



# BEYOND ZERO

INSPIRING ACTION. CHANGING LIVES.



**Beyond Zero**  
**Advocacy Model:**  
Inspiring Action,  
Changing Lives

## The Vision of Beyond Zero

Beyond Zero is an initiative of Her Excellency Margaret Kenyatta, the First Lady of the Republic of Kenya. Launched in January 2014, Beyond Zero is anchored on the First Lady's Strategic Framework and provides high level leadership to Kenya's efforts to end new HIV infections amongst children and reduce maternal, newborn and child deaths.

Leveraging the convening power of the First Lady, the Beyond Zero Initiative mobilizes partners to sensitize communities and households on adoption of preventative health practices and behaviours, support existing community and health systems, and catalyze innovation and accelerated action by stakeholders and political leaders to ensure that all Kenyan mothers deliver safely, their children are born free from HIV, and their children remain healthy.

The objectives of Beyond Zero are to:

- Increase awareness and promote a sense of urgency amongst leaders on the need to rapidly scale up high-impact interventions for HIV control and maternal and child health;
- Sensitize and advocate for national and county leadership to progressively allocate sufficient resources for HIV, maternal and child health programmes;
- Mobilize the support and participation of men in HIV control, maternal and child health services;
- Inspire and promote a culture of accountability for results amongst leaders on their commitment towards meeting HIV, maternal and child health targets.

As a result of this ideology and its unique advocacy model, Beyond Zero has successfully brought unprecedented national attention and action by multiple and diverse groups to develop sustainable solutions to maternal and child health issues faced by communities in Kenya.

At the core of the initiative is an ideology whose foundation embodies **complementarity** to existing global and national health sector plans, policies, and services; **catalytic** nature to inspire action by political leaders, partners, and communities; **simplicity and focus** in its message and solutions which emphasize **preventative care**; and **inclusiveness** of all stakeholders, including the public and private sectors and underserved populations.

## The Beyond Zero Advocacy Model

### STEP 1: Use of Evidence - Framing the Advocacy Agenda



The Beyond Zero Initiative was launched in 2014 against a backdrop of disturbing national HIV, maternal, newborn and child health (MNCH) indicators in Kenya. Thousands of women and babies continued to die unnecessarily during pregnancy, child birth, and the first month after birth.

Most of these deaths could have been prevented using proven and affordable interventions. Yet Kenya remained one of the most unsafe countries for a woman to get pregnant, for a child to be born, or to be a HIV patient.

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**Key HIV and Maternal, Newborn and Child Health (MNCH) Indicators in Kenya in 2013**

**HIV<sup>1</sup>**

**1.6 million**  
Kenyans living with HIV

**30%**  
of all new HIV infections among adults occurred among young women aged 15-24 years

**Only 38%**  
of children with HIV on treatment

**61%**  
of HIV positive women received ART to prevent HIV transmission to newborn children in 2012

**13,000**  
new HIV infections occurred among children each year

**Maternal & Newborn Health<sup>2,3</sup>**

**6,300**  
total maternal deaths

**An average of 18 – 20**  
women died every day from pregnancy related causes

Lifetime risk of maternal death was **1** in **53** compared to **1** in **2,900** in developed countries

**40,000 deaths**  
deaths occurred during the first 28 days of life (neonatal) annually

**over the last 20 years**  
No significant change in the number of newborn deaths

**Child Health<sup>4</sup>**

**108,000**  
children died each year before their fifth birthday

**50%**  
of all new HIV infections among adults occurred among young women aged 15-24 years

**15%**  
of deaths for children under the age of five were result of HIV-related complications

<sup>1</sup>UNAIDS Global Report: HIV Estimates and Projections 2013  
<sup>2</sup>Countdown to 2015 Maternal, Newborn and Child Survival; Kenya 2015 Report  
<sup>3</sup>WHO, UNICEF, UNFPA, The World Bank, United Nations Population Division (2014). Trends in Maternal Mortality: 1990-2013. Estimates by WHO, UNICEF, UNFPA The World Bank and the United Nations Population Division. 1-58 p.  
<sup>4</sup>UNICEF Levels and trends of child mortality 2013, Kenya Demographic health Surveys 2003; 2008-09, Committing to Child Survival: A promise Renewed Progress report 2013,

