

# Kizazi Chetu

Towards a cervical cancer free Kenya



**SCOPE**

# BACKGROUND



Kenya has one of the highest cervical cancer rates worldwide, and less than half of all eligible women have been screened.<sup>1)</sup>

To address this, **TogetHER for Health** collaborated with **Scope Impact** to design a national social media-based campaign seeking to:

- 1) Raise awareness and spark positive conversations on cervical cancer screening and treatment
- 2) Offer knowledge and support for women with questions about cervical cancer and screening
- 3) Increase uptake of screening and timely treatment among Kenyan women

1) The WHO Cancer Country Profile estimates that only 10-50% of eligible Kenyan women have been screened for cervical cancer. The global cervical cancer elimination agenda aims to reach 70% of women for cervical cancer screening at 35 and 45 years of age.

# DISCOVERY & KEY FINDINGS



# Discovery

To gain a more nuanced understanding of cervical cancer awareness, we undertook a 1 month discovery exercise featuring in-depth interviews with experts, potential partners, influencers, thought leaders, cervical cancer survivors, as well as service providers.

We also examined existing data on cervical health in the context of Kenya. We delved into media coverage, research papers and policy documents, in addition to reports from public and private entities.

Through this exercise, we mapped the evolution of cervical cancer programmes in Kenya, the social and cultural dynamics that shape attitudes and behaviour among at-risk women, as well as gaps in existing information and service delivery models.

# Key findings

## 1 Perceptions of cervical cancer

- Cervical cancer is viewed as a ‘rich older woman’s disease’ or one that people get from being promiscuous or having too many children.
- There is a lack of awareness of the importance of and need for cervical cancer screening among Kenyans – both men and women, young and old alike.
- Women fear invasive screening procedures, they find them off-putting, thus lowering their desire for prevention and treatment services.

## 2

# Access and service issues

- People felt the majority of screening centres and health facilities lack privacy protocols, discouraging the uptake of screening services.
- Accessing health centres for screening services is a challenge for many women, due to lack of transportation or financial resources.
- Screening procedures are perceived as intrusive and uncomfortable. For this reason, self-swab screening kits, which at least confer privacy, would be ideal, but they are neither widely available nor affordable.

# 3

## Gaps in service delivery

- Disparities in private and public facilities cause inequalities in services and among users of these facilities.
- While private cervical healthcare services are available for those with resources, only a minority of women are well-informed to actively seek these services, creating the need to build awareness of service options.
- Infrastructure gaps in public facilities hinder service access and provision.
- Low public awareness of the available services results in low demand for better services and the underutilisation of existing resources in some public facilities.

# What key advocates shared:



## **Ebby Weyime**

**Women's Health Advocate, Founder of Grace Cup**

*"I had a cancer scare and realised that we need to elevate the stakes on cervical cancer. People don't talk about it or engage in any conversation to do with it. Women need to start waking up and seeing victims and survivors so as to realise the gravity of cervical cancer."*

## **Florence Kamaitha**

**Reproductive Health Advocate, Founder of Pad Heaven**

*"Just like periods, cervical cancer punishes women for having a vagina and a uterus. For most women, taking a Pap smear test feels more of punishment in October because many medical camps and hospitals do it for free. Some women will go, but most will not due to its intrusive and uncomfortable nature."*



# INSIGHTS FOR CAMPAIGN



**A shift in the language from cervical cancer to cervical health can help remove the fear, which serves as a barrier to accessing services.**

**Moving from one-way communication to a dialogue based approach can widen the reach, build trust and help tackle taboos and stigma surrounding the cervical health service journey.**

**By taking a non-gendered, inclusive approach to cervical health we can provide a fresh perspective that stimulates cross-generational engagement and mobilises communities in support of cervical cancer elimination.**

# STRATEGY



## Based on these insights, we anchored the Kizazi Chetu movement in:

- Connecting and simplifying a fragmented, gendered, and exclusionist narrative
- Initiating a positive, life course-centric, and intergenerational dialogue on **cervical health**
- Creating a platform that strengthens the work of existing allies while building and connecting in new ones
- Lay the groundwork for a unifying approach that connects multiple stakeholders via system advocacy strengthening and a shared narrative

# The campaign brand



**KIZAZI  
CHETU**

**TOGETHER TOWARDS  
CERVICAL HEALTH**

**Kizazi Chetu** is Swahili for “**Our Generation**”.

It is founded on the understanding that this generation, as a collective and through our deliberate actions to support women, can set the foundation for the elimination of cervical cancer.

