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**EVALUATION REPORT**



**UDF-KEN-08-230 – Strengthening promotion of women’s rights  
(Kenya)**

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**Disclaimer**

The views expressed in this report are those of the evaluators. They do not represent those of UNDEF nor of any of the institutions referred to in the report.

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## I. Executive Summary

### i. Project Data

The African Woman and Child Feature Service (AWC), an NGO whose staff are primarily former and current journalists and whose work focuses on the media and human rights, implemented the project: *Strengthening and promotion of women's rights* in Nairobi and regional centres in Kenya between 30 November 2009 and 31 October 2011. The project received USD250,000 in support from UNDEF.

The long-term objectives of the project were: "(i) to enhance principles of democracy for citizens to participate in governance, regardless of ethnicity, sex and disability status; and (ii) to use the media to enhance the human rights and political advancement of women in Kenya". The short-term objectives were to enhance women's participation, representation and inclusion in the constitutional reform, legal reform and electoral processes that were then ongoing, and in support of this to develop a supportive and informed media sensitive to women's issues and the role of women in leadership.

The major components of the project focused on the role of the media as an influencing agent on government and institutional processes, promoting women's voices in the media, and building the capacity of advocacy groups to work with the media on behalf of women and other excluded groups.

### ii. Evaluation questions

Evaluation questions relating to **relevance** focused on the timeliness of the project activities in relation to the constitutional and legal review taking place as well as the establishment of the Truth, Justice and Reconciliation Commission (TJRC) investigating events that occurred between December 1963 and February 2008, including the violent events of 2008, and whether the project was able to mobilize appropriate actors to bring prominence to women's voices and issues to contribute to these processes. Questions were also asked about the content of the various activities and whether these were likely to achieve the intended outcomes for the participants: women (and men) in rural and urban communities, NGOs working to promote women's issues and rights, and media representatives covering the stories. The evaluators also sought to understand how the various participants were selected, since appropriate selection was crucial to ensuring project outcomes, and how the issues covered during the various meetings were chosen.

In exploring the project's **effectiveness**, it was noted that the project achieved all but one of its objectives, with all events taking place as planned. The project reached a significant number of people: 80 women participated in the radio listening groups that were organized; 140 community members attended workshops at grassroots level; 190 journalists, women and community representatives attended the media encounters; and 150 women, NGO and media representatives participated in the NGO training sessions. The monthly newspaper established as part of the project, *Kenyan Woman*, now has an on-line subscriber base of 3 million. The one component of the project that was not completed was the negotiation of a Gender Media Policy in all media houses in Kenya, however the policy does exist in draft form and is being negotiated and customized by the various media outlets.

In relation to **efficiency**, the evaluators note that the budget was acquitted (a modest underspend of USD580 was notified to UNDEF). The evaluators had an opportunity to review all the outputs of the project, including a session listening to radio programmes, and concluded that the money allocated to producing project brochures might have been better used on increasing the emphasis on the importance of radio to women in remote areas.

All the interviewees were asked to describe what they believed the **impact** of the project had been, and the evaluators additionally sought indications of impact where possible. In particular, impact was considered in relation to individual women and women's rights and issues more generally – particularly as a function of the reform agenda – and on the media and coverage of women's issues. An attempt was made to consider the potential impact of the project on the process and institutions of governance at such a crucial time in Kenya's democratic history.

Questions relating to **sustainability** focused on examples of ongoing links between women, NGOs and the media and on continuing coverage of women's issues in the mainstream media and *Kenyan Woman* newspaper. There were indications that the project has sown a seed that continues to grow but that this seed urgently needs to be nurtured if the project's considerable achievements are not lost. Of all the outcomes of the project, the publication *Kenyan Woman* appears to be most sustained at this time, continuing to be published regularly and with a significant and growing readership.

In attempting to identify **UNDEF value-added**, the evaluators looked at other media-focused initiatives in Kenya and the extent to which they, and this project, were a good match for UNDEF's mandate.

### **iii. Conclusions**

- The evaluators concluded that the AWC project *Strengthening promotion of women's rights* was **timely, well planned and implemented**, and that **AWC was ideally placed to ensure good mobilization and to guide participants to achieve the desired outcomes**.

- However, given time and resource constraints the project could not cover all regions of the country and **the project merits being replicated in other regions of the country**. This is particularly true given the concern expressed by a number of interviewees that **women's issues must remain prominent as the new Constitution (The Constitution of Kenya 2010) is implemented**.

- There is broad agreement that **the project did indeed enhance the participation of women in the constitutional review process and improve coverage of women's issues as part of the reform debate**.

- The monthly newspaper *Kenyan Woman* was a **particularly successful outcome of the project** and all those who commented on it hoped that it would continue. Although it is clearly effective as an on-line publication, **there is also demand for printed copies, translated where possible, and for wider, increased distribution**.

- A number of interviewees stressed the importance of radio to rural communities and the growing influence of vernacular radio stations. In hindsight, **more emphasis might have been placed on encouraging broadcast journalists' participation and the production of radio items** as well as print.

- Given the high levels of mobile phone use in Kenya, the evaluators agreed with a number of interviewees that **consideration might have been given to including the use of social media in the NGO training sessions** in particular. YouTube, Twitter and social networking sites like FaceBook hold potential for keeping people informed of issues and sharing story ideas with journalists. This might be a potential avenue to take in future activities.

- Although training was given to journalists on taking, saving and sending images to accompany stories, several women mentioned that they were unable to provide images to illustrate the issues they wanted to highlight because either they did not have cameras or they had not been trained to use them. The evaluators believe that **covering simple photojournalism in the various workshops** would add to the outcomes for the women who participated.

- The evaluators were convinced that **the media encounters and NGO workshops were well received but need to be followed up** with more training and support. A number of interviewees floated the idea of **creating a network of focal points** whose role would be to support women and NGOs as they developed story ideas or looked for exposure, and link them with journalists looking for stories.

#### **iv. Recommendations**

##### **For ACW**

- There remains considerable potential for action using the model that has been tried and tested in this project, particularly in the context of implementation of the new Constitution and the increased opportunities for women to take up leadership positions. **In addition to replicating the model in other regions, consider follow-up in the regions already covered.**

- **Develop a support network for the NGOs, women and media who have been (and will be) involved in the project**, potentially reflecting the new 47-counties structure. The network might include focal points who will provide guidance and ensure links between media and those with a story to tell.

