



AT2030

Survey findings:

Youth Attitudes Towards Disability Sport & Assistive Technology

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Presentation of findings specific to young people's awareness and attitudes towards disability and assistive technology.

5 WaCurious Acknowledgement.

The WaCurious Members who made it possible to speak with young people all around Kenya.

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Executive Summary



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By SHUJAAZ
INC.

Project background.

Global Disability Innovation Hub (GDI Hub) is an Academic Research and Practice Centre accelerating **disability innovation for a more just world.**

AT2030 is a UK Aid-funded programme led by the GDI Hub to test **‘what works’ to improve access** to life-changing Assistive Technology (AT) for all.

Shujaaz Inc is a network of social ventures working to break down the barriers preventing young people from taking control of the future.

WaCurious* is a Shujaaz Inc brand, that mobilises young people with **deep local knowledge**, trains them on basic research skills and equips them with the necessary tools to **collect data and insights** to inform positive community change.

***WaCurious** [wa-kjʊəriəs] *Sheng*; noun; a tribe of curious people

Study context:

To build on its efforts in accelerating disability innovation, GDI Hub seeks to understand the attitudes of 18–24-year-old Kenyans on disability, disability sports and assistive technology.

AT2030 funded this study.

Study Objective:

- To understand to what extent young Kenyans are *aware of, positive about, participating in disabled sports.*
- To understand to what extent young Kenyans are *aware of, positive about and making use of assistive technology.*

Methodology & Sampling

WaCurious members conducted face-to-face interviews with 18–24-year-olds (referred to in this presentation as “Contributors”) in their neighbourhoods. WaCurious members were trained on the objectives of the study, research ethics and how to collect data digitally. All data collection was monitored closely by WaCurious research experts.

Sampling		
Description	Target	Achieved
Target sample	650	686
Counties	24 out of 47	28 out of 47
Break-Down by Sex	50% Male, 50% Female	50% Male, 50% Female
Rural vs Urban split (self identified)	N/A	42% Rural, 58% Urban

Methodology & Sampling

Contributors are from **27 counties** across Kenya.

Contributor Counties		
Nairobi	Siaya	Kajiado
Kisumu	Homa Bay	Taita–Taveta
Mombasa	Kwale	Nakuru
Makueni	Machakos	Narok
Kiambu	Meru	Nyamira
Kilifi	Kakamega	Wajir
Kericho	Isiolo	Busia
Kisii	Uasin Gishu	Elgeyo-Marakwet
Kitui	Trans-Nzoia	Vihiga

Overview of Study Findings.

- 🕒 70% of contributors are interested in sports. Of those interested in sports, 77% are fans, 43% play, while 7% either coach or are organising sports.
- 🕒 TV is the leading channel of following sports at 70%, social media is second at 53%.
- 🕒 DSTV (a pay-television serving Sub-Saharan Africa) is the most watched TV station (31%) while Radio Jambo is the most listened to radio (45%) for sports news.
- 🕒 Of all social media platforms where contributors follow sports, Facebook is the favourite at 45%.
- 🕒 47% of contributors followed Paris 2024 Olympic Games. 23% followed the Paris 2024 Paralympic Games.
- 🕒 11% of contributors self-identify as disabled. 16% report having a disabled family member, 41% have a disabled friend and 33% have a disabled person attending their school.
- 🕒 45% of contributors have seen a disabled person participating in sport in their community.
- 🕒 Athletics (37%), football (31%) and volleyball (12%) are the sports disabled people are seen participating in. These are the same sports (in the same order) contributors say they would like to follow in Paralympics.
- 🕒 96% of contributors respond positively to the idea of having a disabled teammate, opponent or coach.

Overview of Study Findings (continued).

- ⦿ 42% of contributors report that they are using one form of assistive technology.
- ⦿ 72% can describe assistive technology correctly as per the WHO definition.

- ⦿ 26% think they need assistive technology now, while 40% think they will need it in the future.
- ⦿ Most contributors (86%) are willing to participate in sports with someone using glasses as assistive technology. Willingness to participate with someone using a wheelchair is at 62% and is the least scoring of all the assistive technologies listed.

- ⦿ The chances of people using assistive technology achieving things in life are rated at: 64% for completing secondary school; 64% for having own family; 63% for getting a college degree and 44% for participating in sports.
- ⦿ Discrimination, stigma and lack of facilities account for 74% of all reported challenges.

- ⦿ 92% of all contributors feel it is important for disabled athletes to be supported to participate in professional-level sports. The identified support includes financial support (29%), assistive technology (27%) psychological support (12%) and creation of opportunities (12%) among others.

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General Findings



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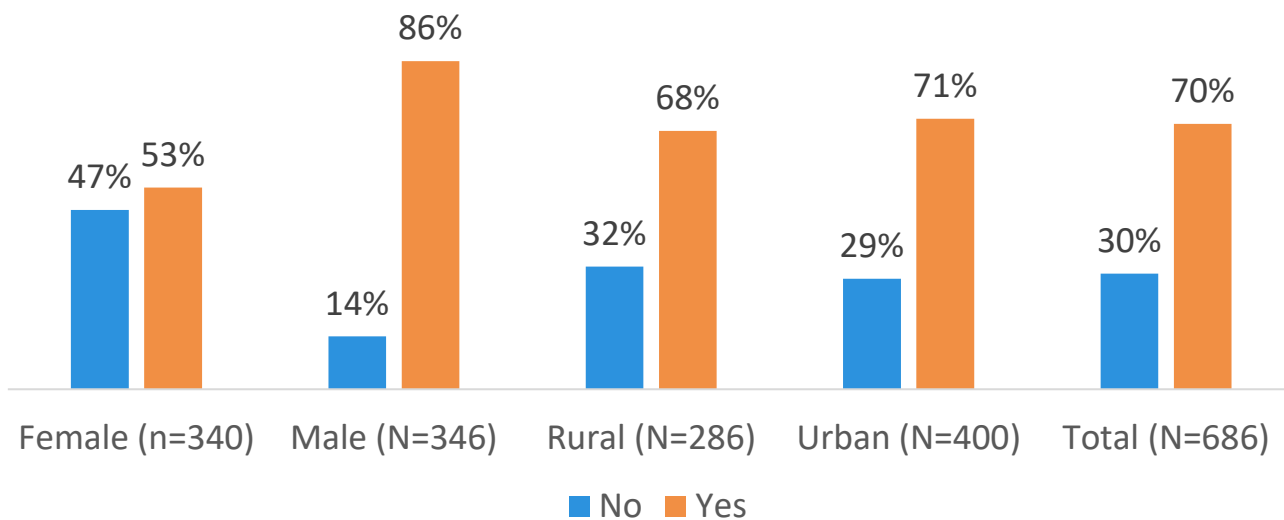
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Youth Interest in Sports – By Gender, Urban/Rural.

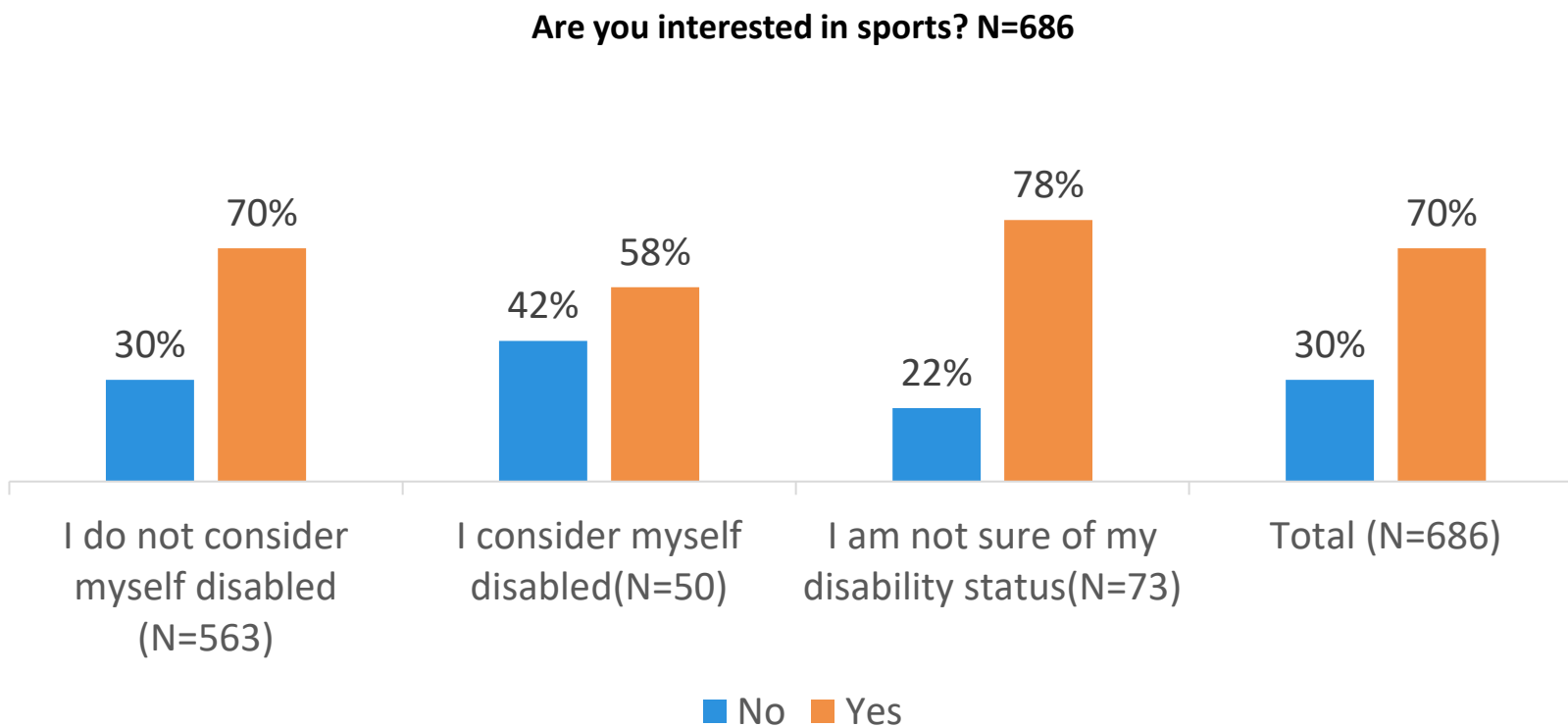
Are you interested in sport? N=686



70% of contributors say they are interested in sports.

- There is a notable difference in interest in sports between females and males, with males showing much more interest in sports (86%) compared to females (53%).
- Contributors in urban areas (71%) show slightly more interest in sports than those in rural areas (68%).

Youth Interest in Sports – by disability status.



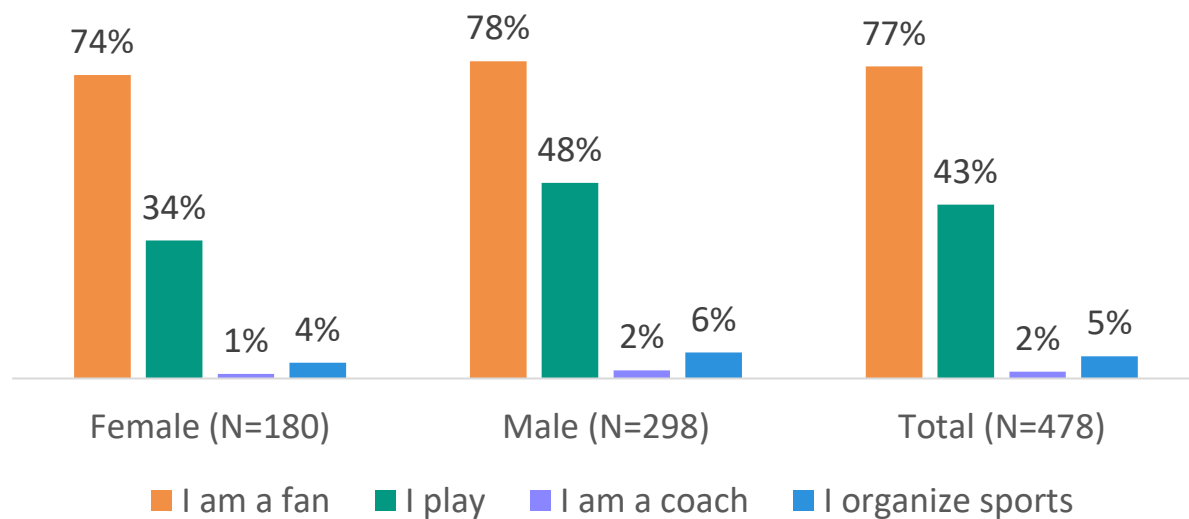
Disabled contributors are slightly less interested in sports than able-bodied.

- Most people, regardless of disability status, are interested in sports.
- 70% of people who do not consider themselves disabled are interested in sports.
- 58% of people who consider themselves disabled are interested in sports.

Youth Interest in Sports – Involvement.

You said you are interested in sports, which one of the following is true?

