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Personal Profile

A dedicated personality with a wide experience in the general areas of communication and media; strategic and public relations communication; health and development communication; behavior and social change, and transdisciplinary research.

Current Academic Responsibilities

- **Senior Lecturer** at the School of Journalism and Mass Communication, University of Nairobi
- **Senior Lecturer and Researcher** at the Institute for Climate Change & Adaptation, University of Nairobi
- **Senior Researcher, Trainer and Strategist** at ASSI AGENCY GROUP in Kenya

Administrative Responsibilities

- January 2016 to date: Head, Public Relations Thematic Area, SoJMC, UoN.
- January 2014 to date: Member, SoJMC Post-Graduate Committee, UoN
- January 2014 to date: Head, Communication and Policy, ICCA, UoN
- January 2014 to date: Chair, Curriculum Development Committee, ICCA, UoN
- January 2019 to date: Member, University of Nairobi Senate
- January 2014 to date: Member, Post-Graduate Committee, ICCA, UoN
- January 2015 to December 2015: Examinations Officer, SOJMC, UoN
- January 2014 to December 2014: Coordinator, BA Programmes, SOJMC, UoN
- September 2007 to May 2010: College Registrar & Head of Corporate Affairs, OUCA

Practical Skills

- Mono-, multi- and trans-disciplinary research methods
- Project planning, monitoring and evaluation
- Strategy development, implementation and evaluation
- Leadership and administrative skills
- Mentorship skills and career development
- Computer applications skills

Education Background

May 2014 to December 2015: Post-Doctoral Research Fellowship (CIRCLE)

Post-Doctoral Fellowship of the CIRCLE Programme. CIRCLE is a joint initiative of the Association of Commonwealth Universities (ACU), African Academy of Sciences (AAS) and United Kingdom's Department for International Development (DFID). My project was supervised by professors and specialists from the University of Greenwich, University of Oxford, University of Nairobi and United Nations Environment Programme (UNEP). My thesis title was: *Leveraging integrated communication frameworks for sustainable development and adaptation among climate change challenged ASAL populations in Kenya.*

January 2010 to December 2013: University of Nairobi

Doctor of Philosophy (PhD) Degree in Communication and Information Studies, with Health and Development communication specialization

August 2007 to December 2009: University of Nairobi

Master of Arts (M.A.) Degree in Communication Studies, with Media and Strategic studies specialization

October 2002 to December 2006: University of Nairobi

Bachelor of Education Degree, (First Class Honors), with bias in Linguistics, Literature and Education

January 1997 to December 2000: Kanyamfwa Mixed Secondary School

Kenya Certificate of Secondary Education (GRADE B PLAIN IN KCSE)

January 1989 to December 1996: Kanyamfwa Primary School

Kenya Certificate of Primary Education (KCPE 600/700)

Selected Projects Undertaken

- Information in Climate Change adaptation in Kenya. A QR-GCRF Project between University of Leeds (UK), London School of Economics and Political Science and University of Nairobi: January 2019 to December 2019
- Gendered information ecosystems in weather and climate change adaptation in communities in rural Kenya and Ghana: APHC/QR/GCRF Project/UKRI Funds for Kenya (UoN), Ghana (UoG) and UK (Leeds and LSE&PS)
- Curriculum Development Workshop: Mainstreaming Climate change into County policy, planning and Budgetary processes 20-24th June 2016 in Lake Naivasha County Club organized by Low Emissions and Resilient Development Project, Ministry of Environment and Natural Resources and the Kenya School of Government
- Dissemination of research findings on the ASAL livelihoods and their up-scaling in other counties. This activity is still on-going and is meant to share lessons learned in Makueni with other similar counties for sustainable livelihoods.
- Community-based livelihood research and up-scaling programme in Makueni County in Kenya. This activity was undertaken between May and September 2015, throughout

Makueni County with all community-based livelihood organizations. It was funded by the CIRCLE Programme during my post-doctoral research in the county.

