



STRETCHERS
YOUTH ORGANIZATION
Building Youths and women capacities.



2023 ANNUAL REPORT

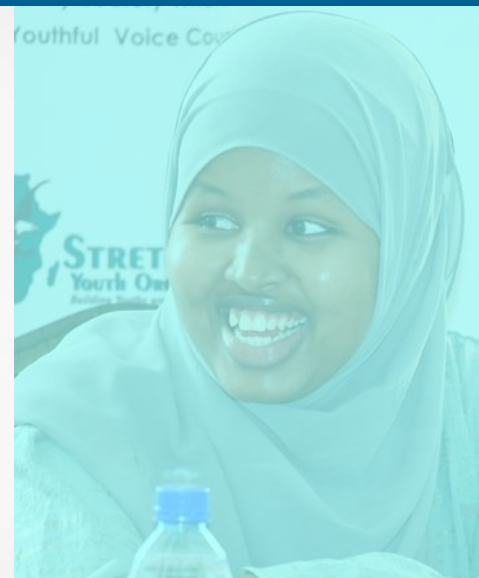
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2023
IN PICTURS



Eyekiel Kodonde
Board Chairperson

Dear Stakeholders,

On behalf of the board of directors, I am delighted to present to you our Annual Report for the year 2023. This year was a remarkable year for Stretchers Youth Organization. We emerged more resilient and reinvigorated, our confidence in our capabilities was reflected not only in the numbers that we achieved but also in the trust that our partners and beneficiaries placed in us. We are grateful to our beneficiaries, partners, team members, and other stakeholders for their relentless collaboration to make this happen.

During the year, we managed to actively extend our activities to Nairobi and Kwale. We were able to steer through the annual girl summit in Nairobi and also extend our presence in Kwale County by establishing a satellite office. We continued to utilize the digital platform and social space to create awareness and address different thematic areas that affect the youth population. We developed and reviewed our manuals and policies so as to strengthen our internal systems.

We deliberately provided a range of opportunities for our teams to learn and enhance their capacities in different strategic areas. We did this by aligning to our intentions and strategies to our strategic plan vision, focusing relentlessly on growth, and maintaining a strong operational rigor.

This is a testament to the unwavering determination of our team and board to achieve our strategic vision and objectives.

We have been growing at an incredible pace over the years. We are proud of the progress we have made so far in providing solutions for our youth and communities around healthcare, governance and human rights. However, we still have a long road ahead to ensure a better and brighter future for our young generation.

As we enter into 2024, we are thrilled to embark on this journey with the youth, their families, and the communities we serve. We believe more than ever that we must continue to do all we can together, to stay the course. Thanks to all of you for your support, special thanks to our incredibly dedicated and passionate staffs. Let me end by saying a tremendous thank you to all our generous and donors and partners, we could not have done it without you!



Dickson Obonyo
Executive Director

Dear stakeholders and supporters,

As we conclude the year 2023, I would like to express my sincere gratitude for the unwavering support, dedication, and collaborative efforts that have made it a successful period for Stretchers Youth Organization (SYO). Our commitment to empowering young people and driving social change has resulted in significant milestones and impact across various thematic areas.

In 2023, we faced unique challenges due to the new government regime following the 2022 general elections. The changing policies and the shrinking civic space had a significant impact on our operations, leading to a decrease in fundraising and the number of grants received. Nevertheless, we remained resilient and adaptable, finding new ways to align our programs with emerging priorities.

One notable shift was the integration of climate change conversations into our programs. Recognizing the urgency of addressing the climate crisis, we started incorporating climate change awareness and action into our strategic plan for 2021-2025. This adjustment allows us to better serve our communities and equip young people with the knowledge and skills needed to navigate this pressing global issue.

I extend my heartfelt appreciation to Almighty God for His grace upon our organization. I am also grateful for our partners, both long-standing and new, who have steadfastly believed in our work and continuously supported our programs. I would also like to express my gratitude to our dedicated Board of Directors for their invaluable technical expertise and oversight. Your guidance has been instrumental in driving our organization forward.

My appreciation goes to the various government departments, both at the county and national levels, for their collaboration and support. Together, we have been able to make meaningful progress in advancing our mission. I must acknowledge the incredible SYO team whose unwavering commitment and passion have kept us going strong. Your hard work and dedication, even in the face of challenges, have enabled us to remain relevant and impactful in our efforts.

In conclusion, 2023 has been a remarkable year for Stretchers Youth Organization. Through successful project implementations, engaging high-level stakeholders, impactful social media campaigns, and dedicated advocacy efforts, we have made a tangible difference in the lives of individuals and communities.

As we look ahead to 2024, we remain resolute in our mission to empower young people, promote social change, and contribute to the betterment of communities. With the continued support of our partners, stakeholders, and the unwavering commitment of our team, I have no doubt that we will achieve even greater heights.

I want to wish you all a prosperous 2024 filled with success, joy, and continued collaboration.

Stretchers Youth Organization is a membership, Youth-led community-based organization that was founded in 2011 to enhance and promote a healthy, equal, just and inclusive environment for youths through capacity building, advocacy and information sharing for sustainable development. The organization works in the coastal counties of Kenya with a partial presence in Nairobi, Kisumu, and Siaya counties respectively.

Stretchers Youth Organization focuses on the needs and potential of the largest young generation in history. We are committed to creating demand for and access to sexual reproductive health information, promoting human rights & gender mainstreaming, democracy and good governance through services and linkages to youths and women.

We achieve this by engaging in advocacy, capacity development, linkages health and human rights services, social media campaigns, peer to peer led activities, which makes sure the youths and women of today are empowered to lead healthy and self-determined lives.





All our programs are geared towards contributing to 7 sustainable development goals (SDGs). We contribute to:

- **SDG 3. Good Health & Well-Being**
- **SDG 5. Gender Equality**
- **SDG 8. Decent Work and Economic Development**
- **SDG 10. Reduced Inequalities**
- **SDG 13. Climate Action**
- **SDG 16. Peace, Justice and Strong Institutions**
- **SDG 17. Partnerships for the Goals**



MEET OUR TEAM



Ezekiel Kodonde
BoD Chairperson



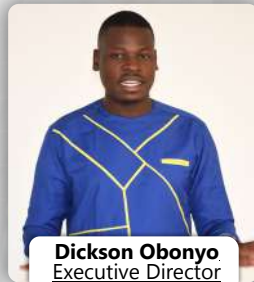
George Mbithuka
BoD Treasurer



Melvine Ouyo
BoD Member



Gloria Madegwa
BoD Member



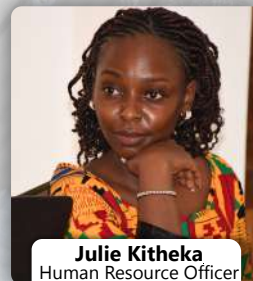
Dickson Obonyo
Executive Director



Evans Ouma
Programs Manager



James Atito
Finance Manager



Julie Kitheka
Human Resource Officer



Rebbeca Achieng'
Program Officer



Zipporah Njoki
Project Officer



Mary Wasike
Project Officer



Sumiya Ali
Office Administrator



Diana Mboi
Office Assistant



Martin Walugoya
Logistic Officer



Edward Sakwa
Public Relations Officer

STRATEGIES

Our Strategies



Meaningful Youth Inclusion and Engagement among youth and women in decision making platforms



Policy & Budget advocacy on progressive policies and laws affecting the youths and women in Kenya and beyond



