CO-CREATION WORKSHOP PROJECT
Youth Adoption of Contraceptives: Developing Behavior Change Communication
ABOUT THE STUDY
INTRODUCTION

• PSK has been carrying out family planning communication in the Kenyan market for years. Their driver is enabling the target to change behaviour through their targeted communication
• By 2016, there were still high numbers with respect to sexual activity, abortion and misconceptions amongst the adolescent and youth population. These were attributable to a multiplicity of factors including but not limited to illiteracy, ignorance, lack of access amongst others
• Their 2017 strategy aims to create a health enabling environment that will allow the target to make the right choices with respect to their family planning needs
• The new approach is aimed at creating a movement. The target will be exposed to messages they will have been partisan in ideating such that:
  ✓ They can relate with the communication
  ✓ The messages are expected to be authentic and unique
  ✓ The messages will have to be tailor made to correlate with respective county’s needs and unique target identifiers
  ✓ The message can initiate a call to action which is expected to deliver on the promise

FACTS AND FIGURES ON KAKAMEGA

1,660,651 Total Population of Kakamega
117,039 15 - 17 Years
132,973 18 - 21 Years
113,269 22 - 25 Years
1,228,882 Population with internet access

Sugar Main economic activity (agriculture)

PSK_Combined Co-creation and Validation Report

July 2017
In 2016, PSK commissioned Teenwise Media Ltd to carry out an explorative and co-creation study in Kakamega.

The study was two fold in that it not only provided segmentation data for the county but also allowed inclusion of the target in the ideation of content messaging that would inform social behaviour change communication.

Based on the 2016 study the key insights to youth behavioral change in Kakamega as regarding responsible sexual behavior was determined to be anchored on three main pillars:

✓ Self
✓ Future
✓ Spontaneity

The aim of the validation exercise was to investigate and confirm these truths in relation to rural Kakamega youth.

The validation exercise was carried out between May and June, 2017 in the counties of focus. The study was based on a qualitative study that would compare prior results which were initially perceived to be representative of a very urban and peri-urban population such that it may have omitted the outcome of the rural youth.

The findings in this report combines the outcome from:

✓ The co-creation study &
✓ The validation study

The combined results provide a detailed outcome of what the youth in Kakamega are like, their lifestyle, aspirations, the contraceptive space and proposed way forward on how to implement strategic actions that would lead to social behaviour change in the county.
The objectives of the co-creation exercise were:

- Understand the youth and their perception on contraceptives
- Provide insights on the youth to be used as a basis to revamp the contraceptive communication
- Allow youth participation in creation of the communication

In addition to these; the validation exercise sought to:

- Incorporate the adolescent target aged 10-15 years who were initially not included in the co-creation exercise
- Overcome biases perceived to have been caused by the initial study approach used. The new methodology would adopt a homogeneous approach in targeting while also concentrating on more individualistic feedback
- Balance the incorporation of extremes and mainstreams to ensure balanced feedback representation of both introvert and extrovert adolescent and youth population from Kakamega
METHODOLOGY ADOPTED

• A qualitative 3 phase; three day workshops process that involved:

1. Explorative research where youth were split into small groups. Non structured discussions were done spread through out the day with activities in between to ensure the youth remain engaged

2. Communication ideation where youth did group work to generate content ideas

3. Co-Creation workshop that brought together youth, TWM team and PSK team & agencies to refine content ideas developed in phase two

• A total of 15 youth aged 18-24 years that consisted of youth from: colleges, universities, young working youth (in employment or in business) and jobless (straight out high school, waiting to join colleges). Gender split was a third male and two third female

• To enhance ownership; during ideation phase youth presented their ideas on the message, its objectives & benefits, storyline, channels, go to market procedure. This was after testing that their designed communication passed the authenticity, believability and uniqueness tests
METHODOLOGY ADOPTED

- interviews, focus groups, immersions and focus groups. The aim of this validation exercise will be provision of objective evidence that the given SBCC communication feedback fulfils specified requirements and that these specified requirements are adequate for intended use.
- The design was intended to overcome:
  - group bias and
  - heterogeneous bias
- which were seen as core restrictions to implementation of SBCC communication earlier developed in the co-creation exercise.
- In this case homogeneous targets were used for the validation process for the different methodologies used.

