

**#FORM
NIGANI?**

NAVIGATING SRHR SELF-CARE

***#FormNiGani Strategy
Navigator – A toolkit to
develop self-care practices
and drive demand among
young Kenyans***





**THE NEED TO
RETHINK SRH
IN KENYA**



SELF-CARE AS A WAY OF MEETING SRH NEEDS

COVID-19 has exacerbated challenges faced by an already fragile sexual and reproductive healthcare (SRH) system in Kenya*, where contraceptive use among women of reproductive age declined from 44% in 2019/2020 to 29.6% in 2020/2021 due to a disruption caused by the pandemic**.

Empowering youth to manage their health has the potential to plug gaps in SRH service delivery and bolster universal health coverage (UHC) through a people-centric approach to meeting young Kenyans' contraceptive needs.

Reproductive health self-care is the ability of individuals to maintain their health with or without the support of a healthcare provider. Self-care interventions represent a push towards greater self-efficacy, autonomy, and engagement in health for self-carers and caregivers.

Being in control of one's own fertility enables youth to understand and choose what works best for their life plans and overall health.

* #FormNiGani Young Voices: COVID-19 & Contraception report (2020)

**Kenya Health Indicator Survey (2021)

WHO DOES SELF-CARE IMPACT?

- Self-care practices empower young Kenyans to take agency over their health and make the right decision for themselves
- It supports the work of healthcare workers, particularly in a strained health system
- Self-care provides a new lens in approaching policy on healthcare coverage, building towards UHC
- Self-care practices can help improve healthcare outcomes for underserved communities



UNDERSTANDING THE SELF-CARE JOURNEY

#FormNiGani (FNG) undertook a rapid discovery research process to capture the experiences, pain points, and needs around self-care to map the journey that young Kenyans experience when seeking self-care.

This was achieved through active discussions with young Kenyans across multiple counties and healthcare providers with the expertise to provide a big picture view.



THE 5 A'S OF SELF-CARE.

Based on the discovery research, these **four steps in the self-care journey** cover the mindset and process of self-care around reproductive health and contraception.

1  Awareness



The knowledge and understanding of an one's health needs, protective factors, and where to go for treatment.

2  Access



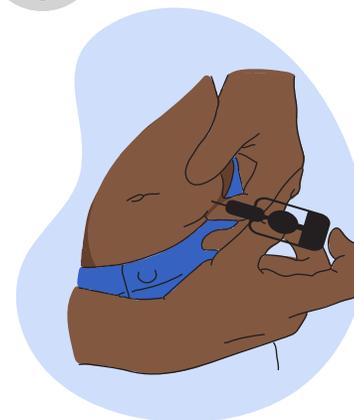
The timely reach to personal health services to achieve the best health outcomes.

3  Acquisition



The ability of individuals to obtain their preferred methods and adequate information for uptake.

4  Application



The self-use and administration of healthcare products or services.

5 All of these steps can be influenced by effective campaigns for **Advocacy**.

KEY FACTORS THAT SHAPE THE SELF-CARE JOURNEY

DISPARITIES DIVIDE.

Health-seeking **behaviour differs greatly across gender and socio-economic contexts**, resulting in **disparities in self-care** use and health outcomes

PANDEMIC MOMENTUM.

The COVID-19 pandemic has **spurred interest in individual health**, creating space for the **adoption** of self-care messaging, services, and products

DISCRETION DRIVES UPTAKE.

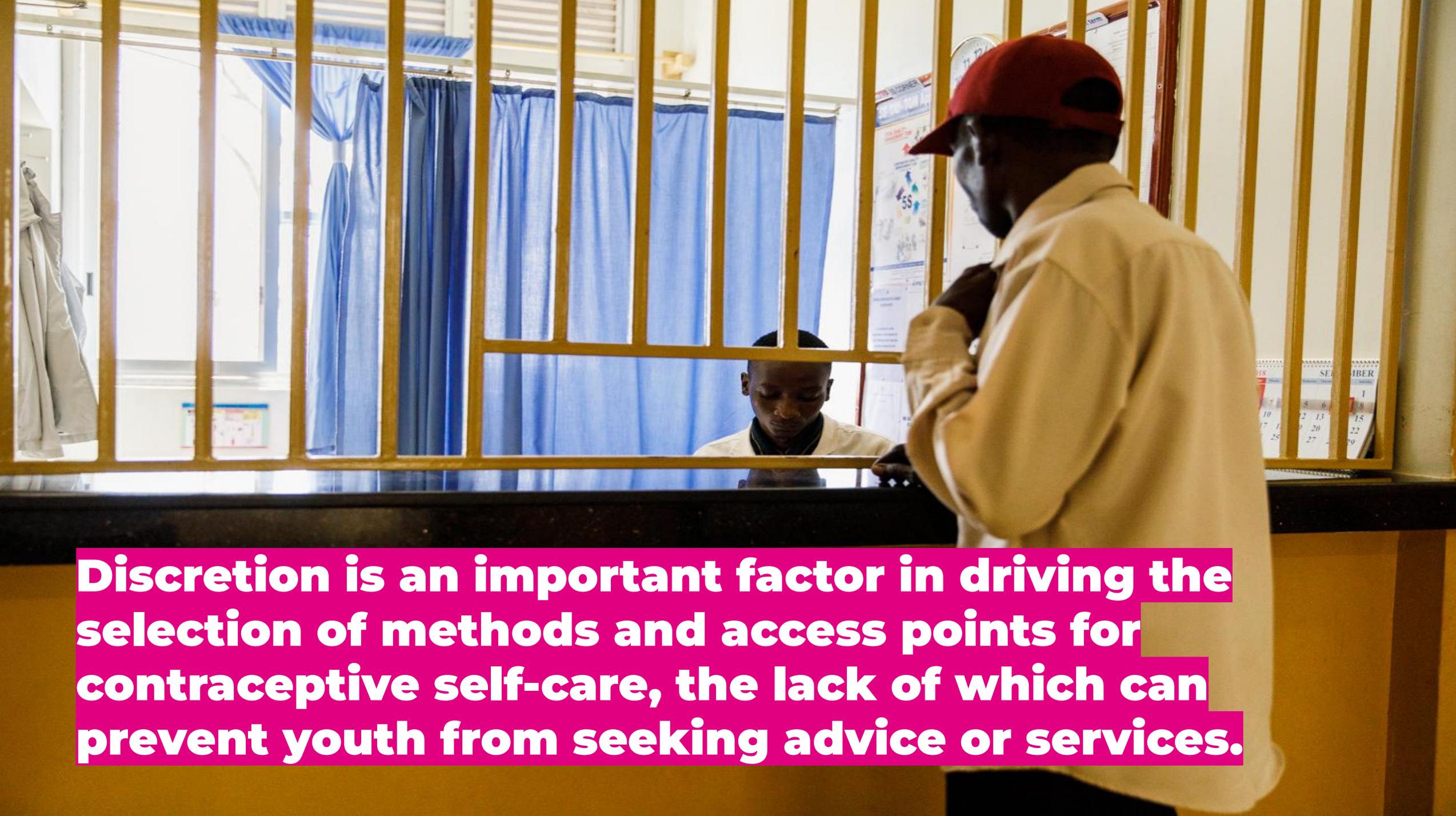
SRH is still considered taboo, and **young Kenyans prioritise privacy**, resulting in a **preference for self-care options** and providers deemed safe and discreet



