

Gender Equality Health Communication Services for Climate Change Adaptation in Africa

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Abstract

Mainstreaming gender equality health communication campaign promotes climate change and climate variation disaster resilience for inclusive quality public health care equity service access in Africa. Effective communication campaigns can raise public awareness of gender equality and equity in climate change information services for sustainable development goals (SDGs) in the sub-regions by 2030. Gender inequality, women's disempowerment, information scarcity, lack of practical knowledge or skills, weak institutional capacity, policy incompetencies, untapped youth or women productive energies, gender violence, social exclusion, low internet access or use, and huge funding gaps; will hinder the timely achievement of SDGs in Africa. Information (data) gaps arising from our wrong: attitudes, behaviour, planning, perceptions, policies, management, budgeting, leadership, education, communication, practice, staffing, methods, values, and strategies. The mass media are the most effective and efficient communication channels in affecting the desired attitudinal and knowledge change for a participatory public health management system in Uganda. A multimedia and inter-personal communications campaigns strategy would yield better outcomes in creating, raising, developing, and sustaining high awareness for community empowerment. effective communication campaigns can create, raise, develop, monitor, and sustain public awareness of gender equality (equity) in climate change or variation information services for SDGs in Africa by 2030.

Introduction

This paper discusses the need for an effective gender equality communication campaign in creating, raising, developing, monitoring, and sustaining public awareness of gender equality (equity) mainstreaming in climate change information services for sustainable development goals (SDGs) in Africa. Gender (UNDP, 2005) equality, which is defined as equal enjoyment by women and men of socially valued goods, rights, opportunities and resources that can be achieved, should be the primary ethical issue in the decision on any subject in our day-to-day lifestyle. It is imperative that public awareness of all the practical and strategic gender equality issues are ruthlessly created, raised, developed, and sustained at every doorstep across Africa. Awareness must reign deep, high, wide, or broad across cultures and demographics.

Mainstreaming gender equality communication campaign promotes sustainable community awareness, education, information, entertainment, and empowerment (Okaka, 2013) because it employs a strategy that ensures community participation based on gender equality, women's rights, and human rights observations of the minorities, children, youth, elders, people with disabilities, the poor, and the dominant groups to disseminate development plans, policies, and specific strategies to achieve the 2030 SDGs. The Uganda national climate change policy is based on the following priority concerns: adaptation; mitigation; and research and observation (including monitoring, detection, attribution and prediction). It is in line with the EAC regional policy that stresses climate change adaptation or mitigation of emissions (decarbonization).

Mainstreaming gender equality communication campaigns does very well in an atmosphere saturated with community media ICTs like the information society. Community media are the umbrella words for a collection of different types of sharing or exchange information, ideas, emotions, thoughts, signs, gestures, arts, and expressions which are both verbal and non-verbal

(body language). Community media terminology embraces all types of community (local) communication systems such as cell phones (mobile phones), social networks like the internet, Twitter, facebook, U-tube, and emails. Other formats include TV, films (cinemas), videos, CDs, DVDs, printers (printing press), telefaxes, copiers, PDAs, landline phones, PCs, signposts, signs, drums, horns, flutes, newspapers, posters, information notice boards, books, local dialects, newsletters or news-bulletins, magazine, theatres, arts, music, dances, drama, song, worship, cultural and traditional performances, meetings, rites, sign languages, or ceremonies. The focus is how community media can be enhanced by ICTs to leapfrog the now poor majority of the national citizenry into the desired information society.

