



OFFICE
OF THE
FIRST LADY



Celebrating 10 years

INSPIRING ACTION, CHANGING LIVES



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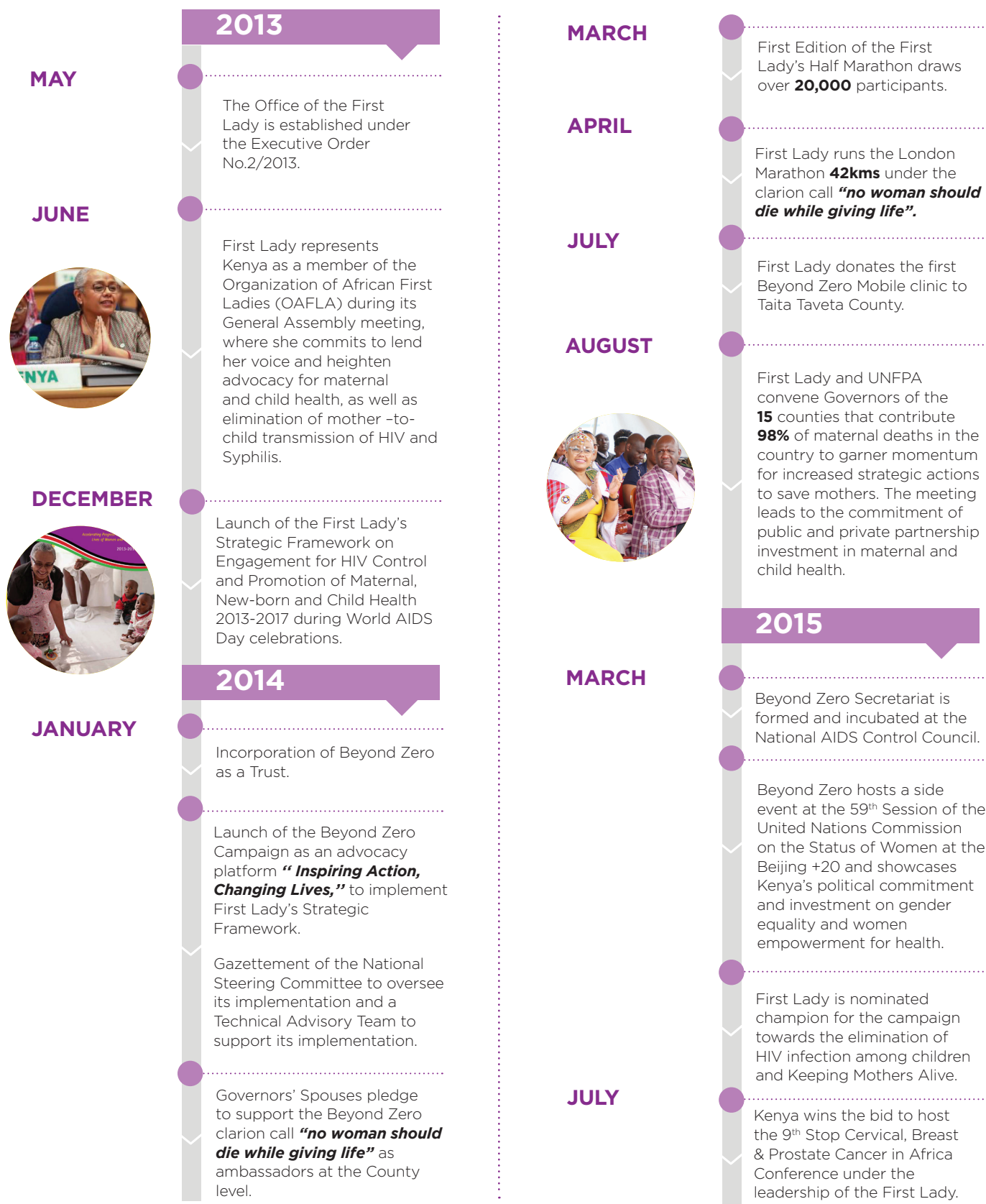
I truly believe that good health is the bedrock of all things, and there is, therefore, no greater satisfaction than to fulfill the commitment I made to serve the people of Kenya.

We must continue to exchange ideas and learn from each other, in order to apply what has worked for us, as we progress towards zero maternal and child deaths, zero new HIV cases”

Her Excellency Margaret Kenyatta,
First Lady of the Republic of Kenya
Founder and Patron Beyond Zero

KEY MILESTONES

These milestones are as a result of; inspiring action, building and convening partnerships, enhancing leadership and commitment for the wellbeing of mothers and children.



AUGUST

The First Lady engages in a panel discussion on Girls' Education during the World Assembly for Women in Tokyo.

2016

MARCH



Establishment of the Beyond Zero Enrolled Community Health Nursing Scholarship Fund Program through the support of World Bank.

First Lady raises awareness of Beyond Zero's work around maternal and child health Project C.U.R.E.'s annual event in Arizona, Phoenix, USA and receives donations of equipment and medical supplies.

2017

MARCH

Beyond Zero Secretariat relocates from National AIDS Control Council incubation to an independent agency.

JUNE

Beyond Zero holds a leadership summit to recognize and award County based innovative efforts towards improved maternal and child health..

2018

MARCH



Launch of the 2nd 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 during the International Women's Day celebrations.

APRIL-MAY

A Technical Working Group is formed to identify and steer the implementation of the 2nd Strategic Framework.

SEPTEMBER



First Beyond Zero Medical Safari is hosted in Narok County offering free and wide range of services.

The County eMTCT business plan is launched for resourcing of programs.

2018-2019

Advocacy and successful inclusion of disability indicators at the 2019 National census.

NOVEMBER



Launch of the National Point of Care Testing Implementation Roadmap in Kenya; A guide to implementing point of care Testing in HIV care and treatment programmes.

Donation of a point of care device to Jaramogi Odinga Teaching and Referral Hospital for early infant diagnosis of HIV.

2019

FEBRUARY

The First Lady is appointed Vice-President of Organization of African First Ladies for Development.

MARCH

Launch of the Beyond Zero Advocacy Model at the 63rd Session of United Nations Commission on the Status of Women.

MAY



The First Lady is a special guest at the 2nd edition of the World Health Organization "Walk the Talk" in recognition of Beyond Zero's advocacy for healthy lifestyle.

OCTOBER



The First Lady commissions the first Positron Emission Tomography (PET) Computerized Tomography scanner and cyclotron machine at Aga Khan University Hospital in Nairobi, the first of its kind in East and Central Africa for early cancer diagnosis.

NOVEMBER

The First Lady addresses a plenary session at the Global Gender Summit 2019 showcasing Beyond Zero's contribution to gender equality through the lens of access to health care services.

2020

JANUARY

To save pregnant women from hemorrhage, First Lady commissions a hemafuse device at Mama Lucy Hospital.



Launch of the Advocacy Guide for Elimination of Cervical Cancer for opinion leaders to expand their understanding of cervical cancer and provide a structured approach for sustained advocacy.

FEBRUARY

100 men run for increased male involvement in maternal and child health.

APRIL-JUNE

Beyond Zero contribution to the National Covid-19 response through distribution of food and medical supplies.

JULY-AUGUST



5,100 community health volunteers are trained from Nairobi Metropolitan Services in partnership with AMREF Health Africa in Kenya on global and national prevention protocols for cascading Covid-19 prevention messages to households within Nairobi Metropolitan Services.

APRIL & MAY



Donation of medical supplies and consumables to support primary healthcare in partnership with PROJECT C.U.R.E. to Tana River County Referral Hospital, Bura sub-County Referral Hospital and Garsen Health Centre.

2021

APRIL

An Institute is established by Kenya School of Government Council in recognition of the exemplary leadership of the First Lady in promotion of gender equality and social development.

JUNE



Beyond Zero conducts a learning mission to Cuba, the first country in the world to be validated by World Health Organization, for its successful program in prevention of mother-to-child transmission of HIV and Syphilis.

OCTOBER

First Lady makes the keynote address and launches the National Palliative Care policy 2021-2030 in line with Beyond Zero advocacy commitment of increased access to palliative care and services.



First Lady presides over the launch of the POLICARE policy for National Police Service, in line with Kenya's commitment to Generation Equality Forum for an integrated response for survivors and victims of gender-based violence.

FEBRUARY-JUNE

Pioneered and developed the Beyond Zero Health Awards recognition criteria for nurses and midwives in the public sector for their contribution in primary health care.