Delivery of innovative programmes to increase access to the most vulnerable and marginalized communities



Strategic Partnership, Collaboration and Networking with strategic partners, the Kenya national and county governments



OUR CORE *Programming*

HEALTH & WELL-BEING

ADOLESCENT YOUTH EMPOWERMENT HEALTH ADVOCACY (AYEHA) PROJECT
& WE LEAD PROJECT

DEMOCRACY AND GOOD GOVERNANCE

MOBILISE EMPOWER ACTUALIZE TRANSFORM (MEAT) PROJECT &
YOUTH LABOR SOCIAL ACCOUNTABILITY PROJECT (YLSAP)

HUMAN RIGHTS & GENDER MAINSTREAMING

KUJENGA AMANI PAMOJA (KAP) PROJECT



HEALTH & WELL-BEING

ADOLESCENT YOUTH EMPOWERMENT HEALTH ADVOCACY (AYEHA) PROJECT & WE LEAD PROJECT

The Organization works under three thematic areas with its direct beneficiaries, these include;

Health & Well-Being: whose strategic objective is to contribute to improved health outcome and well-being among youth in Kenya. This thematic area focuses on ensuring healthy lives and promoting well-being for youths and women in Kenya is achieved. We create demand to health and well-being services for youths and women and ensure uptake of such services is increased.

We achieve this through employing strategies such as; strategic partnership, collaboration and networking, policy advocacy on health issues affecting youth and women, advocating

for increased resources on health, advocating for behavioral change communication and use of mainstream and social media advocacy to create awareness among others.

We had two projects that were implemented in 2023 (Adolescent Youth Empowerment Health Advocacy and WE LEAD)

DEMOCRACY AND GOOD GOVERNANCE

MOBILISE EMPOWER ACTUALIZE TRANSFORM (MEAT) PROJECT & YOUTH LABOR SOCIAL ACCOUNTABILITY PROJECT (YLSAP)

Democracy and Good Governance

Whose strategic objective is to build a good culture of democracy and good governance in Kenya. This thematic area focuses on strengthening citizens' demand for transparency and accountability in the management of public resources, promoting citizen's participation in democratic processes and promoting citizen participation in advancing national integration.

We achieve this through employing strategies such as; empowering youth and women on their civic rights and governance, advocating for youth and women in meaningful engagement on governance and development process, use of mainstream and

social media advocacy to create awareness, strategic partnership, collaboration and networking and advocating for progressive laws and policies affecting youths and women on civic and governance participation among others.

We had two projects implemented under this thematic area in 2023 (Mobilize Empower Actualize Transform and Youth Labor Social Accountability Project)



HUMAN RIGHTS & GENDER MAINSTREAMING

KUJENGA AMANI PAMOJA (KAP) PROJECT

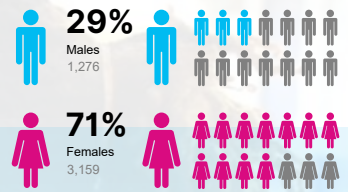
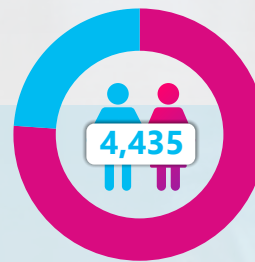
Human Rights & Gender Mainstreaming

Whose strategic objective is to improve access to justice and promote gender equality among youth in Kenya. This thematic area also seeks to promote social justice and realization of potential for youth and women among our communities.

We achieve this thematic area through employing strategies such as; Strategic partnership and collaboration with constitutional commissions & agencies, Community mobilization on gender empowerment, Use of mainstream and social media advocacy to create awareness, Capacity building and creating awareness on gender empowerment and Gender Main-streaming among others.

We had one project implemented under this thematic area in 2023 (Kujenga Amani Pamoja Project)





HEALTH & WELL-BEING THEMATIC AREA



DEMOCRACY & GOOD GOVERNANCE, AND HUMAN RIGHTS & GENDER MAINSTREAMING THEMATIC AREA



5th Girl Summit held in Nairobi City County and graced by:-

- **H.E Ababu Namwamba** - CS Youth Affairs, Sports and The Arts
- **H.E Esther Passaris** - Nairobi City County Women Representative
- **Prof. Stephen Gitai Kiama** - UoN Vice Chancellor
- **Md. Lydia Martha** - Chief Officer of Nairobi City County

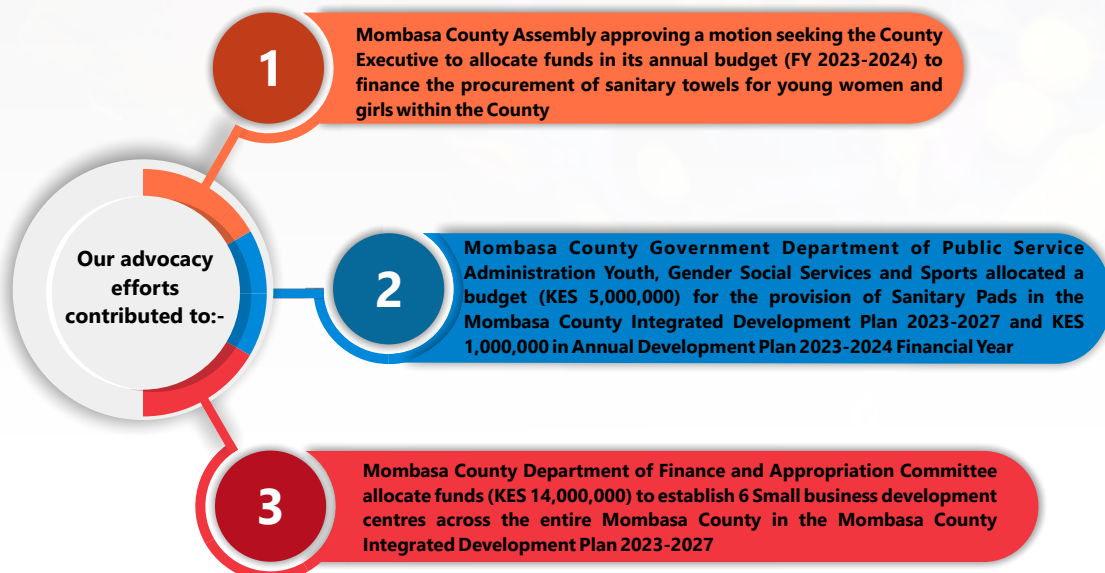
Hosted three Ambassadors during 16 Days of Activism:-

- **H.E Henriette Geiger** - European Union
- **Stephan Schonemann** - Denmark Ambassador to Kenya
- **Dr. Christian Fellner** - Austria Ambassador to Kenya

The **#SilencedNoMore** Campaign garnered significant attention, trending at number **5** and reaching over **1,200,000** impressions.

During **#TGSikoKanaio**, trending at number **8** for a significant part of the week, reaching over **1,048,436** impressions.