Disparities in demand for contraception result in unequal outcomes (unplanned pregnancies, STIs, and development indicators) across populations.



Young people are relatively more open to seeking ways in which they can be in control of or improve their overall health in comparison to previous years.



Discretion is an important factor in driving the selection of methods and access points for contraceptive self-care, the lack of which can prevent youth from seeking advice or services.

HEALTHCARE PROVIDERS ARE KEY TO THE SELF-CARE JOURNEY

RIGHT METHOD, WRONG FIT

Contraception needs and usage vary by individuals, but the **lack of personalisation** in messaging and service delivery leads to a feeling of **sexual and reproductive health needs not being met**

TAP THE TRUST IN PROVIDERS

Young people are hesitant but still **trust the expertise of healthcare providers**. This trust can be tapped to **increase uptake and reduce misuse and adverse outcomes**



Needs are best met when services factor in young people's personal preferences, such as long-term or short-term methods, cycles, and other medication being taken.



Misuse and discontinuation of contraceptives are common and could be reduced by better information on what to expect, side effects, and better method-matching.

#FORMNIKIJALI'S 3CS MODEL FOR DRIVING DEMAND FOR SELF-CARE

CREATIVE COMMUNICATIONS

Public relations and influencer-driven campaigns to drive demand among youth and build a case for policy interventions

#FORMNIKIJALI

CHANNEL INTERVENTIONS

Innovation around formats that foster trust, drive trial, and support empowerment of young Kenyans

COLLABORATION

FNG partnerships with youth advocates, thought leaders, creatives, and service providers to design and trial engagement strategies around self-care.

Based on key insights, the uptake of reproductive health self-care is hinged on a triad of interlinked factors – **communication**, **channel intervention**, and **collaboration** among system actors, forming #FormNiGani's transition strategy.

To generate demand around sexual and reproductive self-care, we created a campaign called #FormNiKujijali (slang for “the plan is self-care”), whose outcomes included:

1. Introduction to and engagement around reproductive health self-care as part of public discourse among Kenyan youth
2. Guiding approaches around planning for reproductive health self-care interventions across products and services
3. Creative technical skills-building among young advocates and thought leaders as well as existing and new partners to drive advocacy



**CREATIVE +
MESSAGING
DRIVERS**

#FORMNIKUJITALI MESSAGING DRIVERS

Key insights from the discovery phase indicated four key messaging points to drive systemic change-making and build on the potential of reproductive health self-care:

- 1 Reproductive health self-care is key to sustainable, equitable development** by bridging disparities in health, social, and economic outcomes. It empowers young Kenyans to take charge of their reproductive health, well-being, and futures. Closing the gap becomes important as many young Kenyans are living in a strained healthcare system, which entails reduced access to contraceptives.
- 2 Reproductive self-care is needs-specific**, varying from one individual to the other. As such, it is imperative that services and products are accessible, affordable, and innovative to meet the diverse needs and realities of young Kenyans.

#FORMNIKUJITALI MESSAGING DRIVERS

3

Healthcare workers are critical to self-care by empowering young Kenyans to make informed reproductive healthcare choices, necessitating the need for alternative and effective engagement pathways that lower discrimination, enhance proactivity, and result in reproductively empowered youth.

4

Sexual and reproductive well-being is a collective, shared responsibility whose consequences, directly and indirectly, impact more than one person and must thus be everyone's conversation. It is, therefore, key that all Kenyans engage, take action, and support efforts towards a more inclusive and less stigmatised or stereotyped reproductive self-care journey.

Building on the established support for contraception as an enabler of self-determination by young Kenyans, #FormNiKujijali highlighted the importance of the individual's role (proactive self-care) in managing their health for better health outcomes at the personal and national levels.

Additionally, as part of #FormNiKujijali, the campaign worked with youth advocates by equipping them with the #FormNiGani tools and content to enable them to lead, proactively organise, and advocate for more empowering approaches to reproductive health in Kenya.



Leveraging the COVID-19 sparked momentum around health and the strength of peer-to-peer engagement and social media influence, #FormNiGani sought to raise the profile of reproductive self-care through a 3-tiered approach:

**Top-down advocacy
through a PR
campaign:**

Targeting policy and decision-makers to advocate for a systemic shift towards proactive investment in both an empowering reproductive health narrative and affordable, innovative contraceptive options and services to enable young Kenyans to take on their self-care journey.

**Bottom-up advocacy
through creative
activation:**

Engaging young Kenyans and amplifying their voices in demanding equitable family planning access across information, products, and services that enable them to take charge of their sexual and reproductive health.