Sample distribution

<table>
<thead>
<tr>
<th>Sample distribution</th>
<th>Focus Groups</th>
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</thead>
<tbody>
<tr>
<td>15-19 years, in a relationship, hustlers</td>
<td>18-24 years old, Married/Unmarried, In society/In institutions. With children/without children, Hustlers/Employed/Jobless</td>
</tr>
<tr>
<td>20-24 years, Married Conservatives, with child</td>
<td>20-24 years, Hustlers, Undefined Relationship</td>
</tr>
<tr>
<td>15-24 years, Unmarried, undefined relationship</td>
<td>15-24 years, Hustlers, Unmarried, without child</td>
</tr>
<tr>
<td>15-24 years, Married with child</td>
<td>20-24 years, Hustlers, Unmarried, without child</td>
</tr>
<tr>
<td>15-19 years, Unmarried, undefined relationship</td>
<td>20-24 years, Unemployed, Undefined relationships, without children</td>
</tr>
<tr>
<td>15-19 years, Boys, in society</td>
<td>15-19 years, Boys, in society</td>
</tr>
</tbody>
</table>

2. VALIDATION STUDY

Focus Groups
In Depth Interviews
Immersions
Key Informant Interviews
Participant Observations
A SNAPSHOT OF THE COUNTY
Kakamega County population has about half (47%) of its population being below the age of 15 making it a youthful county. This therefore does have implication on the health and development agenda for the county particularly in the area of sexual and reproductive health.

About one in five (19%) of girls aged 15-19 years in Kakamega County have begun childbearing; about the same as the national level. Specifically, 6% are pregnant with their first child and 13.5% have ever given birth compared to 3.4% and 14.7% respectively, at the national level.

Teenage pregnancies often result from low use of contraceptives and/or unmet need for contraceptives. In Kenya, 37% of currently married adolescents use modern contraceptives and about a quarter (23%) have an unmet need for contraceptives. This means that they would like to avoid pregnancy but are not using a modern contraceptive method.

July 2017
Contraceptive use is often measured using currently married women as the unit of analysis. However, it appears that in Kakamega County, marriage among girls aged 15-19 years is negligible and therefore exact indicators of contraceptive use are difficult among this category.

Sexually active youth

Among currently married young women aged 20-24 in Kakamega County, 63% use a modern contraceptive method (Figure 3). Whereas, 40% have an unmet need for contraceptives. The unmet need in this age group is two times that of the same age group at the national level.
FINDINGS

This report provides detailed analysis and output of the content collected from the co-creation and validation studies to
SETTING THE SCENE
THE ANCHORS
DETERMINING FACTORS

- We have determined that youth behaviour is mainly influenced by 3 categories of factors namely:

1. Maintaining factors – this is a combination of ones thoughts, feelings, and behaviour / habits.
2. Contributing factors – these are the things that contribute to the end result of how youth exhibit their sexual behaviour. This is a combination of their developmental stage, peer pressure, social economic status, education and the general environment
3. Supporting factors – these are things that are supposed to assist the youth maintain his sanity within the context of his life and the environment he is in. This is a combination of:
   a. Skills e.g. coping skills
   b. Family
   c. Society
   d. Religion
   e. Culture etc.
DETERMINING FACTORS

1. MAINTAINING FACTORS

- The way in which youth reacts starts with the thoughts they have. The thoughts are evoked by the feelings they are dealing with. The feelings are caused by a multiplicity of factors – this could be a mix
- For example, A 19 year old girl, already finished her fourth form and lives in the village with her family, she was harassed when she got pregnant and society will only accept her with respect once she gets married
  - Thoughts: I am not worthy until I get married, I am have brought my family great shame
  - Feelings: Shame, rejection
  - Risky sexual behaviour: In her desire to be loved grows, she is more likely to have several sexual partners
- What this shows is the multiplicity of factors affecting this girl such that not a single program but multiple small programs would have far reaching effects on her life
- At the age of 19, this girl has not been allowed to
  - Developed complex problem solving and decision making skills such that she can’t fully distinguish wrong from right hence she thinks she has ashamed her parents by getting pregnant at a young age
  - Completed education as she had to drop out such that she does not see hope in getting a job or any employment
  - Fulfilled her parents dreams for her to complete education and be the one to get the family out of poverty hence is ashamed and feels hopeless

THOUGHTS

Hopelessness
Incapacitated
Worthless

FEELINGS

What youth think about is always the starting point and evokes feelings

Their feelings are the push that creates momentum into how they react

RISKY SEXUAL BEHAVIOR

Different feelings
In reference to our example of the 19 year old in a village in Kakamega; her conversation reflected the following:

- **Developmental stage** – At 19 and with only primary education, the girl is not equipped with decision making skills and will always rely on another person making the decisions for her.
- **Peer pressure and the environment**: The environment is not accepting her until she gets married. This increases her push to look for a husband and therefore more likely to have several partners after one another.
- **Education** – She has only primary education and her exposure to the world is limited. Therefore, she does not have all the skills ready for a great life. She knows what she wants to work but is unsure of what work she would like to do.
DETERMINING FACTORS