Extensive reach and engagement, showcasing social impact. Noteworthy mainstream media coverage with **7** highlights



2023 PROJECTS IMPLEMENTED

2023 PROJECTS *Implemented*

HEALTH & WELL-BEING

ADOLESCENT YOUTH EMPOWERMENT HEALTH ADVOCACY (AYEHA) PROJECT & WE LEAD PROJECT

THEMATIC AREA 1: HEALTH & WELL-BEING

The following project contributed to strategic objective 1 of our strategic plan 2021-2025; to contribute to improved health outcome and well-being among youth in Kenya

Project 1.0 AYEHA

This is an ongoing project that sought to follow-up concerns and issues arising from the Community Talking Boxes to address the information gap for adolescents and young people and youth peer mentors/providers on provision of comprehensive sexuality education. This was traditionally a way of engaging adolescents and young people on matters of their sexuality. The model borrowed heavily from how the African parents used to engage their children on sexuality topics. It mixed the African approach to educating children on comprehensive sexuality education where the topics discussed have been derived from the needs of adolescents and young people themselves.

Strategic Goal: To contribute to improved health and well-being of adolescent and young people in Mombasa & Kwale Counties.

Project Objectives

- To improve equitable access to quality adolescents and young people-friendly sexual and reproductive health and rights (SRHR)/HIV information and services
- To strengthen the meaningful engagement of communities in adolescents and young people programs and policy processes
- To strengthen multi-sectorial coordination on SRHR/HIV health outcomes among adolescents and young people in Mombasa & Kwale Counties by 2023.





This is an ongoing project being implemented for 12 months (May 2023 – April 2024) that is funded by Population Connection. We first engaged with the Ministry of Education, School Health Coordinators, Teachers Service Commission, head teachers and principals of all the 11 schools where we had installed the Community Talking Box in multi-sectorial engagement meetings to allow for ownership of the project. We then trained guiding and counselling teachers on the usage of community talking box and how to address the challenges coming from the box. The trained guiding and counselling teachers with youth mentors held mentorship sessions with adolescents in schools.

Results: The project reached a total of 1,629 adolescents and young people throughout its implementation as at December 2023. The beneficiaries were reached through mentorship sessions, targeted community outreaches, community dialogue, international days, policy makers meeting and The Girl summit event. 24 mentorship sessions were held in eleven (11) schools in Mombasa County. A number of issues were raised in the community talking boxes and most issues raised revolved around school administration wise.

As a result, these activities improved health outcomes and wellbeing of the adolescents in schools that the project was being implemented. We saw student led peer education sessions conducted in the schools as a result of the mentorship sessions.

Project 2.0 WE LEAD

We Lead's goal is to: by the end of 2025, resilient young women with disabilities, living with HIV, affected by displacement or identifying as LGBTI, play a leading role in strengthened and inclusive organizations and movements that enjoy increased public support and have convinced duty-bearers and health-service providers to take steps towards implementing laws, policies and practices that respect and protect these young women's SRH-R".

Stretchers Youth Organization is working towards building public support through holding community awareness, sensitization and use of information and communication approaches that aims to see to it that the targeted rights holders get positive recognition and support from the general public. SYO is working towards building and strengthening the rights holders' individual

and organizations capacities through the consistent application of the principles of non-discrimination, active participation and inclusion. By doing this, our right holders are empowered and have more control over decisions and resources that determine the quality of SRH-R services including structural inequalities hindering them from being heard.

This is an ongoing 5-year project (2021-2025) being implemented by a consortium of 11 organizations in Kenya where Stretchers Youth Organization implements it in Mombasa County with young women living with HIV/AIDS as their Right Holders. The project is being funded by HIVOS with Centre for Study of Adolescence being the Host Kenyan organization.





Results: We conducted a three days training for 20 right holders on SRH-R advocacy tools for effective County public participation on CIDPs, ADPs & budget tracking & social accountability in order for them to effectively advocate for progressive SRHR policies and budgets that reflects on the needs of young women living with HIV/AIDS. The trained 20 right holders engaged with policy makers, community members, health care providers and fellow adolescents and young people through structured community dialogues forums in a bid to improve service delivery. The 20 right holders in turn held strategic meetings with key policy makers at County and National level of governments to review policies and budgets, participated in public participation forums among many others. The project reached 1,032 people (884F, 148M)

As a result, these activities contributed to active participation of right holders in Mombasa County technical team developing the 2nd edition of the Mombasa County Adolescents and Young people Strategy 2023-2028 (Still in draft format) on health that addresses issues of Sexual Reproductive health and HIV among other health issues affecting the adolescents and young people. On 13th July 2023 the Mombasa County Government Department of Public Service Administration Youth, Gender Social Services and Sports allocated a budget (5M KES) for the provision of Sanitary Pads in the Mombasa County Integrated Development Plan 2023-2027 and 1M KES in Annual Development Plan 2023-2024 Financial Year.

DEMOCRACY AND GOOD GOVERNANCE

MOBILISE EMPOWER ACTUALIZE TRANSFORM (MEAT) PROJECT & YOUTH LABOR SOCIAL ACCOUNTABILITY PROJECT (YLSAP)

THEMATIC AREA 2: DEMOCRACY & GOOD GOVERNANCE

The following projects contributed to strategic objective 2 of our strategic plan 2021-2025; to build a good culture of democracy and good governance in Kenya.

Project 3.0 MEAT

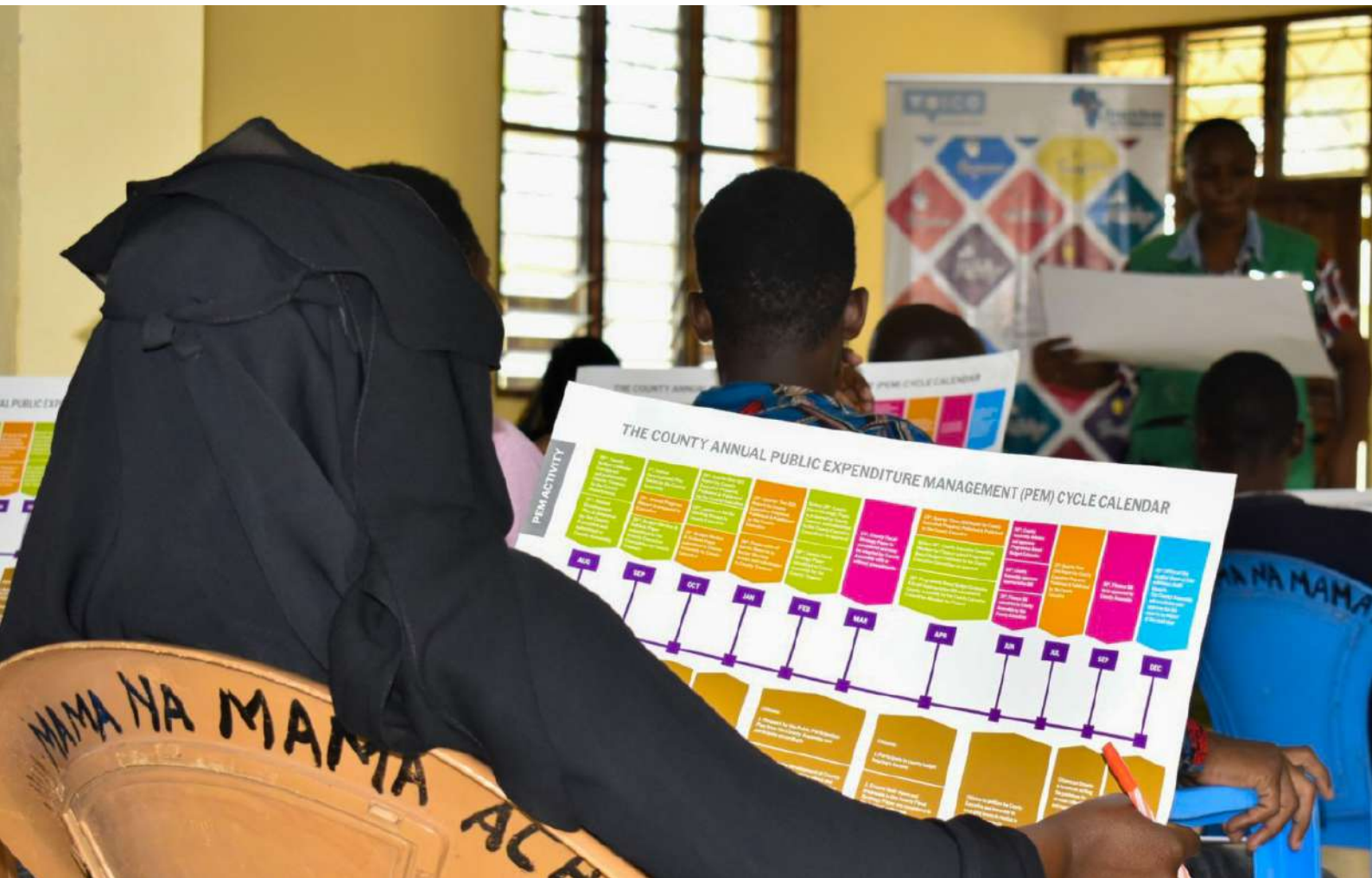
This was a 24-month project (July 2021 – July 2023) and was supported by Voice under the influence grant. The goal of the project is to promote increased peaceful inclusion of youth in political processes in the forthcoming general election so as to ensure that they have greater participation in decision making roles which have a large impact in their lives.

