

## EVALUATION REPORT

Kenya - UDF-KEN-07-145-3520

### *Promoting Awareness of Women's Human Rights through Community Radio Listening and Media in Kenya*

#### **i. INTRODUCTION AND DEVELOPMENT CONTEXT**

##### **a. The project, evaluation objectives, and methodology**

The project *Promoting Awareness of Women's Human Rights through Community Radio Listening and Media in Kenya* was implemented in Kenya by the Association of Media Women in Kenya (AMWIK) from September 2008 to January 2011 with a 4 month-extension at no additional cost. The project had a total budget of US \$ 324,960 with a negative balance of US \$(837.50).

The project's overarching goal is to promote women's human rights by raising awareness in six communities in Kenya and strengthening social action using community radio listening groups consisting of women, young people and media practitioners to enable them to identify human rights violations and gender inequality, voice their concerns and insist on stronger protection for human rights and hold the government accountable. The project also employs human rights advocacy, including targeting marginalized and vulnerable groups of young women and persons belonging to minority ethnic groups, as well as media representatives.

Furthermore, the project applies community organizing as a tool to enhance participatory development communication and thus empower community women to acquire knowledge and skills to identify and prioritize their needs and problems, harness their resources, and take collective action. Likewise, the project sensitizes the media on gender-related issues such as women's rights, gender equality, and rights-based approach to reporting on sensitive human rights issues. These objectives have been achieved through a set of activities including:

- raising awareness about women's human rights in communities through radio listening group sessions in six districts in Kenya with pre-recorded information on gender and human rights issues,
- organizing a national essay writing competition for children/youth between the ages of 11-18 on gender and human rights
- surveys seeking to establish the status of reporting on human rights violations and capacity building for journalists to apply human rights perspective in media reporting
- sensitizing journalists on gender responsive reporting
- live radio talk shows on national and vernacular radio stations broadcasting in Kikuyu, Kalenjin, Dholuo and Luyhia languages, and,
- publication of a newsletter targeting policy makers covering women's human rights.

##### **b. Evaluation objectives and methodology**

The evaluation process has been guided by the 2009 Memorandum of Understanding between UNDEF and UNIFEM and is in compliance with the UNDEF evaluation guidelines, as well as UN

Women Evaluation Policy and Guidelines, developed for the first round of UNDEF projects, and the UN Evaluation Group Norms (Standards for Evaluation in the UN system). According to the 2009 Memorandum of Understanding, UNIFEM will carry out a coherent thematic gender evaluation of the nine UNIFEM-executed UNDEF Round II Projects. The evaluation has four main objectives:

- to analyze the effectiveness of gender mainstreaming in UNDEF project strategies and approaches and the impact on women's human rights;
- to capture more systematically contributions being made by UNDEF projects on enhancing engendered democratic governance;
- to assess and validate UNIFEM's contribution to UNDEF's primary purpose of supporting democratization around the world;
- to inform, develop and further refine UNDEF and UN Women's strategic and funding priorities regarding gender and governance and thus support efforts to generate and disseminate lessons and results on gender and democratic governance interventions.

The evaluation methodology is set out in the 2009 Memorandum of Understanding between UNDEF and UNIFEM according to which the evaluation was conducted in two stages: scoping study undertaken by the evaluator to analyze the nine UNIFEM-executed Round II project designs and create tailored guidelines/frameworks to ensure the success of the projects, and end-line evaluation undertaken by the evaluator to assess each of the nine UNIFEM-executed projects in the framework of the established evaluation strategy goals.

The nine UNIFEM-executed Round II projects were informed by the Mid-term Assessment Reports, the Final Narrative Reports, and the Final Financial Reports. The evaluation was conducted by an international expert, and UN Women Political Participation Section managed the evaluation process. The evaluation was participatory and involved consultations with UNDEF, UN SRO/CO, UN partners, and other major stakeholders.

### **c. Development context**

The December 2007 general elections held in Kenya were followed by violence and ethnic clashes which shocked the international community given that the country is often commended for its democratic development and respect for human rights. The electoral violence was often associated with sexual violence, in particular gang rapes targeting women and children, used as a tool to terrorize families and individuals and precipitate their expulsion from the communities in which they live. The post-election violence and internal displacements have caused increases in poverty and malnutrition. The violence that left over 1000 people dead was wide spread and affected six out of the eight provinces in Kenya: Coast, Nairobi, Central, Western, Nyanza and Rift Valley provinces. Hundreds of thousands of Kenyans have been displaced, deprived of their livelihood and forced to live in internally displaced persons' (IDPs) camps in deplorable conditions where women and children most seriously affected.

