



**#FORM  
NIGANI?**

**A KENYAN CREATIVE  
MOVEMENT  
FOR CONTRACEPTION.**



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# INTRODUCTION

Despite the crucial role of family planning for Kenya's development, as well as the right to family planning being guaranteed by Kenya's Constitution and Health Act, many Kenyans lack access to both contraception information and methods. In fact, 49% of all pregnancies in Kenya are unintended.

The majority of Kenyans are young -- 74% of Kenyans are under 35 years of age. We talked to hundreds of young Kenyans to understand how they view contraception and their experience of access and services. They told us they need and want contraception and feel it is a critical element to help them achieve their dreams. Yet, the taboo surrounding sex and contraception has stifled public discussion and the importance of contraception hasn't been connected to Kenya's national development goals. Kenyan youth feel their voices aren't being heard and they are lacking influence in the decision making that impacts their own futures, as well as those of the country.

***#formnigani is a youth social mobilisation platform that co-creates with the arts community to support family planning advocacy.***





# WHAT'S THE PLAN?

***“You have done what has never happened here before. Family planning seems Kenyan and Kenyans are talking about it.”***

*— Event participant*

#formnigani (‘What’s the plan’ in Sheng) is an inclusive platform for Kenyans led by Kenyan youth, creatives and opinion shapers. The purpose is to help young Kenyans creatively frame, discuss and showcase positivity for family planning in order to achieve their constitutional right to quality family planning.

Since the kick-off in 2018, the movement has used creativity to mobilise youth and spark high-level discussions on contraception. It has created 351 million impressions across national media and on social media and reportedly resulted in an increase in family planning budgets at county level. #formnigani has started a new national conversation, led by Kenyan youth, that places contraception as a key element for Kenya’s future.

***“I think the campaign has been successful in promoting the conversation about sexuality and family planning, impacting positively on the advocacy work for uptake of family planning.”***

*— Korir Kigen, UNFPA*

# OUR PARTNERS

We collaborated throughout the project with UNFPA, AFP-Jhpiego, DSW, Evidence for Action and Stage Media Arts Arts to ensure that the #formnigani strategy and activities would optimally support their advocacy work on national, county and grassroots levels.

In 2018, the focus of the collaboration was on opening the space for advocacy by breaking through the taboo surrounding sex and family planning by magnifying the existing wide-spread support for family planning in Kenya.

In 2019, we began to frame the future of Kenya and the importance of

contraception by collaborating with youth to determine future scenarios and kick-starting a youth-led national debate. Our activities were aligned with partner activities along the different phases of the county budget process.

The partners input has been invaluable throughout #formnigani in developing the strategy, messaging, and activities. They have participated in almost all #formnigani events, media panels and interviews. DSW disseminated family planning information at events, and Stage Media Arts Arts created street drama and was closely involved in the training of young social mobilizers.



**“#formnigani is the only project to ever have broken through Kenya with the story and messaging around demographic dividend in a simpler way and co-created with young”**

– Sam Mulyanga, AFP-Jhpiego





# COLLABORATORS, CREATORS AND OPINION SHAPERS



## Some of the influencers we collaborated are:

- ◆ Award winning photographer Boniface Mwangi created photo exhibitions with over 40,000 visitors, and he has over one million followers on Twitter alone
- ◆ Celebrity comedians Ule Msee and Njugush regularly engage hundreds of thousands of fans on social media
- ◆ Award winning Public Relations personality Anyiko Owoko is East Africa's leading Entertainment Publicist. In 2018, she was selected by OkayAfrica among 100 women honorees for their #OKAY100Women list
- ◆ Renowned spoken word artist Teardrops merged the family planning message with poetry in the #formnimistari challenge
- ◆ Award winning musician and activist Juliani who has over 400,000 social media followers co-created #formnigani's theme song with singer Suzziah.

**“To reach youth, you have to incorporate what youth love, and that is what #formnigani has done.”**

– *Teardrops, poet, #formnigani creative influencer*

The vibrant Kenyan cultural and influencer scene offers a cornucopia of talent, dedication and expertise. We established a supergroup of 80 Kenyan collaborators, creators and opinion shapers to serve as the heart of our movement.

Their task was to create art, spark and steer the conversation, and to engage mass audiences in authentically Kenyan ways. They included some of the most visible

Kenyan names across music, dance, comedy, puppet making, futurology, feminism, photography, spoken word poetry, graffiti, costume design, filmmaking, public relations, activism, graphic novels, and advocacy.

The outputs vary from videos by celebrity comedians and a hit song still being played on Kenyan radio to a photography exhibit featuring artificially aged Kenyans and their future dreams.





DANCERS COMEDIANS

CHOREOGRAPHERS

POP CULTURE ICONS

FILMMAKERS

80+

MUSICIANS

ACTORS

Local collaborators,  
creators' & opinion  
shapers

PUPPET  
MAKERS

POETS

INFLUENCERS

PHOTOGRAPHERS

PUBLICISTS

FUTURISTS

STUDENTS

COMIC BOOK WRITERS

ACTIVISTS



# RESULTS AND IMPACT

In just two years, #formnigani grew into one of the strongest youth social mobilization forces in Eastern Africa with a brand awareness of over 40% in Nairobi and almost 50% in Bungoma. #formnigani has managed to break the taboo surrounding sex and contraception, and to reframe the narrative by sparking a national debate on the future of Kenya and the importance of contraception. According to our partners, #formnigani increased awareness in Bungoma and activated public participation in the county budget process, helping to increase the family planning budget allocation there by 6% in 2018. Our partners told us that

in Nairobi the movement and activities, especially the media panels that touched on topics such as demographic dividends and youth bulge, had been noticed by policy makers. The strategic focus on the future was successful in reframing the narrative in a way that supports advocacy.

***“Family planning communication has always been so boring. #formnigani has opened up the issue and we can feel comfortable about carrying on the conversation even without FNG. It was really cool.”***

– Anyiko Owoko, thought leader & PR manager

**351.6**  
MILLION  
Social  
Media

**7,000**  
Bungoma event  
Attendance

**16.2**  
MILLION  
Print media

**659+**  
MILLION EYEBALLS

**357.8**  
MILLION  
Total Reach

**84.7**  
MILLION  
Broadcast

**8.5**  
MILLION  
Online news  
media

**110,000**  
Nairobi event  
attendance

**153.6**  
MILLION  
Radio songs  
plays



## Social Mobilization

- Youth Think Tanks
- Ideathon
- University program
- Grassroots advocacy toolbox
- Youth advocate training program
- Community arts and engagement events

#FORM  
NIGANI?