# Kizazi Chetu is...

- A rallying call for this generation to set the foundation for ending **cervical cancer** and breaking the barriers that keep women from seeking preventative and treatment measures.
- About **bringing all Kenyans together** to engage in cervical health without biases or stigma.
- A **movement that aims at creating a generation of cervical cancer-free women** who are bold, autonomous and fully protected from cervical cancer.

# To help achieve the goals we brought together a multi-sectoral partnerships:

**MOH**

**Organisations  
working on  
cervical health**

**Media**

**Influencers  
& popular  
culture**

# Kizazi Chetu spoke to & engaged



# Core Elements of Strategy

## Simplify & connect messaging

Develop a clear and concise brand and messaging platform targeting women aged 30–45 with strong potential for high acceptability among a different age segment

## Build awareness & start conversation

Bring together a diverse coalition of actors across gatekeepers, service providers, influencers, thought leaders, champions, survivors, and the general public in an inclusive and engaging dialogue anchored on the key messaging platform.

## Drive demand & address access issues

Drive demand by women aged 30–45 seeking access to quality services while equally amplifying allied voices in supporting this demand.

# Key campaign components



A cohesive **KENYAN BRAND** that offers a holistic, user-centred point of engagement, normalising conversations around cervical cancer.



**PR AND INFLUENCER CAMPAIGN** to drive reach, engagement and education about cervical cancer.



**CONTENT FOR PARTNERS TO AMPLIFY MESSAGING**, enabling and supporting them to take part in the conversation and use our materials across their channels.



A **MICROSITE** that acts as a landing page for digital campaign communication, directing women to reliable sources of information



**SIGNPOSTING AND CONNECTING WOMEN TO SERVICES** through partners who waived their fees.

# CAMPAIGN ACTIVATION

8 weeks  
May – July 2021



# Three launch activity streams:

## **Bi-weekly Tweet chats**

Panels of thought leaders and experts from various backgrounds, professional fields, and age groups gathered to thematically discuss cervical cancer while building awareness, educating, and enhancing the conversation on cervical health in Kenya.

## **Op-eds and media appearances**

Op-eds in all major print publications in Kenya, in addition to several media interviews (on TV, radio, and print publications), where the content was developed in collaboration with thought leaders and key influencers.

## **Social media activation**

- Campaign-owned social media channels served as a content hub and route to accessing cervical health information and services developed by our partners
- Influencer engagement for content creation and amplification
- Signposting by informing Kenyans where they can access cervical health services

# Influencers

## Social media influencers served as campaign advocates

They used their platforms to engage their followers on the topic of cervical health, initiated and amplified conversations online, or featured in interviews across national TV and radio.



**Rama Oluoch aka The Green Calabash**  
Content creator and influencer  
83.6K Youtube and 139K Twitter followers



**Gathoni Kimuyu**  
TV producer and women's sexual health advocate. 62K Twitter followers



**Mariga Thoithi**  
Daily Nation columnist for "Man Talk". 26K social media followers



**Njeri wa Migwi**  
Influencer and gender justice activist. 36K Facebook followers



**Adelle Onyango**  
Podcaster, radio personality, and women's rights advocate, 285K Twitter and 385K Instagram followers, 1 million podcast streams



**Onyango Otieno aka Rixpoet**  
Trauma therapist, strategic digital advocacy trainer, host and producer @afromen\_pod. 14.6K Twitter followers



**James Smart**  
Journalist and podcast editor for Nation Media Group. 445K social media followers

# Experts

## Thought leaders participated in online and media activities

They used their experience as cervical cancer survivors and experts in advocacy, prevention, treatment, and care of cervical cancer to strengthen the campaign message.



