



FIDA KENYA

**SAFEGUARDING CONSTITUTIONAL RIGHTS
TO SAFE AND LEGAL ABORTION FOR GIRLS AND WOMEN IN KENYA.**

**ONLINE PRESENCE IMPACT REPORT
(April 1st – May 31st, 2019)**

FINAL PROGRESS REPORT

XHALE AFRICA Co. was tasked by FIDA Kenya to run a social media campaign on safe vis a vis unsafe abortion and more particularly to create awareness on *Safe Abortion Care and Post Abortion Care* to social media audiences.

The scope of work detailed research, develop and upload more content to counter campaigns against safe abortion, develop effective audio-visual clips for online consumption and forge partnerships with other online stakeholders.

Activities Undertaken.

- Research on topical issue.
- Organized a content development workshop.
- Developed and online strategy for disseminating desired content.
- Facilitated dissemination of content online.
- Influenced ratings by maximizing the search engine optimization tools.
- Build linkages & creatively expedited audience traffic to the various online platforms.
- Effectively engaged with online / social media audiences.

KEY RESULT AREAS.

■ **Research & develop content to counter campaigns against safe abortion.**

Terminologies

- **Illegal abortions** do not comply with a country's legal framework, but may be safe if performed by a trained provider or when a



person has access to high quality medication, information and support to safely undergo a medical abortion

- **Unsafe abortions** are performed by un- or under-trained providers or in situations where people are unable to safely undergo a medical abortion due to lack of access to high quality medication, information or support. It is possible to have an unsafe, legal abortion.
- **Unwanted pregnancy** is a pregnancy that a person decides they do not desire.
- **Unplanned or unintended pregnancies** refer to pregnancies that occur when a person is not trying to get pregnant. An unplanned or unintended pregnancy may be either a wanted or unwanted pregnancy.

Suggested Messaging (General)

- All young people are sexual beings and have sexual and reproductive rights, irrespective of age, race, gender, sexual orientation, religion, HIV status, disability or any other personal trait or characteristic.
- Sexuality is an important aspect of all young people's lives, whether or not they are sexually active. Sexuality is diverse and can change over time.
- Young people should respect their own bodies, and the bodies of others.
- Women must have access to a range of effective contraceptive methods and must be able to choose which method is best for them.
- Women have the right to life, liberty and to be free from harm, which includes the right to express one's sexuality and gender free from coercion or violence.
- Women have the right to privacy and to make decisions about their sexuality privately.
- All young people have the right to education and information, including comprehensive gender-sensitive and rights-based sexuality education.
- Abortion is a common and safe medical procedure.
- All people have the right to make decisions about their own bodies and decide if, when and how to have a child.



- Legal, accessible and safe abortion saves people's lives.
- Medical complications and maternal mortality related to abortion become truly rare only when people have access to safe abortion services.
- All people have the right to choose whether or not to move through a full pregnancy.
- No person should be forced through a full pregnancy. Every person has the right to choose when and if they want to become a parent.
- All people have the right to access safe, legal and affordable care.
- Men can, and should be encouraged to play a supportive role as partners and advocates for safe abortion. That involves respecting a woman's right to make the final decision about the outcome of her pregnancy.
- Mandatory parental involvement or spousal consent laws and policies are a form of reproductive coercion and create barriers that prevent many people from accessing safe abortion care.
- Young people should be encouraged (but not required) to seek the support of an adult of their choice when accessing safe abortion services.
- Reducing and eliminating mortality and morbidity related to unsafe abortion requires a movement which ensures safe abortion services are provided in the here and now, and also advocates for liberalized abortion laws and procedures to create a more enabling environment.
- We protect people from reproductive coercion and interference in their reproductive lives. It is important to provide people with healthcare to ensure their health and safety and protect them from harm.
- Unsafe abortion is a public health concern, and young people are amongst the most vulnerable.

Suggested Massaging (The Kenyan Context)

- Every day seven women and girls are dying from unsafe abortion in Kenya, yet these deaths are preventable. It is high time the government provides clarity through policies and guidelines on when health providers can offer abortion services.
- Women and girls in Kenya are judged harshly and stigmatized when in need of abortion services even when these are needed for health reasons or in emergency situations.



- The societal stigma on abortion has resulted in women and girls seeking abortion services from unqualified providers, leading to deaths and complications arising from unsafe abortion.
- When the government remains silent as abortion stigma is perpetuated, it sends a confusing message to the public who have a right to accurate information concerning their bodies.
- The Kenyan government has the obligation to ensure that its citizens have access to reproductive health rights as enshrined in the Constitution, including right to life, emergency care and access to information.
- The government's mandate is to ensure that all Kenyan women and girls are privy to information that will help them make informed decisions about their bodies. It is their duty to reinforce and guarantee that the information shared is accurate and balanced.
- Access to safe abortion is in line with and enshrined in the Kenyan constitution and cannot be said to be a foreign or western agenda.
- What is being imported are the hostile, irresponsible anti-abortion tactics and rhetoric, brought by foreign organizations.

