



# Hatua Yetu

*Newsletter Q.3*

## HEALTH IMPACT



**818,680**  
Couple Years of Protection  
(CYPs)



**987,291**  
Disability Adjusted Life Years  
(DALYs)



**1,082,393**  
Beneficiaries reached with  
Family Planning Services

# Population Services Kenya Unveils Strategic Plan for 2024-2028



PS Kenya's 2024-2028 Strategic Plan Launch.

On the 22nd of August 2024, Population Services Kenya launched its strategic plan for 2024-2028, marking a new chapter in its mission to enhance health outcomes and drive private sector engagement across Kenya. The unveiling event, attended by key stakeholders, represented a significant milestone in PS Kenya's ongoing commitment to advancing health and wellbeing for all Kenyans.

PS Kenya's new five-year strategic plan is built on a mission to accelerate positive health outcomes by leveraging partnerships, technology, and health expertise. This strategic approach reflects the

organization's steadfast dedication to improving the health and wellness of the population.

## Key Strategic Priorities

The 2024-2028 strategic plan outlines a roadmap with the following key priorities:

### Enhancing Health Service Delivery & Social

**Behavior Change:** PS Kenya aims to improve health service delivery by strengthening technical capacity, expanding service availability, and contributing to Universal Health Coverage (UHC). This includes promoting social behavior change to foster healthier lifestyles and improve nationwide health outcomes.

**Strengthening Private Sector Engagement:** The plan emphasizes deepening partnerships with the private sector to enhance service delivery and support UHC. By fostering strategic collaborations, PS Kenya seeks to address the diverse needs of the private sector, ensuring more comprehensive healthcare access for all Kenyans.

**Growing Health Products Portfolio:** PS Kenya will expand its portfolio of health products to better meet private sector demands, focusing on delivering high-quality, affordable healthcare products accessible to every Kenyan.

**People and Culture:** Attracting and retaining top talent is central to achieving PS Kenya's goals. The

organization is committed to fostering a culture of excellence, innovation, and continuous learning within its workforce.

**Operational Effectiveness:** The strategy also focuses on improving processes and knowledge management while promoting sustainable business practices aligned with PS Kenya's mission and values.

During the launch, Dr. Margaret Njenga, Chief Executive Officer of PS Kenya, expressed gratitude to the organization's development partners and stakeholders for their support. "Today marks a landmark moment for Population Services Kenya. Our new strategic plan charts a course for a healthier future, guided by our vision to lead in delivering sustainable health impact and private sector engagement. This plan, crafted through the collective efforts of our dedicated teams and partners, embodies our commitment to empowering individuals and communities," Dr. Njenga stated.

Alongside the strategic plan, PS Kenya introduced its refreshed purpose statement: "Better Health and Wellbeing." This slogan captures the organization's renewed commitment to making a tangible, positive impact on the lives of Kenyans. It will guide all of PS Kenya's initiatives over the next five years, ensuring that every action and partnership aligns with the goal of improving health outcomes and enhancing community wellbeing across the country.

# Insights from the Health Market Assessment Unveils Critical Gaps and Opportunities in Kenya's Health Market

The State of Kenya's Health Market 2024, was launched on September 19th, 2024, highlighting critical findings that could reshape the country's healthcare landscape. The Ministry of Health in collaboration with the USAID Private Sector Engagement (PSE) Program conducted the market assessment that provides a snapshot of Kenya's health system. It highlights critical market gaps and their underlying causes, explores challenges and opportunities within the healthcare system, and offers recommendations to enhance market performance and improve access to quality healthcare services, products, and technologies.

The assessment, carried out using the Shaping Equitable Market Access (SEMA) framework, evaluated the public and private health sectors across six priority counties—Nairobi, Kisumu, Uasin Gishu, Homabay, Nakuru, and Mombasa—and identified key opportunities to improve market efficiency, service delivery, and patient outcomes.