DECEMBER



10,497 applicants for the Beyond Zero Health Awards were feted at the Beyond Zero Summit 2021 themed ***"Increasing Investment at Primary Healthcare."***



As champion for anti-FGM, First Lady supports an alternative means of livelihood for pastoralists' women through the Johari Beads Initiative in Narok, Kajiado, Samburu, West Pokot, Elgeyo Marakwet, Marsabit and Baringo.

2022

FEBRUARY



Beyond Zero signs a Memorandum of Understanding with Kenya School of Government to pioneer the Margaret Kenyatta Institute for Gender and Social Development.

MARCH



Celebrating the International Women's Day, His Excellency the President of the Republic of Kenya commissions the Margaret Kenyatta Institute for Gender and Social Development, the Strategic plan 2021-2024 and the Margaret Kenyatta Selected Speeches book.

APRIL-JUNE

Beyond Zero commissions the concept design and generation of bill of quantities for refurbishment of 4 health facilities – Kasarani health centre, Mageta health centre, Njukini health centre and Moyale sub County hospital in partnership with County Governments of Nairobi, Siaya, Taita Taveta and Marsabit respectively.

JUNE

Beyond Zero contributes to the development of course programs in Gender Equality, Wellness and Leadership for the Margaret Kenyatta Institute for Gender and Social Development.

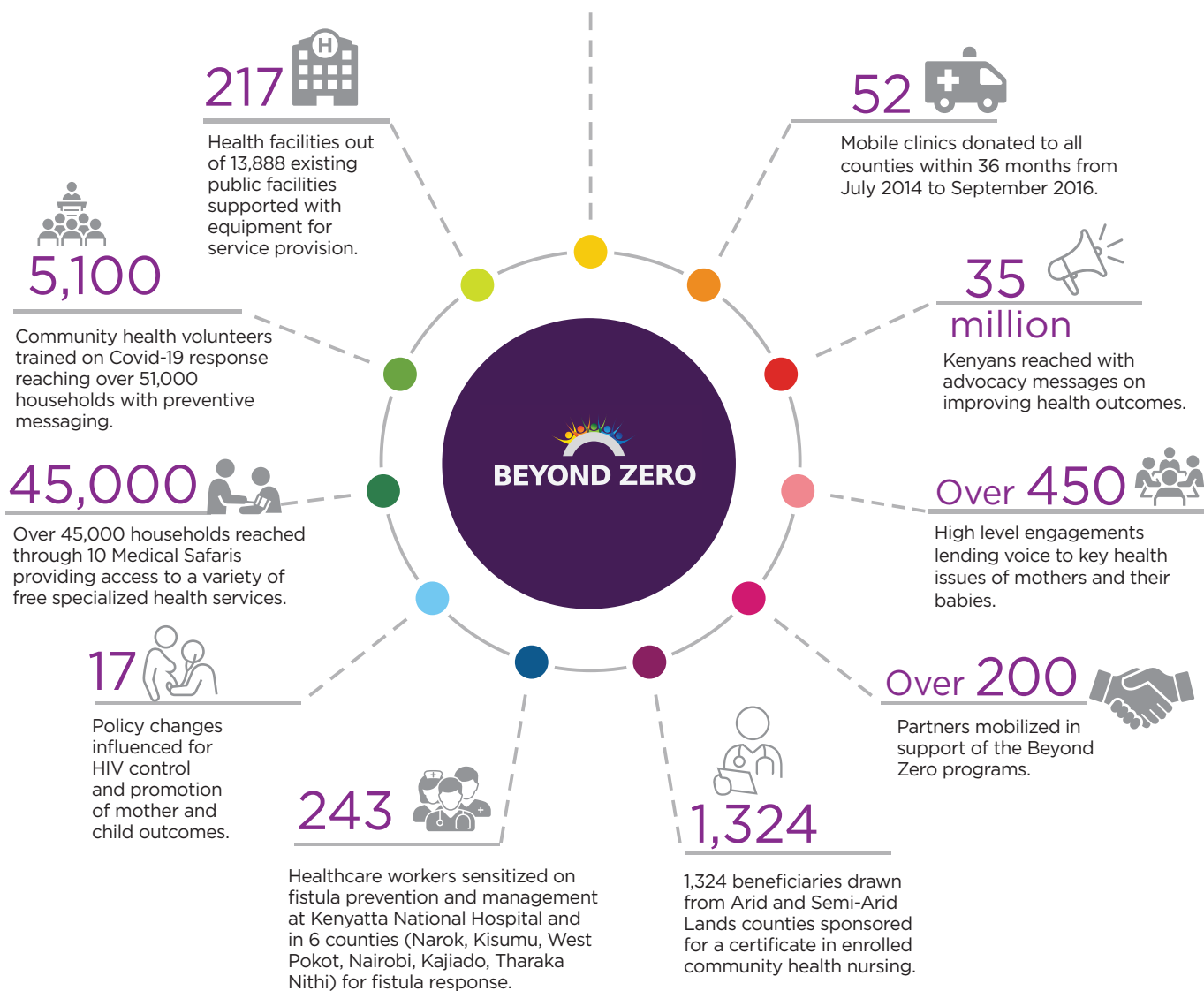


2013-2022 KEY ACHIEVEMENTS



50,000

Over 50,000 participants joined 3 editions of the First Lady Half Marathons and 2 editions of the Beyond Zero Half Marathons to run for mothers and children.





AWARDS



United Nations in Kenya Person of the Year 2014 for her efforts to stop preventable maternal and new-born deaths in the country through her 'Beyond Zero' campaign - **November 2014;**



Awarded Doctor of Humane Letter Honoris Causa by the Kenyatta University - **December 2014**



Dream Up, Speak Up, Stand Up Award for promoting children and youth education - **December 2015;**



The Beyond Zero has received the following recognition:

- Kifarua Award from the Council of Governors recognizing Beyond Zero as a warrior in health service delivery - April 2016
- Most relevant brand in CSR in East Africa Beyond Zero awarded by Superbrands - **November 2016**



Fellowship of Honoris Causa Award South Africa's Royal College of Obstetricians and Gynecologists (RCOG) - **May 2017;**



Eastern Africa Lifetime Achievement Award for her relentless efforts to: stop preventable maternal and new-born deaths in the country through her 'Beyond Zero' Initiative; and her sustained efforts towards the elimination of Mother to Child Transmission of HIV, an intervention that has led to a significant reduction of new transmissions among newborn babies - **December 2018;**



Health Leaders 2019 Award for outstanding advocacy on global health matters by the World Health Organization - **May 2019;**

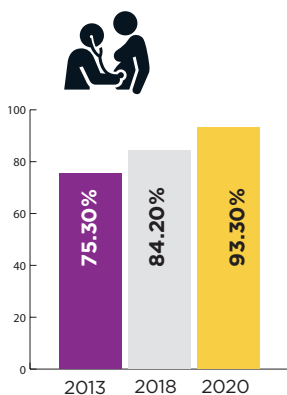


The First Lady is currently a Lancet Global Health Commissioner on High Quality Health Systems in the Sustainable Development Goals era

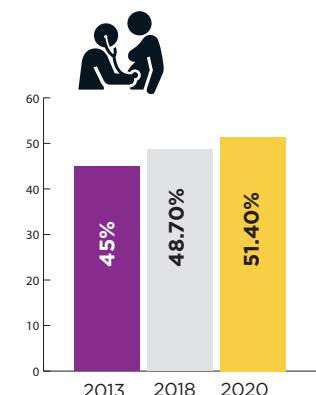


OVERVIEW OF THE HEALTH SITUATION IN KENYA

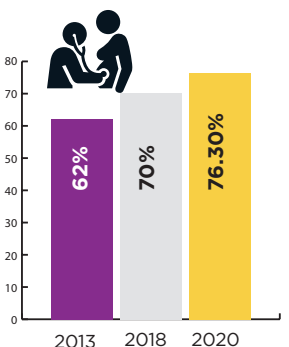
First antenatal coverage



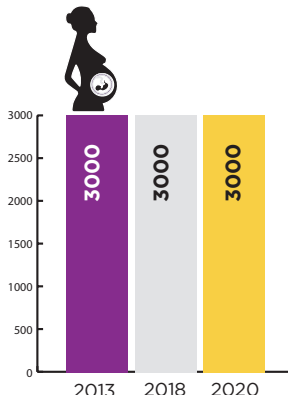
Fourth antenatal coverage



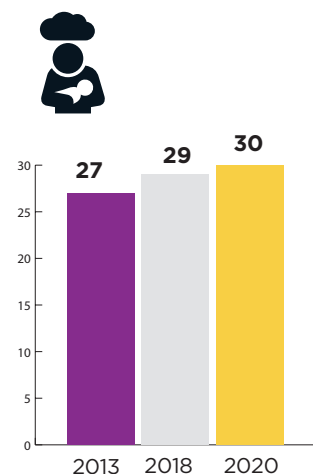
Percentage of pregnant women attended by a skilled health care worker during delivery