Supporting Facts

- Every day seven women and girls die from unsafe abortion in Kenya.
- An estimated 464,690 women underwent an abortion in Kenya in 2012 and nearly 120,000 women were admitted to public health facilities that year for severe complications, according to a study conducted by African Population and Health Research Center and the Ministry of Health.
- In Kenya, unsafe abortion accounts for a quarter of maternal deaths as reported in a 2013 study by Africa Population Health Research Center (APHRC), Ministry of Health, Ipas and the Guttmacher Institute.
- According to a Ministry of Health study on the incidence and magnitude of abortions showed that girls below the age of 19 accounted for 17 percent of all women seeking post-abortion care services and about 45 percent of all severe abortion-related admissions in Kenyan hospitals in 2012.

What the Law Says on Abortion and Access to Health.



- Article 26(4) of the Constitution provides that abortion is allowed only when the life and health of the mother is at risk or in when a trained medical professional believes the situation to be an emergency.
- Article 43 of the Constitution provides that every person has the right to the highest attainable standard of health, which includes the right to healthcare services, including reproductive healthcare.

■ **Social Media Reach & Engagement:** - Increased social media organic reach and systematic engagement.

- Website Visits during the reporting period - 2,851.
- Organic increase of Facebook followers - 1,420
 - ✓ Page likes - 1,522.
 - ✓ Posts - 132
 - ✓ Reach - 12.9k.
 - ✓ Engagements - 1,105.
- U tube subscriptions - 26
 - ✓ Video clip(1) Views - 256
 - ✓ Video clip (2) Views - 1,227
- Organic increase of Twitter followers - 382
 - ✓ Tweets - 264
 - ✓ Links/Images - 57.
 - ✓ video posts - 7
 - ✓ Post engagements - 2,590
- Social media advocacy engines
 - ✓ #EndAbortionStigmaKE, #EndReligiousHypocrisyKE, #DearCSSicilyKariuki, #SaveOurWomenKE, #WeCareForYouKE, #BreakingTheBarriers, #KeepWanjikuSafe,#SheDecidesKe

Sample Tweets





- **Technical support for smooth running of the platforms:** -We upgraded the security features of both the sac & pac website and social media platform to avoid cybercrime and possible infringement by the opposition. Further, this was done to avoid online down time and hacking by cyber bullies.
- **Influence & Link building**
 - We have strategically and continuously posted informative messages to the Sac& Pac website and all social media platforms.
 - We have forged partnerships with other likeminded influencers, individuals and institutions to form an energetic support working forum which is very instrumental in pushing content online.
 - The group organized two pace setting online twit forums on abortion topical issues, one of which influenced crafting of a petition to the Nairobi county government, to pull down stigmatizing billboards erected across the county.
 - This group has been very influential in challenging opposition content and activities both online and traditional media.
- **One audio-visual clip developed to counter the opposition:** - Using the *meme* Commercial Ads technique, we developed an audio-visual clip directing contradictory messages by an opposition leader on safe abortion. The same went viral upon posting on the sac & pac social media platforms.

Sample audio visual clips





- Proactively participate in online activities that advance the overall objective.
- There have been a series of activities by the opposition seeking to justify their position on reproductive health matters. This includes among others:-



- ✓ Putting up of abortion billboards around Nairobi by the Sozo Church of God.
 - ✓ “March for life” street demonstrations organized by the Kenya Christian Professionals Forum and Sozo Church of God on the 23rd March 2019 and 18th May 2019 respectfully.
 - ✓ Several online petitions by CitizenGo Targeting
 - The Kenya Medical Practitioners for lifting the ban on Marie Stopes Kenya.
 - Beyond Zero Campaign for alleged partnership with “abortionist”.
 - Nairobi county government & the public to support prolife billboards.
 - Hon Esther Passaris removal from parliament for supporting safe abortion.
 - The NGO board not to register SRHR in Kenya.
 - Ambassador Koki Muli recall from her Kenyan mission to the UN in New York for her views on SRHR.
 - ✓ Media live interviews by Rev. Cathy Oganga of Sozo church of God.
 - ✓ Open forum organized by the All Saints Cathedral, Nairobi and Kenya Christian professional forum on 5th may 2019. Key speakers Charles Kanjama, Dr.Wahome Ngari and Vincent Kemosop.
- Through the set out social media advocacy engines we purposed to defuse the opposition strategy and narrative by:-
- ✓ Counteracting and challenging the opposition messaging with facts. This was done through informative live twits & Facebook posts.
 - ✓ Corroborating facts and information on safe abortion. This was realized through facts link postings on all social media platforms.
 - ✓ Awareness creation to target audience on safe abortion. This was undertaken though regular informative video clip postings. Focused and direct messaging to individual online users also come in handy.