**Carol Ng'ang'a**  
Founder of Hold Every Lady in Distress (HELD Sister) Foundation



**Sophie Hodder**  
Country Director of Marie Stopes Kenya



**Betty Adera**  
Senior Technical Advisor HIV/AIDS & Health, Global Communities



**Nelly Bosire**  
OBY/GYN practising privately in Nairobi



**Ebby Weyime**  
Founder of Grace Cup



**Dr Alfred Karagu**  
CEO, National Cancer Institute of Kenya



**Dr Margaret Njenga**  
COO, Population Services Kenya



**Kate Kiama**  
Director of Programmes, She's the First



**Wanja Maina**  
Founder of Hummingbird Impact Project

# CAMPAIGN RESULTS



# Social media engagement and reach

IMPRESSIONS  
**64 million**

REACH  
**5.6 million**

Outcomes from  
#KizaziChetu

POSTS GENERATED  
**3,419**

**7,406**  
ENGAGEMENT

IMPRESSIONS  
**38 million**

REACH  
**4.8 million**

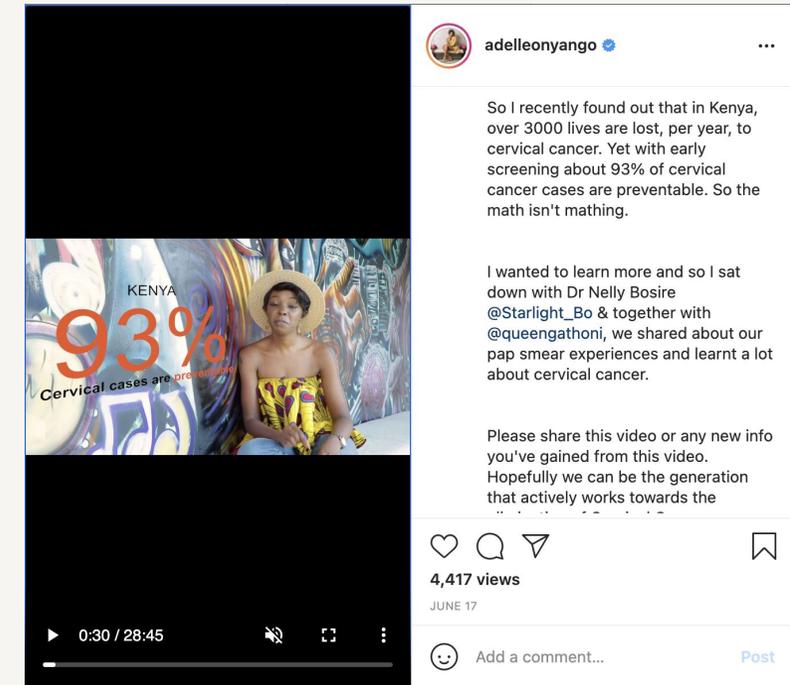
Outcomes from  
#CervicalHealthKe

POSTS GENERATED  
**5,836**

**2,659**  
ENGAGEMENT



# Sample social media posts



**Onyango Otieno** @Rixpoet · Aug 5  
 Attending regular smear tests is an important step to preventing cervical cancer.

You can also reduce your chances of getting the disease by:

- Avoiding smoking
- Using condoms during sex
- Limiting your sexual partners

#KizaziChetu

**A CERVICAL CANCER FREE KENYA STARTS WITH A CONVERSATION**

#KIZAZICHETU

**Essie** @esther\_aoko · Jun 18  
 Join @kate\_kiama alongside other panelists at 3pm for a candid discussion on the role of policy and government bodies in the eradication of Cervical Cancer.

@KizaziChetu

#KIZAZICHETU  
 #CERVICALHEALTHKE

**TWEET CHAT**  
**CERVICAL CANCER ERADICATION:**  
**THE ROLE OF POLICY AND GOVERNMENT BODIES**

WANJA MAINA  
 FOUNDER, THE HUNGARIANO  
 IMPACT PROJECT

PATSY CRAFT  
 DIRECTOR OF PROGRAMS,  
 SHE'S THE FIRST

DR. MARGARET NJENGA  
 COO, POPULATION SERVICES KENYA

DR. JOHN KARIUKI  
 CEO, NATIONAL CANCER  
 INSTITUTE OF KENYA

MOSEI  
 SENIOR MANAGER  
 PUBLIC POLICY PRACTITIONER

#KIZAZICHETU #CERVICALHEALTHKE  
 FRIDAY, 18TH JUNE 2021, 3PM @KIZAZICHETU

Jo's Cervical Cancer Trust and 9 others

**Onyango Otieno** @Rixpoet · May 19  
 To be a woman anywhere on earth is difficult. To be an African woman is even harder. Cervical cancer is the 2nd most common cancer and the leading cause of cancer death in women in sub-Saharan Africa. Encouraging men to have these conversations with their partners. #KizaziChetu

**TALK ABOUT CERVICAL HEALTH**

**Dr. Amajimbo** @njokingumi · Jun 3  
 Really looking forward to this conversation with these amazing people!  
 #KizaziChetu  
 #CervicalHealthKE

**KizaziChetu** @KizaziChetu · Jun 3  
 Join us this Friday at 3 PM as we discuss Cervical Cancer: prevention, screening, and treatment.