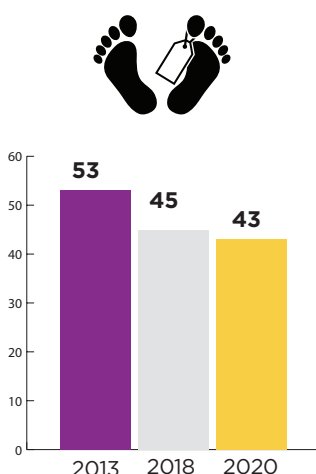
Cases of obstetric fistula annually



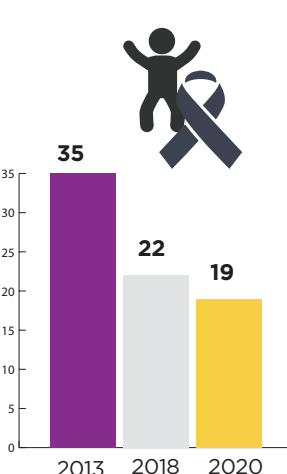
Neonatal mortality rates



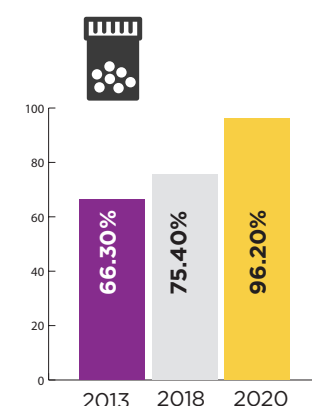
Under 5 mortality rates



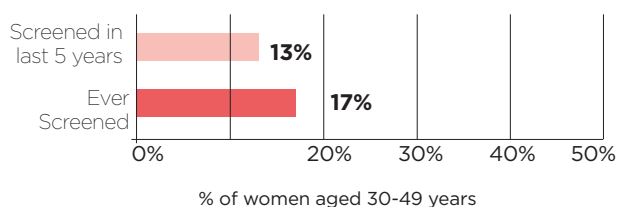
New HIV Child Infections per day



% of HIV positive women receiving antiretrovirals to prevent HIV transmission to new born children



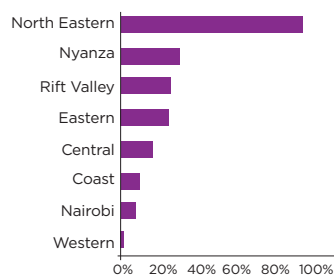
Screening of cervical cancer



1 in 10 women have been screened for cervical cancer in the last 5 years

Female Genital Mutilation

In Kenya, 21 percent of women and girls, aged 15-49 have undergone some form of FGM



Key Indicators	Data Sources
Population size, female, age 15-49 (in thousands), 2017	12,638 GLOBAL Revision of the World Population Prospects 2017
Prevalence of FGM among women and girls, 15-49%	21 DHS 2014
Prevalence of FGM among women and girls, 15-19%	11 DHS 2014
FGM Prevalence rate in most affected ethnic group in the country (%)	94 DHS 2014
Existence of policies and laws banning FGM	2001, 2011 Global FGM programme data 2014

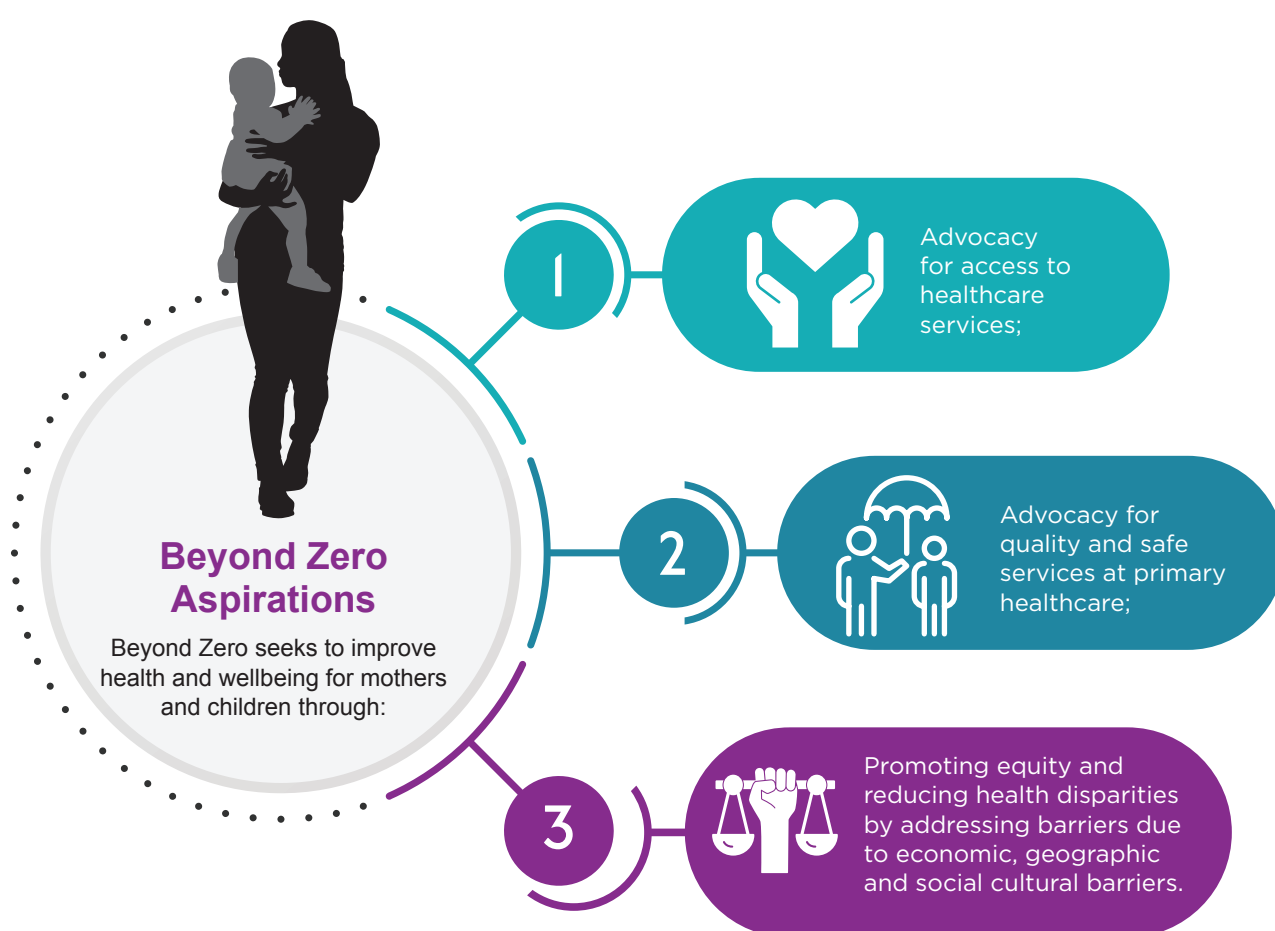
*Later dates reflect amendments to the original law or new laws

Source: Demographic and Health Surveys 2014

WHO WE ARE

The Beyond Zero Initiative serves as an advocacy platform that complements Kenya's commitment to invest in and improve the quality of life for its citizens as highlighted in Kenya's development blueprint, Vision 2030.

BEYOND ZERO'S ASPIRATION



For Beyond Zero to achieve its aspiration, it works towards realizing the following outcomes: improved policies, strengthened alliances and shifts in social norms. These outcomes are linked to the key instruments of Beyond Zero's engagement. These include;

- Advocacy (positive policy changes for mothers and children).
- Mobile clinics.
- Medical safaris.
- Nursing scholarship fund.
- Health summits and recognition awards.
- Beyond Zero Half Marathons.