**Systems inclusion
through a service
provision partnership:**

Collaborating with strategic partner **Reproductive Health Network of Kenya (RHNK)** drove access to counselling services and reproductive health products that enable young Kenyans to adopt healthcare practices supported by their needs, without any barriers.

CORE CREATIVE INFLUENCERS

Social media content creators served as campaign advocates

Through video content, these influencers used their platforms to engage on SRH self-care and how to access the services offered by RHNK, with content amplified by other influencers.



The Messy In Between

YouTube - 21.3k
Instagram - 13k



George Kagwe

Instagram - 110k
Tiktok - 65k
Twitter - 3.9k



Esther Kazungu

Instagram - 53k
Twitter - 21.2k
Tiktok - 85.5k



Cindy Kipsang

Instagram - 79k
Tiktok - 418k



Rama & Shiko

Twitter - 165k
Instagram - Combined
82k

THOUGHT LEADERS

Expert opinion-shapers built a case for systems action on SRH self-care

Using their experience in health systems and policy, these experts helped strengthen the campaign messaging and used their voices to advocate for action across stakeholder groups.



Dr Nelly Bosire
OB/GYN practising
privately in Nairobi



Dr Janet Githinji
OB/GYN and
Founder/CEO Daktari Wa
Mtaa Trust, a grassroots
SRHR support network



Nelly Munyasia
Executive Director,
Reproductive Health
Network of Kenya



Dr Alex Awiti
Vice Provost of Aga Khan
University



Rachael Mwikali
Mobiliser of grassroots
support for vulnerable
populations through the
Coalition for Grassroots
Human Rights Defenders



CAMPAIGN RESULTS

SCOPE

SOCIAL MEDIA ENGAGEMENT AND REACH

IMPRESSIONS

8.38
million

REACH

3.57
million

Outcomes from
#FormNiKujiJali

5,740

ENGAGEMENT

IMPRESSIONS

9.18
million

REACH

3.78
million

Outcomes from
#FormNiGani

5,634

ENGAGEMENT



SAMPLE SOCIAL MEDIA CONTENT



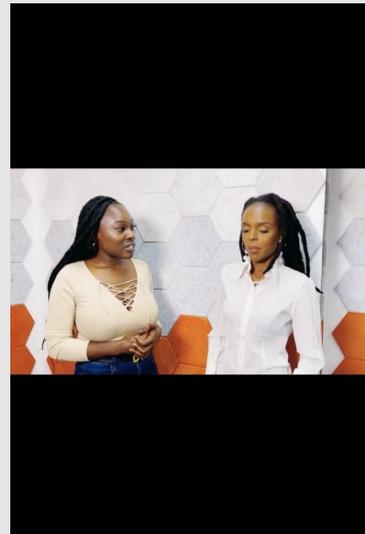
shikonguru Having more kids, Realities of Moving, etc.
Different week, same jersey @ramzzy_ 🤔 #FormNiGani ? #FormNiKujijali
7w

aiya9010 Bring Green Calabash back
7w 10 likes Reply

sylvia.soita Please bring green calabash back 🤔
7w 4 likes Reply

koku_lwanga 🔥🔥🔥
7w 1 like Reply

23,291 views
OCTOBER 31



lencer_b ✨Its time we redefined selfcare ✨
No better person to have this conversation with than the fierce @jahmykoikai 🤔💕💕
Thanks to social media, most of us would relate self care to burning scented candles, vacations and many fancy stuff.
Its time we rewire our brains to recognize reproductive health care as a form of self care. An empowering one at that.
By doing this we get to make better decisions about our health. I'm happy that through the #FormNiGani initiative, with @NenaNaBinti, youth can take charge of their sexual reproductive health by seeking professional counselling.
Its as easy as sending the words #FormNiKujijali via WhatsApp to 0775533117 and a healthcare professional will be ready to

2,084 views
OCTOBER 27

Thread

MAGUSH @theMagush
Truth is, there are many contraception options that work differently for different people, depending on age, lifestyle, gender, hormonal balance etc. It is best you find which works for you.
#FormNiKujijali
#FormNiGani
3:41 PM · Oct 25, 2021 from Nairobi, Kenya · Twitter for iPhone
14 Retweets 2 Quote Tweets 32 Likes

Tweet your reply

MAGUSH @theMagush · Oct 25
Replying to @theMagush
You can get help finding one that works for you by sending #FormNiKujijali via WhatsApp to 0775 533 117 or call 0800 211 227.
@NenaNaBinti are doing an amazing job advising people about this, and they are pretty prompt. Try them and see. #FormNiGani

When he:
Researches on different types of contraceptives.

estherkazungu · Follow
Original Audio
estherkazungu Get you a partner who knows #formnikujijali
Send #FormNiKujijali via WhatsApp to 0775533117 or call 0800211227 & talk to reproductive health expert 🤔
#FormNiGani
#apartfrom #form32A #sijui #form32B #kunahiform #bye👋👋
5w
nurse_muthoni.ke I watched more than 10times. I couldn't help but notice how you really support your friends. Your content is underrated girl. You are so good at what you do. I have seen so much growth.

Liked byibra_mumo and 2,954 others
NOVEMBER 12
Add a comment...

SAMPLE SOCIAL MEDIA CONTENT

TheEstherKazungu 🇳🇬🇸🇳🇪🇰🇪 @EstherKazungu · Nov 3
Wondering #formnigani? Form ni selfcare, yaani kujijali 🙏💡

0:11 11.4K views

22 87 356

TheEstherKazungu 🇳🇬🇸🇳🇪🇰🇪 @EstherKazungu

We need to start taking charge of our sexual and reproductive health & options that fit our plans - send #FormNiKujijali via WhatsApp to 0775533117 or call 0800211227 & talk to an expert 🙏

George Kagwe - The Actor
25 October · 🌐

Ati nyinyi hutumia method gani kuget hizi vitu? 😂😂 TAG SOMEONE.

