



**#DadasRising**

**Amplifying Women Voices  
and Agency in Kenya's Public  
and Civil Discourse**

**{ 2019 -2020 }**

**PHOTO** BOOK

# AMPLIFYING WOMEN VOICES IN KENYA'S PUBLIC DISCOURSE

The amplify women agency and voices initiative (DadaRising) project (2020) was designed to increase the participation of women in discussing pertinent national issues as the country moves towards the 2022 general election.



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## FOCUS OF THE PROJECT

The activities were underlined by efforts of addressing societal obstacles that undermine women's voices, participation and agency including media and communication hindrances, socio cultural and political obstacles and individual level weaknesses.





## AIM OF THE PROJECT

The project aimed at strengthening communication and media engagement skills and capacities among women leaders from varied backgrounds, creating linkages with local networks and individuals including national champions on gender equality and leadership.



**Western Kenya Cohort**



**Central Kenya Cohort**



**Coastal Kenya Cohort**

## GOAL OF THE PROJECT

The program also focused on building long term strategic partnerships with university, media and other professional alliances for sustainable leadership growth and development. The ultimate project goal was to realize effective contribution of women in national discourse towards 2022 especially in the selected regions of Western, Central and Coastal Kenya.

## Guiding Objectives

- 1 To strengthen the capacities of 300 Women Leaders (300) through functional mentorship and training.
- 2 To improve 300 women Leaders knowledge on New and traditional media and communication engagement.
- 3 To create and utilize strategic partnerships to enhance women participation in political and civil discourse.



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## Partners and Model of Implementation

