

BUILDING A CERVICAL HEALTH MOVEMENT IN KENYA

**KIZAZI
CHETU**
TOGETHER TOWARDS
CERVICAL HEALTH



SCOPE

EXPLORING CERVICAL CANCER

Through one-on-one conversations with partners, supported by existing material on cervical health in the context of Kenya, we explored social and cultural dynamics that shape attitudes and behaviour among at-risk women, as well as gaps in existing information and service delivery models.





Cervical cancer in Kenya, by the numbers

- Cervical cancer ranks as the second most frequent cancer among women in Kenya, and the first most frequent cancer among women between 15 and 44 years of age.
- Despite cervical cancer being preventable, 3,836 women die from the disease every year in Kenya.
- In 2015, only 16.4% of Kenyan women aged 30 to 49 had ever been screened (KNBS, 2015)

2 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.

3

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.



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.
- 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.

THE KIZAZI CHETU ENGAGEMENT 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**

Including



Core Elements of Strategy

Simplify & connect messaging

Build awareness & start conversation

Drive demand & address access issues

Develop a clear and concise brand and messaging platform targeting women aged 30–45 (core audience in the age segment of 25 to 49) with strong potential for high acceptability among a different age segment

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 by women aged 25-49 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

Expert influencers 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

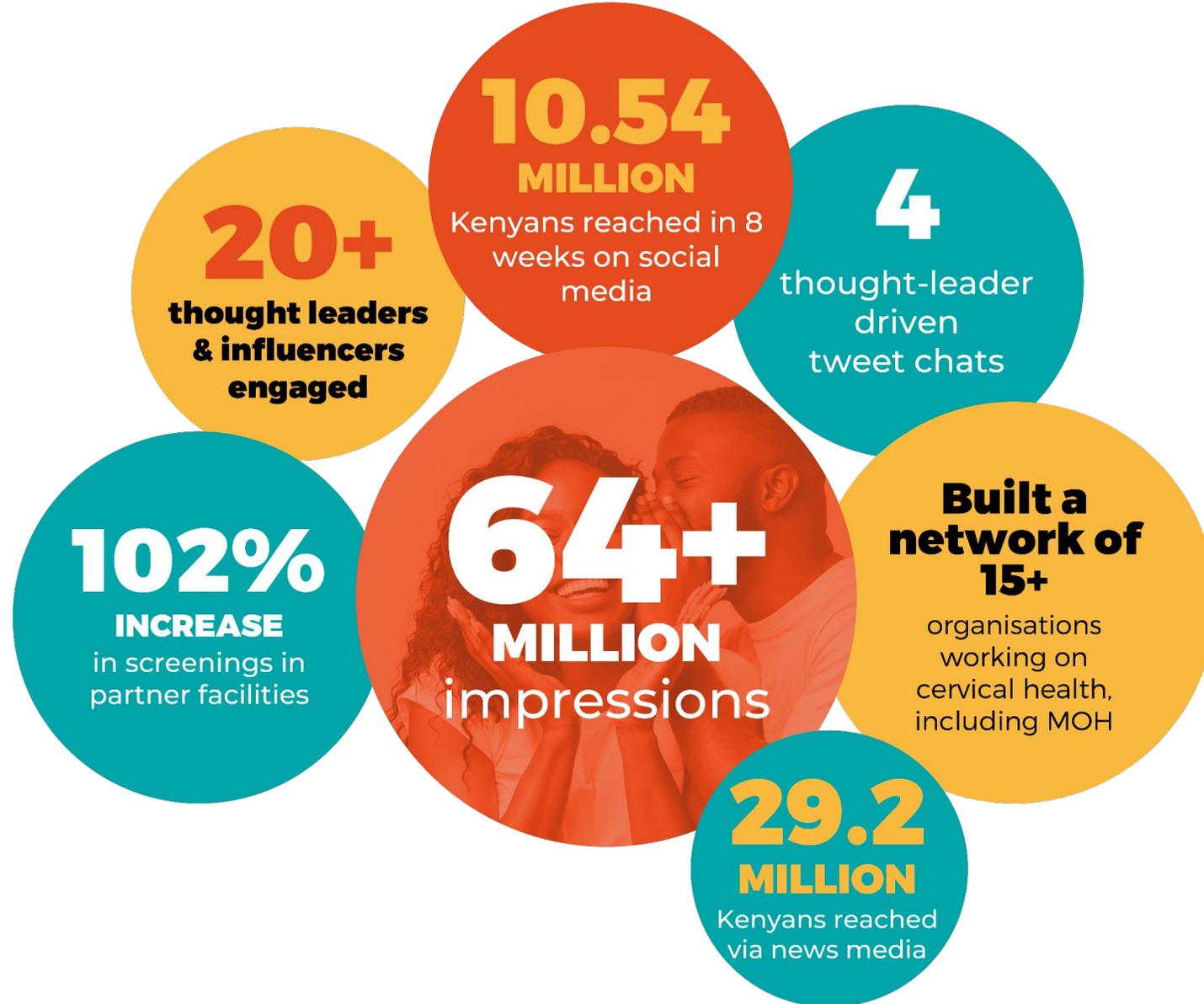


Wanja Maina
Founder of Hummingbird Impact Project

MEASUREMENT RESULTS



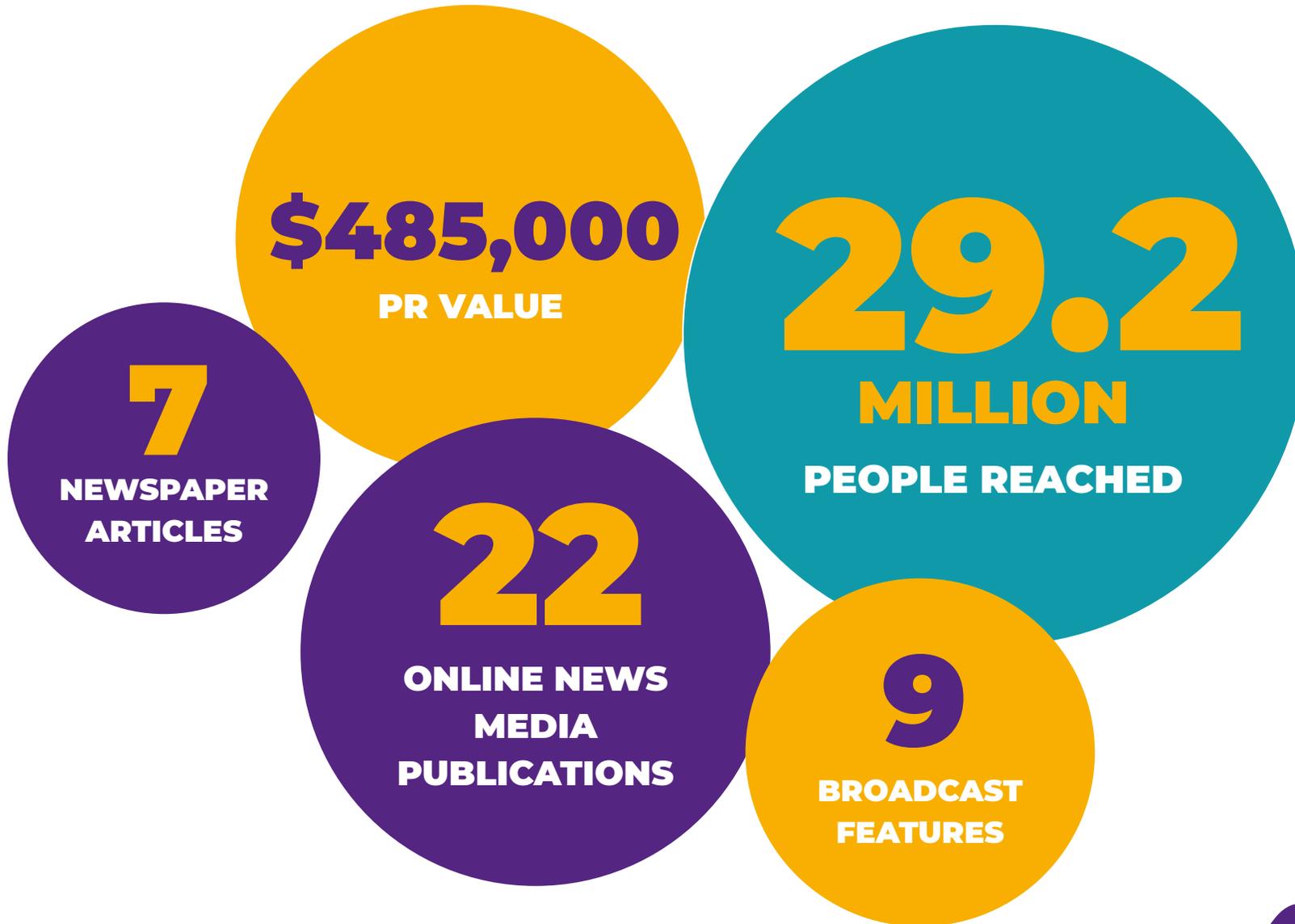
Results overview



NEWS MEDIA RESULTS

The campaign generated a total of 38 news clippings across TV, Radio, print publications and online news media.

Overview of media coverage



VOICES

COMMENT

ALEX AWITI
Vice Provost, Aga Khan University



Increased vaccine coverage and HPV screening will accelerate decline in incidences and deaths

CERVICAL CANCER A CURABLE DISEASE

An estimated 570,000 women were diagnosed with cervical cancer globally, and over 300,000 women died from cervical cancer in 2018. Cervical cancer is the fourth most common cancer in women globally. The prevalence and global distribution of cervical cancer reveal a troubling bifurcation, where survival rates are low and outcomes are poor among low socioeconomic groups who often have low levels of educational attainment, poor access to health services, especially screening and early detection. Cervical cancer is emerging as a major public health challenge in sub-Saharan Africa where an estimated 372 million women over 15 years are at risk of developing the disease.

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As a sexually transmitted infection, behavioural factors are important in the increased risk for Human Papillomavirus in high prevalence settings for HIV, where the two STIs tend to be synergistic. While most infections with HPV resolve and cause no symptoms, repeated infection can cause cervical cancer in women.

