

Jhpiego - AFP

KENYA

Johns Hopkins University Affiliate





Media Advocacy

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NATIONAL OBJECTIVE

- Three national media houses engage policymakers and development partners on domestic financing of family planning commodities and meeting FP2020 commitments by October 2017.

SUBNATIONAL OBJECTIVES

- Media houses in 3 focus counties create regular segments that advance women and adolescents access to contraception by October 2017
- Media houses in focus counties engage decision makers on implementation of family planning policies by October 2017

KEY ACHIEVEMENTS

Impact storytelling

Mulembe FM/ Radio Citizen

3,138 young people aged 15 to 19 years have received contraception services mainly implants at the Mumias Model Hospital Youth Corner between February and September 2017

15,852 young people have received information and services at the youth corner during a similar period.

This include information and services in areas such as Family planning, HIV testing, sexually transmitted infections, guidance and counselling.

Two more youth corners-Makunga hospital and Lusheya hospital youth friendly corners

Impact storytelling

Teen Mums of Kwale

Multi-sectoral action plan to address issues of teenage pregnancies developed in Kwale

Power To tell the Family Planning story

- 34 journalists trained FP storytelling
- 31 stakeholders including county officials trained on media engagement

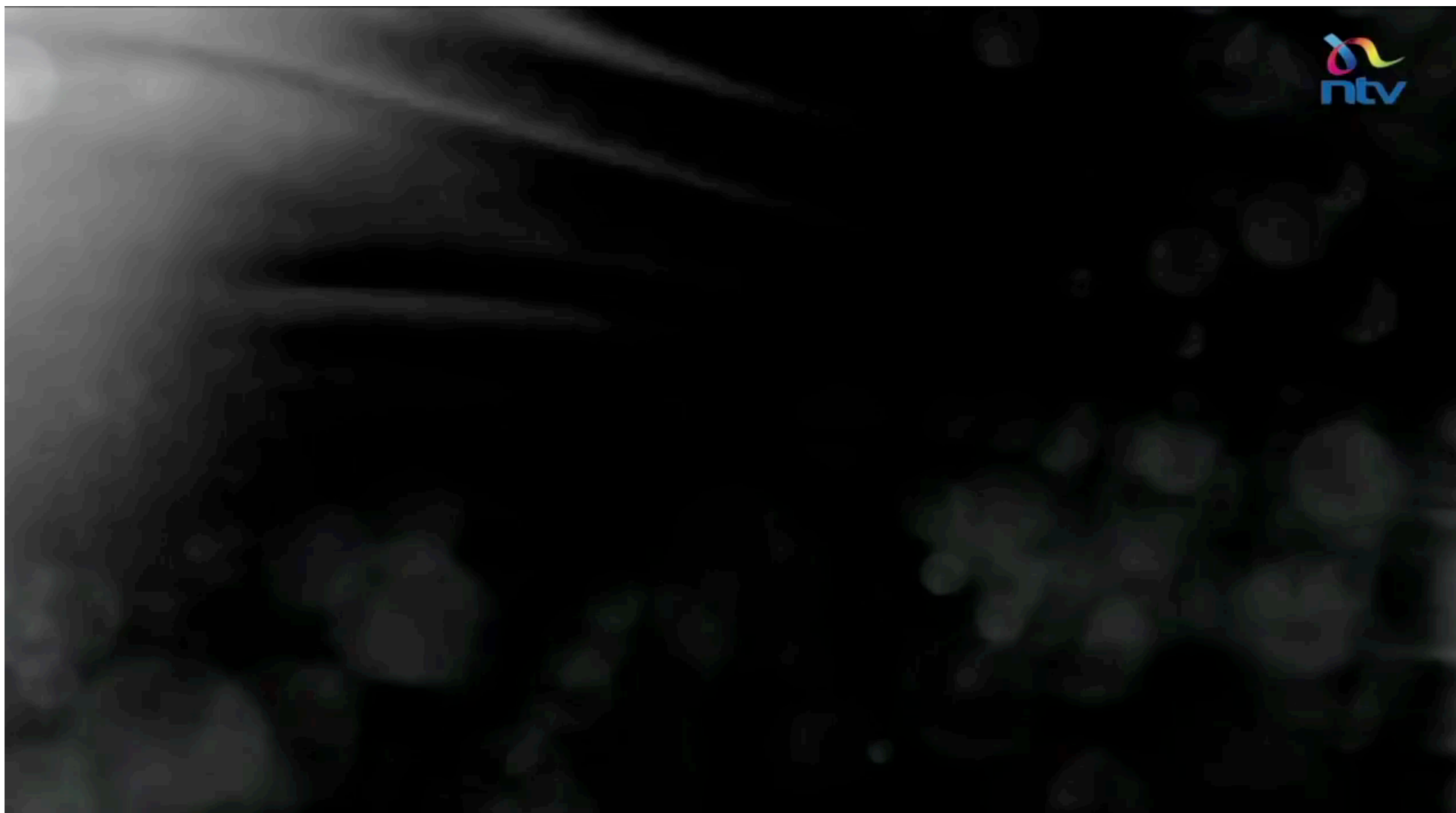


6 local radio stations commit to air FP programs at own cost



Challenges

- Politics (Timing)
- No resource persons for media
- Fear of the media



Thank You



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Improving health.
Transforming futures.

