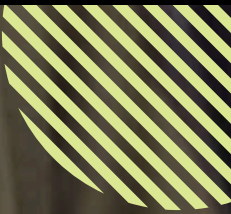


We all have a
role to play

A year of
Growth and
more growth



One can choose to go back toward safety or forward toward growth. Growth must be chosen again and again; fear must be overcome again and again." — Abraham Maslow.




2
4

growth

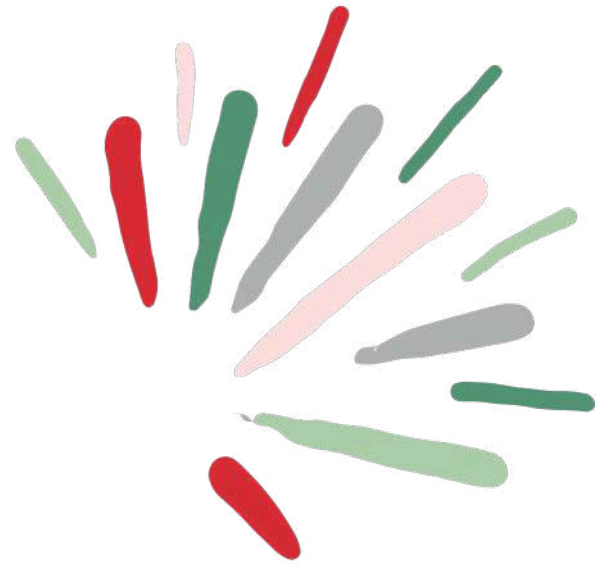
I'm Adoptable



"growing unapologetically" means embracing change, innovation, and bold goals without fear of external judgment. It focuses on developing employees, advancing culture, and pursuing ambitious objectives—even if disruptive—while transparently learning from failures. This approach champions authentic, value-driven growth over comfort or conformity to norms.



LINE UP THIS YEAR!



Note from our leadership

A year of growth and more growth

What have we been up to?

Find out the bold steps and the amazing work we have been doing

Reflection section

Thought provoking quizzes

Worth Noting Down

Kenya Model United Nations
Youth Media Hangouts

Community Stories

Young people share their stories..

Advocacy

Where we are

Trailblazer

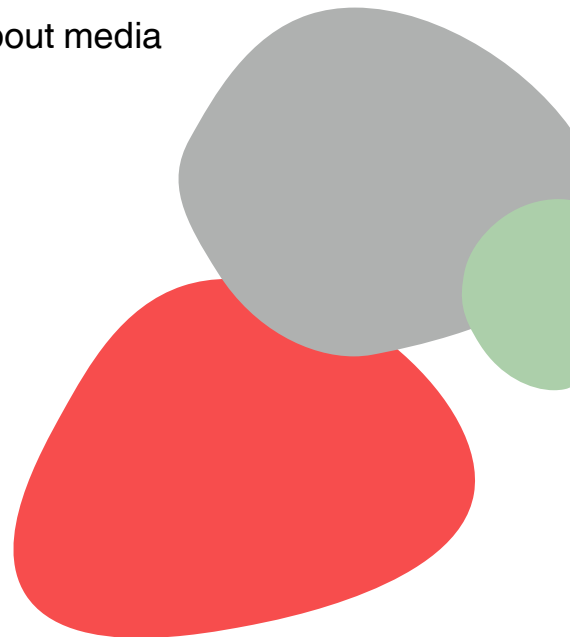
Rig or be Rugged by Hon Millie Mabona

Anecdote

What the youth movement has been up to.
Keeping up with our experiences and Trends

Media mastery

Learning about media





SRHR ALLIANCE

The Sexual and Reproductive Health and rights Alliance is a coalition of 19 civil society organizations that work towards Sexual and reproductive health for all.

Our Partners

1. Africa Alive
2. Africa Gender and Media Initiative (GEM Trust)
3. ACK Development Services Nyanza Region Limited. (ADS-Nyanza)
4. African Medical and Research Foundation (AMREF)
5. Ambassadors for Youth and Adolescents Reproductive Health Programme (AYARHEP)
6. Centre for The Study of Adolescents
7. Childline Kenya
8. International Center for Research on Women (ICRW)
9. Reproductive Health Network Kenya (RHNK)
10. Kisumu Medical and Education Trust (KMET)
11. Nairobites Trust
12. Network for Adolescent and Youth of Africa (NAYA)
13. Plan International
14. Support Activities in Poverty Eradication and Health (SAIPEH)
15. United Nations Educational, Scientific and Cultural Organization (UNESCO East Africa)
16. Women Fighting AIDS in Kenya (WOFAK)
17. Tropical Institute of Community Health and Development (TICH)
18. National Empowerment Network of People living with HIV/AIDS in Kenya (NEPHAK)



A note from 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 SHRH 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.

Charles Wafula - Board Chair



WHAT WE'VE BEEN UP TO

YOUNG PEOPLE AT THE FOREFRONT

In 2024, the SRHR Alliance has empowered young people to lead SRHR initiatives, including commemorating International SRHR days and combating misinformation through media partnerships. The Alliance has facilitated panel discussions, community debates on harmful stereotypes, and roundtable talks with healthcare workers to improve access to SRH services. Additionally, the Alliance has participated in drafting developed sustainability plans with Nairobi County to ensure the health need of adolescents and young people are catered to. We have also been able to engage in regional and international conferences, and trained young PWDs in SRHR policy advocacy. These efforts have strengthened youth participation in SRHR programming and advocacy, ensuring lasting impact on adolescent and youth sexual and reproductive health.