Despite the fact that the post-electoral violence was rooted in an ethnic conflict with long history, the crisis was further aggravated by the ignorance of fundamental human rights and in particular women's rights, not demanding protection from the government and not holding it accountable for the human rights violations.

The Map of provinces in Kenya



To remedy this situation and enable a national healing process, on 4 March 2008, the Kenya National Dialogue and Reconciliation Act, mediated by H.E. Kofi Annan and the Panel of Eminent African Personalities, proposed that a Truth, Justice and Reconciliation Commission (TJRC) be established to inquire into human rights violations, including those committed by the state, groups

or individuals between December 12, 1963 and February 28, 2008. TJRC<sup>1</sup> was established in 2008. To optimize the work of TJRC, individuals, communities and the general public need to be able to identify human rights violations, recognize individual human rights, and require authorities to respect and protect those rights, especially women's rights. Raising public's awareness of human rights will not only contribute to the TJRC's work but will also play a crucial role in preventing occurrence of ethnic violence in future.

In response to the outlined need, the project has proposed and implemented a series of activities focusing on human rights awareness raising, advocacy, community mobilization and capacity building of journalists. The project explores the opportunities provided by the media, in particular radio broadcasting, to shape perceptions, spread knowledge and communicate ideas related to human rights, identification of human rights violations and ways in which a redress can be accomplished. The project targets marginalized groups and ethnic communities in six districts affected by the post-electoral violence - Isiolo and Wajir in the North Eastern province, Kwale and Malindi in the Coast province, Kisumu in the Nyanza province, and Naivasha in the Rift Valley province.

The project particularly emphasizes the involvement of young people in human rights awareness raising activities due to the fact that young men and women were involved as perpetrators and victims in the post-electoral violence. A national essay writing competition for young people was held seeking to ensure that the future generations in Kenya are raised in an environment promoting ethnic tolerance and respect for human rights.

## ii. PROJECT STRATEGY

### a. Project approach and strategy

#### **About AMWIK**

The Association of Media Women in Kenya<sup>2</sup> (AMWIK) is a national media association<sup>2</sup> established in 1983 and registered under the Societies Act as a non-profit organization of women working in the print and electronic media, communications and public relations, and journalism and communications students. The organization focuses on using media as a tool to advance women's rights and gender equality, ensuring balanced media coverage and building knowledge and understanding of gender-related topics. As a women's organization, AMWIK seeks to harness the journalistic skills of its 300 members to raise awareness on women's rights and promote women's visibility in society in order to improve their status and empower them.

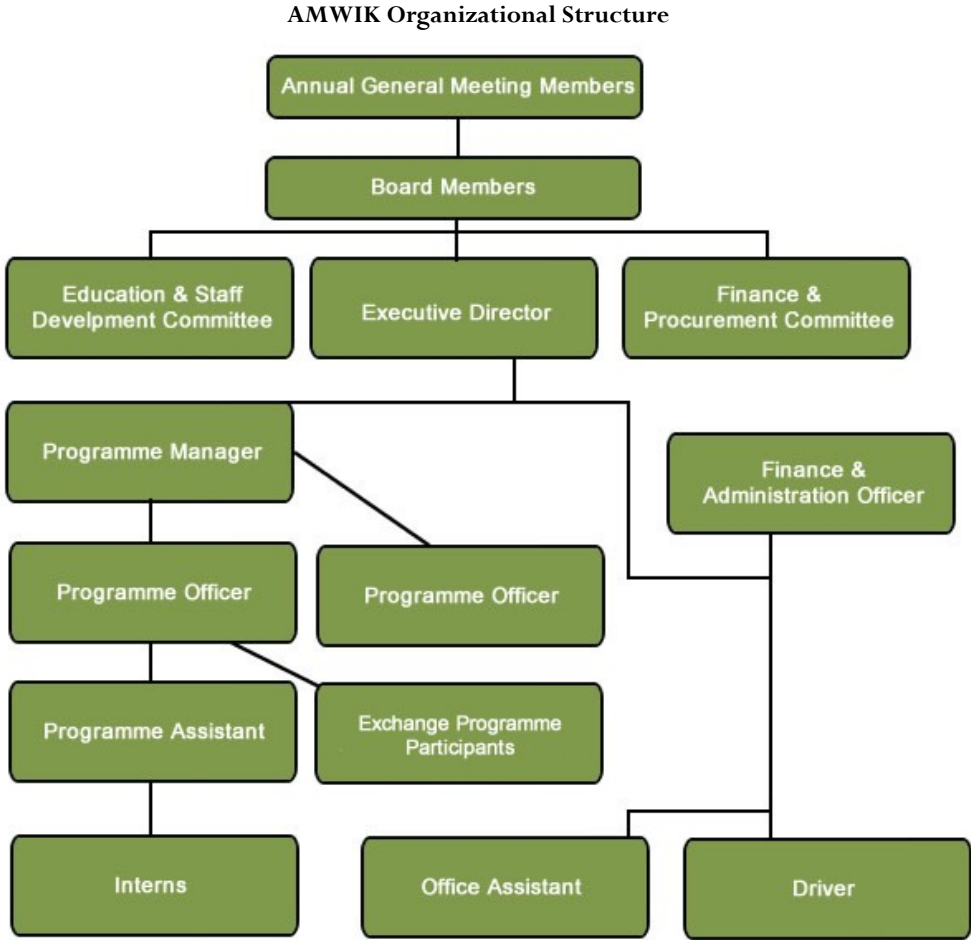
Currently, the organization is implementing programs on sexual and gender based violence, gender and governance, national civic awareness and HIV/AIDS. AMWIK works to ensure that the media positively view and widely disseminate the information on issues of national concern in gender