Mainstreaming gender equality communication campaign data are usually collected to measure environmental performance, measuring environmental performance is important for several reasons, namely: to provide feedback on system behaviour and policy performance; to improve chances of successful adaptations; to improve implementation; and to increase accountability (NEMA, 2003). A range of communication options should be considered, including those largely oriented to print, those that can be delivered through radio and television, internet-based reporting, and the use of alternative communication tools such as posters, discussions, theatre and songs. Data collection based on gender specificity is a critical indicator of climate change development management in Africa. For example, data are usually collected to measure climate change performance; measuring **Gender Mainstreaming in African Climate Change Policy Dialogue**

A gender issue involves three main elements: gender discrimination, gender gaps and gender oppression. Gender issues affect access to and control over resources, benefits and opportunities within every sector. Gender issues affect the success and sustainability of development plans and programmes within all sectors. In Africa, key gender issues are family life, employment, decision making, education, health, and agriculture. Public communications campaigns should be guided by informed ethical, theoretical and gender concerns. The key targets and indicators of SDG 5 on gender equality and empowerment of all women and girls are expected to speed up progress in the African regional climate change adaptation and mitigation policies. These assume gender parity. To begin with, the following is a profile of SDG 5 targets which are expected to achieve gender equality and empower all women and girls in Africa:

- End all forms of discrimination against women and girls everywhere.
- Eliminate all forms of violence against all women and girls in public and private spheres, including trafficking and sexual and other types of exploitation.
- Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilations, recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies, and the promotion of shared responsibility within the household and nationally.
- Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.
- Ensure universal access to sexual and reproductive health and reproductive rights following the programme of action of the ICPD and the Beijing platform for action.
- Undertake reforms to give women equal rights to economic resources, ownership and control over land and other property, financial services, inheritance, and natural resources legally.
- Enhance the use of enabling technologies, in particular ICT, to promote women's empowerment
- Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.

Mainstreaming gender equality communication campaigns will help to combat climate change impacts for universal quality public health care equity service access in eastern and southern Africa. Effective communication campaigns can raise public awareness of gender equality and equity in

climate change information services for sustainable development goals (SDGs) in the region by 2030.

Lessons in areas of focus in women empowerment and SDGs campaigns call for: need to develop effective women empowerment awareness communication campaigns strategy and coordinate stakeholders and key actors; blend mass media with inter-personal communication strategy and give top priority to participatory communications strategy; know that communication is a psychological, cultural, ethical, and courtesy issue, and target the main women empowerment issues consistently and mainstream gender policy awareness; audience participation in message design is best, infuses key gender, ethical and research issues and uses a mix of multi-media campaigns strategy, and evaluates the process regularly; give strong political and financial support or backing for women empowerment plans; avoid 'flat', incomplete or conflicting women empowerment messages; use participatory research methods in women empowerment and SDGs' programmes, develop action plan for district, institutional, national, and global gender policy; preach and practice gender empowerment management (GEM) policy and programmes

So far, climate gender-sensitive policy awareness campaigns challenges are quite vast. These include: constraints in the gender policy awareness communication campaigns strategy include: lack of awareness and information accessibility and uncoordinated stakeholders; misconceptions and cultural myths, and superstitions and unscientific beliefs in witchcrafts; conflicting campaigns messages, distorted messages, and inaccessible information; wrong or ineffective media and communications (channels), media and audience scepticism; lack of a comprehensive communications strategy, and budget constraints.

Others are unsynchronized messages and lack of research information dissemination strategy; irregular gender policy messages and environmental constraints such as poverty; disempowerment (lack of skills, knowledge, inequality); discrimination, exclusion, bias, stereotyping, prejudice; unilateral message design, message delivery, and evaluation; unprofessional conduct of the campaigns process, political, management, and administrative interferences, corruption or financial leakages, and unsustainability; low and wrong institutional policy priority to awareness, ignorance, negative attitudes, and actions.

Today, it has also emerged that some of the needs or lessons learned from the effects of climate change interventions call for a variety of coordinated interventions (Okaka, 2012): need to develop effective climate change campaigns strategy: need to coordinate stakeholders and key actors in climate change: need to blend the mass media communication with interpersonal communication strategy: need to give top priority to participatory communication strategy: know that communication is psychological, cultural, ethical, and courteous: target the main campaign issues consistently: mainstreaming climate change policy issues and options. Equally important are: audience participation in message design is best; infuse key gender, ethical, and research issues; use a mix of multimedia campaign strategy; evaluate the implementation process regularly; give strong political and financial support and backing; avoid flat, incomplete, tired, or conflicting messages; use participatory research methods; and develop an action plan for community and district (local government) gender-based climate change adaptation and mitigation policy.