- Field work on the efficacy of the “Shamba System” strategy on food security among communities in forest ecosystems in Londiani. This was a PhD and Masters Students project organized for experiential learning and research by the Institute for Climate Change and Adaptation, University of Nairobi (December 2016).
- CLIM-WARN (Climate Early Warning Systems) Project by UNEP. The project was meant to develop a standardized template for early warning communication for Africa IN May 2015.
- PROVIA Project by UNEP. The project was meant to develop a monitoring and evaluation framework for climate change adaptation, as well as PROVIA Magazine and the recruitment of PROVIA interns to assist identification and networking of climate impact researchers.
- A research into the determinants of HIV/AIDS behavior change among the youth in the coastal region in Kenya. This was part of the PhD research at JKUAT that I co-supervised in 2016
- Baseline study for the mainstreaming of new waste management systems in Mavoko residential, in Machakos County in 2015.
- The analysis of the perception of social risks associated with the Sondu Miriu hydropower generation dam in Kisumu County in 2012.
- Baseline research for gender mainstreaming in the College of Humanities and Social Sciences, University of Nairobi by the College Gender Mainstreaming Committee in 2016
- Baseline study for the establishment of pay television networks in Homa Bay in 2015.

Selected Conferences and Workshops

- Conference in Madrid Spain in July 2019 International Association of Media and Communication Research (IAMCR)
- International Communication Association (ICA) Conference in New Zealand in 2020 (Virtual Conference)
- 28th Soil Science Society of East Africa’s Conference for the international year of soils on 23-27 November 2015 at Morogoro Hotel, in Morogoro, Tanzania
- 9th International Community-based adaptation Conference at Safari Park Hotel, Nairobi, Kenya on 23-30th April 2015 on the theme, ‘Measuring and Enhancing Effective Adaptations’
- 4th International Conference on Climate Change Adaptation in Colombo, Sri Lanka 22-23 November 2015
- Two-Week Short Course Training on Climate Change and Sustainable Development organized by African Climate Change Fellowship (ACCFP) at the University of Dar es Salaam, Tanzania 9th to 20th November 2015
- A Joint University of Nairobi and the University of Nairobi Enterprises and Services LTD Initiative on Grant Project Writing training in 2014 at UNES Offices.
- Institute for Climate Change and Adaptation TDA training for institutes researchers and lecturers organized by the ICCA, University of Nairobi
- CIRCLE workshop on TDA, RDF and social networking and mentorship training in 5-7th February 2015 at the African Academy of Sciences Headquarters in Nairobi, organized by AAS, ACU and Elsevier
- Proposal Development Course in Africa for Post-PhD level researchers on 13-16th July 2015 in Addis Ababa, Ethiopia

- PROVIA technical workshop on frameworks for evaluating climate change at UNEP, Nairobi in March 15-20th 2014.
- PROVIA strategic committee workshop on frameworks for evaluating climate change at the Association of Commonwealth Universities in London, United Kingdom, August 15-19, 2015.
- A two-day faculty roundtable on International Criminal Law organized by Open Society Initiative for East Africa (OSIEA), African Center for Legal Excellence (ACLE) and International Law Institute (ILI) at Crowne Plaza Hotel, Nairobi (7-8th June 2012).
- 9th Annual IHL Faculty Round Table organized by the International Committee of the Red Cross at the Crowne Plaza Hotel Nairobi on 5-7th June, 2012
- Presentation on Partnership between the Foundations for Indigent Students of Africa (FISA) and the University of Nairobi's School of Journalism during the first anniversary luncheon at the Pride Inn Hotel in Westland on 26th May 2012
- Public Lecture on the role of interpersonal communication and community mobilization strategy in addressing the HIV and AIDS pandemic in rural Western Kenya's low status young women, delivered as component of strategy of USAIDS at Ofafa Hall in Kisumu on 26th April 2012
- Public lecture on the role of social media (facebook and twitter) in advancing HIV/AIDS awareness and promoting behavior change among secondary school students in peri-urban environments, delivered at Gendia High School in March, 2012
- Roundtable Discussion and Presentation on the development of Codes of Ethics for Health Reporting and Journalism organized by the Media Council of Kenya and Internews on 18th December, 2013 at the Stanley Hotel, Nairobi

Selected Journal Publications

Alemu, A. Olago, D., Wandiga, S., Omondi, P. & **Oriaso, S.** (2017): *Farmers adaptation choices to climate change impacts and implications on agricultural productions in Kolla Temben District, Tigrey Regional State, Northern Ethiopia*. IOSR Journal of Environmental Science, Toxicology and Food Technology. Vol.11, Issue 10 pp 39-45.

