell, 2018). The chapter discusses the research approach, design, target population, sample size and sampling procedure, data collection instruments, data analysis, validity and reliability measures, and ethical considerations. As Saunders, Lewis, and Thornhill (2019) note, methodological transparency enhances the credibility and rigour of research findings. Hence, this chapter provides a structured account of the methods employed to generate empirical data that address the study's objectives.

3.2 Research Approach

This study adopts a quantitative research approach, which enables the collection and analysis of numerical data to explain relationships between variables (Creswell & Creswell, 2018). According to Muijs (2011), quantitative research is grounded in positivism, which assumes that reality can be measured and explained through observable facts. This approach enables the researcher to analyse the relationship between CHRAJ's advocacy campaigns (independent variable) and women's empowerment outcomes (dependent variable) using statistical techniques, consistent with Creswell and Creswell's (2018) view that quantitative research is useful for examining cause-and-effect relationships among variables. Quantitative research enables the testing of hypotheses to

determine whether observed relationships are statistically significant rather than anecdotal (Creswell & Creswell, 2018).

Quantitative approaches are appropriate for studies that seek to measure the magnitude of phenomena, and draw generalisable conclusions etc. (Babbie, 2021). In this study, the approach allows for an objective assessment of how exposure to CHRAJ's advocacy campaigns influences empowerment indicators such as awareness of rights, access to justice, and participation in decision-making among marginalised women.

Furthermore, a quantitative approach ensures objectivity by reducing researcher bias and allowing replication (Saunders et al., 2019). The use of structured questionnaires with closed-ended questions helps to standardise responses and enables the comparison of data across respondents, as such instruments promote reliability and consistency in quantitative research (Bryman, 2016).

3.3 Research Design

A descriptive cross-sectional survey design was employed in this study. According to Kumar (2019), descriptive surveys are well suited for gathering factual information about existing situations and identifying relationships among variables. Bryman (2016) notes that the cross-sectional nature of the design means that data were collected at a single point in time, enabling the researcher to examine the influence of CHRAJ's campaigns across a defined population within a specified timeframe.

As noted by Creswell and Creswell (2018), cross-sectional designs are particularly useful for social research because they allow the exploration of associations between variables without manipulation. This design suits the current study as it focuses on describing and analysing the current state of women's empowerment following exposure to CHRAJ's advocacy programmes.

It is cost-effective, time-efficient, and allows for the inclusion of a relatively large sample, making it appropriate for studies seeking to generalise findings to a wider population (Kumar, 2019).

Descriptive survey designs also enable the quantification of attitudes, perceptions, and experiences through statistical tools (Babbie, 2021). This feature is critical to the current research as it helps determine whether CHRAJ's advocacy campaigns have significantly influenced awareness, participation, and socio-economic empowerment among marginalised women in Ghana.

3.4 Population

Population refers to the complete group of individuals, events, or objects sharing common characteristics from which data are drawn for analysis (Creswell & Creswell, 2018; Neuman, 2014). According to Neuman (2014), defining a target population precisely enhances representativeness and ensures the validity of generalisations drawn from the sample. This group includes women from rural and low-income urban communities who have engaged in CHRAJ's awareness activities, training sessions, or complaint mechanisms. The target population of this study comprises all marginalised women in Ghana who have been exposed to CHRAJ's gender-based advocacy campaigns between 2020 and 2025.

In addition, CHRAJ field officers and local coordinators were considered part of the accessible population for verification and validation of the data gathered. According to Cohen, Manion, and Morrison (2018), identifying the accessible population ensures feasibility by narrowing down the group that the researcher can realistically study.

The population distribution spans multiple administrative regions of Ghana where CHRAJ operates active gender-based advocacy programmes. According to Saunders et al., (2019) including a geographically diverse population increases the external validity of the findings. The

estimated population is approximately 5,000 women, based on CHRAJ's campaign participation records (CHRAJ, 2023).

3.5 Sample and Sampling Technique

A sample size refers to a smaller, manageable subset of a population selected to represent the characteristics of the entire group, enabling generalisations about the population with statistical accuracy (Creswell, 2014, p. 150). Sampling techniques are systematic methods for selecting such subsets from larger populations to ensure representativeness and minimise bias (Saunders et al., 2019, p. 296). Determining an appropriate sample size and sampling approach is therefore critical in enhancing the validity, reliability, and generalisability of quantitative research findings (Kumar, 2019).

For this study, a total sample size of 370 respondents was determined using Yamane's (1967) formula for sample size calculation for finite populations, based on a 95% confidence level and a 5% margin of error. The total estimated population consisted of 5,000 marginalised women who have participated in or been exposed to CHRAJ's gender-based advocacy campaigns across different administrative regions of Ghana (CHRAJ, 2023).

The formula is expressed as:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n = required sample size
- N = population size (5,000)
- e = margin of error (0.05)

Substituting the values:

$$n = \frac{5000}{1 + \frac{5000(0.05)^2}{50000}} = \frac{5000}{1.5} = 370.37$$

Thus, the calculated sample size is approximately 370 respondents, which is statistically adequate for achieving representativeness and reliability in quantitative analysis (Krejcie & Morgan, 1970). This sample size ensures the study captures diverse characteristics including age, education, residence, and income thereby providing a robust foundation for examining variations in empowerment outcomes.

The study employed a stratified random sampling technique to ensure proportional representation of respondents across different socio-demographic categories. According to Etikan et al., (2016) stratified random sampling involves dividing the population into homogeneous subgroups (strata) based on shared characteristics such as location (urban, peri-urban, and rural), education level, and economic status, after which random samples are drawn from each stratum. This approach reduces sampling bias and ensures that all relevant subpopulations are adequately represented (Taherdoost, 2016).

Stratified sampling was particularly appropriate because CHRAJ’s advocacy initiatives operate across diverse socio-economic and geographical contexts. As Saunders et al. (2019) and Khanday and Khanam (2023) note, stratified sampling improves representativeness in heterogeneous populations by accounting for variations among subgroups. Previous Ghanaian studies, such as Zakaria (2017) and Adjei and Kyei (2024), have also demonstrated the effectiveness of this method in ensuring fair inclusion and statistical generalisability.

In summary, the use of Yamane’s (1967) formula ensured a statistically sound sample size, while the stratified random sampling technique enhanced representativeness across key demographic strata. Together, these methodological choices strengthened the accuracy, validity, and

generalisability of the study's findings on the impact of CHRAJ's gender-based advocacy campaigns on the empowerment of marginalised women in Ghana.

3.6 Data Collection

Data collection is a critical phase in the research process, as it ensures that relevant information is systematically gathered to address the study's objectives (Kothari, 2004). In quantitative research, structured instruments such as questionnaires are commonly employed to obtain standardised and comparable data from a large number of respondents (Bryman, 2016). Accordingly, data for this study were collected using a structured questionnaire designed. The instrument comprised closed-ended questions measured on a five-point Likert scale ranging from "strongly disagree" to "strongly agree." According to Muijs (2011), Likert-scale items are appropriate for quantitative studies because they enable researchers to measure attitudes and perceptions numerically. The questionnaire was divided into sections capturing respondents' demographic characteristics, exposure to CHRAJ's campaigns, and empowerment outcomes.

The questionnaires were personally administered by the researcher to respondents in selected districts. This approach facilitated direct interaction with participants and ensured the accuracy and completeness of responses. According to Cohen, Manion, and Morrison (2018), face-to-face administration enhances response rates and allows for the clarification of ambiguous questions. Similarly, Kothari (2004) notes that personally administered questionnaires often yield higher data quality, as the researcher can immediately address misunderstandings and encourage participation. In this study, the personal administration of questionnaires also ensured that literacy barriers did not exclude participants from marginalised communities, as explanations could be provided in both English and local languages where necessary.

Prior to full-scale administration, the questionnaire was pilot tested with 30 respondents from a similar population to refine wording and confirm comprehension. Pilot testing enhances instrument validity and reliability (Bryman, 2016). Feedback from the pilot informed adjustments to ensure clarity, cultural relevance, and alignment with the study's objectives.

3.7 Data Analysis

Data analysis is a critical stage in the research process, as it involves systematically organising, interpreting, and deriving meaning from collected data to answer the research questions (Kumar, 2019). In quantitative research, statistical analysis is typically employed to summarise patterns, test hypotheses, and determine relationships among variables (Bryman, 2016). In this study, the collected data were coded and analysed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics, including means, standard deviations, and frequencies, were computed to summarise respondents' demographic characteristics and perceptions. According to Field (2018), descriptive analysis helps identify central tendencies and variations within data, providing a foundation for inferential tests.

Inferential statistical analysis was conducted using Pearson's correlation to examine the relationship between CHRAJ's advocacy activities and women's empowerment outcomes. According to Pallant (2020), correlation analysis measures the strength and direction of the association between two continuous variables, allowing researchers to determine whether changes in one variable are related to changes in another. The results were presented in tables to enhance clarity and facilitate interpretation.

3.8 Validity and Reliability

Validity refers to the extent to which a research instrument accurately measures what it is intended to measure, thereby ensuring the credibility and usefulness of the collected data (Bryman, 2016). It is a critical aspect of quantitative research because it determines whether the results truly reflect the variables under investigation rather than measurement error or bias. In this study, instrument validity was ensured through content and construct validation. The questionnaire was reviewed by experts in gender studies, human rights, and research methodology to confirm that the items accurately measured the intended variables (Cohen, Manion, & Morrison, 2018). Content validity ensures that the instrument's items are relevant and comprehensive, while construct validity confirms that the variables align with their theoretical definitions (Kumar, 2019).

