

DECK



HOW TO Implement a Youth Accountability Model



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WHAT WAS REDCARD KWA GRAO?



Despite being 65% of Kenya's population, youth hold less than 20% of local government positions, and 78% report feeling excluded from decision-making that affects their lives. Limited access to SRHR services in marginalized communities further deepens this exclusion.

The Red Card Approach empowers young people to demand accountability: using a universally recognized football red card, youth engage leaders directly, mobilize communities, amplify their voices through media, and lead the agenda themselves—turning a simple symbol into a powerful tool for responsive governance.

WHO IS THIS NOTE FOR?

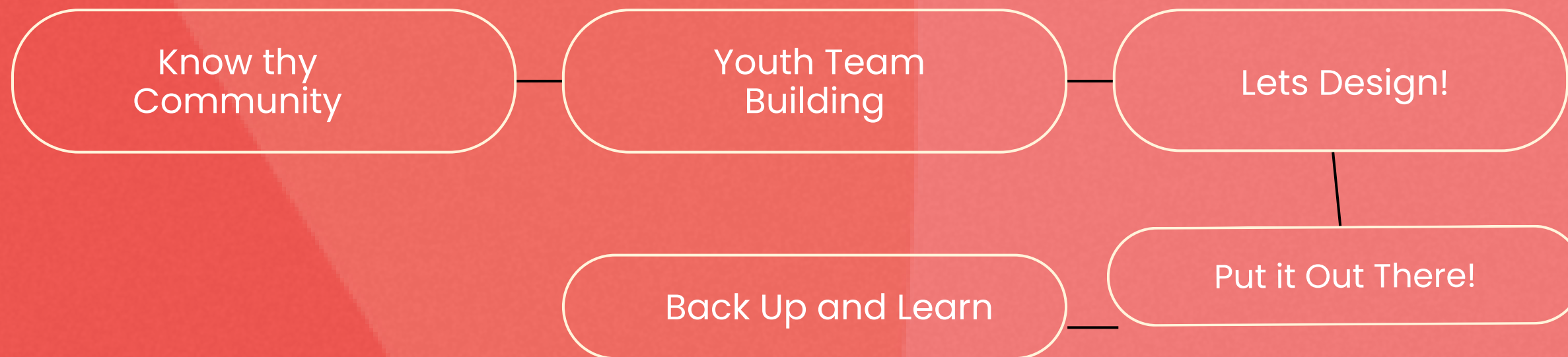
This initiative is for everyone, including government officials and policymakers, civil society organizations, youth organizations, and media and advocacy platforms, because each plays a vital role in ensuring youth voices are heard and acted upon. Government officials and policymakers help align the initiative with governance structures and policy reforms. Civil society organizations bring expertise, resources, and networks to support implementation. Youth organizations drive grassroots outreach and leadership, while media and advocacy platforms amplify youth voices, generate public awareness, and create accountability.



THE RED CARD YOUTH ACCOUNTABILITY JOURNEY



The process begins with Community Assessment, where young people gain a deep understanding of local contexts, needs, and power dynamics. Next is Youth Team Building, focused on developing skilled, motivated organizers who can drive change. Campaign Design follows, ensuring strategic planning for clear, actionable accountability demands. Through Direct Engagement, youth participate in meaningful dialogue and advocacy with decision-makers. Finally, Documentation & Learning captures lessons, measures impact, and informs future efforts, creating opportunities to scale successful approaches and strengthen youth-led governance initiatives.





Step 1 & 2: Get to Know Your Community & Build Your Team

Co-creating with the community and building a strong youth team are essential for meaningful engagement. In the Red Card initiative, young people first mapped their communities to understand local contexts, power dynamics, and barriers to participation. This assessment helped identify the most relevant issues and decision-makers to target.

At the same time, the initiative focused on Youth Team Building, bringing together motivated peers and training them in advocacy, mobilization, and leadership skills. This approach ensured that campaigns were not only relevant but also driven by the very young people they aimed to empower. Listening to ongoing feedback from community interactions allowed the team to adapt strategies in real-time, increasing ownership, credibility, and impact.



Step 3 & 4: Design the Campaign & Take It to the People

Once the community context is clear and a strong youth team is in place, the next step is **Campaign Design**. Young people worked together to craft clear, relatable messages and accountability demands that spoke directly to the issues affecting their communities. Every element, from visuals to communication channels, was co-created to ensure the campaign resonated with its audience.

Direct Engagement brought the campaign to life. Youth held face-to-face dialogues with decision-makers, organized community meetings, and leveraged social media to spark conversations. By combining strategic planning with real-world action, the initiative made youth voices visible, amplified their concerns, and created opportunities for immediate accountability. Feedback from these engagements continuously informed adjustments, keeping the campaign dynamic and responsive.