**Creative  
Change Making:  
Youth-led  
contraception  
prioritisation**

## Supporting Advocacy

- Future scenarios and FP roadmap Kenya in 2030 report
- Futures 2.0 COVID-19 roadmap and SRH framework
- Collaboration Workshops
- Media panels on national print, TV, and radio media
- Development of future scenarios content for advocacy

## Creative Strategy & Content

- Creative strategy and influence model
- Creative content including events, comedy videos, poetry, photography, graffiti, drama, dance videos, and graphic animation
- Campaign theme song

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NIGANI?

# CREATIVE ACTIVATION

***“Discussions on contraception have long been only by established groups such as civil society and government. #formnigani’s greatest gain is that it extended the discussion to the younger demographic in a way that can influence stakeholders and policy makers.”***

– Dr. Katindi Sivi Njonjo, futurist, Longview Consult

#FORM  
NIGANI?



# A COLLABORATIVE MODEL FOR CHANGE

#formnigani works directly with young Kenyans, creatives and advocacy groups that advocate for youth-centered contraception policies and budget allocation. The #formnigani collaborative change model combines a top-down approach to creatively engage decision makers, with bottom-up activity to support and mobilize grassroots communities. This was done by leveraging popular culture and creativity across four interconnected phases.

Create the space by breaking the taboo to talk about sex and showcase the positivity for contraception. Frame the future of Kenya and the importance of contraception by using future scenarios to start a national debate.

Link contraception with personal futures by positioning contraception as vital to achieve personal future plans.

Mobilize young advocates with content, creative support and training.

**“Scope is redefining how we do social justice work which is naturally seen as belonging to a center group of people. Scope is redefining what innovation looks like in this sector. The presentation and representation of young people as a collective is what is needed to influence policy. Scope centers young people’s experience in its advocacy and campaigning.”**

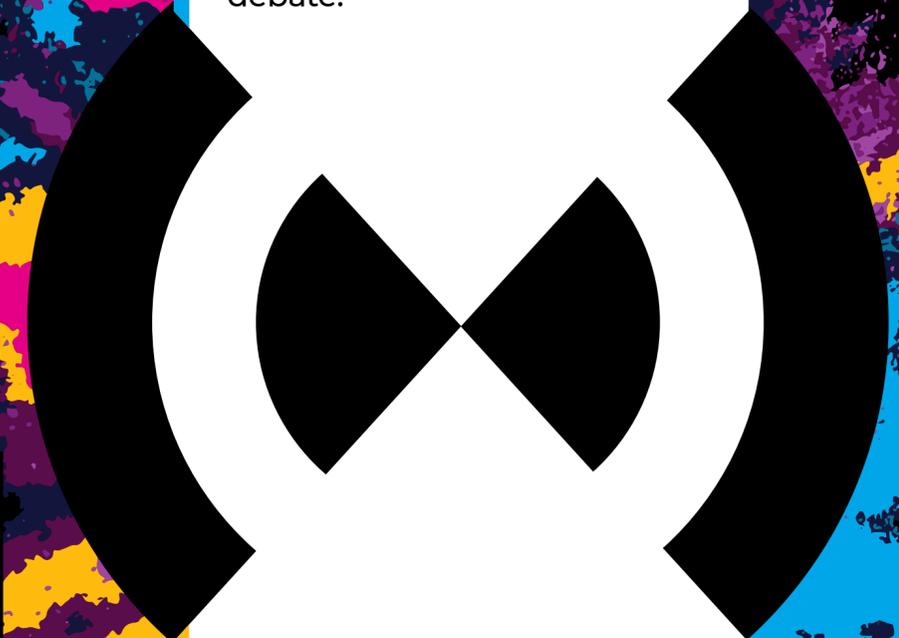
— Scheaffer Okore, Afro Political Feminist, #formnigani opinion shaper

## 1. CREATE THE SPACE

Create the space by breaking the taboo to talk about sex and showcase the positivity for contraception.

## 2. LINK CONTRACEPTION WITH PERSONAL FUTURES

Frame the future of Kenya and the importance of contraception by using future scenarios to start a national debate.



## 3. FRAME THE FUTURE OF KENYA & IMPORTANCE OF CONTRACEPTION

Link contraception with personal futures by positioning contraception as vital to achieve personal future plans.

## 4. MOBILIZE YOUNG ADVOCATES

Mobilize young advocates with content, creative support and training.



# TIMELINE 2018-2020

## 1. CREATE THE SPACE

Break the taboo to talk about sex and showcase the positivity for contraception.



Inclusive starting shot

Jan 2018 April 2018



Influencers engage audiences.

## 2. LINK CONTRACEPTION WITH PERSONAL FUTURES

Break the taboo to talk about sex and showcase the positivity for contraception.

Using the arts to tell stories and engage mass audiences.



May 2018 June 2018



Community engagement to relate contraception with planning.

Aug 2018 Jan 2019

## 3. FRAME THE FUTURE OF KENYA & IMPORTANCE OF CONTRACEPTION

Use future scenarios to start a national debate.

Future president of Kenya arrives in present.



Future Think Tanks

June 2019 July 2019



Kenya in 2030 report launch

## 4. MOBILIZE YOUNG ADVOCATES

Support young grassroots advocates with content, creative activations and training on how to use scenarios.

University Ideathon  
Enabling youth advocates.



Nov 2019 Feb 2019



May 2020

## COVID-19 RESPONSE



TEARDROPS AMEDROP  
KA LINE  
FORM NI MISTARI  
RUSHA LINE  
ISHIWE KAKI

#formnimistari  
Creative Challenge



#formnigani  
Futures 2.0

June/July 2020

Collaboration & communication with partners to develop strategy, align activities and hone messaging throughout the project.

M&E interviews & discussions on the county budget process with all partners.

Workshops with advocacy partners on Think Tank output.