INSTRUMENTS OF ENGAGEMENT



<5%

Reduction of HIV and Syphilis transmission to <5%

a) Advocacy

The First Lady has leveraged on her role as Mama wa Taifa, patron, champion and advocate to convene government, private sector, non-governmental organizations and communities to accelerate and bring positive changes for mothers and children.

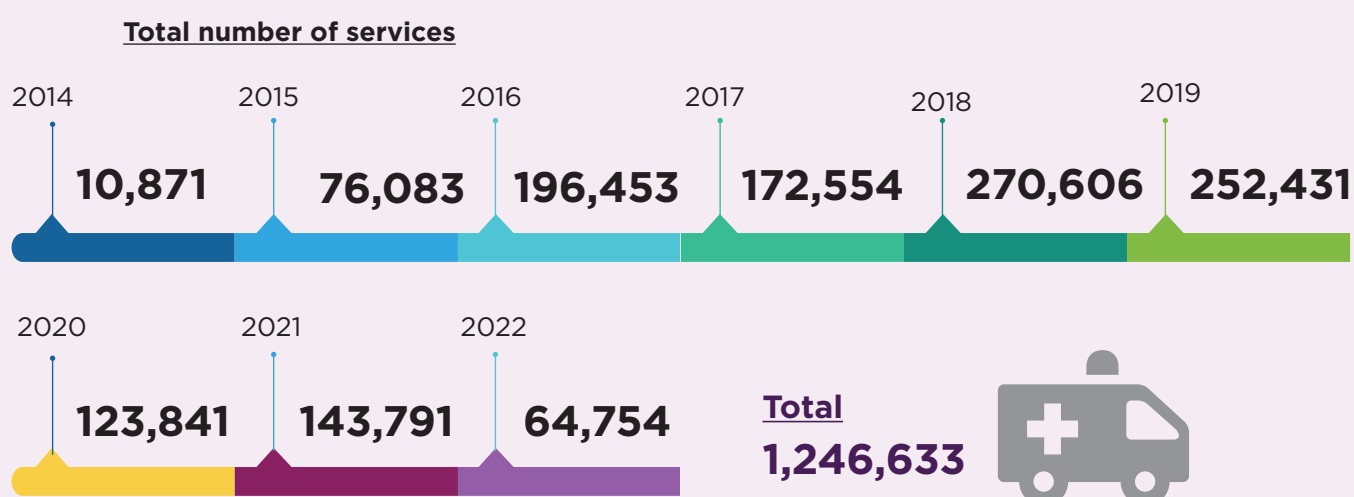
She has lent her voice on key challenges among them: the reduced burden of reproductive tract cancers; elimination of obstetric fistula; reduction of HIV and Syphilis transmission to <5%; elimination of all forms of gender based violence including female genital mutilation, child and forced marriages by 2030 by addressing social and cultural norms that propagate the vice.

She has delivered keynote addresses and spearheaded community conversations which have scaled up visibility of norms driving inequalities and the importance for increased uptake of healthcare services at international, national and county level including; United Nations Commission on the Status of Women 2019, International Conference on Population and Development 25, International AIDS Conference 2018, 9th Stop Cervical, Breast & Prostrate Cancer in Africa, 74th United Nations General Assembly, 72nd World Health Assembly, International Conference of Public Health Nursing, International Conference on Maternal, New-born and Child Health in Africa, International Day of Ending Obstetric Fistula among many others.

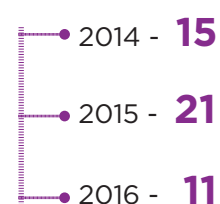
b) Mobile Clinics

The mobile clinics were identified as an instrument to strengthen existing health infrastructure within the Kenya Health Sector Strategic Plan 2013- 2017. In line with this, Beyond Zero adopted the mobile clinics as a One-Stop shop for delivering maternal and child health services. The mobile clinics are an innovative approach responding to inadequate access to primary healthcare services by bringing services closer to populations. Mobile clinics respond to unmet health needs of hard-to-reach communities. They link them -communities- to the wider health system by strengthening outreach programs and the capacity of existing referral system.

Beyond Zero donated at least one mobile clinic to all the 47 counties in Kenya. The mobile clinics routinely provide a myriad of free services and health education messages. This has been scaled up through the Beyond Zero Medical Safaris as instruments of delivering specialized healthcare services to communities.

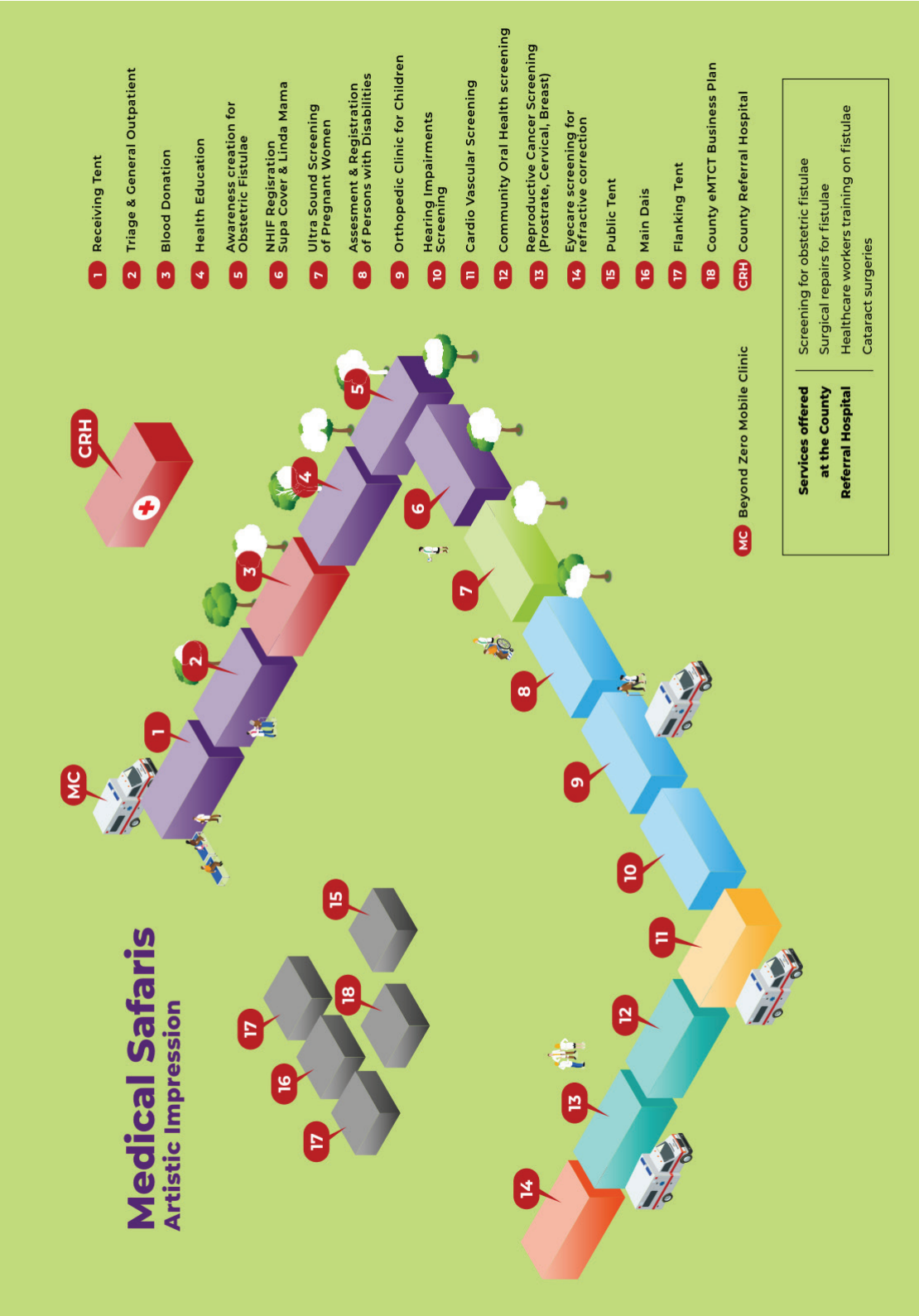


Timeline for delivery of the mobile clinics



c) Beyond Zero Medical Safaris

The Medical Safaris are an outreach model through which Beyond Zero mobilizes service providers and resources for provision of a wide range of free specialized health services for all.



To date, Beyond Zero has hosted ten medical safaris as follows;

Medical safaris



To further complement efforts in increasing access and quality health services, Beyond Zero believes that a skilled and well equipped health workforce can accelerate positive outcomes in maternal and child health.