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<sup>1</sup> The Truth, Justice and Reconciliation Commission (TJRC) was established by an Act of Parliament ([Truth Justice and Reconciliation Commission Act no. 6 of 2008](#)) to investigate the gross human rights violations and other historical injustices in Kenya between 12 December 1963 and 28 February 2008. See <http://www.tjrckeny.org/>

<sup>2</sup> For more information on the Association of Media Women in Kenya, visit <http://www.amwik.org/>

responsive ways in order to enable communities make informed choices. AMWIK partners with other NGOs/CSOs to foster collaboration around issues of peace and human rights, democracy, governance, sexual and gender based violence, sexual reproductive health, etc. The organization’s main activities involve information gathering and dissemination to create public awareness for social mobilization; policy research, lobbying and advocacy, capacity building and knowledge base expansion; institutional strengthening and/of intersectional linkages between various government and civil society organizations.



**Strategies**

To achieve its goal – promotion of women’s human rights in Kenya - the project has set the following objectives: to raise awareness on gender and human rights issues in the 6 project districts in Kenya; to equip the marginalized communities with skills to recognize and claim their human rights and demand advancement of gender equality, as well as to hold the authorities accountable for violation of those rights; and to promote media reporting based on human rights and gender equality. Therefore, the project implementation was build on the following approaches which are interrelated, yet have different nuances on issues and/or offer different solutions.



### **Strategy 1 – Community mobilization and empowerment**

The project applies participatory approaches that recognize the importance of community involvement in all activities. Thus, local communities were involved in the assessment of the needs for human rights education and advocacy, with the aim of identifying gaps on knowledge, attitudes and practices on gender and human rights. In this respect, the project focused specifically on the involvement of marginalized and vulnerable groups such as young people and women in activities related to data collection, problem identification and priority setting. Community mobilization took place through village gatherings, meetings, seminars, the youth essay writing competition, as well as through print and electronic media.

The project has involved over 30 community groups in the six districts of project implementation, namely Isiolo, Wajir, Kwale, Malindi, Kisumu and Naivasha. To gain access to different ethnic groups the implementing organization used pre-recorded messages in Kiswahili and translated into 3 local languages - Kiborana, Kisomali and Dholuo - to spread knowledge on various gender and human rights topics. In addition, the moderators conducting the listening sessions were trained on how to facilitate gender-related debates.



### **Strategy 2 – Advocacy and communication**

This approach includes broadcasting talk shows and other radio programs on national and local radio stations in languages spoken in the communities in Kikuyu, Kalenjin, Dholuo and Luhya to raise public awareness on women’s human rights. Various advocacy approaches, including direct

contacts, meetings, and group discussions were involved. The project also relied on radio listening clubs to provide a platform for marginalized and vulnerable rural communities, especially women, to voice their concerns and share ideas and experiences related to gender sensitive issues. Print and electronic media were used as means to communicate gender sensitive topics, and re-shape perceptions on gender roles.