Reliability refers to the extent to which a research instrument produces consistent and stable results when repeated under similar conditions (Kothari, 2004). It reflects the dependability of the measurement process and ensures that variations in responses are due to actual differences among participants rather than flaws in the instrument. In this study, reliability was tested using Cronbach's alpha coefficient to assess internal consistency among the questionnaire items. According to Tavakol and Dennick (2011), a reliability coefficient of 0.70 or higher is considered acceptable for social research. The pilot study produced a Cronbach's alpha value of 0.84, indicating high reliability and internal consistency of the measurement instrument.

3.9 Ethical Considerations

Ethical integrity is an indispensable aspect of all social research, particularly when working with vulnerable populations such as marginalised women (Israel & Hay, 2006). Ethical approval for this study was obtained from the University of Media, Arts and Communication's Research Ethics Committee prior to data collection. Informed consent was sought from all participants after they

had been briefed about the study's purpose, objectives, procedures, and potential risks and benefits. As Bryman (2016) notes, informed consent ensures that participants voluntarily agree to partake in the research with full awareness of what it entails, thereby upholding their autonomy. Respondents were clearly informed of their right to withdraw from the study at any stage without any penalty. To further protect participants, anonymity and confidentiality were strictly maintained by excluding identifying information from all data collection instruments and reports. Each questionnaire was coded numerically, and data were stored securely in password-protected files accessible only to the researcher, ensuring compliance with data protection and privacy standards (Saunders, Lewis, & Thornhill, 2019).

In line with the principles of beneficence and non-maleficence, the study ensured that participants were not exposed to physical, emotional, or psychological harm throughout the research process (Resnik, 2020). Special care was taken to avoid any form of distress or discomfort during questionnaire administration, particularly given the sensitivity of gender and empowerment issues. The researcher also ensured cultural sensitivity by respecting local customs and values during engagement with participants. Moreover, findings from the research will be disseminated to CHRAJ and other relevant stakeholders to contribute to improving advocacy strategies and enhancing women's empowerment interventions in Ghana. As Creswell and Creswell (2018) assert, ethical research should not only protect participants but also generate social value that contributes positively to the communities studied.

3.10 Chapter Summary

This chapter detailed the quantitative methodology adopted for investigating the impact of CHRAJ's gender-based advocacy campaigns on the empowerment of marginalised women in Ghana. The study employed a descriptive cross-sectional survey design within a quantitative

research approach, enabling the collection of empirical data from a representative sample. The target population comprised approximately 5,000 women who had participated in CHRAJ's campaigns, from which a sample of 370 respondents was determined using Yamane's (1967) formula. A stratified random sampling technique ensured proportional representation across different socio-economic and regional groups. Data were collected using structured questionnaires, analysed using descriptive and inferential statistics through SPSS, and validated for reliability using Cronbach's alpha. Ethical protocols including informed consent, confidentiality, and beneficence were rigorously upheld. Overall, the chapter established a rigorous and transparent methodological framework, ensuring the accuracy, credibility, and ethical soundness of the data to be presented and discussed in Chapter Four.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION OF FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter presents, analyses, and interprets the data collected to assess the impact of the Commission on Human Rights and Administrative Justice's (CHRAJ) gender-based advocacy campaigns on the empowerment of marginalised women in Ghana. It provides a detailed account of the quantitative findings based on the study's four research questions, focusing on how CHRAJ's interventions have influenced women's economic empowerment, legal awareness, decision-making power, and access to justice, while also examining the moderating effects of demographic characteristics such as education, age, residence, and income. The chapter further interprets these findings within the framework of Empowerment Theory (Rappaport, 1987; Zimmerman, 2000) and in relation to previous scholarly works. Through this analysis, the chapter seeks to establish how CHRAJ's advocacy initiatives translate into measurable empowerment outcomes and to identify areas requiring further institutional and community intervention.

4.2 Background of Respondents

Respondents were asked to indicate their backgrounds information, which includes; age, level of education, area of residence and participation in CHRAJ advocacy campaigns.

4.2.1: Age of Respondents

The data in Table 1 present the age distribution of respondents who participated in the study. The results show that the majority of respondents, representing 40.0%, were within the age group of 26 to 35 years. This is followed by 27.6% of respondents who were between 18 and 25 years. Respondents aged 36 to 45 years constituted 17.3% of the sample, while 11.1% were aged between 46 and 55 years.

The smallest proportion of respondents, 4.1%, were aged 56 years and above. This indicates that the study was dominated by younger and middle-aged women.

Table 1: Age

Age	Number of Respondents	Percentage
18-25	102	27.6
26-35	148	40.0
36-45	64	17.3
46-55	41	11.1
56 and above	15	4.1
Total	370	100.0

Source: Survey Data, 2025.

The age distribution suggests that the largest participation came from women in their productive and economically active years. This could imply that CHRAJ’s gender-based advocacy campaigns are more accessible or appealing to younger women who may be more active in community or social development programmes. The lower representation of older women could indicate either reduced participation or limited access to such advocacy initiatives among that age group. Overall, the data show a youthful respondent base, which may influence the general outlook and responsiveness to empowerment interventions.

4.2.2 Highest level of Education

The data in Table 2 display the educational background of respondents who participated in the study. The findings reveal that the largest proportion of respondents, representing 33.5%, had attained primary education. This is followed closely by 28.9% who had tertiary education and 28.1% who reported having no formal education. Only 9.5% of the respondents indicated that they had completed secondary

education. This distribution shows that the study sample consisted mainly of individuals with either basic or higher education, with a relatively smaller group having completed secondary-level schooling.

Table 2: Level of Education

Level of Education	Frequency	Percentage
No formal education	104	28.1
Primary	124	33.5
Secondary	35	9.5
Tertiary	107	28.9
Total	370	100.0

Source: Survey Data, 2025.

Overall, the data suggest a fairly diverse educational profile among respondents, with a notable balance between those with formal education and those without. The considerable proportion of respondents with no formal or only primary education indicates that CHRAJ’s gender-based advocacy campaigns are reaching women across different literacy levels. However, the relatively small number of secondary-educated respondents may reflect gaps in outreach to this group. The presence of a significant number of tertiary-educated participants also demonstrates that CHRAJ’s initiatives attract a wide spectrum of women, from low to high educational backgrounds, which could enhance the inclusivity and overall impact of its advocacy efforts.

4.2.3 Area of Residence

The data in Table 3 present the distribution of respondents by area of residence. The findings show that the majority of respondents, representing 51.2%, resided in urban areas. This is followed by 25.6% who lived in peri-urban areas and 23.2% who were from rural communities. The results indicate that more than half of the participants were urban dwellers, suggesting that CHRAJ’s gender-based advocacy campaigns may have greater visibility or reach within cities and metropolitan areas.

Table 3: Area of Residence

Area of residence	Frequency	Percent
Peri-urban	98	25.6
Rural	86	23.2
Urban	189	51.2
Total	370	100.0

Source: Survey Data, 2025.

The distribution also highlights a relatively lower representation from rural and peri-urban areas, where access to advocacy programmes and institutional interventions may be more limited. The smaller proportions from these areas could be attributed to challenges such as distance, limited media exposure, or inadequate infrastructure for community outreach. Overall, the data suggest that CHRAJ’s campaigns have a stronger presence in urban settings, though efforts may still be required to expand and strengthen advocacy activities in rural and peri-urban communities to ensure equitable participation and impact across all regions

4.2.4 Participation in CHRAJ Activities

The data in Table 4 show respondents’ participation in CHRAJ’s gender-based advocacy campaigns. The results reveal that a majority of the respondents, representing 72.7%, indicated that they had participated in or attended at least one CHRAJ advocacy campaign. In contrast, 27.3% reported that they had never taken part in any of CHRAJ’s advocacy activities. This suggests that most of the sampled women had some level of exposure to CHRAJ’s initiatives aimed at promoting gender equality and empowerment.

Table 4: Participation in CHRAJ Activities

Have you ever participated in or attended a CHRAJ advocacy campaign?	Number of Respondents	Percentage

No	101	27.3
Yes	269	72.7
Total	370	100.0

Source: Survey Data, 2025.

The high rate of participation implies that CHRAJ’s gender-based advocacy programmes are relatively well known and accessible to a broad section of marginalised women. The 27.3% who had not participated, however, indicate that there remains a segment of women who may still be unaware of or unable to access such initiatives. Overall, the data demonstrate that CHRAJ has achieved significant outreach in engaging women through its advocacy campaigns, although there is room for expanding its coverage to ensure inclusivity and greater national representation.

4.3 Research Question 1: To what extent have CHRAJ’s gender-based advocacy campaigns contributed to the economic empowerment of marginalised women in Ghana?

This research question seeks to determine how CHRAJ’s gender-based advocacy campaigns have influenced the economic empowerment of marginalised women in Ghana. It focuses on assessing whether participation in these campaigns has enhanced women’s financial independence, income-generating capacity, employment opportunities, and overall economic decision-making power within their households and communities.

4.3.1 CHRAJ’s campaigns have improved my awareness of women’s economic rights.

The data in Table 5 present respondents’ views on whether CHRAJ’s campaigns have improved their awareness of women’s economic rights. The results indicate that a majority of respondents, 45.7%, strongly agreed, while 30.5% agreed with the statement. This shows that a combined total of

76.2% believed that CHRAJ’s advocacy had positively influenced their understanding of economic rights. Meanwhile, 14.1% of respondents remained neutral, suggesting moderate awareness, and smaller proportions disagreed (6.5%) or strongly disagreed (3.2%) with the statement.