¹ Kenya Health Information System 2022

The availability of adequate and well-trained human resources for health is a critical component towards the achievement of universal health coverage. In line with global trends of investing at the primary and community levels, Beyond Zero Nursing Scholarship Fund was established in 2016 in collaboration with Kenya Medical Training College.

To date, the program has been funded by World Bank and Roche sponsoring 1,324 beneficiaries. The enrollment process is supported by a robust selection criteria targeting Vulnerable and Marginalized Groups² as well as Arid and semi-arid counties³. To date, 1070 nurses have graduated and over 500 are employed by National /County governments, mainly under the universal health coverage program, and are serving their respective communities at the primary care levels.



To date, the program has been funded by World Bank and Roche sponsoring 1,324 beneficiaries.



(Map of distribution of the beneficiaries)

The map illustrates the distribution of beneficiaries across Kenya's counties. The following table lists the counties and their corresponding beneficiary status based on the map's color-coding:

County	Beneficiary Status
Turkana	Yes (Yellow)
Marsabit	Yes (Yellow)
Mandera	Yes (Yellow)
Wajir	Yes (Yellow)
Samburu	Yes (Yellow)
Isiolo	Yes (Yellow)
Garissa	Yes (Yellow)
Kitui	Yes (Yellow)
Tana River	Yes (Yellow)
Lamu	Yes (Yellow)
Kilifi	Yes (Yellow)
Kwale	Yes (Yellow)
Kajiado	Yes (Yellow)
Nakuru	Yes (Yellow)
Baringo	Yes (Yellow)
Samburu	Yes (Yellow)
Laikipia	Yes (Yellow)
Meru	Yes (Yellow)
Nyeri	Yes (Yellow)
Embu	Yes (Yellow)
Machakos	Yes (Yellow)
Makueni	Yes (Yellow)
Taita-Taveta	Yes (Yellow)
Kisumu	Yes (Orange)
Migori	Yes (Orange)
West Pokot	No (White)
Trans-Nzoia	No (White)
Homa Bay	No (White)
Siaya	No (White)
Busia	No (White)
Kakamega	No (White)
Nandi	No (White)
Uasin Gishu	No (White)
Murang'a	No (White)
Kericho	No (White)
Bomet	No (White)

3Migori, Garissa,
Lamu, Kilifi, Isiolo,
Marsabit, Samburu,
Bungoma, Kiambu,
Trans Nzoia, Baringo,
Wajir, Mandera, Tana
River, Kajiado, Kwale,
Mombasa, Nairobi,
Kisumu, Narok, Nandi,
West Pokot, Elgeyo
Marakwet, Tharaka
Nithi, Taita Taveta,
Laikipia, Turkana,
Kitui, Nakuru, Uasin
Gishu, Vihiga