Workshops to create the "Vision 2030 Roadmap" to optimistic future scenario-





# TIMELINE AND PHASES

PHASE 1:

# CREATE THE SPACE

*Break the taboo to talk about sex and showcase the positivity for contraception.*





## PHASE 1:

# CREATE THE SPACE

On the morning of 17th April 2018, 100 pregnant men stormed the streets of Nairobi centre. They distributed flyers and performed a choreographed dance. The message was "If men got pregnant, family planning would be accessible to all." The purpose of this inclusive starting shot was to draw attention, spark discussion, and bring in a new, surprising angle to the family planning narrative. The inclusion of men was lauded by partners and the general public alike.



**Within six hours #formnigani was the second top trending topic on Twitter. In the first 24 hours, the social media reach was three million.**

*← Our creative influencers immediately engaged their audiences with original #formnigani content to start discussions and collect personal stories about sex and family planning.*

**"The most effective message was that men were asked, if they were pregnant, would they view family planning differently. Family planning directly impacts women, so it has never been that important. This was a big message that had a big impact."**  
— Tashrifa Silayi, DSW



PHASE 2:

# LINK CONTRACEPTION WITH PERSONAL FUTURES

*Positioning contraception as vital to  
achieve personal future plans.*





PHASE 2:

# LINK CONTRACEPTION WITH PERSONAL FUTURES

We set out to engage mass audiences with a combination of events, the arts and online engagement to highlight the crucial role of contraception in achieving personal goals. Our creative influencers engaged their audiences to share their personal goals and discuss the importance of contraception. All of the activities were leveraged on social media and using public relations.



← A photography exhibition in Nairobi and Bungoma by internationally awarded photojournalist Boniface Mwangi featured portraits and personal stories about sex and family planning. The exhibition in Nairobi alone was visited by 40,000 Kenyans.

**“#formnigani has a creative approach that acts as a catalyst. The impact of the movement clearly shows that continuing it is essential to the sector.”**

— George Ogolla, Options UK/ Evidence for Action



PHASE 2:

# LINK CONTRACEPTION WITH PERSONAL FUTURES

A bicycle race for boda boda drivers with the men all wearing pregnancy bumps was arranged in Bungoma.



The #formniball football tournament in Nairobi was the largest unofficial football tournament ever in Kenya. This was the first time Muslim boys and girls as well as players from both the men's and women's national teams played on the same teams.

**“Discussions on contraception have long been only by established groups such as civil society and government. #formnigani’s greatest gain is that it extended the discussion to the younger demographic in a way that can influence stakeholders and policy makers.”**

– Dr. Katindi Sivi Njonjo, futurist, Longview Consult



PHASE 2:

# LINK CONTRACEPTION WITH PERSONAL FUTURES

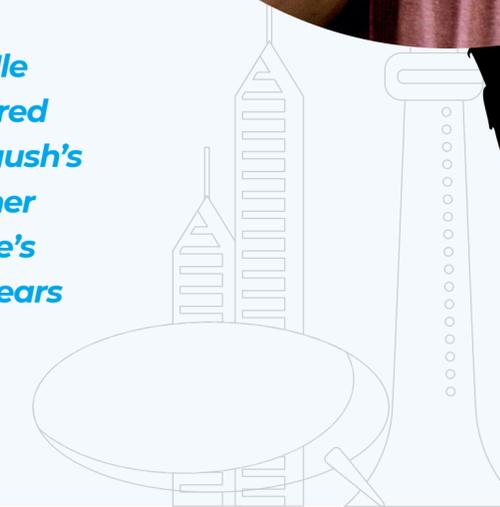
**Using the arts to tell stories and engage mass audiences**

The #formnigani theme song, Formula, was created and launched by celebrated rapper Juliani and singer Suzziah. The song has been heard over 150 million times on Kenya radio - and it is still being played.



Engaging mass audiences to make the existing widespread support for contraception visible to decision makers is a key aspect of #formnigani.

*Celebrity comedians Njugush and Jaymo Ule Msee made videos that were liked and shared by tens of thousands of their fans. The Njugush's video showed him complaining to his partner about being pregnant, and Jaymo Ule Msee's video showed the reaction of a man who hears that his partner missed her period.*





PHASE 2:

# LINK CONTRACEPTION WITH PERSONAL FUTURES

Comic book creator Point Blank Evumbi created a motion graphic that featured three generations of unplanned pregnancies from the present until 2063, the year Kenya will celebrate its Centenary.



#formnigani concerts were arranged in both Nairobi and Bungoma. The Bungoma concert featured the biggest stars to ever perform in the county.



**"#formnigani was a game changer. It was the first ever movement in the history of Kenya that engaged young people on sex positivity talk. I was impressed by the hunger the young people had for information on reproductive health, and also to finally share their myths on sex. #formnigani left a lasting impact on the people who had a chance to experience it."**

— Boniface Mwangi, photojournalist, #formnigani creative influencer



The #formnidiva concert at the Alliance Francaise in Nairobi featured top Kenyan artists, and a photo opportunity for the audience.

#FORM NIGANI?

PHASE 3:

# FRAME THE FUTURE OF KENYA AND IMPORTANCE OF CONTRACEPTION

*Use future scenarios to start  
a national debate.*



PHASE 3:

# FRAME THE FUTURE OF KENYA AND IMPORTANCE OF CONTRACEPTION

## The future Kenya meets the present

A photo exhibition in the center of Nairobi featured artificially aged Kenyans - as they would appear in 2063 - and their personal hopes and dreams for the future.



The president entered the present through an afro-punk styled time portal accompanied by an entourage and 100 female time warriors.



The creative influencers engaged their audiences to share their future visions for Kenya. We used live streams to show street interviews, music, dance, a presidential motorcade through the center of Nairobi.



In June 2019, we introduced the futures theme with the female pregnant president of Kenya in 2063 arriving in Nairobi.



The future Kenyans distributed a newspaper from a utopic Kenya in 2063. The newspaper had been created in collaboration with students from the University of Nairobi.





PHASE 3:

# FRAME THE FUTURE OF KENYA AND IMPORTANCE CONTRACEPTION

## #formnigani Future Think Tanks

We established #formnigani Future Think Tanks in Nairobi and Bungoma to explore alternative future scenarios of Kenya in 2030 using data and imagination.