N=478



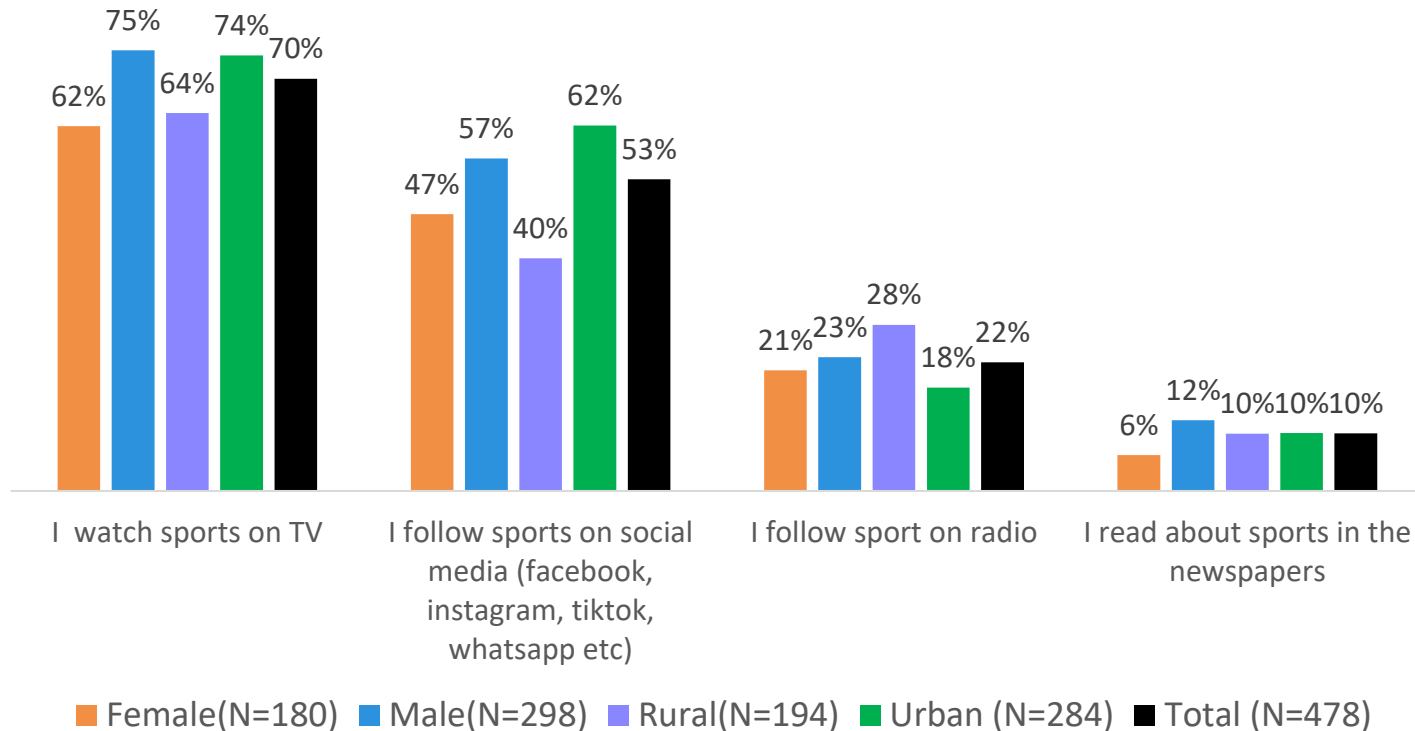
77% of contributors are sports fans.

- A large proportion of both female (74%) and male (78%) contributors consider themselves sports fans.
- Males show greater involvement in playing sports, coaching, and organising sports, whereas females are more likely to be fans but less involved in active participation.
- 43% of contributors actively play sports, with a higher percentage of males (48%) compared to females (34%).
- 5% of the contributors are actively involved in organising sports.
- Additionally, analysis of the data indicates a notable overlap (23%) of individuals who are both fans and active players of sports.

Youth Interest in Sports – Medium.

Which one of the following is true about yourself?

N=478

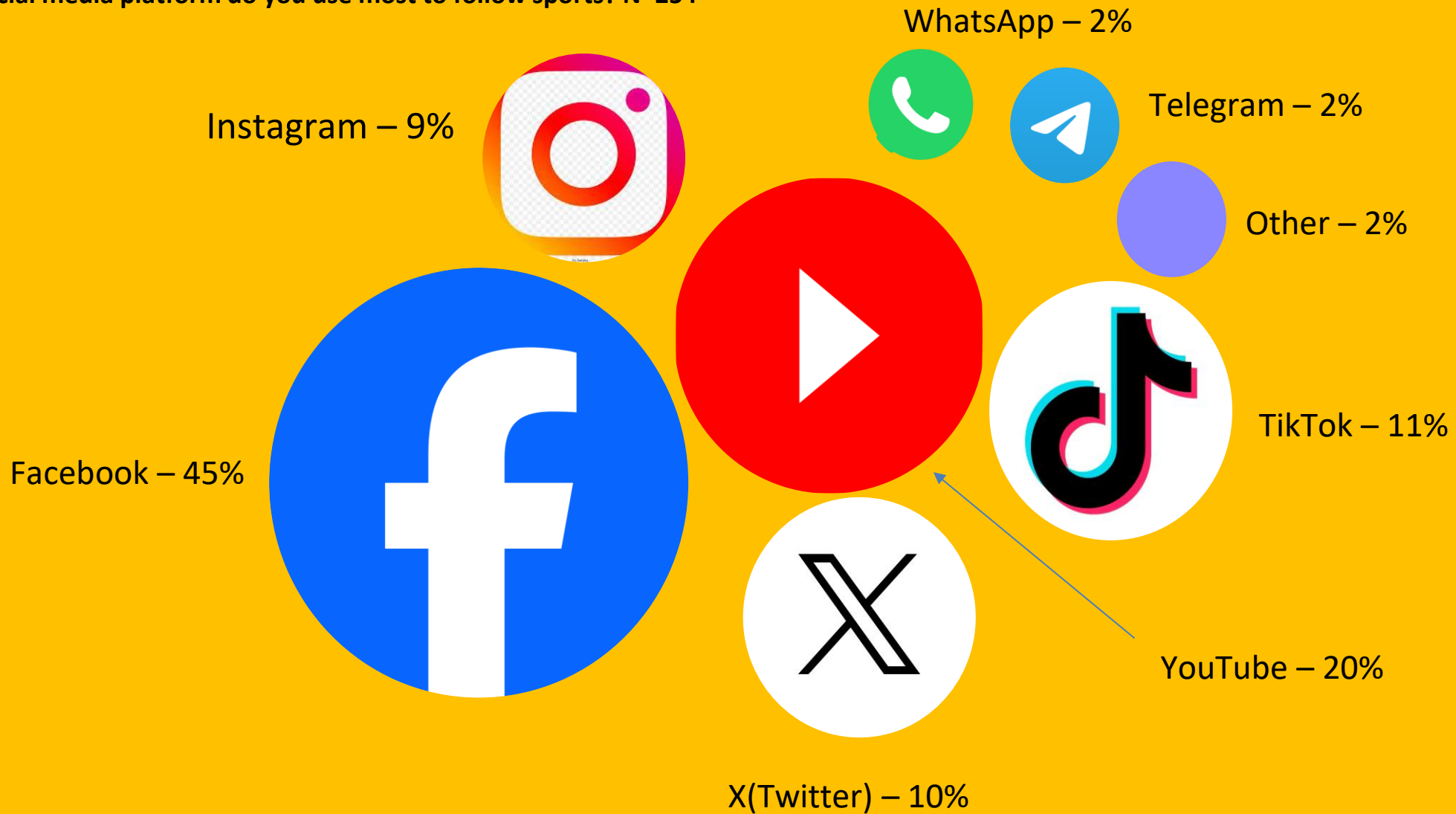


70% of contributors say they watch sports on TV.

- TV is the most prevalent medium for sports consumption, followed by social media.
- 62% of contributors in urban areas follow sports via platforms like Facebook and Instagram.
- Males engage more on social media than females.
- Radio has a notable following in rural areas, where it is a more common medium for following sports (28% vs. 18% in urban areas).
- Newspapers are the least used for sports content, with only 10% of contributors reading about sports in newspapers, showing minimal difference between gender or location.

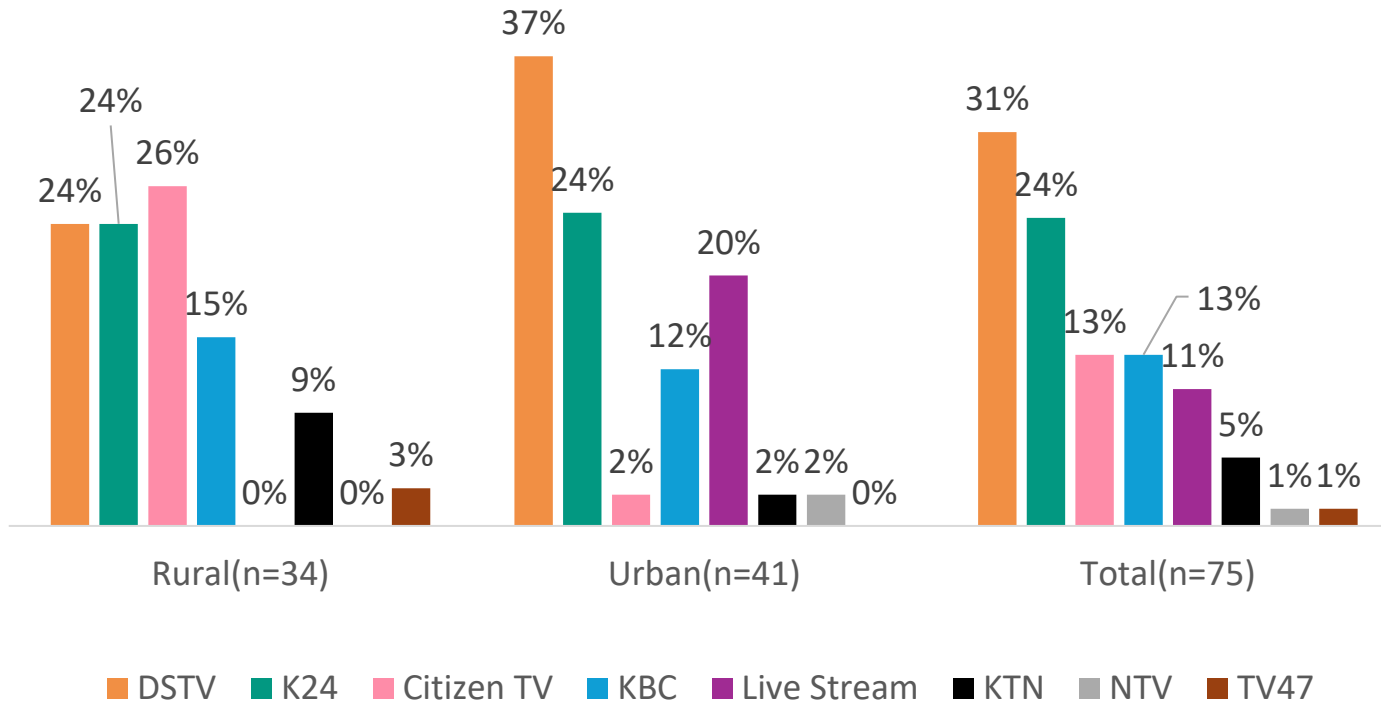
Youth Interest in Sports – Social Media.

Which social media platform do you use most to follow sports? N=254



Youth Interest in Sports – TV.

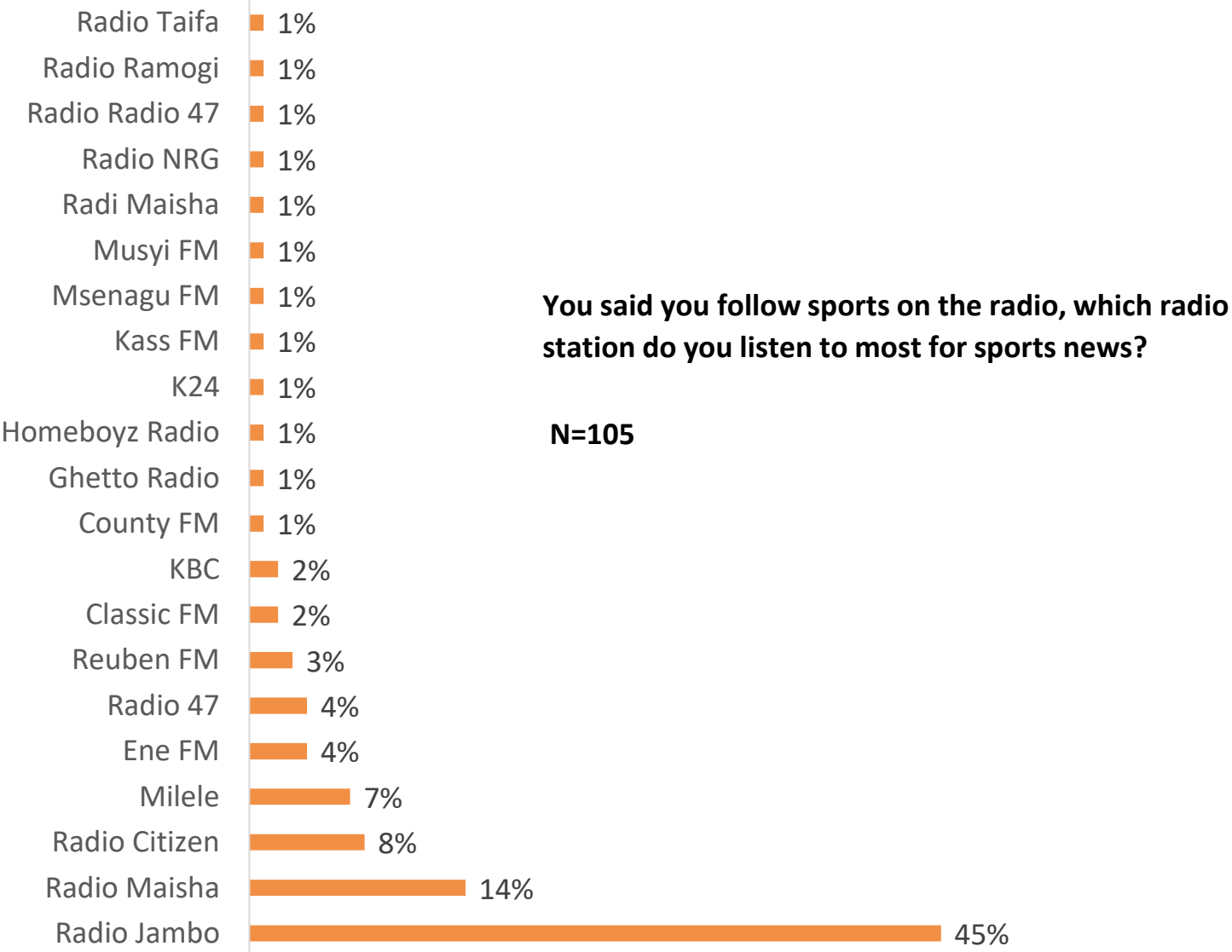
Which TV channel do you mostly watch sports on? N=75



61% of contributors say they watch sports at home, whereas 33% watch in local video halls.