Beyond Zero is anchored on its two Strategic Frameworks. *The Strategic Framework on Engagement for HIV Control and Promotion of Maternal, Newborn, and Child Health (2013-2018)* is aimed at catalysing action and accelerating the attainment of international and national commitments to HIV and maternal and child health targets. *The Strategic Framework for the Engagement of the First Lady in the Promotion of Healthy Lives and Well-Being of Women, Children and Adolescents (2018-2022)* adopts a life-cycle approach and deepens the advocacy to neglected health issues.

The priorities for the Frameworks are guided by the country's development priorities as outlined in The Kenya Constitution, Kenya Vision 2030, Kenya National AIDS Strategic Plan and the Kenya Health Sector Strategic Plan 2012-2017. Beyond Zero is also informed by the goals of the Organization of African First Ladies (OAFLA), which was established in 2002 as a collective voice

for Africa's most vulnerable people.

**STEP 2: The Solution – A Compelling but Simple Idea**



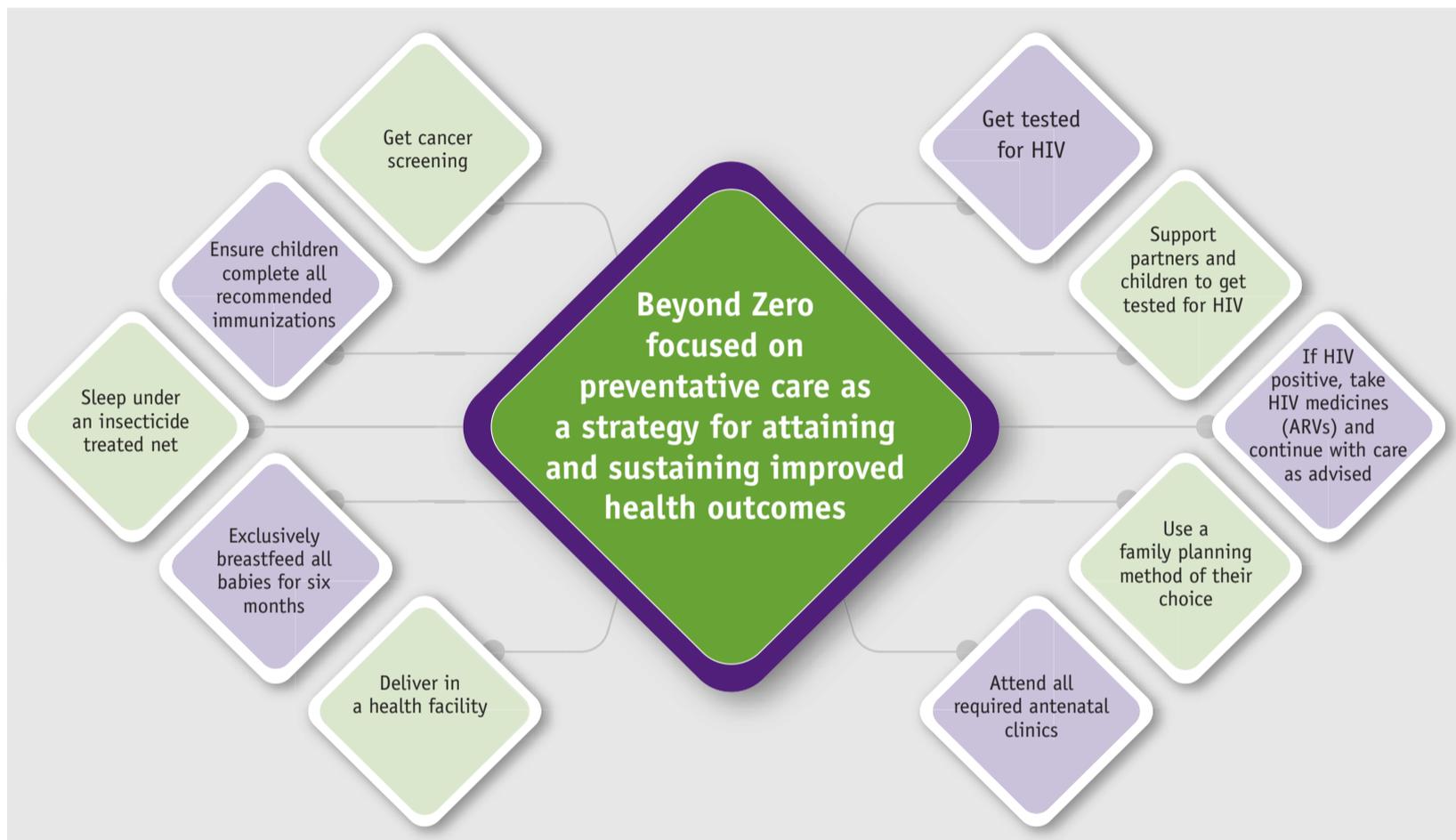
In designing its approach to addressing poor health outcomes for mothers and children, Beyond Zero deliberately fashioned its advocacy solution to mirror the First Lady's passion for mothers and children. Grounded in the First Lady's belief that 'no woman should die giving life', this simple message became the campaign's clarion call.