- *Kenyan Woman* is definitely worth continuing, ideally not only as an on-line publication but in limited print runs in vernacular languages for remote communities. If funding support cannot be found for the whole newspaper, **consider approaching relevant donors to support just part of the paper.**

- Radio is an important medium in Kenya, so try to **include more radio journalists in the media encounters** and **provide guidance to NGOs and community participants on how to pitch stories for radio and provide radio-appropriate commentators and storylines.**

- The ability of women to feed stories to media would be enhanced if women were able to send pictures of breaking stories or to illustrate their point. **Consider how to appropriately include basic photojournalism and the use of social media in training sessions** for NGOs and women/men from targeted communities.

##### **For UNDEF**

- **Organizations like AWC are consequently ideal partners for media-focused projects.** Organizations that really understand how the media work and that have access to journalists and gatekeepers are more likely to have credibility and influence and are thus more likely to achieve sustainable outcomes.

## I. Introduction and development context

### *i. The project and evaluation objectives*

From 30 November 2009 to 31 October 2011, the African Woman and Child Feature Service (AWC) coordinated the project: *Strengthening and promotion of women's rights*. The project, which was implemented in Nairobi and regional centres in Kenya, received USD250,000 in support from UNDEF, out of which \$US25,000 were retained for monitoring and evaluation.

The long-term objectives of the project, as stated in the original Results Framework, were: "(i) to enhance principles of democracy for citizens to participate in governance, regardless of ethnicity, sex and disability status; and (ii) to use the media to enhance the human rights and political advancement of women in Kenya". The short-term objectives were to enhance women's participation, representation and inclusion in the constitutional review, legal reform and electoral processes that were then ongoing, and in support of this to develop a supportive and informed media sensitive to women's issues and the role of women in leadership.

The major component of the project focused on the role of the media as a source of information for women at grassroots level, and as an influencing agent on government and institutional processes, promoting women's voices and issues in the media. Additionally, the project aimed to build the capacity of advocacy groups to work with the media on behalf of women and other marginalized groups.

### *ii. Evaluation methodology*

An international expert designated to lead the evaluation prepared a preliminary planning note (Launch Note) in June 2012 based on a review of project documentation (see Annex 2). Meanwhile, the national expert began developing with the grantee a schedule of interviews that would take place during a joint mission to Kenya from 1 to 7 July 2012. To supplement interviews conducted during the mission, contact was also made with participants by phone and e-mail, since the project had included participants in a wide spread of regional areas.

In Kenya, the experts met with the implementing NGO, media and NGO trainers, participants at the media encounters, radio listening sessions and NGO workshops, journalists and gatekeepers, and UNICEF. The local expert travelled to Mombasa and facilitated a focus group comprised of women who had participated in the media encounter there, meeting also with two Mombasa-based journalists. Remote phone interviews were organized with representatives of all the categories of participants in other regions of Kenya.

Information was collected, analysed and is presented in this report according to the Development Assistance Committee (DAC) criteria of: relevance, effectiveness, efficiency, impact and sustainability. The evaluation criteria are outlined in more detail in Annex 1.

### *iii. Development context*

The Republic of Kenya is East/Central Africa's largest economy and has seen significant growth in recent years in the service sector, boosted by rapid expansion of the telecommunications and financial services industries. These now constitute 62% of Kenya's GDP of \$1,746 *per capita* (PPP, April 2012). Despite this, 75% of the workforce is employed in agriculture and 53% of the population of 42 million lives below the poverty line. Kenya ranks 143<sup>rd</sup> on the Human Development Index (UNDP 2012).

Kenya ratified the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) in 1984; it has signed but not ratified the Women's Rights Protocol to the African Charter on Human and People's Rights (OECD 2012).

Kenya is ranked 46 out of 86 in the 2012 Social Institutions and Gender Index and 130<sup>th</sup> (out of 146 countries) in the Gender Inequality Index (OECD 2012). Since the promulgation of the new Constitution in 2010 and a comprehensive review of legal instruments, women now enjoy broad equality in law in Kenya; in 2011 a World Bank report listed Kenya as the leading gender reformer globally, primarily because of the new Constitution that is seen as empowering women and favouring equality before the law.

Implementation of the new Constitution and revised laws, however, has only just begun. In some regions, customary law is widely practiced and recognized and is much less favourable to women. The 2008 Marriage Act, for example, sets the minimum age for marriage at 18 years and the Children's Act of 2001 forbids early or forced marriage, nevertheless the most recent Demographic and Health Survey found that 20.3% of girls between 15 and 19 were married, divorced, separated or widowed and 7.5% of women in the 20-49 age group had been married before the age of 15. Polygamy, repudiation and customary marriage are widely practiced in the significant Muslim community on the eastern seaboard (OECD 2012). The Sexual Offences Act of 2006 criminalizes all forms of sexual violence except marital rape, nevertheless such violence is frequent and was particularly prevalent during post-election violence in 2008/9, when 1,500 women are reported to have been raped. Subsequent to these events, a Truth, Justice and Reconciliation Commission (TJRC) was set up and an agreement was reached for a coalition government to be formed with cabinet ministers from rival parties, and the re-creation of the post of Prime Minister in addition to President.

Women and men enjoy equal rights to vote and stand for election in Kenya, although women standing for office often face public hostility, and public attitudes and discourse are still frequently gender-biased. Only 22 of the 224 seats in the parliament are currently filled by women. Of 40 ministerial positions, only seven are held by women. One issue of concern to women's activists as scheduled 2013 elections approach is that women are competing with each other for the dedicated "women's representative" posts that have been created in each county, and not contesting the positions of senator and governor that will consequently be filled by men.

It is in this context of transition that the AWC project was designed and implemented, specifically because women and women's issues seemed to be absent from media coverage of the constitutional, legal and electoral reviews under way and the workings of the TJRC. The Association of Media Women in Kenya (AMWIK) has quoted research as showing that Kenyans identify the media as their most trusted institution, attesting to the influence the media exert.

The media in Kenya enjoy a high degree of press freedom. Only the Kenya Broadcasting Corporation is state-owned, although it is reported to face few restrictions on editorial decision-making. The majority of media houses – print, television and radio (as well as on-line news products) – are privately owned and Kenya's strict cross-ownership laws have protected them from being taken over by any individual person or group. Although some media houses do belong to political entities that might use them for personal advancement, the diversity of ownership means that there is a wide range of opinions and commentary that ensures media balance.

Harnessing the power of the media to promote women's rights and give them a voice in the crucial processes under way was therefore considered vital to ensuring women's ultimate equality in the Constitution, legal framework and democratic institutions.