The advocacy approach was further extended through the essay competition for girls and boys from primary schools (11-14 years old) and high school (15-18 years old) in the six provinces of project implementation. The main objective of the competition was to provoke interest in women's rights amongst young people, touching on sensitive issues such as gender based violence, women's poverty and economic empowerment, women and leadership and governance. These activities were designed to create a future generation of advocates for women's human rights.

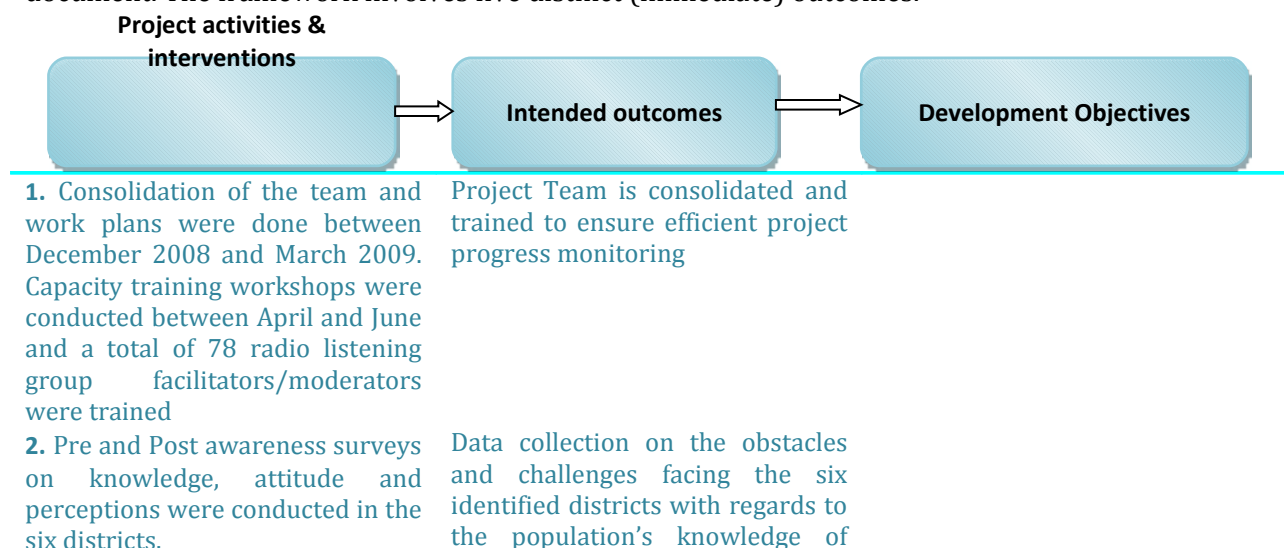
### Strategy 3 – Capacity Building of journalists

Given the importance of media in awareness raising, the project also focused on capacity building for print and electronic media journalists in order to encourage them to adopt a human rights perspective in their reporting, in particular vis a vis women's human rights. The training sessions applied various methods to enhance learning such as manuals, guidance, visual aids, demonstrations, practice, discussions, case studies and role play. The project also encouraged the trained journalists to establish a network specializing in human rights, members of which would also act as trainers for their colleagues in the media houses.

The project is built on the assumption that the general public's ignorance on human rights, and in particular women's rights, can be effectively addressed as it is a consequence of a lack of information on and lack of coverage of human rights. It is assumed that if human rights violations are paid appropriate attention in the media the public will start recognizing the issues and demand protection of their rights, ultimately leading to empowerment.

#### b. Logical framework

The logical impact diagram that follows is based on the project logic as set out in the project document. The framework involves five distinct (immediate) outcomes.



<p><b>3.1.</b> 20 pre-recorded radio programs addressing women and human rights issues were produced and disseminated to community groups.</p>	<p>gender and human rights Awareness on the need to ensure women’s human rights and address gender equality/equity has been improved through radio listening programs.</p>	<p>Promoting Human Rights and Democratic Values through media, particularly community radio</p>
<p><b>3.2.</b> 15 live radio talk shows on women and human rights were aired in Kiswahili on national FM radio stations</p>	<p>The same as 3.1.</p>	
<p><b>4.</b> Identification and creation of 30 community groups that are trained to be radio listening groups and as well as training of moderators</p>	<p>Community dialogue forums have been created to debate and discuss women’s human rights and other relevant issues, thus strengthening women’s networks</p>	
<p><b>5.1.</b> Four bi-annual human rights newsletters (INUKA!) were produced</p>	<p>Dissemination of information at local and national level on the progress of human rights issues to strengthen awareness of men and women on gender issues and human rights</p>	
<p><b>5.2.</b> A national essay competition took place between 22<sup>nd</sup> February and 5<sup>th</sup> March 2010 for youth in the project districts aged between 11 to 18 years . A total of 1,350 entries in English and Kiswahili were received.</p>	<p>Enhanced interest and skills among youth aged 11 to 18 years old in primary and secondary schools in 6 districts on women’s human rights</p>	
<p><b>5.3.</b> Project Management and Coordination; Placement of Staff/salaries; Project coordination &amp; travel &amp; related costs</p>	<p>Program management structure is in place</p>	
<p><b>5.4.</b> Conduct two 3-day sensitization workshops on reporting from a human rights and gender perspective for 30 media practitioners from both print and electronic media.</p>	<p>Network for journalists on women’s human rights established</p>	