Strategic Goal: To promote increased peaceful inclusion of youth in political processes in the forthcoming general election so as to ensure that they have greater participation in decision making roles which have a large impact in their lives

Project objectives

- To promote meaningful youth engagement on democratic, political and electoral participation processes in coastal region of Kenya.
- To increase knowledge about democratic, political and electoral processes among youths and women across the coastal region of Kenya.
- To raise awareness on civic education among the youth in three counties of the Coast by enhancing their full participation in democratic, political and electoral processes.





Results: We conducted 9 youth leaders engagement forums, 3 integrational dialogues, 5 youth open mics during the year 2023. As a result of the engagements with our trained civic educators, the project inspired and nurtured youth leaders who have gone ahead to establish and/or strengthen their own grassroots organizations in the Coast region, i.e. Tulinde Future Yetu Organization – Kwale County, Kwale County Youth Focus, Leadership for Impact – Kilifi County, The Amplifiers Youth Organization – Mombasa County, Likoni Disability Network – Mombasa County among others. The project also contributed to the election of three Member of County Assemblies MCAs (Hon. Franklin Makanga MCA Chaani ward – Mombasa

County, Hon. Yusuf Sengesa MCA Mkongani ward – Kwale County, Hon. Ray Katana MCA Sokoni ward – Kilifi County). The elected leaders were all in the age gap of youth and this was their first time holding elective positions. Through the civic educators in Kilifi County, we submitted a memorandum towards development of Kilifi youth policy. Youths' participation in the governance of the country and at the county level enhanced by contributing to the third County Integrated Development Plans 2023-2027 development process by kick starting the development of memoranda to be submitted during public participation and development processes.

Project 4.0 YOUTH LABOR SOCIAL ACCOUNTABILITY PROJECT (YLSAP)

This was a 12- months project (Feb 2023-Jan 2024) that was supported by Solidarity Centre for implementation in Mombasa County (Changamwe & Jomvu sub counties).

The project's objective:

- To bolster civic participation of trade unions, civil society, women, and youth in the informal economy in policy and legislative advocacy and accountability.

The project adopted an approach that sought to strengthen trade unions, CSOs, and community collaborations in advocacy for enhanced worker rights protections and accountability by government officials and elected leaders. The approach is informed by the need to complement strengths of both the unions and CSOs

Efforts under this objective serve to:

- Increase the voice of the labor movement in accountability and transparency advocacy efforts at the county government level in Mombasa and Kisumu
- Foster and deepen broader cooperation and collaborations between the labor movement and other civil society organizations in Kisumu and Mombasa.
- Enhance labor movement's power to influence policies that seek better protection for worker rights including women workers, youth in the informal economy and workers in the public service.





Results: Results: We conducted 2 youth strategy meetings, 4 social accountability meetings, 6 social media engagements with Mombasa County Assembly Members and youth in the informal work and participated in 8 public participation forums in a bid to advocate for safe working environment for youth informal workers. As a result, our civic education awareness engagements contributed to sustained peace during the August 2022 general elections in Mombasa County. Members of Mombasa County Assembly approved a motion seeking

the County Executive to allocate funds in its annual budget to finance the procurement of sanitary towels for young women and girls within the County.

Our continuous advocacy work contributed to Mombasa County Department of Finance and Appropriation Committee allocate funds (KES 14,000,000) to establish 6 Small business development centres across the entire Mombasa County in the Mombasa County Integrated Development Plan 2023-2027.

HUMAN RIGHTS & GENDER MAINSTREAMING

KUJENGA AMANI PAMOJA (KAP) PROJECT

THEMATIC AREA 3: HUMAN RIGHTS & GENDER MAINSTREAMING

The following projects contributed strategic objective 3 of our strategic plan 2021-2025; to improve access to justice and promote gender equality among youth in Kenya

Project 5.0 KUJENGA AMANI PAMOJA (KAP) PROJECT (BUILDING PEACE TOGETHER)

This is a 36 months project (Feb 2023-Feb 2026) funded by European Union implemented as a consortium organization in the coastal bordering regions in Kenya, Tanzania and Mozambique. In Kenya We World is the lead partners while Stretchers Youth Organization is the affiliate partner. The project target areas are: Kenya (Kwale county), Tanzania (Tanga and Mtwara regions), and Mozambique (Cabo Delgado and Nampula provinces). Stretchers Youth Organization partnered with We World to implement its target area in Kwale at Matuga, Msambweni, and LungaLunga Sub-Counties.

Overall objective:

- Aware and mobilized young women and men living in the coastal bordering areas of Kenya, Tanzania, and Mozambique act as peacebuilders and agents of positive change.

Specific objective:

- Young women and men-led networks and organization's (formal and informal) actively practice and disseminate learning on building peace, preventing conflicts and promoting inclusion within peace-centred Swahili cultural practices in Kenya (Kwale county), Tanzania (Tanga and Mtwara regions) and Mozambique (Cabo Delgado and Nampula provinces).





Results: A lot of work in the year 2023 has been in planning for the project with lead partner and the other consortium partners funded by European Union (CEFA lead partner in the other consortium – Kujenga Amani Project). The meetings held through-out the year yielded fruits by development and establishment of good working systems for both consortiums to avoid duplication of work. The project also conducted research on the Swahili coast culture that would improve the project's successes.

KUJENGA AMANI PAMOJA
BUILDING THE PEACE TOGETHER
NDICI STABILITY/2022/439-375 - 2023-2026

Mobilizing youth and civil
society to strengthen peace
and social cohesion along the
Swahili Coast
Kenya/ Tanzania/ Mozambique



Project Pillars

- Developing knowledge and awareness for CSOs and youth to play an active role in building a more peaceful society.
- Strengthening capacities of youth to become agents



2023
Key Highlights

We are pleased to present the key highlights of our organization for the year 2023 in this annual report. Throughout the year, we have made significant progress in aligning our programs with the organizational Strategic Plan 2021-2025, expanding our reach, and enhancing our growth and capacity.

