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FOR IMMEDIATE RELEASE

PUBLIC RELATIONS SOCIETY OF KENYA ASKS GOVERNMENT TO ESTABLISH TEAM TO CURB MISINFORMATION ON COVID-19

The Public Relations Society of Kenya (PRSK) has presented a high-level advisory on COVID-19 communication to the Ministry of Health and National Emergency Response Committee (NERC).

The advisory requests that the team directs its communication activities towards five critical areas which include restoring public trust and confidence, the state of preparedness, regular engagement with media and proper messaging, updates on screening and surveillance and response protocols in the event of confirmation of COVID-19 in Kenya.

PRSK proposes that the NERC establishes a technical committee to handle COVID-19 risk communication and, has offered three of its members to serve in that committee.

While we appreciate the work that the Ministry of Health and the NERC is doing, PRSK however, notes with grave concern the upsurge of misinformation and spread of fake news around the Corona Covid-19 virus in Kenya especially on current statistics and how it is spread and, calls on the members of the public to be cautious on the information they spread within their social circles.

As the professional body for Public Relations and Communication Management professionals in Kenya, we reiterate on the need for Government to execute robust, visible and effective communication to members of the public to mitigate the concerns, fear and ensure that the right messages are being shared.

PRSK further commits to mobilise public relations professionals in Kenya to reinforce key COVID-19 messages by the Ministry of Health, NERC and other key actors to ensure that their actions and messages are amplified for the benefit of all citizens.

We ask members of the public to consider the following questions before sharing any information:

1. Is the source of the information credible?
2. Is the information true or false?
3. Is the information helpful or likely to cause panic?



PRSK reiterates its support to the government as it executes its communication on COVID-19 by amplifying its messaging to the members of the public.

Dr Wilfred Marube, MPRSK
President, Public Relations Society of Kenya