RIGHT HERE
RIGHT NOW



BUILDING CAPACITIES

This year, SRHR Alliance has focused on strengthening grassroots movements, empowering community-based organizations (CBOs) to make a tangible impact. Through our [Haki Yetu Wajibu Wetu](#) program under Amplify Change, we provided comprehensive capacity-building workshops, equipping these CBOs with tools for effective SRHR advocacy, budget advocacy, and public engagement. Participants learned to navigate Organizational Capacity Assessments (OCA), integrate gender mainstreaming, and advocate for SRHR priorities, enabling them to represent their communities confidently. Their efforts have already influenced local policy—these CBOs have successfully contributed to sub-national and county annual development

plans, ensuring that community needs, particularly SRHR concerns, are embedded in public agendas and budgets. The development of tailored Information, Education, and Communication (IEC) materials further supported these efforts, boosting visibility and community education. Our outcome harvesting evaluations confirm the positive impact: these grassroots movements now drive inclusive, community-centered change, advocating for SRHR at every level of local government.

WHAT WE'VE BEEN UP TO

EMBRACING SEX POSITIVITY

This year, SRHR Alliance has led transformative, sex-positive programs aimed at shifting perceptions and sparking open, healthy discussions about sexual pleasure and rights. Through our African Pleasure Hub, we trained facilitators to de-demonize sex and engage communities in constructive conversations that normalize pleasure within the broader context of sexual and reproductive health.

These programs empower facilitators with tools to address sensitive topics thoughtfully, fostering a culture that respects and celebrates pleasure as a vital aspect of well-being. By supporting facilitators to lead these discussions confidently, we are laying the groundwork for an inclusive, open dialogue on sexuality across communities—helping to break taboos and challenge misconceptions.



YOUTH-LED SOCIAL ACCOUNTABILITY

In 2024, the SRHR Alliance, with support from PPG, participated in executing the **#RedCardKwaGrao** campaign—a youth led front extension of the national Red Card Campaign that calls for accountability in addressing teenage pregnancies. Grounded in evidence from the Kenya Demographic Health Survey (KDHS) 2022, the campaign centers on Airbase in Nairobi, a dense informal settlement facing significant social challenges, including poverty, unemployment, and crime.

Adolescents aged 15 to 19 are particularly vulnerable in this area, where teen pregnancy rates contribute to Nairobi's 8% teen pregnancy rate, as recorded by KDHS 2022. Adjacent to Garissa Lodge, a bustling trade center and home to marginalized communities and a significant refugee population, Airbase presents unique cultural and religious dynamics, including an Islamic-majority population, adding layers of complexity to the campaign's outreach and engagement strategies. The **#RedCardKwaGrao** campaign has been able to address these intersecting challenges by creating targeted, culturally sensitive interventions that bring awareness, accountability, and tangible support to adolescents in this high-risk community.



RAFIKEY! COMING SOON

The Digital Health Coalition Kenya, hosted by the Kenya SRHR Alliance, is currently leading the development of Rafikey, a pioneering joint landing page designed to centralize various Sexual and Reproductive Health and Rights (SRHR) digital interventions in Kenya. This innovative platform aims to provide Adolescent and Young People (AYP) with a wide range of accessible services, ensuring sustainability even during platform downtimes. Rafikey operates on inclusivity and adaptability, allowing any SRHR digital intervention provider to integrate their services onto the platform. This collaborative approach empowers AYP with tailored options to meet their specific needs. Rafikey features a sophisticated service redirection mechanism, allowing users to seamlessly transition to alternative platforms, ensuring continuous access to services. We are excited to roll out Rafikey in 2025, setting a new standard for accessibility, choice, and resilience in the SRHR digital health landscape.



TUBONGE NA ART

In 2024, we are proud to support the Youth Executive Board (YEB) of the Right Here Right Now (RHRN) coalition in the rollout of *Tubonge na Art*, a dynamic three-month project set to run from March to May. Led by a diverse group of nine young individuals aged 20-25 from Kisumu, Mombasa, and Nairobi, the project celebrates meaningful youth participation by placing young people at the heart of its design and execution.

With representation from queer youth, young mothers, and persons with disabilities, Tubonge na Art aims to amplify youth voices and foster positive change through creative expression. The initiative embraces the power of art to bridge the gap between generations, ensuring that adults and young people collaborate to enhance the effectiveness of the activities. By empowering youth to lead and guiding them with adult mentorship, this project reinforces the strength of youth-adult partnerships in creating lasting community impact.

"RESILIENCE IS BUILT NOT JUST THROUGH PERSONAL STRENGTH, BUT BY LEANING ON THE SUPPORT OF OTHERS, FOR IT IS IN CONNECTION AND COMPASSION THAT WE FIND THE COURAGE TO ENDURE AND OVERCOME."





