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 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)
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.
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
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:
Core Elements of Strategy

**Simplify & connect messaging**
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.

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

**Drive demand & address access issues**
Drive demand by women aged 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.

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

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

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

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

- 10.54 MILLION Kenyans reached in 8 weeks on social media
- 20+ thought leaders & influencers engaged
- 4 thought-leader driven tweet chats
- 64+ MILLION impressions
- 102% INCREASE in screenings in partner facilities
- 29.2 MILLION Kenyans reached via news media
- Built a network of 15+ organisations working on cervical health, including MOH
The campaign generated a total of 38 news clippings across TV, Radio, print publications and online news media.
Overview of media coverage

- **$485,000**: PR Value
- **29.2 Million**: People Reached
- **22**: Online News Media Publications
- **9**: Broadcast Features
- **7**: Newspaper Articles
The fight against cervical cancer is very much a man’s issue in our times. A serious issue that every male should take responsibility for and that makes protectiveness in men significant. Taking action on behalf of the female can help prevent cervical cancer in the future. Men should start advocating for cervical cancer awareness and screening for women. It is important to remember that cervical cancer is preventable through regular cervical screening. This will help detect cervical cancer early and increase the chances of successful treatment. Men can encourage their partners to be screened regularly and support them during the process. Early detection and treatment can significantly improve the chances of survival and recovery. Let’s all take responsibility and take action towards preventing cervical cancer, not just for our partners but for the future generations as well.
Broadcast
Online

Testing, vaccination can help reduce cervical cancer cases
OPINION
By Sophie Hodder | June 13th 2021

Overcoming cervical cancer fears
Thursday, June 10, 2021

"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

NATION

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

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

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

12 JUNE 2021

DAILY NATION

OPINION
By Mariga Thoithi

Online With concerted efforts, cervical cancer can be eliminated
Social media engagement and reach

- **Outcomes from #KizaziChetu**
  - Impressions: 64 million
  - Reach: 5.6 million
  - Posts generated: 3,419
  - Engagement: 7,406

- **Outcomes from #CervicalHealthKe**
  - Impressions: 38 million
  - Reach: 4.8 million
  - Posts generated: 5,836
  - Engagement: 2,659
Sample social media posts

1. **GATHONI K. @QueenGathoni - May 26**
   
   With that said, I’m taking myself to get tested next week. I’ll do it at @MarieStopesKE and I intend to document every part of it. They’ve said I don’t need an appointment, so, I’ll just walk in. 
   
   #CervicalHealthKE

2. **James Smart @JJamesSmart - Jul 8**
   
   Our panelists today are @AngelBangyo, @Silvania and @ManjaThathi
   #CervicalCancer #CervicalHealthKE

   I’ll moderate this chat, hit me up with your questions.

3. **Dr. Amoimba @Drptikongo - Jun 3**
   
   Really looking forward to this conversation with these amazing people!
   #KizaziChetu
   #CervicalHealthKE

   Join us on this Friday at 3 PM as we discuss Cervical Cancer: prevention, screening, and treatment.

   The chat will be hosted by @ptikongo with participation by @ebbywesilme @Dodder_Sophie & @AdorBetty

   #KizaziChetu #CervicalHealthKE

4. **@addisonyango**
   
   So I recently found out that in Kenya, over 3000 lives are lost, per year, to cervical cancer. Yet with early screening about 93% of cervical cancer cases are preventable. So the myth isn’t naïve.

   I wanted to learn more and so I sat down with Dr Nelly Boine @UltimatelyBo & together with @Bqueengathoni, we shared about our pap smear experiences and learnt a lot about cervical cancer.

   Please share this video and any new info you’ve gained from this video. Hopefully we can be the generation that actively works towards the prevention.

5. **@ramizyy**
   
   There is a need for us to have open conversations around cervical health and break down the info & knowledge barriers that can save more women’s lives.

   #KizaziChetu is a movement that ensures our generation does better for our society through the health of our women. Cervical cancer can be eliminated and it starts with small steps like a chat with @shikonguru.

   Follow @KizaziChetu for more information.

6. **@jackylyke**
   
   ‘you two’

   Liked by @slynealy and 3,032 others

   June 3

   Add a comment...
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

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

CERVICAL CANCER ERADICATION: THE ROLE OF POLICY AND GOVERNMENT BODIES

FRIDAY, 18TH JUNE 2021, 3PM #KIZAZICHETU

A CERVICAL CANCER FREE KENYA STARTS WITH A CONVERSATION

Join us Friday at 3 PM as we discuss Cervical Cancer: prevention, screening, and treatment.

The chat will be hosted by @DrRwema with participation by @cbuywayo @chookie_sophie & @Maralibetty.

#KizaziChetu #CervicalHealthKE

Onyango Otieno @Rizpoet - May 19

UnRAWocked @kariogho - Jun 11

MT @MarigaThoithi - Jun 15

Dr. Amajimbo @mjkongu - Jun 3

Really looking forward to this conversation with these amazing people! #KizaziChetu #CervicalHealthKE

My Ladies, take control of your cervical health bible 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 720000.

#KizaziChetu

Onyango Otieno @Rizpoet - Aug 3

UnRAWocked @kariragho - Jun 11

Repeating to @kariragho

My Ladies, take control of your cervical health bible 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 720000.

#KizaziChetu
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

<table>
<thead>
<tr>
<th>Month</th>
<th># of searches 2019</th>
<th># of searches 2020</th>
<th># of searches 2021</th>
<th>Duration of the Kizazi Chetu campaign</th>
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<td>April</td>
<td>42</td>
<td>87</td>
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<tr>
<td>July</td>
<td>88</td>
<td>63</td>
<td>361</td>
<td>280 days</td>
</tr>
</tbody>
</table>
HPV searches on Google

Data source: Google Trends
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