



SHUJAAZ INC

FINAL REPORT.

UCL/AT2030
Final Report

ONE EXECUTIVE SUMMARY.

Launched in 2019, this program heralded the purposeful inclusion of persons with disability in Shujaaz Inc’s media campaigns. We carried out a GroundTruth study to develop a profound understanding of the issue in general as well as of how it is “experienced” (understood, perceived and acted on) by our target audience. This study informed us that there is a high level of knowledge amongst young people on disability, that young people’s attitudes towards persons with disabilities depend on their visibility in their community and that frequent and positive engagements with PWDs goes a long way in improving attitudes. With these insights, we successfully rolled out a targeted media campaign in 2020 and we intend to continue incorporating a disability lens into our communications going forward.

The onset of the COVID-19 pandemic has had significant and unforeseen challenges for the organisation and for our fans. As we set out to break down the barriers that face PWDs towards their full participation in the community, we had to mitigate the negative impacts of the pandemic. Our immediate response to the crisis was initiating a 24/7 conversation with our network of young people, across Shujaaz social media, SMS and USSD platforms. Our Knowledge and Learning team rolled out an ambitious data-collection and analysis function to ensure we tracked, shared and responded to the real-time impacts of the crisis on young people in Kenya and Tanzania. Our findings were used to inform our rolling media campaigns to ensure that we were able to respond in real time to their experiences, the challenges they were facing and the tactics, solutions ‘life-hacks’ they were using to overcome these challenges. The impact of COVID on PWDs was particularly significant and this approach went a long way to supporting this segment of society.

We explore and unpack these learnings in this report and explain how they have informed our 2021 activities. In particular, the visibility and awareness of disability alongside an understanding of the barriers facing PWDs continues to increase. The report also gives an update of the organisational behind-the-scenes work that went in to support our continued delivery of impactful behavior change communications as creating this awareness and breaking down barriers that prevent our audience from taking control of their future continues to be a priority for us to our fans.

| SUMMARY OF PROGRAMME ACTIVITIES | | |
|---------------------------------|---------------------------------------|-----------------------------|
| Media outputs | Project Targets | Project Achievements |
| Persuasion strategy | 1 | Achieved |
| Comic stories | 9 months | Achieved |
| Social media reach | 1,000,000 | Achieved - 2,816,014 |
| Social media engagements | 100,000 | Achieved – 144,831 |
| M&E Research outputs | Target for the entire campaign period | Achievements |
| Groundtruth | 2 | Achieved |
| Annual survey | 1 | Achieved. |
| Social media & SMS analysis | 9 months | Achieved |

LESSONS LEARNT & RECOMMENDATIONS

- **Disability will continue to feature in all our campaigns moving forward**

We learnt that regardless of their interests, the Shujaaz audience are in one way or another exposed to PWDs in their day to day lives. Our role as Shujaaz is to reflect the reality of life for all young people – therefore featuring people with disability in our media is essential if we are to reflect reality. One of our key values is being 'player first' and to this end, continuing to address disability is aligned to the reality of our fans and their communities. We are therefore making a strategic decision to continue including content in our media highlighting the plights and successes of PWDs as ordinary members of the society.
- **Learning the language is key**

At programme roll out, our team found it challenging getting the right language with which to talk about disability. This was a new practice area for us and as such developing the tools and language to engage our fans on the topic, and in turn provide them with the same resources was a steep learning curve for us. We sought to partner with sector experts and had conversations with Leonard Cheshire Disability to support us with this new learning. Ultimately, we benefitted greatly from the resources shared by UCL and used these in developing and executing the media strategy and in honing the language we used both internally and externally, including phrasing the media content.
- **Opportunities to work further and better with last mile partners**

In 2020, we received significant requests from our audience responding to the media campaign and for support as they or someone they knew needed Assistive Technology. We were able to connect these young people to the following partners that provide the products and services for PWDs:

 - ❖ **ANDY:** We received support from ANDY starting August, where they offered us a support hotline where Shujaaz audience could reach out for any disability-related support and then be linked to the relevant organisation(s) within the ANDY network that could offer them further support. Even though the experience of finding and on-boarding such partners was slow, we were able to connect with a few organisations courtesy of UCL and the AT2030 consortium. We continue to see more young people reaching out to ANDY for support. Prominently profiling these helplines has strengthened the SMS and Social media referrals to these service providers.
 - ❖ **AMREF and InnovateNow:** We received support from AMREF/InnovateNow starting August, where they connected us with young people who are beneficiaries of the InnovateNow programme. We were able to bring them onboard our Konnect Lives and they discussed in breadth how they use technology to improve the lives of those with disabilities.
 - ❖ **APDK:** We received support from the Association for the Physically Disabled in Kenya, where they came in handy as a manufacturer of assistive technology to support the research work, we conducted on to build a vocabulary that young Kenyans use when talking about disabilities, with a specific focus on AT.
 - ❖ **LVCT:** During the pandemic, we realised that many of our audiences had been negatively impacted. From schools' closure to forced lockdown to restricted movements – all these were things they had never encountered. LVCT came in handy to ensure they had the help they needed to manage their mental wellbeing.
 - ❖ **LVCT:** During the pandemic, we realised that many of our audiences had been negatively impacted. From schools' closure to forced lockdown to restricted movements – all these were things they had never encountered. LVCT came in handy to ensure they had the help they needed to manage their mental wellbeing by providing youth-friendly counselling services for issues such as Gender-Based violence and mental health.
 - ❖ **The National Business Compact on COVID 19 Kenya [NBCC]:** At the onset of the COVID-19 pandemic, we joined other organisations in countering COVID-19 and with their support distributed hygiene essentials such as handwashing stations, handwashing soap and masks, and distributed informative comics, posters, flyers and social media content through the Shujaaz network of distributors. We deployed a behaviour change communication campaign, #LindaFam, that aimed to create mass scale awareness & share information about the ways of protecting themselves & their friends & loved ones from COVID-19, while preventing its spread. We also ensured the network of distributors & comic- reading audience were safe by distributing comic dispensers. We have

been working closely with the Ministry of Health, Ministry of Communication and a panel of global health experts, to inform our messaging at each stage of the campaign.

