THE NEXUS BETWEEN PARTICIPATORY COMMUNICATION AND PROSTATE CANCER SCREENING AMONG AT-RISK POPULATION IN WESTLANDS, NAIROBI - KENYA

ABSTRACT
This study sought to investigate the significance of participatory communication in promoting the uptake of prostate cancer screening among Kenyan men classified as most at risk of developing the disease. The objectives of the study were: to find out the perceptions of men at risk towards prostate cancer screening in Westlands Constituency; to investigate the barriers to prostate cancer screening among men at risk in Westlands Constituency; and to examine the role of participatory communication in bolstering the uptake of prostate cancer screening among men at risk in Westlands Constituency. The study used the Health Belief Model, the Social Learning Theory and the Persuasion Theory, as the underpinning theoretical constructs. Convenience Sampling was used to select participants for the Focus Group Discussions while purposive sampling was used to select participants for the Key Informant Interviews. The study employed qualitative research approach. Interview Schedules and Focus Group Discussion Guides were the main data collection tools. Thematic data analysis method was used to analyse the ensuing data. Narrative method was used to present the analysed data. The study found that men at risk of developing prostate cancer generally have negative feelings and perceptions about the disease, associating it with suffering and death. The study has found that participatory communication is a powerful and suitable method of creating awareness and enhancing uptake of prostate cancer screening among men at risk in Westlands Constituency. The study therefore recommends that the Government of the Republic of Kenya and other stakeholders working in the field of prostate cancer employ participatory communication in their efforts to increase uptake of prostate cancer screening.

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