

Annual Report 2024

**KENYA SRHR
ALLIANCE**



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INTRODUCTION

The Sexual Reproductive Health and Rights (SRHR) Alliance, commonly known as the SRHR Alliance is a national coalition of nineteen (19) civil society organizations spread across the country dedicated to promote, advance and protect the sexual and reproductive health and rights of adolescent girls and young women, vulnerable and marginalized groups including people living with HIV, persons with disabilities and LGBTIQ community aged 10–24 years in Kenya

In Kenya the Alliance brings together 19 organizations comprising of Africa Alive (AA), ADS- Nyanza, African Gender and Media Initiative Trust (GEM Trust), Aga Khan University- Center of Excellence in Women and Child Health (AKU-COEWCH), Amref Health, Africa, Ambassador for Youth and Adolescent Reproductive Health Program (AYARHEP), Centre for the Study of Adolescence (CSA), ChildLine Kenya (CLK), International Center for Research on Women (ICRW) – Africa Regional, Kisumu Medical Education Trust (KMET), NairoBits Trust, Network for Adolescence and Youth of Africa (NAYA), National Empowerment Network of People Living with HIV/AIDS in Kenya (NEPHAK), Plan Kenya, Reproductive Health Network Kenya (RHNK), Support Activities in Poverty Eradication and Health (SAIPEH), Tropical Institute of Community Health and Development (TICH), Women Fighting AIDS in Kenya (WOFAK) and UNESCO.

This annual report highlights the milestones and key events throughout the year 2024. It aims to share the great piece of work that the Alliance has been able to accomplish and share insights to our partners, stakeholders and communities interested in our work.

MESSAGE FROM OUR LEADERSHIP



2024 has been quite a ride for the SRHR Alliance with loads of great interventions we have been able to spearhead not only in Kenya but also in the African region. We are most excited for the work we have been able to do with young people from around the country and our engagement with the community to create a favorable environment to enjoy their SRHR. Alliance members continue to boldly defend and promote reproductive health in the country despite tough political and economic times. As we close the year, we celebrate our wins and look forward to better SRHR outcomes in 2025 for all

*Judy Amina- Executive Director Kenya
SRHR Alliance*



Our shared vision to promote SRHR for all remains at the core of our work and engagement at all levels. We complete our 13th year of committed pursuit in optimizing all our capacities towards promoting partnerships for SRHR for all.

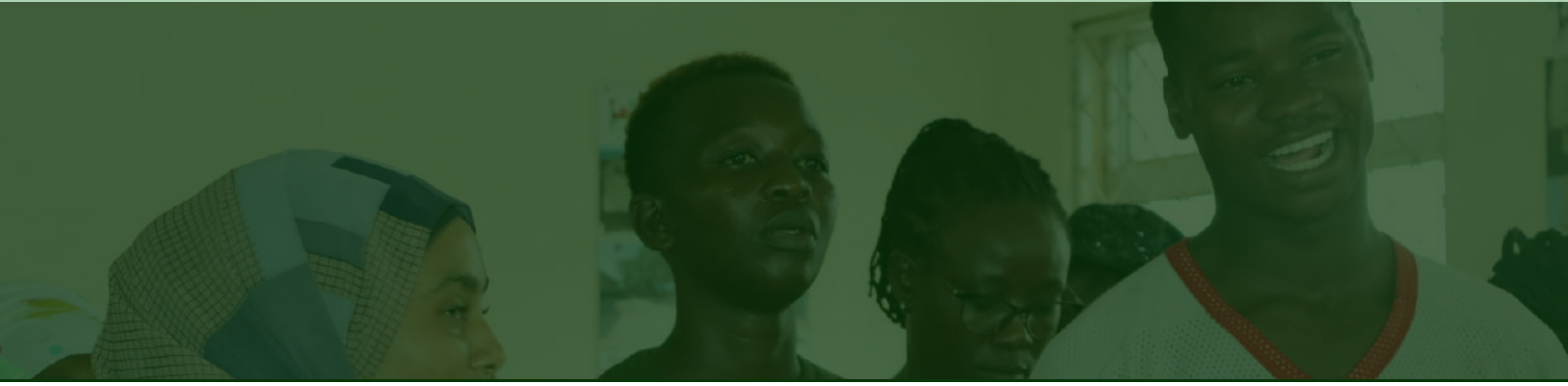
The SRHR Alliance values the immense support it has received in 2024 by our partners and different stakeholders to enable the strides made towards achieving our organizational goals and objectives. Our member partners have been key in ensuring collaboration and partnerships within our network and beyond to achieve SRHR for all.

