dTM
Development Through Media

Media Contact: Info{at}dtmafrica.com

PRESS STATEMENT
FOR IMMEDIATE RELEASE

DTM Joins the World in Commemorating World Consumer Rights Day, 2026
***Theme:* "Safe Products, Confident Consumers: Strengthening Consumer Protection in Kenya."**

Nairobi, Kenya – On the occasion of World Consumer Rights Day, Development Through Media (DTM) joins the global community in reaffirming the importance of protecting consumers and promoting responsible production and consumption. This year's theme, "Safe Products, Confident Consumers," highlights the critical link between product safety, transparency in markets, and public trust in the goods and services people rely on every day.

In Kenya, consumer protection remains a vital pillar of social and economic development. From food safety and pharmaceuticals to digital services and household products, consumers deserve assurance that what they purchase meets established safety and quality standards. Unsafe products not only threaten public health and safety but also undermine confidence in markets and institutions.

As a media-focused civil society organization committed to strengthening public awareness and democratic participation, Development Through Media believes that information is one of the most powerful tools for consumer protection. Media platforms play a critical role in educating citizens about their rights, exposing unsafe practices, and amplifying the voices of consumers whose safety and dignity must be safeguarded.

DTM calls upon key stakeholders to take collective action:

- Government regulators to strengthen enforcement of consumer protection laws and ensure that products entering the Kenyan market meet rigorous safety standards.
- Manufacturers and service providers to prioritize safety, transparency, and accountability in the design, production, and distribution of goods and services.
- Media organizations to continue informing the public about consumer rights and to investigate practices that compromise consumer safety.
- Consumers themselves to remain vigilant, informed, and proactive in demanding safe and high-quality products.
- In an era of expanding markets and digital commerce, the protection of consumers must evolve alongside innovation. Ensuring product safety is not only a regulatory obligation but also a shared responsibility that strengthens public trust and fosters sustainable economic growth.

Development Through Media remains committed to partnering with stakeholders to use media, research, and public engagement to promote informed consumers and responsible markets. When consumers are informed and protected, markets become fairer, societies become safer, and development becomes more inclusive.

— END —

Signed:
Ms Dommie Yambo-Odotte,
Executive Director and Producer
Development Through Media (DTM)
For Media Inquiries contact:
Communications Desk
Email: info[at]dtmafrica.com
Website: https://www.dtmafrica.com; https://radiobaraza.org

About DTM

Development Through Media (DTM) is a pioneer media-based, not-for-profit Civil Society Organisation (M-CSO) in Kenya, dedicated to harnessing the power of media and communication for inclusive and transformative development. Through partnerships, capacity building, content creation, dissemination and advocacy, DTM empowers citizens—including youth and marginalised communities in the rural and urban areas—to actively participate in shaping the social, economic, legal and political decisions that affect their lives.