- **Affordability of Assistive Technology is key**
We have learnt that in Kenya, there is still a relatively narrow base of players in the field of assistive technology. Thus, the experience of finding and on-boarding such partners was a challenge and was made even more difficult as they did not have products or services that were affordable to our audience. We had initial conversations with Kenya Red Cross Society, LVCT and VSO (Voluntary Services Overseas) but the impact of these conversations is yet to be fully realised. Finding partners that offer a wide range of products and services and at an affordable or subsidised cost takes time and we hope to continue to leverage the developing relationships we have built thus far.
- **Opportunity to strengthen the last mile experience**
There is an opportunity to strengthen the last mile experience for PWDs and their caregivers who are seeking support products and services. In our experience connecting our fans with ANDY, the process and the length of time it took between the introduction to ANDY, the subsequent needs assessment mentorship where necessary and connection to a provider was onerous. We also need to do further analysis to ensure that the audience are satisfied once they are connected to the last mile partner.
- **Strengthened collaboration with SuperFans as content co-creators**
As a result of the program pivot due to COVID-19, we came to the reality that we needed to view our fans less as content consumers and more as content co-creators. They are always aware of the truth and reality on the ground, know what they want to see on the media. This proved to be a significant asset to the delivery of our programmes.
- **Consortium reviews are important**
Every month, the consortium got an opportunity to understand and get a glimpse of what the other organisations were doing. And this significantly helped Shujaaz to visualise how it could plug in to the activities of other organisations. Though we were slow to do this, we identified organisations that we would work with in the future as we envision to plug the theme of disability in our other programmes moving forward.

TWO PROGRAMME OVERVIEW.

PROGRAMME OBJECTIVES

This was a 12-month partnership with AT2030 focused on understanding the knowledge, attitudes and behaviours of Kenyan youth on issues surrounding persons with disability. It was focused on informing new youth norms through research-driven, creative content which was then applied strategically across all Shujaaz media.

These efforts will contribute to the larger AT2030 programme to help:

- Accelerate access to assistive technology (AT) by tackling supply and demand-side drivers to scaling AT markets;
- Coordinate evidence to understand the value, impact and economics of AT;
- Improve access to emerging technology with a focus on establishing an Innovation ecosystem
- Test market shaping methodologies;
- Provide a set of global benchmarks and standards for AT through the creation of an integrated service provision model which aim to open up market access;
- Build capacity for existing community-led activities by undertaking action research within informal settlements.

The key objectives of the 12-month partnership included:

- Taking stock of the current state of youth’s knowledge, attitudes and behaviours around persons with disability;
- Understanding key sources of information and main influences behind the revealed attitudes, knowledge and behaviours;
- Understanding the specific barriers to young disabled people accessing services, opportunities and information, including around AT;
- Developing and sustaining a national media action research campaign, to advance new attitudes and normalize positive youth engagement based on research insights;
- Initiating, accelerating and helping to mainstream the conversation on disability awareness, the need for inclusion and the importance of assistive technology.

PROGRAMME OUTCOMES

| EXPECTED OUTCOMES | FINAL PROGRESS |
|---|---|
| <p><i>Reach ~5 million youth with empowering, inspiring content and experiences that will inform & equip them to engage with persons with disability</i></p> | <p>The number of youth have interacted with Shujaaz media either by reading the comic book, listening to Shujaaz radio, attending Shujaaz live events and/or interacting with Shujaaz Social media content.</p> <p>The recently concluded annual survey indicates that the Shujaaz media reached 71% (approximately 7.7 million Kenyans aged 15-24 years old.</p> |
| <p><i>Reach ~1,000,000+ youth across Kenya in online conversations on disability awareness and to demonstrate a positive shift in perception and behaviour among 15-24-year olds in Kenya</i></p> | <p>The number of people who saw our posts across all our social platforms – 2,816,014</p> |
| <p><i>Engagement ~100,000 youth across Kenya in online conversations on disability awareness and to demonstrate a positive shift in perception and behaviour among 15-24-year olds in Kenya</i></p> | <p>The number of people who liked, commented, shared or clicked on the content across all our social media platforms – 144,831</p> |
| <p><i>Young people shift their attitudes and behaviours towards PWDs;</i></p> | <p>Between 2019 and 2020, Shujaaz fans showed gradual improvement in being conscious about people with disabilities in their environment; the most noticeable improvement was in the fans’ awareness of people with disabilities outside their immediate circle of family and friends.</p> <p>We observed a gradual improvement in the proportions of Shujaaz fans, who believe that people with disabilities are “very likely” to achieve a range of professional and social milestones in life, similar to young people living without disabilities.</p> <p>We observed a slight decrease in the proportion of Shujaaz fans who are not able to</p> |

| | |
|--|---|
| | <p>accept people with disabilities in professional and personal proximity to them.</p> <p><i>(See annual section below for more information)</i></p> |
| <p><i>Link ~100,000 youth to relevant information and services on disability</i></p> | <p>The total number of 1) young people who were reached with the information shared through the informational social media posts, 2) young people who clicked onto the online resources to get further information of the AT providers and 3) young people who have reached out to us through SMS responding to the call outs and we connected to a reliable, accessible service and/or product provider – 297,655</p> |
| <p><i>Document and disseminate the continuous learnings from the project</i></p> | <p>We have been tracking and sharing the experiences of people with disabilities as part of the COVID-19 Barometer starting April 2020. A number of research activities have been conducted together with UCL, including testing the naming for AT, understanding the link between AT and stigma, and the journey of PWDs in Kenya. We have participated in the sharing of the learnings through forums with DFID and during the monthly consortium meetings.</p> |

THREE RESEARCH: GROUNDTRUTH STUDY.

2019 GROUNDTRUTH HIGHLIGHTS

Before launching any new social change campaign, we need to develop a quick yet profound understanding of the issue in general as well as of how it is “experienced” (understood, perceived and acted on) by our target audience. This formative research, also known as GroundTruth, is a multi-layered and localized immersion program driven by the principle of triangulation and 3-layered inquiry. By placing our understanding of young people within the context where they live, we gain the insights necessary to develop effective and audience-friendly change strategies. Some of the questions we seek to answer and “layer” in our design include the following:

- What do young people know about the issue? Do they have accurate knowledge or are they led by misconceptions and/or stereotypes?
- How do they feel and think about it? Do they see it as relevant to them and their lives?
- What are the motivations to their current behaviour and attitudes?
- What are the barriers to change? What are potential enablers/triggers to change?
- What is the larger context around the issue? Is there a clear social norm that most follow? What’s the punishment for deviants?
- Also, is there a competing social norm/social belief that can interfere with even best-intentioned deviants/change agents?
- Who are people reinforcing the social norms/gatekeepers? And so on.

The questions are many and specifically focused on the three immediate agents: young people themselves (inner narrative and self-image), their peer groups, and the communities where they are. To help us with

answering those questions, our GroundTruth focuses on our target audience of 15-24-year old and at the same time enables us to understand the social pressures at play, the 360-degree approach to exploring the issue. This is of critical importance when looking to create realistic, credible and achievable campaigns that can initiate and nudge social change.