## II. Project strategy

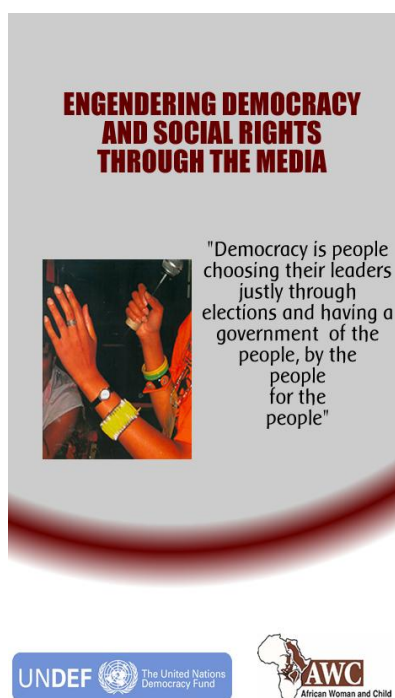
### *i. Project approach and strategy*

The project strategy was to:

- Monitor media coverage (including language use) relating to women and their roles, and use the monitoring results as a baseline and tool for media encounters, and to build the capacity of marginalized groups and community gatekeepers;
- Organize community dialogues with women through weekly radio programmes and media literacy training, and promote discussion of women's issues at community level;
- Hold "media encounters" to enhance journalists' skills in gender-sensitive reporting and governance issues, supported by monthly meetings with media gatekeepers;
- Develop and deliver training of civil society organizations (non-governmental organizations or NGOs) on working with the media to achieve visibility for issues related to women;
- Build the capacity of (parliamentary) women to deal with the media;
- Undertake supporting advocacy, primarily through publication of a monthly newspaper dedicated to women's issues.

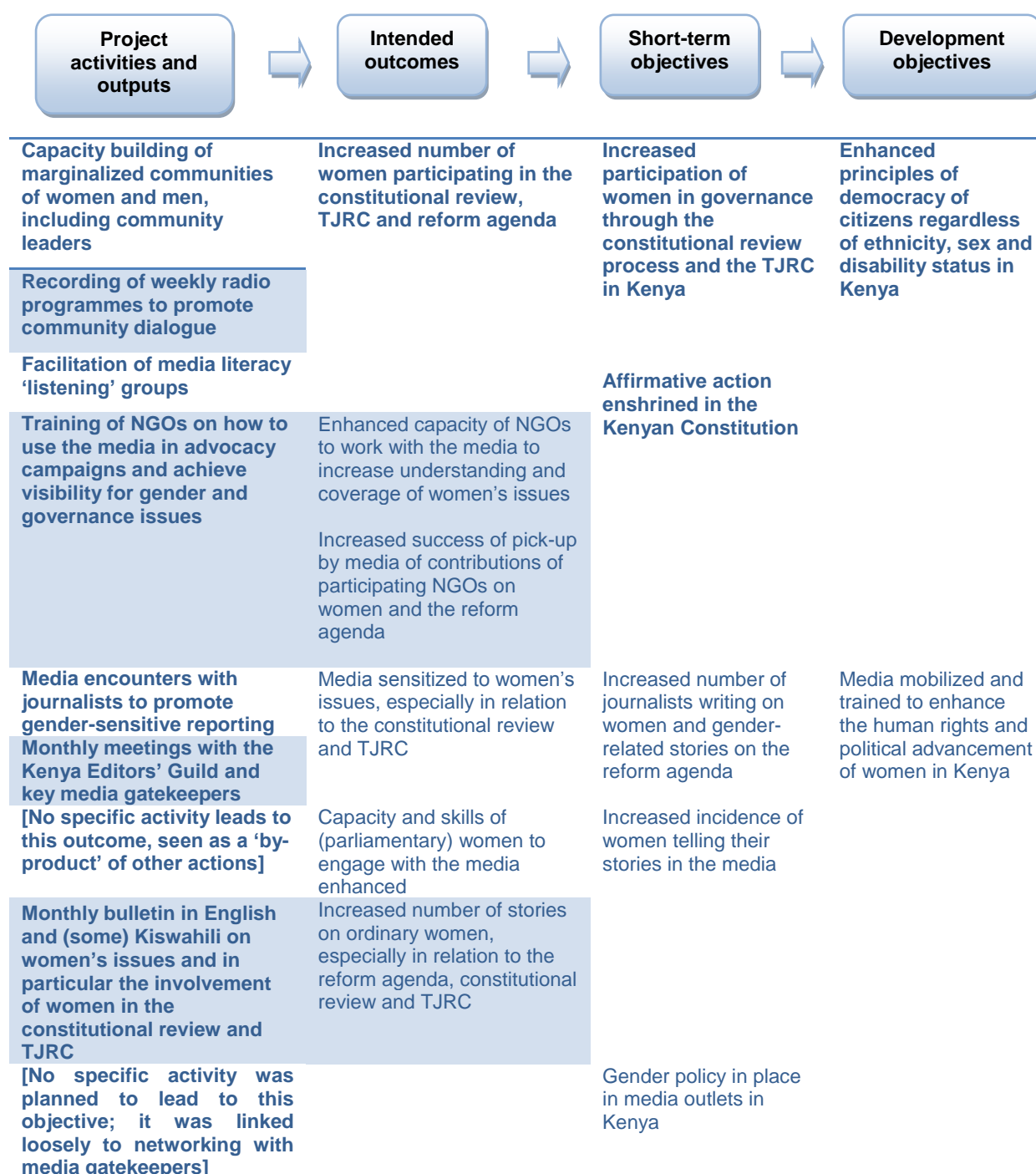
Activities and project outputs are summarized in the logical framework diagram that follows.

### *ii.*



*Banner with UNDEF emblem*

## ii. Logical framework



### III. EQ answers / findings

#### i. Relevance

- **Working at community level**

The AWC has been engaged in promoting women’s issues and affirmative action since a review of the Kenyan Constitution was first mooted in 1997. When the Moi regime ended in 2003, and a new Constitution was drafted, AWC believed that the time was right to accelerate action to give visibility to women’s issues, not least to better inform women who might themselves become involved in governance at a number of levels.