- Contributors report to mostly watch sports on DSTV and Citizen and K24 TV.
- 20% of the contributors in urban areas indicate that they watch sports on live streams whereas no one in the rural mentioned this option.
- Citizen TV is more popular in rural areas(26%) than in urban areas(2%).
- When it comes to where they watch (N=336), 61% of contributors say they watch sports at home, 33% watch in local video halls, and 6% watch at their neighbors' house.

Youth Interest in Sports – Radio (overall).

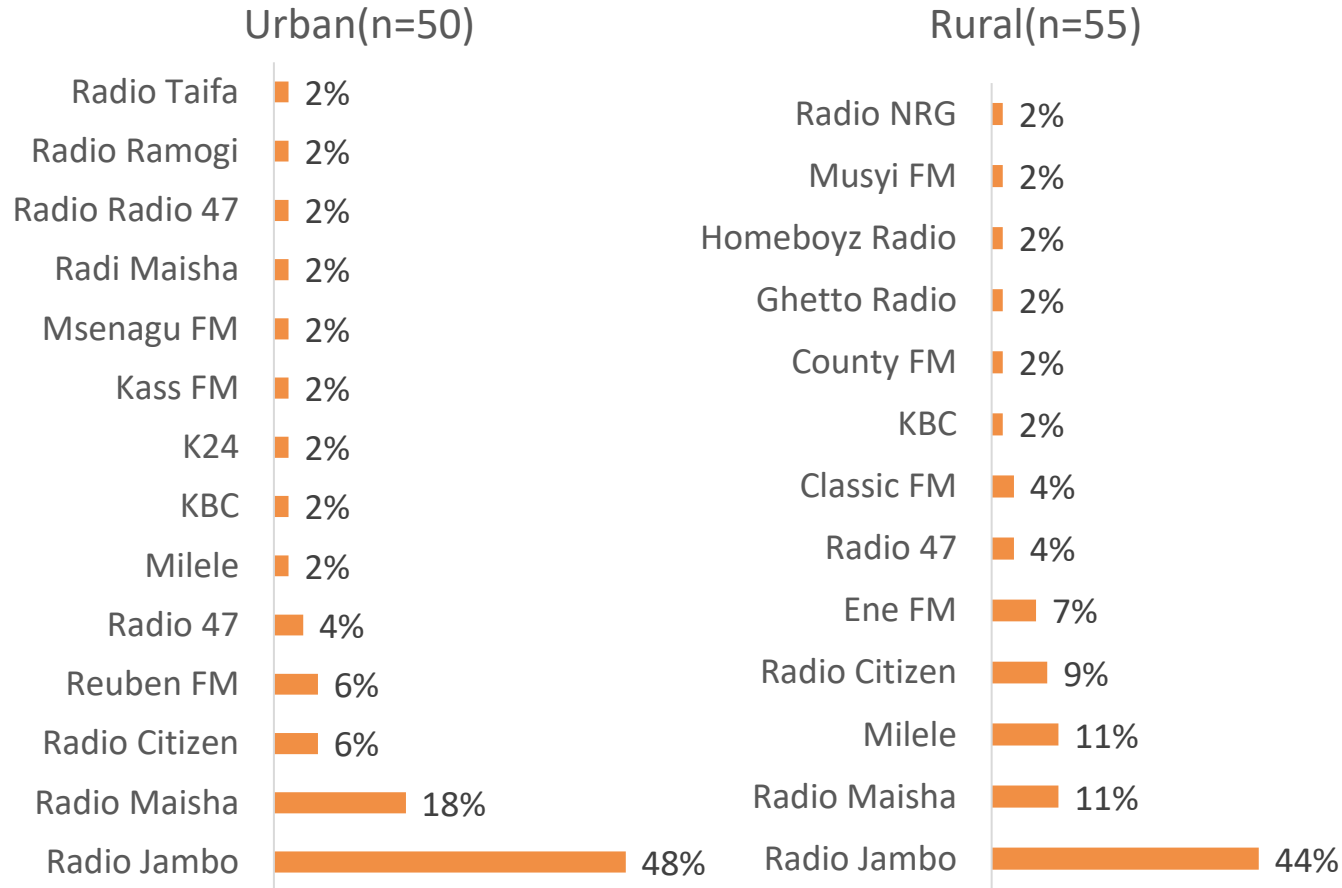


22% of contributors follow sports news on radio.

– Radio Jambo, Radio Maisha, and Radio Citizen are the top three radio stations where contributors listen to sports news.

Youth Interest in Sports – Radio (Rural Vs Urban).

You said you follow sports on the radio, which radio station do you listen to most for sports news?



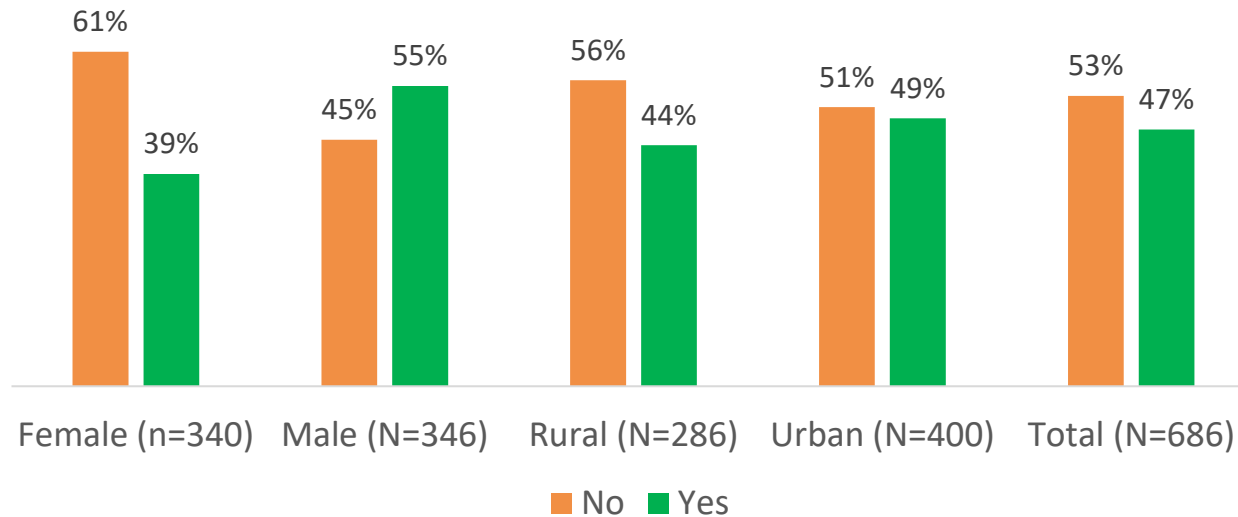
Radio in Rural and Urban.

- There are more rural followers of sports on radio (n=55) than urban (n=50).
- The top two radio stations where contributors listen to sports news in both rural and urban areas are Radio Jambo and Radio Maisha.
- Radio Milele is more popular in rural areas (11%) than in urban (2%).

Youth Interest in Sports – Following Olympic Games.

Did you follow the Paris 2024 OLYMPIC GAMES?

N=686



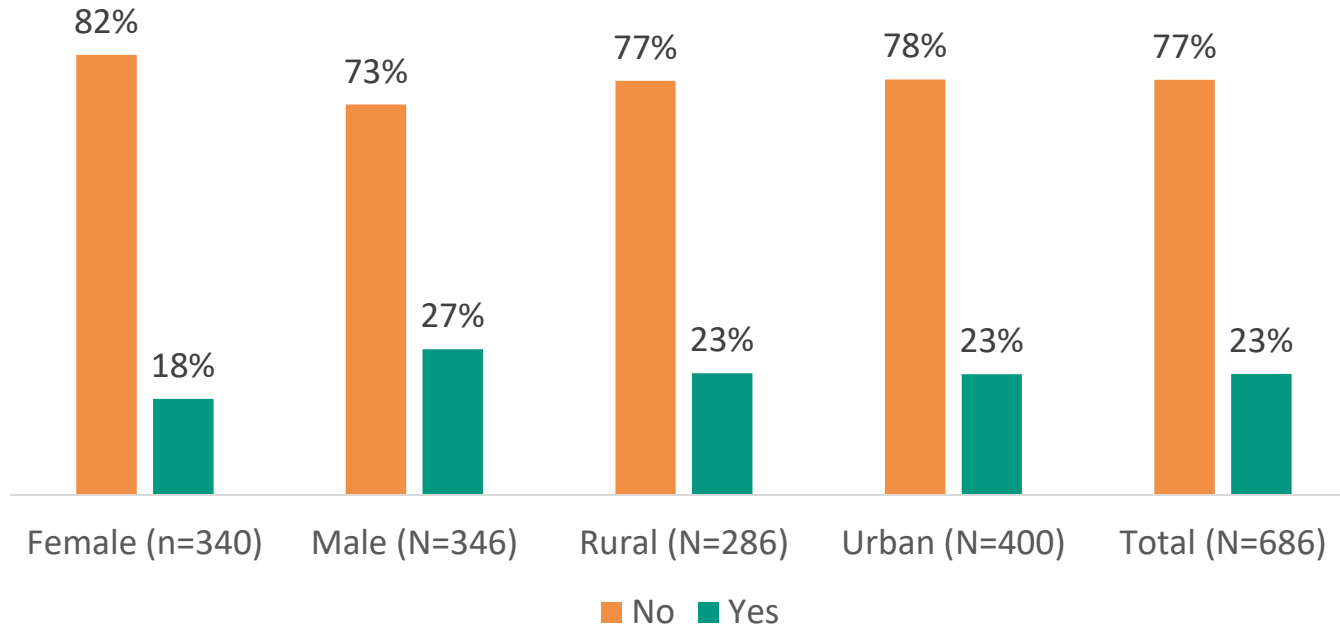
47% of contributors followed the Paris 2024 Olympic Games.

- More males (55%) followed the Paris 2024 Olympic Games than females (39%).
- Contributors in urban areas followed the 2024 Olympic Games (49%) more than those in rural areas (44%), though the difference is relatively small.

Youth Interest in Sports – Following Paralympic Games.

Did you follow the PARIS 2024 PARALYMPIC GAMES?

N=686

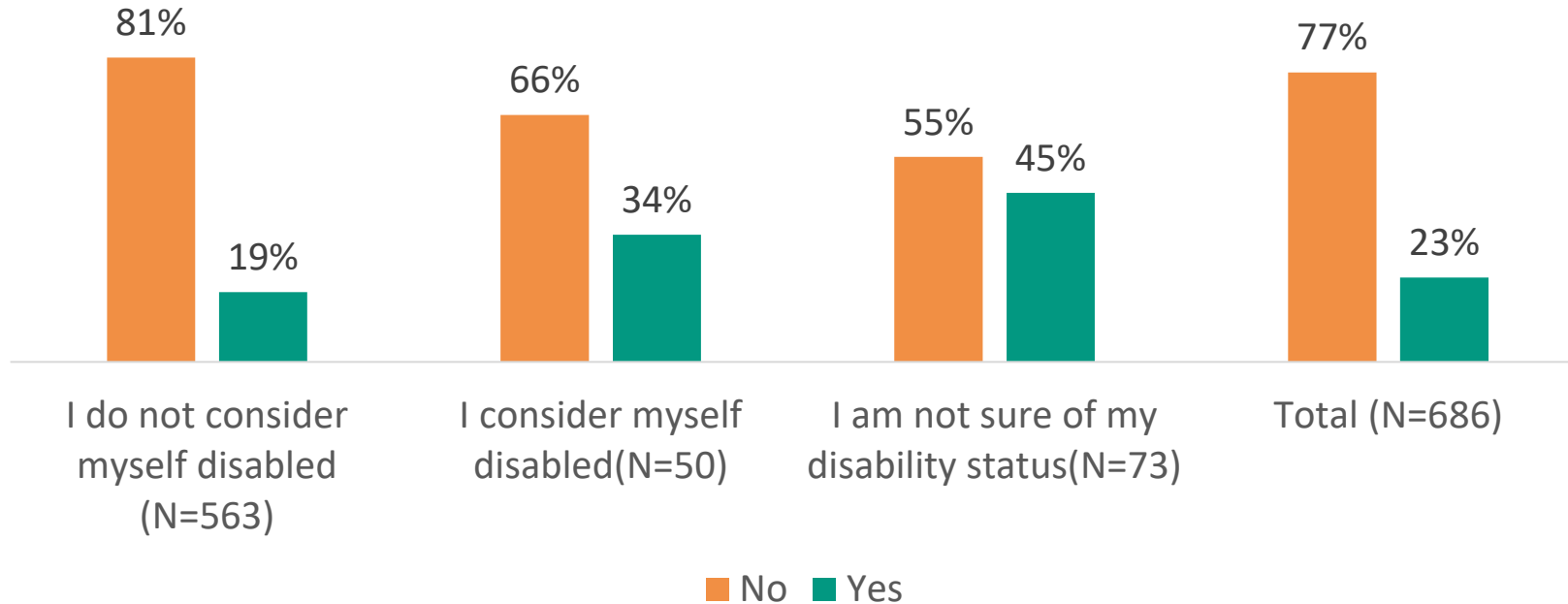


23% of contributors followed the Paris 2024 Paralympic Games.

