



BEYOND ZERO

INSPIRING ACTION. CHANGING LIVES.



AN INITIATIVE OF
H.E. MARGARET KENYATTA
FIRST LADY OF THE REPUBLIC OF KENYA

**STATEMENT BY
HER EXCELLENCY
MARGARET KENYATTA
FIRST LADY OF THE REPUBLIC
OF KENYA**

As a mother, I relate to the joy of holding one's baby and seeing them grow to achieve their dreams. For many mothers in Kenya however, this is usually not the case. Many Kenyan women do not get the chance to hold their healthy babies as most do not live long immediately after they are born. The statistics around maternal, new-born and child deaths in Kenya are deplorable.

While deliveries in health care facilities have demonstrated a steady improvement of over 60% since 2014, deaths that are preventable still occur at an alarming rate - many infants do not survive to celebrate their first birthday. The Government has demonstrated its commitment to reverse these statistics through increased investment, partnerships and free maternity programs. The devolution model adopted, to bring services closer to the people, further advances the efforts made by the Government to address this development challenge. Still, more needs to be done.

The Beyond Zero Campaign was inspired by the realization and knowledge that these deaths are preventable. I knew that, in my capacity as Kenya's First Lady, I had the opportunity to significantly influence both policy and practice on maternal and child mortality at:

- policy prioritization level
- resource allocation level
- improved service delivery level
- individual health seeking behaviors and practices level.

During my tenure as the First Lady of the Republic of Kenya, my goal is to support the Government's health programs by galvanizing philanthropists at national and international level. Through these efforts, I will contribute to the health targets of the new Sustainable Development Goals. Together we can transform the health of mothers and children and eliminate new HIV infections. In the past two years we created awareness and increased knowledge in families, communities and service providers about how to prevent the unnecessary deaths of mothers and babies. By establishing the Beyond Zero Campaign and its Strategic Framework on Accelerating Progress in Saving the Lives of Women and Children 2013-17, I