The chat will be hosted by @njokingumi with participation by @ebbyweyime @hodder\_sophie & @AderaBetty

#KizaziChetu #CervicalHealthKE

**TWEET CHAT: CERVICAL CANCER PREVENTION, EARLY DETECTION & TREATMENT**

EBBY WEYIME  
 FOUNDER GRACE CLIP

SOPHIE HODDER  
 COUNTRY DIRECTOR  
 OF MARIE STOPES KENYA

BETTY ADERA  
 SENIOR TECHNICAL ADVISOR  
 HIV/AIDS AND HEALTH  
 AT GLOBAL COMMUNITIES

HOST  
 DR. NJOKI NGUMI  
 PROGRAMS & STRATEGY  
 HEVA FUND

#KIZAZICHETU #CERVICALHEALTHKE  
 FRIDAY, 4TH JUNE 2021, 3PM @KIZAZICHETU

**UnpRAWvoked** @karigoh · Jun 11  
 Replying to @karigoh  
 My Ladies, take control of your cervical health babe and visit the nearest @mariestopeskenya facility. Consultation is free, screening is 500 KSH & treatment is 2000 KSH You can also reach them via WhatsApp 0709 819001 or call (toll-free) 0800 720005.

#KizaziChetu

**TWEDE CERVICAL CANCER SCREENING AT MARIE STOPES**

500 KSH SCREENING  
 2,000 KSH TREATMENT (if needed)

**LIVE FREE FOR MUCH LESS... GET CERVICAL CANCER SCREENING AT MARIE STOPES**

500 KSH SCREENING  
 2,000 KSH TREATMENT (if needed)

KizaziChetu

**MT** @MarigaThoithi · Jun 15  
 @MarieStopesKe has a #cervicalcancer screening offer until July 31st! KSHS 500 only for screening and KSHS 2,000 for treatment (if necessary)!

Share it widely with the women in your lives! ❤️  
 #KizaziChetu

**TWEDE CERVICAL CANCER SCREENING AT MARIE STOPES**

KizaziChetu and ANYIKO PUBLIC RELATIONS



# News media, radio, tv engagement & coverage

**\$485,000**

**PR VALUE**

**29,3**

**MILLION IN REACH**

Monday, July 26, 2021 / PEOPLE DAILY

## Take Off **Guru**

### Survivor on mission to support cancer patients

**Carol Ng'ang'a's** experience with cervical cancer made her understand too well the toll it takes on individuals and caretakers. She set up a foundation to help others going through the same

By William Muriigi  
@Wmuriigi

Carol Ng'ang'a had never come into close contact with cancer until she was diagnosed with cervical cancer in 2013. Consequently, all through cancer was the least of her worries and she had minimal information about it.

However, when she went for routine screening because her medical cover was lapsing, she took a pap smear test for the first time. When results came out about a month later, it showed she had cervical cancer.

"This is when my life took a 180 turn. I was only 27 years old, scared, confused, angry and any emotion you can think of ran through my heart and mind. After three months of waiting around and third opinions, I reluctantly relented to do a laparoscopic total hysterectomy and on March 21, 2013 the result was the same. I was a cervical cancer patient. This affected me physically, emotionally, and mentally," she says.

**Natural therapy**  
She settled in the village, where her parents

as well as help cancer patients pick up the pieces after diagnosis, during diagnosis, and after treatment," she explains. The organization helps suppliers and patients get their lives back on track in different ways.

When one is diagnosed, they provide counselling to the entire family and, especially caregivers. During treatment, they follow up on the patient's conventional treatment if any, together diet, physical activity and state of mind.

**For this generation**  
For those done with treatment and because of the disease are either immobilised or their income was affected, they help them find an income-generating activity and train them on social enterprises, making sure they will be able to feed their family.

"We also support families with their daily needs such as food, fuel, school, etc. We fundraise if necessary to ensure all our patients' National Hospital Insurance Fund accounts are up to date. For parents who give up and leave their children under our care, we see to it that they get education and skills to sustain them. We do this through partnerships with institutions and well-meaning," Carol adds.