### iii. EVALUATION FINDINGS

The evaluation is based on a set of questions, designed in compliance with UNDEF evaluation guidelines to cover the criteria of relevance, effectiveness, efficiency, impact, and sustainability as well as the issue of UNDEF and UN Women value added. The Evaluation Questions and related sub-questions are included in Annex 1.

#### a. Relevance

The project focuses on the issue of promoting women’s human rights and democratic values, topics which are central to the mandate of both UN Women and UNDEF, through the media. In view of this fact most of the project activities focused on training and capacity building of journalists, advocacy



and networking for women, and awareness raising and community mobilization.

### **Work with marginalized groups**

The project was implemented in 6 districts selected for their high incidence of gender based violence among marginalized and vulnerable groups of women. Different forms of discrimination against women, rooted in negative cultural practices, are perpetrated in the different provinces. Amongst them are wife inheritance in Kisumu; female genital mutilation and early girl marriages in Isiolo and Wajir; the Kikuyu “*mungiki*” menace where cultural-militia groups force women to be circumcised and are prohibited from wearing trousers in Naivasha and early child marriages and sexual exploitation of children in the coastal districts of Malindi and Kwale. The project’s activities are tailored to each specific district, seeking to raise awareness on women’s rights and roles in society, to improve the status of marginalized women, and change established perceptions.

... The Essay booklet is amazing; truly we can tap great ideas from the young ones. Kindly could I request for a set, for my library and engagement with women at the community. I often volunteer my time to speak to women and issues that affect us...wrote **Teresa C. Omondi, Deputy Executive Director & Head of Programmes, Transparency International--Kenya.**

In response to the needs of the women in each community, the project tailored radio listening programs to levels of literacy. The radio listening programs included topics such as fundamental human rights, the role of women in decision making, contentious issues of land ownership by women and inheritance patterns, issues of harmful cultural practices which can traumatize women and children and the importance of respect for human and women’s rights.

### **b. Effectiveness**

At the outset, the overarching objective of the project was to promote women’s human rights through awareness raising and community mobilization in Kenyan districts. To accomplish this objective AMWIK has undertaken a comprehensive set of activities.

#### **Training workshops for facilitators of the radio listening groups**

The project implementation started with consolidation of the team and drafting of the work plans, followed by selection and briefing of 30 primary radio listening groups (five groups in each of the six districts covered by the project). This activity was also related to the training of the coordinators, radio producers, and 78 facilitators of the radio listening group from the six target districts (44 women and 34 men).

#### **Pre and post awareness surveys**

The surveys sought to identify the challenges in knowledge, attitudes and perceptions related to gender and human rights in each participating district. The survey indicated that there was a low understanding of women and human rights in all districts, with a third of the respondents not being aware of their basic human rights.

The communities’ participation in human rights and political processes was also low whilst the rate of violations of human and women’s rights was quite high. Some of the main obstacles for women’s rights are the high percentage of illiterate women, ignorance of the reform processes; lack of

information as well as traditional practices that hinder women from active engagement in public life. The results of the survey, which were sent to the government, parliament, CSOs, and media, informed the remaining project activities, in particular those related to awareness raising on women's human rights.

### **Radio listening sessions**

20 pre-recorded radio programs addressing women and human rights issues such as HIV/AIDS and TJRC were produced and disseminated to community groups. They highlighted the status of Kenyan women and improved understandings of human rights and instruments such as the Constitution and the Sexual Offences Act of 2007. In addition, 15 live radio talk shows on women and human rights were aired in Kiswahili on national FM radio stations.

