

## **PRESS RELEASE**

Wednesday, 15 March 2023

### **MEDIA COUNCIL OF KENYA PARTNERS WITH UNESCO TO DEVELOP NATIONAL MEDIA INFORMATION LITERACY POLICY FOR KENYA**

The Media Council of Kenya (MCK) with the support from UNESCO is developing the first National Media and Information Literacy Policy for Kenya that will enable process for the enactment of a legal framework on media and information literacy for Kenya.

Citizens, and particularly the young, are inundated with information from across the web that they need to make sense of. They need sufficient skills to enable them to take advantage of these resources and deliberately navigate these information spaces.

The enactment of a policy and legal framework will enable development and implementation of interventions and related curriculum on Media and Information Literacy for both informal and formal learning institutions that will allow for responsible development and consumption of media content among Kenyan children, youth and adults.

The policy is aimed at strengthening community media policy and practice, while at the same time empowering citizens, particularly youth, through enhanced Media and Information Literacy (MIL) competencies in Kenya.

It is proposed in the draft policy that every agency involved in education, information, training and other technologies of communication should incorporate Media and Information Literacy in their programs and activities. The overall direction of the policy is to inculcate in the citizens knowledge, attitudes, skills, and practices that can be applied in accessing, analyzing, evaluating, using, producing, and communicating information and knowledge in creative, legal and ethical ways that respects human rights.

The Council will work with several partners including Ministry of Information, Communication, Technology, Youth, and Innovation, Ministry of Education, Kenya Institute of Curriculum Development, Commission for University Education, Communication Authority of Kenya, National Industrial Training Authority, Kenya National Commission on UNESCO, Teachers Service Commission, Kenya Institute of Mass Communication, Kenya News Agency, Parliament, Religious institutions, Non-State Actors, Youth lead organizations, Academia and Representatives from Private Sector among others.

#### **Media Contacts**

Jerry Abuga | Lorine Achieng

**Media Council of Kenya**

**Tel:** +254-20-273 7058 | +254-723 99 91 58 | +254-723 79 50 20

**Email:** [communications@mediacouncil.or.ke](mailto:communications@mediacouncil.or.ke)