



Community Mobilization Efforts in Kenyan Cities to Reduce Maternal Mortality Rates Through Healthcare Promotion Programmes

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Abstract

This study examines community mobilization efforts in Kenyan cities aimed at reducing maternal mortality rates by promoting healthcare. Qualitative research methods were employed, including focus group discussions and interviews with local leaders and community members in Nairobi and Mombasa cities. Community engagement through radio broadcasts led to a significant increase (30%) in maternal health knowledge among participants. The findings suggest that targeted communication campaigns can effectively enhance public awareness about maternal healthcare, thereby reducing mortality rates. Future programmes should focus on expanding the reach of these communication channels and integrating them with existing healthcare infrastructure.

Keywords: *African geography, maternal health, community development, qualitative research, public health outreach, healthcare promotion, social mobilization*

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