3. SUPPORTING FACTORS

• These are considered to be the bearings that spin the wheel. This means the life of a youth will not be complete without these factors.
• In the context of our example of the 19 year old youth in Kakamega, her life was affected in this way:

✓ The culture in the village is the woman is always lower than the man. And therefore this shapes her mindset of not speaking out her choices in the relationships she wants.
✓ She has shamed the society and therefore avoids to go to church because of the shame.
✓ Her father and brothers remind her constantly to return her child to the home of the baby’s father that reminds her they are not accepted.
WE HAVE USED THE 3 DETERMINING FACTORS TO IDENTIFY THE KEY PILLARS THAT ANCHOR THE YOUTH BEHAVIOURAL ECOSYSTEM WHICH WILL GUIDE OUT FEEDBACK FOR THE COUNTY ...
BEHAVIOURAL ECOSYSTEM

- Thus we have summarized the behavioural ecosystem of the youth in Kakamega to consist of 6 fundamental pillars
- These pillars are what has shaped the way they behave and will act as a guide both in interpreting the outcome as well as elaborating on the insights that will shape the social behaviour change program designed for this region
- The fact is, the pillars do not operate in isolation hence the program will have to have several facets addressing the pillars to achieve a long term lasting solution for the youth target in this region
- In this report we have highlighted the pillars that have massive impact in Kakamega and thus these need to be considerations to a sustainable solution

1. Environment – how the space they live in, what they are exposed to in this space affects the way they think, perceive and reason
2. Family – the support or non-support they receive from the family as well as information received through generational transfer directly affects them
3. Intrinsic pressures – these refers to their own personal pressures that they have to deal with e.g. how they feel and their thoughts
4. Social norms – these are the myths, perceptions, beliefs and taboos that are predetermined by the environment they live in
5. Controlled environments – refers to some of the controlled spaces they live in either in part or for a specified amount of time e.g. at school
6. Developmental stages – At different stages of growth and development, youth behave differently.
“Without education you really have no future”

“My family is my life, I have to be a good example to those who follow me and I have to make my parents proud of me”
“When you live in a village you have to be careful how the society views you, you have to be careful what they know”

“You must show that you are able to stand on your own and build your life”
### A Day in their Lives – Kakamega Urban

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00-6:30am</td>
<td>Wake up&lt;br&gt;Shower&lt;br&gt;Prepare self for the day</td>
</tr>
<tr>
<td>8:00-9:00am</td>
<td>Start out on daily activities&lt;br&gt;(Schoolwork, small businesses)&lt;br&gt;Examples include – MMUST, Colleges, Movie shops, Online writing, Online writing, Shop keepers, grocery shopping</td>
</tr>
<tr>
<td>10:00pm</td>
<td>End of day for most girls as they go to sleep&lt;br&gt;Visits into each others houses for more bonding activities for both female and male</td>
</tr>
<tr>
<td>12:00-13:00pm</td>
<td>Meet up in local kiosks for lunch&lt;br&gt;Some eat leftover from the previous night&lt;br&gt;Discussions revolve around regular topics such as schools, betting, plans for the weekend, relationships</td>
</tr>
<tr>
<td>14:00-16:00pm</td>
<td>Return to the working life, more chilled afternoon&lt;br&gt;Some without classes retreat to the rooms for movies, stories&lt;br&gt;Hangouts in kinyozi’s, miraa bases</td>
</tr>
<tr>
<td>16:00pm</td>
<td>Downtime begins – Fun activities begin for most&lt;br&gt;Movies in rooms, Mocene&lt;br&gt;Drinking starts in local wines and spirits and in friends houses</td>
</tr>
<tr>
<td>18:00pm</td>
<td>Retreat of girls into their own houses or home&lt;br&gt;Preparation of dinner, watching TV&lt;br&gt;Boys continuation of fun in bases, Miraa chewing, discussions on betting, watching football</td>
</tr>
<tr>
<td>Midnight</td>
<td>End of day for most male&lt;br&gt;For some this is the time they retreat to their own rooms</td>
</tr>
</tbody>
</table>

“I will be in my friends rooms at night maybe watching some movie and just discussing about girls and things like that”
### A DAY IN THEIR LIVES – KAKAMEGA RURAL

#### 6:30-7:00am
- Wake up
- Females involved in preparation of other siblings/own family for day
- Male involved in farm activities

#### 8:00-9:00am
- Female household chores such as getting water, washing, household cleaning, taking care of elderly
- Males drink breakfast and leave household for various activities