It was clear that the work of sensitizing women would need to begin at community level, where many of the obstacles to women’s exercise of their rights begin. AWC explained that there is considerable pressure from religious and culturally conservative groups, often patriarchal in nature, to perpetuate women’s inferior position in the family and community, and to omit mention of their rights in the Constitution. Actions were therefore planned at community level to reach women and help them understand women’s issues, gender discrimination and the importance of voting to bring about change. Given the agenda-setting nature of the media and the influence they have in people’s lives in Kenya – especially the role of radio in remote communities where literacy rates are low -- it was decided to do this by bringing together groups of women and men to discuss specially-made radio programmes on women’s issues and the reforms taking place, and to illustrate to them using the baseline survey how to recognize biased reporting and gender-insensitive programming. This would then lead to broad discussion of the issues being aired and allow women and men to express their opinions on the priority issues in their communities.

#### Helping women to understand

A perhaps surprising component of the community-level actions was based on the understanding that women themselves do not always realize that they are being discriminated against nor that their rights are being denied to them. This is particularly true, however, in conservative communities where women have no chance to experience other models to the one in which they are raised and live. One issue that was discussed during the community ‘listening groups’, for example, was the problem of married women’s identity documents being held by their husbands, thus depriving them of the possibility to vote. AWC noted that most of the women discussing this issue had never before thought about it, since it was just normal practice for them. The issue and the women’s discussion of it were written up into an article for the *Kenyan Woman* newspaper (see below), as a result of which the story was picked up and debated in the national media.

In some regions, these community “radio listening groups” also included representatives from other marginalized groups. AWC’s partnership with the Pastoralists Journalists’ Association in Kenya (PAJAN) facilitated this, as PAJAN identified participants among people with disabilities and youth. PAJAN’s involvement also led to the community groups’ raising past injustices in the discussions, and these were subsequently written up in *Kenyan Woman* and fed into the debates of the TJRC.

- **Encounters with the media**

Four media encounters took place – a mix of journalists, women and community leaders. The meetings were seen as relevant to needs not just to help the media to better understand women’s issues, but to bring together journalists, women and communities so that the women might tell their own stories and provide ideas for media coverage.

The ACW media trainer, who is also a working freelance journalist, explained that the encounters were seen primarily as “developing an informed media” as well as enhancing journalists’ skills in articulating the sometimes complex issues. The media encounters also were used to commission stories from respected journalists for the on-line *Kenyan Woman* newspaper to give that product legitimacy (more on this below).

Monthly meetings with gatekeepers in the first year of the project (11 in all) were to put the women’s stories into the wider political context and help those making final editorial decisions understand the immediate relevance of covering them. The AWC Director chairs the gatekeepers’ union so has influence and access.

▪ ***Building the capacity of those who have the “substance”***

Another need identified was the need to build NGO capacity. Alongside the media encounters, the project included workshops aimed at building the capacity of NGOs to identify and develop understanding of women’s issues and transmit these in appropriate formats to the media. The NGOs were selected on the basis of their efforts to advance gender justice (regardless of the particular area in which they work) and not just because they were women’s organizations. An NGO working on environmental issues, for example, that tried always to mainstream gender issues into its work, was seen as a good candidate for the training. Conversely, in planning the training AWC also tried to identify some NGOs that clearly should have a gender outlook but that did not, offering such organizations the opportunity to begin to take a gender-sensitive approach to their work. Finally, the “reach” of the NGO was taken into account when deciding whether or not to include them in the training, in order to maximize the impact. A small local NGO that had close working relationships with a national organization, for example, would be given priority ahead of a large community organization that had no wider reach. AWC also insisted that the NGO representative sent to the training should be working at programme level, in order to be able to fully contribute.



**Media encounter in Mombasa**

The NGO training was seen as vital in promoting coverage of women’s issues in the media because in general NGOs’ engagement with the media was judged to be unsuccessful. It was largely *ad hoc*, insensitive to the media’s needs for a clear storyline and reliable data, and often focused on events rather than issues. NGOs complained that their press releases were rarely picked up by the media. As an organization staffed with journalists and media professionals, AWC knew that what was required was not only to help NGOs better prepare their media materials and know when and how to present them, but also to facilitate their building relationships with the journalists – the right ones for the issues they wished to advocate – and was ideally placed to organize training and follow-up to help NGOs connect with journalists and begin to build credibility with them as reliable sources.

The training emphasized that the NGOs have the “substance” – the issues, data and statistics, case studies and links with possible interviewees – and that this has value to the media. Trainees were asked, for example, to consider the last report they wrote for a donor, and to consider how much substance there was in it that a journalist would find interesting. The importance of reliable information, with statistics and data that could be sourced and proven, was emphasized, since it is facts that journalists need to drive the agenda and to influence policy.

- **Kenyan Woman**

While mainstream media were being challenged to cover women's issues, journalists and activists were given an outlet for their writing that, it was hoped, would illustrate the richness of stories available and also take the issues to a wider audience. The monthly newsletter *Kenyan Woman*, which was born as part of the UNDEF-supported project (first issue December 2009), was primarily seen as a dedicated platform to give prominence to women's issues and to profile women and provide an outlet for their stories. It is an on-line newspaper but for the purposes of the project meetings, printed copies were also produced in English and Swahili. *Kenyan Woman* has become a source of stories for mainstream media and above all a source of commentators and interviewees. Some 160 correspondents (both men and women) are now contributing regularly to *Kenyan Woman*.

*Kenyan Woman* was also a concrete follow-up to the media encounters and NGO training, featuring stories generated by the participants and others. A number of interviewees said that this was extremely important because it gave participants an immediate outlet and so met their raised expectations.

The newspaper targets policy makers but also aims to inform women (and men) at grassroots level so that a groundswell of advocates for women's issues is equipped with reliable information. During the project, the commissioned radio programmes supplemented *Kenyan Woman* for those who cannot read.

Like many other interviewees, UNICEF stressed the importance of bringing the same level and breadth of coverage of women's issues to local radio, especially those broadcasting in Kiswahili (Kenya's national language) and vernacular languages. So important is local radio as a source of information for women, in fact, that one journalist interviewed said she had done a story on reports that in conservative communities the men take the batteries out of the radios and take them to work so that their wives cannot listen when they are not there! Radio listenership is high across the country: some 8 million people listen regularly to English radio programming and 10 million to Swahili broadcasts; local vernacular radio stations cover approximately 80% of rural communities.



**Kenyan Woman issue 10**

- **A Gender Policy for the media**

The intended Gender Policy that ACW had hoped to see all media houses introduce as a result of the dynamics of the project was not achieved. However a working draft was developed and shared with media houses, ready for them to negotiate and customize for their individual use. This is consistent with the experience of such initiatives in other countries (for example the Media Guidelines on Reporting Children's Issues drafted by the International Federation of Journalists) which also are adopted only after individual media houses negotiate them in-house.