Table 5: CHRAJ’s campaigns have improved my awareness of women’s economic rights

CHRAJ’s campaigns have improved my awareness of women’s economic rights.	Number of Respondents	Percentage
Agree	113	30.5
Disagree	24	6.5
Neutral	52	14.1
Strongly Agree	169	45.7
Strongly Disagree	12	3.2
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings suggest that CHRAJ’s gender-based advocacy campaigns have been largely effective in increasing awareness of women’s economic rights among marginalised groups. The high level of agreement reflects the success of CHRAJ’s educational and sensitisation efforts in informing women about their economic entitlements and opportunities. The few respondents who disagreed or remained neutral may represent individuals with limited exposure to the campaigns or those requiring further engagement for better understanding.

4.3.2 I have gained confidence to engage in income-generating activities through CHRAJ’s advocacy.

The data in Table 6 show respondents’ opinions on whether CHRAJ’s advocacy has helped them gain confidence to engage in income-generating activities. The results reveal that 38.1% of respondents strongly agreed, while 31.4% agreed, indicating that a combined total of 69.5% felt empowered by

CHRAJ’s campaigns to pursue economic activities. Conversely, 19.2% of respondents remained neutral, while 5.9% disagreed and 5.4% strongly disagreed with the statement.

Table 6: I have gained confidence to engage in income-generating activities through CHRAJ’s advocacy

I have gained confidence to engage in income-generating activities through CHRAJ’s advocacy.	Number of Respondents	Percentage
Agree	116	31.4
Disagree	22	5.9
Neutral	71	19.2
Strongly Agree	141	38.1
Strongly Disagree	20	5.4
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings suggest that CHRAJ’s advocacy efforts have had a significant positive influence on women’s confidence and motivation to participate in economic ventures. The majority agreement highlights that exposure to CHRAJ’s gender-based campaigns has likely enhanced self-belief and entrepreneurial initiative among marginalised women. However, the small proportion of respondents expressing disagreement indicates that a few women may not yet feel adequately supported or equipped to translate awareness into economic action.

4.3.3 CHRAJ’s gender-based advocacy has encouraged me to become financially independent.

The data in Table 7 present respondents’ perceptions of whether CHRAJ’s gender-based advocacy has encouraged them to become financially independent. The results show that 40.5% of respondents agreed and 30.0% strongly agreed with the statement, representing a combined 70.5% who felt that CHRAJ’s campaigns had positively influenced their drive toward financial independence. Meanwhile, 16.5% of respondents were neutral, 7.6% disagreed, and 5.4% strongly disagreed.

Table 7: CHRAJ’s gender-based advocacy has encouraged me to become financially independent

CHRAJ’s gender-based advocacy has encouraged me to become financially independent.	Number of Respondents	Percentage
Agree	150	40.5
Disagree	28	7.6
Neutral	61	16.5
Strongly Agree	111	30.0
Strongly Disagree	20	5.4
Total	370	100.0

Source: Survey Data, 2025.

Overall, the data indicate that CHRAJ’s advocacy initiatives have been effective in inspiring many women to strive for financial self-reliance. The high level of agreement suggests that the campaigns have not only raised awareness but also motivated behavioural change, leading to increased efforts toward economic empowerment. The relatively small proportion of dissenting views may reflect women who face persistent economic barriers or lack sufficient access to resources needed to achieve full independence.

4.3.4 I am now better able to contribute financially to my household after attending CHRAJ’s awareness sessions.

The data in Table 8 show respondents’ views on whether attending CHRAJ’s awareness sessions has improved their ability to contribute financially to their households. The results indicate that 36.5% of respondents agreed and 20.5% strongly agreed, representing a combined 57.0% who believed that CHRAJ’s advocacy had enhanced their household financial contribution. Conversely, 29.7% of respondents were neutral, while 8.1% disagreed and 5.1% strongly disagreed with the statement.

Table 8: I am now better able to contribute financially to my household after attending CHRAJ’s awareness sessions.

I am now better able to contribute financially to my household after attending CHRAJ’s awareness sessions.	Number of Respondents	Percentage
Agree	135	36.5
Disagree	30	8.1
Neutral	110	29.7
Strongly Agree	76	20.5
Strongly Disagree	19	5.1
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings suggest that CHRAJ’s gender-based advocacy programmes have positively influenced many women’s financial participation within their households. The majority agreement implies that increased awareness and empowerment through CHRAJ’s campaigns have translated into tangible economic contributions at the family level. However, the relatively high proportion of neutral responses may indicate that while some women have gained knowledge and motivation, not all have yet experienced significant improvements in their financial capacity or economic stability.

4.4 Research Question 2: How has CHRAJ’s advocacy impacted marginalised women’s awareness of legal rights and access to justice?

This research question sought to determine the extent to which CHRAJ’s gender-based advocacy campaigns have improved marginalised women’s understanding of their legal rights and ability to access justice. It aimed to assess whether these campaigns have enhanced women’s legal literacy, confidence, and utilisation of available mechanisms for reporting and addressing rights violations.

4.4.1 CHRAJ’s advocacy has increased my knowledge of women’s legal rights.

The data in Table 9 shows respondents’ views on whether CHRAJ’s advocacy has increased their knowledge of women’s legal rights. The results indicate that 38.9% of respondents strongly agreed and 33.0% agreed with the statement, representing a combined total of 71.9% who believed that CHRAJ’s campaigns had improved their understanding of legal rights. Meanwhile, 18.6% were neutral, 4.1% disagreed, and 5.4% strongly disagreed.

Table 9: CHRAJ’s advocacy has increased my knowledge of women’s legal rights.

CHRAJ’s advocacy has increased my knowledge of women’s legal rights.	Number of Respondents	Percentage
Agree	122	33.0
Disagree	15	4.1
Neutral	69	18.6
Strongly Agree	144	38.9
Strongly Disagree	20	5.4
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings suggest that CHRAJ’s gender-based advocacy has been highly effective in promoting legal awareness among marginalised women. The high level of agreement demonstrates that

the campaigns have successfully disseminated information on women’s rights and legal protections. The small percentage of neutral and dissenting responses may reflect participants who have had limited exposure to CHRAJ’s programmes or still face barriers in accessing legal education materials.

4.4.2 I now know how and where to report cases of gender-based violence or discrimination

The data in Table 10 present respondents’ opinions on whether they now know how and where to report cases of gender-based violence or discrimination as a result of CHRAJ’s advocacy. The results show that 37.8% of respondents agreed and an equal 37.8% strongly agreed, giving a combined total of 75.6% who affirmed that CHRAJ’s campaigns had improved their knowledge of reporting procedures. Conversely, 15.7% were neutral, while 4.6% disagreed and 4.1% strongly disagreed.

Table 10: I now know how and where to report cases of gender-based violence or discrimination.

I now know how and where to report cases of gender-based violence or discrimination.	Number of Respondents	Percentage
Agree	140	37.8
Disagree	17	4.6
Neutral	58	15.7
Strongly Agree	140	37.8
Strongly Disagree	15	4.1
Total	370	100.0

Source: Survey Data, 2025.

The findings indicate that CHRAJ’s gender-based advocacy has had a substantial impact on increasing women’s awareness of available reporting mechanisms for abuse and discrimination. The high level of agreement suggests that the campaigns have effectively provided practical information on where and how to seek help. However, the small proportion of neutral and dissenting responses

implies that a few women may still lack sufficient clarity or confidence in navigating formal reporting systems, highlighting the need for continued education and support.

4.4.3 I feel confident to seek help from CHRAJ when my rights are violated.

The data in Table 11 show respondents’ views on whether they feel confident to seek help from CHRAJ when their rights are violated. The results reveal that 37.0% of respondents agreed and 36.8% strongly agreed, representing a combined total of 73.8% who felt confident seeking assistance from CHRAJ. Meanwhile, 18.1% of respondents were neutral, while smaller proportions disagreed (4.6%) and strongly disagreed (3.5%).

Table 11: I feel confident to seek help from CHRAJ when my rights are violated.

I feel confident to seek help from CHRAJ when my rights are violated.	Number of Respondents	Percentage
Agree	137	37.0
Disagree	17	4.6
Neutral	67	18.1
Strongly Agree	136	36.8
Strongly Disagree	13	3.5
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings indicate that CHRAJ’s advocacy has been instrumental in building women’s confidence to approach formal institutions when experiencing rights violations. The high percentage of agreement demonstrates increased trust in CHRAJ’s services and a growing sense of empowerment among marginalised women. However, the neutral and disagreeing responses suggest that some women may still experience hesitancy or barriers, such as fear of stigma or lack of accessibility, which may limit full utilisation of CHRAJ’s support mechanisms.

4.4.4 CHRAJ’s interventions have improved access to justice for women in my community.

The data in Table 12 show respondents’ opinions on whether CHRAJ’s interventions have improved access to justice for women in their communities. The results indicate that 41.7% of respondents agreed and 30.5% strongly agreed, giving a combined total of 72.2% who believed that CHRAJ’s initiatives have enhanced access to justice. Meanwhile, 20.0% of respondents were neutral, while 3.8% disagreed and 4.1% strongly disagreed with the statement.

Table 12: CHRAJ’s interventions have improved access to justice for women in my community.