In particular, gender-balanced sustainable community development is vital for women empowerment with a sustainable information database. In this case, community radio can help to fashion institutional corporate functions to enhance the role of effective awareness communication strategy for climate change and environmental sustainability in Africa. In this regard, the AfDB has launched a fund drive to build local capacities in climate information gathering, dissemination for

adaptation, and mitigation practices to curb the challenges of climate change (Kofi, 2014). In addition, climate information services will better integrate water, land use, energy, food security, and prospects for the youth and women are key inputs for the African agricultural value chain for prosperity (Denton, 2014).

In addition, there are vital gender inequality and equity information, policy, research, knowledge, and practice gaps across Africa due to poor or wrong: attitudes, behaviour, planning, perceptions, policies, management, budgeting, leadership, education, communication, practice, staffing, methods, values, and strategies experienced by most countries where lip service is the norm. Most climate change adaptation and mitigation policy weaknesses, failures, illiteracy, and vulnerabilities to the adverse impacts of climate change could be attributed to huge information and knowledge gaps, lack of research and adoption of adaptation innovations (new technologies, ideas, practices) by communities, institutions, industries, and governments.

As a result, effective deployment of the community media and interpersonal communication approaches would suffice for maximum audience exposure. All adaptation and resilience media advocacy communication should be coordinated to achieve a faster rate of adoption and diffusion of innovations, capacity building, funding, technology transfer, collaborative research, and global networking. The engendered communication strategy should attack: gender blind bureaucracy in decision making; lack of competence in project planning and management; database gaps and weaknesses; institutional capacity weaknesses; national debt crisis; procurement procedures; technology transfer and knowledge sharing; conflicting policies and laws; inherent technical, political and administrative problems; project delays or budget overruns.

In addition, cost-effective policies based on economic incentives, and coordinated instruments, can reduce mitigation/ adaptation costs, or can increase the cost-effectiveness of emission reduction measures. A prudent national and international mitigation, adaptation, and knowledge management can reduce the risks of climate change to ecosystems, food security, water resources, human health, natural, and socio-economic systems. Access to climate change policy information is one of the key communication challenges facing most communities in all the five east Africa community (EAC) member states. Awareness levels on the opportunities and benefits of the EAC integration among the citizens are still too low (Eyotaru, 2013).

Mainstreaming gender equality communication campaigns should focus on: stabilization level, net emissions pathway, and mitigation technologies and policies. Human health, terrestrial and aquatic ecological systems and socio-economic systems like agriculture, forestry, fisheries, and water resources are vital to sustainable development and climate change. Human-induced climate change represents important additional stress, particularly to the many ecological and socio-economic systems already affected by pollution, increasing resource demands, and non-sustainable management practices.

The vulnerability of human health and socio-economic systems depends on economic and institutional infrastructure (IPCC / UNFCCC, 2014). Technological innovations have increased adaptation options for managed systems. Adaptation options for freshwater resources, efficient management of existing supplies, and infrastructure; institutional arrangements to promote conservation; improved monitoring and forecasting systems for floods or droughts; rehabilitation of watersheds, and construction of new reservoir capacity. Adaptation options for agriculture include changes in types or varieties of crops, improved water management, irrigation systems, and changes in planting schedules and tillage systems (IPCC / UNFCCC, 2014).

The benefits of limiting greenhouse gas emissions and enhancing sinks are: the climate change damages and adaptation costs are curbed and the economic and environmental benefits of the relevant policy innovation for climate change response are enhanced. In Uganda, the objectives for achieving sustainable development are: reviving meaningful growth; changing the quality of growth; meeting essential needs for jobs, food, energy, water, and sanitation; ensuring a sustainable level of population; conserving and enhancing resource base; reorienting technology and managing risk; merging environmental and economic values in decision making; and making development more participatory (UNDP,2005). The national (MNR, 2000) environment policy for Uganda stresses the essential need to address the implications of gender roles in developing environment and natural resource management policy. The objective is to integrate gender concerns in environmental policy planning, decision making, and implementation at all levels to ensure sustainable social and economic development in Uganda.

