

Abstract

The effective improved cook stoves have been designed to offer environmental, socio-economic and health benefits that facilitates the achievement of Sustainable Development Goals. However, there is low adoption of effective improved cook stoves among the rural populations in Kenya. This study therefore sought to analyse communication lapses in the adoption of improved cook stoves in Kenya. The Research Questions of the study is: What are the communication lapses in the adoption of the improved cook-stoves in Uasin Gishu County? The study was anchored on Constructivist Paradigm and Qualitative research approach was adopted for the study. The study is a case study of Uasin Gishu County in Kenya. Purposive sampling technique was used to select 20 respondents for the study and the Qualitative data was collected using interviews research instruments. Thematic data analysis was used to analyse data qualitatively. The collected data was presented in the form of narratives. From the study findings, the study concludes that communication lapses have led to the low adoption of improved cook-stoves. There is limited use of Participatory communication strategies and media channels have not been utilised adequately to sensitise the rural populations on the health, environmental and socio-economic benefits of improved cook-stoves. It is anticipated that the study will be significant in emphasising the importance of using effective communication strategies to educate, create awareness and campaign for the adoption of improved cook-stoves and thus lead to the achievement of Sustainable Development Goals.