- **A new chapter in Kenya's democratic history**

This project was conceived and implemented at a crucial moment in Kenya's democratic history, as a new Constitution was moving towards promulgation, laws were being reformed and the injustices of the past were being addressed. The project in many ways was 'of its time', however the project's actions and outcomes continue to be relevant as Kenya enters a new era of implementation and consolidation. Already ACW has shifted the focus of its work for women's rights to ensuring that they are fully considered as the Constitution is implemented and as the anticipated elections approach. In this process, relationships with

the media will continue to be crucial and the links already forged between women and journalists will remain relevant.

## **ii. Effectiveness**

The project was completed within the planned time-frame with no changes to the planned activities or outputs. It was well planned and implemented, and in particular came at a crucial time in Kenya's constitutional process. Although not specifically articulated in the plan, the project in fact succeeded in constructing a continuum between women at grassroots level and mainstream media at national level, using information travelling along this continuum to inform women and journalists at many points on the continuum and to link them so that women's issues would be brought into the constitutional debate.

All the interviewees, across the different categories of participation, commented on the effectiveness of the project and in particular how this was linked to the strength and strategic positioning of ACW and its credibility with women at grassroots and elite levels as well as policy makers and media houses. Although there are many organizations working for women's rights in Kenya, they said, ACW seems ideally placed to design and implement a project that focuses on linking women's issues and the media, and to mobilize the necessary participation from women and men at community level, journalists and – importantly – the gatekeepers who ultimately control what appears in the media and what does not.

### **Baseline survey**

The baseline survey that was undertaken brought together available statistical data and analysis on women in Kenya, for example their participation in education, economic activity and local governance, with an overview of how much and what kind of coverage women's issues received in the media. It was used to inform women engaged in the various actions of the project, as well as journalists and gatekeepers, providing them with reliable data that established credibility and underpinned the veracity of the women's issues being explored. A number of journalists commented on the fact that the women in the project not only had personal stories to tell but were equipped with reliable data.

### **Listening groups and radio programmes**

Eight radio programmes were produced and used both for the listening group/media literacy sessions and also for national broadcast on KBC. DVD copies of the programmes were provided for additional project use. A KBC journalist was commissioned to produce the programmes with experts identified by AWC and a phone-in segment that allowed both men and women to express their opinions and share their experiences. Two half-hour programmes were produced in English for national broadcast and six one-hour programmes for project use, three in Swahili and three in vernacular languages. KBC put the programmes to air free of charge as part of existing programming for women.



**Women from the radio listening group in Garissa**

The evaluators were able to listen to some of the programmes and found them informative and lively. However it is clear from the comments of a number of interviewees that more focus might have been placed on targeting radio as a vital source of information to women and men in remote communities who do not have internet access and who may have low literacy. The KBC presenter of the radio programme advised that the broadcaster received significant feedback on the programmes from listeners, with women favourable to the content but a number of men complaining that the issues were not culturally and religiously appropriate. There were many requests for the programmes to be

repeated and a number of requests for DVD copies (not supplied directly as a matter of KBC policy). The broadcaster also advised that there are frequent requests for more programming of this nature and that the expert commentators provided through AWC continue to be used by the station.

- 80 women participated in the 4 listening groups involved in the project in Garissa, Wajir, Modogashe and Wagalla.
- Five community workshops were organized in Mombasa, Uasin Gishu, Kuresoi and Nairobi's Mathare and Kibera slums.
- 140 community leaders, NGOs and women's groups participated in the community workshops.
- One one-hour radio programme was produced in Kiswahili and English and segments used as inserts in other programmes.

### **Media encounters**

The media encounters focused on bringing together journalists and grassroots women so that journalists would hear first-hand the stories of the women and their experiences across a range of issues, from land rights to family violence and the experiences of women raped during the conflict of 2008. The encounters were supported by monthly meetings with editors and media owners (gatekeepers) to promote management support for journalists writing on the issues raised by the women.

Although training was given to journalists on taking, saving and sending images to accompany stories, several women mentioned that they were unable to provide images to illustrate the issues they wanted to highlight because either they did not have cameras or they had not been trained to use them.

- 4 media encounters were organized in Nairobi (Kibera), Mombasa, Kisumu and Kuresoi.
- In all, 190 journalists and grassroots women and men participated in the encounters.
- 11 meetings were held with gatekeepers.

### **NGO workshops**

NGO training sessions also included representatives from the media and focused on helping NGOs to identify story potential in their work, present it appropriately for media use, prepare for interviews as reliable sources, and make preliminary contacts with journalists to whom they could submit story ideas.

- 5 NGO workshops were organized in Kisumu, Thika, Machakos, Nakuru and Nairobi; NGOs from Garissa, Wajir and Mandera also participated.
- 150 NGO representatives and journalists participated in the NGO workshops



**Workshop in Mombasa**

### **Advocacy and other outputs**

During the life of the project, stories being generated by journalists and NGOs, as well as through freelance commissions and from AWC staff, were featured in *Kenyan Woman*. This was distributed on-line through the AWC website but also as a print paper. To coincide with regional workshops, Swahili copies of the paper were produced.

- 22 issues of *Kenyan Woman* were produced
- 2,000 posters were produced for use in workshops and encounters
- 2,000 brochures were printed to raise awareness of the project
- 8 banners were produced for use at various meetings

### **iii. Efficiency**

#### **▪ Budget**

The budget was fully spent. It was generally appropriately allocated, although in hindsight the USD 6,000 spent on the production of brochures might have been better allocated to more spots on local radio and/or the targeting of more local radio journalists. Only USD 15,000 (approximately 6% of the total budget) was allocated to staff salaries.

#### **▪ Activities**

The activities were well planned and strategically designed to complement each other and maximize the likelihood that the project would achieve its objectives.

Many of the interviewees commented, however, that “more of the same is needed and in more regions”, probably not possible within the project as planned and budgeted but a sign of future potential.

#### **▪ Reach**

Interviewees repeatedly stressed the unique positioning and influence of AWC within media circles in Kenya and its high profile as a respected advocate of social development in general and women’s rights in particular. They expressed the opinion that no other organization had such influence and credibility among media decision makers and consequently such potential to influence policy. The organization was undoubtedly an appropriate implementing partner for UNDEF at this time in Kenya.