In November 2019, our Knowledge and Learning team conducted an extensive desk review and a GroundTruth study to understand the state of youth's knowledge, attitudes, norms and behaviours around persons with disability, to understand key sources of information and main influences behind the revealed attitudes, knowledge and behaviors and to understand the specific barriers to young disabled people accessing services, opportunities and information. The study engaged approximately 100 young people: those living with and without disabilities, as well caregivers. Findings from the GroundTruth study were used to develop audience segmentation and recommendations that informed the Shujaaz media campaign strategy.

The key findings of the study included the following:

- There is a high level of knowledge among young people about disabilities, although, in many cases true knowledge is mixed with myths and stereotypes.
- Young people's attitudes towards persons with disabilities depend on their visibility in a particular community, the context in which young people encounter them, the origins of the disability, and the proximity of a person with disability to an able young person; and thus young people can be categorized into 4 segments based on their exposure to PWDs.
- It appears that the most effective way for young people to develop positive attitudes towards PWDs will be through normalized, frequent and positive engagements with them as part of their everyday lives.

For detailed findings of the GroundTruth and desk review please refer to Annex A.

FOUR LEARNINGS & NEW KNOWLEDGE.

MINI GROUNDTRUTH CONDUCTED IN 2020

In October 2020, we conducted a mini-GroundTruth study to further investigate the awareness levels and perceptions held towards assistive technology by youth living with and without disabilities. The study was inspired by young people's reactions to our content when we started addressing issues around assistive technologies. "Assistive Technology" appeared to be a terminology that not many youth were versed with but it also seemed that not all were familiar with the various types of products and services aimed at improving the functional capabilities of people living with disabilities. The mini-study, therefore, aimed to understand how knowledge and perceptions towards usage of assistive technologies may contribute to low usage or adoption of assistive technology by persons with disability and discover commonly used terms that youth use to refer to assistive technologies.

The key findings of the study included the following:

- There is no collective term or noun used to refer to assistive technologies. Most young people would refer to them as **aids** used by persons with disability

- However, most are well-versed with different assistive technology products, especially those used for mobility e.g., wheelchairs, walking stick and crutches. These aids could also be identified by more than one name or language
- Hearing and sight aids are not as commonly known with some confusing hearing aids with earphones. Most of these aids also lack local names and people refer to them by their English names.
- Stigmatization of PWDs is independent of the use / non-use of assistive devices. Stigmatization is as a result of the disability itself and not the technologies. Therefore, those who don't use assistive technologies are still subject to stigmatization in communities where this is present. However, more societies continue to accept and support PWDs and as a result there are more people with positive attitudes towards PWDs.

Through this study, we realize that it is essential to continue running mass-media campaigns that increase awareness of the plight of PWDs. These campaigns increase community acceptance of PWDs as important and valued members of the society and to increase the visibility of PWDs in all areas of life. Highlighting role-models is key as many young people can relate to and admire those who are pushing the boundaries of their disabilities to achieve their dreams and goals. From both our mass-media campaigns and this study, our fans profess to getting inspired by our characters and also key personalities like Isaac Mwaura, the nominated Senator, Denno, the musician and many others.

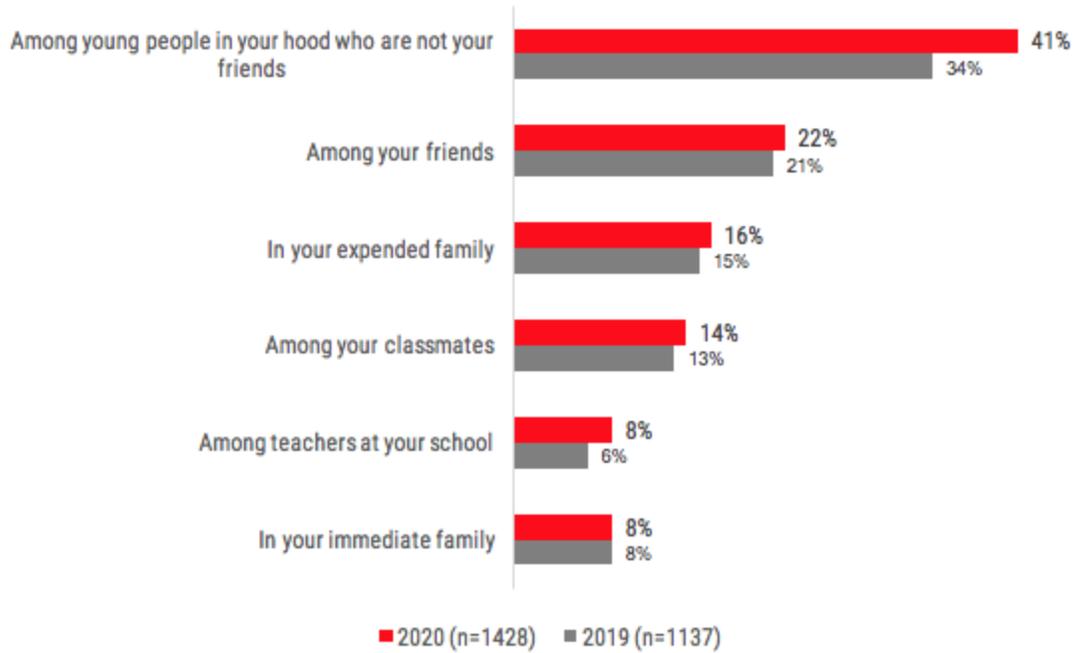
People living with and without disabilities recognize the importance of assistive technologies and both groups advocate for increased support from the government and other stakeholders in making these devices and products accessible to PWDs. This can be achieved through subsidizing the cost of these technologies and/or donations.

ANNUAL SURVEY HIGHLIGHTS

During the period of this project, Shujaaz conducted two annual surveys in Kenya: in April-May 2019 and December 2020 --January 2021. Each survey was conducted with 2000+ young people aged 15-24. Based on the findings of the survey, Sifa was the most memorable character in the campaign remembered by approximately 230K of Shujaaz fans. The exposure to the stories of the Shujaaz characters and role models, while did not create a significant shift to the attitudes and behaviors of young people in Kenya due to the time limitations, nevertheless appeared to have started some positive trends among the Shujaaz fans.

