

LITERACY STATUS BEFORE AND AFTER THE MULTI-PRONGED OUTREACH APPROACH OF BUGEMA UNIVERSITY IN KALAGALA COUNTY, LUWERO DISTRICT, UGANDA

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Abstract

Utilizing the explanatory mixed method design, empirical data on literacy status from 150 residents of Kalagala County were collected using a researcher devised research tool, tested scientifically for validity and reliability. The means, frequency and percentage distribution and Pearson Correlation Coefficient were employed to reflect the numerical configurations coupled with the qualitative paradigm to elucidate and elaborate on the quantitative data. The findings revealed that the multi-pronged approaches consisting of health information campaign, lectures on hygiene and sanitation, food workshops, health education seminars, physical interaction of the residents with health professionals decreased malnutrition, maternal and infant mortality rate shaped the residents' beliefs towards preparing nutritious foods, healthy way of life and enhancement of social interactions. Therefore, the quantitative data on literacy status reflected a positive significant correlation with the multi-pronged outreach approach that consequently implied sustainability of the outreach program by Bugema University. The qualitative data on issues and challenges of the residents from the standpoint of literacy necessitated inclusion of these concerns in the social awareness program of the university.