We are encouraged by the people's movement at community level and by young people in promoting SRHR. We look forward to an even more successful 2025 and we hope you will continue to walk this journey with us.

Prof. Charles Wafula - Board Chair



OVERVIEW OF THE STRATEGIC PLAN



The Kenya SRHR Alliance envisions a world where everyone can enjoy their sexual and reproductive health and rights. Guided by this vision, the Alliance fosters partnerships to create lasting change, focusing on empowering communities, especially young people, women, and marginalized groups. Its approach is rooted in core values such as respect for diversity, human rights, accountability, innovation, and a commitment to learning and delivering value for money.

Our Strategic plan (2021- 2025), is anchored on four key strategic objectives



Policies and Governance

The Alliance advocates for inclusive policies and legal reforms, ensuring accountability and collaboration with stakeholders to advance SRHR equity for marginalized groups.



Quality SRHR Services

The Alliance ensures accessible, stigma-free SRHR services and education, empowering informed decisions while addressing barriers for youth and underserved communities.



Research and Evaluation

The Alliance strengthens research and monitoring systems, promoting data-driven SRHR programs through assessments, capacity building, and evidence-based decision-making.



Institutional Capacity

The Alliance enhances internal capacity and fosters partnerships, securing sustainable funding to scale innovative SRHR initiatives and drive impactful change.

KEY RESULTS AND ACHIEVEMENTS

Objective 1: Improving Policy, Legal, and Governance Environment

In 2024, the SRHR Alliance Kenya made notable strides in enhancing the policy, legal, and governance framework for sexual and reproductive health and rights (SRHR).

A number of achievements were met in the course of the year as a result including;

Key Achievements

- **Reproductive Health Conference 2024**

Shared insights from the **#RedCardKwaGrao** campaign, fostering partnerships and advocating for enhanced SRHR policies.

- **AYSRH Framework Review**

Actively contributed to the Nairobi County AYSRH Framework (2023-2027), influencing adolescent-focused SRHR policies.

- **“Too Pressed to Wait” Project**

Engaged 373 stakeholders, including youth, policymakers, and community leaders, to address teenage pregnancies.

Documented 8 success stories featuring religious leaders, county officials, and cultural champions driving community-led accountability and advocacy.

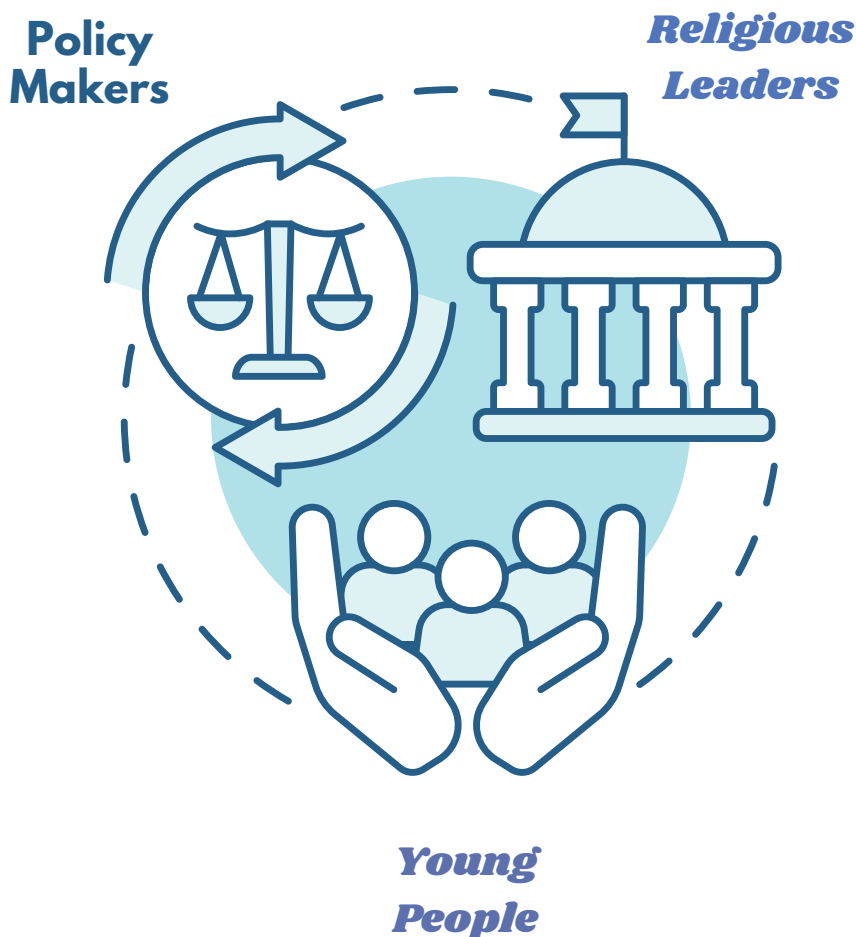


Image 1: Key actors in SRHR policy, legal and governance landscape

Despite these accomplishments, the SRHR Alliance faced a range of challenges that hindered more expansive progress.