### **Community dialogue forums**

30 community groups were trained as radio listening groups and group moderators have been educated to debate and discuss women's human rights and other relevant issues, thus strengthening women's networks. The groups are sensitive to women's human rights and serve as community dialogue forums, thus strengthening women's networks. The review of the implemented activities indicates that the goal of reaching out to six marginalized communities and raising their awareness on women's rights has been achieved. It is worth noting that mainstreaming gender into all aspects of public life is a long process, which means that the outcomes of the activities will bear results in the future. It is encouraging that during the constitutional review debate, the communities participated in dialogues to ensure that women's human rights were adequately reflected in the constitutional provisions and that gender equality was respected by policy makers. In this context, the efforts of AMWIK to adapt the radio programs to the needs and literacy levels of their marginalized, mostly female audience, are commendable, as are the initiatives to translate the radio programs to local languages.

### **Bi-annual newsletter**

Four bi-annual human rights newsletters (INUKA!) were produced. A total of 12,000 copies were distributed to government, parliament, civil society, media, corporate and learning institutions, funding agencies, partners and community groups in the six participating districts. The newsletter highlights the progress made and challenges remaining in addressing human rights in Kenya.

### **National essay competition**

*... Waiting for my turn to pick a few drugs at the Nairobi Hospital's pharmacy, I picked a copy of one of the 2009 editions of your Inuka magazine - just to gloss over. Surprisingly, I found myself glued to the Mailbox issues and quickly got motivated to peruse through the entire magazine. I must say it was one publication which is very illuminating and indeed enriching. I found it quite incisive, really Kenyan in perspective and appealing, uniquely insightful and well researched notwithstanding the guiding focus which seemed to target the women-folk - at the least the instant perception one gets before reading. We would like to have an active and sustainable collaboration of exchange so that we get at least a copy or two in our Library and our research services department as we also do quite a number of similar write-ups and analytical papers on diverse topical issues....wrote **Peter Adika, Research Officer, Kenya National Assembly.***

A national essay competition for young people aged 11 to 18 years old in primary and secondary schools in the six project districts was held. Young people showed great interest in it; a total of 1,350 entries in English and Kiswahili were received. A panel of five judges selected a total of six winners comprising the three best entries in each of the categories. The competition contributed to young people's understanding of women's rights and encouraged an environment of tolerance and respect, which in the long run will contribute to the protection and respect for the rights of women and girls in these communities.

### **Media training**

60 women's rights journalists from the print and electronic media were trained by AMWIK in order to build their capacity for media reporting from a human rights perspective. The trained journalists made progress by showing greater sensitivity in reporting of women's issues; nevertheless this has not necessarily resulted in prominence being given to women's issues in the Kenyan media. AMWIK monitored the coverage of women's rights issues between January and September 2010. The results indicate that Kenyan print media continues to focus exclusively on political topics, whereas gender sensitive topics remain overlooked unless they are related to gender bills or gender based violence. It follows that efforts to sensitize and train journalists about women's rights must be constant in order to help them achieve a balanced coverage and include other gender sensitive issues such as women in leadership and property ownership.

### **Challenges**

**Traditional cultural attitudes** and uncertainty about how the project activities would impact their life seemed to be a challenge for some communities. In Kisumu for example, AMWIK found it difficult to influence locals to embrace the idea of women inheriting family land. The issue of leadership was also contentious as some patriarchal groups do not respect women leaders and regard them as a ploy to disempower men. Some participating groups were considered outcasts and were exposed to hostilities for trying to challenge the status quo of property ownership, marital rape and against violence against women. In some communities men were less supportive as they felt that the program would impact the power dynamics in their community. The changes initiated by this project must be followed by more efforts, given that awareness raising and community education is a long term process that requires constant engagement.

**The high expectations** of communities and people affected by property destruction, appropriation of land, and victims of rape and abuses were another challenge for AMWOK. The most affected

communities hoped that AMWIK would serve as their human rights advocates, conducting investigations on their cases and pursue justice for them., In this cases AMWIK referred them to the Complaints Commission or/and to their partners focusing on human rights advocacy. In addition, some of the most disadvantaged communities expected AMWIK to provide for their daily basic needs.

**Due to time and budget restrictions**, the participation of all schools in the essay writing competition could not be ensured. AMWIK did not have time or resources to place posters and billboards in strategic locations in the project districts or to use Braille to encourage blind children to participate in the competition. As a result, the essay competition information did not reach all children/ schools, nevertheless 1,350 children did submit their essays, setting a reliable foundation for future work in this aspect.

