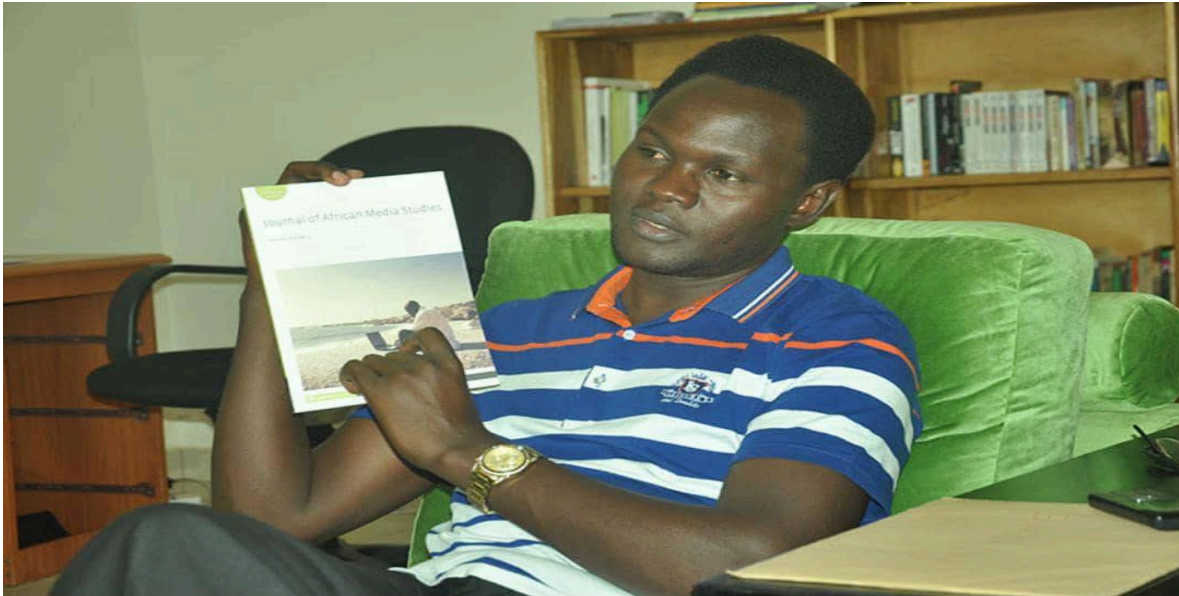




### **Farewell, Dr. Brian Semujju**



*Kampala, Uganda- August 5, 2025;* HEAPI mourns the sudden passing of Dr. Brian Semujju, a senior Lecturer at the Department of Journalism and Communication, Makerere University.

We got to know him through Counsel Sulaiman Kakaire in 2020, when we were conceptualising the HEAPI soda case. He provided us with an honest analysis of the evidentiary gaps in our draft motion from a communications perspective.

We had opined that “regulating corporate advertising to the general public, especially children, would lead to a decrease in purchases of unhealthy foods and carbonated drinks.” His feedback was that our assertion was unsubstantiated and that “no such studies had been done in Uganda at the time.” He stated that it would be problematic for us to allude to “studies in the USA, where there were 120 million homes with TV sets at the time (almost half of their population),” and advised against citing such findings to contextualise the case of Uganda, which had “an exaggerated 10% TV prevalence.”

He went further and informed us that “the biggest advertiser by 2015/2016 in the area of beverages was Coca-Cola, and fast food restaurants could not even come near 10th

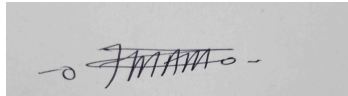
place.” He further wondered why our motion could not name Uganda Communications Commission as a respondent, “yet it had all the powers to influence Ugandan television and the nature of content thereof.”

He then advised us to research further, as our cause “required a bit of time.” In essence, he gave us an open door to engage him further.

To cut a long story short, we actualised some of his insights and swiftly filed the suit. The matter is pending ruling. Sadly, he passed without knowing the verdict.

We join his family and the rest of Ugandans in celebrating his contributions to this country.

May his soul rest in peace.



Morgan Muhindo

*Head- Programmes*

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