#### 10:00-13:00pm
- Involvement in various activities for the day
- Females at home would take relax on grass
- Youth working would be at work such as shop keeping, farmers, Bodaboda

#### 13:00-14:00pm
- Females at home would be involved with the preparation of lunch for families and younger siblings
- Showering for most females would be at this time

#### 16:00 – 18:00pm
- Females go for a walk to the market, meeting with friends and lovers at this times
- Visits to the posho mill are scheduled for this time
- Male video shops to watch DJ afro, meeting with friends
- Trips to the local supply for alcohol as they continue socializing
- Football games and other community based games also occur at this time but mainly among the males

#### 19:00pm
- End of day for most females as they go to sleep
- Involved in preparation of the dinner and ensuring siblings/own family has had dinner

#### 20:00pm
- End of day for most male
- Listening to radio at home

“I go to the market in the evening, because then I can meet up my friends then”

“I will spend most of my evenings at the video shop, watching football if there is a game, or watching DJ Afro”
When we plan something it comes to happen even if it is out of the budget and just hang out and we love travelling to places like Vihiga and just party
FUN ACTIVITIES
KAKAMEGA RURAL

- Minimal fun activities for the female apart from hanging out together and talking about life
- Video shops are a regular hangout activity for the males in Kakamega rural with most going there for the game
- Other hangouts are bases which are mainly Kinyozi’s, Bodaboda resting shades
- Football is also played most evenings at the school playground with just community people but this is also a mainly male activity

“Sometimes we meet up in the school football field and just play some ball with friends”
BETTING IS BIG AMONG THE YOUTH IN KAKAMEGA. SOME YOUTH HAVE DERIVED A CAREER AS THE BETTING EXPERTS ADVISING THE OLDER GENERATION AND ALSO THE FEMALE. THE BETTING CRAZE IS BIG BECAUSE OF EVIDENCE AMONG THEMSELVES OF WINNING
HOPES AND DREAMS

KAKAMEGA URBAN

- Understand education as the only path to success
- Success closely tied to family approval and societal recognition
- For most professional employment is the most desired course of life

“Education is the key to my life, that is how I know I will get the things I want in my life”

“I want to make my family proud to know that the things they have sacrificed have born some fruit”
HOPES AND DREAMS

KAKAMEGA RURAL

- Comfortability and less struggle
- Great value for their children to come to proceed further with education
- Independence and ability to be able to stand on their own

“For my future I would wish my life to neutral, not too bad and not too good, I should not be sitting and be provide for also I should not be going out to every time to search”

“One should not be choosy about the kind of work they do, just do it and get the money because we are at the age we cannot ask our parents for everything”
Unfulfilled dreams

“I can’t imagine having gone to school and really tried my best and then not succeeding, how do I face my family”

Missing out on family life

“I would like to get married and have a stable family, missing out on that part of life is like you did not live at all”

Societal Shame

“I would not want people in my village to look at me wrongly, to talk about me and the things I do”
THEIR FEARS
KAKAMEGA RURAL

✓ Tainting family image

“I don’t want to get pregnant because if I do then my mother will have to send me away. It would make people look down on our family”

✓ Poverty

“I do not want to be poor to the extent that basic needs are a problem for me and my family”

✓ Infertility

“I fear to be infertile. I will have no continuity, no children, Nobody to continue the family name”
SUMMARY

• Education is highly valued by the youth of Kakamega. They regard the conventional path to success as the only sure way of securing a future that would yield recognition both from family and the society.

• Female and male youth in Kakamega county are uniquely different in how they interact with the environment they live in. Although fundamentally wanting the same things, the girls have a more inclination towards family life, helping out more at home and particularly in the rural not having any fun activities.

• While the rural youth are more hopeful more ambitious to pursue their dreams of a greater tomorrow, the rural Kakamega youth seem to be rather running away from poverty and wanting to achieve a life of that allows them to live a life without struggle. What they imagine as success is a far fetched dream to them.
THE PILLARS OF YOUTH BEHAVIOURAL ECOSYTEM
BEHAVIORAL ECOSYSTEM

1. ENVIRONMENT
- Education a priority in the society
- Early marriages a solution for pregnancy
- Rural youth willing to do anything to gain independence
- Family image a nagging burden
- Although accessible, youth choose not to access

2. FAMILY
- Family the first to want to please
- Society image pushes mothers to secretly take girls for contraceptives
- Family image mitigates hidden relationships among females

3. INTRINSIC PRESSURES
- Success to raise recognition in society from self and for family
- Fear for embarrassment leads to use by unmarried mothers

4. SOCIAL NORMS
- Society judges the females and males
- Religion is respected and contributes to values set up by the youth
- Use of contraceptives are a sign of immorality among the unmarried