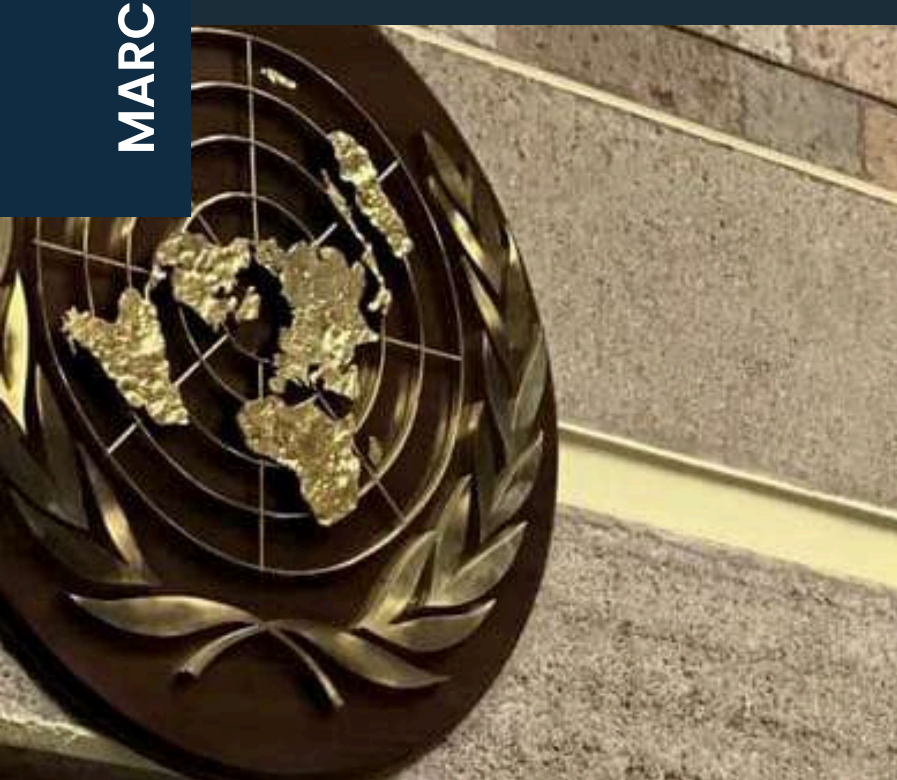
Reflection

Get ready for some fun, thought-provoking questions! These are perfect for self-reflection and sparking interesting conversations with friends—dive in and see where they take you!

1. If you could instantly learn any skill or gain any knowledge, what would it be, and why?
 2. If you knew you'd live only one more year, what would you change about your daily life?
 3. Would you rather live a short, exciting life or a long, peaceful one? Why?
 4. If money were no object, what kind of work would you pursue?
 5. What does "success" mean to you?
 6. Would you rather be famous during your lifetime or be remembered long after your death?
 7. If you could be transported to any period in history, where and when would you go?
 8. If you had to lose one of your senses, which one would it be, and why?
 9. How do you think your childhood has shaped the person you are today?
 10. If you could change one thing about yourself, what would it be?
 11. Would you prefer to know the date of your death or the cause of your death?
 12. If you could relive one year of your life, which year would you choose and why?
 13. If you had one extra hour in the day, how would you spend it?
 14. If a crystal ball could tell you anything about your future, what would you want to know?
 15. If you could change one thing about the world, what would you choose?
 16. Would you sacrifice one of your personal values for a loved one's happiness?
 17. If you could start over in a new country, where would you go, and what would you do?
 18. Do you believe people are generally good or generally selfish?
 19. How would you describe the difference between living and existing?
 20. If you could talk to your teenage self, what advice would you give?
 21. Would you prefer to be someone who's deeply loved or deeply respected?
 22. What's something you wish people knew about you that they don't?
 23. If you could meet anyone, living or dead, who would you choose, and why?
 24. If you had a time machine, would you visit the past, the future, or both?
 25. Would you rather be a highly skilled expert in one field or moderately skilled in many?
- 

MARCH 2024

KMUN Convention Panel Discussion on Climate Justice and SRHR

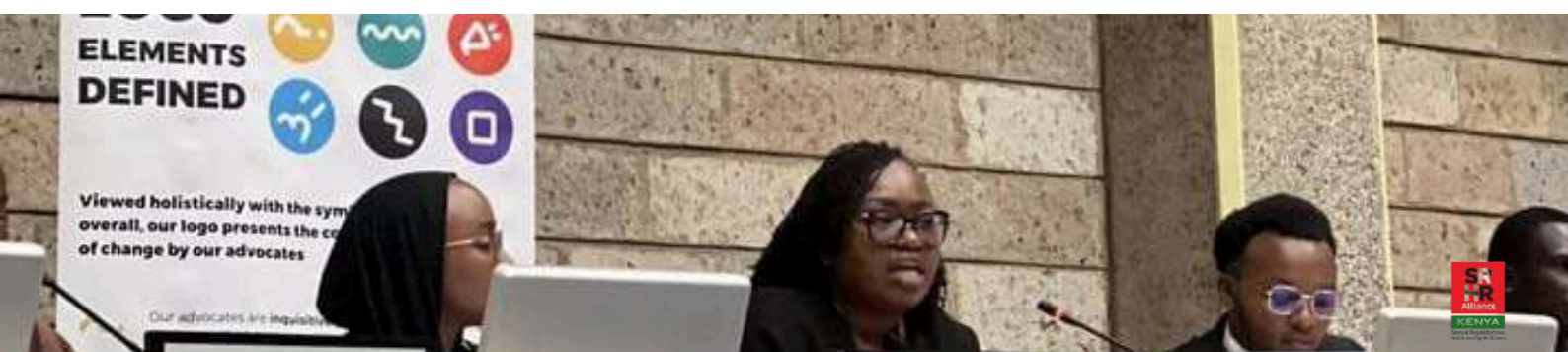


SUMMARY REPORT

- Disproportionate Impact of Climate Change on Marginalized Populations
- Importance of Youth Empowerment
- Need for Integrated Solutions

In March 2024, the SRHR Alliance participated in a thought-provoking panel discussion at the KMUN Convention held at the United Nations Center. The panel addressed the critical link between climate justice and Sexual and Reproductive Health and Rights (SRHR), shedding light on how climate change disproportionately impacts reproductive health, particularly for marginalized populations.