In Kenya, cervical cancer is the second most common cancer in women but the most common cause of cancer deaths. According to the World Health Organization 33 in 100,000 women are diagnosed with cervical cancer and 22 in 100,000 die from the disease.

But cervical cancer is a preventable disease. A proven way to prevent cervical cancer is screening. The HPV test is a reliable screening test, which looks for high-risk HPV that are more likely to cause precancers or cancers of the cervix.

Screening tests provide the best opportunity to detect cervical cancer early when treatment is likely to be successful before pre-cancers turn into cervical cancer. Finland launched a nationwide screening programme for cervical cancer in 1966, which led to a steady decrease in the rate of cervical cancer to less than one infection in 100,000 women by 1973.

However, despite the benefits of HPV testing, screening is rare, funding is scarce and quality is often low. Only a small number of women are screened, especially in Africa.

A recent study shows that only 16.4 per cent of eligible Kenyan women had been screened for cervical cancer in 2015. Often, only donors and NGOs fund the implementation of cervical cancer prevention and control strategies and in a very limited number of areas or regions.

There is evidence that increased vaccine coverage and HPV screening will greatly accelerate the decline in incidence of and death from cervical cancer. Rwanda was the first African country to launch a comprehensive national cervical cancer prevention programme that includes school-based vaccination of girls between the ages of 12 and 15 years together with diagnostic screening for women between the ages of 35 and 45.