She has worked hands with other like-minded

**Carol Ng'ang'a, Founder, Heal Every Lady in Distress Suffer Foundation.**

BELOW: Carol and a patient in hospital. PICTURES: WILLIAM MURIIGI

**AT A GLANCE**  
Carol Ng'ang'a is a cervical cancer survivor.

After going through the journey, she established Heal Every Lady in Distress Suffer Foundation in 2016 to offer support

users all available platforms such as social media, public forums, mainstream media to provide correct information on all gynaecological cancers. Recently she started a YouTube channel (Carol Four Health Coach) where she shares more tips on healthy living.

"I have also intensified my knowledge and exposure in naturapathy, and today am a practicing healthy life ambassador and a naturapathic health coach. To ensure no one has been left behind,



YouTube

**KBC**

7:40:38  
**GOOD MORNING KENYA**  
@kbcchannel1

Good Morning Kenya: Cervical Cancer

34 views • Jul 27, 2021 • Host: Jain Wambui  
Guest: Dr. Catherine Nyongesa - Clinical Oncologist & Head of





HOST MASSAWE JAPANNI



**CAROL NG'ANG'A**

CERVICAL CANCER SURVIVOR & FOUNDER OF HELD SISTER FOUNDATION

# A DISCUSSION ON CERVICAL HEALTH IN KENYA

**7TH JULY 2021, 1-2PM**





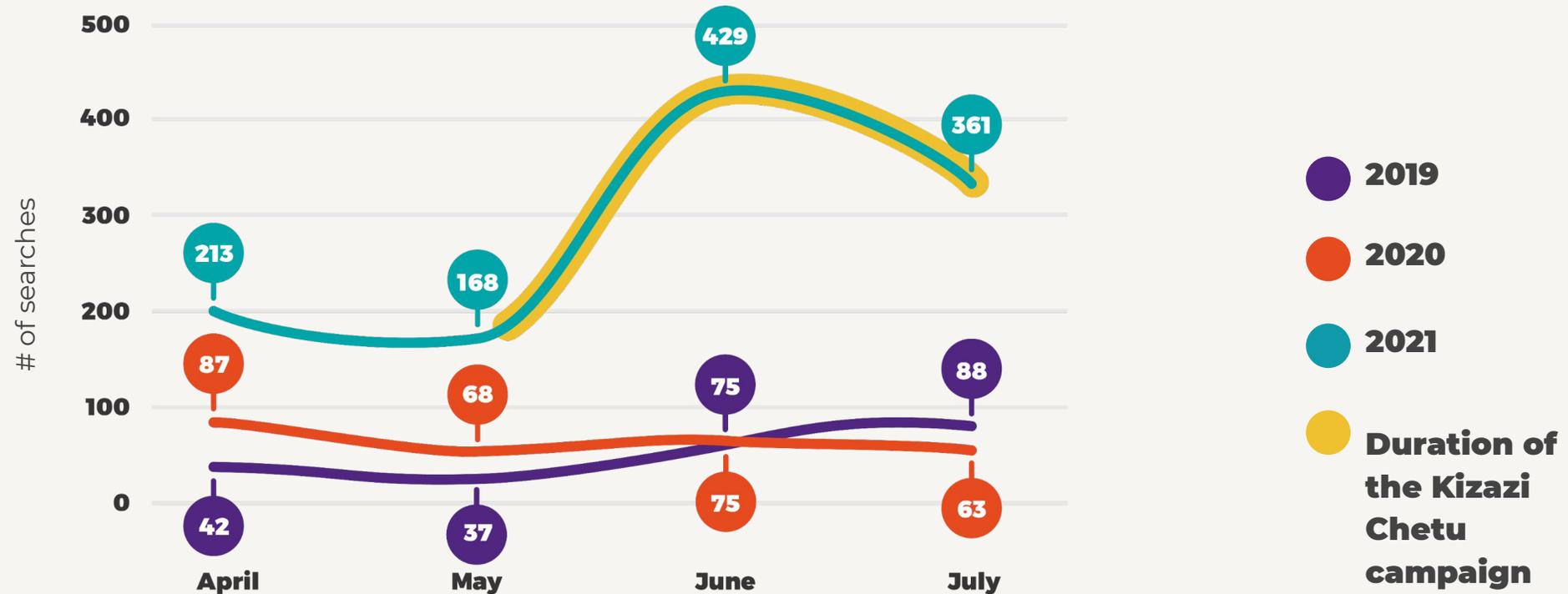
# DEMAND FOR SCREENING SERVICES

# Increased screening uptake in partner facilities

- Marie Stopes Kenya recorded a rise in cervical cancer screenings in the campaign period (May to July 2021), which increased by 52% from the 3 month period prior to the campaign, and by 102% in comparison to the same period in 2020.