5. CONTROL ENVIRONMENT
- School in the area are aware of their students engaging in sexual relations due to high pregnancy cases
- Those in university living different lives while in university and at home
- Teachings on contraceptives starting to be accepted in secondary schools

6. DEVELOPMENT STAGES
- Youth are expected to take on responsibility when young
- Circumcision is a trigger for beginning sexual behavior
- Relationships with teenagers is not scorned upon
- Contraceptives accepted among married regardless of age
EDUCATION IMPORTANCE

Education is a priority

○ The youth believe that without education then you cannot be successful

○ Valued by both the youth and their parents

○ Education gains one recognition in society

○ Desire for their children to find more education

“Education to me is important because it give me the opportunity to define my future to help out.”
THE ENVIRONMENT

In the society they live in, they have been heightened to believe that with education you succeed and without it you are a failure. Therefore, for those without higher education levels, marriage and family life is the only other path that is acceptable in the society. Thoughts on

Early marriages a solution to pregnancy

- Teenage pregnancies are a normal and often occurrence
- Families opt for marriage as it lessens the ridicule from the society regardless of the age of the parent

“People eloping with a girl and even if they search for her they won’t say where she is, he will just hide her.”

“For me the one that I have was a student in form 3, she got pregnant and I was given an option of either marrying her or they arrest me, I opted to marry her”

Family Image a burden

- Letting your family down is the burden fostered on particularly the girl child if they fall pregnant early
- Teenage pregnancies bring a lot of mistreatment from own family if unmarried
- Maintain a certain image while at home and changes character while at school

Teenage relationships are the norm

- Young men see teenage girls and they know without much harm coming to them
- Solutions present and therefore it happens often
The traditional unit of family (Father, Mother and siblings) are a priority for both urban and rural youth. Friends form a part of family to an extent for the urban youth.

First approval of success is from family
- For most urban youth, they seek approval in their life decisions from the family
- Family protects each other to ensure the family societal image is upheld
- First mistreats in case of pregnancy

Secrecy
- An increase among mothers to have their daughters put on 3 year contraceptive to ensure they complete high school
- This is hidden from the fathers considered to be the head of the homes

Discussions on family shame
- Discussions among mothers and daughters revolve around not shaming the family by being pregnant before school
- Discussions with male children rare, impregnating is viewed as an achievement (fertile)

Hidden relationships
- Side relationships and hooker relationships hidden from family to avoid shame
- Female in hidden relationships and present a straight lifestyle for their families

“There are mothers who come for inquiries for their daughter, they want help so that their daughter may finish their education, they want a long term family planning, if the girl is in form 1 they ask for 5 year injection or the 3 year injection”

“I would never want to get another pregnancy now, because last time my family really insulted me, my father did not speak to me until I gave birth”
The society judges the girls harshly compared to the boys when the girls become pregnant, the boys dreams continue while the girls’ dreams are cut short. On the other hand religion is seen to have succeeded in shaping the morals of some youth ‘abstinence’

- Some youth, both rural and urban have strong religious beliefs from Pentecostal churches, however even them agree abstinence is a hard to sell

- Society elevates the boy child with several partners but ridicules the girls child for any hint of sexual relations

- The transition into adulthood is structured for male but for the female it is not

- “But you know people have different views, like when you get the youth from the Repentance and Holiness church they don’t engage in sex before marriage, so if you associate with one you will wait till marriage”

- “When a boy gets a girl pregnant it seen as a normal thing, but for the girls when you hear them saying being looked upon by the community, it’s like they have already been despised by the community”

- “Since I have already impregnated a girl and I stay at our place, my father is proud that he has a son”

- “when a 16 year old goes for family planning what comes in my mind at first is that this girl is a harlot, she has many boys and so she doesn’t want to get pregnant”
DEVELOPMENTAL STAGES

Circumcision is seen as most as the mark of manhood, an expectation is that as a man you will engage in sex. This stage helps the males develop a machoism and therefore having multiple panes suddenly because more glorified.

- For young men, more sexual partners are highlighted as achievement
- Once married (living at home with a man) you are regarded as an adult by the society regardless of your age

“After circumcision, you are regarded as a man and as a man you should know how to satisfy a woman, something in your head clicks to sex and you start getting the confidence to approach girls”

“My 16 year old wife goes to the clinic and can get information on contraceptives easily, but my friend here who is older but not married cannot be able to do that“
• The biggest influence on the youth of Kakamega is the environment and the family that has shaped their way of thinking. The society glorification of the male gender has made the female almost incapable of having a voice in the relationship.

• The fear of rejection shaped by the society has blocked teenage girls falling pregnant to easily access the health centers and particularly over contraceptive usage.