CHRAJ’s interventions have improved access to justice for women in my community.	Number of Respondents	Percentage
Agree	154	41.7
Disagree	14	3.8
Neutral	74	20.0
Strongly Agree	113	30.5
Strongly Disagree	15	4.1
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings suggest that CHRAJ’s gender-based advocacy campaigns and interventions have had a positive effect on improving access to justice for women at the community level. The high proportion of agreement reflects growing awareness and utilisation of CHRAJ’s legal support mechanisms among marginalised women. However, the presence of neutral and dissenting views implies that some communities may still face challenges such as limited institutional presence, procedural delays, or socio-cultural barriers that hinder full and equitable access to justice.

4.5 Research Question 3: What is the relationship between exposure to CHRAJ’s advocacy campaigns and the decision-making power of marginalised women within their households and communities?

This research question aims to examine how exposure to CHRAJ’s gender-based advocacy campaigns influences the decision-making power of marginalised women within their households and communities. It seeks to determine whether participation in these campaigns enhances women’s confidence, authority, and involvement in personal, family, and community-level decisions affecting their social and economic lives.

4.5.1 I am more involved in financial decision-making in my household since attending CHRAJ campaigns.

The data in Table 13 present respondents’ views on whether attending CHRAJ’s campaigns has increased their involvement in financial decision-making within their households. The results show that 36.5% of respondents agreed and 30.5% strongly agreed, totalling 67.0% who felt more involved in household financial decisions after participating in CHRAJ’s advocacy. Meanwhile, 23.2% were neutral, while 6.2% disagreed and 3.5% strongly disagreed with the statement.

Table 13: I am more involved in financial decision-making in my household since attending CHRAJ campaigns.

I am more involved in financial decision-making in my household since attending CHRAJ campaigns.	Number of Respondents	Percentage
Agree	135	36.5
Disagree	23	6.2
Neutral	86	23.2
Strongly Agree	113	30.5

Strongly Disagree	13	3.5
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings indicate that CHRAJ’s advocacy campaigns have had a considerable positive influence on women’s participation in household financial decisions. The majority agreement suggests that exposure to CHRAJ’s programmes may have strengthened women’s confidence and authority in managing financial matters. However, the notable proportion of neutral responses suggests that some women may not yet have experienced significant change in household dynamics or may still face cultural or relational constraints in asserting financial decision-making power.

4.5.2 My opinions are now more respected in family or community decisions.

The data in Table 14 show respondents’ views on whether their opinions are now more respected in family or community decisions following their participation in CHRAJ’s advocacy campaigns. The findings reveal that 33.7% of respondents agreed and 32.4% strongly agreed, representing a combined 66.1% who felt that their opinions were now more valued. Meanwhile, 27.0% of respondents were neutral, while smaller proportions disagreed (2.7%) and strongly disagreed (4.1%).

Table 14: My opinions are now more respected in family or community decisions.

My opinions are now more respected in family or community decisions.	Number of Respondents	Percentage
Agree	125	33.7
Disagree	10	2.7
Neutral	100	27.0
Strongly Agree	120	32.4
Strongly Disagree	15	4.1

Total	370	100.0
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Source: Survey Data, 2025.

Overall, the results suggest that CHRAJ’s advocacy efforts have contributed positively to enhancing the respect and recognition of women’s voices in both family and community decision-making processes. The high level of agreement indicates that many women perceive a shift toward greater inclusion and influence in discussions that affect their lives. However, the presence of neutral and dissenting responses implies that some women may still encounter traditional or structural barriers that limit the full acceptance of their contributions within household and community contexts.

4.5.3 I feel empowered to challenge unfair treatment or discriminatory practices.

The data in Table 15 present respondents’ views on whether they feel empowered to challenge unfair treatment or discriminatory practices as a result of CHRAJ’s advocacy campaigns. The results show that 34.6% of respondents agreed and 32.2% strongly agreed, representing a combined 66.8% who felt empowered to confront discrimination. Meanwhile, 22.4% of respondents were neutral, 7.0% disagreed, and 3.8% strongly disagreed with the statement.

Table 15: I feel empowered to challenge unfair treatment or discriminatory practices.

I feel empowered to challenge unfair treatment or discriminatory practices.	Number of Respondents	Percentage
Agree	128	34.6
Disagree	26	7.0
Neutral	83	22.4
Strongly Agree	119	32.2
Strongly Disagree	14	3.8
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings suggest that CHRAJ’s gender-based advocacy has had a strong empowering effect on women, encouraging them to challenge injustice and inequality within their communities and households. The high proportion of agreement indicates increased confidence and assertiveness among women exposed to the campaigns. However, the presence of neutral and disagreeing responses highlights that some women may still face social, cultural, or institutional barriers that restrict their ability to openly resist discriminatory practices.

4.5.4 CHRAJ’s advocacy has inspired women in my community to take leadership roles.

The data in Table 16 show respondents’ opinions on whether CHRAJ’s advocacy has inspired women in their communities to take up leadership roles. The findings indicate that 39.7% of respondents agreed and 33.8% strongly agreed, representing a combined total of 73.5% who believed that CHRAJ’s campaigns have motivated women to assume leadership positions. Conversely, 18.6% were neutral, while 5.1% disagreed and 2.7% strongly disagreed with the statement.

Table 16: CHRAJ’s advocacy has inspired women in my community to take leadership roles.

CHRAJ’s advocacy has inspired women in my community to take leadership roles.	Number of Respondents	Percentage
Agree	147	39.7
Disagree	19	5.1
Neutral	69	18.6
Strongly Agree	125	33.8
Strongly Disagree	10	2.7
Total	370	100.0

Source: Survey Data, 2025.

Overall, the results suggest that CHRAJ’s gender-based advocacy has played a significant role in encouraging women’s participation in leadership and decision-making at the community level. The

high level of agreement implies that the campaigns have not only increased awareness of women's rights but also fostered confidence and ambition among women to pursue leadership roles. The small proportion of neutral and dissenting responses indicates that while progress has been made, some communities may still face socio-cultural barriers that limit women's leadership advancement.

4.6 Research Question 4: How do demographic characteristics such as education, age, residence, and income affect the outcomes of CHRAJ's advocacy initiatives on women's empowerment?

This research question seeks to examine how demographic characteristics specifically education, age, residence, and income influence the effectiveness of CHRAJ's advocacy initiatives on women's empowerment. It aims to determine whether these factors affect how women access, understand, and benefit from CHRAJ's campaigns, shaping variations in empowerment outcomes across different social groups.

4.6.1 Educated women benefit more from CHRAJ's campaigns than uneducated women.

The data in Table 17 present respondents' views on whether educated women benefit more from CHRAJ's campaigns than uneducated women. The results reveal that 16.8 per cent of respondents agreed and 10.5 per cent strongly agreed, representing a combined 27.3 per cent who believed education provides an advantage in benefiting from CHRAJ's advocacy. Conversely, 27.0 per cent disagreed and 31.4 per cent strongly disagreed, totalling 58.4 per cent who did not perceive education as a major determinant. Additionally, 14.3 per cent of respondents were neutral.

Table 17: Educated women benefit more from CHRAJ’s campaigns than uneducated women.

Educated women benefit more from CHRAJ’s campaigns than uneducated women.	Number of Respondents	Percentage
Agree	62	16.8
Disagree	100	27.0
Neutral	53	14.3
Strongly Agree	39	10.5
Strongly Disagree	116	31.4
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings suggest that most respondents believe CHRAJ’s campaigns are accessible and beneficial to women regardless of their educational background. The majority disagreement indicates that the advocacy messages and interventions may be effectively designed to accommodate varying literacy levels. However, the small proportion who agreed highlights that some participants may still perceive educated women as better positioned to comprehend and apply advocacy information, possibly due to differences in exposure, access to information, or confidence in engaging with institutional programmes.

4.6.2 Women in urban areas have more access to CHRAJ’s programmes than those in rural communities.

The data in Table 18 present respondents’ views on whether women in urban areas have more access to CHRAJ’s programmes than those in rural communities. The results show that 26.0 per cent of respondents agreed and 9.7 per cent strongly agreed, representing a combined 35.7 per cent who believed urban women have greater access. Meanwhile, 20.5 per cent disagreed and 24.3 per cent

strongly disagreed, totalling 44.8 per cent who did not share this view, while 19.5 per cent remained neutral.

Table 18: Women in urban areas have more access to CHRAJ’s programmes than those in rural communities.

Women in urban areas have more access to CHRAJ’s programmes than those in rural communities.	Number of Respondents	Percentage
Agree	96	26.0
Disagree	76	20.5
Neutral	72	19.5
Strongly Agree	36	9.7
Strongly Disagree	90	24.3
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings suggest mixed perceptions among respondents, with a slight majority disagreeing that urban women have more access to CHRAJ’s advocacy programmes. This may imply that CHRAJ’s outreach efforts are relatively well distributed across different locations. However, the considerable number of respondents who agreed or were neutral indicates that some disparities in access may still exist, possibly due to infrastructural or communication challenges in rural areas.

4.6.3 Younger women are more likely to participate in CHRAJ’s advocacy campaigns.

The data in Table 19 show respondents’ opinions on whether younger women are more likely to participate in CHRAJ’s advocacy campaigns. The results indicate that 30.0 per cent of respondents agreed and 9.5 per cent strongly agreed, representing a combined 39.5 per cent who believed younger women are more active participants. Meanwhile, 40.5 per cent were neutral, 13.0 per cent disagreed, and 7.0 per cent strongly disagreed with the statement.

Table 19: Younger women are more likely to participate in CHRAJ’s advocacy campaigns.