### **iv. Impact**

#### **▪ On women and women’s issues**

An example of the significant impact the project had on women is to be seen in the media encounter organized in the slums of Nairobi: Kibera. This encounter, organized with the help of the Women’s Regional Assembly, brought up new and very different issues and was a vibrant source of stories for the media. One participant in the Kibera encounter, for example, told the evaluators of the impact the meeting had had on her personal healing. A victim of rape during the 2008/9 violence, with a young daughter, she had been able to share her story with the media and others at the encounter and as a result had been sought out by two journalists present who had asked her permission to tell her story in the mainstream media. Guided and protected by the AWC, she had been able to tell her story and begin her healing, and had subsequently been invited to give evidence to the TJRC. She said that she had found the encounter to be a neutral, non-judgmental forum that allowed her to speak out for the first time.

“ACW is the missing link between the challenges that women face and the stories they have to tell and the media who bring those stories to light.”

**NGO leader in Nairobi**

An NGO organizer in Garissa explained that women in the radio listening groups there had for the first time been able to speak out about issues otherwise considered taboo in this region, such as land ownership, rape, and murder, and that their expectation had been raised that these issues would come to national prominence through the media and so find resolution.

This linking of women who had stories to tell and the media who might give them exposure was the most important element of the media encounters according to other participants, too. One of the facilitators interviewed said that he believed that the presence of journalists transformed what might have been a simple testimony event into a dynamic process of information exchange and correction of misinformation. His own organization has since adopted this format for its own meetings.



Almost all the NGO representatives interviewed reported that the training had significantly improved their access to the media, that they had no problem approaching journalists they had met, and that coverage of issues had improved. A participant from Thika, for example, explained that when a young man had drowned in the river after drinking illegal local homebrew, she had contacted KBC and K24 broadcasters she had met at the workshop and they had visited and covered the story. As a result of the national media coverage, there had been interventions to stop the production of the homebrew. This anecdote underlies an observation from a well-known commentator interviewed that “in Kenya, people believe that the media can bring about solutions to their problems”.

Women reported the project had helped them to see their potential. A number have considerably raised their national profile, and therefore effectiveness, as a result of being profiled or interviewed by journalists. As a result of being profiled in *Kenyan Woman*, for example, a woman living in the slums of Nairobi got a phone call from the Prime Minister in relation to the issues she had raised, and women who are featured in the newspaper are regularly contacted by political leaders who see value in taking on their problems.

A number of interviewees believed that the project had brought into national debate issues that had hitherto not been aired, and that additionally this had been done in a way that clarified the issues and corrected misconceptions.

Nevertheless, a number of interviewees underlined that exposure to the media can only go so far in promoting women’s participation in governance – women must be prepared to stand up and put themselves forward. One commentator noted also that, as Kenya moves to implement its new Constitution, there must be serious consideration of political party reform to give women a voice in party political debate. She noted that, while NGOs and the media might increasingly advocate for women’s issues, it is only when there are effective female politicians that real change will come.

- ***On the media and media coverage***

Almost all the people interviewed believed that, as a result of the project, there had been a significant and noticeable increase in the number of journalists developing stories on women and women’s issues. Gatekeepers said their articles had improved and that journalists have been promoted in consequence.

Interestingly, the editor of *Kenyan Woman*, herself a freelance journalist, told the evaluators that many freelance writers who traditionally would not even receive a retainer from mainstream media houses had been moved on to a retainer or even been given a job as a result of their writing for *Kenyan Woman*. Most still wrote for the publication, albeit under a pseudonym, because mainstream media houses now see *Kenyan Woman* as competition. In fact, as a direct result of the success of *Kenyan Woman*, mainstream media houses are now looking to introduce women’s sections in their papers. The *Saturday Nation*, for example, now has a section focusing on women’s issues and frequently asks ACW to recommend stories and sources.

Globally, *Kenyan Woman* now has 3 million subscribers on-line, including researchers and women’s rights organizations in many countries. UNWOMEN wrote that *Kenyan Woman* is “a powerful vehicle for bringing women’s energy, agency, voice and real issues to the fore”, and confirmed that the newspaper is read by staff in Headquarters in New York. UNICEF mentioned the relevance and readability of the newspaper and has frequently contacted AWC to suggest possible issues relating to the girl-child. UNICEF noted in particular that the newspaper often also highlights the achievements of women in other countries, and considered that this is inspirational to women in Kenya.

- ***On the process and institutions of governance***

Several journalists expressed the opinion that the project contributed to the constitutional process, but that “there is no end to education and knowledge – information is even more

important now, especially in relation to the upcoming elections”. An NGO interviewee made the point that “the Constitution may be in place now but the next 20 or 30 years will be vital for good implementation; there are still many naysayers, so advocacy for women’s rights and women’s issues must continue”.

Another NGO representative said that the project had opened up new lines of communication, not only between media and women but between women and policy makers. There is no doubt that a number of individual women are in a better place to seek leadership positions as a result of their higher profile through the project, however a project like this can do no more than help raise profile; it is up to the women themselves to take the next step and seek office, and that remains a challenge.

Importantly, an NGO representative said that bringing the women in his region together for a common purpose had significantly reduced the potential and incidence of inter-clan clashes, and promoted increased resource sharing. This contribution to community cohesion bodes well for future mobilization around social issues at times, for example, of regional and national elections.

## **v. Sustainability**

### **▪ A seed has been planted**

Women at a number of levels have been empowered with information and self-confidence, as well as practical information on how to approach the media. The media have been introduced to stories they may not have hitherto thought about, and media gatekeepers have been encouraged to recognize the commercial value of women’s stories. NGOs’ capacity for media engagement has been enhanced. These statements are largely only true, however, of the women, media and NGOs who participated in the project and, to some extent, those to whom they then passed on their experience. More of the same is needed if this seed is to grow, and there is certainly demand for follow-up from all those who were touched by the project. Additionally, there is a clear need and potential for the project to be replicated in other parts of the country, potentially taking into account new boundaries drawn up by the Constitution. In this regard, it is important to note that the project has tried and tested this methodology and found that it is replicable with little modification.

It is also important to note, in relation to the above, that ACW continues to keep actively in touch with all those who participated in the project, not only directly in the case of the media (its principal stakeholders) and individual women, but also with communities through its partners, PAJAN and CWL. Re-activating relevant participants to contribute to a broader follow-up project should therefore not be difficult.

### **▪ Kenyan Woman**

*Kenyan Woman* has continued life and is, indeed, capable of further growth. Its on-line format means that costs are kept to a minimum, however there is also demand for more printed copies and for translated versions. This will continue to be a funding challenge. Moreover, a body of correspondents has now been formed that goes beyond professional journalists to include commentators from civil society and informants from grassroots communities. The links that have been forged between media representatives and those who have stories to tell will continue to function and provide coverage of women’s issues for *Kenyan Woman* and to a lesser extent mainstream media.