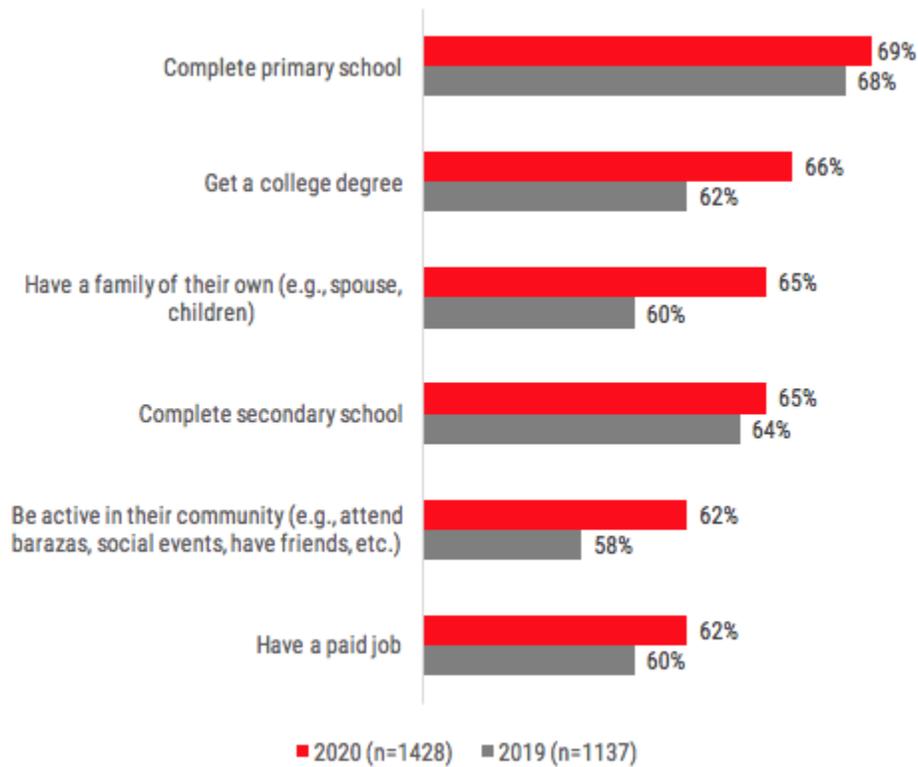
Between 2019 and 2020, Shujaaz fans showed gradual improvement in being conscious about people with disabilities in their environment; the most noticeable improvement was in the fans' awareness of people with disabilities outside their immediate circle of family and friends.

Question: Do you know a person with disabilities in any of the following contexts?
Shown: Shujaaz media fans only



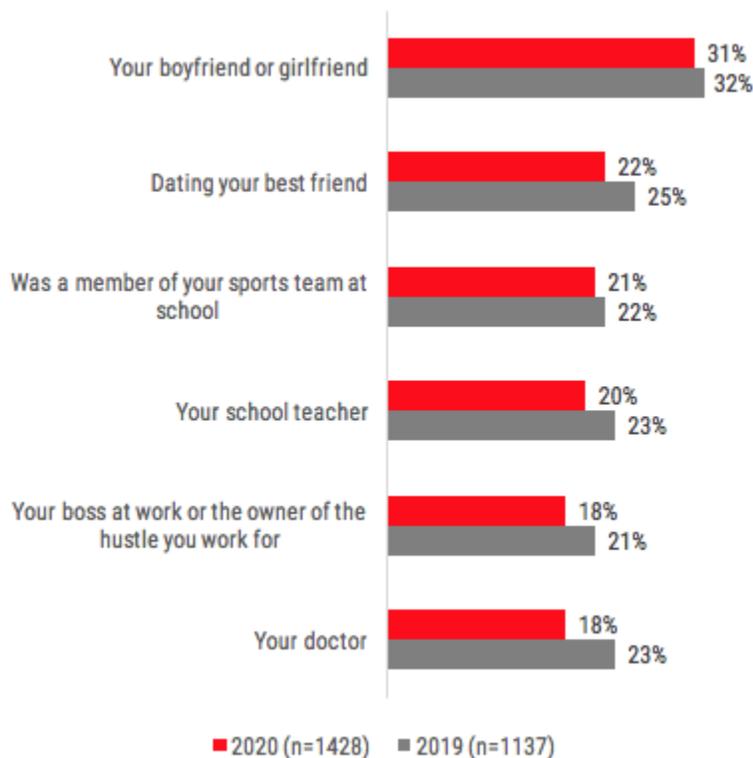
Similarly, we observed a gradual improvement in the proportions of Shujaaz fans, who believe that people with disabilities are “very likely” to achieve a range of professional and social milestones in life, similar to young people living without disabilities.

Question: How likely, do you think, is a person with disabilities to achieve the following?
Shown: Shujaaz media fans who responded "very likely" to each option



Finally, we are seeing a slight decrease in the proportion of Shujaaz fans who are not able to accept people with disabilities in professional and personal proximity to them. Fewer fans are unhappy to see a person with a disability as their doctor, teacher or boss or as a partner of their best friend. However, it remains difficult for at least a third of the Shujaaz fans to see themselves dating a person with disabilities or to consider a person with disabilities as a part of their sports team,

Question: How happy or unhappy would you be if a person with a disability were...?
Shown: Shujaaz media fans who responded "very unhappy" or unhappy to each option



Despite the observed positive trends, Shujaaz recognizes that the overall socio-economic environment in Kenya remains unfriendly to people with disabilities, and the COVID-19 pandemic and associated Public Health measures might have made their lives more difficult. For example, the proportion of youth in the Shujaaz audience, who believe that people with disabilities are very likely to face discrimination, almost doubles in 2020 compare with 2019: 57% vs 37% of the Shujaaz fans, respectively. Moreover, 83% of the Shujaaz fans believe that assistive technology is an important factor in increasing/reinforcing this discrimination. It appears more [communication] work needs to be done and on a longer-term basis to address the socio-economic bas affecting the lives of young people with disabilities in Kenya.

FIVE OVERVIEW OF MEDIA ACTIVITIES.

To recap our campaign objective, we set out at the beginning of 2020 to "break down (the) barriers that prevent PWDs from being 100% part of the community." Our task therefore was "to develop and sustain a national media action research campaign to advance new attitudes and normalize positive youth engagement based upon research insights."

In summary, our campaign approach took 3 interlinked directions – firstly to "embed" PWDs into our on-going media content as a way of "normalizing" the PWD experience within the context of our fan's day to day realities, secondly to "celebrate" young PWDs making their way in modern Kenyan society and, finally, to give the PWDs within our fanbase exposure, and their carers where relevant, to appropriate and accessible resources for assistive technology solutions.

Starting from quarter 2, it was clear that we would seem out of touch with the realities that face our audience if this campaign wasn't to be located within COVID-19 response. Thus, we re-aligned our disability campaign strategy to locate our communication approaches within the time of COVID-19. At the tactical level, we integrated both health issues to allow for conversations regarding COVID-19 to lead while tackling the issues of disability and assistive technology at the same time.