Following in the footsteps of Rwanda nearly a decade later, Kenya's President Uhuru Kenyatta launched an HPV vaccination campaign for girls aged 10 years in 2019, along with a raft of measures to enhance diagnostic screening for HPV.

We can eradicate cervical cancer and the needless suffering and death that it causes among women in Kenya and in sub-Saharan Africa. Hence, we must invest public health resources accordingly.



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S Mag Male Perspective



A loving man has a very huge responsibility and that involves protect the women in his life

The fight against cervical cancer is very much a man's issue in our times

There is a broad belief that men's behaviour is the most important determinant of cervical cancer risk. This is a common misconception. The reality is that men's behaviour is only one of many factors that contribute to the risk of cervical cancer. In fact, the most significant risk factor is the presence of high-risk HPV in the cervix. This virus is transmitted through sexual contact, and it is often spread by men who are unaware of their own status. The fight against cervical cancer is therefore very much a man's issue, as men play a crucial role in preventing the spread of the virus and ensuring their partners receive necessary medical care.

It is shocking that the only cancer in the world that's preventable through early screening, treatment and the HPV vaccine, kills over 3,000 Kenyan women annually. This is a stark reality that demands our attention. The disease is often asymptomatic in its early stages, making it difficult to detect. However, with regular screening and the use of the HPV vaccine, the risk of developing cervical cancer can be significantly reduced. Men have a responsibility to ensure their partners are screened and vaccinated, as this is the most effective way to prevent the disease.

Monday, July 26, 2021 / PEOPLE DAILY

Take Off Guru

Survivor on mission to support cancer patients

Carol Ny'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

Carol Ny'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



Carol Ny'ang'a, Founder of Every Lady In Every State Foundation

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18 OPINION



Testing, vaccination can help reduce cervical cancer cases

When you hear of cancer, grief and despair flood your thoughts and rightfully so. Hearing that you have a life-threatening condition can be devastating. However, cervical cancer is a preventable disease. Through early testing and vaccination, the number of new cases can be significantly reduced. The World Health Organization estimates that 85 per cent of cervical cancer cases can be prevented through regular screening and vaccination. This is a crucial message for public health officials and the general population.

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DEBUNKING MYTHS ABOUT CERVICAL CANCER WITH ELIZABETH WATIRI AND GATHONI KIMUYU
[#CervicalHealthKE](#)

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GOOD MORNING KENYA
7:40:38
@kbcchannel1

Good Morning Kenya: Cervical Cancer

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CERVICAL HEALTH AWARENESS
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CERVICAL CANCER HEALTH CAMPAIGN
0:00 / 13:28

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Why women between 25-49year should hate screened every 3-5years | Cervical cancer

Online

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Anyiko PR 1 month ago

Carol Ng'ang'a on Nation FM for Kizazi Chetu Cervical campaign

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Anyiko PR Carol Ng'ang'a on Radio Jambo for ...

BOnline With concerted efforts, cervical cancer can be eliminated

Kenya: The Fight Against Cervical Cancer Is Very Much a Man's Issue

DAILY NATION

12 JUNE 2021

OPINION

By Mariga Thoithi

THE STAR

HEALTHCARE

CHRISTINE WERE: Integrating sexual and reproductive services key to eradicating cervical cancer

NATION The fight against cervical cancer is very much a man's issue

Saturday, June 12, 2021

The Standard

Testing, vaccination can help reduce cervical cancer cases

OPINION

By Sophie Hodder | June 11th 2021



NATION

Overcoming cervical cancer fears

Thursday, June 24, 2021



BBC World Service @bbcworldservice

"Men are primarily the spreaders of HPV. This is exactly why men should be involved in finding the solution." HPV is the common cause of cervical cancer that killed @MarigaThoithi's friend. He now wants men to fight stigma and support screenings in Kenya



