

This study set out to determine the influence of access to media on the preference of the practice of skin-lightening among women aged 18 to 40 years in Makindye division, Kampala District. The study objectives were; to determine the level of access, to establish the preference for the practice of skin-lightening, to identify the link between access to media and the preference for the practice of skin-lightening and to document other factors that affected the preference for the skin-lightening in the last 6 months. A case study design was adopted. A sample of 323 women and 10 discussion groups were interviewed in Makindye-Division Kampala District. Self-administered questionnaires and Focus Group Discussion guides were used to collect of primary data. The study was a success. The key findings were that: access to media among women in Uganda had increased with cellphones usage dominating other traditional forms of media. Majority of the women preferred their dark skin-color. Preference for light skin among women was influenced through access to television, magazines and access to the internet. In conclusion, the level of access to media had the potential to influence the preference for skin-lightening among women evidenced by the fact that most women had easy access to a least one of the above mentioned media influencers. Emerging from the study, the following key recommends emerged; health promotion program to elevate healthier skin care practices and educate women on the health effects of practicing skin lightening continually and government re-enforcement of law banning illegal skin products from being imported and sold on the local market. In reflection of the scope and complexity of the study, the following areas for further inquiry emerged: influence of media on health seeking behavior among women suffering from skin disorders; skin lightening techniques among beauticians and their knowledge attitudes and practices; the role of cellphone usage on the perception of effective skincare practices among men; etsblishing a link between religious beliefs and skin care practices among traditionally non-skin lightening communities in Uganda.