

## **Dr. Sammy Yaah Baya**

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Kenya Medical Research Institute (KEMRI) - Corporate Communications Department

**Specialization:** Health Communication | Mass Communication | Media & Public Health

### **Professional Profile**

A seasoned communication scholar, educator, and public health strategist with over 18 years of experience at the intersection of **communication, health, and education**. I hold a PhD in Mass Communication and a Master's in Communication Studies, with deep expertise in **health communication, media studies, digital engagement, and public health messaging**.

Currently serving as **Principal Corporate Communications Officer** at the Kenya Medical Research Institute (KEMRI), I lead national-level communication strategies that translate scientific research into accessible and impactful public health messaging.

My academic roles at **Saint Paul's University** and **Multimedia University** reflect a commitment to mentorship, research supervision, and developing future leaders in communication and media. My work is grounded in **evidence-based, theory-driven communication** that supports public health outcomes, influences policy, and drives behavior change.

### **Core Competencies**

- Postgraduate Supervision (Master's & PhD)
- Strategic Health Communication & Campaigns
- Academic Research & Scholarly Writing
- Digital Health Communication Tools
- Stakeholder Engagement & Public Speaking
- Media Relations & Crisis Communication
- Curriculum Design & Higher Education Teaching
- Organizational & Interpersonal Communication

## **Professional Experience**

### **Kenya Medical Research Institute (KEMRI), Nairobi, Kenya**

#### **Principal Corporate Communications Officer**

*2006 – Present*

- Contributes to KEMRI's institutional communication strategy.
- Design and implement national/regional public health campaigns.
- Translate scientific research into audience-friendly messages.
- Conduct communication audits; manage stakeholder relations.

- Manage customer care, media relations, digital platforms, and crisis communications.

#### **Additional Appointments at KEMRI:**

- **Performance Contract/Productivity Improvement Champion** (July 2025 – June 2028)
- **Head, Customer Care & Community Liaison/CSR** (Feb 2025 – Jan 2028)
- **Acting Head, Corporate Affairs** (March 1–28, 2017)

#### **Committee Roles at KEMRI:**

- Chair, KEMRI Public Complaints Committee (2018 – Present)
- Member, Taskforce on Sexual Harassment Policies (2020–2021)
- Member, Promotions Shortlisting Committee (March–April 2022)

#### **Teaching & Facilitation at KEMRI Graduate School**

*Feb–March 2025: 8-week course on Health Journalism & Public Health*

#### **Topics Taught:**

1. Overview of Health Communication
2. Current Challenges in Health Reporting
3. Introduction to Health Journalism
4. Public Health Communication as a Tool for Community Engagement

## **Academic Roles**

### **Part-time Lecturer & Postgraduate Supervisor**

#### **Multimedia University of Kenya, Nairobi**

*2019 – Present*

- Teach postgraduate courses in Health Communication, Research Methods, and Media Analysis.
- Supervise thesis and research projects.

#### **Saint Paul’s University, Nairobi**

*2019 – Present*

- Teach Strategic Communication, Communication Theory, and Public Health Communication.
- Guide student research in digital health and behavior change.

## **Other Lecturing Roles**

- **Masai Mara University** (April–July 2022)
- **Jomo Kenyatta University of Agriculture & Technology** (Jan 2020 – April 2021)
- **Technical University of Kenya** (2014 – 2018)
- **KEVEYE GIRLS (High School Teacher – French & Kiswahili)** (Jan–April 2005)

## **Education**

### **PhD in Mass Communication**

Jomo Kenyatta University of Agriculture & Technology (JKUAT), 2015  
*Focus:* Health Communication, Media Effects, Public Health Discourse

### **MA in Communication Studies**

University of Nairobi (UoN), 2009  
*Focus:* Strategic Communication, Conflict Communication

### **Bachelor of Education (French), Maseno University, 2005**

### **Kenya Certificate of Secondary Education (KCSE)**

Lenana School, 1998 - Grade: B+

## **Language Proficiency**

- **French:** French Diploma – Alliance Française (Assez Bien), 2000
- **German:** Goethe-Zertifikat A1 & B1 – Grades: Good/Satisfactory (2009, 2011)