We worked with 40 young social mobilizers, grassroots advocates, creatives, and future leaders to determine the alternative scenarios Kenya faces, the future the younger generation wants, and the critical role of contraception.



The Futures Report launch began with a press conference and panel discussion in which both our partners and media representatives actively participated.



The Think Tanks were facilitated by world-renowned Kenyan futurist Katindi Sivi-Njonjo.



The outputs included four future scenarios, the 'Kenya in 2030: Young Voices on Future Scenarios and Contraception' report, key considerations for contraception policy, and a roadmap to the ideal, people-centric Uwakilishi scenario.

**"The futures angle is highly beneficial to steering contraception policy. Cabinet secretaries, governors and their advisors can use scenarios to argue for contraception."**

— Andrew Awiti, strategist and #formnigani partner



PHASE 4:  
**ENABLE  
YOUNG SOCIAL  
MOBILIZERS**

*Positioning contraception as vital to  
achieve personal future plans.*





# PHASE 4: ENABLE YOUNG SOCIAL MOBILIZERS

«We challenged the best young minds of Kenya in the #formnigani Ideathon to come up with solutions that are needed today to make the optimistic future scenario a reality. We collaborated with seven Kenyan universities, and received over 40 ideas ranging from digital platforms to leveraging the arts.



In Bungoma, we collaborated with our partner Stage Media Arts to train over 20 young social mobilizers in how to use the future scenarios and tailor family planning messaging for different audiences. We also co-created tools and content for grassroots advocates based on the future report and family planning statistics.

In Bungoma, street drama featuring teenage pregnancy was used by Stage Media Arts to generate awareness of the importance of family planning to support the young social mobilizers.



As #formnigani by its very nature is engaging and inclusive of youth, many if not most of the activities, such as the Futures report launch and panel discussions, included youth capacity building. In addition, we planned and implemented activities with the primary purpose of enabling young social mobilizers. The timing and content of these activities were aligned with the county budget process, especially the public participation part.



“The training sessions on Future Scenarios were impactful because it helped us work with our youth advocates as peers and we understood how to translate the scenarios approach into their work and their advocacy. This has become a part of the way we view all our work, with a futures basis.”

— Mariam Mohammed, Programmes Manager, Stage Media Arts





# FORMNIGANI COVID-19 RESPONSE

# FORMNIGANI COVID-19 RESPONSE

On 19th March 2020, Kenya reported its first case of COVID-19. Kenyans woke up to a new reality that closely mirrored the dystopian Utegemeo scenario. This scenario predicts a future Kenya that is unable to make commitments to family planning because it is overly reliant on external funding when an unforeseen disaster strikes.

Kenyan youth told us that contraception had dropped off the radar, and that their voices aren't being heard even when decisions made affect them the most. The county budget process continued behind closed doors when the public participation part was put on hold. #formnigani pivoted quickly to meet the new reality with a new creative challenge and Futures 2.0.



the possible scenarios Kenya faces based on COVID-19 and outlines the critical role of contraception in shaping the future for Kenyans.

#formnigani is a youth-led, creative movement in support of planning advocacy in Kenya. #formnigani held Think Tanks with social mobilizers in 2019 to conduct scenario building exercises in Bungoma counties for the probable futures Kenya could face. Kenya in 2030 Futures Report was published with four possible scenarios together with a roadmap of key inputs required to achieve the best scenario—Uwakilishi.

This report explores the possible outcomes of the new reality brought by COVID-19. It outlines possible pathways to mitigate against low access to sexual and reproductive healthcare (SRH) among vulnerable Kenyan youth.

Produced by #formnigani Think Tanks 2020

TEARDROPS AMEDROP  
KA LINE  
— FORM NI MISTARI  
I LINE —  
ME KAKU

*“Working with #formningani is the best experience I’ve ever had. I believe we, as a country, are on the right path to a controlled future population. This is a noble cause.”*

— Youth challenge contestant



# FORMNIGANI COVID-19 RESPONSE

## Creative Challenge: Contraception in the time of COVID-19

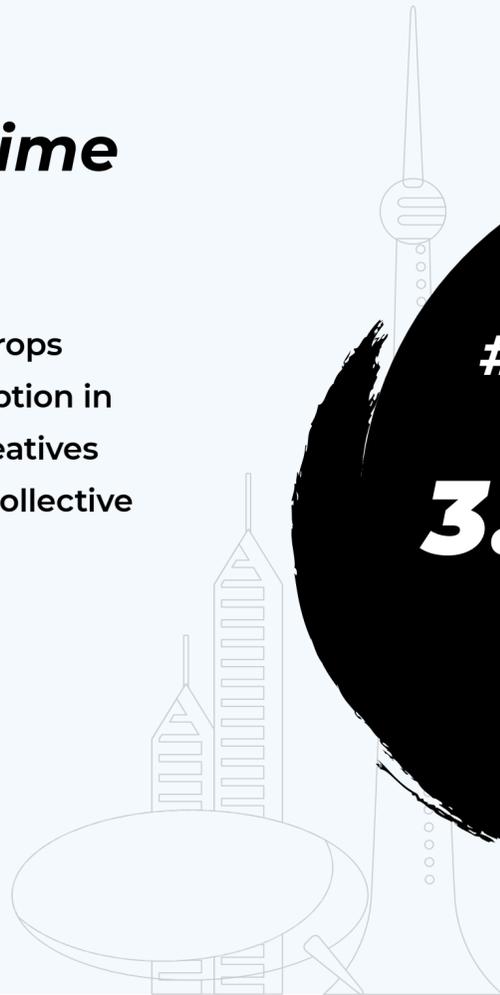
We launched a creative challenge led by Teardrops the poet to spark conversation about contraception in the time of COVID-19. Poets, musicians, and creatives engaged their audiences by contributing to a collective work of art.

*“Don’t get out of quarantine  
And jump into Parenting  
COVID is temporary  
But Parenting is permanent”*

*– #formnimistari, Teardrops, poet,  
creative influencer*

*#formnimistari  
reached over  
**3.3 million**  
Kenyans  
in just a few  
weeks.*

*TEARDROPS AMEDR  
KA LINE  
— FORM NI MISTAI  
RUSHA LINE —  
URUSHIWE KAKITI*





# FORMNIGANI COVID-19 RESPONSE

## #formnigani Futures 2.0: COVID-19 and contraception

We virtually reconvened the #formnigani Future Think Tanks to explore the state of contraception in the time of COVID-19 and beyond. Building on the Kenya in 2030 report, we worked with youth to identify the COVID-19 related stressors on the healthcare system and SRH, and to chart a way forward.

