

## ABSTRACT

Prostate cancer (PCa) is one of the leading causes of death among men in the world. Early screening is recommended as one of the prevention measures of the disease. Screening can be encouraged by Behaviour Change Communication (BCC) strategies. These strategies include mass media campaigns, participatory and interpersonal communication, advocacy and message framing. In Kenya, the Central Region is one of the leading regions in PCa prevalence rate. This study therefore examined the participatory communication strategies used in influencing men's behaviour response towards PCa screening in the region by the Kenyan government. The study was guided by Theory of Reasoned Action. It was anchored on the Pragmatist philosophical paradigm and took a mixed method approach which involved both qualitative and quantitative designs where Key Informant Interviews, Survey and Focus Group Discussions were used to obtain data. A sample of 384 people was picked from an estimated population of 700,010 men aged 40 years and above from the region using simple random sampling. Findings showed that although health workers and communication officials appreciated the role of screening in containing the scourge, the two levels of Kenyan government (County and National) did not put in place sound participatory communication strategies for positive behaviour response to the disease. It is therefore recommended that effective participatory communication strategies for behaviour change be put in place and an annual budget allocated by the governments for this purpose.