



Country Director

Rosa Kihara

Regional Coverage

Nairobi (Dagoretti and Kibera)

KENYA

ALLIANCE LIAISON

USAID

Kathleen Hunt, Senior Partnerships Advisor,
Global Development Alliance
Betty Mugo M&E/Gender Specialist

Half the Sky Movement/Show of Force

Cutting edge production company focused on
raising awareness on women's issues
Melle Patrick, Program Manager

Games for Change – creates and

distributes social impact games.
Emily Treat, Program Manager

**Center for Global Communications,
University of Pennsylvania** – designs

and evaluates communication and media
campaigns.
Lauren Kogen, M&E Specialist

**Brand Spark – marketing and
communication company.**

Mary Gitari, Program Manager

NGO AND BROADCAST PARTNERS

**KBC (Kenya Broadcasting Corporation),
KTN (Kenya Television Network), Lolwe
TV, Wholesome Television.**

Shining Hope for Communities

– Based in Kibera, SHOFCO links free
schooling for girls to community services
for all, building vibrant gender equitable
communities that are able to realize their full
potential.

Young Women's Leadership Institute

– a feminist center of excellence for young
women's leadership. YWLI fosters leadership
in young women and creates safe places to
challenge harmful social gender norms.

The USAID-funded Half the Sky Movement (HTSM) Global Engagement Initiative is a two-year transmedia development alliance to promote gender equality globally, with focused efforts in Kenya and India.

At the national-level, Half the Sky Movement's "Wezesha Dada" (Empower a Sister) campaign taps into the global movement, all the while creating an authentic feel that resonates within Kenya. The campaign looks to: foster people to Think, I want to be involved; Feel, the campaign provides opportunities to make a difference; and Act, do something to ensure the women in their lives have the opportunities they need. In Kenya, gender based violence (GBV) is the initial thematic pillar, which is the "doorway" for all other issues, including family planning, early education, and pregnancy health.

At the community level, Half the Sky Movement is working with Shining Hope for Communities and Young Women's Leadership Institute, two on-the-ground non-governmental organizations. The NGOs use documentary, educational videos, educational mobile games, and social media to engage specific audiences and discuss gender issues over time, toward fostering lasting knowledge, attitudinal, and behavioral changes.

1182

Number of person hours
of discussion sessions
within target communities

40%

Percent increase in
organizational capacity
of grantees

11

Number of times
games played during
discussion sessions

26

Number of screenings
in discussion sessions

