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OFFICE OF THE VICE-CHANCELLOR

REMARKS BY THE VICE-CHANCELLOR AT THE LAUNCH OF THE MUSPH COMMUNICATIONS STRATEGY – KAMPALA SERENA HOTEL, 28TH JUNE 2010

I am very pleased to be here this morning to launch the Makerere University School of Public Health Communication Strategy. This strategy represents yet another initiative by the School of Public Health to improve its role in stakeholder engagement on issues of public health policy and practice. I am confident that it will indeed provide service to its purpose.

Shortly after taking up office in November last year, I visited the School of Public Health and was amazed at the amount of cutting-edge research being carried out with a wide range of stakeholders. Therefore, I'm greatly encouraged by the coming on board of this strategy.

The role of communication in an organization cannot be overstated. It is not only the lifeline through which an organization provides clear messages to its stakeholders, but also a tool that provides a series of principles governing information management. When applied, communication differentiates the institution from the rest. Therefore, the basic functions and roles of the management could not be performed without good communication.

The effectiveness of an institution depends on the success of its communication strategy. By differentiating the stakeholders requiring unique perspectives and emphases in the messages to be delivered, communication can be tailored to suit their specific interests.

The University faculties, institutions and schools have so often carried out research that is crucial for community development and sustainability. However, this research has so many

times failed to be successfully disseminated to the community. I am sure that with a Communication Strategy in place, there will not just be an improvement in stakeholder engagement but also in creating awareness of public health policy and practice.

To the Dean and Management of the School of Public Health, thank you for the tremendous effort you have invested into mapping this school and giving back to community.

....**We build for the future....**