• **Strategic Alignment and Lessons Learned:**

One of the key accomplishments of the year was successfully aligning our programs with the goals and objectives outlined in our Strategic Plan 2021-2025. This alignment has allowed us to focus our efforts on priority areas and work towards our long-term vision. Along the way, we have gathered valuable lessons that have informed our decision-making and improved our program implementation.

• **Expansion and New Project Implementation:**

In 2023, we embarked on an ambitious expansion initiative by implementing a specific project in Kwale County. This expansion has enabled us to extend our impact and support the communities in Kwale County with targeted interventions. Additionally, we are proud to announce the establishment of our first satellite office outside the main office in Mombasa. This satellite office will act as a strategic hub to effectively serve the needs of the local communities in that area.

• **Growth and Capacity Development:**

As part of our commitment to organizational growth and continuous improvement, we have achieved significant milestones in enhancing our internal systems and processes. In 2023, we successfully validated and began implementing our Human Resource Manual, which will provide clear guidelines and procedures

for effective management and development of our staff. Additionally, we conducted a thorough review and update of our Finance Manual, ensuring its alignment with organization's best practices and regulatory standards. The revised Finance Manual will be fully operational within the first quarter of 2024, further strengthening our financial management practices.

- We successfully implemented 5 impactful projects (funding from Population Connection, CSA-HIVOS, European Union through We World, Solidarity Centre and Voice to support our projects) in Mombasa, Kwale and Kilifi Counties - Kenya in the year 2023 targeting youth and women in Kenya.
- Successfully conducted the 5th Girl Summit held in Nairobi City County and graced by H.E Cabinet Secretary Youth Affairs, Sports and The Arts (**H.E Ababu Namwamba**), Nairobi City County Women Representative (**H.E Esther Passaris**), The University of Nairobi Vice Chancellor (**Prof. Stephen Gitai Kiama**), Chief Officer of Nairobi City County Administration and Public Participation (**Md. Lydia Martha**)
- We organized several impactful campaigns, one of which was the **#SilencedNoMore** campaign. This particular campaign gained widespread attention and trended on X, generating over 1,200,000 impressions.
- Another impactful event was, the 5th Girl Summit **#TGSikoKanairo**, trending at number 8 for a significant part of the week, reaching over **1,048,436** impressions.

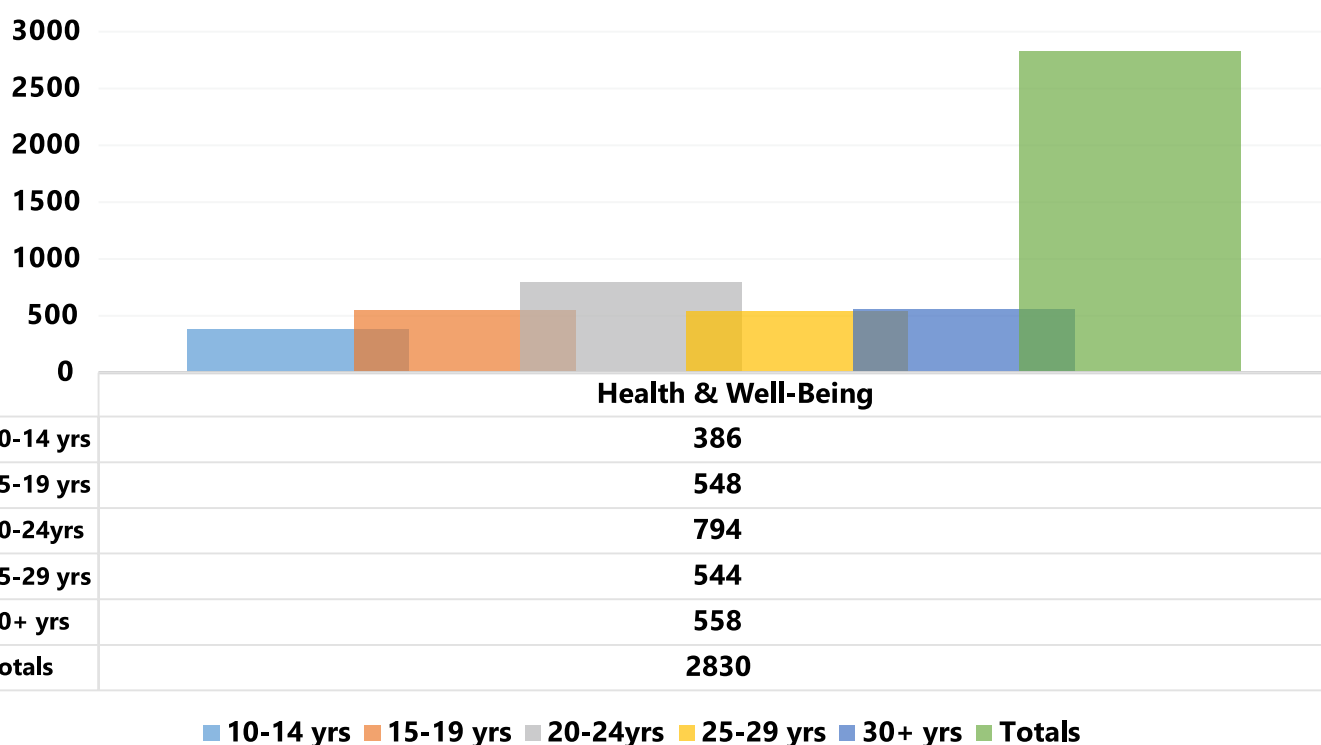
Our advocacy efforts contributed to;

- Our advocacy efforts contributed to Members of Mombasa County Assembly approving a motion seeking the County Executive to allocate funds in its annual budget (FY 2023-2024) to finance the procurement of sanitary towels for young women and girls within the County
- Our advocacy efforts contributed Mombasa County Government Department of Public Service Administration Youth, Gender Social Services and Sports allocated a budget (KES 5,000,000) for the provision of Sanitary Pads in the Mombasa County Integrated Development Plan 2023-2027 and KES 1,000,000 in Annual Development Plan 2023-2024 Financial Year