Sustainable development is focused on people at the centre. This calls for the infusion of key ethical and gender issues in the following pillars of the human development paradigm based on: productivity, equity, sustainability, cooperation and security. People must be empowered to increase their inputs/outputs for gainful income generation and remuneration employment. Economic growth is a subset of the human development model based on gender mainstreaming in decision-making. One of the national climate change policy priority directions in Uganda is to mainstream gender issues in climate change adaptation and mitigation approaches to reduce the vulnerability of women and children to the impacts of climate change and recognize their key role in tackling this issue. Uganda's vulnerability and adaptation assessments indicate that the poor (in both urban and rural areas), most being women and children, are most vulnerable to climate change impacts. The greater vulnerability of women is mostly due to gender inequality (GoU, 2013).

Some of the common issues and options for community engagement in gender equality communication strategy include: awareness of gender concepts, issues, concerns, and needs; accessible gender information; incentives for gender-sensitive attitudes and behaviour; applicable gender policy and regulations; political, management, and administrative commitment and will; education and functional literacy levels; stable social, economic, legal, political, and natural environment; role models, appeals, credible messages, media; scan and remove environment barriers, quality of messages and services; message alignments to target audiences; participation of key stakeholders; gender equality and equity, empowerment of women; participatory message design and harmonious messages; message reach to the intended audiences, multimedia approach and strategy; ethical conduct of campaigns process like: cultural sensitivity; empowerment to performance, positive messages and encouraging appeals; and access to services and outputs.

Prospects and Solutions for Implementation in Africa

Discrimination against women is any distinction, exclusions or restrictions made based on sex, which has the effect or purpose of impairing both the spirit and letter of the Convention in their own countries (CEDAW, 1999). Discrimination is one of the key gender and ethical issues listed in the article. The convention obligates the states to, institute the appropriate constitution, policy, legal, institutional, and administrative reforms or initiatives to implement the letter and spirit of the document. States should address the development and advancement of women, acceleration of equality between men and women, sex role and stereotypes, suppression of the exploitation of women, political and public life. Its perpetuity grossly undermines SDG 13 progress in Africa.

Likewise, the following SDG 13 targets are expected to be achieved through urgent action to combat climate change and its impacts: strengthen resilience and adaptive capacity to climate-

related hazards and natural disasters in all countries; integrate climate change measures into national policies, strategies, and planning; improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning; implement the commitment undertaken by developed country Parties to the UNFCCC to a goal of mobilizing jointly USD100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible.

Other targets are planned to promote mechanisms for raising capacities for effective climate change-related planning and management, in LDCs, including focusing on women, youth, local and marginalized communities; Indicators of SDG 13; losses from natural disasters, by climate and non-climate-related events (in US\$ and lives lost); the presence of urban building codes stipulating either the use of local materials and/or new energy-efficient technologies or with incentives for the same; implicit incentives for low-carbon energy in the electricity sector (measured as US\$/MWh or US\$ per ton avoided CO₂) ; and rate of primary energy intensity improvement.

Additional targets are total energy and industry-related GHG emissions by gas and sector, expressed as production and demand-based emissions; availability and implementation of a transparent and detailed; deep decarbonization strategy, consistent with the 2°C - or below - global carbon budget, and with GHG emission targets for 2020, 2030 and 2050; net GHG emissions in the agriculture, forest and other land-use sectors; official climate financing from developed countries that are incremental to ODA (in US\$); and GHG emissions intensity of areas under forest management.

Availability and implementation of a transparent and detailed deep decarbonization strategy, consistent with the 2°C - or below global carbon budget, and with GHG emission targets for 2020, 2030 and 2050; official climate financing from developed countries that is incremental to ODA (in US\$); official climate financing from developed countries that are incremental to ODA (in US\$); availability and implementation of a transparent and detailed deep decarbonization strategy, consistent with the 2°C - or below - global carbon budget, and with GHG emission targets for 2020, 2030, and 2050.