Younger women are more likely to participate in CHRAJ’s advocacy campaigns.	Number of Respondents	Percentage
Agree	111	30.0
Disagree	48	13.0
Neutral	150	40.5
Strongly Agree	35	9.5
Strongly Disagree	26	7.0
Total	370	100.0

Source: Survey Data, 2025.

Overall, the findings reveal that a considerable proportion of respondents recognise higher engagement of younger women in CHRAJ’s campaigns, although a large share remained neutral. This neutrality may suggest limited awareness of participation patterns across age groups or a balanced representation in actual involvement. Nonetheless, the responses generally imply that CHRAJ’s advocacy activities may attract more interest and participation from younger demographics, possibly due to their greater exposure to media and community mobilisation initiatives.

4.6.4 CHRAJ’s campaigns benefit women of all social and economic backgrounds equally.

The data in Table 20 show respondents’ views on whether CHRAJ’s campaigns benefit women of all social and economic backgrounds equally. The findings reveal that 48.9 per cent of respondents strongly agreed and 27.0 per cent agreed, representing a combined 75.9 per cent who believed CHRAJ’s advocacy benefits women across different social and economic groups. Meanwhile, 16.5 per cent were neutral, while smaller proportions disagreed (3.5%) and strongly disagreed (4.1%).

Table 20: CHRAJ’s campaigns benefit women of all social and economic backgrounds equally.

CHRAJ’s campaigns benefit women of all social and economic backgrounds equally.	Number of Respondents	Percentage
Agree	100	27.0
Disagree	13	3.5
Neutral	61	16.5
Strongly Agree	181	48.9
Strongly Disagree	15	4.1
Total	370	100.0

Source: Survey Data, 2025.

Overall, the results indicate a strong consensus that CHRAJ’s gender-based advocacy initiatives are inclusive and equitable in their reach and impact. The high level of agreement suggests that the campaigns have been designed to engage women from varied socio-economic conditions, promoting fairness in empowerment opportunities. The small share of dissenting and neutral responses, however, points to the possibility that some women may still experience minor disparities in access or benefits due to economic or social limitations within specific communities.

4.7 Discussion of Results

This study aimed to assess the impact of the Commission on Human Rights and Administrative Justice’s (CHRAJ) gender-based advocacy campaigns on the empowerment of marginalised women in Ghana. Specifically, the study examined the extent to which CHRAJ’s advocacy initiatives have influenced women’s economic empowerment, enhanced their legal awareness and access to justice, strengthened their decision-making power within households and communities, and how demographic characteristics such as education, age, residence, and income affect empowerment outcomes. This section discusses the key findings in relation to these research questions, interpreting them through

the lens of Empowerment Theory. The discussions also integrate insights from previous empirical and theoretical studies, highlighting points of convergence and divergence between the present research and earlier scholarly works. In doing so, the section provides a comprehensive understanding of how CHRAJ's gender-based advocacy contributes to women's empowerment in Ghana's socio-legal and institutional context.

4.7.1 To what extent have CHRAJ's gender-based advocacy campaigns contributed to the economic empowerment of marginalised women in Ghana?

The results indicate that CHRAJ's gender-based advocacy campaigns have had a substantial positive effect on the economic empowerment of marginalised women in Ghana. A majority of respondents (76.2%) agreed or strongly agreed that CHRAJ's campaigns enhanced their awareness of women's economic rights, 69.5% gained confidence to engage in income-generating activities, and 70.5% were encouraged to pursue financial independence. Furthermore, 57% reported improved ability to contribute financially to their households. These findings demonstrate that CHRAJ's initiatives effectively promote economic consciousness and self-efficacy as key components of empowerment as conceptualised by Rappaport (1987) and Zimmerman (2000). This outcome reflects Kabeer's (1999) view that empowerment begins when individuals gain the ability to make strategic life choices previously denied to them.

The strong awareness outcomes are consistent with global research that links advocacy to improved understanding of economic rights. Cantalupo (2019) found that advocacy tied to institutional reform, such as the U.S. Violence Against Women Act, significantly enhanced women's access to justice and economic participation. Similarly, Kantola and Lombardo (2020) demonstrated that when advocacy initiatives are embedded within formal governance structures, their impact becomes more sustainable.

CHRAJ's model, which combines legal education with institutional mechanisms for redress reflects these principles by situating advocacy within Ghana's constitutional and administrative justice framework. This aligns with Empowerment Theory's emphasis on structural and psychological dimensions of empowerment, where knowledge acquisition must be complemented by enabling systems (Zimmerman, 2000).

The study also found that CHRAJ's campaigns foster women's confidence to engage in economic ventures, corroborating Zimmerman's (2000) concept of psychological empowerment, which emphasises belief in one's ability to influence economic and social outcomes. Similar effects were reported in South Africa, where Gibbs, Vaughan, and Jewkes (2020) observed that community-based advocacy improved women's participation in income-generating activities and household decision-making. This indicates that CHRAJ's participatory communication strategies such as town halls and community durbars align with global best practices that link dialogue-based advocacy to behavioural and attitudinal change (Cornwall & Rivas, 2015).

Moreover, the findings that over 70% of respondents were motivated to pursue financial independence reinforce empowerment as both a process and an outcome (Rappaport, 1987). Agarwal (1994) similarly found that collective advocacy initiatives in rural India increased women's access to land and financial autonomy. CHRAJ's interventions mirror these participatory empowerment models by combining awareness creation with legal literacy and institutional linkage. This reflects Alsop and Heinsohn's (2005) resources agency achievement model, which posits that access to resources and decision-making power leads to measurable empowerment outcomes an idea empirically validated by the increased household financial contributions observed in this study.

However, the relatively high proportion of neutral responses (29.7%) regarding financial contribution suggests that empowerment outcomes are uneven across participants. This finding aligns with

Tontoh's (2024) quantitative study, which reported that while CHRAJ's campaigns enhanced awareness for 68% of women, only a smaller portion experienced significant economic transformation. Kabeer (1999) and Parpart, Rai, and Staudt (2002) explain such discrepancies as the result of structural constraints such as unequal resource distribution, limited credit access, and persistent patriarchal norms that inhibit the translation of awareness into tangible economic gains. Thus, although CHRAJ's advocacy creates enabling knowledge, sustained empowerment requires multi-sectoral collaboration to remove systemic economic barriers.

These findings further reinforce the organisational and community dimensions of empowerment identified by Zimmerman (2000). Respondents' reported ability to contribute financially to their households demonstrates increased control over resources and participation in family decision-making as an indicator of both personal and relational empowerment. Adjei and Kyei's (2024) study on CHRAJ's disability-focused advocacy also found that exposure to rights-based education improved women's confidence and inclusion in socio-economic life, mirroring the current findings. This consistency across studies validates Empowerment Theory's proposition that individual agency strengthens when supported by institutional mechanisms and community solidarity (Rappaport, 1987).

In summary, the results confirm that CHRAJ's gender-based advocacy campaigns have meaningfully advanced the economic empowerment of marginalised women by increasing awareness, enhancing confidence, and fostering financial participation. These outcomes align with Empowerment Theory's multidimensional model and corroborate international evidence that institutionalised advocacy can catalyse socio-economic transformation (Cornwall & Rivas, 2015; Zimmerman, 2000). Nonetheless, empowerment remains a gradual process influenced by structural, cultural, and economic factors. As Calvès (2009) cautions, empowerment discourse must go beyond awareness to ensure equitable access to opportunities. CHRAJ's campaigns therefore represent an important but partial pathway effective

in building capacity and agency, yet requiring complementary structural interventions to achieve holistic and sustainable empowerment outcomes for Ghanaian women.

4.7.2 How has CHRAJ’s advocacy impacted marginalised women’s awareness of legal rights and access to justice?

The findings demonstrate that CHRAJ’s gender-based advocacy campaigns have significantly enhanced marginalised women’s awareness of their legal rights and strengthened their confidence in accessing justice. A combined 71.9% of respondents affirmed increased knowledge of women’s legal rights, while 75.6% reported knowing how and where to report gender-based violence or discrimination. Furthermore, 73.8% expressed confidence in seeking help from CHRAJ, and 72.2% agreed that CHRAJ’s interventions have improved community-level access to justice. These results collectively indicate that CHRAJ’s campaigns have made meaningful progress in bridging the legal literacy gap among women, a finding consistent with the psychological and community empowerment dimensions of Empowerment Theory, which posit that awareness and participation enhance individuals’ control over their social and legal environments (Rappaport, 1987; Zimmerman, 2000).

These findings align with previous global research highlighting the transformative role of legal advocacy in enhancing women’s rights awareness. For instance, Cantalupo (2019) found that institutional partnerships between civil society and state agencies in the United States significantly improved women’s ability to navigate justice systems under the Violence Against Women Act. Similarly, Kantola and Lombardo (2020) established that legal empowerment is most effective when advocacy is embedded within institutional frameworks. CHRAJ’s dual function as an advocate and human rights enforcement body mirrors these successful models, indicating that institutional anchoring enhances credibility and accessibility of advocacy outcomes. By combining legal education with justice

service delivery, CHRAJ exemplifies what Cornwall and Rivas (2015) describe as transformative empowerment, where awareness leads to practical engagement with rights systems.