Key discussions focused on the vulnerabilities faced by women, youth, and marginalized communities in the aftermath of climate-induced crises, such as limited access to healthcare, increased gender-based violence, and disrupted family planning services. Youth empowerment was a central theme, with calls for more active youth participation in policy discussions on gender equality, climate justice, and SRHR. The panel underscored the importance of intergenerational dialogue and collaboration, advocating for the inclusion of youth voices in decision-making processes to drive lasting change.



Hi there!

In 2024, the SRHR Alliance started a youth hangout trend, facilitating open conversations on young people's needs, led by young people themselves. It has been fascinating to see how different societal and social issues interconnect, impacting the sexual and reproductive health and rights (SRHR) of youth. From political unrest and economic challenges to climate crises and high taxation, these issues have had profound effects on young people's access to healthcare, safety, and mental well-being. Through engaging live campaigns on platforms like Instagram and TikTok, the Youth Hangout initiative has not only raised awareness but also provided a safe space for discussing mental health, stress, and SRHR in the face of adversity.

The success of this initiative has emphasized the need for youth-driven spaces where marginalized voices can be heard, and actionable solutions can be created. The alliance plans to continue this momentum into next year, with a focus on expanding the conversation, advocating for policy changes, and further strengthening youth participation in shaping their health and rights.





Kampani Zetu

YOUTH E C H

This year, our commitment to driving impactful Sexual and Reproductive Health and Rights (SRHR) advocacy has yielded exceptional results, as evidenced by the remarkable growth of our social media reach. Guided by a robust monitoring and evaluation framework, we achieved an impressive 12,012,401 total reach—a 65% increase compared to 2023's 7,282,580. This progress underscores the effectiveness of our data-driven strategies and the invaluable support of our partners.

Here's a performance overview of our key campaigns:

- 1. Condom This or That (Instagram and Facebook): 12,500 reach — a myth busting session for young people in partnership with The Centre For the Study of Adolescence**
- 2. IDAHOBIT (Love is Love) (Twitter and Instagram): 1,021,184 reach — fostering inclusivity and equality together with African Media Trust, Nairobis Trust, Naya Kenya and Raise your Voice CBO**
- 3. IYD (Kam Tubonge) (Twitter and Instagram): 2,399,772 reach — empowering youth voices together with The Centre for the Study of Adolescence, NAYA, Raise Your Voice, Nairobis, AYAHREP.**
- 4. 16 Days of Activism (Twitter and Instagram): 3,119,111 reach — tackling gender-based violence with over 50 partners including Nairobi City County**
- 5. Red Card Kwa Grao (Twitter and Facebook): 3,916,722 reach — championing accountability in education alongside the Too Pressed To Wait partnership**
- 6. PWD Advocacy (Twitter): 1,543,112 reach — amplifying inclusion for persons with disabilities together with Dream Achievers and Gifted Community Centre**

Through these campaigns, we achieved more than just numbers; we strengthened public discourse, mobilized communities, and fostered behavioral change. Our monitoring data shows that the targeted approaches used resonated with diverse audiences, creating awareness, driving conversations, and building sustained engagement.

This growth demonstrates the critical role of adaptive, evidence-informed programming in maximizing impact. With your continued partnership, we are confident in our ability to scale these successes further, reach even more communities, and generate measurable outcomes that align with shared goals for equity and access to SRHR. Together, we are creating a future where every voice matters, and every action counts.

Thank you for believing in this journey. Let's make 2025 even bigger.



OUR STORIES

NEEMA, AGE 17
KAMKUNJI,
NAIROBI



Neema's life has been a journey marked by hardship and struggle, one that started when she was barely 16 years old. She had met him, her friend of two years, a boy only slightly older than her. In her eyes, he was someone who saw her, who understood the small details of her life that she felt no one else did. But when she found herself pregnant, everything changed. Her mother, overwhelmed with shame and anger, turned her back on her, and Neema, with child, was left to fend for herself. With nowhere to go, she soon found herself on the streets, in a world full of dangers that she hadn't known before.

Life on the streets was harsh. Cold, hungry nights blended into days spent begging for spare change, dodging people's looks, and hiding from the shadows that closed in as darkness fell. Sometimes she'd find a small corner to sleep in, huddling close to strangers who became a makeshift family out of necessity. But every night was a risk. Her slight frame made her easy prey in an environment where violence was part of survival. Neema knew that a second pregnancy would be devastating, and yet, despite her best efforts to avoid it, she felt cornered. Her body, her choices, seemed out of her control. Without an ID, she couldn't even approach the health centers nearby; doors were closed to her because she couldn't provide the right documentation. Even if she managed to get inside, the clinic staff looked at her with questioning eyes, telling her she needed permission—consent from an adult or a guardian—to access the services that could help her prevent another pregnancy.

But Amina had no guardian. She had no one.

As days turned into months, Amina grew more desperate, feeling trapped by circumstances beyond her control. She heard whispers from other girls on the streets about contraceptives and health services, but they were rumors more than anything. The truth was, nobody talked to her or her friends about reproductive health or gave them guidance. They were left on their own, outside of any system that might help. Amina didn't even know if there were programs that supported girls like her—young mothers trying to protect themselves, trying to survive.