Alemu A., Olago D., Wandiga, S., Omondi P. & **Oriaso, S.** (2017): *Household's adaptive capacity level to climate change impacts and food security in Northern Ethiopia, Kolla Temben District*. International Journal of Interdisciplinary Research and Innovations. Vol.5, Issue 3 pp 9-13 July-September 2017: www.researchpublish.com

Alemu A., Olago D., Wandiga S., Omondi P. & **Oriaso S.** (2017): *Temperature Change Trends and Perceptions in Kolla Temben District, Tigray Regional State, Northern Ethiopia*. International Journal of Life Sciences Research. Vol.5, Issue 3, pp 157-163. July-September 2017: www.researchpublish.com.

Amadi, J.A, Olago. D.O, Ong'amo, G.O, **Oriaso, S.O**, Nyamongo, I.K & Estambale, B.A (2018): *'We don't want our clothes to smell smoke': Changing Malaria control practices and opportunities for integrated community-based management in Baringo, Kenya*. BMC Public Health; Cross Mark. Open Access. Available at: www.creativecommons.org

Amadi, J.A, Olago D.O, Ong'amo, G.O, **Oriaso, S.O**, Nyamongo, I.K & Estambale, B.A (2018): *Mapping the potential Anopheles gambiae s.l larval distribution using remotely sensed climatic and environmental variables in Baringo, Kenya*. Journal of Medical and Veterinary Entomology. 22nd May 2018. Available at: www.creativecommons.org

Muriithi, G.M, Olago, D.O, Ouma, G.O & **Oriaso, S.O** (2017): *Long-term observed precipitation trends in arid and semi-arid lands, Baringo County, Kenya*. Journal of Agricultural Economics and Rural Development. Vol.3(3) pp 307-315, November 2017. Available at: www.premierpublishers.org

Muriithi, G.M, Olago, D.O, Ouma, G.O & **Oriaso, S.O** (2017): *Livestock response to long-term precipitation variability in the arid and semi-arid lands of Baringo County, Kenya*. Journal of Livestock Research for Rural Development. Open Access resources. Available at: www.lrrd.org

Muriithi, G.M, Olago, D.O, Ouma, G.O & **Oriaso, S.O** (2018): *Reliability of Indigenous traditional knowledge and conventional weather forecasting in the face of climate change and variability in Baringo County, Kenya*. International Journal of Recent Scientific Research. Accepted. Available at: www.recentscientific.com

Kiambi, G.M, Wandiga,S & **Oriaso, S.O** (2018): *Climate change impacts detection in dry forested ecosystem as indicated by vegetation cover change in Laikipia, Kenya*. Springer & CrossMark Environ Monit Assess (2018)

Kiambi G.M, Wandiga, S. & **Oriaso, S.O** (2017): *Assessing and Mapping of Vulnerability due to Climate change for dry forested pastoral ecosystem*. Elixir International Journal of Agriculture 110 (2017) 48286-48289. Available at www.elixirpublishers.com

Kiambi G.M, Wandiga, S & **Oriaso, S.O** (2017): *Political Influence as a main livelihood capital addressing climate change impacts of Yaaku Community in Laikipia County-Kenya*. International Journal of Trend in Scientific Research and Development (IJTSRD). Volume 1, Issue 6. International Open Access Journal. Available at: www.ijtsrd.com

Ogallah S., Wandiga S., Olago D & **Oriaso S** (2017): *Impacts of climate change variability and climate change on agricultural productivity of smallholder farmers in Southwest Nigeria*. International Journal of Scientific & Engineering Research. Vol. 8, Issue 10, October 2017. Available at: www.ijser.org

Ogallah S, Wandiga S, Olago D & **Oriaso S** (2017): *Smallholder Farmer's adaptation strategies to climate change in Southwest Nigeria, Egbeda Local Government Area, Oyo State*. International Journal of Interdisciplinary Research and Innovations. Vol. 5, Issue 4 pp 14-19, October-December 2017, Available at: www.researchpublish.com