- The majority of contributors (77%) did not follow the Paris 2024 Paralympic Games, with only 23% reporting following.
- More males(27%) reported following the Paralympic Games compared to females.
- There was an identical following of the 2024 Paralympic games reported for rural and urban contributors.

Youth Interest in Sports – Following Paralympics broken down by disability status

Did you follow the PARIS 2024 PARALYMPIC GAMES? N=686



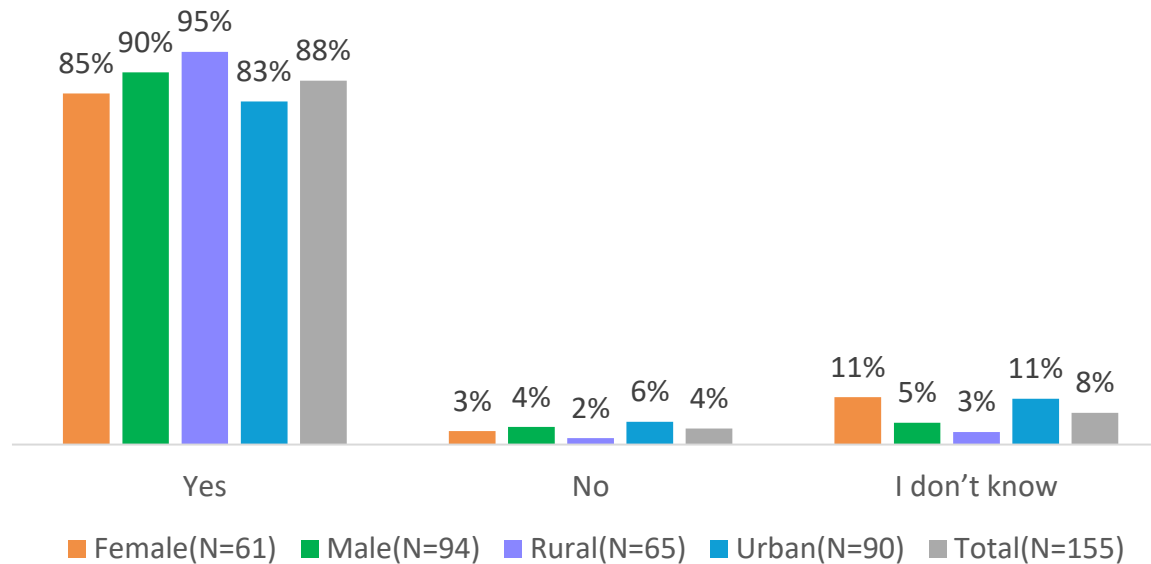
Contributors with disability were more interested in the Paralympics than able-bodied contributors

A higher proportion of contributors with disabilities (34%) reported having followed the Paris 2024 Paralympic Games than those without disabilities (19%).

Youth Interest in Sports – gender and rural/urban.

Did Kenya have a team at the PARIS 2024 PARALYMPIC GAMES?

N=155



88% of contributors who followed paralympic games were aware of the participation of Kenyans in the 2024 Paralympic Games.

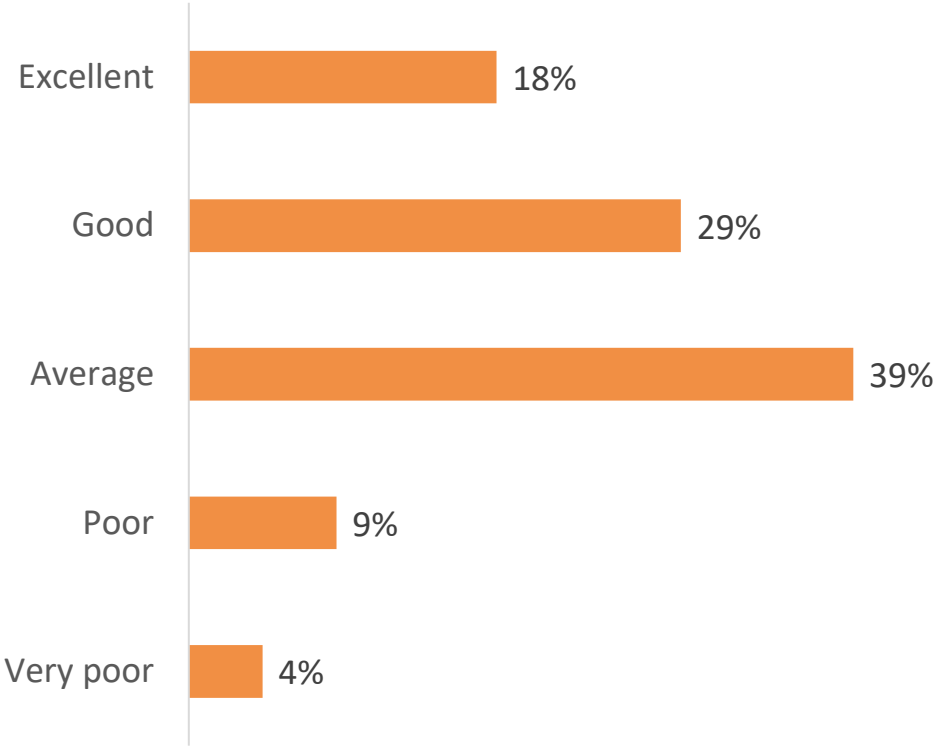
- Males showed slightly higher levels of certainty regarding Kenya's participation compared to females.
- Surprisingly, rural contributors were more knowledgeable than urban contributors, with rural areas exhibiting higher awareness and fewer unsure responses.

Youth Interest in Sports – Awareness of National Team.

47% of contributors say Kenya performed very well/well in the 2024 paralympic games.

– 47% of the contributors believe that Kenya performed well at the 2024 Paralympics, while 39% feel the performance was average, and 13% think it was poor.

**How did Kenya perform in the PARIS 2024 PARALYMPIC GAMES?
N=137**

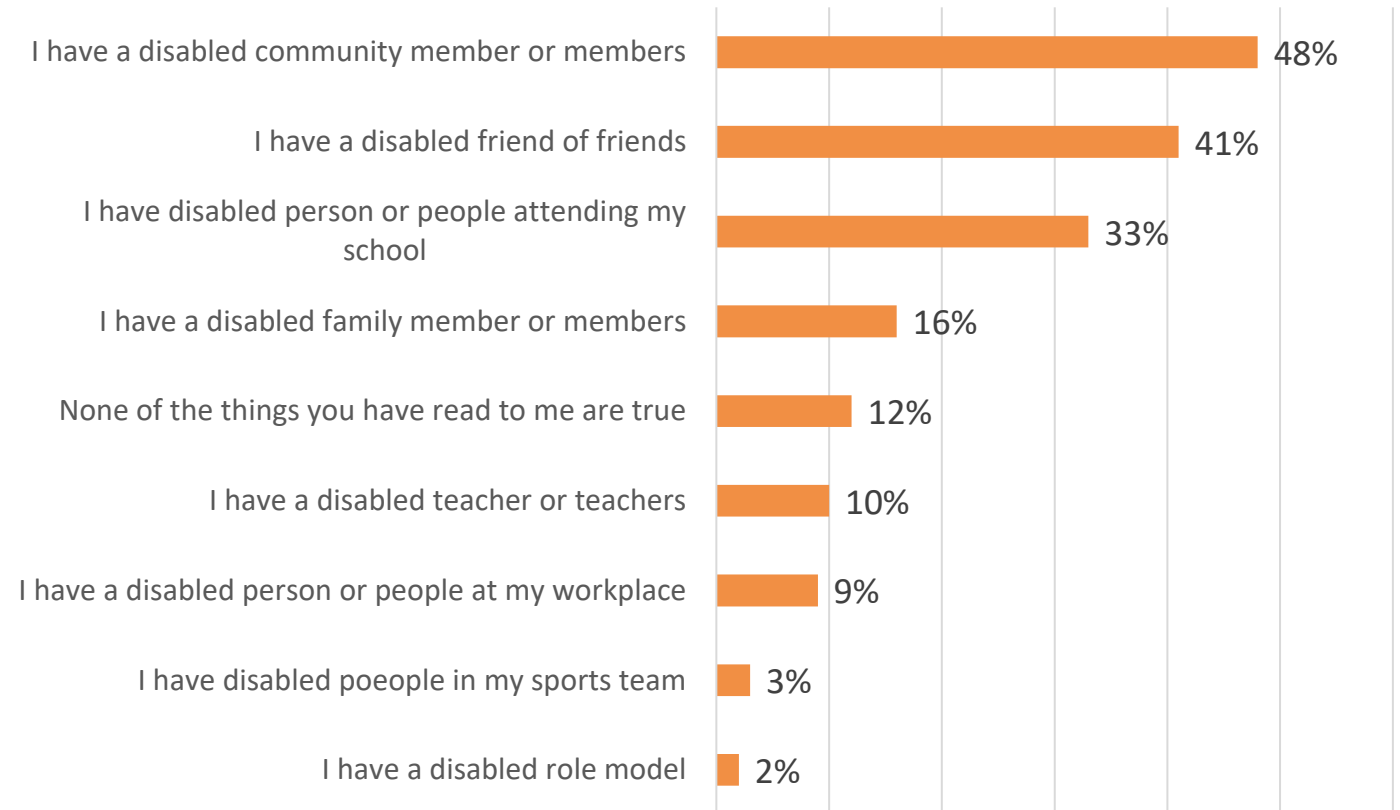


Interaction with persons with disability.

16% of Contributors say they have disabled family members.

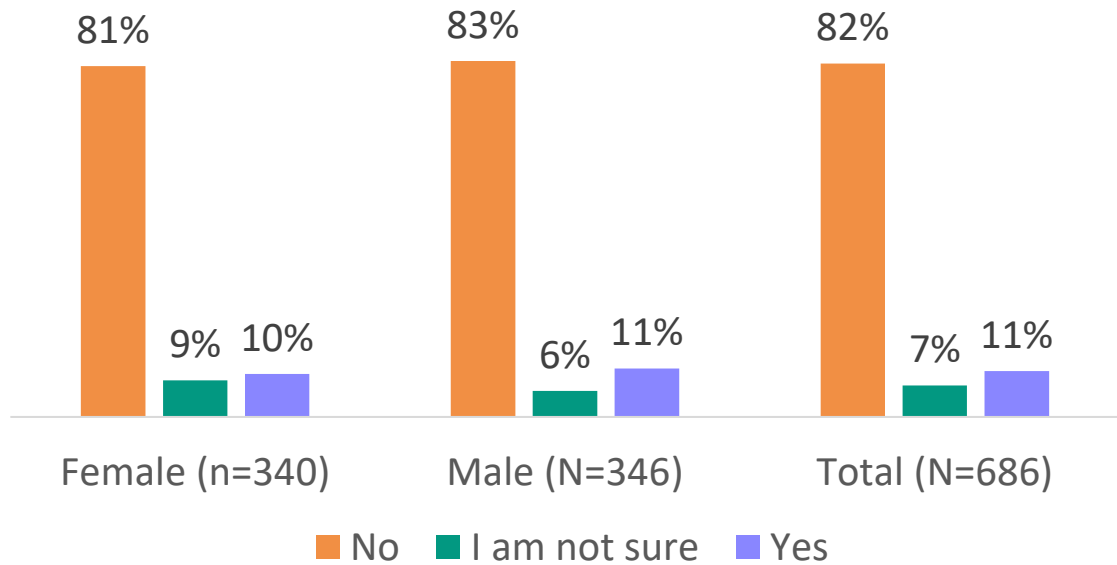
- Disability is a part of contributors' personal and social lives, with (48%) reporting having disabled people in their community, 41% say they have disabled friends, 33% have disabled people in their school and 10% have a disabled teacher or teachers.
- 2% of contributors say they have disabled role models. 3% say in their sports team respectively.
- Worth noting that 12% report not having disabled people in the environments listed.

Which one of the following is true (Check All that apply)
N=686



Interaction with persons with disability.

