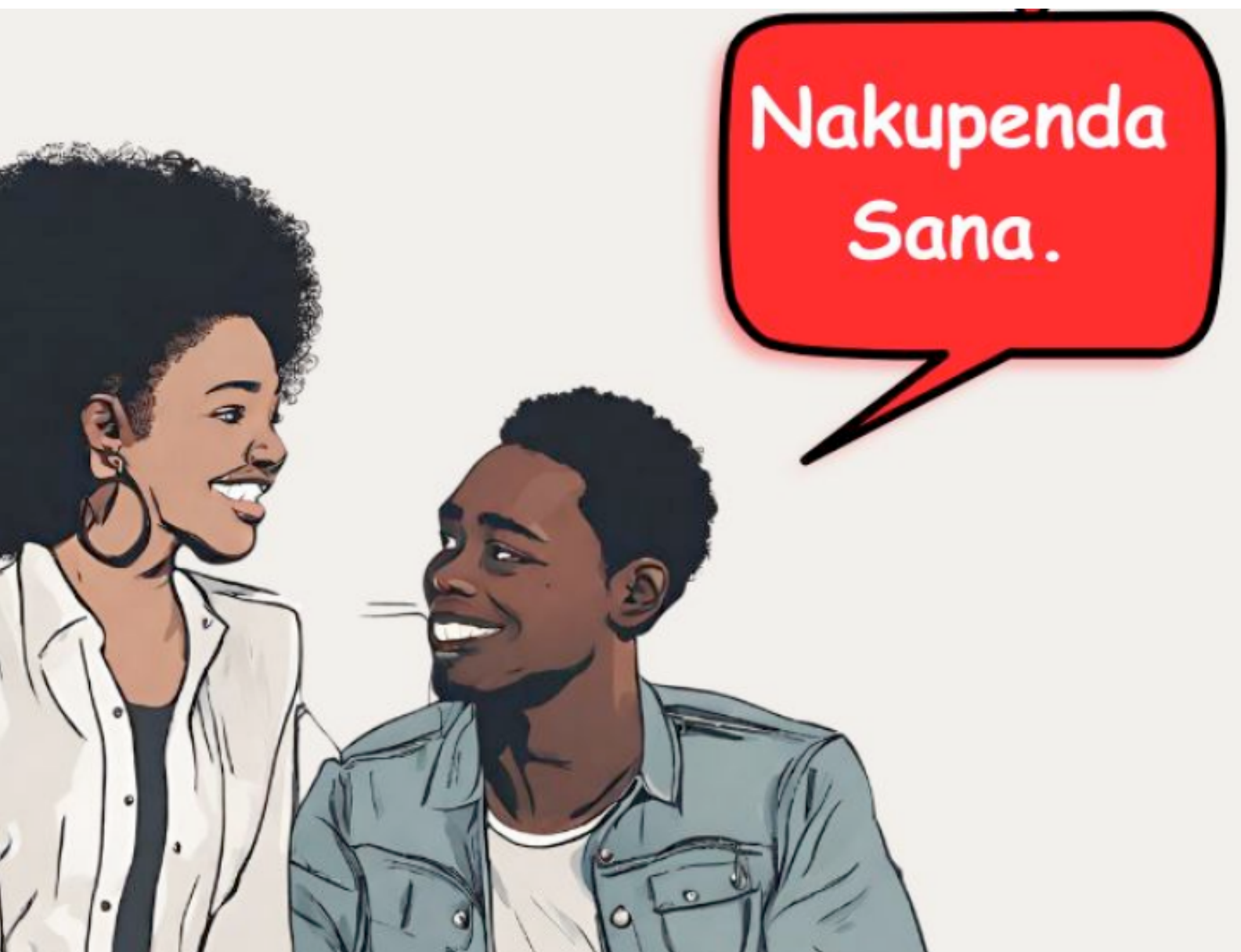




#HEALTHFORALL

COLLECTIVE CAMPAIGN ON
SAFE AND LEGAL ABORTION IN KENYA

ABOUT THE COLLECTIVE CAMPAIGN

The collective campaign sort **to improve attitudes towards abortion** and **reshape the public narrative** around abortion access at a time of high disinformation and stigmatization of abortion using a strategic communications approach.

The campaign was a **collaborative process between key actors motivated by SRHR** (NGOs, CSOs, activists, feminists, content creators, journalist, influencers). Together, they pushed positive narratives and tested messages to key target audiences on controversial SRHR such as abortion to **improve public opinion, reduce stigma** and **allow more law formulation and policy implementation.**





CAMPAIGN OBJECTIVES

1

To increase awareness around safe and legal abortion in Kenya

2

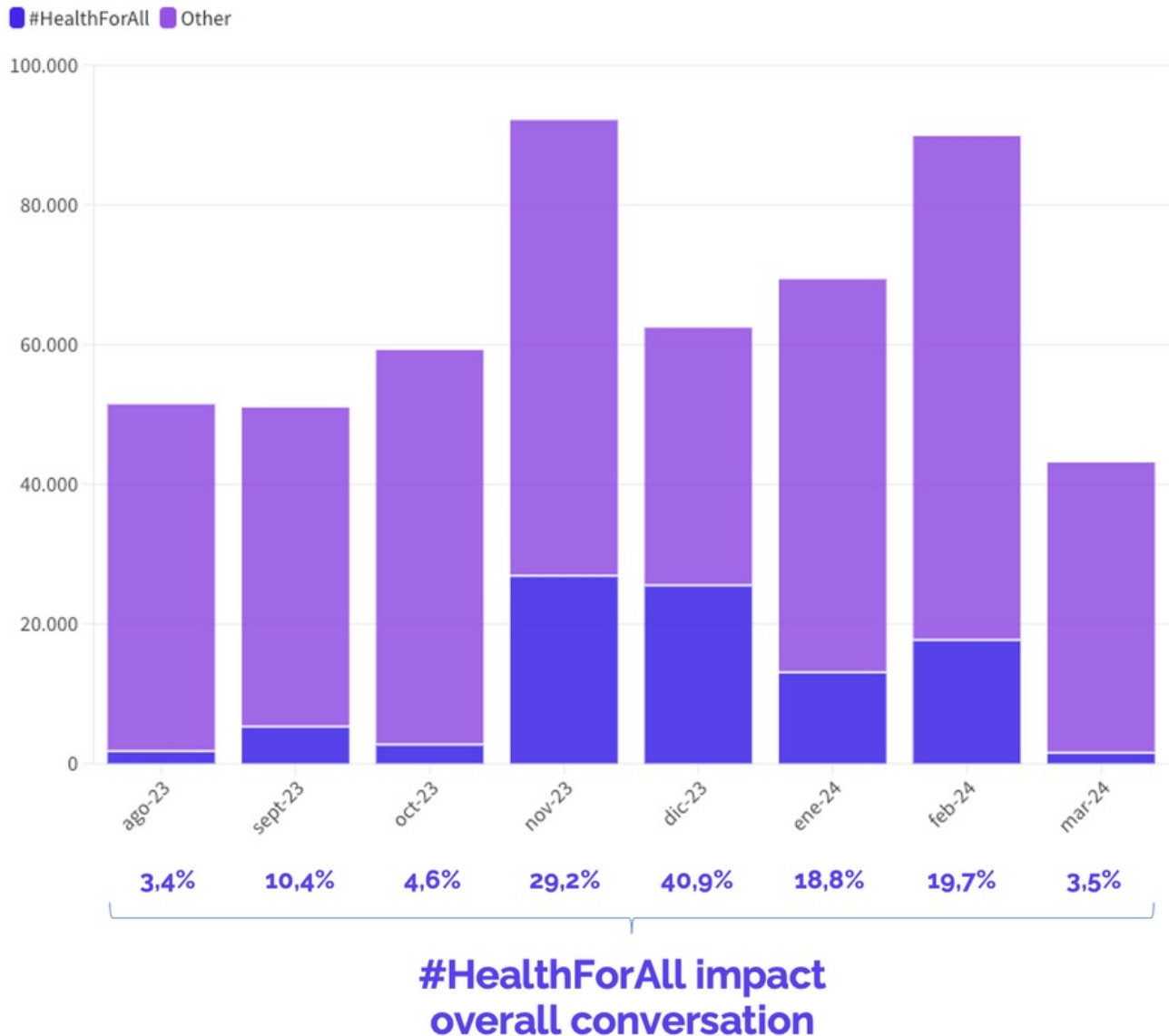
To foster and encourage conversations around safe and legal abortion in Kenya

3

To engage with more audiences around safe and legal abortion in Kenya.