• Religion is respected by the society and by the youth in Kakamega and therefore forms a great platform for partnerships on message dispersion to the youth in the area.
YOUTH AND RELATIONSHIP

July 2017
TYPES OF RELATIONSHIPS

RELATIONSHIP IS A MUST HAVE. For both the Kakamega urban and Kakamega Rural youth, being in a relationship is highlighted as some of the important things in their lives. However, the females in both urban and rural are in relationships seeking to end in marriage while for males they have a relationship that they consider main and then

1 MAIN RELATIONSHIPS

Some youth are already married
- Rural marriage is mainly necessitated when a girl falls pregnant and families come to an agreement
- Ages of married are younger in rural areas
- Formal marriages does not happen when young
- Some urban youth are living together with parents having no knowledge
- “Claimed love exist in this relationship

“Marriage here is not a wedding really, in this place just go away with girl, discussions you do later when you are with the girl”

2 SIDE RELATIONSHIPS

Youth in Kakamega do not shy away from having other relationships away from the main that they have
- Although unconcerned and indicate that they have no love, this relationship is mainly for sexual relations
- They do not hide the fact that they have a main relationship from this one
- They feel no obligation towards the side relationship
- However, this are more talked about by the male in the relationship rather than the females

“With my wife we sort of discuss what to do but the side chick, no that one am not concerned about her”
TYPES OF RELATIONSHIPS

FOR YOUTH IN KAKAMEGA, WHEN THEY CLAIM THEY ARE SINGLE IT DOES NOT MEAN THEY DO NOT HAVE SOME TYPE OF RELATIONSHIP

ARRANGEMENTS

- Mostly in urban Kakamega, they are arrangement to have sex with each other with no commitment
- For female, they prefer friends that they see every time and spend time with each other
- For the males, they are bold and can also get sex from strangers but with an understanding that it would lead to nothing

*"We are scared to be disappointed, so we just have an agreement with a friend, it would be someone in your circle, you will go out with them to hikes and stuff but you know he will sort you while there”*

*"I don’t have a girlfriend, but when I want sex I go into a club and pick up a girl, we have the deal and we will never see each other again”*
SEX DEBUT

- Most girls are lured into sex by late teenagers and early twenties men in the villages they come from.
- With most families trying to delay this by encouraging the girls to think about secondary education.
- Pregnancies among them is high and marriage to cover up is rampant.

- Related to circumcision culture in the region.
- Only start engaging in sex after circumcision rites which happens between the ages of 9-13 years for most.
- After circumcision most.
VIEW ON SEX

“I CAN HAVE SEXUAL FEELING ANYTIME, AND WHEN I DO I WILL LOOK FOR IT”

- Pleasure is ultimate-Loves one, sleep with many
- Females view it as the glue to maintaining a relationship, without it they assume they will loose the man to another female
- Cynical to the use of contraceptives as they are perceived to interfere with pleasure that they are seeking for during sex
- While they may use a condom, it is not used for all the sex “rounds”-it is used for the first, maybe second, the third and subsequent
- Female have a strong fear of losing their male partners hence buy to the decisions of their male partners on sex
- Being single for both gender is perceived to be a “taboo” among peers

- “I value my relationship and sex is a part of it and they cannot be separate”
- I fear discussing protection with my boyfriend, I think he will think I am loose”
YOUTH AND CONTRACEPTIVES
CONTRACEPTIVE SPACE

- Awareness of the types of contraceptives high although lack of knowledge on benefits and risks and therefore numerous myths
- High male dominance on contraceptive uptake with girls fearing loss of relationships, and males using lack of use to ensure lasting marriages
- Contraceptives branded the product of the promiscuous and therefore impacting on take up by girls both by society and partners

Image to society and partners

- The fear of society judgment and partner loss drives more youth to shun use of contraceptives
- Visits on reproductive health even for the ones with children is procured from private clinics far from home community
REPRODUCTIVE HEALTH

KAKAMEGA URBAN

Reproductive health is a none concern for the youth. It is only a concern when they experience specific problems such as STIs

- Friends rarely discuss reproductive health among themselves
- Reproductive health concerns raised to friends of same gender
- Seeking of service preferred in private clinics due to anonymity
- Friends pursuing medical courses go to for reproductive health treatments unless in worse conditions

“If I mess up, I call up my friend who is doing nursing to assist me, they will tell me what medication to buy and I will visit a chemist after that”

KAKAMEGA RURAL

- Do not seek to get advice for ailments not presented yet
- When required to youth visit hospitals that are far away from the areas they live in
- Seeking reproductive health services is viewed with shame for most, even those that have already had children

"Another thing is for us Luhyas or Africans when am healthy if am told to go for check-up I won’t go, when i go thats when they start telling you that you are sick which will force me to look for money to buy drugs, so it’s better if I stay that way”

“As for me I have never thought of such (reproductive health) I believe I am fine”
Married youth can access contraceptives easily and often young mothers are taking up contraceptives secretly. Unmarried youth either do not want to use contraceptives due to the myths that come from discussions with friends to occur to them. Unmarried youth with children find it more difficult to access contraceptives as they look for places where their privacy will be protected.