Her story is heartbreaking but all too common for young girls living in similar conditions. Amina's experience sheds light on a major gap in our society's approach to young people, especially those in vulnerable situations. She needed access to health services without unnecessary barriers, guidance on her rights, and a safe place where her voice could be heard. The absence of these resources left her more vulnerable than ever, a casualty of policies that overlook her reality.

MORAL AGE 23
UNIVERSITY
STUDENT

OUR STORIES

In search of safety, I fled, leaving behind my sisters, who faced the same terrifying fate I was escaping. I hoped for a better life in the city—a chance to break free not only for myself but also for those I left behind. Yet, as I ran, fear stayed with me, for my sisters remained trapped in a ritual that many consider a "rite of passage." But this so-called "rite" is, in reality, a path lined with suffering, often leaving scars far deeper than those on the body.

This painful tradition, female genital mutilation (FGM), is often accepted as a necessary part of cultural identity or a pathway to womanhood. But at what cost? For many, it is not a gateway to adulthood but a doorway to trauma, impacting women physically, emotionally, and mentally. It is often a journey marked not by choice but by expectations, stripping young girls of their right to a healthy future.

At the age of fifteen, I nearly became a bride to a man four times my age. I was a child with dreams and ambitions, suddenly thrust into an adult world of responsibilities I could barely comprehend. For many girls, this is their reality—where childhood is cut short, and freedom is exchanged for painful traditions. This isn't simply about maturity; it's about control, taking away a girl's right to choose her path and reducing her to an object of cultural conformity.

I've seen this suffering up close. My older sisters' faces carried the heavy weight of the pain they endured, scars left not only on their bodies but on their souls. Yet, our community holds tightly to these practices. Mothers and aunties, bound by their own experiences and societal pressures, often watch in silence as the cycle repeats. Even they, despite having once been in our place, are trapped in a cycle of acceptance and endurance.

When I turned fourteen, my own "rite of passage" loomed. I was led into an old hut, a dim, enclosed space that foreshadowed the ordeal ahead. Four women held me down, while my parents stood outside. My cries were ignored. In that moment, as each cut seared through me, I lost more than my physical self. Type 3 FGM left my body permanently altered, with only a tiny opening to urinate and menstruate. But it's the invisible wounds that last—the fear, the sorrow, the sense of powerlessness.

Fifteen years have passed since that day, and I live with the reality that I cannot bear children. Yet within these scars, a new strength has emerged. I am determined to break this cycle of suffering, to speak out for the many who still face this practice. Female genital mutilation must end. It is not a cultural treasure; it is a violation of human rights. No girl should be forced to suffer in silence, thinking her pain is just part of growing up.

It's time to break the silence. Join me and countless others in the fight to end FGM. Support organizations like Daughters of Eve, Every Girl's Dream, and the Hope Foundation for African Women, who work tirelessly to protect young girls and educate communities about the harmful impacts of FGM. Together, we can build a future where every girl can live free from fear, free from harm, and free to pursue her dreams without the weight of tradition holding her back.



Advocacy ; Where we are!

This year, the Kenya SRHR Alliance conducted an advocacy landscape analysis to better understand the shifting dynamics and emerging challenges in advancing Sexual and Reproductive Health and Rights (SRHR) and gender justice. Our findings have made it clear that while strides have been made, there is a critical need for activists to coalesce more effectively and build stronger synergies. This is especially important as we face a political landscape that has shifted in ways that place SRHR lower on the priority list, reflected in cuts to crucial budgets and the reduction of reproductive and maternal health considerations in both public and private health insurance.

As a movement, we must leverage our collective power and empower grassroots communities to advocate for themselves. Too often, those who are most affected by these issues—young women, marginalized communities, and vulnerable populations—are left out of the decision-making processes that affect their lives. It is vital to build capacity at the grassroots level so that these communities are not only informed but also equipped to engage in advocacy, ensuring that their voices are heard and acted upon.

The intersectionality of SRHR with other critical issues, such as education, economic justice, gender equality, and climate change, makes it clear that any neglect of SRHR is not just a setback for women and girls, but a direct threat to the future of entire generations. Without a robust focus on SRHR, we risk further marginalizing those already most vulnerable. This oversight will not only prevent the achievement of gender justice but will also undermine progress in other development goals, including poverty alleviation, health equity, and environmental sustainability.

We must re-strategize and fight for SRHR's place on the political agenda, as it is the foundation of any society's well-being and prosperity. If we do not act now, we risk wasting the potential of the most vulnerable, losing out on the contributions they could make, and ultimately, failing to secure the future we all deserve.



"Neglecting SRHR is not just a setback for women and girls, but a threat to the future of all generations. When we fail to advocate for the health, rights, and empowerment of the most vulnerable, we squander the potential of a brighter, more equitable tomorrow."



BOOK REVIEW

"Confessions of Nairobi Men" and "Confessions of Nairobi Women" – Stories that Challenge and Transform Perspectives on Gender and Safety in Nairobi

Authored by Joan Thatiah

These compelling books delve into the often-unseen struggles of men and women navigating life in Nairobi. With raw, deeply personal stories, they expose the intricate realities of trauma, resilience, and survival in a city that can be both unforgiving and transformative.

Confessions of Nairobi Men explores the hidden vulnerabilities of men, challenging the societal expectation of stoicism. From an Uber driver surviving multiple traumatic events to a man raising children not his own after a life-altering revelation, the stories highlight emotional scars often ignored. The narratives emphasize the urgent need for safe spaces where men can express vulnerability without stigma, a crucial element in fostering mental well-being and transforming harmful norms of masculinity.