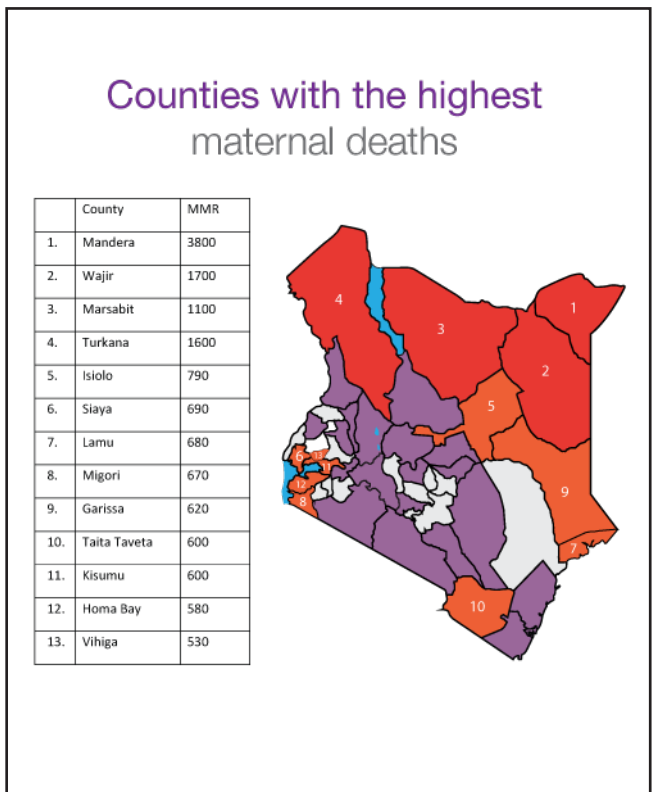
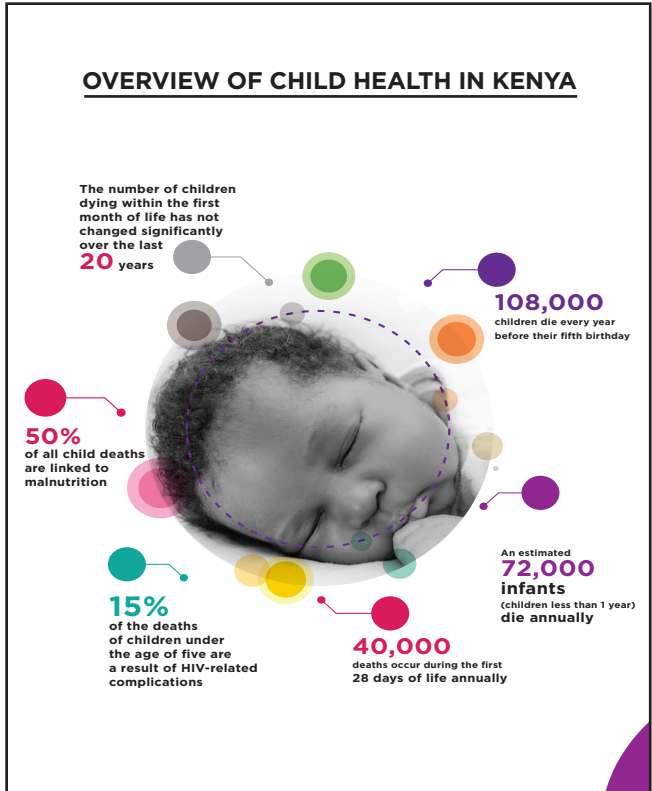
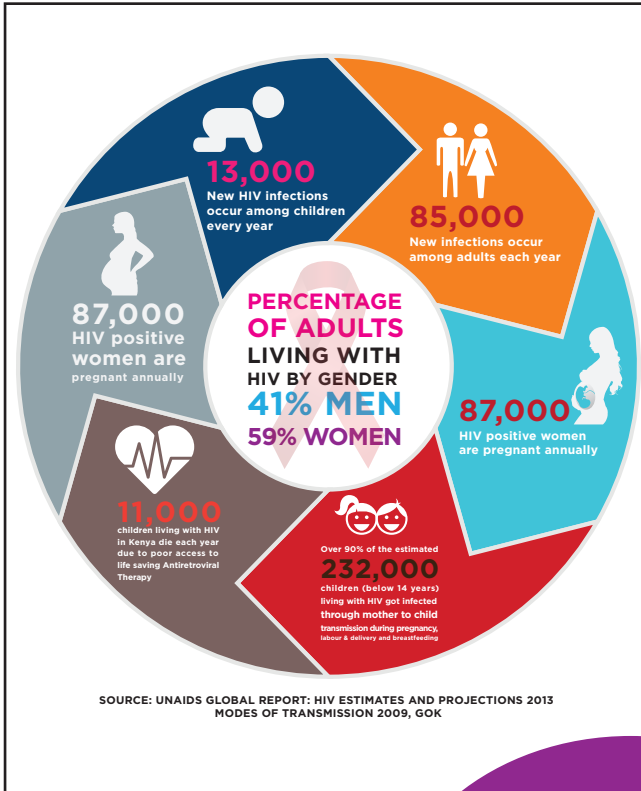
have made every effort to adopt an integrated approach. As such our health focus combines interventions made on income and social status; social support networks; genetics; gender; education; access to health services; and environment. Health outcomes do not rely on health interventions alone; it is only with support for the environment, learning and empowerment that we will be able to reach the new Sustainable Development Goals.

Since launching the Initiative in 2014, I have successfully leveraged my office and personal time to collaborate with diverse partners and multi-sectoral stakeholders. Kenya is famous for its runners and winning marathons. I have used this sport to raise awareness, advocate and fundraise for the Beyond Zero Campaign. Together we have run and raised money to secure 36 mobile facilities, designed to reach populations in remote areas.