Ogallah S, Wandiga S, Olago D & **Oriaso S** (2017): *Smallholder Farmer's perceptions on temperature trends and adaptation strategies to climate change in Egbeda District, Oyo State, Southwest Nigeria*. International Journal of Interdisciplinary Research and Innovations. Vol. 5, Issue 4 pp 1-6, October-December 2017. Available at: www.researchpublish.com

Ogallah S, Wandiga S, Olago D & **Oriaso S** (2017): *Farmers perceptions of changes in rainfall pattern and adaptation to climate change in Southwest Nigeria, Egbeda Local Government Area*. International Journal of Interdisciplinary Research and Innovations. Vol. 5, Issue 4, pp 7-13, October-December 2017. Available at: www.researchpublish.com

Oriaso S. (2017): *Farmers perceptions of changes in rainfall pattern and adaptation to climate change in Egbeda Local Local Government Area, Oyo State, Southwest Nigeria*.

International Journal of Interdisciplinary Research and Innovations. Vol. 5, Issue 4, pp 20-26, October-December 2017. Available at: www.researchpublish.com

Kabucua, J, **Oriaso, S.O** and Kiambati, K (2016). *Linking evaluation of Public Relations Programmes to efficiency of measurement approaches applied*. International Journal of Innovative Research and Development. Available at: www.ijird.com

Nguzo, J, **Oriaso, S.O** and Mberia, H (2017). *Environmental factors that determine condom use to prevent HIV/AIDS spread among the youth in Kilifi County*. International Journal of Current Humanities & social sciences. Vol. 1, Issue 1, pg 1-31. Available at: www.ijcbss.org

Oriaso, S.O (2017). *Place of Saliency on condom use to prevent HIV/AIDS spread among the youth in Kilifi County*. International Journal of Current Humanities & social sciences. Vol. 1, Issue 1, pp (31-63). Available at: www.ijcbss.org

Nguzo, J, **Oriaso, S.O** and Mberia, H (2017). *Communication determinants for condom use to prevent HIV/AIDS spread among the youth in Kilifi County*. East African Communication Research.

Oriaso, S.O (2015): *Leveraging community-based adaptations for sustainable livelihoods among arid and semi-arid populations in Makueni County*. SSSEA, Volume 1, Number 3

Oriaso, S.O (2015). *Gender differentiated responses to food insecurity in arid and semi-arid areas in Kenya*. Journal of Environment and Natural Resources.

Oriaso, S.O (2015). Perceptions of early warning communication by communities in high risk flood areas in Kisumu County, Kenya. UNEP

Oriaso, S.O (2015): The influence of social models in bringing poor women out of contexts of high exposure to HIV and AIDS. *African Communication Research, Volume 7, Number 1*

Oriaso, S.O (2016). The socio-economic determinants of environmental protection in Mau water catchment areas in Rift Valley region in Kenya. International Journal of Environment and Natural Resources (Accepted)

Oriaso, S.O (2015): Exploring the efficacy of alternative media in the implementation of government's environmental policies in Kenya. Journal of Media and Development, Volume 1, Issue 3.

Oriaso, S.O (2016). Empowering young people for climate change adaptation using social media in Kenya: Towards the new paradigm in environmental communication. African Communication Research (Submitted).

Oriaso, S.O (2013): Effective Communication to help poor women in Kenya to escape the HIV and AIDS Trap. *African Journal of Communication, Volume 1, Number 2*

Oriaso, S.O (2015): Assessing the role of mass media campaigns in HIV/AIDS behavior change among poor women in Western Kenya. *African Communication Research Volume 4, Number 4*

Oriaso, S.O & Kariuki J.G (2016): Addressing drunken-driving culture in Kenya: An analysis of the impacts of alcoblow on the behavior of middle-class drivers in Nairobi. International Journal of Current Humanities & social sciences. Vol. 1, Issue 1. Available at: www.ijcbss.org

Books and Other Publications

Oriaso, S.O (2015). Linking NRM approaches with Climate Change adaptation and environmental conservation in Kenya

Oriaso, S.O (2014). Understanding impacts of global climate pacts on Africa using socio-economic and political lenses