To find out what works best for you, based on plans na starehe zako, talk to an expert by sending #formnikujijali via WhatsApp to 0775 533 117 or call 0800 211 227
#formnigani #selfcare

263 7 comments 2 shares

Like Comment Share

cindyk003 ✓ Cindy 🇳🇬 · 10-31

Consulting a reproductive healthcare pro is #selfcare . To consult a pro send #FormNiGani via WhatsApp to 0775533117 or call 0800211227 #FormNiKujijal

🎵 Bila Jasho - JABIDII & Timeless Noel

2656 12

NEWS MEDIA ENGAGEMENT AND COVERAGE

\$172,577

PR VALUE

22.5

**MILLION
KENYANS
REACHED**

Youth should grab the opportunity for reproductive health self-care

Alongside its many disruptions and negative impacts, Covid-19 bears invaluable lessons. One of the greatest lessons from the pandemic is the need to empower young people to autonomously take charge of their sexual and reproductive health. This reality sank deeper at the height of the pandemic, when access to contraceptives was limited, thus reducing their use and increasing the risk for youth. In addition to this, many were kept away from visiting health facilities from which they could access free contraceptive services for fear of contracting coronavirus.

The consequences of these circumstances were demonstrated in the 2021 Kenya Health Indicator Survey that shows a decline in the national average of contraceptive use among women of reproductive age in 2020/21 from 44 to 29.6 per cent. This situation laid bare the urgent need to empower young people to take sexual and reproductive health self-care in their hands as a solution to such eventualities. This would mean promoting their reproductive health, with or without support from healthcare professionals. Self-care runs the entire gamut, from self-management when it comes to medication, treatment, examination, injection, administration and use of various options; to self-testing, including sampling, screening, diagnosis and monitoring; and self-awareness that involves help, education



Nelly Munyasia
Executive Director, Reproductive Health Network Kenya

and regulation. This is not to imply that this is an alien concept; many young people are already practicing various aspects of self-care. They are actively seeking and sharing information relating to their sexual and reproductive health, avoiding unwanted pregnancies and Sexually Transmitted Infections (STIs).

These efforts should be enhanced to reach as many young people as possible. This army of empowered youth would also play a role in tackling misconceptions, myths, misinformation and socio-cultural beliefs relating to contraceptives and other aspects of their sexual and reproductive health.

Self-care would put the young people in good stead to weather disruptive shocks without jeopardising their health and well-being by avoiding risks. This will contribute towards delivering the constitutional right to quality healthcare and improve health, human rights and social outcomes. Besides, self-care presents an opportunity to bridge existing gaps in access to sexual and reproductive health services across different parts of the country. It can help increase coverage and access, bridge disparity and increase equity and quality of service by reducing cost and enhancing efficiency in deployment of the currently strained healthcare resources and services.

The opportunity that self-care presents in enhancing young people's access to sexual and reproductive health while deepening universal healthcare coverage is too great to be missed. Whereas its potential dividends for the economy and the society at large are great, failure to pay attention to it also has far-reaching consequences on the future.



Importance of reproductive health care among the youth

453 views • Nov 20, 2021

7 DISLIKE SHARE SAVE ...

SCOPE

SAMPLE NEWS MEDIA CONTENT



Health Tuesday: Sexual & Reproductive Health || #GoodMorningKenya



#SwitchTVNews #Kenya

The Youth Are Continuously Avoiding Contraceptive Usage In Kenya. Why Is This Trend Becoming Common?

HEALTH

Use pharmacies to boost reproductive health self-care

ECONOMY
JANET GITIHU
Obstetrician/gynaecologist,
founded CEO of Daitari Waa
Mbas Trust

In the pharmacies in the country, selling health, wellness and personal care products lie an untapped opportunity to buttress the sexual and reproductive health of young people.

These facilities are loved for their accessibility as well as efficient dispensing of drugs to treat ailments without the drawn-out processes and long queues that are typical of public hospitals. In many cases, the medicines are also priced fairly.

An effective pharmacy can help encourage young people who are reluctant to go for screening and checkup. It can tackle the feeling of being judged that young people raise as a concern when interacting with healthcare workers.

However, for private pharmacies to effectively play this role, it requires measures to be put in place to strengthen them. At the moment, unhealthily competition has pharmacies focusing more on sales instead of prodding young people and offering them advice. This, coupled with gaps in regulation, risk compromising quality and service delivery.

Besides selling commodities, pharmacies need to be empowered to build the correct human resource mix, including nurses and clinicians with training and speciality in sexual and reproductive health, and mastery in contraception.

This calls for strategies to integrate pharmacies as a complementary network that effectively meets the needs of young people with the necessary support.

This will ensure that products and services are innovatively delivered to the Kenyan youth.

among them when choosing what works best, based on an individual's life plans and overall health. All this builds up towards strengthening acceptance and uptake of sexual and reproductive health self-care.

Being located in their neighbourhoods means that young people are likely to trust the pharmacies more than they would other health practitioners and facilities.

Mutual trust is the first definitive step towards increasing young people's engagement with reproductive health providers. It is this suspicion and mistrust that has kept many of them away from health workers, fueling misuse of contraceptives.

These same attributes make them appealing as a trusted source of information and commodities to empower young people to make better choices relating to their sexuality. In many ways, they can help boost ability to drive sexual and reproductive well-being.

Through them, young people can access a variety of contraceptives as well as information that will help them make better choices.

They can be empowered to provide the whole gamut of self-care, ranging from self-management (through medication, treatment, examination and administration), self-testing (including screening, diagnosis and monitoring) and self-awareness.

Some of the services the pharmacies can provide include HIV and sexually transmitted infections checkup, screening for cervical cancer, contraceptives and advice on healthy sexual behaviour.

This can help Kenyan youth enjoy their right to quality healthcare. It also builds clear understanding

VOICES

COMMENT

ALEX AWITI
Vice President, Aga Khan University

Self-care can empower and give agency to women to manage their health needs

ROLE OF SELF-CARE IN REPRODUCTIVE HEALTH

While population growth projections are based on simple models they can be impressive. For example, it was projected that Kenya's population would surpass the 50 million mark by 2037. But according to the 2019 census, there were 47.4 million Kenyans.

