ABSTRACT
Until recently, non-communicable diseases, in particular hypertension and diabetes, have been known to affect mainly the rich but with change in lifestyle; the diseases now equally affect the poor and are considered the number one causes of deaths globally. The ailment affects even children as young as four months old. (Daily Nation, Wednesday, June 12, 2013.pg 68). According to the WHO (2011), more people die from cardiovascular diseases in SSA (12.5%) than from HIV/AIDS (12.3%) or malaria (7.3%).
APHRC (2008) in a study of 5,190 randomly selected respondents 12% were hypertensive and 4% diabetic. The same study also revealed that 7 out 10 people suffering from diabetes and hypertension in Korogocho and Viwandani are not aware of their health status.
The mass media plays a crucial function in disseminating information as well as providing feedback and educating the masses. In Korogocho, there is Koch FM, a community radio, which airs health programmes to inform and educate residents.
Research findings from this study indicate that slum dwellers in Korogocho have limited access to information on health matters and particularly CVDs. Most Programmes aired by Koch FM are concentrated during the day when most residents are out of their houses in search of their daily bread, some people do not have radios to listen to news since they can afford to purchase one.
Language use in broadcasting messages emerged as a point of concern as most youthful people prefer slung language while the station uses Kiswahili in broadcasting their messages to the community.