## **Leadership & Management Training**

- **Kenya School of Government – Senior Leadership Development Program**, 2023
- **Kenya School of Government – Senior Management Course**, 2018
- **University of Washington – Leadership & Management in Health**, 2017
- **University of Washington – serving as a site coordinator / Facilitator, Leadership & Management in Health**, 2017

## **Certifications (Selected)**

- **Internal Auditor – ISO 9001:2015** (SGS Kenya, 2016)
- **Trustee Development Program** – College of Insurance, 2020
- **Safeguarding for Community Workers** – LSTM & KEMRI, 2022
- **Monitoring & Evaluation Workshop** – UoN & KEMRI, 2018
- **Public Complaints & Access to Information** – CAJ, 2016 & 2022
- **Career Counseling Recognition** – Lenana School, 2021

## Publications (Peer-Reviewed)

### Selected Journal Articles and others

1. **Baya, S. Y.** (2025). *Strengthening public value of health research through strategic science communication in Kenya*. *African Journal of Emerging Issues, Knowledge Management Special Section*.
2. **Baya, S. Y.** (2025). *Science communication as a bridge between health research and society in Kenya*. *International Journal of Science and Research*, 14(11). <https://www.ijsr.net>
3. Chege, M. W., Wagumba, C. A., & Baya, S. Y. (2025). *Examining radio as a tool for facilitating marital reconciliation: Case of Patanisho segment on Radio Jambo Kenya*. *International Journal of Multidisciplinary Research and Publications*, 8(3), 184–191.
4. Baya, S. (2025, February). *Disseminating research findings in Kenya* [Conference presentation abstract]. 15th KEMRI Annual Scientific & Health (KASH) Conference, Kenya Medical Research Institute, Nairobi, Kenya. <https://www.kemri.go.ke/wp-content/uploads/2025/02/KASH-15-Abstract-Book.pdf>
5. Ogendi, R. N., Kigatiira, K. K., & Baya, S. Y. (2024). *Effect of economic responsibility on community engagement... International Journal of Research in Interdisciplinary Studies*, 2(9).
6. Anyango, A., Muchunku, I. G., & Baya, S. Y. (2024). *Personal gratification factors influencing the use of WhatsApp features... International Journal of Research in Interdisciplinary Studies*, 2(9).
7. Koros, C. W., Wagumba, C., & Baya, S. (2023). *Influence of television sexual content consumption on teenage pregnancy among high school students in Embakasi Sub-County*. *International Journal of Research in Engineering, Science and Management*, 6(10), 1–?. <https://www.ijresm.com>
8. **Gachago, M., Muasya, G., & Baya, S.** (2022). *The influence of Linda Mama Programme on interpersonal communication between midwives and maternal mothers at Mama Lucy Kibaki Hospital*. *African Multidisciplinary Journal of Research (AMJR), Special Issue II*, 49–65.
9. Akoto, J., Muchunku, I. G., & Baya, S. Y. (2021). *Evaluation of communication methods in the crisis management plan of Kenyatta National Hospital*. *American Journal of Humanities and Social Sciences Research*, 5(9), 1–8. <http://www.ajhssr.com>
10. Idow, A. H., Baya, S. Y., & Muchunku-Mwenda, I. (2021). *Employees' perceptions towards internal communication during organizational change management at Multimedia University of Kenya*. *International Journal of Scientific and Research Publications*, 11(8), 464. <https://doi.org/10.29322/IJSRP.11.08.2021.p11658>
11. Baya, S. Y. (2015). *The relationship between television viewing and sexual initiation among Kenya youth* [Doctoral dissertation, Jomo Kenyatta University of Agriculture and Technology]. JKUAT Institutional Repository. <https://ir.jkuat.ac.ke/bitstream/handle/123456789/1775/BAYA%20%20CSAMMY%20YAAH-PHD%20MASS%20COMMUNICATION.pdf?isAllowed=y&sequence=1>
12. Baya, S. Y., Mberia, H. K., & Bosire, J. (2015). *The association between television sexual content and sexual initiation among Kenyan youth*. *IOSR Journal of Humanities and Social Sciences*, 20(7), 79–92.