CHALLENGES AND ADAPTIVE STRATEGIES

Key Challenges	Adaptive Strategies
<ol style="list-style-type: none"> Competing Priorities: <ul style="list-style-type: none"> Duty bearers prioritized other issues, limiting SRHR engagement. Weak Feedback Mechanisms: <ul style="list-style-type: none"> County-level systems hindered meaningful community involvement. Limited Decision-Maker Responsiveness: <ul style="list-style-type: none"> Advocacy efforts faced delays due to lack of engagement. Timing Conflicts: <ul style="list-style-type: none"> Key activities coincided with Ramadan, requiring strategy adjustments. 	<ol style="list-style-type: none"> Adjusted Timelines: <ul style="list-style-type: none"> Shifted event dates to avoid Ramadan-related conflicts. Targeted Media Efforts: <ul style="list-style-type: none"> Focused campaigns on government institutions rather than individuals. Sustained Advocacy: <ul style="list-style-type: none"> Maintained campaign momentum through adaptive approaches, ensuring progress toward SRHR reforms.

Objective 2: Increasing Access to Quality SRH Services

The SRHR Alliance Kenya prioritizes expanding access to quality sexual and reproductive health (SRH) services through data-driven interventions, community engagement, and innovative models. Amref Health Africa, a key member, has established 69 Primary Care Networks across 13 counties, reducing healthcare access barriers and targeting maternal and neonatal mortality reductions by 2030. The Alliance addresses harmful practices like FGM and GBV through training healthcare workers, providing psychosocial support, legal aid, and creating community networks. Efforts also focus on underserved populations, with mobile clinics and emergency responses, such as distributing dignity kits and offering psychosocial care during crises, ensuring comprehensive SRH service integration.

Key Achievements:

- Expansion of Primary Healthcare Access:
 - Amref Health Africa established 69 Primary Care Networks (PCNs) across 13 counties, improving community-level healthcare access.

- Reduced maternal and neonatal mortality is a strategic goal to be achieved by 2030.
- Addressing Harmful Practices:
 - Trained healthcare workers on prevention and management of female genital fistula (linked to FGM).
 - WOFAK provided psychosocial support, legal aid, and health referrals to GBV survivors.
 - Community-based networks strengthen support for women and girls.
- Reaching Vulnerable Populations:
 - Mobile clinics by Amref serve areas with limited healthcare access.
 - Flood response projects delivered dignity kits and offered psychosocial support in emergencies.
 - WOFAK addressed SRHR in informal settlements, focusing on marginalized communities.

Objective 3: Strengthening Research, M&E, and Knowledge Management.

The SRHR Alliance Kenya has prioritized research, monitoring and evaluation (M&E), and knowledge management to ensure evidence-based decision-making and effective programming in SRHR. Key initiatives include research studies, such as WOFAK's analysis of online SRHR campaigns, which informed strategies for digital advocacy and accountability. The "Too Pressed to Wait" project documented eight impactful stories of change, offering qualitative insights for programming and advocacy. Platforms like the Reproductive Health Conference 2024 facilitated the sharing of lessons learned and best practices.

The Alliance has also strengthened M&E frameworks, employing diverse tools like health journals, surveys, and feedback mechanisms to track progress, ensure accountability, and adapt interventions. A participatory approach to M&E engages stakeholders and enables real-time adjustments to projects. Research findings guide the development of targeted interventions, such as shifting advocacy from individuals to government institutions for greater impact and compliance with legal frameworks. By integrating robust research, M&E, and knowledge management, the SRHR Alliance ensures its programmes are data-driven, adaptive, and impactful.



Objective 4: Institutional Strengthening and Partnerships

The SRHR Alliance Kenya has recognised that robust institutional structures and strategic partnerships are essential for achieving sustainable impact in the realm of sexual and reproductive health and rights (SRHR). The sources provide evidence of the Alliance's commitment to enhancing governance, leadership, operational efficiency, and capacity building among members and staff.