So here we go again for what is in store. Kenya's population is projected to reach about 92 million by 2050. It is also projected that by 2050 Kenya's median age will be about 28 years. And the years older than the current median age of 20 years. Hence, we will be the next 30 years to be a powerful source of reproductive resources. Tens of millions of young Kenyans will either be planning families or having children.

The pace of demographic change, as well as the quality of life from the cradle to end of life matters. Human population, along climate change and biodiversity loss in agriculture, will determine critical thresholds or tipping points that will define the fate of our kind. Hence, sexual and reproductive health is and will continue to be a critical national conversation.

Kenya, like many sub-Saharan African countries, experiences very high rates of unintended pregnancies and unsafe abortions. Moreover, the Covid-19 pandemic has and will continue to slow progress toward equitable universal access to safe contraceptive services. A recent study shows that about 14 per cent of non-contraceptive users identified Covid-related reasons for non-use.

Fear of contracting Covid-19 at health facilities was the most frequently reported reason. Loss of income owing to the impact of Covid-19 on key sectors of the economy was also a major reason affecting continuation of use of contraceptives.

Gaps in contraceptive use remain fragile, easily reversible. Covid-19 underlines the complex impact of a disease pandemic and the associated economic shocks on fertility and contraceptive behaviour among reproductive-age populations. Hence, it is important that public health messaging in times of crisis is precise and coherent.

Moreover, it is critical to ensure that public information achieves the right balance between accurate information on the public health threats of a global pandemic and how individuals should seek out, especially sexual and reproductive health services. There is urgent need therefore, to empower and support young adults to manage their own health through self-initiation.

The Covid-19 pandemic has laid bare the limits of medicalised and facility-based care. Arthur Kleinman's book, *Patients and Healers in the Context of Culture* has been highly influential in advancing the self-care for sexual and reproductive health through peer support and exchange, and coaching to enable informed decision making by youth.

The personal nature of sexual and reproductive health means that self-care can empower and give agency to women to manage their health needs. More importantly, we need to develop novel population health approaches for education, dialogue and support that bridge taboos and other social barriers.

Moreover, building and sustaining partnerships between communities and health systems around self-care models will be critical to ensuring enhanced and sustainable implementation of sexual and reproductive health interventions.



Scan the QR code using your smartphone to see more opinion columns on the Star website.

Commentary



Why reproductive health care for youth is crucial

The choices they make at this age have repercussions on their health in future

Latina* sounded very anxious on the phone. She was calling to schedule an emergency appointment for her 10-year-old daughter Lavinia* on short notice. They came in at 4 o'clock and while the mother was visibly concerned, Lavinia was only upset at having missed her extracurricular practice.

That morning, Lavinia had reported a discharge from the vulvovaginal area, which had soiled her underwear. She showed this to her mum before she took her morning shower. Now, Lavinia was here for another. Her biggest concern was that Lavinia may have been sexually assaulted. A thorough history and physical exam revealed a mildly inflamed vaginal opening with redness and some vaginal discharge, but with otherwise normal external genitalia for a 10-year-old. She had no lesions or tears and her hymen was intact.

Lavinia responded well to antibiotic treatment and we discussed safe hygiene practices, avoidance of irritants and the need to keep reporting any abnormalities to enable timely treatment. This was the beginning of a longstanding relationship with Lavinia. We went through human papillomavirus vaccination and age-appropriate sexuality and reproductive health education as she got older and all its challenges showed up in its own time as anticipated.

These were moments of *low self-esteem*, triggered by the developmental changes, a rough patch of parental, heavy stresses, and even a short stint with acne. We were not one of each of these challenges with ease based on the trust established years back.

Now at 28, Lavinia is in college and does not need her mum to bring her to the clinic. She continues to come by because she knows she has a safe space to get answers regarding her

health. She has also brought along some of her peers who have never known about the need for a gynaecologist's visit.

These visits recognise the autonomy and rights of young people to access comprehensive sexual and reproductive health. It is truly satisfying to see great reproductive health outcomes from continued education, treatment of common gynaecological ailments, early diagnosis of complex conditions and promotion of a healthy sexual lifestyle.

Unfortunately, not all young people have the privilege of accessing this kind of service. This is as a result of multiple issues, most commonly lack of information. Many women have been raised to know that the only time they need to see a gynaecologist or seek reproductive health care is when they are pregnant. Keeping in mind that female demographics are changing and *ferocious fertility* desires are getting more diverse, this late entry into care means we have missed the best for many.

Take Terry* for instance, a 37-year-old obese woman who recently broke her leg, making it impossible for her to exercise. This, coupled with the recent sedentary lifestyle occasioned by Covid-19 has resulted in her gaining 35 kilos. This sudden weight gain has precipitated an otherwise quiet pre-diabetic state, coupled with hormonal imbalance from polycystic ovarian syndrome. Extensive tests show that Terry has a high risk of infertility, a prognosis that is giving her nightmares.

Then there's Lucy, a 30-year-old school teacher who recently got pregnant and started clinic at six weeks gestation, only to find that she has an abnormal pap smear. Though she may not have cervical cancer yet, we are forced to wait for at least eight months before she can get definitive treatment to prevent progression to cancer.

The case for adolescents and young adults to prioritise self-care on reproductive health could be stronger. Young people need to pick up where their parents left off replacing routine visits to the paediatrician with routine ones to the gynaecologist.

It is paramount to know that the efficacy of the cervical cancer vaccine is not dependent on age but rather on sexual exposure. Hence, a 27-year-old virgin will have a great immune response to the HPV vaccine compared to a 10-year-old sexually active adolescent. She will most certainly miss the opportunity for the vaccine if she does not access this information, even more important, is that these visits create the introduction to comprehensive sexual health education. Many young people have no idea that it is critical to have a solo doctor medical review before initiating contraceptive use. The review creates that one is appropriately apprised of risk factors for complications or adverse effects so as to select a method that is best suited to them. Unfortunately, on one of her last dealings with the unaided efforts after the fact.

