

ABSTRACT

This study sought to investigate the challenges faced in communicating HIV and AIDS messages at the workplace with special reference to the Kenya Power & Lighting Company Limited (KPLC). In particular, the study aimed at establishing the level of exposure and awareness on HN and AIDS information among KPLC employees as well as examine the tools used in disseminating HN and AIDS messages. The hypothetical assumptions of the study were that the level of exposure and awareness to HIV and AIDS messages among KPLC employees was high. This was confirmed by 50 percent of the respondents. Contrary to the assumption that the tools used by KPLC in communicating HN and AIDS messages were ineffective, the results of the study show that the tools were effective and the main channel of communication was through use of pamphlets and booklets. The study findings also revealed that the company was facing some challenges in dissemination of HN and AIDS messages arising from differences in employees' age groups; employees' health status; language barriers; employees' attitude and confidentiality. The communication campaign on HN and AIDS has yielded positive results as depicted by eighty (80) percent of the respondents, there is therefore need for continuous monitoring, evaluation of this campaign to ensure the awareness created on HN, and AIDS is sustained. In view of the above, it is recommended that the company maintains and sustains the communication campaign on HN and AIDS as well as form work place peer groups to disseminate the message on the same. further research focusing on the effectiveness of HN and AIDS programmes implemented by KPLC and other organizations is also recommended.