Moreover, the high proportion of respondents who now know how and where to report rights violations underscores the practical impact of CHRAJ's outreach strategies. This resonates with Odhiambo's (2018) quantitative study in Kenya, which found a strong correlation between exposure to advocacy campaigns and increased reporting of gender-based violence. Similarly, Tamale's (2020) research in Uganda revealed that legal literacy programmes empowered rural women to claim inheritance and property rights. The present study confirms these regional patterns, demonstrating that knowledge of reporting mechanisms is a crucial step towards justice accessibility. According to Zimmerman (2000), empowerment requires not just awareness but also the ability to act on that awareness, a process evidently facilitated by CHRAJ's complaint-handling and public education initiatives.

The respondents' increased confidence in seeking help from CHRAJ also reflects growing institutional trust and psychological empowerment. Zimmerman (2000) defines psychological empowerment as the development of perceived control and self-efficacy, while Alsop and Heinsohn (2005) emphasise that empowerment involves both agency and opportunity structures. CHRAJ's nationwide presence and decentralised complaint mechanisms provide such opportunities for women to exercise agency. These findings are consistent with Adjei and Kyei's (2024) mixed-method study, which found that CHRAJ's advocacy for women with disabilities enhanced self-confidence and institutional engagement. However, the presence of neutral and dissenting views in the current study suggests that residual barriers such as fear of stigma, procedural complexity, or low awareness in remote areas still hinder full participation, echoing Kabeer's (1999) argument that empowerment is often constrained by structural inequalities.

Additionally, the finding that 72.2% of respondents agreed CHRAJ's interventions improved access to justice aligns with Mukasa's (2018) analysis of the Maputo Protocol's implementation, which emphasised that national human rights institutions play a pivotal role in localising international gender rights frameworks. By situating its gender programmes within Ghana's legal system, CHRAJ effectively operationalises the organisational empowerment level identified by Zimmerman (2000), where access to institutional resources facilitates collective empowerment. However, similar to Fall's (2019) study in Senegal, which noted that justice access remained uneven in rural communities, CHRAJ's effectiveness is moderated by logistical and socio-cultural challenges that restrict reach among the most marginalised.

From a theoretical standpoint, these findings strongly substantiate the principles of Empowerment Theory, which conceptualises empowerment as a multi-level process encompassing personal, organisational, and community transformation (Rappaport, 1987; Zimmerman, 2000). CHRAJ's legal awareness campaigns address all three levels: they enhance personal legal knowledge, institutional access, and community participation in justice processes. Cornwall and Rivas (2015) argue that such multi-level interventions are critical to achieving sustainable empowerment, as they challenge structural barriers while promoting self-agency. Nonetheless, as Calvès (2009) and Parpart, Rai, and Staudt (2002) caution, empowerment initiatives risk becoming symbolic if not accompanied by structural reforms. CHRAJ's impact, though substantial, must therefore be supported by systemic policy changes to ensure equitable and sustainable justice outcomes.

In summary, the findings affirm that CHRAJ's gender-based advocacy campaigns have significantly enhanced legal awareness, increased confidence, and improved access to justice for marginalised women in Ghana. This reflects the effectiveness of advocacy models rooted in Empowerment Theory and reinforced by institutional credibility. However, empowerment remains a continuous process

requiring sustained engagement, infrastructural support, and cultural sensitivity. The evidence suggests that while CHRAJ's interventions have achieved remarkable progress in legal literacy and trust-building, addressing residual barriers such as rural inaccessibility and fear of institutional processes will be vital for deepening women's full empowerment and justice participation in Ghana.

4.7.3 What is the relationship between exposure to CHRAJ's advocacy campaigns and the decision-making power of marginalised women within their households and communities?

The results indicate that CHRAJ's gender-based advocacy campaigns have significantly influenced the decision-making power of marginalised women in Ghana, particularly within their households and communities. Across the survey items, 67% of respondents reported increased involvement in household financial decisions, 66.1% felt that their opinions were more respected in family or community decisions, and 66.8% felt empowered to challenge unfair treatment. Moreover, 73.5% believed CHRAJ's advocacy had inspired women in their communities to take leadership roles. Collectively, these findings demonstrate a strong relationship between exposure to CHRAJ's campaigns and enhanced participation, confidence, and influence in decision-making processes. This outcome aligns with Zimmerman's (2000) psychological and organisational empowerment dimensions, which link awareness, participation, and control to shifts in social and household power dynamics.

The finding that more than two-thirds of respondents reported greater participation in household financial decision-making underscores the practical impact of CHRAJ's advocacy on economic and social agency. This resonates with Agarwal's (1994) argument that advocacy interventions that raise awareness of rights and resources increase women's bargaining power within families. Similarly, Alsop and Heinsohn (2005) emphasise that empowerment involves both agency and opportunity

structures that enable individuals to act on their choices. CHRAJ's campaigns, by combining rights education with accessible justice mechanisms, have likely enhanced women's capacity to participate meaningfully in financial and domestic decision-making, a process central to achieving gender equality as outlined in Kabeer's (1999) conceptualisation of empowerment.

Furthermore, the result that 66.1% of respondents felt their opinions were now more respected in family or community discussions suggests that CHRAJ's advocacy has contributed to the transformation of social norms surrounding gendered authority. This finding mirrors Gibbs, Vaughan, and Jewkes' (2020) study in South Africa, which found that community-based gender advocacy led to more equitable household decision-making. In Ghana, Essel and Essel (2019) similarly observed that CHRAJ's collaborative advocacy improved attitudes toward gender equality and enhanced the legitimacy of women's voices in local governance structures. According to Empowerment Theory, this represents the transition from individual empowerment to community empowerment, where increased participation in collective decision-making contributes to broader social change (Zimmerman, 2000).

The finding that 66.8% of respondents feel empowered to challenge unfair treatment or discrimination reflects an important psychological shift in agency and assertiveness. This aligns with Rappaport's (1987) assertion that empowerment involves individuals gaining mastery over issues that affect their lives through awareness and collective action. Cornwall and Rivas (2015) also emphasise that empowerment entails challenging existing power relations and asserting one's rights in public and private spheres. CHRAJ's sustained rights-based advocacy appears to have instilled confidence in women to resist discriminatory practices, particularly through education on human rights and access to complaint procedures. However, the neutral responses (22.4%) suggest that some women still face

fear of social sanctions or limited access to institutional support barriers that Kabeer (1999) identifies as persistent inhibitors of gender empowerment in patriarchal contexts.

The data further reveal that 73.5% of respondents believe CHRAJ's campaigns have inspired women in their communities to take on leadership roles, confirming the institution's influence beyond individual empowerment. This finding echoes Adjei and Kyei's (2024) research, which reported increased leadership participation among women with disabilities following CHRAJ's advocacy. Similarly, Tamale (2020) found that legal literacy campaigns in Uganda encouraged rural women to engage in community leadership and advocacy activities. From an Empowerment Theory perspective, this reflects collective empowerment, where advocacy fosters not only personal capacity but also mobilises community-level leadership and participation in decision-making (Zimmerman, 2000). Thus, CHRAJ's interventions appear to catalyse leadership confidence and visibility among women, a crucial step toward institutionalising gender equality at the community level.

Despite these positive trends, the presence of neutral and dissenting responses across the indicators reveals that empowerment outcomes remain uneven. Parpart, Rai, and Staudt (2002) argue that empowerment must be analysed in relation to intersecting inequalities such as education, class, and culture, which may influence women's ability to act upon advocacy messages. In Ghana, socio-cultural barriers particularly in rural and traditional settings continue to limit women's participation in decision-making (Amoakohene, 2020). This explains why a significant proportion of respondents remained neutral about their influence in household or community decisions. CHRAJ's empowerment initiatives, while effective in promoting awareness, may require complementary structural interventions, such as community engagement with male stakeholders, to dismantle entrenched gender hierarchies.

In summary, the findings affirm that exposure to CHRAJ's gender-based advocacy campaigns is strongly associated with enhanced decision-making power among marginalised women in Ghana. The study demonstrates that advocacy-driven empowerment operates across multiple levels psychological, organisational, and community as articulated by Rappaport (1987) and Zimmerman (2000). These results also corroborate global and African evidence that participatory and institutional advocacy fosters shifts in attitudes, confidence, and leadership (Cornwall & Rivas, 2015; Gibbs et al., 2020). Nonetheless, consistent with Calvès (2009), empowerment remains a process requiring continued engagement to ensure structural transformation accompanies behavioural change. Therefore, while CHRAJ's campaigns have successfully expanded women's voice and influence in decision-making, achieving full empowerment demands sustained advocacy, inclusive leadership opportunities, and socio-cultural reforms that normalise women's participation in all levels of decision-making.

4.7.4 Research Question 4: How do demographic characteristics such as education, age, residence, and income affect the outcomes of CHRAJ's advocacy initiatives on women's empowerment?

The results of the study reveal that demographic characteristics such as education, age, residence, and socio-economic background influence the extent to which marginalised women benefit from CHRAJ's gender-based advocacy campaigns. Although the majority of respondents (75.9%) agreed that CHRAJ's initiatives benefit women of all social and economic backgrounds equally, some disparities emerged across educational, locational, and age-related lines. Empowerment Theory (Rappaport, 1987; Zimmerman, 2000) asserts that empowerment outcomes are shaped by both personal capacities (such as knowledge and confidence) and structural opportunities (such as accessibility and inclusion). Accordingly, the findings suggest that while CHRAJ's advocacy is generally inclusive, contextual

factors still mediate how different demographic groups internalise and act upon empowerment opportunities.