**PERCEPTIONS ON CONTRACEPTIVES**

**KAKAMEGA URBAN**

- Contraceptives are a hindrance to pleasure and sex
- Responsibility on contraceptive use left to the male in relationships to decide
- Side relationships are assumed to have taken care of their own contraceptive needs
- Contraceptives options are condoms and P2
- P2 used more often because it is easy to access and private to purchase (can access from any chemist)
- Long term contraceptives are not an options due to effects

**KAKAMEGA RURAL**

- Contraceptives are regarded as a responsibility for the female
  - More young females getting contraceptives secretly without husbands being aware
- Unmarried youth do not regard contraceptives as an option
- Contraceptives viewed as potential harming to a relationship
  - Females negotiations in relationship always outdone

“I have heard those things reduce the way a woman wants a man, so for me I would not want my girlfriend to use them”

“I once told my boyfriend we use and he told me he is not a sexport, those are the ones who use condoms”
CONTRACEPTIVES MYTHS

Youth do not have a lot of information about all the contraceptive available to them. They rely on their friends for information on the contraceptives and very rarely will consult with older people or with experts. Female have generally more knowledge on contraceptives that the male do, however they do not know the exact names for each e.g an implant will be called :shindano ya miaka tano”

- **IUCD**
  - It can be felt by the man during intercourse
  - It is cause infertility
  - Causes cancer

- **DAILY PILLS**
  - Risk of future infertility
  - Causes laziness among users
  - Can cause growths in stomach

- **INJECTIONS**
  - Longer and heavier periods
  - Weight fluctuations
  - Dizzy spells
BARRIERS TO USE OF CONTRACEPTIVES

- **Friends testimonials**
  - "Mostly we fear to use it because of the myths we have heard about the effects or for those who have used it the way it their body reacted to it”

- **Fear of shame**
  - "I cannot even think of talking that with my mother, she will think I want to bring another child home, so me and my friend just went to a private clinic in another village and had it done”

- **Hunger for pleasure**
  - “you can get beautiful girl that you forget using protection, at that moment the thoughts of using protection doesn’t come to your mind”

- **Fear of male disapproval**
  - :“She made the decision herself she never even told me, it started affecting her health, she became thin, then when I asked what the problem was, she sent my brother to come and tell me that she went of r the injection but was afraid to tell me”
YOUTH FRIENDLY SERVICES
CURRENT SITUATION

- The youth in Kakamega are not aware of any specific youth friendly health facility. They however visit private health centers that are far away for where they leave. This is because there is till shame in being seen seeking services that are anyway connected to family planning.
- The females who have had children out of wedlock are more likely to seek family planning services in order to ensure they have the next child exactly when they want to do so.
- For the males especially seeking medical assistance is usually done after things have gone wrong.
- Information in the health facility in disseminated fully to the potential uptakers of family planning. Advantages and possible effects of the same are not told to the girls.

“Most youth prefer private clinics. For us, we fear hospital the nurse or doctor may be your mother’s friend. It’s obvious that when you ask her she will tell you eventually might tell your mother.”

“When I went to hospital, they only asked me when I had had my period last. I told them it had been two month-after giving birth. They asked me if they can give me an injection for 5 years. I don’t know any other family planning way. So I said yes.”
## IDEAL FRIENDLY SERVICES

<table>
<thead>
<tr>
<th>Location</th>
<th>Available in several villages allowing them to access privacy</th>
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| Personnel      | Young medical stuff preferably not from the areas of the clinic is located  
Approachable and sensitive to the issues  
Able to treat without judgement |
| Sections       | Ensure privacy by offering all services the youth would want  
- VCT testing facility  
- Pregnancy checks  
- Family planning checks  
- Dental services  
- General ailments treatment  
- X-ray services |

“Most youth prefer private clinics. For us, we fear hospital the nurse or doctor may be your mother’s friend. It’s obvious that when you ask her she will tell you eventually might tell your mother”

20 year old female youth

“When I went to hospital, they only asked me when I had had my period last. I told them it had been two month-after giving birth. They asked me if they can give me an injection for 5 years. I don’t know any other family planning way. So I said yes”

19 year old, female teen mother
THE PROCESS

The communication was based on the singled out truth for that region.