## Critical Findings

**Fragmented Coordination:** Kenya's healthcare market is a vibrant mix of public, non-profit, and for-profit institutions. Despite a national management framework, county-level coordination mechanisms remain fragmented, leading to inconsistent service delivery. Strengthening governance and

aligning efforts between counties and the national government is essential to improving healthcare outcomes.

- **Limited Data Sharing Between Public and Private Sectors:** Lack of data sharing between the public and private sectors negatively affects healthcare planning and decision-making. Market data in the private sector remains largely inaccessible to public and private institutions, creating an information void that prevents effective healthcare solutions.

- **Financial Constraints and Supply Chain Challenges:** Despite allocating about 11% of its budget to health, Kenya's healthcare system is still highly dependent on donor funding to support its development budget. Moreover, supply chain issues further strain the ability to deliver consistent, affordable healthcare. Successful implementation of Social Health insurance (SHI) will improve insurance coverage and improve access to healthcare for Kenyans.



USAID PSE launch State of The Health Market Report Dissemination.



Panel discussion to unpack challenges identified in the report.

- **Underutilized Local Manufacturing Capacity:** Kenya's move towards mandatory SHI presents a unique opportunity to expand local manufacturing due to the expected increase in demand for health services and products. However, underutilized production capacity and the lack of price control policies threaten the country's ability to provide affordable, locally produced medicines.
- **Private Sector Quality:** While private sector players are often perceived to deliver higher

quality care, smaller private players face operational hurdles due to high costs and low revenues. Implementation of a unified policy on quality like Kenya Quality Model for Health is needed to ensure equitable healthcare across all private providers.

- **Inconsistent Demand Data and Sociodemographic Factors:** Nationwide data on healthcare demand is limited, with information often available only for vertical health programs. Sociodemographic factors and limited insurance

coverage (currently at just 26% with the majority in the informal sector being dormant members) hinder access to care for many Kenyans. There is a need for more comprehensive data and policies to address gaps in service, products, and technology utilization.

The report highlights the challenges facing Kenya's healthcare market and offers targeted recommendations to foster a sustainable and equitable health ecosystem. It calls for strengthened governance and enhanced coordination between public and private health sector players as key priorities

A standout recommendation emphasizes that health sector engagement must go beyond dialogue and move towards comprehensive coordination across the health market. Kenya's current governance systems focus primarily on managing public health services, but the report advocates for a shift to overseeing broader health market dynamics. This integrated approach ensures alignment between public and private sector contributions, resulting in improved oversight, better decision-making, and sustained growth in Kenya's health sector.

Released at a pivotal time as Kenya works toward Universal Health Coverage (UHC), the report's findings offer the potential to drive significant reforms. Media outlets play a crucial role in ensuring these issues reach a wider audience, shaping the future of healthcare in the country.

## Launch of The Accelerate National Shelter Program in Kilifi County

In a significant step toward addressing gender-based violence (GBV) in Kenya, the Accelerate National Shelter Program was officially launched in Kilifi County on the 25th September 2024. The implementation of the shelter component is led by the Gender Violence Recovery Centre (GVRC) through a partnership between the Kilifi County Government, the Embassy of Denmark in Kenya, Population Services Kenya (PS Kenya), Population Services International (PSI) and Nairobi Women's Hospital, will provide a haven and vital support services for women and girls who survived GBV violence.

Kilifi County, like many parts of Kenya, has been grappling with high levels of GBV, with 45% of women aged 15-49 having experienced physical or sexual violence. Cultural practices, poverty, and the lack of shelter services have worsened the situation, making this shelter a critical solution for the region. Nairobi and Kisumu also face similarly serious GBV issues, highlighting the national importance of this program.