Regarding education, 58.4% of respondents disagreed that educated women benefit more from CHRAJ's campaigns, indicating that the Commission's programmes are designed to be accessible across literacy levels. This aligns with the inclusive advocacy model proposed by Cornwall and Rivas (2015), who argue that effective empowerment must account for linguistic and educational diversity to ensure equitable participation. Similarly, Adjei and Kyei (2024) found that CHRAJ's inclusive training for women with disabilities significantly enhanced legal literacy regardless of formal education levels. However, the 27.3% of respondents who perceived educated women as more advantaged reflects Kabeer's (1999) observation that education enhances one's capacity to process information, engage institutions, and exercise agency. Thus, while CHRAJ's campaigns strive for inclusivity, educational attainment still shapes differential empowerment outcomes through its influence on comprehension and confidence.

In relation to residential location, 44.8% of respondents disagreed that urban women have more access to CHRAJ's programmes, suggesting relatively even outreach across Ghana. This finding reflects CHRAJ's decentralised operational model, which extends advocacy services through regional and district offices (CHRAJ, 2023). However, the 35.7% who believed urban women have greater access and the 19.5% who were neutral imply that geographical disparities persist, particularly due to infrastructural and logistical limitations in rural areas. Similar trends were identified in Fall's (2019) study in Senegal, which found that institutional advocacy often struggles to reach remote communities lacking media and transport infrastructure. According to Zimmerman (2000), such contextual limitations affect the organisational empowerment dimension, as access to institutional resources is a prerequisite for achieving autonomy and participation.

Age also appeared to influence engagement with CHRAJ's advocacy. While 39.5% of respondents agreed that younger women are more likely to participate, a large proportion (40.5%) remained neutral, suggesting an unclear pattern of participation across generations. Nevertheless, the trend indicating higher engagement among younger women is consistent with Morozov's (2011) analysis that youth are more responsive to advocacy channels involving media and digital communication. Younger demographics often possess higher social mobility and digital literacy, facilitating engagement with CHRAJ's media-based campaigns. Conversely, older women may experience participation barriers due to traditional gender roles or limited exposure to advocacy messaging. These generational differences correspond to Kabeer's (1999) framework, which acknowledges that empowerment trajectories vary across life stages, shaped by accumulated experiences, socio-cultural expectations, and economic opportunities.

The study's finding that 75.9% of respondents believed CHRAJ's campaigns benefit women of all social and economic backgrounds equally highlights the institution's strong commitment to inclusivity. This aligns with Alsop and Heinsohn's (2005) assertion that empowerment interventions should address both resource access and agency to ensure equitable outcomes across different socio-economic groups. Similar evidence was presented by Gibbs, Vaughan, and Jewkes (2020), whose quasi-experimental study in South Africa showed that advocacy grounded in community participation achieved equitable gender outcomes across income levels. CHRAJ's use of participatory advocacy strategies such as community durbars and local forums appears to have mitigated socio-economic disparities by creating spaces for collective dialogue and learning.

Despite these successes, the demographic variations identified in the findings underscore that empowerment is not uniform but context-dependent. Parpart, Rai, and Staudt (2002) argue that intersectional factors such as education, class, and geography intersect to shape women's

empowerment experiences differently. In Ghana, rural women often face compounded disadvantages arising from poverty, limited literacy, and social norms restricting mobility (Amoakohene, 2020). These conditions can attenuate the full benefits of advocacy interventions. Empowerment Theory recognises these variations, emphasising that empowerment outcomes depend on both individual agency and the enabling environment (Zimmerman, 2000). CHRAJ's approach, though widely inclusive, must therefore continue adapting its strategies to ensure equitable reach across these intersecting demographic realities.

In summary, the findings affirm that demographic characteristics influence how women experience and benefit from CHRAJ's gender-based advocacy campaigns. While the majority of respondents perceived the campaigns as equitable, subtle disparities related to education, residence, and age persist. These results reinforce Empowerment Theory's principle that empowerment is multidimensional and shaped by individual and structural factors (Rappaport, 1987; Zimmerman, 2000). CHRAJ's advocacy has succeeded in delivering broad-based empowerment, but sustained inclusivity requires targeted approaches such as increased rural outreach, adaptive communication for low-literacy audiences, and mentorship programmes for older women to ensure that all social groups fully participate in and benefit from Ghana's gender empowerment initiatives.

4.8 Chapter Summary

This chapter analysed the findings from the quantitative investigation into the impact of CHRAJ's gender-based advocacy campaigns on the empowerment of marginalised women in Ghana. The results revealed that CHRAJ's initiatives have substantially enhanced women's economic empowerment, legal awareness, decision-making power, and access to justice across diverse social groups. Most respondents reported increased confidence, knowledge of rights, and participation in household and community decisions, reflecting the multidimensional empowerment processes described by

Rappaport (1987) and Zimmerman (2000). However, the analysis also indicated that empowerment outcomes vary by demographic factors such as education, age, and residence, with rural and less-educated women facing relatively greater challenges in translating awareness into tangible benefits. Overall, the findings affirm Empowerment Theory's assertion that empowerment is both a process and an outcome shaped by access to resources, agency, and supportive institutional structures. CHRAJ's advocacy efforts have made measurable progress in bridging gender inequities, but continued community engagement and structural interventions remain crucial for achieving sustainable and inclusive empowerment among Ghanaian women.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

This chapter integrates the findings of the study to provide a comprehensive summary, draw evidence-based conclusions, and present practical recommendations. The chapter synthesises how CHRAJ's advocacy initiatives have influenced economic empowerment, legal awareness, decision-making capacity, and access to justice among marginalised women, while also considering the moderating effects of demographic factors such as education, age, residence, and income. It further reflects on the study's theoretical and empirical contributions, particularly through the application of Empowerment Theory, and highlights areas requiring policy attention and future research to strengthen gender-based advocacy and women's empowerment in Ghana.

5.2 Summary

This study assessed the impact of the Commission on Human Rights and Administrative Justice's (CHRAJ) gender-based advocacy campaigns on the empowerment of marginalised women in Ghana. It examined four core areas: economic empowerment, legal awareness and access to justice, decision-making power, and the influence of demographic characteristics such as education, age, residence, and income on empowerment outcomes. Using a descriptive cross-sectional survey design, data were collected from 370 respondents across Ghana's administrative regions through structured questionnaires. The data were analysed and presented in tables using descriptive statistics (frequencies and percentages), providing a clear and concise interpretation of the findings guided by Empowerment Theory (Rappaport, 1987; Zimmerman, 2000).

The findings from Research Question One reveal that CHRAJ's gender-based advocacy campaigns have had a significantly positive impact on the economic empowerment of marginalised women in Ghana. With 76.2% of respondents acknowledging improved awareness of women's economic rights, 69.5% reporting increased confidence to engage in income-generating activities, and 70.5% feeling encouraged to become financially independent, the results confirm CHRAJ's role in strengthening women's economic agency. For this study, these outcomes signify that CHRAJ's interventions are effectively bridging the gap between knowledge and action empowering women not only to understand their economic rights but also to apply them in real-life contexts. This affirms the premise of Empowerment Theory (Rappaport, 1987; Zimmerman, 2000), which posits that empowerment arises when individuals acquire both awareness and the ability to make choices that enhance control over their economic lives. Hence, the findings demonstrate that CHRAJ's advocacy has contributed to tangible behavioural and attitudinal changes that promote women's financial autonomy and household participation, validating the study's assertion that advocacy-driven education fosters economic transformation among marginalised women.

For Research Question Two, which examined CHRAJ's influence on women's legal awareness and access to justice, the study found that 71.9% of respondents experienced improved understanding of legal rights, 75.6% knew where to report gender-based violations, and 73.8% felt confident seeking help from CHRAJ. These results suggest that CHRAJ's advocacy has effectively enhanced legal literacy, built institutional trust, and expanded women's access to justice mechanisms. In the context of the current study, this means that CHRAJ's dual role as a legal educator and rights enforcer has been instrumental in bridging the gap between marginalised women and formal justice systems. By equipping women with the knowledge and confidence to pursue legal remedies, CHRAJ's advocacy embodies the psychological and organisational dimensions of empowerment proposed by Zimmerman

(2000), which emphasise increased perceived control and access to institutional resources. The findings therefore confirm that CHRAJ's legal education efforts have transitioned women from passive awareness to active participation in justice-seeking behaviours, reinforcing the study's argument that institutionalised advocacy can serve as a powerful tool for promoting gender equality and rights protection in Ghana.

The results from Research Question Three indicate that exposure to CHRAJ's advocacy campaigns has significantly enhanced women's decision-making power at both household and community levels. A majority of respondents 67.0% reported being more involved in financial decision-making, 66.1% stated that their opinions are more respected in family and community affairs, and 73.5% observed that CHRAJ's advocacy has inspired women in their communities to take leadership roles. In relation to this study, these findings illustrate that CHRAJ's campaigns foster not only individual empowerment but also collective social transformation by challenging traditional gender norms and promoting inclusivity in leadership and decision-making. This aligns with the community empowerment level described by Rappaport (1987), where awareness and participation translate into greater control and influence within one's social environment. The findings therefore imply that CHRAJ's advocacy serves as a catalyst for reshaping power dynamics, elevating women's voices, and nurturing leadership potential within Ghanaian communities, an outcome that underscores the organisation's critical role in driving social equity and participatory governance.