On the comic, we distributed on average 350,000 free copies a month in 2020, and which reached 77% of all Kenyans aged between 15 and 24 years old in the same year, so as to maximize the reach, and thus impact, of our work. On social media, we made a particular effort to ensure that we captured and amplified the voices of young Kenyan PWDs in the context of the major economic and social shocks arising from the coronavirus pandemic. We created and shared multiple videos of young PWDs from across Kenya sharing their experiences, opinions and challenges arising from the COVID-19. Whilst we made this pivot early in the year, we also ensured that our on-going content also spoke to our non-PWD fans about the PWD experience, sought their thoughts and opinions about PWDs, how to interact with them and why we should recognize and celebrate PWDs as valuable members of the society - #Nakucheki – "I see you!"

On social media, we had conversations about disability on the Shujaaz Konnect lives. In April 2020, due to the restrictions from the government to hold on-ground events, we made the decision to launch a new platform - Konnect Live – a daily livestream show broadcast on Dj Boyie's Facebook page (c. 900K followers) that attracts a viewership of 20,000+. They are panel discussions, professionally hosted and often featuring guests who are experts on the topic of discussion. We hold at least one Konnect Live a week. In 2020, we featured organisations such as [Action Network for the Disabled, ANDY](#) and a few beneficiaries of the [InnovateNow programme](#) as we sought to 1) highlight the challenges of PWDs and how they have overcome these challenges 2) normalise the conversations on PWDs 3) create awareness of the products & services including where the audience can access them 4) to encourage more young people to get the confidence to reach out for the available products & services. During the events the experts invited the audience to reach out to ANDY through their direct phone number and on their website (details of which were shared during the live shows) should they, or someone they knew, is disabled and is need of support.

- **Embed** - In the first half of 2020 we focussed our attention upon weaving PWDs into prominent roles within our on-going story telling in the Shujaaz comic.

For example, in our January 2020 comic we led with a story featuring Sifa, a young Shujaa character confined to a wheelchair due to childhood polio, leading a community protest (successfully) against an attempt to grab a local piece of community land by a real estate developer. Similarly, we celebrated Valentines in our February issue with a lead story featuring a young albino man taking the "apple of his eye" on their first date. We continued to pursue this approach through to the middle of the year – we featured a young blind girl winning a neighbourhood talent contest in March and then a three-part series starring Sifa, centred on her relationship troubles with her boyfriend Dan.

- **Celebrate** - In the second half of the year we significantly amplified the volume of our work in this area in the Shujaaz comic and on social media. We featured inspiring stories of young and popular Kenyan PWDs on subsequent covers in the August, September, and October issues of the comic. Additionally, within the comic book, we told their stories through interviews and discussed the successes and plights of young Kenyans living with disability. On social media, on the virtual events, we featured [Action Network for the Disabled, Andy](#), an organisation headquartered in Kibera and whose primary focus is to advocate for the education, health and employment of young PWDs to ensure that they are included but also participate in their communities, including attending

school, playing and working when they are of age. We shared information on how young people can benefit from using assistive technology and how Andy can support the Shujaaz audience could benefit. We also shared stories of PWDs such as Lincoln Wamae, a self-made engineer, who deals with electric mobility in Assistive technology. He manufactures and builds affordable tools that enable PWDs with movement challenges such as wheelchairs.



This figure shows the August Shujaaz comic book, cover, where featured Wanja Maina, a young leading Kenyan social media influencer, and the subsequent 2-page interview.



This figure shows the September Shujaaz comicbook where we featured Senator Isaac Mwaura, a young leading Kenyan politician, and the subsequent interview.

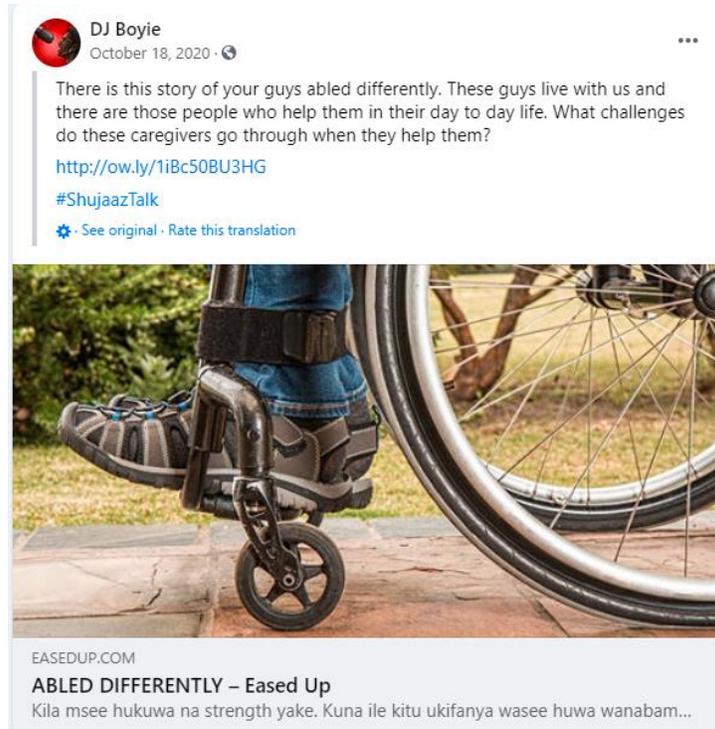


This figure shows the October ShujaaZ comicbook cover, where we feature Dj Euphorique, a wheelchair-bound young, among the most popular and successful Kenyan and the 2-page interview.



This figure shows one of the ShujaaZ virtual events, *Konnect Lives*, where we feature Lincoln Wamae, who is the founder of Linnzell Technologies, and the winner of [InnovateNow Cohort 1](#).

- Referrals** – In the comic, we included a call to action inviting the audience in need of AT support to reach out to ShujaaZ. We ensured that every PWD celebrity interview ended with a direct call to action asking our fans to reach out to use on SMS (at no cost to them) if they needed a connection to a relevant assistive technology provider or resource. We similarly ensured that we shared the same call to action via our social media pages when and where relevant to the content of the post. Once on our SMS or Direct Message, we would have brief conversation to understand their need and then direct them to the providers.



This figure is a depiction of how a Shujaaz social media posts, where we feature a resource and help centre where the Shujaaz online audience can get further information and contacts to assistive technology suppliers and service providers.

- **Advise** – On social media, we included content that would not only entertain our audience but also ensure that they get as much professional advise as possible. Among the professionals we brought on board was [Action Network for the Disabled, Andy](#).