2020 #FORMNIGANI?

### Best Case Scenario

An understanding of the crucial role of a robust, people-centric SRH and contraception system plays in economic policies that spur local innovation, delivering on socio-economic goals.

This scenario is characterized by a contraception system that is steered from a total collapse during the pandemic with an understanding that universal healthcare at the individual level shapes macro-level outcomes.

Reforms that prioritize contraception as a health system anchored on local innovation, extensive collaborations, and the addressing of contraception needs that eliminate barriers to access. The result is a country well poised to achieve development goals as individual contraception needs are met, which results in improved living standards.

2020 #FORMNIGANI?

### HOW DID THIS HAPPEN?

At the start of the COVID-19 pandemic in 2020, the country was caught flat-footed with a poorly equipped healthcare system unable to deal with competing priorities. The requirements to fight the pandemic forced the system to neglect other healthcare functions, including contraception.

The global panic prompted the government to put in place reactive measures due to a limited understanding of the pandemic at the time. This meant wearing masks in public spaces, curfews, lockdowns, and closure of institutions, including schools, restaurants, and some public offices.

The government measures triggered a domino effect on virtually every sector of the country's economy. Donor funding shifted to COVID-19 relief efforts jeopardizing all other aspects first, devastating the economy.

### CONTRACEPTION-BASED OUTCOMES ARE INCORPORATED INTO ECONOMIC RECOVERY PLANS

The government, wary of irreversible social and economic effects of the pandemic, commissioned a study assessing the impact of the first wave on every sphere of society as well as the effects of a prolonged second wave in the case that a vaccine would not be available in the coming months. The results painted a picture of a country veering completely off the path to realizing its development ambitions.

The pandemic had exposed the country to a triple-pronged crisis comprising high unemployment, rising cases of unplanned pregnancies, and general anxiety that could cause a spike in mental health issues. The study anticipated

The government worked on an economic stimulus package that focused on sustaining universal healthcare, expanding digital infrastructure, and support of small businesses to help.

2020 #FORMNIGANI?

### Moderate Case Scenario

While funds were initially diverted from contraception to fight the pandemic, the country's recovery efforts are anchored on innovation and a bolstering of SRH and contraception.

This scenario is characterized by an SRH system collapsing under the pressure of funds diverted from contraception to fighting the pandemic, resulting in significantly higher birth rates due to disruptions in family planning services. The country's post-pandemic recovery is anchored on innovation to enable access to best-in-class local products based on global best-practices. This leads to an economic revival, and people-centric policy frameworks kickstart the reversal of the negative effects of the pandemic on contraception.

Experts raised the alarm that the pandemic would worsen existing inequalities, as many girls and women were unable to plan their families or protect their bodies and health.

THE TIPPING POINT - GLOBALLY INTERCONNECTED, BUT NEGLECTED

In 2020 it was clear that regional governments were mostly unprepared to deal with the pandemic. All efforts were led by the national government, which anchored its measures on "global best practices" such as lockdowns and social distancing that proved ineffective and economically detrimental. The closure of schools, decreased incomes, reduced access to some contraceptive methods, and the re-appropriation of contraception

was refocused on relief efforts. Funds that were initially earmarked for essential healthcare services such as contraception were diverted towards the new health crisis. Furthermore, disruptions to global supply chains, on which Kenya depended for over 60% of its healthcare products, led experts to raise the alarm that the pandemic would worsen existing inequalities, as many girls and women were unable to plan their families or protect their bodies and health.

#FORMNIGANI?

YOUNG KENYAN VOICES: COVID-19 & Contraception

Produced by: #formnigani June 2020

2020 #FORMNIGANI?

### Worst Case Scenario

Exploitative global relationships are sought to prop up the economy as the government neglects local needs, resulting in the collapse of the SRH system.

This scenario is characterized by conservative governments that maintain exploitative global relationships while disregarding the local context. Clinging and a focus on propping up the economy through foreign debt and investments saw a turn for the worse in local innovation that widens disparities in access to contraception and collapses the SRH and contraception system. This results in increased poverty and an even greater dip in the economic prospects of the country.

The inaccessibility of contraception methods and information saw massive rises in teenage pregnancies as well as unplanned pregnancies in general.

As the number of infections rose, gaps in the healthcare system were exposed as the local and national administrations struggled to address competing health priorities. Due to ambiguities in the county budgets, most of the healthcare funding was repurposed to fight the pandemic, leaving little or nothing to sustain contraception efforts.

THE TIPPING POINT - OVER-RELIANCE ON EXTERNAL COLLABORATION TO SOLVE LOCAL CHALLENGES

The impact on contraception was particularly felt among young Kenyans. The inaccessibility of contraception methods and information saw massive rises in teenage pregnancies as well as unplanned pregnancies in general. Rising unemployment also meant that using money on contraception became even less of a priority for many Kenyans.

2020 #FORMNIGANI?

Intensive resources were diverted to curbing the spread of the pandemic causing panic among the business community. This was quickly followed by massive layoffs.

Intensive heavy protest (and strike) with exploitative investments. The opposition latched onto this, as well as the poor management of the pandemic, to stir up public unrest as part of their plan to win support for the 2022 general elections.

The outcomes were three alternative future scenarios, a roadmap to the preferred scenario, and a new report, 'Young Kenyan Voices: COVID-19 and Contraception'.