**The dynamic political situation** is another factor that that diverts media attention from gender equality and human rights media reporting. The unstable political situation impacts the life of all communities in various ways and increases the sense of immunity among the perpetrators of human rights violations.

## **Good practices**

### **Women voters**

Some community radio listening groups and citizens who listened to AMWIK's programs on national radio were inspired and motivated to participate in the constitutional review process to ensure adequate protection of women's rights. In addition, the project contributed to the increased voter registration exercise in March and May 2010 and the subsequent high turnout during the referendum on the constitution on 5 August 2010. The project has contributed to increased women's participation in the referendum, as well as to its peaceful development; there were no cases of violence against women voters, which is indicative that the communities are gradually upholding women's rights.

### **Women in leadership positions**

The project implementation coincided with the constitutional reform process, which determined the increased demand for information as more people wanted to be part of a process of national importance. The empowerment of some women vis a vis leadership roles was visible, such as Martha of Kapuonja Legal Aid Group (KAPLAG) in Kisumu, who was elected for a senior position in Maendeleo Ya Wanawake Organization, Kisumu West District. In Wajir and Isiolo, more women were included in local schools management boards and recognized as leaders; before women were not allowed to speak up in public meetings. In Kisumu West the Girl Child Network launched a community information centre [CIC] in October 2010 with the information provided by AMWIK, a sustainable strategy to equip community members with information on women's human rights. The resource materials include pre-recorded radio programs, newsletters, the KAP survey and manuals.

### **Impact on gender based violence**

Community groups in Malindi were mobilized and held demonstrations during the Gender Festival. The activities denounced gender based violence, child sexual abuse,, early marriages and high school dropout rates. In addition, women in the pastoral communities organized campaigns against FGM and in support of education for girls. In Wajir community groups organized the arrest of the

person performing FGMs. They also discussed openly the topic of HIV/AIDS and sought medical support, previously considered taboo in Muslims communities.



### **c. Efficiency**

#### **Working relationships**

##### **Recruitment of Staff**

AMWIK's secretariat, including permanent project staff, was directly involved in the project implementation. In addition, AMWIK recruited a coordinator for each district (6 in total) to oversee the radio listening groups on a daily basis and present monthly reports. When the coordinator for Naivasha resigned due to sickness, AMWIK swiftly managed to secure a replacement and provide orientation to the newly recruited coordinator without compromising program implementation.

In addition, 30 group facilitators were trained on gender issues between March and May 2009. These primary target groups acted as agents of change in their communities. The facilitators were trained on leadership, effective interaction with media, human and women's human rights and effective management of their respective groups. They were the custodians of the radio handsets, moderators of the radio listening sessions and the link between the groups and the district coordinators. They made weekly calls and submitted weekly reports to the district coordinators on the progress of the radio listening sessions. They also trained individual group members on how to



facilitate in their absence, as a means to increase ownership of the project and further empowering other members to take up leadership roles.

Four radio program producers were recruited and involved in the production of the pre-recorded programs in Kiswahili which were then translated into Dholuo, Borana and Kisomali. In addition, one researcher assisted the project with the Knowledge Attitudes and Perceptions (KAP) Survey on women's rights, as well as one editor, one sub-editor, one designer and 18 writers who helped with the production of the bi-annual human rights newsletter (*Inuka!*).

AMWIK actively collaborated with the Ministry of Education in Nairobi and received its support for in maximizing the participation of children in the essay writing competition. Officials of the Ministry of Education in the six districts played key roles in the mobilization for the competition. AMWIK actively worked with partner organizations on various topics to provide input for the pre-recorded radio programs and panel discussions on national radio channels. The project also partnered with journalists, providing them with information, training and mentorship on women's human rights issues to ensure gender sensitive media reporting.

### **Delays**

A 4-month no cost extension was approved to ensure achievement of all objectives. The extension was due to initial delays in the disbursement of funds in 2008.

AMWIK have demonstrated competence and flexibility in project management. It has used the momentum gained by the constitutional reform process to advance its work on gender equality and empowerment of women in the local communities. It has also managed to involve various groups from marginalized women victims of gender based violence to journalists and partner NGOs to promote women's rights and raise public awareness on gender equality and women's leadership. Furthermore, the project has met its objectives in the targeted areas. It is worth noting that the project implementation has accumulated great interest and there has been an increased demand for more information on women's empowerment and mechanisms to engage government accountability in human rights violations.