## **vi. UNDEF value-added**

Although a number of donors support actions that aim to promote women’s rights through the media in Kenya (including the Ford Foundation and UNWOMEN), none focus specifically on women’s rights in the context of governance. Given the crucial timing of this project in

relation to the constitutional and legal review and TJRC, UNDEF provided substantial value added in supporting it. The use of the UNDEF emblem in the banner of *Kenyan Woman*, in particular, added weight to the issues being examined and highlighted UNDEF's ongoing mandate in the support and development of democratic processes.

## IV. Conclusions

*i.* Based on all findings above, but especially those related to relevance and effectiveness, it is clear from the comments of all those interviewed that the project was **timely, well planned and implemented**, and that **AWC was ideally placed to ensure good mobilization and to guide participants to achieve the desired outcomes**.

*ii.* However, given time and resource constraints the project could not cover all regions of the country and so in order to achieve sustainability, **there is still unfinished business**. This is particularly true given the concern expressed by a number of interviewees that **women's issues must remain prominent as the new Constitution is implemented**.

*iii.* In examining impact, the evaluators concluded that there is broad agreement that **the project did indeed enhance the participation of women in the constitutional review process and improve coverage of women's issues as part of the reform debate**.

*iv.* *Kenyan Woman* is seen as a particularly successful outcome of the project with major impact and all those who commented on it hoped that it would continue. Although it is clearly effective as an on-line publication, **there is also demand for printed copies, translated where possible, and for wider, increased distribution**. This will be a funding challenge for sustainability.

*v.* In relation to the relevance of the project and the balance between emphasis on print and radio journalism, a number of interviewees stressed the importance of radio to rural communities and the growing influence of vernacular radio stations. In hindsight, **more emphasis might have been placed on encouraging broadcast journalists' participation and the production of radio items** as well as print. This requires a different set of skills from non-journalist contributors and would require some revision of the NGO training sessions.

*vi.* With a view to ensuring the sustainability of contacts established between communities and media, also, and given the high levels of mobile phone use in Kenya, across all regions, some **consideration might have been given to including the use of social media in the NGO training sessions** in particular. YouTube, Twitter and social networking sites like FaceBook hold potential for keeping people informed of issues and sharing story ideas with journalists. This might be a potential avenue to take in future activities.

*vii.* The format and content of the various sessions was relevant and had tangible impact on the participants. However, women in particular noted the need to **cover simple photojournalism in the various workshops**.

*viii.* It is clear – and was mentioned by many of the interviewees – that **the media encounters and NGO workshops were well received but need to be followed up** with more training and support.

## V. Recommendations

### **For AWC**

*i.* (Based on Conclusion ii): There remains considerable potential for action using the model that has been tried and tested in this project, particularly in the context of implementation of the new Constitution and the increased opportunities for women to take up leadership positions. ***In addition to replicating the model in other regions, follow-up would also be welcomed in the regions already covered.***

*ii.* (Based on Conclusion viii): ***Develop a support network for the NGOs, women and media who have been (and will be) involved in the project,*** (potentially building on existing networks such as ACW's own Media Diversity Centres or the Kenyan Correspondents' network) whose role would be to support women and NGOs as they developed story ideas or looked for exposure, and link them with journalists looking for stories. The network might reflect the new 47-counties structure introduced as part of constitutional reforms.

*iii.* (Based on Conclusion iv): Kenyan Woman has established itself as a valuable resource for women and organizations not only in Kenya but in other countries and should continue if possible. If funding support cannot be found for the whole newspaper, ***consider approaching relevant donors to support just part of the paper*** – UNICEF, for example, might be interested in supporting one or two pages each issue to cover stories relevant to the girl-child.

*iv.* (Based on Conclusion v): Importantly, ***try to include more radio journalists in the media encounters and provide guidance to NGOs and community participants on how to pitch stories for radio and provide radio-appropriate commentators and storylines.***

*v.* (Based on Conclusions vi and vii): ***Consider how to appropriately include basic photojournalism and the use of social media in training sessions*** for NGOs and women/men from targeted communities. This could also be something for which a focal point (see next point) could take responsibility.

### **For UNDEF**

*vi.* (Based on Conclusion i): Many NGOs design and run projects aimed at training the media, but it is clear that ***organizations that really understand how the media work and that have access to journalists and gatekeepers are more likely to have credibility and influence and are thus more likely to achieve sustainable outcomes.*** Organizations like AWC are consequently ideal partners for media-focused projects.

## ANNEXES

### Annex 1: Evaluation questions

#### General evaluation question categories

DAC criterion	Evaluation Question	Related sub-questions
Relevance	To what extent was the project, as designed and implemented, suited to context and needs at the beneficiary, local, and national levels?	<ul style="list-style-type: none"> <li>▪ Were the objectives of the project in line with the needs and priorities for democratic development, given the context?</li> <li>▪ Should another project strategy have been preferred rather than the one implemented to better reflect those needs, priorities, and context? Why?</li> <li>▪ Were risks appropriately identified by the projects? How appropriate are/were the strategies developed to deal with identified risks? Was the project overly risk-averse?</li> </ul>
Effectiveness	To what extent was the project, as implemented, able to achieve objectives and goals?	<ul style="list-style-type: none"> <li>▪ To what extent have the project's objectives been reached?</li> <li>▪ To what extent was the project implemented as envisaged by the project document? If not, why not?</li> <li>▪ Were the project activities adequate to make progress towards the project objectives?</li> <li>▪ What has the project achieved? Where it failed to meet the outputs identified in the project document, why was this?</li> </ul>
Efficiency	To what extent was there a reasonable relationship between resources expended and project impacts?	<ul style="list-style-type: none"> <li>▪ Was there a reasonable relationship between project inputs and project outputs?</li> <li>▪ Did institutional arrangements promote cost-effectiveness and accountability?</li> <li>▪ Was the budget designed, and then implemented, in a way that enabled the project to meet its objectives?</li> </ul>
Impact	To what extent has the project put in place processes and procedures supporting the role of civil society in contributing to democratization, or to direct promotion of democracy?	<ul style="list-style-type: none"> <li>▪ To what extent has/have the realization of the project objective(s) and project outcomes had an impact on the specific problem the project aimed to address?</li> <li>▪ Have the targeted beneficiaries experienced tangible impacts? Which were positive; which were negative?</li> <li>▪ To what extent has the project caused changes and effects, positive and negative, foreseen and unforeseen, on democratization?</li> <li>▪ Is the project likely to have a catalytic effect? How? Why? Examples?</li> </ul>
Sustainability	To what extent has the project, as designed and implemented, created what is likely to be a continuing impetus towards democratic development?	<ul style="list-style-type: none"> <li>▪ To what extent has the project established processes and systems that are likely to support continued impact?</li> <li>▪ Are the involved parties willing and able to continue the project activities on their own (where applicable)?</li> </ul>
UNDEF value added	To what extent was UNDEF able to take advantage of its unique position and comparative advantage to achieve results that could not have been achieved had support come from other donors?	<ul style="list-style-type: none"> <li>▪ What was UNDEF able to accomplish, through the project, that could not as well have been achieved by alternative projects, other donors, or other stakeholders (Government, NGOs, etc).</li> <li>▪ Did project design and implementing modalities exploit UNDEF's comparative advantage in the form of an explicit mandate to focus on democratization issues?</li> </ul>