Key Focus Areas



Governance and Leadership

Governance and leadership improvements include developing the 2024 Annual Report and M&E tools with consultancy support, fostering transparency, accountability, and data-driven decision-making. The Strategic Plan 2021-2025 emphasizes creating an enabling environment through efficient resource allocation and structured decision-making, such as forming Technical Working Groups (TWGs) for key functions.



Capacity Building

Capacity-building efforts focus on enhancing members' and staff's skills in research, advocacy, financial management, and evidence-based decision-making. The development of M&E tools and the emphasis on periodic institutional reflections underline the Alliance's commitment to continuous learning and adaptability, though specific data on the impact of these initiatives is limited.



Strengthening Partnerships

The Alliance strengthens partnerships through tools like the Member Asks and Offers Tool, enabling collaboration and knowledge sharing among members. Collaborations, such as with Planned Parenthood Global on the "Too Pressed to Wait" project, demonstrate the Alliance's use of international expertise and resources. The Strategic Plan highlights building diverse partnerships with INGOs, NGOs, CSOs, and public and private sector entities to address multifaceted SRHR needs.



SRHR Alliance in 2024: Strengthening Partnerships and Advancing Impact

In 2024, the SRHR Alliance showcased the power of collaboration and collective impact through its Technical Working Groups (TWGs), joint campaigns, and advocacy efforts. Key achievements included:

Policy Advocacy

Nairobi-based partners (Secretariat, CSA, NAYA, RHNK) successfully advocated for the development of the Nairobi County Adolescent Health Strategic Action Plan 2025–2027.

Led by AMREF and others, the Alliance pushed for the review of the National Adolescent Reproductive Health Policy to better address youth needs.

Resource mobilization

Secured joint grants like the Kaleidoscope Grant, Climate Care Grant, and GBV International Rescue Committee Grant, reflecting the Alliance's synergy in pooling resources.

Campaign support

Supported initiatives like UNESCO's 03 Plus Campaign, AYARHEP's Safe Sex Campaign, Nairobis' Diverse Vibes Initiative, and CSA's mentorship programs.

Collaborated on major advocacy campaigns, including the 16 Days of Activism, IDAHOBIT, and International Youth Day, highlighting collective advocacy power.

Capacity building

Focused on strengthening data collection, analysis, and evidence-based planning to enhance SRHR interventions.

Aspirations in the coming years

Looking ahead, the Alliance aims to document partner support mechanisms to ensure sustainability and secure collaborative grants, reinforcing its commitment to advancing sexual and reproductive health for all.

KEY MILESTONES BY PARTNER ORGANIZATIONS

The SRHR Alliance Kenya, through its diverse member organizations, has significantly advanced SRHR in Kenya by addressing healthcare, education, and advocacy needs.

Amref Health Africa:

Impacted over 30 million individuals through initiatives like Primary Care Networks (PCNs), Community Health Promoter (CHP) training, and nationwide awareness campaigns. Their integrated approach also addresses social determinants of health, such as education and climate adaptation.



WOFAK

Transitioned from a community support group to a leading healthcare provider, offering comprehensive HIV care, psychosocial support, and economic empowerment. Their integration of SRHR in HIV programs has increased access to holistic care.



NEPHAK

Conducted pivotal research, such as the PLHIV Stigma Index 2.0, which informs policies and advocacy to reduce HIV-related stigma and improve service uptake.

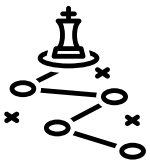


Alignment with Strategic Objectives:

- Amref's work aligns with increasing access to SRHR services by strengthening community-based healthcare systems.
- WOFAK's education and advocacy initiatives support an enabling environment for SRHR.
- NEPHAK's research drives advocacy for equitable policies and improved governance.