Regarding Research Question Four, which explored how demographic characteristics affect empowerment outcomes, the findings revealed that while 75.9% of respondents believed CHRAJ's campaigns benefit women of all social and economic backgrounds, subtle disparities exist. Specifically, 35.7% felt that urban women have greater access to CHRAJ's programmes, and 39.5% believed younger women are more likely to participate, while 58.4% disagreed that education alone

determines benefit. For the current study, these results mean that although CHRAJ's advocacy is largely inclusive and effective, empowerment outcomes are not uniform but shaped by demographic factors such as education, residence, and age. This reflects Empowerment Theory's assertion that empowerment is multidimensional, influenced by both individual capacity and environmental opportunities (Zimmerman, 2000). Consequently, the findings highlight that CHRAJ's programmes are achieving wide impact but must continue to adopt context-sensitive approaches such as rural outreach, literacy-friendly communication, and intergenerational engagement to ensure equitable empowerment across all segments of Ghanaian society.

5.3 Conclusion

The study concludes that CHRAJ's gender-based advocacy campaigns have had a substantial and positive impact on the empowerment of marginalised women in Ghana across economic, legal, and social dimensions. Findings revealed that 76.2% of respondents reported increased awareness of women's economic rights, 70.5% gained confidence to become financially independent, and 57.0% noted improved household financial contribution. Similarly, 71.9% indicated enhanced knowledge of legal rights, 75.6% understood how to report gender-based violence, and 73.8% expressed confidence in seeking legal help from CHRAJ, while 72.2% believed community access to justice had improved. Additionally, 67.0% confirmed greater involvement in financial decision-making and 73.5% observed increased leadership participation among women. Although 75.9% agreed that CHRAJ's campaigns benefit women of all socio-economic backgrounds, minor disparities were noted across education, location, and age. Overall, these results affirm that CHRAJ's participatory and rights-based advocacy model effectively promotes women's empowerment in Ghana, transforming awareness into tangible agency, justice, and inclusion.

5.4 Recommendations

Based on the findings of this study, it is recommended that the Commission on Human Rights and Administrative Justice (CHRAJ) strengthens its outreach efforts to ensure wider inclusivity and accessibility, particularly for women in rural and peri-urban areas. Although the study found that 75.9% of respondents believed CHRAJ's campaigns benefit women of all social and economic backgrounds, about 35.7% also indicated that urban women tend to have more access to these programmes. This suggests that while CHRAJ's advocacy initiatives are well-structured, logistical and infrastructural barriers may limit participation among women in more remote communities. Expanding mobile outreach, collaborating with local community groups, and utilising community radio and traditional information channels can help bridge this gap and extend empowerment opportunities to women across all regions.

Furthermore, CHRAJ should strengthen the literacy-sensitive components of its advocacy programmes to ensure equitable participation for women with varying educational backgrounds. Although the study revealed that 58.4% of respondents disagreed that education determined campaign benefits, this does not eliminate the need for simplified and accessible communication strategies. Advocacy materials should continue to be developed in local languages and presented through culturally appropriate methods such as drama, storytelling, and visual illustrations. Such approaches will enhance comprehension and ensure that marginalised women with limited formal education can fully internalise messages about their rights and empowerment opportunities.

The study also recommends that CHRAJ integrates practical economic empowerment initiatives within its gender-based advocacy framework. With 70.5% of respondents indicating that the campaigns encouraged financial independence and 57.0% stating that they were now better able to contribute financially to their households, there is clear evidence of progress. However, linking

awareness creation with tangible support mechanisms such as vocational training, entrepreneurship development, and access to microfinance would consolidate these gains and transform knowledge into sustainable economic outcomes. Partnerships with financial institutions, women's associations, and non-governmental organisations could enhance resource mobilisation for such interventions.

In addition, CHRAJ should continue strengthening its legal support and reporting mechanisms to improve women's access to justice. Although 75.6% of respondents reported knowing how and where to report gender-based violence, and 73.8% felt confident seeking help from CHRAJ, challenges such as fear of victimisation and procedural delays persist. Establishing more decentralised complaint centres, improving legal aid accessibility, and ensuring confidentiality in the handling of gender-based cases would encourage more women to report abuses. Continuous engagement with traditional and religious leaders is also essential in addressing socio-cultural barriers that prevent victims from seeking justice.

Finally, CHRAJ should institutionalise a robust monitoring and evaluation system to track the long-term outcomes of its advocacy initiatives. While the study confirmed substantial progress across economic, legal, and decision-making domains, consistent follow-up assessments are needed to measure sustainability and identify emerging challenges. Incorporating periodic impact assessments and beneficiary feedback into CHRAJ's operational framework would ensure that programmes remain responsive and effective. Moreover, collaboration with government ministries, civil society, and development partners is crucial for aligning advocacy efforts with national gender equality policies and global frameworks such as the Sustainable Development Goals (SDG 5). Collectively, these measures would enable CHRAJ to deepen its transformative impact, ensuring that gender-based advocacy continues to drive meaningful and inclusive empowerment for women across Ghana.

5.5 Study Limitations

Although this study provides valuable insights into the impact of CHRAJ's gender-based advocacy campaigns on the empowerment of marginalised women in Ghana, several limitations must be acknowledged. Firstly, the research adopted a cross-sectional design, which captured data at a single point in time, thereby limiting the ability to establish causality between CHRAJ's interventions and long-term empowerment outcomes. Secondly, the study relied on self-reported data gathered through structured questionnaires; hence, responses may have been influenced by social desirability bias, with some participants possibly overstating positive outcomes or minimising challenges. Thirdly, while the sample of 370 respondents drawn from multiple administrative regions ensured representativeness, rural areas with limited CHRAJ presence may have been underrepresented, potentially affecting the generalisability of the findings to all marginalised women across Ghana. Additionally, the study's quantitative approach, though appropriate for measuring patterns and correlations, did not capture the depth of personal experiences and contextual nuances that qualitative methods might reveal. Finally, logistical and resource constraints restricted the inclusion of longitudinal follow-up or comparative analysis across different advocacy programmes. Despite these limitations, the study provides a strong empirical foundation for understanding CHRAJ's role in promoting women's empowerment and offers a basis for future mixed-method or longitudinal research to deepen the analysis of advocacy impacts over time.

5.6 Chapter Summary

This chapter has presented a comprehensive synthesis of the study's key findings, conclusions, limitations, and recommendations regarding the impact of CHRAJ's gender-based advocacy campaigns on the empowerment of marginalised women in Ghana. The study established that CHRAJ's advocacy initiatives have significantly enhanced women's economic empowerment, legal

awareness, decision-making power, and access to justice. Empirical evidence showed that **76.2%** of respondents acknowledged improved awareness of women's economic rights, **75.6%** confirmed better knowledge of how to report gender-based violence, and **73.5%** recognised increased women's leadership participation. These outcomes validate the effectiveness of CHRAJ's participatory and rights-based approach to advocacy, which aligns with Empowerment Theory's emphasis on awareness, access to resources, and active participation as pathways to empowerment.

The chapter also acknowledged some limitations of the study, including the cross-sectional design and the absence of qualitative data that could have enriched contextual understanding. Nonetheless, the recommendations offered emphasise practical strategies for strengthening rural outreach, enhancing literacy-sensitive advocacy, integrating economic empowerment initiatives, and improving legal support mechanisms. The proposed measures highlight the need for continuous monitoring, collaboration, and inclusive programme design to ensure that all women, regardless of age, education, or location, benefit equitably from CHRAJ's campaigns. Overall, this chapter concludes that CHRAJ's gender-based advocacy remains a vital institutional mechanism for promoting gender equality, social justice, and sustainable empowerment among women in Ghana.

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APPENDIX

Questionnaire

This questionnaire seeks your honest views on CHRAJ's gender-based advocacy campaigns and their impact on women's empowerment. Your responses will remain confidential and used only for academic purposes. Please tick (✓) the option that best represents your opinion.

Scale:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Section A: Background Information

1. Age: 18–25 26–35 36–45 46–55 56 and above

2. Highest level of education: No formal education Primary Secondary Tertiary

3. Area of residence: Urban Peri-urban Rural

4. Have you ever participated in or attended a CHRAJ advocacy campaign? Yes No

Section B: Economic Empowerment

No.	Statement	1	2	3	4	5
5	CHRAJ's campaigns have improved my awareness of women's economic rights.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I have gained confidence to engage in income-generating activities through CHRAJ's advocacy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	CHRAJ's gender-based advocacy has encouraged me to become financially independent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I am now better able to contribute financially to my household after attending CHRAJ's awareness sessions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section C: Legal Awareness and Access to Justice

No. Statement	1 2 3 4 5
9 CHRAJ's advocacy has increased my knowledge of women's legal rights.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
10 I now know how and where to report cases of gender-based violence or discrimination.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
11 I feel confident to seek help from CHRAJ when my rights are violated.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
12 CHRAJ's interventions have improved access to justice for women in my community.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Section D: Decision-Making Power

No. Statement	1 2 3 4 5
13 I am more involved in financial decision-making in my household since attending CHRAJ campaigns.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
14 My opinions are now more respected in family or community decisions.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
15 I feel empowered to challenge unfair treatment or discriminatory practices.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
16 CHRAJ's advocacy has inspired women in my community to take leadership roles.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Section E: Influence of Demographic Factors

No.	Statement	1 2 3 4 5
17	Educated women benefit more from CHRAJ's campaigns than uneducated women.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
18	Women in urban areas have more access to CHRAJ's programmes than those in rural communities.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
19	Younger women are more likely to participate in CHRAJ's advocacy campaigns.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
20	CHRAJ's campaigns benefit women of all social and economic backgrounds equally.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Thank you for your time and valuable contribution. Your responses will help evaluate how CHRAJ's gender-based advocacy campaigns empower marginalised women in Ghana.