## Annex 2: Documents reviewed

### Background documents

OECD 2012: *Social institutions and gender index 2012 (Kenya)*: ([www.genderindex.org](http://www.genderindex.org))

UNDP 2012: *International Human Development Indicators 2012 (Kenya)*: ([www.hdrstats.undp.org](http://www.hdrstats.undp.org))

“The world’s women: Political power gains 2012”, *Perspectives on global issues*, New York University Centre for Global Affairs: ([www.perspectivesonglobalissues.com](http://www.perspectivesonglobalissues.com))

“Media and agenda setting”, Note on a media roundtable organized by Media Focus on Africa and the Alliance Française, Nairobi, 28 February 2012: ([www.awmik.org](http://www.awmik.org))

“Kenya ranked top globally in gender equality reforms”, *Business Daily*, 29 May 2012: ([www.businessdailyafrica.com](http://www.businessdailyafrica.com))

“TJRC holds thematic hearings for women”, Truth, Justice and Reconciliation Commission of Kenya, 10 February 2012: ([www.tjrkenya.org](http://www.tjrkenya.org))

“Kenya’s TJRC risks disbandment”, *Standard Media*, 11 June 2012: ([www.standardmedia.co.ke](http://www.standardmedia.co.ke))

### Project outputs

*Kenyan Woman* newspaper – selected issues 2010-2011

*The Reject* newspaper – selected issues 2011-12

*Strength of a Woman* – selected issues 2012

Radio programmes in English and Swahili

Draft Gender Policy for Media in Kenya

Baseline survey

### Project documentation

Project Document, UDF-KEN-08-230

Mid-term Progress Report, UDF-KEN-08-230

Final Project Narrative Report, UDF-KEN-08-230

Milestone verification mission report 1 (17 April 2010)

Milestone verification mission report 2 (8 Oct 2010)

## Annex 3: People Interviewed

Activity	Dates
Preparatory phase start	June 2012
Travel to/from Kenya	30 June/8 July 2012
Effective mission dates	2 – 6 July 2012
Reporting	July 2012
<b>2 July 2012</b>	
Rosemary Okello, Executive Director, AWC	Interview
Ruth Omukhango, Programme Officer, AWC	Interview
Arthur Okwemba, freelance journalist for <i>The Nation</i> , NGO trainer	Interview
<b>3 July 2012</b>	
Peter Ochelo, Liaison person CWL, NGO facilitator	Interview
Jane Godia, Editor, <i>Kenyan Woman</i> newspaper	Interview
Abjata Khalif, Liaison person, PANJAN, Organizer Listening group, NGO trainer (Garissa)	Phone interview
Jackie Mutero, Gender activist, participant media encounters and community training (Kibera)	Interview
Joy Masheti, Gender advocate, NGO trainer	Interview
Listening session, radio programmes	
<b>4 July 2012</b>	
Racheal Nakitare, Journalist, KBC Producer, radio programmes	Interview
Jane Gathoho, Participant, NGO training, (Nakuru)	Phone interview
Margaret Nyambura, NGO training (Thika)	Phone interview
Dr Iraki, Media commentator, Media Encounter facilitator	Interview
Beatrice Kimamia, NGO training (Thika)	Phone interview
Consolata Ollowo, NGO training (Thika)	Phone interview
Kwamchetsi Makoha, Media trainer	Phone interview
<b>5 July 2012</b>	
Ann Njogu, Centre for Rights, Education and Awareness	Interview
Catherine Gicheni, Editor, The Star/Kenyan Editors' Guild, Gatekeeper	Interview
William Janak, Kenya Correspondents' Association, Gatekeeper (Migori)	Phone interview
Seline Korir, Women Peace Link, NGO trainer (Eldoret)	Phone interview
Boniface Gikandi, Journalist, Media Encounter (Muranga)	Phone interview
Isnione Madhoke, Radio listening group (Garissa)	Phone interview
Amina Zweri	Focus group meeting (Mombasa)
Marion Nyakinya	
Farida Rashid	
Juma	
Mary Adhiambo	
Nifteh	
Daina Wanyonyi, journalist, Media Encounter (Mombasa)	Interview
Elizabeth Awolor, journalist, Media Encounter (Mombasa)	Interview
<b>6 July 2012</b>	
Pamela Sittoni, Advocacy & Partnerships Officer, UNICEF	Interview
Michael Klaus, Regional Communications Advisor, UNICEF	Briefing
Kun Li, Communications Specialist, UNICEF	Interview
Round-up meeting and debriefing AWC	
Email input Zebib Kavuma and Letty Chiwara, UNWOMEN	

## Annex 4: Acronyms

AWC	African Woman and Child Feature Service
AWMIK	Association of Media Women in Kenya
CEDAW	UN Convention on the Elimination of Discrimination against Women
CWL	Caucus for Women's Leadership
DAC	Development Assistance Committee
EQ	Evaluation Questions
GDP	Gross Domestic Product
HDI	Human Development Index
KBC	Kenya Broadcasting Corporation
K24	Kenyan commercial television station
NGO	Non-governmental organization
OECD	Organization for Economic Cooperation and Development
PAJAN	Pastoralists Journalists' Association of Kenya
PPP	Purchasing power parity
TJRC	Truth, Justice and Reconciliation Commission
UN	United Nations
UNDEF	United Nations Democracy Fund
UNDP	United Nations Development Programme
UNICEF	United Nations Children's Fund
UNWOMEN	United Nations Entity for Gender Equality and the Empowerment of Women
USD	United States dollar