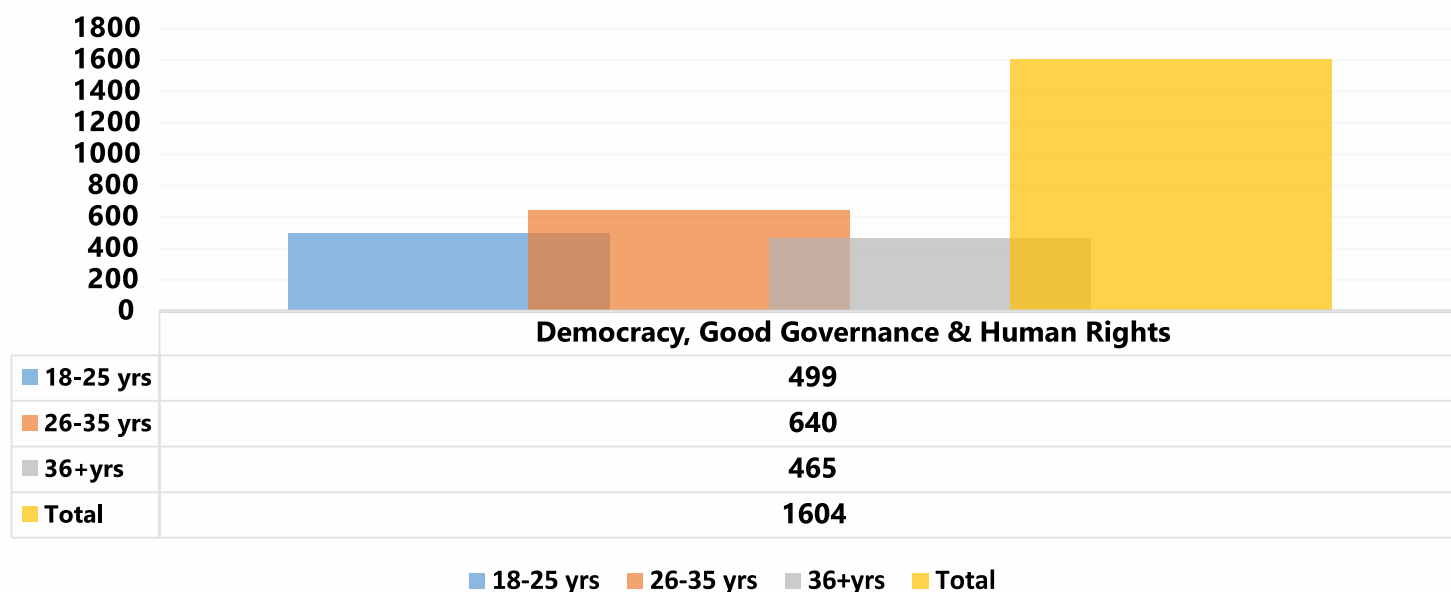
- Our continuous advocacy work contributed to Mombasa County Department of Finance and Appropriation Committee allocate funds (KES 14,000,000) to establish 6 Small business development centres across the entire Mombasa County in the Mombasa County Integrated Development Plan 2023-2027

Target Beneficiaries Reached with our programmes;

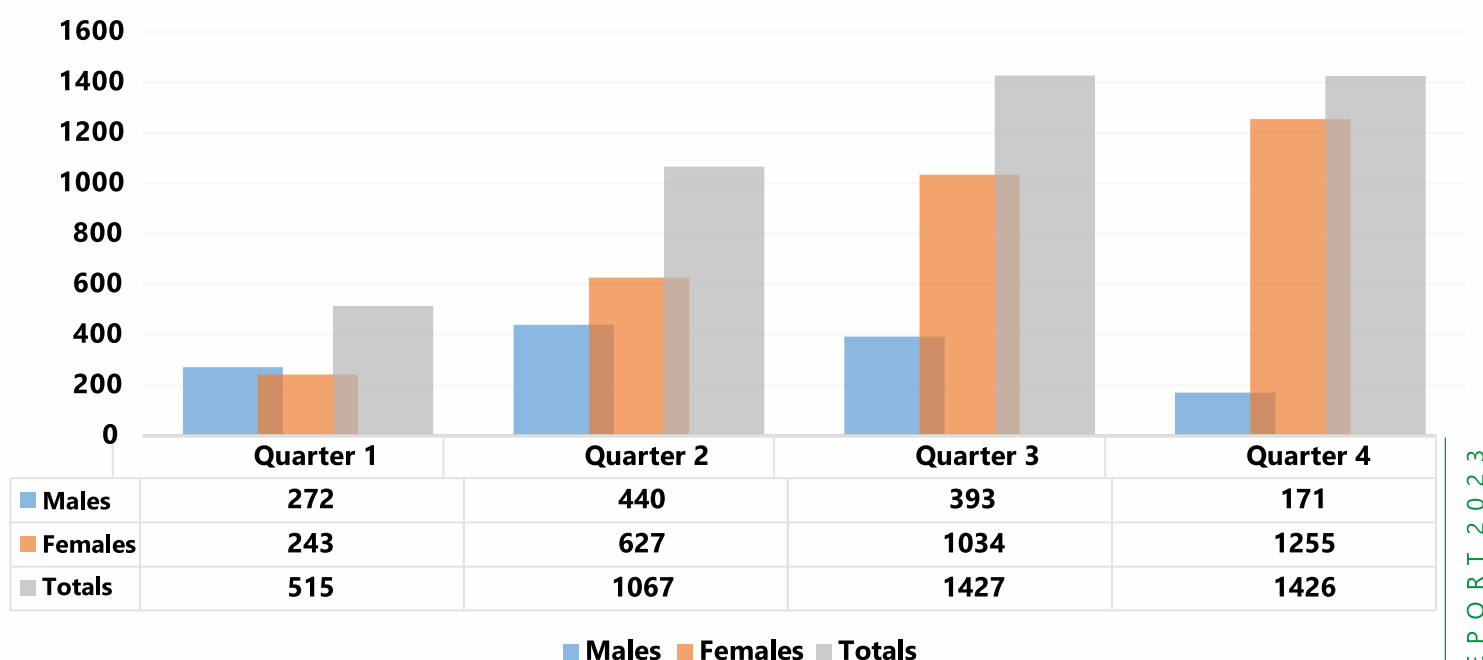
- We reached a total of **4,435** people, **1,276M**, **3,159F** reached with our programmes in the year 2023.

HEALTH & WELL-BEING AGE SEGREGATION

DEMOCRACY, GOOD GOVERNANCE & HUMAN RIGHTS AGE SEGREGATION



NUMBER OF PEOPLE REACHED IN 2023 PER QUARTER



2023 Stories *Of Change*



Name: **Betty Kageni Ngonde**

Sub County: **CHANGAMWE**

"My name is Betty Kageni Ngonde. I am a graduate, completed my high school and partook in catering. I am currently involved in a mentorship program where I do mentorship sessions, offer guidance and counseling to youths and young mothers on issues of GBV, mental health and stigmatization.

I got involved in the We Lead program through an invitation to attend training from my area MCA who also happens to have a foundation that helps school going girls. In the beginning of the training that I attended, I thought it was just a normal talk only to get to know it ventured on growth of young girls and women living with HIV empowering them to take up leadership spaces and creating awareness on issues around, early pregnancy, stigmatization, GBV and mental health issues. The training went further to empower us on budgeting and how to hold leaders accountable on the different developmental issues.

From the training, I came to understand that there are people who pass through a lot of challenges and don't get the opportunity to speak out. During the training, the terms and language used when learning were easy and understandable hence suitable but not difficult.

At the moment I am under a different organization where I am practicing what I learnt from the training and other engagements. I am volunteering as a mentor in the organization that I am currently in. The organization helps us reach out to the young people and help them to become self-aware of their surroundings and happenings hence girls are encouraged to speak out when their rights are violated.

I have been able to speak to young teenagers who are trying to find their purpose in life at an individual level and also reached out to several people in my community.

My future plans is having to reach out a wide range of people and getting more opportunities to mentor the young mothers and youths, having trainer of trainees of GBV champions that will be able to tackle issues in the community and helping young women living with HIV to overcome self-stigmatization"



Name: **Monica Kaugi**

Sub County: **Changamwe**

"My name is Monica Kaugi, and I am currently 23 years old and a single mother of two gorgeous daughters. I became a mom at eighteen years old. It was not easy for me, but I thank God for that. I became a single mom after the man responsible for the pregnancy I had decided to neglect me. At the time I was in college in my final year, I was traumatized. I wanted to quit college but thinking of how long I would have wasted myself an opportunity to an opportunity to pursue my goals. I decided to finish college and that was the same time I knew that I was HIV positive, I really felt like giving up everything. I felt demoralized and come to think of it I didn't expect any of that to happen to me at the time.