We identified gaps in the sexual and reproductive health system magnified by the pandemic and recommendations for a minimum quality standard of sexual and reproductive healthcare



# MEASUREMENT RESULTS



# MEASUREMENT RESULTS

**84.7**  
MILLION  
Broadcast

**351.6**  
MILLION  
Social  
Media

**8.5**  
MILLION  
Online news  
media

**357.8**  
MILLION  
Total Reach



Katnd Sivi Njoro, leading Kenyan futures expert, and one of only 6 women in her field in Africa at the launch of Kenya in 2030 young voices on future scenarios and contraceptions at Blue door restaurant in Westlands on November 19 /MERCY MUMU

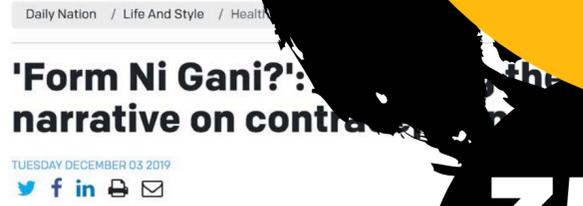
**Men shun contraception because it is a woman's role – new report**

Our monitoring and evaluation plan was designed to measure how #formnigani succeeded in breaking the taboo to talk about sex and contraception, showcasing the positivity for it, starting a national debate about the crucial role of contraception for the future, and mobilizing young advocates.

The measurement concentrated on the reach and engagement of #formnigani on social media, media visibility, and capturing the attitudes of young Kenyans towards contraception.

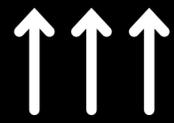
The evaluation also included in-depth interviews with our advocacy partners to ascertain their views

on how #formnigani has supported their work. The quantitative and qualitative data indicate that the strategic focus on the future was successful both in shifting the narrative as well as in supporting and mobilizing young advocates. In both Nairobi and Bungoma, over 90% of those we surveyed consider family planning to be important for the future of themselves and Kenya. Several of our collaborators and partners told us that they now use futures thinking in their work.



Posters at the Form Ni Gani launch. PHOTO | COURTESY | ANYIKO PR





**Increased number of mentions and coverage of #formnigani and family planning in traditional media.**

Quantitative survey: Baseline and endline with 1400 young Kenyans in Nairobi and Bungoma.

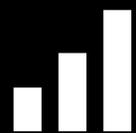
# MEASUREMENT RESULTS



**Increased number of observations on family planning by young progressives on different media and social media channels in the counties of Nairobi and Bungoma.**

Qualitative interviews with advocacy partners.

Social media tracking of #formnigani hashtag and family planning throughout the movement.



**Increased number of mentions and coverage of family planning and #formnigani in social media channels.**

Traditional media tracking of #formnigani throughout the movement.



**The change noted in atmosphere around family planning by advocacy groups.**



# 1. SOCIAL MEDIA

kenya

REPORT contraception

kenyans

ACCESS

YOUTH

voices

srh SEEN

covid

sexual possible

young

formniganikenya

OUTLINES

future

download

kenyan

REPRODUCTIVE

healthcare

Social media activities are key to the success of #formnigani. The creative influencers have engaged their audiences by sparking and steering the conversations. The visibility on social media has peaked during the various activities and events, with the creative influencers picking up on and feeding the attention.

The detailed tracking and measurement of our content and social engagement was possible because of the applied social media tracking system and the strong

hashtag #formnigani that became a “cool mantra” and a part of popular culture.

The role of the creative influencers has been critical in increasing the engagement of #formnigani. The high level of engagement and social media metrics shows that #formnigani succeeded in opening up the space, breaking the taboo surrounding sex and contraception, and sparking a national debate on the future of Kenya and the importance of contraception.

285,935



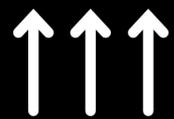
Engagement: The number of interactions #formnigani content has been created (comments, likes, reposts).



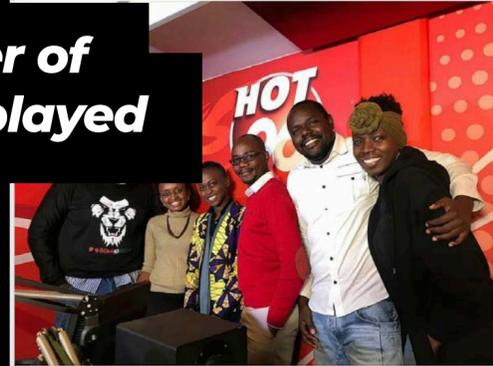
# 1. SOCIAL MEDIA

#formnigani social media results - as of 13.7.2020

206,487,355



Impressions: The number of times the content is displayed on social media.



34,696,568



Reach; The number of people who have seen #formnigani content online.



“Congratulations to the team for outperforming many other similar campaigns through their innovative approach.”

— Saif Ajanikl Co-founder Keyhole (our social media tracking partner)

Main daily newspapers such as The Standard, Star, Nairobi, and Daily Nation have covered the movement.

**Boniface Mwangi**  
If our kids can watch politicians behaving badly on national television, then they are old enough to learn about sex. We are not helping kids by pretending that it does not exist.  
**I had sex once, and was kicked out of church!**



# 2. MEDIA RESULTS

#formnigani has been covered by Kenyan broadcast, print, and online media for a combined reach of more than 109,410,194 Kenyans.

Panel discussions were shown on major TV channels such as KTN, KBC, NTV and Citizen TV.

The future is now: Youth use art to explore shunned sexual choices

DAILY NATION NEWS BUSINESS COUNTRY  
Daily Nation / Life And Style / Health  
**'Form Ni Gani?': Changing narrative on contraception**  
TUESDAY DECEMBER 03 2019



ANTHONY OMIYA | NATION  
**Family planning demo**  
Activists demonstrate in Nairobi yesterday urging male politicians to support family planning in order to make it popular in the country.