While the message is simple, it represents a difficult set of health challenges that have long been recognized, such as lack of access to quality health care—particularly for hard to reach communities—limited access to health information and education, stock outs of essential drugs and supplies, and others.

**No woman should die giving life.**  
- H.E First Lady Margaret Kenyatta

Beyond Zero focused on preventative care as a strategy for attaining and sustaining

improved health outcomes and included the following health promotion messages:



### STEP 3: Building a Movement - Cultivating Champions for Alternative Leadership



First Lady's ability to advance a cause with greater momentum than the typical non-state actor is a unique strength. In spite of where one leans on the political divide, most Kenyans identify the position of the First Lady as a 'mother' figure and refer to her as 'Mama wa Taifa.' This apolitical sentiment allows the First Lady to convene diverse stakeholders around a common cause – the health and wellbeing of the country's mothers and children. The First Lady firmly reinserted health issues into the political agenda without allowing

herself or policy makers to use these issues for personal or political gains.

Cascading health as a priority, Governors' Spouses were identified as strategic champions who can leverage their influence and propel their issue from national to sub-national level. This has transformed their individual advocacy efforts into collective public leadership on a social cause, elevating maternal, newborn and child health as a priority across the entire country.

Beyond Zero recognized that engagement with county champions, health leaders, policy makers and communities was critical to its success.

The following approaches were important to mirror the efforts of the First Lady at the local level:

- Convening and appealing for support for the advocacy agenda from Governors' spouses and other county champions
- Holding interactive sessions between the First Lady and county champions to communicate advocacy actions and mobilization strategies
- Building relationships towards a community of like-minded actors who share a collective agency to advance a social cause
- Forming linkages between county champions and formal policymaking structures and offices, such as budget officials, county assembly members, and technical officers within the county departments of health

provided over 500,000 health care services and reached over 14 million people with health outreach messages.

Sustaining the impact of the mobile clinics was achieved through formal handover and ownership agreements and signing of a Memorandum of Understanding by the county leadership, witnessed by the community, to ensure integration of services with existing health systems and accountability of county leadership.

In the second Strategic Framework, the instrument for engaging communities and scaling up the outreach impact has evolved to include specialized mobile clinics and medical safaris/medical camps.

**“**  
The goal of the Beyond Zero Mobile Clinic was to strengthen health care service delivery by bringing services closer to hard-to-reach populations.  
**”**

#### STEP 4: Strategic Advocacy Approach – Identifying an Instrument for Engagement



Maternal and child health issues faced by counties vary depending on various socioeconomic factors including poverty, education, geography, and cultural. Beyond Zero needed an intervention, or an instrument, which would open the door for engagement, while simultaneously filling a health service delivery gap.

The intervention or instrument also had to be aligned with the national health strategy for community engagement. The Mobile Clinic has served as this instrument. The goal of the Beyond Zero Mobile Clinic was to strengthen health care service delivery by bringing services closer to hard-to-reach populations.

