

**Poor communication eats a good  
response strategy Jaqueline N.M &**

**Juliana. M**

**Department of Health Sciences, Maasai Mara University, Kenya**

*naulikha@mmarau.ac.ke*

**Abstract**

Despite consistent, concerted and practical efforts by several ministries under the leadership of the ministry of health, the spread of coronavirus seems to be on the rise in Kenya. Local communities seem to resist all interventions and even reject testing, yet it's the most effective way to detect spread. Experts warn that even if reduction in infections is achieved, there is no guarantee that the country will respond better, were a fourth wave to occur. Reduced or end-game infections are likely to be conception of new problems such as discrimination, community ostracisation, entrenchment of poorly coded and delivered information, likely less factual. The absence of a well-choreographed well understood, well acknowledged and well-adopted communication strategy proves to be the disconnection between state and the public. This has caused slow adoption of much-needed behaviour change amongst the people, similarly motivated government to adopt more militarized approaches such as lockdowns, curfews and stay home orders that largely mock human rights partially. If we model infectious diseases communication strategy on public health management protocol, with a clear standard operating procedure(s) that deliberately integrate community understanding of the disease including their preferred mitigation approaches we will not only improve acceptability of vulnerability amongst local communities, but achieve messaging that permeates the local psyche of managing pandemics, build better information, education and communication materials and likely reduced opportunities for recurrence due to discrimination and other socially invincible drivers.

**Key Words:** Communication strategy, community, Pandemic