The event was officiated by Kilifi County reaffirming their commitment to fighting GBV, "Kilifi County recognizes the severe impact of gender-based violence on our community, and we are taking bold steps to change this reality. This shelter is not just a response; it is a promise—a promise of safety, healing, and a future free from violence for our women and

girls and stands as a beacon of hope, dignity, and protection. Together, with our partners and the community, we will continue to work tirelessly to create a safer, more just Kilifi," said Hon. Florence Mbetsa.

This shelter is part of a broader national plan to establish 13 similar facilities across Kenya, each providing safe housing, medical care, counseling, legal aid, and skills training to help survivors rebuild their lives. The Kilifi shelter is expected to serve over 500 women and girls annually in a region where GBV is rampant.

Henrik Larsen, Head of Cooperation and Team Leader in Governance and Health from the Embassy of Denmark, emphasized on the role of partnerships in driving sustainable change. "This shelter is not just a place of safety; it is a key step towards improving gender equality and human rights in Kenya. By working together, we can help break the cycle of violence and empower survivors to take back control of their lives."

"Today, as we launch the National Shelter Program here in Kilifi County, we reaffirm our commitment to providing safe havens for survivors of gender-based violence. These shelters are not just buildings—they are sanctuaries of hope, healing, and empowerment. Together, we will break the cycle of violence and build a future where every woman and child can live free from fear." Alberta

Wambua, Executive Director, GVRC

"We are actively addressing a critical gap in GBV management by re-establishing shelters across the counties of implementation, a commitment made during a 'Human Rights' Café. These shelters will not only provide safety and support for survivors but also ensure access to care and justice, directly impacting 12% of the GBV burden in Kenya," Dr. Margaret Njenga, CEO, PS Kenya.

As we take this vital step in fighting GBV, we call on all stakeholders' government agencies, civil society organizations, the private sector, and the public to join us in supporting this cause. Whether through advocacy, donations, or volunteering, every effort matters. Together, we can build a safer Kenya where survivors are protected and empowered to rebuild their lives. Let's work together to make this vision a reality.



The Embassy of Denmark in Kenya and Kilifi Deputy Governor, officially open the Accelerate GBV Shelter.

# Advancing Family Planning in Kenya: Successes, Best Practices, and Lessons from the DESIP Programme

The Delivering Equitable and Sustainable Increases in Family Planning (DESIP) programme is a six-year initiative funded by UK Aid, aimed at enhancing reproductive health in Kenya. It specifically targets counties with a modern contraceptive prevalence rate (mCPR) of less than 45%, aligning with Kenya's Vision 2030.

The programme's primary goal is to empower women and girls to safely plan their pregnancies and improve their sexual and reproductive health

and rights (SRHR). It focuses particularly on young, rural, and marginalized populations. By doing so, DESIP aims to reduce maternal, newborn, and child mortality rates while increasing the mCPR across Kenya.

Through collaboration between Population Services Kenya (PS Kenya) and other consortium partners, the DESIP programme has been successfully implemented in several counties, including Marsabit, Isiolo, Samburu, West Pokot, Elgeyo

Marakwet, Baringo, Homa Bay, Wajir, Kilifi, Mombasa, Garissa, Mandera, and Narok. These regions have experienced increased uptake of both long-term and short-term family planning solutions. The recent Kenya Demographic and Health Survey (KDHS) 2022 highlights these successes, showing significant improvements compared to the KDHS 2014.

Key thematic interventions across the counties include male engagement, involvement of religious leaders, social inclusion, enhanced health service delivery, and community-based distribution (CBD) of contraceptive methods through Community Health Promoters (CHPs). The programme also emphasizes training healthcare workers in both long-term and short-term family planning solutions, addressing cultural factors, and utilizing innovative models.

An exercise conducted by the Council of Governors and PS Kenya aimed to document best practices in family planning uptake across eight counties. This involved in-depth interviews with County Health Management Teams (CHMTs) and training beneficiaries to assess the impact of DESIP interventions. The insights gained from these interviews will contribute to the development of the 8th Family Planning Compendium, which will be uploaded to the Maarifa Centre—an innovative e-platform created by the Council of Governors for knowledge sharing and learning on devolution.



