



**USAID**  
FROM THE AMERICAN PEOPLE



# USAID

## Supported Media engagement

TO SHOWCASE EFFORTS AND PROGRESS ON UNIVERSAL HEALTH COVERAGE IN KENYA.





# back ground

Mashujaa Day, also known as Heroes' Day, is a national day in Kenya observed on 20<sup>th</sup> October and dedicated to honouring those who played crucial roles in Kenya's struggle for independence and those who have made positive contributions in post-independence Kenya. The 2023 Mashujaa Day celebration was themed 'Universal Health Coverage'. The objectives of the UHC -themed Mashujaa day was to leverage on the visibility provided by the event to engage in high level advocacy towards UHC. The USAID supported UHC communication support aimed to:

- Enhance and assist in the communication efforts of the Ministry of Health (MOH) and the
- Government of Kenya (GOK) in relation to the UHC-themed Mashujaa Day event taking place in Kericho
- Direct support in implementing specific components of the MOH Communication Strategy guiding the execution of the UHC-themed event.
- Showcase the progress made by MOH and GOK towards achieving UHC, while also emphasizing the positive impact of USAID's investments in UHC- related initiatives, including the establishment of Primary Care Networks (PCNs) and the rollout of the Electronic Community Health Information System (eCHIS).



## specific activities

USAID/KEA In collaboration with MOH (Communication TWG) USAID supported and executed the following tasks:

- Designed and developed print and audio-visual materials for high impact messaging of UHC. Materials included, posters, t-shirts, radio spots, short social media testimonials
- Engaged in media buying on radio with the ability to leverage community radio stations network across Kenya
- Designed and executed an intensive social media activation plan to achieve high impact messaging at national scale.
- Secured TV interview slots for MOH officials to attend the interviews
- Supported USAID EXPO-booth setup during the UHC conference in Kericho and supported production of booth branding materials for MoH UHC communication work







# implementation approach

The campaign was executed based on five key activities:



Content creation, design and layout of UHC IEC Print and audio-visuals



Mass Media engagement



Digital engagement



UHC Conference Booth set up



Monitoring and reporting



The UHC messages focused on the following areas.

- Creating awareness, educating and rally the population to a call to action for UHC.
- Communicating on the achievements made in the health systems towards achievement of UHC.
- Highlighting the shared vision and collaboration between government (National & County government), state and non-state actors in the implementation of UHC.
- Empowering the population on utilization of health services
- Showcasing the community based primary healthcare networks in action through the 'Afya Nyumbani' initiative.

## print & audio-visual outputs

The following materials were developed to support the campaign implementation:

- 1 campaign anthem UHC Campaign Jingle
- 14 print materials developed Print Material Repository
- 14 radio spots (Kiswahili, Kikuyu, Luhya, Kamba, Kisii, Turkana, Luo) UHC Campaign Radio Spots
- 4 radio features UHC Campaign Radio Features
- 13 Videos for Digital media UHC Campaign Social Media Videos

All materials (campaign anthem, print materials, radio spots, radio features and digital media assets) can be accessed on the Afya Nyumbani Campaign Material Repository



MINISTRY OF HEALTH

**USHUJAA NI KUPIGANIA AFYA KWA WOTE**

**AFYA YETU NI JUKUMU LETU**

Tuimarishe afya bora popote, kwa wote wakati wowote

USAID



# afya nyumbani mass media engagement

## 2

Participating media houses were equipped with key messages, Frequently Asked Questions and audio properties i.e., radio spots, campaign anthem, features, and a pre-recorded show. Linked are the developed Universal Health Coverage Campaign Media Talking Points and Universal Health Coverage Campaign Frequently Asked Questions. Also developed was a UHC focussed pre-recorded radio program UHC Mashujaa Day Prerecorded Magazine with PS Harry Kimutai 19th October 2023. Linked here is the media engagement plan UHC Mashujaa Media Schedule for October 2023

This activity leveraged on the DigiRedio Social and Behaviour Change radio platform working with 40 of the radio stations on the platform. On the DigiRedio SBC Platform, a total of 8400 radio spots were aired, 3360 radio dramas, 5880 promos, 1680 mentions, 120 interviews and the campaign anthem was played 840 times reaching 14,571,091. On the Radio Jambo and Radio Citizen 14 activations, 24 mentions, 31 spots and 32 promos were aired which reached 5,308,861. The table below gives a breakdown of the radio engagement





# radio engagement

Category	Media House	Reach
2 national radio stations	Radio Jambo and Radio Citizen	5,308,861
7 regional stations	Coast (Lulu), Western (Lubao), Rift Valley (Kass) Central (Inooro), Eastern (Akamba), Nyanza (Jowi), and Sidai	4,069,201
40 community radio stations	DigiRedio Social and Behaviour Change Platform	10,501,890

# tv engagement

**tv47** NOV 02

**Daily Report**  
#TheInsight  
Thursday, 9:00pm  
**UNIVERSAL HEALTH COVERAGE**

Guest

**Salim Ali Hussein**  
Deputy Director Medical Services

Host:  
Victor Muyakane

Logos: zuku, GOtv, DSTV, Signet, Startimes

Website: www.capemedia.africa/tv47

**ktn News** Get The Whole Story

**Jarida**  
Na Hadiya Mwaswa

Leo, Alhamisi  
26 Oktoba 2023  
12:00pm

Utendakazi Wa Huduma Ya Afya Kwa Jamii

Guests:  
**ANNAH M. THITU**  
AFISA MKUU WA MIPANGO, AFYA YA JAMII  
**KEN MIRIRI**  
MSHIRIKISHI AFYA YA UZAZI KWA VIJANA, KILIFI

Watch us on GoTv Ch.94 | Startimes Ch.522 | Bamba Ch.2 | DSTV Ch.274 | Signet Ch.26



TV interview slots were secured for MOH officials to attend the interviews to create awareness on UHC and particularly Afya Nyumbani Initiative during and after the Mashujaa day event. A total of eleven (11) TV interviews and features were aired with over an estimated 5,239,355 reached daily.

