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There are myriad challenges facing Kenyan families today that include: poverty; HIV/AIDS; illiteracy; unemployment; gender inequality; infant, childhood and maternal mortality; and obsolete traditional marriage and family laws. However, the Kenyan family as an institution has survived and stood the test of time. Strong families exist and respond positively and effectively to contemporary challenges. They are cohesive, adaptive, and use communication within the social spheres which provide the context for positive interaction. Strategies that support strong families in Kenya include: promotion of family values; communitarianism in form of familism and collectivism; extended kin and family social system; communal child rearing; care of the elderly, sick and members with disability; contemporary child and family-friendly legislation; women as sources of strengths; combating and adapting to HIV/AIDS; poverty eradication and religion.

**Key words:** Collectivism, communitarianism, familism, family challenges, family strengths, family values

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