It was difficult at first because I had to go for counselling session and ANC clinic at the same time study for my final exam. My family has been my source of strength since we share the same status and they encouraged me live positively.

My hobbies are travelling, giving advice and living the moment. I like open minded people, interaction with -everyone, self-respect and responsible people. What I hate most, judgmental people and people who're critics of others.

I came to know about the Lead program through one of the mentor mothers who referred me to Stretchers Youth Organization, I then attended their seminars and in house training and that where I started learning ways of talking to my fellow young mother and those that I knew we shared same health status. I then decided to form a group called Young Women Alliance meant for young women who for young who are infected, affected or stigmatized of HIV/AIDS, early marriage and teenage pregnancy. The group has a name, mission and vision and currently we are in the process of getting a CBO certificate.

We lead programme has truly built my capacity of different skills like self-awareness, self-confidence and even how to engage our leaders in the community. Today. I can stand with confidence and represent my fellow young mothers on challenges we are experiencing. However, I still need more encouragement and mentorship for building more on the skills."



Captivating *Statements*

During our breakout sessions, 6 thematic areas were discussed and from the discussions, we came up with several challenges including; Increase in Teenage pregnancies, Early marriages and HIV/STIs among young girls. We also have lack of sanitary towels and limited awareness on existing policies among others.” Josephine Kavata, a young mother reading out some of the challenges discussed during breakout sessions to the policy makers at the girl summit event.



AYEHA project is here to help you overcome and cope up with your insecurities and challenges, use this opportunity to learn and unlearn. Make the most of it for your own benefit and trust me you will record positive results when the project comes to an end, I might not be around to attend to all of your issues in the Guiding and Counselling department but you have a mentor who is ready to help anytime, any day. Use that to your advantage.” Madam Jedidah Juma, Guiding and Counselling Teacher, Maweni Mixed Secondary School.





Being a trained plumber, I walk with my plumbing tools from place to place looking for opportunities and employment to showcase my skills. I, on behalf of other young girls going through the same pose a question to Nairobi City County. What opportunities does the County Government of Nairobi have for young girls who are being trained as plumbers and electricians?" Consulate Alois Nyamudi, a young person from Dandora slums in Nairobi County presenting key recommendations to the policy makers during the girl summit event.



There was one time I boarded a matatu heading for an event and I looked distressed since I was receiving so many calls from my friends. A woman sitting next to me was concerned and asked what the problem was. After sharing the cause of my distress, the stranger opened up to me about how her son committed suicide because of mental health issues. She had seen signs that her son was not ok but never really engaged on a conversation with him until it was too late and the tragedy happened. She advised that as young people, it is important for us to create safe spaces for ourselves and tell our stories for us to deal with issues affecting us. The story that I have just passed across is a message for us young girls to be authentic and normalize creating safe space for our friends and peers. No man is an island and we need each other to survive the storms of life, you should never isolate yourself and handle issues in silence." Wambui Chege, a young digital content creator and a right holder at positive young women voices speaking during a panel.





There are no tailor-made services that can be well articulated to fit young girls and women. Most people use grown up mental health education curriculum on Young People. This is a big gap and A curriculum should be developed to fit the needs and issues affecting young people.” Saringi Sayta SRHR Youth Advocate and a gender activist on Menstrual Hygiene Management during a panel discussion



For young girls, we should learn how to stay hygienically clean during our menses. Make sure you change your menstrual products after every 4-6 hours. The longer you stay with it the high chances you're prone to infections.” Zipporah Njoki, a mentor, leading a mentorship forum on Menstrual Hygiene Management at Kashani Secondary School.



Everyone has values no matter how small it might look. We all have different values and it differs from one person to another. As young boys and girls, we should learn, embrace and respect each other's values.” Marymagdalayne Wasike, AYEHA mentor taking students through a mentorship session on Values and Behaviors at Maweni Mixed Secondary School.

You should make a habit of attending AYEHA sessions with a note book in order to keep track of the topics being discussed. Personally, I have learnt a lot of things from today's session and I would like to appreciate Stretchers Youth Organization for putting Mtongwe Primary School into consideration." Mr. Charo Kahindi, a guiding and counselling teacher at Mtongwe Primary School during a session on Self Esteem.



As young women, we should believe in our capabilities, know our rights and be financially independent. This is how we can empower ourselves in order to reduce issues hindering our growth." Martha Wanza, a youth advocate from YWCA Kenya leading a breakout session on Women Empowerment, Education and Leadership during the Girl Summit Event in Nairobi.



When I was a little girl, I would stand and watch women driving at Uhuru Highway as I admire and wonder how incredible and courageous, they were. From that moment, I had a dream to own my own car and drive like them and right now I'm living that dream. You as young girls, you can also achieve your dreams as long as you set your priorities right. Keep your desires and aspirations in God's hands and pray for Him to give you your heart's desires." Lydia Martha, a chief officer in charge of Nairobi Administration and Public Participation encouraging young girls during the Girl Summit event in Nairobi.





Experiencing pain during menstruation is normal but experiencing excess and unbearable pain is not normal. In a situation where you experience painful menstruation, you should always inform your parent or guardian so as to get medical assistance.” The period man taking Adolescents and Young people in a session on Menstrual Hygiene Management during SRHR basketball tournament in Mvita Sub County, Mombasa County.

From the reports shared to me by youths in my line of work, I have discovered that young girls especially from marginalized areas of Kenya are facing SRHR challenges. There is no uniformity on availability of Youth Friendly Services as young girls have to walk miles just to acquire medical services and sometimes, they do not get help from those facilities. The government should work with stakeholders and not in Silos in order to make sure that a young girl in Ntulele is getting the same SRHR service as that one from Karen” Gordano Yusuf, a youth advocate from Isiolo and also Chair of ICPD 25 Youth coalition during a panel discussion on Climate Change at the Girl Summit Event.



University of Nairobi has over 45,000 young men and women leaders. About half of them are girls. During graduations, I have noticed that girls are recording best performances even in engineering. This shows that it is possible for girls to take charge.” Proff. Stephen Gitahi Kiama, University of Nairobi Vice Chancellor speaking during the Girl Summit event in Nairobi.

I have listened to young girls and women sharing different experiences on how difficult it is for them to acquire menstrual products, Hon. Milka, nominated MCA Mombasa County and I have taken note of that and we look forward to tabling a petition at Mombasa County Assembly for free menstrual products among young girls and women in school. The Mombasa County Assembly speaker, who is also present will be a witness to what is yet to come.” Honorable Frankline Makanga, Member of County Assembly, Chaani Ward giving a word of encouragement to Adolescents and Young People during Gender Based Violence Discussion at Chaani Ward.



In our community, FGM is part of our culture. A young girl who has not undergone the practice is seen as an outsider and that implies that you are not a real woman. If you run away from it, the community members will wait until you get pregnant and cut you in the delivery room. Gender Based Violence is also considered as part of our culture as punishment for young girls through beatings is considered normal. Young Girls undergo Gender Based Violence from the parents and spouses as it is passed from one generation to another until it has been considered a norm. Young girls passing through that fear talking about them and this platform has given me a chance to speak on their behalf in order to get necessary help from stakeholders. I want to thank the organizers of the summit for the opportunity given.” Saenik Koinet, a young woman from the Maasai community speaking during a panel discussion during the girl summit event.