IMPACT OF THE CAMPAIGN

Total interactions on posts of abortion



On Facebook, **From November 2023 to March 2024 26.5% of the interactions in the conversation of abortion has the campaign hashtag #HealthForAll.**

Graph: Total number of interactions per month. Split with the total number of interactions in posts with the campaign hashtag. Percentage of interactions of posts with the hashtag over all interactions in each month.

DIGITAL TACTICS EMPLOYED

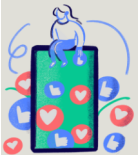


- Organic
- Facebook Group
- Used to engage both parents, men and the youth audience



- Targetted ads
- Facebook Page
- Used to engage both parents, men and the youth audience.

#HEALTHFORALL



INFLUENCERS

- Facebook
- Instagram
- TikTok

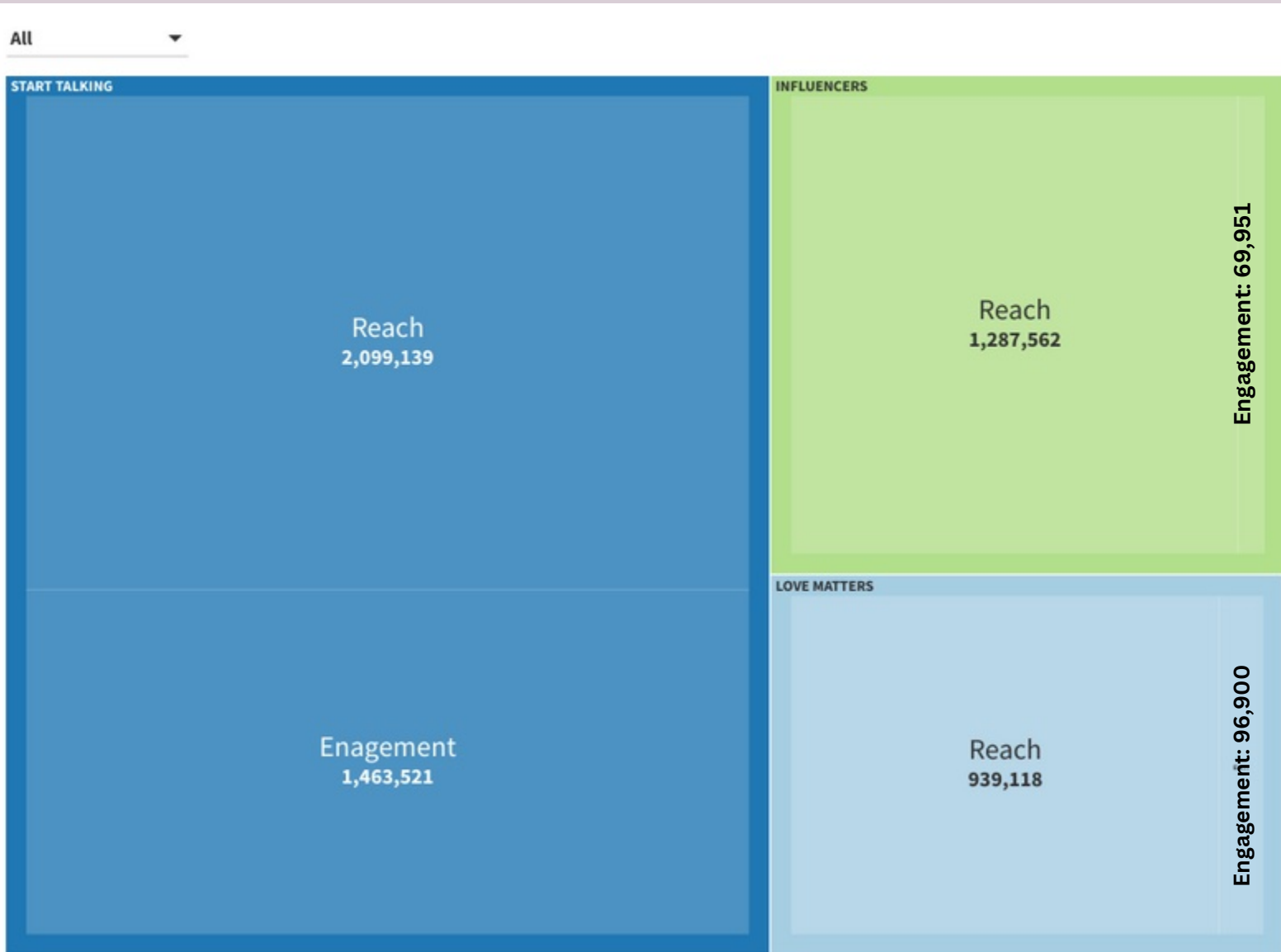


COLLECTIVE COMMUNITY

- CSO's Social Media
- Used to debunk myths and misconceptions on safe and legal abortion in Kenya

DIGITAL TACTICS OVERALL PERFORMANCE

data analysed from 1st October 2023 - 21st March 2024



**TOTAL
REACH**

4,328,232

**TOTAL
ENGAGEMENT**

1,636,587

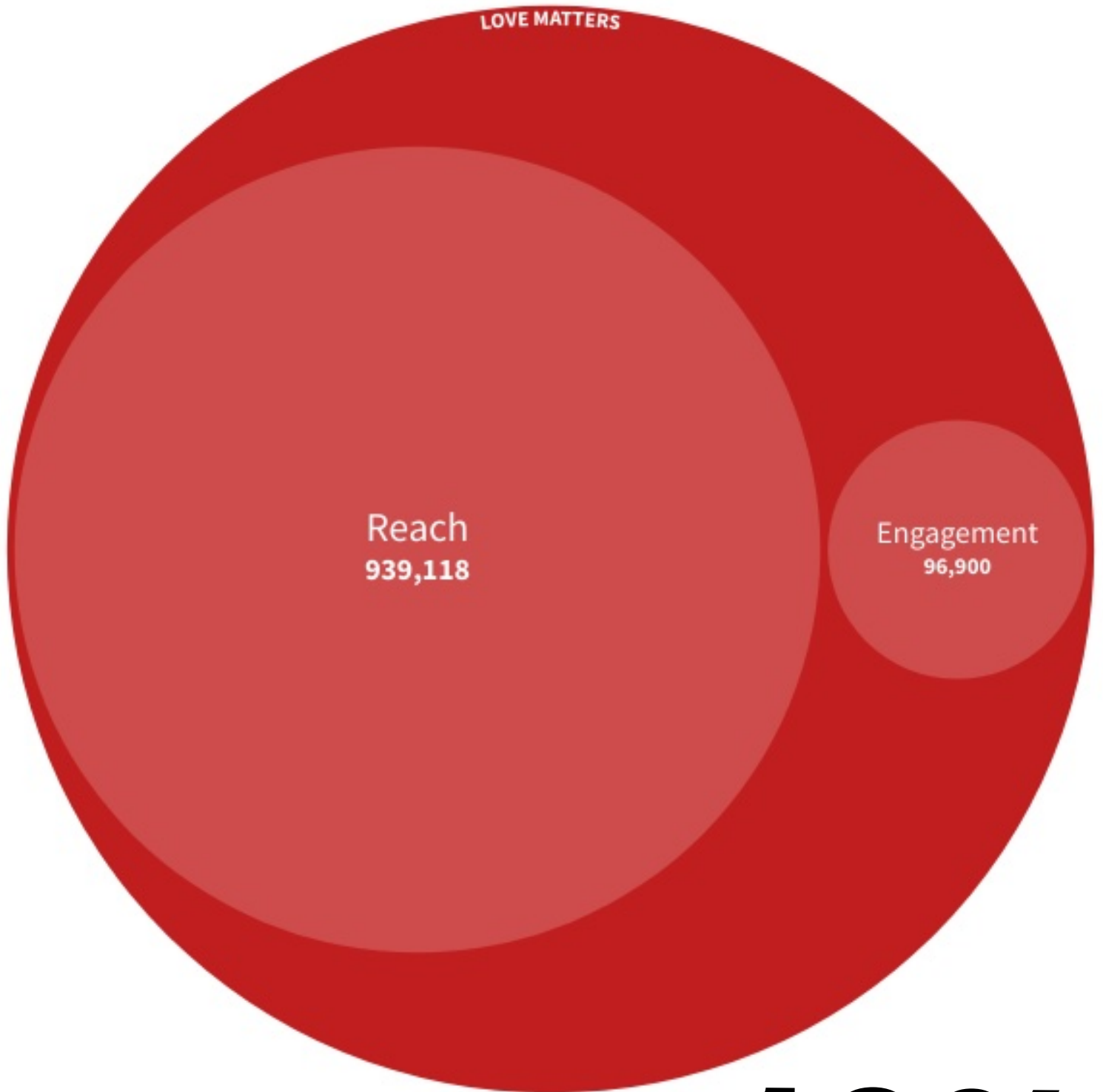
37.8%

of the audience engaged with the content.