**16,250,000**  
Print



**16,690,000**  
Radio

**MEDIA RESULTS**

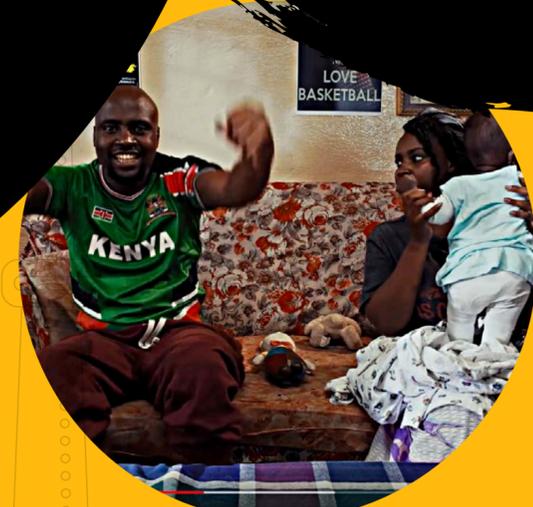
**Total Media Reach**  
**109,410,194**



**84,700,000**  
Broadcast

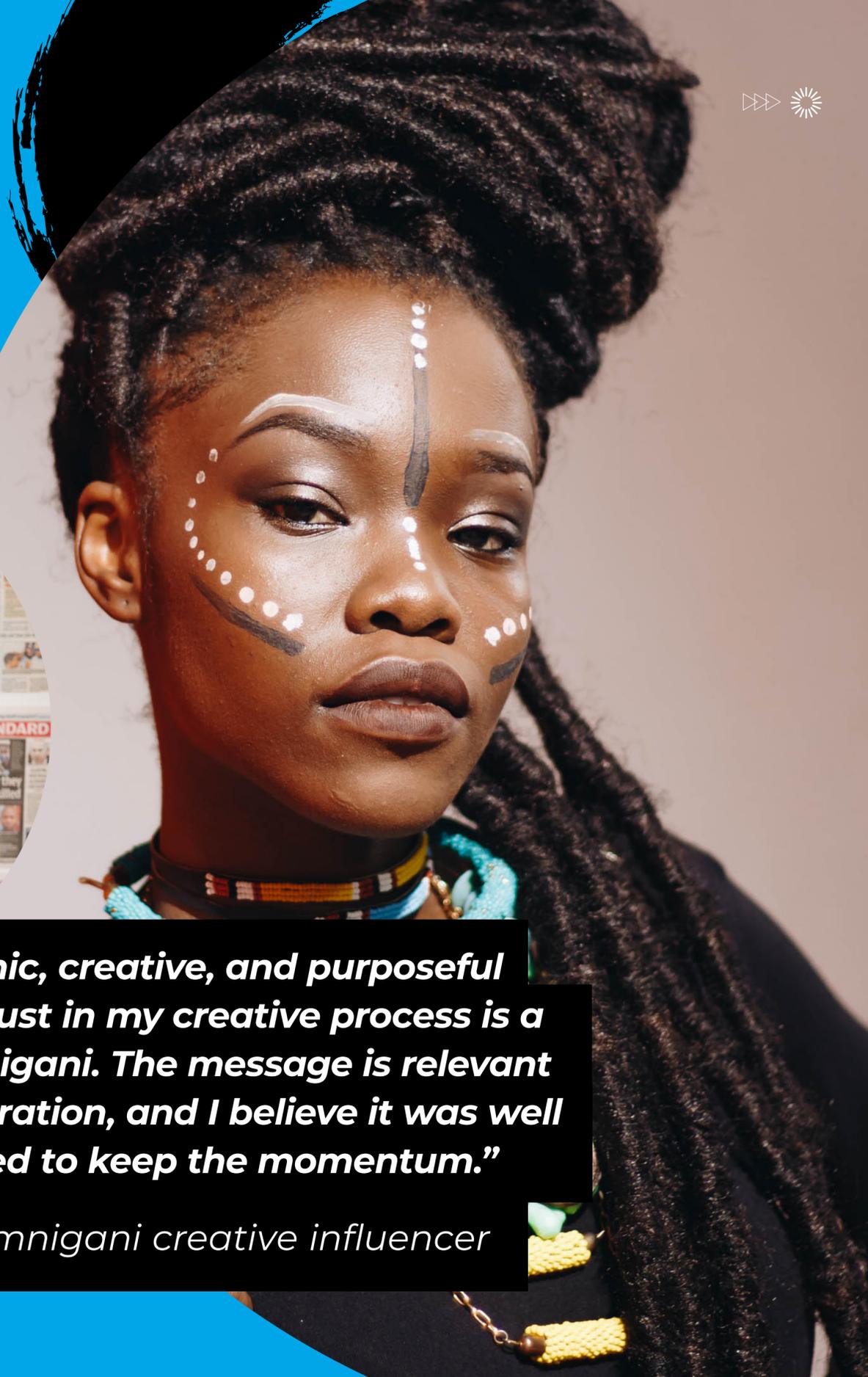


**8,460,194**  
Online



# CAMPAIGN SONG

The campaign theme song was launched in 2018 by top Kenyan artists Juliani and Suzziah. The song 'Formula' has reached over 150 million listeners and it is still being played on local radio stations.



**“Working with a dynamic, creative, and purposeful team with respect and trust in my creative process is a blessing I found in #formnigani. The message is relevant and important to our generation, and I believe it was well received. We surely need to keep the momentum.”**

– Juliani, rapper, #formnigani creative influencer



**#formnigani Football tournament brought together amateur and professional football teams highlighting the family planning theme.**



# EVENTS



**#formnigani Bungoma concert was an all-star concert featuring top Kenyan artists.**



The combination of actual physical, online events and social media activities was very effective. 117,000 people attended physical #formnigani events in Nairobi and Bungoma. The role of events was crucial for social mobilization especially in locations with lower internet and mobile penetration, such as Bungoma. According to our partners, the first Bungoma event with a concert, bicycle race and photo exhibition was vkey in sparking an unprecedentedly positive public participation in the county budget process.

**#formnigani Diva was a music concert with an all-female lineup and themes around relationships and family planning.**



**In the #formnigani University Ideathon students competed by coming up with innovative family planning solutions.**





# SURVEY RESULTS

We conducted mobile surveys of 18-34 year old Kenyans in Nairobi and Bungoma. In each county, a sample of 700 young Kenyans were targeted to ensure statistically significant representation with a 5% margin of error. The survey sought to understand the attitudes of young

Kenyans towards family planning and their perceptions of the overall environment for family planning. A baseline survey was sent out before the start of the campaign and an endline survey was sent out about a week after the conclusion of activities.