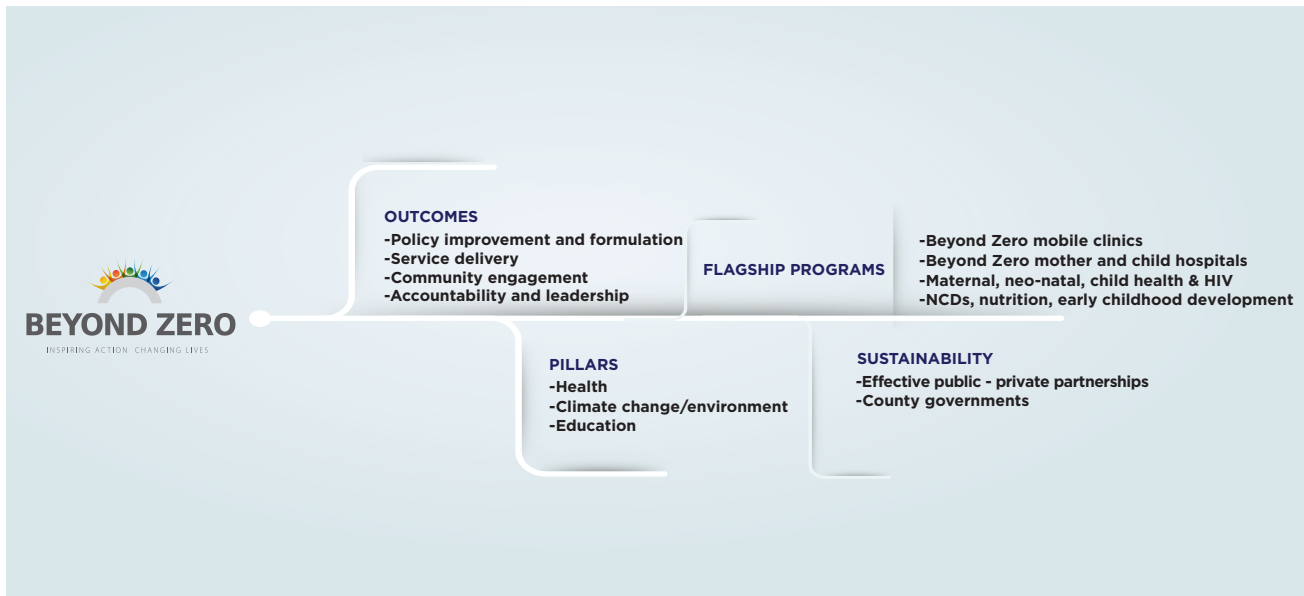
But more needs to be done. I will continue to run a marathon every year on the International Women's Day for the health of children and their mothers. It is my deep desire to put up a state of the art maternal and paediatric hospitals that are ideal for Kenya. It has made me ambitious and hopeful for future generations. I can do more. We can all do more!!

I invite all those who believe in the vision of the Beyond Zero Campaign, no mother or child should die from preventable deaths, to continue running with us by providing moral, physical or financial support.

THE FACTS



VISION OF THE BEYOND ZERO CAMPAIGN INITIATIVE



The Beyond Zero Campaign Initiative aims to accelerate economic and social development in Kenya through a health facet. The entry points for the campaign are access to health services, climate change preparedness and adaptation and education for all.

The campaign's vision resonates with the concluding Millennium Development Goals and the new set of targets and goals being adopted in the Sustainable Development Goals. The campaign seeks:

- A Kenya where there are no preventable deaths of mothers and children;
- No social Inequities for essential health services by ensuring;

- Adequate skilled birth attendants to educate and support women and their babies during pregnancy, childbirth and after birth

- Adequate HIV testing, prevention and treatment programmes to reduce mother to child transmission of HIV;

- 100% immunization of babies against childhood illness especially polio, pneumonia and measles;

- Adequate coverage in the use of insecticide-treated mosquito nets to prevent malaria;

- Exclusive breastfeeding for all infants for the first six months;

- Awareness for cancer prevention and good healthy lifestyles.

UNIQUENESS OF THE BEYOND ZERO CAMPAIGN INITIATIVE

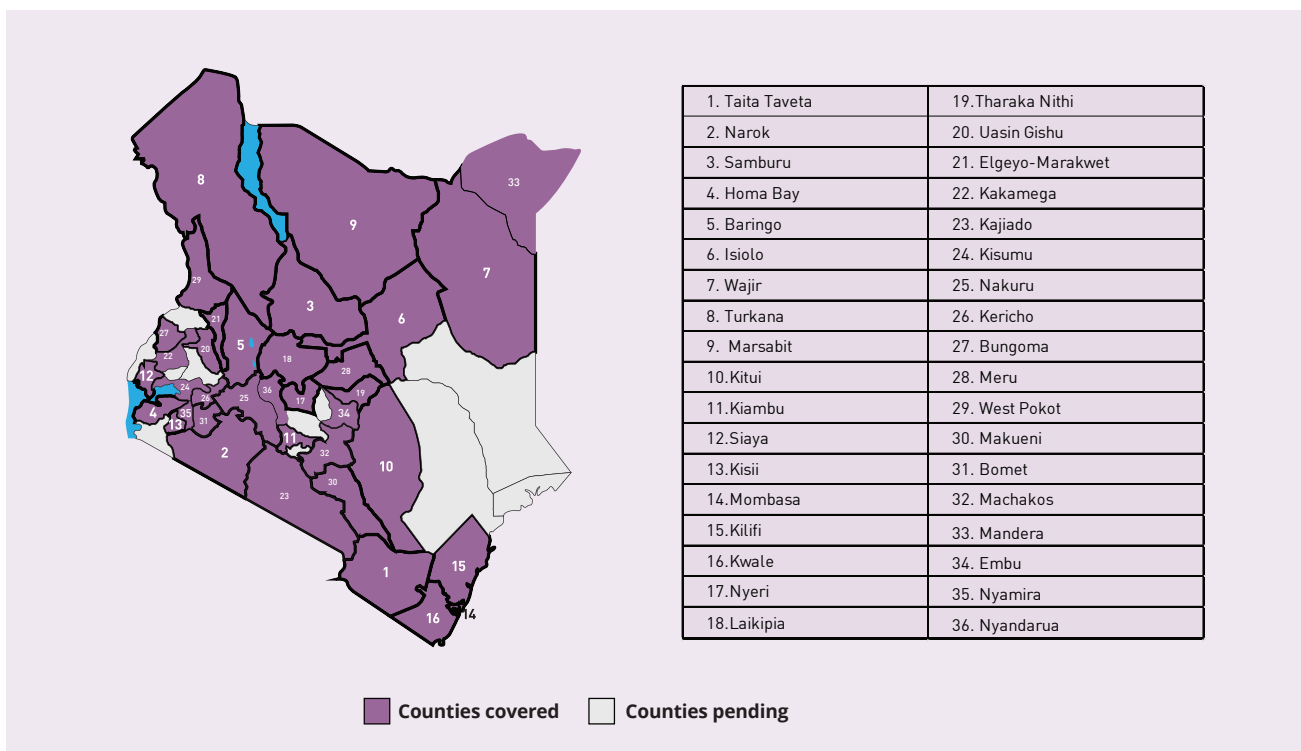
The Beyond Zero Campaign Initiative is the first ever Public-Private initiative of this scale focusing on maternal, neo-natal and child health including HIV prevention, treatment and care. It has brought hope to the vulnerable populations in Kenya because it seeks to address social inequities brought about by lack of access to health facilities. The Initiative sets pace in the country because:

- It focuses on a key social development issue (maternal, neo-natal and child including HIV).
- The Patron catalyses certain national actions to provide impetus for these specific targets. Her actions include profiling gaps through different platforms and speaking engagements; and identifying & executing high level impact interventions.
- The Patron convenes and rallies power brokers, decision makers, opinion leaders and communities to ensure accountability for commitments made.

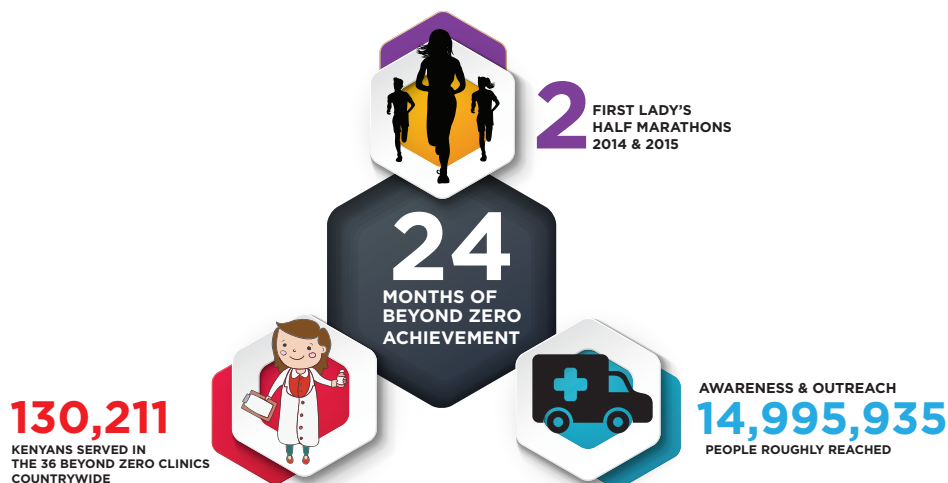
ACHIEVEMENTS IN ACCESS TO HEALTH SERVICES TOTAL MOBILE CLINICS DELIVERED

The Beyond Zero Campaign Initiative has reached Kenyans across party political divides. In homage to Kenya's towering excellence on the track, Her Excellency Margaret Kenyatta embarked on a unique fundraising strategy and has run half marathons across the world to raise funds and awareness simultaneously. To date, she has run in London, Tokyo and Nairobi, attracting sponsors, celebrities and other runners while raising awareness for HIV/AIDS, maternal mortality and child health issues.

By bringing health delivery closer to Kenya's citizens, the mobile clinics have been able to treat mothers and children who would otherwise have been obliged to walk miles to seek treatment, husbands and fathers who would never have made the journey to their nearest clinic have had health care brought to them.



Counties covered Counties pending



DEBORAH'S STORY



Photo credits InCa

“

The first time I learnt I was HIV positive I was scared, so scared that it was hard to tell my husband that I have HIV. It was hard.”