As we wind down the cancer awareness month, may it be the springboard for promotion of routine reproductive health care for our adolescents and the youth.

Dr Bosire is an obstetrician/gynaecologist.

Dr Bosire is an obstetrician/gynaecologist.

DEMAND GENERATION

The campaign's products and service access function was driven primarily by social media and creative influencers.

The messaging directed youth to take charge of their sexual and reproductive health by texting #FormNiKujijali to the RHNK-owned, WhatsApp-based chat platform to converse with an SRH counsellor.

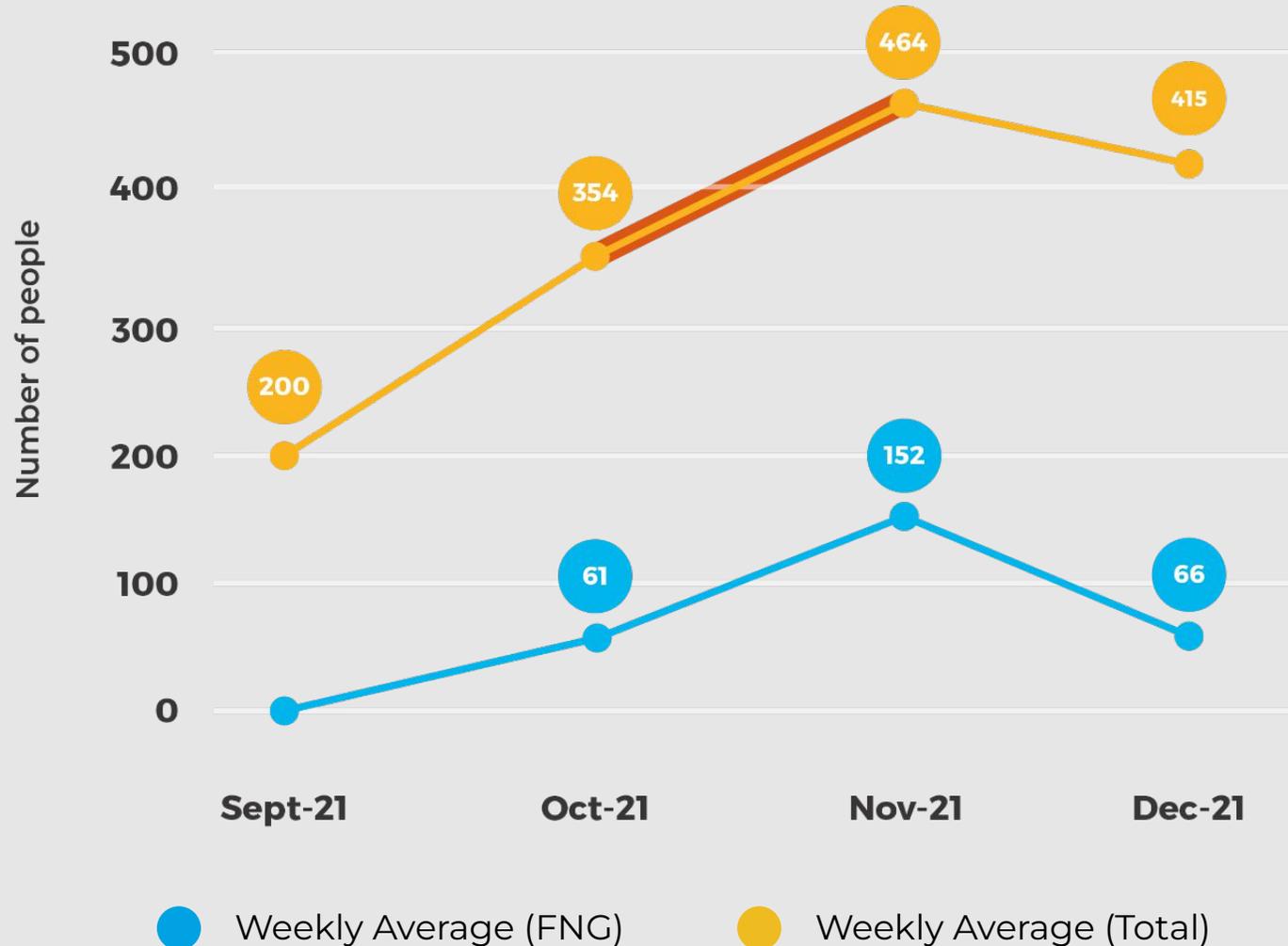
The number of messages received over the period was tracked between 19 October to 13 November (campaign period) and extended till 31 December 2021 to gauge the campaign's longevity.