Do you consider yourself disabled?
N=686

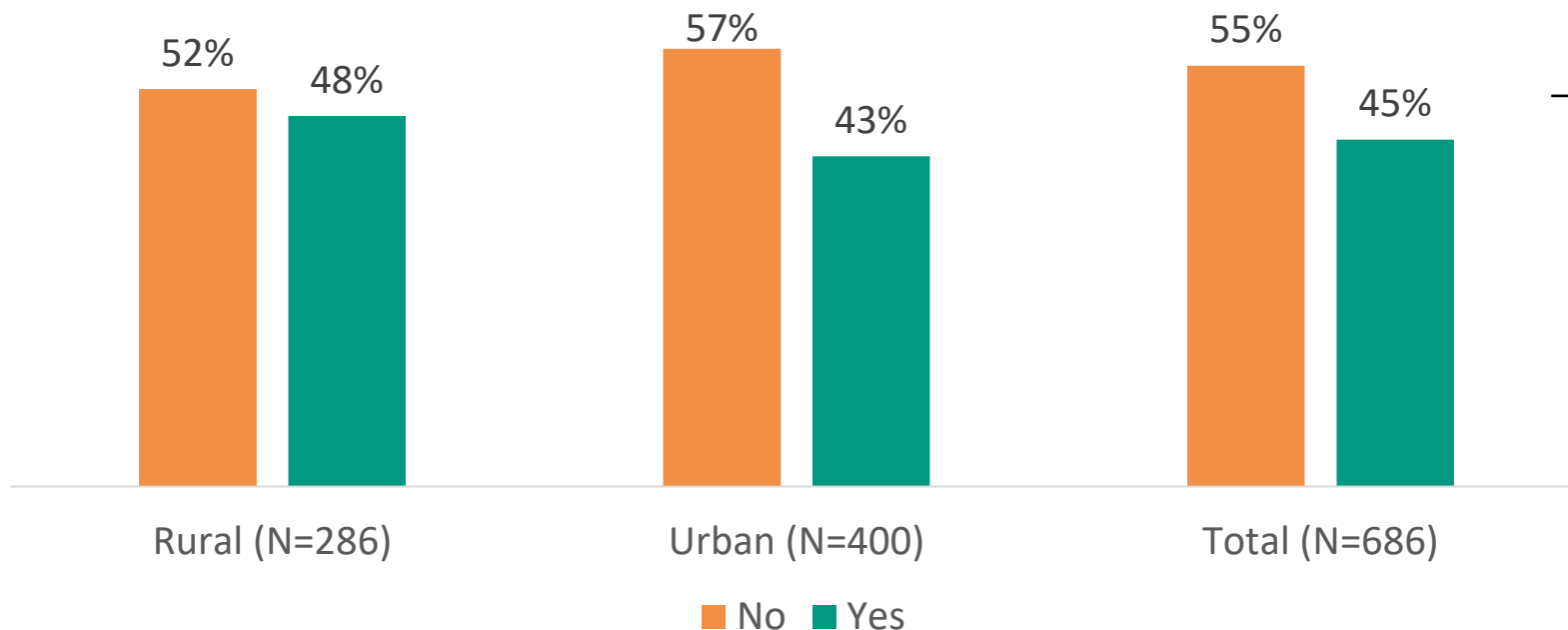


11% of contributors identified as disabled.

- 82% of the contributors do not consider themselves disabled. 11% consider themselves disabled while 7% are not sure of their disability status. There is minimal difference between the genders.
- Among those who identify as disabled (N=74), 85% say they would like to see more coverage of paralympic sport.

Visibility of Persons with Disability (PWDs) In sports – Grouped by Rural/urban.

Do you see disabled people taking part in sports in your school, college or community?

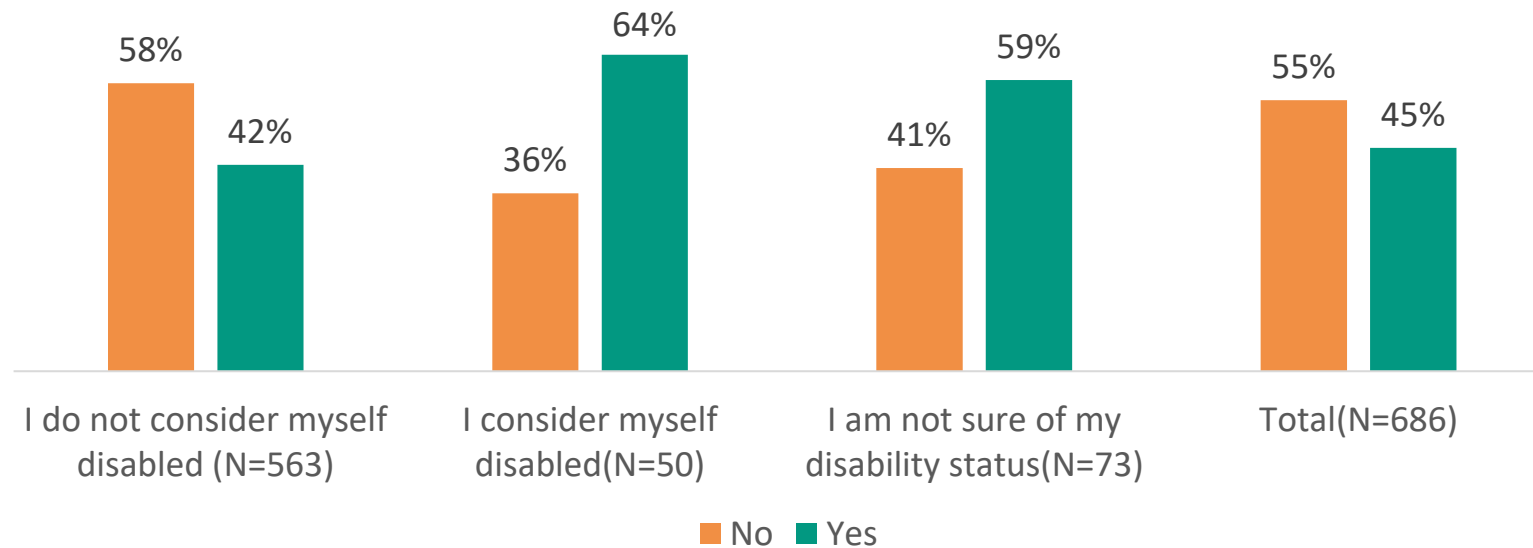


Disabled people participating in sports are more visible in rural Kenya.

– Rural contributors reported slightly more visibility of disabled people participating in sports (48%) than urban contributors (43%).

Visibility of Persons with Disability (PWDs) In sports – grouped by disability status.

Do you see disabled people taking part in sports in your school, college or community?

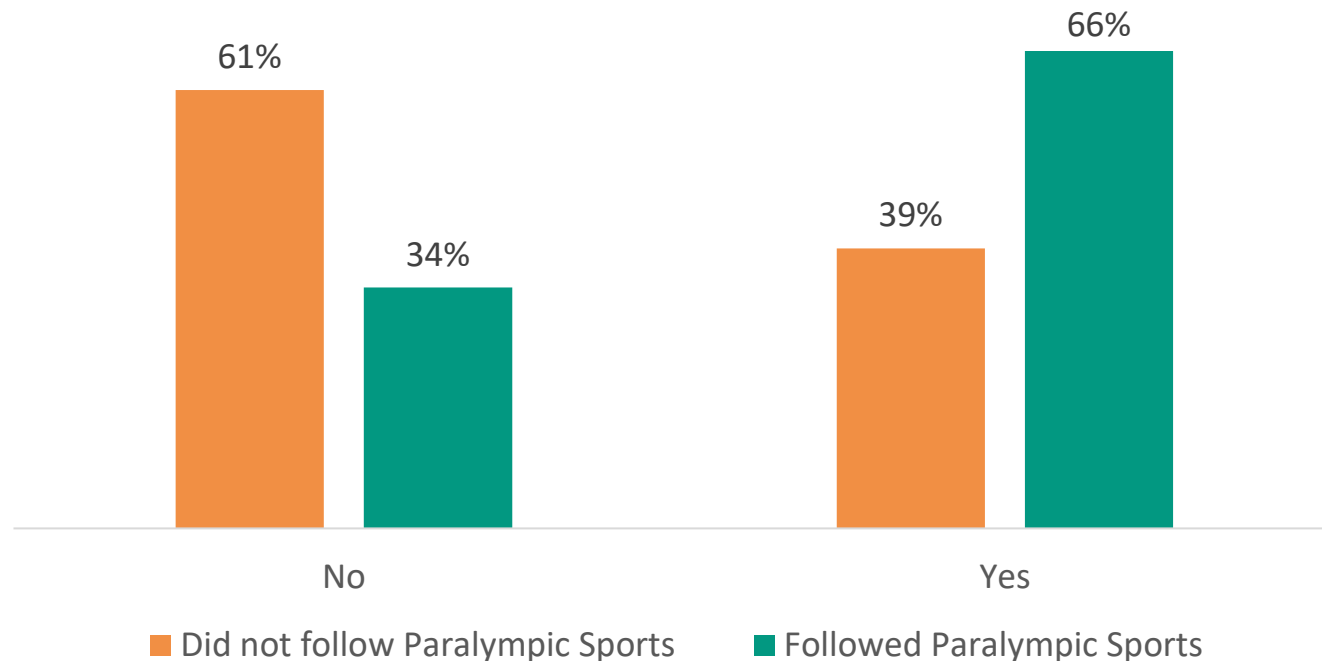


45% of contributors have seen a disabled person participating in sports in their school or community.

- Nearly half of the contributors (55%) have not seen disabled people taking part in sports in their school or community.
- A higher proportion (64%) of disabled contributors report seeing disabled people participating in sports in their school or community. The proportion is 36% for able-bodied contributors. Disabled people seem to notice (more) when other disabled people participate in sports in their schools or community.

Visibility of Persons with Disability (PWDs) In sports.

Do you see disabled people taking part in sports in your school, college or community?



The data suggests that seeing disabled people participating in sports increases the likelihood of following Paralympic Sports.

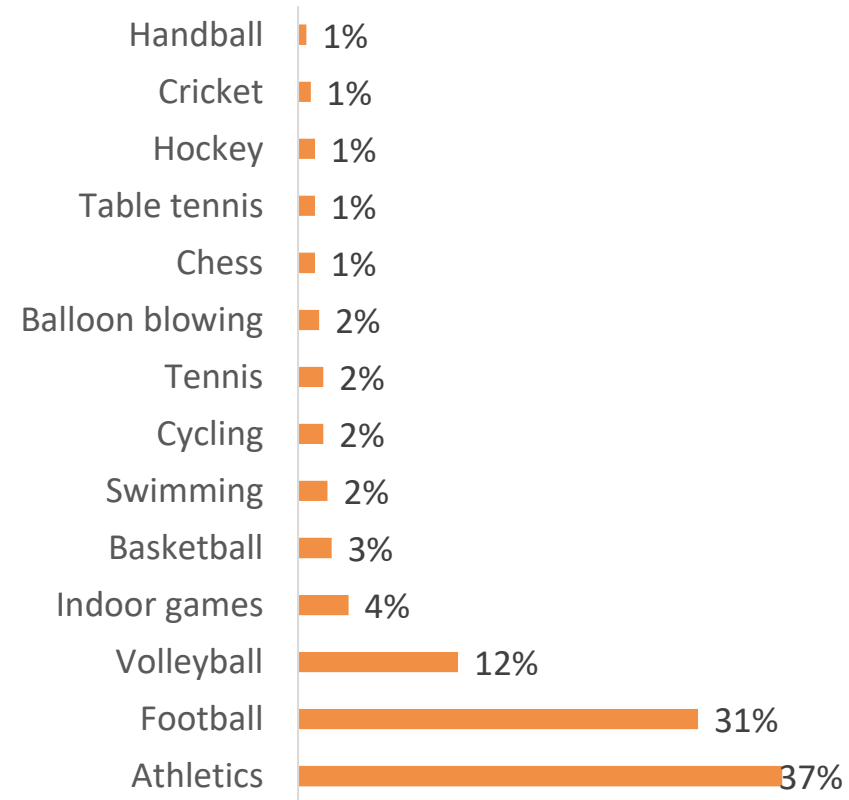
– Among those who see disabled people in sports, 66% follow Paralympic Sports. On the other hand, among those who do not see disabled people in sports, only 34% follow paralympic games.

Visibility of Persons with Disability (PWDs) in sports.

There is noticeable participation of persons with disability in sports in school, college and community.

- The top three sports that contributors report to have seen disabled people participating in are athletics (37%), football (31%) and volleyball (12%).
- There is also noticeable participation in adapted sports like basketball and tennis, as well as games of strategy like chess.

What sports do you see disabled people participate in in your school, college or community? (N=311)

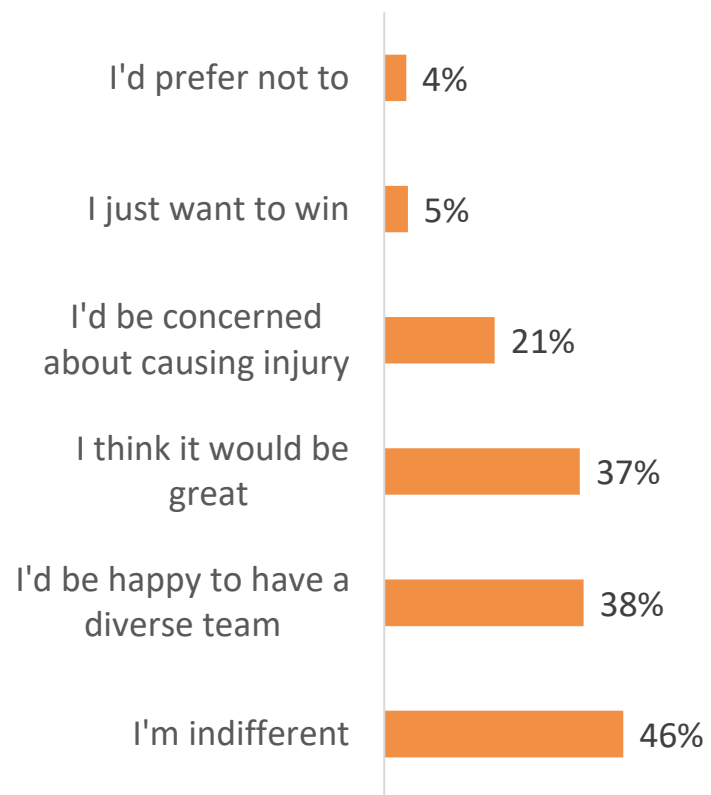


Perception of Persons with Disability (PWDs) in sports.