Based on this truth, the youth created a cutting edge communication, for each of the five regions (Nairobi, Kitui, Baringo, Kilifi and Kakamega). Each generated communication had a campaign tagline, its objective(s), key message(s) the campaign should communicate to the youth, its benefits and a storyline the communication should adopt.
THE CURRENT SITUATION

- Contraceptive are a barrier for the pleasure they seek from sex
- Multiple partner for the male is glorified and brings fame to the male
- Although multiple partner is shunned among the women, it is often done secrecy to avoid society ridicule
- Contraction of STI is not regarded as alarming

- Religion plays an **IMPORTANT ROLE** in the lives of the youth in the region. Youth in Pentecostal churches are more open to abstinence and strive to control their sexual behavior. Church going youth are more inclined to **MONOGAMOUS** sexual relations

- Fear of **SHAME** major driver for the actions that parents take with the youth. Discussions around not bringing shame the family but no information passed down. Action taken by some mothers to have high school students on contraceptives to ensure completion of **EDUCATION**
MESSAGING

KAKAMEGA URBAN
“MA-HUNGRY”

“Missing out, failure”

#JIFIKIRIE JILINDE JIOKOE

Future
Health
Spontaneous

KAKAMEGA RURAL
“MA-HUNGRY”

“Society driven shame”

“MAISHA BILA STRUGGLE”

Poverty
Education
Future
APPROPRIATE CHANNELS

KAKAMEGA URBAN

Must Haves

○ Concerts and college based activations
○ Introduction to the syllabus
○ Community based education seminars in social halls
○ Skits introduced in high schools

Other Channels

○ Peer to peer discussions through ambassadors on WhatsApp groups and living quarters
○ Youth friendly clinics with youth as the service providers
APPROPRIATE CHANNELS

KAKAMEGA RURAL

Must Haves

- Radio advertising particularly evening shows
- SMS platform that allows them to ask questions
- Youth friendly clinics in each village allowing them to access in other villages
- Passing of brochures through administration

Other Channels

- Encourage young mothers groups and hold seminars
- Partnerships with high schools and vocational colleges to provide knowledge
- DJ Afro advertising and talking about contraceptives to impact on the male
- Involvement of contraceptive discussions during circumcision
YOUTH COMMUNICATION
DISSEMINATION
COUNTY DISSEMINATION

- In view of ownership and collaborative program implementation, PS Kenya shared the results of this report with the county health representatives.

- In an engaging segment, where county officials shared information that was included into this report.

- County officials were committed in working together with PS Kenya in implementation of improved reproductive health among the adolescent and youth in the county and improved take up of contraceptives by them.
KAKAMEGA COUNTY DISSEMINATION
RECOMMENDATIONS

- **Generational transfer of values** would be effective in instilling the voice of the female in relationships in Kakamega. This would need to be a long term goal that includes instilling the opportunity to make choices at a young age so that at the sex debut in early teenage the girls are able to speak up in their sexual encounter. Revival of *Eshivinze* would be valuable.

- With family rejection and shame being one of the biggest fears in Kakamega, it would be beneficial to the program to turn the lemons into lemonade, using this *fear to drive usage of contraceptives*. Education on how they can continue with sexual activity (which they agree is impossible to curb) and not bring shame to the family.

- **Education** is respected and revered in the society in Kakamega. This indicates success in seminar and educational laid platforms would resonate well with the youth in Kakamega. They are willing to go out and seek the knowledge required for the various skills they are looking out for in life and therefore including this as one of those be beneficial.
RECOMMENDATIONS

- **Society** is a big influencer on how the youth behave in Kakamega. Therefore a lack of involvement of the various aspects of society would essentially harm any program set for the youth in Kakamega. Involvement of the youth, the administration, the parents, the school is mandatory to ensure success of the program.

- A **rise in teen mothers** unable to access proper counselling and contraceptive services for fear of reprimand due to fact that they are unmarried has to be addressed with an independent program for this segment. The girls burdened by shame and lack of acceptance by society likely bundle together. Effectively turning this into a channel of both information and service outlet would increase usage of contraceptives among them.

- Mirror the lives of the youth in communication with them. Education being a big pillar, communication must use it to connect the use of contraceptive in **promotion of education**, alienating poverty to increase positive attitude and eventual use of contraceptives among the youth.
RECOMMENDATIONS

- Involvement of parents in the conversation about understanding the generational change is important for any communication to be successful in Kakamega. The youth have enormous respect for their parents and therefore encouragement for parents to discuss with their children on sexual matters would encourage behavior change.
THANK YOU