TOTAL DEMAND GENERATED

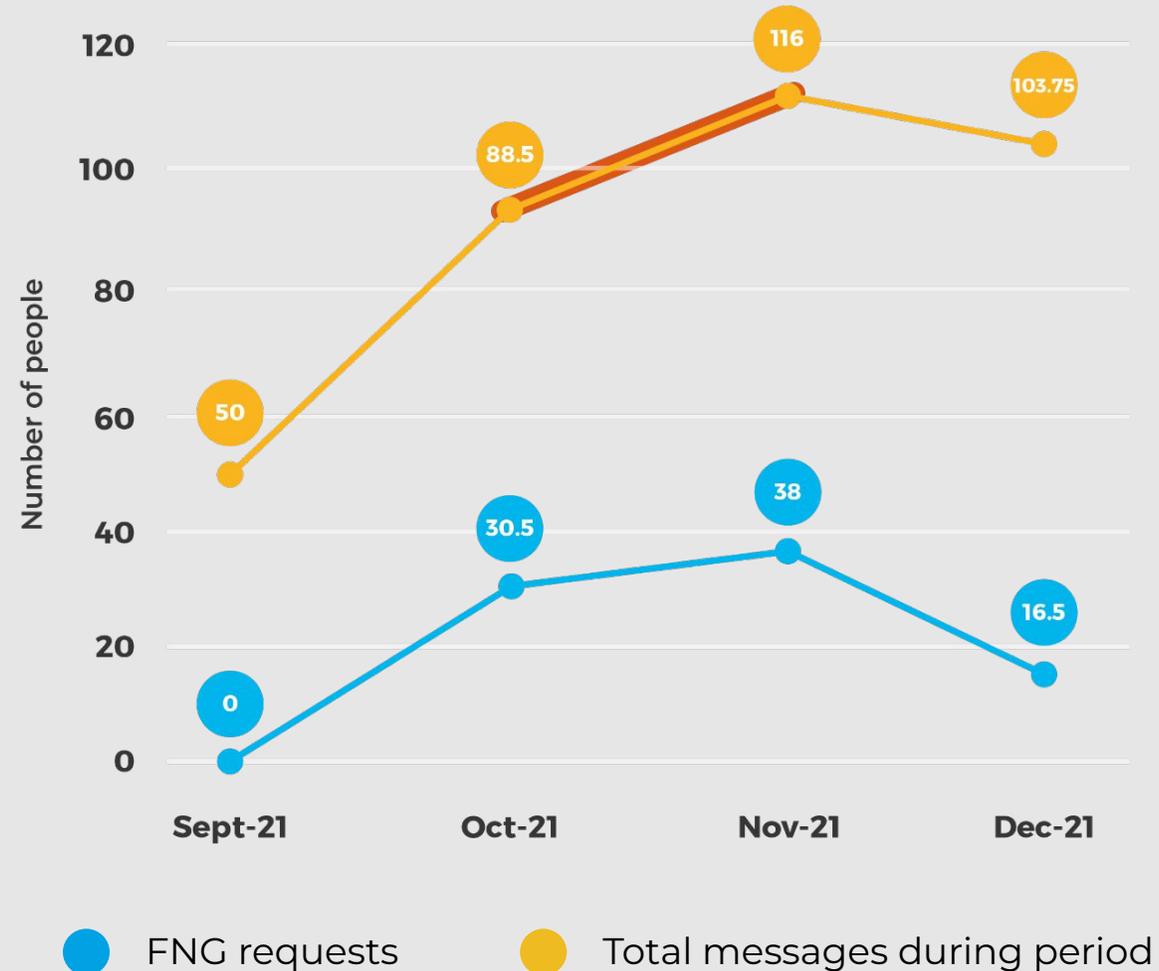
The #FormNiKujijali campaign contributed to an average increase of 77% in the first month, October 2021, peaking at 132% in November 2021.

In this period, messages with the words #FormNiKujijali, #FormNiGani or referencing the creative influencers comprised 22% of the total product or service requests.



WEEKLY DEMAND GENERATED

In the campaign's first month, weekly text messages rose from 50, in the month before the campaign, to a peak of 116 a week in November 2021.