Newsday - 'Why I think cervical cancer is a man's issue' - BBC Sounds
Mariga Thoithi's friend died of the disease at the age of 29.
bbc.co.uk



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

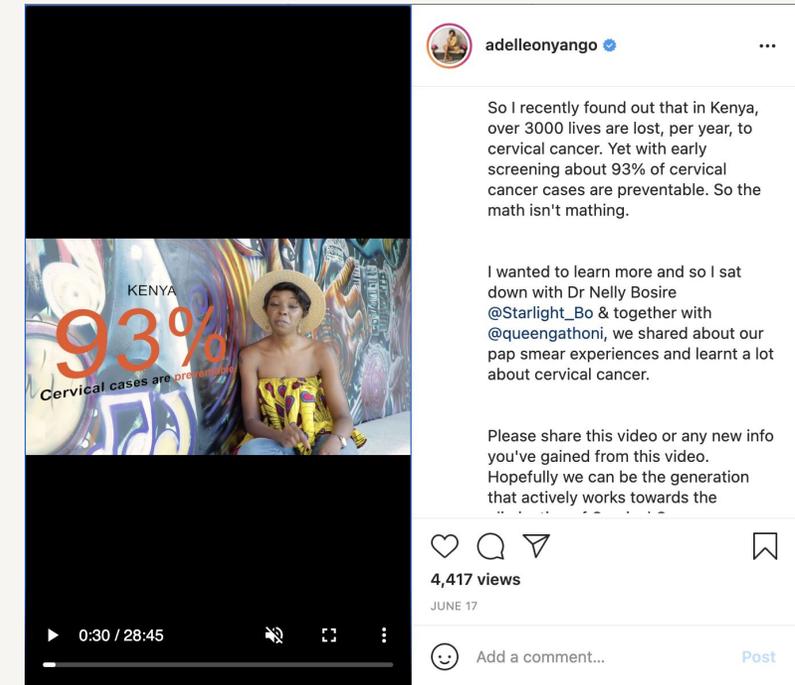
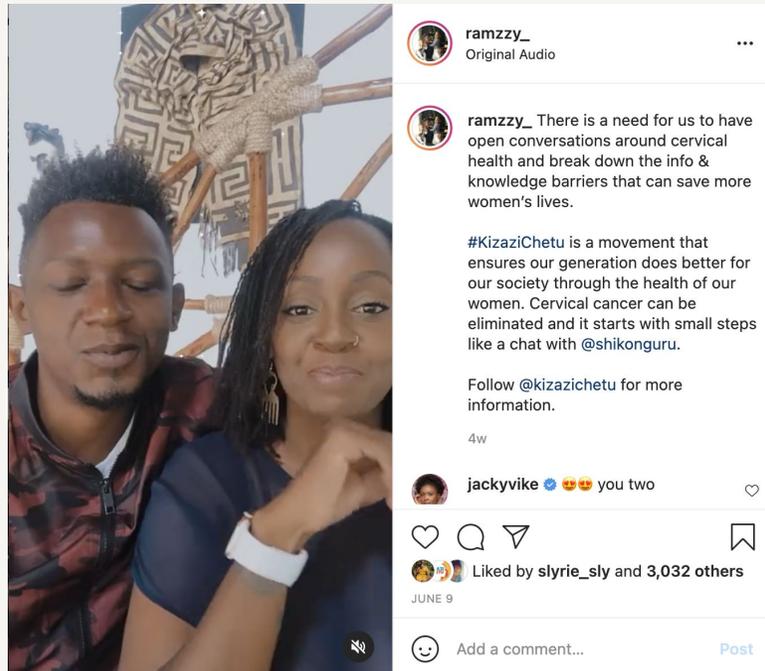
5,836