This figure shows one of the Shujaaz virtual events, Konnect Lives, where we feature [Action Network for the Disabled, Andy](#).

SUMMARY OF INCOMING FEEDBACK

The Shujaaz Knowledge and Learning team, together with the Media team, continuously reviewed incoming audience feedback to the campaign. Feedback revealed that our fans were impressed by the personal attributes the differently-abled Shujaaz characters: their will, courage and determination to stand for what is right to them. Some were inspired while others felt encouraged and validated.

"I am disabled and Shujaaz stories have given me hope to live again" (Female, 33, Elgeyo Marakwet)

"There was this time I wanted to kill myself but I read Shujaaz Chapter 125 about Wanja Maina and I saw that if she is disabled and is also sharing tips on how to make money online, I saw that even I one day could get help (Male, 19, Meru)

We also received messages from the Shujaaz audience in response to the call to actions that invited those with disabilities, or those who knew persons with disability, and were looking for support to reach out to Shujaaz through its SMS line 20308. A story of one of the Shujaaz fan is included in Annex B.

SIX CHALLENGES & MITIGATION TO CHALLENGES.

- Delays in Institutional Review Board approval – in October 2020, after alignment with UCL, we embarked on conducting a mini study to build a vocabulary that young Kenyans use when talking about disabilities, with a specific focus on AT. A key part of the respondents to this survey were PWDs, and we sought to get approval from AMREF's IRB. This took over 3 months, and in the end the request was not granted. However, we mitigated this by adjusting the survey respondents to get this same information from manufacturers of assistive technology.
- Due to the COVID-19 pandemic, we had to suspend or modify a number of research activities planned for the grant. The Shujaaz State of the Youth survey has been postponed till October 2020. Data collection was conducted in November and December 2020. Analysis of the data will be conducted in Q1 2021. Deeper analysis from this survey will be shared post February 2021, after the contract end. To resolve this, we plan to have an interactive session with UCL mid-March 2021 to do a deep dive into the preliminary insights that not only impact the disability stream but also other thematic areas that we think would be of benefit to the AT2030 programme as well.

SEVEN PROJECT ADJUSTMENTS.

- i) **2020 Annual cross-sectional survey:** Due to the COVID-19 pandemic and associated Public Health measures we postponed the annual survey scheduled for Q2 2020 as the methodology requires face-to-face interaction with respondents.

Adjustment: We rescheduled to the last quarter of 2020, with planning happening in October and data collection in November and December. The early results of this will be available in January 2021. The survey was conducted in adherence with the recommended public health measures aimed at curbing the spread of COVID-19.

- ii) **Radio shows:** Based on the findings from the 10-year GroundTruth research conducted in 2019 and our further general research on media platform engagement and young Kenyans, we made the strategic decision to stop paying to broadcast shows on national radio stations and instead reach our audience with audio content across all of our social media platforms, starting May 2020. Our target audience shifted to social media and steadily moved from listening to radio stations to engaging online and offline. It was therefore imperative for us to pivot and intensify our engagement on social media.

Adjustment: We continued to produce audio content and instead air them through social media.

- iii) **Transition from on-ground events to Konnect Lives:** Our approach to media production and distribution was forced to change fundamentally in 2020 due to the impact of the COVID-19 pandemic. A curfew, a lockdown of major urban areas and a ban on all public gatherings were instituted in Kenya in March. This immediately brought a halt to all on-ground Konnect activation events, through which we had been averaging about 800 attendees every 2 weeks. Similarly, our ability to send out film crews to capture content "from the ground" was stopped. As a result of this we made two major pivots in our approach to our media work. Firstly, we sought to re-create the experience of our Konnect events in the online space with the launch of our Konnect Live daily livestream show – hosted on our lead character DJ Boyie's Facebook page – and, secondly, we activated our Super Fans across the country to become video content collectors and producers – giving us access to a whole new stream of relevant and relatable content for our campaigns as well as deepening our relationship with our fans. The success of this pivot continues to drive us in new directions as we increasingly come to view ourselves less as a media "house" and more as a media "network" of fans. As a result of the government guidelines restricting gatherings, suspended all on-ground events.

Adjustment: We developed and introduced Konnect Lives and have continued to convene these live online events through our social media channels

- iv) **Mini-GroundTruth survey;** All research activities were designed to end in September 2020 for the final reporting to be done in December 2020. However, in October 2020, after consultations with UCL, we added this key activity into the activity plan. It was a mini study whose objective was to build a vocabulary that young Kenyans use when talking about disabilities, with a specific focus on AT. Our goal was to ensure that we have a comprehensive glossary of terms in English, Swahili and Sheng that young people use to describe disability and talk about AT.
- v) **Three additional social media campaigns:** The media campaign on the comic and on social media was designed to end in September 2020, and the final reporting done by December 2020. In October 2020, after consultation with UCL, we added these 3 social media campaigns in October, November and December into the media campaign whose aim was to expand the work (described above in the media section) that we had been doing since January 2020.

EIGHT MOVING FORWARD.

- **Including disability in our media**

We have taken the strategic decision to continue featuring PWDs in all our media. However, in order to leverage the impact of the campaign to date, with ongoing research, referrals to strategic partners & service providers, and to continue to shift attitudes, we will require new funding partnerships, which we intend to pursue in 2021.

- **Interactive learning session with UCL & selected AT2030 team**

In mid-March 2021, we would like to engage the UCL team [and possibly a selected few from the AT2030 team] in an interactive deep dive session of the work that we did and the resulting impact and new knowledge uncovered from the same. Some of our research outputs include:

- Shujaaz 360 annual survey preliminary insight sharing
- Mini GroundTruth insight sharing
- Discussing the possibility of co-publishing a compass
- Deep dive into the programme lessons learnt
- Discussing the possibility of disseminating the research insights from this programme in other forums with your selected partners.
- Next steps and further opportunities of working together again

- **Documentation of an audio-visual impact story**

In March 2021, we will highlight the impact that this 1-year programme has had on the Shujaaz audience through a visual case-study. We will be disseminating this to UCL and other Shujaaz partners in the month of March 2021.

- **Potential participation in a public-facing GDI Hub Live session**

UCL will be hosting a public-facing session post February 2021. This is a great opportunity to publicly share and present the results of the work Shujaaz and UCL have done together in this programme.

- **Audience follow-ups and last-mile partner follow-ups**

In the months of March and April 2021, we are keen to do a follow-up on our audiences and on the last-mile partners.