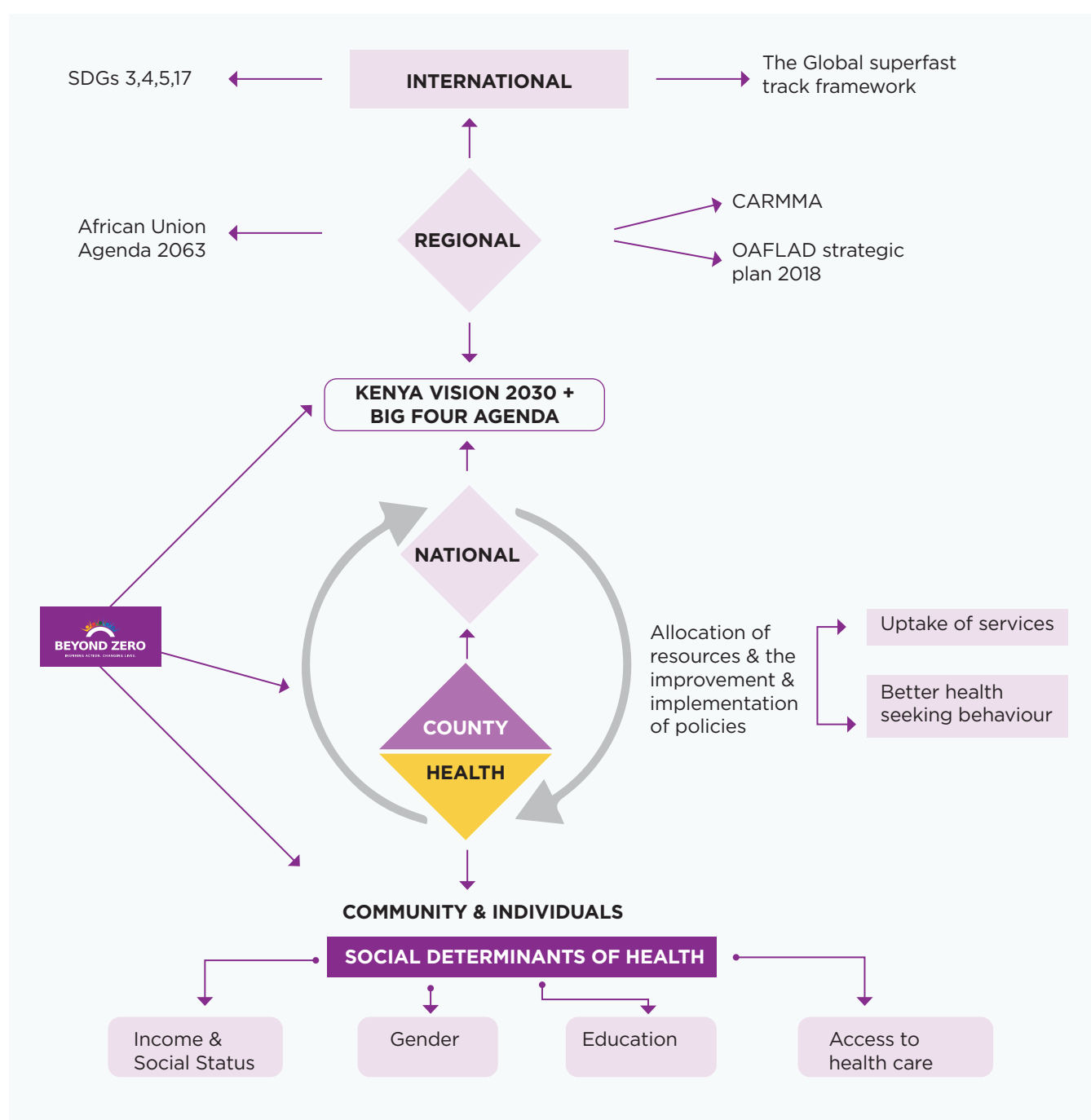
DEMONSTRATION OF BEYOND ZERO'S CONTRIBUTION TO THE IMPROVEMENTS OF WELLBEING

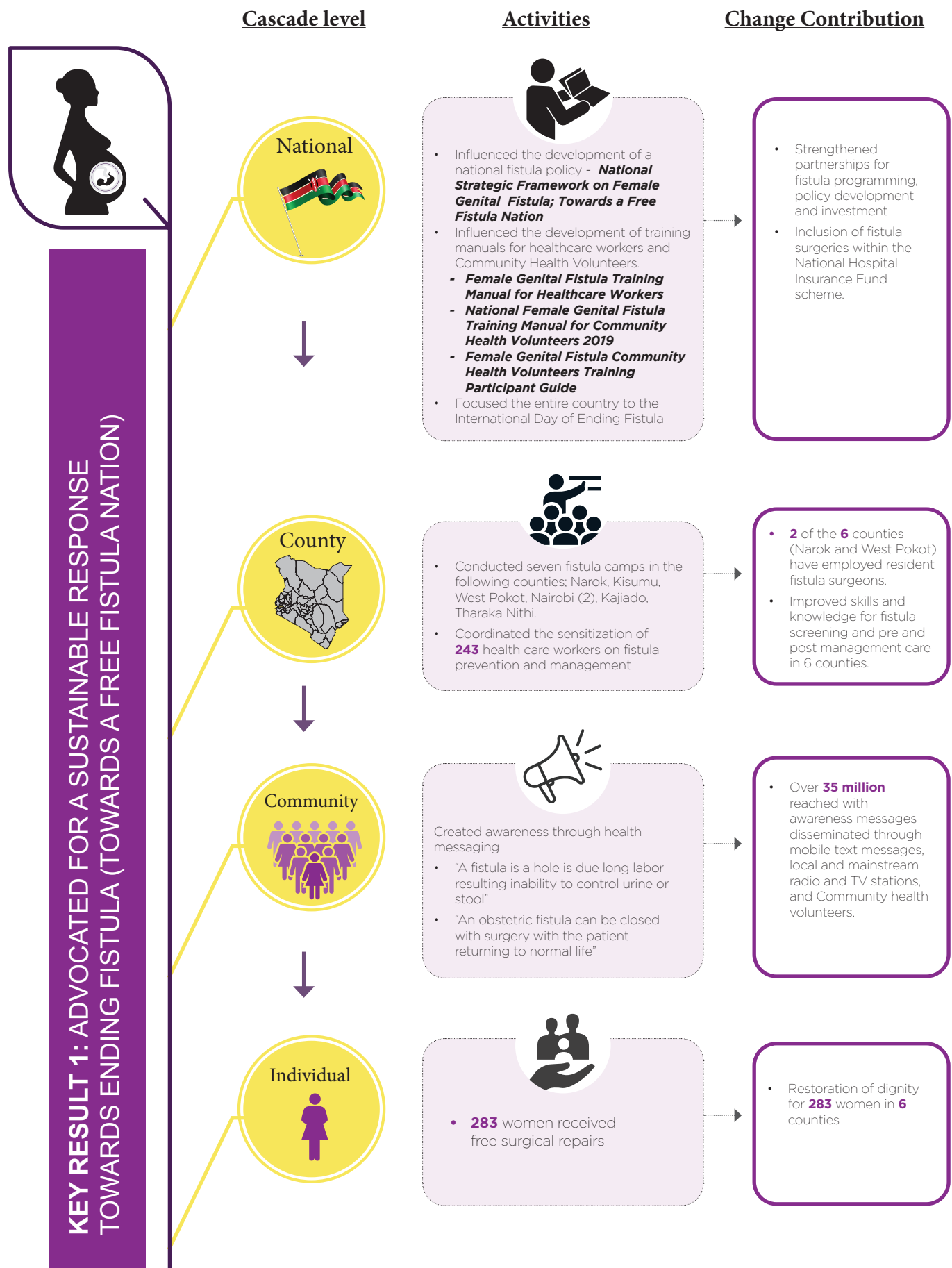
Beyond Zero seeks to contribute to better health outcomes for mothers and children. In this section we want to demonstrate how the Initiative has inspired actions and changed lives at different levels from national, county, community, household and individual.

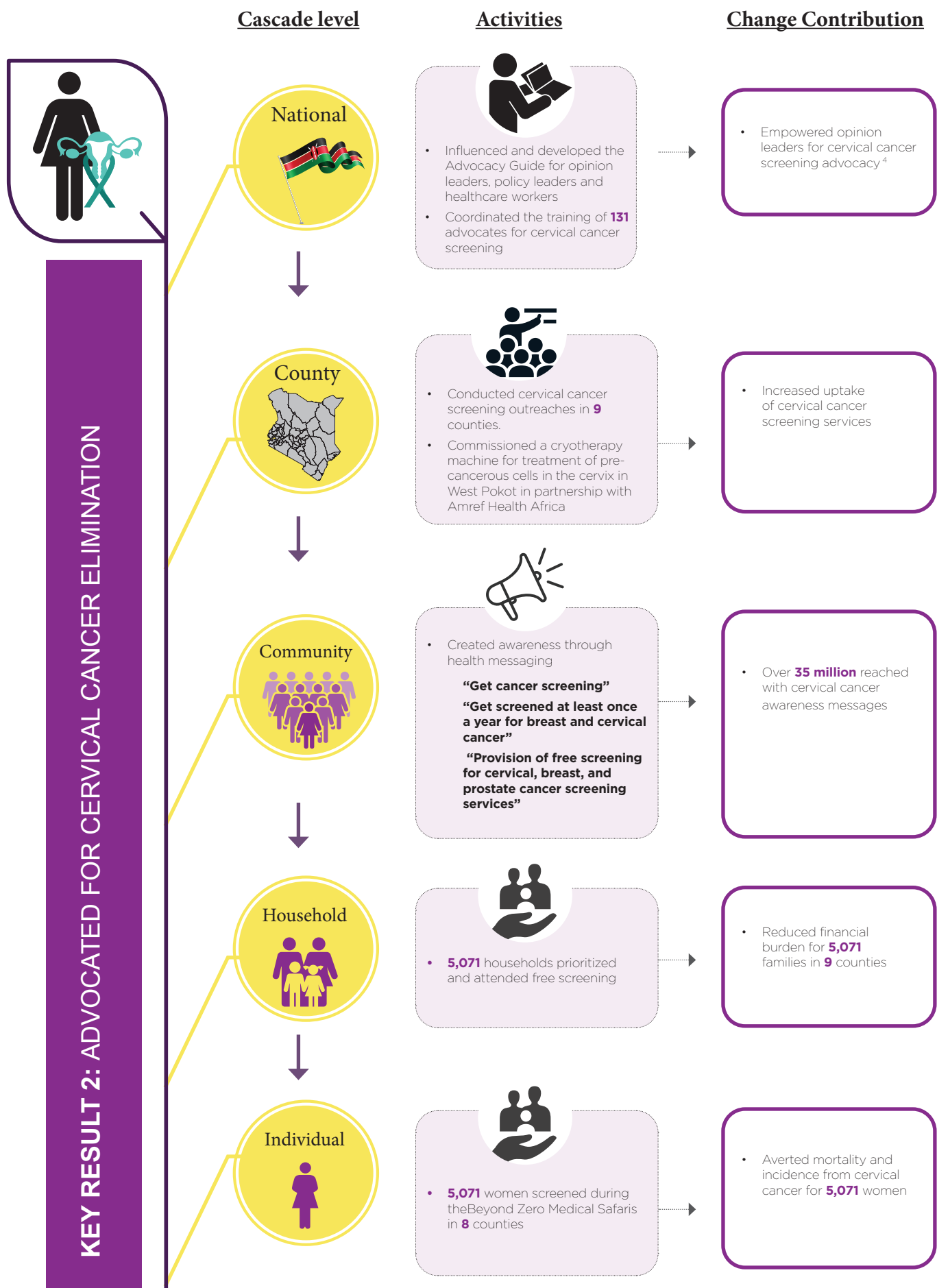
We recognize that there are other factors other than disease that affect human beings which influence the health outcomes. According to the World Health Organization, these factors include; gender, education, income and social status, access to health care services, social support networks and environment.

The Initiative's work is anchored on international and national development blueprints such as Sustainable Development Goals, the Kenyan Constitution 2010 and Vision 2030.