Oriaso, S.O (2018). Reviewing the relationship between climate change and development

Oriaso, S.O (2008): *A Guide to Effective Communication for University and College Students*. Nairobi: Worldlink Press Ltd

Oriaso, S.O (2009): *Guidelines to Public Relations Practice in government, corporate and Non-Governmental Organizations*. Nairobi: WorldLink Press

Oriaso, S.O (2011): *Utilizing Interpersonal and Group Communication Processes to Promote the Development Agenda of grass root organizations in Kenya*: Nairobi: World Link Press

Oriaso, S.O (2013): *Place of Interpersonal Communication in Health Interventions: A Change in Remedial Tact*. Nairobi: Wordlink Press

Oriaso, S.O (In Press): *Beyond Horizon for Success: An Autobiography*. Nairobi: World Link Press

Membership and Participation in University Committees

- University of Nairobi Senate
- CHSS Gender Mainstreaming Committee
- CHSS Research and Publications Committee
- CHSS Disaster Management Committee

Selected Postgraduate Thesis supervision

Nguzo, J.K (2016): *Behaviour change communication factors that determine condom use among youth in Kilifi County*. Unpublished PhD thesis submitted to Jomo Kenyatta University of Agriculture and Technology, Nairobi-Kenya

Alemu Addissu (2018): Farmers' climate change adaptation choices in Kolla Tempe District in Ethiopia. Unpublished PhD thesis Submitted to the University of Nairobi, Kenya.

Jacinta Amadi (2018): Integrated Community-based management of health problems arising from climate change in Baringo, Kenya. Unpublished PhD thesis Submitted to the University of Nairobi, Kenya.

Gedion Muriithi (2018): Indigenous knowledge versus conventional weather and climate change prediction and information in Nakuru, Kenya. Unpublished PhD thesis Submitted to the University of Nairobi, Kenya.

Mary Ngure (2020): Upscaling crop diversification through the Pelis Programme for improved livelihoods in Murang'a, Kenya. Unpublished PhD thesis submitted to the University of Nairobi, Kenya.

Gilbert Kiambi (2017): Community vulnerability and livelihood diversification in climate change situations in Laikipia, Kenya. Unpublished PhD thesis Submitted to the University of Nairobi, Kenya.

Samson Ogalla (2019): Smallholder farmers' climate change adaptations in Oyo State, Nigeria. Unpublished PhD thesis Submitted to the University of Nairobi, Kenya.

Mbui, V.M (2016): *Role of communication in crisis management in institutions of higher learning in Kenya*. Unpublished MA thesis submitted to the University of Nairobi, Kenya

Ndege, V.O (2015): *Assessment of the role of radio campaigns on voluntary medical male circumcision uptake in Kisumu west sub-county: A case study of Miya Ngima campaign on Ramogi Radio*. Unpublished MA thesis submitted to the University of Nairobi, Kenya

Mali, B.J (2015): *Impact of mobile phone usage on youth micro enterprise development in Embakasi South in Nairobi, Kenya*. Unpublished MA thesis submitted to the University of Nairobi, Kenya

Andesia, G.G (2015): *Vernacular radio and health promotion: Examining programmes, use and impact of vernacular radio in malaria control in Emuhaya District, Kenya*. Unpublished MA thesis submitted to the University of Nairobi

Mutua, M.A (2016): *An analysis of measurement tools used in evaluating public relations campaigns by public relations consultancies in Kenya*. Unpublished MA thesis submitted to the University of Nairobi

Selected Membership to Professional Organizations

- International Communication Association (ICA)
- International Association of Media and Communication Research (IAMCR)
- East African Communication Association (EACA)
- African Academy of Sciences (AAS)
- Association of Commonwealth Universities (ACU)
- Institute for Climate Change and Adaptations (ICCA)
- Public Relations Association of Kenya (PRSK)
- Soil Science society of East Africa (SSSEA)

Selected Membership to social-economic organizations

- Secretary General-Ateng' Welfare Association
- Chairman, Big 20 Investment Group
- Patron, North Ward PLWHAs Group
- Patron, Kari Educational Foundation
- Chairman, Nyumba Kumi, Springs Area

Referees

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