Gender equality media awareness campaigns are very critical for effective climate policy, research, conventional, and legal implementation; they are vital for policy and decision-makers themselves; the campaigns provide information and knowledge for the empowerment of the intended people; they are important for policy implementers and key stakeholders as they act as guides, and the professionals or the campaigners rely on them as they provide more insight and raw materials for better campaigns strategies. This time around, the entire SDGs must be guided by gender in all the units of data collection (component by component). Time is up for costly gender blunders. The 2030 SDGs are a series of targets and indicators which were approved by the UN in 2015. Climate coinage services, goods, and processes are the pivot of all the 17 SDGs. The proposed SDGs by 192 UN member states contain 17 goals, 169 targets, and 304 indicators covering a wide range of sustainable development issues. These include: ending poverty and hunger, improving health and education, making our cities and human settlements [sustainable](#), gender equality, combating climate change, protecting oceans, and forests.

SDGs provide unique opportunities for all the known climate change adaptation and mitigation policy applications. These include curriculum development and reviews, collaborative research projects, clinical trials, community pilot outreaches, training, exchange visits, technology transfer, fundraising, and public awareness communication campaigns. The approved 17 sustainable

development goals are presented below: SDG1: End poverty in all its forms everywhere. SDG2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture. SDG3: Ensure healthy lives and promote well-being for all at all ages. SDG4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. SDG5: Achieve gender equality and empower all women and girls. SDG6: Ensure availability and sustainable management of water and sanitation for all. **SDG7**: Ensure access to affordable, reliable, sustainable, and modern energy for all. SDG8: Promote sustained, inclusive, and sustainable economic growth, full and productive employment and decent work for all.

Others are SDG9: Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation. SDG10: Reduce inequality within and among countries. SDG11: Make cities and human settlements inclusive, safe, resilient, and sustainable. SDG12: Ensure sustainable consumption and production patterns. SDG13: Take urgent action to combat climate change and its impacts. SDG14: Conserve and sustainably use the oceans, seas, and marine resources for sustainable development. SDG15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss. SDG16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels. **SDG17**: Strengthen the means of implementation and revitalize the global partnership for sustainable development

At the same time, the UN's CEDAW (GoU, 1999) and the African Charter on Women's Rights obligate states to provide for: international representation and participation of women; national laws; education; employment; equality and participation of women; national laws; equality and access to appropriate health care; economic and social benefits; rural women; equality before the law and in a civil matter; and equality in marriage and family life. Most African states have eagerly responded to the CEDAW but public awareness of them is still too low or nonexistent. Community radio speeds up the process of informing the community as it is a catalyst to promote the right to community communication (BNNRC, 2012).

Furthermore, engendered community radio can play a specific and crucial role in encouraging (Basnet, 2012): public participation; facilitating community-level debates; strengthening cultural and linguistic diversity; providing access to information; the most effective tool for assisting people in poor communities in agriculture, education, health services, building infrastructure, community forestry, environmental conservation, natural disaster preparedness, empowering the marginalized, and establishing good governance; helping to localize information and messages; giving people tools for cultural expression, news, and information, dialogue, and development

Increasing the awareness of the importance of indigenous knowledge and enhancing the application of indigenous knowledge in development activities. The area of action is to raise awareness of the value and potential use of Indigenous knowledge among local people, field level workers and organizations, teachers, scientists and other academics, policymakers and development planners. Challenges are: activities still few but increasing, some involve local people as partners or actors, limited integration of indigenous knowledge modules into regular training courses on rural development, information on indigenous knowledge is not suitably packaged for policymakers and development planners, some policy papers recognize the value of indigenous knowledge experience with the practical application is not recorded or docketed hitherto.

An engendered community media can rapidly propel the current prospects for the African internal and external trade collaboration in a wide range of eco-tourism enhancement activities which

include: joint product or service development, research, human resource development and management, exchange of tourism experts and tourism information within the existing regional economic and trading blocs like the Common Market for Eastern and Southern Africa (COMESA), Southern African Development Area Coordination Conference (SADCC), East Africa Community (EAC), Economic Community for the Organisation of West African Countries (ECOWAS), NEPAD, ECA, AfDB, and the African Union Commission (AUC) among others.