2,659

ENGAGEMENT

SCOPE

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 HUNGUUBORO IMPACT PROJECT

PATI CHASTY
 DIRECTOR OF PROGRAMS, SHE'S THE FIRST

DR. MARGARET NJENGA
 COO, POPULATION SERVICES KENYA

DR. JOHN KATHURU
 CEO, NATIONAL CANCER INSTITUTE OF KENYA

HOSEI WAMBUI
 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

TWENDE CERVICAL CANCER SCREENING AT MARIE STOPES

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

KSH. 500 SCREENING

KSH. 2,000 TREATMENT (if needed)

KIZAZI CHETU

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

TWENDE CERVICAL CANCER SCREENING AT MARIE STOPES

KIZAZI CHETU

KizaziChetu and ANYIKO PUBLIC RELATIONS



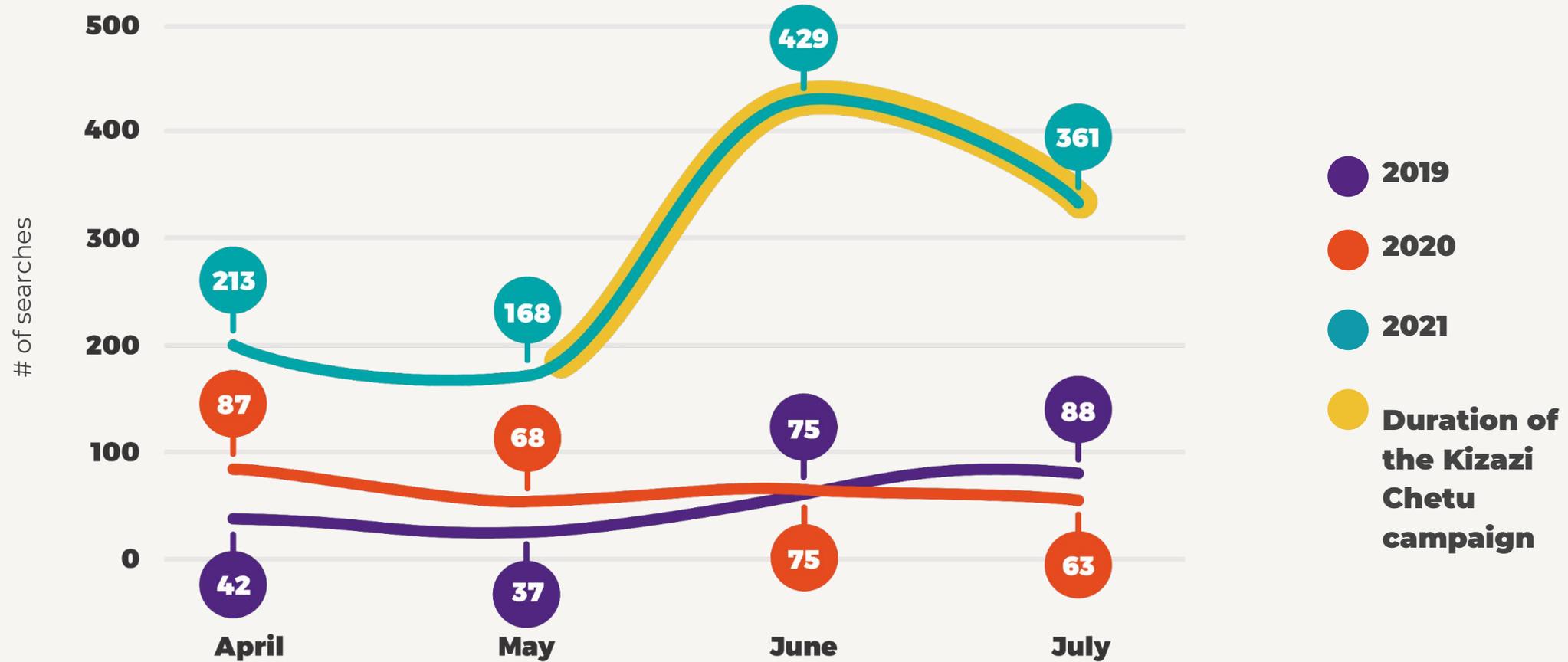
DEMAND FOR SCREENING SERVICES

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

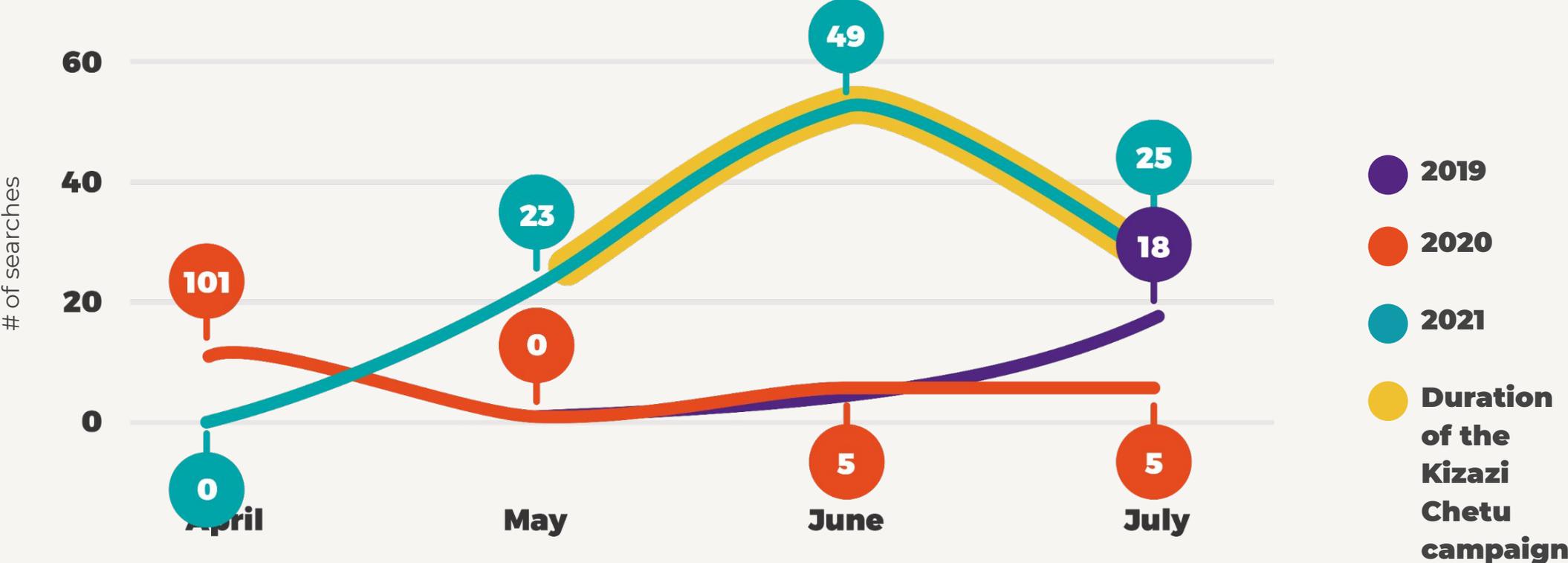
Cervical cancer screening searches on Google