With the audience, we would like to confirm that all those who reached out to us were attended to, and all those who we connected made their way to the last-mile partner and that they were assisted. We will be reaching out to all our audience to identify success stories – did they reach out to these last-mile partners, did they get the support they needed, which AT services or products did they get. Through this exercise, we also aim to understand what experience they had i.e., barriers they may have experienced on this journey, including barriers that prevented them from contacting the last-mile partners and barriers that they faced once they contacted these last-mile partners. We are hoping to identify any possible media communication gaps but also any last-mile gaps, and how we can improve this experience to inform future campaigns.

With the last-mile partners, in addition, this follow-up will enable us to understand how we can better work with them moving forward.

NINE ORGANISATIONAL ACHIEVEMENTS.

To support our continued delivery of impactful behaviour change communications to our audience, 2020 was the year we took a deep dive into our brand identity both to our fans but also to the ecosystem of actors in the sector. This effort will see us become a bigger and trusted champion for young people by unlocking funding and strategic partnerships and opportunities.

- **Launching our new corporate identity 'SHUJAAZ INC'**

In 2019 we undertook an audit of our brand identity and corporate communications strategy, interviewing our internal team, external partners (including partners from UCL) and friends of the firm. The feedback was clear. Our current partners and colleagues in Kenya and Tanzania repeatedly said that they loved our work, our team, our approach and our unique personality. They also told us that they did not have the words or tools to explain our brand to their networks – and that when colleagues did look us up, they were left unclear about what we do.

We made a few key conclusions from this initial audit:

- Our brand existed as an experience but not as an expressed, unified identity
- Our audience were at best confused by the distinction between Well Told Story and Shujaaz – and at worst our 'corporate' and 'youth' brands were clashing with each other, potentially damaging both brands
- Our messaging was inconsistent, every team member and partner was using different language to describe what we do – leading to fragmentation
- We hadn't historically invested in our core brand assets, and as a result we were punching below our weight and impact in the quality of our brand materials – underselling our stature in our market.

Working with branding experts [Wolff & Olins](#) we set out on a project to address these key challenges, by refreshing our corporate brand identity, Well Told story. We kicked-off the work with a few key principles:

- Shujaaz (our youth brand) should remain the hero of the story – any new brand must capture the spirit and energy of Shujaaz
- There needs to be a single connection that leads from our corporate identity, through our youth brand Shujaaz – from our corporate partners to our internal team and to our Shujaaz fans
- The brand must feel more credible, reliable and refined than the youth brand – to carry weight with new clients and partners
- The brand must have clear 'dictionary-definitions' of each part of our brand – to ensure consistency at every touch point
- The brand must help to preserve the magic ingredients of what created Shujaaz -- into any future version of the organisation

This led to a few key decisions:

- 'Well Told Story' as it existed was too far away from the magic of 'Shujaaz', that's the core of our brand.
- We needed a new brand identity that would allow us to match the scale of our ambition; support our growth aspirations and flexible enough to support us as we explored new social and commercial avenues

- Our new brand must add a significant dose of credibility and confidence to our corporate arm – building on the magic and potential of Shujaaz

The new brand positioning was built on the foundations of the key ingredients that made Shujaaz successful, which we expressed like this:

- In a world where poor accessibility hinders opportunity and progress for under-served young people: Shujaaz ignites their drive to demand and become more
- In a world where people follow convention, best practice and received wisdom: Shujaaz is rule-breaking, unorthodox and useful
- In a world where social change is 'owned' by the supposed expertise of institutions and policy: Shujaaz makes the fan the lead character of their own story

And thus, we arrived at '**Shujaaz Inc**' a strong 'parent brand' identity, firmly rooted in our history – but flexible enough to allow us to establish and launch new products.

- **Launching strategic communications**

We started 2020 with the intention of landing our ambitious new parent brand identity and to mark a 'step-change' moment as we prepared to launch new ventures and to scale our reach. We knew that our ventures would only take us so far towards achieving our mission of breaking down barriers for young people and that if we wanted to see true, lasting transformation we needed to extend our impact into the 'formal' world with thought leadership, communication campaigns & 'mobilising' our network of partners. Therefore, we made the decision to invest in a small, dedicated team to oversee our external communications. Their objectives were to:

- (re)-engage, enthuse & exceed the expectations of our partners & key networks
- reunify our team around a common mission, values & approach
- centralise & unify our brand identity and story – creating a digital 'home' for our brand beyond our physical office

The response to our rebrand and initial communications was overwhelmingly positive – from our team and our partners, sparking a series of new meetings & engagements with key contacts and generating strong engagement across our social media channels

- 3.2K views of our new-logo video
- 44K impressions in first two weeks of launch
- Strong 33% open-rate for launch email (well above industry average)

Our first strategic communication campaigns in 2020 had been planned and was ready for dissemination when COVID-19 hit and we were forced to rapidly respond to our new reality. The result was our weekly barometer reports that were designed to provide regular insights into the evolving effects of coronavirus and associated quarantine measures, on the lives of young people in East Africa.

Despite social-distancing measures, our team were in a 24/7 conversation with our network of young people, across our social media, SMS and USSD platforms and our Knowledge and Learning team rolled out an ambitious data-collection and analysis function to ensure we tracked, shared and responded to the real-time impacts of the crisis on the ground. We were delighted by the positive response to our Barometer Report, especially hearing how they were being shared with people's networks, unpacked in business meetings (including by the BMGF SRH team!) and were even being shared on the Kenyan Cabinet Secretaries Whatsapp group. We evolved and developed this format as we gathered more sophisticated data and began to be able to track trends. In August 2020 we launched a new series of reports, our

'Compass' series. These were based on new live data, in-depth conversations with young people across our network, as well as insights from four years of our national surveys. They were designed to help our partners and other youth focused organisations to navigate the road ahead.

The response to this new workstream throughout 2020 proved without doubt that strategic external comms is central to the success of Shujaaz Inc's mission & sustainability. It became, in fact, the essence of our business - amplifying the voices of young people so that those with influence & power change the way they make decisions that affect their lives.

And so, in 2021 we have formalised the role of Head of Comms as a key member of our senior leadership team and are committed to investing the necessary resources into external communication throughout 2021 because we know that it will lead to significant growth in the business & deliver our mission.

- **An activated network of young people**

One of the biggest learnings and impacts of COVID-19 in 2020 has been our relationship with our audience. As we were forced to find a new way of working we closed our offices but our network of young people came to life. They went to work! In a recent SMS survey, 75% of our audience told us they had volunteered their time or money to support community responses to the pandemic. In the midst of a crisis, young people in the Shujaaz Inc network were mobilised at a scale we'd never seen before.

Within a few weeks of lockdown thousands of Shujaaz fans were responding to our COVID-19 campaign #LindaFam (Protect Your Family) by spreading the word about Covid-19 to their families, friends and wider community. A few months later, they became citizen-journalists and content-creators, [filming real-time insights on the mood in their neighbourhoods](#), and updates on how their communities were responding to the pandemic.