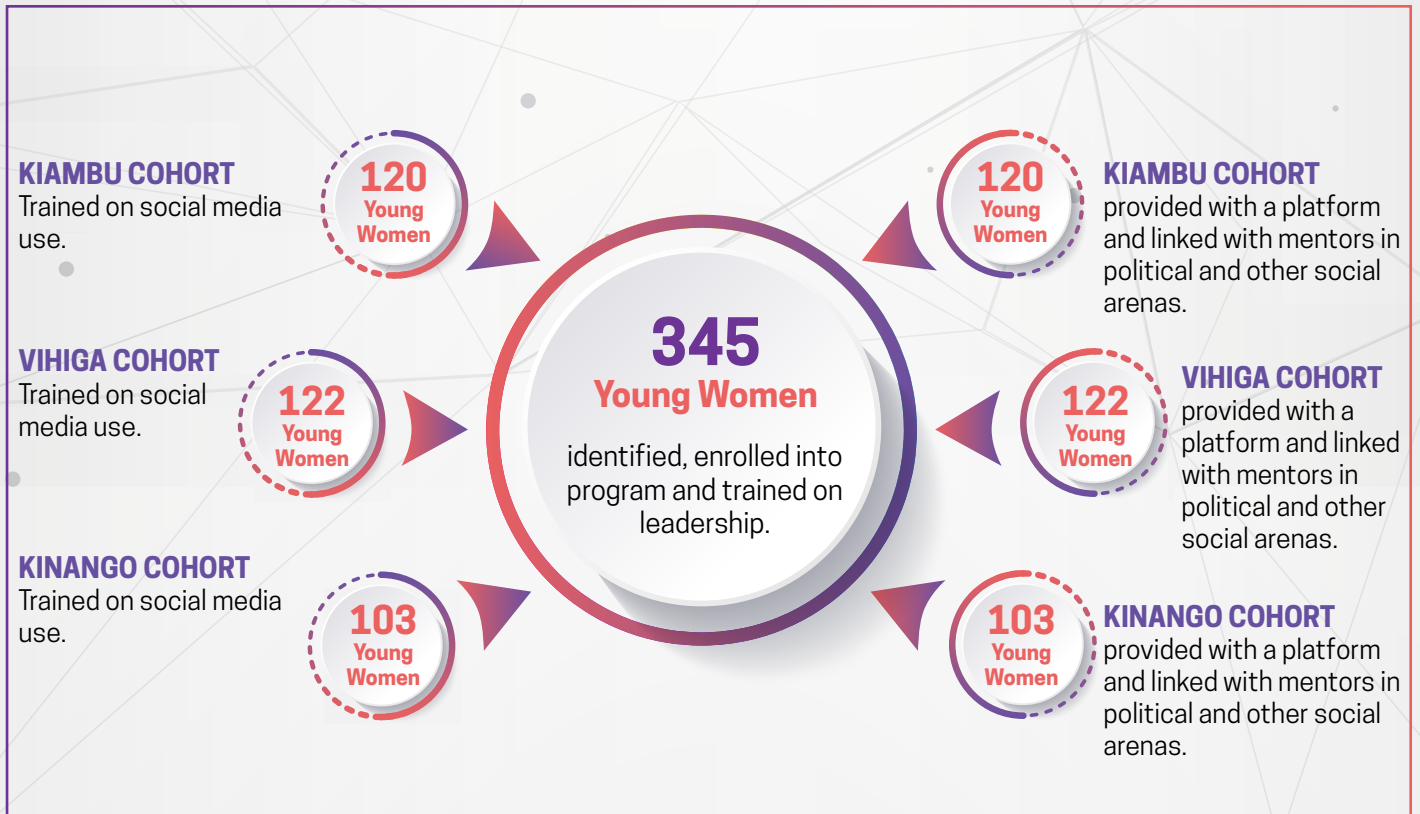


**The Amplifying Women Voices project was supported by US Embassy in Kenya (US Marafiki) and employed a collaborative approach by three partners:** Centre for the Study of Adolescence (CSA), Young Women Leadership Institute (YWLI) and Moi University. Based on their unique strengths, other than conducting, leadership trainings, mentorship clinics and linkages to networks CSA provided overall oversight and management. YWLI took responsibility of leaders training, mentorship, liaison with champions. On the other hand Moi University assisted in technical support, leadership training, and mentorship, capacity building on specific thematic issues, Linking and learning through conferences. Finally, Fatumas Voice supported in Digital and social media training and support use.



Partners Contributing towards Implementation of The Project.

# Our Reach



**10 JOURNALISTS** from 5 different county/local radio, TV and print media stations trained on gender sensitive reporting.



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of the young women participants expressed their intentions to go for political seats

## Key Achievements

1. Selected young women leaders under the DadasRising program participated in Building Bridges Initiative (BBI) public discourse organized in partnership with Siasa Place and Young Women Connect. BBI proposes changes in the constitution, including political seats.
2. Two of the young female participants expressed their intentions to go for political seats Elizabeth Mutheki in Kiambu and Caroline Mukoya in Vihiga.
3. Partnerships with Daily Nation in Western Region through Caroline Wafula (editor at large-Western Region) broadcasts done locally in KUTV, Vihiga FM and Daily Nation. Western Region editors committed to partner with Central and Coastal editors in replicating their successful “gender pull out” section in Daily Nation to emphasize women’s leadership at a county level.
4. Television features done by K24 TV, Ebru TV and Straight News Kenya on the DadasRising program and young female leaders stories.
5. Signed a MoU with Straight News Kenya, to provide wide coverage for the young women stories under the DadasRising program.
6. Commitment from Bina Maseno the Founder & Director - Badili Africa to support the young women to climb the ladder of leadership through her organization.
7. Young women writing blogs using the accounts established under Dadas rising website.





## Conclusion

The Amplify Women Voices program provided an excellent opportunity that allowed the selected young leaders to understand the current dynamics in leadership, advocacy among other public discourse knowledge and skills including public speaking. The mentorship activities allowed the beneficiaries to interact with leaders already in the space. The detailed digital training and support program equipped the participants with skills to maneuver in the political, civic or business world with meaningful and maximum utilization of the existing social media platforms which are increasing growing and becoming useful spaces especially in amplifying voices and reaching greater audiences.

## Recommendation

Establishing a formal long term mentorship program would really be helpful in supporting young women through the journey of leadership.





## Pictorial

Pictures taken from various meetings held during the The amplify women agency and voices initiative 2019-2020.



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