DIGITAL TACTIC ONE

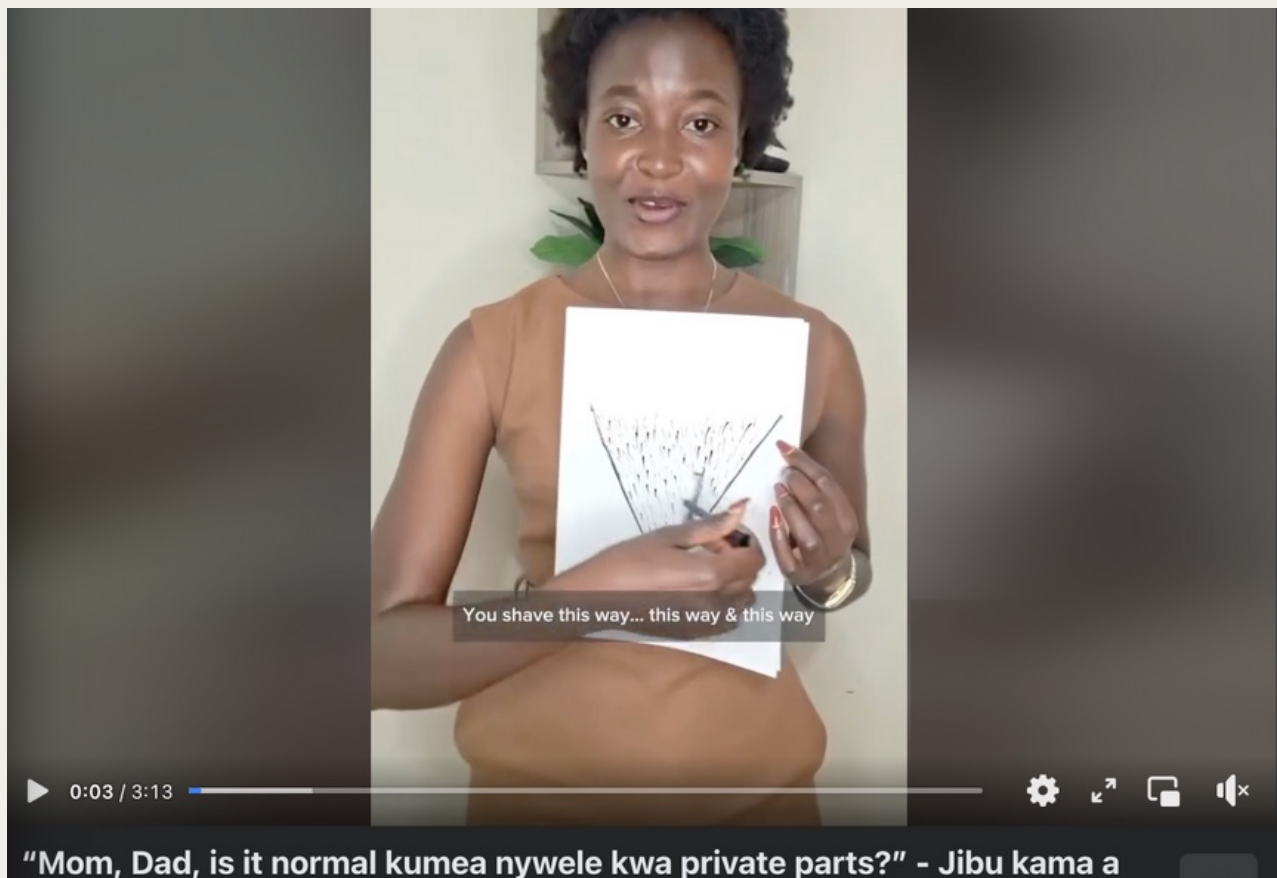
LOVE MATTERS

- Organic content posted on Facebook
- Target audience included parents, men and the youth.



10%
of the audience engaged
with the content.

LOVE MATTERS: #1 POST IN TERMS OF REACH



Translation: "Mom, Dad, is it normal for one to grow hair on their private parts?" answer like a Kenyan Parent. #HealthForAll #HaveTheTalk

Reach: 120,874

Engagement: 12,863

Comments: 744

PS: This post **also ranked #1** in terms of engagement.

LOVE MATTERS: #1 POST IN TERMS OF REACH

Insights from comments

Moral and Cultural Framing (Weight: 33.33%)

Express moral or cultural disapproval or support based on Kenyan societal norms.

- "Yes son / dota it's part of growth and you are likely to experience more changes as you grow..."
- "Nothing is called private parts nothing is private."

Misinformation and Humor (Weight: 26.67%)

Utilize humor or contain misinformation, possibly as a way to navigate the discomfort around discussing sexual health and development.

- "Kwani public part ni ghani?"
- "Mimi sijawai mea am I normal 🤔"

Legitimacy and Advocacy (Weight: 20%)

Posts that question or support the legitimacy of discussing sexual and reproductive health openly.

- "You have to give it to this generation for communicating well."
- "Parenting, weehhh"

Emotional Responses and Activism (Weight: 13.33%)

Show emotional responses, from joy to discomfort, reflecting the personal impact of the campaign's messaging.

- "Very normal, na Kila MTU ako nazo."
- "Na sisi wenye yetu iko na square shape 🤔🤔🤔🤔"

Solutions and Education (Weight: 6.67%)

Offer solutions, correct misinformation, or educate others about puberty and sexual health.

- "It's normal, it's nature for that matter."
- "Excellent.... Rent, fees and small bills? Betting can solve that within a day."

LOVE MATTERS:

#2 POST IN TERMS OF REACH



Translation: "Dad, what is the average size of a penis?". Men, if your teenage boy asks you this question, what will you answer them? #HaveTheTalk

Reach: 54,260

Engagement: 8,232

Comments: 1,513

PS: This post **also ranked #3** in terms of engagement.

LOVE MATTERS:

#2 POST IN TERMS OF REACH

Insights from comments

1. Humour and Evasion (Weight: 35%)

Dominates the conversation, showing a preference for using humor as a coping mechanism or to sidestep direct engagement with the topic

- "People say that falling in love is the best feeling ever but I think finding a toilet when you have a running stomach is the best feeling ever 😂"
- "The shorter the monkey 🐒 😊😊😊😊😊😊😊😊😊😊"

2. Misinformation and Speculation (Weight: 25%)

Misconceptions or uninformed guesses, indicating a widespread issue with sexual health misinformation.

- "Am a medic and we were told in Anatomy that, Guidelines that most doctors follow...the average size for an erect penis is 12.9 cm (5.1 in)."
- "Our biology teacher once told us it's 15cm long haha"

3. Body Positivity and Reassurance (Weight: 15%)

Messages of acceptance and reassurance are significant, showcasing an underlying current of support for body positivity amidst the humor and misinformation.

- "Just tell him, my dear size does not matter, big or small it does the same thing... what matters is to appreciate what you have"
- "Size doesn't matter... it's the heart that matters."
- "All men are unique and different."

4. Sexual Performance Over Physical Attributes (Weight: 15%)

Equally as present as body positivity, this theme underscores an important narrative shift towards valuing emotional connection and performance over physical standards.

- "Performance matters."
- "Bora mchezaji ajue mechi."