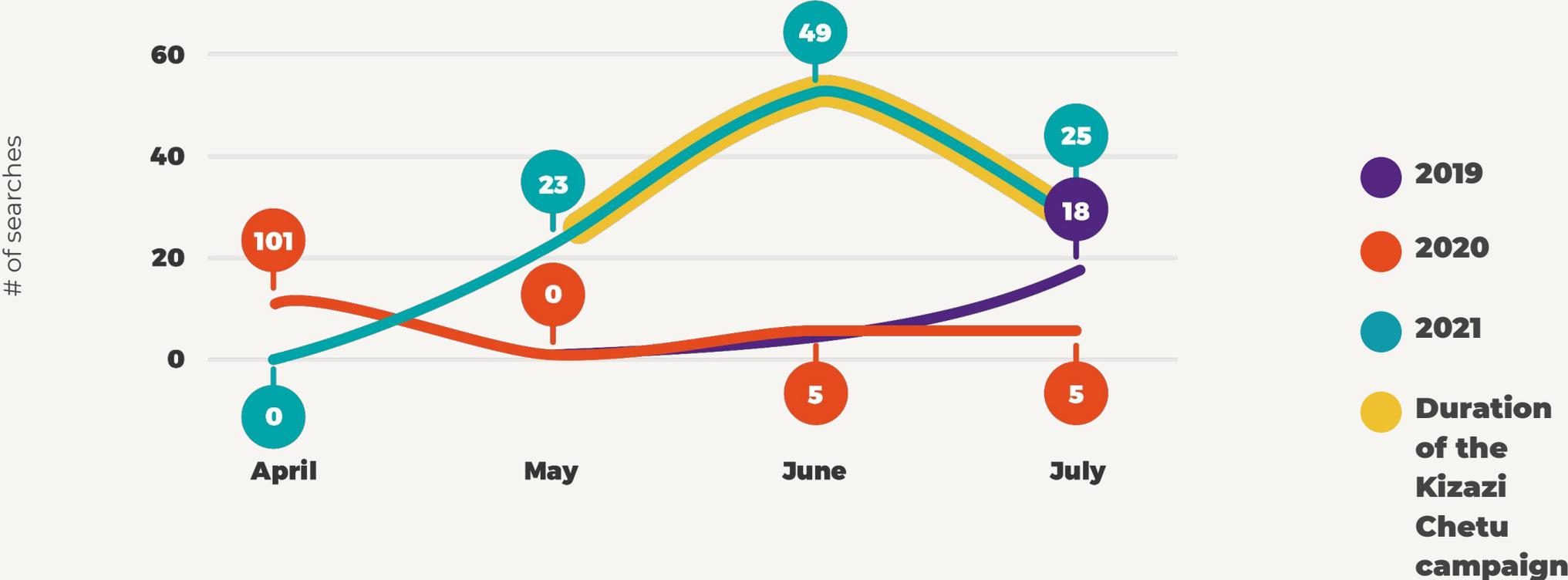
# GOOGLE SEARCH DATA 2020 vs 2021

# Cervical cancer screening searches on Google



At the height of the campaign, interest in cervical cancer screening increased by up to **100 per cent** compared to the month before the campaign