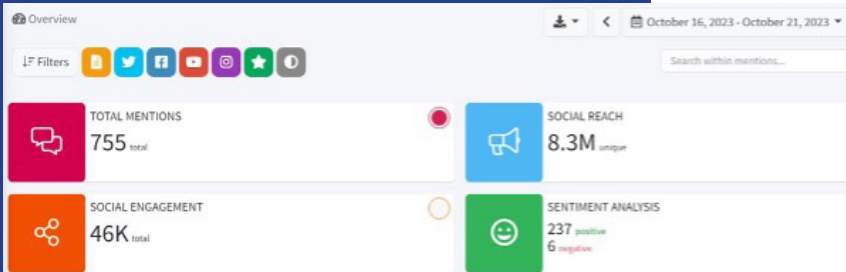
Station	Person	Link
KTN	Ann Thitu, Senior Program Officer, Division of Community Health	Huduma ya afya kwa jamii
Citizen TV	Dr. Salim Hussein, Head Primary Health Care	State of Healthcare, The UHC Journey
KTN	Ken Miriti, Public Health Specialist & ASRH Partner, Kilifi County	Universal Health Coverage - What next? huduma ya afya kwa jamii
TV47	Dr. Salim Hussein, Deputy Director General	Just how realistic is the uni- versal Health Coverage
TV 47	Dr. Sultana Matendechemo, Deputy Director General	One community health promoter will cater for 500 people in the community.
TV 47	Dr. Patrick Amoth, Director General	UHC and Digitization to in- crease visibility.
K24	Dr. Alfred Wekesa, Director, Mama Lucy Hospital	Enhancing Universal Health Coverage Huduma za afya kwa wote
K24	Nakhumicha S. Wafula, Cabinet Secretary Health	Enhancing universal health coverage
K24	Dr. Kahura Mundia, Deputy National Chair, KMPDU	The UHC realization agenda





# 3

# digital engagement



During the UHC conference, different strategies were employed to ensure the content got maximum eyeballs and high reach. The content was promoted across different platforms using the #AfyaNyumbani. These strategies used included;

**Moment Strategies:** Moment strategies empower the campaign to leverage current and continuous events, forging connections and crafting campaign materials in real time. We establish relevance by participating in Online Discussions, tagging relevant stakeholders, using relatable #hashtags and engaging our audience.

**Influencer Strategies:** Working with influencers on UHC social media campaigns offered us several benefits: expanded wider and diverse reach, Increased credibility and trust, more targeted audience, increase in engagement and interaction, authenticity since influencers integrated the messages making it feel less like the government speaking and trend and viral potential, the hashtag was trending on X for several days.

The campaign utilized X (Twitter), Instagram, TikTok, YouTube and Facebook. Between October 16-21, a total of 296 users created posts using the hashtag #AfyaNyumbani. The users generated 755 posts and mentions in total. These posts helped us reach 8.3 million unique people and 20.1 million people in total. We also noted that the public had a positive attitude towards the UHC campaign as 31.4 percent of the sentiments were positive, and 63.7 percent were neutral. Linked are the UHC Campaign Digital Engagement Kit.





# UHC conference USAID booth setup at kericho county

4

The UHC campaign support included an expo booth to showcase USAID Primary Health Care support through the design, setup, and branding of the booth to showcase USAID support on primary health care. Linked are more photos from the conference Universal Health Coverage Conference





## key issues & community feedback



Through the community radio stations, we employed a time series design to collect insights and feedback from communities on messaging shared through the radio platforms.

- 1. Need for increased awareness on funding for healthcare under UHC:** The general perception of the audience is that the government is planning to impose taxes on them on health, especially on matters of UHC. (Kajiado County).
- 2. Awareness on Universal Health coverage:** Community members assume UHC is synonymous to the National Hospital Insurance Fund and are not fully aware of the other pillars. (Embu, Nakuru, Elgeyo-Marakwet Counties)
- 3. Community Health Promoters and their functions:** Most of the listeners do not know their community health promoters or even how to reach them or their specific roles (Kisii, Kirinyaga, Migori Counties).
- 4. Service delivery issues at health facilities:** Listeners shared their concerns on inadequate drugs and commodities at the health facilities in their communities and they keep getting referred to local chemists (Kisii County, Wajir, Tana River, Kakamega Counties).
- 5. Demand side issues:** Religious beliefs are a barrier to effective care seeking practices. Congregants who don't believe in modern health services do not utilize health services. (Homa Bay County).
- 6. Adoption of healthy behaviors:** Listeners noted the importance of drinking clean water and mentioned ways to ensure consumption of safe drinking water (Trans-Nzoia County).



# lessons learned & recommendations

1. There are large information gaps creating a need for continuous sensitisation on Universal Health Coverage, its pillars and functions.
2. Messaging through adoption of multiple communication channels including mass media provides for greater reach and engagement.
3. Digital media is a significant source of information for young people; use of digital engagement mechanisms is pivotal in engaging this group.
4. Allowing sufficient time for the development of Social and Behaviour Change campaign products is crucial for their effectiveness and success.
5. Synced communication among diverse implementing teams is vital for cohesive planning and successful execution.







**USAID**  
FROM THE AMERICAN PEOPLE



**Disclaimer:**

This publication was produced by Centre for Behaviour Change and Communication with support from USAID Kenya. The views expressed herein are those of the authors and do not necessarily reflect the official policies or positions of USAID.