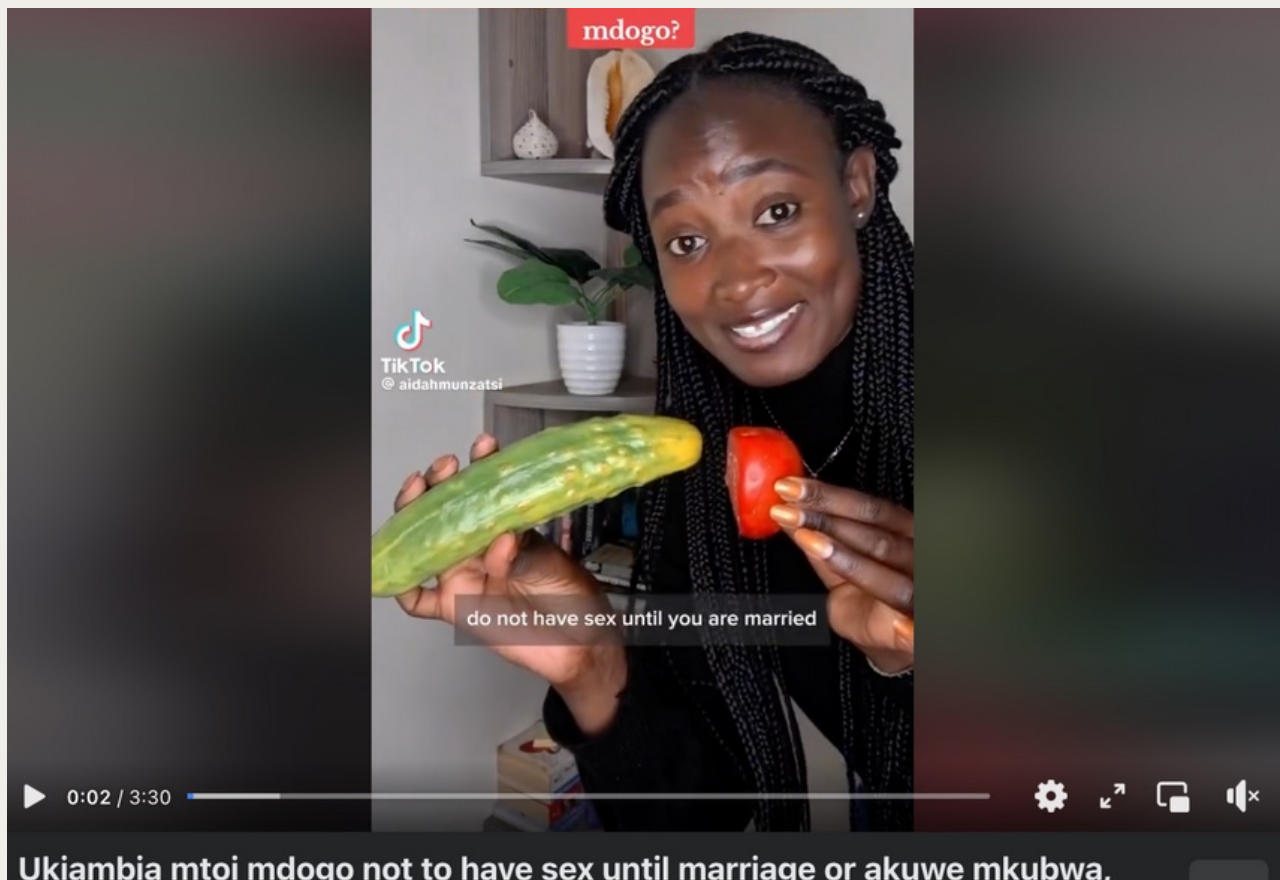
5. Curiosity and Inquiry (Weight: 10%)

Genuine questions or requests for information are notable but less frequent, suggesting a smaller yet significant audience seeking accurate information.

- "Our biology teacher once told us it's 15cm long haha"
- "Does size really matter..? 🤔🤔🤔"

LOVE MATTERS:

#3 POST IN TERMS OF REACH



Translation: When you tell a kid not to have sex until they are grown or married, do you think they will abstain? #HealthforAll #HaveTheTalk

Reach: 46,052

Engagement: 6,256

Comments: 229

LOVE MATTERS:

#3 POST IN TERMS OF REACH

Insights from comments

1. Skepticism About Abstinence (Weight: 34%)

Express doubts regarding the effectiveness of promoting abstinence as a viable strategy. This skepticism seems **rooted in practicality and observations of societal changes.**

- "Wa nowadays hawawezi abstain si kama sisi watenee."
- This generation will never abstain wanasaliwa kama wamebreakiwa wanakuja kw dunia kuendeleza."

2. Advocacy for Comprehensive Sex Education (Weight: 26%)

There's a strong call for comprehensive sex education as an essential approach. Many **respondents emphasize the need for practical knowledge** about safe sex and faithfulness instead of solely focusing on abstinence.

- "Mgani huyo unless umfunze safe sex na staying faithful."
- "Sikuizi wanafunzwa safe sex."

3. Impact of Technology & Information (Weight: 20%)

Concerns about the influence of technology, particularly the internet and smartphones, on young people's sexual behavior are prominent. Easy access to pornography and explicit content is **seen as a challenge to promoting abstinence.**

- "No way, now days kuna smart phones wanaangali nude photos and videos then they try doing it."
- "No they can never abstain since they access pornography at the age of 10yrs ..you just educate them on safe ways and healthy tips of intimacy."

4. Use of Humor and Sarcasm (Weight: 13%)

Humor and sarcasm are frequently used to engage with the topic, perhaps as **a means to navigate the discomfort or taboo surrounding discussions of sex.** This suggests a cultural layer to how sex education and information are processed.

- "Curiosity killed the 🐱 cat.. this comment is not about cats 😏😏."

5. Values and Morality in Decision-Making (Weight: 7%)

Highlight the role of moral and religious values in shaping attitudes towards sex and abstinence. This points to the underlying moral frameworks that influence personal and community standards around these issues.

- "It all depends on ones morals values, and it starts with fearing the almighty living God."

LOVE MATTERS: #2 POST IN TERMS OF ENGAGEMENT



Translation: "Mom, Dad, can I get pregnant when I have sex while standing?" When your daughter aged 13 asks you this question while standing, what will you answer them? #HealthforAll #HaveTheTalk

Reach: 42,187

Engagement: 8,842

Comments: 338

LOVE MATTERS:

#2 POST IN TERMS OF ENGAGEMENT

Insights from comments

1. Moral and Ethical Concerns (Weight: 30%)

Express **concerns about the morality** of discussing sexual health and reproductive rights openly, **especially with young individuals**. These responses might reflect cultural, religious, or personal beliefs about abortion and sexual education.

- "Talking about sex or abortion openly undermines our cultural values and family structures. It's important to preserve our moral fabric."
- "Isn't 13 too young to be discussing such matters? We should focus on instilling good values rather than encouraging promiscuity."

2. Support for Open Dialogue (Weight: 25%)

Show support for open conversations between parents and children about sexual health, including pregnancy and abortion, **advocating for education and transparency as tools for empowerment and safety**.

- "Open dialogue is key to understanding and safety. Ignorance only leads to harm. Well done for starting this important conversation."
- "Education about sexual health should start at home. Understanding leads to better decisions. It's about time we break the silence on these issues."

3. Need for Sexuality Education (Weight: 20%)

Highlights the lack of comprehensive sexuality education and the need for it to be included in both school curriculums and home discussions. They argue that **knowledge about sexual health is crucial** for preventing unwanted pregnancies and sexually transmitted infections.

- "Without proper sex education, myths and misinformation will continue to endanger our youth. Knowledge is power."
- "The question from the campaign reveals a gap in our educational system. We need comprehensive sexual education now."

4. Skepticism and Criticism of the Campaign (Weight: 15%)

Critical of the campaign's approach or question its effectiveness. They might argue that the campaign is too provocative, not suitable for the audience, or **fails to address the root causes of the issue**.

- "Is sensationalizing the issue really the best way to engage with parents and youth? We should be more strategic in our approach."
- "While the intention is good, I doubt this campaign will change deeply rooted beliefs. We need more than just provocative questions."

DIGITAL TACTIC TWO

START TALKING _ KEY INSIGHTS

Moral and Cultural Framing (33.33%)

- This most heavily weighted category underscores the dialogue within Kenyan society, oscillating between moral and cultural disapproval and support for discussing sexual and reproductive health. The conversation here reveals a societal fabric deeply intertwined with values that both question and uphold traditional norms, **highlighting the importance of navigating these discussions with sensitivity to cultural contexts.**

Misinformation and Humor (26.67%)

- Utilizing humor or containing misinformation, this category reflects a mechanism to navigate discomfort around sexual health and development discussions. It points towards a significant challenge in addressing sexual health issues: the balance between engaging audiences and ensuring accurate information is disseminated, suggesting that while humor can be a tool for engagement, it also risks perpetuating myths.