Family Planning sensitization activity in Homabay County.

Each county implemented unique strategies tailored to its specific context. For instance, Marsabit County emphasized male involvement and advocacy from religious leaders, while Isiolo County prioritized male engagement and community outreach through radio campaigns. West Pokot addressed its high illiteracy rate by equipping Community Health Promoters (CHPs) to provide grassroots-level family planning education. Samburu County integrated family planning services within the manyatta model, improving access for nomadic communities. These diverse approaches ensured that family planning solutions

aligned with local traditions and challenges.

In Elgeyo Marakwet and Narok, the focus was on training healthcare workers and CHPs to deliver family planning services more effectively. Elgeyo Marakwet engaged men in childcare and family planning discussions, while Narok's mentorship program empowered healthcare workers to administer long-term methods such as IUDs.

Baringo County tackled cultural challenges like female genital mutilation (FGM) by training mentors and expanding community-based



Family Planning sensitization activity in Samburu County.



Engagement with the Baringo CHMTs at the Baringo County Referral Hospital.

distributors to combat harmful traditional practices. Homa Bay County stood out by prioritizing the inclusion of persons with disabilities (PWDs) in family planning services, enhancing health service delivery and engaging religious leaders to promote uptake

Overall, the DESIP programme has made significant strides in improving family planning services across Kenya, particularly in regions with historically low modern contraceptive prevalence rates (mCPR).

The collaboration among counties, local leaders, and healthcare workers has fostered an environment where family planning solutions are more widely accepted and accessible. The best practices and lessons documented through this exercise will inform future efforts to ensure sustainable family planning service delivery and continued progress in reducing disparities in access across Kenya.

# World Contraception Day 2024

This year, World Contraception Day (WCD 2024) took place at the Ole Ntimama Stadium in Narok County. The event focused on raising awareness about modern contraceptive options and ensuring that more people across Kenya can access and utilize them.

The theme, “Contraception Choices: The Power is in My Hands,” emphasized the importance of empowering individuals and families to make informed decisions about their reproductive health. At both the national and county levels, the main message was clear: we must advocate for increased domestic financing and find innovative ways to provide inclusive family planning services. During the event, Population Services Kenya (PS Kenya) reiterated its commitment to advancing reproductive health rights, aligning with the goals set during the 1994 International Conference on Population and Development (ICPD).

Over the past three years, PS Kenya has made significant strides in providing contraceptive services across the country. Through our efforts, we have delivered a total of 1,975,645 contraceptive services, ensuring that more individuals have access to safe and reliable family planning options. Notably, 599,168 of these services were provided to new users, underscoring our commitment to reaching women—especially those with previously limited access—and empowering them to make informed reproductive health decisions.



Marching procession during the World Contraception Day

Dr. Charlotte Pahe, PS Kenya’s Reproductive Health Director, emphasized the organization’s unwavering commitment to making family planning methods accessible to all.

“World Contraception Day reminds us that everyone, especially young women and marginalized communities, has the right to safe and reliable contraceptive choices. At PS Kenya, we remain dedicated to empowering individuals to make informed reproductive health decisions and will continue working with our partners to ensure family planning services reach even the most underserved areas,” stated Dr. Pahe.

Dr. Serem, Head of the Division of Reproductive and Maternal Health at the Ministry of Health, highlighted

the availability of various contraceptive methods at health facilities and through community outreach. He also addressed the high unmet need for family planning, particularly among young women aged 15–19.

PS Kenya has been at the forefront of supporting the Ministry of Health in achieving its family planning goals. Through reproductive health programs like DESIP, the Accelerate Project, and Binti Shupavu, PS Kenya has implemented cutting-edge health interventions that address unmet reproductive health needs and disparities across the country, empowering women and families to decide when to have children, how many to have, and the spacing between them.





**For More Information**

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