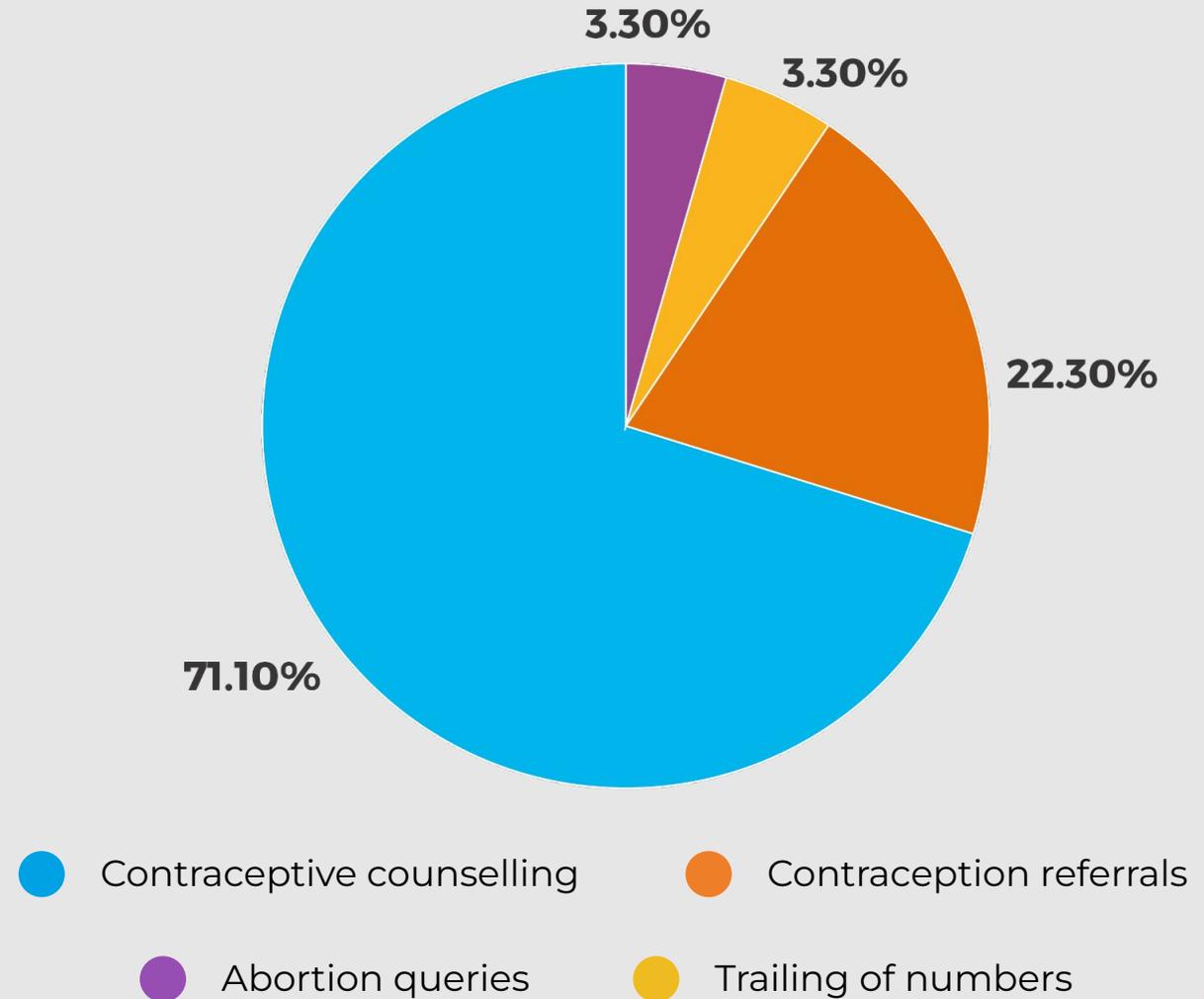


NATURE OF REQUESTS

Of the queries via the WhatsApp-based chat platform, 71% sought contraceptive counselling to understand what methods best suit them, while 22% sought specific contraceptives.

Out of those requests, 95% were made by females.

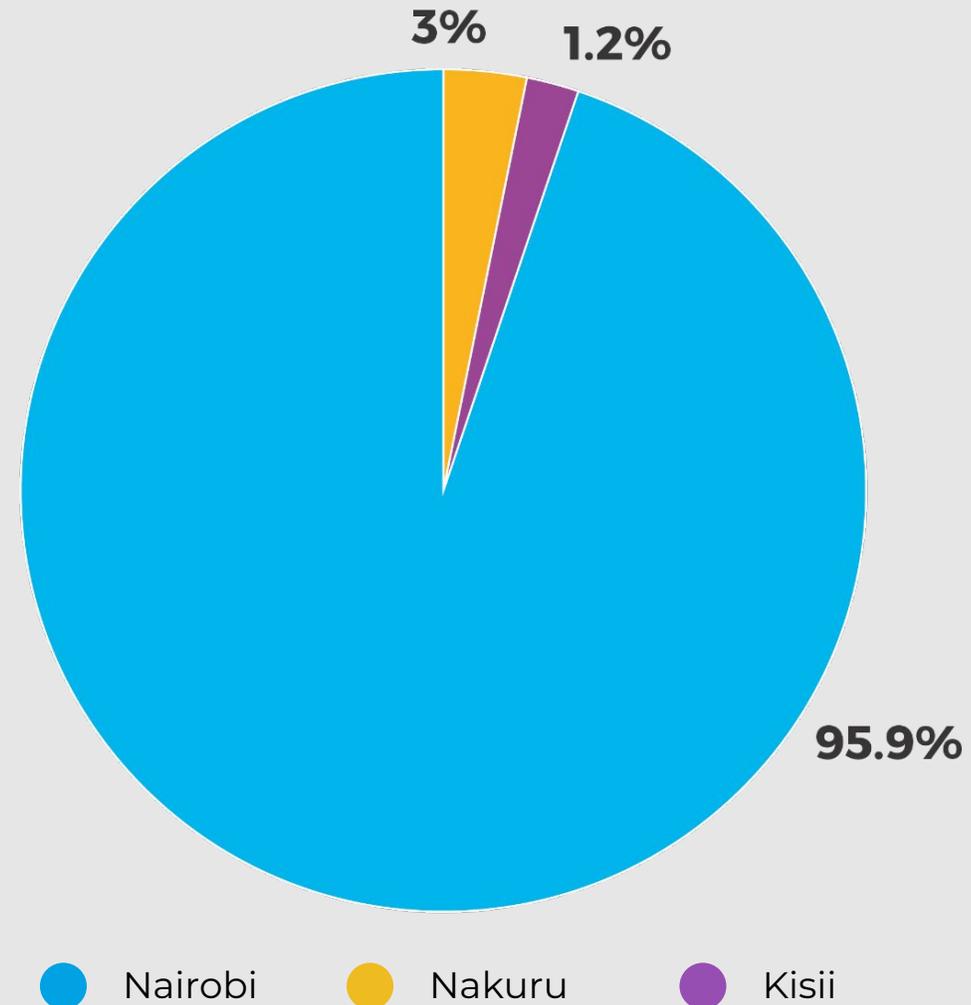
This can be viewed as an indicator of inclinations and actions towards personal health.



REGIONAL DISTRIBUTION

Looking at the regional distribution of the requests made via the platform, of those willing to disclose their location, 95.9% were from the Nairobi metropolitan area, including Nairobi, Kajiado, Machakos, and Kiambu counties.

One reason for the disproportionate share is the high usage of social media around the capital, which was a key driver of the demand generation campaign.



FEEDBACK FROM COLLABORATORS

This advocacy work has a great impact on my advocacy especially on content creation. Exploring the aspect of self-care in reproductive health has given me a third eye. With this, I can tell a different story and reframe policy actions at both the county and national levels.

YOUTH ADVOCATE 1

I would like to see #FormNiGani implement a strategy that is able to reframe our current sexual and reproductive health policy.

YOUTH ADVOCATE 3

Participating benefitted me monumentally because I got to listen in on reflections from young people working on SRHR in different counties. What is working for them, what is not... what I can pick from them and replicate in my county and current trends in this space as well.

YOUTH ADVOCATE 2

#FormNiGani is an innovative SRH demand and awareness creation intervention whose engagement language is best understood by youth.

**NELLY MUNYASIA, EXECUTIVE DIRECTOR
RHNK**



WHAT NEXT?

SRH SELF-CARE: LOOKING FORWARD

The #FormNiKujijali campaign provides clear evidence of the demand for reproductive health self-care in Kenya.

Based on the campaign results and associated learnings, there is an opportunity for:

- Long-term sustenance of self-care
- Innovation to build new pathways to self-care
- Scaling to larger audiences
- Replication in different contexts

If interested in learnings and collaboration,
contact Mari Tikkanen, CEO:
mari.tikkanen@scopeimpact.fi



**Thank
you!**

SCOPE

creative solutions
for social impact