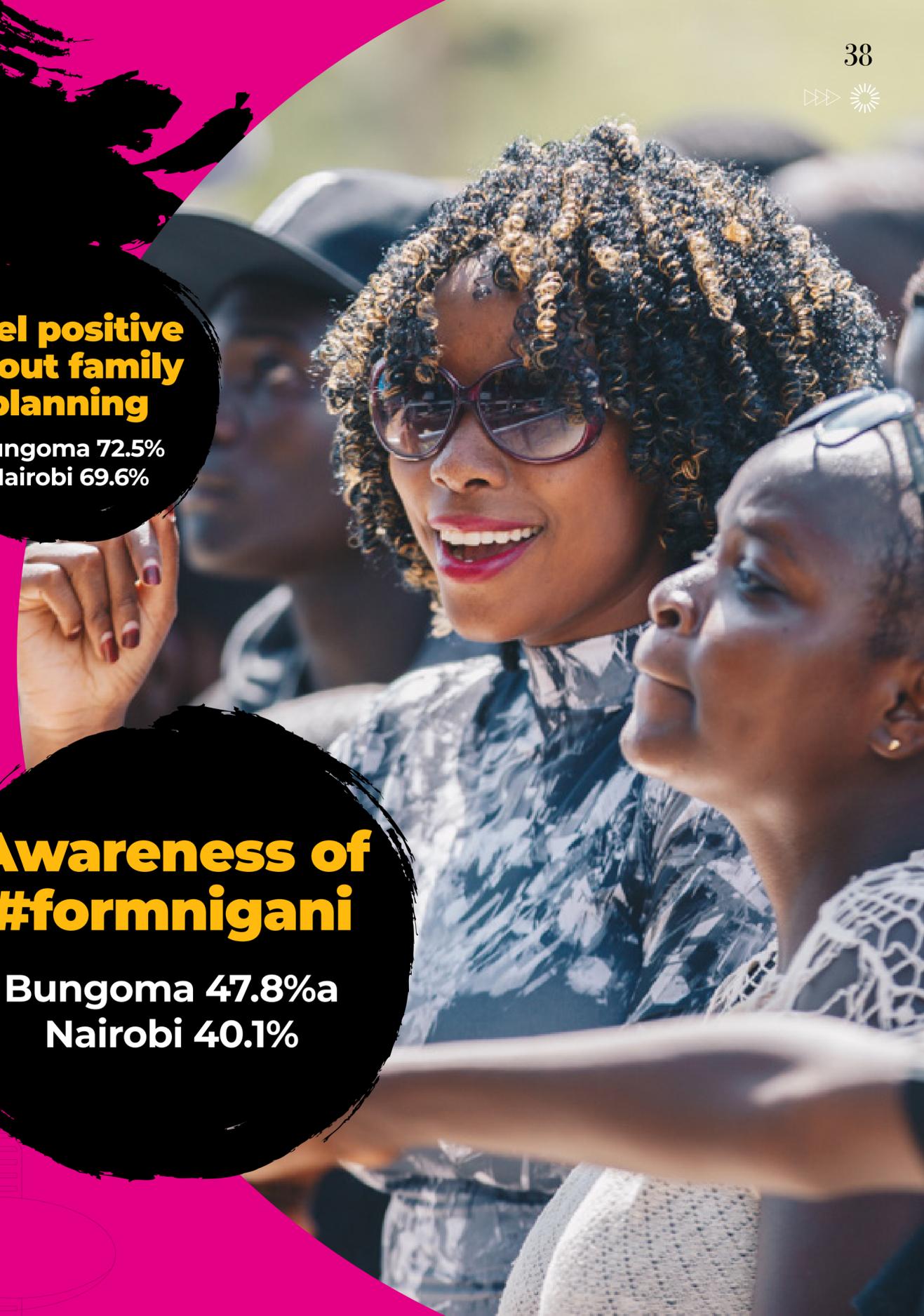
***The overall survey results showed that in 2020 the already high #formnigani brand awareness grew significantly - over 10% - in both Bungoma and Nairobi.***

**Feel positive about family planning**

Bungoma 72.5%  
Nairobi 69.6%

**Awareness of #formnigani**

Bungoma 47.8%  
Nairobi 40.1%





# SURVEY RESULTS

# FAMILY PLANNING AND THE FUTURE



In Nairobi, **92.9%** of respondents consider family planning important for the future of their families. **91,8%** think it is important for the future of the country.



In Bungoma, **94.3%** of respondents consider family planning important for the future of their families. **92.3%** think it is important for the future of the country.

# THANKS

**#formnigani would like to thank our partners, collaborators, creatives, opinion shapers and the wonderful and strong Kenyan young people who are the heart and soul of #formnigani**

## THINK TANK PARTICIPANTS:

Aisha Said; Alvin Mwangi; Andy Awiti; Bekasha Medina Mbiere; Brenda Nekoye; Collins Wanjala; David Ndung'u Mutaha; Emmanuel Wabwile; Eunice Anyango; Foi Wambui; Gabriel Mutua; Gilbert Simiyu; Griffins Walubokho; Harrison Mbware; Hazel Wafula; Inviolata Nyongesa; Isaiah Biwott; John Kisaka Masoni; Johnson Birgen Akai; Joseph Kisibo; Joshua Kikuvi; Linnus Chayuga; Lola Mulandi; Maqo Eric Gitau; Mariam Mohamed; Maryliz Buibwa; Mcmillan Kimtai; Mikal Anangwe; Njeri Linnet Wanjiru; Ochola Omuono; Phelgona Odipo; Rahma Issa Adongo; Ramadhan Hussein Inziani; Renee Odanga Kihara; Serah Thiga; Sila Okoth; Simon Mushisho; Steve Kings Oiro; Wilma Mosoti and Yvone Oribe.

## YOUTH IDEATHON PARTICIPANTS

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Ogada Jeff Otieno  
Revolutionary Spitter

## YOUTH IDEATHON

### UNIVERSITY PARTICIPANTS

African Digital Media Institute (ADMI)  
Kenyatta University  
Multimedia University  
Nairobi Institute of Business Studies (NIBS)  
Strathmore University  
University of Nairobi, School of Journalism (SOJ)  
United States International University (USIU)

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Suzziah  
Teardrops

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Weltbevölkerung (DSW)  
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Cindy Ogana  
Ciru Muriuki  
DJ Mo  
DJ Brixx  
DJ Vycek  
Droid254  
Florence Kamaitha  
Fena  
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Sheila Kwamboka  
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Timothy Ndegwa  
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Wen  
Wheelpower  
Wilson Gathoni  
Zainabu Kinyanjui  
Zikki



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