Legitimacy and Advocacy (20%)

- Posts that either question or affirm the appropriateness of openly discussing sexual and reproductive health indicate a society at a crossroads. This category highlights a divide in public opinion on the legitimacy of these discussions, with a noteworthy portion advocating for transparency as a means to better educate and inform the youth.

Emotional Responses and Activism (13.33%)

- Reflecting the personal impact of the campaign's messaging, this category encompasses a range of emotional responses, from joy to discomfort. It demonstrates how sexual health campaigns can touch on deeply personal and emotional aspects of individuals' lives, **underlining the power of narrative in mobilizing or unsettling public sentiment.**

Solutions and Education (6.67%)

- Focuses on offering solutions, correcting misinformation, or educating others about puberty and sexual health. It signifies a proactive approach within the conversation, where contributors aim to fill gaps in knowledge and counteract misinformation, highlighting **an ongoing need for comprehensive sexual education that is accessible and accurate.**

DIGITAL TACTIC TWO

START TALKING

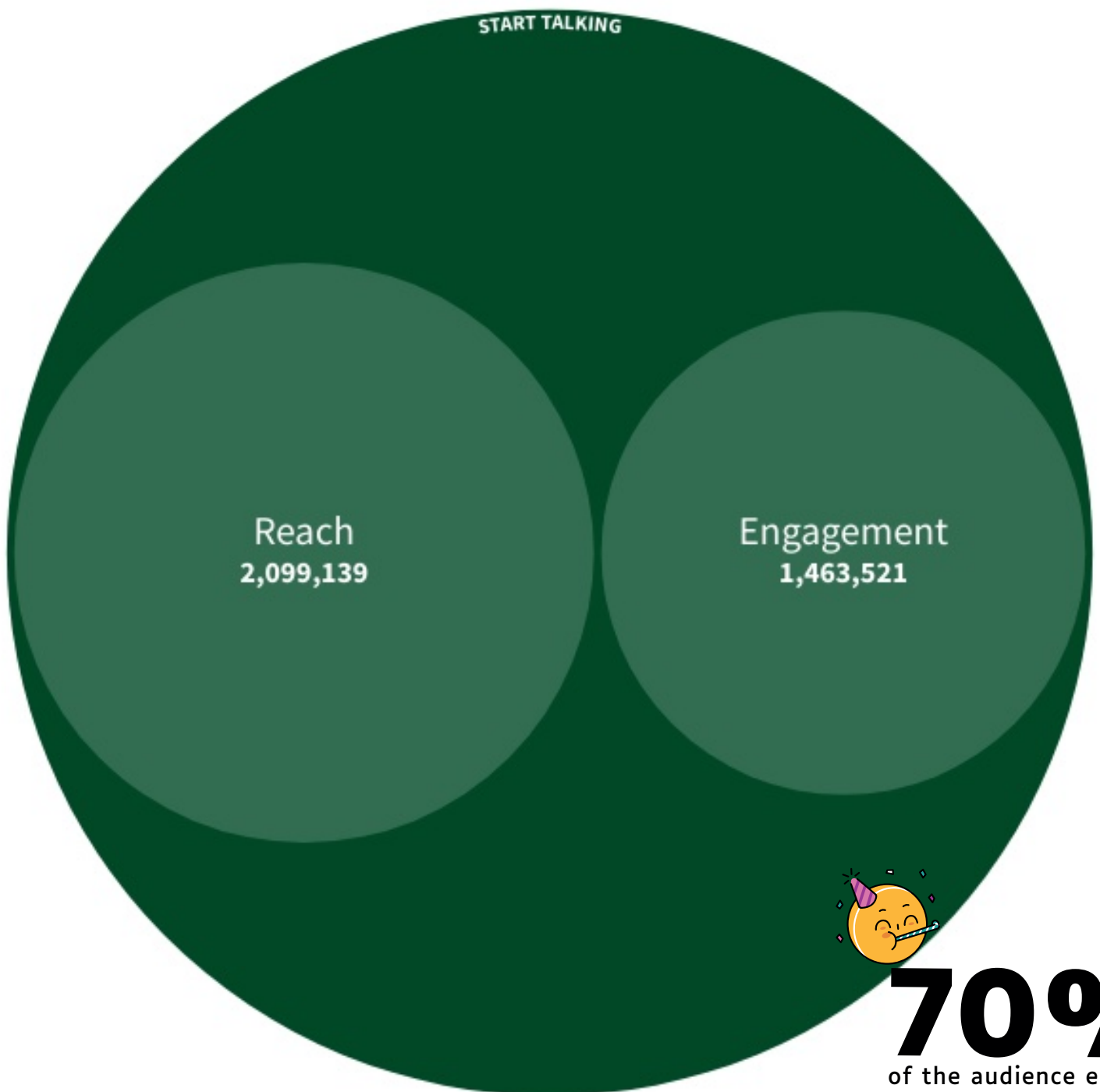
Paid content posted on Facebook

Target Audience 1: Kenyan millennials and Gen Z

- Aged 18 to 35.
- Gender: male and female
- Locality: Kisumu, Nakuru, Nairobi, and Mombasa

Target Audience 2: Parents and Guardians

- Aged 24 to 55.
- Gender: male and female
- Locality: Kisumu, Nakuru, Nairobi, and Mombasa



START TALKING

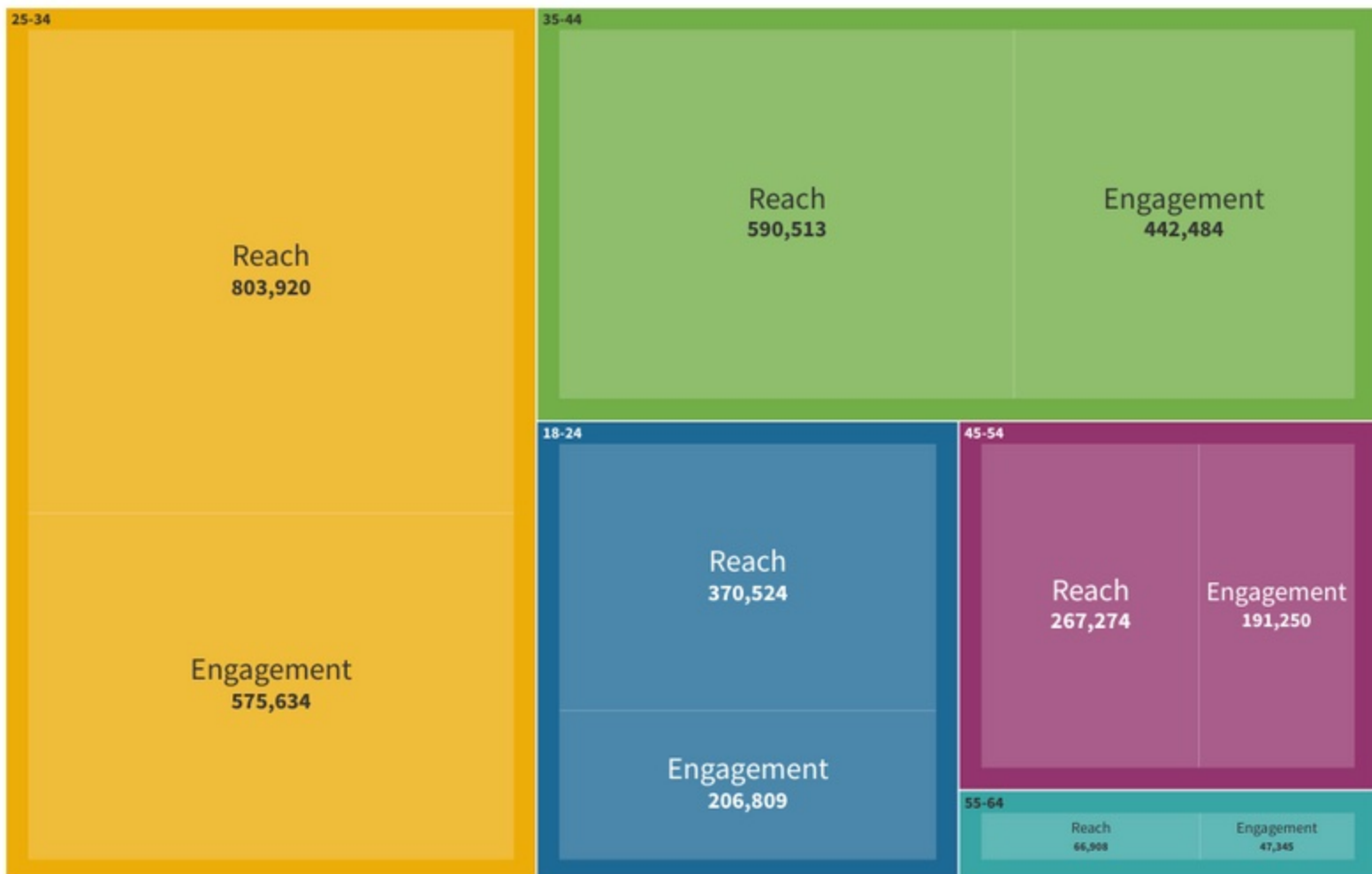
Audience Analysis in terms of Gender



The male audience interacted and engaged with the content as much as the female audience did.