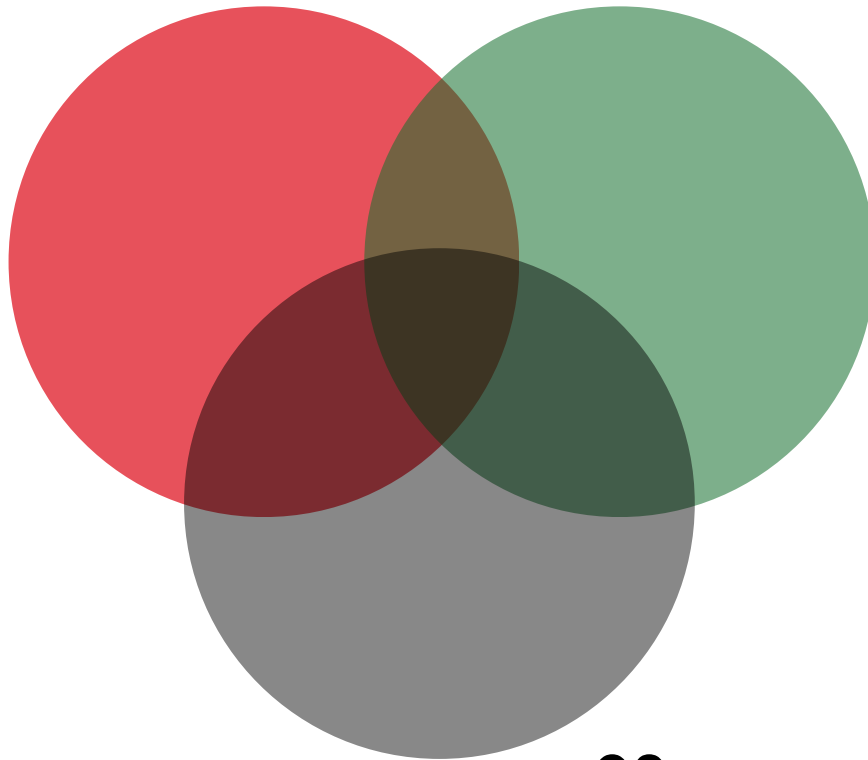
Collaborative Efforts and Impact: The Alliance fosters synergy through tools like the Member Asks and Offers platform, enabling knowledge sharing and project collaboration. Partnerships, such as with Planned Parenthood Global for the "Too Pressed to Wait" project, amplify impact through technical assistance and resource sharing. Community-level engagements ensure inclusivity, ownership, and sustainability, increasing SRHR awareness and access.

While collaborations have yielded positive outcomes, specific data on impacts remains limited. The Alliance's collective efforts continue to drive progress in creating equitable SRHR access and awareness across Kenya.



STRATEGIC MEDIA ENGAGEMENT

In 2024, the Kenya SRHR Alliance saw significant growth in media outreach for Sexual and Reproductive Health and Rights (SRHR):



01 Traditional Media

Reached 4.75 million people (up from 3.9 million in 2023), with radio being the most impactful platform for addressing myths and misconceptions, and TV engaging broader audiences through debate sessions.

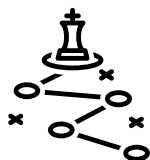
02 Digital Media

Social media presence on platforms like Twitter, Instagram, Facebook, and TikTok showed increased reach and engagement with more likes, shares, and comments, reflecting growing audience interest in SRHR content.

03 Tailored Content

More content was created to meet the specific needs of diverse audiences, including young people and vulnerable populations, ensuring cultural relevance and inclusivity.

These results set a strong foundation for expanding media strategies in 2025 to further advance SRHR education.



STRATEGIC MEDIA ENGAGEMENT

Reach and Engagements Through Posts in 2024

Social media name	Twitter Kenya SRHR	Instagram Kenya SRHR	Facebook Kenya SRHR	Tik Tok Kenya SRHR
Post or Page reach (total # of people who have viewed the posts or profile/page)	134,700	79,200	16,230	22,232
Total post engagements (total # of the below types of engagement on the posts, cumulative)	2702	7320	867	754
# of comments / replies	64	22	12	21
# of likes / reactions / favourites	1647	4590	793	601
# of shares / retweets	991	2708	62	132
Optional metrics:				
Community size (total # of followers of a social media account/profile) on 31-12-2022	12,502	1095	7259	391
Total posts (# of posts published as part of SRHR info and education)	27	112	112	18
Engagement rate = (total post engagements / total post reach) x 100				

Reach and Engagements Through TV and Radio

Traditional Media (TV, RADIO and Print)		
Station	Media	Viewership
Koch FM red Card Kwa Grao	Radio	600,000
Ghetto Radio Red Card Kwa grao	Radio	1.2m
Radio Lake Victoria (RHRN myths and misconceptions)	Radio	400,000
Bahari Fm (RHRN myths and misconceptions)	Radio	600,000
Sauti ya Pwani (RHRN myths and misconceptions)	Radio	200,000
Urban Radio (RedCard Kwa Grao)	Radio	400,000
Baraka FM (Red Card Kwa Grao)	Radio	200,000
Wauini FM (In this hood we protect each other)	TV and Radio	1m
KTN & Spice Fm (RHRN myths and misconceptions)	TV and Radio	150,000
Mtaani Radio (Inclusion of SOGIE)	Radio	150,000
Total		4,750,000+

ADVANCING SRHR IN KENYA



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