# HPV searches on Google

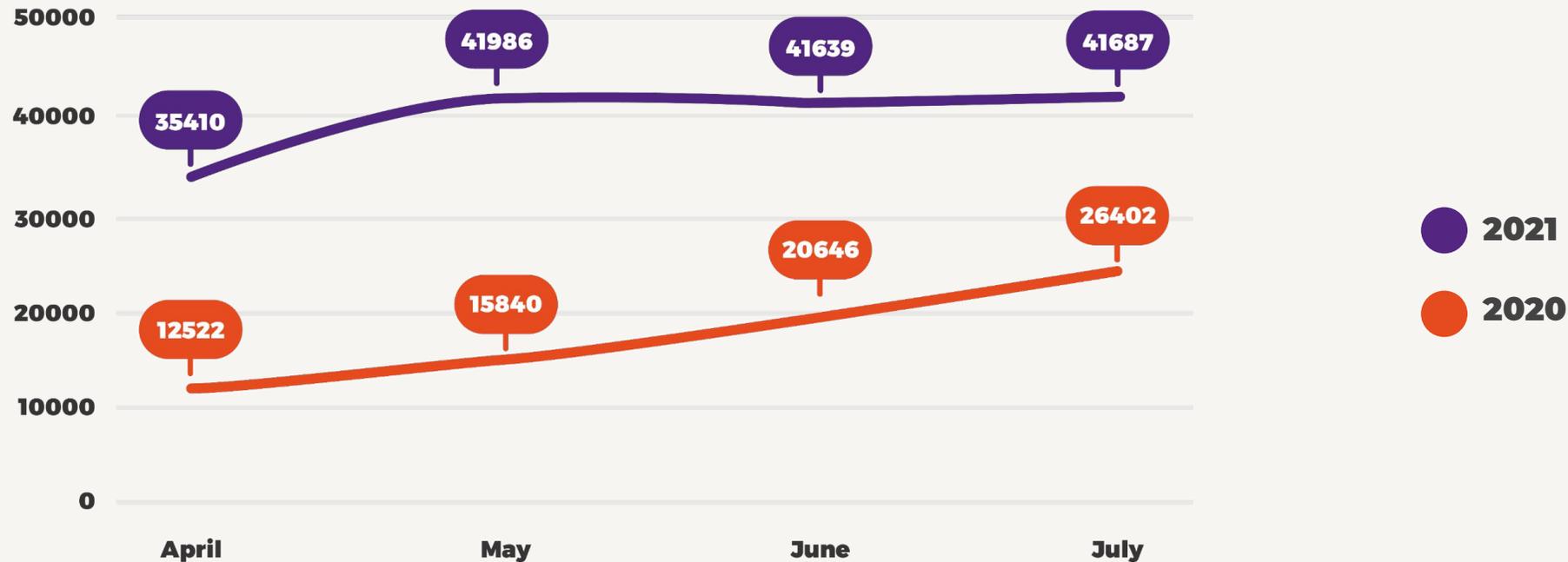


Interest in HPV, the primary cause of cervical cancer increased by

Data source: Google Trends



# National screening data 2021 vs 2020



There were **85,312 additional screenings** in 2021 in comparison to 2020 which accounts for a **113% increase in nationwide screenings**

Data source: National cancer screening data

**WHAT'S  
NEXT?**



# What's next?

TogetHER for Health and Scope are building on the success of Kizazi Chetu by:

1. **Expanding national engagement** for the Kizazi Chetu campaign, including HPV vaccination messages, and expanding to new geographies
2. **Integrating cervical health messages** with the service delivery experience of clients
3. **Co-designing a future-focused roadmap** and policy pathway to introduce and scale improved technologies for prevention

In case you're interested in hearing more, please contact Mari Tikkanen, Scope's Director of Partnerships, at [mari.tikkanen@scopeimpact.fi](mailto:mari.tikkanen@scopeimpact.fi)



# Introducing the project team

The Kizazi Chetu project was led by Scope's creative team in Kenya, supported by our international multidisciplinary team.



**Andy Awiti**  
Creative Strategist



**Amal Mohamed**  
Program Manager &  
Researcher



**Scheaffer Okore**  
Senior Policy & Strategy  
Advisor



**Nea Rossi**  
Programme Manager



**Sudharsanam  
Balasubramaniam**  
Global Health Director



**Helena Vizcaino**  
Creative & Visual Studio  
Manager



**Mark Muchura**  
Visual Designer

# TogetHER for Health

TogetHER's global movement seeks to make cervical cancer deaths a thing of the past. Together we will end cervical cancer deaths.



**Heather White**  
Executive Director



**Kathy Vizas**  
Co-Founder, Chief Strategy Officer



**Tom Harmon**  
External Relations



**Sarah Bowler**  
Technical Advisor

**THANK  
YOU!**



# **KIZAZI CHETU**

**TOGETHER TOWARDS  
CERVICAL HEALTH**



# SCOPE

creative solutions  
for social impact

**SCOPE**