Faced with new public health measures, our network of 'SuperFans' designed and built more than 2,000 comic book dispensers. Between February and November, they delivered 3,600,000 comics and 500,000 flyers carrying critical public health information and advice to young people right across the country. When, through our work with Kenya's National Business Compact, FCDO, AMREF, Unilever and the Ministry of Health we were given 500 new community hand washing stations, Shujaaz fans running small businesses in hotspot areas volunteered to set up and maintain them. Our survey suggests these have been serving 25,000 people a day.

As lockdown measures came in, we took all our live events online. In April 2020, just under 2,000 young people joined or viewed our weekly [live 'Mic Yetu' \(Our Say\) chats](#), where young people come together with local and national leaders, public health experts and youth-leaders to share their experiences and ideas for the road ahead. By November, that number increased ten-fold to 22,000 views of our live chats. This generation want to listen, share their ideas and participate.

In 2021 we plan to respond to this desire to take part by developing new models for how Shujaaz Inc can operate that connects, supports and activates our fans in entirely new ways – from creating, amplifying and distributing our media to hosting mini-events with youth from their communities, to listening and sharing insights and learnings about their peers. In order to fully operationalise this new way of working our teams are identifying, vetting, training and activating volunteer SuperFans ready for full deployment as the on-going pandemic related activity and movement restrictions continue to be eased.

- **Shujaaz Inc corporate communication, Shujaaz Barometers**

Since the beginning of the pandemic, we have been conducting GroundTruth Barometer studies tracking young people's behaviors, including their SRH choices. The Barometers have proven useful data tools for the International Development community and government agencies in Kenya working on addressing the COVID-19-induced crises. As the COVID-19 situation evolved, we have changed the frequency of the Barometer from weekly to monthly and then quarterly. However, we intend to continue producing Barometers to inform Shujaaz own and other organizations' strategies aimed at improving livelihoods of young East Africans.

- **Shujaaz Inc corporate communication, Shujaaz Compass**

In the second half of 2020, Shujaaz Inc team introduced a new series of publications titled "Shujaaz Compass" which are designed as deep dives into the lives of different segments of Kenyan youth. In 2020, we published two documents – a deep-dive about Kenyan micro entrepreneurs and a deep-dive on Kenyan youth engagement in governance. Both documents created dynamic discussions and attracted much needed attention to the barriers preventing young East Africans from reaching their potential. Shujaaz Inc intend to continue publishing Compass deep-dives in 2021.

- **Developing a novel approach to digital design-thinking sessions**

In 2020, the Shujaaz team has been more actively engaging young people in consultations related to the development of programs aimed at changing youth' lives and livelihoods. As part of the new direction, which we called the "Activate Pillar" we have developed a model for a half-a-day youth-led and youth-centered workshop during which a group of young people are guided through a process of designing solutions to address their own challenges. We've conducted over 10 of such workshops refining the model, which is now also documented as a part of the Shujaaz research toolbox.

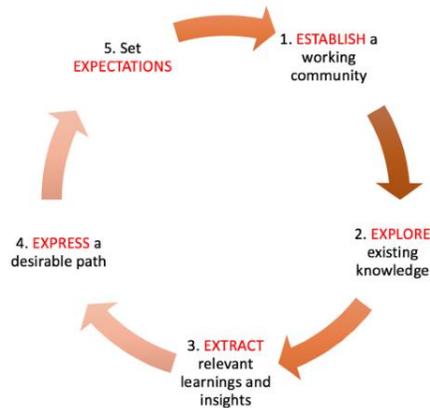
- **Transitioning qualitative and quantitative data collection to the digital space**

In 2020 and in response to the restrictions on movement as part of the Public Health Measures in Kenya, Shujaaz Inc Knowledge and Learning team developed a new approach for delivering qualitative research experiences to Shujaaz audience via digital tools, including via WhatsApp. In 2020, we facilitated close to 50 focus group discussions on WhatsApp covering a range of topics from SRH to financial fitness, to governance, COVID-19 fears and agriculture. The main outcomes of this transition were (1) we reached a larger group of Kenyan youth by using Shujaaz superfans as recruiters, (2) we were able to connect young people with no access to technology by making arrangements for them to join FGDs via superfans' cyber-cafes, and (3) we gained better insights when connecting youth from different locations in one group because they did not feel they were competing against each other and thus were more honest in expressing themselves. We have documented the process of conducting FGDs on WhatsApp and intend to continue using this new methodology going forward regardless of the freedom of movement in the post-COVID-19 world.

- **The 5Es model for more purposeful engagement with an AP**

Having experienced the benefits of working with a panel of experts in our other programmes, Shujaaz team developed a model for engaging such panels of experts for other areas of programmatic work requiring expertise not currently available via the in-house team. The 5 Es approach provides a step-by-step guide to effective engagement with selected Advisors that is topic agnostic and focused on the goals and outcomes of all stages of the engagement.

WORKSHOP APPROACH (the 5 Es)



1. Establish a working community – We will identify potential partnerships and alignments, complementary roles of different partners, and our ways of working together.
2. Explore existing knowledge – Each partner will take 3-5 minutes to share their experience in the field, research they've done and their practical experience alongside their vision and face of success for their work.
3. Extract relevant learnings and insights – Working together, we will identify insights and lessons that are most relevant for a particular campaign/program as well as the gaps that these insights/lessons revealed for us and that are worthy our attention.
4. Express a desirable path – Based on the key insights, lessons and gaps, we will describe the direction we would like the program (both research and media campaign) to take and the general face of success, outcomes we would like to achieve.
5. Set expectations – In the closing part of the workshop, we will tentatively agree on the next steps and timelines.

TEN THANK YOU & LET'S WORK TOGETHER AGAIN.

Shujaaz aims to break barriers so young people can take control of their future. This programme allowed the Shujaaz team to not only purposefully develop inclusive media but was an introduction to the beginning of an internal audit of the language, perception and attitudes that our team had on PWDs. We have just started this journey and we are grateful to UCL and the larger AT2030 for giving us this challenge and believing that we could do it.

We have benefitted significantly from the continuous guidance from the UCL team, including the continuous engagements to learn from our research-led, data-led and youth-led campaigns.

We look forward to working together in future.

"Honestly speaking, even though the artist (Donjo Kid) is blind, she has stood up for herself and followed her talent and for that I give her many congrats and if there are people like her they should know that disability is not inability" (A Shujaaz Fan responding via SMS to a story in the Shujaaz comic-book)

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