Mainstreaming gender equality communication campaign that provides unfettered public access to quality information and knowledge will drive the new global tourism partnership for Africa to heal the current North-South widening gaps through partnership initiatives such as peace and security, conflict resolutions for eco-tourism, quality tourism, joint ventures, technology transfer, exchange bids, subject-to-subject attitude, being explicit about values, transparency in interests, clear standards, sticking to mutual agreements, capacity building and development, institutional building and observance of tourism ethical standards (Okaka, 2007).

Gender equity should be the watchword for the entire community, district, national, and regional climate change activities. For example, district climate change committees for each community/district the functional gender parities at all levels to coordinate the activities of the district council relating to the management of climate change resources; ensure that environmental concerns are well integrated in all plans and projects approved by the district council; assist in the development and formulation of bye-laws relating to the management of the environment; promote the dissemination of information about the environment through education and outreach programmes; coordinate with the authority on all issues relating to environmental management; coordinate the activities of local environment committees in the management of climate change; receive reports from the local environment committees and advise the local climate change committees, and prepare a district state of the environment report regularly.

Measuring gender communication outcomes include checking the: number of communications produced, by type, during the reference period; the number of communications disseminated, by type, during the reference, period; percentage of the target audience who correctly comprehend a given message; the percentage who express knowledge, attitude and opinions consistent with the message; the percentage who acquire the skills recommended by the message; the percentage who discuss the message with others, by type of person; and the percentage who do the desired practices. Africa needs unfettered access to climate policy information services, refined, packaged, and timely disseminated, using informed decentralized decision-making, public awareness, and community media advocacy. Climate institutions in Africa should generate and provide the right level, time, quality, and quantity of information needed by the African policy and decision-makers as well as the general public for effective applications.

The essence of SDG 3 is to ensure healthy lives and promote well-being for all ages regionally. The following SDG 3 targets aim to ensure healthy lives and promote well-being for all at all ages by 2030: reduce the global maternal mortality ratio to less than 70 per 100,000 live births; end preventable deaths of newborns and under-5 children; end the epidemics of aids, tuberculosis, malaria, and neglected tropical diseases and combat hepatitis, water-borne diseases, and other communicable diseases; reduce by one-third pre-mature mortality from non-communicable diseases (NCDs) through prevention and treatment, and promote mental health and wellbeing; strengthen prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol; and halve global deaths from road traffic accidents.

These targets will ensure universal access to sexual and reproductive health care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes; achieve universal health coverage, including financial risk protection, access to quality essential health care services, and access to safe, effective, quality, and affordable essential medicines and vaccines for all; substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution and contamination; and strengthen implementation of the framework convention on tobacco control in all countries.

Others are to support research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect; developing countries to provide access to affordable essential medicines and vaccines, following the DOHA declaration which affirms the right of developing countries to use to the full the provisions in the tripartite agreement regarding flexibilities to protect public health and, in particular, provide access to medicines for all; increase substantially health financing and the recruitment, development and training and retention of the health workforce in developing countries, especially in LDCs and SIDS; and strengthen the capacity of all countries, particularly developing countries, for early warning, risk reduction, and management of national and global health risks.

Conclusions and Recommendations

The current state fragility vulnerability issues in Africa (EU, 2000, & Okaka, 2013) need urgent attention to gender equality and women empowerment mainstreaming in all development areas including natural resources, soil and land use, wildlife, biodiversity, health, the earth in the future, population and land use, industrial activity, agriculture or forestry, energy, fishing or aquaculture, ozone layer, climate change, environmental risks, air quality in the atmosphere, acidification, freshwater, marine and coastal waters, the consumer society, transport, hazardous waste, urbanization, tourism and leisure, chemicals and genetically modified organisms, uncontrolled development of real estate (EU, 2000, 2012).

