



# Participatory Sensitization Campaigns for Promoting Sustainable Aquaculture Practices in Coastal Communities of Western Kenya, 2006

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## Abstract

Participatory sensitization campaigns have been used to promote sustainable aquaculture practices in various coastal communities globally. A mixed-method approach was employed, including surveys ( $N = 120$ )  $\wedge$  *focus group discussions* ( $n = 3$  groups)  $\frac{\text{conducted}}{a}$  year. Data were analysed using thematic analysis for qualitative data and descriptive statistics for quantitative data. The campaign led to an increase of 45% in community knowledge about sustainable aquaculture practices, with themes including improved water management and better feed utilization strategies. While the campaign successfully raised awareness, challenges such as limited resources and inconsistent enforcement remain. Long-term support and resource allocation are recommended to sustain the positive changes observed.

**Keywords:** *Kenya, Coastal, Community-Based, Participatory, Sensitization, Sustainability, Aquaculture*

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