This is a digital world and I know that most of you have access to phones and you use it to access social media platforms. We have apps that can track your menstrual cycles. You can use it in case you are experiencing irregular periods or if you don't know the exact date of when your periods begin. Furthermore, child online safety and security is paramount and you should report cyberbullying in case you experience one.” Marymagdalyne Wasike, AYEHA Project Officer taking students through the rights of a child in the digital environment during Day of African Child post event at Mazola Primary School in Kwale County.



As a brother, a friend and a future husband and dad, I have been purchasing menstrual products for friends and siblings whenever they experience monthly menses and are not in a capacity to assist themselves. I buy them chocolates and anything they crave for during this period. I also assist them in doing their daily chores. I have taken part in platforms that advocates for menstrual hygiene management among girls and women. The Period Man is my mentor and I tend to walk on his footsteps as I inspire more young boys and men to advocate for the same.” Rajab Salim, AYEHA Champion sharing his experiences on matters to do with Menstrual Hygiene management.





The County Government of Kwale advocates for the rights of children in the digital space and also in other areas. Adolescents should feel free and air out their concerns in case they feel oppressed in any way." Hon Judy Kengo, Nominated MCA, Kwale County speaking during The Day of the African Child post event at Mazola Primary School, Kwale County.

I am proud to be a woman and I am proud of experiencing my monthly cycles. Let us stand up and speak out on matters of menstrual health because it is here to stay forever." Rebecca Achieng', a mentor leading a session on making menstruation a normal fact of life during community targeted forum on World Menstrual Hygiene Day



As County Government we are trying as much as possible to make sure we have family planning commodities and we will also develop laws that can protect a child who has already been defiled." Esther Passaris, Women Representative, Nairobi City Council speaking during the girl summit event.





The cohort between the age of 10-24 years is a massive demographic profile of Kenya. Kenya needs to pay attention to their voices for the nation to move forward. Young people should commit to take responsibilities for themselves and their spaces and do advocacy and also empower their peers.” H.E Ababu Namwamba, cabinet secretary for Youths Affairs, Sports and the Arts speaking during the Girl Summit Event in Nairobi City County.



Rebecca Achieng', a mentor at Umoja Primary School collecting insights from students while conducting a session on values and behaviors at Umoja Primary School. From the insight, a student raised an issue as quoted “people like taking me out from others because I am short. They say that I can't perform any game or be a leader. It always makes me feel that I am nothing in this world



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COUNTY



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2023 COMMUNICATION *Visibility And Publicity*

Stretchers Youth Organization experienced a remarkable year in 2023, establishing a robust presence on Facebook, Instagram, and Twitter. The successful trends during campaigns such as **#TGSikoKanaio** and **#SilencedNoMore**, coupled with mainstream media coverage, attest to the organizations' social impact.

While each platform played a crucial role in SYO's overall success, Twitter emerged as a standout performer with strong engagement metrics. Facebook, though successful, could benefit from enhanced content engagement strategies.

As SYO looks towards the future, maintaining the momentum of successful strategies, diversifying content across platforms, and optimizing for continued growth will be pivotal for sustained success in promoting youth-centric initiatives and making a lasting impact on social issues.

We enhanced our organization's visibility by hosting a high-level panel discussion event during the 16 Days of Activism in Mombasa County. The event featured esteemed guests including the European Union Ambassador to Kenya, **H.E Henriette Geiger**, the Denmark Ambassador to Kenya, **Stephan Schonemann**, and the Austria Ambassador to Kenya, **Dr. Christian Fellner**. Through this platform, we had the opportunity to engage with these ambassadors, further amplifying our organization's presence.

We appeared in 9 National TV stations discussing on issues affecting youth and women as stated below;

- **LEAVE NO CHILD BEHIND, EDUCATE ALL** by K24 https://youtu.be/l-n-xQX6tts?si=c_YkTyqAOh7Ke-zC
- **LEADERSHIP ACCOUNTABILITY - MEAT CLOSEOUT MEETING** by K24 TV https://youtu.be/wT8nYQfgLjw?si=c89_zZXRaCh2ndUy
- **YOUTH PROMOTING DEMOCRACY** by TV 47 <https://youtu.be/RiADpT8E8mk?si=6jDPuktjbmlRfcre>
- **CURIOUS ABOUT THE ORIGINS of #ThePeriodMan** by NTV Kenya <https://youtu.be/me062CwGTiA?si=JPGZPiG6--DQPG89>
- **MEAT PROJECT DOCUMENTARY** by SYO https://youtu.be/qvCN-5vzl_0?si=rEY0hP4gt2_OwYE
- **K24 TV LIVE | HABARI KUTOKA KOTE NCHINI KWENYE** #K24Mchipuko #SilencedNoMore Campaign live as from 4 minutes 19 seconds to 9 minutes and 3 seconds <https://www.youtube.com/live/Kh-eslvsd0c?si=hXzFZ0GBJjKFpSqV>
- **K24 TV LIVE | HABARI KUTOKA KOTE NCHINI KATIKA** #MchipukoK24 World Aids Day 2023 in Mombasa County as from 1 minute 30 seconds to 13 minutes 44 seconds <https://www.youtube.com/live/VWBnUbnIV6U?si=XXfW1hrzVgCpaEge>
- **K24 TV LIVE | TAARIFA KAMILI KWENYE** #K24SaaMoja #TGSikoKanaio The Girl Summit 2023 in University of Nairobi as from 11 minutes and 13 seconds to 13 Minutes 52 Seconds <https://www.youtube.com/live/UIQZ7RHInv8?si=vYYKE59WRcrbcLRk>
- **CATCH NEWS MAKING HEADLINES ON** #TV47Weekend World Condom Day as from 39 Minutes 13 Seconds to 40 Minutes 51 seconds <https://www.youtube.com/live/0k6mECYvFNQ?si=vBUHXPRqIalGhr5c>



OUR 2023 COMMUNICATION, VISIBILITY & PUBLICITY IMPACT

528,615

In 2023, our social media presence across platforms including Facebook, Twitter, Instagram, and our website collectively reached an impressive total of **528,615** people. This extensive reach demonstrates the effectiveness of our digital strategies and the engagement of our audience across multiple channels.



FACEBOOK

In 2023, SYO's Facebook platform surged with a total reach of **47,275**, dominated by organic and ad-driven reach. Posting **412** times, they achieved an impressive 33.3% engagement rate, gaining **508** new likes and a 23.3% increase in interactions.



TWITTER

In 2023, SYO thrived on Twitter, amassing **205,738** impressions and a **7.3%** engagement rate from **883** tweets. With **700** new followers and active engagement in Twitter Spaces and chats, they fostered a vibrant community online.



INSTAGRAM

In 2023, SYO excelled on Instagram with a reach of **2,237**, experiencing a remarkable **300%** surge in story engagement from **365** posts. They garnered 636 profile visits, **112** new followers, and maintained a balanced gender distribution.



WEBSITE

In 2023, our website attracted **273,365** visits, averaging **748** daily, showcasing consistent audience engagement. With **36,562** unique visitors, our digital presence continues to expand, reaching a diverse audience



2023
In Pictures

















STRETCHERS
YOUTH ORGANIZATION
Building Youths and women capacities.

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