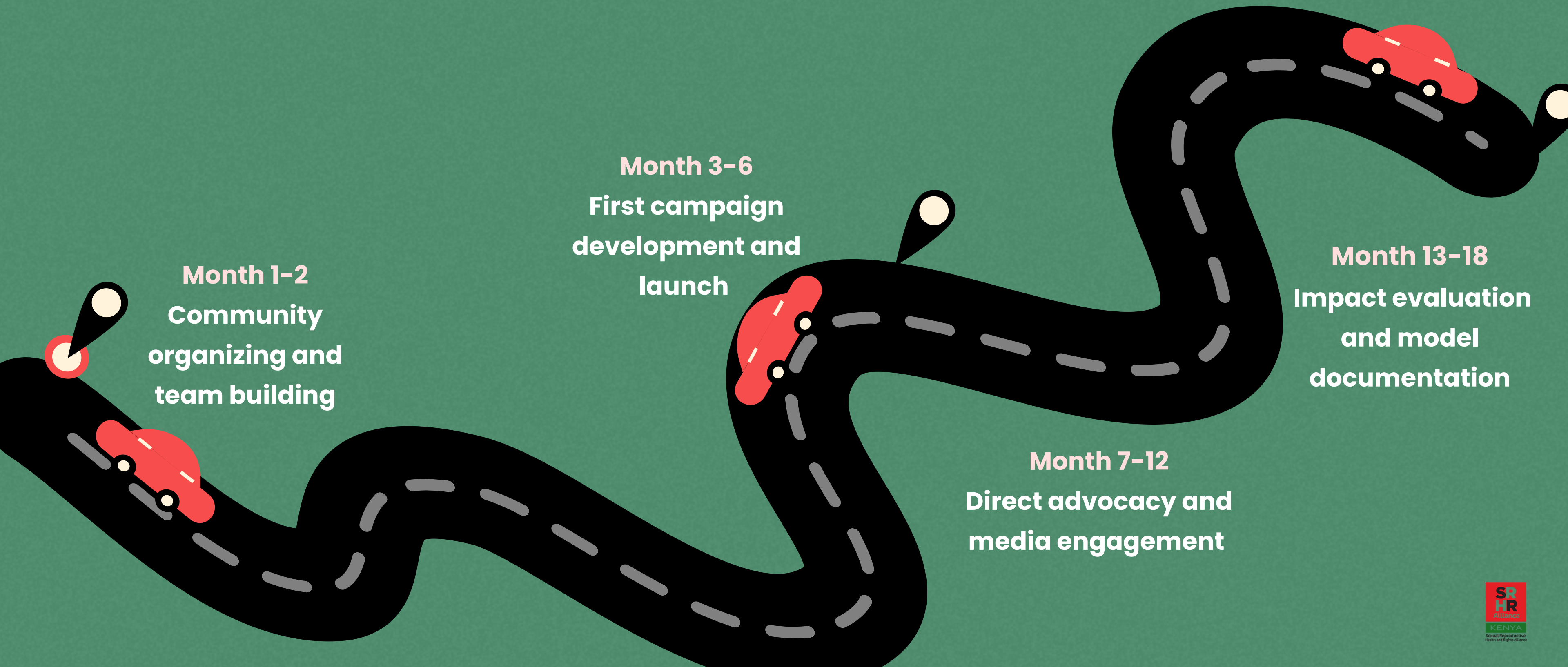
STEP 5 : Back - Up and Learn

Capturing lessons and measuring impact is a critical part of sustaining youth-led campaigns. In this step, young people documented their activities, tracked responses from decision-makers, and collected feedback from the community. This process not only highlighted successes and challenges but also informed improvements for future campaigns.

By reflecting on what worked and what didn't, the team was able to adapt strategies, scale impact, and share insights with other communities and partners. Documentation ensured that the knowledge generated became a resource for continued advocacy, strengthening youth leadership and accountability efforts over time.

IMPLEMENTATION JOURNEY

FROM GRASSROOTS MOVEMENT TO SYSTEMATIC MODEL



Month 1-2
Community
organizing and
team building

Month 3-6
First campaign
development and
launch

Month 7-12
Direct advocacy and
media engagement

Month 13-18
Impact evaluation
and model
documentation

GROWTH METRICS

**6 founding members
→ 89 trained youth
organizers**

**1 community → 5
ward implementation
sites**

**0 government
dialogues → 15 formal
meetings with officials**

**Local issue focus → County-
level policy influence**



The model demonstrates clear progression from grassroots organizing to institutionalized accountability mechanisms.

PROVEN IMPACT



547 Young people
directly engaged



2,234 Community
members mobilized



15 Formal meetings with
government officials



52 Media stories generated



5 Concrete policy
commitments secured

The model delivers concrete outcomes that strengthen individual youth capacity and enhance community-level governance.



PROVEN IMPACT

- Youth confidence in civic engagement increased 78%
- Community expectations for leader responsiveness shifted
- New norms established for youth-government dialogue
- Improved access to youth-friendly health services



Before Red Card, I was afraid to speak at community meetings. Now I facilitate county-level forums on youth issues." - Mary Maina Youth Organizer

KEY MESSAGES

- Democracy isn't something that happens to us – it's something we create together
- Young people won't wait for permission to demand accountable governance
- The tools exist. The model works. The movement is ready to grow.

The movement's success depends on each stakeholder taking concrete action to support youth-led accountability





GET IN TOUCH

FOR MORE INFORMATION OR TO SCHEDULE A MEETING, PLEASE CONTACT US.



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