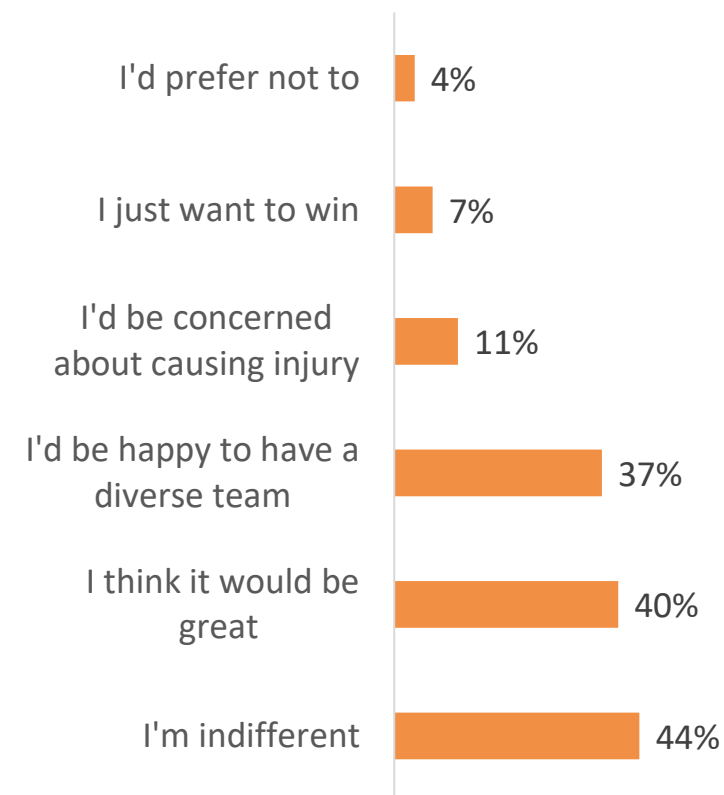
Majority of contributors embrace diversity and inclusivity of PWDs.

- Most contributors (96%) show positive attitudes toward disabled teammates, opponents, and coaches, with many embracing diversity and inclusion.
- A good number are concerned about causing injury. This is prominent in the context of teammates or opponents (21%) compared to coaches (11%).

How would you feel to have a disabled teammate or opponent? [multiple answers possible] (n=686)



How would you feel to have a disabled coach? [multiple answers possible] (n=686)



What do you understand "Assistive Technologies" to mean?

Majority of contributors can correctly define Assistive Technology.

72% of contributors can correctly explain (as per the WHO definition) what assistive technology is.

25% cannot, 3% are not sure what it is.

"Type of technology that helps people with disabilities to carry out their day-to-day activities efficiently."

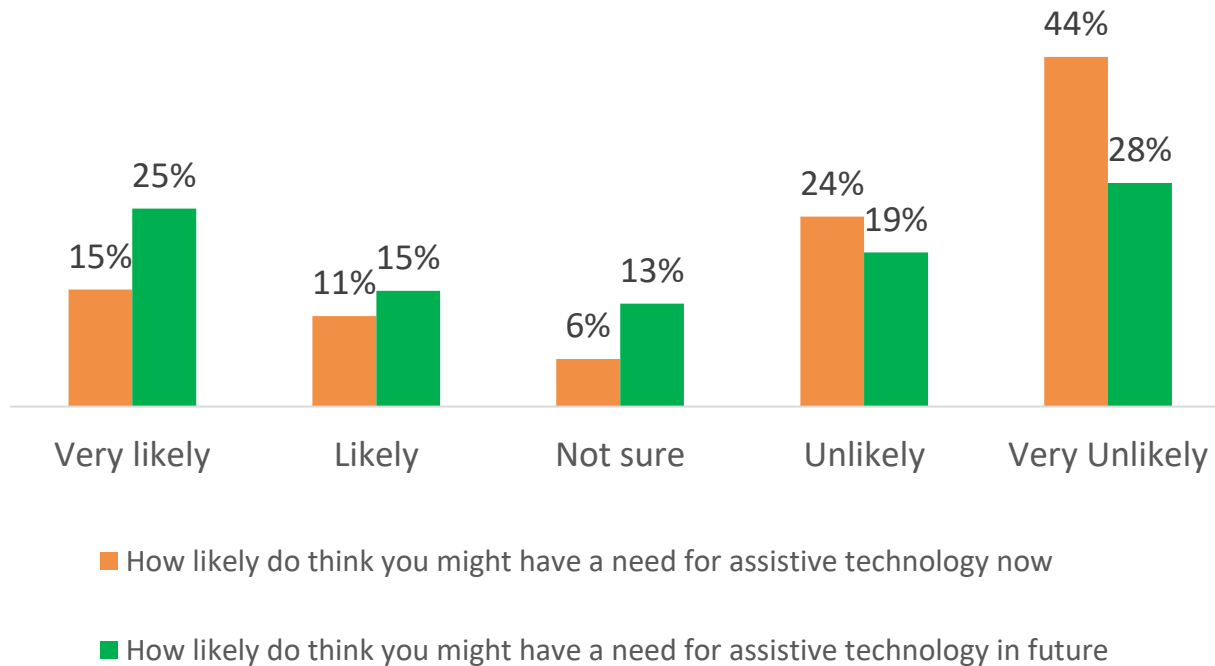
"Speech, sight, movement devices used to make life easy for the disabled."

"Things that assist those with disabilities to partake daily activities."

"It's technology that helps disabled people better their lives or assist in day-to-day happenings."

Perceived need for assistive technology.

How likely do think you might have a need for assistive technology NOW & in FUTURE? (N=686)



Contributors are more uncertain about their need for assistive technology in future compared to the present.

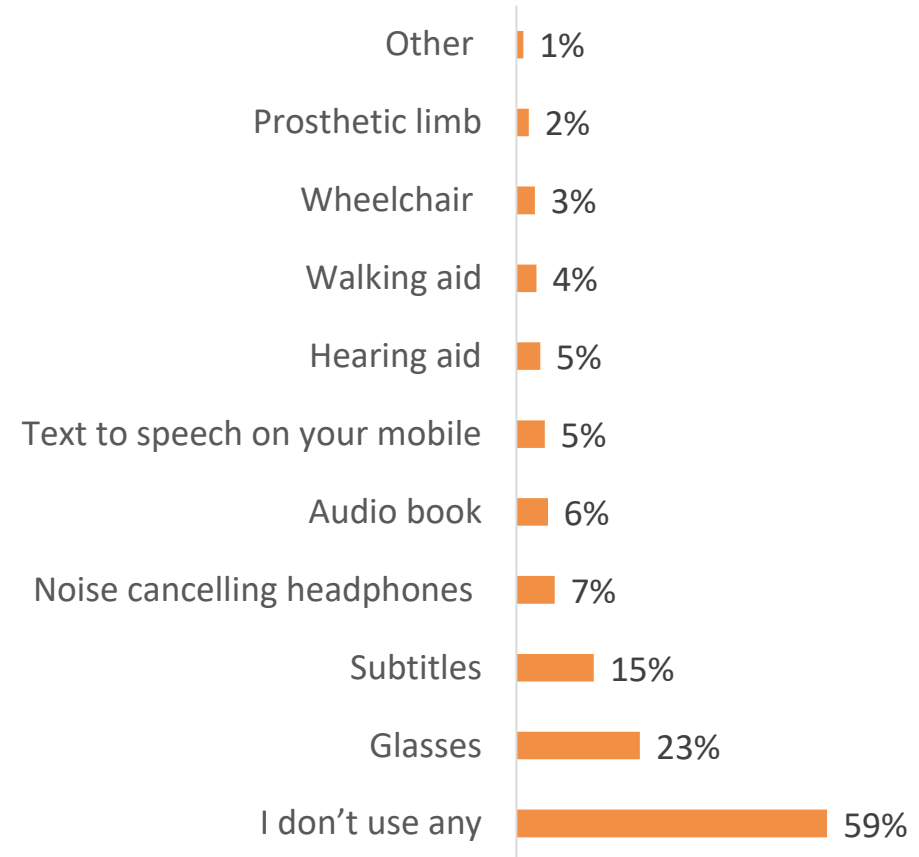
- 26% of the contributors say they are likely to need assistive technology now whereas 40% say they are likely to need it in future.
- Results suggest that while the immediate need for assistive technology is perceived as low, contributors anticipate a greater need for it in the future.

Use of assistive technology.

42% of contributors use at least one form of assistive technology. Among those who use assistive technology, 27% report using more than one type.

- 27% of contributors who use assistive technology report using more than one assistive technology.
- Glasses are the most used assistive technology, with 23% of contributors using them.
- Assistive technologies related to mobility and hearing, such as noise-cancelling headphones, hearing aid, and walking aid, are least used (ranging from 2% to 7%).
- Only a small proportion of contributors use wheelchairs (3%), prosthetic limbs (2%), or other forms of assistive technology (1%).

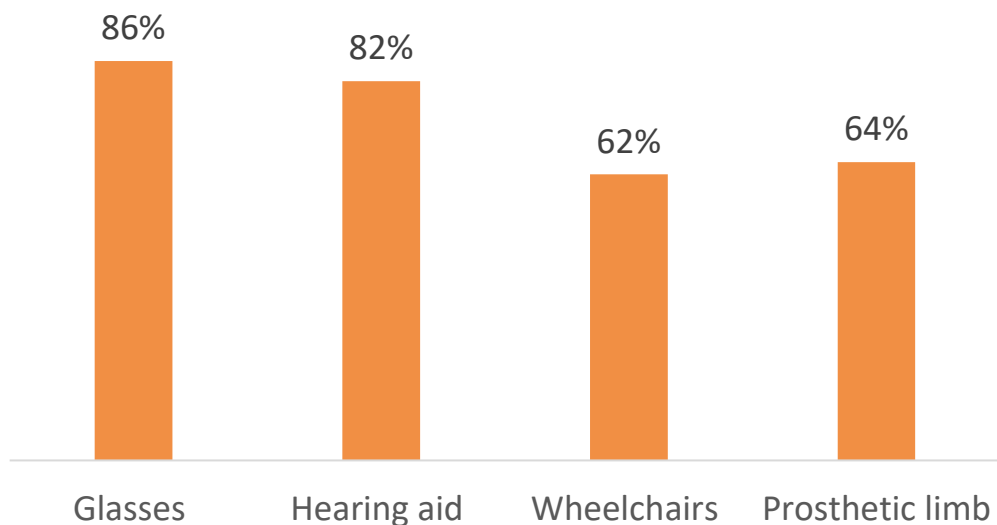
Can you tell me if you use any of the following assistive technology or devices in your everyday life? Please tick all that they say they use.



Perception of assistive technology.

Are you happy to participate alongside someone using the following assistive technology in a team sport? N=686.

NOTE: bars represents % of those who said “Yes”

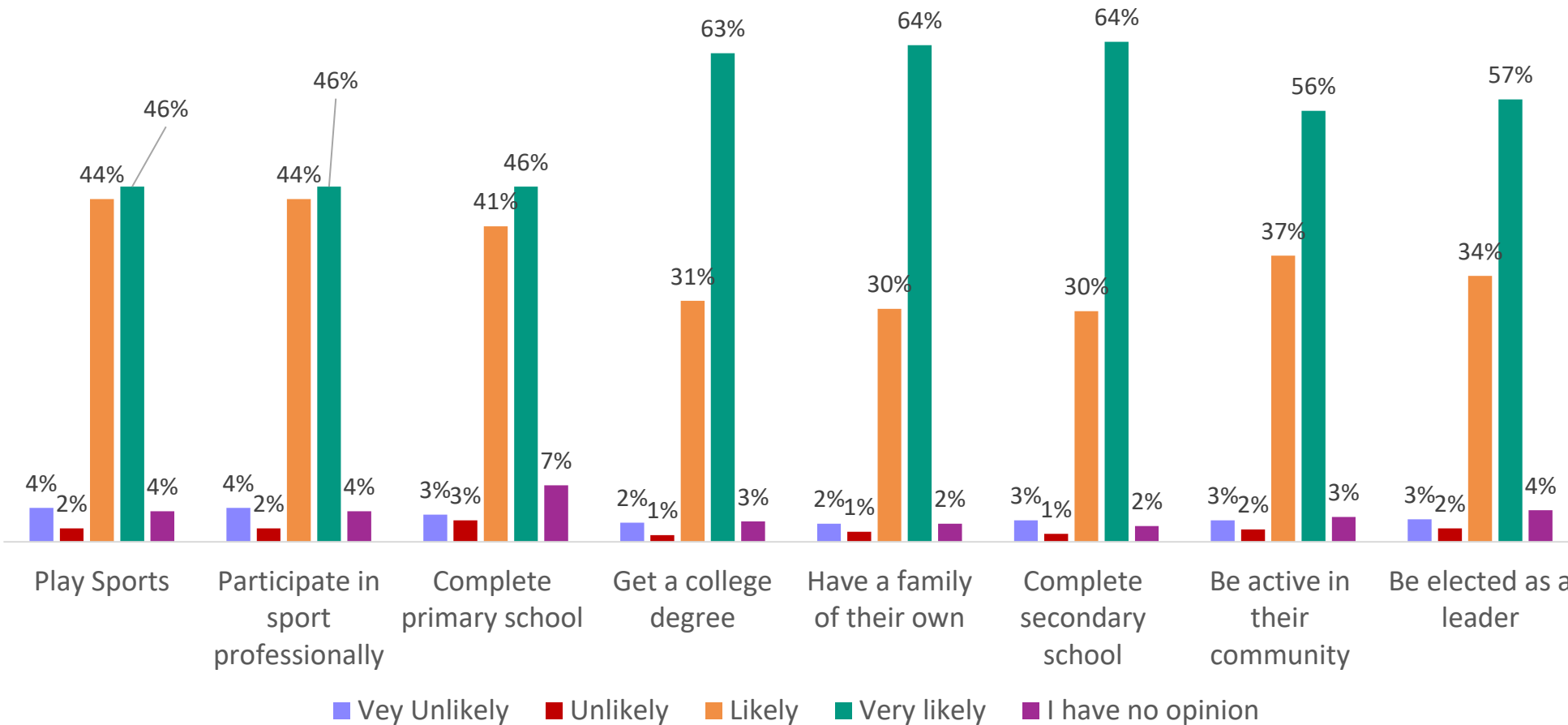


Contributors show relatively strong willingness to participate in sports alongside individuals with assistive technology .