13. Baya, S. Y., Mberia, H. K.; & Bosire, J. (2015). The Effect of parental mediation and television co-viewing on adolescents sexual initiation in Kenya. *International Journal of Scientific and Research Publications*, 5(7)
14. Baya, S. Y., & Mberia, H. K. (2014). *The impact of television viewing in influencing adolescents' sexual behaviour*. *International Journal of Scientific and Research Publications*, 4(5), 1–?. <http://www.ijsrp.org>
15. Baya, S. (2009). *Communication and conflict: A case study of indigenous mechanisms of conflict resolution among the Mijikenda* [Master's thesis, University of Nairobi]. University of Nairobi Digital Repository. <https://repository.uonbi.ac.ke/handle/11295/>
16. Baya, S. (n.d.). *Does the mass media influence adolescents' sexual activity in Kenya?* [Conference presentation abstract]. KASH Conference, Kenya Medical Research Institute, Kenya.

## Books Authored

1. **Narcissistic Relationships** – ISBN: 978-9966-8274-5-6
2. **Financial Freedom: Road to Wealth** – ISBN: 978-9966-8274-3-2
3. **Anger Management** – ISBN: 978-9966-8274-4-9
4. **Hungry for Success** – ISBN: 978-9966-8274-2-5
5. **Top Secrets of Academic Excellence** – ISBN: 978-9966-8274-0-1
6. **Adolescent Sexual Behaviour & Parental Communication** – ISBN: 978-9966-8274-1-8
7. **Relationships: Keys to Intimacy** – ISBN: 978-9966-107-42-8
8. **Stress Management** – ISBN: 978-9966-107-44-2
9. **Infidelity & Breakups** – ISBN: 978-9966-105-67-7
10. **Network to Success: Personal Branding** – ISBN: 9966-107-43-5
11. **Energy & Desire: Inspirational Life Lessons** – ISBN: 978-9966-096-22-7

## Research Supervision

### PhD Supervision – Ongoing

- **Javed Kan (JKUAT)** – Digital Communication
- **Mishael Mose (JKUAT)** – Political Communication

### **Master's Supervision – Completed**

Supervised over 10 Master's theses (2019–2025), including topics on health communication, digital media, CSR, and policy messaging

- **Moses Chege (2025)**
- **Ann Wangui Ndirangu (2025)**
- **Rose Awuor Ochieng (2025)**
- **Ruth Ogendi (2024)**
- **Apolyne Anyango (2024)**
- **Winnie Koros (2024)**
- **Mary Jane Gachago (2021)**
- **Ali Hassan (2020)**

- **Jemimah Atieno Akoto (2019)**

### **External Examiner**

- **Multimedia University (2024) - Ogambi MacDonald Ouko (2024)** : Title of Thesis is ``The Impact of Organizational Culture on Employee Performance in Public Universities in Kenya``
- **Multimedia University (2024) - Hassan Kuya Akana (2024)** : Title of Thesis is `` The Effect of Corporate Social Responsibility Communication Strategies on Corporate Identity : A Case of Standard Chartered Bank's Nairobi Marathon.``

### **Internal Examiner**

- **St. Paul's University (2023)** – Four MA Dissertations

### **Research Interests**

- Health Messaging & Public Health Communication
- Media Framing of Health Crises
- Communication Strategies in Healthcare
- Digital Media and Behavior Change
- Crisis & Risk Communication
- Strategic Communication in Policy Advocacy

### **International Conferences & Trainings**

1. **23rd African Education INDABA**, Limbe, Cameroon (2025)
2. **Summer School on SDGs**, France (2018)
3. **AfBSA Annual Biosafety Conference**, South Africa (2012)
4. **Biosafety Workshop**, Ghana (2011)
5. **Biosecurity Training**, Mali (2010)
6. **Visits to ABSA, CRDF & U.S. Department of State**, USA

### **Professional Statement & Teaching Philosophy**

I believe communication is both a strategic tool and a transformative force for public health, education, and societal development. My approach bridges theory and real-world application, focusing on participatory learning and ethical engagement. As a mentor and leader, I nurture reflective practitioners ready to tackle contemporary challenges in communication and public health.

**Referees**

Available upon request.