"These stories remind us that beneath the chaos of Nairobi's streets lies a tapestry of resilience, pain, and survival—challenging us to rethink gender norms and build a safer, more inclusive society."

In *Confessions of Nairobi Women*, we encounter women living in the margins of society: a sex worker mourning her child's death in public transport chaos, a woman raised under Nairobi's Globe Roundabout, and another navigating addiction and abuse. These stories reveal the brutal consequences of gender-based violence, societal neglect, and systemic inequality, underscoring the need for trauma-informed health services and support systems.

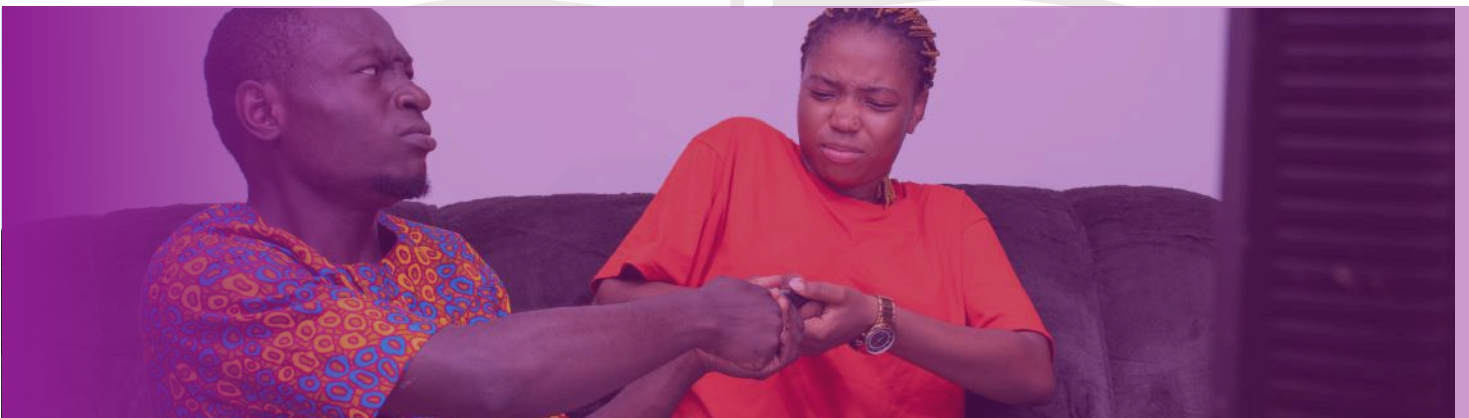
Together, these books challenge traditional gender roles and invite readers to reflect on the societal structures that perpetuate harm. They align with SRHR Alliance's advocacy for gender-transformative approaches, highlighting the importance of inclusive urban policies that protect vulnerable populations. Beyond exposing the challenges, the books inspire action—calling for the creation of community-led safe spaces where men and women can share their stories, heal, and rebuild. By amplifying these voices, *Confessions* is a sobering yet hopeful reminder of the resilience that thrives amid Nairobi's chaos and the collective responsibility to build a more equitable society.

An Anecdote: Understanding Gender Equity.

Maria Ikado

In the pursuit of gender equality, there is a tendency to focus primarily on the struggles and rights of girls and women, and understandably so. However, it's equally important to ensure that the boy child is not forgotten. Often, the boy child's struggles are overlooked in conversations about gender justice, even though he too faces unique challenges that deserve our attention. Being intentional about supporting the boy child is not about shifting focus away from girls—it's about ensuring that no child, regardless of gender, is left behind.

Growing up with siblings, I witnessed firsthand the delicate balance parents must strike when supporting each child. I remember a particular moment when my younger sibling, a boy, seemed to feel neglected. Our youngest sister had just been born, and my parents were fully absorbed in caring for her needs—feeding, changing, comforting—making sure she was healthy and secure in those first fragile months. My brother, being older, felt that in all the attention being given to the newborn, he was forgotten. He would sit in the corner, silently, with a sad look, as if to say, "What about me?"



As a family, we understood the importance of nurturing the newborn to ensure she was healthy, but my brother's feeling of being left out couldn't be ignored. The truth was, no one intended to neglect him. It was simply that at that moment, the household needed to be intentional in focusing on the newborn's care to ensure the well-being of the entire family. The boy child, much like my brother, needs attention, guidance, and nurturing to thrive, even when other pressing concerns may take center stage.

As we grew older, it became clearer that boys often face societal pressures that go unaddressed. In many cultures, boys are taught from a young age to hide their feelings, to be "strong" and "tough," and to avoid vulnerability. This creates a toxic environment where boys may feel isolated and incapable of expressing their emotions, even when they are struggling. Whether it's with school pressures, mental health issues, or societal expectations, boys often face unique challenges that require a strong, supportive environment to help them thrive.