- There is a strong willingness to participate in sports alongside users of glasses (86%) and hearing aid (82%), while wheelchairs (62%) and prosthetic limbs (64%) have slightly lower acceptance, reflecting a more complex integration into team sports.
- Results indicate a greater acceptance of assistive technologies that have less impact on gameplay and potentially more hesitation for devices that require greater adaptation to traditional sports formats.

Perception of assistive technology.

How likely, do you think, is a person using assistive technology or devices e.g., glasses, hearing aid, wheelchair etc., to do the following? N=686.



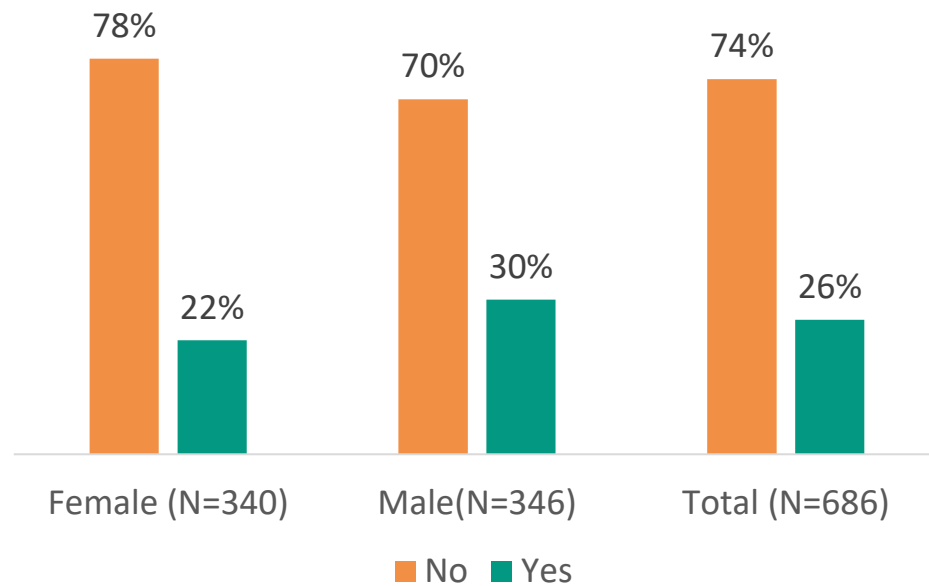
Contributors have a strong belief in the potential of individuals using assistive technology.

- Across all categories, people strongly believe that individuals using assistive technology can achieve significant life milestones—be it playing sports, obtaining an education, having a family, or assuming leadership roles.

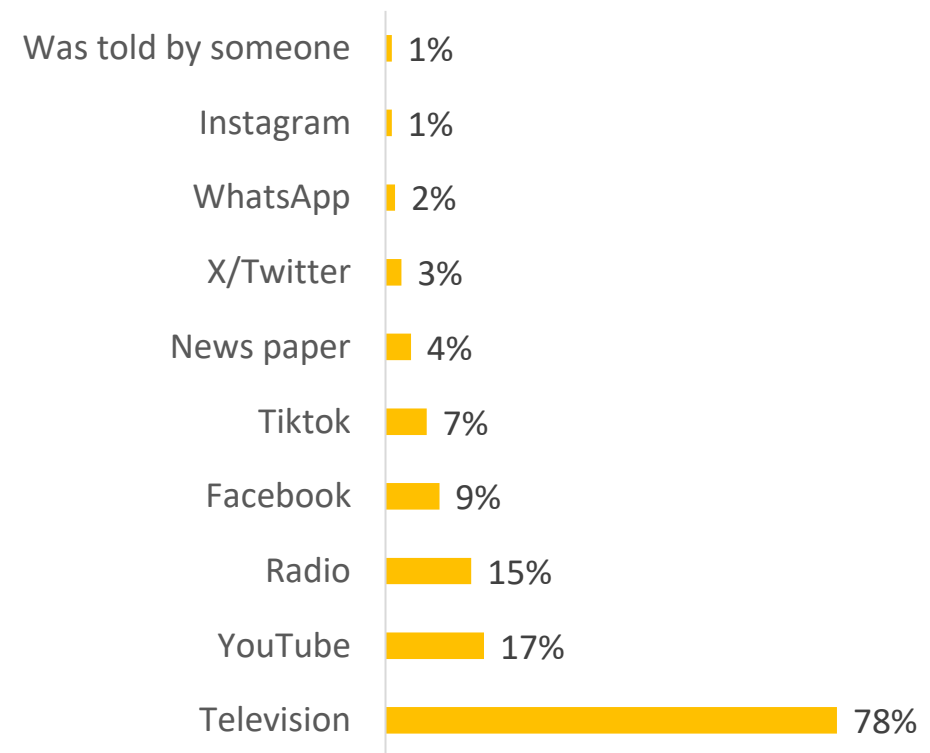
Engagement in Paralympic sports.

26% of contributors say they have ever followed a paralympic sport.

Have you EVER followed any paralympic sport?



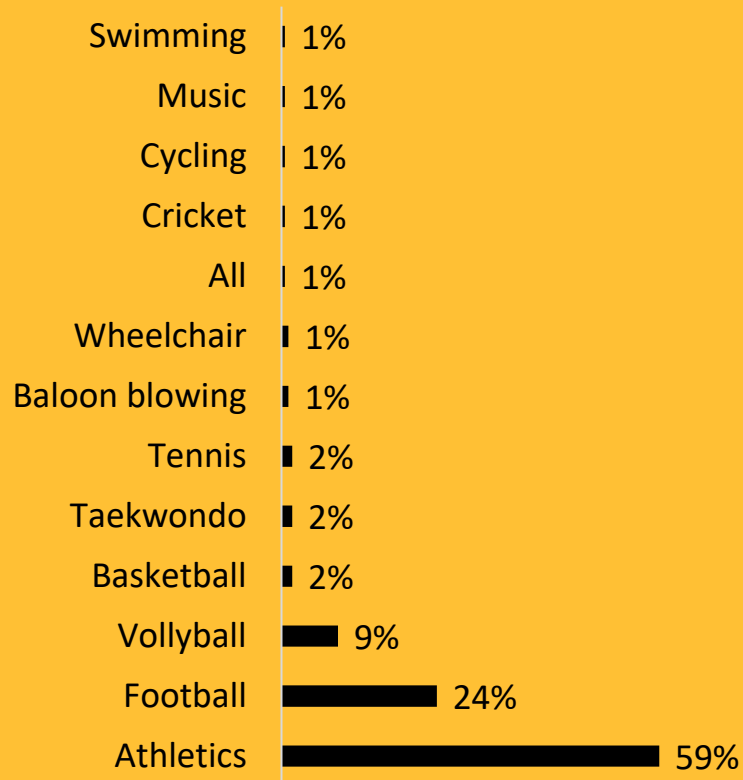
Where did you follow the Paralympics? Please select all that the contributor mentions N=181.



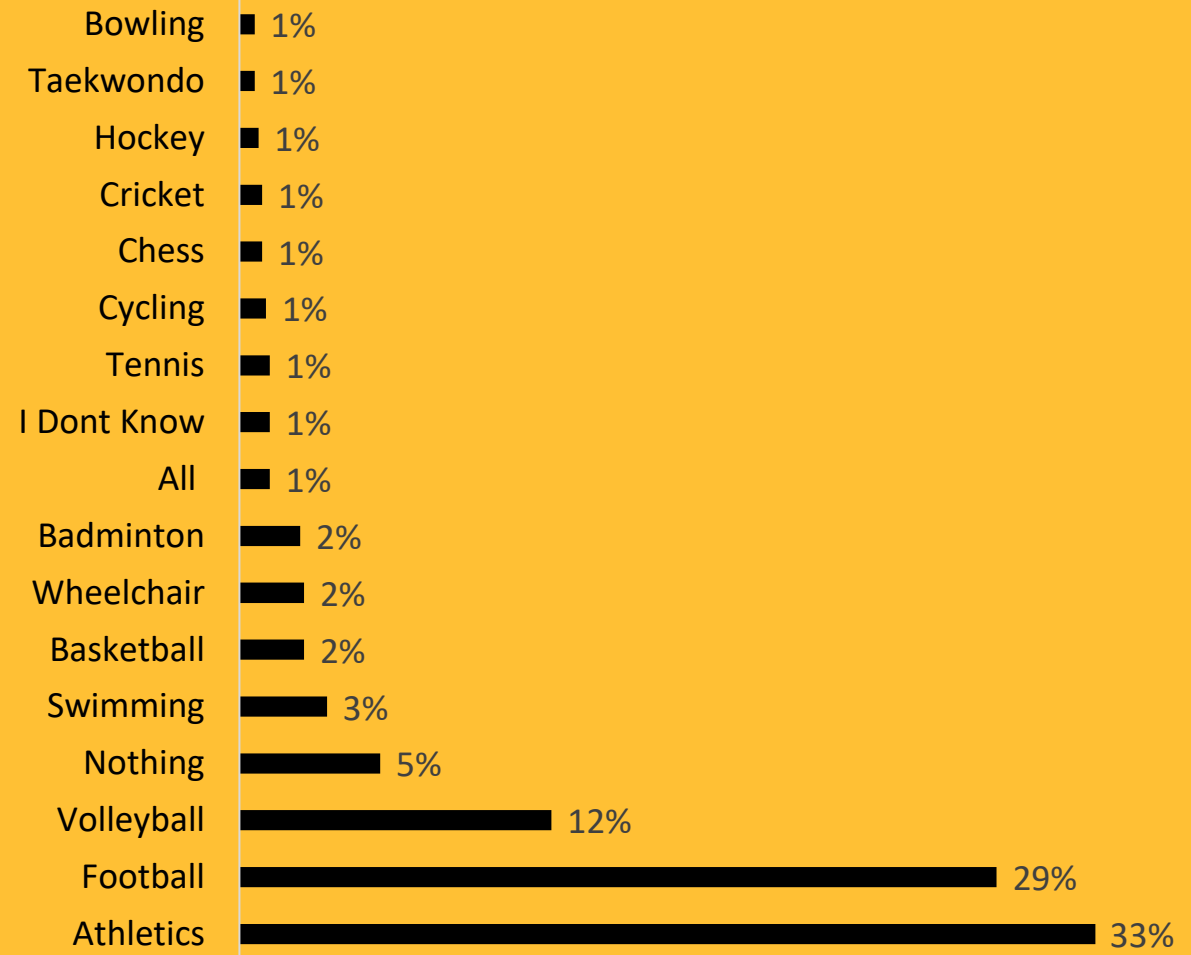
Engagement in Paralympic sports – Following & Interest.

Athletics, football and volleyball are the top three paralympic sports that contributors are interested in.

Which Paralympic sport have you ever followed? N=182.



Which Paralympic sport are you most interested in? N=686.



Engagement in Paralympic sports – Paralympians they know.

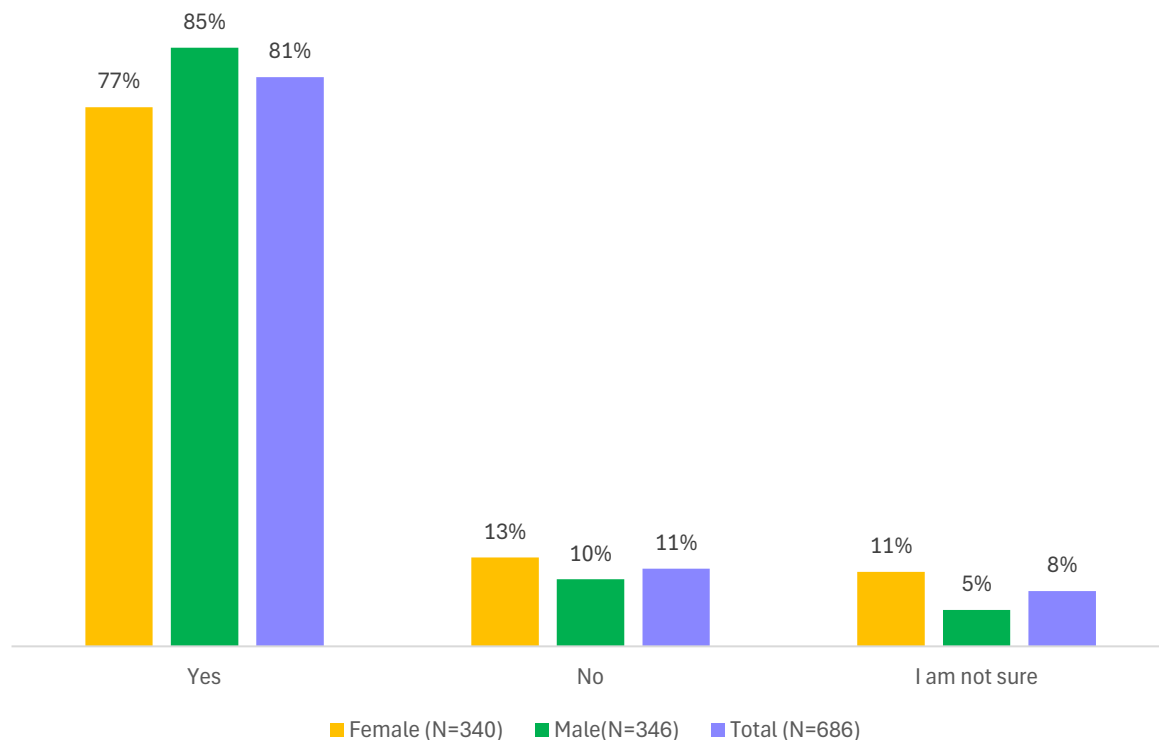
Contributors knew some Paralympians.

