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INTERPERSONAL COMMUNICATION CHANNELS' INFLUENCE ON UPTAKE OF CERVICAL CANCER SCREENING IN UASIN GISHU COUNTY

Communication is the primary tool for educating people about cancer risks and motivating them to seek out screenings for early detection of cancer. Effectiveness of communication methods used will influence their understanding of their susceptibility to developing the disease and their receptivity to information and in turn, their uptake of screening. This paper seeks to examine how interpersonal communication channels utilized were influential in uptake of cervical cancer screening among women aged 18-65 years seeking healthcare services at Moi Teaching and Referral Hospital. Preliminary findings of this study reveal that the government of Kenya disseminates cervical cancer information majorly using the mass media channels. Moi Teaching and Referral Hospital which was the study area mainly communicates through posters. This could partially explain why little has been achieved in terms of uptake. The study revealed that most women preferred receiving health related information through the health workers, cancer survivors, family and friends. This shows that face to face communication through interpersonal communication channels may be more effective over impersonal forms of communication in disseminating cervical cancer information and in uptake of cervical cancer screening in Kenya.

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