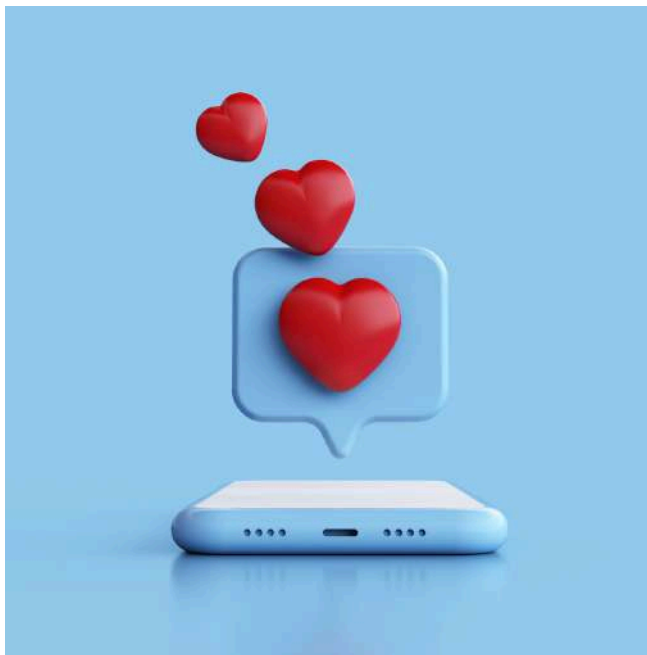
"The boy is not forgotten, though sometimes he may be."

The boy child's struggles, often invisible or minimized, need our collective attention. We can no longer allow the boy child to silently shoulder burdens that are too heavy to carry alone. If we want to build a future where all children—boys and girls—are equipped to thrive, we must actively nurture, guide, and support them through every stage of life.

Just as we support girls to become confident, empowered leaders, we must also ensure that boys are given the tools they need to develop a healthy sense of self and a positive, supportive role in society.

This intentionality will not only empower boys but also create a society where both genders can coexist in balance, each contributing to the collective growth and prosperity of all. Just like in my family, where we had to balance our attention between a newborn and an older sibling, we must remember that while different needs may arise, no child should ever be made to feel forgotten. Every child, regardless of gender, deserves to be seen, supported, and empowered. Only then can we build the future we all dream of.

Advancing SRHR Education Through Strategic Media Engagement



The 2024 media outcomes for the Kenya SRHR Alliance reflect a substantial improvement in our efforts to provide accurate information and education on Sexual and Reproductive Health and Rights (SRHR). Through both traditional and digital media platforms, we saw notable growth in our reach and engagement, demonstrating the effectiveness of a more strategic and evidence-driven approach compared to 2023.

Our traditional media campaigns reached an impressive cumulative audience of over 4.75 million people in 2024, up from 3.9 million in 2023. This growth is attributable to the deliberate use of targeted content and strategic partnerships with key radio and television stations. Radio continued to be the most impactful platform for disseminating information, particularly with programs addressing myths, misconceptions, and inclusivity in SRHR topics. TV campaigns complemented this reach by engaging broader audiences through relatable debate sessions, which strengthened our ability to educate diverse demographics effectively.

On the digital front, our platforms recorded remarkable progress. In 2024, our social media presence achieved significantly higher reach and engagement metrics. The total reach across platforms such as Twitter, Instagram, Facebook, and TikTok demonstrated a growing audience for SRHR content. This aligns with our core objective of using media as an educational tool, as we observed increased interactions in the form of likes, shares, and comments. These indicators not only reflect a growing interest in SRHR topics but also validate our platform-specific strategies and the relevance of our content to target audiences.

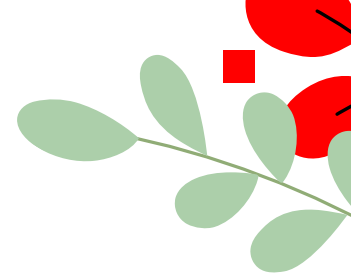
A key success in 2024 was the alignment of our media strategies with the goal of delivering evidence-based and culturally relevant SRHR information. Compared to 2023, we produced more content tailored to meet the specific needs of various audience segments, including young people and vulnerable populations. This ensured that our messaging remained accessible, inclusive, and impactful, fostering greater understanding and behavioral change around SRHR issues.

Looking at the overall trajectory, the progress made in 2024 establishes a strong foundation for scaling our media strategies in 2025. By continuing to leverage data and audience feedback, we aim to enhance our efforts to provide accurate, timely, and comprehensive SRHR information to an even broader audience. This continuous improvement underscores our commitment to using media as a transformative tool for advancing SRHR education and awareness.

share
tweet
like
follow

10 RULES AND TIPS FOR WORKING WITH MEDIA: LESSONS LEARNED BY SRHR ADVOCATES IN 2024

Ramwaka Communications team Kenya SRHR Alliance



At the Kenya SRHR Alliance, we have had the privilege of engaging with media platforms this year through TV and radio shows, amplifying the voices of SRHR advocates and spreading awareness on critical issues affecting sexual and reproductive health and rights. Through these media engagements, we've learned that experience is truly the best teacher. We've gained valuable insights that have shaped the way we approach interviews and public discussions. Media has proven to be an essential tool in advancing the SRHR agenda, but it requires careful navigation to ensure our messages are communicated effectively and respectfully.