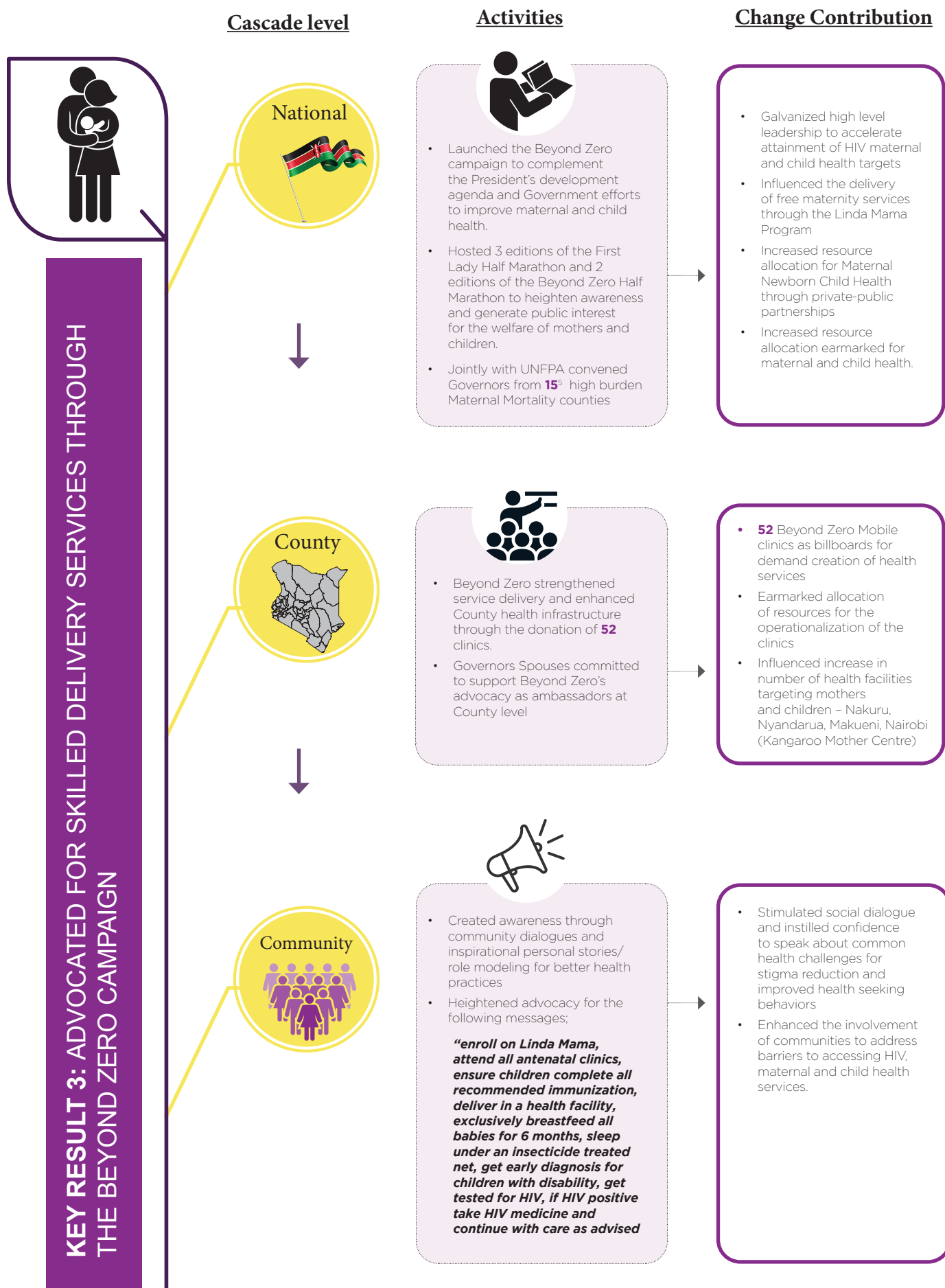
The Beyond Zero results areas involve complex and numerous actions that have delivered on the health targets of mothers and children.







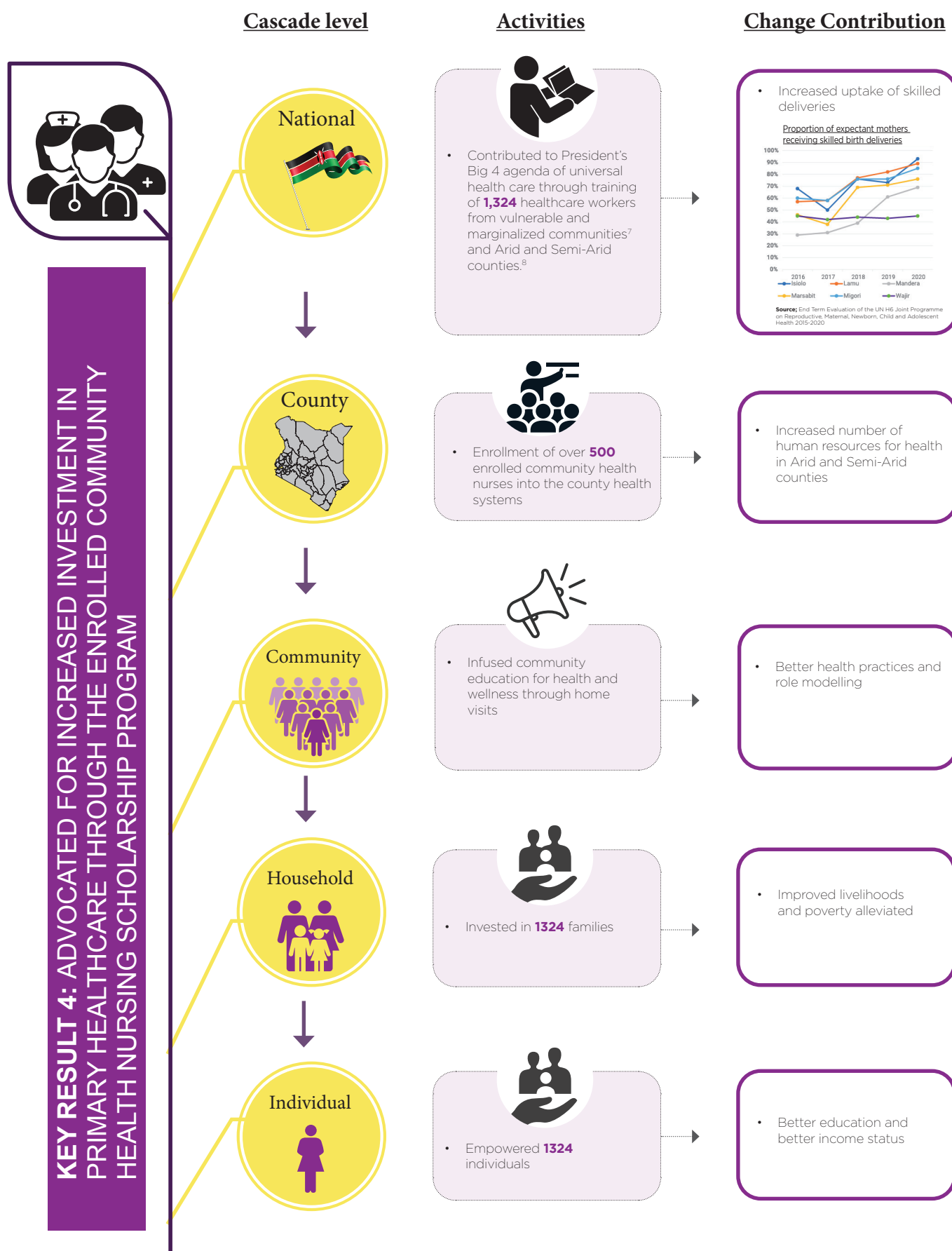
⁴Informed and aligned to the National Cancer Control Strategy to accelerate the uptake of services at community level because cervical cancer is preventable



⁵Mandera, Wajir, Garissa, Marsabit, Turkana, Isiolo, Siaya, Lamu, Migori, Nairobi, Homabay, Nakuru, Kakamega, Taita Taveta and Kisumu.

⁶NASCOP data 2020





⁷Basuba, Boni, Bonieya, Borana, Dasanach/Marille, Deis, Dorobo/Sebei/Sweii, Elmolo, Endorois, Gabra, Gagabey, Gal Jil, Gawaweni, Gobawyn, Hiir, Ichakun, Ilchamus, Ilkonono, Ilwana, Kekenyoike, Konso, Lodokilani, Maasai, Makonde, Malakote, Mnyoyaya, Ngikebotok, Nubians, Ogiek, Orma, Pemba, Pokomo, Pokot, Purko Enkaroni, Reer Bahar, Reer Dumaal, Rendille, Reh-bahar, Riba, Rib, Sabor, Sakuye, Samburu, Sengwer, Somali, Tareki, Thagichu, Tharaka, Wabajuni/Wasanye, Wafrere, Wakifundi, Wanyasa, Wapare, Wasanye, Watende, Turkana, Ugoti, Waata, Watswaka, Wardei, Yaku, Siria, Ltorobo, Nyangori, Terikeek, Swei.

⁸Migori, Garissa, Lamu, Kilifi, Isiolo, Marsabit, Samburu, Bungoma, Kiambu, Trans Nzoia, Baringo, Wajir, Mandera, Tana River, Kajiado, Kwale, Mombasa, Nairobi, Kisumu, Narok, Nandi, West Pokot, Elgeyo Marakwet, Tharaka Nithi, Taita Taveta, Laikipia, Turkana, Kitui, Nakuru, Uasin Gishu, Vihiga



PARTNERSHIP OPPORTUNITIES FOR BEYOND ZERO PROGRAMS

1. Empowerment of communities for norm change

Opportunity

Promote maternal and child health advocacy for; ante natal visits, skilled delivery by a health provider, HIV testing & counseling, exclusive breastfeeding for six months.

Promote advocacy to end neglected tropical diseases e.g. Trachoma and River Blindness, through access to basic clean water supply, sanitation and hygiene.

Promote advocacy to end gender based violence including harmful cultural practices such as female genital mutilation.