The top three Paralympians mentioned by contributors are Samson Ojuka, Neema Stency Obonyo and Sheila Wanyonyi.



Engagement in Paralympic sports.

Would you like to see (more) coverage of Paralympic sport?



81% of Contributors say they would like to see more coverage of paralympic sport.

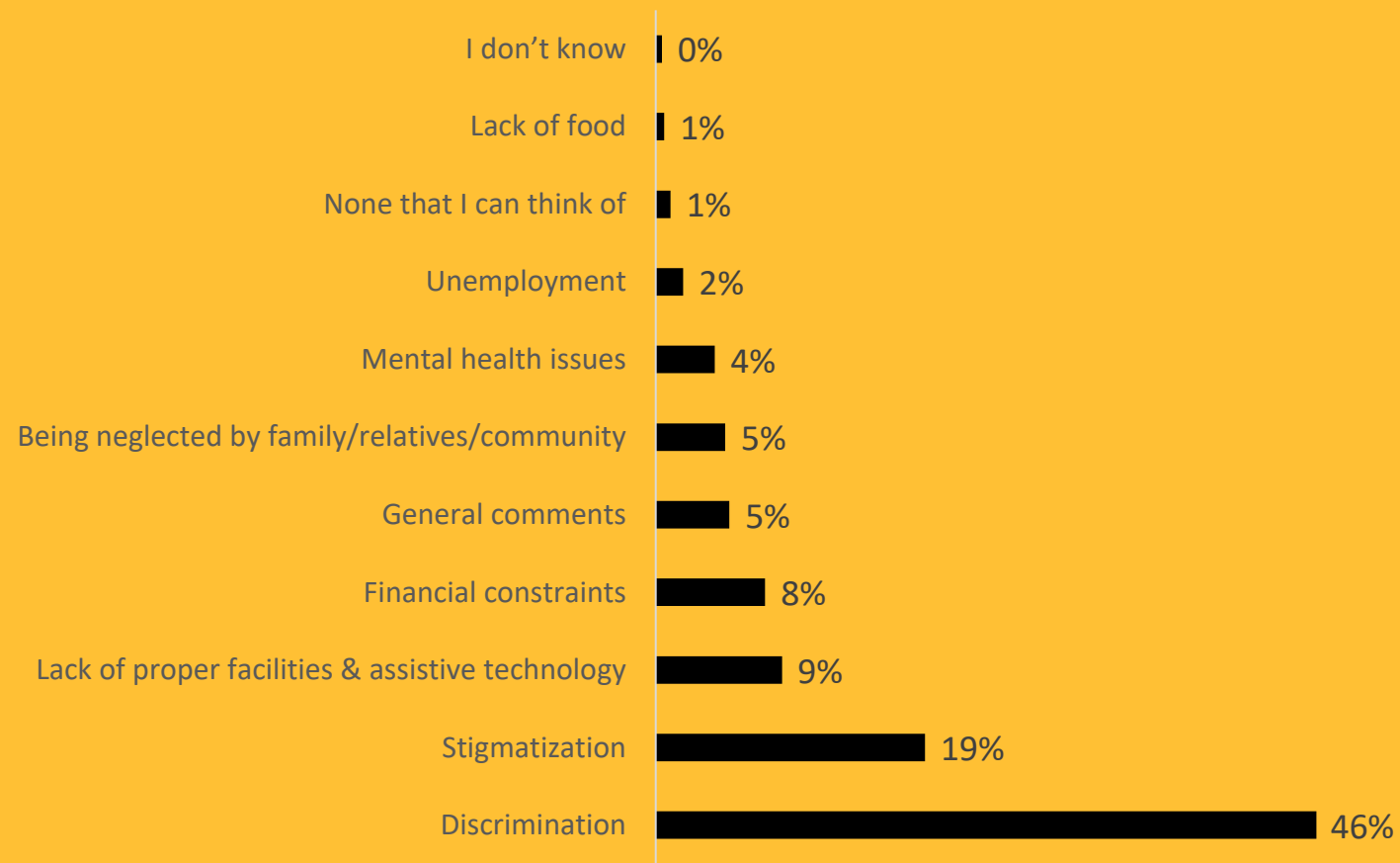
- There is a high level of interest (81%) in more coverage of Paralympic sports.
- The data reflects a strong desire for greater visibility of Paralympic sports, with men (85%) showing slightly higher support than women (77%).

Disability challenges.

Discrimination and stigma are the most pressing barriers that disabled people face in the community.

- Discrimination (46%) and stigma (19%) are the most significant issues facing disabled people.
- Other challenges include lack of proper facilities and assistive technology (9%), which could limit accessibility and participation in daily activities and/or sports, and financial constraints (8%), which hinder access to essential resources and opportunities.
- Some contributors also mentioned neglect by family or community (5%), mental health issues (4%), and unemployment (2%) as key obstacles, highlighting the social and emotional difficulties faced by individuals with disabilities.

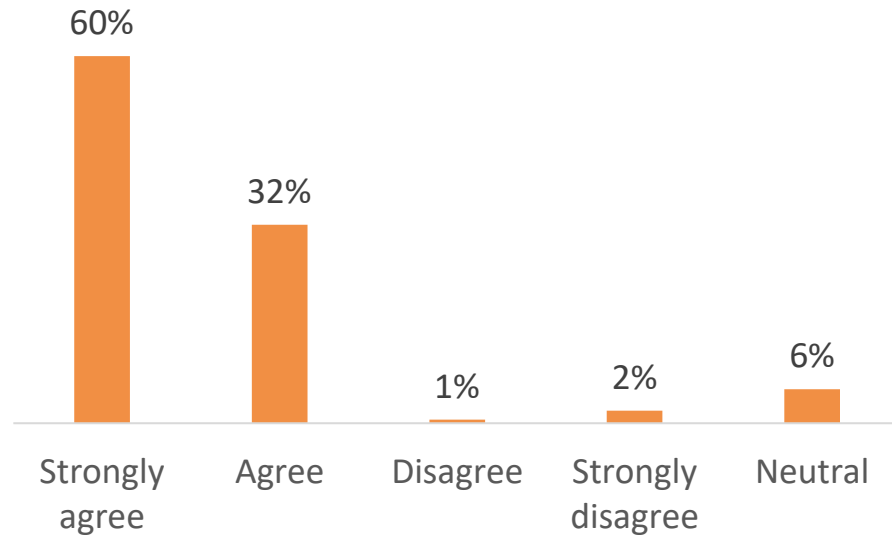
From what you see, what challenges do disabled people in your community face? N=686



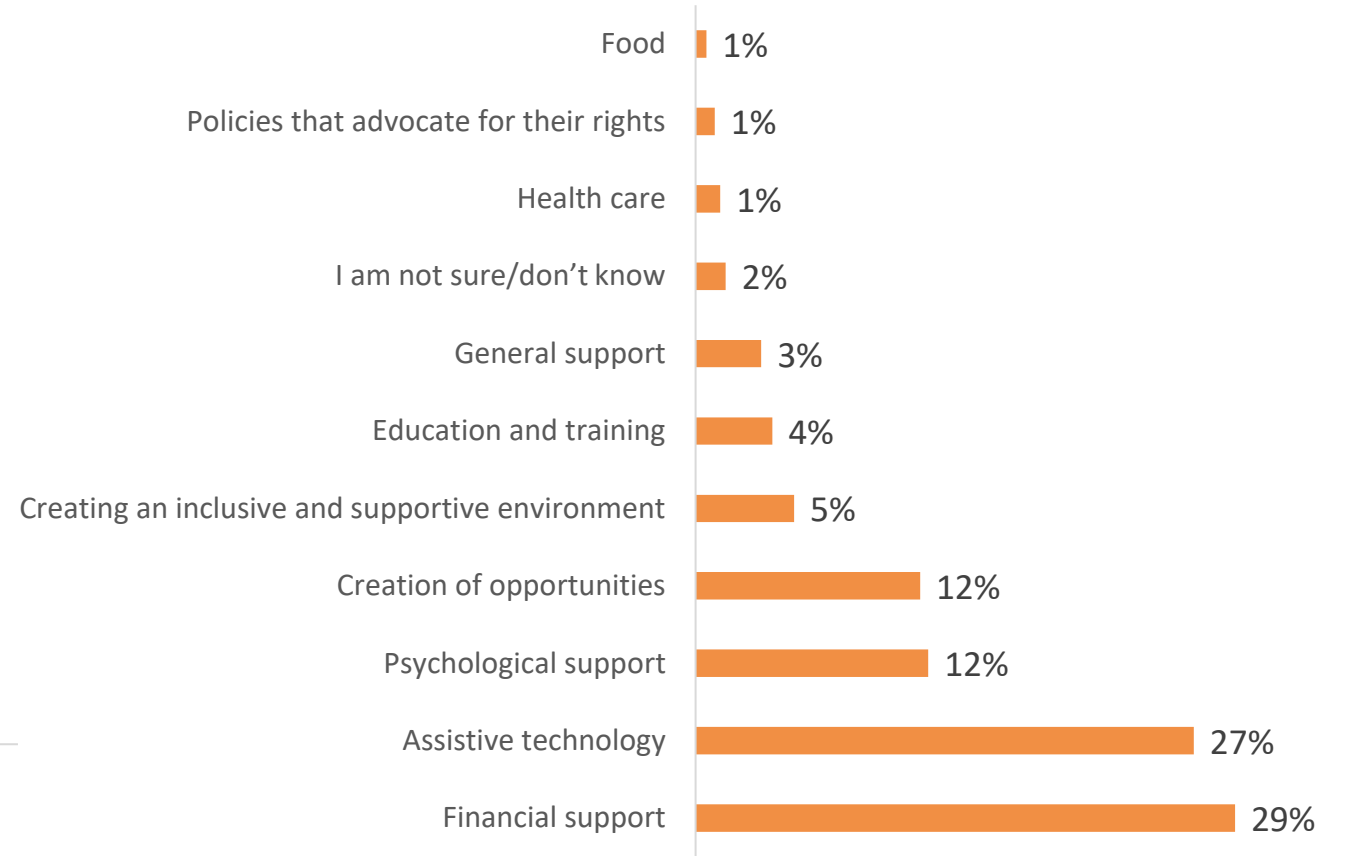
Engagement in Paralympic sports.

92% of Contributors feel it is important that disabled athletes are supported to engage in professional-level sports.

Please tell me if you agree or disagree with the following statement. "It is important to support disabled athletes to participate in professional sports" N=686.



What kind of support do you think they should get? N=686



3

Awareness, attitudes towards disabled sports: a summary



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Awareness, attitudes towards disabled sports: a summary.

While disabled people face many challenges, young people are **generally positive** about the inclusion of disabled people in sports.

- While only 23% of contributors followed the Paris 2024 Paralympic Games, there is a significant interest in seeing more coverage of Paralympic sports, with 81% of contributors expressing a desire for increased visibility.
- Among those who followed the Paralympic Games, 88% were aware that Kenya had a team, indicating a good level of awareness about the country's involvement in disability sports.
- Most contributors (96%) show positive attitudes towards having disabled teammates, opponents, and coaches. This reflects a strong embrace of diversity and inclusion in sports.
- There is a strong consensus (92%) among contributors that it is important to support disabled athletes to engage in professional-level sports.
- Despite the positive attitudes, only 11% of contributors have seen disabled people participating in sports in their community. This indicates a gap between attitudes and actual visibility.
- Discrimination (46%) and stigmatization (19%) are identified as the most significant issues facing disabled people, which could impact their participation in sports.

4

Awareness, attitudes towards assistive technology: a summary



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Awareness, attitudes towards assistive technology: a summary.

Most young people know of and appreciate the role of assistive technology.

- 72% of contributors can correctly describe assistive technology as per the WHO definition.
- 42% of contributors are currently using some form of assistive technology, with 27% using more than one type.
- 26% of contributors feel they need assistive technology now, while 40% anticipate needing it in the future.
- There is a strong willingness to participate alongside individuals using assistive technology, with 86% open to participating with those using glasses and 82% with those using hearing aids.
- Contributors strongly believe in the potential of individuals using assistive technology to achieve significant life milestones, such as completing secondary school, having a family, and participating in sports.
- Discrimination, stigma, and lack of facilities account for 74% of all reported challenges faced by individuals using assistive technology.

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Thank you



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