

Dr. Sammy Yaah Baya

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Kenya Medical Research Institute (KEMRI) - Corporate Communications Department

Areas of Specialization: Science Communication | Health Communication | Mass Communication | Public Health Communication | Strategic Corporate Communication | Media Relations

Professional Profile

A highly communication scholar, public health communication specialist, educator, and corporate communications leader with over 20 years of professional experience spanning **academia, communication and health research**. I hold a PhD in Mass Communication, a Master's degree in Communication Studies and a Bachelor of Education (Arts-French), with extensive expertise in **health communication, science communication, media studies, digital communication, WordPress website development and management, stakeholder engagement, customer experience and public health messaging**.

Currently serving as **Principal Corporate Communications Officer** at the **Kenya Medical Research Institute (KEMRI)** where I lead the Customer Care, Public Complaints Management, Community Outreach and Corporate Social Responsibility (CSR) functions. I develop and implement communication strategies that strengthen institutional reputation, enhance public engagement, promote research uptake, and improve service delivery.

Alongside my professional role, I have taught at St. Paul's University, Multimedia University of Kenya, **and other institutions of higher learning, mentoring undergraduate and postgraduate students, supervising research projects and contributing to the development of communication professionals**.

My work is driven by evidence-based and theory-informed communication approaches that translate complex scientific and health information into clear, accessible messages, influence policy, strengthen public trust, promote behaviour change and improve health outcomes. I am also the developer of the **BAYA Model**, an evidence-informed framework for translating scientific research into meaningful public engagement and social impact.

Core Competencies

- Postgraduate Supervision (Master's & PhD)
- Strategic Health Communication & Public Health Campaigns
- Science Communication & Knowledge Translation
- Academic Research & Scholarly Writing
- Digital Health Communication & Social Media Strategy
- Media Relations, Public Relations & Crisis Communication
- Stakeholder Engagement, Community Liaison & Partnership Development
- Customer Care, Public Complaints Management & Service Excellence
- Corporate Communication & Reputation Management

- Curriculum Development, Higher Education Teaching & Mentorship
- Organizational, Interpersonal & Intercultural Communication
- Public Speaking, Training & Facilitation
- Monitoring, Evaluation & Communication Impact Assessment
- Policy Communication, Advocacy & Evidence-Informed Decision Making
- Leadership, Team Management & Strategic Planning

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 international/national/regional public health campaigns.
- Translate scientific research into audience-friendly messages.
- Conduct communication audits; manage stakeholder relations.
- Manage customer care and public complaints.

Additional Appointments at KEMRI:

- **Appointed to be part of the KEMRI/WRAIR-AFRICA ACTCHIK Clinical Trial Project Team** (June 2026 -May 2030). My role is to oversee communication and stakeholder engagement activities under Work Package 6.
- **Performance Contract/Productivity Improvement Champion** (July 2025 – June 2028)
- **Head, Customer Care & Community Liaison/CSR** (Feb 2025 – Jan 2028)
- **Appointment as Trustee for KEMRI Retirement Benefits Scheme (DB)** (6th June, 2022)

Committee Roles at KEMRI:

- Appointment to the KEMRI Open Day Organizing Committee (9th February 2026)
- 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

20th April- 3rd July 2026: Appointment as a facilitator/teacher for the Health and Science Communication Course (Cohort III)

3rd Feb – 28th March 2025: Appointment as a facilitator/teacher for the Health and Science Communication Course (Cohort I)

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), 2012 - 2015
Focus: Health Communication, Media Effects, Public Health Discourse

MA in Communication Studies

University of Nairobi (UoN), 2007 - 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; KCSE-FRENCH Grade A-
- **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. Wangui, A., Baya, S., & Omukoba, D. (2025). *Timing and transparency in crisis communication management: Enhancing public perception within public institutions in Kenya. A case study of Kenya Agricultural and Livestock Research Organization (KALRO)*. **African Multidisciplinary Journal of Research**, 2(3). <https://doi.org/10.71064/spu.amjr.2.3.2025.480>
2. 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**.
3. 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>
4. 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.
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/>

Papers/Abstracts Presentations at Conferences

1. 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>
2. 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. **Science Communication** - ISBN: 978-9966-8274-6-3
2. **Narcissistic Relationships** - ISBN: 978-9966-8274-5-6

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

Research Supervision

PhD Supervision – Ongoing

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Master’s Supervision – Completed

Supervised 9 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 Communication
- Behavior Change Communication
- Media Framing of Health Issues
- Communication Strategies in Healthcare
- Digital Media and Behavior Change
- Crisis & Risk Communication
- Digital Media for Health Communication
- Health Policy Advocacy & Strategic Communication
- Science Communication & Knowledge Translation
- AI, Digital Media & Public Health Communication

International Conferences & Trainings

1. **Invitation to the official launch of the ACT-CHIK project**, Kigali, Rwanda (8th-10th June)
2. **23rd African Education INDABA**, Limbe, Cameroon (2025)
3. **Summer School on SDGs**, France (2018)
4. **AfBSA Annual Biosafety Conference**, South Africa (2012)
5. **Biosafety Workshop**, Ghana (2011)
6. **Biosecurity Training**, Mali (2010)
7. **Visits to ABSA, CRDF & U.S. Department of State**, USA

Professional Statement & Teaching Philosophy

I believe that communication is more than just sharing information. It is a powerful tool for educating people, improving health, solving problems, influencing positive behaviour, and creating lasting social change. Good communication helps bridge the gap between research, policy, and the public so that scientific knowledge can improve people's lives.

Throughout my career, I have combined academic knowledge with practical experience in health communication, science communication, media relations, customer care, public engagement, and organizational communication. This enables me to connect classroom learning with real-life situations and prepare students for the demands of the workplace.

My teaching philosophy is learner-centred, participatory, and practical. I encourage students to ask questions, think critically, discuss ideas openly, and apply communication theories to real-world challenges. I believe students learn best when they actively participate in the learning process rather than simply memorising information. I use case studies, group discussions, research projects, presentations, and problem-solving activities to make learning meaningful and engaging.

As a postgraduate supervisor, I guide students to become independent researchers who value academic integrity, critical thinking, and evidence-based decision-making. I support them throughout the research process, helping them develop confidence, analytical skills, and scholarly writing abilities.

I also believe that effective teaching goes beyond the classroom. A good educator should inspire curiosity, promote lifelong learning, and help students develop professional values such as honesty, respect, teamwork, empathy, and ethical communication. I strive to create a supportive learning environment where every student feels valued, respected, and encouraged to reach their full potential.

My goal is to produce graduates who are not only knowledgeable but also skilled communicators, ethical leaders, and problem-solvers who can make meaningful contributions to public health, education, research, and society. Through teaching, research, mentorship, and community engagement, I remain committed to improving communication practice and using knowledge to create positive social impact.

In short; 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.