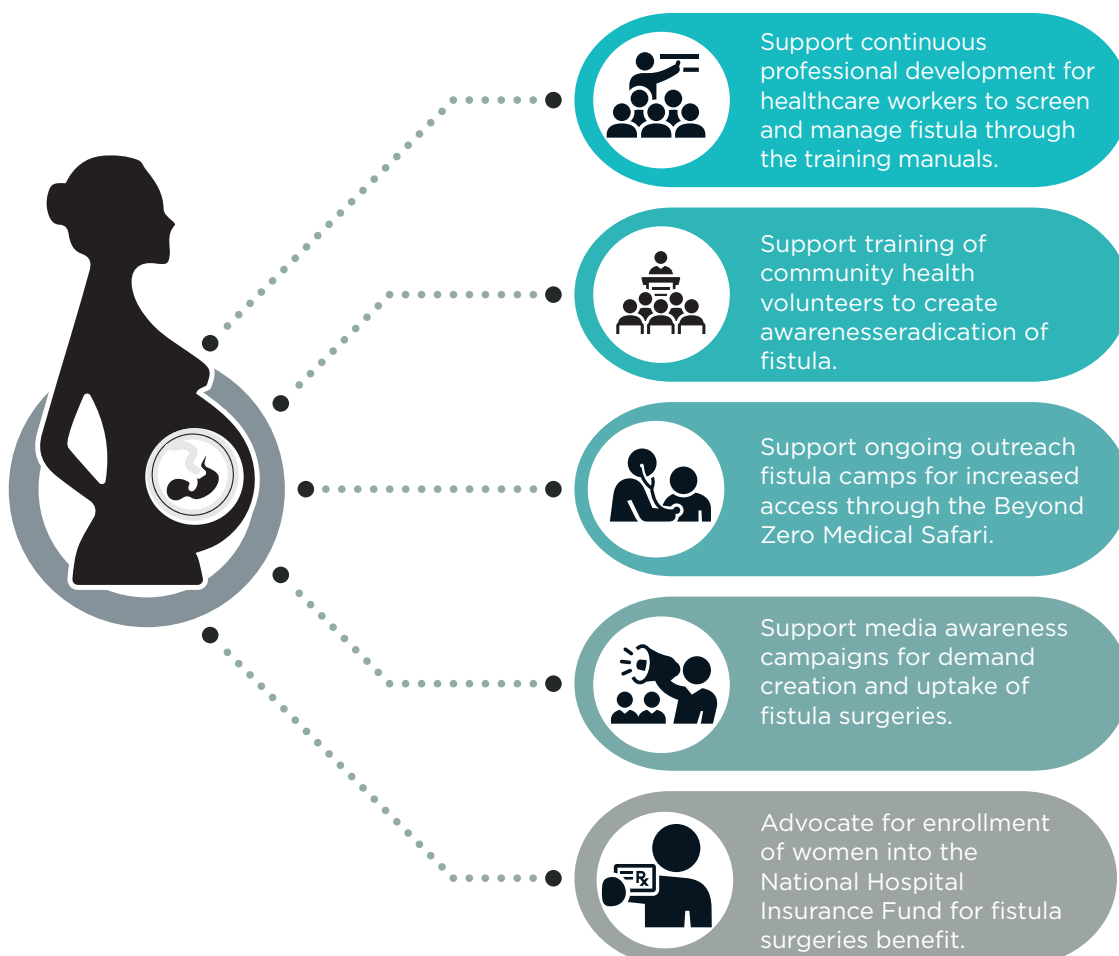
Support media campaigns to create awareness for reduced stigma attached to mental illness and substance abuse.

Support outreach camps for community dialogues and linkage to facilities.

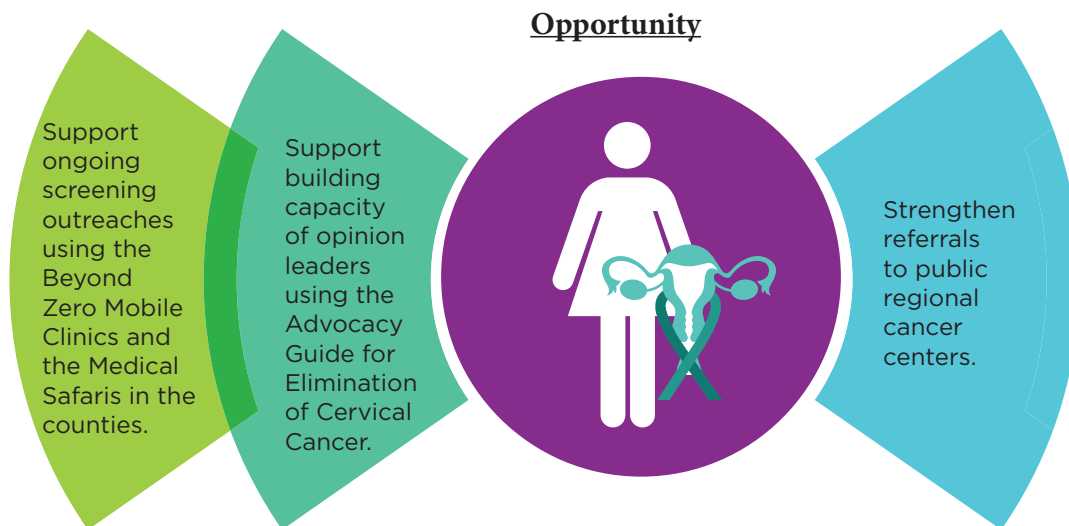
Support outreach programs for workplace wellness services to reduce stigma.

2. Eradication of fistula

Opportunity



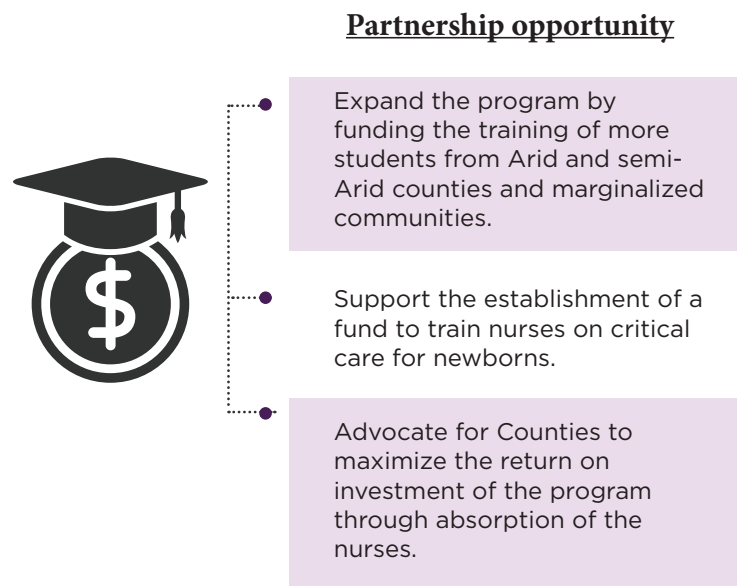
3. Elimination of cervical cancer



4. Securing Linda Mama free maternity program



5. Scaling the Nursing Scholarship Fund Program



6. Healthcare services for children with disabilities



7. Refurbishment of health facilities

Support of appropriate technology and infrastructure expansion in;



Opportunity

- Mageta health centre in Siaya County
- Njukini health centre in Taita Taveta
- Kasarani health centre in Nairobi Metropolitan Services
- Moyale sub-County hospital in Marsabit County



ACCOMPLISHMENTS OF THE PATRON AND FOUNDER OF BEYOND ZERO, HER EXCELLENCY MARGARET KENYATTA

01



First, First Lady globally to pioneer running marathons for a cause. The choice and commitment to run marathons -I will run- shows that passion, despite strain and effort, can bring positive change.

02



Through her leadership, she rallied the country in raising attention to the needs of women, children and people living with HIV.

03



For the first time scaled up partnerships between the private and public sectors to respond to a national challenge of ending preventable deaths of mothers and children "no woman should die while giving life".

04



Model a home grown resource solution for health by bringing in private sector to participate and engage in strengthening the health systems.

Within the Executive office of the President, the office of the First Lady has been recognized as best performing department.

05



The replication of the Beyond Zero model of private and public engagement resulting in the ideation of the United Nation sustainable development goals partnership platform in Kenya.

06



Influenced the establishment of the Governors spouses' caucus- County First Ladies Association.

07



Triggered an expanded infrastructure and staffing at County level for delivery and provision of free maternity program.

08



As a result, she has been recognized for her exemplary leadership and an Institute has been established in her name.






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