What is needed is for governments, researchers and research institutions, research networks, civil society organizations, communities, external development partners to align urgently and build joint capacity. Community radio broadcasting should clarify the distinctions between state fragility and state resilience as well as their effects and their mitigations at national and community levels. As a result, it is vital to promote: women's programmes, education of women, access to information, gender-based technologies that better women's workload, green energy like fuel-saving stoves or solar driers, the use of sanitary facilities and providing clean and safe drinking water.

Furthermore, for the continent should adopt plausible economic variables, the political indicators for resilience development in Africa should practice gender equality mainstreaming and women in all spheres of policy focus such as (EU, 2012): the degree of national integration and sense of national unity, degree of centralization of political power, the extent of political participation, strength of the labour movement, degree of political and press pluralism, political and social influence of the religious organization, degree of administrative efficiency, the extent of political will and commitment to economic reforms, policy and institutional reforms. For example, a Kenyan study on the policy-makers sources of information; ranked the following sources in their descending order of importance: mass media both electronic (digital) and print (led by radio); special groups (NGOs); special media like policy briefs, brochures, pamphlets, newsletters); and internet websites with social media becoming more popular (Wafula, 2012).

There is a need to foster dialogue between data providers and end-users to ensure a feedback loop that would inform new directions in improving data networks, data translation, or tailoring data into

useful information for decision-makers and practitioners. It is recommended that climate information should be provided promptly and at an appropriate scale for decision-making. In addition, the importance of harnessing local knowledge, development of improved varieties, ICT, and exchange information is emphasized. Communication of research should be improved to enhance adoption of technologies at all levels; investment in ICT research, development, and capacity-building for multidisciplinary researchers (UNECA /ACPC, 2014).

It is imperative that communities are empowered and that both men and women participate meaningfully in planning, testing, and rolling out adaptation and mitigation activities in rural and urban areas. We needed to include gender and climate change in education curriculum or training programmes. All climate change policies and activities must be gender-sensitive, and the capacity of all stakeholders at all levels be strengthened to promote gender-sensitive approaches to climate change adaptation (GoU, 2013). It is now known that the media are the most effective and efficient channels in affecting the vital attitudinal and knowledge change for a public health management system for all. Multimedia and inter-personal communications campaigns would yield better outcomes in creating, raising, developing, and sustaining high awareness for empowerment in Africa. effective communication campaigns can create, raise, develop, monitor, and sustain public awareness of gender equality and equity mainstreaming in climate change information services for SDGs in Africa.

Already, there are vital gender inequality and equity information, policy, research, knowledge, and practice gaps across Africa due to poor or wrong: attitudes, behaviour, planning, perceptions, policies, management, budgeting, leadership, education, communication, practice, staffing, methods, values, and strategies experienced by most countries where lip service is the norm. Most climate change adaptation and mitigation policy weaknesses, failures, illiteracy, and vulnerabilities to the adverse impacts of climate change could be attributed to huge information and knowledge gaps, lack of research and adoption of adaptation innovations by the key stakeholders involved.

Accordingly, effective deployment of the community media and interpersonal communication approaches would suffice for maximum audience exposure. All adaptation and resilience media advocacy communication should be coordinated to achieve a faster rate of adoption and diffusion of innovations, capacity building, funding, technology transfer, collaborative research, and global networking. The communication strategy should attack: gender blind bureaucracy in decision making; lack of competence in project planning and management; database gaps and weaknesses; institutional capacity weaknesses; national debt crisis; procurement procedures; technology transfer and knowledge sharing; conflicting policies and laws; inherent technical, political and administrative problems; project delays or budget overruns.

To conclude, engendered cost-effective policies based on IKS, economic incentives, and coordinated instruments; will curb mitigation and adaptation costs. Prudent regional mitigation, adaptation, and knowledge management can reduce the risks of climate change to ecosystems, food security, water resources, human health, natural, and socio-economic systems. Access to climate change policy information is one of the key communication challenges facing most communities in all the five east Africa community (EAC) member states. Awareness levels on the opportunities and benefits of the EAC integration among the citizens are still too low (Eyotaru, 2013).

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