START TALKING

Audience Analysis in terms of Age



- Persons aged 25-34 interacted with the content most.
- All age groups showed consistent content engagement.

START TALKING

#1,2&3 POST IN TERMS OF REACH

#1&2 IN TERMS OF ENGAGEMENT

Men, mbona mkipea dem ball na hamko ready kuwa baba, huwa mnaambia dem atoe hio ball?

#HealthForAll

Credits: Aidah



Translation: "Men, why is it that when you make a girl pregnant, and you are not ready to become a father, you tell your girl to procure an abortion?"
#HealthforAll #HaveTheTalk

#1: Reach

Engagements: 70,101

Reach: 86,915

Male: 25-34

#2: Reach

Engagements: 53,497

Reach: 70,862

Male: 35-44

#3: Reach

Engagements: 45,870

Reach: 59,734

Male: 25-34

START TALKING

#1,2 & 3 POST IN TERMS OF REACH

#1&2 IN TERMS OF ENGAGEMENT

INSIGHTS FROM COMMENTS

Moral/Religious Opposition (Weight: 35%)

Express strong moral or religious objections to abortion

- Other than health ground, there is no other justification for abortion."
- "Even the Bible considers abortion a sin."
- "Abortion is not a safe service. It's evil.

Fear and Societal Pressures (Weight: 25%)

Some stated that fear and societal pressures mostly influences one's decision on abortion.

- "Fear of raising a kid alone, fear that society will judge them."
- "Cheating spouses who get paged outside wedlock."
- "Fear they'll grow old.

Health Reasons (Weight: 15%)

Gave health-related justifications for abortion.

- Abortion is not a safe service. It's evil."
- "Some do that because they want to feel young."
- "All do that because of health."

Judgment Against Men/Deadbeat Fathers (Weight: 10%)

Opinions criticizing or blaming men in the context of abortion.

- Deadbeat men are the ones shouting more."
- Wanaume wamekuwa wanatoa ball kwa wanalamishwa."
- When both of us were doing it, the lady would have said ayuko safe or anatumia contraceptive or injection

Support for Abortion (Weight: 5%)

Opinions expressing support for abortion or understanding the reasons behind it.

- Ni wengi Sana ata kutowa awaoni ni kitu kibaya."
- "Wengine wanaunga mkono kutowa na kupeana njia ya kufanya hivyo."
- There's no negativity there. As long as its safe.

START TALKING

#3 IN TERMS OF ENGAGEMENT



Translation: "Every day, 7 women die as a result of unsafe abortion. What can we do to prevent these deaths?" #HealthforAll #HaveTheTalk

Audience: Female _ 25-34

Reach: 55,094

Engagement: 48,837

START TALKING

#3 POST IN TERMS OF ENGAGEMENT

INSIGHTS FROM COMMENTS

Support for Safe and Legal Ending of Pregnancy (Weight: 40%)

Express support for the option of providing access to safe and legal ending of pregnancy. These comments recognize the importance of safe abortion as one of the solutions to prevent deaths.

- All three are good options."
- We should let women have body autonomy and the power to choose.
- If it can save lives, let them have it.

Disapproval of Explicit Content (Weight: 30%)

A portion of the audience disapproves of the explicit content in the campaign, questioning the need for nudity to convey the message. These comments highlight discomfort and disapproval of the approach.

- What nonsense is this? You can pass a message without the nakedness."
- "Do u want to impregnate someone and then do abortion or u are naked why?

Critique of Advertisement Strategy (Weight: 20%)

Critique the choice of using a male figure in the campaign and question the effectiveness of the strategy. There's a sense of dissatisfaction with the chosen approach.

- But why can't you use women to advertise? What are you Propagating here really? Useless.""

Support for Sex Education (Weight: 20%)

A portion of the audience supports the idea of providing sex education, emphasizing the importance of using protection to prevent unwanted pregnancies.

- Use protection period."
- All three are good options."

DIGITAL TACTIC TWO

START TALKING _ KEY INSIGHTS

1. Morality and Religion (Weight: 28%)

- A majority of the audience views abortion from a moral or religious perspective, considering it a sin or an immoral act. Many cite religious beliefs or personal convictions as the basis for opposing abortion.

2. Health Consequences and Risks (Weight: 22%)

- There was a focus on health risks associated with abortion, including possible physical and emotional side effects. Opinions questioning the safety of abortion services were also rampant.

3. Responsibility and Social Consequences (Weight: 17%)

- Discuss individual responsibility, such as the use of contraceptives, and the social consequences of abortion, including stigma. It also addresses criticisms towards men involved in unwanted pregnancies and the lack of support for pregnant women.

4. Women's Rights and Autonomy (Weight: 11%)

- A part of the audience defended a woman's right to choose and the importance of access to safe options. They emphasized a woman's autonomy over her body and life, and the right to make informed decisions about pregnancy.

5. Personal Experiences and Empathy (Weight: 6%)

- A section of the audience offered testimonials and opinions sharing personal experiences related to abortion, whether their own or those of acquaintances. They sought to generate empathy and understanding towards the individual circumstances leading to considering abortion.

DIGITAL TACTIC THREE

INFLUENCERS



aidahmunzatsi

Aidah_Munzatsi 🇰🇪

Follow

8992 Following

98.8K Followers

382.5K Likes

Health Journalist



mufasapoet

Following ▾

122 posts

26.6K followers

MUFASA POET

Writer - Performing Artist.

..
Sometimes I'm right.
Most times I write.

🔗 linktr.ee/mufasapoet



rixpoet

Follow

Message

...

388 posts

24.3K followers

5,718 following

Onyango Otieno 🇰🇪 | Stories | Healing | Digital Advocacy he/him/his
Artist

Founder @nothingunderneathpodcast | Challenging dominant harmful
narratives of heteromascularity ⚡ | Advocate for Mental, Sexual &
Reproductive Health