Here are 10 key rules and tips we've learned for working with media:

WHAT WE LEARNED

- 1. Always Have Your Data Ready:** Data strengthens your argument. Whether you're discussing policies, health outcomes, or societal impacts, make sure to back your points with up-to-date, credible data.
- 2. You Are Never Off the Record:** Every conversation, even behind the scenes, can be used by the media. Always be mindful of what you say and ensure your statements align with your advocacy goals.
- 3. Don't Repeat the Negative:** When discussing sensitive issues, avoid repeating negative statements mentioned by the personnel. It will Repeat and stick on your audience's minds.
- 4. Work with Someone You Trust:** Media can be unpredictable. It's important to work with media professionals you know and trust, who understand your goals and can help frame your messages effectively.
- 5. Build Capacity with the Media:** Educating and building relationships with journalists is key. Providing training or resources to the media helps ensure they are better equipped to cover SRHR topics with accuracy and sensitivity.
- 6. Captivate the Audience:** Engage your audience with compelling storytelling. Use real-life examples, share impactful data, and speak in a way that resonates with listeners or viewers.
- 7. Know Your Audience:** Tailor your message to suit the platform and the audience. Whether it's a youth-oriented radio show or a policy-focused TV interview, adjust your language and content to fit.
- 8. Stay On-Message:** In interviews, especially with the media, it's easy to get off-track. Stick to your key messages and don't let distractions lead you astray.
- 9. Be Ready for the Unexpected:** Media interviews can sometimes take an unexpected turn. Be prepared to handle tough or challenging questions with grace and remain focused on your key messages.
- 10. Leverage Social Media for Amplification:** After your TV or radio appearance, don't forget to share your insights on social media. Engaging with your community on platforms like Twitter or Instagram can amplify your message and increase reach.

"TRUE GROWTH IS ONLY ACHIEVED WHEN WE EMBRACE INCLUSIVITY AND BUILD MOVEMENTS THAT RECOGNIZE AND ADDRESS THE INTERSECTIONS OF RACE, GENDER, CLASS, ABILITY, AND IDENTITY— BECAUSE PROGRESS THRIVES WHEN NO ONE IS LEFT BEHIND."



Featured Articles

REDEFINING HEALTH THROUGH SELF-CARE AND SELF-LOVE



In a society where young people are confronted with several issues concerning their bodies and sexualities, comprehensive sexual education cordially helps in self-acceptance and self-love. CSE is about not only reproduction but also empowering individuals to take charge of their bodily, emotional, and sexual health. By giving accurate, reliable, and comprehensive information about sexual and reproductive health, CSE provides knowledge and skills to young individuals to make informed decisions.

In African communities, One's perception of self-worth is comparable to the status of the community's affairs. The olden ways teach that it's key to honor both yourself and the people around you. These ideas can go hand in hand with new ways of teaching about sex. In many African cultures traditions like rites of passage and group talks have always been ways to teach important lessons about things like sexual consent and being responsible. By using these age-old practices, CSE can make the point stronger that loving oneself and respecting each other in the community is key to making society better.

CSE primarily addresses self-love as a crucial aspect of self-development and the establishment of limits. CSE is essential in curbing the HIV and STI epidemic by educating youth about transmission, prevention, and treatment. Thus,

According to demographic statistics, population-level causal evidence that funding for more comprehensive sex education led to an overall reduction in the teen birth rate at the county level of more than 3%. Moreover, it has been found that CSE plays a key role in boosting mental health for young individuals. This is because they feel more in control of their choices and have the ability to make educated judgments about their bodies and sexuality. CSE plays a role in creating a generation of self-assured, knowledgeable, competent individuals by fostering dignity and integrating with cultural values and global health ambitions.

**Loci- SRHR Alliance Youth Movement -
The standard 13th Dec 2024**



COMBINE TRADITIONAL AND MODERN TEACHINGS ON SEXUALITY

In today's evolving world, the intersection of both traditional and modern teachings of sexuality creates both opportunities and challenges. As the society strives to balance respect for culture with the need for progressive inclusive education, it is critical to address the challenges involved. Customary teachings often emphasize on the need for respect, societal values and the importance of relationships while current perspectives highlight critical issues such as consent, gender diversity and sexual well-being.

Many cultures hold ancestral teachings regarding sexuality, often emphasizing abstinence and marriage as the only acceptable contexts for sexual education. This conflicts with the current viewpoints of Comprehensive sexual education (CSE) that incorporates discussions on topics like contraception and gender equality.



According to the African population and health research (APHRC), CSE can significantly enhance sexual health outcomes for adolescents. Young people are often vulnerable to sexually transmitted diseases, early pregnancy and toxic relationships for not receiving quality education on their sexual wellness. Promoting pleasure as part of CSE can help address related challenges faced by youths including risky sexual behaviors and the stigma surrounding sexual well-being. Enjoyment-focused education can encourage safer sexual practices including consistent use of condoms and taking control of their sexual-hygiene and well-being.

Often times programs may fail to involve key stakeholders in designing and implementation of sexual health education. These include young people who are direct beneficiaries of such programs, this lack of engagement can lead to curricula that does not resonate or address their needs. Involving community leaders and traditional health practitioners, while offering sexual positivity education, can foster a sense of acceptance and trust. This collaboration can ensure the initiatives are culturally relevant and more likely to be embraced by the society.

The integration of traditional and modern teachings of sexuality is necessary and beneficial in improving sexual health among young individuals. By respecting cultural contexts and engaging the community in the education process, it is possible to create a more effective and inclusive approach in addressing challenges faced by youths in the sex positivity concept.

**By Evelyn Sasi-Kenya SRHR Alliance
The Peoples Daily 27th Nov 2024**

2024 Gallery

Here are some few photos of 2024 key highlights.....



ALLIANCE BOARD MEETING 2024



**SAUTI YA PWANI
SRHR MYTH
BUSTER SESSION**



**YOUNG PEOPLE HEALTH CARE
WORKERS DIALOGUE- KISUMU**



16 DAYS OF ACTIVISM MARKET DAY



RHNK CONFERENCE



TOO PRESSED TO WAIT MOMBASA



**CBO CAPACITY STRENGTHENING TEAM
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