To date, 52 mobile clinics have been delivered to all 47 counties and have



“  
We run to keep mothers and newborns alive. We run because every mother should be able to hold her baby and take her baby home, and that baby should live to be strong and have many more birthdays.  
”  
- H.E First Lady Margaret Kenyatta

## STEP 5: Mobilising Resources – Using National Identity as a Unique Fundraising Approach



Beyond Zero has used a unique mobilization approach to not only raise resources (financial and technical), but also raise awareness of the First Lady’s key message that “no woman should die giving life.” Paying homage to Kenya’s worldwide reputation as a force on the track and demonstrating her passion and commitment to reversing the trends of maternal and child deaths, the First Lady has run five full and half marathons: four editions of the First Lady’s Half Marathon (FLHM) and the London Full Marathon. This unprecedented act has positioned Beyond Zero as a worthwhile investment nationally and raised the profile of the Initiative and its advocacy focus on maternal and child health at regional and global levels.

In Kenya, the First Lady’s Half Marathon is conducted on or around March 8, to coincide with the commemoration of International Women’s Day. The First Lady’s Half Marathon has attracted strong public and private sector partnerships providing financial and technical resources that align with improving the health and wellbeing of mothers and children. To date, the marathon has attracted well over 35,000 participants for each edition and has raised a total of approximately 6 US million dollars.

## STEP 6: Partnerships - Enlisting Broad Stakeholder and Community Participation



Beyond Zero has utilized a novel advocacy approach - leveraging the convening power of the First Lady - to propel and accelerate actions by partners and political leaders to improve health outcomes for mothers and children. Over the past four years, Beyond Zero has showcased and

demonstrated first hand, the invaluable contribution of partnerships in positively impacting communities. As a result of the First Lady’s Half Marathon and various other fundraising strategies, Beyond Zero has forged partnerships with a broad range of maternal and child health stakeholders.

These partnerships include:

- **National Government** – Responsible for health policy and health regulation formulation, building capacity and providing technical assistance to county governments, partnership is primarily represented within the institutional mechanisms with each Strategic Framework.
- **County Governments** – Responsible for the delivery of all health services as a devolved function, partnership with county governments is critical to allocate sufficient budget, human resources, drugs, and supplies to sustain functioning of the clinic on behalf of the community.
- **Development Partners** – Responsible for resource investments targeted towards improvements across human development indicators including health.
- **Civil Society Organizations** - Comprised of faith-based organisations (FBOs), community-based organisations (CBOs) and nongovernmental organisations (NGOs), civil society organisations are responsible for supporting the delivery of health interventions and working directly with affected communities.
- **Private Sector** - Responsible for innovation as market drivers and uniquely positioned to help bring resources and diverse and innovative health products.

- **Citizens** – Responsible for triggering community conversations in support of MNCH and HIV control and holding governments to account for health as a right.

## STEP 7: Implementing the Advocacy Model – Beyond Zero Foot Soldiers



Building strong human capacity and a vigorous institutional framework is critical to support the delivery of the various advocacy activities and is an essential component to building sustainability. Incubating an initiative such as this within an existing institution or like-minded agency allows for growth and development of systems, increased resources, expanded partnerships, and strengthened staff capacity.

The Beyond Zero secretariat was initially housed at the National AIDS Control Council (NACC), whose mission is to

provide policy and a strategic framework for mobilizing and coordinating resources for the prevention of HIV transmission and provision of care and support to the infected and affected people in Kenya. Housing Beyond Zero under NACC ensured the campaign's complementarity to existing health governance structures and ensured that a parallel system was not established through the advocacy effort. The incubation also supported Beyond Zero to work across national and county levels, a critical factor in the success of the initiative. In 2018, the Beyond Zero Secretariat developed its own independent structure.

Beyond Zero has demonstrated that non-traditional, high-level leadership can be an effective advocacy approach to mobilizing collective action for maternal and child health and HIV control. Using non-elected leaders such as Governors' Spouses is a novel approach that other advocates and champions can apply to their local contexts to raise awareness, action, and resources for priority health issues.

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PATH/Evelyn Hookstein



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