🔗 rixpoet.hustlesasa.shop/?product=39967

All ▾

AIDAH_MUNZATSI 🇰🇪

Reach
1143388

Engagement: 36,786

MUFASA POET

Reach
101228

Engagement
36612

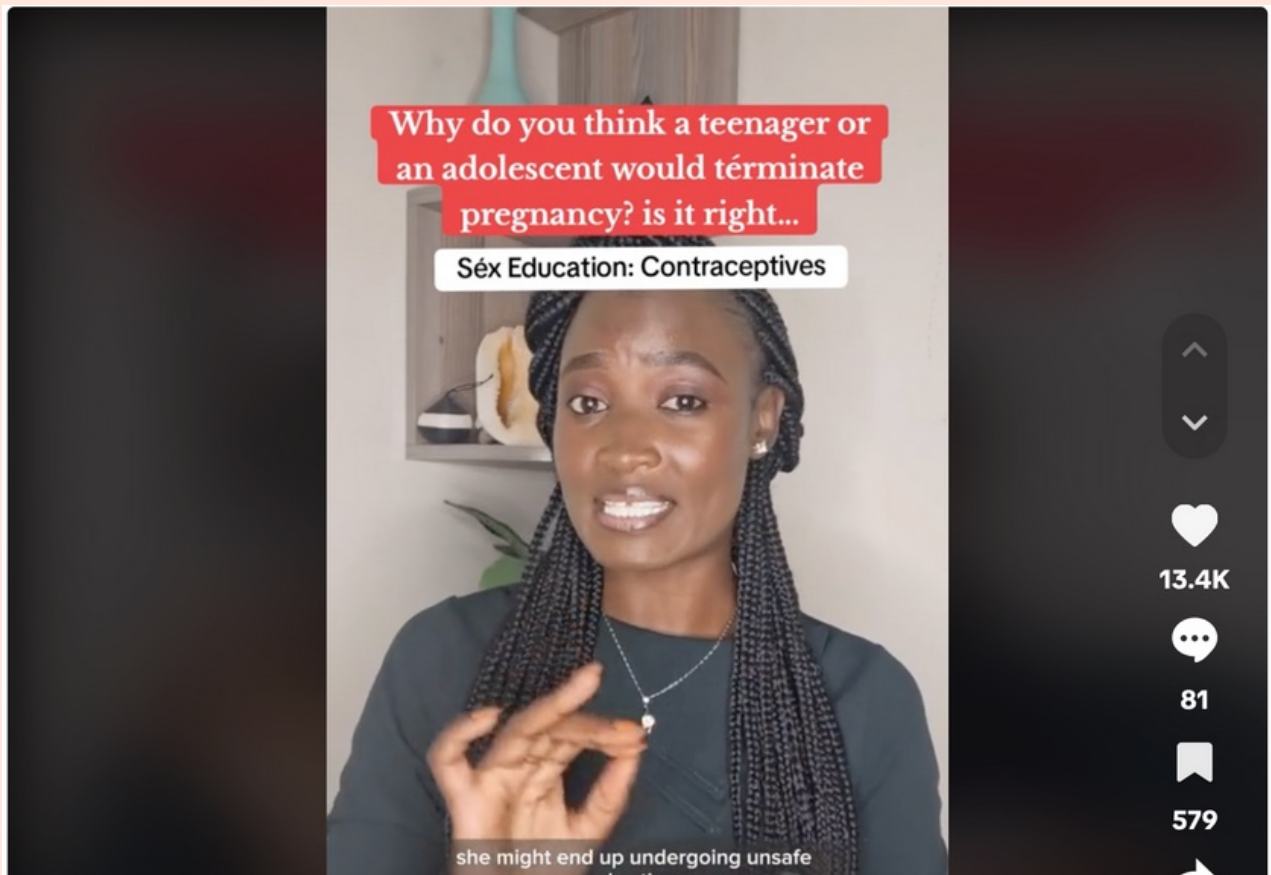
ONYANGO OTIENO

Reach
42946

Engagement:
2,599

INFLUENCERS:

#1 POST IN TERMS OF REACH



Reach: 378,088

Engagement: 13,916

Likes: 13,339

Comments: 79

PS: This post **also ranked #2** in terms of engagement.

INFLUENCERS

#1 POST IN TERMS OF REACH

Insights from Comments

Contraceptive and Abortion Information Seeking (Weight: 55%)

Reflect a genuine search for information about contraceptives and abortion methods, indicating a need for reliable and safe advice.

- ""please advice on good contraceptive methods for girl in their early 20's""
- ""best pills for abortion please""

Health Concerns and Side Effects (Weight: 25%)

Concerns about the health implications of contraceptive methods and abortion, including side effects and long-term health risks, are prevalent.

- ""hey m nlitumia implant after 2 months nkaanza kublead daily nkatoa but ata sai I'm still bleeding heavily shinda n nn?""
- ""Does taking femiplan pills make you barren?like taking them na hauna mtoi?""

Moral and Ethical Concerns (Weight: 15%)

Reveal a moral and ethical dimension to the discussion, with some advocating for abstinence and expressing concerns over the morality of abortion.

- ""the best thing ni kuabstain!!at one point this things fail to work""
- ""still you are taking as to evil. teach as to abstain instead""

Support and Gratitude (Weight: 5%)

Positive feedback and expressions of gratitude for the information and support provided by the campaign, showing an appreciation for breaking the silence on taboo topics.

- ""this is the people we need ❤️""
- ""Thank you so much...am going to tell my daughter everything....shida ya wazazi wengine wanaona aibu kufunza watoto wao""

INFLUENCERS:

#2 POST IN TERMS OF REACH



Reach: 360,010

Engagement: 11,428

Likes: 11,100

Comments: 97

PS: This post **also ranked #3** in terms of engagement.

INFLUENCERS

#2 POST IN TERMS OF REACH

Insights from Comments

1. Support and Gratitude for Education and Awareness(Weight: 30%)

Express thanks and appreciation for the information provided in the video. It highlights the perceived value of education and awareness in reproductive health.

- "Thank you Vvvv much for educating us keep going Momma❤️"
- "#Thank you for free Education, may God bless you mama"

2. Humor and Sarcasm (Weight: 25%)

Use humor and sarcasm, likely as coping mechanisms, to discuss a controversial topic openly or to navigate the complex feelings surrounding the issue of abortion and sexual education.

- "Hip cucumber after kutufunza nayo ulifanyia nini....iko ready Mboya😂😂"
- "Kuanzia leo orange ni vajaina😂😂😂😂"

3. Critique of Sexual Behavior and Education (Weight: 20%)

Critique sexual behavior, the effectiveness of sexual education, or reflect skepticism towards the ability of young people to make informed decisions.

- "My problem is these gals will never listen imagine organising a forum n then 5 months later some are pregnant"
- "Sex education is just but stupidity"

4. Calls for More Education (Weight: 15%)

Reflect direct engagement with the content, showing curiosity or seeking further information, demonstrating an interactive aspect of the campaign.

- "just to ask, unafanyia nn cucumber 🥒???😂😂"
- "kwani condom haifanyangi kazi🙄"

5. Personal Stories and Reflections (Weight: 10%)

Share personal stories or reflections, connecting the content of the video to individual experiences, highlighting the personal and often private dimensions of reproductive health.

- "woi mimi ni mmoja wa kudaganywa but i thank God i have baby boy sai ako 18"
- "igot my son when iwas 19 now he is 10 years"

INFLUENCERS:

#3 POST IN TERMS OF REACH



Reach: 209,448

Engagement: 6,529

Likes: 6,286

Comments: 333

INFLUENCERS

#3 POST IN TERMS OF REACH

Insights from Comments

1. Social and Emotional Justifications for Abortion (Weight: 30%)

Discuss the socio-economic, emotional, and health-related reasons for choosing abortion. Fear of societal judgment, financial instability, lack of support from partners, and health risks are predominant themes. The justification often **stems from a concern for the future well-being of the child and the mother.**

- "Sometimes it's the only option, a child will change your life if not planned, your career and mental health just became an after thought and now your life doesn't matter you baby's matters more."
- "i feel like the biggest Injustice in the world is bringing a child to the world and not giving it peace , attention,mbna akuje kuteseka,,,"

2. Advocacy for Personal Choice and Responsibility (Weight: 25%)

Captures the belief in the autonomy of women over their bodies and the emphasis on personal choice and responsibility towards abortion. It also touches on the importance of being sexually responsible and the right to make decisions about one's reproductive health.

- "😭😭😭 uzuri mm ni mwanamke I carry the uterus. I will give birth when I choose."
- "PRO-CHOICE!!! people should do what they want with their bodies. Bora it's safe."

3. Condemnation and Moral Judgment (Weight: 15%)

Express opposition to abortion on moral, religious, or ethical grounds. These views often reflect a belief in the sanctity of life and include judgments against those who choose to terminate pregnancies.

- "unless the pregnancy tempers with your life Do Not Kill it or abort ! the blood will haunt yourself:"
- "abortion is a crime. it's against the scriptures"

4.Calls for Male Responsibility and Societal Change (Weight: 10%)

Highlights the role of men in pregnancy and the need for societal change regarding sexual responsibility, support for women, and the destigmatization of abortion. It reflects a call for shared responsibility and an end to the double standards in judging women for abortion.

- "why aren't they not commenting about men who deny pregnancy?Men are the coz of preg termination"
- "true women want to stay young and attractive, i like your approach to this topic...pliz educate men abt it coz naona all they're doing is talking yet they donno what they're talking abt"

INFLUENCERS: #1 POST IN TERMS OF ENGAGEMENT



Reach: 32,497

Engagement: 26,451

Comments: 46

INFLUENCERS

#1 POST IN TERMS OF ENGAGEMENT

Insights from Comments

1. Support and Approval (Weight: 40%)

Express outright support, approval, and admiration for the message delivered in the video. These comments often utilize emojis (such as "🔥", "❤️", and "👏") to convey enthusiasm and agreement.

- "You have answered" implies a sense of resolution or satisfaction with the information or perspective provided.
- "Beautifully put!👏" acknowledges the eloquence or effectiveness in how the message was delivered.