Data source: Google Trends



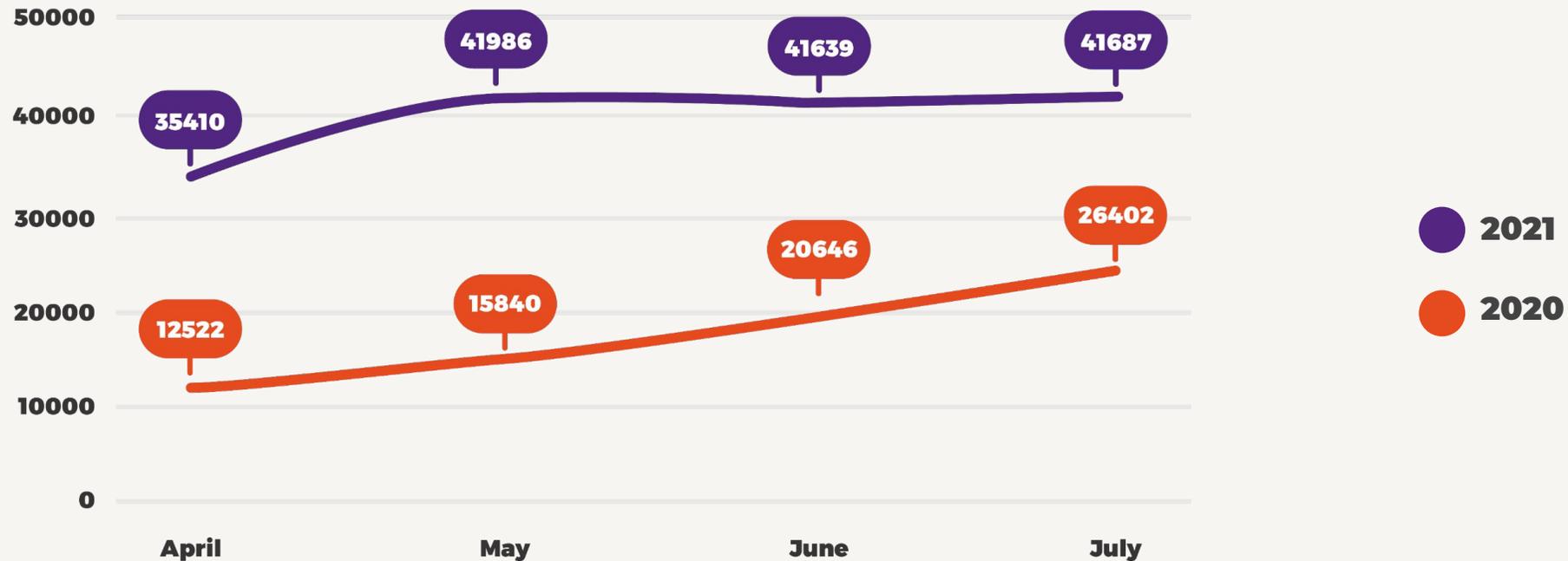
HPV searches on Google



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

LEARNINGS

DIVERSITY IN VOICES

- **Cervical health should be everyone's conversation. This can be achieved through the inclusion of non-traditional voices like non medical or health practitioners, policymakers, religious leaders, thought leaders and even influencers who resonate with Kenyans.**
- **Diverse voices have the power to humanise issues and make them resonate across different societal groupings which is a powerful mechanism in agenda setting.**

CRITICAL ROLE OF MALE ALLIES

- **Drawing men into the cervical cancer conversation is key in shifting behavioural barriers and attitudes towards the advancement of cervical health being a health issue and not merely a gendered one.**
- **This effectively serves to lower stigma and biases around cervical health and enhances the action needed to eradicate stigma.**

COLLABORATION ACROSS THE CERVICAL HEALTH SPACE

- **Progress towards eradication of cervical cancer and advancing cervical health can only be made through a collective multi stakeholder approach.**
- **Achieving greater results is thus a direct result of collaboration and amplification of multiple voices working on cervical health, through a unified campaign**

CONTINUOUS & CONSISTENT MESSAGING

- **Cervical cancer outlives cervical cancer awareness month which means that cervical health awareness, messaging and communication must be continuous.**
- **There is a need to make prevention, early detection and treatment a daily conversation to eliminate the vacuum created by seasonal communication.**

**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

**THANK
YOU!**



KIZAZI CHETU

**TOGETHER TOWARDS
CERVICAL HEALTH**



SCOPE

creative solutions
for social impact