### **d. Impact**

The project objectives were largely met and its effects will be felt beyond its life-time due to the fact that it applied a comprehensive approach impacting various groups in Kenya –victims of gender based violence, community leaders, journalists, students, decision makers. Every aspect of the project implementation will have different influences over the target group; nevertheless, all activities are geared towards achieving the overarching goal of promoting women's rights. Marginalized women, for instance, have been sensitized on their rights and freedoms and have been encouraged to exercise their political rights as voters in the referendum and their economic rights – to inherit property, possess land or develop microfinance enterprise. The project has also touched on women's right to health care by initiating discussions on HIV/AIDS, and has highlighted the right to education – through debates on girls' dropout rate and early forced marriages.



Furthermore, the perceptions and cultural attitudes of many communities have been questioned, if not entirely altered. The project has managed to raise awareness on the protection of human rights and women's role in society and has encouraged whole communities to participate in the political reform process and demand accountability for human rights violations. The project has build confidence in women, young people and marginalized minority groups to participate in public life. The project has also sensitized journalists, ensuring that gender perspectives will be reflected in media reporting, thus influencing the general public. Focusing on awareness raising activities with students and young people is probably one of the most influential interventions of the project as it creates an environment of tolerance and respect for the human rights of all persons and in future generations.

Finally, the interest to participate in similar activities expressed by other communities beyond the districts targeted by the project, clearly indicates the need for further effective interventions in the field of gender equality and women's empowerment.

#### **e. Sustainability**

The project employs the approach of community radio listening due to its capacity to raise awareness whilst remaining accessible and adapted to the needs and literacy level of the specific audience; an advantage which is not available via press or electronic media. Furthermore, radio listening groups could take advantage of the trained facilitator responsible for moderating group discussions. To further enhance the impact it is recommended to develop a set of questions that are

thematically related to each radio session and presented by the facilitator before the radio listening component takes place. The value added of this approach is to promote active listening and prompt listeners to critically think about the issues at hand and develop strategies to improve their situation. In this way the community listening groups will act as agents of change, as well as sources of information to the rest of the community, enabling peer education and ensuring the project's sustainability.

Another initiative launched by the community radio listening practice deserves further exploration. The group facilitators encouraged group members to moderate group discussion in their absence. This initiative allows for group members to develop their leadership skills and gain confidence in their actions. The next step in developing this commendable initiative would be to encourage every group member to rotate the role of facilitator, thus ensuring the group's ownership and allowing persons who may be otherwise marginalized to take the lead, build skills, and take responsibility for the group.

In addition, the groups have launched their own watchdog committees to help monitor the project. For example, community groups in Kisumu formed a committee in October 2010 to ensure sustainability of the project. The committee's tasks include ensuring that the participating groups share experiences with the rest of the community, liaising with other stakeholders on women's human rights issues, discussing cases of women's abuse in the community and mediating and assisting the aggrieved parties to find amicable solutions. The group registered significant successes after it intervened in two cases in the Maseno area of Kisumu involving a woman who was beaten by an in-law for meddling in land matters and another in which they helped police arrest a man for snatching property from his late brother's wife.

#### **f. UNDEF and UN Women value-added**

The project clearly fits into both UNDEF's and UN Women's mandates by focusing on specific aspects of democratization and advancement of women's rights. It contributes to empowering women and raising public awareness on women's rights and women's role in public life. The project activities encompass elements of good governance, accountability of the authorities for perpetrated violations of human rights and gender equality, which were incorporated in the training activities. The training modules included topics such as gender based violence, women's political and economic rights, women's health care and education, women's leadership and the role of the government in protecting human rights especially among marginalized minority groups and women. The good practices and lessons learned in this project will be informative and applicable to future programs focusing on cross-cutting issues such as gender and democratization. The project demonstrates that many communities in Kenya are interested in accessing information on women's rights and that more efforts are required to ensure respect for the fundamental human rights of all Kenyan citizens. The current project clearly indicates the need to expand this work in Kenya and in other countries in the region.

#### **iv. CONCLUSIONS AND RECOMMENDATIONS**

The project *Promoting Awareness of Women's Human Rights through Community Radio Listening and Media in Kenya* has significantly contributed to strengthening women's political leadership. Through establishing community radio listening groups the project has reached out and raised

awareness on women's human rights, good governance, and government's accountability with respect to gender equality. the project has managed to improve the understanding of women's role in the public life and demonstrate the need for further women's political empowerment. The project clearly showcases the need for future interventions seeking to present accessible information on women's human rights among local communities in Kenya.