2. Personal Autonomy and Rights (Weight: 25%)

Highlight themes of bodily autonomy, personal rights, and the rejection of external opinions on personal health decisions, closely aligning with the campaign's core message.

- "What I do with my body isn't a topic for parliamentary debates! I only get this body for a limited time, I don't even own it forever, what makes anyone think they have an opinion on it?" underscores the principle of personal autonomy over one's body.
- "This is not just poetry ❤️" suggests that the message transcends artistic expression, touching on substantive, real-world issues.

3. Emotional Resonance (Weight: 15%)

Reflect the emotional impact of the video, indicating that the message resonated on a deeper, more personal level with the audience.

- "❤️❤️❤️😭" and "😭😭" indicate a strong emotional reaction, possibly empathy, sadness, or moved compassion.
- "The mental health aspect was not clear before...daaaayum!" reveals a newfound understanding or awareness raised by the video.

4. Engagement and Interaction (Weight: 10%)

Express a desire for further engagement or action, such as inquiries about additional information or expressions of a willingness to participate more actively.

- "Where can we get them" suggests interest in accessing resources or more content related to the campaign's message.
- "Again and again you don't disappoint brother 🙌" implies ongoing engagement and appreciation of the content creator's efforts.

DIGITAL TACTIC THREE

INFLUENCERS _ KEY INSIGHTS

Contraceptive and Abortion Information Seeking (55%)

The majority of the conversation focuses on seeking reliable information about contraceptives and abortion. This **indicates a significant need within the community for education and access to safe, effective reproductive health options**. The emphasis on seeking guidance reflects a proactive approach to reproductive health, highlighting the importance of informed decision-making.

Support and Approval (40%)

A substantial portion of the response shows **outright support and approval for the campaign's message**, emphasizing the effectiveness of its delivery and the resonance of its content with the audience. The use of expressive emojis and phrases such as "You have answered" and "Beautifully put" illustrates a high level of engagement and a positive reception to the campaign's framing of issues.

Health Concerns and Side Effects (25%)

Health-related concerns, including the side effects and potential risks associated with contraceptive methods and abortion, represent a significant part of the conversation. This **indicates a critical need for clear, accurate information about health implications** to address fears and misinformation, emphasizing the value of medical advice in the campaign's messaging.

Personal Autonomy and Rights (25%)

The emphasis on personal autonomy, rights, and the rejection of external opinions on personal health decisions closely aligns with the campaign's core message. This **reflects a societal framing that values individual choice and bodily autonomy**, highlighting a moral and ethical standpoint that respects personal decision-making.

Moral and Ethical Concerns (15%)

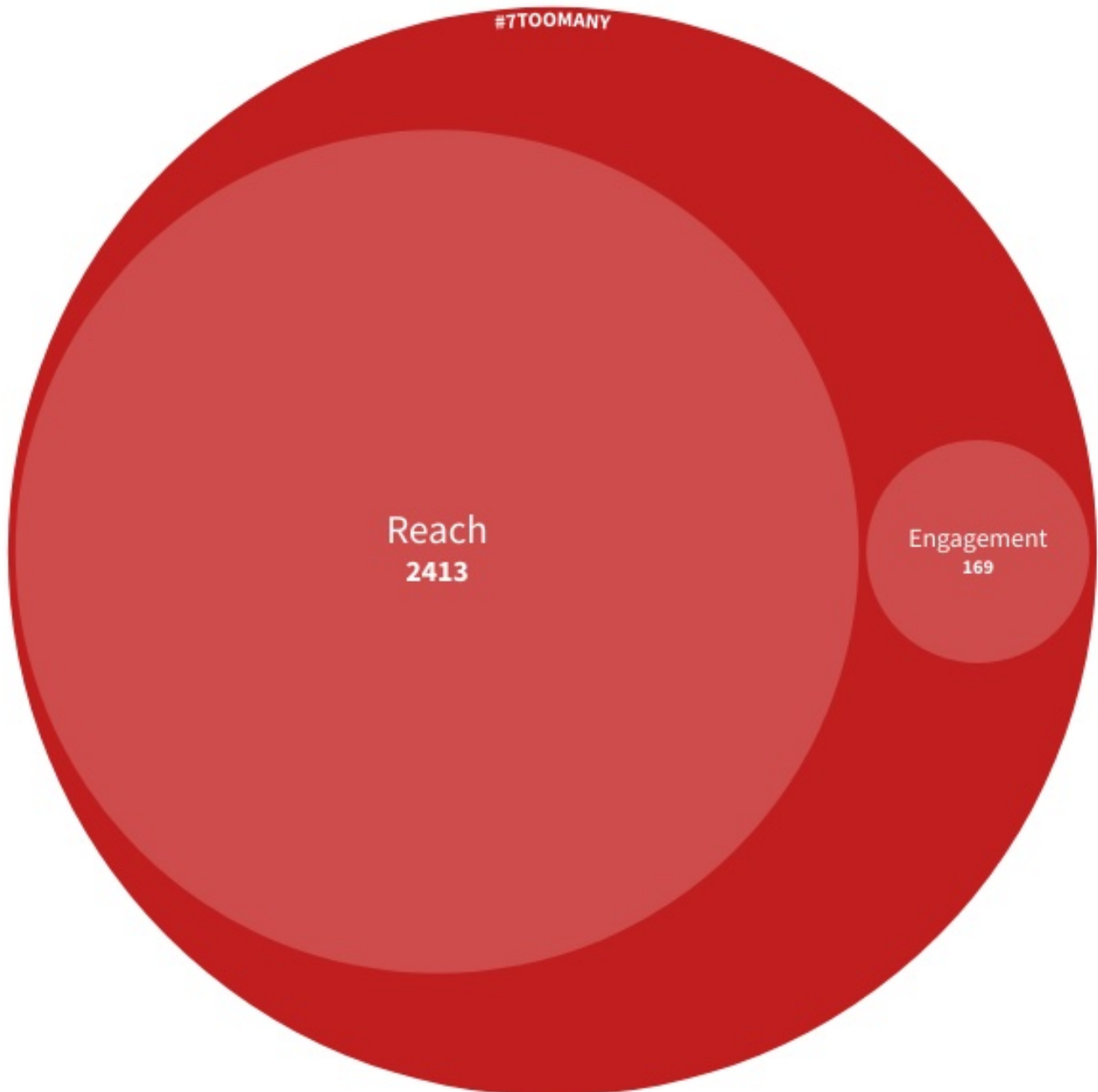
This theme reveals the moral and ethical dimensions of the discussion, with a focus on abstinence and the morality of abortion. The presence of this theme in the conversation **suggests a nuanced public discourse that includes traditional values and concerns over reproductive actions**, indicating a diverse range of perspectives and the importance of addressing ethical considerations in the campaign.

DIGITAL TACTIC FOUR

#7TOOMANY

A campaign that was curated and **led by core-group members** to **debunk myths and misconceptions** on safe and legal abortion in Kenya.

The core group simultaneously disseminated **30 posts** in a span of **one week**, across Instagram, Twitter and Facebook.



DIGITAL TACTICS

Overall Campaign Key Takeaways

Moral and Cultural Framing - 33.33%

Underscores the dialogue within Kenyan society about sexual and reproductive health, oscillating between moral and cultural disapproval and support. It **highlights the societal fabric deeply intertwined with values that both question and uphold traditional norms.**

Misinformation and Humor - 26.67%

Reflects the use of humor and misinformation as mechanisms to navigate discomfort around discussions on sexual health. It points to the significant challenge of balancing engagement with the need for disseminating accurate information.

Legitimacy and Advocacy - 20%

Indicates a societal crossroads concerning the openness of discussing sexual and reproductive health. This category highlights the divide in public opinion on the legitimacy of these discussions, with a significant **portion advocating for transparency.**

Emotional Responses and Activism - 13.33%

Encompasses a range of emotional responses to the campaign's messaging, from joy to discomfort, illustrating the **impact of sexual health campaigns on personal and emotional aspects of individuals' lives.**

Solutions and Education - 6.67%

Focuses on providing solutions, correcting misinformation, or educating about puberty and sexual health, highlighting a proactive approach in the conversation where **contributors aim to fill knowledge gaps and counteract misinformation.**



KENYA COMMS HUB

Contact us

Kenya Comms Hub

info@kenyacommshub.com

Report Compiled and Prepared by:
Mutanu Kyany'a _ Digital MEL Lead