Deborah Adhiambo Kallam

For Deborah, as with many other HIV-infected women in Kenya, access to health service for the management of HIV and AIDS is hampered by the stigma associated with the disease. The problem is compounded by the scarcity of health centers in rural Kenya; making their access a challenge.

But for Deborah, the arrival of the Beyond Zero mobile clinic close to Lake Victoria in Homa Bay County turned things around for her. At the clinic she was properly treated, prescribed and provided with appropriate drugs.

The outreach work conducted around such visits - through the Beyond Zero Clinics - means that fewer

people will contract HIV and the drugs and care provided mean that its symptoms can be treated. Deborah is just one of the thousands who have been served by the “clinics on wheels.” At one point, she - a mother of six - had contemplated suicide. “I thought of killing myself,” she tells Beyond Zero.

Now that she has been treated in a setting close to her home, there is reason for hope. By taking health care deep into Kenya’s rural areas, Beyond Zero has helped thousands of mothers like Deborah. As the program expands, it will reach yet further into Kenya’s most inaccessible regions and provide hope where there was little, drugs where there were few and treatment where there was none.

SUSTAINABILITY

The job of a First lady is transient by definition. Therefore, particular care was taken to incorporate sustainability into the Beyond Zero Campaign from the outset. The campaign allows all stakeholders to contribute ideas, resources and play a part in decision-making processes.

The mobile clinics were designed under the technical direction of the Ministry of Health and have been modified to meet community health needs, terrain and infrastructural challenges. Before a clinic is delivered, the recipient county government is taken through the Standard Operational Procedures of the mobile clinic which culminates in a Memorandum of Understanding detailing roles and responsibilities of the national government, county government and Beyond Zero.

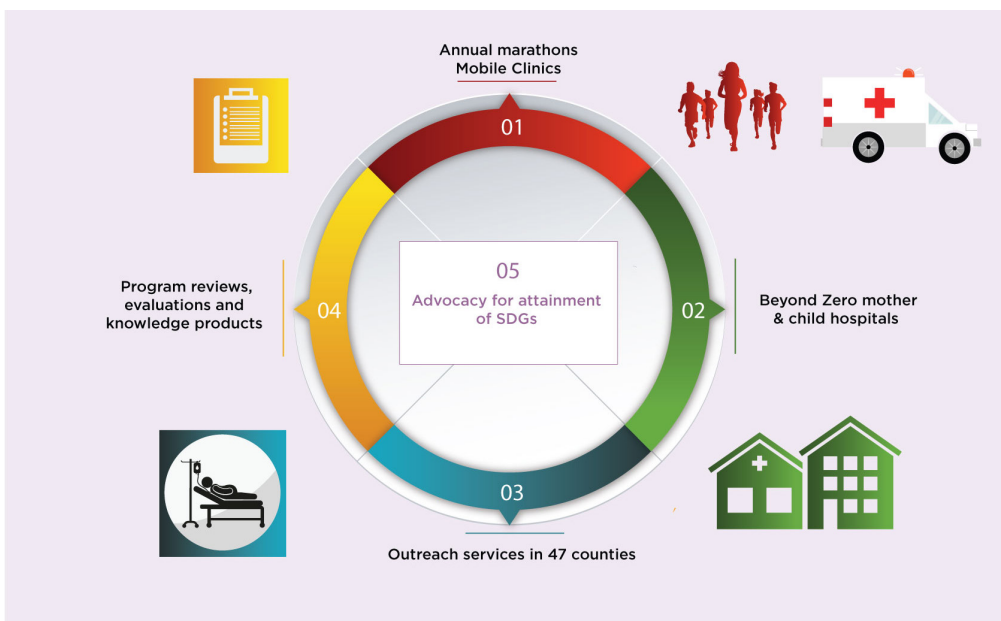
The mobile clinic is intended to complement county health services; it therefore becomes an additional county health facility. Each has a Master Facility List Number to enable planning, including budgeting, staffing, supplies, commodity allocation and reporting on services rendered on the District Health Information System.

As important, is the advocacy effort that supports each clinic. Outreach and the mere presence of a clinic in an area raises awareness and creates significant impact. Carefully planned messages and advocacy plans are rolled out to support the delivery of all clinics. These direct and indirect benefits are carefully planned to work towards greater equity, making sure that Kenya can benefit from increased health and a productive labor force for the 21st century.



ENHANCING PARTNERSHIPS

Huge inputs have already been made at national level by county governments, the private sector, national government through the Ministry of Health & its agencies, the UN family, private foundations and bi-lateral donors. The Beyond Zero Campaign Initiative seeks collaborative partners for:









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